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—page 24

The Billboard

JULY 18, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Record Industry Foresees Quickened Pace in Changes

Evolution Focuses On Market Levels

Self-Service Rack Expansion Heightens Diskeries', Distributors' Dealer Problems

By JOE MARTIN

CHICAGO, July 11. — In the five years since the LP and 45 r.p.m. speeds were introduced, the record industry has progressed thru a major marketing evolution. And as dealers, distributors and manufacturers gather here, Monday (13), for the National Association of Music Merchants' convention and trade show, industry executives on all levels foresee an accelerated pace

in the changes, but with the greatest effect upon the retailers.

The evolution, which began in earnest when LP and 45 r.p.m. records signaled the entry of scores of new manufacturers, has already had its effect on the dealers. Such vexing problems as inventory, pricing and record playing equipment have served as topics for both conversation and sincere planning. More recently, however, the introduction and expansion of jobbers servicing supermarkets and chain stores thru self service racks have heightened the manufacturers' and distributors' problem of dealer relations.

It is no longer a secret that long-range manufacturer thinking and planning is based on the single principle that the number of retail record outlets must be increased. Yet, the manufacturers must do all they can to support and strengthen the position of the old-line, regular retail record stores. Without much effort on the part of the major disk firms, the kiddie business has already changed to such an extent that about 50 per cent of all children's records are now being sold thru outlets other than regular record stores.

The first move toward selling kidisks thru non-record outlets was made by firms specializing in low-priced children's records. The

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House Vote on Movie Theater Tax Relief Due

Bill Passage Seen Probable Despite Treasury's Fight

WASHINGTON, July 11. — An early House floor vote is seen for legislation repealing the 20 per cent federal tax on movie theater admissions. The legislation, which was tossed to the floor by the House Ways and Means Committee yesterday (10), appears likely to pass the House despite Treasury Department's opposition. Treasury has argued that exemption of movie theaters from the federal admission tax would result in loss of more than \$200,000,000 in annual revenue to Uncle Sam. The movie industry had argued that the tax relief was necessary as a result of hard sledding in the industry, particularly from TV competition.

Theater interests pushing for the tax relief have climaxed one of the biggest and fanciest drives seen here in years. There is likelihood they may run into trouble on the Senate side, but spokesmen for theater interests are predicting that the exemption bill will be enacted. Nearly two score bills have been introduced in Congress proposing the exemption. The House Ways and Means Committee's action was on a bill sponsored

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HOUSE GROUP EYES BILL

Would Allow Performers To Average Yearly Taxes

WASHINGTON, July 11. — Backed by powerful elements in the amusement industry and the U. S. Chamber of Commerce, a proposal to allow computation of income taxes on an "average" yearly basis instead of on the present actual yearly basis is being seriously considered by the House Ways and Means Committee. Under the proposal, the income taxpayer could compute his tax by striking a yearly average over a two-year, five-year or a ten-year period. This would be a Godsend to professional entertain-

ers and others in the entertainment industry which is noteworthy for the number of people who are in the chips one year and in the financial doldrums the year after.

The proposal was formally urged upon the House Ways and Means Committee yesterday (10) during its hearings on general tax revision (for committee's favorable action on movie admissions tax exemption, see separate story; also separate story on excess profits tax extension). Spokesmen for the average tax were Associated

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Big Disk-Star Poser: Second Personal Appearance Visits

By BILL SMITH

(Continued from July 11 issue)

NEW YORK, July 11.—The big money pay-off as a result of a big record, or a series of records, comes with the personal appearances. Up to now it is one of the best short cuts to star billing and star dough devised in the past few years. To sustain the demand, however, it is the second trip around the clubs and theaters that helps establish a record seller into a personal appearance attraction. If the second trip is successful it will be followed by the third and fourth, etc.

It is this second trip around that performers and agencies are now taking serious note of. A constant flow of hit records can keep up a demand. But a few singers can keep coming up with the 200,000-sellers or bigger. The first trip is usually the result of a combo of a hit record plus aggressive selling, followed up by shrewd promotion in the area where the performer gets his first p.a. The second trip around is dependent on a demand started via the first trip. The strength of the demand depends on the business the performer did the first time out, how much the first salary was and how much is asked for on the repeat.

Salary is the first consideration of the club owner. He sets the

price and then considers the talent alongside the price tag and decides whether he's going to buy the singer again. Options for future dates may be a consideration. But no buyer picks up an option if the potential has been cut or is no longer there.

Basically, the value of an act from the buyer's viewpoint is not on performance. Talent is secondary. There is very little to choose between a \$200 singer and \$2,000 singer except a hit record which brings in the customers. The price of an act and the dates

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CIRCUIT AGREEMENT

Arenas-Auditoriums Plan Package Stands

By TOM PARKINSON

CHICAGO, July 11.—Arenas-auditorium managers, most of them from Iowa, have set up tentative plans for a block booking agreement which would offer road shows, particularly legit attractions, a package of eight or more stands.

They will meet July 22 at Des

Moines to work out details.

Their action was the major upshot of widespread talk about booking problems during the International Association of Auditorium Managers' convention here this week.

It was seen by several observers as a first step toward the goal of getting buildings and shows together in a profitable and manageable system. Most observers agree that such organization is going to be necessary and that, at least for now, small circuits of buildings will be more effective than if the entire IAAM banded together in a booking arrangement. Some foresee the day, however, when the full group

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JASCHA FIDDLES, MISCHA BURNS

NEW YORK, July 11.—Mischa Elman, who severs a 43-year association with RCA Victor this fall over a repertory hassle, was violin soloist at a Lewisohn Stadium concert here Thursday (9). Elman's disaffection with the diskery developed over important selections in the fiddle literature being reserved for Jascha Heifetz. The stadium concerts are broadcast over WQXR, but Elman insisted his portion of the program, the Beethoven Concerto, be held off the air. To fill in the session, the station broadcast a recorded version of the concerto. It was a Victor record; the soloist was Heifetz.

Coin Industry Enjoys \$10,000,000 in Export

By TOM McDONOUGH

CHICAGO, July 11.—The coin machine industry is experiencing its first \$10,000,000-plus export year.

Altho Commerce Department has released sales data covering only the first quarter, information given The Billboard by manufacturers, distributors and firms specializing in exports indicate that thru June well over \$5,000,000 worth of music machines, venders and amusement games were shipped to foreign countries.

The over-all growth of export trade in the past three years has amazed even the most optimistic coinmen—but it was not an accident. Rather it was a liberal dividend resulting from many pre as well as postwar years of planning, developing and sound

promoting. Moreover it succeeded despite trade barriers, economic road blocks and international tension.

Postwar Development

Limited in production because of conversion of factories and peak domestic demand, the industry still delivered equipment valued at \$2,655,078 in 1946. With the home markets in better balance

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Summer COIN MACHINE EXPORT Section

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Christmas Is Coming . . .

Only 160 days left. Just time enough to stock up on fast-moving, high-profit Christmas cards of all types. Check this week's classified section for bargain listings and start raking in extra profits next week.

Christmas, July, any month, any season is profit time for buyers and sellers in The Billboard's three big classified sections. Waek in, week out, year after year it's the No. 1 profit medium for practically any item or service you can imagine. For as little as \$3 you can prove it to yourself!

What Do You Want To Buy or Sell?

See pages 59, 80, 99

Billboard Backstage

By BOB FRANCIS

Some very odd characters invade the precincts of an amusement trade paper from time to time. Usually they make a bee-line for the cubical belonging to Jim McHugh, our genial outdoor editor and expert on matters al fresco. Jim was telling me this week about a visit from a real dazzer — an electrical wizard whose specialty was clouting himself on the head with a chunk of two-by-four, which effort made a light bulb in his flickering left hand glow with flickering incandescence. Jim swears that the lad charges himself via a wall socket, and would have given a more solid demonstration, except that he can only take DC current, and The Billboard is lighted on the AC beam. However, the wizard departed without leaving name or address; so there is no way of proving it.

Anyway, from there the discussion got around to lions and tigers, a subject on which Jim drips anecdotes, being socially acquainted with most of the big cats in circuses around the country. This is a subject of potent interest to a drama reporter whose only contacts with out-size felines on a Broadway stage are bounded by the cowardly lion of the "Wizard of Oz" and his relative who pals around with "Androcles."

But even a sedentary, drama aisle-squatter has had his big cat moments, and I couldn't let Jim have everything his own way. There was the time, some dozen years ago, that I was assigned to do a feature piece on the indoor

"Spangles" circus at Madison Square Garden, and fell in with a tiger fancier who was readying an act in the sub-basement. He introduced me to his dozen-odd pets, housed in wooden crates with a few fragile bars on their fronts. While delivering a short lecture on the relative dispositions of Burmese, Malayan and Siberian stripers, my friend sat on top of the cages and carelessly drummed his heels on the bars. I was deeply impressed. His favorite pupil was Rajah, a 12-foot hunk of Royal Bengal. As a payoff he put his hand in and scratched Rajah on the head. The big clown let out a purr to wake the dead. I was more impressed. But when my friend suddenly clamped on my arm and planted my hand in the same spot, I damn near died. However, Rajah was a purring fool and went right on with his serenade. To top it off, when I wrote my piece, titillatingly titled "The Tiger That Purred," my Sunday editor read it and remarked, "Now I've heard everything. I'll run it, but you're the damndest liar on the paper."

This introduction to cat training likely made me a little smug when I was sent a bit later to interview Tempestuous Tallulah down at the old Brighton Beach Theater. At the time, La Bankhead was touring in a revival of "Her Cardboard Lover" and was taking her bows with an overgrown lion cub dangling from under her arm. The show was only fair, but the cub was a sensation. When I got back to her dressing room, the only available

sitting space was a couch, and Tallulah's playmate was spread out on it. As he had the bulk of a good-sized police dog, it looked a bit over-crowded. "Darling," roared Tallu, "just shove Winston over, and be comfortable." (Kitty's full monicker was Winston Churchill.) Recalling the gentle Rajah, I gave him a hefty punch and then playfully scratched his ear. W.C. turned a baleful, greenish eye and bit me heartily on the elbow. Being addicted to tweed sports coats, his baby teeth didn't sink in more than half an inch, but it hurt like hell, and I said so. La Belle Tallulah was not impressed. She merely bawled to her secretary, "Darling, I think Winston wants to go out!" And I'm damned if the poor gal didn't put a harness and leash on the nasty brute and haul him out in the alley. Winston has long since been dedicated to a zoo. I hope he never gets out.

Jim McHugh, of course, listened to the red letter moments of my career with genial tolerance, and then proceeded to top them with a cat-scratching reminiscence of his own. It seems he was operating on the ears of a lion in a menagerie wagon and turned away with his customary sang-froid. The lion suddenly let out a tremendous roar, startling our James into knocking the prop from under an overhead wooden awning and getting smacked silly with a conk on the head. Like my ex-Sunday editor, I don't believe it, either.

Highlight Reviews

B. Hutton, at Desert Inn, Is Vegas' Answer to the A-Bomb

By ED ONCKEN

One of the most elaborate shows and one of most versatile entertainers in the business combined this week to re-open the Painted Desert Room at Wilbur Clark's Desert Inn in Las Vegas, after spot was dark for a month for remodeling. Doing her first night club stint since she became a top picture star, Betty Hutton served notice she will be hard to equal with whatever talent is booked during this highly competitive season by the opposition.

Captivating a turnaway audience from her first number, Miss Hutton generally stayed with the familiar, noisy eruptions for which she is famous. Such screaming, athletic routines as "Murder, He Says," "You Can't Get a Man With a Gun" and "My Rocking Horse Ran Away" make one wonder if this blonde Vesuvius will be able to stand the pace for her four-weeker.

For a change of pace, the Hutton midway choice was a hilarious Roaring '20's routine, supported by The Skylarks, a harmony group which is part of

her act. Their Charleston dance number, done in raccoon coats and waistless dresses was the highlight of the show. Another effective novelty number was a duet by Miss Hutton with her own recorded voice to "Tea for Two" as she mimicked both Blossom Seeley and Benny Fields in a familiar vaudeville routine of three decades ago. She closed with "Way Down Yonder in New Orleans," "So They Say," and "Doin' What I Was Born to Do," another novelty. She did four or more encores at each show, closing with The Skylarks in a throaty "I Believe."

Miss Hutton's portion of the show is staged and directed by her husband, Charles O'Curran. Her musical conductor is Lou Bring; her pianist, Jack Latimer, and her percussionist, Remo Belli. They combine to present an act which shows the result of painstaking preparation.

Lavish is the word for the stage production numbers by Don Arden, as the chorus performs two remarkable and expensively cos-

(Continued on page 19)

RC Music Hall Outdoes Itself With Lavish New Alpine Show

By BILL SMITH

The Music Hall has had many shows, but it seldom has had a better show than the one caught backing its current M-G-M pic, "The Band Wagon." Emphasis thruout was on spectacle and speed. The former was so grandiose, that even the big Music Hall stage seemed at times too small to hold all the things going on.

Tagged "Alpine Echoes," elaborate scenery was hung to show a mountain locale. The stagemid terraced steps had Swiss chalets out of which girls came to yodel to each other across the big house. This was followed by the house singing ensemble, headed by Eric Hutson, doing mood songs for a fine opener on the stage proper.

The next scene started with a steam curtain, with an offstage voice explaining how "Flowers" grew in the Alps. This sequed to probably one of the most exciting ballets caught here in a long time. Margaret Sande, ballet director, did a beautiful job on this one. Featuring Genia Mell, the ballet went thru traditional

steps, plus the flash sequences, flower effects via costumes, lights and mechanical stage assists that the big house is geared for and does so well. The number deserved and got a tremendous hand.

Still in the Swiss locale came Warren, Latona and Sparks, the English comedy duo team. The two boys and the girl drew hefty yocks for their comedy knockabouts. Their tricks were good, but their comedy was so much better than the tricks were overshadowed. The act opened with a gimmick this reviewer doesn't recall ever seeing used before in this theater. The boy came out of one of the Swiss chalets set on one of the terraced sidestages, "fell" off into the orchestra, ran down the aisle to the stage and climbed aboard. After such an opener, the team had them all the way and kept them that way

(Continued on page 19)

Legit Line-Up

By BOB FRANCIS

As previously announced, the City Center's drive for funds has put in a black spot for next season. In addition, the customary drama season, up to this week held in abeyance, is now a certainty. Chairman of the board Newbold Morris has had word from Jose Ferrer that the latter will take time out of his current schedule to direct and appear in three plays, each of which will run for a two-week stand, starting December 11. Ferrer is giving his services for free, as his personal contribution toward the Center's pitch for financial security. Jean Dalrymple is his "Gal Friday" on production details. Tentatively, the schedule calls for three revivals—a comedy, a classic and a contemporary play, none of which has yet been tabbed. Chairman Morris loudly beats the drum in favor of Ferrer's assist, which is no more than right in consideration of the latter's volunteering in view of a terrifically crowded schedule.

Leif Erickson, long absent from Broadway showcasings, returns to the Stem via signing by the Playwrights' Company for the lead opposite Deborah Kerr in "Tea and Sympathy." Practice starts August 16 under staging advice of Elia Kazan. Supporting cast includes John Kerr, Richard

York, John McGovern and Richard Franchot. The Ethel Barrymore Theater tabs "Sympathy" for September 30 unveiling.

ANDERSON "ALMANAC" ON ITS WAY . . .

After four years of horsing around, it is possible that John Murray Anderson's "Almanac" may hit the Stem this season. Anderson has quite an imposing group of players and technical contributors lined-up for a September 15 rehearsal start. On tap sketch-wise are George Axelrod, Mary Chase, Charles Sherman, Jean Kerr, Sumner Locke Elliot and Arthur Horwitz. If Wyril Ritchard is free from London commitments, he will direct. The cast includes Hermione Gingold, Billy de Wolfe, Harry Belafonte, Henry Momo, Nanci Crompton, Carleton Carpenter and Orson Bean. "Almanac" will get over-all staging from Anderson and will be sponsored by Harry Rigby Jr., Stanley Gilkey and Michael Grace. Final auditions are set for late August. Reportedly RCA Victor is one of the show's heavy backers, with an arrangement whereby Patrice Munsel, Eddie Fisher, Don Cornell and Dinah Shore will wax special arrangements from the Vernon Duke - Harry Sullivan

score. . . . Likewise due in this fall is the Richard Kollmar-James Gardiner musical, tentatively titled "Pennsylvania Dutch." Joe Stein and Will Glickman are responsible for the book. Arnold Horwitz will contribute the lyrics, when a composer is selected. Messers K. and G. are again joining forces in a follow-up to "Early to Bed" and "Are You With It?"

WHITEHEAD TAKES PRESSON PLAY . . .

Robert Whitehead has acquired rights to "Stars in a Person's Backyard," a first play by May Presson. The title may be changed, but Whitehead plans rehearsals for September, with a late October Stem unveiling to follow an out-of-town break-in. The play, about a mother's relationship with two children, calls for 10 characters, with action located in a small West Coast community. Whitehead will be ready to name his director and a couple of top players within the next couple of weeks. . . . Mary Astor (likewise according to Whitehead) is set for the Shirley Booth role in "Time of the Cuckoo," when the comedy-drama takes to the road. Douglas Watson is also skedded for a slot. Otherwise, the cast will continue as of the Broadway roster.

Picture Business

By LEE ZHITO

HOLLYWOOD, July 11.—Screen Actors' Guild has long been among the leaders in Hollywood's fight against Communism. This week, a Guild special committee recommended that SAG adopt a new bylaw that will fortify its historic opposition to foreign isms that attempt to infiltrate the movie colony.

Text of the bylaw reads as follows:

"No person who is a member of the Communist party or of any other organization seeking to overthrow the government of the United States by force and violence shall be eligible for membership in the Screen Actors' Guild. The application for Guild membership shall contain the following statement to be signed by the applicant: 'I am not now and will not become a member of the Communist party nor of any other organization that seeks to over-

throw the government of the United States by force and violence.'"

SAG's board approved the above which is currently being submitted for membership approval by mail referendum. In calling for membership passage of the bylaw, the board stated its position as to why this measure is needed by the union today. Since the board's letter so clearly crystallizes the motion picture industry's over-all thinking on the Commie menace and provides a noteworthy example of how a top union can solve such problems, I feel that its contents deserves repeating here.

Since space limitations do not permit the complete text of the board's letter here are some interesting excerpts: "The Screen Actors' Guild has actively and successfully fought for many years against attempts of the Communist party to use the

Guild and its members in the Communist conspiracy to destroy our American way of life.

"More than seven years ago, on June 16, 1946, the Guild board in a public statement of policy regarding the functions of the Guild, made clear that 'the Screen Actors' Guild has in the past, does now and will in the future rigorously oppose by every power which is within its legal rights any Fascist or Communist influence in the motion picture industry or the ranks of labor.'"

"On March 20, 1951, the Guild board stated that 'like the overwhelming majority of the American people, we believe that a clear and present danger to our nation exists,' and ' . . . all participants in the international Communist party conspiracy against our nation should be exposed for what they are—enemies of our country' (Continued on page 12)

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Wade Lines Up Legiters for WOR 'Theater'

Negotiations On For Various Plays, Silo Circuit Stars

NEW YORK, July 11.—Warren Wade is lining up an impressive group of legit properties for the fall run of "Broadway TV Theater" which returns to WOR-TV September 14 in its old time period, 7:30-9 p.m. Negotiations are in the works for "Twentieth Century," "Front Page," "Gramercy Ghost," "Janie," "Hasty Heart," "On Borrowed Time," "The Bat," "The Milky Way," "Ladies in Retirement," "The Play's the Thing," "Loco," "Arctic and Old Lace," "Brother Rat," "First Mrs. Fraser," "The 13th Chair," "Shanghai Gesture," "Potash and Perlmutter" series, "Peg o' My Heart," "Kiss and Tell" and "Girl of the Golden West."

Wade is also dickering for some George S. Kaufman shows, and is talking to Gloria Swanson about appearing in her legit revival hit "Twentieth Century" and to Victor Moore for "On Borrowed Time."

The producer is making a special pitch for movie and Broadway names now touring in summer stock, to play their straw hat roles on "Broadway TV Theater," thinking being that the actors will be spared the burden of extra rehearsals, while the show will benefit from their unusually

(Continued on page 6)

NEWS PROGRAMS MARK AT WBKB

CHICAGO, July 11.—WBKB, the ABC TV outlet in Chicago, has set a record, locally at least, for news programs. The schedule now carries seven hours of news, weather and sports a week.

This includes 36 five-minute news shows, 11 that are 10 minutes long, and seven of 15 minutes. There are 11 five-minute weather shows.

The heavy schedule of news is in line with the station's policy of service programs to help it meet the competition of network shows from the other stations. The shorter programs also have upped revenue by allowing more station break spots.

Stanton Denies Van Volkenberg May Quit CBS

NEW YORK, July 11.—Frank Stanton, president of CBS, Inc., this week denied a report that Jack Van Volkenberg, president of CBS-TV, would resign shortly. The report alleged that there had been a clash of personalities on the executive level. Stanton termed the report "ridiculous."

Van Volkenberg is considered to have done an outstanding job in the short while he has been heading CBS-TV. This season he has solved both his Tuesday and Saturday night sales problems.

ABC Seen Joining NBC-CBS in Scrap for Control of 3 Nights

Am. Tobacco Pact and Likely Victory In U. S. Steel Billings Major Factors

NEW YORK, July 11.—With all signs pointing to ABC as the likely victor in the web scramble for the lush U. S. Steel TV billings, the net result may be the projection of that web into a dog-fight with NBC and CBS for dominance of at least three nights during the coming season. The alternate-week, hour-long prestige drama, with Theater Guild producing for Steel, would be the bulwark of a hefty Tuesday slate. ABC already has almost its entire Friday line-up set, and is about to wrap up some major developments which will shape its Thursday schedule.

The Steel billings have been leaning in ABC's direction for several weeks now, but the key factor was the pact set by the web with the American Tobacco Company to bankroll the Danny

Thomas show (The Billboard, July 4). That deal, coming out of the same agency that handles the Steel billings—Batten, Barton, Durstine & Osborn—places Thomas in the 9-9:30 p.m. Tuesday period, immediately preceding the 9:30-10:30 time which ABC has been pitching at Steel. That bankroller now is wrapping up its long-standing negotiations with the Theater Guild with finalization due momentarily. The show will debut in October.

Thus, ABC's Tuesday line-up will stand out as a real threat for audience honors. The network is virtually conceding 8-9 p.m. to NBC's Milton Berle-Bob Hope axis, and thus far has made no move to slug it out in that hour. From then on, however, the Thomas film show followed by Theater Guild for Steel (alternat-

ing with a big web-produced dramatic package), and "The Name's the Same" in the 10:30-11 period, will put up a battle against all comers.

Heavy Cash

ABC's pitch to Steel was fortified by its willingness to lay out heavy cash on its alternate-week entry, on which it has considerable sponsor interest. This, tentatively, will bear the tag "ABC Album," which this past season was used by the series of 30-minute airers showcased in the 7:30-8 p.m. Sunday slot for Plymouth.

The network is known to be blueprinting a big-name layout, involving top-rated actors, producers and writers. Among the producer-director contingent understood to be set are Alex Segal, Guthrie McClintic, Marc Connelly, Sir Cedric Hardwicke, Ralph Nelson and Carol Irwin. Among the scripters on the fire are David Swift, Halsted Welles, Frank Gabrielson, John Blahos, Max Wilk and Everett Rhodes Castle.

Another factor weighing in ABC's favor is that web's increasing ability to clear stations. It's expected that better than 50 markets can be lined up for the Steel show.

Friday Schedule

ABC's Friday schedule is set commercially right up to 9:30 p.m. with a situation comedy-drama block which should give a good account of itself. Stu Erwin tees off at 7:30 for General Mills; followed at 8 by Ozzie and Harriet for Hotpoint and Lambert; the new Arlene Dahl-femeseed film drama series for Pepsi-Cola at 8:30, and the new Paul Hartman film series at 9, sponsored on alternate weeks by Armour and Bristol-Myers. The 9:30-10 period is still open, but is expected to be wrapped up shortly.

The next project, Thursday nights, will find the web building around the new Ray Bolger film series. This show, which will be sponsored by American Tobacco if the pilot now in production pans out well, is slated to go into the 9:30-10 p.m. time. The slots immediately preceding and following the Bolger time are available, but ABC is known to have a key deal reaching the burning stage for the 10-10:30 slot with a major bankroller.

The 8-8:30 time also has something brewing. Lorillard has the 8:30-9 p.m. slot nailed down, and currently is airing "Chance of a Lifetime" there, but all indications point to that bankroller lining up a more potent stanza to go with ABC's rejuvenated line-up.

CROSBY BROS.

Bob Inks for CBS Program, But Not Bing

NEW YORK, July 11.—CBS this week was having trouble with one Crosby for radio while another was wrapped up to appear on its video network.

Bing Crosby has not as yet signed his contract to appear on CBS-Radio Thursdays at 9 next fall, although General Electric has already placed a contract for his services. He has indicated a desire to take it easy and perhaps do only his several sketched TV shows. The radio web however, is hopeful that he can be persuaded to go on again.

Bob Crosby and his musical show will move into the 3:30-4 p.m. strip on CBS-TV next fall. The program will be done from the Coast. "Action in the Afternoon," the Eastern oater now in that time period, will be moved back, probably a half hour, where there is a better chance of getting a kids' audience.

FCC Issues 4 More TV Grants; Total Now 514

WASHINGTON, July 11.—Four more TV grants issued by Federal Communications Commission this week brought total authorization to 514, including 406 post-freeze grants.

Better than 80 per cent of post-freeze TV construction permits have gone to AM or FM broadcast interests, FCC reported.

Among this week's CP's was one to Mount Washington TV, Inc., Poland, Me., in which newly appointed Pakistan Ambassador

Horace Hildreth has an interest.

Other CP's this week went to: The Lewiston-Auburn Broadcasting Corporation, Lewiston, Me., UHF Channel 17; Triangle Broadcasting Corporation, Winston-Salem, N. C., VHF Channel 12, and Commonwealth Broadcasting Corporation, Norfolk, UHF Channel 27.

A breakdown of total figures on TV grants reveals that of the 374 CP's handed out between July 1, 1952, and July 1, 1953, 251 or 67.1 per cent had identical AM or FM ownership in the same community; 13 (3.5 per cent) had identical AM or FM ownership in another community, and 37 (9.9 per cent) had some interest in AM or FM. TV stations with no interest in radio totaled 73 (19.5 per cent).

Similarly, 90 or 83.3 per cent of the pre-freeze TV stations had AM or FM licenses in the same community while an additional 10 (9.3 per cent) had AM or FM licenses in other communities, the FCC pointed out. Only eight (7.4 per cent) had no AM or FM connections. At the half year mark, all but 15 of the nation's 193 TV stations on-the-air had AM or FM connections.

THEATER TV

New Company Signs Up for ND Gridcasts

NEW YORK, July 11.—Box Office Television, Inc., newly formed theater television company, this week was preparing to throw itself into hot competition against the TV networks on two bases. BOTV has signed up Notre Dame for the theatercasting of its football games for the next five years. If the program materializes this season it will be bucking the Saturday afternoon game of the week sponsored by General Motors on NBC-TV. BOTV has not as yet signed up any theaters for carrying the games, but has requested line clearances from the American Telephone and Telegraph Company on a "regular user basis." This request, if granted, will necessitate BOTV's programming 35 hours monthly and will again put it up against the webs. The next AT&T allocation meeting is September 27.

BOTV has also signed the Harlem Globetrotters, pro basketball team, to a six-year contract, and is currently negotiating for other sporting events, as well as entertainment attractions. The trade will be watching the future of BOTV's Notre Dame deal with interest since Theater Network Television, the only company that has staged theater TV events to date, carried college football, including Notre Dame, in 1950, and met with conspicuous failure due to the competition of games on home video.

Sam Levenson Nixes Quizzer

NEW YORK, July 11.—Sam Levenson this week rejected an offer from Mogen David Wine to become emcee of its "Where Was I?" quiz show. The program will return to Mogen David sponsorship next fall over the Du Mont network.

Weiss & Geller is the agency.

Washington Once-Over

By BEN ATLAS

WASHINGTON, July 11.—When Federal Communications Commission okayed a grant this week to Mt. Washington TV, Inc., for a new station in Poland, Me., former Gov. Horace Hildreth, of Maine, hastily summoned a press conference to answer questions about his interest in the station. The ex-governor, who leaves for Pakistan July 24 to take over his new duties as U. S. Ambassador, didn't bat an eye when a reporter asked: "Are you going to run the station by remote control from Karachi?" "No," said Hildreth. "I plan to let my business associates and my twin brother (Charles) do it for me."

A newsman reminded Hildreth that the top of Mt. Washington, where the station transmitter will be built, is colder than Alaska, and asked, "How are you going to get up there in the winter?" John W. Guilder, Hildreth's successor as president of the TV station, calmly replied: "By helicopter."

IN OTHER WORDS, MEN, 'STOP THROWING BULL' . . .

Everybody was practically snoring by the time a Senate foreign relations subcommittee moved into the third day of its long-winded hearing this week on the North American Regional Broadcast Agreement pact. Finally, Joe Dumond, president of the Josh Higgins Broadcasting Company, Waterloo, Ia., decided to try some of his rustic humor on the dozing participants. Suggesting that maybe the hearing could be shortened by applying some resourcefulness, "the sort they use out in Iowa," Dumond went on to relate that several thousand calves had been born in his home State last year "by a new means."

Sen. Charles Tobey (R., N. H.), subcommittee chairman, interrupted with a sly smile: "That was kind of tough on somebody, wasn't it?"

Amid howls of laughter, Dumond continued: "Well, I just thought I'd mention it to you folks here as appropriate to our hearing—in other words, let's save the bull."

WANNA LIVE IT UP? JUST JOIN THE 'VOICE' . . .

Members of a House appropriations subcommittee are still stewing over some of the things they learned during recent closed-door hearings on the International In-

formation Administration, which includes Voice of America. Among eye-opening disclosures was testimony on global junketing by IIA brass. At one juncture during testimony by Dr. Robert Johnson, exiting IIA director, Representative Clevenger burst out irately that junketing bureaucrats had spent about a billion dollars last year alone in their world travels.

"There are thousands of reasons why these people say they should travel," said Clevenger. "It's a nice way to take a vacation. They find it easy to set up a trip at public expense."

Dr. Johnson reminded the subcommittee that all of the IIA travel under study by the congressmen had taken place before he assumed his short-lived role as IIA administrator. He nevertheless shamefully agreed that "there are a good many trips which seem to be offhand, and . . . could have been cut down."

Clevenger was flabbergasted, too, by the number of \$75-a-day "consultants" hired by the Voice. In six years on the subcommittee, said Clevenger, he has "never seen a real engineer presented to this subcommittee, one who had a degree." "There is not one I would want to pay \$75 a day," he said.

WILL VOICE LOVE LUCY? ANYWAY, HILL LIKES TV . . .

Will Voice of America start buying a lot of home-grown commercial successes for overseas broadcasts? There's a good chance that may be done, say State Department topsiders. This would be one way to save on production costs. Said one striped-pantser: "Who knows? Maybe the Voice will love 'Lucy' too." . . . TV's impact on national politics came in for more Capitol Hill recognition this week in a bill hopped by Rep. Hale Boggs (D., La.) The bill, a companion to one introduced in the Senate earlier by Sen. Thomas C. Henning Jr. (D., Mo.), proposes to hike the ceiling for political spending by national committees to \$10,000,000. The present ceiling of \$3,000,000 is openly viewed as phony since there is no limit on the number of national committees which can individually spend up to that limit. Boggs and Henning contend that the election laws should be modernized to keep pace with the TV age.

NEWS CAPSULES—COAST TO COAST

Philly Ups Local Web Origins to 11; WOR-TV Seg Features 67 Scribes

PHILADELPHIA, July 11. — Local TV is coming into its own again, production-wise, with the past week bringing Philadelphia's weekly total of network originations to 11. The newest shows, which thru Friday basis of "Summer School," its highly-touted warm weather educational program for CBS. The same day at 5 p.m., WPTZ launched a Monday thru Friday project for NBC—a science-fiction series dubbed "Atom Squad," starring former WPTZ announcer Bob Courtleigh. Tomorrow (12), WPTZ studios will house still another NBC program, the weekly concert series, "Recital Hall."

These programs join an impressive list of shows already being fed to CBS by WCAU-TV—the daily "Action in the Afternoon," the weekly "Big Top" and "What in the World?" Other locally-originated network shows are now vacationing. These include WCAU-TV's "In the Park" and "Candy Carnival," WPTZ's "The Nature of Things" and WFIL-TV's "TV Club" for ABC and "Youth on the March," for Du Mont. Another WFIL-TV program, ABC's "Junior Press Conference," joins the vacation list this week.

WOR-TV SELLS NEW PANEL SEG . . .

NEW YORK—Michael Brothers Furniture Company this week signed to sponsor a 15-minute news of the day panel show over WOR-TV, beginning September 7, from 11 to 11:15 p.m. across the board. The show, "New York-Page One," will feature 67 reporters from New York newspapers, with scribes appearing in alternate teams of two each night. The program, brainchild of WOR-TV program director Larry Menkin, is the first project announced on the station's new fall programming line-up. It will be followed by another new live show (11:15-midnight), which Menkin describes as "revolutionary in format."

MUTUAL EXECS. SALEMEN MEET CROSLY STAFFERS . . .

CINCINNATI—Thomas F. O'Neil, president and board chairman of the Mutual Broadcasting System and General Teleradio, headed a delegation of Mutual executives and salesmen to Cincinnati for conference with Crosley Broadcasting Corporation officials, last Thursday and Friday (9-10). In the New York entourage beside O'Neil were J. G. Taylor, Herbert Rice, Roy Danish, Adolf Hult, Sidney Allen, Howard Cann Jr., Walter Duncan, James McElroy, John Tallcott, Fred Schneier, Dwight Martin and Bernard Musnik. Last named is with Crosley sales in New York. From Chicago came Carroll Marts, Virgil Reiter, Thomas Henry, Mel Goodrode, Tom Paro, Charles Helliwell and Bill Thompson. Harry Albrecht, with Crosley Broadcasting in Chicago, also accompanied the group. According to one Crosley official, the meeting was merely for the purpose of acquainting the out-of-towners with the local operation.

KATE LOSES 1. GETS ANOTHER . . .

NEW YORK—The Kate Smith Show this week lost one sponsor and got a renewal from another. Esquire boot polish dropped its alternate 15-minute weekly segment and Doeskin Tissue renewed its weekly quarter-hour slot on the program. Esquire also has cancelled its participation in NBC Radio's tandem plan. Esquire intends to buy an alternate-week nighttime half hour on a video network next season and needs all its dough. Emil Mogul is its agency.

BIG RESPONSE TO SUBSCRIPTION TV . . .

NEW YORK — In a survey of the first 1,000 people attending the initial public demonstration of Skiatron Subscriber-Vision here last month, 93.6 per cent said they would be willing to pay nominal fees for outstanding TV programs of types not now available. A percentage breakdown of specific shows preferred was as follows: Hit Broadway shows, 83.1; new feature movies, 78.9; educational courses, 58.7; leading sports events, 56.4; grand opera, 53.7; children's programs, 29.6. More than 54 per cent said they'd like to see four or more of the six program types listed. This survey material will be turned over to the Federal Communications Commission when Skiatron files an application for a commercial license later this year.

R. W. HUBBELL HEADS EASTON, PA., STATIONS . . .

EASTON, Pa. — Richard W. Hubbell, Television Development Officer of the "Voice of America," has been appointed to head the television and radio stations owned by the Easton Publishing Company, publishers of The Easton Express. J. L. Stackhouse, president of the publishing company, stated that Hubbell's responsibilities will include the new TV station now under construction, FM Station WEEZ, and a new AM station on 1230 kc. Hubbell began his duties June 25 and will divide his time between Easton and New York. For the time being he will continue to serve the Department of State in

an advisory capacity on a limited basis.

OTHER NEWS IN BRIEF . . .

Gross sales at Philadelphia radio station WIP for the first four months of 1953 were 9 per cent higher than those for the same period in 1952, heretofore the peak sales year in the station's 31-year history. . . . The 30th annual convention of the Radio-TV Manufacturers' Association will be held June 15-17, 1954, at the Palmer House, Chicago. . . . Huntington Hartford III this week paid \$2,000,000 for the CBS Vine Street Theater, in Hollywood, which he plans to convert into a legit playhouse. . . . News commentator Earl Godwin will do a weekly remote from Washington for NBC-TV's "Today" show, beginning July 20. . . . Chesterfield renewed Perry Como for another year, and Armstrong picked up its option in "Circle Theater" this week. . . . Advertisers participating in merchandising plan here have sold more than \$7,500,000 worth of food products, via the station's supermarket displays. . . . Manhattan's Nola Studios has installed a new \$25,000 "full range" recording studio, which reportedly produces a disk with the quality of sound heard on tape. . . . "Color TV will be a factor in retail merchandising by fall of 1954." General Electric veepee W. R. G. Baker told a group of dealers and distributors at the National Association of Electrical Distributors in Chicago last week.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Jack Lescoulie's contracts with both the Jackie Gleason Show (CBS-TV) and "Today" (NBC-TV) have just been renewed. . . . George Jessel, ABC's official ambassador of good will, participated in the opening of KBTW's new \$500,000 studios in Denver. . . . Betty Madigan, formerly with a Washington radio station, has been signed as guest singing star on the "Ted Steel Show" for the week of July 13th. . . . Dana Campbell has joined station WBBM-TV, Chicago, as director of station promotion. . . . Newly-elected veepees at Compton Advertising (Continued on page 6)

STATIONS REJECT SPOTS

Super Soft Drink Ad Copy Called 'Scare' by Outlets

NEW YORK, July 11.—Walter Mack's new campaign to revolutionize the soft drink field, via the introduction of the first carbonated beverage in a can, ran into some opposition this week on its radio spot campaign. Several radio stations here reportedly refused to carry transcribed spot announcements for the new Super Soft Drink product, on the grounds that the copy might be objectionable to listeners and

manufacturers of bottled products.

The stations reportedly registered particular disapproval of Super's "scare" copy, which emphasizes the dangers of broken glass and reminded the public that "Super-sanitary, no-deposit can be discarded while bottles are used and re-used 30 or 40 times. One spot reads "Good-bye to soft drinks in bottles," followed by the sound effect of crashing glass.

Ad Copy

The copy, which touts Super Ginger Ale, Club Soda, Grape Soda and Super Cola, also boasts that canned beverages "get cold faster . . . take up less space in your refrigerator, and are better for you . . . no more cash deposits to pay . . . no more empties to lug back to the store."

Soft drink tycoon Mack is reportedly preparing a new series of spot transcriptions, which he hopes will be acceptable to all stations. Meanwhile, tho, the broadcasters who desisted may miss out on a considerable amount of spot business, since Mack is reportedly increasing his spot buys on the stations which agreed to carry his present group of spots.

Baking Co. Buys Henley Package

NEW YORK, July 11.—Continental Baking this week bought the Art Henley package, "Make Up Your Mind," to replace "Grand Slam" in the 11:30-11:45 strip on CBS-Radio. The panel seg won out over a Steve Allen chatter show which was also being considered. Ted Bates is the agency.

STARS KNOCKED DOWN

Bargain Rates for Name Radio Shows

NEW YORK, July 11. — The coming fall season again will find the radio webs making their major sales pitches on packages coming in at well under \$3,000. The NBC salesmen this week were given prices on available radio stanzas for the fall, and of 26 shows on the list, all but five can be had at 3G or less—mostly less.

Top-priced stanza is Bob Hope, who has been available for months for either 8:30 Tuesday or 10 p.m. Wednesday. Altho the show is listed at \$11,000 net, the salesmen now are told to "get an offer." This is a far cry from the days when Hope's radio stint brought over \$25,000 weekly without a murmur—and dozens of sponsors eager to grab him if he became available.

Similarly, Fibber McGee and Molly are being offered as a strip for the 10-10:15 p.m. slot at \$5,600 net, or for their 9-9:30 Tuesday time at \$10,000 gross. Martin and Lewis can be had for \$8,500 net—and prospects are being told "you can pick your time."

The other "high cost" AM stanza being offered is the "Best Plays" series, 8:30-9:30 Sundays, which can be had at \$6,000 net for the hour, or half that for a 30-minute segment. On the NBC Symphony, the salesmen again simply are instructed to "get an offer." The "New Talent USA" show, occupying 7:30-9:30 Saturdays — formerly one of radio's cream times—can be had for that entire period for \$3,000 net.

Available at \$2,500 net are such stanzas as "My Son Jeep," "Cousin Willie," "Baron and the Bee," "Jason and the Golden Fleece," "Confession," and "G.I. Joe." A \$3,000 net tag has been placed on "Yellow Fever," while "Bob and Ray" can be bought for \$1,750 and the "Scarlet Pimpernel" waxed series for \$1,000. Harry Salter's "Name That Tune" is being offered for \$2,250.

Daytime strips likewise are priced low. "It Pays to Be Married" can be had at \$2,500 for the strip or \$600 per segment. "Second Chance" costs \$3,000 net or \$650 per show. One seg is available on "Just Plain Bill" and two on "Front Page Farrell" at \$600 each. Saturday morning finds "Breakfast in Hollywood" available at \$1,000 net, "Archie Andrews" for \$2,125, "My Secret Story" for \$1,250 and "Modern Romances" for \$1,500.

COLOR VIDEO

Agencies In Hubbub Over NBC Try-Outs

NEW YORK, July 11.—The art directors of local ad agencies suddenly are finding themselves the center of attraction among TV brass at the agencies, as the result of the color video tests being run by NBC-TV. The art chiefs, some of whom previously were hardly known by their TV brethren, are key men in the tests, which will have virtually every commercial stanza on the web aired at least once in tint between now and the end of the year. Sponsors are using the tests to plot the best possible presentation of the products for the coming of multichrome.

Several shows already have been aired quietly in color, with viewers at home not noting the difference because the compatible system is in operation. Each bankroller reportedly has been promised at least one whack at an origination from the Colonial Theater color studio. In addition, shows may use the color equipment during rehearsals, enabling additional client research into commercial techniques, and the web also is giving lecture demonstrations on the tint medium to agencies and sponsors.

NBC is planning to air a few special color shows, among which is reported to be one featuring Phil Spitalny and his all-fem band. Meanwhile, all NBC execs from supervisor up this week started a six-week, three-hour-per-week orientation course on camera techniques, console boards and other technical equipment. This is to familiarize the upper echelons with new equipment being operated by lower classified men, and to brief the staff on color video methods.

CBS-TV 'NO'

Nixes Stations For Du Mont Sat. Grid Tele

NEW YORK, July 11.—CBS-TV this week turned down an unusual request from Westinghouse that the network surrender station clearances to Du Mont on several Saturday evenings next season for the National Professional Football League games the advertiser will present over the latter web. The CBS-TV answer was that it would have to protect Saturday night station clearances for those of its clients who were buying time that evening just as it would for Westinghouse were it programming that evening.

The Westinghouse - sponsored pro football games will be presented mostly on Sunday afternoons over Du Mont, but also on several Saturday nights, and it is the Saturday night time that is giving difficulty on clearing. Many of the stations have already decided against clearing for Westinghouse Saturday evenings, probably because they can get regular weekly business.

the people SEE
WDEL-TV

Wilmington, Delaware • Channel 12

the people BUY

WDEL-TV advertised products

Write for information about your profit opportunity in WDEL-TV's large, rich market.

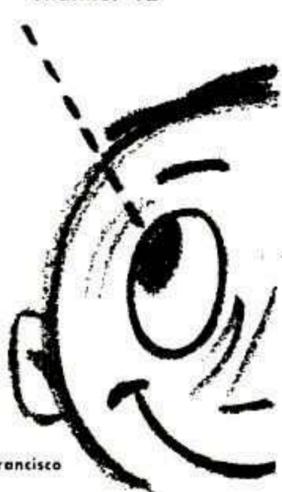
WDEL AM TV FM

A Steinman Station

Sales Representative

MEEKER

New York • Chicago • Los Angeles • San Francisco



growing
growing
growing

WGAL-TV
NBC • CBS • ABC • DuMont
Lancaster, Pa.

market prosperity . . . loyal viewing audience. Write for information —

Sales Representative
MEEKER
New York Chicago Los Angeles San Francisco

Steinman Station
Capt. McCough, President



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space
THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

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

- | | |
|---------------------------|---------------------------|
| 1. Song from Moulin Rouge | 4. I'm Walking Behind You |
| 2. Ruby | 5. No Other Love |
| 3. April in Portugal | 6. Say You're Mine Again |
| 4. I Believe | |

*NOTE: Two tunes tied for fourth place.

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



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



Radio, TV Split of NBC Programing And Sales Depts. to Be Studied

NEW YORK, July 11.—Recommendations for a split of NBC's programing and sales departments into separate radio and TV divisions are expected to be brought in early next week by a web committee studying the situation.

A group of top-echelon brass, headed by President Frank White, has been probing separation of radio from TV functions at the web, to determine how extensive such a split should be.

It is known that the group has decided that no such drastic separation

take place such as exists at CBS, where the radio and video networks literally are separate entities. There are operations which the NBC committee feels can continue to function best in integrated fashion. The two basics of programing and sales find AM and TV virtual competitors today, however, and for this reason they are the two most apt to be split.

It is deemed conceivable by some traders that a top administrator later may be placed over each operation, perhaps with duplicate titular honors, even should the separation involve two divisions. Should such an eventuality prove desirable, it is believed that because of the strong impression made by John West recently during his stay in New York, West is a likely choice to head one phase or the other.

With White known to be devoting himself more and more to radio at this time, chances are that he would preside over AM while West is placed over the video structure.

The committee's findings will come at an opportune time, for White is skedded to attend the forthcoming meeting of the NBC radio affiliates in Chicago, starting July 27. His arrival on the heels of this decision, which by then will have been worked out in greater detail, should go far toward demonstrating to the station execs that NBC has been on the ball and has anticipated one of the basic points slated to be raised by the affils.

NEWS CAPSULES

11 Philly Web Origins; WOR-TV's 67 Scribes

Continued from page 4

are Orville Chase, Olin Saunders and Robert Tannehill. . . . KLZ-TV, Denver, new television grantee, has signed a basic affiliation contract with the CBS Television Network. . . . Harry Coleman Hagerty, financial vice-president and director of the Metropolitan Life Insurance Company, leaves that post to replace Lewis L. Strauss as director of the Radio Corporation of America. Strauss was recently appointed chairman of the Atomic Energy Commission by President Eisenhower. . . . KGU, Hawaii's first radio station,

will be the first radio station outside the continental limits of the United States to be represented by NBC Spot Sales. . . . The Radio and Television Executives Society will sponsor a "Cinerama" party Tuesday evening (21) at the Warner Theater. . . . Hal A. Salzman, public relations counsel, is on a four-week vacation in Mexico with Mrs. Salzman. . . . Alice E. Cook, Jack F. A. Flynn and John Tillman were appointed assistant operations managers at WPIX. . . . Dennis King Jr., son of Met star Dennis King, has joined the staff of KFEL-TV, Denver. . . . John D. Kennedy, formerly program director for KFYO, Lubbock, Tex., has joined the Crosley Broadcasting Corporation's WLW-AM outlet in Cincinnati. . . . Conrad Nagel, veteran stage and screen star, will emcee "Broadway to Hollywood" when Bill Slater begins his first vacation from radio and television work in four years. . . . Constance Cameron's prize-winning play starring Jean Hersholt, will be broadcast over the CBS radio network Wednesday (15).

Gregory Reeser has been named as a station relations representative for the National Association of Radio & Television Broadcasters, it was announced by NARTB President Harold E. Fellows. Reeser assumes his new duties August 1.

New Blast Vs. 'Voice' May Keep It With State

WASHINGTON, July 11.—The plan of a special presidential committee to shift the "Voice of America" from State Department to an independent agency appears threatened as the result of a withering blast yesterday (10) by the House Appropriations Committee against continued waste and extravagance in the overseas information program.

The committee sent to the House floor its disapproval of a vast portion of funds asked by the International Information Administration, which includes the "Voice." Committee lopped the IIA budget \$54.5 million below what former President Truman's budgeteers had asked for the new fiscal year and \$27.9 millions below the recommendations of President Eisenhower's budgeteers. The committee proposed that a \$20,200,000 request for new radio facilities for the overseas program should be lopped off entirely.

The committee's blast against the "Voice" for the propaganda

agency's wastefulness was so withering that some observers felt that Congress might not allow the agency to be transferred. It was disclosed that several committee members went on record during closed-door hearings as criticizing the transfer. These critics pointed out that the move instead of reducing costs would reduce control of spending and leave the "Voice" more extravagant than ever.

Earlier in the week, the President's Committee on International Information Activities, in a unanimous report to the President, supported a previous recommendation for the propaganda activities shift from State and the consolidation of all overseas propaganda operations under a single head. The committee urged that teams of workers from the various nations should be employed. The committee also warned against "substantial cuts in the information service budget" until "new methods and approach have been tested."

Talk
about a
pushover!



..... that's just what your sales problem is for the WLW-Stations. They're famous for bulldozing the stubbornest sales to success because only the WLW-Stations have the Client Service Department composed of advertising and merchandising specialists who study and solve your sales problem.

And the WLW radio and television stations have the coverage—over 1/10th of America—millions of ready-to-buy people who see and hear about your products daily. What's more, the WLW programs on both radio and TV are packed with popular, professional talent to put over your sales message.

So why let sales stumps stand in your way. Get at your problems with WLW-Stations and watch your sales grow and your problems go.

as your ad dollar is handled, so your sales message goes over

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in ST. LOUIS

(502,000 TV Sets)* Panel Size, 200)

... According to Videodex Reports

KSD-TV.....St. Louis Post Dispatch.....NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets...

JUNE, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Sunday in St. Louis.

MONDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Monday in St. Louis.

TUESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Tuesday in St. Louis.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Wednesday in St. Louis.

THURSDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Thursday in St. Louis.

FRIDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Friday in St. Louis.

SATURDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Saturday in St. Louis.

* Based on NBC Estimate for April, 1953.

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program...

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

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

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

NEXT WEEK

Top 10 TV Shows Each Day in BUFFALO ... According to Videodex

Top 5 Radio Shows Each Day in BUFFALO ... According to Pulse

'LADIES' CHOICE'

NBC-TV's Strip Pulls Heavy Mail

NEW YORK, July 11.—A count has just been concluded of mail pulled by "Ladies' Choice" during the first three weeks of its career as an afternoon talent strip via NBC-TV.

Fully 30 per cent of the mail, analysis shows, is devoted to evaluating talent on the show and requesting repeat appearances of favorite performers.

Garson, Barnes To CBS Staff

NEW YORK, July 11.—CBS-Radio this week hired Hank Garson to create new programing ideas for the network.

Garson's immediate project is "Big Joe Small," which stars Broderick Crawford and which is ticketed for a sustaining slot shortly.

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

Top 5 Radio Shows Each Day of the Week in RICHMOND

(86,291 Radio Families*)

... According to Pulse Reports

Table with 4 columns: Station, Power, and other details for radio stations in Richmond.

Pulse radio surveys are conducted in 19 markets and reports are issued bi-monthly except in New York, which is monthly.

MAY-JUNE, 1953

SUNDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Sunday in Richmond.

MONDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Monday in Richmond.

TUESDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Tuesday in Richmond.

WEDNESDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Wednesday in Richmond.

THURSDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Thursday in Richmond.

FRIDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Friday in Richmond.

SATURDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Saturday in Richmond.

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

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Monday-Friday 6 AM to 7 PM in Richmond.

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

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Saturday 6 AM to 7 PM in Richmond.

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

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Sunday 6 AM to 7 PM in Richmond.

* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Richmond, Henrico (excluding Richmond) and Chesterfield.

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OR REGIONAL ADVERTISERS ON FILM**

FIRST-RUN IN THESE TV MARKETS:



St. Louis	Oklahoma City
Providence	Utica
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Portland, Ore.	Montgomery
New Britain	Jackson, Miss.
Buffalo	Atlantic City
Toledo	Saginaw
Rochester	Baton Rouge
Nashville	Springfield, Mo.
Grand Rapids	Austin
Wilkes-Barre	Sioux City
South Bend	El Paso
Peoria	Amarillo
Roanoke	Colorado Springs
Wilmington, Del.	Bangor
	Atlanta

"FOLLOW THAT MAN!"

starring **RALPH BELLAMY**

...whose exciting **"MAN AGAINST CRIME"**
adventures—retitled **"Follow That Man!"**
—are now yours to sponsor, **FIRST-RUN,**
in any of the television markets listed above.

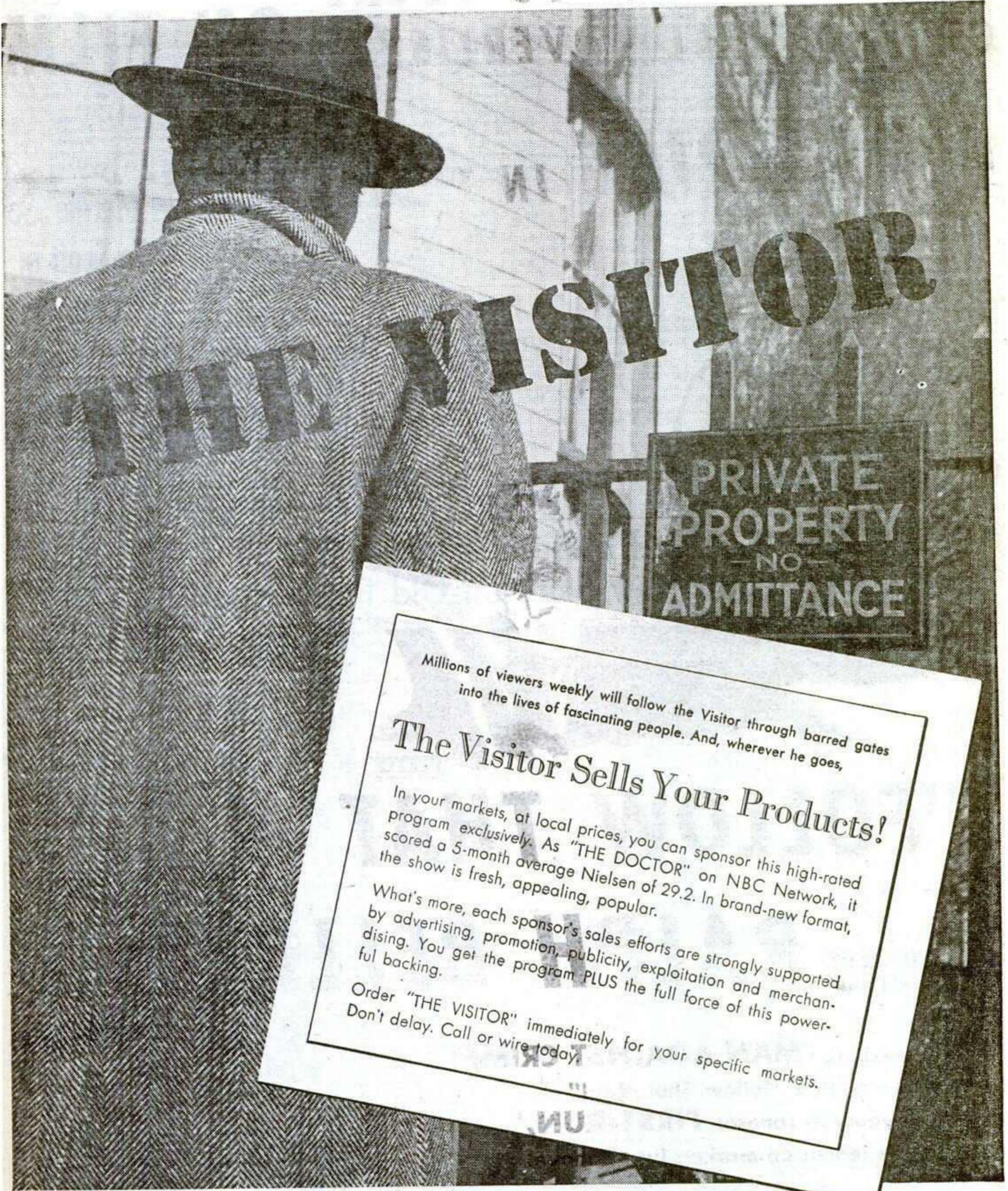
These are the **SAME . . . the IDENTICAL . . .** films that
have won **"Man Against Crime"** such a vast following
in millions of TV homes. (National Nielsen rating, Oct. '52
to March '53, averaged a whopping 35.7!)

For details, contact the nearest MCA-TV office.

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SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
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Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program exclusively. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES

KUNKIS ARRANGES

Latin Am. Deal Set For Space Ranger

NEW YORK, July 11.—"Rocky Jones, Space Ranger," the half-hour series now being readied for production by Roland Reed, already has set a deal with a Latin-American theatrical film distributor before a foot of film has been shot. The pact was arranged by Sol Kunkis, a motion picture attorney, who is handling both the Gross-Krasne and Roland Reed video film series for distribution abroad.

That such an agreement for theatrical release should be concluded before a video film series is even in production is virtually unprecedented in the industry. According to Kunkis, two basic reasons are responsible for the deal: The series is being written so that three segments of it can be joined to make for a sequence and continuity that will produce a full-length theatrical film, and the subject matter of the series, science-fiction and adventure, has gained strong acceptance in the Latin-American countries.

Despite the unique nature of this deal, Kunkis sees English-speaking countries as the immediate market for theatrical distribution of video films. He points out however, that in all cases he

is seeking to place the film as second features, not first features. The obvious advantages of playing the English-speaking countries is that the films will not require any dubbing or sub-titling, and that the tastes of these people are nearer ours, he maintains.

Respectable Sums

Kunkis, taking a realistic position feels that while any one country will not produce substantial revenue, cumulatively video film producers can earn respectable sums from the product. He does, however, caution that pioneering work must be done with foreign distributors to get them to put their weight behind video films which naturally entail some risk. Nevertheless, he has noticed a great deal more interest on their part in such product, an interest which extends to owning all rights, not only theatrical rights.

The attorney believes it is vital that video films be produced with foreign distribution in mind, that is, in the manner of "Space Ranger." He claims that shows which stress adventure are the most salable, and that anthology-type series must be able to be easily linked to gain the same sort of acceptance. He also points out that the few motion pictures such as "Trio" and "Quartet" which link a few short stories together are not usually too marketable.

Kunkis is aiming at a goal of one video film a month, to be theatrically distributed once the business gets rolling.

SPECIALTY

Dubbing Plan On Italian Films Set

NEW YORK, July 11.—Specialty Television Films, Inc., is about to launch a mammoth dubbing program on a group of over 100 Italian feature films it has just acquired for TV distribution. The total English dubbing cost will run in the neighborhood of \$500,000. Specialty is not expected to farm out the dubbing job to any single individual or firm.

Specialty expects to have at least 13 pictures ready for sale by September. It plans to sell the films in packages of 13 and 26.

The films, all made since 1949, include some of the top stars and directors in Italian filmland, including Anna Magnani, Sylvana Mangano and Vittorio Gassman. Jules Weill, president of Specialty, acquired the TV rights to the pictures thru Ralph Serpe, head of the TV department of Italian Films Export, Inc., here. Weill and Serpe recently spent a month in Italy selecting the pictures.

WABD to Screen Pix Twice Daily

NEW YORK, July 11.—WABD, the "DuMont station" here, will begin a two-a-day policy on feature films at the end of this month.

The station will run a picture at noon and repeat it 5 to 6 p.m. the same day. The two-a-day program will be scheduled across the board.

NEW MCA-TV APPROACH

'Abbott-Costello' Show Being Readied for Kid Sponsorship

NEW YORK, July 11.—MCA-TV is taking a new tack on the "Abbott and Costello" show, whereby what has been reputed to be the most expensive syndication package on the market is being promoted for kiddie sponsorship in early-evening time periods. This line appears to have originated with Patty Schweitzer, TV director of the Peck Agency, who recently bought the show for Chunkie Chocolate Corporation. Chunkie is placing "Abbott and Costello" in early-evening slots in 10 Eastern markets, in eight of which it is second run.

MCA-TV is taking the position that such use of the series need not be confined to its re-runs,

since its first-run price, it is claimed, is not out of line with the top Western series. The distributor believes that the enormous kiddie popularity that Bud Abbott and Lou Costello have acquired thru their motion pictures makes the package as powerful a kiddie attraction as any Western.

In New York, Chunkie is placing the show on WNBT Saturdays, probably at 6:30 p.m. The first run here was for the Chevrolet dealers, who slotted it on WCBS-TV, 10:30 p.m., Fridays. The deal with Chunkie is for the first 26 segments of the series only, and involves an estimated \$100,000. The series now has 52 segments completed.

'GOSPEL SINGER'

Shoot Pix With No Rehearsals

HOLLYWOOD, July 11.—Gross-Krasne is shooting its new videofilm series, "The Gospel Singer," starring Edward McHugh, on a no-rehearsal shooting schedule which will put the 13 programs in the can within six days. The rapid production of the show can be attributed to the fact that McHugh knows thoroly all the material, the hymns and chatter that will be put into the series because he has been doing it for more than three decades. United Television Programs will distribute.

Gross-Krasne has carried over its no-rehearsal schedule from "Big Town" which it produces for Lever Brothers. The program, because it uses running characters who play together, uses the same principle to save dough.

13 Features Cut to Hour

NEW YORK, July 11.—American-British TV Movies, Inc., has taken 13 of its feature films and cut them to just 55 minutes running time. All 13 are mysteries. The firm believes this will enable them to make more sales directly to sponsors who want to carry an hour show locally.

Depending on the success of this mystery series, other pictures in the list may be cut for hour slotting also.

'Double Exposure' Plan of WOR-TV Gives New Slant on Old Practice

NEW YORK, July 11.—The WOR-TV "double exposure" plan, which kicks off next Saturday (18), will revive in another form a practice that some trade observers believe would otherwise have waned. Due to the difficulty of getting the most desirable slotting in this market several sponsors of non-network TV film shows here have been booking their shows a second time to pick up added audience. Depending on the individual contract with the film distributor, the advertiser could usually get the second run for a considerable discount. In some instances, when the second booking is on the same station, there may also be a cut in time cost.

Some distributors believe this practice is fading, principally because of the expansion of the whole TV market. Whatever the second New York run costs, they feel, the advertiser will be better off either saving the money or putting it into a run in another market.

Ted Cott, WNBT general manager, who is one of the advocates of the double booking plan, points out that two runs of "Cisco Kid" on WNBT for Tip Top Bread just about doubles the show's audience. "Cisco" averages a 10.2 Telepulse in its Monday, 7 p.m., booking, and gets about the same rating Saturday, 10:30 a.m.

Blind Spots

But one blind spot in the whole practice, it is pointed out, is audience duplication. There is no re-

search available that shows how much of the audience of each booking of the film also catches the other showing. It is often assumed that there is no point in watching the same show twice in one week. But several of the double booked shows draw a kiddie audience principally, and kids often have marked re-viewing tendencies.

Another reservation that some distributors have about the double booking practice is that it gets them so much sooner into royalty payments to actors, directors and writers, which begin on the third run. However, an attempt may be made to have these double bookings declared one run for the purpose of royalty payments.

The most recent double booking to enter this market was "TV's

Eight Added By NBC-TV Film Division

NEW YORK, July 11.—The rapid expansion of NBC's Film Division (The Billboard, July 11) keyed the addition this week of eight new staffers to that operation. Six new sales representatives hired include Robert Rodgers, formerly in NBC spot sales, and Jacques Liebenguth to the Eastern regional sales office here; Richard H. Baldwin, Edward A. Montanus and Frank S. Shaw to the Central sales office, and James Strain to the West Coast office.

At the same time, James E. Swift joined the Division's advertising department as assistant supervisor and Jason Lane moved into the same section as research director. Swift, formerly associate director of radio for David O. Selznick, has handled promotion on the TV show, "Biff Baker, U.S.A." for the past year for American Tobacco. Lane was a researchist for Kenyon & Eckhardt and more recently acted as sales manager of Schwerin Research Corporation. Both men report to the Division's advertising supervisor Jay Smolin.

In order to co-ordinate this increased activity, Division chief Bob Sarnoff has set up a special business office under Robert A. Anderson, which handles all accounting, budgeting and sales analysis.

Gettinger Acquires Distribution Firm

NEW YORK, July 11.—Motion picture attorney Milton Gettinger this week amplified his stake in video distribution when he bought the Station Distributors film syndication firm from Walker Stuart. Gettinger already owns TV Exploitation. Both companies will be controlled by his holding company, PC Corporation.

The companies, however, will be run independently. Jay Williams, now sales manager of Station Distributors, becomes vice president and sales manager of that firm. Seymour Scott remains as sales manager of TV Exploitation. Gettinger will function as president of both firms.

Station Distributors now handles "The Ruggles" which is in 28 cities, "Football This Week," a gridiron forecast show, 40 "Koko the Clown" cartoons, and 30 Western features. TV Exploitation's product is primarily features: 22 full-length movies made recently and starring such names as Louis Hayward and Michael Redgrave. TV Exploitation is also negotiating for a package of 13 more features and about 20 foreign theatricals, which will be dubbed. Also to be acquired are distribution rights to "Call the Play," a 15-minute sports quiz video film which is produced by Leonard Key.

Gettinger's first move will be to expand the sales coverage of Station Distributors. Offices will be opened in Los Angeles, Chicago and Atlanta, and additional salesmen added in New York.

The firm will also push its sale in Mexico, Cuba and Japan where markets have opened up for videofilm.

Walker Stuart, the former owner of Station Distributors will concentrate his energies on his Stuart Productions, a producer of TV film. Gettinger has been known in the motion picture field for having arranged financing for films. He will undoubtedly be able to bring important money interests into his video film operation.

'Margie' Sold To Scott in 3-Year Deal

HOLLYWOOD, July 11.—Film continues to cut in on live programming with Scott Tissue this week buying Roland Reed Productions' "My Little Margie" film series to replace "Scott Music Hall." "Margie" will remain on the air for Philip Morris until late July and then return a month later for the new sponsor.

Deal with Scott is for 39 weeks with options, giving sponsor series for three years plus summer re-run privileges. "Margie," coproduced by Reed and Hal Roach Jr., went on the air for Philip Morris as last year's summer replacement of "I Love Lucy." Show clicked rating-wise and has remained on for the cigarette firm for 48 weeks. "Margie" will soon go into production to build a backlog of new shows for Scott.

The deal settles a beef which Scott has been having with NBC about its 8:30-9 p.m. Wednesday time (The Billboard, July 11). The bankroller had been airing its "Scott Music Hall" in that slot, but the web has been insisting that it replace it with a non-musical show, the better to combat Arthur Godfrey's CBS show at that time. "Margie" was one of the shows suggested by the web. It currently is airing 10-10:30 p.m. Thursdays via CBS for Philip Morris. Until September 2, when "Margie" flies its banner, Scott is cutting down to alternate weeks and using Patti Page as the headliner of "Music Hall."

Thayer, Fox East To Pitch Reed Pix

HOLLYWOOD, July 11.—Guy V. Thayer Jr., Roland Reed Productions' vice president and executive producer, leaves this week-end for Chicago and New York to negotiate national sales on two new filmed series. Thayer will be accompanied on his Eastern sales junket by M. Bernard Fox, Reed company's recently appointed vice president and producer. Thayer and Fox will bring with them pilot prints of "Men of Justice," starring Gene Lockhart, and "Waterfront" with Preston Foster, two series currently being offered for national sale.

While in the East, Thayer and Fox will huddle with Ben Frye, general sales manager for United Television Programs, Inc., firm handling national sales of the Reed properties.

Guild to Distribute Two New Film Series

NEW YORK, July 11.—In the past week, Guild Films has taken a long step toward becoming a major factor in syndication. Negotiations are close to being concluded to produce and distribute the "Joe Palooka" videofilm series and have now been concluded to produce and distribute on film "Life With Elizabeth," the situation-comedy now being aired live over KLAC-TV, Los Angeles. Both of the shows are a half-hour in length.

To be produced on the Coast, the "Palooka" series would star Joe Kirkwood, who also played in the theatrical film based on the

cartoon character, and Cathy Downs. Reports are that Ham Fisher, the creator of the character, will own 25 per cent of the package, Kirkwood about 37½ per cent and Guild Films the other 37½ per cent.

"Life With Elizabeth" which stars Betty White, will be budgeted at about \$10,000 each for the 39 films in the series.

Liberace, a very successful Guild Films syndicated series, originally was done live on KLAC-TV. The Don Feddersen station participated in the financing of Liberace and will have a substantial participation in "Life With Elizabeth."

your customer's frame of mind...

is the biggest factor in making a sale. That's why these success-proven Advertising Showcases on film — all created expressly for television — are making sales easier for aggressive LOCAL and REGIONAL advertisers all over America.



"The ABBOTT & COSTELLO Show"

52 top-rated comedies... big budget names at low budget prices!



"FOLLOW THAT MAN" starring RALPH BELLAMY

the exciting "Man Against Crime" films retitled for FIRST-RUN use in many TV cities.



"I'M THE LAW" starring GEORGE RAFT

26 new adventures with star-name drawing power for greater sales.



"FAMOUS PLAYHOUSE"

over 200 half-hour original dramas... Hollywood names... family appeal... proven sales-makers.



"CITY DETECTIVE" starring ROD CAMERON

high suspense and realism with Hollywood's man of action.

Every MCA-TV Advertising Showcase is expertly designed to create the right frame of mind . . . week after week . . . that compels TV viewers to buy! For outstanding television shows on film THAT SELL — contact any MCA-TV office:

another advertising **SHOWCASE ON FILM** from



NEW YORK: 598 Madison Avenue — PLaza 9-7500
 CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
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 SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
 CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
 DALLAS: 2102 North Akard Street — PRoSpect 7536
 DETROIT: 1612 Book Tower — WOODward 2-2604
 BOSTON: 45 Newbury Street — COpley 7-5830
 MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863

THE BILLBOARD TV FILM BUYING GUIDE

ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Table with columns: Musical, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shows, Time. Includes entries for LIBERACE and OLD AMERICAN BARN DANCE.

Table with columns: News, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shows, Time. Includes entries for NBC WEEKLY NEWS REVIEW, TELENEWS DAILY, and UNITED PRESS MOVIE TONE NEWS.

Table with columns: Sports, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shows, Time. Includes entries for BASEBALL HALL OF FAME, ROLLER DERBY, and THIS WEEK IN SPORTS.

Picture Business

Continued from page 2

and of our form of government. In view of recent disclosures before congressional committees, the Guild board decided to study the advisability of implementing the Guild's stand against the Communist party to make sure as far as humanly possible that no Communist party member may infiltrate the Guild in the future.

The committee and the board have considered the case of those few Guild members who were named before the House Un-American Activities Committee as being members of the Communist party and who on appearing before the House committee refused to answer the government's questions as to whether they are or ever have been members of the Communist party.

The only legal reason a witness can have for not answering the questions of a duly-constituted congressional committee is that the answer would subject the witness to some degree of danger of conviction of a criminal offense. We believe it is the duty of all Guild members, as it is of all good citizens, to co-operate in government and there is no doubt that the overwhelming majority of Americans oppose the withholding of information from any government body exposing the Communist conspiracy.

The Guild board therefore condemns in the strongest possible terms the following Guild members who have been named as present or past Communist party members and who on appearing before the House Un-American Activities Committee refused to state whether they are or ever have been members of the party:

TINT TALK

Color TV Film Won't Oust B&W

HOLLYWOOD, July 11.—Like motion pictures, television will continue to use a great amount of black and white film even when color becomes a regular feature in the new medium. This is the opinion expressed by veteran TV producer Jerry Fairbanks prior to his departure for Europe where he's filming a public relations film for Miller Brewing Company.

Expense of filming in color and the superiority of black and white for certain types of productions are the factors which will dictate use of b.&w. for TV, Fairbanks declared. Fairbanks cited the motion picture industry's predominant use of black and white film despite the advent of color.

Color filming is between 25 and 35 per cent more expensive than b.&w., Fairbanks pointed out, while color release prints are between four and five times as expensive. This factor, in addition to what he termed the superiority of b.&w. for low key mystery dramas, will limit the application of color film for showing on television.

Georgia Backus, Morris Carnovsky, Howland Chamberlin, Dorothy Comingore, Jeff Corey, Howard Da Silva, Dave Ellis, Mary Virginia Farmer, Will Geer, Jody Gilbert, Lloyd Gough, Alvin Hammer, Victor Killian, Edwin (Miller) Max, Karen Morley, Virginia Mullen, Anne Revere, Shimen Buskin, Gale Sondergaard, Lionel Stander, Stanley Waxman, Lynn Whitney, Clem Wilenchiek (Crane Whitley) David Wolfe.

Ziv to Kick Off New Drama Series; Chart Sales Push

NEW YORK, July 11.—Ziv Television Programs sales veepee M. J. Rifkin is reading a big sales and promotional push for the company's latest series, first in a group of three new Ziv film packages on fire for the fall. Ziv is keeping the title of the new series under wraps, but it reportedly features a dramatic format.

Ziv's regional sales heads will hold meetings to map out sales strategy for the new program on July 15, 16 and 17, with Walt Kingsley briefing West Coast Ziv salesmen in San Francisco; Ed Bromann, Cincinnati, and Al Goustein in New York. Meanwhile, Ziv continues to pile up records for the number of stations currently showing their film properties. Latest figures show "Cisco Kid" in 124 markets; "Boston Blackie" in 103; and "Favorite Story" in 120. Latter score is rather impressive since the series was only released in January of this year.

Pearson Tele Films Talked

WASHINGTON, July 11.—Negotiations this week were under way to present Drew Pearson on videofilm. Leonard Key, the producer of "Call the Play," has made overtures to Pearson to acquire his services, which would be used in a 15-minute series.

Should Pearson accept the offer he would be the second name news commentator in the space of a month to go film. Fulton Lewis Jr. and his "Washington Newsletter" will be distributed by United Television Programs for programing next season.

TV Station Film Buyers Pick

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

THEATRICAL

Table listing theatrical films under categories: COMEDY, DRAMA, WESTERN. Includes titles like MILLION DOLLAR WEEK-END, ADVENTURES OF CASANOVA, and LEAVENWORTH CASE.

Non-Theatrical Free Films

Table listing non-theatrical free films under category: EDUCATIONAL. Includes title: FACTS FORUM.

TV FILM PURCHASES

"The Cop" (formerly run as "Dragnet") and "Captured" (the old "Gangbusters" series) this week were sold to WMIN, St. Paul, and WTVH, Peoria, Ill., by the NBC Film Division. WTVH, Peoria, Ill., also purchased the following shows: "Victory at Sea," "The Visitor" and the one-hour version of "Hopalong Cassidy."

Other NBC Film Division sales this week include "Weekly News Review" to WMIN, St. Paul; KOB, Albuquerque, N. M.; KTTT, Springfield, Mo. Also "Doug Fairbanks Presents" was sold to the Utica Brewing Company for Utica, N. Y., and station KTYL for the Mesa-Phoenix, Ariz., market.

Commonwealth Television sold 184 silent cartoons to KTTV, Los Angeles, and a package of 100 silents and all their sound cartoons to KNXT, Los Angeles.

Consolidated Television Sales' "Station Starter Plan" has been purchased by WISE, Asheville, N. C., along with "All-American Game of the Week," the latter for the Coca-Cola Bottling Company. Other "All-American Game of the Week" sales were made to KGNC, Amarillo, Tex.; KROD,

El Paso, Tex.; KERO, Bakersfield, Calif., and KVOA, Tucson, Ariz., for the Southern Arizona Bank & Trust Company. WXYZ, Detroit, purchased "Ringside With the Rasslers," and KPHO, Phoenix, Ariz., purchased "Ringside" for the Klein Motor Sales.

MCA-TV this week sold "City Detective" to Gunther Brewing for showing in Richmond, Va. MCA-TV also sold 13 segments of its "Famous Playhouse" series to WABD, New York, which will run it under the title "Drama at Eight."

The Jacksonville, Fla., market this week purchased the Official Films' package, "Music Hall Varieties."

WABD, New York, this week purchased 13 of the "Hollywood Half-Hour" series from Consolidated Television Sales, along with "Old American Barn Dance" from United Television Programs. "Barn Dance" debuts on WABD, July 12, 10:30 to 11:00 p.m.

Atlas Television Corporation this week sold a package of its 15-minute comedies to ABC, which will beam the program Saturday mornings to 10 stations plus any other affiliates who want it.

Quick Takes

Merle Oberon stars in "The Journey" on "Schiltz Playhouse of Stars" Friday (17) on CBS-TV. . . . Telesports Digest announces a new format with Bryan Field which will put particular emphasis on the "behind the scenes" stories and an analysis of the "big sports story" of the week. . . . Bob Brahm, who joined Screen Gems in April of this year, has been named Eastern sales manager of its film syndication operation. . . . M. Clay Adams, director of "Victory at Sea" series, has joined CBS Television Film Services as manager of film production. . . . Transfilm, Inc., and Kagram Corporation, producer of "Howdy Doody" and "Gabby Hayes," have scheduled production of a new "Johnny Jupiter" TV film series for next week. Film work will be done in Transfilm's New York studios. . . . Lake-side Television Company has enlarged its facilities with a "stock shot" department, with special emphasis on animal footage. . . . George Lyons, member of the CBS-TV film sales staff, will be among the crew sailing in the Mackinac Race on Lake Michigan. . . . Academy TV Productions will film the new format of "Fire-side Theater" featuring Gene Raymond as host-salesman. The new format will be seen when the show returns to NBC TV in the fall. . . . Paul N.

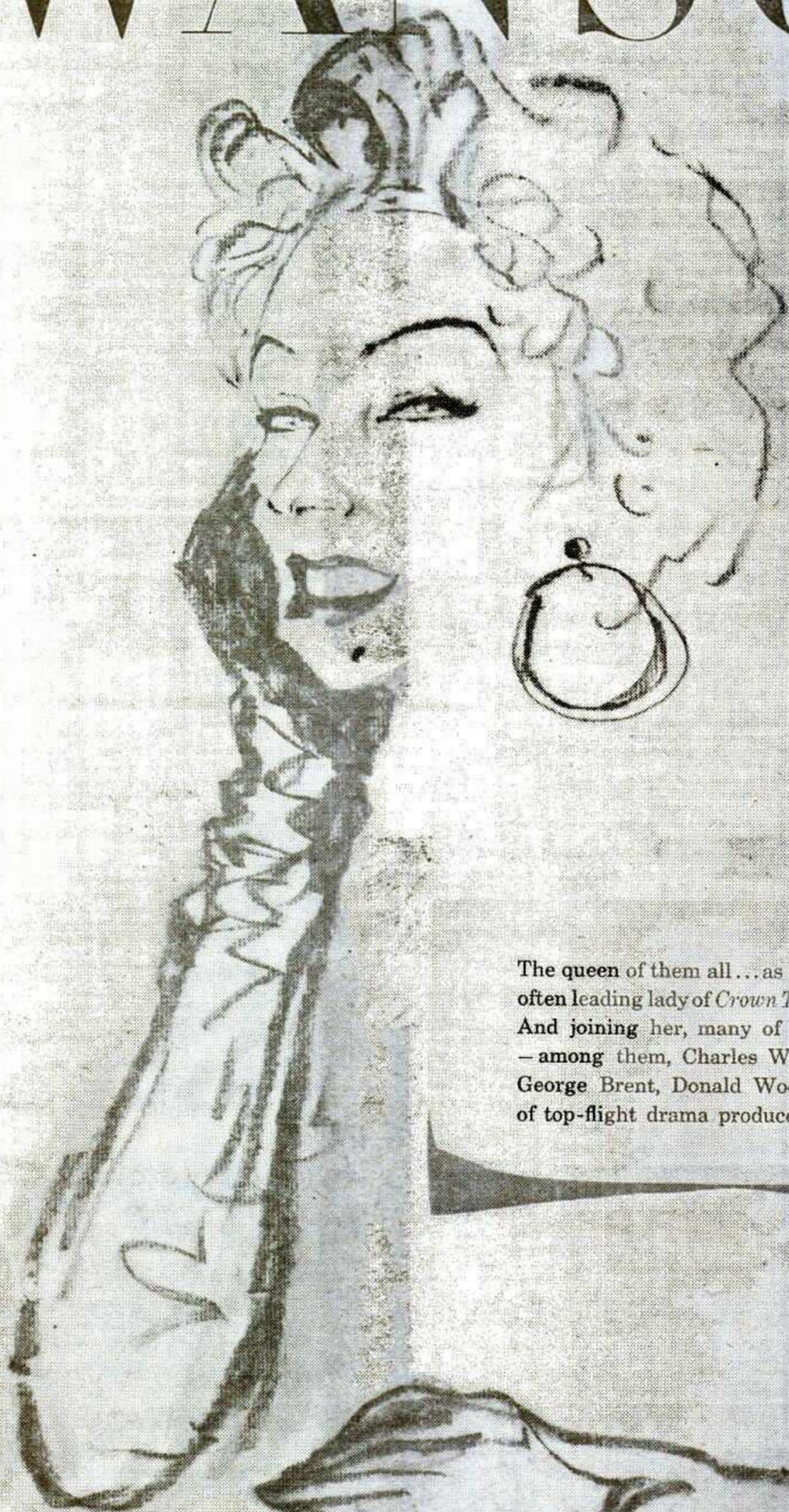
Robins, general manager of Television International Company and president of Library Films, on his way to Europe for a seven-week trip aboard the Liberte. . . . Cleve Roberts, who is currently in Korea covering the truce talks, has won the Radio-TV News Club of Southern California award for "Best News Writing and News Analysis." . . . David Savage's frau, Evelyn, is recuperating at home after two weeks in Doctors Hospital for a slipped disc operation. Savage is film buyer for NBC Film Division. . . . Phil Williams, sales rep for Ziv Television in Texas and Oklahoma, addressed a meeting of the Optimist Club at Fort Smith, Ark., on the subject of "Your Great Opportunity—TV."

Richard Gedeney, account exec of Consolidated Television Sales, has been named Midwest branch manager of the firm, succeeding Stewart V. Dawson. Gedeney before joining Consolidated was with United and also the TV division of United Artists. . . . Al Levin has joined Consolidated as account exec. He's covering Illinois, Missouri, Iowa and Nebraska out of firm's Chicago headquarters. Originally with Standard Transcriptions for several years, he's now moved over from sales slot at United Television Productions.

Now CBS Television Film Sales*
 presents three of the greatest
 sales stars in show business
 ready to work exclusively for you
 in the markets of your choice...

*for details and availabilities
 on our stars and shows
 call or wire New York, Chicago,
 Los Angeles, San Francisco,
 Atlanta or Dallas

SWANSON



The queen of them all... as mistress of ceremonies and often leading lady of *Crown Theatre with Gloria Swanson*. And joining her, many of Hollywood's finest players — among them, Charles Winninger, Claude Dauphin, George Brent, Donald Woods. Twenty-six half-hours of top-flight drama produced especially for television.

W. S. Van Dyke

Roxy, New York
(Thursday, July 9)

Capacity 5,886. Price range, 80 cents-\$2. Four shows daily. Booker and managing director, David Katz. Producer, Arthur Knorr. Show played by house ork.

New icer here is a rather spotty production with but few moments that sparkle. The show is paced neatly, but many of the routines are rather trite, especially the flag-waving finale.

Of course, even in a weak icer certain acts manage to stand out, and outstanding in this one, as in the previous blade review, are the Bruises. On the show caught, only two of the Bruises appeared, but they received big hands and plenty of yocks as they ran thru their by-now-familiar cleaning women routine. And monologist Sid Stone, who is well known via his work on the Texaco TV seg, grabbed a lot of laughs with his pitchman's bit, working with a large number of props. He finished his act in strong style with an imitation of Jessel and Jolson.

Jeannie Sook and Ted Roman came over nicely with their pair, showing off some exciting lifts and spins. Gal's flips at the end of the pair drew a big hand. Their strongest bit, however, was the slow-motion routine in which they were spotlighted with blue lights while they ran thru their regular act in slow tempo. This was effective theater, and it registered well.

Bobby Blake, almost a regular with the ice show here, came thru with a bright skating imitation of George M. Cohan, while warbler Dave Mallan gave out with a Cohan-type vocal on "Yankee Doodle Dandy." Act was so smoothly performed that it looked as if Blake was actually doing the singing. Douglas Duffy drew some chuckles with his drunk bit at opening.

The outstanding chorus routine in the show featured the skating blades and belles dressed as policemen in a tribute to New York's finest. Tho the routine was much more for dancers than skaters, it was cute and eye-catching. The finale featured the entire chorus again, in a rip-roaring patriotic turn on the order of the old George M. Cohan musicals. Here choreographer Boots McKenna used routines better suited for the Rockettes than for the Roxy skaters, and the flag-waving finale would have been much stronger if handled more subtly.

The "golden anniversary" chorus number was dull, tho skaters Edith Kandel (a young-looking grandmother) and Ernest Mann were smooth with their pair.

Ted Thurston handled the songs well, and the chorus under Ray Porter ranged from adequate to good with their vocals. Bob Boucher's crew backed the show carefully. Michi's costumes, as usual, were attractive.

Pic, "White Witch Doctor."
Bob Rolontz.

Chicago, Chicago

(Friday, July 10)

Capacity, 3,915. Price policy, 55 to 98 cents. Four shows daily. House booker, Harry Levine. Show played by Henry Brandon and house band.

Decca's Four Aces get a winning hand from a full house. Their solid rhythm goes over from the first, and gets a big lift from the quartet's well-timed stage business that keeps interest centered.

Their new "Honey in the Horn" registers strongly with the customers and a high point is a medley of their recordings hits, "Why," "It's a Sin," "Heart and Soul" and "Perfidia."

Ella Fitzgerald opens with a finger-snapper and follows a pat format of alternating fast and slow ones. She doesn't miss a trick on tight lyric squeezes. The Decca artist does the torchy "My Bill" for her peak mitt-getter. A rangy "Lover Come Back to Me" isn't her best work, nor does "Angel Eyes" score. "Why Don't You Do Right?" is a strong closer.

Comic Johnny O'Brien's rube twang puts over a good line of gags, with timing a big factor in what could easily be far-fetched and corny material. Harmonica work pleases, too, and novelty train bit dressed up with gimmicks and props makes a hit.

Berk and Hallow show a well-paced all-tapping dance act with strong duo work and some specialty touches. Appearance is neat and act is well-framed.

Tom Parkinson

Night Club-Vaude Reviews

Sahara, Las Vegas, Nev.
(Sunday, July 5)

Capacity, 500. Price policy, no cover, no minimum. Operator, Milton Prell. Exclusive booker, Bill Miller. Producer, George Moro. Director, Stan Irwin. Publicity, Hebert and Rose.

Into the Hotel Sahara's Congo Room this week, Vaughn Monroe brought his familiar nasal delivery and hardly anything else, in an act chock-full of vocalizing, but devoid of versatility.

For Monroe fans, nine songs and a Vincent Youmans medley were delightful, but for others in the room, the star's deadpan and lack of stage presence was noted. (Even Ezio Pinza broke the monotony with a couple of gags.)

Monroe crooned thru "Getting to Know You," "Song From Moulin Rouge," "Side by Side," "Ruby," "I Wanna Be a Man," his familiar "Ballerina" and "Ghost Riders," as well as "You Were Meant for Me." The only animation of the routine came during his delivery of "There, I Said It Again," when he bent down on one knee and poured forth to a couple of matrons in the front row.

Supporting Monroe on the bill are the Szonys, a brother-sister dance team, a talented pair stressing graceful pirouettes. A tap-acro team billed as the Vanderbilt Boys proved better than average for such acts, while comic Joey Bishop summed up his own routine in the line, "This is a new type of comedy; not too many laughs."

The highlight of the show, which has happened before at the Sahara, are the well-produced chorus numbers of George Moro, which display hard work and effective staging by the Sa-Harem dancers, featuring Jean Lewis. Unique on the Las Vegas strip, the Sahara chorus line makes a production out of a dance routine, and frequently draws more applause than the featured acts. Music is by Cee Davidson and his orchestra. Ed Oncken.

Palace, New York

(Friday, July 10)

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

Dan Friendly has come up with a really superior booking job for the current stanza. There isn't a weak spot on the bill, and the combo of acro, chant, terp, comedy and novelty is extremely well-balanced.

Marty May tops the bill in next-to-closing for another session of superlative clowning. The comic is using his familiar, sock, chant impression routine and his off-key fiddle wind-up. As usual, he ties Palace customers into knots. Also in for another visit is Bonnie Baker, to do a grand selling job with a medley of her old hits, hooked together with special lyrics by her husband, Billy Rogers. The latter also contributes an able assist with his guitar for a solid finish.

The show gets a fast send-off via the standard trampo act of the Three Tuckers. This trio is as good as anybody in its line. New to the house, but likely to be a repeat, is the harmonica jiving of Jerry Morgan. The lad has excellent arrangements and knows how to sell them.

Other returnees are Larry and Trudy Lelung. The duo has sharpened and tightened its comedy-novelty routines since being around last year, for tremendous improvement. Young Trudy has developed amazingly stage-wise, and the act now looks ready for class club bookings.

In addition, Roberto Rivera and Alicia Bayron offer some exceptional projection of Spanish stepping. Both obviously know their Flamenco stuff and have adapted their routines to sure-fire vaude focus. George and Bill Swift have long been this reporter's standard juggling fare. Currently, they have taken on a new partner, Lee Ross, who does the act no manner of harm. Their old novelty approach is still top bracket in the club-tossing industry. The Karpis Trio supplies a solid acro finish to an all-out good bill.

Pic, "The Maze," three-dimensional melo. Bob Francis.

Hotel Thunderbird, Las Vegas, Nev.

(Wednesday, July 8)

Capacity 350. Price policy, no cover, no minimum. Owner, Marion B. Hicks. Producer-booker, Hal Braudis. Estimated talent budget current show, \$8,500; previous show, \$7,500.

Gale Storm, known in television, radio and films for comedy and horse-opera drama, unveiled a new talent at the Thunderbird this week when she bowed onstage as a versatile and pleasing vocalist.

Tiny and cute, and with a winning personality, Miss Storm ranged from "Cow-Cow Boogie" to "Madame Butterfly" in a presentation thoroly pleasing to the audience.

She opened with "Blue Skies" and "Moulin Rouge," before going into a medley which demonstrated her vocal range and versatility. In a trick number titled "An Old-Fashioned Girl," the medley worked up cleverly from the modern to grand opera.

Miss Storm's serious number, "Three Bells," found her too much the debutant to put over the somber life story of "Jimmy Brown" with effect. She acquitted herself adequately in a finale from "South Pacific," "I'm in Love With a Wonderful Guy."

Competing for the audience's favor was the novelty dance team Mata and Hank. Working to the fine musical direction of Lothar Perl, the team first displayed an artistic mimic routine portraying marionettes in their manipulated antics. Highlight of the act was their standard satirical symphony cleverly portraying various orchestral instruments as solos were played in the background.

A light interlude in the program was the routine of comic Jay Marshall, who has been funnier on previous local dates.

Opener of the show was the standard comedy act of John and Rene Arnaut. Essentially a pair of novelty mimics, the Arnauts abandon a well-done and well-received bit of nonsense with violins, for a portrayal of two amorous birds, which runs too long, altho a few moppets in the audience loved it.

Chorus numbers were by the Kathryn Duffy Dansations, with singing emcee Barney Rawlings doing a personable job backing them up. Music was by Al Johns and ork. Ed Oncken.

Chez Paree, Chicago

(Wednesday, July 11)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9 and 12. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive. Estimated talent cost, \$5,500.

Carl Ravazza sparks his romantic singing with clever and well-timed comedy lyrics. Opening theme is set with "L'Amour, Tou Jour L'Amour," and he handles straight material in a pleasant, free-flowing vocal style. Marathon calypso novelty changes the pace in favor of Latin-flavored humor pieces to come.

Entendre numbers, topped by "It's All the Same," show Ravazza at his strongest. Clubbers go for them with more enthusiasm, and he could afford to hype this line at the expense of the romanticizing.

Dean Murphy's impressions are tied together with patter that is inspired by newspaper stories. Full-blown laughs are few, but there is light comedy. He scores more for facial expressions than vocal imitation. Many lines date back to the Truman administration but still are passable. Political aspect rises with Murphy poking fun at subjects like Churchill, Eleanor Roosevelt and Eisenhower, but reserving serious treatment complete with anthem background music for FDR.

Eileen O'Dare displays outstanding acrobatics in her dance number. Clincher is a series of full flips with a half twist. She makes a good appearance and wins applause for several bits. Johnny Martin's songs and two chorus line appearances complete the bill. Tom Parkinson.

Radio City, Music Hall, New York

(Thursday, July 9)

Capacity, 6,200. Price range, 80 cents-\$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show played by the Raymond Paige house ork.

Continued from page 2

for a big mitt, plus midway laughs.

Duke Art (sans Junior) worked in the next scene, titled "Alpine Express." Costumed as a souvenir vendor (with the entire cast in Alpine outfits), he did his standard plaster modeling act timed to coincide with a glee club background. Talking bits were well integrated to give Art excellent support. The number finished with a departing train shown disappearing via lighting effects into the mountains.

The always satisfying Rockettes came next for their ultra-precision terps. Russell Markert, who handles this group, devised a new sight gimmick for heightened eye appeal. In addition to their centipedal terps, the kids also did an involved hand routine while sitting on a raised platform. This segued into a sitting tap routine for tremendous applause.

The finale had everybody out. Backed by the electrical and mechanical staff, the house put on a life-sized Merry-Go-Round with the cast sitting on up-and-down animals. Surrounding this were a number of smaller wheels and animated Maypoles, with the whole thing lit beautifully. The back drop showed the lights of an amusement park, outlining a Roller Coaster and other rides. When this finished, the applause was almost deafening.

Bill Smith.

Empire Room, Palmer House, Chicago

Capacity, 500. Price policy, \$1-\$1.50 cover with \$2 minimum. Shows at 8:30 and 12. Owner, Hilton Hotels. Publicity, Fred Townsend. Production and exclusive booking, Merriel Abbott. Estimated talent cost, \$3,500.

The Blackburn Twins and Marion Colby head up this summer show with light-hearted singing and light-footed dancing. The boys' "reflections in a mirror" dance novelty goes over well. Their skit about bus drivers and Sheyboygan girl draws laughs as well as the applause for song and dance parts. Miss Colby solos "I Get a Kick Out of You" and handles "Lady From St. Louie" in good style.

Australian Clifford Guest reveals some novelty in combining ventriloquist turn with sound effects work, particularly in a fox hunt bit with sounds of hounds and hoofs. Best demonstrated is Guest's volume control, with his vent dummy sounding near or far as required. He also animates the dummy for a runaway as he tries to put it back in the box. Some of the lines are heavy on British type of humor.

The juggling Rudenko Brothers handle their chores to good effect, with a minimum of milking that impresses. Their act, as well as the individual stunts, is fast.

Eddie O'Neal and his band continue and Eddie Ventures into vocalizing. Tom Parkinson.

Mocambo, Hollywood
(Tuesday, July 7)

Capacity, 220. Price, \$2 cover. Shows at 10:30 and 12:30. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$3,500.

The four Ames Brothers, successes in the vocal recording business, are making a strong bid for the smart supper club kudos. Before a discriminatingly tough first-night crowd, the boys generally came off well, vocally and visually.

Quartet ran the gamut from "Don't Let the Stars Get in Your Eyes" to special material, spiritual, impersonations and ballads with gusto. Too infrequently, however, did they blend their voices, relying too much on solos. Despite this minor shortcoming, or because of it, there's not a dull moment in their routine.

The boys are presentable in tuxedos and blend their voices well with clever arrangements. At times their comedies seem strained, altho the crowd responded appreciatively. Opening night their 35-minute stint was slightly prolonged, including heavy mitting for two encores. Tightening up of the offering to leave cover-payers pleading for more will enhance their versatile presentation.

Stint includes a fine baritone solo by brother Ed with "I Believe," and an outstanding rendition of "Old Man River" by Joe, a basso whose interpretation is novel and refreshing. The brothers unnecessarily extend well done individual impersonations of popular male vocalists, including, as a group, four Vaughn Monroes for the price of one, a rib-tickler.

The brothers have a flair for nitery presentation and should do well for this supper club once the word gets around they're more than just disk singers.

Eddie Oliver's ork backs, alternating with Joe Castro rumba group for terping. Ed Velarde.

Desert Inn, Las Vegas, Nev.

(Thursday, July 9)

Capacity, 400. Price policy, no cover, no minimum. Operator, Wilbur Clark. Exclusive booker, Frank Sennes. Production, Don Arden. Publicity, Gene Murphy. Estimated budget current show, \$30,000; previous show \$19,750.

Continued from page 2

tuned routines," West Side of Heaven" and "Desire," a far cry from ordinary high-kicking line presentations.

Also well-received in the show, but overwhelmed by the productions, are Jim and Mildred Mulcay, who furnish a pleasant interlude with harmonica numbers.

Music is by Carlton Hayes and his orchestra.

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ON PERSONAL APPEARANCES--II

Second Visit Is Key Problem For Would-Be Record Stars

● Continued from page 1

he gets depends entirely on box office. The second time around the operator forgets about the performance and only remembers the profit he made. If the price hasn't gone up, or hasn't gone up too much, and if the operator made a profit the last time, he will play the act again. If the performer has a new record going for him, the chances of a repeat are so much better. Even the poor performers can get another time around if they have new records and the price hasn't gone up too much.

Interdependence

Operators who use record names depend heavily on local disk jocks and friends in the retail record business and confer with them constantly. The operator isn't concerned with artistic values. He's in business to make a profit. He isn't interested in how many press agents, managers, agents, etc., have to come out of an act's salary.

Don Howard, the Cleveland high school kid, is probably the poorest performer in the business today. But he did business on the few personal appearances he made, and the ops showed profits. But unless he comes up with an-

other "Oh, Happy Day," it is doubtful if he'll get a second time around. April Stevens hit big with her "I'm in Love Again," but it was a one-time shot. She went around once and that was all.

Without a Hit

There are many carefully guided singers around today who don't have a smash hit but get their share of record sales and disk jock plays and have built themselves into solid box-office attractions at a price the operator can afford to pay. These people are good performers, but their price fluctuates with their current popularity. They hit the key cities, meet the local deejays and have a ready-made public—a host of fan clubs, friendly deejays, distributors and ops. Among these are Tony Bennett, Don Cornell, The Four Lads, The Four Aces, Dolores Hawkins, The Ames Brothers and such newcomers as Dick Lee, Rusty Draper and Betty Clooney.

There are still others who have loyal followings but whom buyers are avoiding because of high price tags. Such are Ella Fitzgerald, Sarah Vaughan, George Shearing and others with a strong jazz following.

There are some who made the top on a wax but either do not work, due to their own choosing, or because they've priced themselves out of the market. These include Les Paul and Mary Ford, Kay Starr, Teresa Brewer, Eileen Barton, Margaret Whiting. Other fine performers who have had only fair success, and thus have difficulty finding work, are Toni Arden and her brother, Jan Arden.

Billy Daniels

Billy Daniels is a big box-office draw who made it despite n.s.g. records. He had been working around 52d Street for years for around \$100 and less a week and killing them much in the same manner he is doing today. But after his Park Avenue Club click, followed by his Riviera smash, plus a barrage of publicity, the public became aware of his talents. So despite the fact that he had been doing the same thing for 20 years or so, he was suddenly "discovered." Daniel's records seldom meant much. His biggest selling record, "Black Magic," didn't raise his salary a quarter.

Billy Eckstine is another record name who had a long wait between hits. His "I Apologize" was a smasher. But he, too, was "discovered" and became a name almost overnight even though he'd been doing the same thing for years.

Publicity Punch

On the other side of the promotional picture there is a group of singers who were publicized to the skies but could never get any steady work for over \$1,500 because there were no solid records behind them. Spot news publicity breaks are seldom good for more than six weeks, if that long, and after that the performer is usually forgotten. This was demonstrated in the careers of John Arcesi with his hypnosis stunt that broke all the wire services, got national coverage and all the trimmings, and Bob Savage, with his Rita Hayworth tie-up.

It is not pertinent to this article to discuss big names who have long established themselves on records. There is Perry Como, Bing Crosby, Dinah Shore, Jo Stafford and such earlier starters like Gene Austin, Rudy Vallee, Morton Downey and others.

PARAKEET SAYS IT CAN'T TALK

NEW YORK, July 11.—Parakeets are as popular with show folk as they are with other people. However, Mark Leddy, who books the Ed Sullivan "Talk of the Town" TV show, has a parakeet whose vocabulary is limited to one sentence. The only thing it says is, "Birds don't talk."

The present day big three in cafes are Frankie Laine, Eddie Fisher and Johnnie Ray, all products of the record hysteria of the past five years. All are truly great performers and owe everything, absolutely everything, to the 45,000 people who handed them success. All were struggling but capable performers until the wax disk pushed them up. Each was carefully brought along to his present status and each one is virtually assured years of stardom even if he doesn't make another single record.

Single Record

Sometimes a single record is enough to keep a performer getting good money for his entire career. Maxine Sullivan, with her "Loch Lomond" of years ago, is still rating a \$750 salary. Ella Mae Morse's "Cow Cow Boogie" was another one-shot which she didn't repeat until "Blacksmith Blues" years later.

But Laine, Fisher and Ray, who have many hits and who have been established as big draws, should last as long as they want to stay in the business. One of them may have to step aside once in a while to let a high flying Norman Brooks, or a latter-day version of themselves, shoot beyond them. But they will close their ranks and settle down again to remain the big stars of the day.

Vice Versa

Yet if records help make stars, public appearances help keep them up there. Perry Como, who doesn't do personals, keeps himself exposed via his TV show. However, talent agencies and record companies have both recognized the value of public appearances. The talent agencies are naturally vitally interested in the increased commissions derived from such dates. The record companies are also interested, though from a different viewpoint—increased sales.

Some of the major recording outfits have discovered that it is easier to build hits with increased frequency if the artist does dates in theaters, cafes and one-nighters. Performers who refuse to play these dates have a tougher time in building subsequent hits.

It ends up in almost a set formula: Personal appearances are virtually a must, but if they're to be successful, record hits must precede them. The ideal combination is a record, personal appearances, TV—and then more personal appearances. The last, however, must be at a price that will permit the operator to make a profit and stay in business.

Lewis' Riviera Debut Canceled

NEW YORK, July 11.—Robert Q. Lewis, set to open July 21 at Bill Miller's Riviera in his first 52nd St. cafe date, was forced to cancel when Arthur Godfrey's return to Columbia Broadcasting System became indefinite.

Lewis, now substituting for Godfrey on his day-time airer, expected Godfrey to return before July 21. When it became unlikely that he would recover sufficiently from recent surgery to get back in time to release Lewis, the latter canceled out.

Frances Faye, in the meantime, is set to replace Connie Russell starting Tuesday (14). The Will Mastin Trio will remain until July 20, though with Lewis out it is possible they'll stay on if other commitments can be juggled.

James Melton Set For Canada Date

NEW YORK, July 11.—James Melton will do his second cafe date when he opens a one-weeker at the Elmwood, Ontario, Canada, August 7. Melton did his nitery date at the Thunderbird, Las Vegas, in mid-May. Elmwood price will be \$10,000.

CHI ISOLATION DRIVE MAY WORK

2 TROA Officers Sign Welfare Fund Agreements with AGVA

NEW YORK, July 11.—A drive by the American Guild of Variety Artists to isolate Chicago by getting cafe ops to sign contracts to pay the weekly welfare fund contributions, showed signs of success when two of the Theater Restaurant Owners of America officers signed with the union.

The Town Casino, Buffalo, and the Alpine Village, Cleveland, signed with AGVA, agreeing to make the \$2.50 per-performer per-week contribution. Harry Altman, co-owner with Harry Wallens of the Town Casino, is chairman of TROA's board of directors. Herman Pirchner, owner of the Alpine Village, is treasurer of the cafe owners' national group.

Coincidental with the capitulation of these clubs, a new organizational drive was started by AGVA in Milwaukee, spearheaded by Ernie Fast, AGVA's Midwest chief. The drive was to build support around Chicago and isolate the clubs which continued to resist AGVA. Meetings were arranged with Milwaukee's Central Labor Council, which includes the waiters', chefs', bartenders' and musicians' unions. The body promised to support AGVA in its campaign in that city. Labor meetings were set up by Alfred Kamin, AGVA's special counsel, who also represents many of the unions in the American Federation of Labor.

Membership Meet

Prior to the Milwaukee meeting, AGVA had a membership meeting in Chicago attended by about 45 performers, addressed by Samuel Rothman, of the Chicago law firm of Korshak & Rothman, retained by AGVA; Alfred Kamin, special counsel of Chicago, and Henry Katz, national house counsel. Highlights of the confab were the talks given by James Kemp, of the city's Building Service Employees' International Union, Local 189, and Fred Albi, of Chicago's Hotel and

Restaurant Employees, Local 593. Kamin and Albi indicated they would "help AGVA if help was necessary," without making official commitments.

The importance of this implied help lies in the belief that AGVA had been virtually isolated in Chicago prior to this meeting. The general understanding was that none of the other unions would help AGVA in its battle against the clubs in that area.

Meeting Planned

A meeting is now being arranged between Jack Irving, AGVA head, and Lou Walters, Latin Quarter operator, who recently resigned as president of TROA. It is understood that Wal-

(Continued on page 60)

SOPHIE'S 50TH

Atlantic City Club Site for Celebration

NEW YORK, July 11.—Sophie Tucker will celebrate her 50th anniversary in showbiz at the 500 Club, Atlantic City, with a press junket of about 16 New York newspapermen, including the trade press, metropolitan papers and news syndicates.

Reason for the Atlantic City site is two-fold. First, Miss Tucker will be working there (opens July 11 for eight days); second, it was in that city that Miss Tucker's name first went up in lights some 43 years ago.

Press junket will leave Pennsy station Thursday (16). Scribes will be put up at the Ritz Carlton. Junket will include Mark Barron, Danton Walker, Mel Hymer, Dick Mockridge, Frank Quinn, Joe Cohen, Gene Cook, Alice Hughes, Bill Smith and others.

Guild Fines 'Unfair' Act

HOLLYWOOD, July 11.—The American Guild of Variety Artists this week clamped the lid on its members who perform in niteries on AGVA's "unfair list" and who themselves have been termed unfair when the local board summarily fined an act \$500.

A special board meeting on Wednesday (8) fined The LaVernes, apache act, the \$500 for having performed in Chicago's Silver Frolics, one of the Windy City's niteries listed by AGVA as unfair. Eddie Rio, West Coast AGVA head, said the action was taken when the act requested a hearing following a Las Vegas engagement at the Desert Inn. The LaVernes will continue on AGVA's unfair list until the fine is paid.

Rio emphasized that performers who fill engagements in any of the Chicago's niteries listed as unfair can expect similar treatment if they should come within the West Coast AGVA jurisdiction.

THOMAS ON AGVA TICKET

NEW YORK, July 11.—Danny Thomas wired his acceptance of his nomination for the presidency of the American Guild of Variety Artists. Elections for all major offices will start next week. In his wire of acceptance, Thomas said, "I accept the nomination, and if elected I will serve to the best of my ability."

New Bill Would Allow Actors to Average Taxes

● Continued from page 1

Actors and Artistes of America and the U. S. Chamber of Commerce. The Four A's was represented by Thomas N. Tarrelu, lawyer, who declared that relief is necessary from surtax rates in the entertainment industry. He suggested that a five-year average plan be used for arriving at yearly income figures for tax purposes.

The U. S. C. of C. suggested no specific "average" period, but urged that the principle be adopted and suggested a "reasonable" period of years be adopted for tax purposes. The chamber submitted its argument in a letter to the committee. It pointed out that a married man with two children who earns \$10,000 in one year and then becomes unemployed a year has no greater tax-paying capacity than the man who earns \$5,000 each of the years. "Despite this," said the chamber "the man earning his \$10,000 in one year would pay \$1,527.60 in tax, while his neighbor would have paid a total of \$932.40." "It is difficult to justify the soundness or equity of the result," it added.

New Jorgenson Act Is Booked

NEW YORK, July 11.—Christine Jorgenson will break in a new act starting August 10. Formula will include a comedy emcee, Miles Bell, plus singing and some dancing. The movie she showed on previous personals will not be used. First date is at the Copa, Pittsburgh, to begin August 10 for one week. Following that the act will do another week at the Gay Haven, Detroit.

In the meantime, the American Guild of Variety Artists has notified The Sahara, Las Vegas, that its contract with Jorgenson at \$12,500 a week, for two weeks, is valid and on a pay or play basis. AGVA has indicated that if The Sahara is unwilling to pay the \$25,000 it must play her. If no arrangement is made, AGVA's rules permit it to bar all AGVA acts from appearing until a settlement is reached.

The Sahara has bought Red Skelton to go in the date originally set for Jorgenson.

Mitchell Plans Britain Tour

LONDON, July 11.—Guy Mitchell, who'll do a return two-weeker at the Palladium, will follow it up August 3 with a tour of the provinces with his own package.

The deal set up by Lew and Leslie Grade will also call for Mitchell to do Sunday concerts in holiday resorts near towns where the local theaters are closed on Sundays. Mitchell will use province dates to break in a new act, song and dance stuff, using material from his two recent Paramount pictures.

House Movie Tax Vote Due

● Continued from page 1

sored by Rep. Noah Mason (R., Ill.). The committee approval was by a 23 to 3 vote.

The action on the bill dims all the more any prospect for approval in the present Congress of tax relief for other segments of the amusement industry, inasmuch as Treasury will be anxious to block any further loss of revenue. Spokesmen for a number of segments of the amusement world, including circuses and other outdoor shows, have been urging similar tax relief, and have suggested that their problem be considered along with that of the movie theater.

There had never been much doubt about the House Ways and Means Committee's action on the theater tax relief bill. Some 125 House members had publicly gone on record in support of the Mason Bill. Chief argument advanced at hearings on the bill was that the movie industry is in the economic doldrums.

Senate Group Juke Hearing Hangs in Air

**Proponents Ready
But Not Opponents;
May Defer Hearing**

WASHINGTON, July 11.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks continued to face imponderables this week-end preparatory to the forthcoming hearing on juke box copyright legislation. While proponents were prepared to testify at the hearing slated for next Wednesday (15), it was made known to the subcommittee that opponents definitely will not be ready to testify at that time. At press time, this leaves the subcommittee facing the alternative of (1) hearing the proponents exclusively on Wednesday and scheduling at some future date a hearing for opponents; or (2) deferring the hearing once again (the hearing had been thrice deferred) so as to hear both sides in the controversy at some future date.

Senator Wiley has been indicating that he wants to give full opportunity for both sides to be heard. Sen. Pat McCarran (D., Nev.) is continuing to urge strongly that the subcommittee air the controversy at the earliest possible time and proceed from there to getting out a subcommittee report recommending legislation along the lines of his bill. McCarran is author of one of two juke box copyright bills which have been introduced this session. McCarran's bill proposes to extend the copyright law to juke boxes but would exempt operators of single juke boxes. He is the only bill slated for consideration at the subcommittee's hearing. Sen. Everett M. Dirksen (R., Ill.), author of the other bill

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Capitol to Issue 25c Kidisks

NEW YORK, July 11.—Capitol Records will enter the 25-cent kidisk field this fall with a label to be called Toyland. Details of the move by the diskery will be unveiled to Capitol sales personnel at the company's annual convention in Lake Placid. (See separate story.) The disks will be six-inch, 78 r.p.m. platters in four-color, cartoon type covers.

The first release will consist of 11 disks including a special Bozo record. A Christmas release will also be issued, and the catalog will be built up regularly. As with other Capitol merchandise to be issued this fall, the Toyland series will be shipped in containers suitable for self-service merchandising.

Jarvis Into Disk Panel TV Swim With His Deejay Show

HOLLYWOOD, July 11.—Importance to Los Angeles area television viewers of records and their artists has become increasingly evident lately.

ABC's local outlet, KECA-TV, entered the picture Friday (10) when Al Jarvis, Southern California pioneer deejay, unveiled "The Al Jarvis Deejay Show." It's his answer to the highly successful "Juke Box Jury" over CBS tele station KNXT as conducted by Peter Potter and "Platter Panel" over the same channel emceed by Frank DeVol.

"Juke Box Jury" has long been a success with Potter spinning platters before a studio audience and with a guest "panel of experts" giving their opinions as to whether the new disks will become hits or miss the mark. His format relies on the panel, generally composed of name show people, offering personal opinions as to the probable success or failure of waxings.

DeVol's "Platter Panel" is composed of three regulars—all deejays—and three invited feminine

VICTOR, MEET MR. CARLTON!

NEW YORK, July 11.—Often it is hard for a large firm to keep up with what is happening, even within its own company. This week a press release addressed to Joe Carlton, The Billboard, 1564 Broadway, New York, arrived at our offices. The press release was sent out by RCA Victor. Carlton, new a.&r. chief at RCA Victor, last worked at The Billboard, as music editor in 1948.

Merc Distrib Meet Features Golf, Fishing

CHICAGO, July 11.—Mercury Records is inviting all its distributors to a new type of meeting in Miami Beach from Saturday (11) to Tuesday (14). The entire distributor group will be housed at the Coronet Hotel. Meetings will be held Sunday and Monday mornings with time out for fishing and golfing.

The group includes all of Mercury's distributors, regional men and Irving Green, president; Art Talmadge, vice-president; Irving Steinberg, treasurer; Morris Price, sales manager; Kenny Myers, promotional director, and Midwest musical director, Nook Shrier.

Also attending will be Eastern a.&r. director, Richard Hayman; r.&b. director, Bobby Shad, and Eastern regional man, Arnold Silverman. The Southern regional director, (who is also country and western and a.&r. director, Dee Kilpatrick, and West Coast regional man, Johnny Sippel, will also attend.

Mercury execs feel greater benefit will be derived by combining business and pleasure and keeping the distributor group intact.

Coral to Unveil Fall Plan at Distrib Meet

NEW YORK, July 11.—Coral Records' fall merchandise plan, to be unveiled to the diskery's distributors next week, will feature 71 record packages on its own label, plus an additional 28 sets to be issued by its associate label, Brunswick. The firm will also introduce a new kiddie phonograph, to be offered at a suggested list of \$11.95, and a promotional, three-speed player, made to retail at under \$25.

The Coral and Brunswick packages will be made available to distributors on a deferred pay-

Jarvis Into Disk Panel TV Swim With His Deejay Show

panelists from the show or music world. It differs in that each of six guests brings a platter, generally of a standard tune, who tell why the disk should be presented the "Real George Award"—given to the waxing that the panel considers the best all-time record of the week. If any of the disks are nominated for the award, the panel votes to determine the winner.

The Jarvis format is somewhat of a combination of "Juke Box Jury" and "Platter Panel" with the addition of a basic difference—the viewer gets a chance to vote whether a record played will be a "hit" or not. Jarvis has a four-member panel, each of whom brings a disk to the show for airing and to explain why the tune should be a big seller. Home viewers then are given the opportunity to telephone the station to cast their ballots.

First panelists on the Jarvis show were Margaret Whiting, deejay Ira Cook, Jean Rousseau (radio's "Lonesome Gal") and MacDonald Carey.

Disk Industry Sees Step-Up In New Marketing Changes

**Self-Service Rack Expansion Gives
Rise to Dealer-Relation Problems**

● Continued from page 1

rest of the industry very slowly moved in the same direction to meet the new competition. The same pattern is now being established in other disk categories. But more important, it is generally believed that the trend toward broadening the number of disk outlets can not be halted—even if there were a desire to do so.

Aid to Dealers

Foremost in the minds of industry planners is the move to strengthen the existing dealers' position the industry by giving as much aid and advice on such matters as better inventory control and the resultant improved buying practices, and in change-

over to self-service to varying degrees.

Capitol Records, for example, has geared its entire fall program to self-service operations (see separate story). RCA Victor is concentrating on improving buying and selling at the retail level via inventory control. The same approach is certain to be taken by other manufacturers within the next few months.

Expansion Room

Facing the manufacturers is the proven fact that their products reach a very small percentage of the potential market. A good total figure for a pop hit is still considered to be 1,000,000 records. Of that figure, at least 250,000

copies will go to juke boxes—leaving a total sale to consumers of 750,000. Record industry and other industry executives, statisticians, economists and just plain businessmen consider this to be only a sampling of what the market should absorb in disks.

It appears inevitable that forces within and without the record industry will continue to seek additional outlets for such lines as children's records, the top pop hits and low-priced packaged merchandise. It seems inevitable, also, that the regular record dealers will have to go along with the merchandising evolution in order to hold on to their current volume and be prepared to pick up additional sales.

Among the suggestions to be offered dealers are the following: (1) Add more self-service units; (2) devise a simple and accurate inventory control system, maintain it and follow it for information on how much to buy of what items; (3) plan to expand by opening seasonal branches in near-by towns or shopping centers which would take full advantage of Christmas disk business; (4) investigate to discover whether the present store layout and decor is actually suited to the clientele which can be attracted, and (5) look into the possibility of operating in the style of rack jobbers by making deals with local supermarkets, syndicate or chain stores.

To the Flexible

In all, the dealers who are willing and able to make the necessary changes are, according to manufacturers, the dealers who will reap the additional business in records. That there will be additional business is considered a certainty on the basis of population growth alone. It is estimated that the population figures among the 14 to 22 age group will double by 1960. The latter estimate, plus the unusual increase in sales of record playing equipment, are offered as signs of the future—a bright future.

'Old Gang' Renewal Fuss Nears Airing

**Writers Challenge Automatic Renewing
By Pubs; Full Court Action Approaching**

NEW YORK, July 11.—The legal hassle developing over ownership of the renewal rights to "That Old Gang of Mine" has taken another step toward full court airing. The action is being watched with unusual interest in the trade since it challenges long accepted publisher practice in automatically picking up renewal rights to copyrights.

A new brief filed with Federal Court here by John Schulman, attorney representing "Gang" cleffers Billy Rose, Ray Henderson and Mort Dixon, outlines the case he will argue to support the view that renewal rights properly belong to the writer. The action was started by the writers in

May. In a reply last month (The Billboard, June 27), Bourne, Inc., which held the original copyright, claimed full title to its renewal. If the writers' suit is successful, the decision would set a precedent that could throw present ownership of many old and valuable copyrights in doubt.

Schulman Brief

Claiming that a renewal right is "not assignable as a matter of law," the Schulman brief argues the following points:

1. "The said renewal rights constituted an expectancy of which no valid assignment could be made by the plaintiffs on April 19, 1923." The cleffers assigned the ditty to Irving Berlin, Inc., on that date, and it was later taken over by Bourne.

2. "Any requirement that the plaintiffs assign to the defendant the renewal rights in said composition would be inequitable, would unjustly enrich the defendant and would work an undue hardship upon the plaintiffs because of the many substantial changes in circumstances and in the conditions of the exploitation of musical compositions which have taken place since April 19, 1923."

New Developments

Schulman's contention is that new methods of tune exploitation "which now yield and will continue to yield substantial revenues and profits" were not foreseen in 1923 when the original assignment was pacted. He also asserts the original contract contains no provision for participation by the writers in such extra revenues. His brief states that such methods include the "synchronization of music with motion pictures, the use of music in television and film television and the extensive use of music in

(Continued on page 59)

ment plan. A dating plan will also be made available to dealers thru Coral factory-owned branches.

On Coral, the fall plan calls for the release of nine new LP's, 13 new extended play sets and 36 transfers from old 45 r.p.m. sets to EP. Coral will also have seven children records. Brunswick will have seven LP's, eight new EP's and 13 EP conversions.

Coral's distributor meet will be held in Chicago Tuesday (14), during the run of the National Association of Music Merchants' convention.

RCA to Sell New Kid EP Series for \$1.19

NEW YORK, July 11.—The first break in prices of EP records by a major label is expected shortly when RCA Victor will announce a new children's record EP series to retail at \$1.19. Victor execs this week admitted that such a line was in the works, but would not comment further until after the diskery's fall merchandising program was presented to distributor sales personnel.

It is known that several other record manufacturers are at least disturbed by the new price line to be introduced. One diskery exec stated that this could mean an eventual drop in other EP prices, but another label's sales manager felt that the new Victor line would have little or no effect on the rest of the market.

ARFIE WINS

National TV Spots for Pattie's Pup

CHICAGO, July 11.—Ideal Dog Food, a product of Wilson & Company, is taking nation-wide TV time for spot commercials featuring Arfie, Mercury Records "Doggie in the Window." Ideal was behind the record in a promotional tie-up and will continue the tie-up as Mercury launches a campaign to build Arfie as a new character for its Childcraft series of kiddie records.

The new series will feature Pattie Page along with Arfie. Pattie will do the narrating as well as the singing. Mercury plans to release two records per month in the series of adventures.

Victor to Run Camden Test, to Jell Plans

NEW YORK, July 11.—The top RCA Victor brass are still in heavy discussion and planning stage on the diskery's proposed Camden label, current plans call for testing the new line in two selected markets sometime in October. The test will probably take place in the East and Midwest and will be on classical and semi-classical material gleaned from the Victor catalog and pressed on 12-inch LP. Originally talked about as a special hot jazz label, the jazz platters are now scheduled to be introduced some time after the Camden longhair material has been marketed.

The entire operation is destined to be handled thru the RCA custom pressing division, rather than the record department. It is contemplated to sell the disks on a direct factory-to-dealer basis and via limited distribution thru a very few outlets in each city. Regular Victor disk distributors may get a 5 per cent over-ride on such direct sales made in their territories, but will have to perform some function in order to qualify. Distributions, for example, may handle the billing.

Hot Jazz

The hot jazz masters pressed for distribution thru the custom division may not be issued on the Camden label, but on another label and thru other channels. Decisions on such major moves have not been made at this time.

Current Victor thinking is that the 12-inch LP will sell for the same price as the Bluebird line or, perhaps, at a lower price.

Capitol Formulates Merchandising Plan

'Record Profits With Self-Service' Fall Theme; Price Cuts for Part of Kid Line

NEW YORK, July 11.—The 170 Capitol Records' executive, sales, distributor, plant and artists and repertoire personnel, gathered in convention at Lake Placid, N. Y., since Thursday (9), are unveiling their label's fall merchandise and merchandising program. Theme of the program is "R.P.S.S.—Record Profits With Self-Service."

In addition, Capitol is informing its sales force of the new 25-cent kiddie record line (see separate story), a reduction in price on a portion of the regular kiddie line, new EP merchandise, a new Technicolor film for dealer showing, and plans for the Cetra opera line and the diskery's other classical items.

The self-service theme is a result of more than a year's study and planning of successful record retail operations. The Technicolor film is based on self-service. Capitol will also make available to dealers a book detailing the most successful self-service operations. Almost all merchandise to be issued this fall will be tied in with self-service via floor and counter merchandisers of the disposable and permanent type.

Price Reduction

Capitol CAS series of kiddie sets now retailing at \$1.10 plus tax will be reduced to 95 cents plus on August list. The 45 r.p.m. CAF sets will follow the same price line.

The Capitol fall release of classical disks will be the largest in quantity and variety ever offered by the company and will highlight the Pittsburgh, St. Louis and Indianapolis symphony orks. On the Cetra label, the company will issue, for the first time, opera highlights albums in single record LP sets.

Capitol's push on self-service calls for three basic units of permanent display fixtures. Dealers can qualify for free samples under the fall buying program. The units can be combined in various ways to fit store planning. Each unit comes with cellophane sleeves to protect records on display in the racks. Additional units, of course, will be available thru Capitol branches and distributors.

NEWS REVIEW

1st Columbia 'Collectors' Series Out

Gremlins crept into the type last week, resulting in a shortened version of the following news review appearing in The Billboard. The full review is herewith printed for the record.

NEW YORK, July 11.—Columbia Records has dug deep into its 78 r.p.m. files, carefully delving into several strata of past waxings, to come up with an interesting and commercially sound set of LP re-issues for its first "Special Collectors Series" release. There are eight records in the initial set and several could easily break out of the limited "collectors" market and jump solidly into the money.

In this category, the Mozart readings by Sir Thomas Beecham must rank at the top. For years the Englishman's version of the popular G Minor Symphony was rated a "must" album in most anybody's collection. The memories of disk collectors are long and many will want to replace their worn 78's. To younger buyers, too, Beecham's affinity for Mozart is well known. Offering, as it does, the composer's E Flat Symphony on the flip side, the disk shapes as a potential powerhouse.

Haydn: Concerto in D for Cello. Schubert: Sonata in A Minor. Emanuel Feuermann (ML 4677). Beethoven: Sonata No. 3; Variations in E Flat. Reger: Suite in G Major. Feuermann (ML 4678). Bloch: Concerto for Violin; Baal Shem. Joseph Szigeti (ML 4679). Bartok: Contrasts; Rhapsody No. 1; Portrait, Op. 5, No. 1. Szigeti, Benny Goodman and Bartok. (ML 2213-10). Mozart: Symphony No. 39; Symphony No. 40. Beecham (ML 4674). Beethoven: Hammerklavier Sonata (arr. for ork). Felix Weingartner ML 4675). Handel: Concerti Grossi, Nos. 5 and 6. Weingartner (ML 4676). Wagner: Opera excerpts (orchestral). Weingartner (ML 4680).

The only 10-incher in the batch also has a strong possibility of blossoming out of the select collectors category. Bartok, the composer, at the piano, with Joseph Szigeti on violin and Benny Goodman on clarinet, form a combination that may well prove irresistible to the burgeoning Bartok audience.

Dealers who have done well with other recent Weingartner re-issues should find a receptive repeat market for the late conductor's Handel and Wagner plates. Of particular interest here, is Weingartner's performance of his orchestration of the "Hammerklavier," already out of print many years before the introduction of LP.

Emanuel Feuermann's rendition of the Haydn Cello Concerto in D, and Szigeti's performance of the Ernest Bloch Concerto, the latter an LP first, also figure to move well.

In all eight records the transfer to LP has been accomplished with excellent results. High fidelity enthusiasts will probably not exult at the sound, but those who prize musicianship should sample generously.

Is Horowitz.

Shad Expected To Hype Decca R&B Re-Entry

Will Cover Sales Prom. and A&R; Road Duty Seen

NEW YORK, July 11.—Decca Records' recent re-entry into the rhythm and blues market is expected to gain momentum when Bobby Shad, now with Mercury, checks in as Decca's new r.&b. chief. His appointment to the spot was announced by Milt Gabler, a.&r. director, and will take effect next Monday (20).

Shad's dual responsibilities with Decca will cover sales promotion as well as artists and repertoire. He will personally promote each r.&b. release, in addition to handling artists and creative chores. It is expected that Shad will spend much of his time on the road covering key r.&b. territories.

Dee Kilpatrick, who handles folk wax for Mercury, will take over Shad's slot with the label. The Mercury has no ambitious plans for heavy r.&b. expansion, veepee Art Talmadge said new attention will be paid to moving such wax in Southern areas. Kilpatrick already covers the South for Mercury.

Shad's first entry into the music business was as a partner in a mail-order record firm. He later formed his own diskery and also cut sides on a free-lance basis for several indie diskeries. At one time he was a.&r. chief at National Records. He joined Mercury in 1951.

SPA Writers Take Spitzer Copyrights

NEW YORK, July 11.—In a precedent setting action against an alleged delinquent publisher, the Songwriters' Protective Association has advised the various royalty and performance collection agencies that SPA cleffers

have re-taken title to copyrights held by the Spitzer publishing firms. The organization charges that writers have received no payment from the pubberies since the death of Henry Spitzer last fall, and that requests for such payment have gone unanswered.

Notices of the SPA action were sent to the American Society of Composers, Authors and Publishers; Broadcast Music, Inc., and the Harry Fox office. The firms affected are Spitzer Songs, Inc., a BMI affiliate, and Henry Spitzer Music, licensed thru ASCAP. There are about 10 affected copyrights in the former company and some 35 in the latter.

SPA Stand

The position taken by SPA is that failure by a publisher to give a writer a detailed statement of earnings upon demand constitutes a breach of contract which automatically returns ownership of a copyright to the writer. No special assignment need then be made, the association contends.

SPA's established policy has been to work out time payment plans with delinquent publishers. Tho this will continue to be the pattern, publishers who ignore writer commitments entirely will be faced with the loss of copyrights, according to an SPA spokesman.

Capitol Drops Option Centers

NEW YORK, July 11.—A move started in January when the diskery entered the EP market, wound up this week when Capitol stopped pressing all new 45 r.p.m. disks with the optional center. Large center hole disks now coming out of Capitol pressing plant are sans centers. The move started via elimination of the optional center on EP disks only.

The diskery felt that the optional center was good "stop-gap" merchandising practice when the phono manufacturers seemed headed toward universal use of small spindles on three-speed machines. The trend of late, however, has been toward three-speed changers with large spindles.

In addition, Capitol points out, juke box operators never could use the optional center on 45 r.p.m. records. The ops consume about 25 per cent of the pop disk output. Of the remaining 75 per cent, the diskery says, less than half the dealer sales required the optional center as the newer phonos were marketed.

New Line of LP's To Retail at 49c

NEW YORK, July 11.—Don Cabot is prepping a new line of disks that probably will set a record of sorts for low consumer cost. Ten-inch LP's will retail at 49 cents each, and will be offered as promotional merchandise thru chain and department stores. There will be 50 titles in the line. The records will also be available on EP at the same price.

Coral to Boost Branches to 4

NEW YORK, July 11.—Coral Records will extend its string of wholly-owned branches to four on August 1 when it opens a new factory outlet in Atlanta. The new branch will be managed by Johnny Thompson, who now runs the label's Cincinnati branch. Vernon Hawk takes over in the latter office.

Present plans call for the Atlanta branch to service Georgia, Alabama and Eastern Tennessee. Coral has been represented in the area by the Interstate Phonograph Record Company, of Montgomery, Ala. The new outlet will handle one or more hillbilly and rhythm and blues labels, in addition to its own line. Coral also has branches in New York and Chicago.

PEATMAN ANNUAL SURVEY LISTS MOST-AIRED TUNES

NEW YORK, July 11.—"Don't Let the Stars Get in Your Eyes" and "Tea for Two" were, respectively, the current song and standard which topped the Peatman Annual Survey of songs with the largest radio and TV audiences for the year ending July 1. Two songs in the current hit category showed up on the weekly Peatman sheet for 34 weeks during the year. They were "Wish You Were Here" and "Lover." Among the standards, "Tea for Two," "Somebody Loves Me" and "Tenderly" all had 27 weeks in the survey.

Among the current hits, the tune which received the most concentrated drive was "I Believe," which placed seventh with 19 weeks on the chart. The list of favorite standards, however, pointed up even more sharply the concentration of plugs within a short period of time. Two seasonal items placed high on the list of songs with the largest audiences but with only a few weeks of plugging. "Easter Parade" placed seventh with five weeks and "Christmas Song" placed 16th with only three weeks.

According to Peatman's Office of Research, Inc., the top 35 current hits included eight tunes from legit or movie productions. Among the top 35 standards, "Tea for Two" has been on the Peatman annual survey for more than 10 years. Irving Berlin tops the list of writers on the standard list with four tunes, while George Gershwin and Richard Rodgers had three each.

THE PEATMAN ANNUAL SURVEY OF SONG HITS WITH THE LARGEST RADIO AND TV AUDIENCES

The 35 song hits with the largest radio and television audiences are listed below in order of the total ACI points received in the ACI surveys during the year. Songs currently active are marked with an asterisk.

(July 1, 1952 to July 1, 1953)

Rank	Song Title	Publisher
1	*Don't Let the Stars Get in Your Eyes.....	Four-Star
2	Wish You Were Here.....	Chappell
3	You Belong to Me.....	Ridgeway
4	Because You're Mine.....	Feist
5	Why Don't You Believe Me?.....	Brandom
6	Till I Waltz Again With You.....	Village
7	*I Believe.....	Cromwell
8	*Side By Side.....	Shapiro-Bernstein
9	*Song From Moulin Rouge.....	Broadcast
10	Jambalaya.....	Acuff-Rose
11	*April in Portugal.....	Chappell
12	Keep It a Secret.....	Shapiro-Bernstein
13	*Pretend.....	Brandom
14	Glow-Worm.....	E. B. Marks
15	Walkin' My Baby Back Home (1952).....	DeSylva-Brown & Henderson
16	Lady of Spain.....	Sam Fox
17	*Your Cheatin' Heart.....	Acuff-Rose
18	Auf Wiederseh'n Sweetheart.....	Hill & Range
19	*Doggie in the Window.....	Santly-Joy
20	I Went to Your Wedding.....	St. Louis
21	How Do You Speak to an Angel?.....	Chappell
22	Somewhere Along the Way (1952).....	United
23	Lover (1952).....	Famous
24	Half As Much.....	Acuff-Rose
25	Zing a Little Zong.....	Bursan
26	*Ruby.....	Miller
27	Wild Horses.....	Simon
28	White Christmas.....	Berlin
29	High Noon.....	Feist
30	Blue Tango (1952).....	Mills
31	Hush-A-Bye.....	Remick
32	Outside of Heaven.....	Bregman-Vocco-Cohn
33	*Just Another Polka.....	Frank
34	Hold Me, Thrill Me, Kiss Me.....	Mills
35	Takes Two to Tango.....	Harman

FAVORITE STANDARDS OF 1952-1953 SEASON

The 35 standards with largest radio and television audiences are listed below in order of the total ACI points received in ACI surveys during the year July 1, 1952 to July 1, 1953.

Rank	Song Title	Publisher
1	Tea for Two.....	Harms
2	Somebody Loves Me.....	Harms
3	By the Light of the Silvery Moon.....	Remick
4	Tenderly.....	E. H. Morris
5	September Song.....	DeSylva-Brown & Henderson
6	That Old Black Magic.....	Famous
7	Easter Parade.....	Berlin
8	April in Paris.....	Harms
9	On the Sunny Side of the Street.....	Shapiro-Bernstein
10	Blue Skies.....	Berlin
11	'S Wonderful.....	Harms
12	Just One of Those Things.....	Harms
13	Alexander's Ragtime Band.....	Berlin
14	There's No Business Like Show Business.....	Berlin
15	St. Louis Blues.....	Handy
16	Christmas Song.....	E. H. Morris
17	April Showers.....	Harms
18	Begin the Beguine.....	Harms
19	Take Me Out to the Ball Game.....	Broadway
20	I May Be Wrong.....	Advanced
21	Getting to Know You.....	Williamson
22	Undecided.....	Leeds
23	Over the Rainbow.....	Feist
24	Embraceable You.....	Harms
25	Who.....	T. B. Harms
26	My Blue Heaven.....	Feist
27	June is Bustin' Out All Over.....	T. B. Harms
28	Jealousy.....	Harms
29	Shine On Harvest Moon.....	Remick
30	Lullaby of Broadway.....	Witmark
31	Dancing in the Dark.....	Harms
32	Tico Tico.....	Chas. K. Harris
33	Manhattan.....	E. B. Marks
34	I've Got My Love to Keep Me Warm.....	Berlin
35	Sweet Lorraine.....	Mills

WHOSE MONEY?

Berlin Out With New Pop Single

NEW YORK, July 11.—For the first time in two years, Irving Berlin has come up with a new single ditty for the pop market. Tune, "Sittin' in the Sun (Countin' My Money)" has been waxed by Frankie Laine on Columbia and Les Brown's ork on Coral, and a Billy Eckstine release on M-G-M is set.

Actually, the new Berlin effort was originally written about a year ago for the movie score "There's No Business Like Show Business" which is to star Ethel Merman. When the flick was postponed a few months back,

Capitol Suit Cost Charged To Mercury

NEW YORK, July 11.—Mercury Records this week lost another round in its dispute with Capitol Records over the Telefunken line of classical waxings. On Thursday (10) Federal Judge John C. Knox ruled that Mercury had to pay \$448 to cover legal costs for the injunction awarded Capitol last year. In addition, Judge Knox appointed Thomas J. Reddy Jr. as Special Master to hear and ascertain damages sustained by Capitol due to Mercury's use of Telefunken masters.

Berlin decided to pull the tune out and merchandise it as a pop item.

Best wishes to
the Music Dealers
of America...



NO
OTHER
LOVE

M

KEEP
IT
GAY

a

SAY YOU'RE
MINE
AGAIN

M

MY ONE
AND ONLY
HEART

M

PERRY COMO

RCA Victor Records



GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

How to Use The Billboard Charts

... For Better Buying

By NEV GEHMAN

The purpose of the following article is to help dealers, operators and disk jockeys better to interpret and understand The Billboard's Music Popularity Charts. By clearly understanding what the charts are designed to show and how best to use them, The Billboard believes that better buying and programming will result. In reading the following, it is suggested that the reader turn to each chart feature as it is discussed.

A look at the music section of The Billboard each week brings to light a multitude of charts and service features for jockeys, record dealers and juke box operators. Each week more than 50 different charts are tabulated and published—the result of more than 4,100 mailed questionnaires and 273 more delivered and returned by Western Union messenger.

Each week The Billboard also publishes record reviews of over 100 records and albums in all fields of recorded music. In addition, last-minute reports are received just before press time from 15 important market areas with information about which of the newer records are beginning to make solid sales progress.

All these charts and service features constitute The Billboard's Music Popularity Charts—a mammoth weekly job of surveying, tabulating, analyzing and publishing. It's by far the biggest and most complete buying and information service in the music industry and larger than any regular service rendered by a trade publication in any field. In just compiling up-to-date information about what is happening in the record-music field, The Billboard spent more than \$30,000 in 1952—an average of \$580 each week. This sum was spent just in collecting and compiling the chart results. It does not include the cost of editorial time or the cost of publishing 40 columns of charts

YOUR GUIDE

Use The Billboard to Follow 3 Stages of Disk's Life

As pointed out in the accompanying story every record that moves up to hit status has three stages in its upward progress. All three of these are completely covered by The Billboard Music Popularity Charts in time to be of invaluable help to dealers, operators and disk jockeys. Here they are together with the chart features that are your guides to better and more profitable buying and programming.

STAGE ONE: New Releases—Untested Records:
Check the weekly record reviews and the feature box "New Records to Watch."

STAGE TWO: Coming Up Records—Tested Records:
Check "This Week's Best Buys," check the territorial charts and "This Week's Territorial Best Sellers to Watch"; check "Coming Up in the Trade."

STAGE THREE: Best Sellers—Proven Records:
Check The national charts and The Honor Roll of Hits; check the territorial charts to see the spread; watch closely for upward or downward movement.



STAGE ONE: Untested Records



STAGE TWO: Tested Records



STAGE THREE: Proven Records

for dealers and juke box operators and to provide a good base of programming material for disk jockeys and radio stations.

"Why so many charts?" Fifty-odd charts a week are a lot. But there need be no confusion for the person reading the charts if he knows how to interpret and to use them properly. The trick is in knowing what you want to find and then knowing where to look in the charts. To do this, it's necessary to understand what each chart is designed to show.

All the features in The Billboard Music Popularity Charts

Buying Guide" which will perform the same function for classical records, pop albums and children's records. With this The Billboard will provide complete coverage of the total record industry.

Now let's look a little more closely into the three stages of a record's life and see how The Billboard covers each. From this will come a better understanding of how to gain the most use from The Billboard charts. Flip thru this copy of The Billboard as you

is to cull from the mass of new records each week those which are worth stocking and promoting. A dealer doesn't have the time to listen to all new records. Nor can a dealer buy and promote everything new that comes out. He wants the records that will sell and sell in quantity. The same is true of the operator and the jockey. An operator can't possibly test all new records on his machines. He wants to program the records that will pull a steady stream of coins. Likewise, the average disk jockey doesn't have enough air time to play all the new releases. He's interested in playing the records that will please his listeners and keep them dialing his bin.

The Billboard, as the primary source of information about records, performs this function for dealers, operators and jockeys. This is done in two different ways: (1) weekly reviews of new records just released and (2) "New Records to Watch"—a box spotlighting those records of each week's release that, in the opinion of The Billboard music staff, have the best commercial potential. Each record is reviewed and given a numerical rating based on the record's ex-

pected sales potential (Figure 1). The best of these are spotlighted as "New Records to Watch" (Figure 2).

This is, of course, all before the fact—all in the realm of opinion. The position of The Billboard is simply this. The music staff in the New York office where the records are reviewed consists of a group of individuals whose job it is to know more about the record-music business than any other single or group of individuals. By its daily association with the record-music business at all levels, The Billboard staff knows an artist's past performance, what's coming up, exploitation to be made on new records and probably listens to more different records each week than will be found anywhere else. By being so close and so thoroughly steeped in the business, The Billboard believes that its music staff is in a favorable position to evaluate the future of new record releases.

To repeat, however, commercial ratings on reviews and the records selected for "New Records to Watch" are based almost completely on opinion plus facts on the tune, artist and exploitation that have been collected.

These two methods of culling the most commercial of the new record releases are guideposts for dealers, operators and jockeys. Naturally many records by established stars such as Perry Como, Les Paul-Mary Ford, Frankie Laine and others will appear quite regularly in "New Records to Watch." Lesser known artists and names that are new to disks will also appear. In the past "New Records to Watch" has spotlighted records of such newcomers as Johnny Maddox, Frank Chacksfield, Julius La Rosa, Pat Hanley and others that later proved to be good sellers.

This then is the function of record reviews and "New Records to Watch"—to point up for the information of the trade those records which are expected to be tomorrow's good sellers. For the dealer, operator and jockey these are records well worth trying out.

STAGE TWO: COMING UP RECORDS . . .

The critical stage in the life of a single record is the first few weeks that it's on the market. The disk jockeys may be spinning it, and some dealers and operators may be testing it out. But what about the customers—the people who in the last analysis pass judgment on how good a record is commercially? Are they buying it? Are they dropping coins in the boxes to hear it? Are re-orders beginning to flow back from the dealer to the distributor to the factory?

Sure there are exceptions like "Blue Tango" and "April in Portugal" which spent several months in a moribund state and then suddenly started moving and went right up to the top. Most records, tho, start showing up in a few weeks, or the chances are they will never happen.

In the last year certain additions to The Billboard have made it possible for dealers and the rest of the trade to spot these up as comers as they are breaking away from the barrier in suff-

(Continued on page 58)



Fig. 1: Each week more than 100 records and albums are reviewed by The Billboard music staff. Each record is rated according to its expected commercial sales potential. Review ratings are based on the opinion of the staff members coupled with their experience and trade knowledge.



Fig. 2: "New Records to Watch" spotlights those records which are the best of the week in the opinion of the music staff. These are suggestions to the trade.

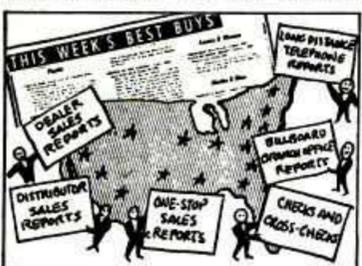


Fig. 3: A special survey covering 15 key markets is made each week to find which new records are getting early action. The best are listed as "Best Buys." These are recommendations based on fact; no opinion or guesswork is involved.

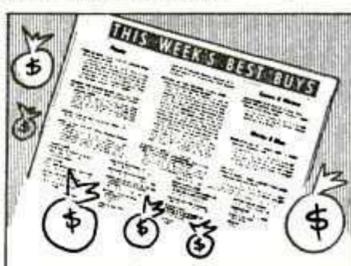


Fig. 4: The purpose of "Best Buys" is not only to tip the trade to tomorrow's big hits but also to spot other records which will be profitable to stock and promote. It is a proved buying guide for dealers and operators.



Fig. 5: To make sure that "Best Buy" selections are not limited geographically in potential, a selection is not made until it has shown good action in at least four important markets. This assures the trade of the correctness of the selections.



Fig. 6: Thirty-one territorial charts are published weekly to show local activity in the three fields. New territorial best sellers are spotlighted each week as a guide to what new records to keep an eye on.



Fig. 7: The bridge between "Best Buys" and territorial best sellers and the national charts is "Coming Up in the Trade." It's a follow-up report on the records that continue to show sales progress.

each week. And the total for 1953 will be even larger.

Questions

A number of questions have been asked from time to time about the charts. Some ask, "Why are charts necessary? What use do they perform?" Others ask, "Why so many charts?" Most, however, wonder how the charts can be put to use most effectively.

All are good questions, and there are sound answers to each. First of all, "why charts at all, what purpose do they serve?" The purpose of The Billboard's Music Popularity Charts is to provide a sound and accurate buying guide

can be broken down into three stages in the life of a record. (1) Brand new records just released—untested records; (2) records that are getting off the ground and making sales progress—records that are coming up and are tested records, and (3) records that have reached the best-seller category—proven records.

These three steps in the life of a record are shown each week for the three major fields of single records—popular, country and western, and rhythm and blues. Late in August, The Billboard will start the "Packaged Record

read this and examine each chart feature as it is discussed

STAGE ONE: BRAND NEW RECORDS . . .

Each week an average of more than 100 records and albums in all categories are released. Some of these can be the hits of tomorrow. Among them also will undoubtedly be some records that will sell well and be profitable records to handle. Others will just be releases that will fall along the wayside and be replaced in following weeks by other new recordings.

The big job facing the dealer



Fig. 8: There is no question about the salability of a record on the national charts. But follow the signposts. Is the record moving up or down? The Billboard shows this information for each record. Couple this with your own local picture.

IF YOU'VE ever talked with any of the many recording artists, record manufacturer executives, record distributors, disk jockeys, operators or dealers who visited The Billboard Pop Chart operation, this is the story they would tell you.

Hand Not Quicker Than the Eye

The hand may be quicker than the eye in legerdemain but not in The Billboard Pop Chart operation. Tabulating cards representing song titles, recording artists, individual disk jockeys, record dealers and juke operators are processed quicker with mechanically operated tabulating equipment than by either hand or eye. Visitors are impressed with the tremendous speed, scientific analysis and proved accuracy of the checked and double-checked Pop Chart tabulations. Remington Rand tabulating equipment does the job with mechanical precision and speed of electricity which practically eliminates the element of human error.

To demonstrate the speed and accuracy of this remarkable equipment a mixed deck of 450 color cards is used. The tabulating cards measure 3 1/4 by 7 1/2 inches and are of 10 different colors. Assume for a moment that each color represents a particular recording; the song title and recording artist has been written in on a Billboard questionnaire; the questionnaire has been returned to The Billboard by a disk jockey, record dealer or juke operator. The 450 cards are placed in the sorter machine. In less than a minute the 450 cards are sorted into separate groups according to color. Each group is counted at the same time. ASCAP, BMI, the large record manufacturers and some record distributors use similar equipment for inventory, sales and other records.

Who Participates?

The Billboard panel is made up of dealers, disk jockeys and juke box operators and covers popular, country and western, rhythm and blues, children's and classical records. Only top dealers are surveyed. Each dealer must be recommended by at least two record companies. Pop record questionnaires are sent to dealers specializing in that category; country and western questionnaires go to dealers who do a large part of their volume in that classification. The same is true for rhythm and blues. Some dealers who do a big volume in all three categories receive all three of the questionnaires. Juke box operators and disk jockeys receive questionnaires for the particular category in which they specialize.

In addition to the dealers who are surveyed by mail, key dealers in important market areas are surveyed by Western Union personal messenger service. All told, 31 territorial charts are compiled weekly. Fifteen areas are surveyed for their top pop records each week, 11 r.&b. areas and six country and western centers—all by Western Union service. Best-seller information is collected from at least six sources in each territory, with as many as 13 dealers in the largest markets. The Billboard will not publish best-selling territorial records based on a single dealer.

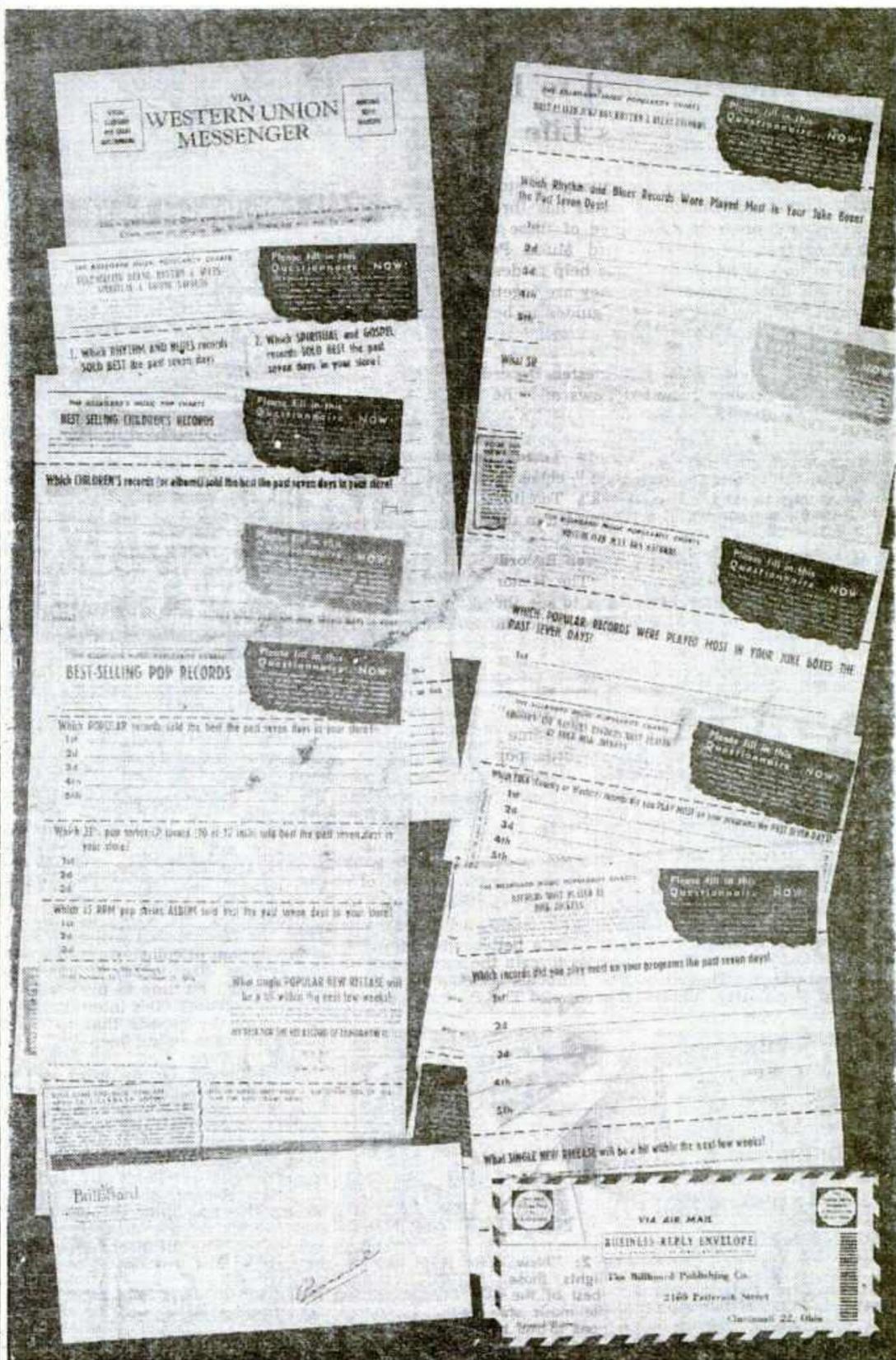
Questionnaires are never enclosed in The Billboard. Questionnaires are either mailed or handled by Western Union. To enclose questionnaires in The Billboard would limit the panel to Billboard readers only. No one need be a Billboard subscriber to participate in the Music Popularity Charts.

All told there are 14 different questionnaires. Each is identified by color of paper used and different color ink. This makes for quick and accurate separation of the returned questionnaires into their proper category. Questionnaires are addressed, dated, coded and mailed each week from the Cincinnati office.

The Billboard Music Popularity Charts

...What Makes 'em Tick

By BERNIE BRUNS



lating machine which lists the total evaluations of each recording in descending order according to total points which becomes the best selling record chart.

Hundreds Charted

Only the top 20 recordings most played by disk jockeys are listed in The Billboard chart. However, the tabulation sheets provide a record of all recordings of all records that received even a single mention by any dealer.

The process mentioned above is repeated on the different types of questionnaires which are returned by record dealers, operators and disk jockeys.

The Songs With the Greatest Radio and TV Audiences (ACI) chart are tunes that have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. The lists, alphabetically arranged, are based upon John G. Peatman's Audience Coverage Index. The index is projected upon logs made available to Peatman's ACI by Accurate Reporting Service, New York, Radio Checking Service, Chicago, and Radio Checking Service, Los Angeles. Alphabetic symbols indicate which tunes are from film, legitimate and musical and if they are available on records. The licensing agency controlling performance rights on the tune also is indicated.

Best Selling Sheet Music chart is based on reports received from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; name of publisher is included, also whether tune is in a film, legit musical and if available on records.

Honor Roll of Hits

Honor Roll of Hits is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard Music Popularity Chart. It includes record sales, disk jockey play, sheet music, radio and TV performances, juke box plays, legit and motion picture tunes. It is accepted in the trade as the criterion of tune popularity.

No Opinions, Just Facts

The charts previously mentioned are all based on facts. Information is tabulated from questionnaires and reports based on actual sales, plays on juke boxes, radio, TV performances. The Billboard charts are not opinion polls based upon what is expected to happen. They are a tabulation of facts that have taken place which are on record and can be proved. It is hit-tune history in the making.

Other Points

A few other points are essential in a complete understanding of how The Billboard charts operate. A disk jockey recently asked us to send a supply of questionnaires, so that he could mail them from his home instead of his office at the station. The answer to such a question is always, "no," because only one coded and dated questionnaire of each type is mailed per week to each jockey, dealer and operator. The reason is only one questionnaire per week from each source is permitted to be tabulated.

Anything that is published in one of The Billboard charts can be substantiated as much as three months after publication. Original questionnaires are kept on file for a period of three months, so that results can be verified at a later date.

The welcome mat is out to anyone connected with the music-record trade to visit The Billboard pop chart operation whenever he is in the vicinity of the Cincinnati office. Executives of most of the larger record companies, plus many dealers, operators and disk jockeys, have made the tour and have come away more enthusias-

(Continued on page 59)

Code Number Identification

Every song recording artist, record label, disk jockey, dealer and operator is assigned an identifying Billboard Pop Chart number. This number, like a social security number serves as identification throughout the operation. For example, suppose that store "X" listed its No. 1 pop seller as Eddie Fisher's "I'm Walking Behind You." Here's what happens according to numbers. The business reply envelope arrives (air mail business reply envelopes are used in far-away States). The envelope is opened with an elec-

trically operated letter opener. The questionnaire is removed, dated and counted. A blank tabulating card is punched with the date and the disk jockey classification. Also the identification number of the disk jockey, dealer or operator. This card tells us later on who, when and what questionnaires were returned.

A "tub file," made up of cards representing recordings that have been mentioned on questionnaires, is maintained. A supply of cards is pre-punched for such recordings. The pre-punching consists of song title, artist, label, classification whether male, female, etc. One of these pre-punched cards will be "pulled" for the first choice listing mentioned above. The tabulating card will be pre-punched with a number for the title, "I'm Walking Behind You," a number for Eddie Fisher, a number for RCA Victor and a number for male vocalist. The card is then placed in the first choice vote box for additional punching. First choice vote cards are then punched with first choice evaluation, date received, marketing area, etc.

A pre-punched card representing song, artist and label is pulled for the song listed as second

choice. The same procedure (as above) follows, giving appropriate ratings for second choice records, third choice records, etc.

The tabulating card then becomes one of thousands of similar cards which represent all the recordings listed on all of the dealer questionnaires. These cards are then sorted according to artist number.

Cards are then sorted according to song number. Cards are then run thru the tabulating machine which counts the number of cards returned for each record. The vote value for each recording mentioned on questionnaires also is totaled mechanically. A summary card is punched automatically for the totals of each recording. The information on summary card consists of date, song title and artist, total vote value, classification, etc., for each record. In other words, if a particular recording were listed on 1,000 different record dealer questionnaires, 1,000 detail cards would be pulled, sorted and tabulated. The total vote value would be computed by the tabulating machine and a summary card carrying the totals would be punched automatically. The summary cards are then placed in the tabu-

Table with columns for Date, Area, Song, Artist, Label, Classification, Evaluation, and Dealer-Disk Jockey-Operator. It shows a grid of data points for various records.

Music as Written

for New Orleans on their next engagement. The group recorded for Mercury. . . . Johnny Maddox Dot label pianist, also on the bill. The Four Aces and Ella Fitzgerald are co-starred on the stage of the Chicago Theater currently. (Continued on page 44)

ANOTHER BMI "PIN-UP" HIT

GAMBLER'S GUITAR

Recorded by MUSTY DRAPER—Mercury
JIM LOWE—Mercury
JACK TURNER—Victor

Published by FREDERICK MUSIC PUBLISHING CO.



The Terry Theme

from "LIMELIGHT" —instrumental—

"Eternally"

from "LIMELIGHT" —vocal—

BOURNE, INC.

ANOTHER MILLION-RECORD-SELLER!!!

Georgia GIBBS

FOR ME FOR ME

MERCURY-70172

Three Great Records!
6 Hit Sides!

THE HILLTOPPERS
"I'd Rather Die Young" and "S. I. Love You" Dot 15085

JOHNNY MADDOX
"Learning" and "I Beat Boogie" Dot 15090

MAC WISEMAN
"Crazy Blues" and "Rainbow in the Valley" Dot 1168

Another Song You'll Be Hearing

"GOOD FOR NOTHING HEART"

b/w **Somewhere**

CHIC LAYNE
with George Williams Orch. TC 5011

Manufactured by Cotham Record Corp.

"GIGI"

Recorded by . . .

LES BAXTER—Capitol
GUY LOMBARDO—Decca
PAUL WESTON—Columbia

MA Swings it . . . and so does PA with the **FOUR ACES** Decca Record of

ORGAN GRINDER'S SWING

American Academy of Music

CONN. SYMPHONY NAMES SOLOISTS . . .

The Connecticut Symphony orchestra "POP" concerts this summer will include **Rise Stevens**, with **Daniel Saldenberg** conducting; **Robert Merrill**, with **Mercedith Willson** on conducting; **Isaac Stern**; **Victor Borge**, with **Evan Whallon** conducting; **Robert Peters**, **Jonel Perlea**, **Jan Pearce**, and **Leroy Anderson**. As in former seasons, concerts will be held at Fairfield University grounds in Bridgeport.

'BARON' WHITE'S MOTHER DIES . . .

Mrs. Bessie White, mother of publisher **Elmore "Baron" White**, died on Tuesday (7) after an extended illness. She was 81.

ALLIED, U-I TIE IN ON ALAMO . . .

Allied Records has worked out a tie-up with Universal-International Pictures on its new waxing, "The Man From the Alamo" with **Jimmy Joyce**. The tune is the theme from the U-I flick of the same name, which stars **Glenn Ford** and **Julie Adams**. The movie will have its premiere in San Antonio July 22 and the film promotion men will push the disking with jocks thruout Texas and then thru the rest of the country. Joyce is backed on the record by the **Buddy Cole** combo. The tune is in Kirk-Skinner Music.

E. H. MORRIS GETS 'CHAPEL' RIGHTS . . .

The E. H. Morris pubbery has acquired publishing rights for the entire European continent of the Valley label and pubbery hit, "Crying in the Chapel." The tune will be published by E. H. Morris, Ltd. Meanwhile, the American Morris firm has completed a deal with writers **Mel Howard** and **Lee Erwin** to publish the latest **Norman Brooks** Zodiac waxing "This Waltz With You." It originally intended to publish the song thru its own firm, Erwin-Howard Music.

KELTON TO SHOW HI-FI . . .

The Kelton Corporation will introduce its high fidelity console phonograph at a showing in New York's Hotel Biltmore July 23-24. List price of the unit, incorporating a specially designed amplifier and speaker system, is \$198.95.

HELEN WARD WAXES ALBUM . . .

Helen Ward, former **Benny Goodman** canary and vocalist with the B.G. All Stars on its recent tour, has just waxed an album for Columbia Records. Thrush is backed by the **Percy Faith** ork on the date. Ork on this slicing did not use strings, but only brass and rhythm.

COLUMBIA PACTS GODFREY TALENT . . .

Columbia Records has pacted warbler **Broc Peters** to a term contract. **Mitch Miller** spotted the lad when he sang over the **Arthur Godfrey** "Talent Scouts" TV seg a few weeks ago. Peters first record will be released in August.

New York

Pop tunesmith **Bernie Wayne** appeared as guest conductor of the Richmond (Va.) Pops Orchestra last week. The entire second half of the concert program was devoted to Wayne's own compositions. "Vanessa," "Veradero," "Rendezvous," "The Magic Touch" and his latest, "Tropicana." This was the debut as a conductor for the Broadcast Music, Inc., writer. . . . **Billy Eckstine** opens on July 19 for one week at

JONI NAMED TANK MASCOT

NEW YORK, July 11. — There's just no limit to the honors heaped upon a gal who becomes a big star on records. This week, for example, **Joni James** was officially named "Miss 761st." The honor bestowed on **Joni** is doubly impressive since she is said to have defeated **Marilyn Monroe** in the polling.

The title was given to **Miss James** by the 761st Tank Battalion, Combat Command B, 3rd Armored Division, Fort Knox, Ky.

the Frolics, Salisbury, Mass. . . .

The latest pop diskery to bow in is **Gira Records**, New Jersey label owned by tunesmith **Nicholas J. Gilio** who also has his own publishing firm. Signed by the label are **Jo Anne Lear** and **Dick Starella**. . . . **Joni James** plays a one-nighter on August 12 at the Crystal Beach Club, Ontario, Canada, and then opens at the Casino Theater, Toronto. . . . **Vin Roddie** opens this week at the Tournament Grille of the Forest Hills Inn, Forest Hills Gardens, N. Y. . . . **Amby Hughes** opens at the Gay Haven, Detroit, Monday (13). . . . The **George Shearing** combo opens at the Bandbox here on July 21. . . . M-G-M Records has signed comedy singer **Joel Gray**, son of **Mickey Katz**. . . . Request Records has named **Fred Lowery** and **Bob Smith** as promotion men and has added a distributor in Chicago. **Hans Lengsfelder** is acting as artists and repertoire director for the label. . . . M-G-M Records is sponsoring a window display contest for disk dealers as part of the promotion for the film and the album of "The Band Wagon."

Thrush **Eydie Gorme**, skedded at the Twin Coaches in Pittsburgh on July 17, 18 and 19, will play the Skyline Lounge in Cleveland from July 27 to August 5. . . . **Jack Coombs**, former program director of WMCA, New York, is now handling promotion for Tico, Rama, Gotham and 20th Century Records in the East. . . . Pubber **George Paxton** and **Walter Jewel**, of Music Dealer's Service, caught a total of 500 pounds of fish (19 fish) while on an expedition at Cuttysunk Island, off Massachusetts last week. Paxton caught a 51-pounder, and Jewel a 43-pound roccus saxatilis. . . . Tico Records this week pacted organist **Vin Strong**, formerly with RCA Victor. **Margarita Benitez** will be featured with the mambo organist. . . . **Milt Kellem Music, Inc.** has taken over the song "How Did He Look?" which was penned by **Gladys Shelly** and **Abner Silver** and was in Lincoln Music. . . . **Barry Kaye** is now handling his deejay chores over WJAS in Pittsburgh. Kaye used to be with WCAU in Philadelphia and at Mammy's in Miami. . . . **Ethel Smith** has waxed two originals for Decca that she acquired on her South American tour. Tunes are "Casi Casi" and "Sincopado." . . . **Nat Cole** opens on July 28 for a three-week engagement at the

Fairmount Hotel in San Francisco. . . . The **Lionel Hampton** ork is now at the Surf Club in Wildwood, N. J. . . . **Jane Pickens** scored so well at the Sarasota Summer Festival in Florida last week that she has been held over for two more recitals, one on July 15 and the other July 21. . . . **Al Seigel** has returned the Songwriters' Protective Association. A new name on the org's roster is **Georgie Auls**. . . . Coral a.&r. chief **Bob Thiele** is skedding deejay promotion trips every three weeks. His latest junket, with **Eileen Barton** in tow, took him to Washington. . . . Coral plans a kiddie record with **Linda Babits**, 11-year-old pianist. She'll play and also narrate. . . . M. M. Cole, Chicago pubbery, has placed two ditties in the Columbia film "Last of the Pony Riders." The flicker stars **Gene Autry**. . . . Decca a.&r. exec **Paul Cohen** has re-signed **Bill Monroe** to a new two-year pact.

A satire on **Pee Wee Hunt**, dispenser of Dixieland rhythms, called "Dixieland Droopy," will be filmed by M-G-M cartoon producer **Fred Quimby**. Production started last week. . . . **Leo Diamond**, harmonica player recently featured at **Billy Gray's** Band Box, will record the mouth organ numbers for the musical scores of "The Eddie Cantor Story" and "Calamity Jane," musicals being filmed at Warner Bros.

The "Half a Hero" score will be composed and directed by **Paul Sawtell** at M-G-M. . . . **Frankie Laine** has been inked to sing the title song by **Dimitri Tiomkin** in the musical film, "Blowing Wind." . . . **Bob Crosby** expects to join his family August 1 for a Hawaiian vacation. . . . Lyricist **Alan Jay Lerner** and composer **Arthur Schwartz** have been signed to write the numbers for "Kismet," starring **Cyd Charisse**. . . . Set as co-stars of "St. Louis Woman" are **Gene Kelly**, **Ava Gardner** and her husband, **Frank Sinatra**. Film is based on the **Johnny Mercer-Harold Arlen** Broadway musical. . . . **Carlos Molina** and his ork started filming a musical featurette last week for Universal-International.

Columbia Ups Execs, Shifts Field Men

NEW YORK, July 11.—Columbia Records this week upped a number of key executives in the firm and also made a number of shifts in field personnel. On the executive level, **Raymond D. Builster** has been promoted to assistant treasurer; **Donald R. Whitney** has been appointed director of accounting; **William F. Grady** has been promoted to director of cost accounting, and **Oscar Ehrenkauffer** has been promoted to director of office services. Appointments were made by **William G. Wilkins**, treasurer of the firm.

Terry Southard, national sales manager of Columbia, this week promoted **Forrest Price** from division manager to regional manager of the New York; Hartford, Conn., and Canadian area. **Bill Gallagher** was upped from district manager to division manager in charge of the Pittsburgh, Philadelphia, Baltimore and Detroit markets. **Kenneth Gancey**, formerly with Columbia's Detroit distributor, **Buhl Sons** Company, has been named district manager for the Detroit area.

Simon House Gets Fox Movie Scores

NEW YORK, July 11.—Simon House, a Broadcast Music, Inc., affiliate, has acquired the scores to two forthcoming 20th Century-Fox movies starring **Marilyn Monroe**. The first, skedded for September release, is "How to Succeed in Business Without Really Trying." The other, "River of No Return," will bow later in the year.

Chicago

Rocco Greco, who recently recorded "Is It Any Wonder" for Mercury, opened at Libby's Club, Norridge, for an indefinite stay on a return engagement. . . . **Dan Belloc** and his orchestra open for two weeks at Melody Mill Ballroom July 17. Belloc will back the artists appearing at Star Night in Soldier Field August 1. . . . **Perry Como** in town for a short stay. Lunched with disk jockeys at the Ambassador Hotel and spent some time talking with juke box operators and distributors.

Teddy Phillips, in town for a three-day visit, claims big grosses in Texas. He signed to do a five-week stint at Coconut Grove in the Ambassador Hotel, Los Angeles, opening September 30. . . . **Tommy Reed** and his orchestra play the Dutch Mill Ballroom, Delevan, Wis., July 10-19. He then moves to Oh Henry Ballroom outside of Chicago, opening July 22. . . . **Ted Weems** currently on tour thru Tennessee, Georgia, Alabama and New Jersey, winding up in Texas.

Bing Crosby in town playing golf with his son, **Gary**, on their way back to the Coast. . . . **Sid Feller**, Capitol Records, in town early last week conferring with **Don Foreman**, Capitol promotion man. **Bud Brandom** published "You're Fooling Someone" thru his ASCAP pubbery. Tune done by **Joni James**. . . . The Basin Street Six playing to Dixieland fans at the preview before leaving

Billboard's Best Buy

Patti Page's "BUTTERFLIES"

Mercury 70183

SANTLY JOY, INC.

Watch Us Grow!

TENNESSEE WIG-WALK

MOONLIGHT TANGO

Village Music Company

1619 BROADWAY - SUITE 307
NEW YORK 19, N. Y.

MOVING UP ON ALL THUNDER CHARTS!

THUNDER AND LIGHTNING

(Lightning and Thunder) Hear!

GEORGIA GIBBS Great Vocal
LEW DOUGLAS Orch. Great Instrumental Version on MGM!
Folkways Music Publishers, Inc.
New York, N. Y.

JUNO RECORDS

MOVING UP!

THE BAION

51014

420 LEXINGTON AVE. N. Y. 17, N. Y.
MURRAY HILL 3-3200

A Solid Ballad Hit!

COQUETTE

LEO FEIST, INC.

*the 4 Aces mean **BUSINESS***

the

FOUR ACES

featuring

AL ALBERTS

DON'T FORGET ME

FALSE LOVE



Decca 28744 (78 RPM) and 9-28744 (45 RPM)



It's not the HEAT--it's...



TRIP **Monty Kelly**

ESSEX #325

and his orchestra

with



RECORDS

Essex

3208 South 84th Street Philadelphia, Pa. Manufactured and Distributed by Palda Record Company

The Billboard Music Popularity Charts
HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Ten Top Tunes

... for Week Ending July 11

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

Week	Last Week	Chart
1. Song From Moulin Rouge (F)	1	15
By W. Engvick, G. Auric—Published by Broadcast (BMI) BEST SELLING RECORD: P. Faith-F. Sanders, Col 39944. OTHER RECORDS: Boston Pops Ork, V 10-4166; B. DeFranco, M-G-M 11491; S. Fisher, Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; Mantovani, London 1328; N. Morales, V 20-5324; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675.		
2. I'm Walking Behind You	2	10
By Billy Reid—Published by Leeds (ASCAP) BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-5293; F. Sinatra, Cap 2450. OTHER RECORDS: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; D. Squires, Coral 60985; J. Young, London 1314.		
3. April in Portugal	3	15
By Kennedy-Ferrio—Published by Chappell (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 2374. OTHER RECORDS: L. Armstrong, Dec 28074; B. Barton, M-G-M 11312; G. Carr, Cap 2223; V. Damone, Mercury 70128; Y. Giraud, V 26-7107; R. Hayman, Mercury 70114; F. Martin, V 20-5052; T. Martin, V 20-5279; D. McMillian, Dec 28723; R. Senter, V 20-4898; F. Sowande, London 1340; F. Zabach, Dec 28646. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.		
4. Ruby (F)	4	13
By Mitchell Parish—Published by Miller (ASCAP) BEST SELLING RECORDS: R. Hayman, Mercury 70115; L. Baxter, Cap 2457; OTHER RECORDS: L. Brown, Coral 60959; L. Douglas, M-G-M 11472; C. Hawkins, Dec 28713; Hot Lips Page, King 4594; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60983; V. Young, Dec 28675. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		
5. Vaya Con Dios	9	4
By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP) BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: B. London, Crystalette 654; J. Smith, Coral 60991; A. O'Day, Mercury 89047.		
6. No Other Love (M)	6	5
By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP) BEST SELLING RECORD: P. Como, V 20-5315. OTHER RECORDS: G. Jenkins, Dec 2874; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.		
7. Say You're Mine Again	7	12
By Charles Nathan-Dave Heisler—Published by Meridian (BMI) BEST SELLING RECORDS: P. Como, V 20-5277. OTHER RECORDS AVAILABLE: D. Gray, Dec 28676; E. Howard, Mercury 70134; J. Hutton, Cap 2429; Modernaires, Coral 60982; Three Don-Ginny Greer, Allied 50000		
8. Limelight (Terry's Theme) (F)	8	7
Charlie Chanlin—Published by Bourne (ASCAP) BEST SELLING RECORD: F. Chacksfield, London 1342. OTHER RECORDS: J. Gleason, Cap 2507; R. Goodwin, Coral 61006; R. Hayman, Mercury 70168; G. Lombardo, Dec 28763; N. Morales, V 20-5342; W. Stott, Col 40013; H. Winterhalter, V 20-5326; V. Young, Dec 28735.		
9. I Believe	5	20
By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP) BEST SELLING RECORD: Frankie Laine, Col 39938. OTHER RECORDS: J. Froman, Cap 2332; E. James, Metron 5000 TRANSCRIPTIONS AVAILABLE: Johnny Desmond Thesaurus; R. Foley, Dec 28694; S. Hamblen, Col 21124; Henry Jerome Ork, Lang-Worth.		
10. P. S.: I Love You	14	4
By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP) BEST SELLING RECORD: Hilltoppers, Dot 15085. OTHER RECORDS: C. Cavallaro, Dec 24955; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 27171; C. Stapleton, London 282; S. Stitt, Prestige 757		

Second Ten

11. ANNA	10	13
Published by Hollis (BMI)		
12. SEVEN LONELY DAYS	12	18
Published by Jefferson (ASCAP)		
13. YOU, YOU, YOU	16	2
Published by Robert Mellin (BMI)		
14. HALF A PHOTOGRAPH	18	5
Published by Vesta (BMI)		
14. PRETEND	11	24
Published by Brandom (ASCAP)		
16. GAMBLER'S GUITAR	18	3
Published by Frederick (BMI)		
17. JUST ANOTHER POLKA	15	8
Published by Frank (ASCAP)		
18. WITH THESE HANDS	—	1
Published by Ben Bloom (ASCAP)		
19. OH	—	1
Published by Feist (ASCAP)		
20. ALLEZ VOUS EN	—	1
Published by Chappell (ASCAP)		
20. I'D RATHER DIE YOUNG	17	4
Published by Randy Smith (ASCAP)		

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Buyboard

TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
2. HALF A PHOTOGRAPH
'ALLEZ-VOUS-EN' K. Starr 2464
3. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
4. OH!
SAN P. Hunt 2442
5. RETURN TO PARADISE
ANGEL EYES N. Cole 2498
6. RUBY
A LITTLE LOVE L. Baxter 2457
7. PRETEND
DON'T LET YOUR EYES GO SHOPPING N. Cole 2346
8. MY ONE AND ONLY LOVE
I'VE GOT THE WORLD ON A STRING F. Sinatra 2505
9. GIGI
I LOVE PARIS L. Baxter 2479
10. TERRY'S THEME FROM "LIMELIGHT"
PEG O' MY HEART J. Gleason 2507
11. I AM IN LOVE
MY FLAMING HEART N. Cole 2459
12. I BELIEVE
THE GHOST OF A ROSE J. Froman 2332
13. BLUE GARDENIA
CAN'T I N. Cole 2389
14. THE PRESIDENT'S LADY
WHITE HOUSE SERENADE J. Gleason 2515
15. LOVE ME, LOVE ME
'TIL I FIND YOU D. Marlin 2485
16. I LOVE YOU SO MUCH
LET ME HEAR YOU SAY V. Young 2478
17. BAIA
ALL ABOUT RONNIE S. Kenton 2511

LATEST RELEASE

No. 377

- A STRANGER IN TOWN
IT MADE YOU HAPPY YOU MADE ME CRY Mel Torme 2529
- MY BROKEN HEART KEEPS ASKING WHY
TWELFTH STREET RAG Ben Light 2530
- THE GHOST OF OUR LOVE AFFAIR
WAILIN' WALL Bill Dudley 2531
- JERSEY BOUNCE
I GUESS IT WAS YOU ALL THE TIME Ray Anthony 2532
- THEY TELL ME IT'S WRONG
I LOVED YOU BETTER THAN YOU KNEW Jack Hunt 2533
- LOCUST HILL RAG
MY LONELY HEART AND I Jenks Carman 2534

Bob Eberly

sings

with LES BAXTER'S Orchestra

"CRYIN' MYSELF TO SLEEP"

"YOU ARE TOO BEAUTIFUL"

on Record No. 2525

TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN
GROW OLD WITHOUT YOU)
J. Shepard 2502
3. MINNI-HA-CHA
I LOST MY HEART TODAY
F. Huskey 2495
4. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
5. I FORGOT MORE THAN YOU'LL
EVER KNOW
POOR BOY, RICH LOVIN'
S. James 2508
6. THE MARSHAL'S DAUGHTER
THE SAN ANTONIO STORY
T. Riffer 2475
7. OKEE-FI-NO-KEE
UNDECIDED HEART
L. Bonds 2499
8. THE BELLS OF MONTERREY
SWEET BUNCH OF BITTERWEEDS
D. Dickerson 2504
9. I HAVE BUT ONE GOAL
THE SINNERS' DREAM
Smith Brothers 2492
10. I'VE GOT A LOT OF LOVE, BABY
BY DEGREES
J. Skinner 2513

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. CAN-CAN
Original Broadway Cast 452
3. LOVER'S RHAPSODY AND SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason 366
4. BY THE LIGHT OF THE SILVERY MOON
Gordon MacRae & June Hutton 422
5. SKETCHES ON STANDARDS
Stan Kenton 426
6. THE HIT MAKERS!
Les Paul & Mary Ford 416
7. NEW CONCEPTS OF ARTISTRY IN
RHYTHM
Stan Kenton 383
8. THE KAY STARR STYLE
Kay Starr 363
9. THE BILLY MAY BAND
Billy May 412
10. JANE FROMAN FAVORITES
Jane Froman 429
11. UNFORGETTABLE
Nat "King" Cole 357
12. TODAY'S TOP HITS—VOL. VIII
Eight Top Artists 9113
13. PARTY PANIC!
Mel Blanc 436

BEST SELLING— CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. HOPALONG CASSIDY AND THE MAIL
TRAIN ROBBERY
William Boyd 3164
2. ANIMAL FAIR & I WAS BORN A
HUNDRED YEARS AGO
Tex Riffer 3144
3. NEVER SMILE AT A CROCODILE &
FOLLOWING THE LEADER
Jerry Lewis 3163
4. I TAUT I TAW A PUDDY TAT &
YOSEMITE SAM
Mel Blanc 3124
5. I'M A LITTLE TEAPOT & THE TEDDY
BEAR'S PICNIC
Frank DeVol 3083
6. LITTLE RED MONKEY & PUSSY CAT
PARADE
Mel Blanc 3170
7. WALT DISNEY'S STORY OF ROBIN HOOD
Nestor Paiva, Billy May 3138
8. TWEET AND TOOT & THE E.I.O. SONG
Mel Blanc 3155
9. BOZO'S NURSERY SONGS
Pinto Colvig 3150
10. OLD MacDONALD HAD A FARM &
SWINGIN' ON A STAR
Rufe Davis 3141
11. BOZO AND HIS ROCKET SHIP
Pinto Colvig 3037
12. BOZO AT THE CIRCUS
Pinto Colvig 3030
13. BOZO ON THE FARM
Pinto Colvig 3076

the latest by the greatest...

NAT 'KING' COLE

sings

'A Fool Was I'

AND

'If Love Is
Good To Me'

on Capitol Record No. 2540

it's a
summertime
smash!

'40 Cups
of Coffee'
and
'Oh! You
Crazy Moon'
by
ELLA MAE
MORSE

with Dave Cavanaugh's Music
on Record No. 2539



Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending July 11

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
KISS ME AGAIN, STRANGER A PURPLE COW	Doris Day and Paul Weston	40020 • 4-40020
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
WHERE THE WINDS BLOW TE AMO	Frankie Laine	40022 • 4-40022
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnnie Ray	40001 • 4-40001
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
TEAR DROP IN THE RAIN BABY LET ME KINDLE YOUR FLAME	Richard Bowers	40016 • 4-40016
PLAYMATES SHOO-FLY PIE AND APPLE PAN DOWDY	Jimmy Boyd	40007 • 4-40007
ALPINE CLIMBER'S BALL SKYLARK POLKA	Frankie Yankovic	40012 • 4-40012
LOOK AT THAT GIRL HANNAH LEE	Guy Mitchell	40008 • 4-40008
THE LITTLE BOY AND THE OLD MAN TELL ME A STORY	Frankie Laine and Jimmy Boyd	39945 • 4-39945
SOMEONE'S BEEN READIN' MY MAIL I'M YOUR GIRL	Jo Stafford	40021 • 4-40021
GIGI SHANE	Paul Weston	40014 • 4-40014
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending July 11

TRADEMARK DO I LIKE IT!	Carl Smith	21119 • 4-21119
IF I SHOULD WANDER BACK TONIGHT DEAR OLD DIXIE	Lester Flatt and Earl Scruggs	21125 • 4-21125
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
I'D RATHER DIE YOUNG THE NIGHTINGALE SONG	Rose Maddox	21127 • 4-21127
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
DIM LIGHTS, THICK SMOKE FLINT HILL SPECIAL	Lester Flatt and Earl Scruggs	21054 • 4-21054
YOU FLOP WHEN YOU GOT ME ALONE WE'VE GOT THINGS TO DO	June Carter	21128 • 4-21128
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085

NEW POPULAR RELEASES

KEN GRIFFIN YOU, YOU, YOU NO OTHER LOVE	40039 • 4-40039
MARTHA LOU HARP BY THE BEND OF THE RIVER NOW I LAY ME DOWN TO DREAM	40027 • 4-40027
THE PAULETTE SISTERS with LARRY CLINTON SHALIMAR TELL ME YOU DON'T LOVE ME	40030 • 4-40030

NEW FOLK MUSIC RELEASES

CARL STORY LONESOME HEARTED BLUES LOVE AND WEALTH	21137 • 4-21137
THE CARTER SISTERS and MOTHER MAYBELLE WILDWOOD FLOWER HE'S SOLID GONE	21138 • 4-21138
SISTER O. M. TERRELL SWING LOW CHARIOT GOD'S LITTLE BIRDS	21139-r • 4-21139-r

NEW POPULAR ALBUMS

MUSIC FROM RODGERS AND HAMMERSTEIN'S

ME AND JULIET

Keep It Gay • A Very Special Day • Marriage Type
Love • No Other Love • I'm Your Girl • Reprise:
Keep It Gay

COLE PORTER'S

CAN-CAN

Montmart' • C'est Magnifique • Come Along With
Me • I Am In Love • Allez-vous-en, Go Away •
I Love Paris • Can-Can

Art FERRANTE and Lou TEICHER

DUO-PIANISTS

On Extended Play, Set B-1719

On Extended Play, Set B-1720

Both on "LP" record CL 6264

DREAM TIME

Now I Lay Me Down To Dream • Paradise • Autumn Leaves • Harbor
Lights • I Hadn't Anyone Till You • When You're A Long, Long Way From Home • If I Forget You • By The Bend Of
The River • Memory Lane • Now I Lay Me Down To Dream.

MARTHA LOU HARP with Gene Perazzo, Organ, and Gloria Agostini, Harp—"LP" CL 6258 • 45 Set B-339

NEW EXTENDED PLAY RELEASE

WALLY STOTT AND HIS ORCHESTRA

MUSIC FROM "LIMELIGHT" (Theme and Incidental Music) • MUSIC FROM "SPELLBOUND" (Concerto and Theme) Extended Play Set B-1718

JO STAFFORD

SOMEONE'S
BEEN READIN' MY MAIL
I'M YOUR GIRL

40021 • 4-40021

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," "Entre" Reg. U.S. Pat. Off. Marcos Registrados



Thanks, Music Merchants,
for making it
all possible.

Johnnie Ray

COLUMBIA



RECORDS

Personal Management
BERNIE LANG

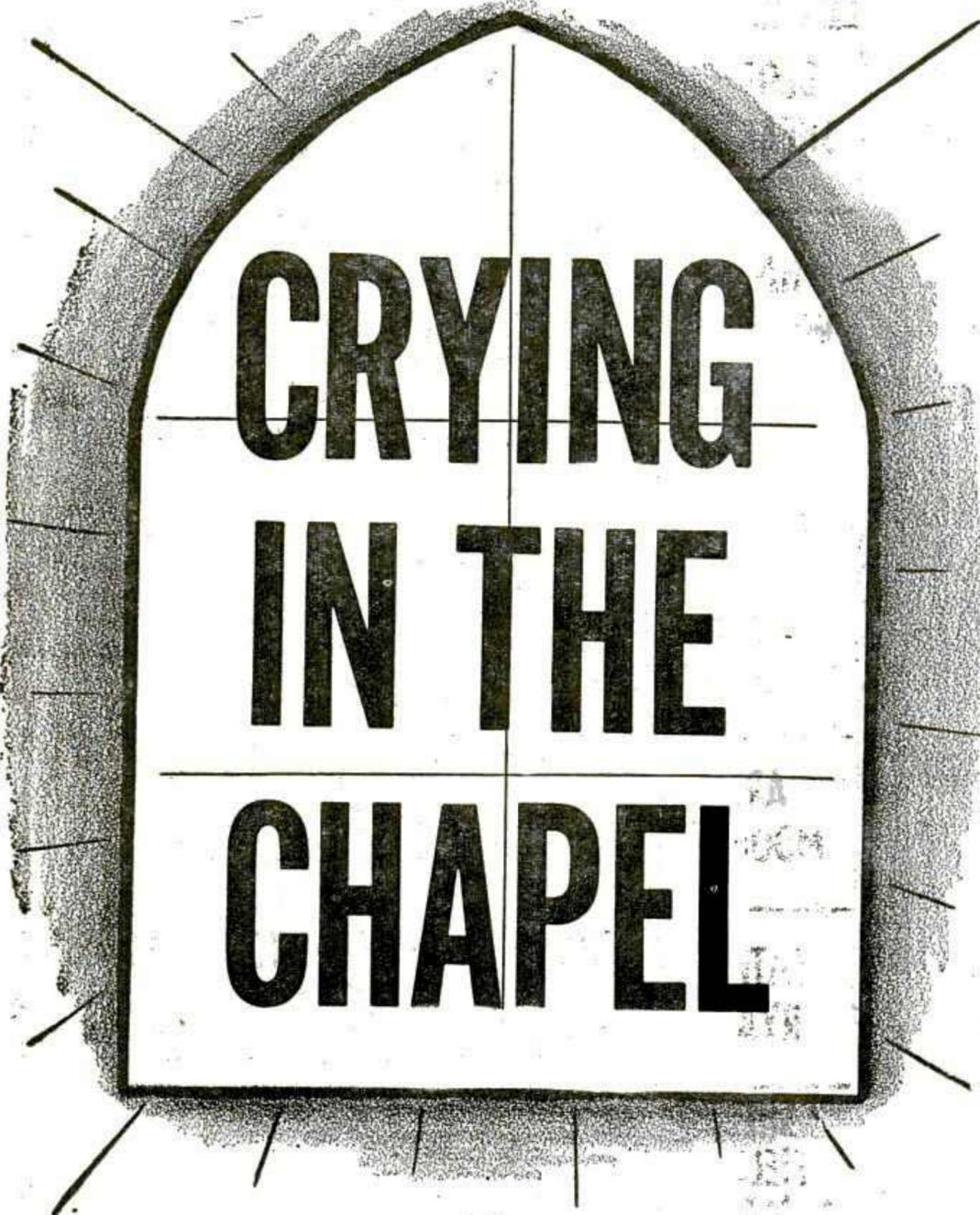


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GENERAL ARTISTS CORPORATION
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That's Right!
**40,000 IN
 2 DAYS**

GOING POP AND R&B

THE ORIOLES
GREATEST



b/w

**DON'T YOU THINK
 I OUGHT TO KNOW**

What a
 Welcome
 NAMM
 Members
 Eh! What!

JUBILEE 5122; 5122X45

Jubilee RECORD CO INC
 315 W. 47TH ST. NEW YORK, N. Y.

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending July 11

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. SONG FROM MOULIN ROUGE (R) (F)—Broadcast...	1	14
2. APRIL IN PORTUGAL (R)—Chappell.....	2	14
3. I BELIEVE (R)—Cromwell.....	4	10
4. I'M WALKING BEHIND YOU (R)—Leeds.....	3	10
5. RUBY (R) (F)—Miller.....	5	11
6. JUST ANOTHER POLKA (R)—Frank.....	8	5
7. VAYA CON DIOS (R)—Ardmore.....	10	3
8. NO OTHER LOVE (R) (M)—Williamson.....	13	3
9. YOUR CHEATIN' HEART (R)—Acuff-Rose.....	12	20
10. SAY YOU'RE MINE AGAIN (R)—Meridian.....	7	11
11. P. S.: I LOVE YOU (R)—La Salle.....	—	1
12. SEVEN LONELY DAYS (R)—Jefferson.....	9	14
13. LIMELIGHT (Terry's Theme) (R) (F)—Bourne.....	11	4
14. PRETEND (R)—Brandom.....	6	24
15. MY ONE AND ONLY HEART (R)—Roncom.....	—	7

**Tunes with Greatest Radio
 and Television Audiences**

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

Top 30 in Radio

All By Myself (R)—Jerlin—ASCAP	Melba Waltz (R) (F)—Bregman, Vocco & Conn—ASCAP
Allez Vous En (R) (M)—Chappell—ASCAP	Nearness of You (R)—Famous—ASCAP
Anna (R) (F)—Hollis—BMI	No Other Love (R) (M)—Williamson—ASCAP
April in Portugal (R)—Chappell—ASCAP	Oh! (R)—Feist—ASCAP
Big Mamou (R)—Peer—BMI	P. S.: I Love You (R)—La Salle—ASCAP
Blue Gardenia (R)—Harms—ASCAP	Ramona (R)—Lion—ASCAP
Breeze (R)—Leeds—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Call of the Far Away Hills (R) (F)—Famous—ASCAP	Ruby (R) (F)—Miller—ASCAP
Caravan (R)—American Academy—ASCAP	Say Si Si (R)—E. B. Marks—BMI
Eyes of Blue (R)—Paramount—ASCAP	Say You're Mine Again (R)—Blue River—BMI
Granada (R)—Peer—BMI	Someone's Been Reading My Mail (R)—Witmark—ASCAP
I Am in Love (R) (M)—Chappell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I Believe (R)—Cromwell—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
If I Love You a Mountain (R)—Feist—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	
Keep It Gay (R) (M)—Williamson—ASCAP	

Top 10 in Television

April in Portugal (R)—Chappell—ASCAP	Ruby (R) (F)—Miller—ASCAP
Big Mamou (R)—Peer—BMI	There's Music in You (R)—Chappell—ASCAP
Hollywood (R)—Duet—ASCAP	Tootle Loo' Siana (R)—Shapiro-Bernstein—ASCAP
I'm Walking Behind You (R)—Leeds—ASCAP	Your Cheatin' Heart—Acuff-Rose—BMI
Lady of Spain (R)—Sam Fox—ASCAP	
No Other Love (R) (M)—Williamson—ASCAP	

England's Top Twenty

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

1. Limelight Terry's Theme—Bourne	11. In a Golden Coach—Box & Cox (Box & Cox)
2. Moulin Rouge Theme—Connelly (Broadcast)	12. Hot Toddy—Aberbach (Coachella-Alamo)
3. I Believe—Cinephonic (Cromwell)	13. Windsor Waltz—Michael Reine (E. B. Marks)
4. I'm Walking Behind You—Peter Maurice (Leeds)	14. Wonderful Copenhagen—Morris (Frank)
5. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	15. Oh! Happy Day—Chappell (Bregman, Vocco & Conn)
6. Pretend—Leeds (Brandom)	16. Your Cheatin' Heart—Bradbury Wood (Acuff-Rose)
7. Downhearted—New World (Paxton)	17. I Talk to the Trees—Chappell (Chappell)
8. Tell Me You're Mine—Chappell (Capri)	18. Seven Lonely Days—Feist (Jefferson)
9. April in Portugal—Sterling (Chappell)	19. Have You Heard?—F. D. H. (Brandom)
10. Pretty Little Black Eyed Susie—Cinephonic (Santly-Joy)	20. The Queen of Tears—Connelly (*)

Her M-G-M Minence

JONI JAMES



...with another HIT record

"MY LOVE MY LOVE" and "YOU'RE FOOLING SOMEONE"

MGM 11543 78 rpm • K11543 45 rpm

BILLY ECKSTINE } I LAUGH TO KEEP FROM CRYING and SEND MY BABY BACK TO ME

MGM 11511 78 rpm • K11511 45 rpm

GEORGE SHEARING } INDIAN SUMMER and APPRECIATION

MGM 11545 78 rpm • K11545 45 rpm

DAVID ROSE and his Orchestra } NO OTHER LOVE and ALL I DESIRE

MGM 30796 78 rpm • K30796 45 rpm

HANK WILLIAMS } I WON'T BE HOME NO MORE and MY LOVE FOR YOU (Has Turned to Hate)

MGM 11533 78 rpm • K11533 45 rpm

FRAN WARREN } LOVE IS A SEE-SAW and MISS ME JUST A LITTLE

MGM 11522 78 rpm • K11522 45 rpm

JO ANN TOLLEY } I DON'T WANT TO BE A SUMMER SWEETHEART and I'LL GO ON LOVING YOU

MGM 11535 78 rpm • K11535 45 rpm

TOMMY EDWARDS } LOVER'S WALTZ and BABY, BABY, BABY

MGM 11541 78 rpm • K11541 45 rpm

THE NOCTURNES } GIUSEPPE'S SERENADE and AS YOU DESIRE ME

MGM 11525 78 rpm • K11525 45 rpm

BLUE BARRON and his Orchestra } UNDER THE SWEETHEART MOON and YOU SAID "HELLO" TO SOMEONE ELSE

MGM 11521 78 rpm • K11521 45 rpm

ART MOONEY } O (OH) and CLOVER LEAF SPECIAL

MGM 11542 78 rpm • K11542 45 rpm

SYLVANA MANGANO } I LOVED YOU

MGM 11457 78 rpm K11457 45 rpm

Anna

CATHY RYAN } SHOW ME THE WAY TO GO HOME and YOU NEVER KNOW 'TIL MONDAY

MGM 11544 78 rpm • K11544 45 rpm

CINDY LORD } WHEN THE HANDS OF THE CLOCK PRAY AT MIDNIGHT and LEAD ME DOWN THE ROAD

MGM 11536 78 rpm • K11536 45 rpm

SHEP FIELDS and his Rippling Rhythm Orchestra } KEEP COOL (Gin and Quinac) and JERSEY BOUNCE

MGM 11552 78 rpm • K11552 45 rpm



THE BAND WAGON From the Sound Track of the M-G-M Musical Available all 3 speeds: M-G-M 207 (78 rpm) • Extended Play Album X207 (45 rpm) • 12" Long-Playing Record E3051 (33 1/3 rpm). AND THE GIRL HUNT BALLET with narration by FRED ASTAIRE Ext. Play X1019



Recorded Directly from the Sound Track of the Twentieth Century-Fox Technicolor Musical. GENTLEMEN PREFER BLONDES JANE RUSSELL • MARILYN MONROE M-G-M 208 (78 rpm) • Extended Play Album X208 (45 rpm) • 10" Long-Playing Record E3052 (33 1/3 rpm).



Dramatic Highlights from William Shakespeare's JULIUS CAESAR Recorded Directly from the Sound Track of the M-G-M Film Music composed and conducted by Miklos Rozsa Narration by John Houseman K204 (45 rpm) • 12" Long-Playing Record E3033 (33 1/3 rpm)

LITTLE RITA FAYE WAIT A LITTLE LONGER and ROCK CITY BOOGIE

MGM 11505 78 rpm • K11505 45 rpm



MAKE FRIENDS WITH RECORDS

The Billboard Music Popularity Charts

... for Week Ending July 11

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

ROSEMARY CLOONEY Cheegah Choonem... COLUMBIA 40024—Here's another one in the tradition of "Come On-A My House" and "Botch-a-Me." Like its predecessors this one too could earn a bundle. It's presented with sparkle and wit by the songstress and she's backed by an outstanding group of sidemen headed by harpischordist Stan Freeman. A natural. (E. H. Morris, ASCAP) Stick With Me...78 Another good side by the thrush, but overpowered by flip. (Roger, ASCAP) VIC DAMONE Eternally...88 MERCURY 70186—Vic Damone turns in a tremendous performance on the lyric version of "Terry's Theme From Limelight," singing the sweeping ditty with all the stops pulled out. He is backed by the multi-stringed Dick Hayman Ork in the grand style. With the tune now riding high via the instrumental versions, this is a potent hunk of wax that could bust thru as a big one. (Bourne, ASCAP) Simonetta...76 This tune started too on an instrumental effort, and now has had lyrics added. Damone hands it a good vocal and the Hayman Ork plays it lushly. Should get spins the flip has all the power. (Irvine Caesar, ASCAP) JONI JAMES My Love, My Love...86 M-G-M (45) K11543—The thrush looks as tho she will continue her unbroken string of hits with this new release. It's a most attractive new ballad in waltz time, and it's sung by Joni in her own wistfully sweet style, over fine support from a chorus and the Lou Douglas Ork. It should be a real summer hit and grab much loot. You're Fooling Someone...84 Joni James shows that she can sing a rhythm tune too, as she turns in a sock reading here of an up-tempo item, aided with double-voices via "dub-ins." Once again the ork backs her with a bright arrangement. This side too should grab off a lot of action. Two strong sides by the thrush. RUSTY DRAPER Lighthouse...80 MERCURY 70188—Right on top of "Gambler's Guitar" Draper comes thru with another strong effort. Material, like "Gambler's," was penned by Jim Lowe. This is Draper in his best Frankie Laine style. It could break thru; watch it. (Carol, BMI) I Love to Jump...73 Okay material here, too. This time Draper essays the Guy Mitchell style. David Carroll orking follows the pattern for the singer's style on both sides. (Paxton, ASCAP) FRANCIS FAYE Dummy Song...80 CAPITOL 2542—The familiar ditty is handed a big-beat, hand-clapping sound by the Dave Cavanaugh ork while Miss Faye pounds out the lyric in her inimitable fashion. With enough spins, this could happen. Uh-Huh...67 Straight instrumental with Miss Faye on piano is danceable. BOB BACHELDER ORK T.V. Rumba...79 MOOD 1011—This one is already stirring up some action in New England. It's a composite of familiar themes taken from TV shows and commercials and set to a rumba beat. The Boston area ork does it well for a good instrumental. If it stays on the market it could be a big one. Check to Check...68 Standard instrumental reading of the oldie. MANTOVANI ORK Ramona...77 LONDON 1361—The evergreen, which has had a new vogue recently via the Gaylords' waxing, is handed a lovely instrumental interpretation here by the rich, full Mantovani Ork. It may be too late for the disk to catch any of the action on the tune but the waxing should be able to stand on its own feet with the ork's followers and with the jocks. Chiquita Mia...76 The Latin tune is played splendidly by the many-fiddled Mantovani Ork, which gives out with all its lush sound on this disk. Mantovani fans will buy it, and jocks from coast to coast will spin it. Beautiful wax. HELEN O'CONNELL No Other Love...77 CAPITOL 2487—This is a good female voice version of the current "Me and Juliet" click ballad. It should share in the action on the tune. (Williamson, ASCAP) Night for Love...72 An oriental-type ballad gives the thrush a chance to expose her best piping qualities. (E. B. Marks, BMI) TOMMY DORSEY ORK The Most Beautiful Girl in the World...76 DECCA 28776—Tommy Dorsey has added strings to his ork, and with them, plus a fine arrangement, he has one of his best waxings in a long time. The band plays it in the smooth, danceable Dorsey manner, using a chorus to chant phrases every

now and then. It's a most attractive side and it should get a lot of jock spins and be snapped up by Dorsey fans. (Harms, ASCAP) One Kiss...75 The new, lush Dorsey crew has another good side here. With Tommy featured on trombone, the ork comes thru with a persuasive reading of the oldie, via an attractive arrangement (Continued on page 48)

Jazz

AL (JAZZBO) COLLINS Three Little Pigs; Little Red Riding Hood...77 BRUNSWICK 86001—Al (Jazzbo) Collins, WNEW, New York, jazz deejay turns his mellifluous voice to telling "Grimm Fairy Tales for Hip Kids." The stories were rewritten by Steve Allen, and Jazzbo tells it over piano backing by Lou Stein. The idea is clever and fresh, the jazz expressions are delightfully funny, and Jazzbo is the greatest. This should appeal to all hip jazz fans, and even to kids, down to the age of six, and up to the age of 60. Disk is primarily for the jazz markets, but it could get some action in the pop field too. It certainly should grab many, many deejay spins, and with enough push could sell a lot of platters in the big city markets. A wonderful idea, and a wonderful performance by the Bo. The "Three Little Pigs" is the top side. GEORGE SHEARING QUINTET Indian Summer...77 M-G-M (45) K11545—The Herbert classic is offered in a fresh and provocative interpretation. Collectors will want, but the effort is pretty enough to interest a much wider audience. Appreciation...74 Group roams all around the melody in a quiet, sophisticated performance. Tempo is brisk. VIDO MUSSO SEXTET Vido's Boogie...76 RPM 387—The Vido Musso combo turns in a wild instrumental performance of an infectious boogie tune, with the leader blowing good sax thruout. Disk sounds as if it was made at a concert, which adds much to the excitement of the platter. Side swings, and should attract jazz fans. (Modern, BMI) Blue Night...76 Pleasant riff is handled with spirit by the Musso group, who hand it a solid ride all the way. Here too the leader shines on sax. This side will appeal both to the jazz and the r.&b. markets. (Modern, BMI) BOB SCOBAY'S FRISCO BAND Hindustan...76 GOOD TIME JAZZ 82—The old fave is given a neat jazzy play by the Frisco band. Rhythm is that of a mambo which gives it an interesting flavor. Good vocal by Clancy Hayes goes along with it. Long Gone...75 A cute ditty which Hayes socks across with co-operation from the rest of the boys in the best New Orleans tradition. DON BYAS ORK I'm in the Mood for Love...76 SEECO 10-008—Don Byas' solo on tenor is the main attraction of this pleasant instrumental performance of the oldie. The tenor man is supported quietly by the combo as he fondles the tune with his instrument. Tenderly...74 Once again Byas turns in a warm reading of an oldie, showing off his fine sax technique. Jazz fans will enjoy both sides of this disk. THE BANJO KINGS Carolina in the Morning...72 GOOD TIME JAZZ 83—Dick Roberts and Red Roundtree hold the fort on this one with a nifty bit of banjo playing on the tenor and plectrum, respectively. It's a real pleasant side. Down South...71 Again the duo turns in a sparkling performance on this old standard. It's a good showcase for their technique. MOONDOG Improvisations at a Jazz Concert...65 BRUNSWICK 86000—The two sides consist of three original rhythmical patterns—"Rhm Shots," "Improvisations in 4-4" and "Improvisations in 7-4." Moondog is one of New York's most unusual people, a blind musician who will be found beating out his compositions on his "oo" and "Trim-bas" along Broadway when most other people are sleeping. Those who react to rhythm should be intrigued by these two sides. It's one of the unusual records of the year.

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists various labels like CAPITOL, CHESS, COLUMBIA, CORONA, DECCA, etc. with their respective counts in each category.

Sacred

BAILES BROTHERS That's What We Need...77 KING 1242—Mixture of religion and patriotism sound like an effective piece of wax as the boys sell a brotherly love message which deserves jockey attention. (Lois, BMI) Jesus' Blood...72 Two boys have more above-average material for this distinctive voice blend. (Brunley-SESAC) THE JORDANAIRE On the Jericho Road...74 V 20-5373—The well-known sacred ditty is sung seriously by the Jordanaires. Tho the side has been waxed by scores of sacred groups this version should be able to pull its share of deejay spins. Pleasant wax, and good for the market. (Hill & Range, BMI) The Lord Will Make a Way Somehow...72 Another listenable side by the group with the lead singer sparking the disk. Okay for the family market. (Hill & Range, BMI) TRACE FAMILY TRIO I'll Be No Stranger There...71 KING 1239—The group blends nicely on a good sacred opus in waltz tempo. (Lois, BMI) I've Got a Longing to Go...71 Another attractive performance and song. (Lois, BMI)

Country & Western

SKEETS McDONALD Baby, I'm Countin'...76 CAPITOL 2523—An up-tempo ditty with some hot fiddlin' and guitar work that backs a rapid-fire reading by McDonald. It's a flashy disk that could pull a lot of juke loot. (Central, BMI) It's Your Life...74 Singer lays into a real weeper with gusto. It's a good effort and could easily get a hefty boost from deejays. (Gavila, BMI) BILLY JOE AND HIS BROTHERS I Hate You Because I Love You...74 DECCA 28747—Billy Joe parodies the typical country weeper with broad strokes. Delivery has some funny moments and the side might provide off-beat wax for early morning jocks. Could also attract some juke coin. (Manning Music) A Gutter Is a Man's Best Friend...72 More of the same. (Manning Music) FREDDIE HART Butterfly Love...73 CAPITOL 2524—Casual romance is the theme here and the tuneless ditty is expressively sung by Hart. A nice entry. (American, BMI) My Heart Is a Playground...71 Another pleasant waxing by the chanter. Some deejay play is in the offing. (Brazos, BMI)

Spiritual

SISTER ROSETTA THARPE-MARIE KNIGHT Let's Go On...80 DECCA 48301—Rosetta Tharpe and Marie Knight turn in a solid reading of a swiny new spiritual effort, which they sell in wild fashion. Guitar backing lends a beat. Side should appeal to their many fans and sell disks in the market. (Affiliated Pub., BMI) Let Go His Hand...78 A medium tempo religious effort is handed a warm interpretation by the two thrushes as they tell of their feeling for the Lord. The gals get a chance to give out with some fine singing on this side. A good two-sided disk. (Gospel Pub., BMI) THE SOUTHERN STARS I Saw the Light...77 CHESS 1540—The Southern Stars turn in a good rendition of a jubilee spiritual, selling the tune with a lot of spirit and drive. Should create some action in the gospel field. Side has a real beat. Prodigal Son...72 Another jubilee effort receives a wild performance from the boys tho neither the material nor the performance is up to the flip. PROF. HAROLD BOGGS After Running This Race...74 KING 4643—Professor Boggs sings this religious ditty with a sincerity and feeling. The tune is pop in flavor and the beat is there all the way. It could get spins due to Boggs' performance. (Jay & Cee, BMI) Inside the Beautiful Gate...73 The chanter tells of the trials on earth as against the happiness of the next world. He sings it meaningfully, and sells it well on the second chorus, over strong piano and organ backing. (Jay & Cee, BMI)

International

FRANK WOJNAROWSKI American Polka...80 DANA 805—Fine instrumental with a march feeling should follow the pattern of the ork's other disks. I'll Never Marry You...74 Sung in English this one could interest ops, tho it might not be just what the Wojnarowski fans expect. RAY HENRY ORK Zlote Slonce...78 DANA 804—Fine instrumental polka reading by the ork which includes the usual big beat and gang shouts. Hulaj, Jasni, Hulaj, Kasiu...72 Again the ork sparkles—this time on an oberek. BERNIE WYTE ORK Herr Schmidt Polka...66 DANA 3132—An okay polka item which should attract a fair amount of interest. Cuckoo Waltz...63 The standard and familiar waltz is capably played by the ork for a listenable and danceable side. JOHNNY PECON ORK Lollapalooza...65 CAPITOL 2527—Netti Pecon handles the vocal on this polka-like pop item sung in English which could do okay in the ork's territory. (Gala, BMI) I Wanna Be Your Darlin'...65 This side is a waltz item and includes a gang-sing chorus. (Gala, BMI) JIMMY BOVDIK ORK My Wife Is Happy Polka...64 BALKAN 6002—Accordion led polka group essays a routine type of polka for good results. Deep Well Polka...62 The Slovene ork tackles a European waltz on this side for another okay reading.

Children's

SALLY SWEELANTD-ARTHUR MALVIN Let's Have a Rhythm Band (Part 1 & 2)...80 COLUMBIA MJV 167—First-rate kidisk in a smart envelope should attract the parents and hold the kids' interest. It's the story of the building of a rhythm band which also explains much about tambourines, drums, triangles and cymbals. Pitch for mopet participation is well handled.

Rhythm & Blues

BROWLEY GUY You Look Good to Me...84 CHECKER 779—Here's an outstanding production that could stir a lot of action. The rhythm section sets an eye-catching pattern for a nifty job by Guy and a male group. It's got a lot of bounce and could break out big. (BMI) Watermelon Man...82 An unusual kind of tune for the field that is really in the groove. Guy gives the lyric a big lift with his work, again backed effectively by the chorus. This side could also break. A very strong two-sided disk that has a chance to make cash registers and juke box counters hum. (BMI) BILLY WARD AND HIS DOMINOES You Can't Keep a Good Man Down...82 FEDERAL 12139—The Dominoes have a good side here, and one that should grab a lot of juke coins. It's a wild, bouncy effort and the boys sing it in exciting fashion, full of handclapping and shouting and a solid beat by the ork. The boys have had more powerful sides in the past, but this one should do well in the market. (Ward-Marks, BMI) Where Now, Little Heart...79 A pretty ballad, with a beat, receives a warm reading from the group, with Billy Ward coming thru brightly on piano. Side has an attractive quality about it which could help it catch some action in the pop field as well as the r.&b. department. (Ward-Marks, BMI) FATS DOMINO Please Don't Leave Me...82 IMPERIAL 5240—Domino could have a winner in this ultra-simple blues. The big beat and boogie-ish piano add to the sales appeal. (Commodore, BMI) The Girl I Love...75 The chanter sounds fine on a bluesy ballad with a routine lyric. (Commodore, BMI) TODD RHODES ORK Your Mouth Got a Hole in It...80 KING 4648—Novelty item about a chatterbox is given a strong performance by the ork. Pinocchio handles the vocal and his rendition is infectious. Should do fine in the juke. (BMI) Feathers...73 Okay instrumental is cut rhythmically by the ork. Good dance wax. (Jay & Cee, BMI) THE SHADOWS No Use...78 DECCA 28765—The Shadows, new group on the label, come thru with a strong rendition of a new ballad sparked by the lead singer over quiet ork backing. The disk has a lot of possibilities due to the powerful work of the unnamed lead singer, a warbler with a great future. His performance on this side could help this disk move out. Watch this side, it could make it. (Park Avenue, BMI) Stay...76 The boys don't register as well on this side, but the material is not up to the other. Once again, however, the lead singer turns in an outstanding performance, over good support from the boys and the ork. (Joshua, BMI) EDDIE JOHNSON Tiptoe...76 CHESS 1544—There's a lot of drive to this instrumental which is led by Johnson and his sax. The band shows a lot of spirit behind him. It builds and holds all the way. (Burton, BMI) Twin Rock...70 Instrumental is carried nicely by Johnson's sax. It's pleasant enough and could get some juke action. (Burton, BMI) LIGHTNING HOPKINS Mistreated Blues...73 RPM 388—Lightning wails a real sad blues to sobbing guitar backing. A good side that should move well in Southern markets. (Modern, BMI) Black Cat...74 Hopkins sings an interesting blues to unusual accompaniment. There's good listening here for fans of the chanter. (Modern, BMI) JIMMY ROGERS Let Me With a Broken Heart...73 CHESS 1543—This disk is especially for the Southern market. It's a deep blues backed by the eerie sounds of harmonica and strumming guitars. It should catch some attention in the areas for which it's designed. (Burton, BMI) Act Like You Love Me...72 Same comment here with a little step-up in the tempo. (Burton, BMI) LITTLE DONNA HIGHTOWER Farewell Blues...73 DECCA 48299—This is not the oldie, but a new blues item which the thrush tackles for good results. Echo, big beat, good orking all add up to a good side. (Drake, BMI) You Had Better Change Your Ways...70 Tin Pan Alley type of ditty with a good beat doesn't sound as strong a hunk of material as the top side. (Northern, ASCAP)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record. THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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

(Continued on page 57)

Due to popular demand . . .

You can now hear

**... "PATTI'S THEME
FROM TV"**

THIS IS MY SONG

Words and Music by Dick Charles

MERCURY 70183

b/w "Butterflies"



The Billboard Music Popularity Charts

... for Week Ending July 11

NEW RECORDS TO WATCH

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

Popular

TERESA BREWER-DON CORNELL
The Glad Song (Robbins, ASCAP)
What Happened to the Music (Sunbeam, BMI)—Coral 61027—The duo is back together for the first time in almost a year and this disk shows that it should happen more often. They're in rare form. This could be a big one.

FRANKIE LAINE
Hey Joe (Tannen, BMI)
Sittin' in the Sun (Berlin, ASCAP)—Columbia 40036—Another in the label's one-two punch in the hillbilly and pop fields. Previously released by Carl Smith. It's a good tune for Laine, and he handles it in his customary exciting style. Flip is a long overdue Irving Berlin tune and it's a beauty tho Laine has sung better on other disks. Still the jockeys should give this side a good whirl.

MARY ROSE BRUCE
Friends and Neighbors (Personality Productions, ASCAP)—RCA Victor 20-5381—Here's a new songstress being introed by the label with fine potential. It's a gay and happy song, and the gal sings up a storm. This is listed more to spotlight a potential new disk star than as a distinct commercial possibility. Still it's the kind of thing that could happen. Flip is "Ain't Heard Nothing Yet" (Personality, BMI).

Country & Western

RED FOLEY
Hot Dog Rag (Bourne, ASCAP)
That Old River Line (Northern, ASCAP)—Decca 28759—A very good Foley disk in the tradition of "Birmingham Bounce" and "Chattanooga Shoeshine Boy," the rhythm ditties he does so well. Early action reports

already been received on this. Could pick up a lot of pop action.
JOHNNIE AND JACK
Private Property (Hill & Range, BMI)
Don't Say Good-bye If You Love Me (Peer, BMI)—RCA Victor 20-5357—Two good efforts by the close-harmony duo. Good potential here for the strictly country market.

Rhythm & Blues

ORIOLES
Crying in the Chapel (Valley, BMI)
Don't You Think I Ought to Know? (Fowler, ASCAP)—Jubilee 5122—The best offering by the group in some time. "Crying" is the tune that is kicking up quite a fuss in the pop and hillbilly fields. There are some who may consider this the best recording of them all. Flip is another good one in group's familiar style. There are already initial reports about good acceptance on this.

THIS WEEK'S BEST BUYS

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

Popular

FIVE GOT THE WORLD ON A STRING (Mills, ASCAP)—Frank Sinatra—Capitol 2505
On the deejay chart and now reported as strong and building in New York, Pittsburgh and Dallas. Reports good from L.A., Chicago and Detroit. Flip is "My One and Only Love" (Sherwin, BMI).

FALSE LOVE—Four Aces—Decca 28744
Fast take-off on group's latest. New York, Philadelphia, Pittsburgh and St. Louis sources gave strongest reports. Good in Dallas and L. A. Not yet completely distributed. Flip is "Don't Forget Me."

ETERNALLY (Bourne, ASCAP)—Vic Damone—Mercury 70186
Already on the Chicago territorial chart and reported as good or strong in Cleveland, Cincinnati, Western Pennsylvania, New York and the Southwest. Flip is "Simonetta" (Irving Caesar, ASCAP) A previous "New Record to Watch."

TROPICANA (Eastwick, BMI)—Monty Kelly—Essex 325
Instrumental has been getting good action in Chicago and Boston for a couple of weeks. Growing activity now reported out of New York, Pittsburgh, Dallas and Cleveland. Flip is "Life in New York" (Duchess, BMI). A previous "New Record to Watch."

CRYING IN THE CHAPEL (Valley, BMI)
Tune is sparking a lot of interest thruout all segments of the trade. The Darrell Glenn version was the original and made its first dent in the hillbilly field. About a month ago it started getting some pop action and other labels covered. It was

picked as a pop and hillbilly "Best Buy" on June 20. Since then it has really hit and is now on the national sales chart. The power of the tune is being proved by the strong over-all sales of both the June Valli (RCA Victor) and the Rex Allen (Decca) versions. Latter is also selling in the country field. This week the Orioles' version on Jubilee is selected as a "New Record to Watch" for rhythm and blues.

Country & Western

I WON'T BE HOME NO MORE (Acuff-Rose, BMI)
MY LOVE FOR YOU (Acuff-Rose, BMI)—Hank Williams—M-G-M 11533

Without exception all key sources reported sales good or strong. There seemed to be little preference for side, indicating that it is primarily the continued interest in Williams himself that is responsible for the immediate acceptance of this disk. A previous "New Record to Watch."

THE LIFE THEY LIVE IN SONGS (Acuff-Rose, BMI)
I DON'T CLAIM TO BE AN ANGEL (Hill & Range, BMI)—Kitty Wells—Decca 28753

Breaking out in many c.&w. markets. Already on the Cincinnati territorial chart and climbing fast in such areas as Dallas, Durham, N. C., and St. Louis. Interest on the two sides is pretty evenly divided, with edge on "Songs." A previous "New Record to Watch."

IS ZAT YOU, MYRTLE? (Acuff-Rose, BMI)—Carlisle—Mercury 70174
Building slowly but surely over a period of weeks, disk is now gaining real momentum.

Appears on the Dallas territorial chart and was also reported good in St. Louis, Cincinnati and Pittsburgh. Flip is "Something Different" (Acuff-Rose, BMI) A previous "New Record to Watch."

A DEAR JOHN LETTER — Jean Shepard — Capitol 2502

Left-field item that is spreading thruout South and Middle West must now be reckoned as good-seller with plenty of potential for further development. Caught on first in Texas and is now good or strong in the Carolinas, St. Louis and Pittsburgh. Flip is "I'd Rather Die Young" (Randy Smith, ASCAP).

Rhythm & Blues

DON'T DECEIVE ME (Rush, BMI) — Chuck Willis—Okeh 6985

Disk hit three Midwest territorial charts this week. Good strength also in parts of South. Flip is "I've Been Treated Wrong Too Long" (Rush, BMI).

HERE GOES A FOOL (Progressive, BMI)
GOOD LOVIN' (Barnhill, BMI) — Clovers — Atlantic 1000

Starting off at a good pace, disk has hit its stride this week with uniform good and strong reports returned from most check points. A previous "New Record to Watch."

I'LL HELP YOU, BABY (Babb, BMI) — Christine Kittrell—Republic 7044

For three weeks disk has been building steadily. Strong thruout most of the South and the Middle West, but has yet to get good grip on East and West Coasts. Flip is "L & N Special" (Babb, BMI).

COMING UP IN THE TRADE

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

(Listed Alphabetically)

Popular

- CANDY LIPS**
- LET'S WALK THAT-A-WAY**
Doris Day-Johnnie Ray—Columbia 40001
- COQUETTE**
- TELL ME THAT YOU LOVE ME**
The Gaylords—Mercury 70170
- DON'T CALL MY NAME**
- THE BREEZE**
Helene Dixon—Okeh 6964
- DON'T TAKE YOUR LOVE FROM ME**
- UNDER PARIS SKIES**
Three Suns—RCA Victor 20-5347
- DOWN BY THE RIVER SIDE**
Four Lads—Columbia 40005
- FOR ME, FOR ME**
- THUNDER AND LIGHTNING**
Georgia Gibbs—Mercury 70172
- GIGI**
- I LOVE PARIS**
Les Baxter Ork—Capitol 2479
- HE LOVES ME**
Jenny Barrett—Vogue 1024

- LOVE ME, LOVE ME**
Dean Martin—Capitol 2485
- PRETTY BUTTERFLY**
Mills Brothers—Decca 28736
- A PURPLE COW**
- KISS ME AGAIN, STRANGER**
Doris Day—Columbia 40020
- RETURN TO PARADISE**
Nat (King) Cole—Capitol 2498
- SEND MY BABY BACK TO ME**
- I LAUGH TO KEEP FROM CRYING**
Billy Eckstine—M-G-M 11511
- SHANE (Eyes of Blue)**
- LIMELIGHT**
Richard Hayman—Mercury 70168
- SHANE (Call of the Far-Away Hills)**
Paul Weston—Columbia 40014
- SORTA ON THE BORDER**
- UNFAIR**
Tony Martin—RCA Victor 20-5252
- TE AMO**
- WHERE THE WINDS BLOW**
Frankie Laine—Columbia 40022

Country & Western

- BUTTERFLY LOVE**
- LET ME LOVE YOU JUST A LITTLE**
Jim Reeves—Abbott 137
- COLD SHOULDER**
- YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT**
Ray Price—Columbia 21117
- DANNY BOY**
- THERE'S A RAINBOW IN EVERY TEARDROP**
Slim Whitman—Imperial 8201
- A HALF-WAY CHANCE WITH YOU**
- A CASTLE IN THE SKY**
Marty Robbins—Columbia 21111
- HAND-ME-DOWN HEART**
- TENNESSEE WIG WALK**
Bonnie Lou—King 1237
- THE LONG WAY**
- I'LL TRADE YOURS FOR MINE**
Hawkshaw Hawkins—RCA Victor 20-5333

TOO YOUNG TO TANGO
Sunshine Ruby—RCA Victor 20-5250

Rhythm & Blues

- AFTER HOUR JOINT**
Jimmy Coe—States 118
- EARLY IN THE MORNING**
Roy Milton—Specialty 464
- HEAVY JUICE**
Tiny Bradshaw—King 4621
- IF I CAN'T HAVE YOU**
The Flamingos—Chance 1133
- JIT, JIT**
- THAT'S HOW I FEEL ABOUT YOU**
Buddy Johnson—Mercury 70173
- MY DEAR, DEAREST DARLING**
The Five Willows—Allen 100
- MY LEAN BABY**
Dinah Washington—Mercury 70175
- PARADISE HILL**
The Embers—Herald 410
- PLEASE DON'T LEAVE ME**
Fats Domino—Imperial 5240
- SHIRLEY'S BACK**
Shirley and Lee—Aladdin 3192

CURRENT TOP RECORDS

See page 40 for the current top pop records.
See page 50 for the current top c.&w. records.
See page 54 for the current top r.&b. records.

Mercury RECORDS



BEST SELLERS

NEW RELEASES

* DENOTES AVAILABLE ON 45 RPM

- 1. **GAMBLER'S GUITAR**
Free Home Demonstration... **RUSTY DRAPER**... No. 70167*
- 2. **RUBY**
Dansero... **RICHARD HAYMAN**... No. 70146*
- 3. **FOR ME, FOR ME**
Thunder And Lightning... **GEORGIA GIBBS**... No. 70172*
- 4. **BUTTERFLIES**
This Is My Song... **PATTI PAGE**... No. 70183*
- 5. **TELL ME THAT YOU LOVE ME**
Coquette... **THE GAYLORDS**... No. 70170*
- 6. **ETERNALLY**
Simonetta... **VIC DAMONE**... No. 70186*
- 7. **LOVE ME, LOVE ME**
More Than I... **BOBBY WAYNE**... No. 70148*
- 8. **APRIL IN PORTUGAL**
Anna... **RICHARD HAYMAN**... No. 70114*
- 9. **CRAZY, MAN, CRAZY**
Go Away... **RALPH MARTERIE**... No. 70153*
- 10. **LOVE EVERY MOMENT YOU LIVE**
The Right Way... **EDDY HOWARD**... No. 70176*
- 11. **SEVEN LONELY DAYS**
If You Take My Heart Away **GEORGIA GIBBS**... No. 70095*

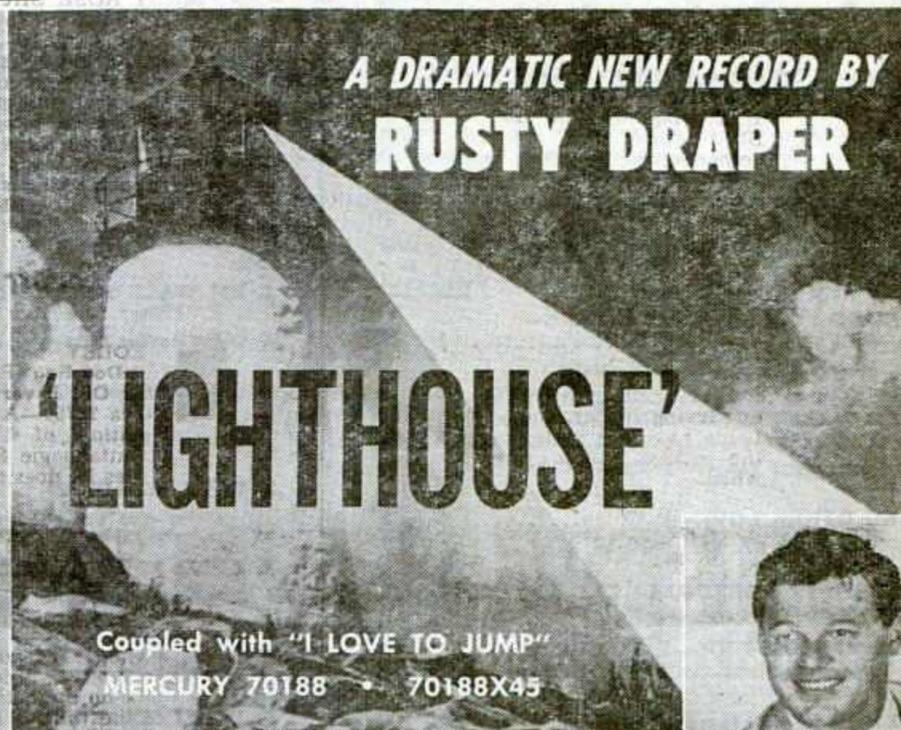
RHYTHM and BLUES

- 1. **MY LEAN BABY**
Never, Never... **DINAH WASHINGTON**... No. 70175*
- 2. **JIT, JIT**
Feel About You... **BUDDY JOHNSON**... No. 70173*
- 3. **MY MAMA TOLD ME**
What's The Matter Now **LIGHTNING HOPKINS**... No. 70191*
- 4. **FEELIN' LOW**
Wail Bait... **JAMES MOODY**... No. 70185*

COUNTRY and WESTERN

- 1. **IS ZAT YOU, MYRTLE**
Something Different... **THE CARLISLES**... No. 70174*
- 2. **HONOLULU MARCH**
Gold Coast March... **JERRY BYRD**... No. 70184*
- 3. **ROCK-A-BYE BOOGIE**
Lonesome Childhood... **ROCKY STARR**... No. 70192*

A DRAMATIC NEW RECORD BY
RUSTY DRAPER



'LIGHTHOUSE'

Coupled with "I LOVE TO JUMP"
MERCURY 70188 • 70188X45



THE BAND THAT MAKES THE HITS
RALPH MARTERIE

WITH ANOTHER "PRETEND"

'THE MOON IS BLUE'

Instrumental
AND

'Girl From The Golden West'

Vocal By Larry Rogen and The Smarty-Airs
MERCURY 70199 • 70199X45

KIDDIE KORNER

BEST SELLING CHILDREN'S RECORDS

- DOGGIE IN THE WINDOW • PATTI PAGE..... MP-1
- OLD MOTHER GOOSE..... MC1
- FOLK SONGS OF OUR LAND..... MC9
- HANSEL AND GRETEL..... MC11
- PETER AND THE WOLF..... MC13
- BILLY GOATS GRUFF..... MC14



I'M

ARFIE

THE DOGGIE IN THE WINDOW

Look For Me And My Girl Friend

PATTI PAGE

In A New Series Of Adventures
for Kiddies on Mercury
Playcraft Records.



The Billboard Music Popularity Charts

... for Week Ending July 11

TOP POPULAR RECORDS

Best Selling Singles

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

This Week	Last Week	Weeks on Chart
1. SONG FROM MOULIN ROUGE— P. Faith.....	1	16
Swedish Rhapsody—Col 39944—BMI		
2. I'M WALKING BEHIND YOU— E. Fisher.....	2	11
Just Another Polka—V 20-5293—ASCAP		
3. NO OTHER LOVE—P. Como.....	5	5
Keep It Gay—V 20-5317—ASCAP		
4. APRIL IN PORTUGAL—L. Baxter....	3	16
Suddenly—Cap 2374—ASCAP		
5. VAYA CON DIOS—L. Paul-M. Ford..	6	5
Johnny—Cap 2486—ASCAP		
6. LIMELIGHT (Terry's Theme)— F. Chacksfield.....	7	6
Limelight (Ballet Music)— London 1342—ASCAP		
7. RUBY—R. Hayman.....	4	15
Dansero—Mercury 70146—ASCAP		
8. P.S.: I LOVE YOU—Hilltoppers.....	8	4
I'd Rather Die Young—Dot 15085—ASCAP		
9. YOU, YOU, YOU—Ames Brothers....	10	4
Once Upon a Tune—V 20-5325—ASCAP		
10. SAY YOU'RE MINE AGAIN— Perry Como.....	14	13
My One and Only Heart—V 20-5277—ASCAP		
11. WITH THESE HANDS—E. Fisher.....	16	2
When I Was Young—V 20-5365—ASCAP		
11. HALF A PHOTOGRAPH—K. Starr....	17	6
Allez Vous En—Cap 2464—BMI		
13. ANNA—S. Mangano.....	9	15
I Loved You—M-G-M 11457—BMI		
14. I'D RATHER DIE YOUNG—Hilltoppers	12	6
I Love You—Dot 15085—ASCAP		
15. RUBY—L. Baxter.....	15	8
Little Love—Cap 2457—ASCAP		
16. GAMBLER'S GUITAR—R. Draper....	13	3
Free Home Demonstration— Mercury 70167—BMI		
17. ALLEZ VOUS EN—K. Starr.....	18	3
Half a Photograph—Cap 2464—ASCAP		
18. CRYING IN THE CHAPEL—D. Glenn..	—	1
Hang Up That Telephone—Valley 105—BMI		
19. I BELIEVE—F. Laine.....	11	22
Your Cheatin' Heart—Col 39938—ASCAP		
20. C'EST SI BON—E. Kitt.....	—	1
African Lullaby—V 20-5358—ASCAP		

Most Played in Juke Boxes

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
1. I'M WALKING BEHIND YOU— F. Fisher.....	1	11
Just Another Polka—V 20-5293—ASCAP		
2. SONG FROM MOULIN ROUGE— P. Faith.....	2	12
Swedish Rhapsody—Col 39944—BMI		
3. VAYA CON DIOS—L. Paul-M. Ford....	4	4
Johnny—Cap 2486—ASCAP		
4. APRIL IN PORTUGAL—L. Baxter.....	3	13
Suddenly—Cap 2374—ASCAP		
5. SAY YOU'RE MINE AGAIN—P. Como..	5	12
My One and Only Heart—V 20-5277—9MI		
6. NO OTHER LOVE—P. Como.....	8	3
Keep It Gay—V 20-5317—ASCAP		
7. HALF A PHOTOGRAPH—K. Starr....	10	7
Allez Vous En—Cap 2464—BMI		
8. GAMBLER'S GUITAR—R. Draper....	9	3
Free Home Demonstration— Mercury 70167—BMI		
8. SEVEN LONELY DAYS—G. Gibbs...	6	19
If You Take My Heart Away— Mercury 70095—ASCAP		
10. RUBY—R. Hayman.....	7	8
Dansero—Mercury 70146—ASCAP		
11. P. S.: I LOVE YOU—Hilltoppers.....	15	4
I'd Rather Die Young—Dot 15085—ASCAP		
12. YOU, YOU, YOU—Ames Brothers.....	13	3
Once Upon a Tune—V 20-5325—BMI		
13. MY ONE AND ONLY HEART— Perry Como.....	14	6
Say You're Mine Again—V 20-5277—ASCAP		
14. OH—P. W. Hunt.....	—	1
San—Cap 2442—ASCAP		
15. JOHNNY—L. Paul-M. Ford.....	19	2
Vaya Con Dios—Cap 2486—ASCAP		
16. I BELIEVE—F. Laine.....	10	19
Your Cheatin' Heart—Col 39938—ASCAP		
17. WITH THESE HANDS— E. Fisher-H. Winterhalter.....	—	1
When I Was Young—V 20-5365—ASCAP		
18. RUBY—L. Baxter.....	19	9
Little Love—Cap 2457—ASCAP		
19. BUTTERFLIES—P. Page.....	—	1
This Is My Song—Mercury 70183—ASCAP		
19. I'D RATHER DIE YOUNG—Hilltoppers	—	3
P. S.: I Love You—Dot 15085		

Most Played by Jockeys

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
1. I'M WALKING BEHIND YOU— E. Fisher.....	2	10
Just Another Polka—V 20-5293—ASCAP		
2. SONG FROM MOULIN ROUGE— P. Faith.....	1	13
Swedish Rhapsody—Col 39944—BMI		
3. NO OTHER LOVE—P. Como.....	5	4
Keep It Gay—V 20-5317—ASCAP		
4. VAYA CON DIOS—L. Paul-M. Ford...	9	4
Johnny—Cap 2486—ASCAP		
5. RUBY—R. Hayman.....	3	14
Dansero—Mercury 70146—ASCAP		
6. APRIL IN PORTUGAL—L. Baxter....	4	15
Suddenly—Cap 2374—ASCAP		
7. P.S.: I LOVE YOU—Hilltoppers.....	7	6
I'd Rather Die Young—Dot 15085—ASCAP		
8. GAMBLER'S GUITAR—R. Draper....	—	2
Free Home Demonstration— Mercury 70167—BMI		
9. LIMELIGHT (Terry's Theme)— F. Chacksfield.....	8	6
Limelight (Ballet Music)— London 1342—ASCAP		
10. YOU, YOU, YOU—Ames Brothers.....	14	3
Once Upon a Tune—V 20-5325—BMI		
11. HALF A PHOTOGRAPH—K. Starr...	15	3
Allez Vous En—Cap 2464—BMI		
12. SAY YOU'RE MINE AGAIN— Perry Como.....	6	12
My One and Only Heart—V 20-5277—BMI		
13. C'EST SI BON—E. Kitt.....	—	1
African Lullaby—V 20-5358—ASCAP		
13. LIMELIGHT—R. Hayman.....	—	3
Eyes of Blue—Mercury 70168—ASCAP		
15. OH—Pee Wee Hunt.....	—	1
San—Cap 2442—ASCAP		
15. SONG FROM MOULIN ROUGE— Mantovani.....	12	9
Vola Colomba—London 1328—BMI		
17. ALLEZ VOUS EN—K. Starr.....	—	2
Half a Photograph—Cap 2464—ASCAP		
18. LOVE ME, LOVE ME—B. Wayne....	—	1
More Than I—Mercury 70148—BMI		
19. WITH THESE HANDS—E. Fisher....	—	1
When I Was Young—V 20-5365—ASCAP		
20. I'M WALKING BEHIND YOU— F. Sinatra.....	—	8
Lean Baby—Cap 2450—ASCAP		
20. RUBY—Harry James.....	—	1
Palladium Party—Col 39994—ASCAP		

Best Selling Popular Albums

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

This Week	Last Week	Weeks on Chart
33 1/3 R.P.M.		
1. MUSIC FOR LOVERS ONLY—J. Gleason—Cap H-352.....	1	27
2. HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec DL-5433.....	2	27
3. MUSIC OF VICTOR HERBERT—Mantovani Ork—London LL-746.....	3	10
4. ME AND JULIET—Original Cast—V LCC-1012.....	4	3
5. CAN-CAN—Original Cast—Cap S-452.....	6	2
6. BY THE LIGHT OF THE SILVERY MOON—Doris Day—Col CL-6248.....	5	11
7. MUSIC FOR DINING—Melachrino Strings—V LPM-1000.....	10	4
8. LIBERACE AT THE PIANO—Liberace—Col CL-6217.....	7	45
9. LIBERACE BY CANDLELIGHT—Liberace—Col CL-6251.....	—	1
10. CALL ME MADAM—E. Merman—Dec DL-5465, DL-8035.....	8	68
45 R.P.M.		
1. MUSIC FOR LOVERS ONLY—J. Gleason—Cap EBF 352.....	1	22
2. HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec 9-364.....	2	25
3. ME AND JULIET—Original Cast—V ECC-1012.....	6	2
4. LIBERACE AT THE PIANO—Liberace—Col B-308.....	4	17
5. LIBERACE BY CANDLELIGHT—Liberace—Col B-336.....	5	2
6. MUSIC OF VICTOR HERBERT—Mantovani—London BEP-6074; BEP-6075.....	9	9
7. BY THE LIGHT OF THE SILVERY MOON—Doris Day—Col B-334.....	3	11
8. CAN-CAN—Original Cast—Cap EDM-452.....	—	1
9. MUSIC FOR DINING—Melachrino Strings—V EPB-1000.....	—	1
10. ARTHUR GODFREY TV CALENDAR SHOW—A. Godfrey & His Friends—Col G-4-18.....	7	14

Best Selling Children's Records

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

This Week	Last Week	Weeks on Chart
1. DOGGIE IN THE WINDOW (1)—Patti Page—Mercury 70070.....	2	33
2. PETER PAN (2)—B. Driscoll-Original Cast—V VY-4001.....	1	21
3. HANS CHRISTIAN ANDERSEN (4)—D. Kaye—Decca A-919.....	3	21
4. TELL ME A STORY (1)—J. Boyd-F. Laine—Col MJV-161.....	4	10
5. ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap DBX-3138.....	6	45
6. LITTLE RED MONKEY (1)—R. Clooney—Col MJV-164.....	5	9
7. TRAIN TO THE ZOO (1)—N. Rose—Children's Guild 1001.....	7	45
7. BOZO HAS A PARTY (2)—B. May Ork-P. Colvig—Cap DB 2-3133.....	31	40
9. BOZO AT THE CIRCUS (2)—A. Livingston-Vance Pinto Colvig—Cap BBX-34.....	—	209
10. PETER AND THE WOLF (2)—Sterling Holloway—V Y-386.....	8	106
10. DENNIS THE MENACE (1)—R. Clooney-J. Boyd—Col 39988.....	8	4
12. TWEET, TWEET, TWEETY (1)—M. Blanc-B. May—Cap CAS-3118.....	31	29
12. CINDERELLA (2)—I. Woods & Others—V Y-399.....	13	175
12. TEDDY BEAR'S PICNIC (1)—F. De Vol—Cap CAS-3083.....	15	25
15. BOZO AND HIS ROCKET SHIP (2)—A. Livingston-P. Colvig—Cap BBX-65; DBX-118.....	—	1

CHRISTMAS IN JULY!

RCA Victor has the hottest pop list in its history . . . the fastest-selling, largest-selling hit singles in the country today! They're selling in July at a November clip! AND MORE COMING UP!



RIDING HIGH!

1. EDDIE FISHER I'm Walking Behind You • Just Another Polka 20/47-5923
2. PERRY COMO No Other Love • Keep It Gay 20/47-5317
3. EDDIE FISHER With These Hands • When I Was Young 20/47-5365
4. PERRY COMO Say Your Mine Again • My One and Only Heart 20/47-5277
5. THE AMES BROTHERS You, You, You • Once Upon A Time 20/47-5325

Order Blank	78	45

6. TONY MARTIN Soria On The Border • Unfair 20/47-5352
7. EDDY ARNOLD How's The World Treating You • Free Home Demonstration 20/47-5305
8. HAWKSHAW HAWKINS The Long Way • I'll Trade Yours For Mine 20/47-5333
9. HANK SNOW Spanish Fire Ball • Between Fire And Water 20/47-5296
10. THE DU DROPPERS I Found Out • Little Girl, Little Girl 20/47-5321

Order Blank	78	45

BUSTIN' OUT OF THE BAG!

1. MARIO LANZA If You Were Mine • Song Of India 10/49-4209
2. DINAH SHORE Blue Canary • Eternally 20/47-5390
3. EARTHA KITT C'est Si Bon • African Lullaby 20/47-5358
4. JUNE VALLI Crying In The Chapel • Love Every Moment You Live 20/47-5368

5. THE THREE SUNS Don't Take Your Love From Me • Under Paris Skies 20/47-5347
6. MELACHRINO STRINGS The Sword And The Rose • Shadows 20/47-5362
7. THE FONTANE SISTERS Play Our Song • Falling 20/47-5383
8. LOU MONTE Jealous Of You • Angelina 20/47-5382

POPULAR



1. SUNSHINE RUBY Datin' • Nobody Asked Me To Dance 20/47-5374

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2. HOMER AND JETHRO I'm Walking Behind You-All • Mexican Joe No. 6 7/8 20/47-5372

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RHYTHM/BLUES

- PIANO RED Your Mouth's Got A Hole In It • Decatur Street Boogie 20/47-5337

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NEW RELEASES

RCA VICTOR—RELEASE #53-29

POPULAR

- FRIENDS AND NEIGHBORS AIN'T HEARD NOTHING YET**
Mary Rose Bruce with Orchestra and Chorus 20-5381 (47-5381)*
- PLEASE PLAY OUR SONG (Mr. Record Man) FALLING**
The Fontane Sisters with Orch. and Male Quartet conducted by Ralph Burns 20-5383 (47-5383)*
- THE SHEIK OF ARABY—Mambo**
YOU, YOU, YOU—Bolero
Nora Morales and his Orch. Trombone Solo; Will Bradley 20-5386 (47-5386)*

COUNTRY-WESTERN

- PRIVATE PROPERTY**
DON'T SAY GOODBYE IF YOU LOVE ME
Johnnie and Jack, The Tennessee Mountain Boys 20-5375 (47-5375)*
- PALE MOON**
I HATE MYSELF FOR LOVING YOU SO MUCH
Betty Cody 20-5376 (47-5376)*

RHYTHM/BLUES

- BLACK DIAMOND**
MAKE HASTE
Mr. Sad Head 20-5388 (47-5388)*

CRUISIN' LULLABY IN BLUE

Benny Carter and his Orch. 20-5389 (47-5389)*

RED SEAL SPECIAL

- SONG OF INDIA**
IF YOU WERE MINE
Mario Lanza, Tenor with Orch. and Chorus
Constantine Callinicos, Conductor 10-4209 (49-4209)*
*45 rpm. cat. nos.

BEST SELLERS

POPULAR

- I'm Walking Behind You/Just Another Polka
Eddie Fisher 20-5293 (47-5293)
- With These Hands/When I Was Young
Eddie Fisher 20-5365 (47-5365)
- You, You, You/Once Upon a Tune
The Ames Brothers 20-5325 (47-5325)
- No Other Love/Keep It Gay
Perry Como 20-5317 (47-5317)
- C'est Si Bon/African Lullaby
Eartha Kitt 20-5358 (47-5358)
- Soria on the Border/Unfair
Tony Martin 20-5352 (47-5352)
- Say You're Mine Again/My One and Only Heart
Perry Como 20-5277 (47-5277)
- Crying in the Chapel/Love Every Moment You Live
June Valli 20-5368 (47-5368)

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

- The Three Suns 20-5347 (47-5347)
- Blue Canary/Eternally**
Dinah Shore 20-5390 (47-5390)
- Rub-a-Dub-Dub/The Stop and Kiss Dance**
Ralph Flanagan 20-5261 (47-5361)
- April in Portugal/Now Hear This**
Tony Martin 20-5279 (47-5279)
- I'm Walking Behind You-All/Mexican Joe No. 6 7/8**
Homer & Jethro 20-5372 (47-5372)
- The Terry Theme/Symphony of a Starry Night**
Hugo Winterhalter 20-5326 (47-5326)
- Uska Dara/Two Lovers**
Eartha Kitt 20-5284 (47-5284)

COUNTRY/WESTERN

- The Long Way/I'll Trade Yours for Mine**
Hawkshaw Hawkins 20-5333 (47-5333)
- Rock-a-Bye Boogie/I Forgot More Than You'll Ever Know**
The Davis Sisters 20-5345 (47-5345)
- How's the World Treating You/Free Home Demonstration**
Eddy Arnold 20-5305 (47-5305)
- Please/They Got Me Singin' That Way**
Red Garrett 20-5363 (47-5363)
- Too Young to Tango/Hearts Weren't Meant To Be Broken**
Sunshine Ruby 20-5250 (47-5250)
- Spanish Fire Ball/Between Fire and Water**
Hank Snow 20-5296 (47-5296)

Better Than Walkin' Home/This Heart Belongs to You

- Joyce Moore 20-5355 (47-5355)
- Gambler's Guitar/Butterfly Love**
Jack Turner 20-5384 (47-5384)
- Broken Wings/The Cannonball Yodel**
Elton Britt 20-5251 (47-5251)
- Datin'/Nobody Asked Me to Dance**
Sunshine Ruby 20-5374 (47-5374)

RHYTHM/BLUES

- Your Mouth's Got a Hole in It/Decatur Street Boogie**
Piano Red 20-5337 (47-5337)
- I Found Out/Little Girl, Little Girl**
The Du Droppers 20-5321 (47-5321)
- Squeeze Me/Rock Bottom**
Milt Trenier 20-5275 (47-5275)

RED SEAL ALBUMS

- Beethoven's NINTH SYMPHONY**
Toscanini and NBC Symphony LM-6009
- MARIO LANZA SINGS** LM-7015
- Rachmaninoff's SECOND PIANO CONCERTO**
Arthur Rubinstein, the NBC Symphony Orch., Golschmann conducting LM-1005
- THE GREAT CARUSO**
Mario Lanza LM-1127
- GAITE PARISIENNE**
Arthur Fiedler and the Boston Pops LM-1001
- Grofé's GRAND CANYON SUITE**
Toscanini and the NBC Symphony LM-1004



Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

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

- New Orleans... I'M LOVED
Liberace, Columbia 39995
- Chicago... ETERNALLY
V. Damone, Mercury 70186
- Los Angeles... DON'T CALL MY NAME
R. Lee-T. Williams, Decca 28721
- Philadelphia... JOHNNY
L. Paul-M. Ford, Capitol 2486
- St. Louis... CRYING IN THE CHAPEL
R. Allen, Decca 28758

Territorial Best Sellers

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

New York

1. Song From Moulin Rouge
P. Faith, Columbia
2. Limelight (Terry's Theme)
F. Chacksfield, London
3. I'm Walking Behind You
E. Fisher, Victor
4. No Other Love
P. Como, Victor
5. April in Portugal
L. Baxter, Capitol
6. Ruby
R. Hayman, Mercury
7. Anna
S. Mangano, M-G-M
8. With These Hands
E. Fisher, Victor
9. Crazy, Man, Crazy
B. Haley, Essex
10. C'Est Si Bon
E. Kitt, Victor

Chicago

1. I'm Walking Behind You
E. Fisher, Victor
2. Limelight (Terry's Theme)
F. Chacksfield, London
3. No Other Love
P. Como, Victor
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Song From Moulin Rouge
P. Faith, Columbia
6. You, You, You
Ames Brothers, Victor
7. April in Portugal
L. Baxter, Capitol
8. Ruby
R. Hayman, Mercury
9. P. S.: I Love You
Hilltoppers, Dot
10. Eternally
V. Damone, Mercury

Los Angeles

1. Song From Moulin Rouge
P. Faith, Columbia
2. I'm Walking Behind You
E. Fisher, Victor
3. April in Portugal
L. Baxter, Capitol
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. No Other Love
P. Como, Victor
6. Anna
S. Mangano, M-G-M
7. C'Est Magnifique
G. MacRae, Capitol
8. I Believe
F. Laine, Columbia
9. Say You're Mine Again
P. Como, Victor
10. Don't Call My Name
R. Lee-T. Williams, Decca

Philadelphia

1. No Other Love
P. Como, Victor
2. I'm Walking Behind You
E. Fisher, Victor
3. Song From Moulin Rouge
P. Faith, Columbia
4. Half a Photograph
K. Starr, Capitol
5. April in Portugal
L. Baxter, Capitol
6. Gambler's Guitar
R. Draper, Mercury
7. With These Hands
E. Fisher, Victor
8. You, You, You
Ames Brothers, Victor
9. Say You're Mine Again
P. Como, Victor
10. Johnny
L. Paul-M. Ford, Capitol

Detroit

1. Oh
P. W. Hunt, Capitol
2. I'm Walking Behind You
E. Fisher, Victor
3. Song From Moulin Rouge
P. Faith, Columbia
4. No Other Love
P. Como, Victor
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. C'Est Si Bon
E. Kitt, Victor
7. Crying in the Chapel
D. Glenn, Valley
8. Crying in the Chapel
J. Valli, Victor
9. April in Portugal
R. Hayman, Mercury
10. Limelight (Terry's Theme)
F. Chacksfield, London

Boston

1. Song From Moulin Rouge
P. Faith, Columbia
2. Allez Vous En
K. Starr, Capitol
3. No Other Love
P. Como, Victor
4. Limelight (Terry's Theme)
F. Chacksfield, London
5. Crying in the Chapel
D. Glenn, Valley
6. I'm Walking Behind You
E. Fisher, Victor
7. TV Rhumba
B. Bachelder, Mood
8. P. S.: I Love You
Hilltoppers, Dot
9. C'Est Si Bon
E. Kitt, Victor
10. With These Hands
E. Fisher, Victor

Pittsburgh

1. You, You, You
Ames Brothers, Victor
2. Song From Moulin Rouge
P. Faith, Columbia
3. No Other Love
P. Como, Victor
4. Crying in the Chapel
D. Glenn, Valley
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. P. S.: I Love You
Hilltoppers, Dot
7. Don't Take Your Love From Me
Three Suns, Victor
8. April in Portugal
V. Damone, Mercury
9. Down by the River Side
Four Lads, Columbia
10. With These Hands
E. Fisher, Victor

Atlanta

1. Song From Moulin Rouge
P. Faith, Columbia
2. Ruby
R. Hayman, Mercury
3. I'm Walking Behind You
E. Fisher, Victor
4. For Me, For Me
G. Gibbs, Mercury
5. Limelight (Terry's Theme)
R. Hayman, Mercury
6. Limelight (Terry's Theme)
V. Young, Decca
7. April in Portugal
L. Baxter, Capitol
8. No Other Love
P. Como, Victor
9. C'Est Si Bon
E. Kitt, Victor
10. Vaya Con Dios
L. Paul-M. Ford, Capitol

St. Louis

1. Crying in the Chapel
R. Allen, Decca
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Song From Moulin Rouge
P. Faith, Columbia
4. P. S.: I Love You
Hilltoppers, Dot
5. I'm Walking Behind You
E. Fisher, Victor
6. Eight Beat Boogie
J. Maddox, Dot
7. No Other Love
P. Como, Victor
8. With These Hands
E. Fisher, Victor
9. Breeze
T. Richards, Derby
10. Butterflies
P. Page, Mercury

Washington-Baltimore

1. No Other Love
P. Como, Victor
2. Song From Moulin Rouge
P. Faith, Columbia
3. I'm Walking Behind You
E. Fisher, Victor
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Ruby
R. Hayman, Mercury
6. April in Portugal
L. Baxter, Capitol
7. I Believe
F. Laine, Columbia
8. Limelight (Terry's Theme)
F. Chacksfield, London
9. C'Est Si Bon
E. Kitt, Victor
10. Gambler's Guitar
R. Draper, Mercury

Seattle

1. Song From Moulin Rouge
P. Faith, Columbia
2. You, You, You
Ames Brothers, Victor
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. I'm Walking Behind You
E. Fisher, Victor
5. April in Portugal
L. Baxter, Capitol
6. Ruby
L. Baxter, Capitol
7. Uska Dara
E. Kitt, Victor
8. Anna
S. Mangano, M-G-M
9. Crazy, Man, Crazy
B. Haley, Essex
10. Down by the River Side
Four Lads, Columbia

New Orleans

1. Song From Moulin Rouge
P. Faith, Columbia
2. I'd Rather Die Young
Hilltoppers, Dot
3. Half a Photograph
K. Starr, Capitol
4. Limelight (Terry's Theme)
F. Chacksfield, London
5. I'm Walking Behind You
E. Fisher, Victor
6. I'm Loved
Liberace, Columbia
7. I Believe
F. Laine, Columbia
8. No Other Love
P. Como, Victor
9. With These Hands
E. Fisher, Victor

Dallas-Ft. Worth

1. Gambler's Guitar
R. Draper, Mercury

2. I'm Walking Behind You
E. Fisher, Victor
3. April in Portugal
L. Baxter, Capitol
4. Song From Moulin Rouge
V. Young, Decca
5. For Me, For Me
G. Gibbs, Mercury
6. Say You're Mine Again
P. Como, Victor
7. Vaya Con Dios
L. Paul-M. Ford, Capitol
8. Allez Vous En
K. Starr, Capitol
9. No Other Love
P. Como, Victor
10. With These Hands
E. Fisher, Victor

Denver

1. I'm Walking Behind You
E. Fisher, Victor
2. April in Portugal
L. Baxter, Capitol
3. Ruby
L. Baxter, Capitol
4. Song From Moulin Rouge
P. Faith, Columbia
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. Anna
S. Mangano, M-G-M
7. Song From Moulin Rouge
Montovani, London
8. Ruby
R. Hayman, Mercury

Cincinnati

1. No Other Love
P. Como, Victor
2. I'm Walking Behind You
E. Fisher, Victor
3. Song From Moulin Rouge
P. Faith, Columbia
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. P. S.: I Love You
Hilltoppers, Dot
6. Ruby
R. Hayman, Mercury
7. Limelight (Terry's Theme)
F. Chacksfield, London
8. Allez Vous En
K. Starr, Capitol
9. This Is My Prayer
D. Noel, Decca
10. Butterflies
P. Page, Mercury

Decca to Shut Up Disk Plant In Bridgeport

BRIDGEPORT, Conn., July 11.—Decca Records, Inc., which has been manufacturing phonograph records in this city since 1938, will terminate operations here effective Friday (17). The normal work force at the plant here has already been cut from 275 to 104. Robert Damon, president of Local 258, United Electrical Workers' union, reported that union representatives have been officially notified of the closing. Dismantling of plant equipment will be completed within a month. According to Stephen Spinnelli, assistant superintendent of the local Decca factory, six supervisory workers will be transferred to the new Decca plant in Gloversville, N. Y. The six are William Casey, James Smith, Frank LaRonca, Leo G. Odkin, Stanley Pavlowsky and Spinnelli. Plant superintendent Edward G. Grich has already been transferred to Gloversville.

Written by SIDNEY PROSEN
Writer of TILL I WALTZ AGAIN WITH YOU
b/w DONKEY SERENADE

A Sensational romantic HIT Ballad—for all Summer!!
MOONLIGHT TANGO
exclusive SMASH version by **RICKY HALE-DANA RECORD** 2106; 45-2106
REMO BIONDI ORCH
Distributors Note: Some Territories Still Open—Write Wire-Phone **DANA RECORDS** 344 North Ave. New Rochelle, N. Y.



Published by **VILLAGE MUSIC CO.**
1619 Broadway
N. Y. 19

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

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

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BOOTH #44

VOX JOX

By GENE PLOTNIK

Rainbow Jackson, KDKA, Pittsburgh, gave himself away to one of his listeners last Tuesday (7). The reason for the giveaway was that Jackson had lost a long-running riddle contest with Ed Schaugency on KDKA's every-morning "Musical Clock" show. Jackson lost 49 to 50. Jackson's services went to the listener who sent in the best letter of request. Response was so great that on Wednesday (8), Jackson was given to six other listeners, to do such chores as milking a cow, walking cats and re-queening a beehive. . . . Del Ward, former all-night gal disk jockey of WGN, Chicago, who has been doing dramatic parts in New York radio and TV since the first of this year, is joining KWK, St. Louis, to run a late night disk show. . . . Phil Sheridan, WFIL, Philadelphia, is starting a new mystery voice contest on his "Rise and Shine" show next week. The contest will put Sheridan and the voices on other slots on the radio, as well as the TV station. The winner, who must also submit the best Cerebral Palsy slogan, gets a 1953 Ford. . . . Bill Randle, WERE, Cleveland, sponsored a benefit for a local nursing scholarship fund last week. Over 8,000 persons jammed Shaw Stadium to see Percy Faith and Les Paul and Mary Ford. . . . Stan Pat, Trenton, N. J., disk jockey who as Pat Pagnotta is a New York theatrical agent, has a four-page write-up in the current issue of Scope magazine. . . . Frank Lawrence, formerly of KWHN, Fort Smith, Ark., and now with KFSA, same city, with two shows daily, is looking to buy old Jimmie Lunceford records. . . . Bob Maxwell, WWJ, Detroit, says he's getting a lot of mail from listeners approving his 15-minute biographical features on famous musicians. . . . Frank Teas, formerly of WAER, Syracuse, and WGN, Newburgh, N. Y., is joining WABI, Bangor,

Me. . . . Bill Silbert concludes his WABD, New York, nightly show next week. . . . More than 500 teen-agers jammed the studios of WJAS, Pittsburgh, last Friday to attend the "Teen Canteen" segment of the Barry Kaye show. Kaye has had the show only three weeks and promoted the feature on the air only. . . . Red Jones, formerly of KVET, Austin, Tex., has joined KTAE, Taylor, Tex. . . . Len Sherman has returned to KOLO, Reno, Nev., after a year in the advertising field. . . . Chuck Gordon, WEGO, Concord, N. C., is now doing a daily show of gospel and spiritual records entitled "Southland Calling." . . . Brad Lacey is leaving WKXL, Concord, N. H., to join WTSL, Hanover, N. H. . . . Bill Price, WCOJ, Coatesville, Pa., is looking for a transcription of a rooster crowing. . . . Charles Glass, WJDA, Quincy, Mass., to celebrate 10 years Perry Como has been with RCA Victor, dedicated 45 minutes to a review of Como hits. Every other station break was "This is Perry Como day on WJDA." He signed off that day with Como's "Lord's Prayer." . . . Don Baron, WVCH, Chester, Pa., is playing Christmas and winter tunes every afternoon to cool the imagination of his audience.

Success Story

Joe Zingale got his start by appearing as a guest disk jockey on the Johnny Andrews show, WTAM, Cleveland. After his appearance, Andrews gave Zingale an electrical transcription of the show. Several weeks later, Zingale walked into WFOB, Fostoria, O., with the ET under his arm and auditioned for a night deejay spot. He is now doing a 9:15 p.m. to midnight disk show on the latter station, six nights a week. And a regular Monday feature of Zingale's show, which is called "The Night Owl," is a guest disk jockey spot.

Music as Written

• Continued from page 26

for a two-week run. The team makes up an all Decca show. Cinder-Ella currently has "Crying in the Chapel" going for her. . . . Fran Warren graces the stage of the Chicago Theater for two weeks beginning July 24. The M-G-M star is billed with Mickey Rooney. . . . Jerry Blaine, Jubilee Records proxy, in town on a deejay junket.

Les Paul and Mary Ford, Capitol artists, are set for a two-week run on the stage of the Chicago Theater, starting August 7. Their waxing of "Vaya Con Dios" is currently on the hit charts. Johnny Desmond, Coral Records singer, will be on the same bill. Johnny stars on "Don McNeill's Breakfast Club" each morning.

Hollywood

Thrush Rosemary Clooney completed filming her stint for the 1953 Christmas seal appeal by singing Rodgers and Hammerstein's "Happy Christmas, Little Friend." First time song has been okayed for public performance.

Paul Vandervoort II, songwriter and music chronicler, is recovering from an eye operation. . . . Guy Mitchell returns soon to London for a repeat engagement at the Palladium. . . . KMPC deejay Johnny Grant has been awarded a special citation for his contributions to local crime prevention programs by Los Angeles County Peace Officers' Association. Getting a similar citation was nitery op-owner H. D. Hover. . . . Danny Welton, young harmonica virtuoso whose first recording, "Ruby," with Les Baxter brought him much attention, has another M-G-M Record disk out, "No Other Love," backed by Dave Rose ork. . . . Andrew Previn, M-G-M musical director-conductor of "Kiss Me Kate," is set to wax a piano album of the Cole Porter tunes from the production. . . . In the current trend of using title songs to promote movies, composer Willy Schmidt-Gentner has penned a ballad, "Carnival," which will be theme of film of same name being produced by

King Bros. in Munich. Hy King, of the production company, leaves for New York to discuss publication of the tune with BMI execs.

. . . Allied Artists has signed Marlin Skiles as music director on "Bowery Bloodhounds."

Jimmy McHugh's 30th anniversary as a song writer will be marked by inclusion of one of his numbers, "I Can't Believe That You're in Love With Me," in the score of "The Caine Mutiny," Columbia production. It'll be the only song in the score. . . . Singer Frances Langford has been signed to portray herself in the "The Glenn Miller Story" by U-I. . . . Capitol recording artist Frances Faye has been inked to headline at Bill Miller's Riviera for a two-week stint starting July 14. . . . Hugh Martin has checked in at the Warner Bros. lot to write vocal arrangements for Judy Garland's songs in "A Star Is Born."

Philadelphia

Ivin Ballin, local record manufacturer who also owns Stenton Music, on the basis of the sales interest in Mike Pedicin's waxing of "Live Every Moment You Live," has turned the song over to Meridian Music, New York. . . . Marty Wilson, local drummer, left for the West Coast for seven weeks of recording sessions with the Columbia house orchestra. . . . Joe Stern left the local scene to take his band to the Edgewater in Longport, N. Y. . . . With the opening week's dancing split among Johnny Long, Johnny Austin and Ray Anthony, the Starlight Ballroom at near-by Wildwood, N. J., has the following coming in for week-end dance stands: Ralph Marterie for this week-end (17 and 18), followed by Les Brown, Louis Prima, Stan Kenton, Tony Pastor, Art Mooney and Buddy Williams, with Charlie Spivak getting the Labor Day week-end call. . . . The Sunnybrook Ballroom, major Saturday night stand at near-by Pottstown, Pa., shuttered for the summer months.

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SELLOUT

**La Rosa in SRO
Biz, Sans Ads,
In Pittsburgh**

PITTSBURGH, June 27. — Julius La Rosa, a Godfrey radio show regular, did two nights at the Vogue Terrace Friday and Saturday (19-20) and the club had to get the State Police to control traffic.

La Rosa came in for \$3,750 on a straight deal. Operating on a \$3 cover, the 1,100-seat spot was sold out three nights before the opening, and without a single ad. Column items drew such attention that by the time the club had La Rosa actually signed, and was ready to make the announcement the room had been sold out, so there was no point in running ads.

As a result of this phenomenal business, club is making a drive to line up all the Arthur Godfrey show regulars. It has bought the Chordettes for a week stand, has a deal going with the Mariners and is now trying for the McGuire Sisters, Frank Parker and others.



Billboard, July 4, 1953

*... and a Sellout on Records too
Thanks to you Record Retailers*

Currently:

LET'S MAKE UP BEFORE WE SAY GOODNIGHT

and

MY LADY LOVES TO DANCE

Cadence 1231

Watch for **NEW** Release Coming Soon

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Distributors: Some choice territories still available . . . Look us up at The Palmer House, Booth #15, during NAMM Show.

The Billboard's Music Popularity Charts

Classical Records

... For Week Ending July 11

Best Selling Classics

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

This Week	Last Week	Weeks on Chart	33 1/3 R.P.M.
1.		40	BEETHOVEN SYMPHONY NO. 9 —E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym-phony Ork, A. Toscanini, conductor..... V(33)LM-6009
2.		10	MUSIC OF VICTOR HERBERT —Mantovani Ork London(33)LL-746
3.		16	RIMSKY-KORSAKOV: SCHEHERAZADE —Minneapolis Symphony Ork, Dorati, conductor. Mercury(33)MG-50009
3.		25	OFFENBACH: GAITE PARISIENNE —Boston Pops Ork, A. Fiedler, conductor..... V(33)LM-1001
5.		22	RIMSKY-KORSAKOV: SCHEHERAZADE —San Fran-cisco Symphony Ork, P. Monteux, conductor..... V(33)LM-1002

45 R.P.M.

1.		23	TCHAIKOVSKY: NUTCRACKER SUITE —E. Ormandy, conductor, Philadelphia Ork..... V(45)WDM-1020
2.		43	ROSSINI: WILLIAM TELL OVERTURE —NBC Symphony Ork, A. Toscanini, conductor..... V(45)WDM-605
3.		1	ALL TIME FAVORITES —Boston Pop Ork, A. Fiedler, conductor V(45)EPR-20
4.		11	GERSHWIN: RHAPSODY IN BLUE —O. Levant, Phila-delphia Symphony Ork, E. Ormandy, conductor Col(45)A-251; Col(45)A-1643
4.		48	MUSIC OF JOHANN STRAUSS —Minneapolis Symphony Ork, E. Ormandy, conductor..... V(45)WDM-262

Reviews of the Current Classical Releases

BANTOCK: FIFINE AT THE FAIR—The Royal Philharmonic.... Orchestra; Sir Thomas Beecham Conducting (1-12") 58 V (33) LHMV 1026

The impressionistic Bantock symphonic poem is based on Robert Browning's work and is subtitled "A Defence of Inconstancy." It's light in feeling, particularly well-played and a welcome addition to disk catalogs for the few who are seeking contemporary works. Bantock died just seven years ago. The bustling, dynamic, feeling-full music will please those who buy the set, but it doesn't figure to attract much attention except for Beecham's following here.

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

VILLAGE MUSIC

U. S. Pubber Picks Reps In Europe

PARIS, July 11. — Pubber-writer Sid Prosen, now here on a business trip, has completed arrangements for European representation for his firm, Village Music. He has set up representation in France, the Scandinavian countries, Italy, Germany and Belgium, and is now working out a deal with England.

While in Europe, Prosen has also picked up a number of tunes to take back to the United States. They include "Rien n'Est Si Bleu," "Adieu Adieu," and "Pour Vos Beaux Yeux Aimer." These were acquired from Frances, Day & Hunter, and Prosen will assign writers to do the English lyrics.

Prosen's ditty, "Til I Waltz Again With You," is starting to catch on in Europe and is creating healthy action in France. He will visit England, Italy and Switzerland before returning to the U. S.

Cole, Jordan, Marterie for 1-Night Tour

CHICAGO, July 11. — Ralph Marterie, Nat (King) Cole and Louis Jordan will join forces on September 26 to play a series of one-nighter concerts on an eight-week tour which ends November 22.

After finishing the tour, Marterie and his orchestra will be routed to Miami, where they will play an engagement at Miami University on November 28.

The Marterie orchestra will then return to the Chicago area and opens at the Melody Mill Ballroom December 16 for a four-week stand. Marterie is currently setting a pace with three tunes, "Pretend," "Caravan," and "Crazy Man, Crazy," which is figured to add appreciably to the box office pull on the one-nighter tour with Cole and Jordan.

Cole currently has two sides which are also figured to add to the box office of the tour, "I Am in Love" and "Return to Paradise."

Album and LP Reviews

BATTLE OF JAZZ VOLUME NO. 6... Henry (Red) Allen—Red Norvo Sextet (1-10")

Brunswick (33) BL 58044
Allen's combo consists of Allen, J. C. Higginbotham, Don Stovall, Al Williams, Clarence Moten and Al Burroughs, while Norvo's group is made up of the vibist, Aaron Sacks, Danny Negri, Remo Palmieri, Clyde Lombardi, Eddie Dell. It's the two-beat, hot school against the modern, semi-bop, cool school. Selections are well chosen from among jazz and pop standards and little heard originals.

DRAMATIC HIGHLIGHTS FROM WILLIAM SHAKESPEARE'S JULIUS CAESAR 78 (5-45's)
M-G-M (45) K 204

With flick critics agreeing that this is good movie Shakespeare, the sound-track version on disks figures to catch some strong action now and remain good catalog material. The 45 r.p.m. package consists of 10 sides, including some of the best speeches, scenes and narration, plus Miklos Rozsa's background music. Package is good. Set loses somewhat since neither the notes nor the individual labels make it possible to find the wanted portions of the drama.

NAT (KING) COLE UNFORGETTABLE 73
Capitol (45) EBF 357

BEN LIGHT: PIANO HITS
Capitol (45) EAP 1-427

JO STAFFORD, GORDON MacRAE: MEMORY SONGS
Capitol (45) EAP 1-428

JANE FROMAN: FAVORITES
Capitol (45) EAP 1-429

TEX RITTER SINGS
Capitol (45) EAP 1-431

JOHNNY PECON'S: POLKA PARTY
Capitol (45) EAP 1-432

MEL BLANC: PARTY PANIC
Capitol (45) EBF 436

The label has put together a fine group of EP packages to add to their line with this collection of seven new albums — including two two-pocket sets. Material is gleaned from previous single and album issues and the packaging is excellent. The Cole, Stafford-MacRae, Froman and Light sets should lead this group in sales, though all are good catalog items. Selections in the EP packages are strong enough in almost every instance to attract business.

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"Fifty-Three" Duke-113

ROSCO GORDON
"TOO MANY WOMEN"
"Wise to Your, Baby" Duke-109

BOBBY ("BLUE") BLAND
"LOVIN' BLUES"
"I. O. U. Blues" Duke-193

ST. LOUIS JIMMY
"DRINKING WOMAN"
"Why Work?" Duke-120

THE MIGHTY DUKES
—Singing Group—
"NO OTHER LOVE"
"Why Can't I Have You?"
(Soon to be released on Duke)

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MID-SOUTH SINGERS
"LORD, COME ON AND SEE
ABOUT ME"
"Will Meet You in the Morning"
(Soon to be released) Duke-202

**SWANEE SPIRITUAL
SINGERS**
"GOD SPOKE TO ME ONE DAY"
"Let Us Stand on That Rock"
Duke-200B

SUNSET TRAVELERS
"YES, YES, I'VE DONE MY DUTY"
"My Number Will Be Changed"
Duke-201

HEAVEN BOUND FOUR
"THERE'S A HAND GONE BEFORE
LEADING ME"
"I'm Giving Up This World To
Live With God"
Duke-203
(Soon to be released)

PEACOCK

BLUES AND RHYTHM

WILLIE MAE THORNTON
"THEY CALL ME BIG MAMA"
"Cotton Pickin' Blues"
Peacock-1621

**CLARENCE (GATEMOUTH)
BROWN**
"HURRY BACK GOOD NEWS"
"Boogie Uproar" Peacock-1617

MARIE ADAMS
"AIN'T CAR CRAZY"
"I'm the Bluest Gal in Town"
Peacock-1614

PAUL MONDAY
"I PROMISE"
"I Can't Forget About You"
Peacock-1608

JIMMY McCRAKCLIN
"SHE FELT TOO GOOD"
"Share and Share Alike"
Peacock-1615

TEMPO TOPPERS
"AIN'T THAT GOOD NEWS?"
"A Fool at the Wheel"
Peacock-1616

GWYN JOHNSON
"NEW ORLEANS"
"Never Again" Peacock-1613

**LOYD (FAT MAN)
SMITH**
"MY CLOCK STOPPED"
"No Better for You"
Peacock-1611

SONNY PARKER
"SHE SETS MY SOUL ON FIRE"
"Disgusted Blues"
Peacock-1620

MEMPHIS SLIM
"LIVING LIKE A KING"
"Sinnin' and Thinkin'"
Peacock-1602

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"HOW SWEET IT IS"
"I'm Going To Press On"
Peacock-1716

GOLDEN HARP SINGERS
"WILL THERE BE ANY STARS
IN MY CROWN?" (Parts 1 & 2)
Peacock-1591

**ORIGINAL FIVE BLIND
BOYS**
(Jackson Harmonizers)
"SOMEWHERE LISTENING FOR
MY NAME"
"I Know the Lord Will Make a
Way, Yes He Will"
Peacock-1714

DIXIE HUMMING BIRDS
"ETERNAL LIFE"
"Lord, If I Go"
Peacock-1713

THE STARS OF HOPE
"YOU BETTER MIND"
"Where Shall I Go"
Peacock-1712

**THE SOUTHERN
WONDERS**
"GAMBLING MAN"
"There's No Rest for the Weary"
Peacock-1711

**SISTER JESSIE MAE
RENFRO**
"I MUST TELL JESUS"
"Hell's Attraction Lights"
Peacock-1718
(Soon to be released)

**THE SENSATIONAL
NIGHTINGALES**
"A SINNER'S PLEA"
"I THANK YOU, LORD"
Peacock-1709

**THE CHRISTLAND
SINGERS**
"A FEW MORE DAYS"
"Peace in the Land"
Peacock-1599

CLEOPHUS ROBINSON
"The Nation's Wonder" Singing
"IN THE SWEET BY AND BY"
"When I Can Read My Title Clear"
Peacock-1719
(Soon to be released)

CHRISTIAN TRAVELERS
"WELL DONE"
"Make More Room for Jesus in
Your Life"
Peacock-1715

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Popular Record Reviews

Continued from page 36

and smart use of the chorus. Both sides are excellent and should pull bundles of spins. Fine wax from Tommy. (T. B. Harms, ASCAP)

ELLA MAE MORSE

40 Cups of Coffee.....76
CAPITOL 2539—The rhythm and blues opus is given a solid ride by the thrush. Miss Morse delivers it with infectious spirit and verve and the band backs her strongly throughout. Treatment is such that the side could garner good action in both the pop and r.&b. markets.

Oh! You Crazy Moon

73
Ballad is warbled smoothly, for a pleasant slicing.

VICTOR YOUNG ORK

Moonlight Serenade.....76

DECCA 28638 — The Victor Young strings ring the pretty tune with much charm. A fine instrumental that should earn many spins. It's a Young original. (Victor Young, ASCAP)

Pixie Holiday

71
Cheerful, bouncy instrumental opus is played briskly by the ork. Harry Sukman, clarinet, is featured at the piano. (Ardmore, ASCAP)

SAMMY KAYE ORK

The Midnight Ride.....75

COLUMBIA 40025—Side represents somewhat of a switch for Sammy Kaye, with the ork selling strongly on a rhythmic rocker. Effort builds in intensity as it spins, meanwhile retaining its strong beat. Good for the

jitterbugs. (World, ASCAP)

The One in Your Heart.....74

Back in a more familiar groove here, the band projects a smooth waltz, with The Kaydets chanting the lyrics pleasantly. (World, ASCAP)

BOB EBERLY

You Are Too Beautiful.....9...74

CAPITOL 2525—The fine Rodgers-Hart oldie is sold in first-rate style by the warbler, and the Baxter crew turns in a fine performance on the arrangement. This one should get jock action. (Harms, ASCAP)

Cryin' My Heart to Sleep

73
Good performance by Eberly on an appealing new ditty, with fine help from the Les Baxter Ork. Good side for deejay shows. (Essex, ASCAP)

BETTY HUTTON

Goin' Steady.....73

CAPITOL 2522—Country ditty is warbled with infectious gaiety. Jocks should spin some. (Central, BMI)

No Matter How You Say Goodbye

72
Weeper ballad is sung appealingly by Miss Hutton in her warm, husky-voiced manner. A good side. (Goday, BMI)

MINDY CARSON

Honey-Darlin'.....73

COLUMBIA 40033—Happy, romantic ditty is warbled easily by Mindy to an engaging beat by the ork. (Sanity-Joy, ASCAP)

Free Home Demonstration.....70

Gal forces herself in a singing style that doesn't seem to fit her comfortably. Hokey rendition, tho, of the country click is cute and should win some air play. (Hawthorne, ASCAP)

TED STRAETER ORK

Marriage Type Love.....73

M-G-M (45) K11548—Ted Straeter and Sue Bennett do a pleasant job with this attractive effort from the new Cole musical "Can-Can." Jocks can use.

Can-Can... 69

Same comment.

CLAUDE THORNHILL

Mambo Nothing.....73

TREND 57—There's action from the first groove of this wild mambo effort which the band sells with life and spirit in a somewhat cool manner. This side has a chance to get some action with enough exposure, and the jazz fans should hand it a listen. (Hollis, BMI)

Adios... 69

The Thornhill Ork bows on the label with a somewhat exciting instrumental performance of the oldie. The ork shows off its fine ensemble work on the tune, but it could have shown more life as well. (Southern, ASCAP)

WALLY STOTT ORK

My One and Only Love.....73

M-G-M (45) K11551 — The tender melody is awarded a friendly reading by the ork. Pleasant listening here. Serenade for a Tin Horn... 69

Cute instrumental novelty, ably played.

JIMMY YOUNG

Eternally.....73

LONDON 1357—Here's an attractive version of the new lyric added to

Chaplin's "Limelight." Tho Damone is out first and has the name power. London's hold on the instrumental version could get added action for this one.

Isn't It Heavenly

67
Backed by the Ron Goodwin ork, Young handles the standard ballad in fine fashion. Guy might happen some day.

MARK CARTER ORK

I'll Close My Eyes.....72

KING 1236—Listenable chanting by warbler Mark Carter of the oldie, backed nicely by the Four Pipers and the large ork. Jocks can use. (Peter Maurice, ASCAP)

Back in the Good Old Days

69
Carter and the Pipers bring the good old days when a dollar was worth 100 cents. Ork swings on this one, and it could get some juke action. (Mutual, ASCAP)

JIMMY CARROLL

Clarinet Polka.....72

COLUMBIA 40028—Carroll blows a brilliant clarinet here in a presto reading of the polka, playing all the harmony, too, thru several multi dubs. Ought to earn some spins. (Senator, BMI)

Tiptoe Thru the Tulips With Me

69
Same multi-dub technique on the familiar oldie. (M. Witmark, ASCAP)

RONNIE ALDRICH

Concerto for Castanets.....71

LONDON 1299—Obviously (from the title) a Latin-American type of effort, but in concerto style. Aldrich, ork pianist, solos with the Squadronaires for a side which jocks might like to spin.

Torrentada... 68

An Aldrich-written item in the same

mood has a good and evident melody line which could attract interest.

SHEP FIELDS ORK

Jersey Bounce.....70

M-G-M (45) K11552—The ork revives the oldie in a pleasing instrumental that dancers will like. Deejays, too, can use for programming variety.

Keep Cool

69
Ballad in the Calypso manner is chanted infectiously by Fred Huddleston in gag style. Ork blows with a beat.

JUDY GARLAND

Go Home, Joe.....70

COLUMBIA 40023—Heartfelt warble of the show-style ballad might attract some action from older record buyers. Kids are unlikely to award it any more than token play. (E. H. Morris, ASCAP)

Heartbroken

68
Judy works hard over a pretentious and rambling ballad. Many should like the performance, however. (Redd Evans, ASCAP)

IRVING FIELDS TRIO

Goobala-Goobala.....70

KING 1243—Cute novelty about an amorous gorilla (thus the title) is chanted neatly and played with a lilt by the trio. Piano work stands out. Light effort looks headed for spins. (Crest, ASCAP)

Key West Rhumba

56
Okay rhumba by the Irving Fields Trio, that could be of interest to dancers who dig the L.A. beat. Instrumental performance by the trio is a good one. (Harris, ASCAP)

(Continued on page 37)

"Proud to have been first to introduce 'Crying In The Chapel' to the nation."

Randy Blake
WJJD, Chicago

"Fine in every respect and it's destined for the top."

"Uncle Tom" More
WNOX, Knoxville

"I have come to the conclusion that Darrell Glenn is one of the most important record discoveries in several years."

Tom Edwards
WERE, Cleveland

"I've been spinning 'Crying In The Chapel' and it looks real good."

Smokey Smith
KRMT, Des Moines

"I think 'Crying In The Chapel' is terrific. It's been tops on my list of hits."

Jim Hess
WVKK, Knoxville

"A fresh new voice in Darrell Glenn and a really top tune in 'Crying In The Chapel.'"

Tom Carlisle
WROL, Knoxville

"A young and refreshing new personality. Will appeal to both pops and hillbilly audiences."

Pete Winters
WBIR, Knoxville

"Since our first airing of 'Crying In The Chapel' it has held up as one of my most requested records."

Marty Roberts
WCKY, Cincinnati

"'Crying In The Chapel' is riding comfortably in first place on the WACL popularity poll."

Hillbilly Hayes
WACL, Waycross

"One of the most requested records I have ever had. Darrell Glenn is really a find."

Eddie Parker
WKGK, Knoxville

"Valley has come up with a double-threat on Darrell Glenn's 'Crying In The Chapel!' An exciting new voice that gets your attention from the first note of a very refreshing song."

Ray Scott
WZIP, Covington

"I really believe that Darrell Glenn will be one of the brightest lights in the not too distant future of our folk music industry."

"Cousin Hank" Kneeland
WERI, Jewett City

"I'm going to play 'Crying In The Chapel' when on July 10th I'll be on the Grand Old Opry. Mr. Disc Jockey USA show."

Happy Isen
WORZ, Orlando

"As we predicted, we have made 'Crying In The Chapel' by Darrell Glenn the number one selling record in Northern Ohio."

Nathan Kulkin, Pres.
Ohio Record, Dist. Co.

"Here are a few of the words from listeners about Glenn. 'Who's he? This guy is great!' 'How old? 17, you're nuts, he must have been around before now.' 'Where can you get the record? That's just a few and I personally say he's fabulous.'"

Bert Beck
WSOU, S. Orange

TWO GREAT SIDES

featuring **CARL SMITH**

THE BILLBOARD JULY 4, 1953

CARL SMITH
Darlin' Am I the One? (Valley, BMI)
Hey, Joe (Tannen, BMI)—Columbia 21120—
A surprisingly fast follow-up record to "Trademark" which is just building steam, but it's a good one, particularly the "Darlin'" side.



AND NOW.... TOPS IN POP FOR OPS-

"CRYING IN THE CHAPEL"

Recorded by

- JUNE VALLI.....RCA Victor 20/47-5368
- ELLA FITZGERALD.....Decca 28762
- REX ALLEN.....Decca 28758
- ART LUND.....Coral 61018
- J. T. ADAMS.....and the Men of Texas Republic 7052



Valley Publishers, Inc.
BOX 10033, KINGSTON PIKE
KNOXVILLE, TENNESSEE

THE NATION'S NEWEST HIT!

"Crying In The Chapel"

Hang Up That Telephone

Darrell Glenn

and the Rhythm Riders • Valley V-105
Another Big One!

"CATFISH BOOGIE"
"MIDDLE AGED SPREAD"

by REESE SHIPLEY
Valley 106

Valley RECORDS
Box 10033, Kingston Pike, Knoxville, Tenn.



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Who Brought You "EXPRESSION IN YOUR EYES" with the THREE TWINS TRIO

JUST RELEASED—

THREE LITTLE FISHES

78 RPM-1005A 45 RPM-X1005A

Backed by

WRINGIN' THE TEARS

(THE EYEBALL SONG)

78 RPM-1005B 45 RPM-X1005B



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- ★ Frank D'Rone
- ★ And Many Others

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"MR. PERSONALITY"
OF AMERICAN FOLK MUSIC
and His Country Boys



Thanks Record
Retailers for all
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and
WSM-TV

A Brand **NEW** Release

"I'LL DANCE AT YOUR WEDDING"

and

"I'M MAKING LOVE TO A STRANGER"

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Phone 2-3298

Exclusive
Management

The Billboard's Music Popularity Charts

TOP C&W RECORDS

. . . For Week Ending July 11

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. IT'S BEEN SO LONG—W. Pierce	1	3
Don't Throw Your Life Away—Dec 28725—BMI		
2. TRADEMARK—Carl Smith	7	3
Do I Like It?—Col 21119—ASCAP		
3. MEXICAN JOE—J. Reeves	3	15
I Could Cry—Abbott 116—BMI		
4. TAKE THESE CHAINS FROM MY HEART—H. Williams	1	10
Ramblin' Man—M-G-M 11479—BMI		
5. SPANISH FIRE BALL—H. Snow	3	7
Between Fire and Water—V 20-5296—BMI		
6. FREE HOME DEMONSTRATION—E. Arnold	5	5
'Tow's the World Treating You?—V 20-5305—ASCAP		
7. RUB-A-DUB-DUB—H. Thompson	6	8
I'll Sign My Heart Away—Cap 2445—BMI		
8. YOUR CHEATIN' HEART—H. Williams	10	22
Kaw-Liga—M-G-M 11416—BMI		
9. BUMMING AROUND—T. T. Tyler	9	12
Jealous Love—Dec 28579—BMI		
10. THAT HOUND DOG IN THE WINDOW—Homer & Jethro	8	9
Pore Ol' Koo-Liger—V 20-5280—ASCAP		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. YOUR CHEATIN' HEART—H. Williams	5	19
M-G-M 11416—BMI		
2. IT'S BEEN SO LONG—W. Pierce	4	3
Dec 28725—BMI		
3. MEXICAN JOE—J. Reeves	1	16
Abbott 116—BMI		
4. TAKE THESE CHAINS FROM MY HEART—H. Williams	3	8
M-G-M 11479—BMI		
5. RUB-A-DUB-DUB—H. Thompson	2	8
Cap 2445—BMI		
6. DO I LIKE IT?—Carl Smith	—	1
Col 21119—ASCAP		
7. SEVEN LONELY DAYS—Bonnie Lou	9	3
King 1192—ASCAP		
8. KNOTHOLE—Carlisle	—	13
Mercury 70109—BMI		
9. HOW'S THE WORLD TREATING YOU?—E. Arnold	—	1
V 20-5305—BMI		
10. THIS ORCHID MEANS GOOD-BYE—Carl Smith	—	5
Col 21087—BMI		
10. FREE HOME DEMONSTRATION—E. Arnold	—	2
V 20-5296—ASCAP		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on 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	Last Week	Weeks on Chart
1. MEXICAN JOE—J. Reeves	1	16
Abbott 116—BMI		
2. TAKE THESE CHAINS FROM MY HEART—H. Williams	2	10
M-G-M 11479—BMI		
2. RUB-A-DUB-DUB—H. Thompson	3	7
Cap 2445—BMI		
4. THAT'S ALL RIGHT—A. Inman	7	2
Dec 28629—BMI		
5. SPANISH FIRE BALL—H. Snow	8	5
V 20-5296—BMI		
6. IT'S BEEN SO LONG—W. Pierce	5	3
Dec 28725—BMI		
7. THAT HOUND DOG IN THE WINDOW—Homer & Jethro	3	7
V 20-5280—ASCAP		
8. THIS ORCHID MEANS GOOD-BYE—Carl Smith	9	4
Col 21087—BMI		
9. TRADEMARK—Carl Smith	10	2
Col 21119—ASCAP		
10. YOUR CHEATIN' HEART—H. Williams	5	21
M-G-M—11416—BMI		

HANK SNOW



the Singing Ranger and his Rainbow Ranch Boys
CURRENTLY RIDING HIGH . . .

"SPANISH FIREBALL" and "BETWEEN FIRE AND WATER"

Featured Star
WSM Grand
Ole Opry
and WSM-TV

RCA VICTOR 20/47-5296

Thanks, Retailers, for All
Your Swell Help.

WATCH FOR . . .

FOR NOW AND ALWAYS

and

A MESSAGE from the TRADE WINDS

RCA 20/47-5380

DIRECTION:

JAMES DENNY

WSM ARTISTS SERVICE BUREAU
WSM, NASHVILLE, TENN.

Current Album featuring HANK SNOW
and JIMMIE RODGERS SNOW . . .

**HANK SNOW SALUTES
JIMMIE RODGERS**

Jimmie the Kid
My Blue-Eyed Jane RCA 20/47-5220
When Jimmie Rodgers Said Goodbye
Treasure Untold RCA 20/47-5221
(Both Sides Sung by Jimmie Rodgers Snow)

The Southern Cannonball
Anniversary Blue Yodel RCA 20/47-5222
(Blue Yodel #7)

Why Did You Give Me Your Love
Mississippi River Blues RCA 20/47-5223

ALBUM NUMBERS
RCA VICTOR
LPM 3131 • EPB 3131 • P 3131

there's no business like "Snow" business

there's no business like "Snow" business

business

like "Snow"

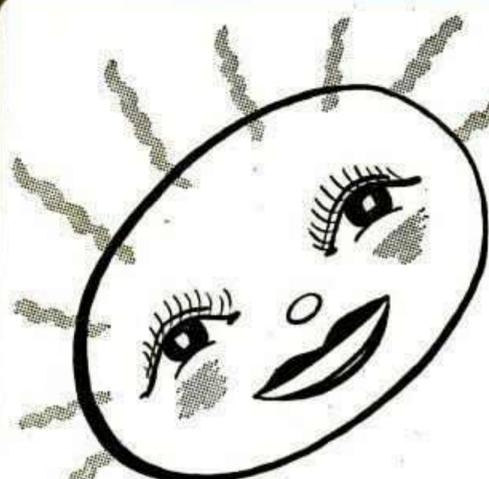
there's no busin

ess like "Snow" business

The Billboard Music Popularity Charts

... for Week Ending July 11

TOP COUNTRY & WESTERN RECORDS



Sunshine Ruby

says ...

I was "Too Young to Tango" but
I'm old enough for ...

DATIN'

RCA #20-5374 47-5374

RCA VICTOR
FIRST IN RECORDED MUSIC



This Week's New Territorial Best Sellers to Watch

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

Dallas-Fort Worth... IS ZAT YOU, MYRTLE? Carlisles, Mercury 70174
SONG OF THE OLD WATER WHEEL S. Whitman, Imperial 8134
Houston... LET ME BE THE ONE H. Locklin, Four Star 1641
Memphis
Cincinnati... TENNESSEE WIG WALK Bonnie Lou, King 1237
Cincinnati... LIFE THEY LIVE IN SONGS K. Wells, Decca 28753
New Orleans... DEAR JOHN LETTER J. Shepard, Capitol 2502

Territorial Best Sellers

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

Dallas-Ft. Worth

1. Mexican Joe
J. Reeves, Abbott
2. Spanish Fire Ball
H. Snow, Victor
3. It's Been So Long
W. Pierce, Decca
4. Take These Chains From My Heart
H. Williams, M-G-M
5. Trademark
Carl Smith, Columbia
6. Hound Dog in the Window
Homer & Jethro, Victor
7. Crying in the Chapel
D. Glenn, Valley
8. Is Zat You, Myrtle?
The Carlisles, Mercury
9. Song of the Old Water Wheel
S. Whitman, Imperial
10. Cold Shoulder
R. Price, Columbia

Houston

1. That's All Right
A. Inman, Decca
2. It's Been So Long
W. Pierce, Decca
3. Let Me Be the One
H. Locklin, Four Star
4. Let Me Love You Just a Little
J. Reeves, Abbott
5. Do I Like It?
Carl Smith, Columbia
6. Take These Chains From My Heart
H. Williams, M-G-M
7. Mexican Joe
J. Reeves, Abbott
8. You Said You Could Do Without Me
K. Wells, Decca
9. That Hound Dog in the Window
Homer & Jethro, Victor
10. Your Cheatin' Heart
H. Williams, M-G-M

Cincinnati

1. Take These Chains From My Heart
H. Williams, M-G-M
2. Trademark
Carl Smith, Columbia
3. Restless Heart
S. Whitman, Imperial
4. Last Waltz
W. Pierce, Decca
5. Free Home Demonstration
E. Arnold, Victor
6. This Orchid Means Good-Bye
Carl Smith, Columbia
7. Spanish Fire Ball
H. Snow, Victor
8. Tennessee Wig Walk
Bonnie Lou, King
9. Life They Live in Songs
K. Wells, Decca
10. By Degrees
J. Skinner, Capitol

Memphis

1. It's Been So Long
W. Pierce, Decca
2. Take These Chains From My Heart
H. Williams, M-G-M
3. Seven Lonely Days
Bonnie Lou, King
4. Spanish Fire Ball
H. Snow, Victor
5. Do I Like It?
Carl Smith, Columbia

6. Free Home Demonstration
E. Arnold, Victor
7. Tennessee Wig Walk
Bonnie Lou, King
8. Trademark
Carl Smith, Columbia
9. That's All Right
A. Inman, Decca
10. Too Young to Tango
S. Ruby, Victor

New Orleans

1. Trademark
Carl Smith, Columbia
2. That's All Right
A. Inman, Decca
3. It's Been So Long
W. Pierce, Decca
4. Dear John Letter
J. Shepard, Capitol
5. Take These Chains From My Heart
H. Williams, M-G-M
6. Rub-A-Dub-Dub
H. Thompson, Capitol
7. Mexican Joe
J. Reeves, Abbott
8. Your Cheatin' Heart
H. Williams, M-G-M
9. No Help Wanted
Carlisles, Mercury
10. Bumping Around
T. T. Tyler, Decca

Nashville

1. Trademark
Carl Smith, Columbia
2. You Weren't Ashamed to Kiss Me Last Night
R. Price, Columbia
3. It's Been So Long
W. Pierce, Decca
4. Crying in the Chapel
D. Glenn, Valley
5. Half Way Chance With You
M. Robbins, Columbia
6. Do I Like It?
Carl Smith, Columbia
7. Rub-A-Dub-Dub
H. Thompson, Capitol
8. Rainbow in the Valley
M. Wiseman, Dot
9. Take These Chains From My Heart
H. Williams, M-G-M
10. I Haven't Got the Heart
W. Pierce, Decca

Newest Novelty

"I'M NOT ASHAMED"

B/W

"I'M SETTING YOU FREE"

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LATEST AND BEST

"How's the World
Treating You"

RCA #20-5305

TANNEN MUSIC, INC.

146 W. 54th Street New York, N. Y.

thanks from **PEE WEE KING**

Country & Western

PEE WEE KING ORK
Your Kisses Aren't Kisses Anymore . 79

V 20-5344—Pee Wee King has a good side here, one of his best in a long time, and one that could cull coins. It's a melodic weeper, and Redd Stewart hands it a good vocal, while the ork backs him with tick-tock gimmicks. Good wax.

If and When ... 75

Redd Stewart sings this plaintive melody with appropriate feeling over smooth support by the King ork. The flip side has more power, this one, too, could get deejay attention (Blue River, BMI).

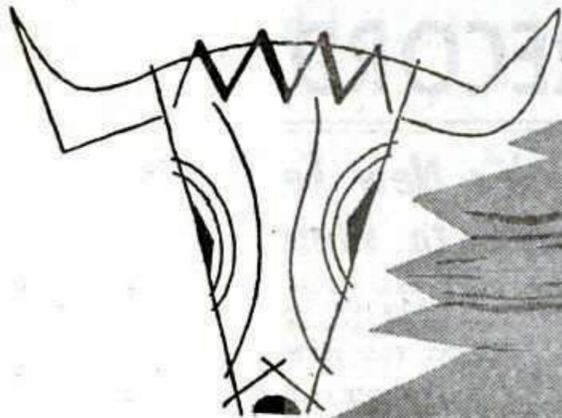
—From Billboard.

THE NATION'S #1
COUNTRY & WESTERN
BAND LEADER

RCA Victor
"ALBUM OF
COUNTRY WALTZES"
as featured by
PEE WEE KING
and His Band
EPB-LPM 3109 (Vol. II)

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*Here's a
good STEER*

HEY JOE

AND

DARLIN' AM I THE ONE?

Columbia 21120 • 4-21120

Both sides picked in "New Records to Watch,"
Billboard, July 4 issue

sung by

CARL SMITH



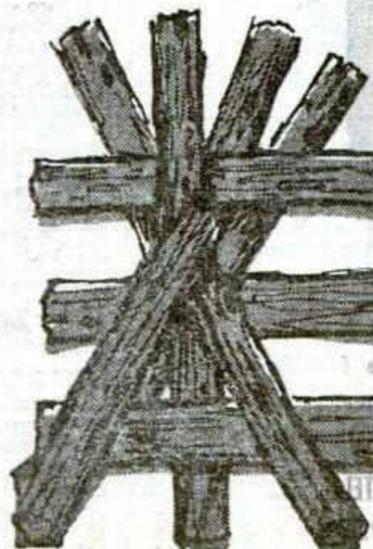
and riding high on the best selling charts . . .

TRADEMARK

and

DO I LIKE IT?

Columbia 21119 • 4-21119



** one that will mean
BIG PROFITS
to you!*

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WSM ARTISTS SERVICE BUREAU
NASHVILLE, TENNESSEE

Many thanks and Best wishes to the
record retailers and the NAMM



DINAH WASHINGTON

"MY LEAN BABY"

and

"NEVER, NEVER"

70175

BUDDY JOHNSON

"THAT'S HOW I FEEL ABOUT YOU"

70173

SUMMER HITS!!

"SHE'S GOT TO GO"

THE RAVENS

70119

"HITTIN' ON ME"

BUDDY JOHNSON

70116

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Business is booming at Birdland and at the Bandbox in New York. The former club has been doing s.r.o. ever since Billy Eckstine opened the "Jazz Center of the World" last week, and the Bandbox is drawing crowds with its double bill featuring the Count Basie ork and the Duke Ellington crew. (See separate story.)

Browley Guy and his ork, formerly with the States label, is now on Checker Records. Peacock Records has now released four waxings on its new jazz label, Progressive, featuring pianist Phineas Newborn, Al Grey, David Van Dyke and the Billy Graham sextet. Joe Davis, head of Jay-Dee Records, has packed composer-arranger Jack Raggs for the label. Raggs will handle arranging for the label and will also record with a six-piece group.

Jolly Joyce Agency, Philadelphia, has set Romaine Brown and his Romaines at the Riptide Club, Wildwood. Formerly pianist with Steve Gibson's Red Caps, Brown's new unit includes three former Red Caps, drummer Henry Green Tucker and singer Earl Plummer. Bass and guitar round out the unit. Rhythm & blues features headline the after-dark goings on at the Wildwood seashore resort. The start of the new season finds The Treniers also at the Riptide; the Four Tunes at the Matinique; Daisy Mae and Her Hep Cats at the Bolero Bar; Red Spencer and the Five Red Flames at the Golden Dragon; Billy Bowen and His Butterball Four alternating with Maria Velasco at the Hurricane Room; Bobby Harris at the Triangle Bar, while the Surf Club, going in for the bigger bands, brings in Lionel Hampton. And at Club Esquire, it's the music of Claude Hopkins for both show and dance. Room also originates the midnight disk jockeying of Ramon Bruce via WCMC.

The rhythm and blues names are also very much in evidence on the after-dark scene in Atlantic City. Weekes' Cocktail Lounge kicked off the season with the Five Keys, Freddie Cole and Milt Buckner. New policy at Mack's Musical Tavern provided for Oscar Peterson for the pick-off with follow-ups scheduled for Dizzy Gillespie, Art Tatum and Eddie Haywood. New show policy for the Dude Ranch provided a headline spot for The Chariteers. Grace's Little Belmont is set for the season with Johnny Sparrow and His Bows and Arrows. Elsie Campbell and her Calypso Trio are at Burton's Bar. Twin stands at the Fort Pitt house the Picadilly Pipers with Bonnie Davis and the Billy Ford Quintet. At the major cabaret stands, Club Harlem has Jimmy Tyler for show and dance with the "Wild Bill" Davis trio the special lounge attraction. At the Paradise Cafe, it's the music of Tadd Dameron with the Emmet Slay trio in the cocktail lounge.

SURE To Be A HIT!
SMILEY LEWIS
'OH BABY'
'CALDONIA'S PARTY'
Imperial 5241

Imperial Records
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Hollywood 28, Calif.

A New Hit
FATS DOMINO
'PLEASE DON'T LEAVE ME'
'THE GIRL I LOVE'
Imperial 5240

Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

TOP R & B RECORDS

This Week's New Territorial Best Sellers to Watch

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

- St. Louis... AFTER HOURS JOINT J. Coe, State 118
- Detroit... GET IT Royals, Federal 12133
- Philadelphia Cincinnati... GOOD LOVIN' Clovers, Atlantic 1000
- Philadelphia... WHY, OH, WHY Kings, Jax 314

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Charlotte	New Orleans
<ol style="list-style-type: none"> Clock J. Ace, Duke Please Love Me B. B. King, RPM Wild, Wild Young Men Ruth Brown, Atlantic Mercy, Mr. Percy V. Dillard, Savoy Goin' to the River Fats Domino, Imperial (Mama) He Treats Your Daughter Mean Ruth Brown, Atlantic Don't Leave Me This Way Dominoes, Federal Help Me, Somebody Five Royales, Apollo Hound Dog W. M. Thornton, Peacock Shirley Is Back Shirley & Lee, Aladdin 	<ol style="list-style-type: none"> Please Love Me B. B. King, RPM Clock J. Ace, Duke Please Don't Leave Me Fats Domino, Imperial Third Degree E. Boyd, Chess Wild, Wild Young Men Ruth Brown, Atlantic Early in the Morning R. Milton, Specialty Goin' to the River Fats Domino, Imperial One-Room Country Shack Mercy Dee, Specialty These Foolish Things Dominoes, Federal Red Top King Pleasure, Prestige
Atlanta	Cincinnati
<ol style="list-style-type: none"> Please Love Me B. B. King, RPM Clock J. Ace, Duke Third Degree E. Boyd, Chess I Found Out Du Droppers, Victor Don't Deceive Me C. Willis, Okeh Crazy, Crazy, Crazy Five Royales, Apollo Shirley, Come Back to Me Shirley & Lee, Aladdin Mercy, Mr. Percy V. Dillard, Savoy Early in the Morning R. Milton, Specialty Lucy Mae Blues T. L. Sims, Specialty 	<ol style="list-style-type: none"> Clock J. Ace, Duke Help Me, Somebody Five Royales, Apollo Please Love Me B. B. King, RPM Wild, Wild Young Men Ruth Brown, Atlantic Tin Pan Alley J. Wilson, Big Town Don't Deceive Me C. Willis, Okeh Good Lovin' Clovers, Atlantic I Wanna Know Du Droppers, Victor Mercy, Mr. Percy V. Dillard, Savoy I'm Crying B. Mitchell, Imperial
St. Louis	Washington-Baltimore
<ol style="list-style-type: none"> Please Love Me B. B. King, RPM Clock J. Ace, Duke I Wanna Know Du Droppers, Victor Help Me, Somebody Five Royales, Apollo I Found Out Du Droppers, Victor After Hours Joint J. Coe, State Don't Deceive Me C. Willis, Okeh These Foolish Things Dominoes, Federal Early in the Morning R. Milton, Specialty Mend Your Ways Ruth Brown, Atlantic 	<ol style="list-style-type: none"> Clock J. Ace, Duke Help Me, Somebody Five Royales, Apollo Wild, Wild Young Men Ruth Brown, Atlantic Mercy, Mr. Percy V. Dillard, Savoy These Foolish Things Dominoes, Federal Paradise Hill Embers, Herald I Cover the Water Front Orioles, Jubilee Goin' to the River Fats Domino, Imperial My Dear, Dearest Darling Five Willows, Allen I'm Mad W. Mabon, Chess
Detroit	Chicago
<ol style="list-style-type: none"> Help Me, Somebody Five Royales, Apollo Please Love Me B. B. King, RPM I Found Out Du Droppers, Victor Is It a Dream? Vocaleers, Robin Get It Royals, Federal Red Top King Pleasure, Prestige Lean Baby D. Washington, Mercury Please Love Me B. B. King, RPM I Found Out Du Droppers, Victor I Wanna Know Du Droppers, Victor 	<ol style="list-style-type: none"> Help Me, Somebody Five Royales, Apollo Please Love Me B. B. King, RPM I Found Out Du Droppers, Victor Is It a Dream? Vocaleers, Robin I Wanna Know Du Droppers, Victor Clock J. Ace, Duke Shirley Is Back Shirley & Lee, Aladdin Wild, Wild Young Men Ruth Brown, Atlantic I Wanna Know D. Cooper, Savoy Don't Deceive Me C. Willis, Okeh

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EXCELLO

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b/w "MY BABY'S BLUES"
"LITTLE MAXIE"

EXCELLO 2016

"GLORY TO HIS NAME"

b/w "I CAN CALL JESUS ANYTIME"

YOUNG GOSPEL SINGERS

EXCELLO 2012

"I WANT TO KNOW, WILL HE WELCOME ME THERE?"

b/w "HEAVENLY LIGHT, SHINE ON ME"

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GIVE TO THE RUNYON CANCER FUND

Continued on page 56

The Billboard's Music Popularity Charts

TOP R & B RECORDS

... For Week Ending July 11

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. CLOCK—J. Ace Aces Wild—Duke 112—BMI	3	3
2. PLEASE LOVE ME—B. B. King Highway Bound—RPM 386—BMI	2	4
3. HELP ME, SOMEBODY—Five Royales Crazy, Crazy, Crazy—Apollo 446—BMI	1	10
4. I FOUND OUT—Du Droppers Little Girl, Little Girl—V 20-5321—BMI	4	4
5. WILD, WILD YOUNG MEN—Ruth Brown Mend Your Ways—Atlantic 993—BMI	5	5
6. MERCY, MR. PERCY—V. Dillard You're Just No Kinda Good No How—Savoy 897—BMI	9	2
7. THIRD DEGREE—E. Boyd Back Beat—Chess 1541—BMI	8	3
8. GOIN' TO THE RIVER—Fats Domino Come to the Mardi Gras—Imperial 5231—BMI	7	13
9. I WANNA KNOW—Du Droppers Laughing Blues—V 20-5229—BMI	6	14
10. THESE FOOLISH THINGS—Dominoes Don't Leave This Way—Federal 12129—BMI	10	7

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. HELP ME, SOMEBODY—Five Royales Apollo 446—BMI	1	9
2. PLEASE LOVE ME—B. B. King RPM 386—BMI	2	4
3. THIRD DEGREE—E. Boyd Chess 1541—BMI	3	3
4. I'M MAD—W. Mabon Chess 1538—BMI	4	13
4. IS IT A DREAM?—Vocaleers Robin 114—BMI	—	2
4. GOIN' TO THE RIVER—Fats Domino Imperial 5231—BMI	7	7
7. I WANNA KNOW—Du Droppers V 20-5229—BMI	6	5
8. RED TOP—King Pleasure Prestige 821—BMI	5	11
9. MERCY, MR. PERCY—V. Dillard Savoy 897—BMI	10	2
10. MEND YOUR WAYS—Ruth Brown Atlantic 993—BMI	—	1

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MAMA #986

WILD, WILD YOUNG MEN #993

the CLOVERS

GOOD LOVIN' #1,000

CRAWLIN' #989

RAY CHARLES

MESS AROUND #999

JOE TURNER

STILL IN LOVE #982

SWEET SIXTEEN #960

THE CARDINALS

TINY GRIMES

WILLIS JACKSON

LaVERNE BAKER

CARMEN TAYLOR

JOE MORRIS

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

FACTS

FROM THE FILES OF:
BILLBOARD HIT PARADE

- ★ 1. 'DRAGNET BLUES' by ... JOHNNY MOORE'S 3 BLAZERS—feat. Frank Ervin
mod. 910
- 2. 'PLEASE LOVE ME' by ... B. B. KING
rpm 386
- 3. 'PLEASE TAKE ME BACK' by ... JOHN LEE HOOKEP
mod. 908

THE ABOVE IS TRUE, NAMES HAVE NOT BEEN CHANGED

RPM
RECORDS

Modern RECORDS
hollywood

4 BIG HITS

COAST TO COAST
ON ALL CHARTS

Savoy #897
'MERCY MR. PERCY'
BY VARETTA DILLARD

Savoy #1101
'MALE CALL'
BY EMITT SLAYTRIO

Savoy #1100
'4 COLD COLD WALLS'
BY BILLY WRIGHT

Savoy #1102
'BEGGIN' AT YOUR MERCY'
BY EARL JOHNSON

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at Chicago N.A.M.M

SAVOY RECORD CO. INC.
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FOLK TALENT AND TUNES

Nashville

Country artists' fan clubs are due for a hypo with a convention in the making here this fall. Bill Martin, of Atlanta, prexy of Jimmy Smith and Red Garrett clubs, is heading the movement, with letters going to all c.&w. artists inviting them to bring their club officers to Nashville for the confab. The date to be selected from those suggested by answers to his letter.

M-G-M Records' topper, Frank Walker, was in Nashville last week with chief engineer, Clair Krepps, for sessions with The Drifting Cowboys. The label just signed Salty and Mattie Holmes. . . Capitol's Ken Nelson was in town Monday (6) for future session planning on his way to the label's distrib congress at Lake Placid, N. Y. . . Kitty Wells put in new Decca sides last Friday (10).

Capitol's Skeets McDonald is on Northwest tour, with Osburn, Idaho; Potlatch, Idaho; Kennewick, Wash., and Portland, Ore., dates this week. Then he goes to Coquille, Ore., July 18; Belfair, Wash., July 22; Camas, Wash., July 24, and Yakima, Wash., July 25. . . Smiley Burnette returns from Canada for the Cayuga (Ind.), Fair date July 15 and continues with a full schedule, ending in Lawton, Okla., Aug. 6. . . Redd Harper is currently in Hollywood working on new Capitol sides, after a successful three weeks from Western Canada to Texas. . . Joe Maphis and Rose Lee, new Okeh duo, are doing a return engagement at Ft. Washington Beach Park in Fresno, Calif., on July 19. The pair star on "Town Hall Party" from Compton, Calif., Friday and Saturday nights.

Mercury's Dee Kilpatrick was in Miami this week-end at the label's Eastern distrib meeting. . . Ann Petroff and Lillian Thompson were up for last week's "Grand Ole Opry." Both are from New Orleans record store circles. . . Mary Clare Rhodes' father died last week from a heart attack. She's Jim Denny's secretary at WSM. . . Nashville is covered with posters billing Eddy Arnold's new 9 p.m. Friday show which Purina sponsors. . . Carolina Cotton's transcribed show "Carolina Cotton Calling" has brought her the monicker "Girl We Would Like to Sweep With" from Mine Squadron No. 3, which is currently sweeping far Pacific waters.

Hoot and Curley are now on their own with KWKH "Louisiana Hayride" spot from Shreveport, La. The pair were with Slim Whitman until recently and are currently making Southwest appearances, in addition to the Saturday night airing from KWKH and Imperial recording duties. . . Rex Allen, currently heading the Smoke River Stampede at Nampa, Idaho, moves to Ogden, Utah, July 21, to head the week's world Champion Rodeo. . . George Morgan, taking top honors on WSM's Prince Albert "Grand Ole Opry" NBC'er July 18, had Moon Mullican as featured guest. . . Hank Snow is booked solid thru August with the St. Louis Chain of Rocks Park, July 19, and Connie B. Gay's boat trips and an Eastern Canada tour set for August.

Hal Hamrick is now at WLTC, Gastonia, N. C., from WLOS, Asheville, N. C. . . Armin Beck is taking Ted Drake's place at WDZ, Decatur, Ill. . . KOTA, in Rapid City, S. D., added midnight to 2 a.m. to their air time for more records by Verne Lotz. . . Lee Forster and His Barn Dance Gang, of WXR, Kenmore, N. Y., are featured every Wednesday at Niagara Falls' (N. Y.) Capitol Theater. The group includes Ruby Lee Piersall, Curtis Vallett, Doug Wingert, Harvey Sull and Garry Vallett, in addition to the leader. They are featured for square dancing Friday nights at Ellicott Manor in Lancaster, N. Y. . . Gene Johnson, of WWVA's Wheeling, W. Va., "Jamboree" and WLS, Chicago, is looking for new country talent for their rosters. . . Mercury's new singer, Tibby Edwards, guested last week on WNOX's "Tennessee Barn Dance" from Knoxville with talk of a regular spot. . . Ben Sabia, until recently Hill & Range's Nashville man, is now managing Ray Price. . . Mel Smith is Hill & Range's new Nashville rep. His duties started July 1.

Lula Bell Si, hillbilly recording artist on the Hamilton label, was named winner of the popularity poll conducted for the week ending June 28 on Bob Harris' "Hillbilly Heaven" recorded show, heard six days a week over radio Station WISH, Indianapolis. Her latest release is "Cast a Spell on Me" backed by "Kentuckiana Waltz."

Hollywood

Ken Curtis, singing star of KHJ-TV's "Lucky-U Ranch" program, has been signed to do the vocal and musical score for the John Ireland picture, "Hannah Lee." . . . Donn Reynolds writes to say he now has his own TV show over WGAL, Lancaster, Pa. He says he and his TV Rangers are the first of the western and hillbilly bands to make the road on the station. . . Tex Ritter has launched a new deejay program over KFI. The half-hour program, launched Saturday (4), is a half-hour long. . . Western singer Wade Ray; Boots and Idaho, singing duo, and the McDonald Sisters were guests Saturday night (4) on KNX-PC Radio Network's "Hollywood Caravan." They augmented the regular cast which includes the three Eddie's—Kirk, Dean and Downs—along with Anna Mae Slaughter and the Southern Belles.

Agent Bobby Bennett has booked composer-singer Merle Travis for two appearances at the Central City, Ky., Fair, July 29 and August 1. He'll also be on the Pee Wee King TV show in Louisville July 30 and make a Central City theater appearance the following day. Travis has cut four new sides for Capitol Records. . . Leon Beavers and his boys now are playing over radio Station WGST, Atlanta. . . Dub Dickerson, now known by deejays as "the boy with a grin in his voice," is being made available by Manager Charles Wright for personal appearance bookings starting July 12. . . Skeets McDonald and the Desert Star Orchestra are on a Northwest tour. . . Snuffy Smith, Vogue Records artist, reports good summer business in his Club Morrice near Hobbs, N. M. . . Johnny Bond took time out from his vacation to participate in a big radio-TV shindig at Dallas' WFAA. . . Joe Maphis and Rose Lee's recent appearance at Fort Washington Beach Park, Fresno, Calif., was so well received, duo has been set for a return engagement July 19. . . Tim Spencer has returned to the music publishing business. He's joined Gaviota Music. . . Back in Hollywood for several weeks is Redd Harper, Capitol Records gospel singer. . . Signed by Vogue Records with his first release due later this month is Ernie Andrews, vocalist in his early 30's.

R & B Territorial Best Sellers

Continued from page 54

Philadelphia

1. Goin' to the River
Fats Domino, Imperial
2. Clock
J. Ace, Duke
3. Help Me, Somebody
Five Royales, Apollo
4. Mercy, Mr. Percy
V. Dillard, Savoy
5. These Foolish Things
Dominos, Federal
6. Good Lovin'
Clovers, Atlantic
7. Why, Oh, Why
Kings, Jax
8. I Found Out
Du Droppers, Victor
9. I'm Mad
W. Mabon, Chess
10. Paradise Hill
Embers, Herald

Los Angeles

1. Please Love Me
B. B. King, RPM
2. Clock
J. Ace, Duke
3. Help Me, Somebody
Five Royales, Apollo
4. Goin' to the River
Fats Domino, Imperial
5. Please, Don't Leave Me
Fats Domino, Imperial
6. Tin Pan Alley
J. Wilson, Big Town
7. Early in the Morning
R. Milton, Specialty
8. Paradise Hill
Embers, Herald
9. I Wanna Know
Du Droppers, Victor
10. Third Degree
E. Boyd, Chess

New York

1. Heavy Juice
T. Bradshaw, King
2. Can't I?
Nat (King) Cole, Capitol
3. I Found Out
Du Droppers, Victor
4. Mend Your Ways
Ruth Brown, Atlantic
5. Hound Dog
W. M. Thornton, Peacock
6. I Am in Love
Nat (King) Cole, Capitol
7. Clock
J. Ace, Duke
8. Help Me, Somebody
Five Royales, Apollo
9. Wild, Wild Young Men
Ruth Brown, Atlantic
10. Goin' to the River
Fats Domino, Imperial

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

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

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

JIMMY BLUE
THE OLD SHOE COBBLER
BE MY LITTLE BABY
BUMBLE BEE
1230 and 45-1230

Folk/Western

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

COWBOY COPAS
TENNESSEE SENORITA
IF YOU WILL LET ME BE
YOUR LOVE
1234 and 45-1234

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

WAYNE RANEY
CONNA ROW MY BOAT
BURNING YOUR LOVE
LETTERS
1229 and 45-1229

Rhythm/Blues

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

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

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

SOFT STRANGE
4577 and 45-4577

ROY BROWN
OLD AGE BOOGIE
Part 1
OLD AGE BOOGIE
Part 2
4637 and 45-4637

Federal

BILLY WARD
AND HIS DOMINOES
THESE FOOLISH THINGS
REMINDE ME OF YOU
DON'T LEAVE ME THIS
WAY
12129 and 45-12129

**YOU CAN'T KEEP A GOOD
MAN DOWN
WHERE NOW, LITTLE
HEART**
12139 and
45-12139

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

LITTLE WILLIE LITTLEFIELD
MY BEST WISHES AND
REGARDS
THE MIDNIGHT HOUR
WAS SHINING
12137 and
45-12137

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DECATUR STREET BOOGIE

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Are You Watchin'?
"YOU LOOK GOOD TO ME"
and the Skyscrapers
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Checker #779
b/w
"WATERMELON WEATHER"

From The Billboard—7/11/53
New Records to Watch
"Two excellent sides . . . has a lot of power with distinctive backing, fine vocalizing . . . flip is very attractive . . . could catch on."

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Sung by JOHN MORGAN
Mecca #106 (2:40)

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INDIE LABELS
DO BIZ WITH
RCA VICTOR

WHY?

Flip to "Market Place"
PAGE 59

GIVE
to conquer
CANCER

AMERICAN CANCER SOCIETY

Rhythm and Blues Tattler

BROWLEY GUY wasn't joking when he cut this two sided biscuit which already has been listed in The Billboard's "New Records To Watch" charts. Browley does some vocalizing on "You Look Good to Me" which has a lot of Power with a distinctively wild backing. The flip side is "Watermelon Weather." The label is Checker and the number is 779. Dig **WASHBOARD SAM'S** waxing of "Diggin' My Potatoes," backed with "Bright Eyes" on the Chess Label—#1545.

BIG BILL comes thru in fine style on a real great side which should get plenty of plays. "Lonesome." This Chess donut is bound for great things. Flip is "Little City Woman."

BIG BOY SPIRES breaks into the top ranks of Chance records files with a country blues tune that wallops the ears a real sound. His waxing of "About To Loe My Mind" is already showing strong in Memphis, Atlanta and Chicago. You won't be taking a CHANCE with #1137. For your own good, you'd better try an earful of **SNOOKY PRYOR'S** version of "8910," backed with "Crying Shame" on JOB #1014. The Trio does a real job.

A multiple voiced HIT breaks for **JOHNNY SELLERS** on his Chance record of "Mirror Blues." **KING KOLAX** backs Sellers' inimitable style on this. I'd say—Sellers' got a real Seller here.

A recent release gaining strength every day for States label 118 is a "best effort" by **JIMMY COE**, "After Hour Joint." Will go great on juke boxes. Another State record (number 122) is cutting out after the big time, and that's **JUNIOR WELLS'** version of "Cut That Out." Junior proves himself a senior on this one. **TAB SMITH** comes thru with a definite seller with his waxing of "Cherry" on the United label number 153. How good can you get?

ROOSEVELT SYKES outdoes himself on a great cutting of a tune that is destined to make him great. Get an earful of his dinking of "Come Back, Baby" on United's label 152.

Your dealer has these "picks" in stock right now. See him today.

—Advertisement.

Rhythm & Blues Record Reviews

• Continued from page 36

ARBEE STEDHAM
Don't Set Your Cap for Me 72
CHECKER 778 — Stedham's real mournful as he gives out with this. It's not that he doesn't like the other chicks, but his wife holds the purse-strings in his family so he just has no dough. (Burton, BMI)

COLEMAN HAWKINS
Lucky Duck 70
DECCA 28764 — The Hawk plays some fine tenor in front of an ork which sounds like Neal Hefti's band efforts. Since the instrumental was written by Hefti, it figures to be his arrangement. It's danceable, too. (Marguerita, ASCAP)

PAUL GAYTEN ORK
Ooh-Boo 69
OKEH 6982—Piano and tenor lead the combo here for a good slow blues instrumental reading. (B. F. Wood, ASCAP)

TONY HOLLINS
I'll Get a Break 69
DECCA 48300 — Good singing and better than okay material serve to make this one a better than okay hunk of wax. (Drake, BMI)

Fishin' Blues 66
Hollins' Southern style reading is most agreeable and the piano-led group plays fine background. (Drake, BMI)

ROSE MITCHELL
Shipping In 68
IMPERIAL 5243 — Miss Mitchell's beat-full singing takes top honors with the combo's beat adding interest on the up-blues. (Commodore, BMI)

JOHNNY CREACH
Neither You Nor I Are to Blame 64
DOOTONE 310—Very much in the vein of spiritual sounding melody and beat is this semi-religious item. Creach works as lead in a vocal group for an agreeable side. (Dootsie Williams, BMI)

WILHELMINA GRAY
Price for Love 59
SEECO 10-011—Best of the entries in the Latin American label's expansion into the rhythm and blues field, the side still has limited potential. Thrush has a sophisticated ballad here which she handles smoothly.

CARL DAVIS
Get Your Business Right 56
SEECO 10-010—Mediocre effort by the chanter and combo on routine material.

C & W Record Reviews

• Continued from page 36

JACK CARDWELL
I'm Not Lazy, I'm Just Tired 72
KING 1241—Cute ditty should bring smiles to many. It's a Cardwell original and performed brightly. Deejays can use. (Lois, BMI)

CLAUDE KING
Now That I Love You 72
SPECIALTY 716—Warbler turns on a lot of feeling about the turn-about

situation he has come up against in his love life. Band supplies a bouncy rhythm to his vocal effort. It's a nice side. (Acuff-Rose, BMI)

EDDIE WILSON
Lifetime Guarantee 68
INTRO 6076—Smooth projection of a pleasant ditty. A listenable waxing. (American, BMI)

SMILEY LEWIS
Caldonia's Party 69
IMPERIAL 5241 — Standard blues item uses names of gals made famous in song for the lyric twist. Lewis handles it well. (Commodore, BMI)

a gal who is now favoring another. An okay side, simply presented. (Fairway, BMI)

LEON CHAPPELL
I'm Getting Mighty Tired 68
CAPITOL 2526—A bouncy ditty with fine instrumentation backing up Chappell's rapid-fire vocal. Could go in a lot of jukeboxes. (Beechwood, BMI)

UNCLE HARVE'S RAGTIME WRANGLERS
Rainbow of Roses 62
RED BIRD 1007-8—Harold Donelson handles the vocal on this semi-religious item which includes a recitation chorus. Could get some spins. (BMI)

JOE TAYLOR
He's a Cowboy Auctioneer 62
RED BIRD 1001-5—From the crowd noise intro thru the cattle auction setting and chant this is an unusual item which could get some action for the new label.

DICK TODD
Goin' Steady Anniversary 69
DECCA 28699—Smooth reading by the warbler on a sweet ballad about an anniversary for goin' steady, with quiet support from the Martin crew. Todd needs more exciting sides than these to get any attention. (RFD, ASCAP)

SMILEY LEWIS
Caldonia's Party 69
IMPERIAL 5241 — Standard blues item uses names of gals made famous in song for the lyric twist. Lewis handles it well. (Commodore, BMI)

Oh Baby 67
Wilson chants of his experience with

Fairly routine material and chanting, tho it's still above average. (Commodore, BMI)

IVORY JOE HUNTER
Don't Make Me Cry 65
M-G-M (45) K11549 — A slow dreamy ballad is warbled smoothly by Hunter over a good backing. Side is more pop than r.&b., tho it could get spins in both fields.

PAT TERRY
Love Me Again 67
JUBILEE 6044 — Terry, a fine chanter, could get going if this one gets the proper exposure. It might be tough tho since this is gimmickery and the guy hasn't the name power yet. It's still a fine reading of a good song. (Jack Gold, ASCAP)

JUNE ANTHONY
Rather 67
OKEH 6981—Thrush Anthony fronts a chorus for an attractive etching of a waltz with an old-time feeling. (Larry Spier, ASCAP)

CHARLIE CESNER
September Song 65
GRENOBLE 1502—The lovely Kurt Weill evergreen is played smoothly and carefully by Cesner on organ. Will interest those who enjoy pop organ music. (De Sylva, Brown & Henderson, ASCAP)

BILL DAVIS
The Jitterbug Waltz 60
OKEH 6983—Organist Davis does a fine job on the famous Fats Waller opus, but the original Waller etching is still around. Also, this is not the r.&b. stuff expected from Davis. (Robbins, ASCAP)

DODI SIMPSON
There's No Love Like an Old Love 60
MAYJOE 2001—Tho, at times, this sounds like a demonstration disk, it's fairly well done via use of an echo. Gal is okay and the shuffle-beat material is listenable. (Sunset, ASCAP)

Popular Record Reviews

• Continued from page 48

DICK TODD
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SMILEY LEWIS
Caldonia's Party 69
IMPERIAL 5241 — Standard blues item uses names of gals made famous in song for the lyric twist. Lewis handles it well. (Commodore, BMI)



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- Vocals by Jo Ann Lear
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 - NO. 3068 I'LL TELL THE WORLD, I LOVE YOU
 - NO. 3067 ENJOY WHAT YOU'RE DOING
 - NO. 3069 GI-GI-GI-GIRA CON ME
 - NO. 3007 KEEP YOUR FACE TOWARDS THE SUNSHINE
 - *NO. 3008 GIVE ME YOUR LOVE
 - *NO. 3009 I WISH I KNEW, YOU'D WANT MY HEART
 - *NO. 3010 MORE BEAUTIFUL, MORE WONDERFUL
- *Vocals by Dick Sartella

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and his Polka Serenaders
B-6004 ELAINE POLKA, Instr.
OUR LOVE WALTZ,
Vocal Del and Ned

JOE KOVICH
and his Polka Orchestra
B-6003 ARROWHEAD POLKA, Instr.
THE BELLS WALTZ,
Vocal Kovich Sisters

JIMMY BOVDIK
and his Gay Slovenes
B-6002 DEEP WELL Waltz, Instr.
MY WIFE IS HAPPY Polka, Instr.
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Each week The Billboard receives inquiries for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquires from your territory to you.
Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were the promoter or served responsible underwriting. Write Arena Auditorium Department, The Billboard, 185 W. Randolph St., Chicago 1, Ill.

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Something New

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In Future Hits!

"FOR ALL THAT I WANT"
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MARDIS GRAS MUSIC CO. Suite 405, Lafayette Bldg. Buffalo 3, New York

How to Use Charts For Better Buying

Continued from page 24

cient time to order and promote and get the maximum sales.

Week's Best Buys

The key to this whole problem is The Billboard's "This Week's Best Buys" (Figure 3). This is the key to better and more profitable record buying. Whereas "New Records to Watch" is basically in the opinion area (the expected commercial potential of newly released and untested records, and thus suggestions), "This Week's Best Buys" are tested records and thus definite buying recommendations to the trade. These records listed each week as "Best Buys" are based on last-minute information about the sales progress of new records received from dealers, "one stops" and distributors in 15 key market areas throughout the country. Each Thursday and Friday before going to press, reports about new record progress flow into New York from The Billboard branch offices. In addition, long-distance telephone calls from New York cover other sections of the country. All of these checks are in addition to the other Billboard charts such as the territorials and the national charts. While there is a necessary time lag of about a week between the actual survey and the publication of national and territorial charts (to cover mailing and tabulating time), "Best Buy" reports are made as close to the time The Billboard goes to press as is possible.

All Good Sellers

The purpose of "Best Buys" is not only to spotlight tomorrow's hits. "Best Buys" does that; in fact, since the start of "Best Buys" almost a year ago, no pop record has yet made either the national sales or juke box charts without first being spotted as a "Best Buy" (Figure 4). That's how accurate "Best Buy" reporting has been. But in addition to alerting dealers in advance to what tomorrow's big hits will be, "Best Buys" also is designed to point up good selling records, records that are profitable for dealers and operators to have. Dealers can't survive on just the smash hits; there are other records that can also make a good profit for a dealer. Thus, these too are spotlighted for the trade's information and use.

Put to Use

"This Week's Best Buys" is probably the most important of all The Billboard music features. To use The Billboard charts most effectively, a dealer or operator should check this section carefully every week. Since these are tested sellers in a number of areas, the wise dealer will check his stock on these records and will order if any of these records are not in his stock, unless there is a territorial reason that would dictate against such a move. Possibly some of the records may already be in stock without too much happening. If that's the case, they are worth another whirl, because as a "Best Buy" the record must be showing good progress in at least four different market areas widely separated geographically (Figure 5).

With this being the case, the chances are in favor of the record happening to some degree in other markets too, including yours.

Other Tips to Watch

The "Best Buys" gives the green light for what records really to get behind and push, but, in addition, The Billboard's charts are set up to give a great deal of other information about new records that are beginning

to start moving up in sales. Take the territorial charts for example. Each week key areas are checked by Western Union in the pop, hillbilly, and rhythm and blues fields. A total of 31 best-seller territorial charts covering the three fields are carried each week (Figure 6).

To keep on top of what is happening with the new records, these charts should be scanned carefully each week. In some cases a new record will take off very quickly in one territory and appear as a territorial best-seller before it has started to show any strength at all elsewhere. In these cases the territorial listing will precede its selection as a "Best Buy." As mentioned previously a record will never be selected as a "Best Buy" only on the basis of one or two areas. The record must be showing definite potential in at least four. This is the assurance dealers and operators have that a record may hit heavily in one area and never happen elsewhere will never be selected as a "Best Buy."

To make it easy to spot quickly the new entries in the territorial listings, a feature box called "This Week's Territorial Best Sellers to Watch" is published weekly on the territorial pages. This box lists those records which appear in that issue for the first time on the territorial charts. The reason for this is simply to make sure that a new record is not missed when reading the complete territorial listings. A record is listed only once in "This Week's Territorial Best Sellers to Watch"—the first week that it is on one of the charts.

The mere fact that a record is a best-seller in one territory far removed from yours does not necessarily mean that it will be a top seller with you. But it's a signpost to watch and to guide you in your buying. If it spreads to another area in the territorial sellers or is picked up as a "Best Buy" in the succeeding week or two, then it's a definite must for your operation.

The upward progress of a new record is followed and reported in a third way via the "Coming Up in the Trade" listing. Whereas the "Best Buys" and territorial listings are the first places to learn about the new records gaining sales momentum, "Coming Up in the Trade" follows the continued progress of newer records after they have been selected as "Best Buys" or after they have appeared in the territorial charts. As such, "Coming Up in the Trade" is the bridge between the early tips ("Best Buys" and territorial sellers) and the national charts (Figure 7).

To be listed in "Coming Up in the Trade" a record must have been selected as a "Best Buy" in previous weeks or must have appeared on at least one territorial chart for a minimum of two weeks. To continue to be listed in succeeding weeks the record must be showing continued upward sales progress or, at worst, be holding steady with its performance of the preceding week. If it shows downward action from the week before, it will not be listed. Naturally, when one of these records reaches a national dealer or operator chart it is a hit record and is no longer listed in "Coming Up in the Trade."

This, then, is a third and a continuous point of reference as to which records should be carried. All records on "Coming Up in the Trade" will not eventually reach the national charts. Many of them, however, will; the others are all solid sellers on a national basis or would not be listed. Naturally, you may have several records that are selling well for you and are not listed. This is because they don't have a sufficient spread of strength either to have been selected as a "Best Buy" as yet or are not strong enough to have appeared on one of the territorial charts. To ensure the accuracy of "Coming Up in the Trade," these two qualifications will be strictly observed in listing records under this feature. All of these records, incidentally, are listed alphabetically.

STAGE THREE: NAT'L BEST SELLERS . . .

Now we come to the pinnacle of a record's success—the time

when it becomes a full-blown hit and achieves the status of being a national best-seller. Each week The Billboard publishes the 20 best-selling pop records and also the 10 best national sellers in the hillbilly and the r.&b. fields. The same number of records are spotlighted as the national juke box favorites, and in the pop and country fields, an equal number are featured as the records most played by jockeys.

As the tunes of hit pop records grow in strength, they may join the ranks of the "Honor Roll of Hits," another copyrighted feature of Billboard's Music Popularity Charts. This is truly the select circle of tunes. A statistical formula which automatically measures the various features that contribute to a tune's strength is used in establishing the "Honor Roll of Hits." Dealers who carry sheet music should watch this and the sheet music chart very closely.

There can be no question about a record on the national chart. It's a safe investment for any dealer who handles records in that particular field. Not only does The Billboard report these top hits as they happen, but it also traces the weekly progress of these records on the national charts—a further guide to more profitable buying. With each record the following information is given: position this week, position a week ago and the number of weeks it has been on the national chart. This information is published strictly as a guide to the trade to show whether the activity of the record is going up, going down or holding steady (Figure 8).

In the proper and profitable merchandising of hit records, an alert dealer knows that to get the most dollar potential out of a given hit it's not only necessary to know when to get on a record but also (and just as important) to know when to get off it and let the stocks dwindle down. Obviously, the timing, both at the beginning and end, will vary by dealer and by territory. The surest way to stay on top of the situation is for a dealer to follow his own system or one recommended by one of the record companies. Any system which will give you an accurate picture of sales, stock and outstanding orders is a good one. The Billboard gives you the trend story on a national basis.

There is another point of interest in the national charts. Frequently, both sides of a record will appear on the national chart. In some cases both sides are about equally strong. Because the sales reports on such a record are split, the over-all position of either side of this record might not be as high as a record with sales reports on one side only. Don't overlook these two-sided records, even tho they might not be too high on the chart. There's no sweeter sound for a cash register or a juke box than the money pulled in by a double-sided hit.

Summary

Thus all the fifty-odd weekly charts and other music features in The Billboard can be boiled down into three stages of a record's life. To summarize, here are the three steps and The Billboard features to watch for each:

1. **New releases—untested records:** check the weekly record reviews and the feature box "New Records to Watch."
2. **Coming up records—tested records:** check "This Week's Best Buys"; check the territorial charts and "This Week's Territorial Best-Sellers to Watch"; check "Coming Up in the Trade."
3. **Best sellers—proven records:** check the national charts and the "Honor Roll of Hits"; scan the territorials to see the spread; watch closely for upward or downward movement.

Use these signposts for better timing on your record operation, whether you deal in pop, hillbilly or rhythm and blues records. The same information, with the exception of the "Honor Roll of Hits," is published for each of these three single record fields.

Reading and interpreting The Billboard charts in this way can be of invaluable help in supplementing a dealer's knowledge of his trading area and customers.

In addition to the use of an up-to-date inventory control system, such local manifestations as artists in town for personal appearances, what movies or musical shows are in town, what the local jockeys are playing are all extremely important in running an efficient and profitable record operation.

Vitaly important in this continued use of The Billboard charts is for dealers, operators and jockeys to continue to send in accurate and complete pop chart questionnaires when they are received. This will continue to ensure the accuracy and usefulness of The Billboard's Music Popularity Charts for all the record trade.

Cap to Distrib V-M Phonos In N.Y. & N.J.

NEW YORK, July 11.—Capitol Records' distributing branches in New York and New Jersey will take on the V-M Corporation line of phonographs for local distribution in the two markets. The deal is, at the moment, experimental in that Capitol branches will not handle the lines exclusively in the territories and that success of the move may presage a deal covering additional cities.

Capitol execs point out that it may be advantageous both for the diskery and phono firm to work together on distribution in additional markets. Capitol's own phono line now consists of five kiddie models and an adult's three-speed portable.

Miller Gets Rights On 'Paradise Hill'

NEW YORK, July 11.—Diskrepublisher Dave Miller has acquired the copyright of the rhythm and blues ditty "Paradise Hill" from writers Al Silver and Jack Angell. The deal was completed this week. The tune will be in the Miller Eastwick firm, a Broadcast Music, Inc., affiliate. The tune is getting disk action via a Herald label version by the Embers.

Miller is rushing a pop version for release on his Essex label.

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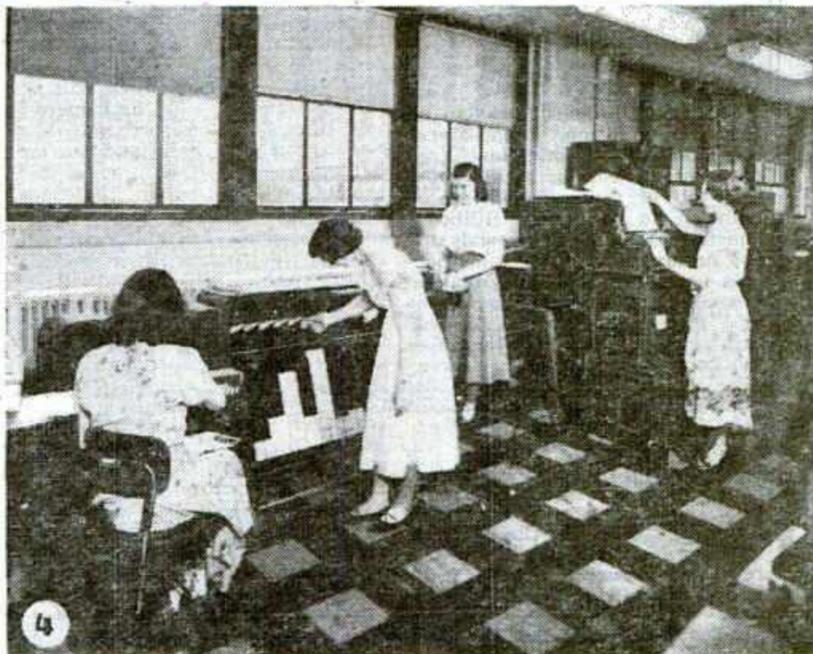
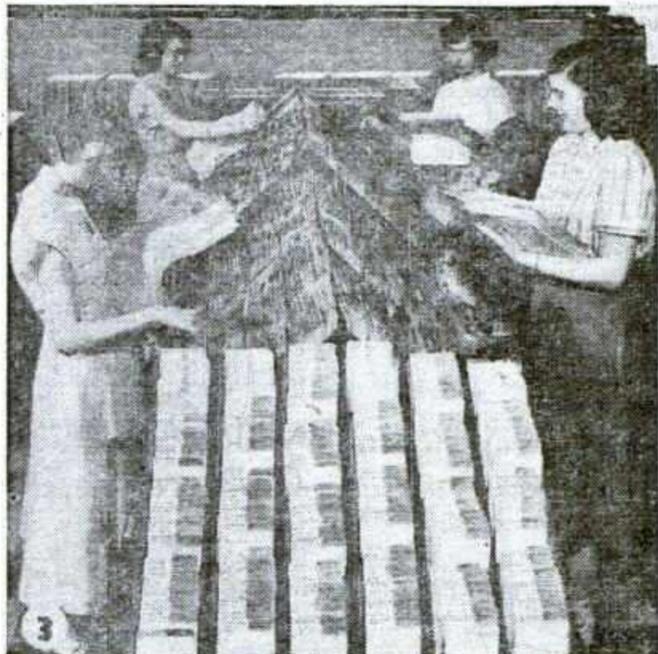
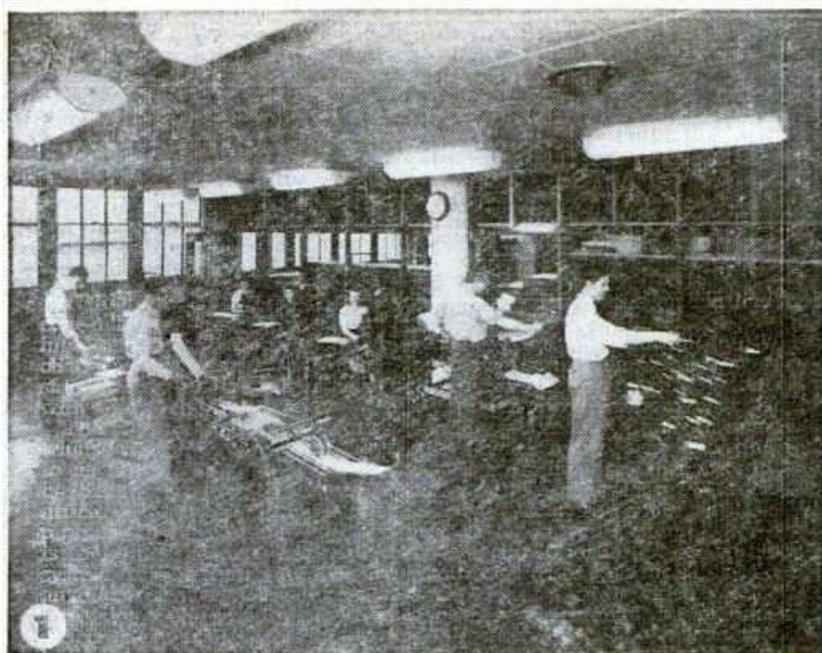
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Too Busy to Wax New Sides

NEW YORK, July 11. — RCA Victor Records has announced that, because of the pressure of filling orders on the label's current string of hits, there will be no pop release next week. The diskery reports having sold 400,000 copies in one week of its top 10 items. The Victor plant is now working on three shifts. The week ending yesterday (10) was Victor's best July week in five years. Five records are currently said to be selling at the rate of 50,000 a week or better.

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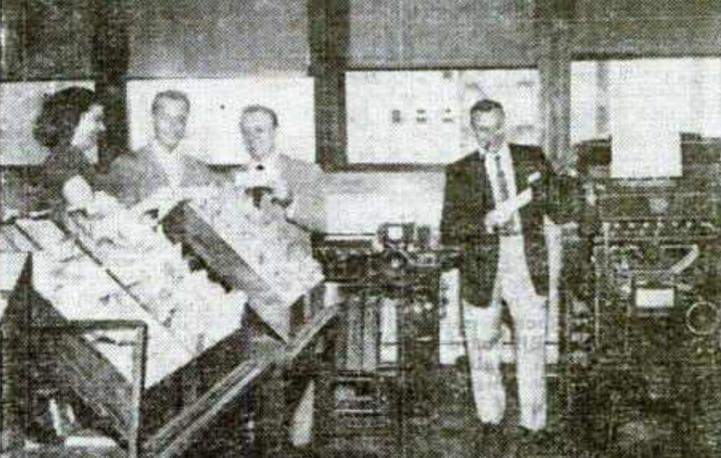
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4. CARD PUNCH, sorting and tabulating equipment sorts cards at rate of 450 a minute, also counts cards. Tabulator lists information from cards, also counts cards, adds vote value and tabulates totals for positive accuracy check.



THE THREE SUNS inspect The Billboard Pop Chart operation. Left to right: Kathleen Austing, Pop Chart supervisor, and Al Nevins, Artie Dunn and Marty Nevins, who comprise the Three Suns.

What Makes the Charts Tick

Continued from page 25

tic than ever about The Billboard charts.

The Billboard Pop Chart compilation is as scientific as the latest knowledge and most modern equipment can make it. Perfect? No. But always striving for perfection. Now that you know what makes The Billboard Pop Charts

tick, why not check into other similar services. Ask questions. Compare methods and equipment used by other hit tune prognosticators. Then judge the validity of The Billboard Pop Chart by comparison.

Now that we've told everything —doesn't The Billboard fear competition. Kipling had a word for it from the "Mary Gloster." And they asked me how I did it, and I gave 'em the Scripture text, "You keep your light so shining a little in front of the next!" They copied all they could follow, but they couldn't copy my mind, And I left 'em sweating and stealing a year and a half behind.

'Old Gang'

Continued from page 21

present-day radio broadcasting." Schulman stresses that the original contract provided that the publisher "shall be under no obligation to pay any sums (to the writers) except as therein specifically provided, with the consequence that if the defendant obtains the said renewal copyrights it will be unjustly enriched."

The writers' brief also alleges that Bourne "has failed, refused and neglected to pay to said plaintiffs the money due and owing to them, and has wholly failed, refused and neglected to exploit and make productive the said musical composition."

MAMA SAYS --

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

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Hocus-Pocus

By BILL SACHS

THE West Coast magic fraternity is mourning the loss of William Larsen Sr., prominent magician, ardent magic fan and nationally known writer on magic, who passed away at his home in Los Angeles, Sunday night, July 5. President of the Los Angeles Assembly, Society of American Magicians, Larsen for many years has been editor and publisher of Genii, monthly magic magazine. In that capacity and as a performer, he was well and favorably known in magic circles from coast to coast. Services were held at Ives and Warren Mortuary, Pasadena, Calif., July 7. Surviving are his widow, Geraldine, editor and business manager of Genii magazine, and two sons, who have the sympathy of the entire magic world. . . . King and Zerita, mentalists, have moved into Mangam's Chateau, Chicago, for a fortnight's stand. . . . Coits the Magician opened July 3 at Breezy Point Lodge, Brainerd, Minn., to remain thru September 6. . . . Leon Mandrake and Company made their first appearance in the Rocky Mountain area with a two-day stand at Denver's new State Theater July 4-5. They did

three a day and played to good houses. . . . On the International Brotherhood of Magicians' sick list are the following: Carl S. Lohrey, convalescing from a rare ailment at his home, 40 East Norman Avenue, Dayton 5, O.; John Hamman, still in a wheel chair with polio at Maryhurst Normal, Kirkwood 22, Mo., and Lew Dick, who is back in Rockaway Beach Hospital, 84th Street and Beach Channell Drive, Rockaway Beach, N. Y., for another operation. Friends are urged to drop them a cheery note. . . . Doc Weiss and his assistant, Miss Terry Lee, did their 15-minute routine of escapes at the Lorraine and Viola hotels, Lake Huntington, N. Y., last Saturday (11). Weiss posts that the "Houdini" movie is now being shown at the Holiday Theater on Broadway and that the New York dailies have given the flicker excellent mentions, including a three-and-a-half-star rating from The Daily News.

NARDINI and Nadyne write from Pittsburgh under date of July 7: "During our recent engagement at the Home Show, Minneapolis, we were guests of honor at a dinner given by the local IBM Ring, IBM, in Pittsburgh the other night, and the following night were dinner guests at the home of Harold Rouse, Tampa Ring vice-president, and his charming wife, Tillie. Later, some 12 members of the Tampa Ring and their wives came in to spend the evening. Session lasted until 6 a.m., but as it then was the Fourth of July, no one had to get up to go to work. Work has been extremely good for us, even during this warm weather. On August 3, we will drive to Omaha for three club dates, returning from there to Pittsburgh. . . . Joe Karston typewrites from Charlotte, N. C., to set us straight on the recent Ray-Mond and Marquis feud, which had an airing in this column and which sort of put Joe in the middle. Karston takes three type-written pages to give his version of the incident but he sums it all up with one statement: "I personally handle Ray-Mond and have no connection with any other magician." . . . Frances Ireland, of the Ireland Magic Company, Chicago, will present her lecture and demonstration on "Doing Magic for Children" at the convention of the Pacific Coast Association of Magicians in Spokane, Wash., July 19-22. She will also appear on one of the shows at the conclave.



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NEWS REVIEW

Sinatra is Smash Hit In Glasgow

GLASGOW, July 11. — Frank Sinatra was a smash hit in Glasgow. He opened at the Empire Theater on Monday (6) to a standing-room-only opening, which is not common even for topliners. The second shows were sold out for the whole week.

A small crowd of about 50 people greeted the singer at his hotel, which surprised Sinatra. Local press found him calm, friendly and obviously happy about arrangements for Glasgow.

He was even happier after his first Glasgow show. Conflicting opinions on his act have been expressed by show-wise people, but newspaper critics were uniformly enthusiastic. The audience was solidly for Sinatra.

His choice of songs was perhaps lacking in variety, but his old numbers drew big hands—"Ole Man River" paralyzed the house and his gag number on "Ole Man Crosby" went over big too. The Sinatra comedy style was relaxed and completely successful. Occasional screams from the audience were satirical rather than hysterical, but they were friendly and good-humored, and the singer responded to them likewise. Cliff Hanley.

Chicago ARA Reorganized

CHICAGO, July 11.—The Chicago chapter of the Artists Representatives' Association, Inc., inactive for several months, was reactivated here Tuesday (7) and Jack Russell, head of the local booking office bearing his name, was elected president. The organization has been more or less dormant since January when the majority of its members bolted ARA to reorganize the Entertainment Managers' Association.

Other officers elected, all from Chicago, include Freddy Williamson, first vice-president; Phil Levant, second vice-president; Mort Infield, third vice-president, and Sid Epstein, secretary-treasurer. In addition to the officers, the board of governors includes Goldie Cohan, Marvin Moss, Bill King and Floyd Shaw, all of Chicago; Jack Blue, Denver; Ray Auler, Milwaukee; Joann McLaughlin, Kansas City, Mo., and Marty Caine, Cleveland.

Club Reduces Shows

HARTFORD, Conn., July 11.—The Parisian Room (375 capacity), one of the largest clubs in the metropolitan Hartford area, goes on a Wednesday thru Saturday floor show policy, effective July 7, according to Paul DeLeo, manager.

The location, operated by Steve Dipsner, has been running two performances nightly, Tuesday thru Saturdays and Mondays thru Saturdays.

Isolation Drive May Work

Continued from page 20

ters would re-affirm his willingness to live up to his agreement with AGVA to pay the weekly welfare fund contribution.

Under the recently activated trust agreement, an entirely different body of people, not connected with AGVA, will handle the welfare fund. Out of each \$2.50, the fund will pay Lloyd's of London \$2.40, 10 cents to be kept by the fund for operating expenses. Under the Lloyd's policy, each AGVA member in good standing working in a spot covered by the agreement will be entitled to various weekly benefits, plus medical, surgical and hospital expenses in the event of an accident. Insurance covers the performer for the life of his employment contract, whether the accident occurs on the job or away from the job.

TROA, representing some of the major clubs thruout the country, was opposed to the plan for various reasons—chief objection is that clubs would be forced to pay weekly contributions, which would run to large sums. They also argued that paying insurance for headliners who made thousands of dollars weekly was unrealistic. Some ops were willing

Burlesque Bits

By UNO

Benita Francis played two nitery spots in Denver—the Chez Paree and Rita's—and then moved to the Persian Palms in Minneapolis. With her at the Chez Paree were Bobby Lynn, Ted Taylor, Emmett Taylor, Jimmy Roberts and The Melodiers. Her co-guests, all performers at William Lieberwitz's homey Hall Hotel in Denver, were Josephine Day, Lester Harding, The Skating Millers, Gene Edwards, Donna Ray, Nicoli, Jasmine, Sue Lineir, Lee Leonard, Sandra Kay, Covina, Wally Palmer and Bobby Lynn. "The management," comments Benita, "is wonderful. Loans you money, and you pay your rent at the end of the week instead of in advance." . . . Back in New York following a series of whirlwind out-of-town engagements, Winnie Garrett opened at the Club Samoa for four weeks,

starting July 10. . . . The Globe, Atlantic City, for the week of July 12 has as new principals Harry Savoy, Herbie Barris, Al Baker, Linda Scott and Terry Miller, thru the Miller-Kaplan Agency, which also placed Murray Briscoe, Penny Page and Texas Sheridan at the Carmen, Philadelphia, the week of July 15. . . . Christian Guldsteen's Moulin Rouge, the only burly house in Copenhagen, Denmark, closed due to bad biz. The last bill featured Dorothy Neal, English stripper. . . . Jean Coulter, featured nitery dancer, who also owns and operates the Mlle. Coulter school of modern dancing in Indianapolis, presented a group of new talent selected from her studio in a dance revue produced and staged in a local theater on July 10. Featured were two of Miss Coulter's original terps, "Death of a Dancer" and "St. Louis Woman." Plans are for a New York showing next season.

Billy Foster, comic, last time in the East three years ago, wound up 15 weeks of a stay last week at the New Follies, Los Angeles. Other burleskers in California are: Bobby Faye, Leon DeVoe, Mandy Kaye, Jack Little, George (Beetlepuss) Lewis, Max Coleman, Harry Clexx, Benny (Wop) Moore, Harry Meyers, Jack Murray, Harry Arnie, Danny Lyons, Harry (Zoup) Welsh and Bobby Morris. Also Joe Devlin and Harry Stratton, in pix; George Rose and Russell Trent, selling real estate; Dexter Maitland, selling autos; Howard Montgomery, working in the post office; Paul West, selling furniture; Billy Reed and Ray Parsons, at the Zomba nitery; Jack Mann and Artie Lloyd, new at the New Follies, and Johnny Mahoney in his 17th year with Popkin and Ringer. Vicki Welles annexed a life story by Doc Goldstein in The Paterson Evening News of June 25. A resident at 14-19 Chandler Drive of Fair Lawn, N. J., Miss Welles tells in the yarn of a new format she is planning for her strip routine, a four-dimensional number which will be staged with four giant mirrors. "Four Vicki Welles are definitely better than one," eulogized Goldstein. . . . Because of some controversy over a chapter of her act, Vicki Welles was replaced by Lillian White last week at the Emerald Room, Milford, Conn., but stood by nevertheless in stage costume to protect her interests thru the fact that she was working on a pay-or-play contract.

INDIANAPOLIS, July 11.—Kay Keiser's booking agency here is operating in temporary offices in the rear of the Canary Cottage Building on Monument Circle following a July 2 fire which caused damage of \$300,000 to the building and a loss of about \$10,000 to the Keiser agency.

H. C. Harrington, Miss Keiser's partner in the agency, discovered the fire when he returned to his fourth-floor office at 4 a.m. to leave some notes for his secretary. He telephoned an alarm and then made his way to safety. Among agency property destroyed in the blaze was a complete file of artist photographs.

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Iowa Aud Managers Plan Booking Loop

Set Des Moines Meeting to Form Auditorium Circuit for Shows

Continued from page 1

will be linked booking-wise, and at least one has suggested that IAAM consider producing its own shows of certain types in the future.

Probable Members Named

In the tentative Iowa group are Duane Peterson, KRNT Theater, Des Moines; Win Hans, Hippodrome, Waterloo; Charles Ziogas, Memorial Coliseum, Cedar Rapids; Harold Cooper, Municipal Auditorium, Burlington; Al P. Akers, Coliseum, Sioux Falls, S. D.; Axel Reed, Mayo Civic Auditorium, Rochester, Minn., and probably the managers of buildings at Sioux City, Ia.; Huron, S. D., and Spencer, Ia. Some buildings were not represented at the convention, and their managers are still to be contacted. Reed said he would be unable to attend the meeting because of activities in his building but that he probably would join the group.

The contemplated arrangement would not call for "exclusive" booking. Managers would keep the circuit informed of open time

and a delegate would then offer that time to shows. Idea is that more shows could be obtained and that with booking costs reduced the shows could afford to lower their guarantee demands.

In addition to the Iowa idea was considerable talk of a similar loop across the South and another in Florida.

Jacobson Makes Pitch

While auditorium managers sought a way to get the shows, Clarence Jacobson, New York agent who is setting up an office for booking shows into buildings, and Herb Carlin, Chicago producer and publicist, discussed with members the problem of getting auditoriums for shows.

Reed, new president of IAAM, said directors had "opened the door" to Jacobson but that the matter of signing up with the booking service was being left to individual members. Jacobson asked that IAAM name a committee to work with him.

After adjournment, Jacobson said, numerous managers contacted him and expressed interest in his plan.

MYERS NAMED AUD MANAGER OF THE YEAR

CHICAGO, July 11.—Don Myers, manager of Allen County Memorial Auditorium, Fort Wayne, Ind., was named "Auditorium Manager of 1953" at the International Association of Auditorium Managers' convention. He was honored for having secured the American Bowling Congress of 1953 for his building.

Runners-up were Fred Barr, Municipal Auditorium, Grand Rapids, Mich., for his promotion of the building's first livestock show, and H. H. Neibruegge, Municipal Auditorium, Atlanta, for his success in obtaining an air-conditioning plant for his building.

Fox's Green Bay Skateland Showing Growth

GREEN BAY, Wis., July 11.—Patronage at Skateland Roller Rink here when Lloyd Fox took over five years ago was admittedly down to rock bottom. "I'm not completely satisfied yet," says Fox, "but the books show a steady rise each year, and the first half of 1953 has shown the best climb of all."

A member of a family which includes a goodly number of rink operators thruout the Midwest, Fox formerly was in the rink business in Iowa and Minnesota. "Skaters in Wisconsin are far younger than they are in Iowa and Minnesota," he claims. "Here we lose skaters as customers as soon as they become old enough to legally enter taverns. That's not so elsewhere." Lesser number of beer parlors in other States results in wider age range of rink skaters, he believes.

Need of the Wisconsin rink operators to cultivate the more youthful age group makes it necessary to operate a neat place with good equipment and a clean atmosphere in order to convince parents that their children are spending time in a wholesome environment.

Church parties and student nights on Friday evenings have hyped biz, according to Fox. Little progress has been made toward landing public school parties due to antagonistic attitude of local authorities. Most successful gimmick for luring patrons to Skateland, according to Fox, has been the simple birthday club. Skaters sign a birthday register and are sent a two-cent postcard several weeks prior to the occasion which entitles them to a free admission on any night.

Lengthy Tour For Gilberts

AKRON, July 11.—Paul J. Gilbert, manager of the Stockton, (Calif.) Rollatorium, and Mrs. Gilbert, who were here this week to take in the national championships of the United States Amateur Roller Skating Association at Akron Rollerade and the annual convention of the United Rink Operators, at the Mayflower Hotel, will make a 12,000-mile tour of many of the nation's rinks before returning to their Coast home.

The Gilberts' tour will take them east, down the East Coast and around the Florida Keys, up the Gulf Coast and across to Texas, on to Mexico City and back thru Texas to California.

Dramatic & Musical Routes

Guys and Dolls: (Biltmore) Los Angeles. Good Night Ladies: (Geary) San Francisco. Maid of the Ozarks: (Selwyn) Chicago. New Faces: (Great Northern) Chicago. Pal Joey: (Shubert) Chicago. South Pacific: (Shubert) Detroit.

A. H. REED NAMED IAAM PRESIDENT

56 Members Register at Chicago; Long Beach Set for '54 Meeting

CHICAGO, July 11.—Axel H. Reed, manager of the Mayor Civic Auditorium, Rochester, Minn., was elected president of the International Association of Auditorium Managers in the group's 28th annual convention here Sunday thru Wednesday (5-8). He succeeds Clarence Hoff, manager of Municipal Auditorium, Kansas City, Mo.

Fifty-six members, including a strong delegation of new members, attended. Wives and guests put the registration well above 100. The organization has 110 members.

Decision was made to hold the 1954 convention at Long Beach, Calif., where David Olmstead, manager of the Municipal Auditorium, will be host member. Exact dates will be determined later by the IAAM executive committee. There was a strong movement to extend the 1954 convention beyond the usual three day's duration.

Vepees, Directors Named Charles McElravy, Memphis, was re-elected secretary-

treasurer. Harold Cooper, manager of Municipal Auditorium, Burlington, Ia., was elected vice-president from the fourth district, the position held previously by Reed. Other district vice-presidents are James E. Walsh, New York; Winfred E. Corey, Buffalo, N. Y.; M. E. Thayer, Chicago; William Coker, New Orleans; Emmett E. Race, Fort Worth and Lindsay Lueddeke, Oakland, Calif.

Named directors-at-large were C. W. Van Lopik, manager of the Masonic Temple, Detroit; H. H. Niebruegge, manager of Municipal Auditorium, Atlanta, and Ed Furni, manager of the St. Paul Auditorium.

Reed announced that committee appointments would be made later.

For the first time a trade exposition was operated in conjunction with the convention and about 20 displays were exhibited at the International Amphitheater.

Sessions were at the Congress Hotel on Monday and Wednesday and at the Amphitheater on Tuesday.

CONVENTION NOTES

Historical Gavel Used To Open IAAM Session

CHICAGO, July 11.—Clarence Hoff, out-going president, opened the second day's session of the International Association of Auditorium Managers' convention with a gavel that was used during the Republican National Convention. The IAAM meet, in the International Amphitheatre for the day, was exactly a year after the GOP meeting, July 7. The gavel belongs to M. E. Thayer, manager of the Amphitheatre.

Win Hanssen, manager of the Hippodrome Auditorium, Waterloo, Ia., learned during the IAAM convention that barns of the Dairy Cattle Congress, for which he is press agent, had been damaged in a storm.

Fred Barr, Grand Rapids, Mich., expected to have a giant on duty at his booth in the trade show but the plans fell thru. Barr and Thomas Starling, of the Orlando, Fla., building, were among those managers who pur-

Mammoth's Skaters Get Contest Funds Via Skating Show

DENVER, July 11.—Mammoth Garden's roller skating team staged a performance this week to raise money to finance their trip to the RSROA national championship in Cleveland this month.

The Mammoth team, led by Bill Kinney, will be in the nationals to defend its four-man relay title. Pat O'Brien will compete in senior ladies' events. She placed in the recent Midwest regional meet. Other members of the Mammoth Garden team slated to go to Cleveland include David Henshaw, Eddie Mailo, Ronnie Watkins and Connie Douglas.

chased new lighting equipment while in Chicago.

Don't Mention TV

H. H. Niebruegge, Atlanta, and Don Jewell, new member from Billings, Mont., found common interest quickly in their advisory work in a boys' lodge organization.

Emmett Race, Will Rogers Memorial buildings, Fort Worth, made a side trip to Milwaukee to look in on William Mass, veteran manager there who is planning to retire soon. When Race registered at the hotel in Chicago the clerk offered a room with television. Replied Race, "Don't say the word to me!"

Bill Coker, popular member from New Orleans, peppered the sessions with his sharp humor. He met his match on two occasions, once with Jerry Donovan, Dade County Auditorium, Miami, and again with David Olmstead of Long Beach, Calif., retaliating.

Coker also updated member on his dog show judging activities.

Fred McCallum, of the Birmingham building, was confined to his room by a virus attack for the first day of the convention. (Continued on page 83)

Stockton Kids Triple Winners of 2 Trophies

PASADENA, Calif., July 11.—Two trophies were won for the third consecutive year by the Stockton Rollatorium Skating Club at the California amateur roller skating championships of the United States Amateur Roller Skating Association, June 13-16, at Moonlight Rollerway here. The Stockton club, coached by Rink Manager Paul Gilbert, skated off with the California club challenge trophy and the club racing trophy.

Other trophy winners were: Avis Cook and Ronald Holland, Pasadena, the Hazel G. Barker trophy for artistic skating and showmanship; Donna Helms, Pasadena, juvenile girl figures; Ni Orsi Jr., Stockton, the Cliff and Mildred Neschke juvenile boys figure trophy; Shirley Sasselli, Stockton, sub-novice girls figures; Sheldon Hicks and Judy Bilicich, Watsonville, juvenile dancing; Gary Bradley and Barbara Allman, Stockton, Pasadena novice dance trophy; Gregory Amo and Vicki Avery, Watsonville, sub-novice dance;

Barbara Allman, Stockton, Neschke versatile trophy; William Meilner and Greatha Oerline, Pasadena, junior dance; Barbara Allman, Stockton, the Len Honey trophy for distinguished skating, and Dolores Cummings, Stockton, Pasadena junior ladies figure trophy.

Winners in the various divisions were:

Juvenile boys figures, Ni Orsi, Stockton; Gary Sutherland, Pasadena; Buster Miller, Stockton. Juvenile girls figures, Donna Helms, Pasadena; Myrtle Sersen, Stockton; Judy Bilicich, Watsonville. Sub-novice men figures, Darrell Sutherland, Pasadena; Philip Carlson, Stockton. Juvenile dance semi-finals, Sheldon Hicks and Judy Bilicich, Watsonville; Ni and Pam Orsi, Stockton; Buster Miller and Phyllis Sauve, Stockton. Sub-novice dance eliminations, Gregory Amo and Vicki Avery, Watsonville; Donald Rucker and Patricia Bilicich, Watsonville; Gary Sunda and Donna Helms, Pasadena. Novice dance eliminations, Gary Bradley and Barbara Allman, Stockton; David Marshall and De Ana George, Pasadena; Bob Eubanks and Avis Cook, Pasadena. Sub-novice mixed pairs, Jeffrey Gaines and Janet Heckethorne, Stockton. Junior men figures, Omar Dunn, Watsonville. Sub-novice ladies figures, Shirley Sasselli, Stockton; Darlene Kerns, Watsonville, Karylene Betts, Stockton. Novice men figures, David Marshall, Pasadena; Jerry Holman, Stockton; Bob Eubanks, Pasadena. Intermediate men figures, Raymond Foss, Pasadena; Gary Thornton, Pasadena; Gary Bradley, Stockton. Intermediate dance eliminations, Raymond Foss and Joyce Shepherd, Pasadena; Marvin Cox and Shirley Hansler, Fresno; Edmund Sheleny and Betty Langdale, Costa Mesa.

Novice mixed pairs, David Marshall and De Ana George, Pasadena; Jerry Holman and Erlene Peirano, Stockton; Charles Lay and Penny Thorns, Stockton. Novice ladies pairs, De Ana George and Avis Cook, Pasadena; Shirley Miller and Shirley Sasselli, Stockton; Erlene Peirano and Penny Thorns, Stockton. Tiny tots, Pam Orsi, Stockton; Barbara Alderson, Pasadena; Connie Prall, Pasadena. Intermediate ladies figures, Barbara Allman, Stockton; Tene Hazlitt, Stockton; Joyce Shepherd, Pasadena. Novice ladies figures, Avis Cook, Pasadena; Gary Bradley, Stockton. Intermediate mixed pairs, Ronald Holland and Avis Cook, Pasadena; Gary Bradley and Barbara Allman, Stockton; Gerald Yetner and Shirley Miller, Stockton. Senior men figures, Ronald Holland, Pasadena. Junior ladies figures, Dolores Cummings, Stockton; Barbara Bradley, Pasadena. Intermediate fours, Gary Bradley, Jerry Holman, Barbara Allman and Erlene Peirano, Stockton. Junior dance finals, William Meilner and Greatha Oerline, Pasadena; Jerry Gish and Barbara Bradley, Pasadena; Omar Dunn and Bonnie Barnett, Watsonville. Senior ladies pairs, Barbara Allman and Tene Hazlitt, Stockton; Dolores Cummings and Sharon Gaines, Stockton.

Intermediate ladies speed, Tene Hazlitt, Barbara Allman and Erlene Peirano, Stockton. Intermediate men speed, Jerry Holman, Stockton; Jimmie Powell, unattached; Gary Southern, Pasadena. Juvenile ladies speed, Polly Donnell, Christine Loring and Myrtle Sersen, Stockton. Juvenile men speed, Ni Orsi, Stockton; Gene Sutherland, Pasadena; Buster Miller, Stockton. Novice ladies speed, Phillip Carlson, Sharon Sharp and Rosalee Loring, Stockton. Novice men speed, Phillip Carlson, Stockton; Don Pelham, Pasadena; Jeffrey Gaines, Stockton. Junior men speed, Charles Lay, Stockton; Bob Eubanks, Pasadena; Raymond Foss, Pasadena. Senior men speed, Richard Hunt, San Francisco; Neil Kastner, Pasadena; Hal Byers, Montebello.

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The Final Curtain

BAILEY—Frankie, 94, former showgirl known to several generations of New Yorkers as "the girl with the million-dollar legs," July 8 in Los Angeles. She was a Broadway favorite during the late 1890's, not for any particular talent but solely because of her shapely underpinnings. For eight years, she appeared in every performance at the Weber and Fields Music Hall, always leading the grand march finale. The Music Hall closed in 1904, and Miss Bailey's immediate career ended. In 1911, however, she appeared in a Weber and Fields revival. By the end of World War I she was working behind a cigar counter in the Flatiron Building. Penniless by 1921, she was recipient of a benefit show at the Hotel Pennsylvania. The proceeds took her to Hollywood, where she found screen work as a walk-on extra. She died at the 20th Century Sanitarium, where she had lived for four years. When the end came, her famous legs were paralyzed. Her late step-brother was A. J. Bailey of Barnum & Bailey Circus; her late husband was Frank Robinson, early-day circus-owner.

BANDO—Tasumasaburo, 52, Japanese movie actor whose real name was Denkichir Tamura, July 7 in Tokyo. He was noted for his Samurai roles.

BAYLESS—J. B., 61, concessionaire, mailman and agent for The Billboard on Capital City Shows following a heart attack July 6 in Campbellsville, Ky. His widow, Ruth, and four children, survive. Burial in Chattanooga, Tenn.

BERTHAUME—Cordella, 77, July 6 at Windsor, Ont. She was the mother of Clarence Berthaume, head booker for M-G-M Pictures, Detroit, and grandmother of Mrs. Patricia Booker, secretary to the M-G-M office manager. Her husband, Henry D., and three children also survive. Interment at Windsor.

BOYS—Charles E., 75, July 7 at Kalamazoo, Mich. He was bass viol player in the Kalamazoo Symphony Orchestra for many years. Survived by his widow, Myrtle, and two sons. Interment at Mountain Home Cemetery.

BUCE—Al, 72, veteran vaude performer and circus clown, at El Monte, Calif., June 22. Survived by his widow, Isabelle, and a sister.

BRUGGIE, Charles— 54, vaude performer, following a performance at Exira, Ia., July 4. He was a resident of Minneapolis. He entered show business as a child and was a member of the Pantzer Troupe of acrobats in Germany and elsewhere. Survived by his widow and one daughter. Burial in Minneapolis.

BRUMLEY—Bess B., 79, president of the Ohio Livestock Producers' Association and former assistant director of the Ohio State Fair, July 2 in Blanchard Valley Hospital, Findlay, O.

CAMPBELL—Virge, 84, last survivor of the Campbell brothers of circus note, June 29 after suffering a broken hip and wrist in a fall at his home in Fairbury, Neb. Services and burial July 1 in Fairbury, the day before his 85th birthday. Survived by a daughter, Gertrude.

DEGAW—James Boice, 48, July 5 of a heart attack in his home at Dallas. He was a one-time Hollywood screenwriter and former husband of Isobel Dawn with whom he collaborated on many screen plays. He had been

employed in Los Angeles about 10 years, mostly at M-G-M, before he went into TV production in New York. Survived by his widow, Dorothy; two daughters, Terry and Suzanne; and a sister, Margaret, Los Angeles.

FARRELL—John W., 68, stage and television actor, July 8, in Brooklyn, N. Y. Born in Boston, he began his theater career as a singing and dancing comedian; later formed the vaude team of Saxton and Farrell, with Josephine Saxton, whom he married. Farrell became a popular musical-comedy actor, appearing in "Sally, Irene and Mary," "Honeymoon Lane," "Time of Your Life," and "Angel in the Pawnshop." In "Inside U. S. A.," he portrayed the role of Jack Haley with whom he long had been professionally associated. Recently he had appeared as a free-lance character actor on a number of NBC and CBS television shows. Survived by his widow and a brother, Joseph.

FUTTER—Mrs. Adele Lacey, 39, former film actress and wife of Walter A. Futter, independent film producer, July 3 in Mexico City. Well known as a dancer and horseback rider, she also appeared in musicals and in Western films with Hoot Gibson, Tex Ritter, Eddie Cantor and others. She did considerable entertaining of troops during World War II. Her husband, mother and a brother survive.

GINN—Maude Gilbert, 70, actress known as Maude Gilbert, July 7 in Laguna Beach, Calif. She played leads in legit stock, as well as in New York and London. She was a star with the old World Film Company. A sister survives.

GLASGOW—Charles W., 61, former Atlantic City cafe man, June 29, in Nashville, Tenn. Survived by his widow, Matinell; one son and two daughters. Burial in Har Nebo Cemetery, Philadelphia.

HENDERSON—Richard T., 41, sales representative and purchasing agent for the Allan Herschell Company, Inc., North Tonawanda, N. Y., July 5 in Tonawanda, N. Y., of cancer. (Full details in the General Outdoor Section, this issue.)

HOMER—Sidney, 88, composer, teacher and husband of the late Louise Homer, noted opera singer, July 10, in his sleep, at his home in Winter Park, Fla. He was a member of ASCAP, and some 150 of his music works, notably for organ and piano, were published by G. Schirmer. Survived by a son and four daughters. Funeral at Lake George, N. Y.; burial at near-by Bolton.

HOLSTEN—Jack, 58, concessionaire, July 6 at a Lewisburg, Tenn., hospital. He was with Capital City Shows the past four seasons. Surviving are his widow, Rose, and one sister. Burial was in St. Louis, Mo.

KING—Robert W., 46, former movie stunt flyer, June 29, in Temple University Hospital, Philadelphia, after a long illness. Before becoming a commercial air pilot, he had done considerable stunt flying in Hollywood. Surviving are his widow, Kitty L.; a son and a daughter. Funeral services in Tuckahoe, N. J.

LEANE—Patrick Daniel, 53, Hollywood film player and former videillan, July 4 of a heart attack while visiting relatives in Tujunga, Calif. He was a native of Indianapolis and played many character roles, his last being in the 20th Century-Fox production, "The Story of Demetrius." Survivors include a daughter, three sisters and four brothers. Interment in Forest Lawn Memorial Park, Glendale, Calif.

LINSLEY—Walter, 78, one of America's great acrobats and a 50-year veteran under the "big top," July 7, in San Francisco. He appeared with the Flying Sergeants in Madison Square Garden at the age of 14. At that time he was billed as "The Boy Wonder." He later traveled with Barnum and Bailey and on the Keith Vaude circuit.

MORGAN—Mrs. J. Doug, for wife of the late J. Doug Morgan, for many years a prominent repertoire showman, July 7 in Jacksonville, Tex. Morgan operated the old J. Doug Morgan Players under canvas thru the Middle West and West, and for many years it was one of the best known tent repertoire shows on the road. Morgan suspended show operation about 12 years ago. Surviving is a son, J. Doug Morgan.

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ROBINSON—Max V., 88, June 19 St. Luke Hospital, Jacksonville, Fla., after a lingering illness. Robinson tramped for several years with the Tom Mix Circus in the ticket department of the Ted Metz Side Show. Survived by two sons and one daughter. Burial at Jacksonville.

ROSS—Jimmy, pea pool operator on various shows, including Penn Premier, Mighty Page and Jollytime, June 28 of a heart attack. Survived by his widow, three sisters and four brothers. Burial in West View Cemetery, Kingston, N. C.

RUFFO—Titia, 76, internationally known operatic baritone, July 6 in Florence, Italy. He was one of the big box-office attractions from 1912 to 1929. He made his debut in Rome in 1898 and sang in Vienna, Paris and London before coming to the U. S. in 1912. Ruffo sang with the Metropolitan Opera Company from 1922 to 1929. His retirement from the Met was brought about by a \$350,000 offer to appear in motion pictures. His last public appearance was in 1932, when he sang excerpts from "Carmen" as part of the opening festivities of the Radio City Music Hall, New York.

SANFORD—William S., 39, manager of McClatchy Broadcasting Company's Stations KMJ and KMJ-TV, Fresno, Calif., July 5 of a heart attack while visiting his son at a summer camp. He was a native of Great Falls, Mont., and began his radio career in 1935 as a free lance actor in Los Angeles. In 1936 he became chief announcer for a Bakersfield station and the following year moved to KTMS, Santa Barbara, as program director. He was with the McClatchy company since 1940, except for four years with the State Department's Office of War Information as chief of the Far East Radio Division. He was KMJ's news director starting in 1947. He was named the station's manager in December, 1951. Survivors include his widow, Mildred, and Scott, his son.

SELOVER—Mrs. Bina, 63, night club operator in the South Jersey resort area, June 29, in Atlantic City Hospital, after a long illness. She had operated for the past 18 years the Magic Lamp Cafe at North Highland Beach, N. J. Survived by three sisters. Funeral services in Cape May Court House, N. J., burial in Methodist Cemetery, Green Creek, N. J.

In Fond Memory of
N. RAY SPEER
Who passed away July 22, 1953
Sadly missed by
Harry and Geri Bucholtz
We do not need a Special Day
To bring you to our mind.
The day we do not think of you
Is very hard to find.

SHUTE—James L., 88, concessionaire, July 2 in Los Angeles. A native of Urbana, Ill., he had been a member of the Pacific Coast Showmen's Association since 1935. At one time he tramped with the Foley & Burk Combined Shows. Burial in Showmen's Rest, that city, July 8.

THOMPSON—Morton, 45, author, humorist, former screen writer for 20th Century-Fox and other film studios and former columnist for The Hollywood Citizen-News, July 7 in Ledyard, Conn., of a heart attack. Thompson used material from his column, short stories and Hollywood nonsense for a best-selling humorous book, "Joe, the Wounded Tennis Player." One of the stories in this book, "My Brother Talks to Horses," was made into a movie by M-G-M in 1947. Survived by his widow, the former Frances Pindock, New York literary agent; his mother, Mrs. Racia Thompson, Hollywood; one daughter, Millicent, and a son, Morton Jr.

TURBS—Lurene O., 59, July 6 at Grand Rapids, Mich. She was the author of a number of one-act plays.

VEY—Walter I., 74, in a St. Johns, Newfoundland, hospital June 20. Vey participated in founding Station SWMO, St. Johns, the first broadcasting station on Newfoundland, and was its first operator. He installed pipe organs in theaters, broadcasting stations and churches in Newfoundland and also on the mainland in Canada for many years. Survived by his widow, a son and two daughters. Burial at St. Johns.

IN MEMORY
Of My Husband
HARRY R. WINTERS
Who passed away July 14, 1948
Sadly missed by Wife and Sons
RUTH,
ELMER & RICHARD WINTERS

WHITE—Mrs. Bessie, 81, mother of publisher Elmore (Baron) White, July 7 after an extended illness. Services at the New York and Brooklyn Funeral Chapel.

WOOLEY—J. H. (Jack), well-known pitchman and horoscope worker, June 10 at Fort Worth. Survived by his widow, Elaine. Burial at Fort Worth.

WRIGHT—Mrs. Sarah M., 84, widow of William Lord Wright, former scenario writer, July 4 in Pasadena, Calif. Interment in Hollywood Cemetery.

Divorces

JAMES— Mabel Welshman James from E. P. (Red) James in Dallas May 6.

NORTH— Elizabeth Palmer Barnum North from Henry Ringling North, vice-president of the Ringling Bros. and Barnum & Bailey Circus, recently.

Roadshow Rep

FROM Stanton, Tex., G. D. Corsand writes that the drought has killed all chances of small shows getting business. "I have been over most of West Texas in the past month and would advise shows to stay away as folks are short of cash and many working people have left the area," says Corsand. "I met only one outside show in my travels and that was at Lubbock. I was told by the manager that he was getting away from the area." . . . **Andy Roberson** writes that he will have a novelty show at celebrations and fairs in Central Louisiana. . . . **D. D. Kratz** pens from Quincy, Ill., that he has caught two tent shows in the past month and both were playing to half houses when he visited. . . . **Chris Tomlin** reports from Eugene, Ore.: "I am playing outdoors to fair biz, but money seems to be getting tighter. This area is not too good at this time of year, as crops are in the ground." Tomlinson, who has a Ripley style trailer show, plans on moving eastward.

old-time Tom shows don't forget the Rockwell outfit. An uncle of mine, **Tom Bryant**, was Tom with that show, as he was with several other units. He had been an old-time Kickapoo Indian performer for Healy and Bigelow, and as a creator of darky roles he was not outdone, I've been told, by many in the business. . . . **George Spicer** reports poor biz in small Quebec towns for his novelty museum show due, in part, to forest fires that have been rampant in that area and in Northern New England. . . . **Frank Torgue** pens from Cimmarron, Kan., that he is moving east to get away from torrid weather that has struck the area. Torgue has a platform show. . . . The Carol Players have been working Maine Coastal towns, but they say biz has been off and that they will move back into the Boston area. . . . **Ruffler**, hypnotist, is laying off in Toronto until late August. . . . From St. Louis J. **Fred Gorman** reports that he has caught two small shows in Missouri, but both had light houses. Gorman, a former med salesman and rep agent, is working a subscription plan for a magazine.

CHARLES WIRTHHAM, Hugo, Okla., sends the following as the roster of Billy Young's Comedians in the early '40s: **Billy (Toby) Young**, owner-manager; **Dolly Young**; **Jimmy Brim**, advance; **Billy Young Jr.**; **Norma Young**; **Alyce Southern**; **Elise Wade**; **Verge Lester**; **Jack Johnson**; **J. L. Burns**; **George W. Young** and **Henry Halter**. **Bud Ford** had charge of transportation. Most of the plays done by the show were Toby-type, among them "The Heartbreaker" and "When Cherries Are Ripe." . . . **Hermna Lowell** writes from Trenton, N. J.: "I get a lift out of reading news of old-time 10-20-30 shows. Will someone send in a line about the Patten & Perry show that played New England. My father played in that show's band." . . . **George L. Jackson**, Dorchester, Mass., writes: "When you speak of the

HARRY CARMICHAEL, Scott City, Kan., submits the following as the roster of Denny's Comedians in reply to a recent request in the column: **Ralph Dennis**, owner-manager; **Verna Dennis**, and **Bush and Trixie Burrichter**. "They were the principals and the only ones I remember," says Carmichael. . . . "Who remembers the Bob Campbell Stock Company that formerly was active in Port Arthur, Tex.?" asks **W. W. Eldridge** of that city. "Are any of those troupers active now?" . . . **Wayne Dorsey** has a wall tent show in the Logan, Utah, area and reports only fair returns. . . . **Hammell's** show is doing okay in the Flagstaff, Ariz., territory. Show has merchandise.

Drivin' 'Round the Drive-Ins

SMILING JIM FLAHERTY and his Western Caravan and Tex Pavel, "The Old Wagonmaster," appeared at Pike Drive-In Theater, Newington, Conn., June 24-25, in conjunction with the theater's fifth anniversary. Free entertainment was part of many special activities planned for Anniversary Week by **Paul W. Amadeo**, general manager, Turnpike Theater Corporation. The first 500 cars in line on both nights received anniversary souvenirs, plus lollypops to youngsters. . . . **George Hudak**, formerly manager at E. M. Loew's Theater, Hartford, Conn., has been named assistant manager, E. M. Loew's Hartford Drive-In, Torrington, Conn. . . . **John L. Calvo-coressi**, partner, Manchester Drive-In Theater Corporation, Hartford, Conn., has been appointed to the executive board of the Quaker Lane Co-Operative Nursery School, West Hartford, Conn. . . . **Bob Schwartz** has installed a new giant panoramic screen at Lake Drive-In, Waterbury, Conn. . . . **Vincent Youmatz** distributes free comic books to youngsters in connection with Friday night cartoon programs at the Torrington (Conn.) Drive-In Theater. . . . **Nick Kounaris** and **Paul Tolis**, owners of theaters in the Hartford, Conn., area, have received approval from the Meriden (Conn.) Zoning Board of Appeals for immediate construction of a 700-car drive-in on the Meriden-Wallingford, Conn., town line, estimated to cost \$100,000. Kounaris and Tolis own the Newington Theater, Newington, Conn., and Meriden Theater, Meriden, Conn.

The drive-in will cost an estimated \$40,000. . . . New Skyvue Drive-In Theater has been opened by **Lynn Smith** and **L. J. Piwetz** at Lockport, Tex. . . . Lee Drive-In has been opened by **Mrs. C. W. Matson** at Giddings, Tex. **Dorothy Matson** has been named temporary manager. . . . Recent heavy windstorms at Morton, Tex., almost demolished the screen at the Indian Drive-In. According to **T. J. Simpson**, city manager for Wallace Theaters, damage was about \$3,000. The wind sheared off the screen's wooden supports 20 feet above the cement base in which they were anchored, and ripped apart part of the fence around the drive-in. . . . Cove Drive-In has been opened by **Ed Bernard** at Rockport, Tex., where he also owns the Surf Theater. . . . High winds recently caused about \$200 damage to Derrick Drive-In, Crane, Tex., according to **James Winter**, manager. . . . **Albert Knopp**, city manager of the Long Theater Circuit, Hebronville, Tex., has announced opening of the Pioneer Drive-In on a four-day policy. The drive-in will also feature Spanish-language films.

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ENLARGING SHOW FOR FALL

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124 North Street Cleveland, Miss.

GLADEWATER, Tex., board of commissioners has approved construction of a 400-car drive-in to be built by **D. P. Ferguson**.

MUSICIANS WANTED FOR
MACK'S OLD-TIME MINSTRELS

Band Leader (Trumpet) to double orchestra, Orchestra Leader (Violin) to double band, Tubia player to double String Bass, Baritone (to double orchestra, stage or front). Other A-1 Musicians for concert band and orchestra, write, Piano Player. All those doubling given preference, but you must be able to cut it here. Rehearsals here Sept. 3rd. Opening date Sept. 17th. Pay your own hotel. Travel in our own bus. 25-weeks through South in winter, Midwest in Spring. Other useful Minstrel People, write. Make salary LOW, as you get it here. One (1) performance daily, few matinees. No Sunday shows. **HARRY MACK—Mack's Old-Time Minstrels**

Marriages

COLMAN SHOWELL— Charles Colman, featured actor in "Porgy and Bess," and Theda Showell, nonpro, recently in Jamaica, N. Y.

GOULD-ROMAY— Jay Gould II, grandson of the railroad financier, and singer Lina Romay, June 30 in Westwood, Calif.

HARRIS-LEMON— Jeff Harris, vaude performer, and Helen Lemon, at Grand Rapids, Mich., June 22.

GERING-SPERO— Marion Gering, movie producer, and Gladys Spero, non-pro, in New York July 5.

HORMEL-MOSTOVOY— Thomas Hormel and Simone Mostovoy, June 30, in Las Vegas. He is scion of famed meat-packing family. Bride is Parisian ballet dancer.

JACOBS-ROCKWELL— Lou Jacobs, Ringling clown, and Jean Rockwell, Big Show aerialist, June 12 in Jersey City, N. J.

McNULTY-BLYTH— Dr. James McNulty and Ann Blyth, June 27, in St. Charles Church, North Hollywood, Calif. She is screen actress. He is brother of Dennis Day, screen, radio and TV performer.

ODLE-DeWINTER— Allen (Buster) Odle, bingo manager on Interstate Shows, and Lynne DeWinter, showgirl, at First Baptist Church, Meridian, Miss., June 13.

SOLOMON-BONNEY— Joseph Solomon and Gall Bonney, June 28, in Las Vegas. She is radio and TV actress.

STEPHENSON-GREEN— Peter H. Stephenson, news director and announcer with WPTX, Albany, N. Y., and Lois Green, Bridgeport, Conn., in Bridgeport June 27.

SWITZER-LOOS— Bill Switzer, KCBS news writer, and Margaret G. Loos, nonpro, June 28 in Berkeley, Calif.

WILLIAMSON-WRIGHT— Dolores Williamson to Lloyd Wright on June 19 in Lubbock, Tex. He is member of the staff there of KDUB-TV.

YODER-CELLA— Lloyd Yoder, general manager KNBC, San Francisco, and Alma Cella, opera singer, June 30 in that city.

WE WILL ALWAYS REMEMBER
IRVING J. POLACK
Who passed away July 13, 1949
HARRIET & NAT LEWIS

Births

ARDMORE— To Mr. and Mrs. Albert Ardmore, a daughter, July 2 in Cedars of Lebanon Hospital, Los Angeles. Mother is fan magazine writer Jane Morris.

BERMAN— To Mr. and Mrs. Seymour Berman, a daughter, Janis Heleens, June 17 in Detroit. Father is salesman for Columbia Pictures in Michigan.

BLOCH— Twin boys, Albert and Charles, to Dr. and Mrs. Marcus Bloch July 1 in Bellevue Hospital, New York. Father is president of the Eastern School of Hypnotism.

BOYD— A boy, to Mr. and Mrs. Milton Boyd, June 23, in Rock Island, Ill. Named David George Boyd, he is the second son and the fourth child for the Boyds. Milton is an announcer on WHBF-TV in Rock Island.

BREWER— A daughter, Linda Lou, June 24 to Mr. and Mrs. James Brewer in Mercer General Hospital, Harrodsburg, Ky. Father is ride superintendent, on Page Bros.' Shows. Mother is a popcorn concession agent.

Mich. Concessions Hit by Shutdowns

Hassle Between Governor, Local Officials Clouds Games Operations Thruout State

DETROIT, July 11.—A hassle with strong political overtones between some Michigan police officials and Governor Williams has caused the shuttering of some bingo and other games concessions and clouded future operations thruout the State.

Some police officials on local or county levels would have the State handle the hot potato of regulating, then enforcing concession policies. The governor, on the other hand, would have the concessions policed by local enforcement agencies.

Cites State's Policy

The hassle followed in the wake of a shutdown of games concessions in Detroit, with Donald S. Leonard, the city's police commissioner and former State Police Commissioner, pushing the shutdown. In some other municipalities games concessions also were closed, but the shutdowns were spotty thruout the State.

Some police officials, following Leonard's action, called for a State-wide policy and urged the governor to call a meeting to bring about a uniform policy.

To this, the governor said that such a policy would be counter to the State policy which prevailed when Leonard was State Police Commissioner and that the traditional policy of the governor's office and of the State Police on bingo and similar games is that it is a matter for local police enforcement.

The governor said that the State should step in only if there is a commercial operation or
(Continued on page 83)

R. T. Henderson, Herschell Exec, Dies in East

TONAWANDA, N. Y., July 11.—Richard T. Henderson, sales representative and purchasing agent for the Allan Herschell Company, Inc., amusement rides manufacturers, died last Sunday (5) at his home here, after a long illness.

Born in Buffalo, Henderson resided in Tonawanda for 35 years. He had been associated with the Allan Herschell Company the past eight years. Active in civic affairs, he was a member of the Business and Civic Association of Tonawanda, National Association of Purchasing Agents and the National Association of Amusement Parks, Pools and Beaches.

He is survived by his widow, Dorothy; two sons, Richard T. Jr., and Robert W.; two daughters, Wanda and Catherine; his mother and stepfather, Mr. and Mrs. F. A. Johnson, and a brother, William, all of Tonawanda. Services were held in St. Mark's Episcopal Church, with burial in Elm Lawn Cemetery, Tonawanda.

Dairy Congress To Rebuild Levelled Barns

WATERLOO, Ia., July 11.—Contracts for the construction of four Dairy Cattle Congress barns were awarded Thursday (9) to replace four barns that were levelled by high winds that struck the Congress grounds here Sunday afternoon (5) and caused total damages estimated at \$100,000. The new barns are to be completed by September 1, in ample time for the make-ready for this year's Cattle Congress.

The winds that hit the grounds attained a speed of 100 miles per hour and the force was so great that it pulled out lavatories after tearing off the roof of toilets. Two of the barns destroyed were 240 feet long and two were 300 feet long.

WRONGFUL ATTACHMENT

Ruling Denies Damages To Fair by Cavalcade

ROCKFORD, Ill., July 11.—Circuit Court Judge William R. Dusher Monday (6) denied action by the Massac County Fair, Metropolis, Ill., for \$5,000 damages against the Cavalcade of Amusements based on the fair's claim that the latter breached a contract to provide midway attractions at the Southern Illinois fair last week.

The fair had obtained a writ of attachment against the show's equipment here, but in court it was disclosed that the show leases its equipment from the North American Concession Corporation, of which Al Wagner, the Cavalcade manager, is an officer.

In denying the fair's suit for damages, the court held that the

equipment of the North American Concession Corporation was wrongfully attached. The ruling followed three days of hearings.

Arthur Morse of Chicago was attorney for the Cavalcade of Amusements. Paul Powell of Vienna, Ill., who is minority leader of the Republican-controlled lower house of the Illinois Legislature, is secretary of the Metropolis fair.

Departure of the Cavalcade of Amusements train from here was delayed and the show did not arrive in Aurora, Ill., its show stand this week, until late Tuesday (7).

Bobby Kline, who had been serving as general agent of the Cavalcade of Amusements, no longer is with the show, it was revealed here.

NAME, TOO, NOW VERY REVEALING

PETERSBURG, Ill., July 11.—Legally, she's now "Evelyn \$50,000 Treasure Chest West."

The busty striptease, who is featured on midways as well as in night clubs, had her name changed here in Menard County Circuit Court.

"People don't remember the name Evelyn West," she maintained in her successful plea to Judge Morris E. Barnes.

IMCA Schedules Chicago Confab

BIRMINGHAM, Ala., July 11.—Officers, directors and sanctioned race operators of the International Motor Contest Association will tentatively meet Tuesday (21) in the Hotel Sherman, Chicago, R. H. McIntosh, organization president, announced. Plans are to clean up a number of problems prior to the fair season.

RUMOR BITES PARKS

Phony Snake Yarn Strikes Chi, East

CHICAGO, July 11.—A rumor has reared its ugly head to put out a palpably phony story of a child being bitten by a snake while riding on a Merry-Go-Round, and the yarn, which has popped up in the Chicago area, thruout New England, and in Maryland is giving kiddie park and amusement park operators king-sized headaches and taking a big cut out of their normal business.

In fact, the damage wrought by the rumor has slashed business at some Chicago area kiddie-lands as much as 50 per cent and

Eastern Units Bag Top Holiday Takes

Perfect Weather Thruout the Holiday Week-End Brings Record Earnings to Some

NEW YORK, July 11.—Perfect weather thruout the East covering the two-day holiday week-end gave operators everywhere bonanza business. Record earnings for the Fourth of July, Saturday, were reported by many enterprises. The added earnings on Sunday (5) boosted the totals to impressive highs.

For some it meant catching up with the grosses of a year ago after lengthy bouts with cold and rain. For others the big crowds and free spending were judged to be a forecast of a record season.

The build-up was also perfect, with good weather prevailing thruout the week and the daily weather forecasts promising a continuation of the same right thru the holiday eperiod.

The parks fared best since they were able to get in two full days of operation. But the carnivals and promotional events also did well, needing, it seems, only the good weather that prevailed.

The weather was ideal for operators in that it was clear and warm but not hot. As a result, while literally millions were attracted to shore spots, there was no compelling heat to hold them on the beaches and in the water. Accordingly, amusements and concessions were busy from early in the day right thru closing.

Coney Island and the Rockaways had tremendous turnouts judged well in excess of one million. The pleasant weather kept all units working thruout the day, and the reports from many Coney Island operators were that record grosses had been counted.

N. E. Units Score

The reports from New England and the South were the same. The crowds were big and spending brisk. In the New England area, many operators could pile their winnings on top of good grosses earned thru June. In the New York sector, a number of enterprises badly needed the holiday winnings after a whole series of washed out Saturdays and Sundays.

The fireworks suppliers had their best Fourth of July in many years, with no washouts reported to disrupt record booking schedules.

RAPS FAIR EXECS

Say They Duck \$ Risk Needed For New Shows

CHICAGO, July 11.—Sparked by a recent Billboard feature by Jim McHugh that pointed out a multi-million dollar jackpot awaits the showman who can come up with a new afternoon grandstand attraction, one purveyor of attractions this week levelled a blast against most fair execs, terming their willingness to gamble as a big stumbling block to the development of new attractions.

"They want attraction people to come up with ideas for new shows. They want us to produce such shows. Then, they want us to underwrite all of the risk. The best they'll do is agree to divide the receipts," the attraction supplier declared in a letter in which he asked that his identity be withheld.

"There are ample ideas available for new daytime thrill shows among the top promoters, but they cost money. No one as yet has indicated how we can get fairs to pay for attractions without all of the financial gamble falling upon us," he continued.

Conceding that his observations did not pertain to all fairs, he said, "A great many fairs are well run, make a strong publicity effort and turn their profits into continual improvements."

Other fairs, he added, would fare better if, instead of seeking some new death-defying thrill show, they cleaned up their fairgrounds, up-graded and increased their exhibits, and obtained added funds thru solicitation of those civic interests that benefit most fairs.

Robert Flint Resigns

CHARLESTON, W. Va., July 11.—Robert E. Flint has resigned as assistant to the superintendent of Kanawha County Fair and Industrial Exposition, Inc., which has charge of operation of the annual county fair.

Flint, whose resignation was effective July 1, was manager of the fair last year as an official of the Kanawha State Park Association.

How Rumor Goes

The common version of the rumor is that a snake supposedly entered a hollow Merry-Go-Round horse during the winter for hibernation. Warm weather, plus the ride's rotation, is alleged to have awakened the snake, which then bites riders. Children, supposedly bitten, tell their parents that the horse on which they rode bit them. Later on, when the child becomes ill, examination by a doctor supposedly discloses snake venom as the cause. And then, according to the rumor, the child dies.

Parks in New England and Maryland have felt compelled to issue denials. Ops point out that the yarn is illogical if for no other reason than that Merry-Go-Round horses are built of either solid wood or are of cast-aluminum construction.

Use Ads to Down Yarn

In their display advertisements this week, the Kiddie Park Operators' Association, Inc., Chicago, offered \$1,000 reward for anyone proving to their satisfaction "the malicious rumor of a child being bitten by a rattlesnake in any children's amusement park and,
(Continued on page 83)

Reinhart May Succeed Late Pop Staples

QUITMAN, Ga., July 11.—All-Star Rodeo, managed until recently by the late Eugene (Pop) Staples, is expected to hit the road again, according to L. H. Crum, local stock producer and president of the organization. Jackie Reinhart, veteran rodeo performer, is expected to take over the management chores, Crum said.

The organization was taken off the road a couple of weeks ago when Staples was killed in a shooting scrape in near-by Valdosta, Ga. He was shot June 24 and died two days later.

The rodeo is set to give two performances at the Indiana State Fair, Indianapolis, and, according to Crum, they will fill this commitment.

Staples is survived by his widow, a brother, two sisters and his mother. Burial was in Detroit following funeral services here.

most of them housing commercial exhibits, and did an estimated \$40,000 damage to the Denton org. Fair officials said commercial and agricultural exhibits were damaged to the tune of \$200,000.

Two less-violent blasts hit the plant that evening, tossed over several more tents and forced cancellation of the night performance of Jack Kochman's auto thrill show. The afternoon program of big car auto races, produced by Frank Winkley, went off as scheduled but ran to a small crowd of 1,500.

Shows Damaged

Midway damage was mostly to canvas. Two rides were knocked down and a new top on the Scooter was destroyed. Bill Chalkias' Side Show lost its top as did the Diana Ross gal show and the Motordrome. Dick Hyland's unborn unit was hard hit, its canvas torn to shreds and its front shattered. In addition Gold Metal lost its front gate. According to Art Frazier, manager, new canvas was ordered this week and construction of a new front gate was planned.

Injured in the Sunday morning blow-down were William Sulli-
(Continued on page 83)

Howdy Doody Set For Compounce

HARTFORD, Conn., July 11.—Stars of the "Howdy Doody" TV show will appear Saturday (18) at Lake Compounce, Bristol, Conn.

Billy May's orchestra provides ballroom dance music Sunday night (12). Ocean Beach Park, New London, Conn., amusement area, is now offering roller skating on week-day nights and Sunday afternoons, with 60 cent admission on week-days and 30 cents on Sundays.

"world's largest manufacturer of amusement rides"



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Kochman to Produce Greyhound Dog Racing for Annuals in 1954

Canines Draw 11,431 at Indianapolis With Prizes Tied In to Admission Ducats

NEW YORK, July 11.—Jack Kochman, long-time impresario of thrill and speed events at fairs and stadia, this week announced that he would introduce greyhound racing at fairs in 1954. The announcement came on the heels of a headlined story in The Billboard (July 4 issue) pointing up the need for new, exciting grandstand features for fairs.

The racing of greyhounds without gambling, a germ idea with Kochman for the past several

years, is currently being tested at the Indianapolis West 16th Street Midget Speedway by Kochman and R. W. (Rags) Mitchell, Stadium operator.

Kochman reports excellent public reception. As a result, the once-a-week racing on Saturdays inaugurated six weeks ago will be expanded this week-end to include Sundays and make for two days of racing weekly at Indianapolis thru the remainder of the season.

Chicago Next

Starting next week, Kochman will race the dogs at Raceway Park in Chicago on Tuesday and Friday nights. The Chicago dates will make for a four-day-a-week racing schedule.

On Saturday (4), the paid attendance at Indianapolis hit 11,431; Kochman said that interest in dog racing has been growing weekly. This, he believes, is an indication that the show feature will build interest in the same way at fairs, much in the manner of the automobile thrill

shows, until they reach a leveling off pace which they could conceivably hold for any number of years.

Altho gambling is not a part of the program, a special ticket devised by Kochman and Mitchell which the patron receives in return for paying the admission price, heightens interest and makes it possible to award mer-

(Continued on page 84)

Sheehan Inks Olympic Names For Swim Show

MINNEAPOLIS, July 11.—Al Sheehan's annual Aqua Follies, part of the Minneapolis Aquatennial celebration here, preems Wednesday night, July 15, for 14 performances thru July 26 in Theodore Wirth Park pool.

From here the unit hops to Seattle for the Sea Fair July 30-August 12.

For Sheehan this is the 12th consecutive Aqua Follies, altho show starts its 14th year. Ticket range continues at \$3.50 top and \$1.50 bottom.

In an unusual maneuver, Sheehan has three 1948 Olympics swimming stars sharing water honors. They are Ann Curtis, Vicki Draves and Bruce Harlan, who between them took away most of the 1948 Olympics title silver.

Charles Diehl, a long-time favorite here, returns after a two-year absence. Others in the water cast are Hobie Billingsley, Jim Strong, Merrill Hodges, Tommy Thompson, Lyle Draves and Orwin Harvey, the latter a new comic lead.

Helen Starr is directing the 28-girl water ballet which long has been a top favorite at this show.

Stage talent includes George Prentice, Punch and Judy act; Rex Ramer, comedy musical impressions; Tato and Judie, South American dance team; Four Step Brothers, hoofers; Lida Da Valle, girl singing lead; Burt Hanson, tenor lead. For the fourth consecutive year Tom Martin will emcee show.

Dorothy Lindstrom is directing the 24-girl stage line. Others assisting Sheehan are Lyle Wright treasurer; Ben Barnett, leader of the 15-man local ork; Fred Smith, properties; John Williams, costumes.

DOG REFUND

Games Nix Fizzles Cele For Harris

NEW YORK, July 11.—Jeff Harris, who held the exclusive booking privileges for the Lowell (Mass.) Fourth of July celebration, saw the planned mammoth boom turn into a dud insofar as he was concerned when all game concessions were nixed before they ever opened.

When word that the games could not operate was finalized, Jeff dug deep and doled out an estimated \$10,000 in refunds to operators in from all over the East. While all of the joints were in the air at the time, some of the concessionaires were able to get away in time to make other dates and so not lose out on holiday business.

Harris, who returned to the promoting end of the business with the staging of the Lowell cele after a long-enforced idleness due to an auto accident, said that he had several other promotional doings in mind for this summer.

The elimination of concessions made it possible for the World of Mirth Shows to erect more ride and show units. Harris also booked in the organized carnival, and the substantial earnings of that organization kept him from being blanked out altogether.

Holiday Biz Up Sharply In Portland

PORTLAND, Ore., July 11.—The first good-weather week-end of this year found people of Northwestern Oregon hungry for outdoor entertainment, with all July 4 attractions jammed and some setting attendance records over the two-day holiday. Competing events proved no bar to bonanza business, with crowds flocking to outdoor celebrations in a spending mood.

Despite the three-day stand of the Clyde Beatty Circus in Portland, the three parks in the area drew heavily. Oaks Park pulled the heaviest Fourth of July crowd in its history. Jantzen Beach Park turned customers away the Fourth; and Blue Lake Park was crowded. Sunday (5) the surge of spenders continued nearly as heavy.

The Clyde Beatty Circus drew its best Sunday crowd in its experience and had several straw hours during the three days. Saturday's (4) matinee was so heavily attended a second performance was required, that drawing a three-quarter house.

These entertainments competed with Pacific Coast League baseball, the Portland Beavers pulling 15,613 fans to their home park in two days of double-headers. Also playing Portland were Joie Chitwood's Daredevils, auto thrill show that pulled well at Jantzen Beach Friday (3) and Sunday (5) and at Portland Speedway Saturday (4).

Rodeo-type attractions in the Portland area also drew well. The annual rodeo at St. Paul tallied 30,500 for its four shows ending Sunday (5) for an all-time record. Record or near-record crowds were reported also at Molalla Buckaroo, the rodeo at Gresham and the Timber Carnival at Albany.

Ripley Event Draws 6,000

RIPLEY, W. Va., July 11.—A crowd estimated at 6,000 attended the July Fourth Celebration here under sponsorship of merchants and the American Legion, reports Don Flesher, chairman of the event.

Along with Betty Pasco, who gave afternoon and night free aerial performances, the event featured a parade with prizes for floats, decorated autos, bicycles, horse teams, horses and ponies.

Flesher, who received editorial praise in the Jackson Herald, Jackson County newspaper, for his work in connection with the event, said that the committee also plans a fall fair and Christmas program, featuring acts and rides. Plans are being made to stage a 1954 July Fourth event.

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NEW! KIDNIE RIDES. Rodeo Ride, Choo Choo Ride, Speed Boat Ride, Kiddie Auto Ride, Rocket Ride, Pony Cart Ride, Army Tank Ride, Miniature Trains. KING AMUSEMENT CO. Mt. Clemens, Mich.

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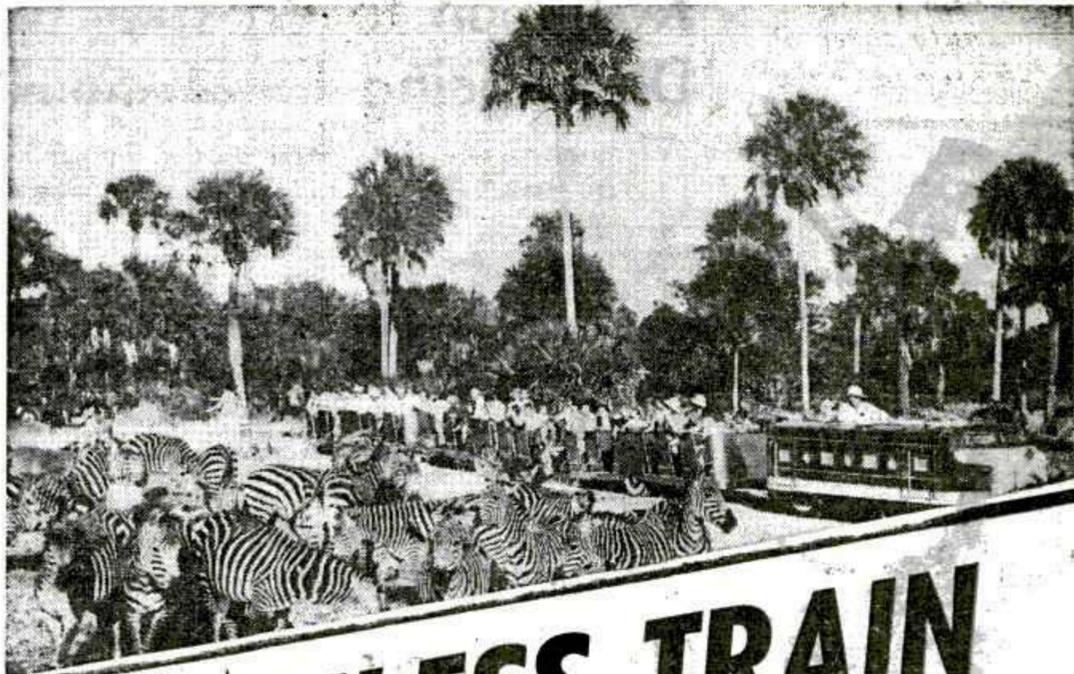
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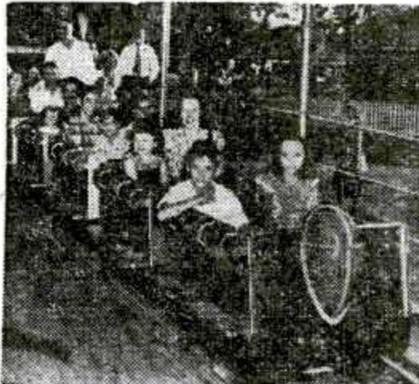
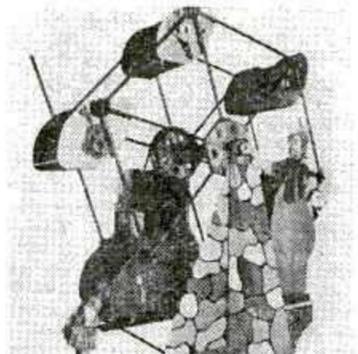
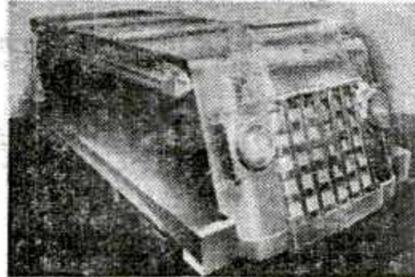
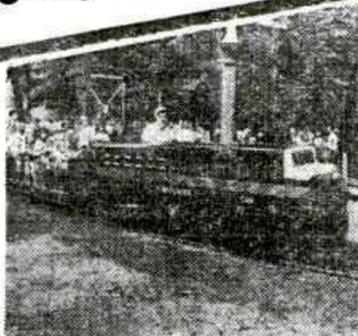
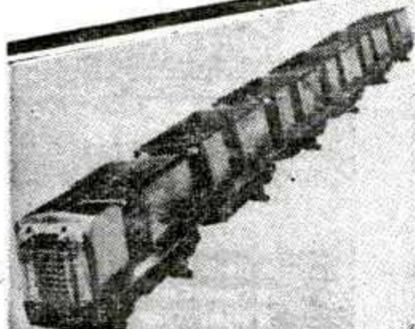
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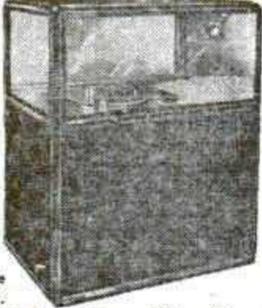
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KING OF THEM ALL




\$3,000,000 INVESTMENT

Low Rate Structure, Top Facilities Pay Off for Ocean Beach Park

By AARON STERNFIELD

NEW LONDON, Conn., July 11.—The \$3,000,000 investment this municipality made 24 years ago in Ocean Beach Park is paying off, not only in recreation for the residents of South Central New England, but in the profit-and-loss statements as well. Last year, which saw a record 500,000 paid attendance, the municipally-operated funspot netted \$54,684 after a \$31,080 interest on bonded indebtedness had been paid off. This year, after a record-breaking July Fourth week-end, receipts are running well ahead of 1952.

Moreover, the Long Island Sound funspot is making money with one of the lowest rate structures of any amusement-park beach in New England. Here's how the charges run:

General admission is 25 cents for adults and 10 cents for children, with no charge after 6 p.m. Parking is 30 cents on week-days and 50 cents on Sundays and holidays. On fireworks nights, admission for adults is a dime and for children it is a nickel.

Commutation Books

However, most patrons use commutation books, which brings the admission cost to 6 cents for adults and 2 cents for children. An adult 40-book ticket costs \$2.40 and a 15-ticket book is \$1.20.

For children, a 50-book ticket costs \$1, while a 20-book ticket costs 50 cents. A seasonal parking ticket is \$5.

Adult admission to the pool is 15 cents or two commutation tickets; for children it is a nickel or a commutation ticket.

Week-day admission to the bathhouse is 35 cents for adults and 20 cents for children; dressing room admissions are 50 cents for adults, 20 cents for a child (with adult), and 35 cents, each for two or more persons.

Sunday Rates

On Sundays and holidays, lockers cost adults 75 cents and children 50 cents; dressing room fees are \$1 for adults, 50 cents for a child (with adult) and 75 cents each for two or more persons.

Seasonal charges are \$8 for an adult locker, \$3 for a child's locker, \$18 for an adult dressing room (up to four persons), and \$30 for a family dressing room. Valuables are checked for a dime, bathing suits rented for 50

cents and towels rented for 15 cents.

Circa 1939

If this rate structure sounds like something that was in vogue in 1939, it's because it was in vogue in 1939—there hasn't been a single rate change in the entire history of the park's operation.

Oddly enough, the present park came into being as a result of New England's greatest tragedy—the hurricane of 1938. At that time, the area, purchased by the City of New London in 1893, had developed on a helter-skelter basis. The big wind of September, 1938, made a shambles of practically all buildings in the region.

Four months later, the residents of New London, by an eight-to-one majority, voted a \$3,000,000 bond issue for the expansion, rehabilitation and development of the area.

Jones Beach Model

After the issue had been approved by the State Legislature, Robert Moses, designer of Long Island's Jones Beach, and New York engineers, W. Earle Andrews and A. Kenneth Morgan Associates, were called in to build an installation similar to Jones Beach.

By today's standards, Ocean Beach Park is worth much more than the \$3,000,000 cost in 1939. The modern bathhouse accommodates more than 5,000 bathers, and contains, in addition to dressing room and locker room facilities, comfort stations and a first-aid room.

Eating facilities include a picnic service center, a restaurant which can serve 200 at a time, with room for another 800 in the Recreation Hall, and an outdoor terrace overlooking the ocean.

Other Food Stands

On the Boardwalk, the beach refreshment stand serves food and serves as an umbrella and beach chair rental headquarters. On the first floor of the Gam Building, the administration building, is the cafeteria, with two other food-stands on the ground floor.

A. W. Abbott's popcorn and frozen custard stand is on the west end corner of the Gam Building, with J. R. Glot's novelty concession also on the Boardwalk level. The Arcade is located on the first floor of the Recreation Building.

The swimming pool is 65 by

165 feet, with a 450,000-gallon salt water capacity. It contains 37 underwater flood lights along its sides. The parking lot holds 2,500 cars.

Flat Rentals

Most of the park's 10 concessions are on a flat rental basis. The policy is to have the concessions operate on percentage for two or three years until an equitable flat rate can be determined.

Biggest concessionaire is C.N.F. Amusements, headed by Conrad Nasetta and Richard Coleman. C.N.F. operates 10 of (Continued on page 84)

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Picnics, Bargain Rates Boom Norumbega Biz

NEWTON, Mass., July 11.—Roy Gill's Norumbega Park, which went in for expansion of its picnic grounds for this season, is rolling up some of its biggest grosses in history—and at the same prices that prevailed at the park 30 years ago.

To guarantee a red Fourth, Gill took a complete page in Boston newspapers on July 2 to extoll the virtues of the park and Totem Pole Ballroom. Played up was the admission price, five cents for moppets under 12 and 12 cents for adults, with special rates to groups of 100 or more.

Kiddieland, with new rides, a miniature train, cub bears, paddle boats and Penny Arcade, were all played up in the flacking for the

1,500,000-square-foot playland.

Picnics Important

A ball park, with clubhouse facilities, outdoor movies every night and name dance bands, has been drawing the crowds, but Gill says its the family picnics that bring in the coin.

Free tables and benches are provided in the rear of the park, where funseekers may bring their own food and prepare it on outdoor fireplaces free. Bags of charcoal are provided.

Gill's ban on alcoholic beverages is still in effect and is widely publicized. It is the 55th season for Norumbega. Gill took it over in 1939. Guy Lombardo has been skedded for July 24 at the Totem Pole.

Coney Island, N. Y.

By UNO

Ideal Independence Day weather drew a record crowd of 1,600,000, consisting, like on all holidays, of mobs coming in bus loads from Baltimore, Philadelphia, New Jersey and other nearby spots. At dusk, the visitors were treated to a free 20-minute fireworks display shot from a barge. They also saw a new overhead lighting promotion on Surf Avenue from W. 5th to W. 21st, and on Stillwell Avenue from the Boardwalk to Surf Avenue, to give Coney a festival glow and a holiday spirit. Top execs such as Kenneth Bourke, of Feltman's Park, Frank Tillyou,

of Steeplechase Park, and Fred Sindell, ride owner and operator of the Cavalcade of Variety show voiced the sentiment of all ops that the business of this Fourth of July topped anything in the history of Coney on a similar day. Prices were upped for most rides and shows. Sindell, for instance, got as high as a dollar a head during one rush hour in the day at his freakery, where, for their money's worth, the customers saw 10 real acts in an hour show.

Everything points toward a gigantic and spectacular Mardi Gras to be held from September (Continued on page 84)

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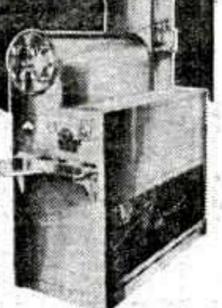
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HARRY SOMMERVILLE

Portland is Tops As Beatty Scores Turnaways, Straws

Eugene, Salem Contribute More Big Business; New Tops Ordered

PORTLAND, Ore., July 11.—Three days in Portland and three more in Oregon gave the Clyde Beatty Circus top business that included nine houses of near-capacity or better. An extra matinee was needed on Saturday (4) to handle holiday business.

At Eugene, Ore. (30), the matinee was near-capacity and the night house was filled. Stand was sponsored by a VFW post. Corvallis (1) had two three-quarter houses and was two years fresh. Salem (2) turned out a straw matinee and near-capacity night with police auspices. Crowd at the runs was unusually large.

Portland Powerhouse

The big Portland run opened Friday (3) with an 80 per cent matinee and a capacity night. Beatty's three-day run coincided with the city's first week-end of good weather this summer.

July 4 gave a turnaway house for the scheduled matinee, a three quarter take for the extra and a turnaway at night. A show staffer termed this the best Saturday so far this season.

Sunday (5) brought more of the same business. Matinee was a

turnaway, with 400 unable to get in. The night house was capacity, and Manager Frank Orman termed it the best Sunday night crowd he had ever seen.

Parades on Fourth

Press coverage was powerful in Portland, and American Legion auspices was a big booster. The Beatty show framed a parade for July 4 and this drew a large turnout. Because of the parade and rush of business, the show's Fourth of July banquet was postponed until Sunday (5). Mr. and Mrs. Clyde Beatty observed their second wedding anniversary with a party Saturday night.

Orders for a new big top, menagerie, padroom and cookhouse were placed during the Portland run with Bernie Mendelson, of the O. Henry Tent & Awning Company, Chicago. The new top will be a 150 with three 30's, replacing the present 140. Canvas is to be built now and delivered as needed, it was reported.

NEW HIGH

165,000 See Packs Shows In St. Louis

INDIANAPOLIS, July 11.—Tom Packs Circus set a new record for itself at St. Louis over the July 4 week-end, with nearly 165,000 persons jamming into the stands and grass during the six-day run.

Jack Leontini, Packs' staffer, told of the St. Louis score upon his arrival here to prepare for the Indianapolis run, July 16-18. He said the Indianapolis advance sale was strong.

Packs' string of one-day stands in Southern Illinois showed increases over last year in each case, Leontini stated. Belleville, Carmi, Flora and Robinson all were up, he said, with Robinson, a town of about 6,000, yielding 12,000 for the show.

Rose Behee, substituting in the Flying LaVals flying return act at St. Louis, received a fractured nose and other injuries when she missed a triple to the net. She was able to return to the act.

King-Cristiani Wins Big Canadian Week-End

SHERBROOKE, Que., July 11.—Another week-end in Canada tabbed continued big business for King Bros. and Cristiani Circus.

Three truck accidents and a change in lots complicated moves. At Pembroke, Ont., played Friday (3), the circus won two full houses with Kinsmen auspices. Street parade was slightly late but drew a good crowd. Earlier, the cookhouse truck rolled into a ditch, but the driver was only slightly injured and passengers were not hurt.

Brockville on Saturday (4) had a near-full matinee and capacity night. Rock formation was too close to the surface to permit

driving of stakes at the original lot. A substitute site was obtained after the show's flying squadron stake crew had arrived the night before.

A van carrying horses overturned near Brockville and two horses were killed. In a second accident, the carpenter truck rolled over. Neither driver was injured.

After a Sunday off, King-Cristiani played to a strong matinee and straw night house at Sherbrooke on Monday (6). Kiwanis Club was the auspices. Parade was the first in about 30 years and drew a throng. The 242-mile jump to Brockville was uneventful.

RINGLING CLOSES WEAK CANADA RUN

Hamilton, Ont., Scores Straw; Price Startles Many Canadians

BRANTFORD, Ont., July 11.—New to customers there were Ringling's seat wagons as well as such innovations as the rest room wagons. Costumes made a hit here and at other Canadian towns.

Flat car carrying quarter poles developed trouble en route to Guelph and was brought in late, on the last section, thus slowing erection of the top. Oshawa was the Friday (3) stand and altho the show missed a General Motors pay day, the matinee had half of capacity and the night show was for a three-quarters crowd.

Brantford, one of the final Ontario stops, was played Tuesday (7) to half and three-quarters. Radio and press coverage was strong thruout Ontario and especially big in Brantford. This was the show's first appearance there since 1926.

At Detroit Ringling - Barnum will day and date the annual Hamtramck Police Circus for R-B's final day. Police show runs July 12-14 at Keyworth Stadium, about three miles from Ringling's lot.

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Kelly-Miller Tabs Winners In Ohio, Pa.

ROCHESTER, Pa., July 11.—Al G. Kelly & Miller Bros.' Circus is chalking up some money-winning stands on its tour of industrial towns in Pennsylvania and Ohio. Stand here Tuesday (7) yielded a three-quarter house in the afternoon and an overflow throng in the evening.

Business at East Liverpool, O., the previous day, was similar. Townsfolk almost filled the big top for both performances, which were held under police lodge auspices. Waynesburg, Pa., played Friday (3), also produced strong business with the seats almost completely taken for both matinee and evening.

ceived a fractured neck during aerial practice. Personnel presented her with a new wheel chair recently.

Jake Posey, last of the 40-horse drivers, celebrated his 90th birthday recently. Mrs. Harry Willis, widow of the calliope player, and her daughter, Mrs. Rose Alice Wagner, held an open house for Posey at their home in Huntington Park, Calif., and Jake received more than 400 greeting cards.

Clowns Emmett Kelly, George Clancy, Felix Adler, Charlie Bell, Frankie Saluto, William Hanlon and Rose Hanlon have been given life memberships in the Circus Clown Club. The club officers will meet soon to plan a 1954 circus week, according to Secretary Marge V. Kelly of Los Angeles.

A calliope accompanies the Kelly-Miller elephants on their daily trek to local automobile agencies. National advertising representative R. O. (Dick) Scatterday also has downtown bally accounts with a refrigerator maker and shoe manufacturer.

Edward A. Vaughn, former legal adjuster with Ringling-Barnum, has been made an honorary member of the Elks at Dallas.

Mike C. Piccolo, who visited the Kelly-Miller Circus July 4 at Washington, Pa., renewed acquaintances with Flo and Grace McIntosh, Tommy Bentley, Charlie Cox, Harry Jones and Mr. and Mrs. John M. Staley, who have the cookhouse on the show.

J. D. McNeely, Prairie du Chien, Wis., old-time bannerman with such outfits as John Robinson's 10 Big Shows, Sells-Floto Circus and Miller Bros.' 101 Ranch Wild West Show, visited Diano Bros.' Circus when it played his town July 4.

Charles (Kid) Koster, veteran circus biller, is currently handling outdoor advertising for Michael Todd's "A Night in Venice," playing for the season at Jones Beach State Park, Wantagh, Long Island, N. Y. He has served in a similar capacity with numerous legit attractions in the past.

Rex Ronstrom opened with the Merle Evans band on Ringling show in Detroit, July 10, on snare drum. He will remain until the season ends.

E. R. Gray, Evansville, had his calliope in American Legion convention parades recently in Trenton and Mount Vernon, Ill. Naomi McDowell, Nashville, Ill., played the instrument, while Stevie Pero, Nashville, loosed flying balloons from it to create circus atmosphere.

Lou Jacobs, Ringling circus clown, and Jean Rockwell, who joined the Big One as an aerialist five years ago to write a book, were married June 12 at Jersey City, N. J., it was learned last week.

Mills Leaves New England After O.K. Biz

WORCESTER, Mass., July 11.—Mills Bros.' Circus wound up its New England tour this week after chalking up steady to good business at most stops. Stand here Monday (6) was typical. After almost filling the tent for the matinee performance, localites overflowed it at the evening show, despite light rain.

Pre-holiday show Friday (3) in Cranston, R. I., played to two strong crowds, both of them about three-quarters in size. Show broke in a new lot at the latter town and also competed with an American Legion fireworks display that evening.

Show now turns west to invade New York State.

Holiday N. G. For Hagen

WATKINS GLENN, N.Y., July 11.—Hagen Bros.' Circus took a beating over the holiday week-end here and pulled around 350 people to its three performances.

Turnout for the Saturday (4) matinee was estimated at 150 with the evening performance pulling around 75 customers. The Sunday matinee show went off before a little over a hundred patrons.

Penn Yan, N. Y., played Friday (3) came up with fair business. The top was about a quarter filled in the afternoon but three-quarters occupied that evening.

HAGAN-WALLACE ABANDONS TOP AFTER STORM

SASKATOON, Sask., July 11.—Hagan-Wallace Circus has sidewalled all performances following a blow-down at Wakaw, Sask. (30). One person was injured and the audience of 300 approached panic when a high wind and rain storm belted the tent. Show loaded out of Wakaw, leaving the ripped canvas on the lot.

During the Barnum Festival celebration in Bridgeport, Conn. last week a five-day fiesta, Ringmaster Thomas Frouge and his associate officers paid a visit to the adjacent graves of P. T. Barnum and Tom Thumb in Mountain Grove Cemetery in that city, where appropriate ceremonies took place and wreaths were placed on both graves.

Steward John Staley's July 4 menu for the Kelly-Miller cookhouse included anchovies, caviar, pate de foie gras, vichyssoise, ham, beef, schnitzel, turkey, chicken and lamb in the seven-course banquet.

Mrs. Jane Miller, of the Ringling-Barnum show, was called to Tampa because of the illness of her sister, June DeYoung. She rejoins the show at Detroit. Dr. George D. Barrett and his son, Bill, of the Norfolk, Va., zoo, and Jack and Ola Crawford, of Trenton, N. J., all formerly with Rex N. Ingham on school tours, spent July 4 week-end with the Inghams at Ruffin, N. C.

Don Marcks of El Cerito, Calif., visited Sam Bochlich's circus unit at the Calistoga, Calif., fair, July 3-5. Milt Hinkle is back with Pop Staples' rodeo as agent after doing 14 weeks with the Tipton Mills Rodeo in Georgia. Clown Bill Bailey is staying in Memphis because of illness.

Harry Chipman, who left Hagan-Wallace recently, has joined Gil Gray Circus to handle press and radio. J. W. Hartigan Jr., of Morgantown, W. Va., caught Al G. Kelly & Miller

Under the Marquee

Bros. Circus at Grafton, W. Va., and Ring Bros.' Circus in a couple of Pennsylvania spots. Jake (Clown Cop) Disch played a Milwaukee kiddieland on July 4 and will return there for Labor Day. The Rex N. Inghams visited Mr. and Mrs. Jehro Almond, former circus owners, at Albemarle, N. C., and Mr. and Mrs. Jimmy Hodges, ex-side show owners, at Salisbury.

John L. Sullivan, curator of the Museum of the American Circus, Sarasota, reports business is good at the museum. Ringling Barnum is seeking November dates in Dallas and other Texas cities. Usually, the show makes that area in October. Bob Good, Allentown, Pa., fan, is enthused about the new record-

ings made by Merle Evans' Ringling-Barnum band.

Bill Brinley's miniature circus will be featured on the Garry Moore television show, with most stations handling it on Tuesday (14). Brinley has expanded his operation to include rental and custom construction as well as dates in department stores.

"Buddy," talking dog owned by Tommy and Sylvia Thompson of the Kelly-Miller show, died recently. The dog had been the subject of numerous magazine stories and had been credited with helping to sell \$80,000 in war bonds. Mrs. Mabel Barnes, wife of Pinkney Barnes, is tramping with Kelly-Miller after a three-year layoff after she re-

Wis. Business Big for Diano; Denies Animals Taken to WQ

WAUSAU, Wis., July 11.—Diano Bros.' Circus played to good business this week, according to James Allen Winters, who joined recently as general agent and promotional director. Winters denied reports that most of the Diano animals have been returned to Canton, O., but confirmed that the show's rhino is there.

He said July 4 at Prairie du Chien was good for a full matinee and three-quarters night. Black River Falls on Monday (6), gave a half house for the afternoon and three-quarters at night. Marshfield turned up a straw matinee and near-capacity night

score on Tuesday (7). The matinee at Wausau was just short of capacity, Winters reported.

C. C. Smith, H. M. Fairfield and J. E. Hill have been hired as contracting agents and the show now has nine promotion crews working on a route thru Illinois, Indiana and Ohio, Winters stated. Executive staff remains unchanged, with Tony Diano as owner and general manager; B. C. Davenport, superintendent, and Harry Hammond, secretary and auditor. The show expects to change its side show from an animal annex to a standard side show soon, it was reported.

Hagen Bros.

Jean Nelson entertained relatives and friends when we played Youngstown. After the 250-mile jump to Batavia, many New York fans were on the lot to greet us. Jimmy DeCobb spent two days with us.

Lee Virtue completed the wardrobe and the new Oriental spec goes in this week. Charles Lockier came on with his wife and daughter to letter all trucks, announcing Edmond, Okla., as our winter quarters. Paul Pyle, lot superintendent, has mid-season painting complete, with red, white and blue center and quarter poles. Jack Banta, out of the program for two weeks, is back doing the wire act with his wife, Media.

A hospital show was given in Rochester by Carl and Jean Nelson, the Renoysa Trio, Bert Wallace, Eddie Aikens, Lee Virtue, Fancher Pierce, Danny Styron, Billy Arnold and Jack LaPearl.

Ralph Sigwall, of the Horace Hedit show, visited Harry Villeponteaux. Mrs. Ollie Burkett is visiting her daughter, Mrs. Harry Allen. Other visitors included: John Boyle, Lloyd Bender, Ray Markel, Floyd McClintock, John Harris, Henry Van Loon, Ward Shaffer, Edward Feldbauer, Fred H. Becker, William Lerch, Ralph Stevenson, Myron Gandee, Don Fosgate and William Fisher.—**JACK LA PEARL.**

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One man on each. Air conditioned office. Permanent
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WANT AGENT
To book and bill small one-nighter Animal Show. No posting or lithos. Use tack cards and mail outs. Need Boss Canvasman for 60 with two 20 middles. Pony Ride, Banners open. Family Act with stock, answer. State lowest. Show now open. Tom McLaughlin contact
JACK MOORE MGR.
Tex Canon Wild Animal Show
General Delivery, Pleasanton, Kan.

4—PHONEMEN—4
For Advertising Program, Banners and Ticket Sales.
KANSAS FOUNDATION FOR THE BLIND
Air conditioned office. Barry Lally and Jack Hamilton, get in touch.
CIRCUS PROMOTION MGR.
222 W. 3rd St. Wichita, Kansas
Phone 5-7151
(No collect calls)

3—PHONEMEN—3
King Bros.-Cristiani Kiwanis Club Circus repeat date. Plenty tape. Animal Show last year street parade. Walton, Joe Kelly, come in; others wire, phone. Give telephone number. Good dates follow to Nov. 15.
CIRCUS MANAGER
Garfield Grand Hotel, Long Branch, New Jersey

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3 experienced Ad Men. North Virginia Fair. Book & Radio. Deal starts July 13
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100 ft. Fiberglass Whale, made to order, in 5 sections, lifelike in natural colors. Less than 1 ton.
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2 PHONEMEN
Need two men for labor deals in Michigan cities. Steady work. Must be sober and reliable. Have a Labor Day deal starting 7-27-53. Contact
GEORGE FIGY JR.
At Vincent Hotel or 57181 in Benton Harbor, Mich.; Lansing, Mich., 9-2585 on Saturday and Sunday.

Dressing Room Gossip

Tom Packs

We are back to one-nighters after seven days in St. Louis. Irv Romig purchased a small Sicilian donkey from the Anheuser - Busch stable in St. Louis and is breaking him for the act. The Bushboms rejoined after taking a week off to make a rodeo in North Dakota.

Departing after St. Louis were Frank Noel, Chai and Somai, Asia Boys, Tong Brothers and Shyrettos. Walter Shyretto is spending a week's vacation with us before starting the fairs.

In Evansville we closed with our first fireworks display of the season. Mrs. Harold Van Orman, the former Kitty Clark, was a frequent visitor. Mr. and Mrs. Van Orman, who leave soon for a European tour, gave a dinner party for the Wallendas.

At St. Louis the transit workers strike came off on our second day. Since lot was many miles from the hotel district, this worked a hardship on troupers who don't travel by trailer but seemingly had no effect on the crowds who packed the Public Schools Stadium.

Prof. George J. Keller took the week off to return to Bloomsburg, Pa., for a new truck and new cages. Don Francisco, King Reynolds and the Gascoas closed.

Joining for the week were Alex and Dorita Konyot, the Van de Veldes and the Sidneys. Alex is out of the program temporarily with a sick horse. The troupe was saddened by the death of clown Jack Crippen, who was to have been with us.

Mr. and Mrs. Jack Norman Jr. entertained a group of personnel at the Plantation Club, Nashville. Visitors to the show included Earl Shipley, Tom Packs family, Harry Dann's parents, and Honey Shyretto's father and mother-in-law.—**DAVE MURPHY.**

Bailey Bros.

Rosemary and Mario Rojas bought a house trailer, and Tommy Comstock painted his trailer. On the 170 mile jump from Mt. Vernon to Wenatchee thru Stevens Pass, Mario burned the clutch on his car, and the Gutierrez family burned a gasket on their truck.

Since John Gutierrez Sr. joined the clown band to play baritone, Vern Colbert and Loretta LaPearl now have a seven-piece clown band. Tony Gentry does a glass walk right after his elephant act. We have fireworks each night after the high act.

Visitors included Bertha Milroy, Charles C. Milroy, Bill Burrett, Frances Wallace, Burrill Hunter, all from the De Wayne Tent, Tacoma, Wash. Another visitor was Wallace G. Winter, Bellingham, Wash.—**MAURICE MARMOLEJO.**

Whale Pulls Well Under Auspices

HERMOSA BEACH, Calif., July 11.—Winnie the Whale is pulling well on the first trial trip that opened here with a two-day exhibition attended by an estimated 200,000 people. Art McBride, of Marine Exhibitors, Inc., a subsidiary of Marine Enterprises, here, said. Other cities on the initial tour included Las Vegas, Salt Lake City, and Ogden, Utah.

Winnie, a 40-ton mammal, is being sponsored by the makers of Tapon, a reducing remedy, and Dr. Sparlings Rx 30, a vitamin compound. No admission is charged to view the whale but tickets are available only at drugstores.

Winnie was obtained by McBride in April, 1952, and brought here for the embalming process. The whale was killed in a collision with a steamer in the San Diego bay.

McBride is using a low-bed 24-wheel truck to transport the exhibit. Because this transportation is used, Winnie is being shown in some towns for only four hours, moving on to the next. On this schedule several towns are being hit in a day.

The trial run covered eight days, two of which were in Los Angeles.

Mills Bros.

Eastward trek ended at Newport, R. I., and now we're heading west. Ice cream and fried chicken graced the cook house's menu on the Fourth of July.

At North Grafton, Rev. James Ruddy celebrated mass in the menagerie tent. Father Sullivan of Roxbury screened circus films between shows.

Ed Partlow joined Joe Rossi's band on trombone. Ray Brownell, Joseph Nozzalillo, George Scott, and Harry Carlon guested as drummers at recent stands. Clowns gave benefit hospital shows at New London and Cranston.

Oliver (John) Kibbey returned after a stay at his Baltimore home. Mrs. Jake Mills celebrated a birthday.

Jimmy Cole, whose elephants were playing a near-by amusement park, was on the lot at Cranston. Arlene Mills, daughter of Mr. and Mrs. Jack Mills, was the house guest of Mr. and Mrs. Dick Cushman in New London. Mr. and Mrs. John Morgan, of Morgan Costume Company which produced wardrobe for this year's production numbers, conferred with Jake Mills on 1954 wardrobe.

Stan Woodard guested in clown alley several days. Other recent visitors included John Cutler, Mr. and Mrs. Jimmy Baker, Joseph (French) Brais, Jim and Helen Hoye, Blackie Nye, Everett and Jerry Simone, Jim O'Brien, Frank George, Jimmy Doolan, Paul Horsman, Fred Sherry, Lawrence Crocker, Charley Higgins, and George Hodgdon's family.—**PROCTOR BAUGHMAN.**

Kelly-Morris

Extreme heat has held down matinee attendance, but night shows have drawn good houses. Ada and Carey were both strawed.

Nellie Hodgini and Bill Yates of clown alley entertained the kids in the Ford City Hospital. Most of the personnel attended the party at Ford City and saw Bill Morris do the tango.

Tex Allen works the Palomino Liberty act. Pat Kelly added his high diving dog act to the show, and Linda Bagwell is learning the ladder routine. Linda, Joyce and Jeannie Kuhn, Jobernie Morris and Betty Bennett drove to Salem for Sunday dinner and a show. Kay Davies is in the popcorn wagon, and Mrs. Kelly in the coke stand.

Harry Rawls is sporting a new paint and lettering job on his panel truck. Jimmy Batwell marks the road, and his bunch moves at night. Jon Friday joined in Navarre to do single traps and wire.

Visitors included Jack LaPearl, Clayton Behee, John W. Boyle, F. L. McClintock, Mr. and Mrs. Arthur Cumber.—**BETTY BENNETT.**

Polack Eastern

Wind, dust and mosquitos joined us at the rodeo grounds in Livingston, Mont. The power failed, and Nat Lewis and Bobby Harrison put the show up in the dark. But Kurt Wicon, George Bounough and Al Antonucci enjoyed fishing in the good trout stream just outside the park.

Al Ackerman has had trouble with one of his prop trucks. The Widamans have a dozen dogs in their collection. The Arrigones are taking driving lessons. Nat and Harriet Lewis entertained the Cardboard Club in their new trailer, and the Wevermans gave a dinner party for Bob Lorraine and Karlo.

Between shows Esmeralda Theron is rehearsing on her unicycle.—**BOB LORRAINE.**

Hagen-Wallace

Mr. and Mrs. Tex Reppert joined in Melville, Sask. Tex is big show ticket seller.

Despite rain and mud, show has been doing fair business in Western Canada. We had to skip Wynyard, Sask., where a 24-hour downpour made the lot impossible. Bill Hill and the boys have had a rough time moving the show, and Kenny Skert is kept busy between his office duties, helping to move the fleet.

Billy Dick has new wardrobe for the sideshow bally.—**BEVERLY ALLEN.**

Polack Western

On July 4 at Pasadena, Sis Madison Hopes threw a big picnic for the whole show. Capt. Jimmy Jameson was an added attraction with his high dive.

Sonny Moore's dog, Cap Jr., arrived by plane from Litchfield, Ohio, to join the Moore Roustabouts. Elaine Millar gave Siamese kittens to Betty Bell, Millie Ward and Norma Fox.

Harry Dann visited Virginia Powell at her Los Gatos home en route to Eureka. Recent visitors included: Ross and Mary Paul, Herbie and Chata Webber, Virginia Trees, Charley and Irma Arley, Jack Schaller, Boyd Kimes, George Paul, Harry Quillen, Al Karnes, Dave Millar Jr., Mr. and Mrs. Dave Millar, Liz and Larry Bastion.—**HARRY DANN.**

Siebrand Bros.

Fourth of July stand was at Francis E. Warren Air Base, Cheyenne, Wyo., and those driving over after closing in Denver were escorted onto the lot by M.P.'s. Teresa Matchett and Betty Hodgini were happy with the water supply at the base, since their lines are always full of diapers.

Three birthdays were celebrated with parties during the week —for Tommy Joe Hodgini, Herta Froebess and Carl Erikson. Rosemary Petrey Erikson is the latest of the small fry to come out in an entire Western outfit. Paul and Connie Rogers again visited.

Tommy Sales is doing well with his barber service. Rudy Mueller and the elephants made a downtown promotion during the week with police escort.—**JOE HODGES HODGINI.**

PHONE SALESMEN
Tickets, Ad program, Banner & UPC Salesmen. Experienced on powerful Co-Ordinating Council of all Veteran Organizations thru Kern County. Just opening — ends Sept. 1 — 2-day all Western Days Show — This Unit booked to 1st of year So. California. Cut-offs on cards & 25 pct. comm. Assure \$150 and better per week. Write or come in.
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Can use additional 2 or 3 phonemen or phone women capable of really making money. Have hottest repeat deal and another to follow. Harp Huppe, Tom Sims come on in. Deals include banners, program and UPC. Tickets.
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205-206 Rauh Building
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Telephone: Hemlock 7391—no collect.

WANT
One Phone Man to fill crew. Steady work till Xmas. UPC's, banners on parade, elephants and cages. Plenty last year's tape, paid collectors, phone open, pay daily.
BOB ALLEN
Monticello Hotel, Norfolk, Va.
P.S.: No collect.

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4—PHONEMEN—4
Banners, U.P.C. A good spot for good workers. Contact
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P.S.: No collect calls, please.

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GREAT SHRINE CONVENTION
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WANTS, DUE TO ENLARGEMENT, FOR A ROUTE OF ALL PROMOTED DATES
Family Acts doing two or more, 6 White Face Clowns, Musicians on all instruments. Boss Canvasman, Kid Pusher (Dutch LeBlair, have No. 1 Box for you), Boss Electrician who can get the show wired by matinee time. For Side Show: Manager (Charles Cox, answer), Ticket Sellers, Platform Acts. Can place Butchers and Stand Men in Commission Department. All answer to
TONY DIANO, Mgr.
Gibson City, July 16; Hoopston, 17; Paris, 18 (all Illinois); Brazil, Ind., 20

CLYDE BEATTY RAILROAD CIRCUS
Has opening for high-class Phone Men. Account enlarging. Can place two Men capable of handling Shrine. Police, Chamber of Commerce Committees and take charge of crews. Office opens Friday for Shrine deal Superior. Wis. Joe Candrea, Charlie Phillips, Bert Jurista. Hal Beverage can place you now. Contact
JIMMIE McGEE
Rudolf Hotel, Valley City, North Dakota, Tuesday; Western Union Office, Detroit Lakes, Minnesota, Wednesday; Androy Hotel, Superior, Wis., starting Thursday, or Billboard route in future.

"CIRCUS NOTE"
Circuses touring Pacific Northwest please contact
PAUL BUNYAN POST 4313, V.F.W., at Fort Bragg, Calif.
for possible booking in July, August or September.

JAMES ALLEN WINTERS
Wants for
DIANO BROS.' CIRCUS
Phone Crew Managers with Crews of from 2 to 6 Phonemen. Dates booked now. Telephones installed, everything ready to go. U.P.C. Banners, Program. We parade every day. Jack Ewing, Dan Carwell, Roy Griffin, Jack Kenney and others who have been with me, contact at once. Gibson City, July 16; Hoopston, 17; Paris, 18 (all Illinois); Brazil, Ind., 20.

AGAWAM BAGS RECORD GROSS

Ideal Weather Thruout Week, Fourth of July Boost Total

AGAWAM, Mass., July 11.—Completing the holiday week cycle Sunday (5) with a solid seven-day period of ideal weather, Eddie Carroll reported a new weekly high gross for Riverside Park, breaking a record of some five years standing.

Gambling on a weather break, Carroll budgeted heavily for flesh talent of all kinds. For the first time on record at Riverside, he introduced nightly dancing in Riverside Gardens and spotlighted the Fabulous Nu-Tones out of Philadelphia, a youthful jive outfit. Band did six nights of dancing, with shows on Sunday, since dancing on Sunday is out in Massachusetts.

Two acts were staged on the midway day and night, the Four Sandys, and Frank Cook on the high wire. On Sunday (5), another special holiday week-end feature was introduced on the midway stage. Dick Thomas, recording and hillbilly favorite, took over the free sessions. With that array of talent on hand Sunday, Harry Storin, Carroll's assistant, programmed 16 separate shows between the Gardens, the midway stage and Cook's high apparatus.

Program Set For N. E. Meet At Compounce

EXETER, N. H., July 11.—A cocktail hour followed by a steak dinner will wind up scheduled events at the summer meeting of the New England Association of Amusement Parks and Beaches which will be held Tuesday, July 28, at Lake Compounce, Conn., Fred L. Markey, association secretary, announced here this week.

Registration will begin at 10 a.m. Luncheon is scheduled for 1 p.m. The cocktail hour has been set for 5 p.m. Julian and Irving Norton and Edward G. Pierce, operator of Lake Compounce, are hosts.

This will be the second New England summer meeting to which Lake Compounce has played host. The park, the oldest in the nation, is celebrating its 108th anniversary this year.

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Al Martin of Boston handled the bookings.

Bad Beginning

Socked with rough weather in April and May, Carroll has made up a world of ground in June. A packed schedule from here in and more good weather breaks will give Riverside a record-breaking year, according to Carroll. This week-end (11-12), the park has another good entertainment schedule. Pallenberg's Bears are in for the full week, and a 50-corps drum and bugle contest is set for Sunday along with two hillbilly favorites, Ray Smith and Pete Lane. Westinghouse Family Day is on the program today with some 10,000 expected.

Carroll's staff has started the annual make-ready for the Barrington (Mass.) Fair, owned and operated by the Riverside head. Fair opens September 13 for eight days and nights.

Cincy Coney Racks Up Record 4th Biz

CINCINNATI, July 11.—Excellent weather brought out a free-spending crowd in excess of 40,000 at Coney Island here on July 4 to give the park a new receipts record for the holiday, it was reported this week by Edward L. Schott, park president and general manager. The gross was 8 per cent above the previous July 4 record, established in 1947, and Schott said that figures were far in excess of those established for the holiday last year, which was good.

Because of hot weather, refreshment stands did heavy business and the park's Sunlite pool also had excellent patronage. Among the rides, the Roller Coaster grossed the best, although other devices also did well. The Fourth maintained its record as a traditionally poor day for Moonlite Gardens. Schott pointed out that the dancery seldom

Sandy Beach's Fourth Biz Big

RUSSELLS POINT, O., July 11.—Sandy Beach Park here experienced one of the most successful Fourth of July week-ends in its history, according to General Manager, Paul Spor.

Favored by good weather, thousands jammed the funspot's midway Saturday and Sunday (4-5), with spending in all departments relatively good, according to Spor.

Harry James' ork, featured in the park's Moonlight Garden Sunday (5), attracted near-capacity business, with ducats scaled at \$2, including tax. James hit near the record gross of \$7,000 chalked by Vaughn Monroe several seasons ago.

Detroit Considers Second Island Ride

DETROIT, July 11.—Herman Bernstein, operator of the Merry-Go-Round concession at Belle Isle, city-owned park, may soon have "opposition." The city is considering a plan to install a second ride in the park.

According to published figures, Bernstein's ride had 100,255 child patrons at 14 cents a ride last summer, with the city receiving \$4,812 as its share.

INNOVATION

Willow Grove Adopts 25c Gate Charge

PHILADELPHIA, July 11.—Willow Grove Park, for years a free park, last week added an admission tariff for the first time, without prior announcement. The free gate will still prevail for daylight hours on week-days until 6 p.m. After 6 p.m. and all day Sundays and holidays, Willow Grove now has a 25-cent gate.

Children under 12 are admitted free only if accompanied by an adult, otherwise the 25-cent admission is in force. The addition of free acts, audience-participation shows with free weekly prizes totaling \$125, and general improvements to the park grounds, played a part in the new admission policy.

Woodside Park, the only other major outdoor amusement park in the city, continues with a free gate at all times. In fact, a free gate prevails at all other parks in the area.

does heavy business on big attendance nights at the park. One highway from Cincinnati services the park and because this becomes so jammed with automobiles, dancers driving to the park at a time when many folks are leaving are apt to pass up the terpalace in favor of another night. Schott termed the Saturday night parking lot situation a mess.

Sunday (5) business was also called good by Schott, altho it got off to a slow start because of a heavy morning rain. However, with clearing weather the folks came out in the afternoon and evening. Only attraction to suffer because of the rain was the swimming pool.

In discussing pool business, Schott reported a 23 per cent increase in refreshment receipts at the big plunge, and attributed the gain to a revamping of facilities this year. Coney abandoned its white sand beach and replaced it with spacious terraced lawn. Beach chairs under colored umbrellas are now available on the lawn for bathers, and a swanky refreshment building, of California architecture and functionally suggestive of Florida beach cabanas, was constructed on the top terrace. Available are a soft drink counter, self-service counter and tables and chairs inside the building and on the terrace for the accommodation of 800 persons.

Schott said the change was made because it was found that in mid-summer bathers found the sand too hot. It was also found to be damaging to fabrics of swim suits. Another reason was that use of sun oil caused the sand to become sticky. Other considerations were that officials wanted more space for refreshment service and the fact that after every flood the sand had to be replaced, meaning 33 carloads at a cost of \$12,000 to \$14,000.

Dallas Moves 25% Ahead; Tie-In Tabs Record Day

DALLAS, July 11.—Summer midway of State Fair of Texas is nearly 25 per cent ahead of last year in gross receipts, Fred Tennant Jr., midway superintendent, calculates.

Fourth of July week-end was good, with a variety of activities to pull crowds. Fireworks show in the Cotton Bowl drew 15,000 Friday (3) and 25,000, Saturday (4). Ducats were 50 and 25 cents with free pink lemonade and snow cones as part of the package.

On night of the Fourth, activities at park included two hillbilly shows and stock car races. Destruction of the Sportatorium arena by fire several weeks ago resulted in Big D.

Excelsior Resumes Name Bands Policy

EXCELSIOR, Minn., July 11.—For the first time in at least a decade, name bands are appearing in the ballroom of Excelsior Amusement Park here.

Joe Colihan, co-manager of the Fred W. Pearce Corporation property, has a special arrangement with the Prom Ballroom in St. Paul whereby he is able to bring in the names, he said.

Stan Kenton's unit played a June date and where the normal house for a local band — this year it's Dick Kast's 11-piece ork—is 400. Kenton packed in 1,400. Ralph Flanagan is skedded for Tuesday (14), while Frankie Carle's ork is booked for Saturday, July 25.

The ballroom is managed by Rudy Shogren, who also serves as promotions chief. "Miss Minnesota" contest director and picnics superintendent.

Season 5 Equal '52

The park's 28th annual season is on a par with 1952, despite the fact it lost two week-ends and a Friday night.

However, according to Colihan, hefty July 4 and Memorial Day business, coupled with good weather during June, has helped make up the seven lost days.

This week the park inaugurated a birthday package feature for moppets, built around its Kiddieland which this year has been centralized. For \$1.25 per kid, the park will furnish birthday cake, hats, prizes and six rides. Section has the miniature railroad, cars, whip and handcar.

The park also has 14 major rides, 10 games, six refreshment stands, two picnic kitchens, pavilion, picnic garden, ballroom and boat ride concession.

Excelsior opened the week-end season on April 12. Memorial Day, which signalled daily opening, drew 10,000, and July 4 attendance was estimated at 15,000.

The park drew about 300 school outings from Minnesota, North and South Dakota, Wisconsin and Iowa. High school night on May 8, Shogren's pet promo-

N. Y. Arthritic Group Honors A. J. Geist

NEW YORK, July 11.—During ceremonies held at the New York Arthritic and Rheumatism Foundations Offices here this week, A. Joseph Geist, president of Rockaways' Playland, Queens amusement park, became the first New Yorker to receive the Arthritis and Rheumatism organization's "Public Service Award" in recognition of outstanding service on behalf of Greater New York's arthritic and rheumatic children.

With Arthritis and Rheumatism Poster Girls from Brooklyn, Queens and Long Island in attendance, William Holmes, foundation president, presented a scroll honoring Geist for "providing entertainment and bringing joy thru the years to countless New York children stricken with arthritis and rheumatism."

tion, drew 14,000 graduating seniors from the Twin Cities and surrounding area.

Company picnics continue to be a big thing, with two attracting more than 15,000 persons each, Shogren said. Every week-end during July and August is booked for such picnics.

Preliminaries for the "Miss Minnesota" contest are set for August 2, with the finals August 9.

D. C., Va., Md. Spots Tab Big Holiday Takes

WASHINGTON, July 11.—Good, hot weather enabled amusement parks in the Middle Atlantic States to enjoy good business over the July 4 week-end.

Gwynn Oak Park and Carlin's Park, both in Baltimore, enjoyed excellent business over the holiday week-end. Neither of these parks was in as great a need for a big one, however, as their counterparts farther north. Baltimore has escaped many of the rainy week-ends which have plagued its northern neighbor-operators earlier in the season.

Glen Echo Park, located in the suburbs of this city, also enjoyed strong business over the week-end, and has continued to enjoy the hot, humid weather which is this city's summer trademark. As a result, the park's swimming pool, as well as its rides, has enjoyed pleasantly prosperous business.

Further south, both Ocean View Park at Norfolk, and Seaside Park at Virginia Beach, Va., enjoyed heavy attendance and good spending over the holiday. A heavy shower hit the area on Saturday (4), about 2 p.m., but the sun broke thru shortly thereafter. A heavy influx of visitors to the area helped bolster attendance at the parks and beaches. Bus, train and air lines all reported extra-heavy traffic to the Tideland area.

39,000 Jam Playland, Rye, On Holiday

RYE, N. Y., July 11.—A total attendance of 69,000 was reported by Col. Allan E. MacNicol, manager of Playland, for the two-day holiday week-end. The Fourth of July out-drew Sunday with a total of 39,000.

Free attractions at the park this week were Gautier's Steeplechase and the Alcidos, aerialists.

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Nebraska State Opens New 75G HQ Building

LINCOLN, Neb., July 11.—Nebraska State Fair officially opened its new \$75,000 administration building here Friday (3) with an open house in the new structure.

The building, of brick and steel construction, will be used as a permanent year-round location for the fair's administrative offices and will eliminate the annual move of the fair offices from the capital to the fairgrounds.

Ed Schultz, fair secretary, not only designed the new administration center but also supervised its construction. The building is 150 by 50 feet and has two ground elevations. In addition to the secretary and his staff in permanent quarters in beautifully wood paneled offices there is a room for board meetings and facilities are provided for temporary workers during fair week.

Most administrative offices are on the second floor along with a small post office sub-station, safety patrol room and radio and press room. The lower elevation boasts a 48 by 50-foot meeting and banquet room, kitchen, supply rooms, barber shop, veterinarian's office, and sleeping room. Twelve rest rooms are located throughout the building, and a veranda runs the full length of the structure. Portions of the building are air conditioned.

Newspaper Skeds Special Edition on Harrington Event

WILMINGTON, Del., July 11.—The Wilmington Sunday Star on July 26 will publish a special Kent-Sussex Fair supplement, with a history of the fair, program of events, map of exhibits, pictures, stories, schedules, where to go, what to see, where to buy, and entertainment.

The supplement will be a part of the regular edition of the Star, and in addition to the story of the fair, will carry official judging schedules, booth locations, advertisements of exhibitors and Delaware concerns and other pertinent information.

The fair will be held at Harrington, Del., the last week in July.

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TELLS STORY

Dallas Expo Preps New House Organ

DALLAS, July 11.—State Fair of Texas will launch a house organ aimed at important opinion-molding groups throughout the state about July 15. The publication will be issued four times a year and will be modeled along the pattern set by the Canadian National Exhibition, Los Angeles County Fair, Eastern States Exposition and other fairs which publish similar pieces.

The first issue will contain a spread with pictures of 11 top executives and department heads of fair as a means of introducing the fair staff. It also will contain news and pictures designed to keep readers up with the progress of the fair in preparing for 1953 exposition in October.

Three thousand copies will be printed initially to be sent to directors, committeemen, honorary vice-presidents, county agents, vocational agriculture teachers, exhibitors and other people likely to be interested in the fair and capable of giving both moral and vocal support to the fair. Tentative publication dates after the first issue will be October 1, January 1, April 1 and July 1.

Publication supplements but does not replace the regular monthly newsletter now sent to directors, committeemen and honorary vice-presidents. Newsletter, signed by General Manager James H. Stewart will still be used on months in between publication dates of the house organs, which will be four-page tabloid. Basically, the house organ is an extension of the newsletter designed to present a more complete "work in progress" report on the fair.

Stapleton Sets Talent for Three California Events

HOLLYWOOD, July 11.—Russ Stapleton, of the local Fanchon & Marco office, will supply the talent for the tenth straight year for the grandstand and five shows at the Fresno (Calif.) District Fair. Other bookings include the Santa Barbara County Fair in Santa Maria and the September 6 circus-type show in the grandstand and much of the talent for the free shows during the 11-day run of the California State Fair, Sacramento.

At the Santa Maria event, the shows on July 22-23 will include Haines Twins, Dick and Dinah, Pinky Jackson and Cheeta. Shows on July 25-26 will include Del O'Dell, Charles Carrier, Charlie Pickard, and Carlos Durand and Nola.

On the first of two Sundays, September 6, at the California State Fair, Stapleton will present a circus in the afternoon in front of the grandstand. For the free show during the entire run, the agency has booked Pansy the Horse, Pinky Jackson and Cheeta, Ken Card, Dolores Gay, Mercer Bros., and Carlos Durand and his Strollers.

Fanchon & Marco line-up in front of the grandstand in Fresno for shows October 6-11 include Josephine Borosini, Torina and Eric, Paige Trio, Pansy the Horse, and the Rudells, Carlos Durand and Spanish Strollers, and Ben McAtee, ringmaster. The free show held October 2-11 will feature a line of girls. Other acts are yet to be signed, Stapleton declared.

Name Md. Fair Board Members

ANNAPOLIS, Md., July 11.—C. Russell Galbreath is the newest member of the Maryland State Fair board. He was recently appointed by Governor McKeid.

Other fair board members, re-appointed by the governor, include Dr. Frank C. Morino, and Dr. Ernest L. Stebbins, both of Baltimore, and R. E. Brown, Leonardtown, Md.

Huron, S. D., Completes New 5-Man Board

HURON, S.D., July 11.—Three new members have been appointed to the board of the South Dakota State Fair to complete the new five-man board set up this winter by the Legislature.

Appointments, made by Governor Sigurd Anderson, include Max Oviatt, local dairyman and farmer, who succeeds Luther Johnson; Theodore Larson, Platte, and Mrs. Cecil Byg, Hartford.

Larson has been an active 4-H worker for years and is vice-president of the South Dakota Hereford Association. Mrs. Byg has likewise been active in the youth movement as well as rural women's activities.

It was also announced that effective July 1, salary of the fair's secretary - manager, Ken Balgeman, would be hiked from \$3,000 to \$3,600 plus living quarters.

Appointment of the three completes the new board, which has taken over from the previous three-man board let out last year along with Secretary Phil Rensvold. Other new members include James Ramey, Wamblee, chairman, and Adolph Nelson, Canton.

Del Mar, Calif., Drops 18,337 At Front Gate

DEL MAR, Calif., July 11.—The annual 10-day run of the San Diego County Fair, which closed here Sunday night (5), pulled an attendance of 211,997, a loss of 18,337 from 1952. Paul T. Mannen, secretary-manager, said the decrease was probably due to tighter money, competing events and the fact that last year the Fourth of July was on Friday, giving workers a three-day week-end.

The fair followed its usual policy of a free grandstand show upon payment of 85 cents at the front gate. Children under 12 were admitted for 25 cents.

Attendance this year exceeded '52 on three days. They were the first Saturday, Monday and the second Saturday. However, the second Saturday was the Fourth but as a holiday it failed to beat the same date in 1952.

Mannen said that reports from food concessionaires showed that about half did good or better than last year. Gadget sales were reported down. The fair received daily revenue statements from the independent midway concessionaires. Mannen said these would be studied. The check was made for the second year with the original purpose being to set more equitable space rates.

Chattanooga Completes 2 New Buildings

CHATTANOOGA, July 11.—Chattanooga-Hamilton County Interstate Fair will use two new buildings for the first time at its September 21-26 fair, one for commercial exhibits, the other to house cattle from the Future Farmers of America Show.

According to Mrs. Maude H. Atwood, secretary, the larger of the two structures, 340 by 180 feet, will house commercial exhibits with an auto show to run thru the center. The second building is 120 by 40 feet.

Attraction plans include the Amusement Company of America on the midway. Pyrotechnics will be furnished by Illinois Fireworks Company. Two children's days are scheduled. City schools will close at 11 a.m. on Tuesday of fair week and schools in the county will remain closed all day Friday. Admission on the two days will be 5 cents for students under 14 years.

CALGARY GATE TOPS '52 BY 10%

Grandstand Attractions Strong Despite Increased Admissions

CALGARY, July 11.—Given perfect weather the first five days of its six-day run, the Calgary Stampede this morning went into its final day with attendance up about 10 per cent over last year, a good one, and with receipts from the midway, grandstand, and pari-mutuel betting showing increases of about the same proportion.

The Stampede opened on the heels of one of the longest stretches of bad weather the Calgary area has had in years, but in sharp contrast the weather this week has been ideal. Daytime temperatures have not hit higher than 80 degrees and skies have been clear, while the nights have been pleasantly warm.

Holding plenty of entertainment money, Albertans have spent freely. Grandstand reserve seat prices for both the afternoon program (rodeo, chuck wagon races, plus acts) and the night bill (a Barnes - Carruthers revue) were upped 25 cents over last year. What's more, 4,000 bleacher seats which previously went as general admission seats were switched to reserved seats and priced upward accordingly. But, attendance nevertheless topped last year.

Night Revue Big

The Barnes - Carruthers night show has drawn raves and officials have tagged it "one of the best revues ever presented here."

On the midway, the Royal American Shows chalked up higher grosses each day of the first four, and indications were that the final count for the fifth day would put that day's gross

over that for the corresponding day last year.

The Royal American show train, moving in three sections, made what was a fast run in here from Brandon despite the fact that the second and third sections were delayed several hours by a wreck ahead of them.

Back-End Up

Thumping business has been registered here by Leon Claxton's "Harlem in Havana" and "Moulin Rouge," produced by Leon Miller, the two top money-getters in the Royal American line-up.

Visitors to the Stampede included James Paul, managing director of the Edmonton Exhibition, and Mrs. Paul; William Muir, director of the Edmonton Exhibition, and his daughter; Nobby Clark, Edmonton Exhibition electrician; Fred England, director of the Regina Exhibition; Mr. and Mrs. Earl Curtis and Mrs. William Perrot, Frank Morrissey, Royal American press agent, was joined here by his wife and son, Tommy, who will accompany him on the Canadian tour.

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2-Day Fourth Stand Pays Off for WOM

Nixing of All Concessions, Some Shows, Hurts; Maine Jaunt Gets Off to Good Start

PORTLAND, Me., July 11.—An unusual gamble by the World of Mirth Shows, involving the moving of its entire organization into Lowell, Mass., for a two-day Fourth of July celebration, worked out all right, Frank Bergen, general manager, reported here this week.

The weather was clear thruout the Friday and Saturday (3-4) showing, and activity on the mid-

way lasted until 4 o'clock on the morning of the Fourth. Good action was achieved by 6 o'clock on Friday, so that the first operating stretch ran for some 10 consecutive hours.

A big part of the potential gross was eliminated when all concessions and the Girl Show were dropped prior to the opening of the celebration. No censorship was involved. The city fathers refused to allow their operation. This decision gained considerable attention in the press, with several city officials entering into open controversy.

With the elimination of these (Continued on page 77)

ACA Set to Add Coin-Operated Rides for Fairs

CHICAGO, July 11.—A battery of seven coin-operated rides, all products of the Meteor Machine Corporation, Brooklyn, N. Y., will be added to the line-up of the Amusement Company of America when the railroad midway organization launches its fair season early in August at the Northern Wisconsin District Fair, Chippewa Falls.

Ken Wilson, Midwest sales manager for Meteor, this week closed with J. C. McCaffery, co-owner and general agent of the Amusement Company of America for the units.

Each ride will be equipped with four adjustable discs, with 12-inch diameters, spotted at each corner of their supporting platforms so that the rides can be made secure and level on all midways on the show's routes. Units will have 10-cent coin chutes. Special transportation cases for each ride are being built.

Rides are to be spotted together in one area, with a view of attracting large numbers of the small fry. Line-up will consist of two Meteor Rockets, as many Flying Saucers and PT boats and one Meteor Hot-Rod.

The deal between Wilson and McCaffery is believed to be the first in the U. S. for a concentration of coin-operated rides on any touring midway. Wilson this week maintained that it will prove the forerunner of many similar set-ups.

DIESEL POLICY PROTECTS ORG IN BREAKDOWN

KINGSTON, N. Y., July 11.—The insuring of his diesel generating plants against breakdown paid off for Dick Coleman, owner of Coleman Bros. Shows, here this week. Dick, unaware that such a policy could be bought until last winter, signed up for a three-year period, paying what he termed a reasonable premium, just under \$1,800. This week a pin slipped out of the drive shaft, some casing bolts were sheared, and general repairs were necessary to the four-year-old unit. All expenses were covered by the policy. Dick said that one of the best features of the policy was the pre-opening, regular season and storing inspections by top diesel engineers, which are included.

LaLonde Named General Mgr. Of Smith Org

WOLF POINT, Mont., July 11.—Lawrence LaLonde, former general agent, became general manager of Northern Exposition Shows, and Gil Tuve, who handled the bill car, was named general agent by Mike Smith, the show's owner. The organization has been making long moves to stay in the populated areas but is moving on schedule.

In Williston, N. D., the show did top business despite the fact that another show had preceded it into the county by only a week. Show played downtown and all departments reported good takes. Bismarck, where Northern played under the auspices of the Eagles for the Father Cassidy Home on the Range for Boys, got off to a good start with the end of the run turning in satisfactory revenue.

Show now carries 10 rides, 7 shows and 38 concessions.

Bill Shelford, cookhouse operator, was flown to Denver, where he underwent surgery. He is reported convalescing. New arrivals on the lot include John Stone and Al Beard. Charles Raymond also joined with his Gee Gee Club Midway and Jack Bernard has added his Athletic Arena.

NEW RULING

Philly to Ban Owners With Court Record

PHILADELPHIA, July 11.—No city licenses will be granted in the future to professionally operated traveling carnivals whose owners have been guilty of law violations either in Philadelphia or elsewhere. A new policy to this effect was announced this week by Walter S. Pytko, commissioner of the department of licenses and inspections.

Pytko said the ruling was decided on at a conference among representatives of his department, Chief Police Inspector George J. Kronbar, and other police inspectors. It also was announced that carnival operators found guilty of violating the law would be subject to prompt license revocation.

Pytko said the tightening up was agreed upon as the result of a succession of complaints about "various annoyances and objectionable practices." The complaints, he said, have been made by residents in various sections of the city where carnivals recently have been in operation. He said objection was made to games of chance and also to admission of minors to strip-tease shows.

Other complaints alleged traffic congestion, accumulation of dust and intrusion of "undesirable elements." Pytko said the necessity of performing routine duties makes it difficult for police to supervise carnivals, which often run simultaneously in different parts of the city.

The new policy, said the commissioner, is in accordance with an ordinance of council of 1926. Pytko emphasized that recognized institutions or charitable organizations, including churches, will be granted licenses as heretofore, provided the carnivals are staffed by reputable members of the sponsoring organizations.

A city license for carnivals costs \$100. It is valid for a week or any part thereof. The same fee applies where traveling carnivals are hired by institutions, churches or charitable organizations.

Show opened here Tuesday (7) to good weather and on the first day was ahead of a year ago. Business this spring, despite much inclemency, topped that of a year earlier. Org moved into its fairs with 20 rides, 14 shows and upward of 60 concessions.

Long Island Stands Boost Prell Takes

NEW YORK, July 11.—Long Island dates are coming thru for Prell's Broadway Shows, giving that organization a boost after a sluggish early still date season. Total gross earnings to date are quite a few percentage points behind the same period a year ago, and the weather has been tagged with much of the blame, altho show execs report that money is believed to be a bit tighter in some localities.

Joe Prell, designated general agent in the extensive family management set-up, said that the season would undoubtedly even out once the show got into its route of 15 fairs, which he termed the strongest route the show has ever put together. An addition this year is Delaware State Fair, Harrington, starting July 27.

The show had a good Fourth of July at Riverhead, L. I. This week at Huntington Station, another Island date, the crowds are reported good. The show is drawing more people to a lot four miles out of town than it drew in former years with an in-town location.

Work Program Progresses
Owner Sam E. Prell is currently completing and adding units for the show's fairs. Recent clear weather has made it possible to concentrate on refurbishing, a program that has been interrupted constantly thruout the season by rain.

While the show is well equipped with regular help, the securing of extra help for teardowns and set-ups has been a continuing problem. At no community played to date has there been a surplus of manpower. It is hoped that more help will be available in the rural areas serviced by fairs so that none of the important opening hours will be missed.

Plans are already being set for a 10-week winter tour in Florida. This will follow the regular fair route which will end the week of November 3 in Brunswick, Ga.

Other annuals on the Prell route, in the order in which they will be played, are: Nazareth, Bedford and Carlisle, Pa.; Cumberland, Md.; Fredericksburg, Va.; Little Washington, Goldsboro, Mount Airy and Rocky Mount, N. C.; Frederick, Md.; Greenville, N. C.; South Boston, Va. and Columbia, S. C.

Hannum Hits Big Winner

CONSHOHOCKEN, Pa., July 11.—Morris Hannum Shows moved here this week after a winning stand at the giant housing project of Levittown, Pa., where the show chalked up big grosses over the July 4 week-end. Show was the first to play Bucks County this season and was the first to ever play the highly populated postwar housing development.

Kid rides hit the jackpot all week as the ride-hungry mopets swamped the midway. July 4 was the big day and both major and kid rides kept operating almost at capacity from morning until well after dark.

Co-operation from the local newspaper and thru promotion of Jim Stutz, show's press agent, a bicycle giveaway on the holiday helped to pull patrons. Stutz and Leeman Moore, lot superintendent, were recent victims of a robbery in Philadelphia where the former lost a brief case and cash and Moore lost about \$25 in merchandise.

20th Century Hits Winner At First Fair

ROLLA, N. D., July 11.—20th Century Shows moved here this week after playing its first fair of the season in Jamestown, N. D., where it racked up '52-topping grosses. The big day, July 4, was up 15 per cent from the same day a year ago, officials said.

A kid day was held Friday (3) and despite short notice, youngsters swarmed over the fairgrounds and kept rides and shows busy thruout the daytime hours. Kiddie rides topped the midway during the week with the Merry-Go-Round second and the Scooter a close third. Top-grossing shows were Claude Bentley's Side Show, Patsy Elrod's Motordrome and the org's gal show, which ran 20 per cent

Buck Gross Soars 25% at Keene, N. H.

BERLIN, Conn., July 11.—The added attraction and earning power of a railroad show was demonstrated satisfactorily to the personnel of the O. C. Buck-Model Shows last week at Keene, N. H., where it racked up a 25 per cent increase in the gross over last year when Buck played the date with the truck organization which preceded his going on rails.

Buck had a complete knowledge of the date, having played it for the past 17 years. The stand ran

true to form, starting slowly and winding up with a bang on the Fourth of July, Saturday.

It was the first time that a railroad show has ever played Keene, show execs reported, and a crowd of some 3,000 was on hand to witness the unloading. The lot, a new one, is located on Main Street, with ample parking adjacent to it. Rain marred only a portion of one night.

Business Reported Good
Manager David B. Endy reports business at recent stands good, with clear weather aiding operations everywhere. The show got its first six days of 'perfect weather at Poughkeepsie, N. Y., and business was reported good. A new lot, with a railroad siding alongside, was used.

The show was first in at Chicopee, Mass., where it got another week of good weather and business. Location was in the central part of town and ample parking was available.

The pace here, the 11th stand of the season, is reported good. The Monday (6) preem was hit by showers, and it wasn't until Tuesday (7) that the action got rolling.

The show heads back into New York territory next week, starting with a date at Schenectady. New York fairs include Gouverneur, Elmira, Rhinebeck and Peekskill.

All new scenery and lighting effects have been added to the International Revue. The show is now housed in a new 50 by 150 foot top.

JOIN WEEK-ENDS

Commuting Help Solves Coleman Moving Problem

PORT JERVIS, N. Y., July 11.—Dick Coleman, owner of Coleman Bros. Shows, has found a solution to the extra help and truck driver problem.

A complete extra crew, the members of which reside in the Middletown, Conn., area where the show winters, joins the Coleman organization every Saturday night in time for tear-down and remains with it thru set-up on Sunday.

Each member of the part-time crew, all of whom have regular jobs in their own home towns, works on the same ride every week so that he is thoroughly familiar with all of its parts and operation.

Up By Noon Sun.

The ample man power plus short jumps makes it possible for the Coleman unit to be in the air by noon on most Sundays. The Coleman show is seldom more than 100 miles from Middletown.

Most members of the extra crew are competent truck drivers. Those who drive get paid a flat \$20 for their Saturday-Sunday effort, plus travel expenses in the form of gas and oil cost rebates. Those who don't drive earn \$15.

Coleman, who has proven the practicality of this method of solving the help problem thru many weeks of operation, said that he

had found no shortcomings in the practice. The help secured in this fashion is steady and reliable, he said.

While many moves add up to less than a day's work because of the short jumps involved and the cost could be judged high as a result with some 20 men involved, Coleman said that the expense was worth it in the time saved and the careful handling of equipment.



THREE MORE ENTRIES in the contest sponsored by the Showmen's League of America to pick Miss Outdoor Show Business of 1953 were received last week. Shown above, left to right, they are Kitty Brown, of Emie Farrow's Wallace Bros. Shows; Hattie Wagner, of the Cavalcade of Amusements, and Pauline Skerbeck, of Skerbeck Amusement Company.

WANT
LEGITIMATE CONCESSIONS:
Cook House, Drink, Hanky Panks of all kinds for big annual celebrations. Gorman, Texas, July 12 to 18; Comanche, De Leon, Johnson City, Granbury, Roaring Springs follow. Fairs until late fall.
BEEBE SHUGART AMUSEMENT CO.

FOR SALE
Ocean Wave, portable, seats 36 adults, \$950.00; Venetian Swings, 12 boats, \$950.00; two Kiddie Chairplanes, 8 and 12 seats, \$250.00 and \$450.00; 20x30 Top, \$135.00. All A-1 condition
C. H. TOTHILL
Youngstown, N. Y.
Phone 7-7361

STAR AMUSEMENT CO.
WANTS
Concessions of all kinds except Snow, Popcorn, Photos, Cookhouse, Corn Game and Spindle. This show is now carrying 4 major rides and two Kid rides, and nothing but Celebrations and Fairs till November.
Reyno, Ark., Picnic this week; Star City Reunion to follow. Come on or wire.
B. E. MILLER, Mgr.

Carnival SWINGER AGENTS WANTED
No drunks
BUDDY WALD
c/o West Coast Shows
This week Springfield, Ore., or route.

FOR SALE
Knife Rack, also Ball Game; side by side in Mission Beach. Contact
CHUCK GLODEN
3494 Main St. San Diego, Calif.
P.S.: Also opening for good Knife Rack Agent.

WANT
Two Bingo Counter-men, Drivers preferred. Top salary.
JOHN CHAPMAN
Columbus, Indiana this week; Brownstown, Indiana next week.

WANT BUCKET AGENTS
Thirteen Fairs or more.
JACK MILLER
c/o Central States Shows, per route.

HANKY PANKS
ON HAND AND READY FOR YOUR FAIRS
3 Ball Mechanical Buckets... \$55.00 ea.
6 Cats—Packed with hair-wool sewed all around... 15.00 ea.
Polka Dot—6 cat—wool sewed all around... 12.00 ea.
Huckley Buck Kegs—This is a real money maker for hustlers... 60.00 pr.
SEND FOR CATALOG
RAY OAKES & SONS
7731 OGDEN AVE. LYONS, ILL.
Day Phone: Lyons 3-4632
Nite Phone: Brookfield 8860

Midway Confab

Drago Shows No. 2 hit a red one at Walkerton, Ind., over July 4 and then moved to Knox, Ind., where the stand there started off in a big way. Large crowds of free-spending folks turned out for the latter town.

Page Bros. Notes: Members of the org's show club enjoyed a barbecue Thursday (2) at LaGrange, Ky. . . . Allen Bellows, manager of the Peggy Lee gal show, is framing a nickel roll for the fairs. . . . Curly Setliff bingo op, has added a grab joint and Jimmy Schaffer is operating a new set joint with his string. . . . Carl Weaver, ex-foreman of the Ferris Wheel is wearing a new artificial limb and has discarded his crutches in favor of a cane. . . . Joann Baker, has joined her husband, Shorty, and is working their glass pitch. . . . Johnny Howard rejoined after several weeks' absence and is working Earl Carpenter's scale and age, while Mrs. Howard is in the pitch-till-you-win booth. . . . Mrs. James Brewer and her infant daughter came on recently. . . . Helen Weaver, the popcorn op, is an aunt for the sixth time.

Phylis Rocco, six-year-old daughter of Mrs. Frankie Rocco, of Page Bros.' Shows, celebrated her birthday recently with a party in the org's gal show top. Kiddies present included Mary Ann Rocco, James Ray Brewer, Linda Lou Brewer, the 10 Johns youngsters, Louise, Sonia, Peter, Walter, Mary, Elizabeth, Anna, Dianna, Mena and Sara; Katherine Parmley, Weldon Parmley Jr., Ronald and Donald Parmley, James Carl Weaver and Katherine Bellows. Adults on hand were Mr. and Mrs. Alan Bellows, Mr. and Mrs. Dick Palmer, William Turner Jr., Mr. and Mrs. Weldon Parmley, Mr. and Mrs. James Shrout, Mr. and Mrs. Dave Di Corte, Mr. and Mrs. Carl Weaver, Mr. and Mrs. Eli Johns, Mr. and Mrs. Pete Johns, Mr. and Mrs. Johnny Johns, Mr. and Mrs. Colan Leonard, Jack Lee and Mr. and Mrs. Earl Carpenter.

J. W. Western, of American Eagle Shows, has purchased a new Vagabond trailer. Recent visitors on the show were Dick and Boots Wilson, Sophie Owens and family, and Russell Emmons, of Gem City Shows.

Helen Brewer, widow of Ray Brewer, who passed away June 24, and her son Frank, are now managing the Brewer United Shows and filling their fair dates. . . . Ted Dion and his son-in-law, Peter Sokolowski, on Sutton's Greater Shows, have dressed up their concessions with new canvas and paint. They have also added a fish pond and a new 30-foot Spartanette trailer.

Ralph J. Lockett, handling the office-wagon chores with the John H. Marks Shows this season, reports from Pottsville, Pa., that the org has been doing fair business in the hard-coal regions despite unhappy breaks with the weather. . . . Walter B. Fox writes from his Mobile, Ala., headquarters that he has booked Peppers' All-State Shows for the annual Labor Day Celebration at Prichard, Ala. Fox is also shopping for a medium-sized circus to be sponsored by the Prichard Legion Post. . . . William R. Hicks is sojourning in Atlanta after winding up with the Tinsley Shows. He expects to announce a new affiliation soon.

Newest exhibit feature at George A. Hamid's Steel Pier in Atlantic City is "Shaheen's Reptile-arium," originated by Roger J. Shaheen. Featured is the milking of venom from rattlesnakes by herpetologists Warren Prince and Bill Sundell.

Mr. and Mrs. Joe Prell noted two happy occasions recently—graduation of their daughter, Marion, from junior high school, and graduation of their son, Paul, from senior high school. The youths are the grandchildren of Sam E. Prell, owner of Prell's Broadway Shows. Paul will join his dad on the road for fairs, working on the bingo. He plans to enter the University of Virginia in the fall. Joan Prell has rejoined her husband, Abe, on the Prell Shows with a new baby boy.

Manager David B. Endy reports numerous visitors to the O. C. Buck-Model Shows during its Fourth of July stand at Keene, N. H. Roy F. Peugh, advance and press agent, was visited recently by his son, Roy Jr., and the latter's family. Mrs. William Cowan, wife of the show's business manager, is reported doing a bang-up job with tickets for the Miami Showmen's Club building fund.

A birthday party was held on the O. C. Buck-Model Shows at Keene, N. H., for Skippy, five-year-old son of ride superintendent William Beldock. Joining the festivities held in the cookhouse were O. C. Buck and son Bucky; Chet and Eva Batcholer, Mr. and Mrs. Sid Goodwalt, Mr. and Mrs. Dave Endy and daughter, Joan; Mr. and Mrs. Les Prime, Mr. and Mrs. William Carpenter, Mr. and Mrs. Al Stewart, Mr. and Mrs. John Levitt, Mr. and Mrs. Danny Dorso and their sons, Michael and Danny Jr.; Mr. and Mrs. Andy White and son, Andy Jr.; Whitey Sutton and daughter, Kathy; Mrs. Marie Seifker, Rose Schuler, Ola Hart Charlie Zuker, Clarence Samuel and Joe Custard.

Mrs. Ann Marcassion, whose husband, Larry, is with the O. C. Buck-Model Shows, has undergone surgery in an Ohio hospital. Friends can write her in care of the show. Frances Scott has rejoined the Buck Shows. Mr. and Mrs. Stewart purchased a new Studebaker recently.

Lew Hamilton has joined the World of Mirth Shows to take over the front of Hermine's Midget Troupe, a unit that he has handled in the past. . . . The top of Dixie Gordon's Club 18, World of Mirth girl show, blew down in heavy winds at Portland, Me. No serious damage was reported.

Bill Tucker, lot superintendent of Royal Crown Shows, and Mrs. Tucker were guests of honor at a surprise party on their 36th wedding anniversary at the Anderson, Ind., fair. Buffet supper was served by Ginger Gaughan and many gifts were given the couple. Included among the guests were Bob Parker, Mr. and Mrs. Hansen, Mr. and Mrs. Fred Stokes, Mr. and Mrs. Irish Gaughan, Mr. and Mrs. Fred (Cookhouse) Halsted and a number of the fair officials.

Mr. and Mrs. W. E. Hood have taken their jewelry spindle to Gold Medal Shows, where they joined the Waters' string of concessions. . . . Eddie Moran, owner-manager of Southern Valley Shows, recently added an Octopus to his line-up and also purchased a searchlight for additional midway flash.

Roger Warren, manager of Crafts Exposition Shows, was feted at a recent birthday dinner given by friends in Oakland, Calif. Warren was on the receiving end of a number of gifts to mark the occasion. . . . Carl S. Anstead, general agent for Southern Valley Shows, left the org at Memphis to enter a hospital for a check-up. Anstead plans to return to the show in about three weeks for the beginning of the fair season.

Line-up of the Hall and Leonard Sideshow on Cavalcade of Amusements, includes Ward Hall and Harry Leonard, owners and managers; Diane De Searl, mentalist; Bert Morez, ray pictures; Ralph Johnson, tattooed man; Leonard's Punch and Judy; Algate, alligator boy; Ward Hall, vent; Frank Donnell, fire; Francis (Continued on page 74)

MARKS SHOWS

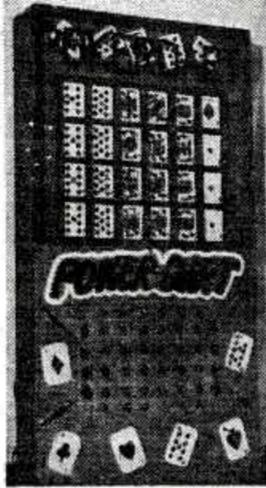
WASHINGTON, D.C.

CIRCUS GROUNDS

JULY 22-AUG. 1
OPEN SUNDAYS

Limited Openings for Attractions
Wild Life Exhibit, Monkey Show, Fat People, Arcade, Octopus, Roll-a-Plane, Tilt-a-Whirl.
For a solid route of Marks Shows' "quality" FAIRS until closing.
Contact—
ART LEWIS
Penn Harris Hotel
Harrisburg, Pa.

Breaking All Records At STEEPLE CHASE PIER ATLANTIC CITY, N. J.



POKER-DART!

3 POKER-DART Electric Dart Boards had a greater "take" at Steeple Chase Pier, Atlantic City, than any 15 competitive games combined.
POKER and DARTS . . . two of the greatest liked games of the American public combined in a real game of skill to be the greatest attraction of 1953. Add a new game to your Midway . . . it stops the crowds . . . keeps them playing with draw poker!
POKER-DART has been paying for itself in the first three days of operation. . . . Poker and Darts—two of the oldest games in history combined in a thrilling game that will never lose its popularity.
POKER-DART—NOW SHIPPING IMMEDIATELY!
Coin and Non-Coin Operated

GRAYCOACH AMUSEMENT DEVICES
3928 Marlton Pike
Pennsauken, New Jersey

Wanted DesBro Shows Wanted
PENN YAN, N. Y., YATES COUNTY FAIR, WEEK OF JULY 20TH, 1953
FIRST FAIR IN NEW YORK STATE
Concessions All Open
Ride Help Wanted, Wives for Concessions.
BILLPOSTER WANTED
ANGE DESIDERIO, Gen. Mgr. RAY SANFORD, Sr., Asst. Mgr.
This week, Watkins Glen, N. Y.

MOUND CITY SHOWS
WANT FOR ALL UNITS
Concessions of all kinds. Also Ride Help. Lots of Celebrations and Fairs. Good treatment. Bob Alsbrook wants Hanky Pank Agents to work nice Concessions.
Address: Waverly, Ill., this week.

SUPERIOR SHOWS, INC., Want
For Santa Maria, July 20-26, and northern California Fairs for rest of season.
Will book four Kid Rides and a limited number of Stock Stores.
Can use Ride Help who can drive. Must be sober.
King City, Calif., until July 19.

ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
Send Cash With Order. Stock Tickets, \$22.50 per 100,000.
100,000 \$29.50
10,000 \$ 9.50
20,000 12.00
50,000 18.50

It's the Original!
EVANS' JUMBO DICE WHEEL
THE FINEST EVER MADE
Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.
H. C. EVANS & CO.
1556 W. CARROLL AVE., CHICAGO 7, ILL.

WALLACE BROS. SHOWS INC.

WANT

SHOWS—Can place Mechanical City, Snake, Illusion, Fat Girl, What-Is-It, Fun House, Side Show (Low Alter, wire).
RIDES—Will book Dark Ride and Looper.
CONCESSIONS—Stock Concessions of all types open, also some Eating Stands and Cookhouse. Can place Hats and Novelties.

HELP—Want Help on Spitfire, Tilt-a-Whirl, Little Dipper, Dodgem, Kid Rides. Second Men, \$50.00; Foremen, \$65.00 and \$75.00.

Wire or come on.

All replies: E. E. FARROW, Mgr.

Newton, Ill. (Fair), this week; Tomah, Wis. (Fair), next week

WANT

LEO LANE SHOWS

"The South's Finest"

WANTED

RIDE HELP

Foreman for Wheel, Chairplane and Tilt, 2nd Men on all rides; top pay and year around work for sober, reliable men. No ups or downs until Labor Day, then our fairs to Dec. 15. We open again Jan. 15, 1954.

GENERAL HELP

Carpenter Helper to assist builder on show fronts, Truck Mechanic with tools, Man for light towers and front, Operator for the best Fun House on the road, must drive semi. Boss Canvas Man for Minstrel Show.

RIDES

We carry 7 major and 2 Kiddie. Will book Octopus, Caterpillar or Dark Ride. Will book or buy Rock-o-Plane. Want 2 or 3 Kiddie Rides.

All address LEO LANE, P. O. Box 12, Savannah Beach, Ga.

WILL SELL X ON THE FOLLOWING:

Cook House, Grab, B', Custard, Long and Short Range, Popcorn, High Striker, American Mitt Camp, Mug Outfit, Age and Weight, Derby and Novelties.

SHOWS

Any clean Show except Minstrel; we have our own. "No Girl Shows wanted."

CONCESSIONS

Everything open for my Fair's starting Sept. 11 at the Aiken Co. Fair, Aiken, S. C., 2 week-ends. This will be a big one; plenty of advertising, fireworks and free prize drawings, also plenty of amusement-hungry people. Want Prize-Every-Time-Concessions. No X. "No flats to buck on this show."

JOHN GALLAGAN WANTS

Want Bingo Counter Men and capable Add-a-Ball Roll Down and Ball Game Agents. Apply at once to Geo. Gordon or Steve Lake, c/o Fair Grounds, Cayuga, Ind., this week.

Also want Bingo Counter Men to apply to Sam Martin, c/o Gooding Shows, Coraopolis, Pa., this week.

Can place for ROCKPORT, IND., FAIR, starting July 20, Bingo Counter Men, also capable Agents (no drunks) for Ball Game, Scale and Age, and Cake Joint.

Gooding State Fair Show Unit playing all Fairs

All replies to JOHN GALLAGAN, c/o Gooding Amusement Co.

Lorain, Ohio, this week, c/o Fair Office, Rockport, Ind., July 20 to 24.

Now booking all kind of Hunky Pank Games, starting at Columbia, Tenn., Fair, Labor Day week, September 7 to 12, followed by Florence and Huntsville, Ala.; Lawrenceburg, Tenn., and Athens, Ga.

Also for JACKSON, OHIO, on the streets, September 22 to 26. Jackson is booming. Atomic plant is being built near Jackson. Ex open on Novelties, Palmistry (no gypsies), Ice Cream, Photos, French Fries, Short Range, Waffles and Demonstrators.

Have a Grab Joint location open at a good fair, September 14 to 19.

Midway Confab

Continued from page 73

Lee Owens, bearded lady; Velma Morey, iron feet; Albert Miles, magician; Wardellos, juggling; Francis Doran, snakes; Rube Bubio, trained dogs; Maxine Duval and Kashan Singh, annex. Johnny Casper is canvasman with Ina Doran and Ted Owens handling tickets.

John T. Hutchens, owner of Hutchens' Modern Museum, on the Snapp Greater Shows, reports his business is sharply ahead of last year. Unit joined the Snapp org at Independence, Mo., after a 1,000-mile jump from Texas and grosses at that spot were up almost 35 per cent from the same stand in '52. Burlington and Clinton, Ia., were also up, he said. Recent visitors included Mr. and Mrs. George McAllen and Mr. and Mrs. Jimmy Chavanne.

Personnel of the William T. Collins Shows No. 2 unit were guests at a surprise barbecue party tossed by Manager Gus Pappas and Mr. and Mrs. Gypsy Hill, did the honors, and, following supper, all retired to the local American Legion hall for dancing. Guests included Mrs. Gus Pappas, Mr. and Mrs. R. Hill, Dave and Maris Smith, Harold Cole, Father Everts, Ellen Johnson, R. Schelley, Dennis Banks, Austin Maughan, Bud Scrimsher, Victor Rieter, Dago Moore, Oscar Du Pree, John Irish, Roy Johnston, Mr. and Mrs. Smokey Snoko, Mike Jankiwich, Mary Irish, Mr. and Mrs. Herman Lumpkin, Mr. and Mrs. Pauli, Bob Hill and Wayne King.

Richard Palmer has been elected president of the new Page Bros. Showman's Club. David DiCorte is vice-president, Mrs. W. E. Page, secretary-treasurer, and board members include Boyd Baldwin and A. E. Setliff. Members of the club include W. E. Page, R. G. Baker, Joe Duncan, Pete Johns, James Brewer, Krank Kenyon Sr., Mrs. Frank Kenyon, Frank Kenyon Jr., William Turner Jr., G. W. Setliff, James ShROUT, Mrs. James ShROUT, Carl Weaver, Mrs. Carl Weaver, Wesley Brown, Mrs. Wesley Brown, Earl Carpenter, Jack Carter, Frank Setliff, R. W. Rouse, T. E. Jones, Margaret Flakes, Nathaniel Grey, R. L. Morris, Howard Grey, W. S. Conrad, Helen McBride, Billy Shootis, James White, G. C. Mitchell, Harry Moore, James Schaffer, George Whitehead, Peg DiCorte, Johnny Johns, Kitty Palmer, Mrs. Alan Bellows and Alan Bellows.

Prof. Willie J. Bernard and wife, of Hancock, N. H., visited the O. C. Buck Shows at Keene, N. H., July 4 and met Doc Hankins on the Side Show.

Homer Kirk, whose "Tinkertown" kiddieland is one of the feature attractions on the World of Today Shows, reported plans to add a Kiddie Jeep ride to his line-up. Mrs. Bella Kirk and daughter, Irene, of Boston, were recent visitors on the show.

The Ferris Wheel is again in operation on the William T. Collins No. 2 unit after it was taken to the Eli Bridge Company plant in Jacksonville, Ill., to be repaired. The ride was damaged in a truck crash en route to St. Peter, Minn., and taken back to the Eli plant by Foreman Dago Moore. . . . Father Harley Everts, who had the cookhouse on the No. 2 unit, has sold out to Dave and Mavis Smith, and is now serving as ride superintendent. Recent visitors to the unit included William T. (Billy) Collins, and Mr. and Mrs. Art Signor and son, Billy, from 20th Century Shows.

LEONARD HIGGS

WANTS

Agents for Buckets, Six Cats and Counter Men for Bingo. (Dale McGee, come on.) Also want Pin Store Agents and couples for Hunky Panks. Address c/o BYERS BROS. SHOWS Buhl, Minn., July 14-19; Calumet, Minn., 21-26.

Thank You

SAM CARSON

Concessionaire with Boone Valley Shows, for your Buick Roadmaster purchase.

JOHNNY CANOLE

Canole Buick Monessen, Pa. Phone 2500 Altoona, Pa. Phone 9347

WANTED

JACKIE LEON RUSSELL



Have you seen this boy? If so, please contact the father at once.

REV. V. A. RUSSELL
Box 294 Urbana, Ill.

United Exposition Shows

WANT

RIDE HELP THAT DRIVE. FUN HOUSE MAN, MUST DRIVE.

TRAVIS WARD WANTS DROME RIDERS. SALARY AND PERCENTAGE.

CAN PLACE CUSTARD, COKE BOTTLES, PHOTOS. LESLIE DAVIS WANTS OUTSIDE ATHLETIC TALENT. WANT GIRL SHOW OPERATOR WITH 2 OR MORE GIRLS. I HAVE COMPLETE FRAME-UP. WIRE

C. A. VERNON, Mgr.

Gary, Ind., until July 17; then Hannibal, Mo., July 19-26; then Fairs, Fairs, Fairs, balance of season.

EDDIE MILLER

WANTS

Girl to Double Talker and Stripper, \$100 week and 5 per cent Front; Strippers \$100 week and Bonus; Dancers, \$85 and Bonus. Inexperienced girl for Posing show, \$75 week and Bonus. Best of treatment. Pay sure. Linda Lee, Texas Cooper contact at once.

c/o HAPPYLAND SHOWS

Elks Temple, Pontiac, Mich. till July 25th.

WANTED

FOR CHEYENNE FRONTIER DAYS

Foot Long Hot Dogs, Pronto Pups, Corn on the Cob, Custard and other Eating Stands. Wire care of Western Union. (No collects.)

R. DONALD DOWIS

FORSYTHE & DOWIS RIDES, INC.

Cheyenne, Wyo.

WANTED CUSTARD

W. VA. STATE FAIR, Ronceverte

Exclusive on Independent Midway, week of August 23rd. Also have 2 good jewelry locations for Ionia, Mich., and Ronceverte. Can use Scale and Age Agents starting at Harrington, Del.; Harrington, Ionia; Sedalia, Mo.; Indianapolis and Ronceverte.

A. HYMES

455 Schenectady Ave., Brooklyn, N.Y. Phone: PResident 4-5961

ATTENTION

Want to place

A WELL FLASHED BINGO

with reliable show for balance of season. Wire or phone.

HARRY MAMAS

Care W. G. Wade Shows, Two Rivers, Wisc., this week.

RIDES—CONCESSIONS

WANTED

For 3 Day Picnic, Aug. 13, 14, 15 Auspices Anti-Thief Association, held annually at Simmermaker's Grove, 3 miles north of Bunker Hill, Ill. Merry-Go-Round, Ferris Wheel, Kiddie Rides and Pony Rides, Concessions of all kinds, including Ball Games, Shooting Galleries, Hi-Striker, Novelties, etc. Address Herbert P. Hammann, Carlinville, Ill.

CARNIVAL WANTED

Up-to-date outfit with good Shows, Rides and Concessions from August 15 or up to September 1. Auspices of Henry N. Tate Post No. 70, American Legion, Appalachia, Va. Play on percentage; will furnish lot and license. Address correspondence to R. C. BRAY, Commander.

L.J. HETH Shows

ALL FAIRS TILL NOVEMBER 7

NO STILL DATES

SHOWS: Snake Show, Monkey Show, Motordrome or any Grind Show not conflicting.

RIDES: Kiddie Boat Ride, Rock-o-Plane.

HELP: Can always use Ride Help who are licensed semi-trailers drivers.

CONCESSIONS: Grab Stand, Frozen Custard, Arcade, Short Range Gallery, Novelties, Basketball and other Hunky Panks. Bill Atterbury, answer.

All Replies:

MT. CARMEL, ILL. (FAIR), NOW; STURGIS, KY., NEXT WEEK

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

WANT: Concessions and Shows for following Fairs, starting July 20 and running consecutively. This is one of the finest routes of fairs in the business.

Owego, N. Y.; Angelica, N. Y.; Caledonia, N. Y.; Henrietta, N. Y.; Watertown, N. Y.; Morris, N. Y.; Wernersville, Pa.; Lititz, Pa.; Columbia, Pa., and 5 Southern States pending.

WANT: French Fries, Long Range, Monkey, Snake, Wild Life, Girl, Circus, etc. What have you?

Address per route or 37 Luzerne Ave., Dallas, Pa.



BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR LONG CONTINUOUS ROUTE OF FAIRS WANT

Starting next week at Gibson City, Ill., July 21-25 followed by Paris, Ill., week July 27; then Charleston, Illinois, week August 3 and a continuous route of bona fide Fairs until middle of November.

CONCESSIONS

Want Concessions of all kinds. Hanky Panks and Prize Everytime Games. Also French Fries, Cookhouse that caters to Show People, Hot Dog On A Stick, Age and Scales, Basket Ball, Derby Racer and Direct Sales of all kinds.

SHOWS

Can place any non-conflicting shows with own equipment and transportation, liberal percentage. Want Girls for Office owned Girl Show.

HELP

Can place useful Show People of all kinds. Earl Backer can use Foreman for Kiddie Rides. Ep Glosser can use Stage Hands for his Acts.

CAN PLACE PITCHMEN, DEMONSTRATORS AND LEGITIMATE OPTION STORES

All Address:

C. C. GROSCURTH, Gen. Mgr., OTTAWA, ILL., THIS WEEK; GIBSON CITY, ILL., NEXT WEEK

ROSS MANNING SHOWS

Red Lion, Pa., Fair July 20-25	Keller, Va., Fair Aug. 3-8	Manassas, Va., Fair Aug. 17-22
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Luray, Va., Fair; Woodstock, Va., Fair; Salisbury, N. C., Fair; High Point, N. C., Fair; Leaksville, N. C., Fair

CONCESSIONS—Honkies, Eats, Drinks. Will give P.C. to Man with Honkies.
RIDES—Will book Flat Ride, Tilt or Cot.
SHOWS—Wild Life, Jig Show (new 85 ft. front complete with seats), Grind Show, Monkey Show, Motordrome.
RIDE HELP—Chairplane Foreman.

Write or wire Ross Manning, Hammonton, N. J.

WANT

CARL FERRIS SHOWS

WANT

Du Bois, Pa., Firemen's Fair, July 20

GET PLACED FOR A LONG SEASON OF FAIRS TO FOLLOW

CONCESSIONS—Basketball, Fish Pond, Balloon Darts, Hoop-La, High Striker, Jewelry, any Hanky Panks working for stock.
SHOWS—Can place any Grind Show, Ten-in-One, Penny Arcade, Motordrome and Girl Shows.
RIDES—Can use Tilt, Flying Scooter, Octopus or any non-conflicting Rides for balance of season.

Bob McBride wants Agents on Age and Scale, Hanky Panks and Cookhouse Help. Willie Lewis wants Agents for Ham Wheel, Slum Skillo, head of store for Six Cats and Buckets. Will book Swinger, Nail Stand and P.C. Concessions. Fairs start in three weeks. All replies:

CARL D. FERRIS, St. Marys, Pa.

TRI-STATE FAIR, INC.

AUGUST 17th TO AUGUST 22nd

Can place PITCHMEN, DEMONSTRATORS INSIDE AND OUTSIDE, EATING AND DRINK STANDS. GOOD SPOT FOR CUSTARD, SNOW CONES, COTTON CANDY, JEWELRY.

Attendance expected to be 150,000 as we have Cisco Kid and Pancho and their Stunt Man including Rodeo with 50 head of Livestock. There will be a terrific grandstand drawing and plenty of other acts. This fair is being advertised for 100 miles around. BINGO—DAVE FINEMAN, WIRE YOUR INTENTION.

TRI-STATE FAIR, INC.

Office: General Shelby Hotel Bldg., Bristol, Virginia

SUNSET AMUSEMENT COMPANY

WANT GIRL SHOWS WITH OWN OUTFITS

Our equipment going into Winter Quarters. Can place other Shows for long string of Fairs starting July 22 at Palmyra, Illinois, Fair.
Want Foreman for Octopus and C-Cruise Rides who can drive semi. Can use Second Men on Rides who drive.
Can place Long and Short Range, Ice Cream or Custard, Ball Games and Hanky Panks. Clinton, Iowa, this week; Palmyra, Illinois, Fair, next.

GARDEN STATE RIDES

Want all kind of Hanky Panks for two more weeks in Trenton, New Jersey, July 20 to Aug. 1. What have you? Also booking Branchville Fair to follow.

R. H. "Pop" MINER
TRENTON, NEW JERSEY

WANT STOCK CONCESSIONS FOR

Grand Rapids, Ohio, July 23 to 25, auspices firemen, on the streets. Tontogany, Ohio, July 29 to Aug. 1, Legion, on the streets. Deshler, Ohio, Aug. 5 to 8, Firemen, on the streets.

W. B. J. SHOWS
Matthews, Indiana, this week.

WANTED

Fredonia, Pa., Volunteer Firemen's 20th Annual Home Week JULY 28-AUGUST 1
Will book good Animal Show. Good spot for Wild Life. CONCESSIONS—Short Range, Mug, Cane Rack, Hoop-La, Novelties, String Game, Dart Balloon, Age & Weight, Coke Bottles, Name on Hat, Basket Ball, Fish Bowl, What have you? No Flats! Two big Parades, Contests, Raffles. The biggest "Little Spot" in Mercer Co. Can use the Concessions in New Castle, Pa., week Aug. 13-14-15, in town on street. This week Lowellville, Ohio. All mail or wires
JOLLEY JAILLET
General Delivery, Lowellville, Ohio

WANTED

BINGO CALLER AND TWO COUNTER MEN FOR 15 FAIRS
Prefer those experienced with Jones, Dorso or Weiss operations. Nice chance for Relief Caller to step up. Contact
NORMAN ANDERSON
Gold Medal Shows, Mattoon, Ill.

Midway Of Mirth Shows

WANT CONCESSIONS FOR ALBION, ILL., FAIR STARTING JULY 20

Slum Blower, Long Rang Gallery, Ping Pong, Slum Spindle, High-Striker or any Stock Concessions. Want Ride Help for Tilt-a-Whirl and Merry-Go-Round. Must drive semi. Address
Roadhouse, Ill., this week; then Albion, Ill., and per route.

WANT TO BOOK

Due to Accident—Ferris Wheel or any other major ride. Have 16 Fairs, 10 Annual Street Celebrations. Committee money and light. Can use few more Hanky Panks.
BOX 381 or phone 4-3135
South Sioux City, Nebraska

FOR SALE Frozen Custard Truck

Factory built body. Stainless steel interior. Mounted on GMC chassis. Almost new. No reasonable offer refused. Can be seen in operation at St. Rosalia Bazaar, 63rd Street and 14th Ave., Brooklyn, N. Y., July 13-18; Smithtown, L. I., July 20-25. If interested contact
Ray Warlikowski
at above addresses.

WANT

Fun House, any Show not conflicting. Ride Men, must drive truck. No drunks. Cook House or Grab, Custard, Snow, Lead Gallery, Coke Bottle, any Hanky Pank, Wrestlers, Boxers, talent for Athletic Show. Foreman who works move, talks less. Fairs start July 29th until November. For Sale—18 ear Caterpillar with International Tractors, Nabor and Fruehauf trailers. Contact.
DYER'S GREATER SHOWS
Amboy, Ill., this week.

I. T. SHOWS

SHOW PEOPLE WANTED

Wax Show Operator, Magician and Wife for Illusion Show. Boss Canvasman, useful Show Help: Place immediately.

CONCESSIONS WANTED

Short Range Gallery, Age, Scale, Photo Gallery and Custard for Long Island Unit.
The No. 1 Unit in Brooklyn playing Sundays, needs Balloon Game and Bottle Game.

OUR FAIRS START AUGUST 10, MIDDLETOWN, N. Y. WHAT HAVE YOU!

PHIL ISSER, Gen. Mgr.

1539 East 29th Street, Brooklyn, N. Y. Phone: NAvarre 8-8960

SOUTHEASTERN FAIR-A-GANZA

ATLANTA, GEORGIA, OCTOBER 1-11 INCLUSIVE

Two Saturdays & two Sundays

Space available for legitimate Merchandise and Catering Concessions.
Cook House, Long Range, Palmistry, Photos and Center Locations.

Contact:
MORRIS LIPSKY
c/o Gooding Amusement Co., Inc.
1300 Norton St. Columbus, O.

F. C. BOGLE SHOWS, INC.

WANTS FOR DOWNS, KANSAS, FAIR, JULY 22-25; AND 14 FAIRS FOLLOWING INCLUDING WAKEENEY, COLBY, DODGE CITY AND LIBERAL, KAN.

Concessions—All legitimate Concessions are open; booking two of a kind for fairs. Especially want Photos, Set Spindles, Long and Short Range, Mitt Camp, Hi-Striker, Milk Bottles, Jewelry. Shows with own equipment, wire collect for best deal in show business. (Cannot use Girl Shows nor Side Show, Help—Useful people in all departments, Talkers, Acts, Agents, Girls for Dancing Shows, Ferris Wheel Foreman, Second Men on all rides.

Wire or write F. C. BOGLE, Mgr.

(No phone calls, please.) McPherson, Kansas, this week; Downs, Kansas, July 26 to 25. P.S.: Jimmie Perez, Charlie Smith or anybody who has worked with me, contact Bob Garrison, Side Show mgr, Ralph and Eva, call Chas. Pierce at once

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT AT ONCE—Custard; Coca-Cola Bottle; American Mitt Camp; Bottle Ball Game; Punk Rack; Basket Ball; Fish Pond; Duck Pond; Long & Short Range Gallery; Balloon Darts; Bumper; Pitch Tilt Win; Hoopla. Two Counter Men wanted for Jones Bingo.
WANT AT ONCE—Side Show Acts; Unborn; Wild Life; Pony Ride; Monkey Show; Organized Minstrel Show.

Tennessee Slim, come on in.
Dover, Delaware, this week; followed by Cambridge, Maryland.
All mail and wires to
WM. C. (BILL) MURRAY

ANDERSON AMUSEMENT

UNIT #1, GERALD ANDERSON, MGR.
Tribby, Ohio, V.F. Dept., July 16 to 19; Petersburg, Mich., July 24 to 26; Delta, Ohio, July 31 to Aug. 1.
UNIT #2, JAMES FISH, MGR.
Leslie, Mich., July 23 to 25. Can use Hanky Panks on unit #2. Foremen for Merry-Go-Round, Ferris Wheel and Octopus.
1488 South Ave., Toledo 9, Ohio



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

STARTING JULY 27TH DELAWARE STATE FAIR HARRINGTON, DEL. THEN

15 OUTSTANDING FAIRS

NAZARETH, PA., AUG. 3
BEDFORD, PA., AUG. 10
CARLISLE, PA., AUG. 17
CUMBERLAND, MD., AUG. 24
FREDERICKSBURG, VA., AUG. 29

LITTLE WASHINGTON, N. C., SEPT. 7
GOLDSBORO, N. C., SEPT. 14
MT. AIRY, N. C. SEPT. 21
ROCKY MT. N. C., SEPT. 28
FREDERICK, MD., OCT. 5

15 OUTSTANDING FAIRS

GREENVILLE, N. C., OCT. 12
SOUTH BOSTON, VA., OCT. 19
COLUMBIA, S. C., OCT. 26
BRUNSWICK, GA., NOV. 3
TWO MORE TO FOLLOW

PLUS 10 FAIRS IN FLORIDA

CONCESSIONS of all kinds—Age and Scales, Photo, Hanky Panks, Derby Racer, percentage. Eating & Drinking stands. DOROTHY MILLER wants Agents for Cat Racks. Will book two merchandise Wheels, Palmistry. MORRIS FREELANDER, answer.

SHOWS: SIDE SHOW — We have all equipment. Unborn Show, Fat Show, Midget Show or any Show of Merit.

RIDES — Rocket, Octopus, Scooter, Dark Ride, Glass House, Fun House or any Ride not conflicting.

RIDE HELP — Semi Drivers preferred. No agitators or drunks.

All Answer: SAM E. PRELL, OCEAN SIDE, LONG ISLAND, N. Y.

American Tent Expands Quarters, Sales Personnel

NORFOLK, July 11.—William B. Sanders, president of the American Tent & Awning Company, announces expansion of the organization's sales force and manufacturing quarters.

G. C. Mitchell has been named to handle sales in the Southern and Central States, while Mrs. C. M. (Babe) Scott is a sales representative in the Eastern and Northern States. The increased staff will make it possible for American representatives to make all of the fair meetings this winter, it was said.

A new plant with an additional 20,000 square feet of floor space has been acquired in Norfolk. Half is devoted to manufacturing tents for the armed services and the other half is devoted to outdoor work.

Mitchell has general agented the Carl D. Ferris, W. C. Kaus, Jack J. Perry and AMP Shows. Mrs. Scott is the widow of C. D. Scott, operator of the C. D. Scott Shows



CHEBOYGAN, MICH., JULY 21-26
HALE, MICH., FAIR, JULY 28-AUG. 1

Can use Hanky Panks of all kinds. They will work at these spots. Our usual route of outstanding Fairs follows. Eats and Drinks sold.
BOYNE CITY, MICH., ALL THIS WEEK

WEST LAKEVILLE, OHIO ANNUAL FIREMEN'S CELEBRATION

July 21 to 25
Want Concessions: Hanky Panks of all kinds, Popcorn, French Fries, Floss, Age-Weight, Jewelry, Novelties, Ball Games, Hi-Striker and others that work for stock.
Special events, daily cash awards, fireworks. Other good celebrations to follow.
Write—Wire
GEO. LOCKHART
Lowellville, Ohio, till July 19

FOR SALE

Merry-Go-Round, Ferris Wheel, Roll-o-Plane, 2 Chair Planes, Boat Ride, Trucks and Trailers. Can be seen in operation. Write
ARROWHEAD AMUSEMENT CO.
5605 Ramsey St., Duluth, Minn.

BURDICK'S GREATER SHOWS

San Saba, Texas, July 13-18
Place Buckets, Pin Store, Hanky Pank Concessions, Mug, Short Range Gallery, Long Range, Cork Gallery. Have complete Girl Show frame-up. Small Cook House or Grab. Use Ride Help, first man on Wheel, Mix-Up, Kid Rides; salary every day; Bonus end of season. Plenty fall fairs and celebrations. Heart of cotton after next week. Contact Burdicks Greater Shows, San Saba, Texas.

WANTED

Useful Side Show Help, Talkers, Ticket Sellers, one Freak to feature. Good working Acts. Place Tattooer. All address
CLAUDE BENTLEY
20th Century Shows
Grand Forks, North Dakota

WILLIAM VON DOHREN

Please call
Neven 8-0924
Brooklyn, New York

CARNIVAL WANTED

Sponsored by Carroll County Fair
Week Sept. 17. Swell spot.
Reply Box 36, Hillsville, Virginia

HELP WANTED

FOR
WHEEL, CHAIRPLANE, ELECTRICIAN.
HOLLY AMUSEMENT CO.
BUTLER, GEORGIA

CARNIVAL WANTED

Aug. 19-22
Biggsville Annual Picnic
Rides are booked, Ray Bun, contact me.
L. E. WILHELM
Biggsville, Ill.

WANT AT ONCE

For Illinois Fairs and Celebrations
Custard, Short Range, Watch-La, Fish Pitch, Coke Pitch, Class Pitch, High Striker, Need Second Men on Tilt and Scooter.
BURKHART SHOWS
Augusta, Ill., Fair this week; Williams-ville 100 Year Centennial next.

WANTED

Chair-o-Plane Foreman, three Kiddy Ride Foreman. Can place legitimate Concessions, also Agents.
Salsbury, Md., until July 18; Preston, Md., July 20 to 27; Fruitland, Md., July 30 to August 8.
D. VAN BILLIARD
Carnival Grounds

C. A. GOREE SHOWS WANTS ALL CONCESSIONS

EMMETT BUFFKEN, I can use all your Stands. Due to change in policy I now have NO Concessions at all. Hanky Panks, take notice. Midway open now. Want Cookhouse Help. Also Help for Bingo or will book yours. (Fat Martin, contact.) SHOWS: Girl, Side Show, Grind Shows. With or without equipment. (Roby, return my equipment at once.) RIDE HELP: Come on, I will place you.

For Sale—Octopus with transportation \$4,000.00
Kid Cage Wheel on trailer, Texas built 750.00
Dark Fun House on 26 ft. Lowboy Trailer 750.00

All Concessions, Show People, Ride Help—Come on, I will place you
Want Electrician at once, have plants, Wire or come on at once.
Address: IMPERIAL, NEBRASKA

WANTED OKLAHOMA EXPOSITION SHOWS

Will book String Game, Frozen Custard, Age and Weight, Glass Pitch, Penny Pitch, Watch-La, Pitch-Till-You-Win, Coke Bottles. Want Agents for Count Store, Pin Store and Swinger. Will book Count Store and Skillo. Want Shows with or without own equipment for Committee money only. Showing Missouri Picnics, starting at Fairview, Mo., July 13 to 18; then Charity, 20-26; then Yale, Okla.; St. Paul, Ark.; then Sucker Days at Wetumka, Okla. 10,000 people last year at Wetumka. Then into our string of Oklahoma and Arkansas Fairs. Also want experienced Ride Help. Will book Merry-Go-Round or any Flat Ride. Ice Water Reynolds, come on.
Phone or wire J. W. STARR, as per route.

EXCELLENT CONDITION

WHIP • FERRIS WHEEL • CHAIRPLANE FOR SALE SEPARATELY OR AS A GROUP

Write for particulars:
Box 870, The Billboard, 1564 Broadway, New York 36, N. Y.

Miami Phone **CLIF WILSON** 1901 N. W. 93r St. 7-6536 Miami 38, Fla.

HAS EXCLUSIVE CONTRACT FOR SHOWS AT THE STATE FAIR OF TEXAS

DALLAS, TEXAS, OCTOBER 10 THRU 25

Independent Shows with complete, new looking outfits contact me at above address until July 29; thereafter care The Billboard, Cincinnati 22, Ohio. Will visit Springfield, La Porte, Milwaukee, Detroit, St. Paul, Toronto, Louisville and Memphis Fairs. Shows contracted previously advise your route.

FOREMEN FOR OCTOPUS and WHEEL

WANT TOP WAGES. GOOD TREATMENT. BEST EQUIPMENT—PREFER SEMI DRIVERS.
GOODING AMUSEMENT CO., INC.
1300 NORTON AVE. COLUMBUS, 8, OHIO

RIDE HELP WANTED

Experienced Foremen for Merry-Go-Round, Wheel and Octopus; also Help for Kiddie Rides. Legitimate Concessions for the best concession territory in the East. Want French Fries, Short Range, Long Range, Novelties, Hanky Panks, etc. Playing St. Mary's Church, Newton, Massachusetts, now; Dedham, July 20 to 25; Peabody and Woburn to follow.
All replies to HARRY KAHN
P.S.: Can use Agents for Glass Pitch, Dart Balloon and Cigarette block.

IMPERIAL SHOWS

Want Merry-Go-Round Foreman and Second Men who drive. Top salary and good treatment. Can use three good Concession Agents. Want Concessions—Milk Bottles, Cork Gallery, Bowling Alley. All Fairs; business is good, Carrollton, this week; Taylorville, July 19-24; Alledo, July 27-31; Knoxville, August 3-7; all Illinois.
BILL GULLETTE

WILSON FAMOUS SHOWS WANT

Foreman on Wheel, Second Men all Rides who drive. Can use a few more legitimate Concessions. This week Soldiers & Sailors' Reunion, Cuba, Ill.; next week, Bartonville, Ill., Mardi Gras. All Fairs to follow.

WANTED WANTED WANTED

FOR SIXTEEN BIG OUTSTANDING FAIRS INCLUDING SUCH GREAT DATES AS THE ST. CLAIR-MONROE COUNTY FAIR, BELLEVILLE, ILL.; OZARK EMPIRE FAIR, SPRINGFIELD, MO.; AMERICAN LEGION FAIR, CARUTHERSVILLE, MO.

CONCESSIONS—Hanky Panks of all types, including Novelties, Custard, French Fries, Dark Ride, Fun House, Glass House, any major ride not conflicting. Ride Help who can drive semi.
Shows of all kinds with own equipment. Man and wife to work Snake Girl Illusion on platform, A1 Side Show with own equipment, Lew Alters, wire, One more Trick Rider for drome, boy or girl. Grind Shows, Ding Shows, Wild Life, Snake, Monkey, Fat Show, etc. Red McAlister wants Colored Musicians to enlarge band, 2 more Chorus Girls, white Boss Canvasman to handle 55x110 top. General Help of all kind, A1 white Talker.

GEM CITY SHOWS

All replies to TOM HICKEY or DON GRECO, Salem, Ill., Fair this week.
Now playing Fairs each week until Armistice Day.



WANT FOR VALLEY MILLS, IND., FAIR, FOLLOWED BY 20,000 AIR FORCE PERSONNEL PAY DAY INSIDE OF CHANUTE FIELD, THEN MARION, IND., FAIR AND ALL FAIRS TO FOLLOW

RIDE HELP—Wheel Foreman, and Second Men who drive.
CONCESSIONS—Scale and Age, Coke Bottle, Fish Pond, String, Add 'Em Dart, Pronto Pups, Foot Long, High Striker, other Hanky Panks working for stock. No gypsies, P. C. or Hats.
C. S. PECK
Rankin, Ill., this week; Valley Mills, Ind., July 22-24.

SHADE GAP, PA. SOLDIERS' MEMORIAL PICNIC AND FAIR JULY 27 TO AUGUST 1, 1953

Want all legitimate concessions, Fish Pond, Glass Pitch, Hoop-la, Long Range, Short Range, Cork Gallery, etc. Also, any mechanical or grind show with own equipment.
A. L. BLACKMON, Shade Gap, Pa.

ATTENTION, SHOWFOLKS SELINGROVE FAIR, JULY 19-26

WANT GIRLS FOR GIRL SHOW. GOOD PAY, AGENTS FOR PEA POOL, OVER AND UNDER, CHUCK LUCK, BALLOON DART. CONTACT IMMEDIATELY.
NOW BOOKING FOR GRATZ FAIR, SEPTEMBER 20-26
RIDES—Can use FERRIS WHEEL, MERRY-GO-ROUND, OCTOPUS, CHAIRPLANE, TILT, FLY-O-PLANE and KIDDIE RIDES.
CONCESSIONS—CUSTARD, BINGO, COOKHOUSE; all Concessions open. Book early.
SHOWS—GIRL SHOWS, UNBORN, WILD LIFE, MONKEY. What have you? The following please contact me: JOHNNY WATKINS, BOB MINER, JAKE BIRA, LEE DEVORE.
Phone 2063 or wire **Frank H. Caravella** Sunbury, Pa.

RUMBLE RIDES

Can place for week only at Salem, Indiana; V.F.W. Celebration, July 15-18. Jewelry, Bingo, Long Range Basketball, Stock Concessions.
Farmersburg, Indiana, Old Settlers' Reunion, August 12-15 inclusive.
RAY DILLS, Concession Chairman, Farmersburg, Ind.

WANTED

For Fowler, Indiana July 13-18 and rest of season
Coke Bottles, String Game, Cork Gallery, Pitch Till You Win, Ball Game, Swinger Ball, Miniature Basketball, Balloon Dart, Add-Em-Up Dart, Popcorn, Cookhouse and any worthwhile shows at small percentage. Contact
CHET PIERCE, PAUL DRAGO, AMUSEMENTS, UNIT #2

Fourth a Winner for WOM

Continued from page 72

units, Bergen was able to erect more mechanical equipment. But even with the added room footage space remained short, and six rides plus the Monkey Show had to be left in the wagons. The Little Dipper, Silver Streak and Rolloplane were among the units left down.

Altho cramped, the midway layout was reported attractive. The wagons were sandwiched in close and directly behind the rides so as to conserve as much space as possible.

In some quarters, it was estimated that not less than 25,000 persons were on the grounds during any of the peak hours. The

turnover appeared to be rapid, with new people entering the grounds constantly as others left. This made for a continuing new and fresh audience and kept the operating pace brisk. Since there was no admission charge, an accurate check on attendance was impossible.

9c Fees For Kids

Despite the fact that the date was a holiday celebration, Bergen set children's admissions to rides at 9 cents, a departure from the usual procedure at this spot. The 9-cent fees prevailed thru Friday and again on Saturday until 6 p.m., at which time the small fry had had every opportunity to get in on the bargain rates.

Individual shows racked up very big grosses for the two-day stanza. With all units going, the gross would have been much bigger, Bergen pointed out, but as it was, he expressed some disappointment in the outcome. He said that it was his impression that concessions will not operate at the celebration in the future.

This marked the first time that a show the size of the World of Mirth played the celebration, rated as the largest annual event of its kind in the area. In the past, except on one occasion, the date has been split up by literally dozens of independent show, ride and concession operators.

Maine Starts Good

The show made a special railroad move to Lowell from Pawtucket, R. I. It jumped from Lowell to Portland, Me., for a stand this week.

Bergen reported starting business at Portland good, and expressed the opinion that Maine dates would hold up. The Maine trek, in addition to providing the show with its first fair, has long been counted on for a helpful boost to the show earnings to top off the still date season.

Bergen said that the new water show would be ready to open next week. A wagon front has been built and a new top purchased for the unit.

SACRIFICE SALE

Concession equipment—two 14x14 center outfits suitable for Glass Pitch or any center concession; 8x18 Toy Wheel, new top, Baker Wheel and laydown; 10x14 Balloon Dart, new top; 8x12 Duck Pond, stainless steel tank and motor. All Concessions are complete with stock and all equipment necessary to open. One 1947 Chevrolet van body truck, in excellent condition. Stock will invoice \$400.00. Will take \$1,200.00 for this entire equipment, or will sell each outfit separate.

A. LITVIN

Milam Hotel
375 S. Ervay St. Dallas, Texas

LYNDHURST, WANTED LYNDHURST, NEW JERSEY

42nd ANNUAL CELEBRATION

Legitimate Concessions of all kind. MOUNT CARMEL FIESTA July 17-18-19 in Lyndhurst, N. J.

CANTE'S RIDES

292 Park Ave. Phone: Lyndhurst, N. J. Rutherford 2-1772-R

WANTED

Rides and Concessions week Aug. 16 or 23, Haney Field Rd. 325, between Milan and Mooreshill, Plenty of money here. Can use Promoter.

W. J. HANEY

Milan, Indiana

BARNEY TASSELL UNIT SHOWS

Wants Concessions of all kinds, including Popcorn, Apples, Snow Cone, French Fries. Rides not conflicting and Shows of merit. Week of July 20, Takoma Park, Maryland, New Hampshire Ave., and District of Columbia line. Large drawing power from Washington, D. C., and Maryland. Week August 3, Alexandria, Va., right smack in town. Nuff sed!

DON'T LET SIZE OF TOWNS FOOL YOU

P. S.: Can place Man to up and down about five percentage stands. Also Man for Bingo. Can place Ride Men for all Rides. Short jumps and long season right into Florida. Wire, write this week, Firemen's Celebration, Lively, Virginia.

TENNESSEE VALLEY AMUSEMENTS

Fairs—Starting in August, Lenoir City, Tenn., this week. Concessions—Long and Short Range, Jewelry, small flashy Bingo, Penny Pitch, Striker, Cigarette Pitch, Over and Under 30, Buckets. Agents for office Concessions: Over and Under, Revolving Barrel, Coke Bottle, etc. Jimmy Hensley wants Skillo, Pin and Count Store Agents. Cobb Vandiver wants 6 Cats and Swinger Agents (working 6 days a week). Shows: Animal, Geek, Monkey; good show territory. Capt. Dan Riley, contact. Will book or lease Merry-Go-Round, Rolloplane and Octopus. Help: Wheel Foreman, Second Men on all rides. Must be sober and reliable, drive semi. Contact or come on. Write, wire or phone Theodore R. Meadows, Mgr., Lenoir City, Tenn.

VINCE McCABE WANTS

FOR 14 FAIRS STARTING NEXT WEEK
AGENT FOR BUCKETS. COUNT STORE MAN WHO WILL OBEY ORDERS FOR ONLY 10% STORE ON SHOW. ONE SIX CAT AGENT. WHEEL MAN WHO CAN THROW K. BINGO COUNTER MAN. MAN TO HELP ON GLASS PITCH (GOOD DEAL). PLEASE FOR BALLOON DARTS; MUST BE ABLE TO WORK COUPONS. HANKY PANK AGENTS OF ALL KINDS. WIRE OR PHONE
c/o GREAT SUTTON SHOWS
Versailles, Mo., this week; Tipton, Mo. (Fair), next week.

G & B SHOWS WANT

Fairs and Celebrations—Popcorn, Candy Apples, Floss, Scales, Glass Pitch, Hitter, Buckets, 6 Cats, Fish Pond, Ball Game, any Concessions working for stock. Call Rosenfield, contact me. Answer as per route.

George Broas, G & B SHOWS

Flemington, W. Va., July 13-18; Grantsville, W. Va., July 20-25; Elizabeth, W. Va., Fair, July 27-Aug. 1.

ART B. THOMAS SHOWS

Want Side Show, Girl Show Operator, Long Range Gallery. Jack Thomas wants Agents to head Razzle and Bucket stores, starting July 20. Want Hanky Pank Agents.

Dollingham, Minn., July 15-16; Groton, S. D., 17-18; Ellendale, N. D., 20-21; Wishek, 22-23; Hatton, 24-25; Michigan, 27-28; Greenbush, Minn., 29-30.

BEAM'S ATTRACTIONS

HELP WANTED

Foreman for Merry and Spitfire; top wages. Second Men for Rides. Wonderful opportunity Talker Side Show. Bob Parschala wants Concession Agents, also use Bingo Countermen. Write or wire BEAM'S ATTRACTIONS, Winchester, Va., this week; Farmville, Va., next week.

STOCK TICKETS
One Roll \$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
100 Rolls 40.00
ROLLS 2,000 EACH
Double Coupons
No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture TICKETS

of every description
Wheel tickets carried in stock for immediate shipment

THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED
Cash With Order Prices
2,000 \$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.50
100,000 33.00
500,000 133.00
1,000,000 250.00

RIDE OPERATORS

CONCESSIONAIRES GAMES & SALES

SHOW OPERATORS

FAIRS

That will start your fair season off with a Bang!
Why play "larries," when the best is available to you?

START THAT SEASON RIGHT AT THE DELAWARE CO. FAIR, MUNCIE, IND., JULY 26-AUGUST 1

One of the largest County Fairs in the Nation. Railroad Shows all years of past history.

FOLLOWED BY ONE OF THE BEST FAIR ROUTES IN THE U. S.

LAGRANGE COUNTY CORN SCHOOL, Lagrange, Ind., Aug. 4-8

One of the Largest & Oldest Street Fairs Operating

CASS COUNTY FAIR, Cassopolis, Mich., Aug. 10-15

—OR—

BLUFFTON COUNTY 4-H FREE FAIR, Bluffton, Ind., Aug. 10-15

LA PORTE COUNTY FAIR, La Porte, Ind., Aug. 17-23

A Renown GEM for Years and Years

KALAMAZOO COUNTY FAIR, Kalamazoo, Mich., Aug. 24-29

Over 100,000 attendance last year

MICHIGAN STATE FAIR, Detroit, Mich., Sept. 4-13

One of the BIG-10 Fairs of the Nation

NORTHEASTERN INDIANA FAIR, Fort Wayne, Ind., Sept. 16-20

Played by Railroad Shows all its past years' history

MID-SOUTH FAIR, Memphis, Tenn., Sept. 24-Oct. 3

Another Top-List Fair. Draws from 5 States

NORTHWESTERN ALABAMA FAIR, Jasper, Ala., Oct. 5-10

COVINGTON COUNTY FAIR, Andalusia, Ala., Oct. 12-17

Then into FLORIDA!



CAN PLACE:

Portable Coaster
Looper
Flying Scooter
Caterpillar
Spitfire
Rolo-Whirl
Rollo-Plane
Big Train

Sky-Fighter

Roto-Whip

Buggy

Hobby Horse

Bulgy-the-Whale

Kiddie Merry-Go-Round

RIDES ↓

Ball Games
Darts
String
Spot-the-Spot
Fishponds
Buckets
Six Cats
Punk Rack
Cigaret Games
Add-a-Ball
Duck Pond
Ring Ducks
Scale & Age
Basketball
Hoopla
Short Range
High Striker
Class Pitch

CONCESSIONS ↓

Snow Cones
Floss
Candy
Pitches
Pottery
Taffy
Medicine
Gadgets
Names-on-Hats
Magic
Formulas
Demonstrators
French Fries
Waffles
Vitamins
Booklets

—or—
You name it, etc., etc., etc.

SHOWS ↓

Monkey or Chimp
Fat People
Maze or Glass House
Whale or Sea Exhibit
Freak Animal
Mechanical
Tropical Exhibit
Wild Life
Iron Lung
Glass Blowers
Dope or Expose
Walk-Thru
Life Exhibit
Midgets
Alligator
Illusion
Lord's Last Supper

As we said before—
We can place any conflicting piece of equipment on another of our operating units.

YOU MAY MAKE
INQUIRY FOR JUST
ONE FAIR OR WE'LL
BE HAPPY TO HAVE
YOU PLAY THE ENTIRE
ROUTE.

Don't be afraid to ask about
privilege fees and percentage rates. Each Fair is priced according to its own merit. We sell only on the fair and just standard.

Don't let someone talk you out of a sure bet—TIME'S GETTING SHORT! Write, Wire or Phone. ACT NOW!

W. G. WADE SHOWS

Two Rivers, Wis., until July 19:
then Muncie, Ind.

D. WADE

—OR—
Detroit-Leland Hotel, Detroit 26, Mich.
Phone: Woodward 2-2300



Have openings for Hanky Panks, Mug Outfits, Custard, Ice Cream, Corn Dogs, French Fries and all Concessions that can work in Wisconsin, for Fairs starting late in July and running to November 1.

Will book any Shows not conflicting. Enlarging Side Show and would like a Freak to feature; salary out of office. Will book Motordrome and one Major Ride not conflicting.

Wire **W. A. SCHAFER, JUST FOR FUN SHOWS**
c/o SLOVAK CLUB, GARY, INDIANA



WANT TO JOIN AT 79TH STREET AND CICERO AVE., SOUTH CHICAGO, ILL., with a long route of Fairs and Celebrations until first week in November.

Have Goshen, Indiana, Aug. 3-8, and Kankakee, Ill., Aug. 9-15, with fence-to-fence contract at both of these fairs.

CONCESSIONS

Cookhouse to join at once. One that can and will cater to show people, Age & Scales, Long Range, Short Range, Cork Gallery, Ball Games, Basket Ball, Balloon Darts, Hoop-La, Duck Pond, Auction, Arcade, Pronto Pups, Floss, Snow Cone. Grab or any kind of Hanky Pank.

SHOWS

Want Managers for Snake Show and Fun House. Have best of equipment for same. Thru with own equipment.

RIDES

Rolloplane, Scooter, Caterpillar, Rock-o-Plane (Kiddie Rides), Boats, Swings, Sky Fighter, Whip, Train and Little Dipper.

Can use general Ride Help and Workingmen in all departments. Do not have to drive. We contract our tractors for moving.

All answers to **DOLLY YOUNG, Mgr., ROYAL CROWN SHOWS**

79th St. and Cicero Ave., South Chicago, Illinois, this week; First and Ogden Lyons, West Chicago, Illinois, next week.

Morris Hannum Shows

One of the Great Eastern Shows

Want for the best Fair Route in Pennsylvania—all Bona Fide Agricultural Fairs, starting August 3 at Hughesville, with Harness Racing, Joie Chitwood and Big Can Can Show. Then Mansfield, Kutztown, Dallastown, Indiana, Ebsburg, Elizabethtown and Ephrata.

WANT Concessions of all kinds, open Midway.

WANT Rides—Rocket, Ridee-O, Comet, Spitfire.

SHOWS—Fun House, Glass House, Arcade, Mechanical City, Monkeydrome. Want capable Side Show Troupe with some equipment to take over our new office-owned Side Show. Want Riders for our Motordrome or will book yours.

If you are in the Philadelphia area visit us or telephone. No time to write letters.

RIDE HELP—First-class Ferris Wheel Man at once. Allegretti, phone me collect. Can place other first-class Ride Help.

All replies to

MORRIS HANNUM

Telephone Philadelphia Chestnut Hill 7-8176

Show now playing Spring Mill Fair at Conshohocken, Penna.



GLADSTONE EXPO SHOWS

14 FAIRS
KY.,
TENN.,
MISS.

GLASGOW, KY., FAIR, July 20-25

CENTRAL CITY, KY., FAIR, July 27-August 1

Want Concessions—Basket Ball, Long Range, Short Range, Bumper, Hoopla, Etc., Hanky Panks only, no percentage or Flats wanted.

Want Shows—Side, Monkey, Arcade, Fun House, Geek, Bunk, Etc. With own equipment.

Want Ride Help—On Wheel, Jenny, Tilt and Comet.

Floyd Aldrich wants Agents for Six Cat, Buckets, Shiv Rack and Penny Pitch.

John O'Connors wants Agents for Bowling Alley. Girls wanted for Girl Show.

F. O. POOLE, Owner

JACK OLIVER, Business Mgr.

Cloverport, Ky., this week

PERCELL'S AMUSEMENT PARK, INC., presents

PIONEER SHOWS

Want for Nisbel, Pa., July 20 to 25; suburb of Williamsport.

THE GREAT TROY, PA., FAIR, July 27 to August 1—Day and Night.

Concessions of all kinds—Eating and Drinking Stands, Age and Scales, Floss, Hanky Panks; everything open. Rides not conflicting.

Shows all kinds with own equipment, Penny Arcade. All replies

M. PERCELL, Beech Creek, Pa., this week

Del Flore Amusements

WANT RIDES AND CONCESSIONS OF ALL KINDS

Chippewa Firemen's Fair, Beaver Falls, Pa., July 20-25;

American Legion Fair, Tarentum, Pa., July 27-Aug. 1; Youngs-

town, Ohio, Fall Festival, Aug. 10-15, location on Albert Street;

American Legion Street Fair, Connellsville, Pa., Aug. 17-22.

Write or wire this week

New Waterford, Ohio.

KLENKE AMUSEMENTS

WANT FOR DUNBAR, W. VA. Choice Location in Center of Town With All Civic and Fraternal Organizations Co-Operating

CONCESSIONS—Want Photo, High-Striker, Grab and others not conflicting. RIDES—Will book or buy a standard Kiddie Auto Ride and a good Flat Ride. SHOWS—Can place one meritorious Show. Here are 3 spots not played inside for almost decade and the latter two are right in the greater Charleston industrial area. Huntington, W. Va., week July 13-18; Dunbar, W. Va., week July 20-25; St. Albans, W. Va., week July 27-Aug. 1. Agents wanted for Buckets, Six Cats and Swinger. Pat Mitchell, contact Bill Williams.

All others address **FRANK GRIFFITH, General Manager**

WILLIAM T. COLLINS SHOWS

WANT WANT

MANAGER FOR POSING SHOW AND REVUE, WITH GIRLS, WARDROBE AND SOUND SYSTEM. GOOD PROPOSITION.

Address **WILLIAM T. COLLINS, Mgr.**
East Grand Forks, Minn., this week.

ALL TYPES OF WHEELS



Mdse. Wheels Big Sixes Double Wheels Laydowns Ask for 1953 Catalogue

CARDINAL MFG. CORP.
430 Keap Street Brooklyn, N. Y.
EVergreen 7-5027

SHOW

T-E-N-T-S

Concession—Circus—Carnival

AMERICAN

TENT &

AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

WANTED

For Western Pennsylvania's Biggest Gala Italian Street Celebration.

Bingo, Rides and Concessions of all kinds Week of July 26th to August 1st. Write, wire or phone

NANCY MULLEN
4630 Bayard St. Pittsburgh 13, Pa.
Phone Museum 2-5978
P.S.: ANGELO INTONTO, please contact.

WOLF GREATER SHOWS WANT

Popcorn, Cookhouse, Shooting Gallery, Foot Longs, High-Striker, Glass Pitch, Basket Ball, Punk Rack, Fish Bowl, Novelties. Talkers for shows. Address Fort Dodge, Iowa, this week; Clencoe, Minn., July 24-26.

Much Bad Weather Curtails Early Continental Grosses

PLATTSBURG, N. Y., July 11.—The Continental Shows playing here this week report a modestly successful season to date. On many of the early season stands, rain and cold weather cut into the gross. More recently at St. Albans, Vt. (week ended June 27), attendance was up, but spending was off compared with last year's level.

July 4th week, the show was on the Fairgrounds lot at Newport, Vt., under American Legion auspices. The first three days were slow, and on Thursday (2), heavy showers and wind of near blowdown velocity handed the show a blank and did minor damage to several shows and concessions. On Friday, good weather and a fireworks display brought a packed midway.

On the holiday, the American Legion parade thru the downtown area plus matinee stock car races and a grandstand show again attracted throngs to the showgrounds, with consequent brisk business thruout the day and evening.

Staff Line-Up

Roland Champagne, owner-manager, has Fred Fritz as secretary and on the marquee. Fred Perkins does the advance work; Bob Sherry, The Billboard agent, handles the sound truck and equipment. Frenchie is show electrician.

Carl Miller again has the Ten in One, makes openings, does magic and the inside lectures. Kazan (Mrs. Carl Miller), mentalist, also works a bird act and pythons. Frank Rich, tattooed man, also does a fire act. Miller's Monkey Show is handled by John Kinsey and Junior Miller.

The Mickie show, operated by Ralph Ryder, features Mickie Ryder with Chieta Lovette, Latin-American dancer, as added attraction. Bobby Leonard, exotic, highlights the Stanley girl show; Stanley Sczurek, manager, with Tex Tanous assisting. Stanley advises that his show will be augmented for the fairs. Fred Perkins' Miss America show had Dot King and Lillie-Ann Rose sharing top billing. John McDonald is on the ticket box.

Concessionaires Listed

Concessionaires include Eddie Davis with three stores; merchandise, toys and cigarettes; Bill Gross, cookhouse; Bud and Betty Monroe, double cat rack and pandas; Lottie Perkins, hoopla, with Terry Tilton as agent; Jerry Long, scales, and Johnny Goff, popcorn.

Mrs. Roland Champagne has candy floss; Jack O'Rourke, mug joint; Irish Schwartz, custard; Tex O'Rourke, novelties and jewelry; Mary Ellen Lane, penny pitch, Mr. and Mrs. P. J. Delano, beano; W. Cism, balloon darts; Lucille and Kelu Walter, the Keluva roll-a-ball store.

James Tofoni has French fries and long range gallery assisted by Raymond Olynier; William Durgin, coke joint and balloon darts; Larry Miller, duck pond and palmistry; Duncan Fairlie,

SPARTA, Ill., July 11.—Tivoli Exposition Shows moved into its first fair here this week after a still date route that proved a winner despite inclement weather according to H. V. Peterson, owner.

WANTED

Sept. 11, 12 and 13
SMALL FUN HOUSE
Approximately 12x15 ft. For Free Carnival to be given in St. Louis County for employees. Contact
E. C. LINDBURG
4100 Laclade Ave.
(Phone: Newstead 6400) St. Louis, Mo.

GIRL SHOW DIXIE LEWIS WANTS GIRLS

Top salary for Girl to feature. Tex Hunter, wire. Contact care **BEAM'S ATTRACTIONS**, Winchester, Va., this week; Farmville, Va., next week.

basketball, football and country store. John Saunders, short range, and Jean Sherry, canes and novelties.

Litchfield Has String

Slim Litchfield's string of stores includes kelly pool, pitch-til-u-win, ball game, cork gallery, duck pond, chuck, penny pitch and beat the dealer.

Ride foremen and assistants are; Chairplane, John Saunders and Carroll Leonard; Merry-Go-Round, Dave McClure, Gerard Whirl, John Ferrucci, Roland Commando and Frank Foster; Ferris Wheel, John and Lee Falato; Kiddie Auto, Johnny Lane, and Kiddie Planes, Vic Telesco.

In weeks to follow, the show will stick in established territory, and in August will start on its customary route of New York State fairs.

CARNIVAL WANTED

WEEK OF AUGUST 17

HOMECOMING AND STATE

GLADIOLA FESTIVAL

ON THE STREETS,

COLOMA, MICHIGAN

Big resort area and farm section.

Write or wire

WILLIAM WATKINS, Manager

Coloma Cladiolus Festival

Coloma, Michigan

WANTED CARNIVAL

Or Independent Rides for RUSSELLVILLE TRI-COUNTY 4H FAIR

July 28 to Aug. 1

Counties' Gold Metal Clubs represented, advertised on three radio stations and eight county and city newspapers. Also one street and free fair to follow.

J. E. TURNER

1716 E. Jackson St. Muncie, Ind.

Weydi's Amusement Co.

Can use two or three Grind Shows, also Photo Gallery. All celebrations and fairs. Viroqua Tobacco Festival, July 17-19; Galesville Fair, July 23-26; all Wisconsin spots. (Also can book Concessions for Galesville.)

WANT

Clean Carnival for Centennial Celebration

September 17-18-19, Cromwell, Indiana

Write

CHARLES YODER

Cromwell, Indiana

FOR SALE

BAYTOWN PLAYLAND

8 Rides and Refreshment Stand, Tilt-a-Whirl, Ferris Wheel, Kiddie Rocket, Live Pony Track, 6 Ponies, Kiddie Train, 3 Kiddie Rides; booked; 3 1/2 acres good parking fenced, good lease; only \$20,000.

VIRGINIA LAUGHLIN

1402 N. Alexander Drive, Baytown, Tex.

SLIM DONALDSON

Wants to hear from Concession Agents who worked for me previously. For 10 top Western Fairs. Contact

c/o **SIEBRAND BROS. SHOWS**

Sheridan, Wyo., this week.

WANT TO BOOK

Legitimate Shows for the ONTARIO COUNTY EXPOSITION

Aug. 4-5-6-7-8

Contact **CHARLES CONVERSE**

Phelps, New York

CALLIOPE WANTED

Want to buy old-time Calliope that can be restored through reconditioning and repainting. (Interested in music-making angle, rather than appearance.) Describe fully, price, location, etc.

C. T. MACK

15150 Lorain Ave., Cleveland 11, Ohio

LOUIS A. BELL

WANTS AGENTS

For Buckets, Swinger, Six Cats and Hoopla. Call

MORT-HAVEN 9-4986

New York City

FOR SALE—MERRY-GO-ROUND—FOR SALE

Parker 2-abreast 36 ft. Deluxe Baby-Q. Run in park 3 years. Perfect condition, horses new, factory paint, aluminum scenery, fluorescent lights. Must be moved, replaced by large park model.

CARTER LAKE PLEASURE PIER

Omaha, Neb. Wire or phone Kenwood 3632.

BROWN & WALLACE SHOWS

Want for 10 Fairs thru Tennessee, Alabama, Mississippi, Louisiana & Georgia

Will book clean Cookhouse. Want classy Bingo for balance of season. Good proposition. Will book for open midway Concessions of all descriptions. Can place Concession Agents who will follow orders. Can always place experienced Ride Help that drive semis. Want experienced Tilt Foreman and Spitfire Foreman. Top salaries and long season. Have complete Girl Show. Want Manager who can furnish three or more Girls and take complete charge. Also have Jig Show complete on wagon show front. Want Manager who can furnish Performers and Wardrobe. Goody Phillips, come on in. Bill Holt, please contact Fitzie Brown. Want Billposter. Bill Sterling contact. All answer to Brown & Wallace Shows, Goldsboro, N. C., this week; Laurinberg, N. C., next week. P.S.: Bob Murray or Maxine Murray, please get in touch with me.

SERVING SHOWMEN IS MY BUSINESS . . .

FOR OVER 29 YEARS
SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

CHAS. A. LENZ

The Showmen's Insurance Man



1492 Fourth St., N. St. Petersburg, Fla. Phone: 7-5914

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

NEXT WEEK SPENCER COUNTY FAIR, ROCKPORT, IND.; DANVILLE, IND., STREET FAIR NEXT; THEN PUTNAM COUNTY FAIR, GREENCASTLE, IND. SOLID ROUTE OF FAIRS UNTIL FIRST OF NOVEMBER.

Concessions Wanted—Ice Cream, Custard, Pronto Pup, Foot Long, Basketball, Scale and Age, Hi-Striker, African Dip, Ball Games, String Game, Bumper, Cork Gallery, Short Range, Long Range and Air Rifle Gallery. Agents Wanted—Frank Aschey wants Balloon Dart Agents. Joe Saladino wants Six Cat Agents. SHOWS—Snake, Monkey, Fun House, Motordrome.

Side Show Acts Wanted—Talker, Magician, Knife Thrower. Good treatment to all.

John Styles, contact please. Will book Octopus or Little Coaster. All replies to **JOHN PORTEMONT** Jasper, Indiana

INTERSTATE SHOWS

WANT FOR MT. OLIVE, ILLINOIS, HOMECOMING ON STREETS, JULY 20-25; FAIRS AND CELEBRATION THRU NOV. 4—ILLINOIS, TENNESSEE, GEORGIA, ALABAMA

RIDE HELP—Foremen for Merry-Go-Round, Twin Wheels, Tilt, Fly-o-Plane, Second Men on all rides. Will book Scooter, Roller Coaster, Octopus, Spitfire. SHOWS—Side Show with or without own equipment, Girl Show with or without equipment, good opening for Motordromes, Penny Arcade, Fun House, Glass House, any non-conflicting Grind Show. CONCESSIONS—All Concessions open, eating and drinking stands open. Good opening for Frozen Custard, Long Range Gallery, Short Range Gallery, Age and Weight, Hanky Panks of all kind. Want Billposter with transportation who knows how and will paste paper to join on wire. Reply to

H. B. ROSEN, Flora, Ill.

GENERAL CARNIVAL HELP WANTED

RIDE MEN

Can place good, reliable Foreman for Merry-Go-Round; also men for Kiddie Rides and Tilt-a-Whirl. Man to help handle front gate. Must be sober, reliable and drive semis. Good salary plus bonus. Our season runs until the middle of November.

COOKHOUSE HELP

Waiter, Griddle Man and Chef. Buddy Spain wants the following people to come on—Robert McDougal, Paul Sharar, Van Stokes, Omie Carver, Charlie, Toby and PeeWee.

Address all mail and wires to

Lloyd D. Serfass, PENN PREMIER SHOWS
Warren, Pa., this week; Franklin, Pa., next week. Only two more still dates; then all fairs.

LEE UNITED SHOWS

WANT FOR ANNUAL HOMECOMING, OTISVILLE, MICH. ON THE STREETS, JULY 24-25

SHOWS—Snake, Mechanical, Monkey. CONCESSIONS—Hanky Pank Concessions of all kinds, also Cookhouse and Grab. HELP—Men for Tilt who drive.

All replies to **CHARLES H. LEE, Mgr.**
Fowler, Mich., July 14-18.

JAMES H. DREW SHOWS

Covington Free Street, Covington, Ind., July 20 to 25 Included,
Chamber of Commerce Fair, Nappanee, Ind., July 27 to Aug. 1 Included

Will place legitimate Merchandise Concessions of all kinds. Will place Drome, Arcade, Wildlife Exhibit, Mechanical Show.

Address all this week Western Union
Camden, Ohio

WANTED WANTED

For 14 Fairs and Celebrations, beginning Roanoke Rapids, N. C., August 1

CONCESSIONS: Opening for Cookhouse that caters to show people. Red Osteen, answer. Want Popcorn, Candy Apples, Candy Floss, French Fries, Sno Cone, Novelties, Hi-Striker, Photos, Coke Bottles, Bumper, Bowling Alley and Buckets. Roland Page two Grind Store Agents and one Pin Store Agent. SHOWS: Big Snake, Fun House, Mechanical City, Life Show, Crime and Wild Life, Bull Martin, answer. Ride Help on all rides; top salaries; Foremen for Dipper and Octopus. Bill Joyner, answer or come on. All replies to

BILL PAGE, MIGHTY PAGE SHOWS
Roxboro, N. C., this week.

Wanted—AGENTS—Wanted

FOR COUNT STORE AND BLOWER

Contact **KEITH CHAPMAN**

c/o 20TH CENTURY SHOWS

44th, N. D., July 11-15; Hamilton, N. D., 16-18; Grand Forks, N. D., 19-25. All fairs.

JIMMY ACKLEY WANTS

agents for Swinger, Buckets, Age and Scales and all Hanky Panks. Want man and wife to take over Fish Pond.

JIMMIE ACKLEY, care Morris & Hannum Shows.

Spring Mills Fair, Conshohocken, Pa., July 13-18; then as per route.

GIRLS—WANT—GIRLS

FOR DANCING STRIP SHOW

Join now. Pay every night. Phone or wire

CHARLES RAYMOND

c/o Northern Exposition Shows

Havre, Montana, July 20-22; Shelby, Montana, July 23-26

Sleeping quarters and transportation furnished.

Can use good man to help with canvas. Drunks and lover boys, don't bother to answer.

PAGE BROS.' SHOWS

WANT FOR TEN FAIRS, STARTING SOON

Business manager without Concessions, Custard, Arcade, Lead Gallery, Slum Concessions of all kinds. Live Pony Ride. Any Show not conflicting, we have equipment. Useful Show People in all departments. Bloomfield, Ky., now.

P.S.: Mack House and Ben Bernstein, contact.

Tobacco Markets Open Soon GEORGIA AMUSEMENT CO.

Will book Concessions of all kind that work strictly stock. Sell exclusive on Bingo and Floss. Shows: Book any moral and refined Show. Rides: Will book or buy Octopus and Tilt. Ride Help: Want Second Man on Wheel. Salary \$40.00 a week if you drive, and I have not missed a pay day yet. All replies to **H. H. SCOTT**, Gainesville, Ga., July 13 thru 18; Franklin, N. C., July 20 thru 25.

AGENTS WANTED

Pin Store, Count Store, Big Tom, P. C. and general Concession Help.

THOMAS H. CROSBY
MIDWEST SHOWS

Driggs, Idaho, July 13-18; Logan 20-25; Price, July 7-Aug. 1.

WANTED TO BUY

Kiddie Auto, Sky Fighter and Train. State price and condition.

SHAN BROS.' SHOWS
Whitesburg, Kentucky, this week; Harlan, next.

WANT

Sober, competent Wheel Foreman who can drive semi. Good salary. Now booking legitimate Concessions, Rides and Shows for 17 celebrations and fairs. Wonderful crops, everybody working, and we have some of Nebraska's best street celebrations and fairs. Midway experts and chronic grippers: stay where you are.

CARNIVAL MANAGER
July 13-18, Blair, Nebraska

WANTED BINGO CALLERS

All Year Round Work. Must be sober.

JACK GILBERT
Hotel Stuyvesant,
Buffalo, N. Y.

WANTED—WANTED

Agents for Six Cats; must work for stock. Also Hanky Pank Agents. This is good territory. Wire

HIRAM BEALL
Lively, Virginia

CARNIVAL WANTED

For FIREMEN'S ANNUAL LABOR DAY CELEBRATION
Gordonsville, Virginia.
Large crowd expected.
O. J. DIBBLE

CARNIVAL WANTED

For Harvest Festival last week of August or first week of September. Sponsored by East Prairie Rotary Club, East Prairie, Missouri. Contact

HUBERT WALL
WOLF ISLAND, MO.
(Phone: East Prairie, 5147)

Huff's Greater Shows

Want Rides, Shows and Concessions for American Legion Celebration & Rodeo at Fairfax, Mo., July 16 to 19, then as per route. Contact

ROY HUFFT, Mgr.

WANTED SHOW PAINTER

WILLIAM T. COLLINS SHOWS
East Grand Forks, Minn.

WANTED

Merry-Go-Round Foreman and Second Man, Ferris Wheel Foreman, man who can put up on time to open Mondays. Salary no object if you can qualify. Come on or wire.

J. R. THOMAS SHOWS
East Market St. Greensboro, N. C.

FAIRS FAIRS FAIRS

Our Fairs Start Next Week—Petersburg, Ind., Free Fair (Gobs of People), Oakland City, Ind., Free Fair, week July 27 to Aug. 1; Huntingburg, Ind., to Follow. Then One Right After the Other in Indiana and Kentucky.

CAN PLACE ALL KINDS OF CONCESSIONS at a fair privilege. We have 2 Ferris Wheels, 2 Merry-Go-Rounds, Tilt, Chairplane, Roller Coaster, Boat Ride, Kid Swings and Pony Ride. We need Ride Men in all departments who can drive and take care of brand new trucks and stay sober. Your salary will be tops.

FOR SALE—7 tub Tilt in tip-top shape. Really as good as new and in some respects better. Trucks and trailers go with ride. A reasonable down payment, balance per week.

DAN-LOUIS SHOWS

Louis T. Riley, Gen. Mgr., Owensville, Ind., this week.

WANTED FOR

SOMERSET COUNTY FIREMEN'S CONVENTION
Week July 20, Salisbury, Pa.

Ball Game, Pitch-Till-You-Win, Cork Gallery, String Game, Balloon Darts, Candy Floss, Snow Balls, Bumper, Novelty, Hoop-La, Spot the Spot. Want Girl Show, Monkey Show, Snake Show. Wanted Agents for office Hanky Panks, Truck and Tractor Drivers, General Ride Help. All replies to

GEORGE CLYDE SMITH SHOWS
Faxton, Pa., this week; Salisbury, Pa., next week.

CAVALCADE OF AMUSEMENTS

Can place Diesel Electrician, must understand Caterpillar Tractors. Want Foreman for Skooter; salary, all you are worth. Want Neon Man for long season. Must understand all forms of Glass Blowing. We have our own neon plant; salary, \$125.00. Can place Roll-o-Plane Foreman capable of handling two Roll-o-Planes. Can place Concessions of all kinds, Slum Stores and Custard open. Want Men for tower gang and Workingmen for shows. Can place Waiters and Grab Joint Operator. Want high-class Press Agent (Sims, let me hear from you). Can place Train Hands and Polers. Also Tractor Drivers; must be able to handle D7 Caterpillar Tractor.

Address **AL WAGNER, Mgr., Dubuque, Iowa, this week**

ROYAL MIDWEST SHOWS

Want for Ohio County Fair, Rising Sun, Indiana, July 14-18; Orange County Fair, Paoli, Indiana, July 27-August 1; Miami County Fair, Peru, Ind., Aug. 3-7; Carroll County Fair, Carrollton, Ky., Aug. 10-15. Seven (7) County Fairs follow these.

Can place Popcorn, Foot Long, Apples, Photos, Ball Game, Stock Concessions of all kinds. Good proposition for any worthwhile shows. Motordrome, Fun House, Wild Life, Mechanical, Monkey or Animal Show. Fraker Edwards or Holly, wire. Will give X to party having two Girl Shows. Jack Adams wants Boxers, Wrestlers—outside, inside or combination

ROXIE HARRIS
Fair Grounds, Rising Sun, Indiana.

Want for Sanford, Mich., Annual Celebration and Homecoming July 16-19; Shepard, Mich., big Homecoming on the Streets—Free Acts, Fireworks, Prizes—July 22-25. Hanky Panks, come on. Fish Pond, Glass Pitch, Basketball, Hoop-La, African Dip.

WANT SHOWS: Best proposition to any good show. Good Spots, Celebrations, Fairs, throughout October.

Will lease, book or buy rides not conflicting. Want good Ride Help, Semi Drivers. Replies to Concession Manager, or come on

FESTIVAL OF FUN SHOWS
Sanford, Michigan, this week.

P.S.: Dwight Bazinet not connected with this show.

C. A. STEPHENS SHOWS

Want Custard, High-Striker, Hat Bands, Novelties, String Game and Bumper. SHOWS—Side Show with own equipment, Grind Show, Mechanical City and Penny Arcade. RIDES—Kiddie Auto, Kiddie Swing, Live Pony Ride. Will book Octopus or Rollo-plane. Want Second Men who drive semis. A. C. Carroll Ergle, contact W. B. (Humpy) Huett at once. Bassett, Va., this week; Maiden, N. C., next week.

WANTED FOR GARRETT, INDIANA, JULY 20-25

Shows—Want 10-in-1, Peek Show, Fun House, Minstrel Show. Rides—Spitfire, Tilt-a-Whirl or any ride not conflicting. Ride Help Needed—All rides. Good treatment, long season. Concessions—String Game, Short Range, Basketball, Fish Pond, Coke Bottles and Pottery Pitch. All replies to Battle Creek, Mich., this week; then Garrett, Ind. This show is booked solid until December 1.

RAY WILLIAMS SHOWS

RIDE SUPERINTENDENT WANTED

Must be capable of handling ALL Rides and Help. Only experienced and mature men considered.

Write or call

FRANK W. BABCOCK UNITED SHOWS
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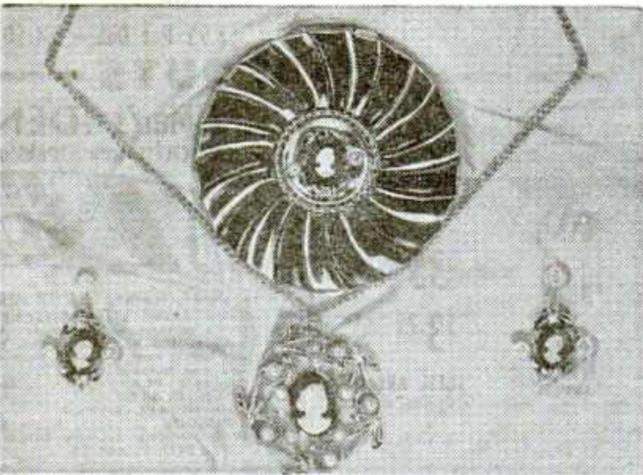
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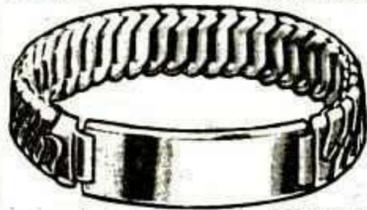
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AGENTS — ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, 50¢; literature free. General Products, 11 N Pearl St., Albany, N. Y. j18

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BASKET EARRINGS — WOVEN STRAW Baskets, Hat Baskets, Glass Baskets, Colorful Shell Baskets, New Colorful Fruit Baskets, Fruit Clusters, Real Coral Baskets, Mother-of-Pearl Baskets, Unusual Hoop Earrings—White, Pearl, Coral, Fruit; Petalike Earrings, All \$6. Petalcoat Necklaces, \$12. J. J. Lastufka Dist., Box 10248, Tampa, Fla. j18

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MAKE \$5 PER HOUR SELLING ULTRA-Blue 7" x 11" Signs; comedy, general, religious, 50¢ sellers; 15 samples \$1. Lowy, 312 Broadway, Dept. 751, New York 3, j18

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SALESMEN! MY NEW ILLUSTRATED Catalog makes for quick sales and repeat orders! Write today, enclosing 35¢ for catalog. Deduct from first order. Virgil C. Hanger, 1512 S. Davis Ave., Elkins, W. Va. j18

SALESMEN — COMMISSION SELLING Greeting Cards, Novelties, Personalized Stationery, Napkins! Free sample. Victory Studios, Box 344, Mount Vernon, N. Y. j18

SELLING OUT! ELECTRIC BINGO BLOWERS, \$49.50 complete with balls, Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. j18

VACUUM CLEANERS—TANKS, UPRIGHTS; all makes, rebuilt like new, guaranteed. Any quantity, all prices; samples on request. Brand new Sewing Machines. Metropolitan, 4143 Third Ave., N.Y.C. CY 9-5960. aul

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AMERICA'S LARGEST MOST COMPLETE stock reptiles, animals and birds. World's largest giant green Iguanas "Chinese Dragons," 5 to 6 feet and very heavy, \$15 to \$25; giant Diamondback Rattlesnakes, "fixed" or "shot," fresh and fat; big South American red-tailed Boa Constrictors, "special" from now until July 25, 6 feet, \$10; 6 1/2 feet, \$12.50; 7 feet, \$15. Fresh Louisiana (the kind that live) Cottonmouth Moccasins, 2 to 3 feet, \$15 per dozen; \$1 each in lots of 25 or more. Rattle Snake Dens, \$50. Includes 10 fresh fat Diamondbacks, over 40 feet of snakes; that's less than \$1.25 per foot. Golden, grey and black Spider Monkeys, young, \$27.50 each; 4 for \$100. Tame baby Coat Mundiis, \$25. Special: A big complete reptile exhibit, \$150; contains one Boa over 7 feet, one giant green Iguana, one giant Rattler, one Tegu Lizard, one 3 foot Alligator, one Caiman and twenty or more other snakes and assorted reptiles (no worms), with total value of over \$200. Other dens from \$20 up. We are the largest importers of all Central American stock Order direct. Get fresher stock. Save money and don't be disappointed. Wire or phone your order. Write for new summer list. Tropical Import Co., Slidell, La. Phone 584M4 after 8 p.m. or before 8 a.m. please as we haven't been able to get a phone yet in our new warehouse.

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Swan, \$5 each. Free 43 Plan Catalog, Brill,
Box 875, Peoria, Ill. Jy18**

**Six Kiddie Rides-now operating at Santa
Monica Pier, Calif., consisting of 10-car
AUTO, AIRPLANE, FERRIS WHEEL,
HORSE SCOOTER AND ROCKET.
R. MILLER, Compton, Cal., Newark 5-4647**

**FOR SALE-10x12 CONCESSION TOYS,
drop front. Must sell account sickness.
Anna Hill, 601 S. 28th, Lincoln 10, Neb.
Jy25**

**FOUR 500-WATT LIGHTS; 2 STANDS
with extensions; 200 ft. cable; rheostat,
mounted. Helene Franks, Hyde Park 3-4400,
Chicago, Ill. Jy18**

**JUST RECEIVED FOR SALE-500 USED
16mm. Sound Feature Pictures; many
never before available on sale basis. Priced
from \$29.95! Good used 16mm. Sound
Projectors, all leading makes, priced from
\$129.95. All sorts of Film, Equipment,
Accessory bargains. Our big new catalog is
free! Blackhawk Films, 700 Eastin Bldg.,
Davenport, Iowa Jy25**

**KIDDIE RIDE-PONY CYCLE, HOLDS 12,
must sell, \$500. Phone mornings. Big-
low 2-2232, Newark, N. J. Jy18**

**KING PONY CART RIDE-GOOD CONDI-
tion; booked if wanted. No canvas
\$1,500. Box C-368, c/o Billboard, Cin-
cinnati 22, Ohio.**

**MANUFACTURE, REPAIR, TRADE ANY
thing canvas. Any size, good as new
tents. What do you have or want? Smith
Tent, Auburn, N. Y. se17**

**PLAY PARK OR DRIVE-IN THEATER-
Special custom built deluxe all steel
electric Street Car; Track, Motors, com-
plete. All new, \$1,250. Full Details
Audin Distributing Co., 2025 Jackson St.,
Dallas, Tex. Jy18**

**PENNY ARCADE-30x60 TOP, 28' FURNI-
ture Van, front; all machines you want,
tractor if wanted. Walter Long, 301
Southwest 3d, Richmond, Ind. Jy18**

**PONY RIDE TOP-USED SIXTY DAYS
one location; 35-foot round top, two-
piece push pole, twelve ounce khaki, red
and blue trimmed; O. Henry make with
all poles and stakes, no sidewall, site poles
seven foot, \$300. Ann Calendar, Beach
Park, Pascagoula, Miss. Jy18**

**TWO COMPLETE, BEAUTIFUL paneled
five by five Floss Joints with Toledo
Machines. Excellent yellow canvas; ready
to operate; both for four hundred and
fifty dollars. Contact H. M. Gordon,
Mighty Hoosier State Show.**

**8 DONKIES - BEEN USED IN KIDDIE
Ride. All for \$300. This is a giveaway
price. Phone quick. D. L. Cobb, Hotel
Ponder, Amite, La.**

**10x10 FT. JOINT AND TOP-USED ONE
year, good condition, \$125. Contact
Boo's Studio, 1535 So. Broadway, St. Louis,
Mo. Phone: Mulberry 1384.**

**16MM. SOUND FILMS-SOLD, RENTED,
traded. Write for bargain lists. Roger
Films, Lombard, Ill. au1**

**INSTRUCTIONS
BOOKS & CARTOONS**

**FOR BEST RESULTS
use this low-cost
Attention-Getting
Profit-Making
DISPLAY CLASSIFIED
style of ad
See first page this
section**

MAGICAL APPARATUS

**AAAAA WHOLESALE TRICK CATALOG.
10c; Magic, Joker's Novelties; fast-selling
Specialties! (Pitchmen's Slum Headquarters,
Ariane Mfg. Co., 4462-B Germantown, Phila-
delphia. Jy18**

**A BRAND NEW #23 CATALOG-MIND-
reading, Mentalism, Spooks, Hypnotism,
Horoscopes, Crystals, Palmistry, Buddha,
Graphology, Magic; 144-page, illustrated
catalog Buyer's Guide, both 50c wholesale.
Nelson Enterprises, 336-B, S. High, Colum-
bus, Ohio. Jy18**

**BIGGEST NEW FLASH PACKAGE, 10 DIFF-
erent magic items for slide show people,
100-510; sample 25c. Warpess, Warwick
R. I. au8**

**MAGIC HEADQUARTERS FOR ACCES-
sories, books, tricks, escapes, nice club
and stage illusions, circus and carnival
side show acts. Magic as a Hobby, \$1
James P. Kane, Box 275B, Phila. 5, Pa. Jy25**

**MINDREADING
Secrets of professional Mindreaders ex-
plained in simple language, \$1.
I. E. REISS
210 Fifth Ave. New York 10**

**SUB MINIATURE RADIOPHONE FOR
Mentalists; weighs less than pound; easily
concealed; illustrated brochure, specifica-
tions, price. Nelson Enterprises, 336 S.
High, Columbus, Ohio. Jy18**

**VENTRILOQUIST FIGURES CREATED TO
your special order. Ventriloquist courses.
Frank Marshall, 192 N. Clark St., Chicago
1, Ill. Jy18**

MISCELLANEOUS

**ART POST CARDS REPRODUCED FROM
Imported Originals. Set of 3, \$1; sample,
25c. Avellane Products, Box 848, Rome,
New York. Jy11**

**SELL OUR ILLUSTRATED COMIC BOOK
lets, 10-51. Skeptical! Receive sample
with particulars, 10c. Distributors, Box
152-VB, Levittown, New York. Jy18**

**MUSICAL INSTRUMENTS,
ACCESSORIES**

**FOR SALE-BAND ORGAN, SMALL WUR-
litzer with new roll, drums, etc. com-
pletely overhauled; in perfect condition.
\$395. L. M. Horstman, 457 Oneida Street,
Pittsburgh 11, Pa. Jy18**

**HAMMOND B2 ORGAN - CUSTOM CON-
sole, smaller and portable; B-naurel Les-
lie Speaker; cost \$3,400, sacrifice \$2,295.
Extra Leslie, \$395; Trailer for transport-
ing organ, \$250. Herb Jahn, 4205 Westway
Toledo, Ohio. Jy18**

PERSONALS

**AROUND THE WORLD REMAILINGS-
Letters from Chicago, 25c; Package, 50c;
relaying from other U.S.A. cities, 75c;
Monthly Business and Personal Address.
Inquiries send 10c. C. Mack's M. O., 5656
North Hermitage, Chicago, Ill. se12**

COMPENSABLE REWARD

**For information as to whereabouts of OLE
ELWOOD OLSEN, A. K. N. as "Doc," and
wife, Janita, formerly of West Los An-
geles. Write to
FRANK SILVER
8048 Noble Ave. Van Nuys, Calif.
JOHN (POLACK) SHUSKY-PLEASE CON-
tact me once. Urgent; phone Ronkon-
koma 9-9868, Mae Ross, Turner's Park,
Lake Ronkonkoma, L. I., N. Y.
L. DON WILSON - OR ANY FRIEND
reading ad notify him. Daddy passed
away June 13th, contact me immediately.
Hattie.**

**MAIL ADDRESS-USE MY OFFICE: LET-
ters forwarded daily; telephone service;
public stenography; notary public. Esther
Lavin, 913 N. Rush St., Chicago 11, Ill.
Michigan 2-6322. Jy25**

**PHOTO SUPPLIES
DEVELOPING-PRINTING**

**AT LAST IT'S HERE! THE NEW VICTOR
portable direct positive Camera. Com-
pact, light in weight and amazingly simple
to operate. Write for details, Benson Cam-
era Co., 166 Bowery, New York 12, N. Y. au8**

**BLOWER BRUSHES-USED FOR DUSTING
lenses and detailed equipment with
blowing action, \$1.50. Films, surplus
35mm., 4 rolls, \$1, postpaid. MDW Films,
G.P.O. Box 634, N.Y.C.**

**COMIC FOREGROUNDS & BACKGROUNDS,
Direct Positive Cameras, Paper, Chemi-
cals, Mounts, Glass Frames, Photo Novel-
ties. Miller Supplies, 1535 Franklin,
St. Louis 6, Mo. au22**

**DIRECT POSITIVE PHOTOGRAPHERS-
We supply everything you need; reason-
able 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. Jy18**

**DIRECT POSITIVE OPERATORS - WE
have Eastman Direct Positive Paper,
Chemicals, Backgrounds, Comic Fore-
grounds, Folders, Glass Frames. Write
for new Illustrated Catalog. Hanley Photo
Supply Company, 212 East 10th St., Kansas
City, Mo. au1**

**DIRECT POSITIVE PHOTOGRAPHERS AT-
tention! Something new, something bet-
ter every month. For more information
send self-addressed envelope. Griffin-Palmer,
Rock Hill, S. C. Jy25**

**EASTMAN DIRECT POSITIVE PAPER,
Chemicals, tapes and accessories. Mar-
& Fulter, Inc., 70 Scio St., Rochester 4, New
York. Jy25**

**PHOTO BOOTH-OUTFITS, CHEAP - ALL
sizes; drop in and see them; latest im-
provement; real bargain! PDQ Camera Co.,
1161 N. Cleveland Ave., Chicago, Ill. au1**

SUMMER SPECIALS!

Approved by Good Housekeeping Mag.

**"AIR FORCE TYPE"
SUN GLASSES**

Men's, No. 100 Ladies, No. 101

\$5.50 PER DOZ. Includes Plastic Cases

SPORT CAP **B-BOP CAP**

For all occasions. "Hep Cat Special" Made of checked Pique in red, green, black or blue with braid and pom-pom. Packed 1 doz. per box, 4 ass't. sizes.

TOP BANANA HATS
Hottest Novelty Hat in Years
Elastic Sweat Band for Adjustable Sizes
\$5.75 PER DOZ.

\$3.95 Per Doz. \$4.50 Per Doz.

CLOSEOUTS

EARRINGS

ASSORTED STYLES AND COLORS-CARDED!

\$35.00 PER GROSS

\$3.25 PER DOZEN

THESE ARE QUALITY EARRINGS MADE TO

SELL FOR \$1.00 RETAIL

Men's IDENT BRACELETS with EXPANSTION BAND

SMART, FLASHY, QUALITY MERCHANDISE
Extra heavy plaques-Spring bar pins. Don't confuse with ordinary light weight junk selling at these prices. We are selling below cost. No less than doz. sold of any one number.

CHROME PLATED \$4.00 per doz.
GOLD PLATED \$7.75 per doz.
WITH NICKEL SILVER \$4.50 per doz.
PLAQUE \$8.50 per doz.
WITH NICKEL SILVER GOLD PLATED PLAQUES \$9.75 per doz.

WRITE FOR CATALOG. Terms: 1/3 deposit, balance C.O.D. Include postage if cash in full sent.

HEATH DISTRIBUTING CO.
3253 VINEVILLE AVE. • Manufacturers & Distributors • MACON, GA.

**DIRECT FROM MANUFACTURER
LADIES' ADJUSTABLE RINGS**

TIFFANY COPIES-
\$3.50 per dozen, 12 ass't'd in attractive display-\$39.00 per gross. Finest machine cut Rhinestones set in flashy gold-plated settings. Large Opal Cameo, Onyx and Simulated Diamond center stones. Will fit any finger. Also Bridal Set-imitation Diamond Wedding and Engagement Set in plastic gift box, \$5.00 per dozen.

WE HAVE... MEN'S RINGS in the latest styles.
Assortment A-Gold-plated settings with simulated Diamond center stones-\$3.00 per ass't' doz. in display box.
Assortment B-Simulated Diamond and Ruby stones in flashy gold-plated settings. De luxe selection \$3.50 per ass't' doz. in jewelers' hinged box.
Assortment C - Large double Cameo, hematite and Onyx centers in brilliant settings with side imitation diamonds, \$3.50 per dozen ass't' in jewelers' hinged tray.

25% with all orders - Balance C.O.D.

SPECIAL ANNOUNCEMENT-Our NEW, ENLARGED CATALOG with HOUSEHOLD APPLIANCES, RADIOS, CLOCKS, CUTLERY, WATCHES and WATCH SETS... NOW READY!

PACKARD JEWELRY CO. 220 5th Ave., New York, New York

Real COOL Buy!

Attention, Jobbers, door to door salesmen, pitchmen, auctioneers, wagon jobbers: Safe, Efficient, Draftless. Completely shielded blades, can't be upset, won't creep. Can be hung up or placed out of the way. Cloverleaf blades driven by powerful, quiet AC motor, circulates a uniform upward and outward flow of air. Balanced cooling distribution of air for maximum comfort.

\$14.95 in lots of 6 or more
Sample, \$19.95 each

25% deposit on all C.O.D. orders

STANDARD INDUSTRIES, INC.
2118 So. Wabash Ave. Chicago 16, Ill.

WE OFFER SPECIAL VALUES

BN4354-Multicolor 18-Inch Garden Hats \$ 2.70 Dozen
BN1668-Multicolor 3-Point Pinwheels 9.60 Gross
BN2717-Multicolor 17-Inch Plush Bear 16.00 Dozen
BN936-Multicolor 36-Inch Clown Dolls 19.20 Dozen
BN9483-Inside Whistle Flying Bird 7.25 Gross
BN955 -2 1/2-Inch Bronze Western Horse 19.50 Gross

WRITE FOR OUR NEW CARNIVAL CATALOG.
25% DEPOSIT REQUIRED WITH C.O.D. ORDERS
BE SURE TO ALLOW ENOUGH FOR POSTAGE.

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

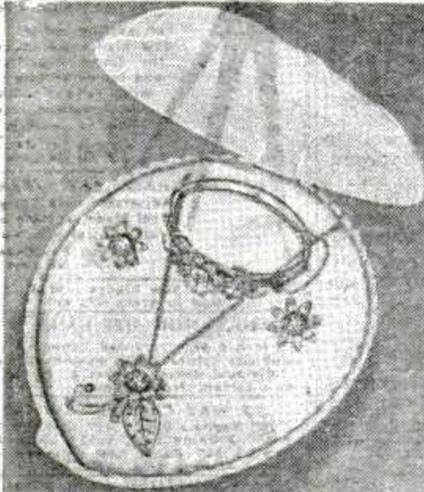
PRICE LIST NOW READY

Whips, Batons, Canes, Hats, Balloons, Flying Birds, Leis, Mexican Bird's Nest Hats, Slum, etc. Write today.

ADVANCE NOVELTY CO.
7000 W. WARREN AVENUE Phone: TYler 8-5246 DETROIT 10, MICH.

OUR NAME BRAND LINES INCLUDE:
 Jacque Kreiser
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 Alcamatis
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 International Silver
 And many more

Sparkling Ensemble for Quick Sales!
CLAUDIA



A Grand Buy Only \$3.00 Each
 Retail \$29.75 and Worth It

Another Temple BIG profit maker. Dainty filigree ensemble leaf and blossom motif. Matching bracelet with chain guard, necklace, costume pin and earrings. Brilliant, highest quality, machine cut rhinestones and simulated precious stones. Pin may be used with necklace or separately as brooch. Attractively gift packaged in leaf design tid-bit server. Order today.

Minimum order \$20. Federal Tax additional if not for resale 25% deposit, balance C.O.D., F.O.B. Philadelphia.

SEND FOR FREE COPY OF TEMPLE'S SUPPLEMENT
 Visit our showroom when in Philadelphia

708 Sansom Street Philadelphia 6, Pa. Market 7-8242

PRINTING
 ALWAYS SPEEDY, RELIABLE SERVICE, lowest prices. 14x22, three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper cards, Tribune Press, Dept. BB-J2, Earl Park, Ind. Jy25

14x22" WINDOW CARDS: PICTORIAL designs: Fair, Orchestras, Musicians, Midway, Auto Races; showy, flashy, 2 colors; 100, \$10. Quick service. Soliday's Colorprint, Knox, Ind.

169,618 POTENTIAL BUYERS...
 That's What You Buy with a Classified Ad in The Billboard!
 See first page this section

SCENERY & BANNERS
 FLAMEPROOF CURTAINS—THEATRICAL. Carnival, Stage, Concession Stands; all sizes and types. Wide selection colors. Fabrics: Satins, Velours, Plushes, Damasks, etc. Immediate delivery. We're overloaded! You save 1/2 now! Send your dimensions and needs or quotation. We ship immediately, ready to hang. Buy direct from Knoxville Scenic Studios, Box 1029. Telephone 7-5551, Knoxville, Tenn. np

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S Halsted St., Chicago. CA 6-2544. Jy18

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS
 REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3 CASH WITH COPY
 DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.
 Forms Close Thursday for the Following Week's Issue

AVAILABLE?? SEND \$1 FOR LATEST listing of Theatrical Agencies who have work! World Wide Theatrical Guide, P. O. Box 518, Chicago 90

DIXIELAND MUSICIANS WANTED—NO progressive, all instruments. Write Tiny Hill 203 North Wabash, Chicago, Ill. Jy25

GIRL SINGER—GOOD VOICE, RANGE: ATTRACTIVE, wardrobe; locations only; society commercial. Send photos, age, availability, etc. Orchestra Leader, Fort Worth Trailer Park, 5232 Lancaster, Fort Worth, Texas.

PIANO, TWO BEAT DRUMMER, THIRD Alto, Double Bass. Top locations, guarantee cut in no notice. Don't miss! Others write. Leader, Box C-368, c/o Billboard, Cincinnati 22, O. Jy18

TENOR MAN, IMMEDIATELY, FOR MID-west territory orchestra. Salary, no layoffs. Contact Jess Gayer Orchestra, 2023 N. Huron, Grand Island, Neb.

THREE PIECE VERSATILE DANCE BAND for private club on percentage. Our radio broadcasting helpful; steady, interesting work. Write Mascama Club, Lebanon, New Hampshire.

WANTED—PROFESSIONAL STEEL GUITARIST and Accordionist for Western Band. Steady work and good salary. Box C-371, c/o Billboard, Cincinnati 22, O.

WANTED—GRIDDLE AND COUNTER MEN for sit down grab joints at Selma Grove, Pa., July 20; leaving Lancaster, Pa., July 17. Morris Phillips, 227 W. Vine St., Lancaster, Pa.

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

CIRCUS & CARNIVAL
 PALMIST—DESIRES WORK WITH CARNIVAL; very attractive, beautiful in Cleopatra-like way. Phone DU 2650, W. G. Scott, General Delivery, Cincinnati, O.

MUSICIANS
 A-1 RINK ORGANIST—12 YEARS' experience best rinks; wants year round position; locate anywhere. Write Box C-374, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY, DRUMMER—POLKA, HILL-billy, Boogie, Latin and Dixieland. Can go anywhere. Write Box C-372, W. G. Scott, General Delivery, Cincinnati, O.

AVAILABLE IMMEDIATELY, DRUMMER—Vocalist. Name experience; all essentials; solid beat; shows, Latin in stride. Sing, ballads, comedy, scat; have car; combo-full band. All replies acknowledged; cut or no notice. Morgan, 152 Morganstown St., Uniontown, Pa. Phone 8-3007.

BARI MAN AVAILABLE, DOUBLING Tenor, Alto, Clar. Musician. 3227 Washburn, No., Minneapolis, Minn. Jy25

HAMMOND ORGANIST—DINING ROOM OR Cocktail Lounge; desire Eastern location where clientele appreciates good music, excellent repertoire, 20 years experience; have own organ; experienced in radio work picture upon request. Organist, 10 Johnson St., Waverly, N. York. Jy18

PIANIST—NICE PERSONALITY; GOOD rhythm; reliable single; alone or with orchestra. Write Muehlaupt, 615 Locust, Des Moines 9, Iowa. Jy25

PIANIST—COMMERCIAL; SOBER, RELIABLE; available immediately. Frank Green Route #9, Box 658, Birmingham 7, Ala. Tel 52 5849.

PIANIST—UNION, MALE, SINGLE, 33 years old. Own Solovox; singing and whistling specialties. Strictly a solo, Go anywhere. Write Box C-372, c/o Billboard, Cincinnati 22, O.

PIANIST AND ORGANIST—PREFER WEST Coast; solo or combo; sober, reliable. Write Pianist, Box 444, Cairo, Ill.

PIANIST—ALL-ROUND; COMMERCIAL, light classics, good Latin; double action. Best recommendations; combos, locations. Box C-376, c/o Billboard, Cincinnati 22, O.

PIANIST—SEMI-NAME BAND EXPERIENCE; read and fake good repertoire; desires location but will travel; available July 19. Write Musician, 709 W. 5th Ave, Florida, Ala.

STRING BASS—WESTERN OR FOLK radio preferred. Can play comedy, sing and double on guitar. Union Ph., 4-2803, Clint Yazel, 4710 W. Edison Rd., South Bend, Ind.

PLASTIC LAMINATING
 PLASTICAST CO. Dept. J, P.O. Box 6737 Chicago 80, Ill.

SALESMEN WANTED
 ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others, in white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free! Write fully Hoover, Dept. P-109, New York 11, N. Y. Jy25

TATTOOING SUPPLIES
 A-1 TATTOOING MACHINES—DESIGNS colors, needles, outfits; genuine German Pelican ink; free catalog, Owen Jensen, 120 W. 83rd St., Los Angeles 3, Cal. au15

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25¢. Zela Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY
 MUSIC, FOLDING TYPE, CARDBOARD for #6 or #6 Key Organ. Size 6 1/2 x 15 1/2 inches. Harry Beach, Box 2602, Myrtle Beach, S. C.

WILL PAY CASH FOR CONCESSIONS and shows, all types. No Junk. Give complete details first letter. Also buy wild animals. Parrot King, East Liverpool, Ohio.

WANTED—PORTABLE SKATING RINK to rent or lease. Have good location. Contact C. D. Adkins, R. #1, Mount Olive, Ky.

WANTED TO BUY—COTTON CANDY MACHINE, also Snow Cone machine with or without motor. M & M Vendors, Box 90, Canton, N. C.

WANTED—WHOLESALE CATALOGS NOV elties, Jewelry, Leather Goods. Ace Supply Co., 116 E. Birnie St., Gaffney, S. C.

BEAUTIFUL CROSS



MIRACLE CROSS
 When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.
 RETAILS UP TO \$6.95 EACH

OUR PRICES TALK !!!
 #999-N, Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.
 \$4.25 Doz. \$48.00 Gross

#999-G, Same as above, heavier chain, in beautiful gold finish.
 \$6.00 Doz. \$66.00 Gross

Sensational Profits EVERY DAY !!



No. 185 Full of Life! Brilliance \$3.85 doz \$45.00 gross

Gold finish. White brilliant center. Red sides.

No. 877 A Real Money Maker \$2.75 doz \$30.00 Gross



No. 877—Heavy mounting, Sparkling. It's a beauty. Gold finish.

No. 1098 NEW FLASH! Copy of a \$500.00 Ring \$3.25 doz \$36.00 gr



Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

PROVIDENCE RING CO.
 19 Westminister St., Providence, R. I.

CARNIVAL SUPPLIES

COOLIE HATS
 No. B45N13, 12" Coolie Hats... \$24.00 Gr.
 No. B45N14, 16" Coolie Hats... 30.00 Gr.

TINSEL HEAD INSIDE HUMMER FLYING BIRDS
 No. B38N27... \$ 7.20 Gr.
 No. B38N28... 7.20 Gr.
 No. B38N29... 7.20 Gr.

CELLULOID FEATHER DRESSED DOLLS
 With High Hats, Earrings and Cans.
 No. B34N7, 4" ... \$ 8.40 Gr.
 No. B34N3, 7" ... 16.50 Gr.
 No. B34N9, 9" ... 27.00 Gr.

FUR MONKEYS WITH HIGH HAT
 No. B38N81, 7 1/2" ... \$ 7.20 Gr.
 No. B38N82, 7 1/2" ... 8.40 Gr.
 No. B38N25, 9" ... 15.00 Gr.

HAWAIIAN LEIS
 No. B46N27, 11/16" Imp. ... \$ 1.75 Gr.

PARASOLS
 No. B26N26, 18" Paper Parasols 9.00 Gr.
 No. B26N17, 23" Paper Parasols 16.50 Gr.
 No. B26N11, 24" Rayon Parasols 3.75 Dz.
 No. B26N9, 32" Rayon Parasols 6.00 Dz.

CANES
 No. B15N1, Pennant Canes. Per 1,000... \$15.00
 No. B15N2, Heavy Bamboo Canes... 22.50 Gr.
 No. B15N4, Maple Canes... 30.00 Gr.
 No. B15N5, China Head Canes... 42.00 Gr.
 No. B16N8, Maple Head Canes... 14.50 Gr.

CARNIVAL SUPPLIES
 No. B38N9, Lizards with 20" tube... \$16.50 Gr.
 No. B38N10, Frogs with 20" tube 16.50 Gr.
 No. B38N55, Tulip Flowers with snake... 16.50 Gr.
 No. B38N29, Frogs with 12" tube 8.50 Gr.
 No. B38N29, Spiders with 12" tube... 8.50 Gr.
 No. B38N20, Rubber Ring Tail Monkeys... 34.00 Gr.
 No. B38N42, Squeeze Monkeys 4.50 Dz.
 No. B38N52, Squeeze Clowns... 4.00 Dz.
 No. B5R1, Bouncer Balls (imp.) 22.50 Gr.
 No. B21R16, Cork Guns... 5.24 Ea.
 No. B21R26, Corks (per 1000)... 2.75

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

NEW!
 RED GREEN YELLOW BLUE RED GREEN

100 Feet of 54 12"x14" Pennants. All Weather Durable, only \$4.00. Money cheerfully refunded if not completely satisfied.

2168 W. 25TH STREET MYRIO CO. CLEVELAND 13, OHIO

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type in print your copy in this space:

2 Check the heading under which you want your ad placed:

<ul style="list-style-type: none"> - Acts, Songs, Parodies - Agents and Distributors - Animals, Birds, Pets - Business Opportunities - Costumes, Uniforms, Wardrobes - Food and Drink Concession - Supplies - Formulas - For Sale—Secondhand Goods - For Sale—Secondhand Show Property - Help Wanted 	<ul style="list-style-type: none"> - Instructions, Books, Cartoons - Magical Apparatus - Miscellaneous - Musical Instruments, Accessories - Partners Wanted - Personals - Photo Supplies and Developing - Printing - Salesmen Wanted - Scenery Banners - Tattooing Supplies - Wanted to Buy
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3 Indicate below the type of ad you wish
 REGULAR CLASSIFIED AD—15c 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 will 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.....

TENOR CLARINET, FLUTE, TRUMPET—Name experience; fine combo man, lead or second; will travel. Leon Edwards, 1130 Simpson St., Knoxville, Tenn. Jy25

TRUMPET-COMEDY-VOCALS—KNOW ALL the tunes; outstanding trumpet, funny style, good comedy. Experienced Western radio show, entertaining combo; co-operative, will produce; available July. Musician, Box 121, Pollock Pines, Calif. Jy18

TRUMPET—FOR DETAILS WRITE OR call Pete Peterson, 4002 Dempsey Rd., Madison, Wis. Phone 40266.

TRUMPET—READ, FAKE; KNOW ALL standards, also shows; prefer locations; sober, reliable, neat. Box C-375, c/o Billboard, Cincinnati 22, O.

TRUMPET-VOCALS—DOUBLE TROMBONE, read, fake, transpose, some arranging. Combo, show, name exp., reliable. Have car. Like location but consider. Musician, Apt. 1, West Beach Arms, 2306 W. Beach Drive, Biloxi, Miss.

TRUMPETER, VOCALIST—READ, FAKE, anything. Prefer location or summer deal. Rick Shorey, Tamiami Trailer Pk., Sarasota, Fla. RI 2-0872.

2 ATTRACTIVE GIRLS, TENOR-ALTO SAX-ophones, drummers, etc. (platform required). For all particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act, featuring Judydee the Great and 2 gorgeous girl aerialists. Have open time Contact Jerry D. Martin, Billboard Office, Cincinnati, Ohio se8

FREE ACT—WALKING THRU A WALL: 5 ball acts; kid machine attraction, puppet theater, animal characters, clown magic, comedy kid magic. Very strong illustrated billing; send for it. Own two trailers, one excellent truck, own stage. Lights, real "Press" book. Recent widower. Can play outdoors with own stage, auditions or auditorium. Reasonable. Meliso Co., P. O. Box 183, East Alton, Ill.

SENSATIONAL COMEDY ACROBATIC act; troupe, fine white Spitz Dogs, outstanding novelty foot juggling act for fairs and theaters, animal characters, clown magic, comedy kid magic. Very strong illustrated billing; send for it. Own two trailers, one excellent truck, own stage. Lights, real "Press" book. Recent widower. Can play outdoors with own stage, auditions or auditorium. Reasonable. Meliso Co., P. O. Box 183, East Alton, Ill.

SENSATIONAL MacDonald AND HIS high shallow water diving, flames, shallow tank, spears, rigging, etc., featured by Fox Moxietone; over 20 years of impressive results. Receiving high ratings on the applause meter. 456 Lamphier Pl., Waukegan, O. Phone 45337. Jy18

TO 6 ACTS—PONIES, DOGS, MONKEYS—Acrobatics, Jugglers, Literature. At Tress Variety Artists, 2015 Oliver St., Ft Wayne, Ind. Phone H-3722

VAUDEVILLE ARTISTS
 MAGICIAN'S ASSISTANT—NEAT, NO HABITS; dependable, no encumbrances—go anywhere, take responsibility; know something of promotion. State salary Don Boles, Andalusia, Ala.

Pitchmen!

Your Sales Skyrocket with these PIONEER Qualatex SUPER-Agate BALLOONS!

Hotter 'n a firecracker in bright shiny colors that can't rub off... carnival crowds clean you out in a hurry! Order No. 10 MSG house Head and other profitable SUPER-Agates from your Wholesaler or write The PIONEER Rubber Company, 407 Tiffin Rd., Willard, Ohio.

Guaranteed by Good Housekeeping

Attention, Promoters!
 The New Retractable BALL PEN Only \$36



with New MIRACLE INK Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES PRESS CLIP—POINT DISAPPEARS Immediate Delivery—Any Quantity 15% Dep., Bal. C.O.D.—2 Samples, \$1.00

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**GIANT AIRSHIP
BIG FLASH
BALLOON**

A GOOD JOINT!

No. 1242 SAG

**BIGGER-
FLASHIER-
SURE STOPPERS!**

- Available S-T-R-E-T-C-H-E-D for bigger value at the handout.
- Made from a brand new compound especially developed for outdoor selling.
- Priced right... ask your jobber for these and other hot selling

**BIG FLASH
Balloons**

The OAK RUBBER CO
RAVENNA, OHIO.

Oak Balloons

For Immediate Shipment
Write for FREE Catalog

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EXCEPTIONAL OFFER

A TOY TELEVISION SET FOR THE KIDS

Real Motion Picture Projector in cabinet shows clear and bright pictures on 7" screen just like real TV. Westerns, Comedies, Cartoons. Black and white, and color. 50 ft. reel Western included without charge. Simple and safe to operate. U.L. Approved.

Retail \$24.95
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Sample order \$6.25
Write for special price list and flyer on closeouts and regular line merchandise. Name brands included.

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OGDIN
announces another
Original Idea

**GIANT
5 COLORS
NEW
5 MOTORS
STURDY**

**NO. 155
SPACE BOMBER**

Newest and largest stick toy. Designed, originated and patents pending by the Ogdin Mfg. Co.

Jobbers... Write to
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1801 Catalpa Drive Dayton 6, Ohio
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ADVERTISING BALLOONS

Write TODAY for 1953 REDUCED prices and samples on Advertising Balloons for Fairs, Carnivals, Circuses, Sales Promotions, Premiums, etc.

NATIONAL SALES COMPANY
2805 E. 79th St. Chicago 49, Illinois

Pipes for Pitchmen

By BILL BAKER

BIG AL WILSON... Fair here opened at a slow start. Kid Ward, Johnny Palmer and Bobby Roan, of shampoo fame, are here; also Marie Ward on rad, Carl Knowles on auto, Steve Stevens, air cushions, and Mr. Nelson med. Two J. C. L.'s are here with unknown joints. Ottawa, Ill., celebrates its centennial week of July 12. Will work the date with rad and combs with Kid Ward. This will be the big one. Hello to Mr. Hosberg; hope you are better!

AFTER WATCHING... the many boys on the midway at Geneva-on-the-Lake, O., Henry H. Varner, the Arkon homeguard, seems to think that happy days are here again.

O. M. BEELER... infom from Chillicothe, Ill., that Fred and Edna Nelson, who for many years have been pitching their utility foot and punch needles, were caught in the recent flood at Sioux City, Ia. They managed to save their car, but

IAAM Convention

tion, but was on deck for the final two days. Duane Peterson, KRNT Theater, Des Moines, also was ill and sunburned following a Lake Michigan cruise that he took before the convention.

Mrs. Thayer Takes Over
Drivers of city busses chartered to take conventioners to the Music Theater in the suburbs lost their way and Mrs. M. E. Thayer took over as navigator. Mrs. Thayer was hostess for the convention and directed special tours for wives while her husband kept convention sessions moving smoothly.

William Peterson, Racine, Wis., vocalized when the pianist at Villa Moderne played "On, Wisconsin." "Holiday on Ice" was host to the group for the dinner and "Carrousel," musical-in-the-round, with Paul Dempsey as the "Holiday" man on the scene.

Visit Orchestra Leader
Lin Lueddeke, Oakland, Calif., manager, and Mrs. Lueddeke caught the show at the Palmer House, where Mrs. Lueddeke's brother, Eddie O'Neal, and his orchestra are featured in the Empire Room.

Harold Cooper, Burlington, Ia., manager, and Clarence Jacobson, New York show booker, joined with Bill Coker in recalling old-time theatrical stars they had seen.

Robert Kent, manager of the Fayetteville, W. Va., auditorium, is the newest member of IAAM. He joined just prior to the convention. Among other new members attending were Al P. Akers, Sioux Falls, S. D.; Raymond Baker, Providence, R. I.; J. F. Bedingfield, Augusta, Ga.; M. D. Corbin, Waco, Tex.; Francis R. Deering, Houston; Joe Givens, Tampa, Fla.; Win Hansen, Waterloo, Ia.; Don Jewell, Billings, Mont.; B. W. Richardson, Richmond, Calif.; William R. Yerkes, Topeka, Kan., and Charles Ziogas, Cedar Rapids, Ia.

Winners Named
Henry De Verner, Peabody Auditorium, Daytona Beach, Fla., won first place honors for his display booth at the trade show. Other winning managers were Van C. Ivey, Spartanburg, S. C., and Jerry Donovan, Miami.

Charles Bauer, of Cincinnati Music Hall, recalled that only 28 members attended the 1938 IAAM convention and predicted the organization would have 300 members in the future. Ed Furni, membership chairman and manager at St. Paul, said membership is growing by leaps and bounds and called attention to numerous arenas in Canada and the Northwest.

Otto K. Eitel, Chicago hotel man and head of the convention bureau, who greeted IAAM, is a leader, thru the convention bureau, in the project for building a municipal auditorium and exposition hall in Chicago.

M. E. Thayer was host to the convention for lunch and dinner Tuesday at the exclusive Saddle and Sirloin Club, where portraits of cattle barons line the walls,

their trailer containing all personal effects, flash, stock, speakers, was a total loss. If the flood had hit at night it might have been more tragic, as some 20 trailers from four parks were washed down the river, Beeler says.

Snake Rumor

Continued from page 63

as a result of such bite, causing death. "This malicious rumor," the advertisement continues, "has been investigated by the county highway police, State highway police, forest preserve district, coroner's office, and all park operators, and we have found no basis for the rumor."

Chicago area kiddieland operators reported an upturn, but not to normal levels, shortly after the advertisements appeared.

Up to the appearance of the advertisements, many of their patrons did not hesitate to ride any of the rides except the Merry-Go-Rounds. Following the appearance of the advertisements, there still was some hesitancy but more patrons rode the Merry-Go-Round.

The story first gained currency several weeks ago, tho it has been impossible to determine in what section of the country it started. In the East, it was worded about thruout New England parks, then popped up in Baltimore, where both Carlin's and Gwynn Oak were mentioned. A similar report on the amusement areas at Marshall Hall, Md., made the Washington papers.

In the Midwest, the story cropped up in Chicago and blanketed the suburban area. Noting the spread of the rumors near their own operation, some operators have beaten the rumor-spreaders to the punch by issuing denials before the phony story hit their locale.

Peoria Expo

Continued from page 63

van, Crockett, Tex., knife-thrower who suffered a broken left leg; Guy B. Thompson, Augusta, Ga., and S. L. Brummett, Irving, Ill., all three were hospitalized but were released by mid-week.

Some 55 auxiliary policemen and volunteer firemen rushed to the fairgrounds at 3 a.m. Sunday on summons from fair officials. Electric power was cut off immediately to prevent fire. Electrician and members of the sponsoring Jaycees combed the grounds for live wires and disconnected all power plants.

Homer Coulter's jewelry display, suffered \$800 damage in a Thursday (2) blow-down and was again knocked down on Sunday. Henry Meyer, Kent, O., who had his glass blowing concession on the Denton midway, went through the storm without losing any of his fragile merchandise.

In addition to the damage, the fair suffered attendance-wise. The turnout Sunday was light and the run wound up an estimated 15,000 below last year's count. Grandstand business during the week, with few exceptions, dipped below '52. The Thursday harness race program was lost to a muddy track

Grandstand Dips

Hoaglan's Hippodrome and Circus, which held forth in the grandstand the first three nights of the fair did okay Thursday evening after drawing small crowds to its previous two performances. A Grand Ole Opry unit, featuring Minnie Pearl, pulled a good crowd Friday night but was about 600 below a year ago when a similar unit played the fair. Top grandstand crowd of the week, some 6,800, came out Saturday evening to see a fireworks show sponsored by the American Legion.

Despite difficulties with the weather since the fair's first run in 1950, officials announced this week that plans are going ahead for a '54 exposition. Execs had been quite optimistic this year, due to the large increase in livestock entries, complete sell-out of commercial and industrial space, and good economic conditions in this industrial city. Rain several times during the week, a high wind on Thursday and Sunday's storm, however, again knocked the fair into the losing column of the ledger.

Mdse. Topics

From All Around

The latest premium and gift item introduced by Eastern Metal Products Company, Tuckahoe, N. Y., is the electric, fully automatic Alcamatic deep-fry. Noah Shaw, company sales manager, announces incorporation of a glass guard, die-cast aluminum well in the deep-fryers. This improvement, he says, makes for a smooth, easily cleaned interior surface and a vast improvement over rough castings. An oil level line is also a feature, giving better control and efficiency in use of the unit. Eastern Metal recently installed new equipment as part of a major expansion program involving expenditures of more than \$500,000. The program is designed to increase production, reduce costs and improve quality, says Bernard Berengard, advertising manager.

Mich. Concessions

Continued from page 63

racket and when local officials did not then step in.

Church Festival

A Catholic church festival in Oakland County was raided last week, and this set off a chain of protests against the flurry of shutdowns.

The pastor of the church involved called for laws that "should specify that patriotic, charitable, social and religious groups be allowed to have projects where patrons can give and possibly receive something in return."

"Taking a chance is not morally wrong," the pastor maintained. "It is abuse that can cause it to be wrong. Getting drunk is wrong, but that does not make taking a drink morally bad. Even a person who plays golf or bowls so much as to interfere with his family's welfare or a woman who pays too much for a hat is doing wrong."

"I don't think the law should be so broad and indefinite as to exclude not only racketeers but also the honest citizen or group of citizens. The purpose of the statute was to have a means of control. Otherwise they would not have legalized horse race betting. No change in the law can be made in the direction of condemning all gambling."

No New Laws Look

Michigan newspapers have been giving a strong play to the hassle between the governor and some police officials. No new State legislation is expected this year, inasmuch as that would require a special session and such a session would require calling by the governor.

Veteran observers believe that opposition to the shutdowns will continue to mount from churches and from patriotic, fraternal and similar organizations and that some police officials thruout the State will allow bingo and like concessions to operate as in the past.

3 WAY SAW
1-14" 8 pt.
Compass Saw Blade
1-12" 8 pt.
Compass Saw Blade
1-10" 8 pt.
Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select cherry-wood natural lacquer finished handles.

\$5.00 Per Doz. Sets
No Less Sold

HACK SAW FRAMES
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Dozen
No Less Sold

16-Inch Hack Saw Blades \$3.49 Per Doz.
Sold in gross lots only.

REGULATION SIZE HAND SAW
26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold. **\$1.00 ea.**

5 WAY CABINET SAW SET
1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Millig Back Saw, 1 14" Panel Saw Packed 4 to a carton—no less sold. **\$1.25 Per Set**

4 Pk. MAGNETIZED Screw Driver Set
Self-display individual box unit. Overall lengths ranging from 11 1/2" to 3 1/2"—includes stubby recess and square shank. **\$1.00 Each (6 or more)**

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

PROFITS UNLIMITED!

Salesmen—Distributors—Agents

HOT DOGS

Patent No. 2,461,587

This new revolutionary electric hot dog cooker will net you

BIG PROFITS QUICK
A perfect item for drugstores, taverns, bowling alleys, dairy bars, roadside stands, scores of other locations. Cooks hot dogs, four at a time, in 1 1/4-1 1/2 minutes.

NO WASTE—NO FU S—NO MESS
Thousands of prospective customers for this really new electric cooker. Your profits are unlimited. Send today for complete price list and literature.

H. G. KLERMUND 144 Forest St. Oberlin, Ohio

1000 PIECES OF SLUM
ONLY \$6.75
ASSORTED TOYS
GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

Rubber Bulb Monkey	Doz. \$ 2.00
Lash Whip—Tipp.	Gro. 14.50
Baton—R.W.B. Ball	Gro. 15.75
Swagger Cane	Gro. 8.75
Bird Cage Straw Hat	Doz. 2.00

25% deposit with order. Bal. C.O.D. Send for FREE C-53 Carnival Catalog.

OPTICAL BROTHERS
SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

LOWEST PRICES EVER

All rings shown below are some of our long-standing BEST SELLERS. All these rings will sell FAST and bring you HANDSOME PROFITS. Stock up RIGHT NOW with a good supply of these rings.

\$1.25 dozen 1 doz. of any ring number. **\$12.00** gross In Minimum Gross Lots of one gross each item.

Outstanding GOOD LUCK HORSE RING

A really beautiful ring with a lot of FLASH! Plenty of EYE-APPEAL with 2 imit. stone eyes.

SNAKE RING—This ring with 3 imit. stone eyes has always gone over very big. Perfect for giveaway

LADIES RING—A gorgeous solitaire that any woman would be glad to have. 10 kt. gold or rhodium plated.

SKULL & BONES—Always popular and excellent for giveaway. With 2 imit. stone eyes.

MINIMUM ORDER \$10. DISTRIBUTORS: 10% discount on all orders of 10 gross or more! 25% deposit required with all orders, balance C.O.D. All rings for resale, otherwise add 20% fed. excise tax. \$20 Minimum on all orders from Canada and other foreign countries. Over 1,000 other styles of rings—SEND FOR CATALOG. Velvet-lined, open-face trays, holds 12 rings, 50¢ each. Closed lid trays, holds 12 rings, \$1 each. Ring boxes from 60¢ doz. up.

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KIPPS SLUM Specials

- Comic Buttons, 1 1/2" 100 \$1.00; 1000 9.00
- Imported Hawaiian leis ... Gr. 1.95
- Carton of 15 Gr. 24.00
- Comic Hat Bands ... 100 \$1.40; 1000 13.50
- Pocket Combs ... Gr. .95; 10 Gr. 9.00
- Wire Puzzles ... Gr. 1.00
- Large Finger Traps ... Gr. 1.00
- Miniature Rubber Dagger ... Gr. 1.00
- Assorted Key Chains, with charms ... Gr. 2.75
- Butterfly Pins ... Gr. 1.00
- Pellet Puzzle ... Gr. 1.00
- Magic Paddles ... Box of 2 Gr. 1.80
- Magic Water Shell Flowers ... Gr. 1.00
- Assorted Dangle Toys ... Box of 2 Gr. 2.20
- Feather Tickler ... Gr. 1.00
- 4" Darts ... Gr. 1.00
- 6" Flower Fan ... Gr. .95
- Rubber Razor ... Gr. 1.00
- Crickets ... Gr. 1.00
- Mustache Blowout ... Gr. 4.65
- 14" Blowout with wood mouth-piece ... Gr. 2.25
- 12" Blowout ... Gr. 1.00
- Swiss Bird Warbler ... Gr. .85; 10 Gr. 7.50
- Plastic Police Whistle ... Gr. 3.60
- Whistle Assortment, metal ... Gr. 1.00
- Assorted Dangle Toys ... Gr. 2.75
- Auto Suction Birds ... Gr. 4.50
- Assorted Bisque Animals ... Gr. 1.00
- Flexible Plush Monkey ... Gr. 9.00
- Box of 3 Dz. \$2.40; Gr. 2.75
- Long Glass Necklace ... Gr. 2.75
- Western Brooches ... Gr. 4.00
- Flying Birds, outside whistle ... Gr. 4.50
- 7" Rubber Daggers ... Gr. 4.50
- Miniature Pocket Knife ... Gr. 4.00
- Indian Headdress ... Gr. 4.00

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

SUMMER SPECIALS!

Rubber Monkeys
\$2.00 Per Doz.
\$21.00 Per Gross
25% Deposit.
Balance C.O.D.

You Can't Beat BRODY for Merchandise..

We Carry a Complete Line of TOASTERS—KITCHEN—UTENSILS—ALUMI-NUMWARE—IRONS—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CAR-NIVAL GOODS—Plastic Dolls—BAL-LOONS—Not a makers—PREMIUM GOODS—Decorations WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps

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L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years

"JOLLY HANS"

Gr. \$7.20
Lots dz.
Doz. \$8.00
Sample \$1.50
Ppd.

ANIMATED!
WILL SELL ANYWHERE
No. 3866

A new imported "Squeeze-Me" Toy with real action. Made of composition, with felt coat and full painted features. When squeezed together and then released the right arm automatically raises, mugs to the mouth and at the same time emits a pleasing sound. Overall height, 6 1/2 inches. Individually boxed. No sizes.

Wisconsin Deluxe Co.
1902 N. Third St. Milwaukee, Wis.

ANOTHER BELL SPECIAL

4 1/2" Bronze Metal Western Saddle Horse W/Chain.
6 dz. Minimum.
\$2.30 Dz.

25% deposit with order, F.O.B. Chicago

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

FLORIDA FLAMINGOS

Cast Aluminum—True life colors—Stand about 30 inches high, \$40.00 a dozen pair. Samples cash with order post paid \$3.75 pair.

BLOYD MFG. CO.
Valley Station, Ky.

\$3,000,000 INVESTMENT

Low Rate Structure, Top Facilities Pay Off for Ocean Beach Park

Continued from page 66

the 20 rides, including the Tilt-a-Whirl, Little Dipper, Octopus, small Merry-Go-Round, Airplane, Fire Engine and Little Boats.

Other concessionaires are M. G. Panitz, Arcade; N. C. Bochain, food; M. J. Lovetere, Roller Coaster, and Arthur Vescovi, Miniature Railroad, Merry-Go-Round and Dodgem.

In the rare instances when the concessions operate on percentage, the park usually takes 20 per cent in the off-season and 25 per cent during the season.

Superintendent Augustus B. Menghi directs the operation of the park, while Tony Pero is director of activities.

While the park is a municipal enterprise, it draws from all Connecticut, except the Southwest corner, from Rhode Island, and from Central Massachusetts, including the cities of Worcester and Springfield.

Three or four free acts are booked thru Al Martin, Boston, for peak week-ends thruout the season, with shows at 4 p.m. and 9 p.m. The Three Milos appeared the July Fourth week.

Menghi has the concessionaires in mind on the 9 p.m. show. He feels that if the show were scheduled later, a lot of patrons wouldn't bother waiting, and those that did wait would probably leave the park at the termination of the show.

With a 9 p.m. show, Menghi feels that patrons will spend until the show, and that a lot of them will remain and spend after the show. Some of the biggest spenders are the sailors at the New London Submarine Base.

"Something doing every night" is the unofficial slogan of the park. Every Sunday night in July, a pyro display is put on by the Atlas Fireworks Company, Exeter, N. H. Regular features are pool shows, with swimming and diving exhibitions being presented by the 12 regular and five part-time lifeguards, as well as the girls' swim ballet team. Square dancing on the Boardwalk and various nationality nights augment the special events program.

In addition, name bands are booked thru Charlie Shreibman, Boston. Lionel Hampton has ap-

peared this year and the park is trying to get Guy Lombardo. Dance admission prices vary with the bands.

Last year was a banner one for the park as far as organized outings from factories, churches, schools, offices and organizations were concerned—some 254 groups attended. Smallest group was 25, while the largest was more than 2,500 from Groton's Electric Boat Company. One group came from as far as Attleboro, Mass.

Building for the future is another Ocean Beach policy. On a commutation ticket, it costs a child 2 cents to get into the park and another 2 cents to swim in the pool. The same children who got in at those low prices 14 years ago are now bringing their families to the funspot. Free swimming instruction is also provided for children.

Labor Problem
Biggest operating problem at the park is the scarcity of labor. Southeastern Connecticut is a full employment area, and it's tough to keep the 150 employees required to operate the park. Concessionaires, too, have the same problem.

Considering the large crowds that patronize the beach—more than 38,000 last July Fourth—the standard of cleanliness is high. Menghi is a stickler on that point, which he considers the most important business at hand.

The buildings are all permanent and are so constructed that little maintenance or repair is necessary. Last year \$18,000 was spent ventilating, improving and lighting the Recreation Hall, but that's a small portion of the overall gross.

Financial Report
Speaking of gross, here is what the Financial Report, City of New London, has to say about last year's operation:

Income from admissions, bath-house receipts and parking, \$135,920; from concessions, \$78,233; total income \$214,153.

Expenses: salaries and wages, \$63,107; light, heat and water, \$9,252; insurance, \$3,721; laundry and other services, \$2,430; postage and telephone, \$529; stationery and printing, \$663; miscellaneous supplies, \$2,186; new equipment, \$1,092; promotion and publicity, \$10,688, and repairs and maintenance, \$34,716.

Total expense was \$128,389, leaving a gross profit of \$85,764. After \$31,080 for interest on bonded indebtedness had been paid, \$54,684 was left. The net profit and another \$31,315 raised by taxation, was applied toward payment of the bonds.

With receipts and attendance running well ahead of last year, this year should set a new record financially.

Heading the publicity department is Pero, who prepares news releases for Connecticut dailies. Advertisements are placed with local newspapers and radio stations thru Cronin & Company, Hartford, Conn., agency.

Coney Island, N. Y.

Continued from page 66

7 thru 13, now that New York City's heads will tie in with the fete their own celebration of the municipality's 300th anniversary. City officials and representatives of leading civic, industrial, financial and cultural orgs manifested keen interest at a recent meeting held in the Department of Commerce. The powwow was called by First Deputy Commissioner and Director Frank J. Connaughton. In the gathering were members of the Downtown Manhattan Association, the New York Convention and Visitor's Bureau, the 300th Anniversary of New York City Committee, Coney's Chamber of Commerce and Coney's Carnival Company. Plans are for a mammoth fireworks display for Labor Day, September 7. The following four nights will feature pageants of floats portraying historic events of the City, together with snappy bands of music, animated novelties and other comic characters, and various marching groups including contingents of the police, fire and sanitation departments. On Saturday afternoon, September 12, a grand baby parade will be staged. James Sauter, prexy of the USO Shows, Inc., was named chairman of a group representing the city and various orgs which will co-operate with the Coney committee.

Rocco R. Castelano has changed his Arcade equipment on the corner of Bowery and W. 15th and is operating now under the firm name of Bobby Christians B. C. Enterprises. Stock in trade includes 18 instead of 48 poker tables and 10 Ski-Bowl alleys. The other 30 pokerinos have been shelved for further disposition. Fred Meyers is floor manager. . . . A new generation of Steeplechase Tilyous is being groomed for future prominence. Paul, 18-year-old son of George, has been installed as office assistant, and Edward F., 16-year-old hopeful of George's brother, Frank, as mechanic at the Parachutes in the Park. . . . Police Captain Christopher Mitchell on July 1 banned unlicensed gypsy fortune tellers. Apprehended were four, all fined and ordered to stay off the island. . . . July 14 fireworks display

was dedicated to the Imperial Council of the Ancient Arabic Order of the Nobles of the Mystic Shrine in convention that week in Manhattan.

Harry, Anna and Lester Nelson, at their large site, Bowery and Steeplechase Walk, have as this season's concessionaires, Sarah Finkelstein, hot dogs; Frank Badane, pizza pies; Edward Gebet, guess-your-age, shooting gallery and guess-your-weight; Frank Felino, ring game; Leo Prostone, balloon game, and Beatrice Davis, Leo's sister, souvenir hats. The Nelson's own operation includes two high strikers and three doll racks. . . . Gone is Bill Atlas and his Neptune, the new underwater show on Surf near W. 8th. Some say illness and others, financial difficulties, on either side, as the cause. Replacements hurriedly started July 4 are in the nature of a freakery, with Eddie Wray, armless wonder; Slim Curtis, skinny man and inside lecturer; Happy Jennie, fat girl; Sam Torres, relief talker on week-ends; Walter DeLenz, magician; Al DeLenz, talker; Frank Gario, ticket seller and the Electra Girl, constituting the new personnel for Phil Kravitz, the lessee. . . . Dora Misurac has sub-rented her Feltman's Park concessions consisting of wonder birds, hand analysis, horoscope and photo booths, in order to devote her attentions better to her three other concessions on Jones Walk, a ball game in charge of Al Kaufman, a guess-your-age supervised by Whitey, and a shoot-til-u-win handled by herself.

Kochman In Dog Racing

Continued from page 64

chandise prizes. The tickets are so set up that one out of every eight persons attending the races wins a prize. The awarding of prizes is an attendance stimulant, and the tickets state this.

The greyhound races are being presented in conjunction with stock car racing, and this format will be retained with programs calling for seven or eight stock car races and eight dog races.

Kochman is known to have queried a number of fair managers during the past booking season on their acceptance of the proposed feature. Many, who have long felt the need of a new grandstand feature, expressed keen interest in the idea, but questioned the possibility of keeping it exciting without violating gambling laws. Kochman, faced that problem from the start, created the unique ticket. Top legal advice from many different sections of the country was also obtained and, Kochman says, there is every reason to believe that the greyhound racing as presented by him will find acceptability everywhere.

At Indianapolis, some 187 dogs are reported in kennel, and more are being imported from Florida each week. At fairs, eight races with eight dogs in each race will be presented. At least 64 dogs will be carried, and a portable mechanical rabbit will be used.

Offered For 1954
Eddie Sudderth is director of racing and Joe Eppich is kennel master. Both are experienced Florida dog racing men.

Kochman said that the feature will be offered to fairs next booking season. Kochman and his aid, Art Hoard, will make all of the fair meetings.

Kochman stressed the fact that he would continue to present his Hell Drivers auto unit. The auto daredevil group has shown no decline in popularity, he said. The greyhounds will be an extra added attraction which the fairs have long needed to stimulate grandstand attendance.

Kochman said the dogs would be presented both afternoons and nights; since portable lighting equipment will be carried.



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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Bullock, J. S. 304
Egan, Amelia (17 License Plates) ... 157
Linkhorst, C. J., 304
Moore, Mrs. G., 157
Murphy, D. M. (2 license plates) ... 534

Acker, Bennie
Acme Trained Animal Circus
Adams, Alfred Burl
Adams, O. M. & Mrs.
Adkins, B. E.
Aland, Maurice
Allen, Ann
Allen, Mrs. Barney
Allen, H. S.
Amarantes, Rev. Raymond
Ames, Geo. L.
Annin, Jimmie
Annin, Ralph J. (Skeets)
Arger, Tom A.
Ayles, Ray (Girl Show)
Bacon, Emogene Mrs.
Baker, Jack
Baker, Mrs. Ruth
Baker, Walter
Barnes, Charlie & Basil Walker
Barnes, Theodore
Barrett, Martin
Barron, Freddie
Barron, Mike (Shows)
Bayes, Richard (Dick)
Beall, Hiram
Beal, Joe
Beatty, Walter (Concession Agent)
Bell, L. E.
Benge, Bob
Bentley, Claude
Bevall, Ronnie
Best, Skippy Mrs.
Blair, Zora
Blough, Mrs. F. E.
Boun, Elsie
Bowman, Thomas W.
Bradley, Thos.

Rubin, Harry
Russell, James A.
Russo, Mike
Ryan, Mrs. Harry
Sager, Frank
Salisbury, W. R. & Mrs.
Samson, Owen
Sauceda, Evangeline
Sauford, Rudy S.
Sausberry, Mrs. Robert
Schenk, Mrs. Pat
Schweitzer, Frank G.
Scott, Frances
Schulz, William
Screbneff, W.
Segars, H. Cain
Shaffer, Capt. Billy (Free Act)
Shaw, Fred George
Shay, Dorothy
Sheehan, Charles
Shelton, Marvin
Shipman, Everett
Silverberg, Matthew
Simmons, Jean
Simons, Joseph S.
Sipel, John
Sisco, R. H. (Tent Picture Show)
Slover, R. E.
Slovin, Vivian & Earnest (Motordrome)
Smith, Glenn & Mrs. Smith, John P.
Smith, Roy D.
Sorenson, Edward L.
South, Earl & Mrs.
South, Mrs. Lutie
Spiegel, Diamond Jim
Spillman, A. A.
Spitzer, H.
Stack, H. G.
Staley, Ethel
Stanford, James
Stanley, Joe Carl
Starkey, John
Stebler, Mrs. J. G.
Stiles, Rosemary
Stock, Beverly John
Stone, Jack
Stringer, Irene
Studeng, Richard A.
Stuber, Sarg & Mrs.
Sward, Ernest Benair
Switzer, Frank
Swenson, Aut
Synex, Mary Wiseman
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Hawkins, Dolores
Keegan, "Blackfish"
Lux, Joseph

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Allen, H. S.
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Bach, Jack "Dutch"
Barefield, Mr. & Mrs. James
Barnes, Mrs. J. A.
Bateman, Charles F.
Bendson, Leoy
Bazinnet, Dwight
Baysinger, A. S.
Beckner, C. E.
Blankenship, Bob
Bostwick, Grover F.
Brant, Scott X.
Brown, Royal T.
Burge, Lloyd A.
Canipe, Walter
Carl, Robert Earl
Carpenter, Mr. & Mrs. Earl A.
Carson, Sam
Carier, W. M.
Carson, John
Chapman, Archie
Chisholm, Dave
Cleator, John
Columbus, Nathan S.
Goodwin, Ray
Cooper, Mr. & Mrs. Floyd
Crabtree, Harry E.
Davis, N. E.
DeLancey, Johnny
Drain, G. C.
Dukes, D. T.
Engle, Charles
Erickson, Frank
Finley, Evelyn & Kenneth
Forster, Gus Xavier
Fox, Billy & Laura
Fuchs, Harry
Raymond the Magician
Rea, John T.
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Reed, Edward L.
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U. S. Firms Dividing First \$10 Mil Coin Export Melon

Continued from page 1

ance of supply and demand, a year later the export dollar figure skyrocketed to \$5,120,102. Then the trade began feeling the impact of embargoes set up in several countries, especially Canada, the Philippines, Union of South Africa, Mexico and Colombia. Thus in 1948 overseas business declined to \$2,309,589. The following year the nadir point of postwar trade was reached—\$2,008,064.

The foresight of export coinmen, who invested time and money securing new outlets to

pick up the slack, began to bear fruit in 1950 when sales to foreign operators and distributors increased more than 50 per cent. The total for that year was \$3,076,054.

In 1951, with Canada and many of the other markets back on a token basis, a new all-time high of \$5,121,806 was recorded. This achievement was accomplished thru a combination of re-doubled efforts on the part of old line coin machine export firms and new blood.

800 Per Cent Increase

Last year many firms expanded their traveling sales staffs, additional factories created their own export departments and foreign shipments increased 57 per cent. The industry's balance sheet for 1952 showed 69,373 new and used machines exchanged for \$7,934,888, or approximately eight times the size of the average totals recorded in the 1934-'39 period.

Overshadowing the peak figures successively recorded in recent years is the growing stability of coin machine exports.

The history of the business thru 1949 clearly indicated juke boxes dominated the export market, and one country, Canada, accounted for more than 60 per cent of the market. Thus when Canada was restricted as an outlet, a depression resulted. Since that time the market has had a change in balance. Today 55 per cent of it is juke box, 32 per cent is games and the remaining 13 per cent automatic merchandisers. While Canada was a major factor in 1952's volume business, sales to that country amounted to

only 34 per cent of the total market.

Big Business

The rapid expansion of the export business added prosperity to U. S. factories, distributors and other firms which give foreign sales specialized treatment. Exports are no longer considered a sideline or a method of getting some money out of obsolete or broken down equipment. Competition and the realization that the export game is played for large quantities of blue chips has stirred the industry.

Whereas foreign requests for merchandise were treated casually not so long ago, they are given priority today and there is a concerted effort to get the new lines out to overseas firms simultaneously with the domestic unveilings. When he orders used games, venders or phonographs, the foreign buyer can feel assured that he will get a sound buy. These factors helped solidify the export trade.

Export specialists a few years ago frequently predicted big things for the coin machine industry. They based their predictions on the promise of additional trade with Canada and on the volume of juke box sales. These yardsticks are old style now. It is true that less than 25 per cent of the countries of the world make up the market. But as transportation, modern improvements, and better working conditions are more evenly distributed thruout the world, the coin machine business will expand until 1953's record unit and dollar sales are far surpassed.

U. S. IMPORTS

Danes Ending One Year in U. S. Market

CHICAGO, July 11.—Danish-built, all - purpose vending machines will shortly conclude a year's experiments in the United States.

A year ago, S. A. Bruun, export manager of A. S. Wittenborgs, Copenhagen, appointed Automatique, Inc., New York, sole agents in the States for the Danish "Ever Open Shop" — long a familiar merchandising device in Europe and the Scandinavian nations.

Automatique was formed by J. C. DeGraff, sales manager for the Fruit-O-Matic Manufacturing Company, and Bob Ferman who operated refrigerated fruit venders in the New York area. Ferman took over active management of the company.

(Continued on page 90)

Laymon Eyes Europe Trade; Expansion Set

LOS ANGELES, July 11.—Paul Laymon, Inc., is expanding its export department. The company, which up to now concentrated on shipments to South Pacific markets, plans to include Europe in its service.

The firm is owned and operated by Lucille and Paul Laymon. He has been in the jobbing business here since 1930. Prior to entering this field Laymon was an operator. Laymon said a deal had been made with a large export forwarding company to handle the overseas shipment details.

The company maintains a complete refinishing department. Laymon has served as the Bally representative in this area for some years. In addition to this line, the firm also distributes Wurlitzer phonographs.

GAME EXPORTS SHOW HEAVY DOLLAR GAIN

CHICAGO, July 11.—Rapidly moving up as a competitor of music machines in the export market are amusement games. The figures covering 1952 surpassed the dollar total for game sales to foreign operators in the five-year period of 1946 thru 1950.

Below is a table showing the growth of game sales since World War II:

Year	Number	Value
1946	5,070	\$ 459,935
1947	7,378	681,009
1948	5,901	353,544
1949	2,851	295,482
1950	7,528	701,971
1951	13,524	1,519,422
1952	20,102	2,613,007
Total	52,354	\$6,624,370

CITE EXAMPLES

Canadian Coin Output Still at Low Level

TORONTO, July 11.—Manufacturing of coin machines in Canada is at a low level. There are no accurate figures, but when it is realized what is being manufactured, there is a strong belief that Canada is in no position to export coin machines.

There was once an effort by Wurlitzer to have their machines manufactured here, but that wasn't successful. That is the only known effort to manufacture juke boxes, although there may have been others. The only type of manufacturing done in this country on music machines is the conversion necessary for some Ontario cities of equipment from 60 cycle to 25 cycles.

In the automatic merchandising field, much of the manufacture is for private use, so there is no telling just how large it is. For instance, it is known that Coca-Cola has their own bottle-vending machines made. Just how many machines are put out by the Kelvinator Corporation for them is a secret.

Other Examples

Also manufacturing machines for their own use, are Canteen Services Ltd., and Polarmat. Both have cup venders, and do not sell their machines. Only cup-vender manufactured in the country and

for sale in the open market is that offered by Cole Products of Canada Ltd.

In the cigarette field, there are two companies actively manufacturing. These are Opal Manufacturing Company of Toronto, and the "Magic-Vend Manufacturing Company, Sherbrooke, Que. Carl Havlick, president of the former company, said his machine, the Vend-O-Matic, an electrically operated machine, was open to licensing arrangements with American firms. He said his company was too busy at the present time to make the machines here and export them. His company is making two models, one described as the high-board, and the other as a console model.

A number of modifications on vending machines manufactured in the U. S. by Rowe Manufacturing Company, are being made here by the Kay Bee Automat Ltd., Toronto. These machines are used to merchandise cigarettes, candy, gum and tissues. Also modifying machines is the General Automatic Beverages Company, Toronto, which has purchased a number of various used coffee machines and modified the machines to their own use.

Reason the incidence of manu- (Continued on page 105)

N. Y. Juke Distributors Enjoy Boom In Export Biz; Peak Not Yet Reached

Disposing of Used Units on Foreign Market Aids Sale of New Music Boxes

By AARON STERNFIELD

NEW YORK, July 11.—Juke box distributors in the New York area are experiencing the biggest export trade boom in their histories, with foreign sales accounting for up to 50 per cent of the volume in used and reconditioned equipment.

Moreover, one distributor pointed out that the peak has not yet been reached, as sales have been climbing steadily for the last two years.

Music machine firms have been seeking increased foreign sales, he

explained, to boost sales of new machines on the domestic market.

Reasoning

"When we sell a used or reconditioned juke box in our own area, that box makes the rounds," the distributor explained. "The longer it stays here, the longer we wait to sell a new machine. When we send the machine abroad, we know we'll never see it again. The operator who unloaded the unit will need another one eventually. That's when he'll come to us to buy a new one."

However, there are other reasons

why the export trade is profitable. Distributors don't have to wait long for their money. The usual procedure is to present a purchase order and get paid on a dock receipt.

Then, too, most of the foreign customers are steady ones, with a high percentage of repeat business. The distributors feel the reason for this is that foreign buyers can't shop around to the extent domestic ones do, hence they'll stick with a distributor once they are satisfied with him.

(Continued on page 94)

Calendar for Coinmen

July 28.—Recorded Music Service Association, annual golf party, Southmoor Club, Palos Park, Ill.

August 2-6—National Candy Wholesalers' Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.

August 6—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

August 22-23—National Association of Bulk Vendors, annual convention, exhibit, Congress Hotel, Chicago.

August 23-26—National Automatic Merchandising Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

CANADA LIKES COFFEE

Do's and Don'ts From Toronto Coffee Firm

TORONTO, July 11.—Claims of being the largest and most successful coffee operators in the country are put forth by General Automatic Beverages Ltd., Toronto. General manager is Vic Kennedy.

Kennedy reports the company has 60 machines placed in the Toronto area, plus another 11 in the Hamilton area. Altogether his machines sell 160,000 cups of coffee a month.

With this success, the company is now ready to step into the national field, and is preparing to set up offices in every major Canadian city.

The company is not using any

particular line of machines, but rather modifying machines which it picks up on the American used machine market, then adapting these machines for use on the Canadian market.

With the experience it picked up in the past three years, Kennedy, former advertising manager for used car company, said his company was willing to provide any operator with information required to enter the coffee-merchandising field.

He pointed out that if some of those persons who had been offered deals by the "blue-sky" promoters, had consulted him in (Continued on page 90)

Rosy Pin Future Seen in Canada

TORONTO, July 11.—Distributors of pinball machines in Canada are optimistic about the future. This view is based on two points—the recent expansion of the trade and the growth of Canada itself.

Like their counterparts in the U. S. the operators have learned that new ideas must be provided in the playfields all the time. And like many States, pay off in prizes is illegal. Replays are the only awards permitted.

For a successful route, some 60 to 70 machines are required, with commissions at 50 per cent. A machine which sells for \$369.50 in the States, sells for \$375 in

Canada. For the most part, the machines are brought in by distributors, with few operators bringing in their own machines.

Fees

License fees run from \$15 to \$25 a machine, with the play being 5 cents a game. There are few 10-ball machines. The five-ball and jumbo pin games are the most prevalent. In-line scoring games are most successful in Quebec.

Locations in this country are similar to those found in the States, with poolrooms, Arcades and restaurants proving the most popular. The games are very popular thruout the North country. The distributors attributing this to the lack of other forms of amusement there.

The new games are usually found in the larger centers, with the used games going to the lesser populated areas.

Nat'l Rejectors Hikes Service To Canadians

TORONTO, July 11.—Establishment of a direct factory-office here will provide National Rejectors Inc., of St. Louis, with an opportunity of servicing their Canadian customers much better.

The establishment, according to the branch manager, Clarence Cuker, formerly of Chicago, is in line with the company's plan of expansion, having established a number of like offices all across the United States.

In stock here will be a complete line of parts required in the company's mechanism. This will mean that Canadian companies will be spared necessity of carrying a full line of parts as well as the trouble of custom clearance.

Besides being a parts depot, office will also serve as a headquarters for service schools, provide the company with needed representation in the country continually growing in its requirements.

First problem, according to Cuker who was a service engineer with the company in the States, is that of Canadian coins. The equipment naturally, was de- (Continued on page 105)

NO SET SYSTEM

Canadian Charges Vary 7 to 25%

TORONTO, July 11.—To bring coin-machines into Canada, the importer faces three separate charges. Two of them are standard, while the other varies with the product.

The varying charge is the duty which runs from 7 per cent to as high as 25 per cent. This is based on the cost of the article to be brought in. One problem in connection with this is that there seems to be no set system of fixing the value. When an importer brings his machines into this country the customs officer usually takes it upon himself to value an article despite the fact that only a couple of

weeks previously the article had been valued.

During the war, and until 1947 there was a ban on the importation of coin machines. At that point the excise tax which is based on the cost price of machine was 25 per cent, but this has been reduced to 15 per cent.

The third charge is the sales tax of 10 per cent. This is imposed on all manufactured goods in Canada, and while political parties may use this tax as something with which to attack the government, the average coin machine distributor and operator makes no complaint.

(Continued on page 88)

Text of Illinois Bill Which Okays Free Play

SPRINGFIELD, Ill., July 11.—Gov. William Stratton this week signed Senate Bill 454 which exempts free-play coin machines from Illinois' anti-gambling law so long as the machines return "no coins, tokens or merchandise."

Stratton also signed a companion measure (Senate 453) imposing a State license tax on all coin-operated amusement devices (see separate story in this issue).

The text of the law to permit free play follows:

"An Act to amend Sections 1 and 2 of 'An Act to prohibit the use of clock, tape, slot or other machines or devices for gambling purposes,' approved June 21, 1895.

"Be it enacted by the people of the State of Illinois, represented in the General Assembly:

"Section 1. Sections 1 and 2 of 'An Act to prohibit the use of clock, tape, slot or other machines or devices for gambling purposes,' approved June 21, 1895, are amended to read as follows:

"That whoever, in any room, saloon, inn, tavern, shed, booth or building or enclosure or in any part thereof operates, keeps, owns, rents or uses any clock, joker, tape or slot machine or any other device upon which money is staked or hazarded or into which money is paid or played upon chance, or upon the result of the action of which money or other valuable thing is staked, bet, hazarded, won or lost, shall upon conviction for the first offense be fined not less than one hundred (\$100) dollars, and for a second offense, be fined not less than five hundred (\$500) dollars and be confined in the county jail for not less than six (6) months, and for the third offense shall be fined not less than five hundred (\$500) dollars and be imprisoned in the penitentiary not less than two (2) years nor more than four (4) years. A coin-in-the-slot-operated mechanical device played for amusement which rewards the player with the right to replay such mechanical device, which device is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player

(Continued on page 105)

First Holds 2d Keeney Game School

CHICAGO, July 11.—First Distributors held a service school on Keeney games for operators in Chicago and suburbs Monday night (6). Twenty-six coinmen attended it, the final session in a series of two.

Like the earlier school, June 29, the program was built around five points: Trouble shooting; preventive maintenance; simplified schematics; location problems, and power problems. They were assisted by the distributor's service staff.

Keeney was represented by four engineers led by Chester Biezad and Bob Bukowski who directed the program. Paul Huebsch, Keeney sales manager, and Wally Finke and Joe Kline, First owners, were on hand to welcome visiting coinmen.

LOCATIONS INNOCENT

Judge Rules Intimidation By Picketing Unlawful

BALTIMORE, July 11.—Judge S. Ralph Warnken, in circuit court here, handed down a ruling which might well set a precedent in the labor law relative to the picketing of establishments which have coin-operated devices on location which are not serviced by union servicemen.

In his opinion, Judge Warnken stated it was clearly apparent from all the evidence that the picketing was instituted to intimidate and coerce the location owner, a completely innocent party to the controversy between the union and the operators, to discontinue the contract with respect to the coin machines on location.

Location Complaint

The picketing complaint was filed in Circuit Court by Mrs. Dorothy Wischhusen, owner of Juggy's Bar. She had four coin-machines in the restaurant, one juke box, one cigarette machine and two pin ball games.

The cigarette machine was serviced by a union man, but the juke box was owned by Jerry Benesch of the Musix Box Service Corporation, and the two pin ball games were owned and serviced by Sam Gensler, self employed. Benesch can, but does

not, service his own machines. He has two employees who do the service work for him.

The decision held that neither

(Continued on page 94)

DEMAND LATE MODELS

Badger Head Finds Europe Growing U. S. Coin Mart

By SAM ABBOTT

LOS ANGELES, July 11.—Europe is gaining in importance as an export market for coin machines and Badger Sales Company here has tripled its reconditioning force to take care of the growing demand. William R. Happel Jr., head of that firm, said upon his return here from a six weeks' tour thru Germany, Holland, Belgium, and France. The trip was devoted to cementing relationships between the local firm and distributors on the Continent.

Badger Sales is the only coin machine firm in the West maintaining a full-time exporting

Illinois Trade Wins 4 Yr. Pinball Replay Struggle

Gov. Also Signs \$50 Tax Bill; See New Hope for Chi Approval

SPRINGFIELD, Ill., July 11.—Following a four-year battle, the Illinois coin machine trade won the right to use replay pinball games in areas where it does not conflict with local ordinances.

Tuesday (7) Gov. William Stratton signed Senate Bills 453, setting a tax structure on amusement games, and 454, the replay measure, into law.

As a result of the legislation, replay amusement games are now

permissible in Illinois for the first time in the history of the trade.

In effect, S.B. 454 amended sections 1 and 2 of a State law passed in 1895 (see full text elsewhere in this section) and the idea of replay games was not developed until almost 40 years later. Specifically, the amended portions exempt pinball games which offer only a replay as an inducement for additional play

from the statutes covering gambling units.

Annual Tax

S.B. 453 placed an annual \$50 State tax on pinball games plus the following levies on other coin-operated amusement pieces:

A \$25 tax on "mechanical bowling or shuffleboard devices" which are known trade-wise simply as shuffle games.

A \$10 fee on "games which shoot or propel electric light rays or impulse from a gun-target combination" generally referred to by operators as ray guns.

Local Option

In addition, the new law permits local governments to levy a tax on top of the State tax. The joint sponsors of the bill, Sens. William G. Knox, William J. Walsh, Peter J. Miller and Arthur Larson, all Chicagoans, estimated the State would gain at least \$3,000,000 in additional revenue as a result of the over-all coin machine levy.

The new law authorizes Richard J. Lyons, State Director of Revenue, to issue licenses to operators of the three classes of amusement machines. Each unit on location must be covered by a separate tax payment but licenses are transferable when replaced by the same type of equipment.

(Continued on page 99)

CANADIAN CONFAB

Variations in U. S., Foreign Mart Eyed

MONTREAL, July 11.—Altho coin machine sales to Canadian operators have been strong since World War II, with the exception of a three-year period beginning in 1948 when an embargo restricted imports (see chart), manufacturers and distributors in the United States could learn how to improve volume by studying the high points of the summer conference recently held here by the American Marketing Association.

The conference, first of its kind held out of the United States, stressed the differences in the Canadian market. These variations include not only language, customs and money but also

differences in distribution patterns brought on by distances and climate.

Population vs. Area

The Canadian population, the density of which in any area is a pronounced influence on the location of music machines, vendors and games, is 14,000,000, but it is distributed over the same area as the 150,000,000 U. S. population. This was accented in a discussion by Gilbert Clarke, vice-president of Standard Brands, Ltd., Montreal. He broke down the figures to show that 55 per cent of the Canadians live in places with populations of less than 5,000 persons while in the States less than 45 per cent are in this group.

Tho the two countries have approximately the same percentage of people living in cities with

(Continued on page 99)

CONTRACTS

Philly Coinman Cites Growing Trade Harmony

PHILADELPHIA, July 11.—The Philadelphia area now enjoys better working arrangements for operators than it ever did in the past, according to Artie Pokrass, Universal Amusement Company.

Pokrass claims, "Because operators are beginning to realize that they must earn a fair return for the type of equipment which they offer, the business is now being run on a better and more business-like basis. Operators are now earning better commission arrangements, they are getting locations to sign agreements, and they are obtaining minimum guarantees from location owners. This is paying off good dividends to operators."

Pokrass says operators have only three selling points: Conversation, Equipment and Service. He says, "Every businessman has the same three sales points. The whole secret to success is to make the most of these selling points."

Det. Shuffle Group Plans Fall Program

DETROIT, July 11.—Members of the Detroit Shuffleboard Association held their regular monthly meeting Thursday (9) to discuss fall league programs with director of leagues, Don Westerdale.

Plans to institute their league policy for the 1953-54 season was the major item brought before the members at the evening meeting at the Tuller Hotel. President Fred Chlopan distributed to the membership the Association emblems which brought a 100 per cent response from the members in promises for full usage at their places of business.

Westerdale will present a policy program to the association for action on adoption at the August 6 meeting. Chlopan expressed belief that the forthcoming season will be a banner year for shuffleboard operators in Detroit, and with the 100 per cent co-operation on programs by the operator-members anticipated, business will be better than ever before.

FUNERAL

S. California Trade Attends Faust Rites

SANTA ANA, Calif., July 11.—Funeral services followed by cremation were held here for Henry Faust, old line coin machine operator of F. & S. Sales. He was 72. Many distributors and fellow operators from the area attended.

Born in Missouri, Faust had lived in California since 1922. Soon after his arrival here he became associated with Sheffler Bros. Later the F. & S. Sales Company, being the initials of Faust and Sheffler, was formed. Altho Faust controlled the business, the title was kept.

Faust operated a general line of coin equipment thru Orange County, Ill for several years, he was not active in the operation at the time of his death. His three sons, Ray, Jack and Emil, were associated with him and will continue the business. Mrs. Faust passed away in 1941.

Beyer Joins Banner Staff

PHILADELPHIA, July 11.—I. H. Rothstein, president of the Banner Specialty Company, announced this week that Moe



MOE BEYER

Beyer has been appointed to handle sales made thru the Philadelphia office.

Beyer has been in the coin-operated music and amusement field for 15 years. He resigned a position with Active Amusements to join Banner.

Banner also has an office in Pittsburgh.

Accompanied by his wife, the

Badger official sailed from New York in May to Bremerhaven, Germany. From there they took a train to Bremen where distributors were contacted. Before going to Hamburg they made side trips to call on coinmen in other countries. One of the deals made in Germany was to handle the Secca scale made by Vogel & Halke. Badger will have the line for the Far East as well as Southern California. A sample scale is scheduled to arrive in Los Angeles soon.

(Continued on page 103)

PLAN NEW LOCATION

Major Carnival to Use Coin Rides on Midway

CHICAGO, July 11.—A deal consummated here by officials of the Amusement Corporation of America, one of the nation's largest carnivals, and Meteor Machine Corporation, Brooklyn, appears likely to open a whole series of important new locations for the coin-operated ride business.

Following a conference with Ken Wilson, Meteor Midwest sales manager, J. C. McCaffery, co-owner and general manager of the carnival firm, announced he will use a battery of seven Meteor rides in his line-up. The midway organization launches its fair season early in August at the Northern Wisconsin District Fair, Chippewa Falls.

Each ride, equipped with a dime chute, will have four adjustable discs — 12 inches in diameter. They will be spotted at each corner of their supporting platforms to both secure the rides and keep them level on the midway. Special transportation cases for the rides now are being built.

Concentrated

McCaffery said the rides will be spotted together in one area. The purpose of their concentrated location is to attract large numbers of youngsters. The rides to be used will be two Rockets, two Flying Saucers, two PT-Boats and a Hot Rod.

The deal, McCaffery said, was the first of its kind made specifically for a touring midway.

Wilson, who has had more than

20 years' experience in both the coin machine and outdoor show fields, was confident the move would prove the forerunner of many similar sales. One of its key features now is that there are still many areas thruout the country — especially the less populated ones — which do not have coin rides on location.

Trade-wise, the Meteor-Amusement Corporation deal has added significance. It marked the third new approach to the merchandising of rides in two months. In May (The Billboard, May 23), Eastern fun park operators announced plans to have special rides areas this season. Last month (The Billboard, June 20), Kiddieland operators in the Chicago area installed batteries of rides in Arcades specially designed for the youngsters.

Cherry Named Sales Head of Deco Division

UNION, N. J., July 11.—James V. Cherry is now sales manager of the Deco division of The Drum Equipment Corporation, according to an announcement made this week by Robert Kaye, Deco head. Drum makes the Atomic Space Ranger.

Cherry has been in the coin machine industry for 15 years and was formerly executive secretary of the Cigarette Merchandisers Association of New Jersey. He also headed National Sales and Service, a firm which sold vending machines to operators.

Coinmen You Know

Chicago

Shuffle game operators received their second big break in a row when over 25,000 Lions arrived in town for their annual international convention. While vending and music operators also derived added revenue from the Lions, this was the first such confab since shuffle games were licensed here in June. The earlier break resulted from the furniture show which attracted 50,000 buyers during the last two weeks.

Norm Bowden, Dallas, and Bill Kelly, Tulsa, showed a new type

insurance vending machine at the Hotel Sherman this week. It offered a policy for all types of conventional public land transportation... Herb Perkins, Purveyor Distributing Company, hosted Sol Lipkin, American Shuffleboard, for several days. Perkins will make a tour of the East beginning July 20, the day his office manager returns from a California vacation.

E. V. Daudio, American Hand Drier Company executive met with several coinmen at the Bismarck Hotel Saturday (11). The firm's product, a modern hand drier with a built in washroom deodorizer, is handled by several of the trade's leading distributors.

While virtually all the executive and engineering staff scattered for vacations this week Herb Oettinger, vice-president, sweated it out at the plant. Lyn Durant and Ray Riehl were up at Three Rivers, Wis., while Billy DeSelm and his family rested in a Michigan resort.

Joe Caldron, Trans-World Trading Corporation, reports music and game sales to Mexico and South America on the increase.

Hike Exhibit Deliveries On 3 Rides

CHICAGO, July 11.—Exhibit Supply has hiked its deliveries on the Sea Skate, Space Patrol Scout Ship and Trigger rides, Art Weinand, sales manager announced. Because of a heavy run of orders received the past few weeks, the firm will stagger vacations of production workers this year.

Exhibit Supply also is in production on Pete the Rabbit, Rudolph the Red-Nosed Reindeer, Big Bronco and Fred the Bull rides.

Foreign Buyers Seek New, Late-Model Rides

NEW YORK, July 11.—According to Nat Cohn, head of Conat Distributors here, European and South American importers are shying away from used equipment and demanding new, late-model American kiddie rides.

Cohn says that his firm's export sales are now the highest in its history, with an average of 200 a month sold outside the United States. Canada gets about 40 per cent of these rides, with Belgium and Cuba the two next largest importers.

He said the Atomic Jet is the best overseas seller, with the Nasco Boat Ride runner-up.

Coin Chutes

Slotting the coin chutes for export is a problem. Units going to France are slotted at the factory, but rides bound for Belgium are left as is, because the Belgian two-franc piece is the same size as the American nickel. In Germany,

he added, slugs are used and no conversion is necessary.

Cohn attributes the export upsurge to the fact that the Europeans and South Americans realize that they would have a tough time duplicating American kiddie ride equipment and that the only way they'll get equipment is to import it.

Packing, he says, is of prime importance. A ride that doesn't arrive in good condition is no good to the foreign operator. As Cohn depends mostly on repeat business, a great deal of attention is paid to packing.

To save on duties, Cohn ships bases and bodies separately.

Quality a Must

Gone is the day, Cohn says, when American distributors can ship beat-up equipment abroad. Foreign buyers demand quality, and, if possible, they want new rides.

Then, too, he added, there is no credit problem. All foreign trade is strictly cash on the barrelhead.

Canadian Ride Tariff 7½%

• Continued from page 87

Most favorably treated when it comes to tariff or duty are kiddie rides. This has been set at 7½ per cent. Next in line are music machines on which there is a tariff of 20 per cent. All the rest of the machines are in the 22½ per cent category.

It is understood that some coffee venders were brought into the country at 7 per cent, but this special category has been eliminated, although if some importer is obtaining this special rate, then he isn't telling about it, for it gives him an edge over his competitor.

There is some pressure being brought to bear upon the government to try and bring the duty on vending machines down, inasmuch as these machines, for the most part, provide a service and are not an entertainment media.

Some distributors who are importing equipment feel that the high tariff duty has been imposed by the government in order to protect what little manufacturing there is in Canada. This is a logical argument, and it would be logical for the government to take this attitude since the manufacturers of vending equipment are having a difficult struggle.

It should be pointed out that all these extra charges are passed along in the final selling price to the end buyer.

Meteor Midget Hot Rod Racer In Production

BROOKLYN, July 11.—The Meteor Machine Corporation here announced today that its latest addition to its kiddie ride line—the Midget Hot Rod Racer—is now in full production, with deliveries to begin next week.

The ride, which will list for \$795, is of all-steel construction and is a model of the midget auto racer. The bottom on the ride stands only six inches off the ground.

Dimensions are 67 inches long and 29 inches wide. Weight is 250 pounds.

Sound Effects

Al Blendow, Meteor sales manager, said the ride has a gas pedal which controls a sound effect simulating the sound of a racing car motor. As the pedal is depressed, the sound volume increases. Coin mechanism is a 10-cent National retractor.

Blendow said that all Meteor rides have recently been approved by the Underwriters Laboratory and by Hydro-Electric, a Canadian underwriters' group.

Meteor also makes the Meteor Rocket, Flying Saucer, PT-Boat and Pony Boy. Blendow said that production on these models will continue.

QUALITY DURABILITY APPEARANCE

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Bally Distributors for Wisconsin and Northern Illinois

Genco Hikes Gun Shipments

CHICAGO, July 11.—Sky Gunner, the three-dimensional game, now is being delivered in quantity to foreign as well as domestic distributors, Sam Lewis and Avron Gensberg, owners, announced.

One of the reasons why the gun has attracted repeat business from overseas firms, Lewis said, is its comparatively light weight for this type of equipment (205 pounds). Another is it is compact for shipping. The gun and its light rack are packed inside the cabinet making the measurements only 39 by 19 by 44 inches in transit.

The latest location use of Sky Gunner domestically is in variety and department stores, supermarkets and related retail establishments. Gensberg disclosed Eastern operators, particularly those in New York, have mounted the gun on casters for store locations which like to have the equipment in front by day and inside by night.

Foreign Buyers and domestic too!

METEOR KIDDIE RIDES

are sensationally successful all over the world because...

- 1—Meteors have universal kiddie appeal!
- 2—Meteors are practically service-free—good for a lifetime of continuous profitable performance!
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- 4—Meteors are perfectly adapted to all currency requirements anywhere—as well as to electric current specifications!

METEORS —
Rocket — PT-Boat — Pony-Boy —
Are Known the World Over as
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FLYING SAUCER
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Foreign operators and distributors are enthusiastic about Meteors — for dependable performance everywhere!

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• Roy Rogers Trigger • Sea Skate • Rawhide • Buzz Corey's Space Patrol • Pete the Rabbit • Big Bronco • Rudolph the Red-Nosed Reindeer • El Toro the Bull • Ferdie the Bull • Space Gun.
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Also: **4 MUSTANG BODIES, \$100.00 Ea.**

Miscellaneous Parts for Royal Mustangs and Royal Rocket Ships at Prices below cost.

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NEW SPEED-BOAT

- Realistic motor-boat with authentic nautical hardware in gleaming polished metal gets immediate attention.
- Realistic action . . . rolling, bouncing, wave-spanking motion . . . keeps kids coming back again and again.
- Colorful eye-appeal . . . bright-red hull riding a sea-blue base, realistically striped deck.
- Variable-speed controlled by pulling gear-shift lever.
- Realistic speedometer—needle actually moves to indicate speeds from 10 "knots" up to 50 "knots."
- Double sound-effects: realistic motor-purr and boat-horn.
- Genuine sea-lamps fore and aft.
- Boat is special-formula reinforced plastic, strong as steel.
- Simple, sturdy mechanism built for continuous heavy-duty operation.
- Tamper-proof National coin-mechanism.



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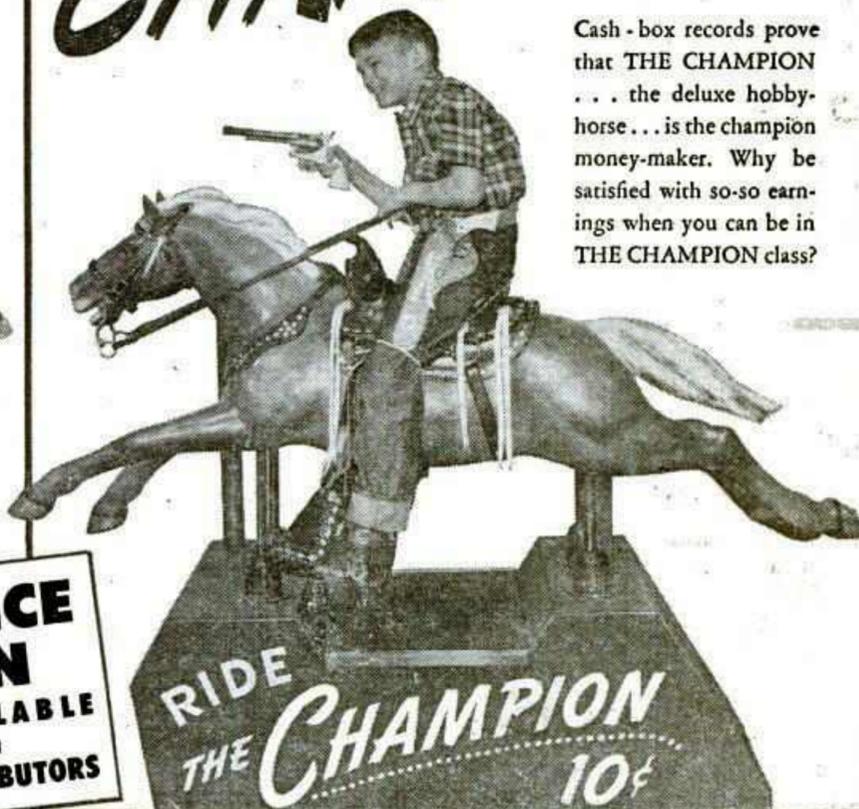
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Vending Export to Reach New High for Fifth Year

Early Months Show 100 Per Cent Gain Over Previous Year's High

CHICAGO, July 11.—Vending machine exports seem certain to establish a new dollar volume record during 1953 for the fifth consecutive year.

First-quarter statistics from the U. S. Department of Commerce disclose the total value of vander

exports during the first quarter this year doubled the quarterly dollar volume of a year ago.

During the first quarter, \$284,015 worth of U. S.-built automatic merchandisers were shipped out of the country. This compared with \$140,757 in the first quarter last year.

Altho exporters do not expect 1953 volume to double last year, best guesses predict the vended export total will equal, perhaps exceed, \$1,250,000.

A graphic picture of the steady growth of vending machine exports since 1939 can be obtained from these official commerce department figures:

1939	\$ 66,449
1940	166,865
1946	119,207
1947	471,234
1948	332,059
1949	451,923
1950	501,843
1951	543,635
1952	1,073,708

The marked decline in 1948 dollar volume reflects an embargo which Canada placed on all "non-essential" imports including automatic merchandisers. Once that embargo was removed, Canada's heavy purchases of vending equipment boosted annual exports to the million-dollar-plus record. (Continued on page 92)

Expect Large Foreign Buyer Group at NAMA

CHICAGO, July 11.—Foreign vending machine operators will help swell attendance during National Automatic Merchandising Association's convention and exhibit August 23-26 at the Conrad Hilton hotel here.

Advance registrations indicate a record number of Canadian operators will be on hand for the show.

Coming in from Berne, Switzerland, will be H. K. Biederman, managing director of the Swiss Automatic Company — Europe's largest automatic merchandising operation.

Increasing numbers of vending machine buyers reflect the increased imports of U. S.-built venders. Last year, vending machine exports went over the \$1 million dollar mark — more than double the previous year.

CANADA LIKES COFFEE

Do's and Don'ts From Toronto Coffee Firm

Continued from page 86

the first place, they would not have lost all the money they did.

Accent on Service

He said the success of his business has been the accent on service. At present, he has four men in the field visiting each machine every day. Each machine is checked and stocked with coffee, cream and sugar. In the office all the time is a service manager, and the company says that within 15 minutes of receipt of news of any trouble with a

machine, the service manager will be on the scene.

The machines use frozen coffee, served in an eight-ounce, tasteless cup. For those who like it, there is 18 per cent fresh cream.

"We want to supply a quality cup of coffee, and in that way build up our business," said Kennedy.

Plan Building Machine

Presently, the company is preparing to bring a machine on the market that is "startling in its development, a machine we (Continued on page 102)

Four-Day Program At NAMA Show Set; Starts August 23

Geiger Releases Detail of 18th Annual Meet of Vending Group

CHICAGO, July 11.—Details of the program for the 18th annual convention of National Automatic Merchandising Association were released here this week by Herb Geiger, Geiger Automatic Sales Company, Milwaukee, convention program chairman.

The convention will run from August 23 to 26 at the Conrad Hilton Hotel in Chicago. Theme of the program: The Challenge of Change.

Said Geiger: "It is our hope that the program to be offered will help operators meet the challenges of economic and governmental changes, and to emphasize the importance of sound management in maintaining and increasing profits."

The program for the four days follows:

- SUNDAY, AUGUST 23**
 10:00 a.m. NAMA Annual Meeting
 Introduction of the President and members of the Board of Directors
 Treasurer's report by William S. Fishman
 Executive Director's report by C. S. Darling
 Address by President Aaron Goldman
 Introduction of Harry Rosen, Chairman of the Nominating Committee
 Report by Mr. Rosen
 Election of Directors
 Address: "The Challenge of Change" (Continued on page 103)

Danish Vender Builders End 1 Year in U. S. Mart

Continued from page 86

Far and away the most publicized location for the Danish vender was a Newark, N. J., railroad station. There, Union News Company is conducting an experiment in the merchandising of novelties, food and small sundries.

To date—altho the machine is not situated to best advantage—Union News officials report novelty items are the best sellers. Food and sundry sales, according to the News company, have been disappointing.

In Europe, the Wittenborgs vender is used to keep retail stores in business around the clock, dispensing a wide variety of items from food, confections and tobacco to small hardware items.

Experiments with the machine have been watched with considerable interest since it marks the first time a foreign manufacturer of automatic merchandising equipment has made a serious

attempt to create a market in the U. S.

Wittenborgs, founded 60 years ago, is one of Europe's largest producers of vending machine equipment.

New Concept

Of more than casual interest to American operators and manufacturers was the basic concept of the Danish vender: A machine designed to handle a variety of products rather than a specific item such as cigarettes. U. S. manufacturers have long designed equipment for a specific purpose.

Bruun, who is expected to arrive here next month to attend the National Automatic Merchandising Association's convention, has had a refrigerated model of the Ever Open shop designed for the American market. Presumably, the refrigerated unit would be used to handle food items exclusively.

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!

ALL MACHINES LISTED VEND BOOK MATCHES!

SPECIAL
 Uneeda Monarch—Vends All King and Regular Size, 6 cols., 380 pack cap. \$87.50
 8 col., 510 cap. 97.50



ALL MACHINES LISTED BELOW WILL VEND KING SIZE AND REGULAR SIZE CIGARETTES IN ALL COLUMNS

Rowe Crusader, 10 col., 475 cap.	\$155.00
National 9-A, 9 col., 350 cap.	115.00
DuGrenier V, 7 col., 210 cap.	87.50
DuGrenier S, 7 col., 210 cap.	80.00

Add \$5.00 to Above Prices for 30¢ Vending.

CANDY MACHINES

DuGrenier Candyman (with base), 72 Bar Cap. \$49.50
 Uneeda Candy Vendor (wall model), 5 Col., 102 Cap. 65.00
 WE HAVE A FINE STOCK OF 6 & COL. NEW CANDY VENDERS—WRITE!

SPECIAL!
 DuGrenier Champion, 9-11 Cols., includes 6 king size cols., 380 pack cap. \$97.50

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WEST GERMANY SCALES SOLD IN 40 NATIONS

HAMBURG, Germany, July 11.—Vogel & Halke, probably the largest manufacturer of coin-operated scales outside the United States, is now exporting its Seca scale to more than 40 countries including the States.

The Seca scale has been built here since 1925 and sold in the export market almost as long.

Executives of Vogel & Halke said the best markets for the scale, outside Europe, were Central and South America, the Middle and Far East, Australia and the United States.

"People's increased ambition to keep their weight normal" has markedly improved sales in Europe and elsewhere, according to the company spokesman.

Seca produces a ticket-type guesser scale, is typical of a dozen West German coin machine manufacturers now energetically re-building both their facilities and their market.

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2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

Precision-Built for PROFITS!

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW!

SILVER STREAK

BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.

11411 Knightsbridge Ave., Culver City, Calif.

Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15 Eastern Office: Nat'l Sales Hdqrs. PENNY KING CO 2538 Mission St. Pittsburgh 3, Pa

Depend on Pioneer for Profits



VICTOR'S Topper Deluxe Globe Style (1c)
(also available in Half-Cabinet 1c Style)
4 to 20, \$14.20 Ea.
24 to 44, \$14.00 Ea.
48 to 96, \$13.75 Ea.
100 or more, \$13.20 Ea.

VICTOR'S Baby Grand Rocket Style (5c)
4 to 99, \$14.25 ea.
100 or more, \$13.25 ea.



ROCKET BULBS
Large bulbs that glow in the dark.
\$20 1000.

PIONEER'S SPECIAL CHARM MIXI
Consists of 21 different items, approx. 570 pcs. \$2.65 per bag. (Minimum shipment, 10 bags)
All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.
Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

Correction

CHICAGO, July 11.—A story in last week's Billboard erroneously reported the price of National Vendors' 11-column manual cigarette vender. The correct price: \$205 including stand and fluorescent light. All other prices quoted on accessories were correct. The Billboard sincerely regrets the error.

LADIES' DAY

NAMA Plans Four Days For Ladies

CHICAGO July 11.—Ladies who attend the 1953 convention and exhibit of National Automatic Merchandising Association at the Hilton Hotel here August 23-26 will find a complete program prepared for them by Mrs. William Fishman, Chicago, chairman of the Ladies' Program. Mrs. Fishman, wife of Automatic Merchandising Company's vice-president, said a hospitality center, staffed by the Hostess Committee, will be maintained in the hotel for the comfort and convenience of the ladies.

Each afternoon of the convention, the Hospitality Center will be the scene of a NAMA tea. During the day, the ladies will go on personally conducted tours of such points of interest as the Art Institute and the Mars plant. During one tea time, National Vendors, St. Louis, will present entertainment by a musical dramatist. Tuesday, August 25, the ladies will have a luncheon at the Havana Room of the Blackstone Hotel.

Minute Maid Sets Its Initial Dividend

NEW YORK, July 11.—Directors of Minute Maid announced that beginning September 1, 1953, there would be an initial quarterly dividend of 10 cents to stockholders of record August 18, 1953.

Minute Maid previously turned profits back into the organization. John M. Fox, president, said the company's sales are increasing in all markets.

Form Arrow Vending

SACRAMENTO, Calif. July 11.—Arrow Vending Company has been granted a charter by the secretary of state here for the selling and leasing of automatic vending machines in Los Angeles County. Authorized capital is \$25,000.

Incorporation papers were filed by Arnold J. Provisor, 3440 Wilshire Blvd., Los Angeles. Directors are Frieda Volk, 117 N. Robertson, and Jeannette Hunt, 3440 Wilshire Blvd., Los Angeles; Mickey Gaffin, 2676 Barry Ave., West Los Angeles.

SCHEUER AWARD RACE

New England Leading NAMA's Member Drive

CHICAGO, July 11.—More new members of National Automatic Merchandising Association are coming from New England than from any other area.

That's the report from Maurey Heffer of Johnson Tobacco Company, Chicago, chairman of the 1953 NAMA membership committee.

Thus far, Heffer said, Region I (New England States) is leading the drive for the Bernard W. Scheuer Memorial Trophy, awarded annually to the chairman of the region showing the highest percentage of membership increase between conventions. Al Sharenow, Cigarette Service Company, Inc., Medford, Mass., is chairman of Region I.

Close behind the New England region are Region VIII (Colorado, Nebraska, Iowa, Kansas, Missouri) and Region IV (Tennessee, North and South Carolina, Georgia, Alabama, Mississippi and Florida). Only four percentage points separate the first three regions, Heffer declared.

The winner of the Memorial Trophy, named for the late Bernie Scheuer of Vendomat Corporation of America, Baltimore, will be announced at the NAMA

convention and exhibit August 23-26 at the Hilton Hotel, Chicago.

Schroeder Names William J. Curran

WOBURN, Mass., July 11.—George Schroeder, president of Schroeder Products, Inc., announced this week that William J. Curran has been appointed Eastern sales manager of the firm. He replaces Robert Covin, who resigned to devote full time to his other enterprises. Curran had been with the Whiting Milk Company.

Schroeder, a manufacturer of liquid coffee for the vending trade, is also national distributor of the Coffee-Mat vender.

Mills Appointments

CHICAGO, July 11.—Appointment of B. E. Elson as factory manager and George E. Ergang as manager of industrial relations for Mills Industries, Inc. has been announced by Walter F. Herman, vice-president in charge of manufacturing.

THE GREY REPORT

Supermarket Vending Boom Seen by Advertising Agency

NEW YORK, July 11.—In a special report to the food industry, the Grey Advertising Agency, Inc., here predicted that mechanized self-service devices, vending included, will be adopted soon by a great percentage of retail food outlets.

Predicting a "second great retail revolution," the report pointed out that the supermarket finds it difficult to earn a net profit on an average mark-up of 17 per cent—also a few years ago these outlets were talking about an eventual average 12 per cent food mark-up.

The report doubts that there is any way of the food supermarket cutting its costs much more with current self-service techniques. It claims net profit percentages run from .75 per cent to 1.25 per cent,

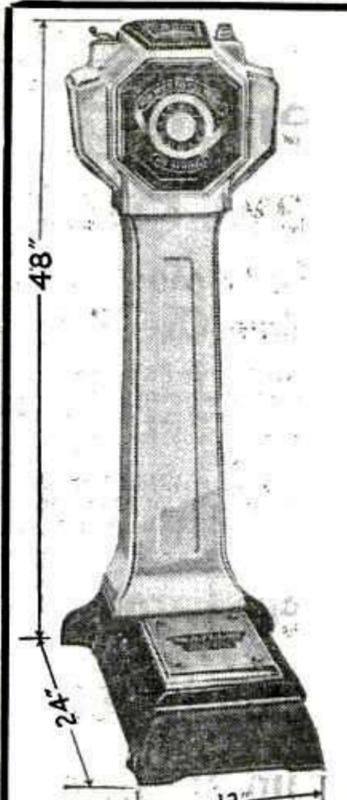
with a goodly portion of this tiny percentage coming from non-foods.

The report contends that the next step is to make self-service a mechanical function.

Vending machines, it continues, are on the brink of great developments. The report then goes on to describe what is obviously Elmer, the Australian multi-purpose vender handled in this country by New York Telecoin. Here's what it says:

"We have seen a prototype model of one of these developments that is capable of vending hundreds of small items; that can accept change combinations; that records the transactions as it makes the sale; that furnishes complete totals of all transactions at the end of the day."

It adds that "sections of the food supermarket may ultimately turn to mechanical venders that will bear no more relationship to the vending machine as it now exists than does a modern jet plane to the Kittyhawk model."



48" height, 24" width, 13" depth

\$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.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

CHAMP BALL GUM

The Bubble Gum with the Soft Chew
4 STANDARD SIZES
210's • 170's • 140's
430 Count Tabs
8 ASSORTED COLORS—8 DELICIOUS FLAVORS
Empties machines faster.
No clogging.
Write for Prices and Information.
BALL-GUM, INC.
2610 W. 19th St. Chicago 8, Ill.
Vend the Best
DO NOT ACCEPT SUBSTITUTES

Send for Your FREE Copy of RAKE'S NEW 1953 CATALOG TODAY!



A guide to efficient and economical operation of coin operated machines.

WANT TO BUY
• MODEL 49
• TOPPERS
• MODEL V
• ACORNS
• SILVER KINGS
• OTHER BULK VENDORS
SEND LIST AND PRICES WANTED

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

WHAT ARE you VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

ADVANCE is the Vendor for You
Cigarette Machines, All Models in Stock. Want more information? Write today to . . .

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
PResident 7-2900

SPECIAL!
* Whole Cashews, 450 count, 30 lb. 62c
* Jordan Almonds, 600 count, 30 lb. 82c
* Virginia Peanuts, 30 lb. 32c
* Spanish Peanuts, 30 lb. 26c
Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chiclé Trees, Chloro Trees. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.
CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

Beautiful JEWELLED RING with BIRTHSTONE



Holds marble firmly. A Ring that anyone will treasure.
Real 10c Value.
NICKELPLATED \$16.50 Per M
GOLDPLATED \$17.50 Per M
All prices FOB, NYC

PAUL A. PRICE CO.
55 Leonard St., New York 13

20 BRAND NEW 5c Hot Nut Machines
Slug proof. White enamel finish. 6-lb. capacity
\$12.50 Each
Terms: 1/3 deposit, balance sight draft
Seacoast Distributors
1200 North Ave. Elizabeth, N. J.

"Smokeshop Lo-Boy"



THE NATION'S FINEST CIGARETTE VENDOR!
486 PACK CAPACITY
Tear Out and Mail This Ad for Details

Smokeshop corp.
(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

VICTOR'S Topper Deluxe Globe Style
VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23	@ \$14.20 Ea.
24 to 47	@ 14.00 Ea.
48 to 99	@ 13.75 Ea.
100 or more	@ 13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Enser St. Baltimore 2, Md.

HIT THE JACKPOT! with the perfect vending gimmick... Play for Profits

PLAY ROULETTE! SPINS A SILVER BALL

MIXES	BULK	SPECIALTIES	IMPORTS
ACE	300 OLYMPIC MUSICAL CHAMP JAKS	LOVING CUP CAMERA BIBLES SKULLS	TRAIN SETS PURSES PUT & TAKE TOP 3-TONE RING WHISTLE
SURE-FIRE			
EASY MONEY			

A MOST COMPLETE CHARM LINE. SEND FOR PRICE LIST.

PLASTIC PROCESSES CORP. 83 HANSE AVE., FREEPORT, N.Y.

WE HAVE NEWER CHARMS!
NEW IDEAS—NEW DESIGNS—NEW FINISHES
We take pride in producing the finest and most complete line of charms in the country
IMMEDIATE DELIVERY!
Send 35c for complete samples and low, low prices.
FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS
PENNY KING CO.
2538 MISSION STREET PITTSBURGH 3, PA.

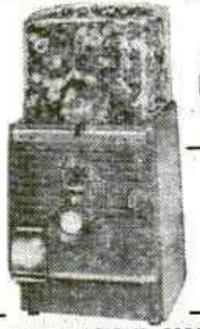


"FAST SELLERS"

"Your model 49 venders are the best yet. They sell out so fast that I've had to get another map to help service my routes. I'm putting my extra profits right back into more of them."

P. R. M., Kentucky

Northwestern



MODEL 49

THE NORTHWESTERN CORPORATION 2453 East Armstrong St. Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED

Northwestern

DISTRIBUTORS

- Badger Novelty Company 2546 North 30th Street Milwaukee 10, Wisconsin
Badger Sales Company 2251 West Pico Blvd. Los Angeles 6, California
Fisher Brown, Inc. 2218 South Harwood, Dallas, Texas
King & Company 2706 West Lake Street, Chicago 12, Illinois
Maddox Sales & Service 249 15th Street, S.E. Washington 3, D. C.
Northwestern Sales & Service 444 West 36th Street New York 18, New York
Northwestern Sales & Service 1198 Tremont Street Boston 20, Massachusetts
Parkway Machine Corporation 715 Ensor Ave., Baltimore 12, Maryland
Peanut Products Company 801 Second Avenue, Des Moines, Iowa
Peanut Products Company 1123 West 21st Street, Indianapolis, Ind.
Peanut Products Company 918 Harney Street, Omaha, Nebraska
Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23, Pa.
J. Rosenfeld Company 2220 Olive Street, St. Louis, Missouri
Viking Specialty Company 530 Golden Gate Avenue San Francisco, California
Vendall Company 816 West 36th Street Minneapolis 8, Minnesota
Bernard K. Bitterman 4709 East 27th Street Kansas City 1, Missouri

Coal Machine Serves Resort Area in Mich.

DETROIT, July 11.—Convenient vending of coal on a 24-hour basis has been made possible at Drayton Plains, Mich., some 35 miles Northwest of Detroit, by the installation of a coal vender operated by the Drayton Plains Coal Company.

The installation is impressive on the side of the highway, effectively lighted so that it is readily seen by the heavy passing traffic on four-lane US 10—often called the Dixie Highway.

The unit consists of a large coal hopper mounted in a steel superstructure, and placed just inside the fence line of the coal company's property, a short distance from the office and drive-in entrance. It is supplied by a movable coal elevator directly from the yard at the rear.

The mouth of the hopper feeds down into a delivery box at the front, with a coin chute attached at one side. This is controlled to function on deposit of 50 cents, with the mouth of the coin chute protected by a piece of heavy material, similar to brake lining. Instructions clearly printed on the unit tell the customer to "raise cover—put 50 cents in slot."

Another sign advises the customer to "Get bags at office," and the bag is held under the delivery chute of the machine, which then delivers "not less than 35 pounds" of briquets.

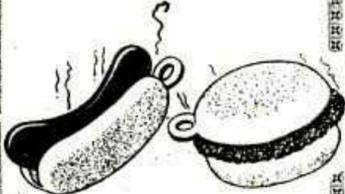
Convenient for Resorts The system is convenient for the resort and cottage trade of this lake and small farm area. The coal company itself is a small one which has found itself called upon to service a much expanded trade as the area has grown.

The hopper tower is painted bright yellow, with contrasting red lettering—"Berwin Briquet Coal Vendor—Day or Night" upon the sides, giving maximum display. The tower stands about 12 feet above the roadway on a slight natural elevation, and at a turn in the road where the position helps make it visible for a greater distance.

The popular and convenient briquet form of coal is especially welcome to the householder or cottager wanting a small purchase, neatly packaged, while the machine takes the bother of supplying this small trade away from the coal yard office proper. It also makes possible after-hours service, a great convenience in a commuters' section.

JAMAICA, N. Y., July 11.—Samuel Eppy & Company this week released its frankfurter roll and hamburger roll charms. The mixture is half frankfurter, half hamburger, with a display sticker enclosed.

RED HOT GIMMICKS HOT DOG & HAMBURGER CHARMS



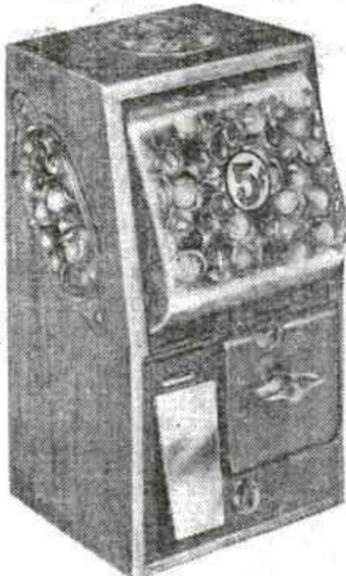
A Frankfurter in a Frankfurter Roll and a Hamburger in a Hamburger Roll . . .

Every other Gimmick, past or present, will take a back seat to these Giant Gimmicks. They are powerful in machines.

ASK ANYBODY & EVERYBODY—EPHY HAS THE GIMMICKS, especially the HOT GIMMICKS.

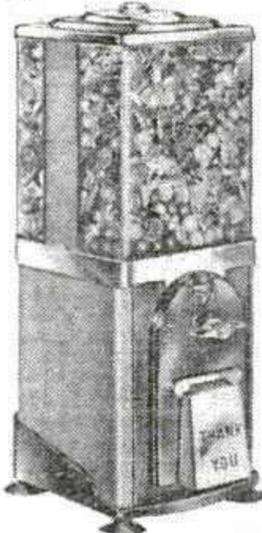
SAMUEL EPHY & CO., INC. 91-15 144th Place Jamaica 2, New York

They're All VICTORS The Finest in Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS (TRADEMARK)

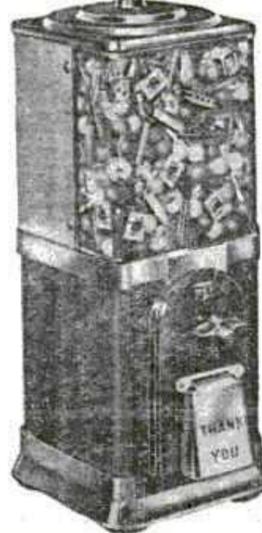
That fabulous money maker . . . vending Rocket Charms with the special wheel at 5¢ per play . . . featuring all the earning power that can be built into a bulk vender. Also vends Chiclé Treats 2 for 1¢ and Chloro Treats 2 for 5¢ or 4 for 15¢.



TOPPER DELUXE Twin Window Style



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)



TOPPER DELUXE HALF-CABINET STYLE

TOPPER DELUXE . . . The perfect combination of steel and lucite . . . finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

VICTOR VENDING CORPORATION 5701-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

Rowe Head to Speak at L. A. Vending Day

NEW YORK, July 11.—Robert Z. Greene, president of the Rowe Corporation, will be the featured speaker at the Los Angeles Advertising Club's first Automatic Merchandising Day, August 11.

Greene will discuss the ever-growing role of vending in the American scene, with particular attention to its potentials in opening new sales fields for brand-name products.

The event will be held in the Statler Hotel, with an exhibit of the latest models of venders as an added feature. Greene's firm is currently celebrating its 25th anniversary.

Chicago Probing Flight Insurance Vending Machines

CHICAGO, July 11.—After waiting four years, and losing an estimated \$100,000 in revenue, the city of Chicago asked for a report on the insurance vending machines located at Midway Airport.

The machines, 16 of them are now operated at the port, will insure passengers flying anywhere in the U. S. for \$5,000 at a cost of 25 cents. A limit of three policies for \$50,000 is the maximum.

To operate the machine a passenger drops quarters into the vendor, writes his policy out, and mails it to the beneficiary.

Until now all revenue for rental space has been going to the airlines. The issue came to light when insurance companies approached city authorities with bids for exclusive rights ranging from \$35,000 to \$70,000.

The companies who have been bidding for this location are Associated Aviation Underwriters, who now operate the machines; Airport Sales Corporations and Tele-Trip Policy Co. All have bid in the vicinity of \$35,000 annual rental plus a bonus.

L. A. Ad Club Set To Honor Vending At Aug. 11 Lunch

LOS ANGELES, July 11.—The Advertising Club of Los Angeles will stage an Automatic Merchandising Day August 11 at the Hotel Statler.

The event, a "summer replacement" for the annual regional meeting of NAMA, will include exhibits of vending equipment. Principal speaker at the luncheon program will be Robert Z. Greene, president of Rowe. (See separate story.)

Turnout is anticipated to be over 1,500. George Seedman, president of Rowe Cigarette Service, Los Angeles, announced that over 700 reservations have already been made.

Vending Export

Continued from page 90

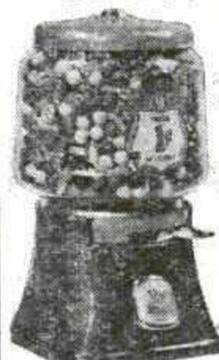
Canada's importance to U. S. vending machine manufacturers and exporting companies was demonstrated during 1952 when that nation accounted for \$752,704. Next biggest buyer was Venezuela (\$125,448).

How much of Canada's dollar volume was accounted for by the rash of "blue-sky" promoters who invaded that country cannot be determined. Thruout last year, and the early part of 1953, promotional sales companies beat the provincial bushes—selling American-made vending machines (particularly bulk venders) at prices three and four times their true worth.

While promoters made hay in Canada, established vending machine operating companies also developed rapidly. Observers estimate the Canadian vending industry made as much progress last year as the State-side industry made in the 1939-1946 period.

NEW YORK, July 11.—A story in the July 4 issue of The Billboard incorrectly identified the Dari-O-Matic as a canned juice vender. The unit is a carton milk vender.

SILVER-KING "GIANT ACE"



AT LAST—a vendor that permits easy placement of charms! It's the new SILVER-KING "GIANT ACE" BALL GUM AND CHARM VENDOR—with 7 lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace conversion sets available to convert all standard 5-lb. tapered globe venders—\$3.00 per set.)

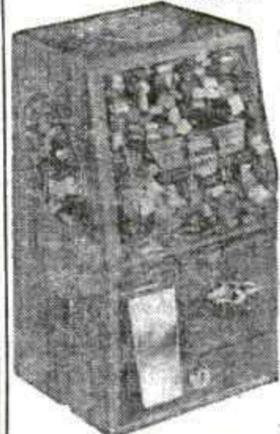
- 1¢ CHLOROPHYLL BALL GUM VENDOR—TODAY'S SENSATION (Vends 210 Count)
1¢ "CHARM KING"—BALL GUM & CHARMS (Time-tested and proved)
5¢ PISTACHIO or MIXED NUTS (The busiest nickel snatcher)
1¢ "SUPER-VENDOR" KING SIZE BALL GUM (To wake up "sleepy" locations)
1¢ CANDY BAKED BEANS VENDOR (Fine companion for ball gum machines)
5¢ SILVER-KING "HOT NUT" (For that "Extra-Special" spot)
1¢ or 5¢ SILVER-KING NUT VENDORS (Best bet for bars)

Vendors for All Foreign Coints Immediate Delivery at Best Dealers Everywhere

SILVER-KING CORP.

622 Diversey Parkway Chicago, Illinois

VICTOR'S



DELUXE MODEL BABY GRAND \$14.25 Ea. less than 100 \$13.25 Ea. 100 or more Available with 1¢ or 5¢ slot

Write for lowest prices on gum and Charms

H. B. Hutchinson Jr.

860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

- Bubble Ball Gum. 140-170 & 210 ct. 24¢ lb
Clor-o-Vend Ball Gum. 140 & 210 ct. 40¢ lb
Clor-o-Vend Chicks. 275 & 320 ct. 45¢ lb
Chicle Chicks. 320 & 520 ct. 36¢ lb
Bubble Chicks. 320 & 520 ct. 30¢ lb
These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP. Mt. Pleasant & Fourth Aves Newark 4, N. J.

USED CIGARETTE VENDING MACHINES

Just off location —or reconditioned! Complete line of parts, mechanisms and king size conversions for all models of cigarette vending machines.

Send in your requirements! CENTRAL VENDING MACHINE SERVICE CO. 3967 Parrish St., Philadelphia 4, Pa. EVERgreen 6-4244 BAring 2-8710



READY FOR DELIVERY NOW! 1¢ or 5¢ ACORN ALL-PURPOSE BULK MERCHANDISER Featuring the new Silver Streak BRUSH HOUSING Empire COIN MACHINE EXCHANGE 1012 Milwaukee Ave. • Chicago 22, Ill.

MANDELL GUARANTEED USED MACHINES

- N.W. DeLuxe 1¢ & 5¢ Comb. \$13.95
N.W. #39 1¢ Parc. 7.95
N.W. #33 1¢ Parc. B. 7.95
Master 1¢ Bulk Parc. 7.45
Master 5¢ Bulk Parc. 7.45
Master 1¢ & 5¢ Bulk Parc. 7.95
Columbus 1¢ Bulk 7.45
Silver King 1¢ B.G. or Mds. 7.45
Silver King 5¢ 7.45
Exhibit Post Card (Metal) 15.00
Advance #D 1¢ B.G. 7.45
Advance #11 Mds. 5.95

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$.88
Pistachio Nuts, Vendor's Mix 81
Cashew Whole 57
Peanuts, Jumbo 36
Spanish 28
Mixed Nuts 53
Almonds 480 ct. 5 lbs. vac. pk. 85
Baby Chicks 30
Rainbow Peanuts 30
Boston Baked Beans 30
Hobby Mix 30
Jelly Beans 28
Licorice Lozenges 25
M & M 44
Assorted Fruit Charms, 100 ct. 42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. 28
Adams Gum, all flavors, 100 ct. 42
Wrigley's Gum, all flavors, 100 ct. 47
Suchard Chocolate, 200 ct. 1.20
Hershey's Chocolate, 200 ct. 1.30
Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.
1/3 Deposit Balance C O D

NORTHWESTERN SALES AND SERVICE CO

MOE MANDELL 446 W. 36th St. New York 18, N. Y. LOngacre 4-6467

Use The Billboard classified pages for RESULTS!

Senate Group Juke Hearing Hamstrung

Continued from page 21
 hopped this session, has shown disinterest in the controversy. Dirksen's bill, which proposes to end the juke box exemption from copyright royalty payments, had been introduced with a "by request" tag, a designation indicating that the lawmaker's sponsorship is a perfunctory move to satisfy some constituent who asked that the bill be introduced. It is now more apparent than ever that there will be no juke box legislation up for considera-

tion on the senate floor this year, a fact which has been a foregone conclusion for months. With only a few weeks left for the current term of congress, there is no chance for legislation to get to the floor even if the subcommittee somehow finds a way to complete copyright hearings prior to the recess. The subcommittee must await completion of the hearings before it can file a report, and the subcommittee's report. (Continued on page 102)

RESORT JUKES

Green Bay Area Reports Summer Trade Dipping

By BEN OLLMAN
 GREEN BAY, Wis. July 11.—Music operators in the Northeast corner of the Badger State, in towns like Green Bay, Oshkosh, Fond du Lac and Sturgeon Bay are finding it more and more desirable to place machines in resort locations. Their big problem, however, stems from the fact that there aren't enough toptouch summer spots to go around.

While the region is located in one of the most scenic portions of the State, it lacks the great number of resorts which are so plentiful in far Northern Wisconsin. By and large, the biggest percentage of tourists motoring thru here are on the way further

north. Stopovers for vacationers are relatively short stays.

Year-Round Play
 Another factor which conditions the music machine picture here is that most of the spots on Lake Winnebago and Lake Michigan are open all year around. Ice fishing in this area is a powerful magnet which draws thousands of enthusiasts during the winter months. So, strictly speaking, this is not purely a summer resort area.

As a result there are relatively few summer locations hereabouts. (Continued on page 98)

Philadelphia Group Starts P-R Program

PHILADELPHIA, July 11.—A public relations program was started this week by Amusement Machines Association of Philadelphia, Inc., in an effort to gain more good will for the business.

Starting July 11 and continuing thereafter every Saturday from 12:30 to 1 p.m. three disk jockeys and a member of the association will appear on Bix Reichner's radio program on WPTZ to discuss current hit tunes.

Joe Silverman, manager of the association, will be the first representative of the association to appear on the program on its lead-off show July 11. Various members of the association, as well as disk jockeys, will appear each Saturday.

HOW TO MAKE MONEY WITH MUSIC IN CANADA

Started 7 Months Ago, Christie Fastest Growing Op in District

By HARRY ALLEN

TORONTO, July 11.—When Alex Christie walks into a restaurant to make a service call and finds the restaurant busy, he will put on an apron, get behind the counter and start waiting on the customers. No one questions his actions. Alex is a juke box operator who knows the restaurant business for he spent 17 years in it.

It's things like that which made him a successful operator in the seven months he's been in the juke box business. Seven months ago, after looking around for a new business, he bought one machine. Now he has a route of 15, (all paid for), with new locations opening every week. He is described as the fastest growing juke box operator in the district.

Alex ascribes his success in the business to his personal contact with each and every location owner. Prior to going into the juke box business Alex was secretary of the Toronto Restaurant Association, a post which afforded him an opportunity of being on a better-than-business basis with every restaurant owner in the city.

"You Can't Sit Still"
 He says you can't sit behind a desk and send out men to service machines. "I make it my

business to be on the locations on the same day each week, within three hours of the same time. And in order to make these calls, I have made it my business to know what makes every machine tick and why."

Alex uses 100-selection equipment. He's found that on 60-cycle locations he's only had to make one service call in the months he's been in the business, tho the 25-cycle machines have given more trouble. However, with the frequency conversion problem over in the next couple of years, Alex figures service calls will be kept down to a minimum.

Alex believes all records will soon be on 45 r.p.m., and with that in mind, he purchases only phonographs which play this speed.

Alex says that when an operator walks onto a location, he should realize that his machine should be able to pay for itself. "There is no use making an installation where the return will not pay. But at the same time I feel the operator owes it to the location owner to provide a good machine."

"Too Many Bad Ones"
 Enlarging, "There are too many bad machines on location. Life of a machine is just five years. Anything over that is gravy. Bad

equipment on one location will spoil the customers for a location where there is a good machine. People got the idea that when music comes out distorted from the bad machine, it's psychologically bad for the customer who thinks all juke boxes will play badly."

In selling his service to the location owner, Alex, who pays a 50 per cent commission, points out that the machine is the most profitable operation the owner has. The owner is renting nine square feet for which he receives as much as \$80 a month. This is the highest ratio for the owner in profit with the exception of the soft drink cooler. The average owner pays about \$3 a square foot rent for his restaurant.

One of the most important elements in the operation of the machines, according to Alex, is the necessity of buying the right (Continued on page 94)

Merger Plans Delayed Till Miller Returns

BURBANK, Calif., July 11.—With George A. Miller, president of the California Music Guild and Music Operators of America, expected to return soon to his headquarters in Oakland, members of the Co-Operative Music Operators voted to postpone further meetings until he could be invited to address them. This session is expected to be early in August. The group has been discussing affiliation with the California association.

J. D. Fjerdingstad was temporary chairman for the semi-monthly meeting held Tuesday night (7) in the Sky Room at Lockheed Air Terminal. Merle Holmes was named temporary chairman for the next session but his serving will depend upon his being in the city at that time.

The local association also discussed inviting record manufacturers to preview tunes at their sessions with Los Angeles phonograph distributors lending a machine to play them. A public relations committee was named to investigate the matter with Walter Hemple, chairman, and Ben Korte, Glenn Catlin and Clayton Ballard to serve also. The group plans to contact disk jockeys in behalf of the operators.

The decision to preview tunes was reached after some discussion. It was pointed out that playing these tunes would allow operator members to add the wanted songs to their buying lists.

COMO voted to set its next session at a time when Miller, who is now in the East, could be present. He met with the group some weeks ago, after which discussions of affiliation were discussed. When he attends this time, he will be asked to go into detail as to the extension of the Guild's operations into Los Angeles County.

Detroit Juke Box Probe Continues

DETROIT, July 11.—The one-man grand jury investigation of juke box, vending and other businesses here is still continuing. No further developments have been disclosed in the interrogatory session which opened Monday, June 22.

According to reports, some 50 witnesses were subpoenaed to appear before the grand jury with William E. Bufalino, president of Teamster's local 935 and head of Nickelodeon Records, as a principal witness. Also scheduled to appear was Roy W. Clasen, executive of the Michigan Phonograph Owners' Association.

AMERICAN TOURIST TRADE STIMULATES JUKE EXPORTS

More Visitors Put Countries In Better Financial Position

By STEVE SCHICKEL
 CHICAGO, July 11.—Juke boxes sell tourists, and tourists sell juke boxes.

The volume of juke boxes exported to foreign markets in most cases can be traced to the American influence created in native areas by visiting tourists. The juke box exemplifies American craftsmanship and the tourist represents glamour from a dreamed about land.

Elsewhere in this section can be found a chart which shows the dollar value of juke boxes exported and the number of tourists entering a country. Also there are circumstances which make a few of the countries seem to be running contrary to form, most of the countries entertaining a large number of tourists will rate high on the list of juke box importers.

A second graph shows the

similar behavior of the rise in both tourist traffic abroad and exports of juke boxes to these countries. Except for the period 1947 and 1949, when the Canadian market was closed, the graphs are similar in content. Had the Canadian market remained open, the two graphs might well have been alike.

Coronation Traffic
 This year the European market expects a substantial rise in the importation of American juke boxes due to the tremendous influx of American tourists. Reports show that visitors attending the coronation, for the most part stayed on to take a tour of the continent before returning to the United States. This, coupled with the steady rise in juke imports to all other countries, is the basis for many an industry

leader's belief that 1953 will set an all-time record for juke exports.

A side incident in the picture of juke exports is the stimulation of record sales of both American-made records and native records. Jukes on location in places frequented by tourists are getting more and more calls for U. S. pop tunes, while jukes in native locations are stimulating the sale of local area disks.

Altho jukes in native locations do have American tunes on them, the increased play and familiarity of the machine by the native is causing record manufacturers to step up production of disks by local artists.

"A Way of Life"
 O. O. Mallegg, AMI, Inc., exporter, pointed out that the juke box in foreign countries is "more than just an entertainment medium. To many of the natives the juke box represents the American people and their way of life, and the native tries to get in on this way of life thru the use of the juke box."

Mallegg stated that in many areas, such as Guatemala, even (Continued on page 94)

Wurlitzer Still Closed Due to Plant Walkout

NORTH TONAWANDA, N. Y., July 11.—The walkout by employees of the Rudolph Wurlitzer Company's phonograph plant in North Tonawanda is now in its fourth week. A. D. Palmer, advertising and sales promotion manager, stated, "We anticipate an early end to the walkout."

Palmer said business was going on as usual as far as the office work is concerned. "We have had no difficulty or unpleasantness in connection with the walkout. We come and go as we please," he said. "However, there is no shipping or receiving going on here at the plant at all."

Wurlitzer usually takes its vacation period during the last week in July and the first week in August. Due to the walkout, employees were given their vacations early in hopes that the walkout would end shortly and that employees might be able to return to work as soon as that happens.

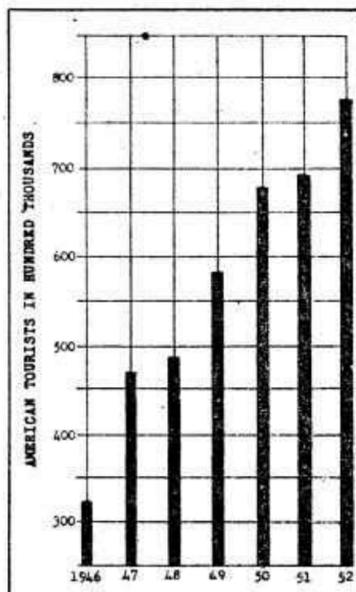
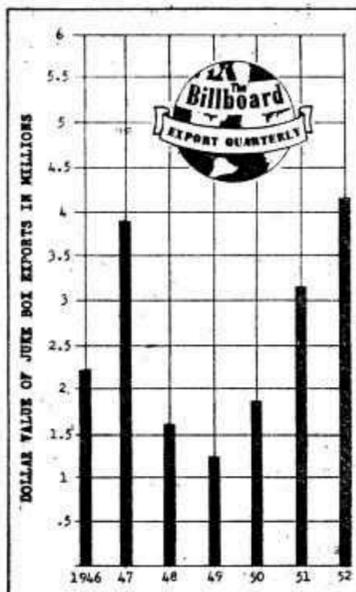
AMI Distrib Sets Summer Hours

CHICAGO, July 11.—Automatic Phonograph Distributing Company, local AMI distributors, announced this week their offices will be closed Saturdays during July and August. Business hours on weekdays will be 8:30 a.m. to 5 p.m.

The firm also announced the new line of AMI Model E phonographs was being held on display for showing to operators unable to attend the recent preview.

Berman Joins Atlantic-Pennsylvania Corp.

PHILADELPHIA, July 11.—The Atlantic-Pennsylvania Corporation, local Seeburg distributors, announced Larry Berman, formerly with the Seagram Distillers in New York City, is now associated with their firm.



The above two graphs show the correlation between the juke box exports and the tourist traffic in the foreign market. With the exception of the years 1948-49, which were influenced by uncontrollable circumstances, the two graphs indicate a steady rise

in both categories. The Canadian market was closed during the years 1948-49 accounting for the slump during those years. However, after its return to the market in early 1950, the situation again showed a rising amount of importations.

HOW TO MAKE MONEY WITH MUSIC IN CANADA

• Continued from page 93

records for the right location. While a song may be a hit, a version will be a success on one location, but not on another.

Uses Billboard Charts

Using The Billboard as his guide, "which in nine cases out of 10 is correct," Alex changes three records a week per machine. When he makes his changes, Alex tries to have the title strips on his machines uniform. He doesn't use title strips supplied by the various record companies, but prefers to type out his own because he doesn't want to sell one record over another. The title goes in black while the artist's name is put in red.

On the average, Alex has 20 per cent of his records in the classical. A reason for this, Alex claims, is that on all his machines he has dime play. He believes the dime price on the machine

Tourist Trade

• Continued from page 93

the native people will frequent the establishment which has a juke box in preference to one that doesn't. "You will find that the more tourists a country gets, the more juke boxes it will import," he added.

Mallegh, pointing out the influence of the juke box on tourists in foreign countries, stated, "Almost every tourist that enters a location where a juke has been placed will immediately go to the machine and play it. Many, who stay for an extended period of time, even go so far as to make requests of the location owner to get their favorite tunes inserted in the machine."

Also juke boxes will not be found in the very "ultra" locations of foreign lands, they generally can be found in all the better places. They are a "class" additive to locations both from the standpoint of play and as a display of the American influence.

"In most instances," Mallegh said, "countries are better off financially because of the tourist trade. The American spends a lot of money in these countries and because of it, the country can import more boxes. Also because of it, the natives look up to Americans as being somewhat of a story - book character."

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

has encouraged the classic play. This delights him too, for classical records last a lot longer.

Alex believes in counting the machine's gross with the location owner present. "In this way he knows that you are giving him an honest count. And just as soon as the money count is made, you give him his share."

Alex figures when he has a route of 40 machines he will have enough. He will be able to

N. Y. Distrib

• Continued from page 86

While the profit margin on used boxes is about the same for the distributor, the price he charges is considerably above the domestic price.

Coin slots must be changed here to conform with coin sizes in various countries. These conversions average about \$20 a box and are generally done by the distributor. In Germany, however, slugs the size of American coins are used, and hence no coin-chute conversions are required. Some distributors have the coin mechanism slotted by the manufacturer.

Boxes sent to European countries are changed from 60 to 50 cycles, while most South American units operate on 60 cycles.

Runyon Sales

Barney Sugeran, Runyon Sales, says that his firm exports about 10 per cent of its used boxes, mostly to Colombia, Venezuela and Belgium. However, with the creation of an export department (see separate story), he expects this percentage to be upped sharply.

At Atlantic-New York, Murray Kaye says that about half of the firm's used and reconditioned Seeburgs are going to Europe and South America, with foreign sales at an all-time peak. Sailings to any major European or South American port, he said, occur two or three times a week, with the average European trip taking about 10 days.

Kaye says that half of the shop force is working on export boxes.

Art Herman, Herman Distributors, said that most of his firm's export business goes to South America, with Colombia topping the list. Sales are also made to France, North Africa and England. The buyers, of course, pay for the freight and packing.

New York distributor with the largest percentage of its used and reconditioned equipment going abroad is Young Distributing, Inc., Wurlitzer outlet. Joe Young estimates that 75 per cent of his equipment goes abroad, with the Benelux countries the biggest buyers. Venezuela and Colombia, he added, are the two largest South American importers.

service all machines properly, and have a good income.

All of Alex's machines are paid for. He doesn't operate on paper, and he pays all charges as they come up. He advises that if anyone wants to enter the business, he should have enough capital. "No shoestring operator can make a success of the business."

Altho Alex feels that surface of the business in Toronto hasn't been scratched, it's ironic that his first three locations were in Oshawa, some 15 miles out of the city. However, all the rest are in Toronto restaurants.

Sales Hints

In talking to the restaurant owner, Alex advises operators to use discretion. There are some days, he points out, that the owner may be in a bad mood. Realize this when entering the location, go about your business, pay the owner his share, and leave. Other times, if the owner wants to sit and chin, do it. Alex feels too many operators hand out too much abuse to location owners.

Typical of his attitude towards the business, a topic on which he can discourse on for hours, Alex says he never fails when in a restaurant to take a napkin and polish the wall box. "That's good business for all of us in the industry."

Locations

• Continued from page 87

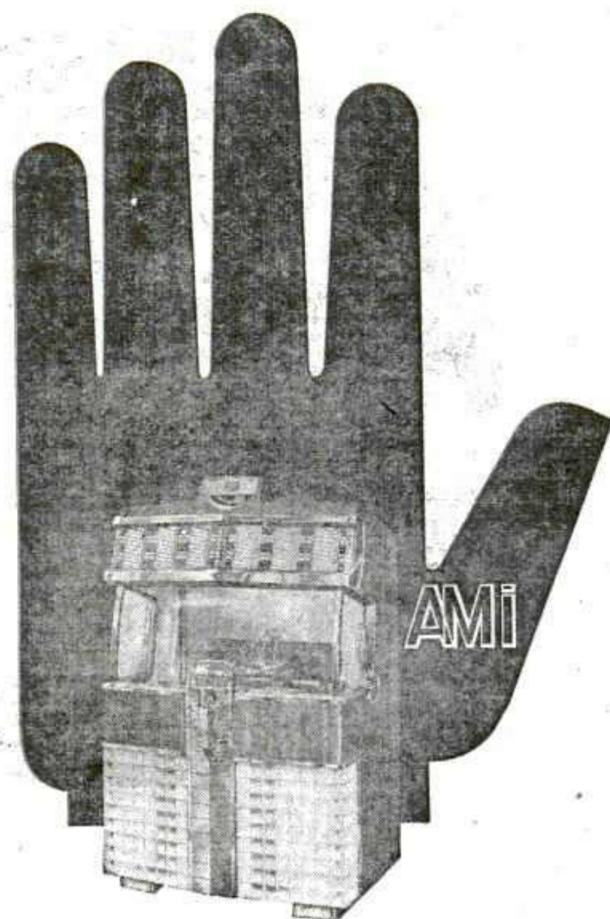
Benesch nor Gensler could be legally subjected to peaceful picketing and consequently it was unlawful to engage in secondary picketing against the restaurant, an innocent victim.

Force Threat

Warnken's opinion that a union member threatened to force Gensler into joining the union with the statement that the purpose behind the move was directed at an attempt to control the storekeepers.

It was also disclosed that Benesch asked his two non-union employees whether they wished to join the union and they declined; and that a contract offered to Benesch by the union held that the two men were obliged to become members at the threat of losing their jobs.

Summing up, Warnken's opinion stated that in this case, as well as others, there was a threat to boycott and a boycott of an employer's customers (if he does not yield to the union's demands) is unlawful as to the employer. It necessarily follows, according to the opinion, that a boycott of the innocent customer is also unlawful.



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Spotted as a
Billboard
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MAY
27

Title Strips
Ready for Top
Juke Profits

MAY
27

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		

Yermie Stern, 2 E. 45th St., New York 17

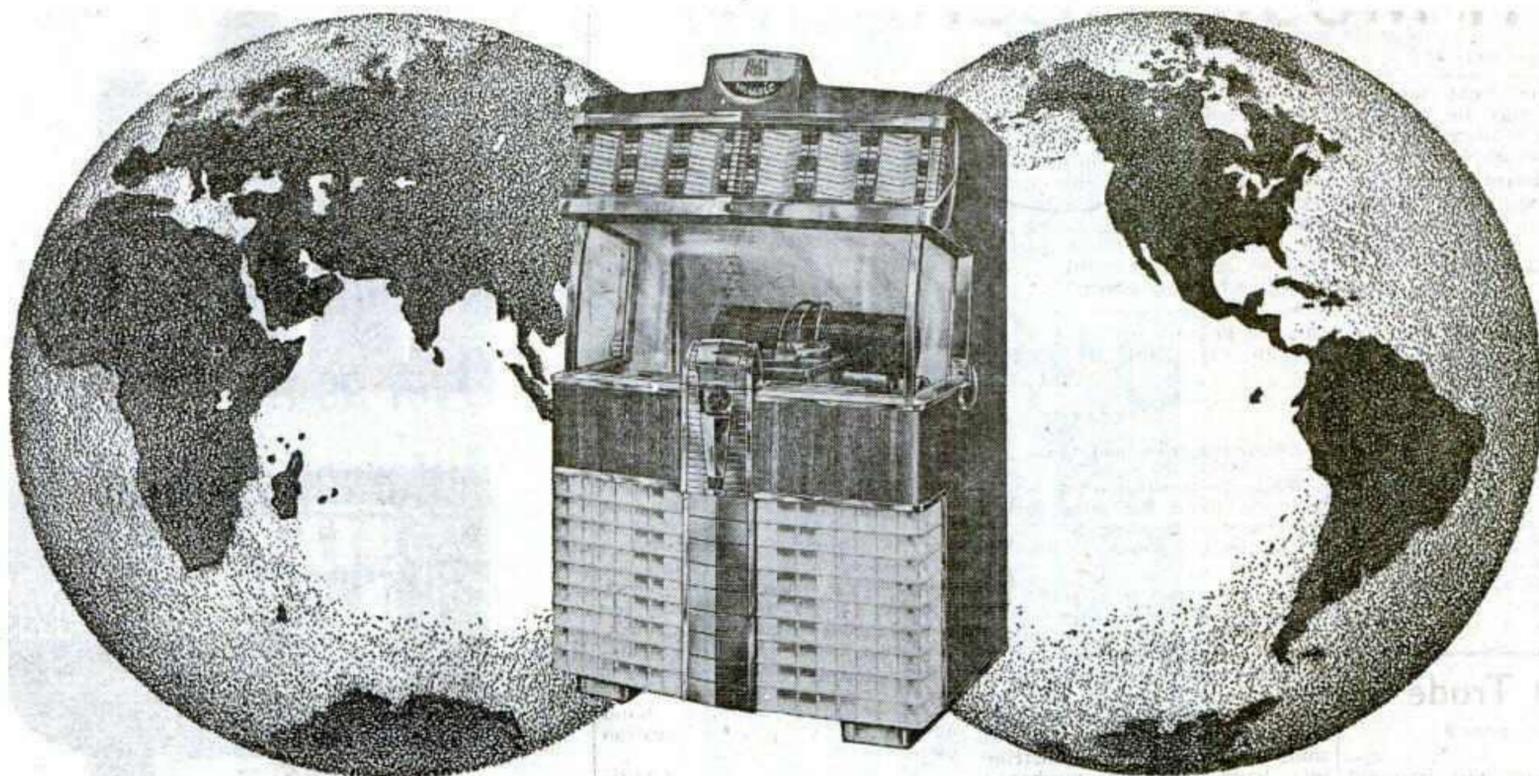
Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed. 830

Name _____

Address _____

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in any language . . .

ENGLISH The A M I is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize A M I are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

GREEK ΤΟ Α Μ Ι είναι κάτι περισσότερο από εθνικό έντυπωσιακό εις τὰς Ἠνωμένας Πολιτείας τῆς Ἀμερικῆς. Ἐπίδειξις χρωμάτων καὶ ἔκλαμπρος ἐκτέλεσις ποὺ χαρακτηρίζει τὸ Α Μ Ι φέρουν πολλὰ κέρδη διὰ τοὺς χειριστὰς καὶ τὰς τοποθεσίας εἰς πλέον ἀπὸ εἴκοσι χώρας εἰς τὸ ἔξωτερικόν. Ἡ ἐνθουσιώδης ποὺ τοῦ γίνεται ὑποδοχὴ εἶναι τόσον παγκόσμιος ὡς καὶ αὐτὴ ἡ μουσικὴ.

GERMAN A M I findet überall in den Vereinigten Staaten von Amerika sensationelle Aufnahme. A M I's farbenprächtige Ausstattung und hinreissende Tonfülle bringen Unternehmen in mehr als zwanzig ausländischen Staaten, wo immer die Apparate verwendet werden, reichsten Ertrag. A M I's Beliebtheit erweckt, ebenso wie die der Musik, in der ganzen Welt enthusiastisches Entzücken.

ITALIAN Gli apparecchi A M I sono più che una sensazione nazionale negli Stati Uniti d'America. Lo sfarzo dei colori e lo splendore del suono stanno accumulando profitti su profitti per imprese dove gli apparecchi furono messi in opera, in più di venti paesi stranieri. L'accoglienza entusiastica offerta agli apparecchi A M I è tanto universale quanto la musica stessa.

DUTCH De "A M I" is meer dan een nationale sensatie in de Vereenigde Staten van Amerika. De kleurenpraal en de schitterende weergave, die de "A M I" kenmerken, stapelen de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zoo algemeen als muziek zelf is.

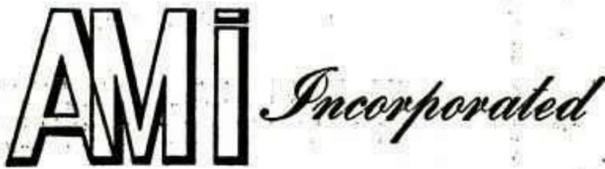
FRENCH Les appareils A M I ont fait sensation aux Etats-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs étincelantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils A M I sont ardemment accueillis par le public comme la musique elle-même.

PORTUGUESE A M I é mais que simples sensação nacional dos Estados Unidos da América do Norte. Em mais de vinte outros países a gama colorida e o funcionamento brilhante, que caracterizam A M I, vão acumulando proveito sobre proveito para os estabelecimentos onde este aparelho é instalado. A entusiástica aceitação de A M I é tão universal quanto a própria música.

SWEDISH A M I — apparaten är mer än nationell sensation i Amerikas Förenta Stater. Brillant färgrikedom och glittrande ljudeffekt, som utmärka A M I — apparaten, hopa inkomster för personer och institutioner, som använda den, i mer än tjugo främmande länder. Det entusiastiska mottagande den rönt är lika universellt som musiken själv.

SPANISH Los aparatos A M I han llegado a constituir una sensación de carácter nacional en los Estados Unidos de América. Su esplendoroso colorido y brillante tonalidad, distinciones típicas de A M I, fomentan el aumento de las ganancias de las empresas donde estos aparatos han sido instalados, en más de veinte países extranjeros. Su calurosa y entusiástica recepción es tan universal como la música misma.

YIDDISH די א מ י איז מער ווי א נאַציאָנאַלע סענשאַציע אין די פאַראייניקטע שטאַטן פֿון אַמעריקאַ. דיין אין קאַלירן און בריליאַנטע דורכפירונג וואָס כאַראַקטעריזירן א מ י בריינגט דאָס גרויסע פּראָפּיטן צו די וואָס פאַרקויפּן דאָס אין איבער צוואַנציק לענדער אין דער וועלט. די ענטוויאַסטישע אויפנאַמע איז אזוי אוניווערסאַל ווי מוזיק זעלבסט.



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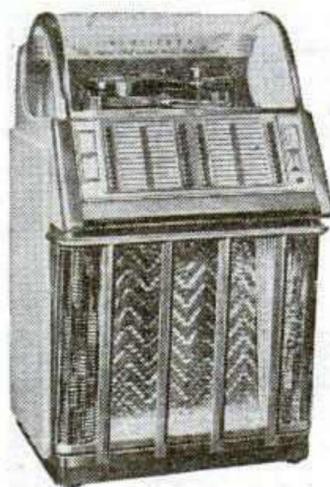
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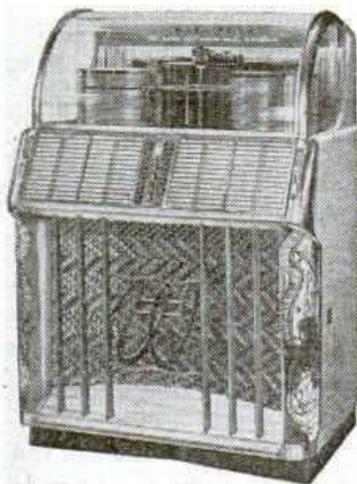
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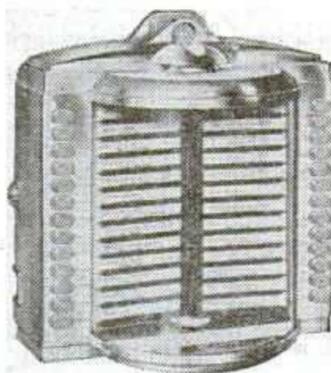
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MODEL 5205 WALL BOX
104 Selections

MODEL 5206 WALL BOX
48 Selections



MODELS 5100-5110
Strikingly Styled 8 and 12 inch
Wall Speakers

plus

**A COMPLETE LINE OF ALLIED
EQUIPMENT**

See Your Wurlitzer Distributor

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of July 11	Issue of July 4	Issue of June 27	Issue of June 20
Hideaway	\$199.50	\$199.50	\$199.50	\$199.50
Model A	195.00	225.00(2)	225.00(2)	219.50
	239.00	295.00	239.00	325.00
Model B	325.00	350.00	325.00	375.00
Model C	375.00(2)	375.00(2)	375.00(2)	395.00
			379.50	395.00
MILLS				
Constellation	169.50		150.00	169.50
Empress			39.50	
Throne			39.50	
PACKARD				
Manhattan	79.50	95.00	75.00	79.50
			79.50	79.50
RISTAUCRAT				
Ristaurat	65.00	65.00	65.00	65.00
ROCK-OLA				
46	119.50	119.50		125.00
48 Magic Glow Blonde			550.00	550.00
'52 Rocket	79.00	89.50	89.50	119.50
1422	119.50			119.50
1426	109.50	149.50	149.50	149.50
			99.00	149.50
1428 Blonde				150.00
1432	389.50	395.00	395.00	395.00
SEEBURG				
H-146 M Hideaway	75.00(2)	89.50	60.00	75.00(2)
H-147 M Hideaway		99.50	99.50	125.00
H-148 M Hideaway	124.50	179.00	124.50	175.00
			179.00	179.00
H-148 M		199.50	199.50	199.50
M-100-A 78 RPM	550.00	589.50	550.00	565.00
		589.50	589.50	589.50
			595.00(2)	595.00(2)
			650.00	650.00
M-100-B 45 RPM		695.00	695.00	695.00
46				125.00
47				150.00
146	150.00	129.50	150.00	99.50
146 Hideaway	125.00	125.00	125.00	125.00
146 M	99.00	115.00	99.00	115.00
			99.00(2)	99.00(2)
146 S	99.00	75.00	99.00	99.00(2)
147	175.00	159.50	175.00	175.00
147 M	135.00	139.00	75.00	115.00
		139.00	139.00	139.00
147 S		90.00	115.00	115.00
148		200.00		
148 Hideaway			165.00	185.00
148 Blonde	225.00	225.00	250.00	250.00
148 M	185.00	185.00		
148 ML	215.00	215.00	199.00	
148 ML Blonde	209.50			
148 SL	199.00	199.00	199.00	199.00
1941 Hideaway			49.00	49.00
1947	175.00	175.00	175.00	175.00
WILLIAMS				
Music Mite	110.00	110.00	110.00	110.00
WURLITZER				
850				25.00
950				25.00
1015	99.50	105.00	99.50	109.50(2)
	119.00	125.00	119.00	125.00
	150.00	150.00	150.00	150.00
			150.00	135.00
				150.00(2)
1017 Hideaway				99.00
1080	99.50	125.00	99.50	125.00
	139.00	139.00		150.00
1100	219.50	225.00	219.50	225.00
	250.00(2)	250.00(2)	250.00(2)	250.00(2)
	275.00	275.00	275.00	275.00
1217 Hideaway	229.50		249.00	249.00
1250	345.00	350.00	345.00	350.00
	359.00	375.00	359.00	375.00
			350.00(2)	350.00(2)
			359.00	395.00

ORDINANCE PASSED

Lincoln Tavern Vs. TV Hassle Ended

LINCOLN, Neb., July 11.—An ordinance allowing TV sets to be installed in taverns of Lincoln became effective July 7 by a seven to one vote of the city council, with Mayor Clark Jeary casting the one dissenting vote, and one member of the council being absent.

The ordinance brings to a climax a controversy which began in 1949, and involved the beer dealers' association, the Women's Christian Temperance Union, the tavern owners' association and the city council.

The controversy began in 1949 when the local beer dealers' association asked the council to state its position on TV in taverns, and then beat the council to the punch by saying they didn't want TV, expressing fear "it might cause trouble and confusion."

Nothing happened on the matter until 1950 when the association again went on record as opposing TV in taverns.

Start Trial

At this time TV had been installed on a trial basis in two taverns. John Eckhardt, president of the Lancaster County Beer Dealers' Association, said four out of 59 members attended a meeting at which the decision was made, and only two of the attending members favored TV. He said, "We feel generally that TV in retail beer establishments in Lincoln will mean congestion at times and make enforcement more difficult. It might require darkening and could well attract minors and distract attention of tavern employes."

At the time the association voted down TV, the city council had been planning to discuss the legality and propriety of TV in taverns. The one question the council was trying to answer was whether the ordinance, which governed taverns and specified what they could have in the way of amusement, permitted TV. It specified radio and musical instruments, and the city attorney said at the time that unless television came within the definition of radio it would be illegal under the ordinance. (Shuffleboards, pin ball games, and juke boxes were also allowed in addition to radios and musical instruments.)

In 1952 an ordinance permitting

TV in taverns was introduced to the city council. A public hearing was held, with the WCTU protesting the idea. The council voted down the proposed ordinance. City Welfare and Safety Director Ray Osborn, said a survey of tavern owners showed 16 for it and 19 against it. One tavern owner, Virgil Kitrell, appeared in favor of it on grounds it would make taverns more of a social place allowing patrons something else to do beside drink beer.

Last month, the council was asked by attorney George Healey on behalf of the Lancaster County Beer Dealers' Association, to approve TV in taverns. He stated, "All taverns outside the city

(Continued on page 99)

'RIGHT SOUND'

RCA Execs Test Disks On Jukes

NEW YORK, July 11.—When RCA Victor executives listen to a new popular record release, they now hear it on a juke box rather than on an ordinary phonograph.

The move came about as a result of complaints from operators that certain disks were not attracting sufficient attention on juke boxes because they didn't have the "right sound." RCA engineers who investigated the matter discovered that the records in question sounded fine on an ordinary phonograph, but tended to lose certain values, for technical reasons, when heard over a juke box sound system.

The proper corrections were made, and now every disk is checked over a juke box before it is released.

OK ★ **SAVE MONEY . . . EARN MONEY . . .**

Reconditioned Music Equipment from MUSIC SYSTEMS

It's Clean! Ready to go! 1/3 deposit—balance C.O.D.
WRITE—WIRE—PHONE. Export Inquiries Invited

<p>SEEBURG</p> <p>148SL \$199.00</p> <p>147M 139.00</p> <p>146M or S 99.00</p> <p>Hideaways</p> <p>H148M \$179.00</p> <p>H146M 75.00</p> <p>AMI Model A \$225.00</p> <p>ROCK-OLA 1432 (50 selections) 395.00</p> <p>ROCK-OLA 1422 79.00</p> <p>WURLITZER 1015 119.00</p> <p>WURLITZER 1250 359.00</p>	<p>Wall Boxes</p> <p>3W7-L56 (5-10-25¢ 3-wire) \$34.50</p> <p>3W2-L56 (5¢ 3-wire) 12.50</p> <p>W1-L56 (5¢ wireless) 5.00</p> <p>W6-L56 (5-10-25¢ wireless) 29.50</p> <p>Packard Chrome Wall Boxes 5.00</p>
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MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood	Lansing, Mich. • 1224 Turner
Tulsa 3-3900	Lansing 5-4243
Cleveland, Ohio • 2600 Euclid	Toledo, Ohio • 1302 Jackson
Cherry 1-3801	Main 6192

FOREIGN BUYERS, PLEASE NOTE!

New EVANS' PHONOGRAPHS NOW AVAILABLE FOR EXPORT

Abroad, as well as in the United States, Evans' Coin-Operated Automatic Phonographs are enjoying a sensationally swift rise in popularity.

Back of their phenomenal success stands our truly enviable reputation for matchless Quality and Reliability. Beginning in 1892 and throughout the 60 years since, we have designed and manufactured only the finest equipment for the commercial operator of amusement devices. These six decades of experience and the resultant high standards of craftsmanship are your assurance of dependability in Evans' Phonographs.

Here are but a few of the many advantages offered by these superior instruments . . .

- rugged, trouble free mechanisms . . .
- unflinching true-to-life Tone Reproduction . . .
- freedom from excessive service calls . . .
- low operating overhead.

In your country, as elsewhere, it is profitable to distribute and operate Evans' Phonographs!

FOR COMPLETE INFORMATION, WRITE:

H. C. EVANS & CO.

1556 W. Carroll Ave., Chicago 7, Illinois, U.S.A.

WHAT'S NEW IN COIN MACHINES!
WHAT ARE THEY GETTING FOR USED EQUIPMENT!
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10 (Foreign rate, one year, \$20)

Name 838

Address

City Zone State

Occupation



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Juke Exports Compared With Tourist Trade

	1946		1947		1948		1949		1950		1951	
	Juke Export Dollars	No. of Tourists										
Argentina	\$ 26,224	1,604	\$ 145,704	3,273	\$ 24,739	4,315	2,390	3,280	3,828
Brazil	10,613	6,273	41,477	6,078	8,384	6,902	\$ 650	7,386	7,976	8,932
Cuba	148,080	93,508	424,123	125,481	322,436	120,426	163,183	127,937	\$ 275,628	134,000	\$ 505,986	195,985
Dominican Rep.	90	5,275	2,283	7,247	8,344	6,813	16,891	7,949	10,859	2,566	28,542	11,451
Guatemala	19,086	4,052	109,936	6,811	33,380	8,711	65,427	7,936	90,840	7,645	132,538	6,615
Honduras	1,010	937	15,624	1,863	20,920	2,487	49,054	3,759	67,088	2,341	2,331
Philippines	26,774	6,468	114,019	8,612	89,613	5,283	65,364	5,504	6,175	4,161	19,558	4,695
Salvador	20,038	703	87,103	553	28,368	1,096	43,676	650	112,607	459	157,347
Switzerland	278	693	1,163	3,261	1,603	31,387	2,710	71,285	2,483	46,116	2,929
Venezuela	47,295	4,211	238,442	7,922	333,511	13,381	402,247	15,883	463,932	13,125	714,738	14,973
TOTAL	\$2,222,642	315,039	\$3,967,859	462,830	\$1,696,446	484,234	\$1,260,659	584,555	\$1,872,732	659,847	\$3,058,749	695,307

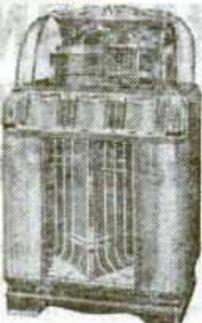
This chart shows the dollar volume of juke boxes imported by various countries since 1946, and the number of American tourists visiting these countries during the same years.

In almost every instance, the country having the greatest dollar volume of juke boxes also shows a greater number of tourists. The best example is Venezuela whose dollar volume, as well

as its tourist traffic, have kept pace with one another over the years.

A breakdown for the year 1952 by countries has not as yet been released by the U. S. Department of Commerce. The totals for the year, however, are as follows: Total dollar volume of juke exports, \$4,138,884 and the tourist traffic total, 773,000.

FONOGRAFOS AUTOMATICOS WURLITZER
WURLITZER MUSIC
EN
Bush Distributing Co.
MIAMI
Su mas cercano distribuidor en U. S. A.



EL MAYOR EXPOR TADOR de Fonografos y juegos accionados por monedas del MUNDO.
 Precioso Mod. 1400 de Wurlitzer

Disponibles todos los Modelos de Wurlitzer y otras marcas, Juegos de Bofillitas Accionados por Moneda, Solicite nuestro Catalogo Ilustrado, Escríbanos en Español para mas Detalles. Sobre estas maquinas.

BUSH DISTRIBUTING CO.
 286 N.W. 29 Street Miami, Fla.

Fire Fails to Halt Business At Dave Rosen

PHILADELPHIA, July 11.—Business, but not quite as usual, is still being carried on at David Rosen, Inc., local AMI distributor, despite heavy damage inflicted to the firm's offices and warehouses by a recent fire (The Billboard, July 4).

Rosen said that tho the fire curtailed operations, his firm is still servicing AMI and Mercury Record accounts.

Resort Jukes

Continued from page 93

Coin machine activity is relatively heavy all year long. Operators remember longingly the lush periods for the coin machine industry which existed a decade ago when this part of the country was much more lenient toward slots and other gambling devices. Many of them feel that since the tightening up of State and local regulations toward games of chance that the entire industry has been adversely affected.

Veteran Green Bay coinman, Harry Daul, who heads Union Sales Company, reports his best summer location is the popular Bay Beach, local lake-front recreation center. Here he operates a considerable number of games, arcade pieces and music machines. When the summer season is over, he moves everything out but the arcade equip-

ment which is stored at Bay Beach until the following summer.

Take Dropping

Over-all business thus far this summer, according to Daul, has been dipping. Main cause, he believes, is the effect of television, which recently made its appearance in this town. "We're beginning to find out what TV can do to tavern coin machine trade, and it's not good," he says.

To compensate for some of the revenue losses inspired by video, Union Sales has decided to "join them," and is now merchandising TV sets; handling the CBS, Keeney and Trayler models with fair success.

Over at Green Bay's Durand Sales, A. L. Durand reports practically no strictly summer spots. Overall receipts are noticeably down, he adds, also blaming the drop on the newness of television.

Package Deal

Fond du Lac operator, George Jaber, reports operating equipment in quite a few vacation

spots. But, here, as in neighboring Green Bay, most of these places stay open all year. "We really need the boost in business that we get from the summer lake visitors," says Jaber. "But I don't go into a resort location with just a juke box for a seasonal period. I insist on a package deal—music, games and cigarettes, so that it will be worth my while to make service calls."

Jaber also added his voice to the many complaints that television has caused a downward trend in coin machine gross in recent months.

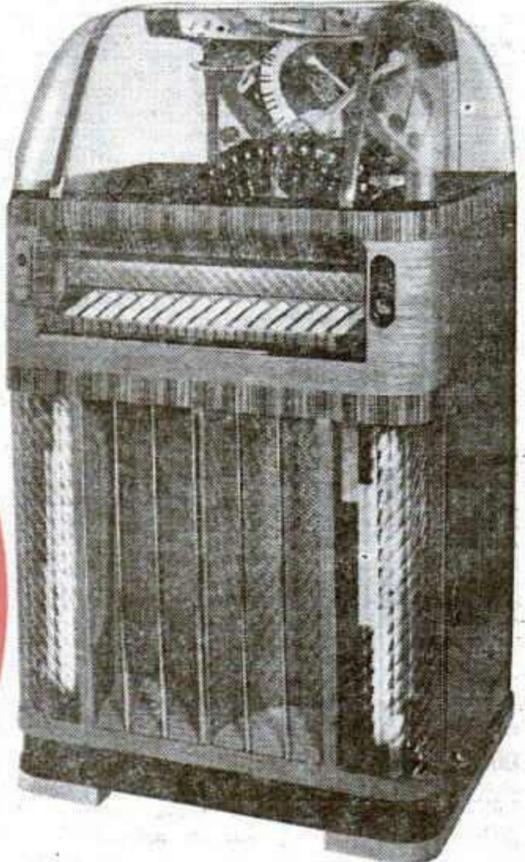
We Will Buy AIREON'S
 Will pay \$20 F.O.B. your city for complete cabinets, you keep mechanism and sound system.
 Write or Phone
AUXILIARY-MUSIC SYSTEMS
 322 Auburn Ave. Buffalo, N. Y.
 Phone: Summer 3187

ABC
 One reason why advertisers in THE BILLBOARD get all they pay for.

ADMEN of every kind **ENDORSE THE BILLBOARD** as a top selling force

ROCK-OLA

120 FireBall



Model 1436

The original Phonograph with 120 Selections

- SIMPLE SELECTION** with the Single Button Line-O-Selector
- SIMPLE OPERATION** with the amazing revolving record drum
- SIMPLE SERVICING** with 3-Way service accessibility thru top, front and rear

Proven Performance
 Proven Profits

Available in two models
 for 78 RPM and 45 RPM records

Canadian Coin Exports

	Phonographs		Vendors		Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
1946	2,682	\$ 949,170	2,758	67,979	3,608	281,948	8,595	\$1,122,935
1947	5,512	1,233,213	4,877	310,285	5,712	458,459	16,104	2,001,957
1948	106	31,203	1,805	22,477	966	33,400	2,877	87,080
1949	3	1,649	96	10,867	312	15,185	411	27,701
1950	811	264,087	975	221,775	4,200	381,663	5,986	867,525
1951	2,453	633,307	5,381	284,063	6,751	893,717	14,585	1,811,087
1952	2,329	714,186	34,168	752,704	8,380	1,248,322	44,877	2,715,212
TOTALS	13,896	\$3,826,815	50,060	\$1,670,160	29,929	\$3,312,694	93,885	\$8,809,569

Ill. Trade Wins Replay Fight

Continued from page 87

When transfers are made the revenue department must be informed.

Provides Penalties

The tax measure also lists penalties for operators locating equipment on which no tax has been paid. These are:

1. A fine of \$200 on a charge of a misdemeanor for failing to obtain a license.

2. Payment of the license fee plus a 20 per cent increase as a penalty charge.

Food and service vending machines were exempt from the tax bill from the outset.

New Heights

Illinois distributors and operators in areas where there were no local ordinances predicted that the trade would reach new heights of activity in the next few weeks.

Meanwhile, in Chicago there was plenty of optimism on the possibility the State's largest city might pass ordinances which would permit the licensing of pinball games. Following a decision by the Illinois Supreme Court (The Billboard, June 13) clearly exempting shuffle games from the pigeonhole-bagatelle ordinance passed in 1935, Chicago licensed shuffle games at the annual rate of \$25 per machine (The Billboard, June 20).

Added evidence that Chicago might approve pinball games for typical locations developed Thursday (9) when John J. Mortimer, corporation counsel for the city, began a study of the situation. He intimated that it was possible that the new statutes would knock out the Chicago ordinance outlawing them. Police Commissioner O'Connor, however, said his men would continue to enforce the ordinance pending a decision by Mortimer.

One factor in favor of the pin approval in Chicago was the city's urgent need of new revenue sources. For if Chicago licensed pinballs it has been estimated

that the fee would be \$25 and would bring in a minimum of \$2,000,000.

Canadian Confab

Continued from page 87

5,000 to 50,000 population (18 per cent for Canada and 19 per cent for the U. S.) this gap widens as the groupings move to larger cities. Thus when the big population areas were studied for markets including coin machine locations it was discovered that Canada has but 17 cities with populations between 50,000 and 500,000, while the U. S. has 217. In addition there are but two Canadian cities with populations of more than 500,000 (Montreal and Toronto) while the U. S. coinmen have 16 to deal with.

Climate Factor

The point underscored by Clarke in discussing climate differences was particularly important for export coinmen in the U. S. For the general merchandise, foods (such as vending supplies) and even equipment must be packaged differently because of the typically cool to cold weather.

Just like other subjects of the British Empire, Canadians are influenced by customs much more than U. S. citizens. They are quick to build up a pattern of constant usage of products. Yet when they do decide to adopt a product the shift is noticeably more rapid than the same transition in the States.

One of the more recent examples of the swift acceptance was in the vending field. Late last year, when bulk vendors were cleared for import, one of the major U. S. manufacturers with little previous experience in the Canadian market opened up on a large scale and in a short time dominated this particular phase of the coin machine field.

Ordinance

Continued from page 97

limits now have TV in competition to city taverns. For sporting events, and other major TV presentations, the downtown patrons are leaving and going to those taverns outside the city limits."

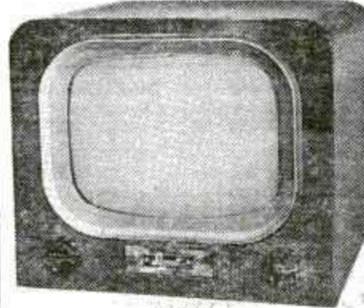
Raymond A. McConnell, Jr., editor of the Lincoln Journal, wrote in his column of June 9, 1953, the following:

Newspaper Comment

"The perennial (since the advent of TV) issue of TV in beer taverns is upon us. . . in a sense, it is the converse of the perennial issue of beer at the ball park, and can be expected to be just as converse. . . The question in either case is whether and under what conditions beer and entertainment mix. . . Some think they are synonymous; others think sharply otherwise. . . The difference of course is that many who disapprove of beer attend ball games, bringing their families with them—but you don't find them generally in taverns. . . So the question before the council is simply whether allowing more electronic entertainment is sound policy or makes policing more difficult."

The installation of TV was finally approved by the council by a five to one vote. The approval came over objections voiced by the WCTU, and Albert Johnston, who represented the local Civic Group. Attorney Healey, acting on behalf of the dealers stated, "The same arguments presented against TV could be presented vs. radio and juke boxes, which are already in taverns."

NOW.. Coin-Operated TV by STARRETT! FIRST TIME POPULAR-PRICED TELEVISION AVAILABLE FOR COIN OPERATION DIRECT from MANUFACTURER at LOWEST PRICES in the MARKET!



17" TV

17" TABLE . . . \$139.95*
20" TABLE . . . 151.95*
20" CONSOLE . 166.25*

*Lots of 25 or more.

Same models available less coin operation.

Newest Starrett models engineered for coin operation, in attractive decorator-styled cabinets of hand-rubbed mahogany woods that will attract patronage in hotels, motels, taverns, hospitals, etc. . . the self-same high-quality TV sets sold nationally by large chain and dept. stores.

Low prices include Fed. Ex. Tax, 1-year Warranty on picture tube and 90-day Guarantee on parts.

PHONE, WIRE, WRITE

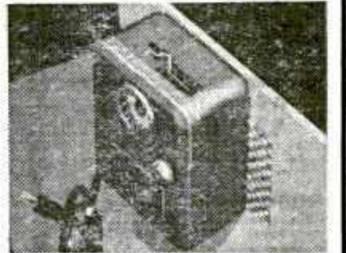
STARRETT TELEVISION CORPORATION

601 West 26th Street

New York 1, N. Y.

Some territories open for distributors.

COIN BOX an integral part of the set—not tacked on. Completely sealed. TAMPERPROOF, FOOLPROOF, SERVICE-PROOF. Takes 23 quarters for continuous uninterrupted operation. Capacity \$40.



The Starrett Dual-Powered Television set is an established quality receiver, with full 20 tubes, super Cascade Tuner adaptable for UHF, which ensures excellent reception even in extreme fringe areas.

- ★ No Glare—comfort bright.
- ★ Full Screen Undistorted Image.
- ★ Ex-Static FM ★ Acousticclear Speaker System ★ Lock-Tite Sync. control.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word \$.20
3 or more CONSECUTIVE or 26 insertions, per word 18
52 CONSECUTIVE insertions, per word 16

DISPLAY CLASSIFIED (Minimum \$4)
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per agate line \$1.00
3 or more CONSECUTIVE or 26 insertions, per agate line 95
52 CONSECUTIVE insertions, per agate line 90
1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.



MARVEL'S NEW SHUFFLE-SCORE

COIN-OPERATED ELECTRIC SCOREBOARD
Fits Any Shuffleboard

- ★ 15-21 and/or 50 Pts.
- ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over
- ★ Large METAL Coin Box

New Shuffle-Score is 2-faced—adjustable for all boards . . . chrome tube supports.

Write or Phone for Price IMMEDIATE DELIVERY

Terms: 1/3 deposit, bal. C.O.D. or S.D. F.O.B. Factory, Chicago, Ill.

MARVEL MANUFACTURING COMPANY
2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 47, Ill.

SPECIAL-PANORAMS Guaranteed Reconditioned WRITE

YES! WE HAVE ALL SHUFFLE GAMES, NEW AND USED!

BINGO BUYS	
Frolics \$325	Holiday \$225
Zingo 175	Jumbo 775
Atlantic City 225	Bright Lights 175
Bolero 165	Bright Spot 235

SPECIAL! "POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW WRITE

CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc. 2237-59 N. Lincoln Ave. Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

BELL SLUM SPECIALS

WESTERN NOVELTY BROOCHES—SADDLE-SPURS-PRIVATE EYE—STEER HEAD-INDIAN HEAD—5 Gro. Minimum \$2.50 Gro.
HAWAIIAN LEIS, 11/16" Imp.—20 Gro. Minimum 1.35 Gro.
RUBBER SQUIRT CIGAR—4 1/2"—20 Gro. Minimum 1.35 Gro.
#8306—5" FUR MONKEY—5 Gro. Minimum 3.50 Gro.
32/1760—4" FUR MONKEY—5 Gro. Minimum 3.00 Gro.

WHITE OR COLORED STRAW HATS \$3.85 Doz.

3 Doz. Minimum.
25% DEPOSIT, F.O.B. CHICAGO

BELL SALES CO.
1107 SO. HALSTED ST. Chicago 7, Ill.

Agents, Distributors

Open territories available for experienced venter salesmen; leading manufacturer of coin-operated radios and TV will appoint commission salesmen who have proven background in \$20,000 to \$30,000 income bracket; write, wire or phone, Hotel Radio Mfrs., Inc., 1040 W. Fort St., Detroit, Mich.

Business Opportunities

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Terpening Shooting Gallery, ten ft.; complete with target, sides, counter, motor, etc.; can be set up as profitable money-maker anywhere. Stewart Sales Co., 172 State St., Salt Lake City, Utah.

Help Wanted

Mechanic Wanted—Must be thoroughly experienced on all types of coin-operated machines, including Seeburg 100s, Wurlitzer 1500s, amplifiers, etc.; no drinkers or drifters; state qualifications and references in letter. A.M.I. Distributing Co., 540 S. Division, Grand Rapids, Mich.

Parts, Supplies & Services

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veodco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

500 TOP VENDING PLATES FOR 2 MACHINES
60¢ each F.O.B. Mohawk Vending, 462 Fourth Ave., Elizabeth, New Jersey.

Positions Wanted

Air Force officer reverting to civilian status desirous of selling job with distributor or manufacturer; 5 years' selling and managing experience with leading distributor; excellent references. Box 643, The Billboard, Chicago 1, Ill.

Routes for Sale

For Sale—Best Penny Weighing Scale route in El Paso; will sell part or all of route. Write 345 Buena Vista Dr., El Paso, Tex.

For Sale—Complete route, game machines, amusement devices and music boxes, highly profitable income; located in Northern Arizona; priced low for quick sale. Phone or write David A. Foil Jr., Box 216, Show Low, Ariz.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave. Chicago Ill.

Arcade—Over 200 machines, all parts, supplies; as is, where is, reasonable. Walter R. Long, 301 S. W. 3rd, Richmond, Ind.

ABT Skill Guns, nearly like new, \$15.75; lots of 10, \$14.75; 2 converted Chicken Sams, good condition, \$42.50 ea., add \$5 each for crating; Daval Best Hands, \$27.50, 810 Hemphill St., Fort Worth, Tex.

Cigarette Machines, quarter operation; Uneda latest model \$55; Counter Model, \$22.50 U-Select-It 72-Bar Candy Vender, \$27.50 74-Bar, \$37.50; Mills Candy Bar Machines 5 columns \$45 Stetler 9-Col. Cookie Machine, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

For Sale or Trade—Nut and Candy Bulk Vending Machines Write Box 159, Winchester, Ky.

If You Want MORE SALES & PROFITS Take a Tip—Use this standout DISPLAY CLASSIFIED style of ad See rates above

Free Gum Vendors, almost all makes, like new; buy contents only. R. Westmoreland, Box 1016, Jackson, Tenn.

Photomatic—Prewar; available July 18, \$200; 1/3 deposit, bal. c.o.d. Florence Luckey, 726 Scott St., Stroudsburg, Pa.

Two Silver King Hot Coffee Vendors; used one month cheap. Hazel Spare, 160 S. Jackson St., Denver, Colo.

2 excellent late Deluxe Photomatics; also fine arcade pieces cash bargain. Bow 982, Indio, Calif.

9 Coradios? perfect condition; sacrifice for \$30 each Write William Brashear, Spencer, N. Y. Phone Ithaca 47236

75—1¢ Master all purpose vendors, newly reconditioned, \$6.50 ea.; 6 Peerless Magic Dart Peanut machines, \$10 ea.; 4 Hole-in-One counter games, \$15 ea. Al Hoff, 1920 Rose, Baltimore 13, Md.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 11	Issue of July 4	Issue of June 27	Issue of June 20
NBC (United).....	\$95.00(2) 150.00	95.00(2) 150.00	85.00(2) 125.00	95.00 150.00
Across-the-Board (United).....	225.00	225.00	225.00	225.00
All Baba (Gottlieb).....	34.50	34.50	34.50	34.50
Alice in Wonderland (Gottlieb).....	49.50	49.50	49.50	49.50
All Star Basketball (Gottlieb).....	145.00(2)	145.00		
Aquacade (United).....	25.00 39.00 39.50 59.50	39.00 39.50 59.50	39.50 59.50	39.50 59.50
Atlantic City (Bally).....	289.50 295.00 299.50	289.50 294.50 299.50	300.00(3) 325.00(2)	300.00(2) 335.00 339.50
Baby Face (United).....	49.50	49.50	49.50	49.50
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb).....	85.00	85.00		
Barnacle Bill (Gottlieb).....	34.50	34.50	34.50	34.50
Basketball Champ (Chicago Coin).....	195.00 250.00	175.00 195.00 250.00	175.00 195.00 250.00	195.00 250.00 235.00
Bat-A-Ball Jr. (Chicago Coin).....		19.50		
Bat-a-Score (Evans).....	275.00	275.00	275.00	275.00
Batting Practice.....	89.50	89.50	69.50 89.50	89.50
Beach Club (Bally).....		495.00		
Beauty (Bally).....	399.50 425.00 450.00(3) 475.00(2)	399.50 409.50 450.00(3) 475.00(2)	425.00 450.00(2) 475.00(2)	425.00 450.00 459.50 475.00(2)
Be Sop (Exhibit).....	65.00 84.50	65.00 84.50	84.50	84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Hit (Exhibit).....	149.50			
Big Top (Genco).....	54.50 64.50	54.50 64.50	54.50 64.50	54.50 64.50
Bing-a-Roll (Genco).....		45.00		
Black Gold (Genco).....	59.50(2)	59.50(2)	59.50(2)	59.50
Boiers (United).....	135.00 150.00 165.00 195.00	144.50 150.00 175.00(2) 195.00	150.00 165.00(2) 175.00(2)	150.00 165.00 175.00(2) 195.00 200.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	50.00 74.50	50.00 74.50	50.00 74.50	50.00(2) 74.50
Bright Lights (Bally).....	124.50 129.50 145.00 150.00(2)	124.50 129.50 130.00 135.00 150.00(2)	135.00 150.00(2) 164.50	135.00 149.50 150.00(2) 164.50 165.00
Bright Spot (Bally).....	175.00 185.00 190.00 195.00(3)	175.00(2) 190.00(2) 195.00(2)	165.00(2) 175.00(2) 190.00(3)	175.00(4) 190.00(3) 195.00 225.00(2)
Buccaneer (Gottlieb).....	34.50 59.50	34.50 59.50	34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb).....	74.50	74.50	74.50	74.50
Buttons & Bows (Gottlieb).....	69.50	35.00 69.50	69.50	69.50
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	89.50	35.00 89.50	89.50	89.50
Carolina (United).....	34.50 39.00	34.50 39.00	34.50	34.50
Carnival (Bally).....	49.50	35.00 49.50	49.50	49.50
Catalina (Chicago Coin).....	35.00	35.00		
Champion (Bally).....	40.00 45.00	39.50 40.00	40.00 45.00	40.00 45.00
Champion (Chicago Coin).....	89.50	45.00 89.50	89.50	75.00 89.50
Chinatown (Gottlieb).....	40.00 59.00	40.00 65.00	40.00 65.00	40.00 65.00
Cinderella (Gottlieb).....	250.00 295.00	190.00(2) 350.00	190.00 195.00	195.00(2) 375.00 395.00
Circus (United).....		350.00		
Citation (Bally).....	30.00 79.50	30.00 79.50	30.00 79.50	30.00 55.00 79.50
College Daze (Gottlieb).....	50.00 89.50	89.50	84.50	89.50
Coney Island (Bally).....	185.00 200.00 214.00 225.00 235.00 240.00	195.00 199.50 200.00(2) 214.50 240.00	200.00(3) 229.50 240.00	195.00 220.00(2) 229.50 240.00
Control Tower (Williams).....	119.50	119.50	95.00 119.50	100.00 119.50
Coronation (Gottlieb).....	195.00 205.00	200.00 205.00	200.00 210.00	210.00(2)
Cross Roads.....	149.50 165.00 175.00	149.50 175.00(2)	159.50 175.00(2)	159.50 175.00(2)
Cyclone (Gottlieb).....	145.00 159.50	140.00 159.50	140.00 150.00	140.00 150.00
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Icer (Williams).....	99.50	99.50	99.50	99.50
Dew-Wa-Ditty (Williams).....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Dip Jockey.....	195.00		220.00	220.00
Domino (Williams).....	159.50		165.00	165.00
Double Action (Genco).....	95.00	95.00	95.00	100.00
Double Feature.....			95.00 60.00	49.50 65.00
Double Shuffle (Gottlieb).....	49.50 65.00	49.50 60.00 65.00	89.50	89.50
Dreamy (Williams).....	69.00 89.50	89.50	89.50	89.50
El Paso (Williams).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Flue Star (Universal).....	74.50 85.00	74.50 85.00	74.50 85.00	74.50 85.00
Flop Skill.....	69.50		29.50 69.50	29.50 69.50
Floating Power (Genco).....	44.50 49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....		210.00		
Football (Chicago Coin).....	49.50 50.00	49.50	49.50	49.50
400 (Genco).....	145.00 150.00 195.00(2) 225.00	145.00 150.00 195.00(3) 225.00	145.00 150.00 185.00 195.00(3)	145.00 165.00 175.00 195.00(3)
Four Corners (Williams).....	185.00		195.00	195.00
Four Horsemen (Gottlieb).....	129.50	59.50 129.50	124.50 129.50	124.50 129.50
Four Stars (Gottlieb).....			160.00 185.00	185.00(2)
Freshie (Williams).....		55.00		60.00
Frolic (Bally).....	285.00 325.00 335.00(2) 350.00(2)	319.00 324.50 325.00(2) 350.00(2)	325.00(2) 329.50 335.00 340.00 350.00	325.00 350.00(2) 360.00 365.00

BETTER BUY from BANNER

Shuffle Alleys! FIVE BALLS? KIDDIE RIDES?

YOU NAME IT— WE HAVE IT! PRICE? VERY ATTRACTIVE INDEED!

Write—Wire—Phone BANNER SPECIALTY COMPANY

Endorsing Only the Best

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199 W. Girard Ave., Phila. 23, Pa.

Branch
1508 Fifth Ave., Pittsburgh 19, Pa.

NEW—RECONDITIONED METAL TYPER MACHINES

We Carry a Complete Line of Parts in Stock

WRITE FOR PRICES NOW!

Buy Your Aluminum Discs in Rolls of 100.

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.



ABBOTT COIN COUNTER COMPANY
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COIN COUNTERS \$125 up—new

- ✓ Coin Wrappers
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- ★ PARTS AND SUPPLIES

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WRITE—WIRE—PHONE

Globe Distributing Co.
1623 No. Calif. Ave., Chicago, Ill.

IMMEDIATE DELIVERY

Beauty	\$450.00
Frolics	335.00
Atlantic City	325.00
Spot Light	225.00
Bright Lights	145.00
Coney Island	225.00
Chi Coin Bowl-A-Ball	375.00
Keeney Conversions for Long Board (4 Player)	225.00

UNIVERSITY COIN MACHINE EXCHANGE
854 N. High St. Columbus 6, Ohio
Tel. University 6908

	Issue of July 11	Issue of July 4	Issue of June 27	Issue of June 20
Futurity (Bally).....	175.00 199.50 220.00 235.00	175.00 199.50 220.00 235.00	125.00 175.00 199.50 220.00	169.50 199.00 220.00 235.00
Georgia (Williams).....	99.50	99.50	99.50	99.50
Gizmo (Williams).....	35.00	35.00		
Glamour (Bally).....	159.50	159.50	159.50	175.00
Globe Trotter (Gottlieb).....	145.00	129.50 145.00		
Gold Cup (Bally).....	59.50	59.50	59.50	45.00 59.50
Golden Gloves (Chicago Coin).....	50.00	75.00	75.00	75.00
Golden Nugget (Genco).....	200.00 250.00 295.00	235.00 250.00 335.00	235.00 335.00	235.00 335.00
Grand Award (Chicago Coin).....	35.00	35.00		
Happy Days.....			200.00	200.00 215.00 220.00
Happy Go Lucky (Gottlieb).....	159.50	159.50	159.50 220.00	159.50
Harvest Time (Genco).....	65.00	65.00		
Harvey.....		109.50		
Hayburner (Williams).....	75.00		65.00 99.50	65.00 79.50 100.00 105.00 115.00 149.50
Hit-a-Homer.....	20.00 24.50	20.00	20.00 24.50	24.50
Hit and Run (Genco).....		59.50		
Hit 'N' Run (Gottlieb).....		139.50		145.00
Hit Parade (Gottlieb).....		29.50		29.50
Holiday (Chicago Coin).....	39.50 59.50	35.00 39.50	39.50 59.50	39.50 59.50
Holiday (Keeney).....	195.00 225.00 259.50	195.00 235.00 259.50	195.00 215.00 235.00 259.50	215.00 235.00 259.50
Hong Kong (Williams).....	150.00		165.00 180.00	165.00 180.00
Hoops (Genco).....		25.00		
Hot Rod (Bally).....	99.50	99.50	99.50	99.50
Humpty Dumpty (Gottlieb).....	49.50	49.50	49.50	49.50
Jalopy (Williams).....	165.00	165.00	65.00 144.50	
Jeanie (Exhibit).....	94.50	94.50	94.50	94.50
Jockey Special (Bally).....	54.50	54.50	54.50	45.00 54.50
Joker (Gottlieb).....		94.50		94.50
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	199.50 225.00 250.00(2) 275.00(2)	225.00(2) 250.00(2) 275.00(2)	225.00(2) 240.00 250.00 275.00(2)	225.00(2) 250.00 295.00
Just 21 (Gottlieb).....	59.50	59.50	59.50	59.50
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	124.50 135.00	124.50 135.00	124.50	124.50
K. C. Jones (Gottlieb).....		75.00		95.00
Knock Out (Gottlieb).....	50.00 75.00	65.00 75.00	65.00	65.00
Leader (United).....	189.50 269.50	269.50	195.00 215.00 269.50	195.00(2) 250.00 269.50 75.00 79.50
Lit-a-Line (Keeney).....	79.50 80.00	79.50 80.00	79.50 80.00	79.50 80.00 95.00 95.00(2)
Long Beach (Williams).....	225.00	250.00	175.00 250.00	275.00
Lucky Inning (Williams).....	84.50	84.50	84.50	84.50
Mad Cap.....		145.00		
Madison Square Garden (Gottlieb).....	95.00	95.00		
Majors (Chicago Coin).....	74.50	74.50		74.50 74.50
Majors of '49 (Chicago Coin).....	45.00	45.00		
Majorette.....	95.00		110.00	110.00
Mardi Gras.....	29.50	29.50 49.50	29.50 49.50	29.50 49.50
Maryland (Williams).....	49.00 49.50 84.50	49.00 49.50 84.50	49.50 84.50	49.50 84.50
Mercury (Genco).....	54.50	54.50	54.50	54.50
Mermald.....	125.00(2)	125.00 130.00	140.00	140.00
Merry Widow (Genco).....	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb).....	125.00 149.50	79.50 125.00 149.50	145.00 149.50	145.00 159.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Nevada.....		35.00		
Niagara (Gottlieb).....		144.00		
Nifty (Williams).....	89.50	89.50(2)	89.50 95.00	89.50 95.00
Okla. (United).....	64.50 69.50	64.50 69.50	64.50 69.50	64.50 65.00 69.50
Old Hilltop.....		99.50		99.50
Olympics (Williams).....		165.00		165.00
One, Two, Three (Genco).....	34.50(2) 45.00 49.50	34.50(2) 45.00 49.50	34.50(2) 49.50	34.50(2) 49.50
Palm Beach (Bally).....	285.00 325.00 339.50 365.00 375.00 385.00	319.50 325.00(2) 349.50	325.00 350.00 360.00 364.50 375.00(2)	310.00 325.00 364.50 375.00 395.00(3)
Paratrooper (Williams).....	135.00 139.50		140.00	140.00
Photo Finish (Universal).....	39.00 40.00	39.00 40.00	39.00 40.00	39.00 40.00
Pin Bowler (Chicago Coin).....	99.50	75.00 99.50	75.00 99.50	75.00 99.50
Pinky (Williams).....	99.50	82.50 99.50	92.50 99.50	92.50 99.50
Play Poker.....		22.00		
Playland (Exhibit).....	69.00 89.50	89.50	89.50	89.50
Playtime (Exhibit).....		45.00		

	Issue of July 11	Issue of July 4	Issue of June 27	Issue of June 20
Super World Series (Williams)	225.00	225.00	125.00	225.00
Sweepstakes (Williams)	195.00	195.00		
Sweetheart (Williams)	89.50	89.50	89.50	89.50
Tampico (United)	64.50	79.50	64.50	79.50
Telecard (Gottlieb)	49.00	69.50	49.00	69.50
Tennessee (Williams)	29.50	49.50	29.50	49.50
Texas Leaguer (Keeney)	39.50	50.00	39.50	50.00
Thing (Chicago Coin)	45.00	89.50	45.00	89.50
Three Feathers (Genco)	64.50(2)	64.50(2)	64.50(2)	64.50(2)
Three Musketeers (Gottlieb)		54.50		
3-4-5 (United)		69.50		
Thrill (Chicago Coin)	29.50	35.00	29.50	35.00
Totalizer		25.00		
Trade Winds (Genco)	29.50	29.50	29.50	29.50
Trinidad (Chicago Coin)	35.00	35.00		
Triplets (Gottlieb)	95.00(2)	109.50	95.00	109.50
Tri-Score (Genco)	69.00	89.50	69.00	89.50
Tumbleweed (Exhibit)	65.00	74.50	65.00	74.50
Turf King (Bally)	40.00	50.00	40.00	50.00
Tucson (Williams)	44.50	44.50	44.50	44.50
Twenty Grand	195.00	195.00	195.00	195.00
Utah (United)	59.50	84.50	59.50	84.50
Virginia (Williams)	49.50	49.50	49.50	49.50
Whirl-A-Ball		22.50		
Whizz Kid (Chicago Coin)	149.50	149.50	149.50	149.50
Wild West (Gottlieb)	169.50	169.50	169.50	169.50
Winner (Universal Industries)	40.00	49.00	40.00	49.00
Wisconsin (United)	60.00	99.00	60.00	99.00
Yankee (Williams)	34.50	34.50	34.50	34.50
Yugo (United)	49.50	49.50	49.50	49.50
Zingo (United)	125.00	175.00	125.00	175.00



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• MUSIC MACHINES
Joe Ash

We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention.

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"You can ALWAYS depend on Active 'L'WAYS!"

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20th ANNIVERSARY
1953

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Send Today for Our Complete Price Lists

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Exclusive A.M.I. Dist. Ea. Pa.
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VERY CLEAN
GOLDEN NUGGET. \$200

GENCO 400 \$150.00
ATLANTIC CITY 300.00
SPOT LITE 180.00
BRIGHT LIGHTS 150.00
BALLY BEAUTY 450.00
CONEY ISLAND 200.00
FROLIC 325.00
TURF KING 50.00

WESTERHAUS CO.
3726 Kesson Ave., Cincinnati, Ohio
Phone: MO 5000
Terms: 1/3 down, balance sight draft.

RECONDITIONED BINGO GAMES

SPOT-LITE \$175.00
FROLIC 290.00
ATLANTIC CITY 275.00
CONEY ISLAND 175.00

Cleaned, checked and ready for location.
1/3 deposit must accompany all orders.

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SPECIALS

5 United Star 6 Pla. (like new) \$319
5 Un. Super 6 Pla. 269
5 Un. Deluxe 6 Pla. 239
5 Un. Shuffle Cades 89
2 Un. 2 Player Express 59

BINGHAMTON AMUSE. INC.
221 Main St. Binghamton, N. Y.
Phone: 9-1515

WANTED SLOT MACHINES

Mills, Jennings, Pace, new or used: 1946 and up.
V. MANCINI
232 Vassar Reno, Nev.

GIVE TO THE RUNYON CANCER FUND

	Issue of July 11	Issue of July 4	Issue of June 27	Issue of June 20
Target Hunter		27.50		
Target King		27.50		
Target Skill (Genco)	95.00	95.00	95.00	95.00
Team Hockey (United)	85.00	85.00	85.00	85.00
Telequiz	125.00	165.00	125.00	145.00
Ten Pins (Rock-Ola)	169.50	165.00	165.00	169.50
Ten Strike (Evans)	99.50	99.50	99.50	99.50
3-Way Gripper (Gottlieb)	75.00	75.00	75.00	75.00
3-Way Athletic Scale (Mercury)	85.00		79.00	79.00
Undersea Raider (Bally)	95.00	95.00	95.00	95.00
View-A-Scope	39.50	39.50	39.50	39.50
Voice-o-Graph (Mutoscope)	525.00	525.00	525.00	525.00
Western Baseball	85.00	85.00	85.00	85.00

• Shuffle Games

	Issue of July 11	Issue of July 4	Issue of June 27	Issue of June 20
Bank Shot (American)			\$265.00	275.00
Baseball (Bally)	\$75.00	\$75.00	75.00	75.00
Baseball, 2 player (Chicago Coin)	49.50	49.50	69.50	69.50
Big League Bowler (Keeney)		175.00	185.00	145.00
Bowl-A-Ball (Chicago Coin)	375.00	380.00	395.00	395.00
Bowl-A-Ball, 6 player (Chicago Coin)				275.00
Bowlette (Gottlieb)	40.00	40.00	40.00	40.00
Bowling Alley (Chicago Coin)		10.00		40.00
Bowling Alley, 2 player (Chicago Coin)	50.00		10.00	35.00
Bowling Alley, 6 player (Chicago Coin)	220.00	250.00	220.00	225.00
Bowling Champ (Keeney)	295.00	295.00	255.00	295.00
Bowling Classic (Chicago Coin)	59.50	89.50	59.50	70.00
De Luxe League Bowler (Keeney)	235.00	265.00	245.00	250.00
Deluxe 6 player (Chicago Coin)				245.00
Double Bowler (Keeney)	49.50	79.50	49.50	79.50
Double Bowler, 2 player (Keeney)			29.50	79.50
Double Header (Williams)	49.50	49.50	29.50	79.50
Double Header, 2 player (Williams)			49.50	69.50
Double Shuffle Alley Express Rebound (United)	99.50	99.50	119.50	119.50
8 Player (Genco)			125.00	125.00
Five Player Shuffle Alley (United)	160.00(2)	160.00(2)	159.50(2)	160.00(2)
Four Way Bowler (Keeney)	175.00	185.00	175.00	185.00
Four Player Shuffle Alley (United)	190.00	225.00	190.00	225.00
Four Way Bowler (Keeney)	225.00	225.00	225.00	215.00
Four Player Shuffle Alley (United)	125.00	160.00	125.00	195.00
Hi-Score Bowler (Universal)	95.00	115.00	95.00	115.00
Hook Bowler (Bally)	95.00	149.50	75.00	149.50
King Pin (Keeney)			35.00	35.00
League Bowler (Keeney)	115.00	139.50	95.00	115.00
League Bowler, 4 player (Keeney)	125.00	149.50	125.00	139.50
League Bowler, 6 player (Keeney)	225.00	225.00	225.00	225.00
Match Bowler, 4 player (Keeney)			260.00	260.00
Matched Bowler, 4 player (United)	260.00	260.00	260.00	260.00
Matched Bowler, 6 player (Chicago Coin)	295.00	360.00	295.00	360.00
Official Shuffle Alley (United)	310.00	295.00	310.00	325.00
Shuffle Alley (United)			10.00	45.00
Shuffle Alley Deluxe 6 player (United)	220.00	245.00	220.00	245.00
Shuffle Alley Express (United)	275.00	285.00	285.00	300.00
Shuffle Alley Express 2 player (United)	315.00	339.00	315.00	339.00
Shuffle Alley, 6 player (Keeney)	59.00	89.50	59.00	89.50
Shuffle Alley, 6 player (United)	240.00	225.00(2)	250.00(2)	250.00
Shuffle Alley, 6 player (United)	180.00	185.00	185.00	190.00
Shufflecade (United)	89.00		89.00	100.00
Shuffle Horseshoe (Chicago Coin)	100.00	100.00	100.00	100.00
Shuffle Line (Bally)	109.50	75.00	109.50(2)	109.50(2)
Shuffle Slugger (United)	65.00	65.00	65.00	79.50
Shuffle Target (Genco)	69.50	95.00	69.50	95.00
Single Shuffle Alley Rebound (United)	69.50	69.50	69.50	89.50
Six Player 10th Frame (United)	345.00	350.00	345.00	375.00
Skee Alley (United)	75.00	85.00	75.00	79.00
Speed Bowler (Bally)	45.00	45.00	45.00	45.00
Star Bowler, 2 player	295.00	295.00	295.00	295.00
Star 6 player (United)	319.00	375.00	350.00	375.00
Super Deluxe League Bowler (Keeney)	255.00	265.00	275.00	369.50
Super Six Shuffle Alley (United)	269.00	285.00	285.00	325.00
Super Deluxe, 6 player (United)	325.00	335.00	325.00(2)	335.00
Super Twin Bowler (Universal)	265.00	265.00	265.00	265.00
Super Twin Bowler (United)	45.00	35.00	69.00(2)	45.00
Team Bowler, 10 player (Keeney)		400.00	400.00(2)	400.00
10th Frame Bowler (Chicago Coin)	360.00	360.00	360.00	360.00
Trophy Bowl (Chicago Coin)	59.50	75.00	59.50	70.00
Twin Bowler (Universal)	99.50	99.50	99.50	99.50
Twin Bowler (Universal)	25.00	25.00	49.00(2)	35.00
Twin Rotation Exhibit	100.00	100.00	49.50(3)	49.50
Twin Shuffle Alley Rebound (Universal)	49.50	49.50	49.50	245.00
Twin Shuffle Alley Rebound (United)	115.00	145.00	75.00	145.00
Twin Shuffle-Cade (United)	150.00	150.00	145.00	145.00(2)
Two Player (United)	100.00	110.00	110.00	110.00

• Arcade Equipment

	Issue of July 11	Issue of July 4	Issue of June 27	Issue of June 20
Ace Bomber (Mutoscope)	\$195.00	\$195.00	\$195.00	\$195.00
Air Raider (Keeney)			125.00	125.00
All Star Baseball (Williams)			95.00	95.00
Art Show	49.50	49.50	49.50	49.50
Astracade, 10c	125.00	125.00	125.00	125.00
Ball Grip	79.50	79.50	75.00	75.00
Baseball (Scientific)	79.50	79.50	79.50	79.50
Big Bronco (Exhibit)	595.00			
Big Inning (Bally)	150.00	150.00	149.50	150.00
Bolacore (Supreme)		95.00	95.00	95.00
Blow Ball		75.00	75.00	75.00
Bomber		65.00	65.00	65.00
Boomerang	45.00	45.00	40.00	45.00
Challenger (ABT)	20.00	29.50	20.00	27.00
Chicago Sam (Seeburg)	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Counter Grip (Mercury)	150.00	150.00	150.00	150.00
Cross Country Race	395.00			
Dale Gun (Exhibit)	65.00(2)	94.50	65.00(2)	94.50
Derby, 4 Player (Chicago Coin)	155.00	195.00	155.00	195.00
Drop Picture Machine (Mills)			240.00	240.00
Electric and Grip Tests	79.50	79.50	42.50	42.50
Electricity Is Life	129.50	129.50	79.50	79.50
Fists Striker	125.00	125.00	125.00	125.00
Flash Hockey (Galcon)	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)	150.00	150.00	150.00	150.00
Field Goal (Scientific)	175.00		175.00	175.00
Glider		45.00	45.00	45.00
Goatee (Chicago Coin)	95.00	119.50	85.00	115.00
Grip Tester (Gottlieb)	125.00	125.00	115.00	119.50
Gun Patrol (Exhibit)	175.00	175.00(2)	175.00	175.00(2)
Heavy Hitter (Bally)	39.50	65.00	39.50	65.00
Hi Ball Striker (Exhibit)	69.50	69.50	65.00	69.50
Hockey (Chicago Coin)	89.50	89.50	89.50	89.50
Hot Rods	75.00	75.00	49.50	75.00
Jack Rabbit	425.00	425.00	425.00	425.00
Jet Gun (Exhibit)	195.00	225.00	195.00	225.00
Jitters (Exhibit)	125.00	125.00	185.00(2)	185.00
Kicker & Catcher		25.00	200.00	225.00
Leaping Lena	425.00	425.00	425.00	425.00
Lita League	99.50	99.50	90.00	99.50
Love Meter (Exhibit)	39.50	39.50	39.50	39.50
Love Pilot (Mutoscope)		75.00		
Midget Movies	225.00	295.00	199.50	225.00
Midget Ski Ball (Chi Cola)	185.00	295.00	165.00	165.00
Midget Racer	425.00	425.00	425.00	425.00
Miss America (Lane)	575.00	575.00	575.00	575.00
Panorama	275.00	275.00	250.00	275.00
Photomats (Mutoscope)	250.00	250.00	250.00	250.00
Pikes Peak	250.00(early)	250.00(early)	250.00(early)	250.00(early)
Pistol Pete (Chicago Coin)	450.00	625.00(late)	625.00(late)	625.00(late)
Pitch 'Em & Bat 'Em (Scientific)	625.00(late)	650.00(late)	625.00(late)	625.00(late)
Pokerino (Scientific)	650.00(late)		650.00(late)	650.00(late)
Pokerino Jr.	185.00	185.00	185.00	185.00
Pony Express (Exhibit)	85.00	85.00	85.00	99.50
Pool Table (Edelco)	75.00	75.00	75.00	75.00
Quizzer	95.00	95.00	95.00(2)	85.00
Rapid Fire (Bally)				

SPECIAL CLUB MODEL WITH ADDED WINNERS

NOW AVAILABLE FOR PRIVATE CLUBS, FRATERNAL AND SERVICE ORGANIZATIONS



Saddle and Turf

SEVEN PLAYER SPIN TABLE

COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector for 5c or 10c play.

SEE YOUR DISTRIBUTOR QUICK! OR WRITE FACTORY DIRECT

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 11	Issue of July 4	Issue of June 27	Issue of June 20
Acorn, 5c.....	7.45	6.95	7.45	6.95
Advance Model D Ball Gum.....	\$10.00	\$10.00	\$10.00	\$10.00
Advance No. 11.....	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c.....	39.50	39.50	39.50	39.50
Alkuna Cracker Machine.....	27.50	27.50	27.50	27.50
Asco Hot Nut, 5c.....	7.50	7.50	7.50	7.50
Atlas Bantam, 5c.....	10.00	10.00	10.00	10.00
Bonanza Pop Corn Vendor.....	75.00	75.00	75.00	75.00
Cash Tray, 5c.....	4.95	4.95	4.95	4.95
Chlorophyll 5c Tab Gum.....	14.75	14.75	14.75	14.75
Columbus 1c.....	7.45	7.45	8.00	7.45
Columbus 5c.....	8.00	8.00	8.00	8.00
Columbus Ball Gum, 1c.....	6.95	6.95	6.95	6.95
Columbus Tri-Mors, 1c (3 col.).....	22.50	22.50	22.50	22.50
Craig Ice Cream Vendor.....	250.00	250.00	250.00	250.00
DuGrenier Adams Gum, 1c (6 col.).....	17.50	17.50	17.50	17.50
DuGrenier Adams Gum (4 col.).....	17.50	17.50	17.50	17.50
DuGrenier Candyman.....	49.50	49.50	49.50	49.50
DuGrenier Champion (11 col.).....	97.50	97.50	97.50	97.50
DuGrenier V (7 col.).....	82.50	82.50	82.50	82.50
DuGrenier S (7 col.).....	80.00	77.50	77.50	77.50
DuGrenier Champion (9 col.).....	97.50	97.50	125.00	125.00
DuGrenier Model W (9 col.).....	115.00	115.00	115.00	115.00
Eastern Electric.....	129.00	129.00	129.00	129.00
Exhibit Card Vendor, 1c.....	15.00	15.00	15.00	15.00
Jewel 5c (2 col.).....	10.00	10.00	10.00	10.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Lucky Boy's 1c.....	6.95	6.95	6.95	6.95
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	10.00	7.95
Master 1c.....	7.45	7.45	8.50	7.45
Master 5c.....	7.45	7.45	8.50	7.45
Mills Adam Gum, 1c (6 col.).....	17.50	17.50	17.50	17.50
Mills Candy (5 col.).....	89.50	89.50	89.50	89.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National 9 A.....	115.00	115.00	115.00	115.00
National 9 E.....	75.00	75.00	75.00	75.00
National Candy (9 col.).....	89.00	89.00	89.00	89.00
National King Ball Gum.....	9.95	9.95	9.95	9.95
National King Candy.....	19.50	19.50	19.50	19.50
National Electric.....	99.50	99.50	99.50	99.50
National 750.....	85.00	85.00	85.00	85.00
National 930.....	130.00	130.00	130.00	130.00
National 950.....	145.00	145.00	145.00	145.00
New York Samp, 1c & 3c.....	7.95	7.95	7.95	7.95
Northwestern 33 Ball Gum.....	7.50	7.50	7.50	7.50
Northwestern 33, Peanuts 1c.....	7.50	7.50	7.50	7.50
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c.....	7.95	7.95	8.50	7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	69.50	69.50	69.50	69.50
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....	90.00	90.00	90.00	90.00
Rowe Royal (10 col.).....	95.00	95.00	95.00	95.00
Silver King Charm King, 1c.....	8.50	8.50	8.50	8.50
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King 1c or 5c.....	8.50	8.50	8.50	8.50
Silver King 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c.....	5.00	5.00	5.00	5.00
Sirox Brush Up.....	50.00	50.00	50.00	50.00
Stamp Vendor, 1c & 3c.....	17.50	17.50	17.50	17.50
Stamp Vendor (4 col.).....	18.50	18.50	18.50	18.50
Star Candy.....	10.95	10.95	10.95	10.95
Stick Gum.....	9.95	9.95	9.95	9.95
Super Vend Selective Drink Vendor.....	350.00	350.00	350.00	350.00
Uneda Candy, 2 col., 5c.....	65.00	65.00	65.00	65.00
Uneda Model A (6 col.).....	87.50	87.50	87.50	87.50
Uneda Electric (9 col.).....	125.00	125.00	125.00	125.00
Uneda Model 500 (9 col.).....	135.00	135.00	135.00	135.00
Uneda Monarch (6 col.).....	87.50	87.50	87.50	87.50
Uneda Monarch (8 col.).....	97.50	97.50	97.50	97.50
U-Select-It.....	49.50	49.50	49.50	49.50
Victor Model V Cabinet, 1c.....	9.50	9.50	9.50	9.50
Victor Model V Globe, 1c.....	8.95	8.95	8.95	8.95
Waiting Fortune Scale.....	119.50	119.50	119.50	119.50

FOX IS RUNYON EXPORT HEAD

NEW YORK, July 11.—Runyon Sales here announced this week that Buddy Fox will head the firm's newly created export division. The company currently sends about 10 per cent of its used and reconditioned juke boxes to Europe and South America and plans to double this figure within the next year. An export promotion, details of which are being withheld, will get under way soon.

Canada Likes

Continued from page 90

can merchandise coffee in without fear of technical repercussions. It's so simple that we will be able to franchise dealers from coast-to-coast," said Kennedy. Kennedy decries the number of people who have been entering the coffee business with the thought in mind it is a substitute for amusement devices. "This industry will not provide a quick return. It is not a 'get-rich-quick' business. There are the same possibilities for failure as in any other business, and one must pay the closest attention to its operation."

Sales Story

In selling locations, General Automatic Beverages presents the sales argument that the cafeteria bottleneck is avoided. The machines are dispersed all over the plant, making them easily accessible to all employees. In addition, the midnight shift employees are given an opportunity of having coffee at a time when the cafeteria is closed. This saves a considerable amount of overhead in keeping the cafeteria open when there aren't as many employees on the job.

At no time does the company use the argument that the machine can be used as a substitute for the cafeteria, but rather says it is a supplement. There are no commissions paid by the company.

The personnel manager of a plant is usually the first to be contacted. The matter usually lands in the hands of the plant superintendent, followed by the assistant general manager. With the general manager rests the responsibility of the policy decision because it involves plant feeding.

Principals of Firm

Head of the General Automatic Beverages is H. O. Waffle, who was the original inspiration of the company. Also on the board of directors are Ted Davy, prominent used car dealer, George Ledingham, head of a Ford Motor Company agency, Jack Hobson, general manager of a finance company, and Norton Penturn, realtor.

Also in the coffee business in Toronto is Coffee-Mat Services Ltd., Toronto, headed by former wholesaler H. T. Murray. By the end of this year, this firm hopes to have placed 250 machines. And like the General Automatic Beverages, Coffee-Mat is not paying commissions to its locations. Like the other company also, Coffee-Mat is staying away from locations which sell to the public, sticking to industrial and office locations.

They offer three plans: To place the machine on location and collect all the money taken in; sell the machine and contract to service it, collecting the money and rebating 30 per cent of the amount of money collected; sell the units, with the location owner looking after the service, but buying raw materials in bulk from Coffee-Mat.

Senate Group

Continued from page 93

port must then be taken up by the full committee, which can determine whether or not the legislation will go to the floor. Obviously the full committee won't have a chance to act until congress's next term in January. There is considerably talk that congress might be summoned back here in late fall to take care of part of a backlog of pending work, but even this would not allow much time for committee work on legislation of the nature of the McCarran bill.

A subcommittee official pointed out that opponents of the juke box copyright legislation have

"WE ARE EASY TO DEAL WITH"

SHUFFLE BOWLERS	ASTROSCOPE, 10c	RIDES
UNITED	\$125.00	Big Broncos, used \$550.00
5 Pl. \$160.00	Bally Defender 125.00	Chi. Coin Super Jet write Sci. Space Ship 995.00
5 Pl. with Formica 185.00	Bally Big Inning 150.00	Kiddie Train Ride, new 675.00
6 Pl. Original 180.00	Boomerang 45.00	Kiddie Boat Ride new 675.00
6 Pl. with Formica 250.00	Bally Heavy Hitter 65.00	
6 Pl. DeLuxe 245.00	Bally Rapid Fire 125.00	
6 Pl. Supers 285.00	Chi. Coin Hockey 75.00	
6 Pl. 10th Frame 350.00	Chi. Coin Pistol 75.00	
Twin Rotation 225.00	Chicken Sam 105.00	
	Chi. Coin Goalee 125.00	
	Dale Gun 65.00	
	Edelco Pool Table 75.00	
	Evans Ball-a-Score 165.00	
	Evans Tommy Gun (Deluxe) 95.00	
	Evans Super Bomber 275.00	
	Ex. 6 Shooter 135.00	
	Ex. Silver Bullets 125.00	
	First Striker 125.00	
	Mills Panoram 275.00	
	Auto, Flying Saucer 150.00	
	Auto, Photo, late 625.00	
	Auto, Photo, early 250.00	
	Periscope 120.00	
	Pitch'm & Bat'm 185.00	
	Pokerino Jr. 75.00	
	Quarterback 85.00	
	Quizzer & Film 95.00	
	Star Series 100.00	
	Sci. Pokerinos 85.00	
	Siro's Brush Up 50.00	
	Seaburg Bear Gun 249.50	
	Standard Metal Typer, new 465.00	
	Supreme Bolascare 95.00	
	Texas Leaguer 50.00	
	Ten Strike 75.00	
	Tele Quiz with Film 125.00	
	Wurlitzer Skeeball 150.00	
	Western Baseball 85.00	
	Exhibit Jet Gun 225.00	
	Midget Movies 225.00	
	Records 125.00	
	Keeney Submarine Gun 120.00	

All merchandise factory reconditioned

Terms: 1/3 deposit with all orders, balance C. O. D. NOW DELIVERING MODEL E



Distributor for Northern Ohio

PHOTOMAT Latest Model Autoscope Photomat, used very little. A real value—\$1,250.00

ONE OR FIVE BALLS Futurities \$220.00 Turf Kings 75.00 Winners 49.00 Champions 40.00 Photo Finish 39.00 Across the Board 225.00

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio All Phones: Tower 1-6715

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:

CAPITOL DROPS OPTIONAL CENTER. This week Capitol stopped pressing all new 45 r.p.m. disks with the optional center (Music department).

VICTOR TO RUN CAMDEN TEST. Current plans call for RCA Victor testing the new Camden label in two market sometime in October (Music department).

EP PRICE DROPS. The first break in prices of EP records by a major label is expected soon when RCA Victor will announce a new children's series to retail at \$1.19 (Music department).

CORAL SETS FALL PLAN. Coral Records' fall merchandise plan will feature 71 record packages on its own label, plus 28 sets to be issued by an associate label, Brunswick (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

been requesting from the start that ample time be given them to prepare their testimony. Opponents have pointed out that ample time would mean "a matter of months" rather than days or weeks, inasmuch as they intend to gather material in an exhaustive manner, comparable with the statistical data which was submitted to hearings in the last congress before the House Judiciary Subcommittee on Copyrights, Patents and Trademarks. The current situation is reminiscent of events when the house subcommittee was preparing for its hearings. It is recalled that the late Rep. Joseph Bryson (D., S. C.), then chairman of the house subcommittee, was anxious to proceed with the hearings as scheduled, whether or not the opponents were ready. Spokesmen for leading foes of the legislation protested that they did not have sufficient time to muster their case, and Bryson finally bowed to their wish to stage a hearing at a later date for their testimony, although he proceeded with a hearing date as scheduled for testimony by supporters of the legislation. Bryson was co-author with Sen. Estes Kefauver (D., Tenn.), of the bill up for consideration at that time. The Bryson-Kefauver bill proposed to exempt juke boxes from copyright royalty payments, and set up a schedule of royalty fees and a method for collecting the royalties.

Line-up of proponents ready to testify continue virtually unchanged from a week ago (The Billboard, July 11) with American Society of Composers, Authors and Publishers ready to lead off the witnesses. Other supporting witnesses are scheduled as: Arthur Fisher, register of copyrights; Sidney Wattenberg, counsel for the Music Publishers' Protective Association; Sidney Kay, counsel to Broadcast Music, Inc.; John Schulman, counsel to Songwriters' Protective Association, and Authors' League of America.



BADGER SALES OFFICIAL CONFERS with distributors in Paris. Seated (left to right) are William R. Happel Jr., Badger; M. Pussier, Gabriel Boule and Soesdorp. Overlooking the quartet is Jean Paricat. Happel's office is in Los Angeles. Pussier, Boule and Paricat are representatives of Automatic International. Soesdorp is Badger's foreign representative.

Europe Growing Coin Mart

Continued from page 87

cussed exporting problems with Walter Hillebrand and Gustav Husemann. Some time was spent in Bonn and Wiesbaden, where Badger has a representative, Albert Auert.

Happel explained the shipping direct to Germany has its problems because of the present monetary set-up. Because of this, the firm works thru a special representative in Belgium and Holland, within whose bounds the machines are combined. In these countries, and from Paris, shipments can be made to other cities on the Continent.

Need Boxes

Happel found Paris enthusiastic over the juke boxes that are on location. He stated there were not too many on location and those that were on routes were doing good business. He estimated that it would take three to four years for exporters to completely supply the demand.

Happel conferred with M. Pussier, Gabriel Boule and Jean Paricat of the Automatic International. Also attending conferences was Soesdorp, who is the firm's foreign representative.

Badger has been exporting reconditioned machines to Europe for several years. Happel was impressed, he said, by the reception given the equipment.

Badger recently expanded its export reconditioning force and took over another 10,000 square feet of warehouse space to handle additional business.

The European trip was the first for the Happels. Happel, who is originally from Milwaukee and has been in the coin machine business since 1928, said that he could speak and understand a little German. He can not read or write it, however. Mrs. Happel speaks fluent German and served many times during the trip as the coinman's interpreter.

Four-Day NAMA Program Set

Continued from page 90

Adjournment
12:30 p.m. Grand opening of Exhibit (to 6:30 p.m.)
6:00 p.m. Old Gold Cocktail Party (by invitation)
8:00 p.m. "Brass Tack" Clinic I: A panel discussion, professionally moderated, emphasizing efficient buying, inventory control and servicing.

8:00 p.m. Special Discussion Session: "Problems and Opportunities for Penny Bulk Venders."
MONDAY, AUGUST 24
8:00 a.m. Special Breakfast (for participants in the 1952 NAMA Operator Accounting Program); "Getting the Most Value from the NAMA Operator Accounting Program"

9:30 a.m. Call to Order
Address: "Personnel Efficiency—a Challenge to Management" by Fred Niedenthal, Hamilton-Harris & Company, Indianapolis, Ind.
Address: "Selection and Supervision of Personnel" by Paul J. Mundie, Ph.D., partner, Humber & Mundie, management consultants, Milwaukee, Wis.

Discussion
Skits, showing by contrast the effectiveness of properly trained personnel as compared with those inadequately trained.
Demonstration of steps in proper sanitation control.

Address: "Where's the Money Coming From?"
Discussion
Introduction of new NAMA officers.
Adjournment

1:00 p.m. Exhibitors' luncheon.
Special luncheon for staff associates of member firms.
2:00 p.m. Question-Answer Session on Personnel Problems, led by Paul J. Mundie, Ph.D.
3:00 p.m. to 9:00 p.m. Exhibit Hall open.

8:00 p.m. "Brass Tack" Clinic II: A panel discussion, professionally moderated, emphasizing successful organization and administration (cost reduction, records, personnel, insurance, taxes, maintenance, etc.).
8:00 p.m. Special Discussion Session: "Problems and Opportunities for Bottlers in Vending."

TUESDAY, AUGUST 25
8:00 a.m. Special Breakfast for Employers: "Employer-

Employee Relations"
9:30 a.m. Call to order
"Experience Reports"—a panel discussion among operators who have conducted pricing and sales experiments.

Address: "Public Relations Opportunities for the Automatic Merchandising Industry" by Thomas A. Buckley, Merchandising Director, The Vendo Company, Kansas City, Mo.
"How to Reduce Specific Operating Costs"—a panel discussion based on a recent NAMA survey of cost-cutting methods used by operators.

Address: "Price Tags of Progress" by Tom Collins, Publicity Director, City National Bank & Trust Company, Kansas City, Mo.
Adjournment.

12:30 p.m. to 6:30 p.m. Exhibit Hall open.
8:00 p.m. "Brass Tack" Clinic III: A panel discussion, professionally moderated, emphasizing profitable merchandising methods, (customer relations, selling locations, military installations, new markets, etc.).
8:00 p.m. Special Discussion Session: "Problems and Opportunities in Dairy Product Vending."

WEDNESDAY, AUGUST 26
8:00 a.m. Special Breakfast: "Facts You Should Know About Business Insurance"
9:30 a.m. Call to Order.

"As the Customers See Us"—A panel discussion among location owners, workers and representatives of the general public.

Address: "Meeting the Challenge of Direct Sales to Locations."
Discussion
Symposium: "How to sell.... by personal contact of the operator; by direct mail; through routemen; industrial locations."

Discussion
Address: "The Psychology of Motivating Salesmen," by Andrew J. Garipey, President, Sales Training International, Barre, Mass.
Adjournment

12:30 p.m. to 4:00 p.m. Exhibit Hall open.
7:30 p.m. Annual Banquet—Entertainment featuring Georgie Goebel, Margaret Whiting, and other stars.

EXPORT BUYERS! LOOK AT THESE BARGAINS!

Clean, Ready for Location Anywhere!

ARCADE EQUIPMENT
Wms. Doubleheader (2 Player) \$ 69.50
Seeburg Shoot the Bear Gun... 225.00
Exhibit Jet Gun... 185.00
Exhibit Dale Gun... 59.00
Mercury Athletic Grip Tester... 49.00
Glider... 45.00

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KEENEY
League Bowler... \$99.00
Shuffleboard Conversions:
Bowling Champ... 75.00
4-Way Bowler... 215.00

UNITED
Six Player DeLuxe... \$235.00
Six Player... 179.00
Five Player... 159.00
Four Player... 149.00
Twin Rebound... 125.00
Twin (Puck Return)... 75.00
Skee Alley... 75.00
Super Twin... 59.50
Twin Bowler... 49.50
Official... 290.00
BALLY Hook Bowler... \$79.50

CHICAGO COIN
Bowling Alley... \$25.00
Bowling Classics... 55.00
Trophy Bowl... 55.00

WANTED! Late BINGO GAMES

PHONOGRAPHS
Special Wurlitzer 1015... \$135.00
Seeburg 148 Hideaway... 185.00
AMI Model C... 349.50
Late Seeburg 5-10-25 Wireless... 30.00
Waltomatics, Clean... 49.00
AMI Model D... 489.50

ONE BALLS
Special Entry... \$45.00
Jockey Special... 45.00
Gold Cup... 45.00
Citizen... 55.00
Champion... 75.00

CIGARETTE MACHINES
National Model 750, Completely Repaired... \$79.50

SHUFFLEBOARD SUPPLIES
Shuffle Game Wax, Case (12) \$ 3.30
Fast Wax, Case (12)..... 4.50
Pucks (Set of 8)..... 14.00
Score Sheets, 10 pads..... 7.50
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Lites, pr..... 12.50
Adjusters..... 18.50
New Shuffleboard Scoreboards, Overhead..... 125.00
Wall Model..... 95.00

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SPECIAL UNITED 8" sizes.
Genuine Silk Screen.
Lots of five or more. \$13.50

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78 RPM—100 Selections
\$589.50

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1250 (48 Sel.) \$329.50
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4820 (48 Sel.) Wall Box... 39.50

AMI
Model "C" \$359.50
Hideaway 199.50
5/10 Wall Box..... 24.50
ALSO LATER MODELS..... WRITE

SEEBURG
148-ML (Blonde) \$209.50
147 (Hammeroid Finish). 159.50
146 (Hammeroid Finish). 129.50
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SEEBURG SHOOT THE BEAR..... \$209.50
ROCK-OLA 1432 (51-50) ROCKET (50 Sel.) 389.50

Terms: 25% Deposit, Balance C.O.D.
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Columbus, Ohio
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MAIN 6310

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NATIONAL OFFERS THE BEST IN RECONDITIONED EQUIPMENT

- * MACHINES IN GUARANTEED OPERATING CONDITION
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 - Durable crates used on all shipments.
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TO GET THE MOST FOR YOUR DOLLARS, WRITE TODAY FOR LITERATURE AND PRICE LIST

Complete Stock of All Types of Coin Operated Equipment: Amusement Games, Phonographs, Shuffle Games.

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: BUCKINGHAM 1-6466 CHICAGO 14

SUMMER SPECIALS

5 United Stars, 6 Pla. \$319.00	20 Bally Shuffle Champs \$ 39.00
10 United Super, 6 Pla. 239.00	2 Keeney DeLuxe League Bowler, 6 Pla. 195.00
10 United DeLuxe, 6 Pla. 219.00	5 Bally Hook Bowlers (perfect) 79.00
5 United 2 Player Express... 39.00	2 Dale Pistols 49.00
2 United 2 Pla. Shuffle Cades, Twin 79.00	10 Genco Shuffle Targets (I'ke new) 59.00
2 United Skee Alley 59.00	Seeburg A 100's 575.00
5 Universal Twin Bowlers... 39.00	Seeburg B 100's 750.00
5 Universal Hi-Score Bowlers 59.00	

WIRE—WRITE—CALL
BINGHAMTON AMUSE. CO., INC.

221 MAIN ST. PHONE: 9-1515 BINGHAMTON, N. Y.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
ESTABLISHED 1923
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SUSPENSE!
THRILLS!

Williams FAIRWAY

features:

- ★ HIGH SCORES plus STROKES SCORES!
- ★ 4 TRAP HOLES each good for 500,000 plus 5 strokes each!
- ★ 5 KICKOUT HOLES and ALL 6) ROLLOVERS score 1 stroke each!
- ★ 1 to 7 lites 2 top rollovers and 2 center rollovers for replays!
- ★ 4-5-6 and 7 lites up 2 "special" (Top at side) bumpers for replays!
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- ★ HOLES 1 to 9 in "par" strokes, or under, scores 5 replays!
- ★ 9 HOLES OVER "PAR" scores 1 replay!

2 FLIPPERS

ORDER FROM YOUR DISTRIBUTOR TODAY!

A NEW Sensational

OPERATING FEATURE:
HINGED FRONT DOOR enables operator to service cash box and coin receiving mechanism with greater accessibility and ease!

CREATORS OF DEPENDABLE PLAY-APPEAL
4242 W. FILMORE ST. CHICAGO 24, ILL.

Williams MANUFACTURING COMPANY

Agriculture Dept. Sets Concentrate Retail Standard

WASHINGTON, July 11.—The Department of Agriculture will soon have separate grade systems for orange concentrate for canning and for manufacturing.

These revisions of the USDA grade standards are the same proposals published in February, 1952, but given an extension period to permit further study.

Basic features of the grading system for canning and retail consumption are:

1. The product requires heat to assure preservation.
2. Two styles possible: One with sweeteners added, the other without.
3. When used as a beverage, proper brix-acid ratios must be used to provide correct sweetness to acidity.
4. All concentrates must be less than 6-1, less than 6 parts water to 1 part concentrate.

EXPORTERS!

Top Notch Equipment for Your Export Trade . . .

- United Twin Rebounds w/f top, large pins . . . \$129.50
- United 5 Players w/f top, large pins . . . 229.50
- United 6 Players w/f top, large pins . . . 259.50
- United 6 Player DeLuxe . . . 299.50
- United 6 Player Super . . . 325.00
- Chicoin Bowl-A-Ball, like new, 6 Player . . . 229.50
- Wurlitzer 1015's, now type Jacobs tone arm and pre-amp, excellent condition 139.50
- Wurlitzer Bar Boxes—#3020 17.50
- Wurlitzer Bar Boxes—#2140 . . .
- SPECIAL, as is, complete . . . 5.00
- Wurlitzer Bar Boxes—#3031 4.95
- 1/3 dep., bal. sight draft

SAVAGE DISTRIBUTING CO.

628 Third St. Beloit, Wis. Phone: College 2599-W

READY FOR LOCATIONS

Genco Golden Nuggets (New) . . . \$250.00

- Beauties . . . \$450.00
- Palm Beaches . . . 325.00
- Atlantic Cities . . . 300.00
- Spot Lites . . . 175.00
- Coney Islands . . . 175.00
- United Cabanas . . . 425.00
- United Boleros . . . 125.00

1/3 Deposit, Balance C.O.D.

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ARCADES' BEST

**Air Hockey
Air Football
Set Shot Basketball**

All new Kiddie Rides . . . ask for prices. Also new shooting machines. There's plenty of time for these machines to pay for themselves this season.

1953 Catalog 200 Illustrations FREE

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Permanent position, experienced on Seeburg Phonographs and Pin Ball Machines. Excellent salary, hospitalization, life insurance benefits. Full consideration given to right type of man. No floaters or drunks apply. Reference required.

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715-17 West Main Street Louisville, Ky.

ALL IN A-1 CONDITION

CLEAN—READY FOR LOCATION

- 1 Beach Club . . . \$500.00
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- 1 Frolics . . . 350.00
- 1 Coney Island . . . 189.50
- 3 Spot Lites . . . 169.50
- 2 Brite Lites . . . 150.00
- Brite Spot . . . 199.50
- 47 Seeburg Hideaway . . . 69.50
- Williams Stars Series . . . 49.50
- A.B.T. Target Guns . . . 15.00
- 1/3 with order, balance 5/D

United Distributing Co.

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New and Used Specials for FOREIGN BUYERS



We are distributors of the famous Bally line of coin-operated games and kiddie-rides. We also carry a full line of used equipment of many brands. Every piece of used equipment that we ship has been thoroughly conditioned and inspected to operate like new and make new game profits day after day. For both new and used coin-operated games and kiddie-rides, it will pay you to contact us FIRST . . . you'll be amazed at our sensationally LOW prices. Write or wire today!

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Bally Distributors for Wisconsin and Northern Illinois

HERE! HERE! ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

- | | | |
|------------------------------|--|------------------------------|
| BINGO GAMES | NEW UNITED | MUSIC |
| TROPICS . . . Write \$495.00 | 6 Player Shuffles | 1422 Rock-Ola . . . \$119.50 |
| CABANA . . . 435.00 | OLYMPIC CLASSIC | 1426 Rock-Ola . . . 149.50 |
| BEAUTY . . . 239.50 | Prompt Delivery | H148M Seeburg 199.50 |
| SPOTLITE . . . 239.50 | 20 National Electric Cigarette Machines. \$99.50 Ea. | PIN BALLS |
| CONY ISLAND . . . 239.50 | | Gott. Rose Bowl \$139.50 |
| BRITE SPOT . . . 225.00 | | Gott. Triplets . . . 95.00 |
| BRITE LITES . . . 139.50 | | Gott. Spot Bowler 119.50 |
| SPECIAL | | Gott. 4 Horsemen 129.50 |
| GOLD NUGGET (NEW) \$325.00 | | Gott. Sharpshooter 65.00 |
| JUMPIN' JACKS (NEW) 285.00 | | Williams Nifty . . . 89.50 |
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AFTER TRAGEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS THERE



HOW MUCH PROFIT CAN A TEN-DOLLAR INVESTMENT EARN FOR YOU?

THOUSANDS of alert, successful coin machine operators all over the world know that a \$10 bill can bring them some of the biggest profit opportunities in the coin machine field.

Each year, they invest \$10 to have Billboard delivered to them weekly (52 issues a year). In return, Billboard brings them the latest successful means and methods to make more money from coin machines . . . tells them when, where and what to buy.

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Occupation _____

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Your **\$20.00** Choice each

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Buccanteer	Just 21	Handicap . . . 200.00
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Saratoga	Neon Glow	Sluggfest . . . 110.00
Lucky	Holiday	Skill Pool . . . 175.00
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Rondevo	Star Dust	Thing . . . 75.00
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	Gold Mine	Gott. Flying High 195.00
	Bowlette	King Pin . . . 95.00
	El Paso	Super World Series 125.00
		Sea Jockey . . . 150.00
		Madison St. Garden . . . 85.00
		Double Feature . . . 75.00
		Times Square . . . 185.00
		Starlite . . . 185.00
		Gott. Hit-n-Run . . . 145.00
		Control Tower . . . 85.00
		8-Ball . . . 100.00

WALL BOXES

NEW! Chrome Pickard . . . \$17.50

Used Rock-Ola #1542

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H. Z. VENDING & SALES CO.

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Cliffy Clef says

EXPORT INQUIRIES INVITED

MONEY BACK GUARANTEE

SEEBURG Exclusive Distributors for

WURLITZER

M100A . . . \$565
M100B . . . 695

9 Col. 486 Cap. . . \$239.50

AMP "A" . . . \$195
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and
Bally Amusement Games

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NOW OFFERING FOR EXPORT:

Complete line of used Games,
Phonographs, Cigarette Machines

PARTS and SUPPLIES

Reconditioned Equipment in
A-1 Condition

WRITE US YOUR NEEDS



LOOK AT THESE SPECIALS

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- United A.B.C. \$ 50.00
- United Leader 150.00
- United Bolero 150.00
- Bally Bright Lights 125.00
- Bally Bright Spot 175.00
- Bally Spot Light 140.00
- Bally Coney Island 200.00
- Bally Atlantic City 280.00
- Bally Frolics 295.00
- Bally Beauty 395.00
- Bally Beach Club 465.00

MUSIC

- Seeburg 5-10-25c 3-Wire Wallomatic \$ 27.50
- Seeburg 5c 3-Wire Wallomatic 14.50
- Wurlitzer Bar Box, 5-10c 9.95
- Seeburg 1947 Metal Cabinet 175.00
- Wurlitzer 1100, Very Clean 250.00
- Williams Music Mite & Stand 110.00
- AMI Model A, Very Clean 65.00
- Ristorat 45.00
- AMI Wall Box, 5-10c, 40 Selections Write

ONE BALLS

- Sally Futurity, Like New \$235.00
- Turf King, Very Clean 85.00
- Citation 30.00
- Photo Finish 40.00
- Winner 60.00

VENDORS

- National Candy Vendors \$ 19.50
- National King Ball Gum Vendor 9.95
- Star Candy Vendor 10.95
- 4-Column Stamp Vendor 75.00
- Donanza Pop Corn Vendor 27.50
- Alkuna Cracker Vendor 9.95
- Stick Gum Vendor 9.95
- Uned-a-Pak Monarch Cigarette Machine Write
- PX-8, Like New Write

SPECIALS

- Genco 400 \$100.00
- Genco Jumping Jack 175.00
- Genco Silver Chest Write
- Buckley Track Odds Write
- Remote Control Write

SHUFFLE ALLEYS

- United 4 Player, Formica Top \$125.00
- United 3 Player, Formica Top 160.00
- United 4 Player, Formica Top 185.00
- United 4 Player Deluxe 220.00
- United 4 Player Super Deluxe 265.00
- United 4 Player 10th Frame 345.00
- United 4 Player Match Bowler 260.00
- Chicago Coin 4 Player 220.00
- Chicago Coin 4 Player Match Bowler 295.00
- Chicago Coin & Player Match & 10th Frame 350.00
- Chicago Coin Bowl-a-Ball, Like New 380.00

NEW EQUIPMENT

- Chicago Coin Band Box
- Chicago Coin Crown Bowler
- Chicago Coin Name Bowler
- Chicago Coin Super Jet
- Gottlieb Grand Slam
- Genco Silver Chest
- Bally Beach Club
- Exhibit Space Gun
- Acorn Vendors
- Auto Photo
- Downey-Johnson Coin Counter

WANT TO BUY

- Mutoscope Cross Country
- Mutoscope Voice-o-Graph
- Mutoscope Drivemobile
- Exhibit Love Meters (Late Model Only)

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Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY 20-24-32
WALL AND BAR Record Selections
MUSIC BOXES 5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

BINGO GAMES

(Cleaned, Checked and Ready for Locations)

- 2 United CABANA ea. \$434.50
- 1 United STARS 194.50
- 1 United LEADER 164.50
- 1 United BOLERO 129.50
- 1 United 3-4-5 64.50
- 1 Universal FIVE STAR 59.50
- 4 Bally PALM BEACH ea. \$309.50
- 3 Bally FROLICS ea. 299.50
- 7 Bally ATLANTIC CITIES ea. 289.50
- 4 Bally CONEY ISLANDS ea. 179.50
- 8 Bally SPOT LIGHTS ea. 164.50
- 15 Bally BRIGHT LIGHTS ea. 124.50

SEND 1/3 DEPOSIT, BALANCE C.O.D.

T & L DISTRIBUTING CO.

1663 CENTRAL PARKWAY CINCINNATI 14, OHIO
(PHONE: MAIN 8751)

Text of Ill. Bill

Continued from page 87

and which returns to the player thereof no coins, tokens or merchandise shall not be considered to be gambling device within the meaning of this Act and any right of replay so obtained shall not represent a valuable thing within the meaning of this Act.

"Section 2. Every clock, tape machine, slot machine or other machine or device for the reception of money on chance or upon the action of which money is staked, hazarded, bet, won or lost is hereby declared a gambling device and shall be subject to seizure, confiscation and destruction by any municipal or other local authority within whose jurisdiction the same may be found. A coin-in-the-slot-operated mechanical device played for amusement which rewards the player with the right to replay such mechanical device, which device is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player and which returns to the player thereof no coins, tokens or merchandise shall not be considered to be a gambling device within the meaning of this Act and any right of replay so obtained shall not represent a valuable thing within the meaning of this Act."

Nat'l Rejectors

Continued from page 86

signed with American coins in mind, however, Canadian coin problems are always kept in mind. But being on the spot will provide the company with an on-the-spot conception of the problem.

It is also planned by the company to put a service engineer in the field, continuously traveling around to assist various mechanics in their dealing with the coin mechanism, found on so many different types of equipment.

Cite Examples

Continued from page 86

facturing is not higher is the lack of demand to spread out the costs of tooling-up. Manufacturing costs are higher in Canada than they are in the U. S.

One firm which designed its own machine and put it into production here, and then licensed their machine in the U. S. has been Perfumatic. However, their machine is simple enough to be cheap enough to make it economically feasible to manufacture in this country.

Miami Arcades Sold

MIAMI, July 11. — Ozzie Truppman, Advance Music, announced the sale of two downtown arcades to Arthur Glaesner and his son, Kenneth, who recently moved here from Chicago.

Gene's Oasis, which has 50 pieces, was acquired by Advance three years ago. The 40-unit Playland Arcade was opened a year ago. With the sale Advance ends its affiliation with the arcade business and limits its activities to game and music routes.



FIRST PRIZE for VALUE! for QUALITY! for DEPENDABILITY!

SHUFFLE GAMES

NEW

- Chi Coin CROWN BOWLER
- Chi Coin 10TH FRAME TRIPLE SCORE BOWLER
- Chi Coin GOLD CUP BOWLER

KEENEY

- DOMINO BOWLER
- TRIPLE MATCH FEATURE
- MAGIC DIAL—Selects 4 ways to play.

CARNIVAL BOWLER

Magic Dial—4 ways to play; 6 Players; Quick Dial Scoring; Fast, Silent Rebound.

"First-Conditioned"

- KEENEY SIX PLAYER \$240
- SUPER DELUXE LEAGUE BOWLER 255
- DELUXE LEAGUE BOWLER 235
- LEAGUE BOWLER 115

UNITED

- STAR 6 PLAYER \$375
- SUPER 6 PLAYER 325
- OFFICIAL S.A. DELUXE SIX PLAYER 285
- SIX PLAYER 195
- FIVE PLAYER 175
- SKEE ALLEY 75

CHICAGO COIN

- SIX PLAYER \$250
- TROPHY BOWL 75

UNIVERSAL

- HIGH SCORE BOWLER \$95

BALLY

- HOOK BOWLER \$95

BINGO 5 BALLS

- Bally YACHT CLUB
- United TROPICS
- Genco SILVER CHEST

"First-Conditioned"

BALLY

- BEAUTY \$475
- PALM BEACH 375
- FROLICS 325
- ATLANTIC CITY 350
- SPOT LIGHT 235
- BRIGHT SPOT 245
- CONEY ISLAND 245
- BRIGHT LIGHTS 195

UNITED

- SHOWBOAT \$325
- STARS 210
- A.B.C. 95

Genco

- JUMPING JACKS \$250
- GOLDEN NUGGET 250

VENDING

KEENEY

NEW

DE LUXE

ELECTRIC

CIGARETTE

VENDOR

Easy to Service

Quicker Loading

Greater Profits.



PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$15, \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

5 BALLS

GOTTLIEB

- Skill Pool \$195
- Chinatown 190
- Crossroads 175
- All Star Baseketball 145
- Globe Trotter 145
- Mermaid 125
- Madison Sq. Garden 95
- Triplets 95
- Spot Bowler 95
- Bank-a-Ball 85

"First-Conditioned" and Refinished

- Knockout \$ 75
- Dble. Shuffle 45
- Select a Card 55
- Telecard 49
- Sweepstakes \$195
- Jalopy 165
- Shoo-Shoo 95
- Maryland 49
- Gizmo 35
- Rainbow 35

CHICAGO COIN

- King Pin, F.S. \$135
- Thing 45
- Majority of 49 45
- Grand Award 35
- Trinidad 35
- Catalina 35
- Thrill 35

Genco

- Double Action \$95
- South Pacific 69

Tri-Score \$69

- Harvest Time 65
- 1-2-3 45
- Puddinhead 39
- Screwball 35

UNITED

- Utah \$59
- Aquacade 39
- Carolina 39
- Ramona 39
- Stardust 39

EXHIBIT

- Shantytown \$85
- Tumbleweed 65
- Bobop 65
- Playtime 45

FIRST DISTRIBUTORS

Joe Kline & Wally Finke
1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

ONE BALLS

- FUTURITY \$175.00
- TURF KINGS (as is, off locat.on) 40.00
- WINNER (as is, off location) .. 25.00

BINGO

- SPOTLIGHTS \$225.00
- BRIGHT LIGHTS 125.00

KIDDIE RIDES

PRICES SLASHED

up to 75%

WE SHIP ALL OVER THE WORLD!
100% SATISFACTION GUARANTEED

WRITE, WIRE OR CALL TODAY!

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Exclusive distributors for



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At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve **your** problems from personal experience . . . know what equipment you need to meet your particular requirements **and** know how to get it to you **on time** in perfect working condition. That is why we have satisfied customers everywhere.

Sal Groentman Will leave for Europe August 2

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET



SCOTT-CROSSE COMPANY

Rittenhouse 6-7712

PHILADELPHIA 30, PA.

Branch 819-821 W. Lackawanna Avenue, Scranton, Pa.

GOING GREAT GUNS!

GENCO'S SENSATIONAL NEW Sky Gunner

All Location GUN GAME

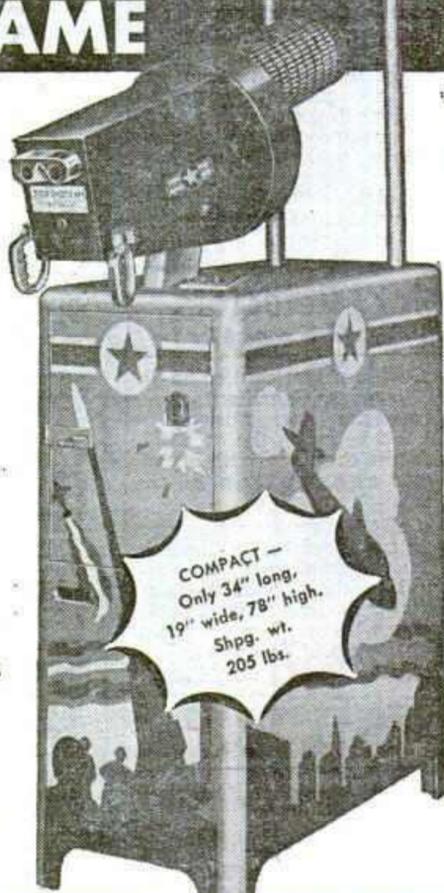
HOTTER THAN A PISTOL with operators all over the country! GENCO's newest, most exciting money-maker is loaded with automatic features that produce high-caliber profits in Taverns, Bowling Alleys, Arcades, Variety Stores . . . and all other locations!

THRILLING FEATURES . . .
"SKY-HIGH" PLAY APPEAL!

- 300 SHOTS (easily adjusted to 200). 1-minute play!
- REALISTIC RECOIL Action — twin Trigger Grips.
- "BIG-PICTURE" 3rd Dimensional Moving Target gives Lifelike Color . . . Depth . . . Motion.
- RAPID-ADD Drum-Type Scoring Units.
- MOVABLE GUN MOUNT Adjusts to Each Player.
- ALL-STEEL GUN — Sturdy Wood Cabinet.

ANOTHER CURRENT GENCO FAVORITE
SILVER CHEST
 New Upright Game Packed with Many Exciting New Features

GET FULL DETAILS FROM YOUR GENCO DISTRIBUTOR—
 WRITE — WIRE — PHONE TODAY!



GENCO

MANUFACTURING & SALES CO.
 2621 N. Ashland Ave. • Chicago 14, Ill.

DAVIS GUARANTEED PHONOGRAPHS

USE SEEBURG REMOTE CONTROL EQUIPMENT IN LOW INCOME LOCATIONS!

There are hundreds of pre-war Phonographs still on location. These should be replaced with post-war Seeburg equipment operating from wall and counter boxes for a boost in income.

Many three to five dollar per week locations can be doubled and tripled by installing Seeburg 1946-1947-1948 Phonographs with wall boxes.

CHECK These Special Offers:

All Reconditioned, Refinished with Davis Six Point Guarantee

Seeburg 146M	\$115.00
Seeburg 147M	135.00
Seeburg 148M	185.00
Seeburg 148ML	215.00

Seeburg 5¢ 3-Wire or Wireless wall boxes to operate with above equipment, Reconditioned, Refinished . . . \$6.95

WALL BOXES

Wurlitzer 4820, 5¢, 10¢ 25¢, Converted	\$39.50
Wurlitzer 3020, 5¢, 10¢, 25¢, Reconditioned	19.50
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	19.50
Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished	6.95
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all Reconditioned—Refinished

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1/2 DEPOSIT WITH ORDER BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE

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UNITED TWIN REBOUND	\$ 75
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UNITED FIVE PLAYER	185
UNITED OFFICIAL BOWLER	295
KEENEY LEAGUE BOWLER	95
KEENEY BIG LEAGUE BOWLER	115
KEENEY SIX PLAYER	225
KEENEY DELUXE BOWLER	265
KEENEY SUPER DELUXE	275
BALLY HOOK BOWLER	75
BALLY SHUFFLE LINE	45
UNIVERSAL SUPER TWIN	75
UNIVERSAL TWIN	25*
CHICOIN BOWLING ALLEY	10*
*No Crating	

NEW GAMES	
Williams FAIRWAY	United CLASSIC
Bally YACHT CLUB	United OLYMPIC

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Seeburg Bear Gun	\$245
Exhibit Six Shooter	175
Bally Turf King	75
Universal Winner	55
Chicoin Goalie	95
Rock-Ola '52 Rocket	550
Rock-Ola #1422	120

GENUINE DELUXE FORMICA	
For United 8' and 9' Games.	\$15 EACH
\$13.50 ea. for lots of 5 or more.	

WANT TO BUY	
Late Shuffle Games	
Bally Beauty	
Bally Beach Club	
Bally Atlantic City	
Bally Coney Island	
Horses	

TERMS: 1/3 Deposit, Balance Sight Draft.

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- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.
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Since 1929 Automatic Phonograph Buyers in all parts of the world have depended upon the sincerity and integrity of Atlas Courteous, Personal Service. You, too, may have confidence in our broad experience for your purchase of phonographs. Our export department offers a complete selection of machines of highest quality, all makes and models. Each is completely reconditioned and handsomely refinished, and is tested by the famous Atlas "Constant Operation" system. Each machine is specially packed for export to assure arrival in good condition.

WE CAN NOW SUPPLY GOOD POSTWAR MODEL MACHINES

SEEBURG 100-SELECTIONS

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 MANY OTHER LEADING MAKES AND MODELS

Write for Our New, Illustrated Postwar Phonograph Catalog

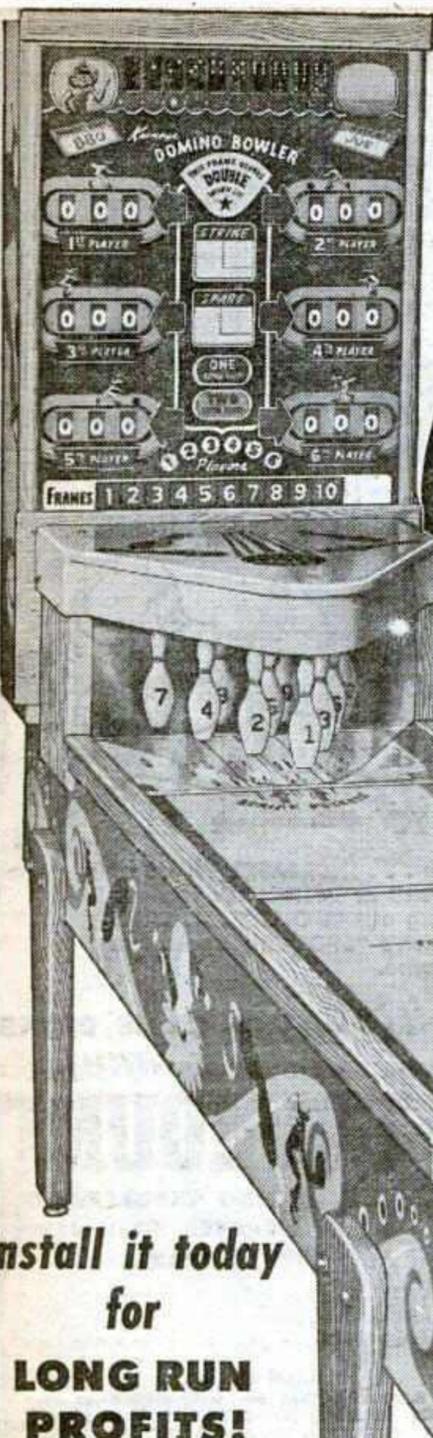
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2202 N. WESTERN AVE., CHICAGO 47, ILL., U.S.A. CABLE: ATNOVCO, CHICAGO

EVERY PIECE GUARANTEED

BINGO GAMES		ONE BALLS	
BEACH CLUBS	WRITE	SUNSHINE PARK	\$225.00
BEAUTY	\$450.00	FUTURITY	145.00
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SPOT LITE	175.00	SEEBURG BEAR GUN	\$150.00
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THE LATEST AND GREATEST!

MAGIC DIAL

selects:

- 20-30 Scoring
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- Bonus Scoring—Possible to score up to 900!
- Double in 3-5-7 plus 10th Frame

Meets Every Location Requirement by Adjusting MAGIC DIAL Inside the Cabinet

6 PLAYER

TERRIFIC FAST ACTION!

DIFFERENT!

plus MATCH THE:

- Number
- Diamond
- Domino

NEW SCORING!

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DOMINO BOWLER

THE ONLY BOWLER COMBINING SUCH FEATURES WITH 6 PLAYER PARTICIPATION

GIANT disappearing PINS silent "PLASTOK" PLAYFIELD

Order DOMINO BOWLER Now!

J. H. Keeney & CO. INC.
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HINGED FRONT DOOR FOR EASY SERVICING!

Install it today for LONG RUN PROFITS!

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WE CAN FILL YOUR NEEDS FOR PHONOGRAPHS, GAMES AND OTHER COIN-OPERATED EQUIPMENT! BIG SELECTION—HIGHEST QUALITY—SPECIAL LOW EXPORT PRICES—PROMPT, EFFICIENT SERVICE! WRITE FOR PRICE LIST!

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Double Shuffle	49.50	El Paso	39.50
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Hit Parade	29.50	Maryland	49.50
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Playland	89.50	Mardi Gras	29.50
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Serenade	34.50	Puddin' Head	39.50
Tennessee	29.50	Three Feathers	64.50
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Thrill	29.50	Wisconsin	34.50
Sharpshooter	49.50	Summer Time	34.50
Buccaneer	34.50	Oklahoma	64.50
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PHONOGRAPH SPECIAL! PACKARD MANHATTAN \$79.50

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Trophy Bowl \$59.50
Bowling Classic 59.50

KEENEY
League Bowler ... \$139.50
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Seeburg Postwar 5c Wire. \$9.95
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SPECIAL OF THE WEEK!

GENCO'S JUMPIN' JACKS only \$19950

5-BALLS

NEW UNITED TROPICS - BALLY YACHT CLUB GEN. GOLDEN NUGGET GEN. SILVER CHEST

BINGO

Beauty	475	BALLY	699.50
Palm Beach	375	Hot Rod	185.00
Atlan. City	350	Ballerina	49.50
Frotics	335	UNITED	
Circus	295	Utah	584.50
Spot Life	235	Tampico	79.50
Stars	210	Oklahoma	69.50
Long Beach	225	Aquacade	59.50
Coney Isl.	245	Monterey	49.50
Bright Spot	245	Rondevoo	49.50
Boiero	195	Moon Glow	49.50
Brights Lgts.	195	Baby Face	49.50
A-B-C	150	GOTTLIEB	
Genco "400"	195	Skill Pool	\$309.50
		Quartette	185.00
		Rose Bowl	169.50
		Glamor	159.50
		Wild West	169.50
		Minstrel Man	149.50
		Happy-Go-L	159.50
		Cyclone	159.50
		Spot Bowler	119.50
		Triplets	109.50
		Rockette	109.50
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		Bowling Ch.	74.50
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		Judy	894.50
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		Whiz Kids	\$149.50
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		Pin Bowler	99.50
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		Shoot 1' Moon	159.50
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		Control Twr.	119.50
		Dreamy	89.50
		Georgia	99.50
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		Rag Mop	99.50
		Pinky	99.50
		Sweetheart	89.50
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		Dallas	69.50
		El Paso	59.50
		Virginia	49.50
		Yanks	49.50
		Dew-Wa-Ditty	49.50
		Saratoga	49.50
		Tennessee	49.50

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GENCO SKY GUNNER AUTO-PHOTO WMS. DELUXE BASEBALL EXH. SPACE GUN ABT RIFLE SPORT ABT CHALLENGER EVANS BATA-SCORE

Photomatic, Life	6650.00
Voice-o-Graph	325.00
Midget Movies	295.00
Ev. Shot-A-Score	275.00
Ch. Basketball Champ	269.50
Photomatic, Pre-War	250.00
Mute. Sky Fighter	195.00
Mute. Ace Bomber	195.00
Silver Gloves	195.00
4 Player Derby	195.00
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Telegiz & Film	169.50
Exh. 3 Little Meters	159.50
& Stand	159.50
Chicken Sam, Rebuilt	150.00
Star Series	139.50
Mills Electricity Is Life	129.50
Bally Rapid Fire	125.00
Ch. Jitters	125.00
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Marion Scale	89.50
Quarterback	89.50
Exh. Hi Ball, Striker	89.50
5c Elec. & Grip Test	79.50
Scientific Baseball	79.50
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Hit-A-Homer	34.50
Art Show & Film, New	49.50
Mercury Counter Grip, New	34.50
ABT Challenger	29.50
Acme Shocker, New	34.50
ABT Skill Gun	39.50
Ex. Love Meter	39.50
Heavy Hitter, 5c	49.50
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Groet. Skill Test, New	59.50
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CIGARETTE VENDERS

FACTORY REBUILT, 25c. KING SIZE COLS.

Rowe President, 10 Col. or 8 Col.	\$155
National Model 950, 9 Col.	145
National 950, 9 Col.	130
Unedapak Model 500, 9 Col.	135
DuGrenier Champion, 9 Col.	125
DuGrenier Model "W" 9 Col.	115

TERMS: 1/2 DEPOSIT; BALANCE SIGHT DRAFT OR C.O.D.

SHUFFLE GAMES

UNITED CLASSIC S. A. UNITED OLYMPICS S. A. CHI. GOLD CUP BOWLER, 6 PLAYER CHI. TRIPLE SCORE BOWLER, 6 PLAYER KEENEY CARNIVAL BOWLER, 6 PLAYER KEENEY DOMINO BOWLER, 6 PLAYER Star Bowler, 10' 2 Player, Wood Balls. \$295.00 United Super 6 Player S. A. 335.00 United De Luxe S. A., 6 Player 335.00 United 5 Player 325.00 United 4 Player 195.00 United Twin Rebound 195.00 United Twin Shufflecade 150.00 Un. Double S.A., Express, Rebound, 8' 99.50 Un. 2 Player S.A., Express 89.50 Chicoin 6 Player, Formica Top 295.00 Chicoin Bowling Classic 89.50 Chicoin Trophy Bowl 89.50 Bally Hook Bowler 149.50 Keeney League Bowler, 4 Player 149.50 Un. Single S.A. Rebound 69.50 Univ. Twin Rebound 49.50 Chi. Baseball, 2 Player 49.50 Keeney Double Bowler 49.50 Williams Double Header 49.50

UNITED'S Genuine 8' FORMICA TOPS \$15.95 Ea. 9' Tops \$16.95 ea. Minimum Order . . . 5 Tops

MARVELS NEW SHUFFLE SCORE

CENTER OVERHEAD \$139.50 WALL MODEL 95.00

VENDERS

ACORN VENDOR, 1c or 5c. \$14.95

Mills 8 Col.	198.50
Mills 5 Col. Candy	89.50
Mills Tab Gum	27.50
Mills Tab Gum, Rebuilt	16.50
Silver King	13.95
N.W. 49, 1c, 5c	17.35
25c Razor Blade	19.95
S.K. Hot Nut	19.95
U Select It	49.50
N.W. Tab Gum	25.95
N.W. Stamp	69.00
U-Pop-It	Write
Kleenex, 8 or 10c	49.50
Smokeshop Lobby	239.50
Ajax 8-Col. 320-Pkg.	
Elect. New	175.00
Vendor-Bar, 10c 104 pkg.	
8 col. selec.	119.50

1-BALLS

Bally Futurity	Write
Turf King	\$149.50
Winner	99.50
Champion	89.50
Citation	79.50
Gold Cup	59.50
Jockey Special	54.50
Special Entry	49.50

MUSIC Mills Constellation 20 rec., 40 set. Metal Cabinet \$169.50

EVANS' 100 Selections CENTURY Now on Display

WANTED! UNITED 6, 5 & 4 Player SHUFFLE GAMES

Empire Coin MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. Phone EVERGLADE 4-3600 CHICAGO 22, ILL.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



**Definitely
Tops!**
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A WONDERFUL ARRAY
of STAR STUDDED FEATURES
with FABULOUS SNAPPY ACTION!

G U Y S D O L L S

PLAY THAT SPARKLES
WITH SPECTACULAR
THRILLS!



RESETTING SEQUENCE FROM 1 TO 9—

ADVANCES BONUS for high score . . . INCREASES VALUE of
point lanes . . . LIGHTS ROLL-OVERS at bottom for replays
. . . AWARDS REPLAYS for spelling out "DOLLS" . . . EACH
RE-SET lights one letter . . . MYSTERY "SPOT-EM" spots one
letter intermittently at start of game.

A - B - C - D SEQUENCE

creates dazzling ball
action . . . marvelous
recovery shots . . .
induces repeat play.

Lights bonus hold
for replay

POP
BUMPERS

BRAND NEW!
6 HIGH POWERED
POP-UP
POSTS

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1140-50 N. KOSTNER AV
CHICAGO 51, ILLINOIS

PLANT NOW CLOSED FOR ANNUAL 2-WEEK VACATION

"There is no substitute for Quality!"

FLASH!

We Are Now
Shipping Again . . .

JOKER U. S. PAT.
#D-164,309

A NEW GAME DESIGNED
SPECIFICALLY FOR USE AS
AN AMUSEMENT MACHINE . . .
NOT A CONVERSION!

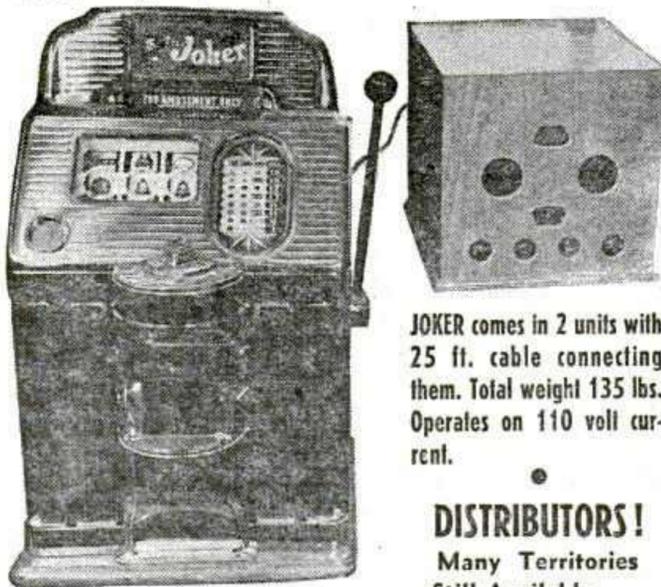
COMPLETELY LEGAL . . .
It has been held in U. S. District
Court of Cheyenne, Wyo., Case
No. 6159, to be "not a gambling
device" under the "Johnson Act,"
and can be shipped in Interstate
Commerce.

TAX-FREE . . .
"Not taxable as an amusement or
gaming device" as ruled by the
Internal Revenue Department.

FULL-SIZE MACHINE . . .
Fits any Standard Bell-
Type Cabinet or Stand.

Hundreds of JOKER machines
already in use in Clubs and
similar locations. Amusement
feature proved even more popu-
lar and profitable than the
familiar bell-type machine.

Adapted to all Foreign Coun-
tries as it is **NON-COIN
OPERATED.**



JOKER comes in 2 units with
25 ft. cable connecting
them. Total weight 135 lbs.
Operates on 110 volt cur-
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DISTRIBUTORS!
Many Territories
Still Available . . .

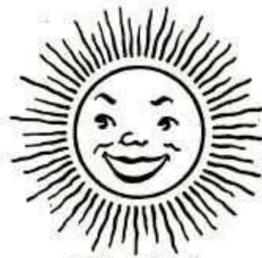
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a Gottlieb
game!



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4 CORNERS
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Coronation 210.00	Bowler (4P) 275.00	Coney Island 275.00
Crossroads 175.00	CC Double Score	5 Star 99.50
Disk Jockey 200.00	Bowler (6P) 485.00	"400" 225.00
Flying High 225.00	CC Match Bowler	Golden Nugget 350.00
Four Corners 190.00	(6P) 375.00	Long Beach 225.00
Four Stars 149.50	CC Name Bowler	Spotlite 275.00
Hay Burners 150.00	(6P) 450.00	
Hong Kong 180.00	CC Super Match	
Majorities 140.00	Bowler (6P) 415.00	
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Quintet 235.00		
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Sportsman 99.50		
Starlite 235.00		
20 Grand 210.00		

TERMS: 1/3 cash with
order, balance C.O.D.
Write for complete
list.

FOREIGN BUYERS: We export all types of equipment,
including slot machines and consoles. Inquiries
invited.

EXCLUSIVE: Chicago Coin, Evans, Genco, Gottlieb, Williams Distributors

General Vending Sales Corp
239-245 W. BIDDLE STREET BALTIMORE, MD. PHONE VERNON 4119-20-2

GIVE TO DAMON RUNYON CANCER FUND

Again!... CHICAGO COIN Scoops the Industry!

Gold Cup Bowler

with **REPLAY** feature

More FEATURES! *More* ACTION!

- 1** Match A Number! **2** Match A Number and Star!
- 3** Match A Number—Star and Gold Cup!
- 4** REPLAY GIVEN PLAYER MATCHING A NUMBER!
- 5** ANY ONE OR SIX PLAYERS CAN GET REPLAYS!
- 6** Gold Cup Bowler Can also be operated as Straight Match Bowler!

Plus 5th and 10th Frame TRIPLE Score Feature . . .

Player in 10th Frame can Add up to 270 Points to Total Score!

*Simple adjustment inside cabinet converts Gold Cup to meet any location requirements.

These Features in ALL 3 GAMES

- ★ NEW Hinged Pin Compartment... Easy servicing! Easy cleaning!
- ★ NEW Hinged front door with protected cash box!
- ★ NEW Lited Cash Box Compartment for Easy Meter Reading!

CHICAGO COIN'S "Big 3"

PROFIT MAKING BOWLING GAMES

These Features in ALL 3 GAMES

- Can be adjusted to include "Triple" or "Double" Score Features in 3rd and 7th Frames!
- ★ Rebound action 20-30 scoring!
- ★ Easy to read individual score dials!
- ★ Jumbo "fly-away" pins!
- ★ 7-10 split pick-up!
- ★ Formica playfield!
- ★ High Score of the week!

TRIPLE SCORE BOWLER

- 5th and 10th Frame Score TRIPLE Feature!
- Player in 10th Frame Can Add up to 270 Points to Total Score!

CROWN BOWLER

- MATCH A NUMBER!
- MATCH A NUMBER AND STAR!
- MATCH A NUMBER, STAR and CROWN!

5th and 10th Frame DOUBLE Score Feature!

Player in 10th Frame can Add up to 180 Points, to Total Score!

chicago coin

MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.



new!

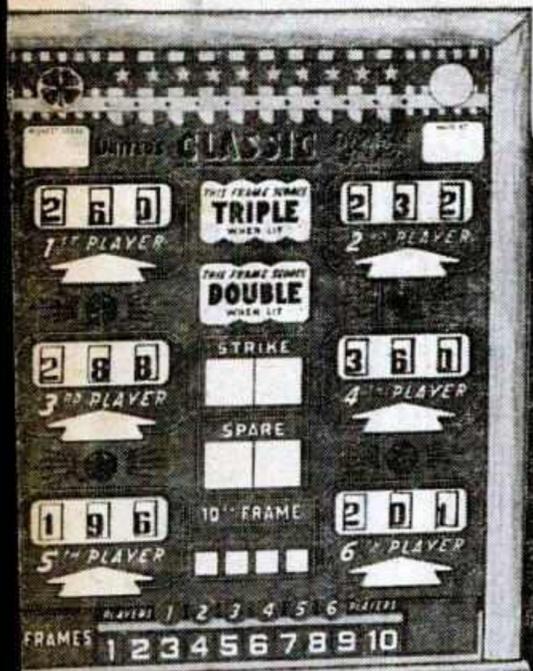
fast money-maker

We print a real big cut of YACHT CLUB, because YACHT CLUB is a real big deal for operators... Better than Bally Beauty, better than Beach Club. Tantalizing SHIFTING, OVERLAPPING CARDS and new 2-IN-LINE SUPER-LINE insure a new big "in-line" boom. See YACHT CLUB at your Bally distributor today, or write Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Illinois for details.

Bally®

YACHT CLUB

UNITED'S CLASSIC SHUFFLE ALLEY



TRIPLE MATCH FEATURE
 NUMBER (0-9) STAR CLOVER

THIS FRAME SCORES
TRIPLE
 WHEN LIT

THIS FRAME SCORES
DOUBLE
 WHEN LIT



10th FRAME FEATURE

ALSO SCORES DOUBLE WHEN LIT

CAN SCORE 180 POINTS

STRIKE OR SPARE FLASHER LIGHTS

CAN PICK UP 7-10 SPLIT

FORMICA PLAYBOARD

SIZES
8 FT. BY 2 FT
9 FT. BY 2 FT

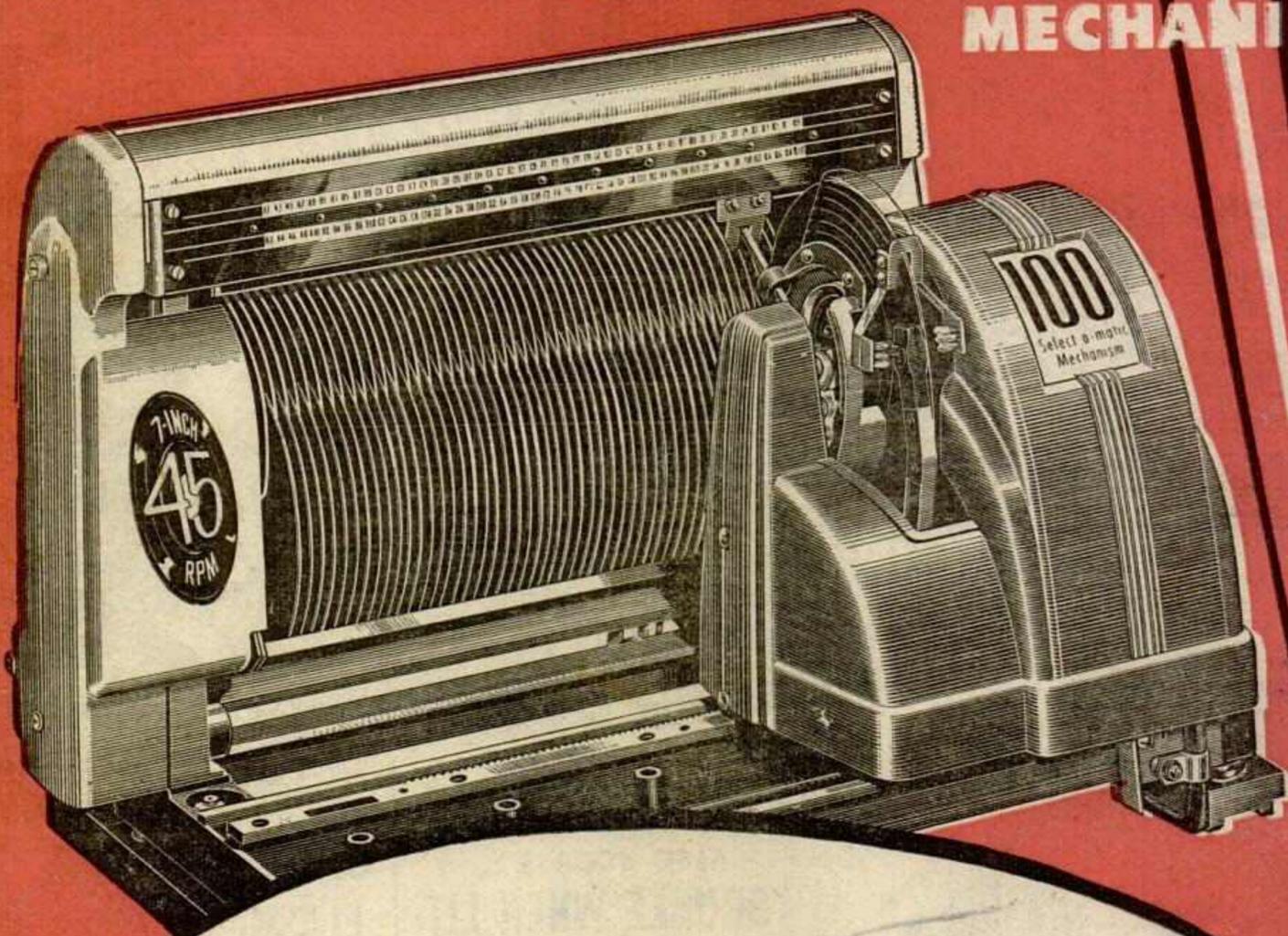
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