

# The Billboard

SEPTEMBER 5, 1953  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE 25 CENTS

## Record Stars Take Comics' Person-Appearance Crown

### Production Statistics Point To Strong Radio Comeback

By BEN ATLAS

WASHINGTON, Aug. 29.—Amid TV's burgeoning, radio is staging a resurgence of popularity that is astounding even the most optimistic of the media's devotees in government and industry alike. One of the key signs of the comeback is a conservatively-estimated and unchronicled prediction by Radio-Electronics-Television Manufacturers' Association that this year's output of radio sets will exceed 14 million, reversing a downward trend of the previous two years and at least the third highest production year in radio

history. Other evidence of radio's big comeback appeared thick and fast this week in these other developments:

(1) The moldy gag that "radio is here to stay" became a serious pronouncement by National Association of Broadcasters and Television Broadcasters Association's AM Committee which agreed at a two-day meeting here to expand its membership and indicated signs of a remarkable climb in radio broadcast revenues as result of new approaches in programing and selling.

(2) NARTB revealed its radio membership has reached a record peak of 1,130 stations, nearly 10 per cent higher than in 1950, which was the turning point in a trend previously downward. The pace has been corollary to NARTB's TV membership growth which is now up to 190 stations, only 34 shy of all TV stations on the air.

(3) The number of TV-radio dealers thruout the nation has been increasing at the rate of a thousand a month, according to a RETMA survey just completed. RETMA found that the number soared to 105,150 on June 30 from 95,400 the previous August. Biggest gains have been in the Midwest and Far West, following the post-freeze course of new TV stations.

(4) Radio sets are selling at an unabated pace along with TV sets. Latest estimates show more than 110 million radio sets in use, a gain of over five million in little more than a year. Buyers' interest is high despite peak pace output of TV sets which this year

is likely to exceed seven million sets, bringing total number of TV sets in use close to 30,000,000.

Members of NARTB's AM Committee who met here this week gave a heavy share of off-the-cuff credit for radio's growth to fresh approaches in promotion, selling and programing by independent and network stations alike. Increased emphasis in programing is going into news and music, leaving to TV the development of eye-and-ear appeal shows like variety acts, plays and the like.

Advertising is being pushed with an eye on radio audiences where TV can't penetrate—automobile radio listeners and set-owners in TV-less communities. Also, heavier pitch than ever is being made toward daytime radio

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### Arnold, Parker Split Up Team

NEW YORK, Aug. 29.—One of the strongest management relationships in show business split this week when Eddy Arnold and Col. Tom Parker decided to call it quits. The parting was amicable, according to both. Each spoke of the other in glowing terms and expressed some sorrow for the parting. The actual reason for the parting is not being talked about, altho it is known that there were some personal differences.

Arnold told The Billboard that he had no plans for hiring a new personal manager, "I suppose I'll be my own manager — I have nobody else in mind." He said that all his bookings would continue to be handled by the William Morris agency.

Parker is opening a booking agency exclusively devoted to country and western talent. The firm will be called Jamboree Attractions and includes plans for a music publishing affiliate. One of Parker's new attractions is Tommy Sands, RCA Victor's lat-

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### Fair Buys Acts For \$50,000

YORK, Pa., Aug. 29.—A pioneer in the booking of name attractions as special features at fairs, Sam S. Lewis, president of the York Interstate Fair, this year has gone whole hog by booking top talent that is starred in the radio, television, club, music, recording and flicker fields on three of the five show nights.

The talent bill for the event, which runs September 15-29, will top \$50,000, Lewis said. Included in the figure, however, are purses for harness and running races, as well as other talent, including the Frank Wirth musical production, "Guys and Girls," which will run nightly.

Vaughn Monroe, former band leader now doing a single, and the

(Continued on page 54)

### Vegas to Try 3-Year Deals

LAS VEGAS, Nev., Aug. 29.—The battle for talent here has entered a new phase, with hotels now trying to tie up talent for three years on different plans. Also Herman Hover, operator of Ciro's, Hollywood, has entered the picture as booker for the Last Frontier.

The first shot in the new drive was started by Jack Entratter of the Sands Hotel. He signed Peter Lind Hayes and Mary Healy for three annual dates for \$12,500 the first year and \$15,000 for each of the following two years. Each date, a two-weeker, has options that may extend the running time to four or more weeks each year.

Hal Braudis, Thunderbird booker, is heading for New York with the planned campaign to offer attractions 12 weeks broken up into four weeks a year for three years. The theory is that anything he gets on that basis will be exclusive with the Thunderbird for at least three years. Braudis said he wouldn't bid against the other clubs because no matter what he had in the room it did business. "Since May 3 our attendance for each show hasn't varied six people, no mat-

(Continued on page 12)

### Six Record Firms Slash Pop Releases

Survey Shows One-Month Total Off 23%; Others Edge Up on Mercury's Hit Lead

By NEV GEHMAN

NEW YORK, Aug. 29.—A study of the activity of six record companies for the first eight months of this year shows a drastic cut-back in the number of pop records released. Compared with the same eight-month period a year ago these companies—Capitol, Columbia, Decca, Mercury, M-G-M and RCA Victor — have issued 23 per cent fewer records this year. The decrease in output has been from 949 pop records to 728.

For the dealer and distributor any reduction in the number of records released is welcome. For the growing number of publishers hustling tunes, however, it can present another picture. As one old line publisher said, "Good! The fewer releases, the better the chance for good tunes. You never have any trouble getting a great tune recorded."

The need for the reduction of

### CHESTERFIELD'S TUNE THROWS LUCKIES CURVE

HOLLYWOOD, Aug. 29.—The "Hit Parade" Lucky Seven, "The Hit Parade" may be in a dilemma when it resumes September 12 because of the rapidly rising popularity of the rapidly rising popularity of Ray Anthony's Capitol etching of "Dagnet."

"Dagnet" is the theme of the radio-TV show of the same name, sponsored by Luckies' competitor, Chesterfield Cigarettes.

Should "Dagnet" break into the "Hit Parade" Lucky Seven, the American Tobacco Company will be faced with the problem of playing their competitor's theme.

### DANA RECORDS RUBS SALT IN COL'BIA WOUND

NEW YORK, Aug. 29.—Fouling out on a quick curve, a Billboard reporter last week erroneously recorded that Dana Records was the latest victim of Columbia Records' undefeated softball team. That game never took place, as Dana was quick to note. This Wednesday (26), however, the two diskeries did meet on the diamond and Dana stopped Columbia cold with a 6 to 0 win.

Elated at the result, the polka specialists then gathered for a recording session featuring the Ray Henry ork. One number was quickly retitled, and a forthcoming Dana disk will be known by the commemorative title, "Shut-Out Polka."

### Disks' Leaders Now Draw Top Spots & Money

TV Grabs Up Best Comedians, Others Haven't Held Up

By BILL SMITH

NEW YORK, Aug. 29.—The day of the comic as the chief attraction in the personal appearance field has passed. Today it is the record name who gets the top billing and the top money. That is virtually the consensus of opinion in the trade, among sellers as well as buyers.

Only in television is the comic still king, which in turn may be another reason why comics as attractions have fallen in favor in the p.-a. field. The good ones have been snapped up by TV, becoming unavailable; the rest have not held up.

For example, ABC has signed Sammy Davis Jr., Danny Thomas, Ray Bolger, Joel Gray and others. Gray and Davis are growing in demand in the cafe field. Davis as part of the Will Mastin Trio was particularly hot. As soon as their TV stints start they'll be unavailable for personals.

As recently as two years ago, there was hardly a show in a club or in a theater that didn't have a comic as the star. The rule of thumb was: Get your attraction, almost always a comic, and then your singer and the novelties.

The pattern is still the same except the comic is no longer the

(Continued on page 12)

### TALENT OUTDOORS

### Everyone's in the Act On Labor Day Spr

NEW YORK, Aug. 29.—The demand for talent by outdoor events running Labor Day week this year has reached a new peak and caused the managers and bookers of these events to sign a variety of performers whose identities range all the way from the concert hall to the burlesque house.

The mediocre, the aspirant and the amateur are programed in along with top-flight names at the literally hundreds of events, principally fairs, which are opening today, tomorrow and Monday to take advantage of the holiday and catch the multitudes bent on their last big mass outdoor frolic of the year.

Outdoor bookers report the demand for talent this year greater than ever before. Many programs were jelled more than six months ago. The scarcity of talent for the holiday week was apparent several months ago. The late comers and lesser events have been at the nail-biting stage for good, frustrated by the lack of good thrill and variety acts.

For the acts and the bookers the week's billings will probably

add up to the \$1,000,000 market. For the events there's the ring rain on the holiday take will be counted in millions. Labor Day makes nanza week of the season. The only events aren't scheduled week embracing the f

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# Billboard Backstage

By BILL SMITH

Insurance people claim some people are accident prone. Maybe I'm fight prone. If there's a punch thrown, Smith is there to catch it. If it's verbal, Smith is also there getting both ears full, wondering how it started and, more important, how to get out of it.

It's a mystery psychiatrists can unravel, because I'm actually quite timid. My idea of a fight is to sit in my living room and watch two guys on TV slug it out, while I encourage them to bigger and bloodier efforts.

But covering talent for The Billboard apparently takes more than that. I never dreamed when I started to write about talent and agents that I would have to defend The Billboard's and/or my honor with anything stronger than pica type, upper and lower case.

Sometime ago I was having a hot conversation over a cold cup of coffee in the Gateway restaurant in the RKO Building. You can see it was some time ago because the restaurant is now a bank. And the William Morris office, which used to be in the building, has since moved to more lavish quarters. Anyway, there I was on a rainy afternoon. The room was full of actors, agents, publishers, etc., plus some tourists. The actors were in their familiar groove, denouncing agents and other performers who were getting more money and better jobs. The agents were replying with those four letter words without which showbiz

would be tongue-tied, expressing the ingratitude of performers, methods used by competitive agents, split commissions, etc. Song writers were describing what they fervently believed were their smash hits; publishers were boasting about their tunes breaking out in towns nobody ever heard of. A typical showbiz kaffee-klatch. Unsuspecting tourists must have been completely bewildered by the babble and the informality.

There I was sitting, listening to the romantic escapades of a comic who must have spent his spare time as a researcher for Dr. Kinsey when I was suddenly tapped—no, not tapped—slugged on the shoulder. I turned around and looked up at an agent who had gone to the Coast to produce pictures but didn't make it. I said, "Hello." He replied with a string of four letter words that in my innocence I took for a greeting common to the trade. But as he grew redder and louder, I realized this was not conversational gambit. He was livid at a Billboard story that divulged too many financial facts. Overcome by a sense of chivalry and desiring to look heroic to some ladies present, I suggest he stop yelling and be more specific.

At least that is what I started out to suggest. His voice became a roar. Feeling like St. George taking on the dragon, I stretched to my full five feet three inches, grabbed him by the coat lapels (I had recently seen James Cagney do it in a movie with satisfying results) and started to

snarl. At least I intended it to be a snarl. Actually I sneezed (my damn hayfever!). The agent let me go from the floor. Had he connected, Smith would no longer be around; somebody else would be now taking the blame for every bad notice or unflattering story in The Billboard.

My reaction was to retaliate. I too swung and connected, but not on target. A waitress with a tray full of dishes, hot soup, etc., caught it—right on the tray. In less than a second the joint was in a bedlam. Tables were upset, dishes crashed to the floor, screams resounded like playbacks in an echo chamber record session. Sol Tepper, an indie agent, jumped between us with soothing words. Suddenly there was another scream. "George, look out! George, your nose. Look out!" George Wood, of the Morris office, was in the middle of the broken dishes and upset tables trying to be a peacemaker. When the scream, "Look out for your nose," cut thru the melee, George, just getting over a nose job and still wearing bandages, jerked up his right hand and cupped it over his schnozz. He used his left to hold the agent.

Peace was finally restored, with the agent muttering dire threats. As there were plenty of people between us, I replied in kind, my honor now completely vindicated.

If anybody else wants to take a punch at me, please fellas, can't we talk it over. Better still, phone me. No, I'll tell you what to do. Don't call me. I'll call you.

# Legit Line-Up

By BOB FRANCIS

Made official via a scroll presented to Richard Rodgers and Oscar Hammerstein II by Mayor Vincent Impellitteri Tuesday (25), next week has been proclaimed Rodgers and Hammerstein Week. Re-entrance of "Oklahoma!" into the City Center Monday (31) will have the team authoring and sponsoring four song-and-dance hits simultaneously on Broadway. The others, needless to catalog, are "South Pacific," "King and I" and "Me and Juliet." . . . The Longacre Theater, after a nine-year stint as a radio broadcasting studio for WOR, is coming back to the legit fold. The 917-seater will be relit legit-wise October 23, when "Ladies of the Corridor" comes in under the banner of Walter Fried, Edna Best, Francis Starr and Betty Field will share acting honors in the Dorothy Parker-Arnaud d'Usseau play. Walter Matthau and Lonny Chagnon also will take part. Harold Clurman is directing.

## NEW LEAD FOR "SABRINA FAIR" . . .

The somewhat strained situation brought about this week by Barbara Bel Geddes' announcement that she would not undertake the fem lead in the Playwrights' Company production of "Sabrina Fair" has been leavened by the mutual certainty that Margaret Sullivan will undertake the part. Miss Bel Geddes' appearance in the play as predicated on the report author Samuel Taylor provide, and that she

neither signed nor agreed to appear in it. A spokesman for the Playwrights' Company claims that she did agree to terms for doing the play. However, "her demands for script revisions at length proved intolerable" and the Playwrights "willingly released her from any obligation which we consider due us." No contracts with Miss Sullivan have been signed as yet, but the actress has stated that "it looks as tho there will probably be a deal." Rehearsals begin September 7 under direction of H. C. Potter for an October 27 opening at the National Theater. John Cromwell, Kathleen Nesbitt, Russell Collins and Luella Gear are in supporting cast. . . . Still another casting difficulty has been ironed out ament the Walter P. Chrysler production of "The Strong Are Lonely." Arnold Moss reported last week that he would be unable to appear in it because of a pic commitment. Chrysler announced Wednesday (26) that Philip Bourneuf will fill the slot vacated by Moss. The Fritz Hochwalder play is due at the Broadhurst September 29, after a 10-day break-in in Philadelphia. Victor Francen and Dennis King are co-starred.

## GARRETT, PARKS READY "LOVER" . . .

It is still possible that Betty Garrett and Larry Parks will appear here this season in Vernon Sylvaine's four-character comedy, "Anonymous Lover." The deal hinges on the availability of

Evelyn Keyes and John Lund to undertake the other two roles. If the latter are agreeable, producer Louis Mandell plans to bring the play in early this term. . . . Orson Welles will temporarily repatriate himself from London in mid-September to huddle with Billy Rose on a repertory notion. If the project jells, its item would include "Macbeth," "Othello" and a new version of Fernand Crommelynck's "The Magnificent Cuckold." Welles is to direct as well as appear in all of the plays. Rose thinks a likely tee-off date will be in February. . . . David Wayne arrived from Hollywood this week to start rehearsals for "The Teahouse of the August Moon" Thursday (27). John Forsythe is co-starred in the John Patrick comedy, which is due at the Martin Beck October 15. . . . Author-playwright John O'Hara is reported out of danger this week but must remain in the Harkness Pavilion for at least a fortnight for observation and treatment. O'Hara was hospitalized Friday (21) with a severe stomach ailment. . . . Australian actor Jack Raine has been signed by Bill Doll for the Dr. Watson role in his forthcoming production of "Sherlock Holmes." The drama goes into rehearsal September 14 with Jarmila Novotna playing opposite Basil Rathbone's title role. . . . Robert Middleton has joined the cast of "A Red Rainbow," which preems at the Royale September 14. Other additions to the roster are William Kemp and Spencer James.

# Picture Business

By LEE ZHITO

WOOD, Aug. 29.—In old days, the studios kept stars at home. Galaxies were held safely behind contractual clauses. In any way one could see a star perform was to look green. This rule had its exceptions. Once in a while a pic player enjoyed a break of freedom. This usually occurred when a studio was somewhat concerned over a film's box office potential and would then rule in favor of personal appearance tours by some of the players to boost the take.

Since these were the good old days, stagershow were the accepted policy of many theaters.

After the public had its fill of fairly solid professional entertainers, the Hollywood star would then appear, smile, bow and bring down the house. Some would briefly recount some of the experiences in making the film. Others would repeat a stunt or speech from the film. After a flimsy display of talent, nearly all would beg off, with the standard excuse that time had run out.

Many who hoped to see the upper crust of Hollywood's celestial talent cake often were disturbed by the studios' seemingly unfair hold on their top names. It seemed unfair that these performers were mercilessly held captive by their employers.

Well, times have changed. Studios, for the most part, no longer keep talent stables. The top names of the screen are free to perform where they will. Increasing costs in picture production as a result of the new scope and dimension craze in the face of decreasing box-office returns has forced the movie makers to trim overhead to the bone. Contracts that once kept the stars have now been replaced by per-picture deals. A flood of Hollywood screen names will bedazzle the marquees of theaters and night clubs across the country.

With few exceptions, patrons will now long for the good old (Continued on page 48)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 29.—Bob Richards, able vice-president of National Association of Radio and Television Broadcasters, got some unexpected evidence the other day on the TV era's impact on the younger generation. Bob bought a portable radio set for his eight-year-old son, Jeff. The lad turned the station-selector knob and looked puzzled. "Dad," he said, "How do you get Channel 7 on this?"

## U. S. FINE ARTS LADS ARE TONE-DEAF . . .

A big-scale row is quietly shaping up over the Federal Fine Arts Commission, an influential seven-member group appointed by the President of the United States to encourage the arts. The Commission, which right now is comprised of architects, a painter and a sculptor, happens to have an eye strictly for architecture, painting and sculpture, with not even a glance for music, legit theater and dancing. That's what the fight's about, and it looks like it'll be the most sizzling hassle since the Commission was shaken up by former President Truman

in his furore over the White House balcony.

The battle will reach President Eisenhower's ears when he returns to Washington next month. He'll be advised by a group of congressmen it's high time to give the world of music and the theater some direct representation on the Commission. The president will have the opportunity to do that when the terms of five of the commissioners expire next summer.

Spearheading the drive to give the musical and theatrical arts a direct voice on the Commission is Rep. Charles R. Howell (D., N. J.). He's staunchly supported by several fellow-lawmakers on both sides of the political aisle, including Reps. Jacob K. Javits (R., N. Y.), Carroll D. Kearns (R., Pa.) and Sen James E. Murray (D., Mont.). Howell is sponsoring a bill, patterned after the National Science Foundation Act, setting up a commission to handle outlays up to 20 million a year for grass-roots development of music, the theater and other arts. Identical or similar bills have been introduced by Javits, Kearns and Murray. The Fine Arts Commission, incidentally, hasn't shown enthusiasm for any of the bills. In their recent report to the President, they recommended that they should continue in their capacity as a non-salaried advisory body without funds. Presumably, they don't like change in the form of a widened area of interest.

Ironically the Commission's tone-deafness hasn't drawn a word of protest from folks in the music and theater world. They'd better get started.

## 200 TV THEATERS NEXT YEAR; BET? . . .

Dopesters expect that there'll be more than 200 TV theaters in the nation by next year's end. Right now, the number is slightly over a hundred. Theater TV will get a shot in the arm when it sets up a carrier service of its own to handle interconnections (The Billboard, August 29). . . . Federal Communications Commission's final okay on three-year TV licenses is likely to come by mid-September. . . . The press will get just a tiny sliver of that \$1,000,000 nut which Congress of Industrial Organizations has set aside for a new public relations program (The Billboard, August 29). Newspapers will get about \$75,000. At that, every penny that goes to the newspapers will be for the sole purpose of promoting the TV and radio programs.

# The Billboard

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# Admissions Tax Veto Brightens

WASHINGTON, Aug. 29.—The outlook for elimination of the federal admissions tax next year got another shade brighter this week as Treasury Secretary George M. Humphrey indicated that he is exploring ways to get rid of several of the excises. The Treasury secretary in a news conference discretely avoided singling out the admissions tax or any other specific excise, and he made it clear also that repeal of excises couldn't come about unless the administration substitutes a major source of revenue via a national retail sales tax or a general manufacturers' excise.

The idea of a national sales tax is among two score possible alternatives being explored by the Treasury Department as ways to provide for tax cuts elsewhere. Inside word is that Treasury Secretary Humphrey himself rather favors the idea for a sales tax, but President Eisenhower for the present at least is cool to it. Pressures for the sales tax are pouring in from proponents and foes alike. The U. S. Chamber of Commerce and the National Association of Manufacturers are in the van of large organizations plumping for the sales levy.

No matter what stand is taken by the administration, the House Ways and Means Committee is expected to urge repeal of the federal admissions tax. The committee is drafting a voluminous report calling for drastic overhaul of the federal tax structure. The committee's report will be accompanied by a general tax revision bill which will be hopped soon after Congress convenes in January. The administration has insisted so far on producing what it describes as a balanced budget before taxes can be cut.

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# BROADWAY SHOWLOG

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## Eastern Joins In Rule Plea On Fee-Video

WASHINGTON, Aug. 29.—Joining four UHF stations which have asked the Federal Communications Commission to set up an early rule-making on subscription TV, Eastern Broadcasting Company, holder of a CP for WACH-TV in Newport News, Va., stated that fee-TV would "enable non-network TV stations to compete with network affiliates" for the TV audience. In a petition filed this week with FCC, WACH-TV stated, in part:

"The type of programs that would be available thru subscription television service will better enable non-network TV stations to compete with network affiliates and network programs for a better share of the TV audience."

WACH-TV claimed that many stations cannot offer certain types of programs to their audiences because of "restrictions placed on the programs by the party in control of the program material."

### RETALIATION

## Thieves Lift Camera Head At ABC, Hwd.

HOLLYWOOD, Aug. 29.—Several weeks ago Hollywood detectives successfully used a TV camera to capture a band of warehouse thieves. This week, across town, the situation was reversed. A thief—or—thieves—made off with a TV camera head.

This time the loser is ABC, which reported to police that sometime last Saturday night (22) a TV camera head, valued at \$8,500, was stolen from its 21-acre Television Center. While insured, the equipment's loss created considerable consternation since it reduced to 12 the number of cameras available for local telecasts.

A hurry-up call resulted in shipment from ABC's New York headquarters of a replacement for a heavy week-end schedule.

## CBS-TV to Start Earlier

NEW YORK, Aug. 29.—CBS-TV this week was playing around with the idea of beginning its network programming day at 9 a.m. instead of 9:45. The web will probably begin by moving up a half hour from its 9:45 quarter-hour morning news strip to 9:15, where it will program a musical variety show featuring Jack Paar and the music of Jose Melis and his ork. Show will be kined on September 15.

If that works out, CBS-TV will probably use some of its more successful summer replacements, particularly "Bank on the Stars," in the 9-9:30 slot. The network, however, is mindful of the fact that early morning video programming must be low-cost, at least until larger viewing audiences can be tapped. This programming pattern will take at least a half season to accomplish.

## Revamp Planned For Froman TV

NEW YORK, Aug. 29.—The Jane Froman TV show will be revamped considerably this fall. The program which is sponsored by General Electric on Thursdays 7:45 p.m., has had trouble finding a client for its Tuesday night segment at the same hour.

Revision will seek to accentuate chatter and to get Miss Froman to sing in a style more acceptable to a mass audience. Announcer Allyn Edwards will also play a more important part in the program. The "U.S.A. Canteen" theme will be dropped.

### DODGERS

## IBEW Out, But Du Mont Gets Game

NEW YORK, Aug. 29.—After three days of unsuccessful efforts, the Brooklyn Dodger game finally came on Du Mont's WABD here at 8 p.m. last night. Earlier, Du Mont had applied for a court order to prevent members of the International Brotherhood of Electrical Workers, AFL, from interfering with the telecast. But New York State Supreme Court Justice di Falco adjourned yesterday's hearing on the injunction until today. Just what had transpired to make the telecast possible without a court order was not revealed.

Du Mont had charged this week that a picket line set up at Ebbets Field by members of IBEW Local 12, which is currently striking against Mutual and WOR-TV, prevented their pick-up of Tuesday's game, and the actions of Ebbets Field electricians, members of IBEW Local 3, had blocked Wednesday's telecast. Last week, WABC-TV tried to pick up two Dodger games, but was allegedly prevented by ball park technicians in sympathy with the strike against WOR-TV, which had carried the Dodger games up until the strike began.

### No Settlement

The IBEW strike against Mutual, WOR and WOR-TV, meanwhile, went into its 12th day today with no sign of a settlement. Except for the absence of the ball games on the TV station, operation was normal this week, with all types of supervisory personnel putting in long extra hours on technical operations on a voluntary basis.

Despite the strike, WOR-TV this week picked up three new spot advertisers, Wrigley Spearmint Gum, Simmons Hide-a-Bed and the New York Telephone Company. The station also picked up two more participating sponsors for "Merry Mailman," Marshmallow Whip and Ralston, and one for "Sally Smart's Kitchen," Burnett Vanilla.

## Jack Lawrence Passes at 34

NEW YORK, Aug. 29.—Jack Lawrence, an agent at the William Morris agency, passed away Wednesday (26) at a local hospital. The 34-year-old Lawrence was a much-decorated war correspondent for Yank magazine, and received several shrapnel wounds from which he never fully recovered. Among the top talent he represented at Morris were Laraine Day, Jeffrey Lynn, the Kean sisters, and Margaret O'Brien.

### FTC AIR-BLURB STUDY

## Questionable Airings Show Small Increase

WASHINGTON, Aug. 29.—Federal Trade Commission this week disclosed a slight increase in the percentage of TV-radio ads set aside as questionable in the fiscal year ending June 30, compared with the previous fiscal year. However, FTC pointed out that these figures don't present the complete and accurate picture. The percentages are based solely on the number of ads examined by monitors in the FTC's Bureau of Antideceptive Practices. Not included in these figures are the number of ads brought to the FTC for examination from other major sources, including complaints filed by businessmen, Better Business Bureaus, FTC's field offices and the general public. The Commission does not compile total figures based on all of those sources.

The piecemeal picture, however, as reported by FTC and based solely on ads examined by FTC's monitors in the Antideceptive Practices Bureau, showed 173,005 radio commercials examined by the monitors in the last fiscal year and 6,499 of them set aside as

# TV Net-Station Peace Shaky As New Stations Hit the Air

## Milwaukee Hassle Only a Symptom Of More Troubles in Many Cities

By SAM CHASE

NEW YORK, Aug. 29.—The Milwaukee flare-up between WTMJ-TV and CBS-TV is, in the opinion of top trade sources, symptomatic of TV's still-growing pains, with the problem likely to be repeated in several cities in coming weeks. The rupture of relations between WTMJ-TV topper Walter Damm and CBS-TV, with the web withdrawing all its shows from the Milwaukee outlet, is regarded as an inevitable outgrowth of the industry's expansion. The question remains: How can the affiliation problem be solved in other single-station outlets as new TV broadcasters become airborne?

The networks and station execs alike are looking with no little trepidation at developments in such cities as Miami, St. Louis, Tulsa, Rochester, Buffalo and Pittsburgh. It is hoped that the transition there will be bloodless, rather than follow this week's heated Milwaukee pattern. In that instance, Damm (an NBC basic affil) reportedly decided to cut off all CBS-TV shows except the Arthur Godfrey evening segs,

the Pabst fights, "I Love Lucy" and an hour strip of Godfrey's morning show, the latter to be aired via kinescope. Damm's move was stimulated by the coming of UHF video to Milwaukee, and the obvious conclusion that CBS-TV sooner or later would pact a primary or basic affil of its own.

### Who Gets What?

The scramble over which web will get how much time over what station is perturbing the station relations boys no end these days. The Miami situation is a case in point. WTVJ, there, carries shows of all the webs, but is a primary affiliate of none. A new UHF outlet in Fort Lauderdale will carry its signal into Miami; question is, how will the webs unscramble affiliations? Thus far, NBC has moved to put onto the UHF outlet some of its shows which have not been cleared on WTVJ. But CBS-TV is pinning all its hopes on the Miami station. WTVJ has not yet indicated which way it will jump in the end.

The situation is reversed in St. Louis, where KSD-TV is an NBC

primary. A new outlet in Belleville, Ill., across the river is almost sure to carry some CBS stanzas not cleared by KSD-TV, upon which NBC continues to depend exclusively.

In Tulsa, KOTV is a CBS-TV primary, but a new UHF outlet arrives in a few weeks. NBC-TV must decide whether to risk offending KOTV by shifting some shows over, or wait until the older station itself makes a move.

In Rochester, where CBS-TV only recently made a determined bid to woo WHAM-TV away from NBC-TV, the situation is a little clearer. There a VHF license has been granted for split-ownership of a new station which doubtless will affiliate with CBS. That web, however, must live uneasily about whether WHAM-TV will continue airing its shows during the interim period, or, like Milwaukee, try to cut the sked to the bone.

In Pittsburgh, WDTV is a Du Mont-owned outlet, which is being joined in that city by two UHF outlets. The latter probably will cast their lots with CBS and NBC respectively, but the webs now are at the mercy of their rival in a key market.

In Buffalo WBEN-TV is an NBC basic, and that web is convinced will remain so. CBS-TV already is setting several of its better shows on one of two new UHF outlets there, WBUF-TV. This situation is believed to be irking the WBEN-TV management no little, and the Buffalo situation is deemed by traders to be the one most apt to burst into the open in the near future.

The problem is most acute when the new station involved is a UHF outlet, for the number of sets converted to receive UHF is a key factor in the station's potential strength as an affiliate. In Milwaukee, for example, CBS-TV feels it is in a comparatively good position as UHF affiliation deals go. WCAN-TV, which replaces WTMJ-TV for CBS, claims there already are 82,000 conversions and that there will be between 150,000 and 200,000 by the end of the year. In other cities, where UHF is brand new, the problem is more difficult for the web forced to get a new affiliate. This is why NBC-TV poured so much effort into promoting UHF in Norfolk, where the VHF station switched to CBS.

The trade in general feels that this kind of warfare inevitably benefits nobody, particularly the public, and that agreement for a smooth transition of affiliation as new stations come on would be in the public and industry's interest. But no such agreements have yet been forthcoming.

## ABC Weighs 'Problem' TV

NEW YORK, Aug. 29.—Negotiations are in the works for ABC-TV to air Helen Parkhurst's prize-winning panel show, "It's a Problem." If the deal jells, the program will be spotted in a Monday nighttime period this fall.

Also on ABC's fall agenda is "The Big Picture," a public service film series produced by the U. S. Army. The replacement for "A Date With Judy," (Wednesday, 7:30-8 p.m.) axed by American Chicle over the week-end will be "Inspector Mark Sabre—Homicide Squad," sponsored by Sterling Drugs starting October 7. The film series, starring Tom Conway, was aired over the web on Mondays at 8 p.m. last season.

## 'Songs for Sale' Up For CBS Revisions

HOLLYWOOD, Aug. 29.—CBS-TV this week was considering a revamped version of "Songs for Sale," featuring Jo Stafford, as a possibility for daytime slotting this season. The program, to be music instead of humor, one of its main emphases as a nighttime program.

# Mounting Tempo in Colorcast Activity

## Both NBC and CBS Announce Plans for Trial Programs; BBD&O Begins Tests

NEW YORK, Aug. 29.—The tempo in color television activity began mounting this week, with key developments at both NBC and CBS, and with Batten, Barton, Durstine & Osborn, one of the top video agencies, beginning to get into the act on behalf of its clients. The viewing public, meanwhile, received a promise from Benjamin Abrams, president of Emerson Radio and Phonograph Corporation, that his firm would produce color TV receivers which would be priced only 25 per cent over current black and white sets.

One of the main forces of color activity, NBC moved its operation into second gear. Sylvester (Pat) Weaver, in charge of color programming gave a progress report. He stated that plans are underway to telecast the Rose Bowl in color, to "color premiere" virtually all the top NBC-TV shows which will be brought in from their origination point for

the purpose, if they don't originate from here; that all new video shows now being blue-printed will be created expressly with color in mind, and that virtually the entire operating personnel of NBC has completed a color indoctrination course.

### Color Consultant

NBC has also signed Richard Day, a six-time Academy Award winning Hollywood art director, to lead research into the color element of its shows. Being readied for NBC color is the huge Warner Brothers sound stage in Brooklyn, and the Bijou Theater, here, has been converted for colorcasts on a movie size screen. The network's Colonial Theater has already been fully equipped for major compatible color programming.

Some 55 NBC-TV affiliates have signed supplementary color agreements to their affiliation deals, with cost to stations for color conversions estimated at \$25,000. First major showing of color in the Midwest will be at the annual convention of the Association of National Advertisers in Chicago on September 21 and 22, when a half hour show star-

(Continued on page 4)

## Mutual Ready With New Affil Option Plan by October 1

NEW YORK, Aug. 29.—Mutual this week was definitely set to kick off its new option plan October 1. The objection raised by the Federal Communications Commission to certain wording in the basic affiliation contract had led to complications in the flow of station acceptances, since it required the circulation of an amended contract. Nevertheless it was understood that a majority of the Mutual affiliates had already signed up.

For the stations accepting, the plan will mean a reduction of network option time to an average of five hours a day. The stations will be obliged to carry these programs but will get no payment. In return, Mutual will deliver an additional 14 hours of name programming a week for local or spot sales on which the network will get no payment.

# NBC Radio Affiliates Get Fall Preview

NEW YORK, Aug. 29.—The NBC radio affiliates' working committee meets here with the web brass on Tuesday (1) with indications pointing to a harmonious clambake. A meeting of the full NBC-AM affil group is slated for Chicago later this month.

The affiliates' representatives will hear the web brass outline program plans for the fall, including a new projected dramatic show starring Frank Sinatra, a Robert Montgomery - produced hour-long dramatic stanza which will buck Jack Benny, and a two-hour national record show featuring disk jockeys of the NBC affiliates as participants.

## Sinatra Deal

The Sinatra deal is reported to involve a property titled "Frankie Galahad," and would capitalize on the warbler's smash in a like dramatic role in the hit film "From Here to Eternity." Slotting is not yet set, but the show would

seem to fit into the projected Tuesday night adventure line-up.

The dramatic stanza will feature Montgomery as producer-host, and will air 6:30-7:25 p.m. Sundays. With Jack Benny on CBS, starting at 7 p.m., it's felt that NBC can build and hold an audience before the Benny stanza gets on. Top properties will be utilized, including adaptations of famed novels and movies. The show will not be a reprise of Montgomery's current video series.

## "Big Preview"

The disk stanza, titled "The Big Preview," will air 11 a.m. to 1 p.m. Saturdays, and will use a name as emcee. It will feature all the new platters released during the preceding week, with at least three different jocks called in each week from their individual local stations to voice opinions on the future of the records, and to offer a regional approach on the potentials of the tunes. The audience also will be invited to rate the waxings. The show will be geared to gain the teen-age and young married women's ears.

# BAB Merges Two Groups

NEW YORK, Aug. 29.—Broadcast Advertising Bureau this week integrated its two management advisory committees into a single group to be known as the Plans Committee. This group will work with BAB management in developing the organization's overall plan for promotion radio sales. The Plans Committee consists of execs from 16 stations, four networks and two station reps. The chairman is Donald Thornburgh, president and general manager of WCAE, Philadelphia.

The Plans Committee will meet at least twice a year. The first scheduled meeting will be the week of September 21, to cover the second half of BAB's fiscal year. The two groups that the Plans Committee supercedes are the Promotion Committee, which had been chaired by Thornburgh, and the Research Committee, which had been chaired by Robert Dunville, president of Crosley Broadcasting.

# HI, GENERAL— BUT 'FOODS'

NEW YORK, Aug. 29.—General Foods will be the sponsor of "Gunsmoke" next season on the CBS Radio network, not General Mills as mistakenly reported here last week. The Billboard got its Generals mixed up, but the happy fact is that the show, after being given a 15-month run as a sustainer, finally has gotten itself a top-brass bankroller.

## AFA TO TELE

# Use WAAM In Test of Programing

BALTIMORE, Aug. 29.—Advertising Federation of America, now in the seventh year of its public relations campaign, will use TV for the first time when it collaborates with Station WAAM here in a test of programing techniques designed for national use after being tried out in the Baltimore area. AFA President Elon G. Borton and WAAM General Manager Ken Carter announced this week. Material for the programs, intended to promote public understanding of advertising, will be provided by AFA and adapted by WAAM staffers for TV use as spot announcements, program inserts, display material and programs suitable for use on other stations, WAAM reported.

Spokesman for the station said Baltimore will be used as a test market for the TV techniques, designed for subsequent national use on local stations and networks, as part of the AFA campaign "to increase public consciousness of advertising's value to the national economy."

# Reports Growing Boom In Radio ET Services

NEW YORK, Aug. 29.—Radio transcription service sales are booming because network affiliated stations want to increase local business this fall to compensate for less national network revenue, according to Pierre Weis, general manager of World Broadcasting System. Weis noted that World's current business with stations is at an all time high, between 30 and 45 per cent over that of 1952, the previous record year.

Most of World's new contracts, said Weis, "continue to come from network affiliated stations. More than 25 per cent of new World subscribers are using a transcription service for the first time, while about 40 per cent of the new station clients are adding the World service on top of another library service."

Weis also stated that many of the new subscribers reported that record programing alone was no longer enough to offer a local advertiser.

As a result, World is stepping up its production of merchandising programs. "You Win," World's local telephone quiz show, is the firm's latest merchandising property. Gross sales by stations to advertisers on it already total more than \$3,000,000.

# AM Strength Grows in Chi

CHICAGO, Aug. 29.—The continuing strength of radio in Chicago was brought out this week with the sale of a midnight classical music program on WMAQ, which has been sustaining since it started in 1944.

Alan Radio & Appliance Company bought for 13 weeks the "Promenade Concert" on Mondays from 11:15 p.m. to 1 a.m. The show features classical records from the collection of announcer George Stone.

# Rountree Sells Out 'Press' and 'Issue' To Partner Spivak

NEW YORK, Aug. 29.—Martha Rountree this week sold out her interests in "Meet the Press" and "The Big Issue" to her partner Lawrence Spivak. The only reason for the split, Miss Rountree said, was that she wanted to go into business with her husband, ad exec Oliver Presbrey. Her relations with Spivak remain amicable, and she will continue to work as moderator of these two shows.

The two-year-old suit that Miss Rountree and Spivak had against Mutual and Crowell-Collier on "Reporters' Roundup" was discontinued and settled at Federal Court here yesterday. The terms of the settlement were not disclosed. The plaintiffs, as Press Productions, Inc., had charged that the Mutual show was an imitation of their "Meet the Press," which had also been on Mutual years ago.

The firm of Rountree-Presbrey owns "Washington Exclusive," which is now on Du Mont, "Leave It to the Girls," which comes back on the air October 3, "The Nation's Press Conference," which is now in negotiation for a sale, and other packages whose titles have not been disclosed. The firm is also publishing a children's book, "Mike, the Magic Cat." And Miss Rountree is writing a Washington column for Quick magazine.

# Bob Crosby Bought By Tappan Ranges

NEW YORK, Aug. 29.—Tappan Ranges, a new TV network client, this week bought the third quarter-hour of the Bob Crosby show from CBS-TV. Two quarter hours of the strip, which goes into the 3:30-4 p.m. slot in September, have already been sold to the American Dairy Association.

Tappan will own the 3:30-3:45 Thursday segment of the show and American Dairy the 3:45-4 Tuesday and Thursday sections. Ketchum, MacLeod and Grove is the Tappan agency.

# AM Strength in Competition With Video Amazes Industry

## Expanding Set Output Sure Sign, Confirmed by Growth of NARTB

Continued from page 1.

advertising in TV communities. The feeling is that TV is actually proving to be a stimulant to radio. NARTB's AM Committee in a resolution to be submitted to the NARTB board cited radio's "position as the most effective low-cost advertising medium" in the U. S., and declared that, in recognition of radio's revitalized strength, each network member of NARTB should be authorized to seat a

representative on the AM Committee. The committee voiced confidence that the period of "readjustment" following TV's introduction on a wide-scale basis "is well advanced" and voiced praise of the policy of networks in "re-emphasizing" radio's power "thru their reorganizational efforts which place proper emphasis on the nation's most effective low-cost advertising medium."

In the wake of the AM Committee meeting here, NARTB began distributing to all members

copies of a radio broadcasting survey of five representative markets titled "The Principles of Profitable Operation." The study stressed that "there must be a continuing drive for new accounts and new business, regardless of whether you are in a radio-only market or in a radio-television market." The AM Committee is headed by G. Richard Shafto, WIS, Columbia, S. C.

# Mercer & CBS To Go Steady?

NEW YORK, Aug. 29.—CBS Radio this week was planning on giving Johnny Mercer his own half-hour network show, after his successful summer run on the web in the 7:15-7:45 strip which has already been bought by other sponsors for their own shows next season.

The web's programing department will try to create another program for Mercer that can utilize his formidable talent as a maestro of informal musical clambakes. His summer ratings have been impressive.

# Mounting Tempo

Continued from page 2

ring Nanette Fabray will be presented.

## CBS Programs

Beginning October 21, between 5 and 6 p.m., CBS will program a series of 30 weekly one-hour color shows to acquaint medicos with the latest methods of coping with cancer. The program will be beamed over a closed circuit linking medical centers in New York, Boston, Philadelphia, Pittsburgh, Detroit and Toledo, with other cities to be added after initial trials. The newly devised 4 by 6 foot CBS big color screen will be used by viewers. The Cancer Society has allocated \$250,000 for the project, CBS undertaking the balance of expenses. The aim of the program is to bring all the latest medical information on cancer to physicians thruout the nation.

## Agency Is Active

BBD&O will test live color commercials for several of its top clients, including Lucky Strike and Armstrong Cork at NBC facilities next week. Last week, J. Walter Thompson did the same for some of its clients. BBD&O, however, has gone a step further. It is the recipient of between 25,000 and 35,000 feet of Technicolor film footage shot by Screen Gems for the American Tobacco Company and three of its products, Lucky Strike, Herbert Tarreyton and Pall Mall cigarettes. Much of this footage will be worked into commercials that may at first be shown in theaters. The agency has also made several commercials in Eastman color for another client, the Crosley set division. Screen Gems also shot that footage.

In a reverse twist, NBC meanwhile is shooting a black and white film on the virtues of color which is to be used on a special show plugging color.

# RELIGION POSER SOLVED BY KINE

NEW YORK, Aug. 29.—A delicate problem was met this week by Gertrude Berg, producer and portrayer of Molly on "The Goldbergs." The September 18 edition of NBC-TV's 8-8:30 p.m. Friday show falls on the eve of the most solemn Jewish holiday, Yom Kippur. The question was whether to air the show and risk offending devout viewers who might feel that putting on the stanza was sacrilegious. The solution: the show to be aired that night will be shown via a kinescope cut earlier in the week.

**EXTRA**

Back on TV!\*

**THE GOLDBERGS**

Molly, Jake, Rosalie, Uncle David  
—the whole family—to keep you  
in stitches!

Tony draws a crowd!\*

on **TONY MARTIN TIME**

—plenty of music...  
new guest star every week!

WNBC RADIO  
SUNDAY 8:00—8:30 pm  
Outside New York City—check your local paper for time, station, channel.



WNBT CHANNEL 4  
FRIDAY 8:00—8:30 pm

Brought to you by **RCA VICTOR**

Division of Radio Corporation of America  
\*Note to RCA Victor dealers: these shows are your sales and traffic builders.

Time for sales

WDEL-TV

Wilmington, Delaware

Hundreds of local and national advertisers use WDEL-TV consistently... proof positive of its profit potential. Write for information.

Channel 12

**WDEL**  
AM TV FM  
Steinman  
Station

Sales Representative **MEEKER**

New York  
Chicago  
Los Angeles  
San Francisco



# 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. I'm Walking Behind You | 4. P. S. I Love You     |
| 2. No Other Love          | 5. Oh                   |
| 3. Vaya Con Dios          | 6. Crying in the Chapel |
|                           | 7. You, You, You        |

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

## NBC in Cool-Off as Affils Chill M-G-M Deal

NEW YORK, Aug. 29.—The deal by which NBC-TV was to get the services of M-G-M film stars for appearances on web shows, this week seemed to be cooling to the point of extinction. It's understood that a number of the network's affiliates felt less than overjoyed about the repercussions of such a deal, and let their feelings be known to NBC toppers.

Ramifications of the deal, which would have the web plug the latest film of each star appearing, certainly might be regarded as

cutting into potential local revenue of the outlets. The station execs feel that the spots placed with them plugging new theatrical attractions, might be lost if the web plugged them as part of a reciprocal deal.

By the same token, both the studio and the network face a contradiction. There are far fewer top contract players available for such appearances now than in past years, making the deal less attractive to NBC. A similar deal is said to have been rejected by CBS-TV recently, for this reason.

## DJ JUMPS FROM VIDEO TO RADIO

CHICAGO, Aug. 29.—In a man-bites-dog maneuver here this week, WNBQ video deejay Howard Miller will jockey his own radio record show across the board on WMAQ beginning Monday (31) from 10:15 to 10:55 p.m. Miller, one of the few platter spinners to click big on TV, is featured on WNBQ Monday thru Friday from 11 p.m. to 1 a.m. The NBC stations are readying a big promotional push for Miller's "return to radio" stint. He will also continue on TV.

## TV Set Sales Boom at Record Level, Unhindered by Color

WASHINGTON, Aug. 29.—Retail sales of TV sets are booming almost at the record-smashing pace of shipments to dealers. The boom is unslackened by the prospect of an early formal go-ahead by Federal Communications Commission for compatible color and by vast promotional programming preparations for color by National Broadcasting Company and Columbia Broadcasting System.

In the first half of this year, a record-smashing 3,022,250 TV sets were shipped to dealers who in that same period sold 2,775,900 of them, according to latest figures

by Radio-Electronics-Television Manufacturers' Association. Strengthening the outlook for an all-time record high this year in sales and production of TV sets, RETMA's tabulation shows June shipments alone totaling 326,394 TV sets while dealers that month sold 431,089 TV sets.

Shipment of sets to dealers in the first half of this year ran 43 per cent ahead of last year, when 2,118,510 sets were shipped in the first six months. Sales of TV sets in the first half of this year are estimated as running around 400,000 ahead of corresponding period last year. Trade experts expect the year's total shipments of black-white sets to climb well over 7,000,000, which would be about 15 per cent ahead of last year.

## Broadcasters Get Talent Fee Relief

WASHINGTON, Aug. 29.—Broadcasting industry was granted long-awaited relief from an irksome payroll problem this week when wage and hour division of Labor Department ruled that "talent fees" paid for work performed outside of the regular work week cover the requirement for overtime pay. Fees for "out of stretch" work must at least equal the overtime rate, and both station and employee have to agree beforehand that fees cover any pay due for overtime work. New ruling is the result of conference between National Association of Radio and Television Broadcasters and wage and hour administrator, William R. McComb.

Under the old rule, broadcasters often found that they owed announcers or performers sizable sums in "back pay," since Labor Department required overtime payments to employees even when a "talent fee" was paid.

By providing that payment of fees during the regular work-week cannot be used to cover overtime, new ruling prevents use of "in stretch" payments to reduce announcers' regular salaries.

## NEWS CAPSULES—COAST TO COAST

### NBC Spot Sales \$1 Mil in Week; K&E Releases Promotion Analysis

NEW YORK, Aug. 29.—NBC's spot sales department this week recorded \$1,000,000 worth of radio and TV sales within a five-day period (24-28), making it the department's biggest week since the first of the year. The web's spot sales chief, Tom McFadden, attributed the new sales peak to an increased demand by advertisers for spot buys this year. He predicted even bigger spot sales before the year is out. TV spot buyers this week included Procter & Gamble, Colgate-Palmolive-Peet, Melville Shoes, Ruppert Beer. Radio spot sales were made to Procter & Gamble, Sawyer Biscuit, Wildroot Company, La Rosa Food Products.

#### AGENCY REPORTS ON SURVEY . . .

NEW YORK—On-the-air promotion far outweighs station promotion via any other media, Kenyon & Eckhardt ad agency found in its survey of radio and TV station promotion this week. Whereas only 9 per cent of responding stations said they supported client advertising by

newspaper ads, window displays, billboards or car cards, over 92 per cent said they gave some kind of on-the-air support. But 94 per cent of the stations offered trade mailings. K&E found that in nearly all cases the advertiser can get station co-operation on specific promotional problems. The main reason given for lack of promotion support was a dearth of trained personnel. Twenty per cent of the nation's stations didn't respond to the survey or had no services to offer.

#### ABC-RADIO CO-OPS REACH NEW HIGH . . .

NEW YORK—ABC-Radio will offer its 363 affiliates an all-time high in total weekly hours of co-op programming this fall, according to the web's co-op manager Frank Atkinson. The record total of 20 hours and 10 minutes weekly covers 18 programs, four of which are new. New co-op airers include news commentary by George Hicks, starting September 7, 6:45-7 p.m. across the board; "Modern Romances," starting October 6, Tuesdays and Thursdays, 11-11:15 a.m.; "Lum 'n' Abner," Monday thru Friday, 5:30-5:45 p.m. beginning September 14; "College Football Game of the Week," Saturday afternoons, teeing off September 26.

#### NBC-RADIO TAKES ON FOUR EXECS . . .

NEW YORK—Four more account execs were added to the NBC-Radio network sales department this week, bringing the department force up to 12. The new men are John Birge, formerly of J. Walter Thompson; James Fuller, formerly with Young & Rubicam; John Doscher, formerly with ABC; Jack Mann, formerly with WNBZ. Meanwhile, Lynn Phillips Jr., formerly of Ziff-Davis Publishing, joined NBC-TV sales.

#### 'LADIES CHOICE' GETS EXTENSION . . .

NEW YORK—NBC-TV is extending the summer sustaining run of "Ladies Choice" an additional two weeks to September 18. The final two weeks will be kines made by producers Wilbur Sark and Jerry Layton when the show was pre-empted by telecasts of the United Nations. Meanwhile sales effort on the show, which drew an 8.3 Nielsen, is being intensified.

#### THREE QUIT CBS STORY DEPT. . . .

NEW YORK—Arthur Heine-mann, script editor; Janet Wood, story editor, and Bernice Galland, her assistant, this week resigned from the CBS-TV program department. They will be replaced by Don Moore, formerly Eastern story editor for Warner Brothers, who now becomes head of the TV story, script and rights clearance department. Mr. Heine-mann, Miss Wood and Miss Galland have not announced their future plans.

#### OTHER NEWS IN BRIEF . . .

Dr. Thomas Goldsmith Jr., Du Mont Laboratories research director, is working on the development of a UHF transmitter that will deliver 1,000,000 watts effective radiated power. . . . Weiss & Geller this week took over the Sealy Mattress account formerly handled by the Olian Agency. . . . ABC walked off with all three radio awards in the fourth annual poll conducted by the national

American Legion Auxiliary Awards went to "Breakfast Club," "Mr. President" and "The Lone Ranger." . . . WABC, New York, has two new programs lined up for its fall agenda: "The People Speak," 10:15-10:30 p.m., Monday thru Thursday, starting October 5, and a two-hour deejay show from midnight to 2 a.m., Tuesday thru Sunday, starting September 29, and originating from the Belmont Plaza Hotel, with Virginia Graham as spinner.

#### CLIPP HEADS CHAMBER GROUP ON ADVERTISING . . .

WASHINGTON.—Roger W. Clipp, general manager of Radio Station WFIL, Philadelphia, and member of the board of directors of United States Chamber of Commerce, will head the U. S. Chamber's committee on advertising, it announced this week.

The 26-man-committee, aimed to work toward "a better public understanding of advertising," includes Harold E. Fellows, president, National Association of Radio and Television Broadcasters; Robert T. Mason, WMRN, Marion, O.; John Pattison Williams, WING, Dayton, O.; Frederic R. Gamble, president, American Association of Advertising Agencies; L. J. Dillon, Outdoor Advertising, Inc., and Francis W. Hatch, Batten, Barton, Durstine & Osborn, Inc.

#### WHITEHEAD "UNFAIR"; OTHER AFTRA ACTION . . .

HOLLYWOOD—American Federation of Television and Radio Artists this week placed TV producer John Whitehead on its unfair list. AFTRA took the action because Whitehead allegedly owes puppeteer Lenore Walter \$450 and claims some of the checks bounced that he used to pay her for previous work.

Claims also were filed with the labor commissioner against Circus Gardens, Inc., Ocean Park ballroom, on behalf of 16 performers for approximately \$900 claimed to be due them for TV performances on KTTV on three different occasions in May and June. Meanwhile, in another development, the union agreed to arbitrate settlement of a claim against Sam Mannis, who allegedly still owes Patricia Stevens \$988 for modeling furs on KTTV. Man-

## ARB to Cover 60 Markets

NEW YORK, Aug. 29.—American Research Bureau is expanding its coverage to the point that it will be reporting on more markets individually than any other TV audience rating service. ARB this month is surveying 35 markets. In addition to the 15 cities it has been covering monthly, it is reporting on 10 more markets quarterly, seven of them three times a year and three others twice a year. In March the service will be boosted still further to cover 60 cities individually.

Subscriptions coming in before October 1 get the 35-city package for \$275 and the 60-market package in March for an additional \$75 a month.

## CBS-TV Readies Pact for Jack Paar

NEW YORK, Aug. 29.—CBS-TV this week was close to concluding negotiations to sign Jack Paar to a contract. He is to work on a morning show the web is blueprinting and would generally make himself useful on some of its other properties.

Paar emceed "Bank on the Stars" this summer, and was credited with a first rate effort, which sparked the network's interest.

nis previously paid Miss Stevens \$450.

#### MORT HALL REPLACES FEDDERSON AT KLAC . . .

HOLLYWOOD—Don Fedderson leaves his general manager's post at KLAC and KLAC-TV September 15 after a seven-and-a-half-year affiliation with the Dorothy Schiff broadcast enterprises. He will be replaced by Mort Hall, Mrs. Schiff's son. Fedderson's departure comes at the halfway mark of his second five-year contract with the station owner. Remaining two and half years of Fedderson's contract was settled here this week following a two-week Coast visit by station owner New York Post publisher Dorothy Schiff.

Fedderson told The Billboard that the settlement was "amicable." He plans to enter the TV *(Continued on page 43)*

# REX ALLEN

## REPUBLIC PICTURES

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# 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 COLUMBUS, O.

(261,000 TV Sets; Panel Size 300)

... According to Videodex Reports

WBNS-TV	Columbus Dispatch	CBS
WLWC	Crosley Broadcasting Corp.	NBC
WTVN	Picture Waves, Inc.	ABC, Du Mont

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

JULY, 1953

### SUNDAY, SIGN-ON TO SIGN-OFF

							Avg. Rtg.
1. WHAT'S MY LINE	CBS	9:30-10:00	WBNS	37.3			
2. TOAST OF THE TOWN	CBS	7:00-8:00	WBSN	35.0			
3. TV PLAYHOUSE	NBC	8:00-9:00	WLW-C	26.8			
4. MR. PEEPERS	NBC	6:30-7:00	WLW-C	24.6			
5. THE BIG PAYOFF	NBC	7:00-8:00	WLW-C	18.8			
6. ROY ROGERS	NBC	5:30-6:00	WLW-C	18.5			
7. G. E. THEATER	CBS	8:00-8:30	WBNS	18.4			
8. YOU ASKED FOR IT	ABC	6:00-6:30	WTVN	18.1			
9. THE PLAINCLOTHESMAN	Du M.	8:30-9:00	WTVN	17.4			
10. SUPER CIRCUS	ABC	4:00-5:00	WTVN	16.8			

### MONDAY, SIGN-ON TO SIGN-OFF

1. I LOVE LUCY	CBS	8:00-8:30	WBNS	50.4
2. TALENT SCOUTS	CBS	7:30-8:00	WBSN	46.9
3. SUMMER THEATER	CBS	9:00-10:00	WBNS	23.9
4. ROBERT MONTGOMERY PRESENTS	NBC	8:30-9:30	WLW-C	23.5
5. BURNS & ALLEN	CBS	7:00-7:30	WBNS	22.8
6. MASQUERADE PARTY	CBS	8:30-9:00	WBNS	20.1
7. CAMEL NEWS CARAVAN	NBC	6:45-7:00	WLW-C	13.7
8. AL MORGAN	Non-Net	6:15-6:30	WLW-C	13.5
9. CBS NEWS	CBS	6:30-6:45	WBNS	12.6
10. FIFTY CLUB	Non-Net	11:30-1:00	WLW-C	12.5

### TUESDAY, SIGN-ON TO SIGN-OFF

1. THIS IS YOUR LIFE	NBC	8:30-9:00	WLW-C	22.6
2. FIRESIDE THEATER	NBC	8:00-8:30	WLW-C	21.6
3. TWO FOR THE MONEY	NBC	5:00-9:30	WLW-C	18.9
4. DANGER	CBS	9:00-9:30	WBNS	17.3
5. THE NAME'S THE SAME	ABC	9:30-10:00	WTVN	16.1
5. SHORT	Non-Net	7:00-7:30	WBNS	16.1
7. MIRROR THEATER	Non-Net	7:00-7:30	WLW-C	16.0
7. DINAH SHORE	NBC	6:30-6:45	WLW-C	16.0
9. CAMEL NEWS CARAVAN	NBC	6:45-7:00	WLW-C	15.7
10. BOSTON BLACKIE (film)	Non-Net	8:30-9:00	WBNS	15.3

### WEDNESDAY, SIGN-ON TO SIGN-OFF

1. GODFREY & FRIENDS	CBS	7:00-8:00	WBNS	39.0
2. STRIKE IT RICH	CBS	8:00-8:30	WBNS	22.5
3. PABST BLUE RIBBON BOUTS	CBS	9:00-9:30	WBNS	21.0
4. KRAFT TV THEATER	NBC	8:00-9:00	WLW-C	20.7
5. I'VE GOT A SECRET	CBS	8:30-9:00	WBNS	20.4
6. CANDID CAMERA	NBC	9:00-9:30	WLW-C	18.1
7. SPORTS SPOT	CBS	9:30-9:45	WBNS	16.1
7. SUPERMAN	Non-Net	6:00-6:30	WBNS	16.1
9. MY HERO	NBC	9:30-10:00	WLW-C	16.0
10. COKE TIME	NBC	6:30-6:45	WLW-C	14.6

### THURSDAY, SIGN-ON TO SIGN-OFF

1. DRAGNET	NBC	8:00-8:30	WLW-D	39.1
2. THE BEST OF GROUCHO	NBC	7:00-7:30	WLW-D	30.6
3. MY LITTLE MARGIE	CBS	9:00-9:30	WBNS	27.1
4. FORD THEATER	NBC	8:30-9:00	WLW-C	24.0
5. PLACE THE FACE	NBC	7:30-8:00	WLW-C	21.4
6. BIG TOWN	CBS	8:30-9:00	WBNS	20.6
7. RACKET SQUAD	CBS	9:30-10:00	WBNS	18.8
8. CISCO KID (film)	Non-Net	7:00-7:30	WBNS	18.6
9. FOUR STAR PLAYHOUSE	CBS	7:30-8:00	WBNS	17.7
10. MARTIN KANE	NBC	9:00-9:30	WLW-C	17.2

### FRIDAY, SIGN-ON TO SIGN-OFF

1. MY FRIEND IRMA	CBS	7:30-8:00	WBNS	22.6
2. BOXING	NBC	9:00-9:45	WLW-C	22.0
3. BIG STORY	NBC	8:00-8:30	WLW-C	21.9
4. MR. & MRS. NORTH	CBS	9:00-9:30	WBNS	20.4
5. LIFE OF RILEY (film)	NBC	7:30-8:00	WLW-C	20.2
6. PLAYHOUSE OF STARS	CBS	8:00-8:30	WBNS	19.8
7. FOOTLIGHTS THEATER	Non-Net	9:30-10:00	WBNS	18.6
8. RCA SHOW	NBC	7:00-7:30	WLW-C	18.1
9. OZZIE & HARRIET	ABC	7:00-7:30	WTVN	16.6
10. ORIENT EXPRESS (film)	Non-Net	8:30-9:00	WLW-C	16.4

### SATURDAY, SIGN-ON TO SIGN-OFF

1. JACKIE GLEASON	CBS	7:00-8:00	WBNS	33.7
2. SATURDAY NIGHT REVUE	NBC	8:00-9:30	WLW-C	28.2
3. MIDWESTERN HAYRIDE	Non-Net	7:00-8:00	WLW-C	27.4
4. PRIVATE SECRETARY	CBS	9:30-10:00	WLW-C	22.1
5. KIT CARSON	Non-Net	6:30-7:00	WBNS	18.8
6. MEET MILLIE	CBS	8:00-8:30	WBNS	18.1
7. BIG TOP	CBS	11:00-12:00 a.m.	WBNS	17.8
8. WILD BILL HICKOK	Non-Net	6:00-6:30	WBNS	17.4
9. WRESTLING	Non-Net	4:30-5:30	WLW-C	17.1
10. WRESTLING	Du M.	10:00-12:15	WLW-C	15.7

\* NBC Estimate for April, 1953.

## FOR FULL INFORMATION

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

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

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

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

## NEXT WEEK

### Top 10 TV Shows Each Day in Los Angeles

... According to Videodex

### Top 5 Radio Shows Each Day in Los Angeles

... According to Pulse

## FCC Issues 4 TV Grants

WASHINGTON, Aug. 29.—Federal Communications Commission issued four new TV grants this week, including a CP issued to Columbus Broadcasting Company, Columbus, Ga., over protests by Mayor Elmer E. Reese of Phenix City, Ala., and Russel County Rep. J. W. Brassell, who claimed that issuing of the grant would create "a monopoly problem" in communications in the area. The commission gave Reese and Brassell until September 10 to file evidence. Commissioner Frieda B. Hennock dissented on the grounds that action should not be taken on the application until the problem is settled. She said the grantee, which has newspaper interests, poses a monopoly problem.

Commission's action this week brought total authorizations to 555, of which 427 are post-freeze grants, including 20 for non-commercial-educational operation.

Recipients of new CP's are: Texas Telecasting, Inc., Sweetwater, Channel 12; the Radio Voice of New Hampshire, Inc., Manchester, Channel 9; Columbus Broadcasting Company, Inc., Columbus, Ga., Channel 4, and Lamar Life Broadcasting Company, Jackson, Miss., Channel 3.

LONDON, Aug. 29.—British Broadcasting Corporation TV broadened its policy this week to include showing kinescoped plays. Until this week they had run films straight and used tele-recorded outside sporting events, but never allowed canned plays on the air.

Relaxing the rule will now mean that more stars, whose other commitments would not allow them time off for an evening play, will be seen on British screens. It reflects a general (but slow) trend among BBC brass to get the best show available by whatever means.



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NATIONAL REPRESENTATIVE  
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## • Top 5 Radio Shows Each Day of the Week in BIRMINGHAM

(143,080 Radio Families\*)

... According to Pulse Reports

WAFM	24,000 watts	Ind.	WJLD	250 watts	Ind.
WAPI	10,000 day, 5,000 night	CBS	WJLN	23,000 watts	Ind.
WBRC	5,000 watts	NBC	WLBS	1,000 watts	Ind.
WEDR	1,000 watts	Ind.	WSGN	5,000 day, 1,000 night	ABC
WILD	10,000 day, 1,000 night	MBS	WVOK	50,000 watts	Ind.

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

MAY-JUNE, 1953

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

					Highest Qr. Hr. Rating
1. BERGEN-MCCARTHY, JR. MISS	CBS	7:00-7:30	WAPI	7.5	
1. MY LITTLE MARGIE	CBS	7:30-8:00	WAPI	7.5	
3. HALL OF FAME, DECEMBER BRIDE	CBS	8:00-8:30	WAPI	6.3	
4. DRAGNET	NBC	8:30-9:00	WBRC	6.0	
5. BARRIE CRAIG	NBC	9:00-9:30	WBRC	5.5	
5. THEATER GUILD	NBC	7:30-8:30	WBRC	5.5	
5. WALTER WINCHELL	ABC	8:00-8:15	WSGN	5.5	

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

1. LUX RADIO THEATER	CBS	8:00-9:00	WAPI	9.0
2. BOB HAWK SHOW, MISC.	CBS	9:00-9:30	WAPI	6.5
3. GODFREY'S TALENT SCOUTS, MISC.	CBS	7:30-8:00	WAPI	5.8
3. RAILROAD HOUR, MISC.	NBC	7:00-7:30	WBRC	5.8
3. BASEBALL	Non-Net	8:00-9:30	WILD	5.8

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

1. MR. & MRS. NORTH	CBS	7:30-8:00	WAPI	7.8
2. PEOPLE ARE FUNNY	CBS	7:00-7:30	WAPI	7.5
3. JOHNNY DOLLAR	CBS	8:00-8:30	WAPI	7.0
4. MY FRIEND IRMA	CBS	8:30-9:00	WAPI	6.3
5. FIBBER MCGEE & MOLLY	NBC	8:30-9:00	WBRC	6.0

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

1. DR. CHRISTIAN	CBS	7:30-8:00	WAPI	9.0
2. YOU BET YOUR LIFE	NBC	8:00-8:30	WBRC	8.8
3. FBI IN PEACE & WAR	CBS	7:00-7:30	WAPI	8.5
4. THE BIG STORY	NBC	8:30-9:00	WBRC	8.3
5. BOB HOPE	NBC	9:00-9:30	WBRC	7.8

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

1. MEET MILLIE	CBS	7:00-7:30	WAPI	8.0
2. BING CROSBY SHOW	CBS	8:30-9:00	WAPI	7.5
3. ON STAGE	CBS	7:30-8:00	WAPI	6.8
4. TIME FOR LOVE, ROMANCE	CBS	8:00-8:30	WAPI	6.5
5. JUDY CANOVA	NBC	9:00-9:30	WBRC	6.3
5. FATHER KNOWS BEST	NBC	7:30-8:00	WBRC	6.3

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

1. MR. KEEN	CBS	7:00-7:30	WAPI	6.9
2. BEST PLAYS	NBC	7:30-8:00	WBRC	6.0
2. BASEBALL	Non-Net	8:00-9:45	WILD	6.0
4. BOXING, MISC.	ABC	9:00-9:45	WSGN	5.8
4. MEET CORLISS ARCHER	ABC	8:30-9:00	WSGN	5.8
4. HAYLOFT JAMBOREE	Non-Net	7:30-8:00	WAPI	5.8

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

1. GENE AUTRY SHOW	CBS	7:00-7:30	WAPI	6.0
2. BASEBALL	Non-Net	8:00-9:45	WILD	5.5
3. TARZAN, MISC.	CBS	7:30-8:00	WAPI	5.0
3. HAYLOFT JAMBOREE	CBS	8:00-9:00	WAPI	5.0
5. TALK, GANGBUSTERS	CBS	8:00-8:30	WAPI	4.5
5. GRAND OLE OPRY	NBC	8:30-9:00	WBRC	4.5

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

1. EDWARD R. MURROW	CBS	6:45-7:00	WAPI	8.0
1. WORLD NEWS ROUNDUP	CBS	7:00-7:15	WAPI	8.0
1. TIME TO RISE	Non-Net	7:15-9:00	WAPI	8.0
4. BREAKFAST CLUB	ABC	8:00-9:00	WSGN	8.0
5. WENDY WARREN & NEWS	CBS	11:00-11:15	WAPI	7.0

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

1. TIME TO RISE, NEWS	Non-Net	7:15-8:00	WAPI	7.0
2. WORLD NEWS ROUNDUP	CBS	7:00-7:15	WAPI	7.0
3. STARS OVER HOLLYWOOD	CBS	11:30-12:00	WAPI	6.0
4. THEATER OF TODAY	CBS	11:30-12:00	WAPI	6.0
5. GIVE & TAKE	CBS	10:30-11:00	WAPI	5.0

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

1. JACK BENNY SHOW	CBS	6:00-6:30	WAPI	7.0
1. BASEBALL, MISC.	Non-Net	2:00-6:00	WILD	7.0
3. AMOS 'N' ANDY, R. DIAMOND	CBS	6:30-7:00	WAPI	7.0
4. WORLD NEWS ROUNDUP	CBS	8:15-8:30	WAPI	6.0
5. SUNDAY GATHERING	Non-Net	7:30-8:15	WAPI	5.0

\* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Jefferson County.

# WNBT to Adopt 30-Minute Film Block Programming Plan

NEW YORK, Aug. 29. — The growing recognition of the audience potential of TV film re-runs was highlighted this week with a plan whereby NBC's flagship, WNBT, will air two or three of the second-timers per week in class A time 7 to 7:30 p.m. The re-runs will be included in a half-hour film strip the station is reading as part of its new concept of block programming of 30-minute films.

The new film strip will also clear the way for some top film runs here according to station manager Ernest de la Ossa. Thinking is that many first rate film properties—Gloria Swanson's show, Rod Cameron's "City Detective," more recent "Famous Playhouse" ones, etc.—have yet to be seen in New York because of the dearth of class A time on network stations with sponsors reluctant to buy the more expensive film shows unless they can spot them in a prime time period.

In line with this, the station's program chief Dick Pack points out that while 10:30 to 11 p.m. time slot has heretofore been considered the most desirable local time period, WNBT hopes to create a similar demand for the 7-7:30 p.m. period by building ratings in that time, via the new film strip.

## Liberace Set

Guild Films' Liberace series, sponsored by Necchi Sewing Machines, moves into the strip's Monday spot as of this week, and NBC's "Victory at Sea" is scheduled to start its first locally syndicated run in the strip, under the

## Sachson Quits As Veepee of Arrow Films

NEW YORK, Aug. 29.—Arthur Sachson this week resigned from Arrow Productions, where he had served as vice-president and general sales manager since the firm's founding last year. His departure was said to be due to differences with Edward Small and Milton Gordon on the firm's sales policy. Sachson left with a cash settlement for his interest in Arrow.

Sachson had taken over distribution of the Peerless package of feature films when Small came into the organization a couple of months ago. A new distribution arrangement for the Peerless pictures, as well as for "Ramar of the Jungle," is currently being worked out. Sachson said he expected to be able to disclose his new plans in another couple of weeks.

Leon Fromkess, who heads production on "Ramar," is remaining with Arrow. Sachson created a unique unlimited-play deal on "Ramar," on which basis it was sold into more than half a dozen markets. The show is sold in about 60 cities in all.

## 'Life With Liz' Segment Finished

NEW YORK, Aug. 29.—Guild Films has completed the pilot segment of "Life With Elizabeth," new situation-comedy series, and has been screening it for agencies here. Guild intends to sell the half-hour series on a syndication basis.

The show, which has been running live on KLAC-TV, Los Angeles, for a year, stars Betty White. Its format has three vignettes per show, so that commercials won't break the story line.

## Rooney NBC Film Into Rehearsal

HOLLYWOOD, Aug. 29.—The new Mickey Rooney pilot film goes into rehearsal Monday (31) preparatory to its filming for NBC by Volcano Pictures, Inc., headed by Robert Angus and James Banks.

William Morris Agency, which reps Volcano, is packaging the deal. The half-hour pic, to be directed by Richard Quine, replaces a pilot made by Rooney last year but which was scrapped. Quine and Blake Richards wrote the script.

sponsorship of Tom McAn Shoes, sometime next month. Pack is currently negotiating for additional film products for the strip — both new and re-run — with Consolidated TV Sales, Ziv and Screen Gems.

Another aspect involves the slotting of feature films, specially edited to a half hour. It was originally planned to run these films in a class A time period. However, probability now is that the streamlined flickers will be spotted in pairs following the Steve Allen show at midnight, tying in with Ossa's theory that many late evening viewers will watch a half hour feature, whereas they shut off the set rather than stay with a full-length feature.

## Test Series

Motion Pictures for TV, which supplies the bulk of WNBT's feature film programming, has agreed to provide the specially edited half-hour versions, and some of

them are already running as a daily "test series" in WNBT's 1:30 to 2 p.m. time period.

WNBT's over-all film project shapes up as a move to counteract competition from WCBS-TV's feature film shows by programming half-hour film properties in the same time periods. In line with this, it's expected that WNBT will eventually line up a block of half-hour films from 6 to 7:30 p.m. against WCBS-TV's "Early Show" feature films.

However, Ossa and Pack both insist that WNBT has no intentions of becoming a "film station." At present the NBC station is programming 180 shows and only about 20 per cent of them are on film, as compared with WCBS-TV's record of 80 per cent film of 120 local airers. Once the film project gets underway, tho, WNBT expects to raise its film percentage to about a third of its over-all coverage.

## PLAYING BOTH ENDS

# Peddle British Pix To Movies and TV

NEW YORK, Aug. 29.—About a dozen of the new 26-picture feature film packages being distributed by the NBC Film Division shortly will be booked into movie houses for theatrical showings simultaneous with their being offered for TV purchase, it was reported this week. The pix are virtually all foreign-made, with some of the British releases having been produced as recently as 1952.

Those films to be booked into

## QUICK TAKES

**Martin Eisenberg**, former finance administrator and production controller for motion pictures, has been named Production Controller of Guild Films Company. . . . **Robert Lawrence Productions, Inc.**, is producing a series of 15 Sweet Caporal Cigarettes television film commercials for Cockfield, Brown & Company of Canada to appear on Canadian television stations. . . . **Charles Wick** was in Hollywood this week, reportedly negotiating for acquisition of new film properties. . . . **Gene Autry**, star of CBS Television, has just concluded his personal appearance tour at London's Empress Hall. . . . **TV-Unlimited, Inc.**, has just released two 12-minute ice revue shorts. . . . **The Range Rider**, played by **Jack Mahoney**, will appear in person in New York in the World's Championship Rodeo opening in Madison Square Garden, September 23. . . . **Sylvia Sidney** makes her television debut in Screen Gems' "As the Flame Dies," for Ford Theater. . . . **"Johnny Jupiter"**, conceived by **Martin Stone**, of the Kagan Corporation, will make its TV film debut on September 5 thruout the country. . . . **Lakeside Television Company** has made available a quarter-million feet of unusual animal footage for TV stock shot use. . . . **Noel Meadow** has obtained the television rights to three short subjects produced by the Motion Picture Division of the Department of Theater Arts of the University of California. They are: "Crucifixion," "Introduction to Jazz" and "Three American Ballads." . . . "Stage S," weekly film series, will return to WFIL-TV for the third consecutive year under the sponsorship of C. Schmidt & Sons, Inc., Philadelphia brewing firm. . . . **Coleen Gray** has been signed by Screen Gems to play the feminine lead opposite **Mark Stevens** in "Kiss and Forget."

theaters have not played film houses in this country before. At least a couple are said to be on the verge of being pacted for local movie showings here, while the NBC Film Division salesmen are out trying to set up video showings.

It's understood, however, that a form of protection is being supplied to both the movie houses and TV stations in the form of the staggered method of releasing the films to broadcasters. The system calls for six pix to be delivered the first month, and then four additional films per month over the succeeding five months, presumably, the theatrical and TV bookings thus could be prevented from overlapping.

Titles of the films being put out to theaters could not be learned immediately from the film division, which would not comment on the dual showing operation.

## ABC-TV Syndicate Nears Buy on 'Playhouse' Pix

NEW YORK, Aug. 29. — The new film syndication division of ABC-TV this week was close to locking up a deal for 26 segments of Schlitz "Playhouse of Stars." The anthology series is packaged by John Gibbs.

Reports are that Gibbs will get an estimated \$7,500-\$10,000 for each film as an advance, against the usual 60-40 per cent split. Neither Gibbs nor the web would confirm the deal.

Gibbs is also reported trying to peddle the 15-minute series starring Charles Laughton which was sponsored by Duffy-Mott. So far no sale has been made.

The Gibbs-packaged Schlitz series will actually be the second group of Schlitz films to go into

## Kellogg Gets Old Supermen

NEW YORK, Aug. 29.—A deal between Motion Pictures for Television and Kellogg will make possible the distribution of 16 old "Superman" cartoons owned by the film distributor, Kellogg, of course, bankrolls a filmed "Superman" series owned by MPTV on a spot network.

The "Superman" cartoons were, therefore, retired from syndication until this agreement was reached, which allows MPTV to sell the shorts in all markets as long as they are not sold to any single sponsor. They must be sold on a participation basis.

## 'VID-BITS' NEW STERLING TITLE

NEW YORK, Aug. 29.—Sterling Television Company, Inc.'s, contest to find a title for its new package of varied-subject film shorts was won this week by David Manning, film director of WHAM-TV, Rochester, N. Y. The winning tag was "Vid-Bits." Second prize went to Wilson Mount of WMCT, Memphis, who submitted "Telarama."

Sterling is readying special title footage on "Vid-Bits," and the series will be made available to stations this month. Among the entries cited by Sterling Prexy Saul Turell as worthy of "dishonorable mention" were such provocative monikers as "Bernice's Briefs," "Saul's Shorts" and "Coe's Cuties." Bernice Coe is the firm's fem sales manager-veepee.

## 'Justice' Series A Local Item

NEW YORK, Aug. 29.—United Television Programs this week came up with its fourth new property for local syndication in recent months in "Men of Justice," a Roland Reed Production. The half hour film series features various law enforcement officers fighting crime. The initial film in the series stars Gene Lockhart.

The program was briefly submitted to advertisers for network sponsorship, but when no buyers appeared because of lack of network time and of the station clearance problem, the property was immediately designated for local distribution. Other new shows that UTP is distributing are "Signee Circle Theater," "The Gospel Singer," "Rocky Jones," and Fulton Lewis.

## Cott Buys NY Slot For 'Amos 'n' Andy'

NEW YORK, Aug. 29. — Cott Beverages this week bought 2:30-3 p.m. Sunday afternoons this fall on WCBS-TV for "Amos 'n' Andy." The advertiser may only use the time period on alternate weeks, but expects to expand its station line-up to include Boston and perhaps Providence. "Amos 'n' Andy" has been sold in 46 markets by CBS-TV Film Sales.

## WOR-TV to Add 'Midnight' to Sat.

NEW YORK, Aug. 29.—WOR-TV this week was set to add another title to its Saturday night "Double Exposure" line-up of nationally sponsored film shows. Beginning September 12, "Captain Midnight" will run in the 6:30-7 p.m. slot, rounding out the kiddie-adventure block, which also includes "Wild Bill Hickok" and "Sky King."

"Midnight" is sponsored by The Wander Company for Ovaltine thru the Grant Agency.

## Edward H. Feldman Heads Up Desilu Commercial Division

HOLLYWOOD, Aug. 29.—Edward H. Feldman this week was named by Desi Arnaz, president of Desilu Productions, Inc., to head the latter's newly formed commercial division in what is described as a further expansion of the company.

The expansion presages growth of commercial film in TV shows now in production and those contemplated, necessitating a division to handle sponsor and agency problems, Arnaz said in announcing the move. Arnaz stated that the expansion was decided upon

## Tele-Pictures Add 17 New Feature Pix

NEW YORK, Aug. 29.—Tele-Pictures, Inc., the Lippert subsidiary, this week was making strides to augment its catalog. The firm took over distribution of 17 British-made features and was planning to begin booking still another 26 Lippert features around November 1. At the same time Tele-Pictures has taken over several properties formerly in the hands of McConkey Artists Corporation which has dissolved its TV film operation. The new series acquired are 170 three-minute musicals, 26 half-hour wrestling films and a series of 39 15-minute shows on "Blackstone, the Magician."

Tele-Pictures is planning to begin publication of a monthly news letter to be distributed to stations and agencies. To be called "Tele-Pictures News," it will be along the lines of the "Lippert News" that the parent company has been distributing to theaters for several years. The first edition is due in October.

The forthcoming addition of 26 more Lippert features, which were released theatrically in 1951 and 1952, will give Tele-Pictures a total of 121 feature films in its catalog. The 17 British pictures, which were made between 1939 and 1951, were obtained from Sid Pink Associates, of Beverly Hills, Calif.

## Sponsor Buys 'Rocky Jones'

NEW YORK, Aug. 29.—Johnson Biscuit this week purchased the new Roland Reed series, "Rocky Jones, Space Ranger," for use in nine Middle Western markets this fall, from United Television Programs, its distributor. The regional buy was made on the basis of a pilot film. Several other such regional deals are also pending. Meanwhile, the series, which stars Richard Crane, is currently before the cameras at the Roland Reed studios.

Among the markets to be used are Milwaukee, Duluth, Minneapolis, Grand Rapids and four others. In spite of the fact that the show is only being produced now, it has been extensively merchandised thruout the country, and should provide a sponsorship bonus because of the fact that it has been pre-sold to children. Guy Thayer, veepee and business manager of Roland Reed, handled negotiations for the sale for his firm, as did Ben Frye, UTP veepee, for the syndicator.

## Spillane Pilot To Roll Oct. 1

NEW YORK, Aug. 29.—United Artists and Victor Saville are teaming up with Moss & Lewis in the production of the Mickey Spillane TV film show, Dick Lewis said this week. The pilot segment is due to roll October 1, probably on the Goldwyn lot in Hollywood. Meanwhile, the property is being offered for national sponsorship.

Saville produced and UA released the "I, the Jury" motion picture, based on the Spillane best seller. The movie opened last week and is reportedly getting top box office.

when it became apparent that there was an urgent need for a set-up which could handle commercial messages in a specialized manner and not as a fill-in. Feldman moves into the new position October 1 from his current duties with the Biow Company here as executive in charge of national radio and TV, including commercial film. For his new capacity at Motion Picture Center, Feldman has been elected vice-president in charge of the commercial division by Desilu Productions.

## EP's Move Into Jazz, Classic, Polka Fields

NEW YORK, Aug. 29. — The extended-play disk this week reached out for a bigger share of the market, with three lines, in the classical, jazz and polka fields, scheduling first-time releases of the bonus 45 r.p.m. platters.

Britain's HMV line of classical recordings, pressed and distributed here by RCA Victor, will issue its first EP's next week. There are 10 disks in the initial set, to be offered for sale at the suggested list of \$1.50 each, plus tax. Artists featured in the first release include the pianists Alfred Cortot and Arthur Schnabel; the conductors Wilhelm Furtwangler, Raphael Kubelik and Sir Thomas Beecham, and singers Boris Christoff and Dietrich Fischer-Dieskau.

On the Jazz level, Norman Granz' Clef Records has set an

ambitious program of EP production and exploitation, converting more than 200 existing singles. Wax includes all previous etchings in the Jazz at the Philharmonic and Clef series, and will produce approximately 100 EP packages. The firm is now busy setting up a pressing scheduling program and readying art work and covers. Bernie Silverman, Clef national sales manager, said he expects to have EP sets in the hands of his distributors within a month. Only previous EP venture by the diskery involved a series of four Oscar Peterson packages and its popular "Fred Astaire Story."

### Dana Disks

Meanwhile, Dana Records, polka specialists, will release this week its first batch of four two-disk EP sets. These are not duplications of the firm's LP packages. Selling at \$1.47, including tax, the EP line will be increased by at least 10 new sets by the fall.

Other diskeries known to be mulling EP ventures are Rainbow Records and Bell Records. The latter company, now putting out a 35-cent, seven-inch pop disk (The Billboard, August 29) is considering a 49-cent EP line. Rainbow's entry into the EP field is expected in about a month.

## Victor Eyes Miss Monroe For Wax Pact

HOLLYWOOD, Aug. 29.—The contracts are reported to be unsigned at this moment, it is considered certain that Marilyn Monroe will ink a waxing contract with RCA Victor Records. Plans call for her to cut tunes from a pair of films she's made recently. The films are "How to Marry a Millionaire" and "River of No Return." Miss Monroe will sing in both films.

The film star's vocal efforts are now evident in the sound track album "Gentlemen Prefer Blondes." While in this city recently, Victor's Manie Sacks and Joe Carlton are reported to have seen studio screening of the two new Monroe films. They decided to bid for her recording services after hearing her sing on film. Other labels, particularly Capitol, have been trying to sign her.

## Merc Explains 'Double Barrel'

CHICAGO, Aug. 29.—Mercury Records announced this week the details covering "Operation Double Barrel" which will run from September 8 to October 15 and will kick-off Mercury's fall campaign.

"Operation Double Barrel" consists of two parts: Children and classical. Part 1: When the dealer purchases 12 each of the 12 new Childcraft records (a total of 144 disks) he receives free two each of six EP Childcraft 45 r.p.m. disks (new) or his choice of any 16 Childcraft 45-r.p.m. records. The deal amounts to approximately a 15 per cent cash value discount.

Part 2: With the purchase of one

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## 802 Slaps Diskeries For Delinquent Dough

NEW YORK, Aug. 29.—Local 802, American Federation of Musicians, is cracking down on all diskeries delinquent in paying for disk dates and arrangers' services. This week, two indies were placed on the unfair list, and one of them, at the behest of the local, had its disk license revoked by the American Federation of Musicians.

Diskers feeling the brunt of the local's ire were BBS and Vogue Records. Vogue, according to the local, owes \$1,800 to musicians for a disk date. AFM has canceled the diskery's license, and the case has been turned over to attorneys for collection. BBS owes \$1,123 for arrangers fees. This week, the board placed the firm on the unfair list and recommended that the AFM revoke the license.

It's understood this 802 action is part of a general clean-up. The

local, it is known, will enforce the AFM regulations to the letter. The regulations specify that on all dates contracted, money must be deposited in advance with the local. Salaries for arrangers must be paid, together with salaries for the instrumentalists—for the arrangers are considered as part of the date. Only recently the local pointed out this latter fact in a letter to the trade. It has been the custom for conductors to make package deals with arrangers and come in with their own arrangements. The AFM frowns on this practice.

In cases where the local finds it necessary to act against delinquent diskeries, recourse will be had to all forms of economic pressure in order to salvage the musicians' salaries.

The local will attach tapes and hold up pressing wherever it feels such action is necessary.

## MAN, DIG THAT CRAZY FLIP!

NEW YORK, Aug. 29.—The "answer method" of eking out the life of a copy-right has been documented by numerous examples in the recent past. But Decca artists and repertoire men twisted the pattern slightly awry when they gathered for a recent West Coast recording session. Chief Milt Gabler was fascinated at Tom Burke's musical doodling with the "Dragnet" theme. The assistant to diskery exec Sonny Burke had reversed the order of the notes and penned the tune backwards. All agreed it sounded pretty good.

The tune was immediately cut by Ike Carpenter ork. The title? "Tengard," of course.

## Anthony Signed to Wax Essex Disks With Kelly

NEW YORK, Aug. 29.—Val Anthony, boy singer, has been signed to record with Monty Kelly for Dave Miller's Essex Records. The first session will take place in two weeks. The deal was set by Eddie Joy's Preferred Representatives. Miller, whose recent disk clicks have been "Crazy, Man, Crazy" and "Tropicana," expects to put a strong promotional drive behind Anthony.

## TENTH AVENUE—STREET OF HOPE

# Many Indie Disk Houses Struggle For Survival in Vital 14-Block Area

By BOB ROLONTZ

NEW YORK, Aug. 29.—There is a street in New York that is rarely visited by dealers, publishers, a.&r. men and other distinguished members of the music fraternity. It has no plush restaurants, no uniformed elevator operators, and few Cadillacs. Pushcart peddlers still sell hot dogs and pop from their carts, and on hot summer days no male wears a coat or tie. Yet it is, in a competitive sense, one of the most vital and stimulating avenues of the music business. The street is Tenth Avenue, and, in the area bounded on the north by 56th Street and the south by 42d Street, are poured daily the hard work and the boundless optimism of a score of indie labels, indie distributors, one-stops and juke box distributors.

Like the street, the indie labels that flourish on Tenth Avenue, or a few doors off of it, are tough, aggressive and inventive—as they have to be in order to stay alive and buck the competition of the major firms in the classier sections of town.

There are at present few large firms on Tenth Avenue and few large distributors. Yet, over the years, the Tenth Avenue indies have furnished many of the larger firms with personnel, ideas, and records to cover. Derby

Records, indie firm just off Tenth Avenue, made the original waxing of "Wheel of Fortune," and a major diskery's hit cover waxing was considered rather close to the original.

### Many Firms Flourish

On or close to Tenth Avenue are indie labels Derby, Apollo, Rainbow, Circle, Prestige, Discovery, Montilla and more. On the same street are indie distributors Alpha, Musart, Melody, Coral-Brunswick, and Manhattan's largest one-stop, Leslie Distributors. Cosnat, Pheonix, Portem and a number of others are not very far away. In addition the street also contains the John Horn Label Company, one of the biggest record label printers; also Vedex, record export firm. And Tenth Avenue is the home of more than half a dozen firms that are most important to the

modern disk business—juke box distributors, which include Atlantic, Runyon, Young and others.

It is noticeable that there is no exclusiveness on Tenth Avenue. Diskeries include pop, jazz, r.&b., classical, Latin-American, and other musical idioms. Montilla Records, for instance, makes records of a unique type, zarzuelas, or Spanish operettas, and have become the top diskery in this specialized field.

### Diversified Distributors

Tenth Avenue distributors are as full of vitamins as their neighboring disk firms. Alpha, distributor of r.&b. lines such as Apollo, Rama and Meteor, as well as L-A lines like Tico and others, sits right next to Musart, which handles classical lines such as Vox, Urania, Lyrichord and others of top classical caliber.

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## Cap Shuffles Its Personnel

HOLLYWOOD, Aug. 29.—Daniel C. Bonbright, vice-president in charge of finance, announced personnel re-organization changes of Capitol Records' financial division here this week.

Charles Goodman has been named assistant treasurer of Capitol Records Distributing Corporation and executive staff assistant to V. O. Berquist in charge of CRDC budgetary control, accounting systems and procedures.

Lloyd Howe has been appointed assistant treasurer of Capitol Rec-

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## Decca Signs Tubbs' Teens

NEW YORK, Aug. 29.—Decca Records' Paul Cohen has added three new artists to his country and western roster, with two of them real close to home. The label has signed Ernest Tubbs' 13-year-old-daughter, Scooter Bill, who just waxed "A Dear John Letter" with her dad, and Tubbs' 17-year-old son, Justin, a deejay working out of Gallatin, Tenn. Cohen has also pacted the Howington Brothers to a term paper. On the pop side, Decca has just signed the Chicago singer, Carmel Abbott.

## Eddy Arnold Splits With Tom Parker

Continued from page 1

est c.&w. singer. Parker's comments about the split with Arnold were few. He said, "I'm very sorry to lose Eddy. He's a fine boy. I'm glad tho that we were able to part pleasantly. In any case, he'll continue to be a big star for years to come. But I don't intend to let anyone forget

the old Colonel. They'll be hearing plenty about Jamboree."

Arnold told The Billboard: "I have nothing but praise for Tom, he's been a great manager. It is my desire that we remain close friends."

Parker and Arnold are due to meet next week to settle final arrangements on the split. "I want him to get every cent due him," said Arnold.

The Arnold-Parker team goes back to 1945. A year earlier, 1944, Parker was booking a country and western unit in which Arnold appeared. They struck up a close friendship which blossomed into a business arrangement.

## Sales Chief Southard to Quit Columbia

NEW YORK, Aug. 29.—Terry Southard, national sales manager of Columbia Records, is leaving the diskery to become veepee in charge of sales for the O. W. Ray Corporation here, distributors of photographic equipment. Southard, who has been with Columbia for over four years serving previously as New York division manager and New England district manager, will start his new job September 1. Paul Wexler, Columbia sales head, stated that no immediate replacement for Southard was contemplated.

## Gale Package Ready to Tour, 40G Per Week

NEW YORK, Aug. 29.—Gale Agency, in co-operation with General Artists Corporation, has wrapped up all details on "The Biggest Show of 1953" package and has also started to work out the details of a Stan Kenton tour. Kenton, currently abroad, will be the chief attraction of an American "Festival of Jazz" package which will hit the road for four weeks starting about November 1. Noted jazz instrumentalists will accompany Kenton. Gale intends to make this jazz festival an annual event.

"The Biggest Show of 1953" will feature Nat (King) Cole, Sarah Vaughan, Ralph Marterie and ork, Illinois Jacquet, George Kirby, hooper Peg Leg Bates, and the dance team of Helene and Howard. "Biggest Show" will have a weekly nut of \$40,000, including salaries, overhead and transportation. Tour will extend over nine weeks and will cover key cities up to the Rockies. Cities include Syracuse, Toronto, Montreal, Rochester, Scranton, Newark, Norfolk, Richmond, Washington, Raleigh, Roanoke, Baltimore, Philadelphia, Providence, Boston, Worcester, Hartford, New Haven, Hershey, Buffalo, Youngstown, Cleveland, Pittsburgh, Chicago, St. Louis and other cities.

## Col Marks 5th LP Anni With Three-Month Bally

NEW YORK, Aug. 29.—Columbia Records this week teed off its three-month celebration in honor of the fifth anniversary of the long-playing microgroove disk, which was first introduced by the diskery in August, 1948. Jim Conkling, head of the diskery, noted that since the firm released its initial LP five years ago, Columbia has sold 20,000,000 LP disks. In observance of LP's fifth birthday, Columbia is releasing over 50 new LP's during the fall season, ranging from Bach works to "John Brown's Body."

Conkling stated that the influence of LP has been such that, in less than five years, the number of companies making album-length recordings had increased from a dozen to 150 mainly due to the feasibility of producing long works on LP cuttings. Nearly 10,000 LP disks have been issued by all the companies over the past five years, a rate about 10 times the monthly total of the pre-LP era. Columbia itself has issued 1,500 LP's and manufactured others for independent diskeries like Urania, Westminster, Cetra Soria, etc.

Conkling also said that LP sales today comprise nearly 30 per cent of the record industry's total volume and more than 80 per cent of classical sales. One out of four in every family owning phono equipment has a

phonograph that can play LP disks. He also stated that LP has stirred the growth of a related industry, the field of hi-fi equipment.

Goddard Lieberman, executive veepee, noted that Columbia's best-selling LP of the past five years has been the original cast waxing of "South Pacific." Among the firm's top classical sellers in 1952 were the Berlioz "Harold in Italy" and "Don Juan in Hell"

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## Merc Dangles Dorsey Pact

NEW YORK, Aug. 29.—The Dorsey Brothers ork has been booked back into the Last Frontier in Las Vegas for a three-week stand sometime next spring. The new Tommy and Jimmy crew, now playing its second week at the Nevada nightery, will include Denver, Salt Lake, and a week in Winnepeg, Manitoba.

At the present time it is reported that the Dorseys are negotiating for a waxing contract with the new ork. It is understood that Mercury Records are hot after the brothers and have had several talks with Tommy. The present T. D. contract with Decca is up sometime next month.

# Pop Scoreboard Shows Six Firms' Big Release Cut-Back

8-Month Total Off 23%; Mercury Still Holds Hit Lead; Race Tightens

Continued from page 1

leased fewer records than any of the other five labels. The same was true for Mercury during the first four months of this year when it was the leading hit-maker. The Billboard has also pointed up this problem by the weekly publication of the number of new releases for each label.

**Decca Slash**  
The biggest cut-back this year has been Decca's, with a 37 per cent slash from 456 sides last year, to 288 sides in the comparable period this year. Victor has cut its release schedule by 31 per cent (340 to 234 sides), and Capitol has sliced 25 per cent from its output last year (397 to 298). Co-

lumbia, which a year ago was the lowest, is the only one of the six labels which has upped its release schedule, registering an increase of 8 per cent over a year ago.

With the accent now on quality and quantity, the race for the year's hit leadership has tightened noticeably in the last four months. Whereas a year ago Columbia had a stranglehold on the top position and, at the end of the first four months of this year, Mercury had a definite edge, the picture has now changed. Three labels—Mercury, Capitol and RCA Victor—are waging a close battle for leadership.

**Mercury Top**  
With eight months of the year now past, Mercury still maintains a slight lead with a hit percentage rating of 4.9 per cent. The figure is based on having had 11 of its 226 sides released thus far this year among the top 20 on The Billboard weekly best-seller pop chart. Hard on Mercury's heels are Capitol and Victor with hit

indices of 4.4 and 4.3, respectively. During these eight months, Capitol has hit the best-seller chart with 13 of its 298 sides, while Victor has clicked with 10 out of 234.

Significantly, both Capitol and Victor have shown the strongest increases during the four months, upping their ratings from the May 1 marks of 3.4 and 2.9 per cent, respectively. At the same time Mercury has dropped from its earlier index of 6.4.

Indicative of the fast pace now being set by Victor and Capitol is this week's charts, on which these two labels control eight of the top nine positions.

M-G-M and Columbia are tied with hit indices of 3.4. The former has clicked with six out of 176 sides. Columbia which hit the chart this week with its first record during the last four months has scored with eight of its 234 sides. Columbia's rating at the end of the first four months was 5.7. Decca has hit with only two of its 288 sides for a rating of .7.

## M-G-M Plant At Bloomfield To Run Nights

NEW YORK, Aug. 29.—The M-G-M Records pressing plant in Bloomfield, N. J., will start operating a night shift beginning next week. The night crew will operate full blast for an indefinite period. The diskery is shipping large quantities of its two latest sound track albums, "The Band Wagon" and "Gentlemen Prefer Blondes," in addition to the Joni James and Hank Williams click platters. M-G-M's plant also handles a large amount of custom pressing work for other labels.

The plant has had intermittent night shift operation thru the summer. This is the first time, however, that the plant has added the second shift for what appears to be a long-term basis.

## Victor Plugging Latin Etchings

NEW YORK, Aug. 29.—RCA Victor has set plans for expanded promotional activities to increase disk jockey interest in the label's Latin-American recordings. The plan is two-fold: Aimed at both Spanish language programs and regular pop deejay shows. In the works now are a special series of half-hour shows on Latin-American music and the taping of voice tracks by the diskery's Mexican and South American artists.

First two voice tracks are to promote the Spanish version of "Vaya Con Dios" as recorded by Mexico's top ranchero singer, Miguel Aceves Mejia, and a special waxing in both Spanish and English to promote a new Latin-American dance tempo, The Tepo. Spanish waxing is by Ismael Diaz, who invented the dance tempo and also waxed it for Victor. The Diaz spiel explains the dance and compares it with the mambo, rumba, etc.

The new half-hour show consists of records issued on Victor, along with scripts and additional program material. The program will be offered to one station in each city on an exclusive basis. Stations must guarantee the playing of the half-hour of Latin-American music on a regular basis.

## Observance to Bruno Walter

NEW YORK, Aug. 29.—In an unusual promotion built around a classical artist, Columbia Records has set a major drive behind Bruno Walter who will be 77 years old September 15. The diskery will release four new LP sets featuring the aged conductor, and has enlisted the aid of a number of radio stations which will broadcast special programs devoted to Walter recordings.

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## Diskeries Train Guns On Perambulator Set

NEW YORK, Aug. 29.—Record manufacturers are now expanding their kidisk lines to include special material aimed at children under two years of age. Several firms, particularly Young People's Records and Mercury, have been recording and releasing material for this market. This week, Decca announced its entry into the field with two "Mother Goose" platters waxed by Frank Luther and due for early release. Other labels, including Victor, Capitol and Columbia, have issued material considered suitable for the pre-two market but have not promoted the disks heavily.

YR, which markets this kind of recording under the Pram series, is set to add six more disks to its current catalog of a half dozen items. Mercury is marketing similar material for one and two-year-olds in the label's Childcraft series.

A few years ago Caravan Records also released kidisks for the very young. Other labels have often recommended special platters for children under two. In

## M-G-M to Ship 'Louis Story'

NEW YORK, Aug. 29.—The background and theme music from the motion picture "The Joe Louis Story" will be released as a sound track album by M-G-M Records. Packages, a 10-inch LP and a two-pocket EP, will be issued on October 23. On September 25, the diskery will issue a single disk from the album "Theme From the Joe Louis Story" and "I'll Be Around."

The film, independently produced, is a United Artists Release. This is the first time that a UA product's sound track has been marketed under the M-G-M label. The diskery has, however, released 20th Century-Fox packages in addition to the film's material taken from its own film.

The music in the film was composed by George Bassman who also conducts the studio orchestra on the sound track.

## Seek Cantor Seg Shot for Gayla

NEW YORK, Aug. 29.—Eddie Joy Representatives trekked to the Coast this week to finalize record and TV deals for Gayla Peavey, youngster managed by Joy's Preferred Representatives, Inc. Joy will also dicker with Eddie Cantor relative to the youngster's appearance on Cantor's "Comedy Hour" show.

all cases, whether the material is specially cut for this market or just considered "acceptable" for the market, the a.&r. men have been careful to emphasize the rhythms, use of single words instead of full sentences and heavy use of familiar, one-syllable words.

Most sales execs consider this special market to be consistent, tho the idea of disks for children under two has not yet caught on with parents to the extent where the disks are real big sellers.

The execs, however, feel that this special market will account for a larger share of the total disk business. They point to official government statistics showing the tremendous population increase in children.

## JENSEN ANSWERS 'WHYS' OF PHONO NEEDLE BIZ

By STEVE SCHICKEL

CHICAGO, Aug. 29.—A question that has frequently been put to many members of the trade and asked of Karl Jensen, vice-president of Jensen Industries, Inc., numerous times is, "Why is the phonograph needle industry bringing out new needles? We're getting snowed under with them."

Jensen said: "This is a question which is of vital importance to the trade, and the answer is one every record dealer and juke box serviceman should know. Not only should we know this for the merchandising information alone, but also for the possibility of boosting sales and providing better service."

"It is true that there are literally hundreds of different needles offered today. This stream began to flow soon after the end of World War II and has continued right up to the present.

"But this production jump reflects only the sky-rocketing popularity of record playing and collecting. There has been an obvious expansion of the number of phonograph players and radio-TV-player combinations as the basis of the new trend. In the tradition of American industry, each manufacturer has endeavored to win public acceptance of his particular machine by giving it every possible technical advantage. In addition to smart appearance and quality electrical components, this

## Murad's 'Cats Ink 3-Year Merc Pact

CHICAGO, Aug. 29.—Jerry Murad and the Harmonicats resigned with Mercury Records Wednesday (26), according to Art Talmadge, vice-president of Mercury. The team signed for three years.

## RATINGS ON HIT PERFORMANCES

The following indices are based on the number of total pop record sides released since January 1 that have appeared on The Billboard weekly Best Selling Singles chart during the first eight months. The standing at the end of the first four months is also shown.

	First 4 Mos.	First 8 Mos.
Mercury	6.4	4.9
Capitol	3.4	4.4
RCA Victor	2.9	4.3
M-G-M	2.4	3.4
Columbia	5.7	3.4
Decca	.0	.7

## Tax Yields Up On AM-TV Sets, Phonos, Disks

WASHINGTON, Aug. 29.—Tax collections on phonograph records in the fiscal year ending June 30 were nearly 11 per cent higher than in the previous fiscal year, while the yield from the tax on phonographs, TV sets and radios rose almost 35 per cent, Internal Revenue Bureau reported this week.

Collections from the tax on admissions to theaters and concerts fell more than 5 per cent, while a slight increase was reported in cabaret and roof garden tax yields.

Revenue from amusement excises was reported as follows:

	1953	1952
Phonograph disks	\$ 7,617,000	\$ 6,880,000
TV, radio, phono sets	159,383,000	118,244,000
Musical instruments	11,048,000	9,412,000
Theater, concert admissions	312,831,000	330,817,000
Cabaret, roof garden admissions	46,691,000	45,489,000
Alcohol	2,780,924,000	2,459,120,000
Coin-operated devices	16,505,000	18,823,000

In the Third District of New York, heart of the theater and night club area, the yield from theater and concert admissions tax in June was reported at \$4,958,680, an increase of \$1,468,721 over the previous June. Tax on admissions to cabarets and roof gardens in June yielded \$319,664, an increase of \$130,694 over the same month last year.

## Juke Attorney On Anti-Trust Law Study Org

WASHINGTON, Aug. 29.—Hammond E. Chaffetz, a member of the D. C. legal firm of Kirkland, Fleming, Green, Martin & Ellis, counsel for the Automatic Phonograph Manufacturers' Association, will have a hand in drafting formal recommendations to the Justice Department for an overhaul of the federal anti-trust laws. Chaffetz was among 58 leading lawyers named this week by Attorney General Herbert Brownell Jr., to serve on a committee to study the anti-trust laws.

The new committee, selected from a list recommended by the American Bar Association, is expected to complete its study in time for the attorney general to draft a formal report to Congress for legislative changes sometime next term. Attorney General Brownell has voiced belief that the anti-trust laws are drastically in need of changes and he has indicated that some sections are so thoroughly outmoded that they have been un-enforceable. The committee includes Chairman Edward F. Howrey, of the Federal Trade Commission; Bernard Baruch, and former Democratic presidential candidate John W. Davis.

Chaffetz, assisted by Chauncey Carter Jr., handled arrangements for the lineup of juke box manufacturer witnesses opposing the

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## RCA Plans New Plant in N. J.

NEW YORK, Aug. 29.—RCA Victor will erect a new record manufacturing plant in Rockaway, N. J., on an 11-acre site just purchased by the company. The plant is expected to be in operation early in 1954 for servicing records for the East. Records for this market are currently being pressed in the company's Indianapolis plant. The New Jersey site is within the limits of what is called Metropolitan New York.

During this summer season, Victor has been operating its record manufacturing plants on a three-shift basis for most of the time. The company's sales have been particularly heavy this summer. In addition, RCA Victor handles custom pressing for many labels of various sizes; these labels, too, have been pressing heavily during the summer.

The plant will be a one-story structure of some 60,000 square feet and is situated on Route 46 between Dover and Denville. In announcing the plan to construct a new record processing plant, Manie Sachs, vice-president and general manager of the diskery, said that he expeted the consumer to rise because of increased distribution of phonographs, the rise in the teen-age population, greater exposure of music thru other entertainment media and better merchandising and selling methods.

## Victor Nurtures New Talent, Three Pay Off Via Pop Sales

NEW YORK, Aug. 29.—The three top-selling pop disks on the RCA Victor label this week were recorded by artists considered by Victor as "new talent." Top selling artists were the Ames Brothers, Eartha Kitt and June Valli. RCA Victor's veepee and general manager of the disk department, Manie Sacks, describes the three new talent in comparison with the label's Eddie Fisher and Perry Como, who have been strong wax artists for some time.

Sacks points out that the diskery execs consider their position in the field, currently and in the future, has been dramatically strengthened by the "break-thru" of new talent. "No one can knock over your business," he said, "if you keep building it with new talent. You must spend as much time and effort as is possible to

discover new things and new people. While you can't get very far without some established stars, you must keep looking for new people in order to solidify your foundation."

The label is currently working toward making disk stars out of such recent additions as Dolores Martel, Gogi Grant, Mary Bruce, Lou Monti, Jerry Glenn, Tommy Sands, and others. According to Sacks, a full-scale effort by the label placed behind any new artist can cost as much as \$50,000 in recording, promotion, advertising, etc., costs. "But," said Sacks, "if you hit with one out of every 10 you try, you'll be ahead of the game. You can't get record talent by raiding other show business fields. Fact is, the rest of show business must look to the record companies for their new stars."

**Radio City Music Hall,  
New York**

(Thursday, August 27)

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

A fair mechanical show, with the usual Rockette and ballet numbers getting an assist from a juke box production. Clifford Guest is the outside act.

New show has less than the usual amount of spectacle, with the chief concentration on a "Juke Box Saturday Night" number that generates a little excitement. Chief attribute is a king-sized juke box around which the house glee club does a series of well-arranged and well-routined pops. These range from a fast opener to "Song From Moulin Rouge," followed by a novelty, then "I Believe" and ending with the jump tune, "Crazy, Man, Crazy." Number gives Tony Starman a chance to show some good dancing, and Patricia Rayney and George Sawtelle equally good spots for vocal solos.

Clifford Guest, working in the middle, was well received for his ventriloquist act. His standard "Fox Hunt," followed by the drunk bit, drew sustained hands and laughs.

The opener was Margaret Sande's ballet set to Tchaikowsky, a delicate number against a Greek pillared set highlighting the terps of Paula Lloyd and Jack Beaber.

The closer started with the "Get Happy" tune well sung by blond Anne Harvey segueing into a four-boy precision dance in a modern motif singling out the well-costumed efforts of Walter Stane, Frank Debas, Billy Ross and Victo Dumtiere. It ended with the Rockettes pulling their accustomed big hands for their precise dancing. To give added heft to the finale, house used mechanical devices to set up huge stage steps for entire company to fill up.

Bill Smith.

**Night Club-Vaude Reviews**

**The Terrace Room,  
Statler Hotel,  
Los Angeles**

(Tuesday, August 25)

Capacity, 300. Price policy, \$2 cover. Shows at 10:30 week nights, 9 and 11:30 Saturdays. Publicity, Tom Blackmore. Booking policy, MCA thru John Grande of the Statler chain. Estimated budget this show, \$8,000. Estimated budget previous show, \$7,000.

Harold Stern with his outfit, "Singing Strings," has a real act. It is staged well, produced with an eye to showmanship and does a solid job. Russell Swann, magician, and dance team of Allan and Ashton comprise the rest of the bill.

Harold Stern's outfit sells nostalgia until it drips, but there's little doubt that it is commercial, at least in this room. Mixing it up via Viennese, gypsy and longhair melodics, held audience rapt as it listened to the 11 strings plus two violas, piano, drums and bass. Choice of library showed skill with arrangements on evergreens and operettas particularly outstanding. Entrance was a major salable item, starting Stern "way ahead. Troupe comes on from the front of the house, winds its way down front in a colorful procession. Addition of four vocalists (two boys, two girls) plus Stern's almost acro string work, were big pluses.

Russell Swann's standard comedy magic act did fair, with his closing rabbit disappearing trick getting him off ahead. Swann's chief drawback is staleness of chatter material which now takes up much of his act.

Ballroomologists Allan and Ashton were a smash in their 15-minute turn. Kids showed imagination in their choreography; moved well and looked good. They started with an Apache number following by a hokey satire on a burley stripper on her wedding night, and wound it up with a "thoughts while dancing" interpretation. Latter brought in a voice via a recording, with the comedy lines on the disk cued to their terps.

Charlie Fisk ork played the show and did the dance sessions in typical businessmen's beat fashion. Ron Perry Five did the intermission sets.

Joel Friedman.

**Palace, New York**

(Friday, August 28)

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

Solid comedy acts put current bill in laugh groove. Over-all has good booking balance with a couple of new faces in the novelty and chant departments. Wally Brown, Ross and La Pierre, and McFarland and Brown again registering clicks.

With three out of eight segs gaited for solid laughs, the current Palace agenda clicks on the amusement beam. All three acts are 47th Street and Broadway repeaters. Wally Brown is back in next-to-closing and, as usual, wows the congregation with his unfinished-sentence nonsense. Brown, this time 'round, has interpolated considerable new stuff, at least so to this reporter—likewise to the customers, judging from reception.

Likewise getting a top chuckle reception is the clowning of Frank Ross and Anita La Pierre. This is an act with a projection to make an aisle-squatter remember old Keith time at its best. Also on hand, are the excellent knock-about acro antics of Andrew McFarland and partner Dorothy Brown, another fine duo is the old-fashioned comedy groove.

Bill gets off to a fast start via Negro stepping team, Billy and Ann. Pair are competent tapsters, but impair reception by overdone challenge routines, which become repetitious. Follows a good hand-puppet novelty from Lea Wallace which is showy and a general crowd-pleaser. Also new Palace-wise is Jose Duval, a tenor with power combined with smart modulation. Young Duval can sing effortlessly when he chooses and is at his best in something like his own notion of "September Song." Likewise has a strong dramatic closing in "I Believe," for a real Palace audience salute.

(Continued on page 46)

**Bill Miller's Riviera**

(Tuesday, August 25)

Capacity, 1,025. Price policy, \$5 minimum. Shows at 9 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babbit. Estimated talent budget this show, \$10,000.

Current Riviera show of Peter Lind Hayes and Mary Healy, plus Ballroomologists Landre and Verna and juggler Francis Brunn make a fast moving show loaded with yocks and flash.

If there's a better man and wife comedy team than Peter Lind Hayes and Mary Healy now working the cafe circuit, this reviewer hasn't caught it, and from reports reaching this desk, neither has anybody else. From their opening song, "Getting to Know You," until their beg-off, a harpooning impression of Jeanette MacDonald and Nelson Eddy, it was laughs on laughs building to yocks. Since last caught, the team has switched around some of its familiar material and has added some new things. The Manhattan travelog has now become a European junket; the recorded playback of adolescent love has become a kind of alter ego with nightmare effects built around TV shows and commercials. Basically it isn't so much what they do as how they do it. Mary Healy's light airy flutterings played to Hayes' exasperated reactions, accompanied by timing and adult material, make them wonderful to watch. Peter Lind Hayes and Mary Healy are tremendous entertainment.

**Landre and Verna**

The dance team of Landre and Verna, caught many times, have seldom worked as well as on this opening night. Their lifts, always excellent, were heart-stopping this time. Even their light easy breather, set to a new arrangement of "Oh, You Beautiful Doll," was hardly anything they could rest with. They wound up with a pase doble, finishing in one arm-lift-spins segueing into a shoulder neck hold spin for tremendous mits.

The show started off with Francis Brunn, juggler, new to cafes, tho three years with the Ringling circus.

A short, dark, intense lad working in pedal pushers, white shirt and white slippers, he was brought on as the "fastest juggler in the world." Maybe the billing is too ambitious, but the lad does work fast, juggling various sized balls and vari-colored rings. He

(Continued on page 46)

**Ciro's, Hollywood**

(Monday, August 17)

Capacity, 460. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, Herman D. Hover. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$2,800; estimated budget previous show, \$3,200.

Roberta Linn's preem showed stage savvy, but she needs more experience in ballad selling. Gali-Gali with his live chick act gave a hefty assist.

Night club debut of thrush Roberta Linn is pleasant enough, altho her appeal is largely a result of her "Champagne Lady" TV stint with the Lawrence Welk ork here for nearly two years. Lass sings exceptionally well with assured stage presence, her years of band experience working to her advantage. Lass is groomed in good taste, with gowns and figure to match.

Best of Miss Linn's repertoire, which includes a spot with Joe Carioca on guitar on "Amour," is the torchy "Oooh," which Miss Linn sells with charming subtlety and sincerity. Up tempo Latin piece of special material in "Television" and a cute "Just Another Polka" draw a so-so mitt, with medley of "You'd Be So Nice to Come Home To" and "I'll Be Seeing You" rounding out the chirp's 20-minute stint.

Gali-Gali, magician, supports the headliner in sock fashion. He runs the gamut from variations of the old shell game to a solid finish via audience participation, with baby chicks turning up in the most unusual places.

Dick Stabile's ork plays the show, alternating with the Bobby Ramos Latin combo for dancing.

Joel Friedman.

**Larry Potter's  
Supper Club,  
Studio City, Calif.**

(Wednesday, August 19)

Capacity, 475. Price policy, \$2 cover on week-ends. Owner-operator, Larry Potter. Publicity, Kay Biddle. Shows at 10 and 12:15. Booking, non-exclusive. Estimated budget this show, \$3,000.

Champagne strip act with a gimmick is the major lure. Benito Moreno, good singer and take-off performer, stole the show. Dwight Allwyn's record act runs okay but needs trimming.

There's plenty of entertainment, with the offering running the range from a versatile singing comic-emsee to a near-lavish attempt to lend elegance with a new twist to a strip act. Entire bill is solid. Chief difficulty lies in its length—an hour and a half. Benito (Pat) Moreno has an unusually fine singing voice. In addition to its obvious top trained quality, Moreno's voice has a vibrancy and versatility. He could have stayed on most of the night. He offered a plentiful variety ranging from operatic arias, the exciting "Granada," to the ballad "I Believe." Then, to top it, Moreno amazed with impersonations of name male vocalists.

Allwyn's pantomimes of Johnnie Ray, Judy Canova, Toni Arden, Jimmy Durante and Frankie Laine took on a refreshingly different approach with downright burlesque antics and outrageous costumes. The youngster's effervescence coupled with facial and body contortions are what sell. An overly long stand, however, had both Allwyn and his audience virtually exhausted.

"Champagne Fantasy" has possibilities as an attraction, both promotionally and entertainment-wise. Its format, devised by Hamil Petroff, who directs the entire show and has a small part, concerns a young man who's fallen asleep from the effects of the bubbling liquid. He dreams of a shapely girl in his champagne glass who slips out of it to dress for a dance with him, only to return to the long-stemmed container. Act, well staged and lighted, borrows from the successful Lili St. Cyr formula of undress, dress and undress. Its charm lies therein, coupled with the added dance routine which, in this instance, unfortunately does not quite come off. Its potentialities won't be achieved until a more experienced femme dancer is acquired. Miss Sheehan is well endowed, but requires more experience and training before she can approach the inherent qualities required of a stripper, especially an elegant one.

Rest of bill consists of a talented acrobatic dancer, Barbara Davis, and Oriental songstress Terri Young, who does a creditable job. Entire show is backed by Les Barker ork (5).

Ed Velarde.

**Paramount, New York**

(Wednesday, August 26)

Capacity, 3,654. Price range, 95 cents-\$1.80. Six shows opening day. Chalm booker, Harry Levine. Show played by the Dick Stable ork.

It's all Martin and Lewis on this one racking up close to \$18,000 for their opening day of six shows. The house par is four-a-day. On the previous date here, first day's take was \$24,000, but it was a holiday—July 4. The rest of bill, Polly Bergen, Barr and Estes and Step Brothers gave able assists.

Dean Martin and Jerry Lewis had the jammed house whooping it up like banshees. Street lines started early and stayed late. It is superfluous to add that it wasn't the picture, "Plunder of the Sun," that caused it.

Explaining Martin and Lewis' mad formula, routines, bits and ad libs is by now unnecessary. If there's any formula, it is still Lewis as the aggrieved and occasionally the outraged pigeon-toed fall guy playing to Martin's contrived bewilderment. Within this framework there are slap-stick, juvenile screams, malaprops and physical bits that draw enthusiastic shrieks from a packed theater. Since last caught Martin has added more comedy, but basically it's the same act that is smash all over the country.

**Stabile's Skill**

Working in front of an augmented band (28 pieces including 10 fiddles), Dick Stabile handled his chores of frontier and comedy-emsee with skill. Martin teed it off with "When You're Smiling" and then went into "Cheating Heart," with fem screams from out front. Then came Lewis, and the race was on.

The boys worked for almost 45 minutes, driving the management bats who had to cope with lobby and street crowds.

Polly Bergen did a lot better here than when last caught. Her looks drew appreciative low long whistles, but it was in her singing and selling that she showed improvement. Limited to only two songs, she started it off with "I'm Never Too Busy to Say Hello" followed by a shouting "Honky-Tonking" via a trick opener, selling with authority and walking off a big hit.

**Barr and Estes**

Barr and Estes, standard act, was another solid mitt-puller. From the boy's dead-pan hoofing opener to the comedy routine joined in by the girl, the team knew its way around and worked with tremendous skill.

The show started with the Step Brothers, the four-man hoofing team, with their precision and challenge routines. Fast terps, plus some chatter bits, drew fine responses.

Pic, "Plunder of the Sun." Bill Smith.

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## Disk Heroes, Not Comics, Pull Biggest P. A. Billings Now

• Continued from page 1

star. The star in most spots today is a record name. Las Vegas and a few rooms in the major cities may be the exceptions, but they are rare.

### Three Reasons

The chief reason why comics fell in demand is three-fold. The first was their inability to prove drawing power; the second was the sameness of their material; and the third was the increased casualties among the clubs and theaters that bought comics regularly. Today there isn't more than about 10 weeks' playing time for most comics throughout the country, and that includes Las Vegas. The 10 weeks call for two-weekers with no holdovers.

Dollar for dollar, talent buyers have discovered that record names are bigger draws today than comics getting the same amount of money. "A comic getting \$1,500 today won't draw," said a top agent. "But if I put in a record name for that kind of money it'll do some business. And if I sell a record name for \$4,000 and up, I can almost guarantee business."

Another and perhaps a potent reason why record people out-draw comics is the promotion feature. A comic is advertised in the usual fashion, newspapers, place cards, spot radio announcements, press agency, etc. A record name gets hypoes thru the same media as the comic but, in addition, gets disk jockey promotion, record dealer tie-ups, and other gimmicks in local areas tied to the spot they may be currently working in. It all adds up to business, and that is the chief yardstick.

### Spend or Steal?

Sameness of material was attributed by some insiders as being largely responsible for the comics decline. "How many guys can tell the same jokes? And how many twists are there on the same gag? They all steal from each other and then expect to get laughs," said one observer. "Joe E. Lewis spends about \$25,000 a year on material, that's why he's good and in demand in key spots. How many other comics spend anywhere near \$2,500 a year? Most comics don't spend; they steal."

TV guest shots were also mentioned as harmful to comics' chances in getting cafe jobs. It was pointed out that few people will spend money to see something or somebody they can see for free on TV.

That records are a short-cut plus a hypo to success is now readily acknowledged. Many comics have discovered the pecuniary and promotion value of disks. Red Buttons, who has become a hot TV performer after kicking around for years in the club date field, got a big shot in the arm in the areas where his show isn't caught by virtue of his "Ho-Ho Song." Joel Gray and Wally Cox, the latter a favorite in chi-chi clubs and now a pretty good TV property, have also cut sides. Whether the Gray and Cox records will ever make The Billboard charts, time will tell. It is interesting, however, that a record exposure, once thought of value only to singers, is now of almost equal value to the comic.

### London Impetus

Oddly enough, the rage for record names got its major impetus from the London Palladium some three years ago. Up to then, that house wanted either American comics or movie names; record names, believed the Palladium management, meant nothing. The first name singer to go in was Jo

## Passport Fraud Ensnared Pugh

LONDON, Aug. 29. — John Walter Llewellyn Pugh, 50, a vaude performer, was accused here of making false statements to obtain passports for five teenage dancers. The girls were part of the "Twelve Wallabies," an aerial ballet managed by Pugh.

Trying to book them for the United States, Pugh had the girls take out immigrants' visas, listing their occupations as "telephonist" or none. The hearing was adjourned for further investigations.

Stafford. Her success was attributed to the "Voice of America" broadcasts, tho her agents displayed royalty checks from sales of her records in English markets to disprove it. In any case, right after the Stafford success, a deal was made by Lew and Leslie Grade, English brokers, with General Artists Corporation and from then on most of the top record singers, with few exceptions, played the Palladium. A new market had opened.

In this country, the change came sooner but perhaps in a less dramatic fashion. It began in the small clubs, the so-called record rooms in the Philadelphia-Pittsburgh-Cleveland area. As record artists did dates, and kids came out, the switchover from comics to singers began to spread. It has spread to such an extent that today top name singers can ask for and get as much money as the top comics got, and can still get, for Vegas dates. For example, Joni James, working for around \$100 a short time ago at Leon and Eddie's, has been offered \$12,500 at Sciolla's, Philadelphia.

### Are They Ready?

There is one school of talent authority that deplores the rise of the record name. It contends that most of these people have come up too fast, don't know what to do, are not performers who've learned their trade, but singers who've cashed in on records.

They believe a thoro knowledge of the craft of entertaining cannot be learned via the medium of a couple of hit records. They point to TV as an example that entertainment is not an attribute of singers; comics are still necessary. Instances given are Sid Ceasar, Milton Berle, Red Buttons, Wally Cox, Imogene Coca, Jackie Gleason, Larry Storch, Fred Allen, Herb Shriner, Sam Levenson and others.

The only singers with TV shows are Perry Como, Jane Froman, Dinah Shore and Eddie Fisher. "Most of these, however, are now more than just singers. They've learned their craft, can act and really entertain," said the top exec of a major agency.

## Vegas Steps Up Talent Warfare

### Hotel Operators Offer Plans to Tie Up Names to 3-Year Pacts

• Continued from page 1

ter what we had. I'd like to line up shows as far ahead as possible, but I'm not going to compete with anybody."

The latest entry in the bidding race is Herman Hover, who has just been hired as the booker for the Last Frontier and the Silver Slipper. While Hover was extremely cautious in discussing his plans it is assumed that his bait would be a date at his Ciro's, Hollywood, if a deal is made for the Frontier.

The chief problem for standard acts, not necessarily attractions, is that a two-weeker in Vegas, followed by possibly a two-weeker in Reno, isn't enough to get them out West. Many acts would like a Hollywood date in the hopes of getting caught for pictures. With Hover booking the Last Frontier and also running the Hollywood Ciro's, he could use the latter

### TRIO IS DUO

## Bob Hamilton, Of Terp Team, Stricken Ill

PITTSBURGH, Aug. 29.—Bob Hamilton of the trio was suddenly taken ill Thursday (27) while working at Lenny Littman's Copa, and later had an emergency appendectomy performed.

Result is that the three-person act had to cancel six weeks already set ahead. Two girls in the act, Florence Baum and Helena Sereyo will lay off. Bubbles Darlene, exotic dancer jumped in.

"The act was great," said Littman. "My square audience must be getting high hat because the Hamilton Trio stopped every show."

### Blue Angel to Re-Open

NEW YORK, Aug. 29. — The Blue Angel will re-open September 10 with Peg La Centra, Rose Murphy, Leo DeLyons and Kay Ballard. Jimmy Lyons trio will do the music, and Bud Howard will be back. Room, which closed two weeks ago is now undergoing minor renovations.

club as a powerful selling argument.

In his statement, Hover stressed there was no tie-up between Ciro's and the Last Frontier. Agents, however, saw in this tie-up combo deals in the future which they said would be virtually certain to materialize.

## Eddie Fisher At 10G a Week

NEW YORK, Aug. 29.—Eddie Fisher will go into Bill Miller's Riviera September 25 for 10 days, for approximately \$10,000 a week.

Original deal called for \$1,250, based on a three-year old contract with options. However, the Army intervened and Fisher was out of action until last spring. Miller wanted the singer back and a deal was on the fire when a TV show intervened.

In any event, the new deal was finally made at the new price. The extra three days will be paid for pro rata, based on the \$10,000 figure.

## CONN. CONTEST LAYS AN EGG

STAMFORD, Conn. Aug. 29.—The "Mrs. Connecticut" contest laid an egg here, in addition an egg that seemed over-ripe. William G. Sobel, manager of the Startlie Theater here, held the franchise for the cheesecake parade. The idea was to hold a series of five weekly elimination contests with the finals set for August 26. The winner would qualify for the Mrs. America prize in Atlantic City.

But things didn't work out that way. At least not up to date. In the only contest held, Mrs. Mary Marcus, Danbury, Conn., beat out six contestants. Sobel then stated that a "lack of contestants" forced him to cancel the contest. "Married women in this area aren't interested in entering," he observed. Mrs. Marcus, the only winner so far, now feels she is entitled to enter the national contest as "Mrs. Connecticut."

## EUROPEAN OPS NIX ENG. GIRLS

LONDON, Aug. 29.—European managers are not booking British girls for their cabarets any longer. All such contracts have to be approved by Equity which sticks in a clause against mixing. But occasionally such clauses are not honored. A team of six British girls recently signed \$40-a-week contracts to play the Ambassadors Club in Nicosia, capital of Cyprus. The forms they signed before leaving home carried the usual clause. But when they arrived they found they were expected to mix. The management claimed the whole thing was a misunderstanding. But there is a move here now to put a life ban on all clubs which violate this clause.

### 'MIRTH OF NATION'

## Jimmy Lyons Tome Is Rival To Joe Miller's

NEW YORK, Aug. 29.—Material is the big problem for comics in cafes, TV or just club dates. Jimmy Lyons' new book, "The Mirth of a Nation" (Vantage Press, \$4.95) isn't going to solve any comedian's problems. But it will give him, or his writers, ideas to work on.

Lyons, who is also editor of the American Guild of Variety Artists house paper, has an extensive file, a remarkably retentive memory, or both. His "Mirth of a Nation" culls bits from routines used in the old days by such great names as Fred Niblo, Honey Boy Evans, Joe Welch, Sam Bernard, Eddy Foy, Moran and Mack, Will Rogers, Frank Tinney, Bert Williams, Chic Sale, Lew Dockstader, Jack Osterman and probably 50 more. It has the one-liners that used to kill them, the situation gags, the end man and the interlocutor stuff, blackouts, and lines for comics and straight men.

Much of the material is straight from Dixie, others is seasoned corn. But whatever it is, it should find a ready market for social directors who can use it almost straight, to writers now pulling out their hair to come up with something new, and comics who can take an oldie and switch it. For young comics, who are looking for a collection of the stock lines to hit hecklers with, the book is a find. Bill Smith.

## Everybody Gets in Act for Labor Day

• Continued from page 1

in September is the lack of suitable show attractions. The booking market reaches the saturation point for perhaps the only time in the year and only rarely are substitutes going to be able to do the job.

At the Canadian National Exhibition in Toronto, Victor Borge, pianist-comic, is headlining the most elaborate of all outdoor shows staged annually. The Michigan State Fair, Detroit, will have the Kirby Stone Quintet, Billy Ward and His Dominoes, the Four Freshmen, Teresa Brewer, Louis Armstrong and Eddie Fisher. The line-up at the Du Quoin (Ill.) State Fair will have a show headed up by Bob Crosby, while the Indianapolis Fair will have Patti Page, Guy Lombardo and the Ink Spots. The size of the event, of course, will determine the expenditure for talent, all the way down to the one-shot civic or community celebration.

The nation's amusement parks, which mostly wind up their season with the holiday play, will largely rely on the natural im-

## D. C. CAPITOL TO NIX ACTS AFTER SEPT.

### Can't Battle Clubs, Leaves East With N. Y., Miami Vaude

WASHINGTON, Aug. 29.—The Loew's Capitol will drop stage-shows starting October 1. The move was decided when the house found it was unable to compete for big names on the same basis as the major clubs now operating in the nation's capital.

With the passing of the Capitol, it will mean that vaudeville in the East on a regular basis will be limited to the Paramount, New York, and the Olympia, Miami. It also means that Loew's with its tremendous chain that used to run flesh on a regular basis has now turned to straight pictures.

The Capitol theater management said that it would play spot dates if attractions became available, but with names preferring to play Las Vegas, Nev., hotels or clubs with two shows a day, instead of its theater with four shows daily, the chances of a return to live shows was very slim.

The last show in will star Marilyn Maxwell. The first picture in will be 20th Century-Fox's "The Robe."

## Martin & Lewis Off Para. Mark

NEW YORK, Aug. 29.—The Martin and Lewis show current at the Paramount is expected to do \$140,000 for the first week compared with \$149,000, the boys' previous mark at the house when they played it early in July, 1951.

Wednesday (26), opening day, take was over \$18,000. Opening day, July 4, 1951, gross was \$24,000. Difference was accounted for by the holiday. Thursday's income was \$20,000. Second day's business in 1951 was \$21,000.

Paramount feels that second week of current stanza may either be as big as the first week or even better, counting on the kids home from summer camps, plus Labor Day week-end, to give that extra shot in the arm.

What worries the house now is whether Martin and Lewis will be able to keep up the pace of six and seven shows daily. Lewis' throat is already kicking up.

Boys are in for 70-30. They pay for the show which consists of Polly Bergen, Barr and Estes and the Step Brothers. Pic is "Plunder in the Sun."

petus of the day free from work to jam their funspots for the last time. They'd go for more talent, perhaps, if the blossoming of fairs didn't increase the demand to the point of virtual doubled costs for acts they have played all season.

Many carnivals have bolstered their revue shows in particular with club and burlesque acts to reach the maximum in appeal to some of the largest crowds they will play to all year.

While the talent is set, rain or shine, the managers of the outdoor events won't know how they'll make out until the Labor Day activity is well along. In the past couple of years many have failed to come even close to the potential, as adverse weather, including near hurricane winds, have affected and closed down operations. But, going on the assumption that bad luck can't pinpoint their operations forever, and well aware of the rewards under ideal conditions, the buyers of talent are carrying a full inventory for the holiday week.

**A COMING Hit**



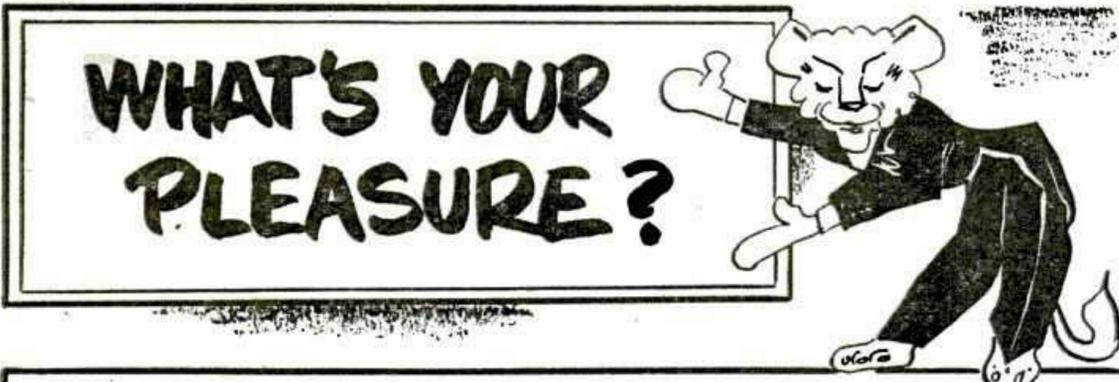
**MINDY  
CARSON**  
*with*  
**PERCY  
FAITH**  
*and his Orchestra*

*"I Never Let You  
Cross My Mind"*



b/w  
**"Darling, Darling"**  
Columbia 40057

This one  
  
136R-XBA-QTXT



**VOCALS**

**JONI JAMES**  
**MY LOVE, MY LOVE**  
**YOU'RE FOOLING SOMEONE**  
 MGM 11543 78 rpm  
 K 11543 45 rpm

**BILLY ECKSTINE** and  
**THE METRONOME ALL STARS**  
**ST. LOUIS BLUES**  
**PARTS I and II**  
 MGM 11573 78 rpm  
 K 11573 45 rpm

**GINNY GIBSON**  
**DANSERO**  
**NO MORE TEARS**  
 MGM 11571 78 rpm  
 K 11571 45 rpm

**PAT O'DAY** and  
**THE FOUR HORSEMEN**  
**DEAR JOHN LETTER**  
**NO STONE UNTURNED**  
 MGM 11566 78 rpm  
 K 11566 45 rpm

**FRAN WARREN**  
**SHAKE A HAND**  
**THE ANGEL PASSED BY**  
 MGM 11583 78 rpm  
 K 11583 45 rpm

**BOB SANTA MARIA**  
**IF YOU SAID GOOD NIGHT**  
**THE NIGHT HOLDS NO FEAR**  
 MGM 11564 78 rpm  
 K 11564 45 rpm

**LESLIE CARON**  
 and **MEL FERRER**  
**HI LILI-HI LO**  
**LILI AND THE PUPPETS**  
 MGM 30759 78 rpm  
 K 30759 45 rpm

**BANDS**

**ART MOONEY**  
**LOVE BIRDS**  
**NIGHT MUST FALL**  
 MGM 11570 78 rpm—K 11570 45 rpm

**THE NOCTURNES**  
**GUISEPPE'S SERENADE**  
**AS YOU DESIRE ME**  
 MGM 11525 78 rpm—K 11525 45 rpm

**LeROY HOLMES** and his Orchestra  
**JULIE**  
**SO THIS IS LOVE**  
 MGM 11569 78 rpm—K 11569 45 rpm

**TED STRAETER** and his Orchestra  
**MARRIAGE TYPE LOVE**  
**CAN CAN**  
 MGM 11548 78 rpm—K 11548 45 rpm

**INSTRUMENTALS**

**The ELLIOT BROTHERS**  
**STEEL GUITAR RAG**  
**ESTRALITA (LITTLE STAR)**  
 MGM 11559 78 rpm—K 11559 45 rpm

**ACQUAVIVA**  
 and his Orchestra  
**INCONSOLABLE**  
 (JE TRAI NE MON DESTIN)  
**LA BRILLIANTE**  
 (THE SHINING ONE)  
 MGM 30797 78 rpm—K 30797 45 rpm

**MICHAEL FREDERICKS**  
 and his Orchestra  
**PETITE BALLERINA**  
**VIENNESE LANTERN WALTZ**  
 MGM 11562 78 rpm—K 11562 45 rpm

**GEORGE SHEARING**  
 and his QUINTET  
**INDIAN SUMMER**  
**APPRECIATION**  
 MGM 11545 78 rpm—K 11545 45 rpm

**WALLY STOTT**  
 and his Orchestra  
**MY ONE AND ONLY LOVE**  
**SERENADE FOR A TIN HORN**  
 MGM 11551 78 rpm—K 11551 45 rpm

**DAVID ROSE**  
 and his Orchestra  
**NO OTHER LOVE**  
**ALL I DESIRE**  
 MGM 30796 78 rpm—K 30796 45 rpm

**COUNTRY**

**LITTLE RITA FAYE**  
**ALABAMA**  
**JOHNNY'S GOT A SWEETHEART**  
 MGM 11565 78 rpm  
 K 11565 45 rpm

**ARTHUR (GUITAR BOOGIE) SMITH**  
**HE WENT THAT-A-WAY**  
**THREE D BOOGIE**  
 MGM 11558 78 rpm  
 K 11558 45 rpm

**HANK WILLIAMS**  
**I WON'T BE HOME NO MORE**  
**MY LOVE FOR YOU**  
 (HAS TURNED TO HATE)  
 MGM 11533 78 rpm  
 K 11533 45 rpm

**SALTY AND MATTIE**  
**WAKE UP LITTLE BOY BLUE**  
**LONG TIME GONE**  
 MGM 11572 78 rpm  
 K 11572 45 rpm

**BOB WILLS**  
**I WON'T BE BACK TONIGHT**  
**B-BOWMAN HOP**  
 MGM 11568 78 rpm  
 K 11568 45 rpm

**TOM ANDERSON**  
**MY WORRIED TROUBLED MIND**  
**THE MOON AND I**  
 MGM 11546 78 rpm  
 K 11546 45 rpm



The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**  
 Trade Mark Reg.

**The Nation's Ten Top Tunes**

... for Week Ending August 29

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

This Week	Last Week	Chart
<b>1. Vaya Con Dios</b>		<b>1 11</b>
By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP) <b>BEST SELLING RECORD:</b> L. Zaul-M. Ford, Cap 2486. <b>OTHER RECORDS:</b> G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.		
<b>2. You, You, You</b>		<b>2 9</b>
By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMD) <b>BEST SELLING RECORD:</b> Ames Brothers, V 20-5325. <b>OTHER RECORDS:</b> K. Griffen, Col 40039; J. Horton, Mercury 70198; K. Remo, M-G-M 11512.		
<b>3. Crying in the Chapel</b>		<b>3 7</b>
By Darrell Glenn—Published by Valley (BMD) <b>BEST SELLING RECORDS:</b> D. Glenn, Valley 105; J. Valli, V 20-5368; R. Allen, Dec 28758; Orioles, Jubilee 5122. <b>OTHER RECORDS AVAILABLE:</b> J. T. Adams, Republic 7052; E. Fitzgerald, Dec 28762; Four Dukes, Duke 116; K. Griffen, Col 40062; A. Lund, Coral 61018; Sister Rosella Tharpe, Dec 48302; W. Tuttle, Cap 2545.		
<b>4. I'm Walking Behind You</b>		<b>2 17</b>
By Billy Reid—Published by Leeds (ASCAP) <b>BEST SELLING RECORD:</b> E. Fisher, V 20-5293. <b>OTHER RECORDS:</b> C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; F. Sinatra, Cap 2450; D. Squires, Coral 60985; J. Young, London 1314.		
<b>4. No Other Love (M)</b>		<b>4 12</b>
By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP) <b>BEST SELLING RECORD:</b> P. Como, V 20-5315. <b>OTHER RECORDS:</b> S. Fisher, Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796. <b>TRANSCRIPTIONS AVAILABLE:</b> Freddy Martin, Thesaurus.		
<b>6. Oh</b>		<b>7 8</b>
By Byran Gay-Arnold Johnson—Published by Feist (ASCAP) <b>BEST SELLING RECORD:</b> P. W. Hunt, Cap 2442. <b>OTHER RECORDS:</b> Commanders, Dec 28779; A. Mooney, M-G-M 11542; K. Griffen, Col 40062; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017. <b>TRANSCRIPTIONS AVAILABLE:</b> Johnny Desmond, Thesaurus.		
<b>7. P.S.: I Love You</b>		<b>6 11</b>
By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP) <b>BEST SELLING RECORD:</b> Hilltoppers, Dot 15085. <b>OTHER RECORDS:</b> J. Bruno, Banner 512; C. Cavallaro, Dec 24955; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 27171; C. Stapleton, London 282; S. Stitt, Prestige 757. <b>TRANSCRIPTIONS AVAILABLE:</b> Gloria De Haven, Thesaurus.		
<b>8. Song From Moulin Rouge (F)</b>		<b>8 22</b>
By W. Engvick, G. Auric—Published by Broadcast (BMI) <b>BEST SELLING RECORD:</b> P. Faith, Col 39944. <b>OTHER RECORDS:</b> Boston Pops Ork, V 10-4166; B. DeFranco, M-G-M 11491; C. Hawkins, Dec 28713; S. Fisher, Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; W. Manone & Town Criers, Atlantic 15001; Mantovani, London 1328; N. Morales, V 20-5324; M. Royal, Mercury 70140; V. Young, Dec 28675.		
<b>9. With These Hands</b>		<b>9 8</b>
By Abner Silver-Benny Davis—Published by Ben Bloom (ASCAP) <b>BEST SELLING RECORD:</b> E. Fisher, V 20-5365. <b>OTHER RECORDS:</b> G. Lombardo, Dec 28780; J. Ray, Col 40006; J. Stafford, Col 40034.		
<b>10. Dragnet</b>		<b>16 2</b>
By Walter Schumann—Published by Alamo (ASCAP) <b>BEST SELLING RECORD:</b> R. Anthony, Cap 2562. <b>OTHER RECORDS AVAILABLE:</b> B. Morrow, V 20-5398.		

**Second Ten**

<b>11. APRIL IN PORTUGAL</b>	10	22
Published by Chappell (ASCAP)		
<b>12. GAMBLER'S GUITAR</b>	12	10
Published by Frederick (BMI)		
<b>13. I BELIEVE</b>	11	27
Published by Cromwell (ASCAP)		
<b>14. C'EST SI BON</b>	14	7
Published by Leeds (ASCAP)		
<b>15. RUBY</b>	13	20
Published by Miller (ASCAP)		
<b>16. HEY, JOE</b>	—	1
Published by Tannen (BMI)		
<b>17. BUTTERFLIES</b>	17	7
Published by Santly-Joy (ASCAP)		
<b>17. MY LOVE, MY LOVE</b>	—	1
Published by Meridian (BMI)		
<b>13. ETERNALLY</b>	18	2
Published by Bourne (ASCAP)		
<b>19. EBBTIDE</b>	—	1
Published by Robbins (ASCAP)		

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MAKE FRIENDS WITH RECORDS



# 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. DRAGNET  
DANCING IN THE DARK ..... R. Anthony ..... 2562
3. OH!  
SAN ..... P. Hunt ..... 2442
4. HALF A PHOTOGRAPH  
ALLEZ-VOUS-EN ..... K. Starr ..... 2464
5. APRIL IN PORTUGAL  
SUDDENLY ..... L. Baxter ..... 2374
6. I LOVE PARIS  
GIGI ..... L. Baxter ..... 2479
7. IF LOVE IS GOOD TO ME  
A FOOL WAS I ..... N. Cole ..... 2540
8. PROUD NEW FATHER  
CLAP YOUR HANDS ..... J. Standley ..... 2569
9. TROPICANA  
JULIE ..... L. Baxter ..... 2568
10. FROM HERE TO ETERNITY  
ANYTIME—ANYWHERE ..... F. Sinatra ..... 2560
11. SAN ANTONIO ROSE  
DOODLE-DOO-DOO ..... J. Carr ..... 2557
12. AFFAIR WITH A STRANGER KISS AND RUN  
RICOCHET ..... V. Young ..... 2543
13. 40 CUPS OF COFFEE  
OH! YOU CRAZY MOON ..... E. M. Morse ..... 2539
14. NO MATTER HOW YOU SAY GOODBYE  
GOIN' STEADY ..... B. Hutton ..... 2522
15. WALTZ TO THE BLUES  
C.O.D. .... M. Whiting ..... 2550
16. RUB-A-DUB-DUB  
YOU TWO-TIMED ME ONE TIME TOO OFTEN. . . H. O'Connell ..... 2506
17. TILL THEY'VE ALL GONE HOME  
HALF-HEARTED ..... G. MacKenzie ..... 2556

## LATEST RELEASE

No. 384

- |   |  |      |
|---|--|------|
| IT HAPPENED ONCE BEFORE<br>HOLIDAY .....                        | The Four Freshmen .....                    | 2564 |
| HI DIDDLE DEE (MY MY)<br>WORRIED MIND .....                     | Helen O'Connell &<br>Skeets McDonald ..... | 2573 |
| THE HOUSE OF BLUE LIGHTS<br>BELL BOTTOM BOOGIE .....            | Merrill Moore .....                        | 2574 |
| ROMANCE<br>GONE WITH THE WIND .....                             | Billy May .....                            | 2575 |
| Y-Y-Y-YUPI!<br>GIVE ME A LITTLE KISS (WILL "YA," HUH!).....     | Patti & Jerry Lewis.....                   | 2576 |
| WONDERFUL WALTZ<br>DON'T YOU REMEMBER .....                     | Marilyn & Wesley Tuttle.....               | 2577 |
| IS IT TRUE<br>MY DARLING'S IN HEAVEN .....                      | Jim & Jesse & The<br>Virginia Boys .....   | 2578 |
| ELAINE<br>CORNFLAKES .....                                      | Les Baxter .....                           | 2579 |
| JACK AND THE BEANSTALK<br>SNOW WHITE AND THE SEVEN DWARFS ..... | Al "Jazzbo" Collins.....                   | 2580 |

● a big record  
for the juke boxes—  
"THE HOUSE OF BLUE LIGHTS"  
AND  
"BELL BOTTOM BOOGIE"  
—sung and  
played by **Merrill Moore**  
on Record No. 2574

## TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. A DEAR JOHN LETTER  
'I'D RATHER DIE YOUNG (THAN  
GROW OLD WITHOUT YOU)  
J. Shepard & F. Huskey ..... 2502
2. YESTERDAY'S GIRL  
JOHN HENRY  
H. Thompson ..... 2553
3. RUB-A-DUB-DUB  
'I'LL SIGN MY HEART AWAY  
H. Thompson ..... 2445
4. I HAVE BUT ONE GOAL  
THE SINNER'S DREAM  
Smith Brothers ..... 2492
5. BORN AGAIN  
FROM MOTHER'S ARMS TO KOREA  
Louvin Brothers ..... 2510
6. GAMBLER'S GUITAR  
SHUT UP AND DRINK YOUR BEER  
M. Travis ..... 2544
7. IT'S YOUR LIFE  
BABY, I'M COUNTIN'  
S. McDonald ..... 2523
8. YOU'LL DIE A THOUSAND DEATHS  
HOW MUCH ARE YOU MINE  
F. Huskey ..... 2558
9. I FORGOT MORE THAN YOU'LL  
EVER KNOW  
POOR BOY, RICH LOVIN'  
S. James ..... 2508
10. FORGIVE ME, JOHN  
MY WEDDING RING  
J. Shepard & F. Huskey ..... 2586

## BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY  
Jackie Gleason ..... 352
2. LOVER'S RHAPSODY & SONGS  
FROM LOVER'S RHAPSODY  
Jackie Gleason ..... 366
3. CAN-CAN  
Original Broadway Cast ..... 452
4. SKETCHES ON STANDARDS  
Stan Kenton ..... 426
5. THE DESERT SONG  
Gordon MacRae & Lucille Norman ..... 351
6. GERRY MULLIGAN AND HIS  
TEN-TETTE  
Gerry Mulligan ..... 439
7. THE HIT MAKERS!  
Les Paul & Mary Ford ..... 416
8. NAT "KING" COLE SINGS FOR TWO  
IN LOVE  
Nat "King" Cole ..... 420
9. BY THE LIGHT OF THE SILVERY  
MOON  
Gordon MacRae & June Hutton ..... 422
10. UNFORGETTABLE  
Nat "King" Cole ..... 357
11. NAT "KING" COLE'S TOP POPS  
Nat "King" Cole ..... 9110
12. THE PARK AVENUE HILLBILLY  
Dorothy Shay ..... 444
13. POPULAR FAVORITES BY STAN  
KENTON  
Stan Kenton ..... 421

## BEST SELLING— "1600" SERIES

Based on Actual Capitol Sales Reports

1. TWELFTH STREET RAG  
THE CHARLESTON  
P. Hunt ..... 1638
2. WHISPERING HOPE  
'I'LL STRING ALONG WITH YOU  
J. Stafford & G. MacRae ..... 1642
3. SOUTH  
I WANT TO LINGER  
P. Daily ..... 1624
4. NOLA  
JEALOUS  
L. Paul & M. Ford ..... 1621
5. TENNESSEE WALTZ  
MOCKIN' BIRD HILL  
L. Paul & M. Ford ..... 1676
6. TENDERLY  
AUTUMN NOCTURNE  
R. Anthony ..... 1654
7. SEPTEMBER SONG  
LAURA  
S. Kenton ..... 1680
8. WHEEL OF FORTUNE  
ANGRY  
K. Starr ..... 1677
9. HARLEM NOCTURNE  
WHAT IS THIS THING CALLED LOVE  
R. Anthony ..... 1664
10. HOW HIGH THE MOON  
JOSEPHINE  
L. Paul & M. Ford ..... 1675
11. I'LL REMEMBER APRIL  
GET HAPPY  
J. Christy ..... 1647
12. SLIPPING AROUND  
WEDDING BELLS  
M. Whiting & J. Wakely..... 1634
13. ONCE IN A WHILE  
BRAZIL  
The Dinning Sisters ..... 165:

★ two  
exciting  
instrumentals —

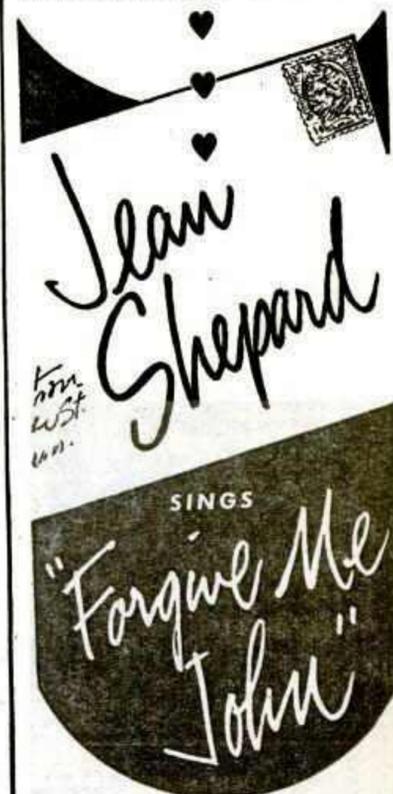
THE  
LATEST  
BY  
**LES  
BAXTER**



"ELAINE"  
AND  
"Cornflakes"  
on Capitol Record  
No. 2579

the eagerly awaited  
answer to

"A DEAR JOHN LETTER"



SINGS  
"Forgive Me  
John"  
with recitation by  
**FERLIN HUSKEY**

b/w

'My Wedding Ring'

on Record No. 2586



# The MODERNAIRES

SING

*the Big - Money Record!*

PUT SOME MONEY IN THE JUKE BOX

and

ROCK-A-BYE BOOGIE

CORAL 61037 78rpm • 9-61037 45rpm

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

The Billboard's Music Popularity Charts

## Favorite Tunes

... For Week Ending August 29

### 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.	I'M WALKING BEHIND YOU (R)—Leeds.....	1	17
2.	CRYING IN THE CHAPEL (R)—Valley.....	3	6
3.	NO OTHER LOVE (R) (M)—Williamson.....	9	10
4.	VAYA CON DIOS (R)—Ardmore.....	2	10
5.	I BELIEVE (R)—Cromwell.....	4	17
6.	YOU, YOU, YOU (R)—Mellin.....	5	7
7.	P. S.: I LOVE YOU (R)—La Salle.....	6	8
8.	OH (R)—Feist.....	11	4
9.	APRIL IN PORTUGAL (R)—Chappell.....	8	21
10.	SONG FROM MOULIN ROUGE (R) (F)—Broadcast...	6	21
11.	ETERNALLY (R)—Bourne.....	13	3
12.	WITH THESE HANDS (R)—Bloom.....	10	6
13.	RUBY (R) (F)—Miller.....	12	18
13.	GOD BLESS US ALL (R)—Brewster.....	—	1
15.	GAMBLER'S GUITAR (R)—Frederick.....	—	1

### Tunes with Greatest Radio and Television Audiences

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

#### Top 30 in Radio

All I Desire (R)—Broadcast—BMI	Moon is Blue (R) (F)—Brandom—ASCAP
Allez Vous En (R) (M)—Chappell—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
April in Portugal (R)—Chappell—ASCAP	No Stone Unturned (R)—Miller—ASCAP
Baby, Baby, Baby (R)—Famous—ASCAP	Oh! (R)—Feist—ASCAP
Caravan (R)—American Academy—ASCAP	P. S.: I Love You (R) LaSalle—ASCAP
C'est Si Bon (R)—Leeds—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Cloud Lucky Seven (R)—Robbins—ASCAP	Ruby (R) (F)—Miller—ASCAP
Crying in the Chapel (R)—Valley—BMI	Say Si Si (R)—E. B. Marks—BMI
Ebbtide (R)—Robbins—ASCAP	Sittin' in the Sun (R)—Berlin—ASCAP
Eyes of Blue (R) (F)—Paramount—ASCAP	Someone's Been Reading My Mail (R)—Witmark—ASCAP
Hey! Joe (R)—Tannen—BMI	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Hi-Lili-Hi-Lo (R) (F)—Robbins—ASCAP	Tell Me That You Love Me (R)—T. B. Harms—ASCAP
I Believe (R)—Cromwell—ASCAP	Vaya Con Dios (R)—Ardmore—BMI
I Guess It Was You All the Time (R)—Famous—ASCAP	When Love Goes Wrong (R)—Feist—ASCAP
I Love Paris (R)—Chappell—ASCAP	You, You, You (R)—Mellin—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	
I've Got the World on a String (R)—Mills—ASCAP	

#### Top 10 in Television

Dragnet (R)—Alamo—ASCAP	Toodle-Loe-Siana (R)—Shapiro-Bernstein—ASCAP
Granada (R)—Peer—BMI	Vaya Con Dios (R)—Ardmore—BMI
Hey! Joe (R)—Tannen—BMI	When Love Goes Wrong (R)—Feist—ASCAP
My Lady Loves to Dance (R)—United—ASCAP	When the Red, Red Robin, Comes Bob, Bob Bobbin' Along—Bourne—ASCAP
Please Play Our Song (R)—Sheldon—BMI	

### England's Top Twenty

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

1. Limelight (Terry's Theme)—Bourne (Bourne)	10. Your Cheatin' Heart—Bradbury Wood (Acuff-Rose)
2. Song From Moulin Rouge—Connely (Broadcast)	11. Let's Walk That-A-Way—Aberbach (Coachella-Alamo)
3. I Believe—Cinephonic (Cromwell)	12. Bridge of Sighs—Maurice (*)
4. Seven Lonely Days—Feist (Jefferson)	13. Mother Nature and Father Time—Aberbach (Coachella-Alamo)
5. I'm Walking Behind You—Peter Maurice (Leeds)	14. Pretend—Leeds (Brandom)
6. April in Portugal—Sterling (Chappell)	15. Tell Me You're Mine—Chappell (Capri)
7. Hot Toddy—Aberbach (Coachella-Alamo)	16. Have You Heard?—F.D.H. (Brandom)
8. Say You're Mine Again—Victoria (Blue River)	17. Can't I?—Merddan (Harvard)
9. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	18. Is It Any Wonder?—Leeds (Midway)
	19. Downhearted—New World (Faxon)
	20. Kiss—Feist (Miller)

**A GREAT OLDIE BECOMES A NEW HIT!**

# 'MARCHETA'



# RONNIE GAYLORD

coupled with

**"JUST IN CASE YOU CHANGE YOUR MIND"**

MERCURY 70212 • 70212X45



The Billboard Music Popularity Charts

... for Week Ending August 29

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

VERA LYNN-MANTOVANI

I'll Wait for You ... 85
LONDON 1317—This one has all the earmarks of a hit. The one-two punch of Vera Lynn and Mantovani is a powerful one. The material, too, is top-notch. All in all, it's a side that has to be given very careful consideration. A fine waxing. (Mellin, BMI)

THE AMES BROTHERS

If You Want My Heart ... 85
V 20-5404—A re-write of a familiar Russian folk tune is rendered with a lot of spirit by the new hot Ames Bros. quartet. Winterhalter arrangement adds some racing violins. Could stir up a lot of action. (Hillcrest, ASCAP)

FRANKIE LAINE-JIMMY BOYD

Let's Go Fishin' ... 84
COLUMBIA 40069 — Mister Laine and Master Boyd team up once more for a fresh novelty item that perhaps could have been released a little earlier in the summer. After the pair's success on "Tell Me a Story," however, all buyers will want to give this serious attention. (Montclare, BMI)

THE SUPER-SONICS

Linger Awhile ... 80
RAINBOW 222—Here's a sock version of the oldie that really has a chance to step out. It features thrush Arlene James singing with herself via dub-ins and solid backing by the guitar group, the Super-Sonics. Thrush sings it brightly, and the guitarists lend strong backing in the Les Paul-Mary Ford tradition. Watch this one; it could be a coin-grabber. (ASCAP)

GEORGIE SHAW

Let Me Go, Devil ... 80
DECCA 28838—Georgie Shaw bows most impressively on the label with a mighty potent reading of a new dramatic ballad about a man's struggle with the Devil. He sings up a storm in a somewhat Frankie Laine-ish manner, with strong support from the chorus and ork. Ending detracts from the disk, but this platter should give the singer a lot of attention. It has a chance to move out, watch it. (Hill & Range, BMI)

AL ALBERTS

Endless ... 78
DECCA 28807—The label has taken the lead singer of the Four Aces out of the group for this solo waxing. He has a big-sounding ballad which he does in the style of the group's early disk clicks. Could be that he'll make the grade, but the Aces' beat background would have been an asset. (Halsey, ASCAP)

JOHN STANDLEY

The Proud New Father ... 78
CAPITOL 2569—Standley goes thru a satirical routine on the "Rock-a-Bye Baby" nursery rhyme. It's a recording of a "live" performance, with the audience seemingly enjoying itself very much. With the success of "In the Book" still in memory, the guess might be hazarded that perhaps a larger disk audience will feel the same way about it.

Clap Your Hands ... 72
This is an audience-participation number in which the catch (and apparently the fun) is to clap hands in various rhythm patterns at the direction of the leader. It may be that the sheer novelty of this idea will prove infectious.

RAY BLOCH ORK

From Here to Eternity ... 78
CORAL 61045—This bit of movie music is from the new movie of the

same name. It has a chance for action due to the recent preference for movie themes and the fine performance of the Ray Bloch ork. Jazzman Matt Matthews does the accordion solo on the platter. Jocks should hand this a lot of use, and it has a chance to get action. (Barton, ASCAP)

Re-Enlistment Blues ... 71
Tune from the new flick "From Here to Eternity" is sung warmly by an un billed singer who sounds like a cross between Johnny Mercer and Jack Teagarden. If the side grabs spins, it will be due to the flick. (Barton, ASCAP)

RONNIE GAYLORD

Marcheta ... 77
MERCURY 70212—Ronnie Gaylord chooses the oldie for his first disk sans the group with which he has been so long associated. Whatever he lacks in natural voice quality, he makes up for here in suave styling. He is backed by a male trio, and, as is perhaps not unnatural, is most effective in the harmonized sections which give the disk a strong finish. (BMI)

CLARK DENNIS

Granada ... 77
TIFFANY 1302—Here's a fine job by Clark Dennis on the great ever- (Continued on page 36)

Sacred

THE IMPERIAL QUARTET

His Hand in Mine ... 79
BIBLETONE 3017 — A pretty and moving sacred tune is handled with care and tenderness by the Imperial Quartet which sings it with much feeling. This is a first-rate gospel side and should receive a lot of deejay spins. It has a chance to step out in the market. Watch this one.

GEORGE BEVERLY SHEA

Life's Railway to Heaven ... 78
V 20-5343 — The name of George Beverly Shea is synonymous with the best in religious singing. On this side his resonant baritone voice is held somewhat in check, but none of his fine qualities are lost. He's backed by a mixed chorus and ork. It's a very fine disk that should have appeal in many quarters.

THE STATESMEN QUARTET

When You Travel All Alone ... 76
CAPITOL 2566 — Here's a happy lively job on a peppy religious ditty by the group that drives all the way and ends up in wild style. Should catch some attention in the Southern areas. (BMI)

THE FOUR LEAF CLOVERS QUARTET

I'm Looking for a Home ... 73
BIBLETONE 5510 — New group on the label turns in a happy performance on a spritely religious ditty backed by a zippy piano. Good wax for the Southern and Midwestern markets. Group has a style.

THE REVELAIRES QUARTET

Lord, Carry Me Home ... 72
BIBLETONE 1013—Lively waxing by the Revelaires Quartet featuring the deep bass voice of Big Jim Waits. Pleasant wax.

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Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists various labels like ALEXANDER, BALLAD, BBS, CAP, CHANCE, CHESS, COLUMBIA, CORAL, DECCA, DUKE, FEDERAL, GREGORIAN, IMPERIAL, KING, LONDON, MARVEL, MERCURY, M-G-M, OKEH, RAINBOW, RCA VICTOR, RIALTO, REPUBLIC, STARDAY, TIFFANY, TREND, WESTERN RANCH, and a TOTAL row.

Spiritual

PROFESSOR ALEX BRADFORD

I Don't Care ... 80
SPECIALTY 852 — The lead singer and mixed-voice spiritual group come up with a rousing religious reading sparked by a big beat and organ, hand clapping and tambourine backing. Good listening. (BMI)

THE BRADFORD SINGERS

Turn Away From Sin ... 76
APOLLO 276—Strong material and a solid performance add up to a first-rate religious disk. (Bess, BMI)

THE SWAN SILVERTONE SINGERS

Trouble in My Way ... 76
SPECIALTY 853—The group delivers a resounding reading of an up-tempo spiritual, with the lead singer delivering a fervent solo. (BMI)

THE ROBERTA MARTIN SINGERS

Let God Abide ... 74
APOLLO 275 — The waltz-tempo sacred opus gets a solid reading from the lead singers and backing group.

Rhythm & Blues

THE SPANIELS

Baby, It's You ... 83
CHANCE 1141—Here's a solid effort by the Spaniels, a new group on the label. The boys have a style all of their own, and they put a lot of feeling into the ballad. The ork backing lends a mighty beat. This one shapes up a big one and a real coin-grabber.

THE CORONETS

Nadine ... 80
CHESS 1549 — The group is heard here in a sentimental, melodic number that is given distinction by the smooth delivery of the lyric by the lead singer. Has good potentialities, if exposed, in the pop, as well as the r.&b. markets.

SAVANNAH CHURCHILL

Shake a Hand ... 80
DECCA 28836—Tune now taking off in the r.&b. field via the Faye Adams cutting on Herald receives a sock performance from the thrush on her debut cutting for the label. Tune is a powerful one, and there is a chance for two waxings to make it on the tune. Backing by the Cecil Haynes ork is solid. Watch this one. (Herald)

THE FOUR DUKES

I Done Done It ... 77
DUKE 116—There is real strength in this answer to "Baby, Don't Do It." The lyrics carry quite a punch, and the group is successful in bringing out the full humor of the situation. Should be excellent material for boxes as well as over the counter.

THE LAMPLIGHTERS

Turn Me Loose ... 75
FEDERAL 12149—This bright hand-clapper is shouted strongly by the lead chanter, as the rest of the group provides exciting backing. Should collect some juke coin. (Armo, BMI)

lect some juke coin. (Armo, BMI)

LITTLE ESTHER

Cherry Wine ... 73
FEDERAL 12142 — It's me or the cherry wine, chants Little Esther. The side is in her distinctive style, with a lively piano in the backing. (Jay & Cee, BMI)

MELVIN SMITH

It Went Down Easy ... 73
V 20-5406—This side is yet another answer to "I Don't Know." Ditty describes a drunk getting progressively drunker. Well done by Melvin Smith. (Life, BMI)

LULA REED

Don't Make Me Love You ... 73
KING 4649—Nice piece of material, slow-paced and requiring an able vocalist. Lula Reed does a good job with it. (Jay & Cee, BMI)

THE ORCHIDS

Oh Why? ... 72
KING 4661—The Orchids is a new group on the label, which turns in an okay job on its first slicing. Boys' style may be too exaggerated here to mean much in the market, tho.

International

SWISS FAMILY FRAUNFELDER

Song of the Milk Maids ... 68
YODEL MELODY 707—An arrangement of the Swiss folk song designed to show the remarkable yodeling ability of the Fraunfelders. Fanciers of the technique will want. The side could also be used as an eye-opener by pop, early-morning deejays.

Country & Western

JEAN SHEPARD-FERLIN HUSKEY

Forgive Me John ... 85
CAPITOL 2586 — With the "Dear John Letter" a hit, it would probably be too much to ask not to have a flock of answers hit the market. This one, by the first duo out on "Dear John," finds the thrush changing her mind and writing a second letter asking forgiveness. But the die has been cast, and there's no turning back. Huskey decides to become a "20 year" man. So it goes, but the record has just as much punch as the original; so watch it. A real coin grabber. (American, BMI)

MARTY ROBBINS

Sing Me Something Sentimental ... 82
COLUMBIA 21145—As has come to be expected, Marty Robbins has penned a tuneful ditty loaded with appealing sentiment. And he sings it with great feeling. A fine slice that should earn plenty of loot. (Acuff-Rose, BMI)

PETE LANE AND BERNICE STABLE

John's Realy ... 80
IMPERIAL 8206 — A good twist to this answer ditty, the lyrics give the side strong impact. Pete Lane has a distinctive vocal delivery, with the girl's voice lending necessary fem appeal. One to watch. (Commodore)

JOYCE PAUL

I've Forgotten More Than You'll Ever Know ... 79
REPUBLIC 7053—The gal works over an interesting ballad for another good side. Story line makes for mighty interesting listening.

TOMMY SANDS

Transfer ... 77
V 20-5435—New 16-year-old singer impresses as he debuts on records. His "sound" on this medium tempo ballad is somewhat similar to the late Mark Williams. There's room in the market for a voice like his.

AL DEXTER

Move Over, Rover ... 76
DECCA 28739 — This cute novelty about a guy who relies on his canine friend when his meanderings exile him to the dog house is handed a bright reading. Gang-sing chorus helps make the side a likely juke entry. Jocks should spin, also. (AI Dexter, BMI)

BOB NOLAN

Tumbling Tumbleweeds ... 74
V 20-5403 — The wonderful tune penned by Nolan over a decade ago is sung by him on this cutting with warmth and feeling, with good support from the ork and chorus. Should pull spins. (Chappell, ASCAP)

Jazz

DON ELLIOT

Take Me Out to the Ball Game ... 74
SAVOY 1103—The group swings off on an inventive and rapid-tempo rendition of the oldie. There's much to admire on this often brilliant waxing, and many jazz fans should find it to their liking.

DIZZY GILLESPIE SEXTET

Umbrella Man ... 70
DEE GEE 3607—Gag arrangement of the yesteryear novelty is given a coolish side by the group. Joe Carroll leads the gang vocal. (Harms, ASCAP)

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

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

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

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

# SINATRA

# "FROM HERE

# TO ETERNITY"

Matching his stellar performance in this spectacularly successful film, Frank Sinatra gives a sensational rendition of its title song... on Capitol Record No. 2560.

coupled with "Anytime - Anywhere"



# Music as Written

**BOOKIE LEVIN MOVING TO L. A. . . .**  
 J. J. (Bookie) Levin, head of the Mutual Entertainment Agency, Chicago, is moving after Labor Day to Los Angeles, where he has completed building a home. He will eventually establish an office there for Mutual. **Milo Stelt**, vice-president and partner of Levin, will remain in the Chicago office with **Eddie Hall**. Levin is the oldest small unit booker in the business today. He did much to establish the small units in the cocktail lounge field.

**KISSACK JOINS SMART RECORDS . . .**  
 Tony Smart, head of Smart Records, has named **Eddie Kissack**, formerly of Decca, general manager. **Roy Savino** was named secretary-treasurer. Smart is expected to branch out into the music publishing and personal management fields later.

**GEORGE FASS SNAGS 80 HOURS OF TAPE . . .**  
 George Fass, topper of Dean Sales, Inc., Brooklyn, has acquired European tapes of over 80 hours of music in classical, semi-classical, and jazz categories. The material is being offered around to record and transcription firms on an outright sale or lease basis.

**ANOTHER BMI "PIN-UP" HIT**



**"MY LOVE, MY LOVE"**

Recorded by  
**JONI JAMES . . . (MGM)**  
**TONY ACQUAVIVA (MGM)**

Published by  
**MERIDIAN MUSIC, INC.**

**The Terry Theme**

from  
**"LIMELIGHT"**  
 —instrumental—

**"Eternally"**

from  
**"LIMELIGHT"**  
 —vocal—

**BOURNE, INC.**

**BILLBOARD'S BEST BUYS**

**"TOYS"**

sung by  
**Eileen Barton**

Coral 61019  
**SANTLY JOY, INC.**

**"GIGI"**

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

**JERRY GRAY'S**

**ONE STOP BOOGIE** Latest & Greatest ON DECCA

AMERICAN ACADEMY OF MUSIC, INC.  
 SOLE BILLING AGENT • MILLS MUSIC, INC.

The hour-long CBS radio network show "Music in the Air" will present a special "Salute to Jonny Mercer" broadcast on September 11. Schedule calls for airing 15 of Mercer's standard tunes, plus the premiere of a new ditty. Guesting on the show with Mercer will be **Stanley Adams**, **Oscar Hammerstein** and **Hoagy Carmichael**.

**REMINGTON OPENS NY, LA OFFICES . . .**  
 Remington Records has opened company-owned branches in New York and Los Angeles. Indie distributors will be retained elsewhere. The New York outlet is managed by **Martin Smith**. **Leslie Prinz** heads the West Coast outlet.

**M-G-M SETS ALBUM FOR 'TORCH' FLICK . . .**  
 M-G-M Records will release an album called "The Torch Song," title of the film starring **Joan Crawford** and **Michael Wilding**. However, the package will not be sound track, but a collection of standard tunes used in the film, as recorded by **Walter Gross**. Vocals in the album will be handled by **India Adams**, who dubbed the voice track on the film for **Miss Crawford**.

Rainbow Records pacted a new group this week, the **Rainbows**. Firm also pacted thrush **Arlene James**, and her first record "Linger Awhile" was shipped this week. Diskery has also started working on EP's, and will have 10 or more ready by the end of next month.

**COLUMBIA LAUNCHES CRUISE CONTEST . . .**  
 Columbia Records will award the winner of distributor salesmen contest an all-expense-paid Caribbean cruise for two on a Grace Line luxury liner. The contest is being held in connection with the forthcoming **Paul Weston** album "Caribbean Cruise," and the salesman who presents the diskery with the best promotion for the new album will win the trip. The contest starts September 15 and closes a fortnight later.

**New York**  
**N. B. Mayhams** (Norris the Troubadour) has been visiting deejays in up-State New York, plugging his new Co-Ed record "Mint Julep."

**Irving Katz**, general sales manager of Young People's Records and Children's Record Guild, is back in town after a six-week tour of the firm's distributors. . . . Capitol Records and Columbia Pictures combined to stage a cocktail party for **Frank Sinatra**. Shindig was held Thursday (27) at Danny's Hideaway and drew the trade press, disk jockeys and show business names like **Milton Berle**, **Red Buttons**, **Joey Adams** and **Mel Torme**. . . . **Jack Starns Jr.** has formed Starrite Publishing Company, a BMI affiliate. Firm will handle all original material issued on the Starday label. General manager of the firm is

**Cap Shuffles**  
 • Continued from page 13

ords, Inc., and executive staff assistant to **Berquist** in charge of CRI budgetary control, accounting systems and procedures; inventory control and product cost evaluation, including all manufacturing plant accounting.  
**Vaughn Burdick** continues as controller of CDRC and Capitol Records, Inc., home office division.  
**Paul Thompson** is appointed secretary of the newly formed systems and budget committee. Thompson will be responsible for the preparation of all consolidated budgets.

**Robert Cooper** is appointed chief disbursement accountant in charge of the newly formed disbursement payables section.

**James Eshelman** is appointed head of the artist and publishers' payables unit, replacing **Paul Thompson**.

**Robert Pearce** replaces **Eshelman** as head of the general accounts payable unit.

**James Alfrey** will be in charge of all home office general ledgers and journals.

**Harry Wood** continues as chief general accountant, along with **Robert Winters**, who heads the tabulating section.

**Jimmy Franklin**. . . . **Jo Ann** **Teddy Phillips'** King recording of "Down Boy."  
**Jackie Van**, Nationwide Records, being escorted around by **Jerry Ferber**, of Frumpkin Sales, plugging her latest waxing of "One Sided Love." . . . **Eartha Kitt**, RCA Victor songstress and star of "New Faces," and **Robert Clary**, also in the "New Faces" cast, have turned down a \$2,000-a-week package offer to perform at the Preview Lounge after their nightly stint in the play. . . . **Al Morgan** opens the Preview for one week beginning September 12.

**Danny Sutton** opened this week at the Chez Patee in Montreal. . . . **John Schulman**, attorney for the Songwriters' Protective Association, attended the convention of the American Bar Association last week. . . . **Bob Melvin**, promotion exec working out of London Records' New York branch, has been borrowed by London's pop sales manager, **Walt McGuire**, for a national promotion campaign. . . . Classical guitarist **Andress Segovia** has recovered from a recent eye operation, and will resume his European tour. . . . **Norm Weinstroer**, Coral sales manager back from huddles with his distributors in St. Louis and Cincinnati. . . . **Dario Soria**, head of Angel Records, was in Canada this week to set up distribution there for the new classical disk line. . . . **Mike Conner**, Decca artists relations and publicity chief, junkets to Pittsburgh and Cleveland next week. . . . **Quirino Pellicciotti**, West Coast voice builder, opens a studio here in September.

**Chicago**  
 Mercury Records is trying to aid the Cancer Fund by arranging for a recording to be made of a harmonica trio consisting of **Jerry Murad**, **Richard Hayman** and **Babe Didrikson Zaharias**. . . . **Art Talmadge**, Mercury Records vice-president, off to New York for a short stay last week to get final okay on layouts and promotion from Columbia Pictures on "Sadie Thompson." Talmadge will also finalize promotion and release plans with **Jack Rael** for the forthcoming **Patti Page** albums, "Patti Sings the Hit Songs."

**June Vall**, RCA Victor songstress, currently appearing at the Chicago Theater, closes there Thursday (3) to open for three days at the Casa Blanca, Canton, O. She opens September 10 for one week at the Capitol Theater, Washington. Following that, she will do two weeks at the Seville Theater, Montreal, and then back to Chicago on October 7 for three days of club dates. . . . **Al Trace**, former band leader and now personal manager, in town plugging

**Merc Explains**  
 • Continued from page 13

each of the 14 new classical LP releases (10 Olympian series and four Golden Lyre series) and a total of 35 of any of the 35 new classical EP records, the dealer receives his choice of any eight EP records in the EP catalog. This also amounts to approximately 15 per cent cash value discount.

The dealer may buy either or both plans. Deferred payments, in three equal installments, will be payable November 10, December 10 and January 10, 1954.

A 10 per cent exchange privilege will be allowed on all merchandise offered in the plan.

An attractive multi-colored brochure, containing the outlines and details of the plan, will be mailed to all dealers. Brochures will contain sample consumer catalogs of merchandise offered in the plan as a sales aid. Catalogs are designed for both counter and mailing use.

Individual catalogs are now available with informative and biographical data on the conductors and orchestras in the Living Presence series. Also being made up are attractive counter displays for each conductor. These will feature a picture story of the conductor and the orchestra.

**Col. Marks 5th**  
 • Continued from page 13

and the **Berlioz "Symphony Fantastique."** As an indication of the broadening of classical taste due to LP, Schoenberg's "Pierrot Lunaire" sold half as much in its first three months on LP as it had sold in 10 years on 78 r.p.m. sets.

The new revival of interest in jazz works, and the spark behind the recent **Benny Goodman** concert package, is attributed to the B. G. LP sets which sold close to 100,000 platters each, and helped renew interest in jazz music.

**Hollywood**  
**Les Brown** ork into the Hollywood Palladium September 4, marking his 15th appearance at that dance emporium. . . . **Benito (Pat) Moreno**, currently emceeing and singing at **Larry Potter's** Supper Club, set for two weeks at Tops, San Diego, to be followed by a stint with **Joe Venuti** at the Golden Nugget, Las Vegas, Nev. . . . **Darrell Glenn**, who penned "Crying in the Chapel" and is currently riding high via his hit Valley etching, in town talking TV shots, along with a date over at Paramount Studios. . . . **Chuck Cabot** and ork concluding a two-month run in the Balinese Room, Galveston, Tex., and set to open for six weeks at the Anacacho Room, San Antonio. . . . Team of **Andy and Della Russell** split following their current Cocoanut Grove stint, with Andy hopping to Mexico City and Portland, Ore., and Della sitting out the imminent approval of a child adoption. . . . Telethon for the benefit of Multiple Sclerosis Society has **Sonny Burke**, **George Cates**, **Harry Geller**, **Jesse Kay**, **Lee Palmer**, **Glenn Wallichs** and **Paul Weston** participating in the record division arrangements committee. Disk jockey **Peter Potter** emcees the show. . . . **Raoul Kraushaar**, ASCAP composer on the **Hopalong Cassidy** TV series, has

**Brandt Wastes No Time as Tunester**  
 NEW YORK, Aug. 29. — Alan (Bud) Brandt, publicity director of WNEW here, is getting some fast action on his songwriting efforts, and has signed a writer's deal with Broadcast Music, Inc. Brandt's "The Night Holds No Fears for the Lover," first cut by **Bob Santa Maria** on M-G-M, has also been cut by **Margaret Whiting** on Capitol and is expected to be released soon. The writer's latest, "Bluebird," by **Tommy Edwards** on M-G-M, has been released. "That's All," cut by **Nat (King) Cole** on Capitol, is in the can.

**Bruno Walter**  
 • Continued from page 14  
 Columbia has pressed two special records for radio use, one running for 30 minutes and the other for an hour. In each, **Walter** introduces the works he conducts. Columbia distributors are placing the disks with radio stations around the country. In addition, the Columbia Broadcasting System has skedded a special network show on the Sunday (13) preceding **Walter's** birthday. Local station **WNBC** will devote an entire "Music Thru the Night" show to disks cut by the conductor, with **WMGS** in Washington, and **WXHR** in Boston among other stations which have scheduled special **Walter** programs.

One of the most interesting phases of the promotion involves the release of an "old-new" **Walter** recording of the **Beethoven Ninth Symphony**. The set was originally issued in 1949, but earlier this year the final choral movement was re-recorded. The complete work is now being released, with the fourth side of the two-disk set holding a reading of the **Beethoven Eighth Symphony**. The original set contained the **Brahms "Song of Destiny."**

Columbia will exchange the disk holding the choral movement for any collector now owning the original set. Consumer ads will state that it is an even swap, with no charge asked for the newer version.

Other **Walter** LP's released in September include a coupling of **Mozart's 35th and 40th Symphonies**, and two disks of **Mozart arias** with **Eleanor Steber** and **George London** as soloists.

penned a ditty tagged "I'd Like to Be Hoppy." . . . **Marilyn Maxwell** makes her **Frisco** nitery debut at the **Fairmont**, with the **Kirby Stone** quartet backing. . . . **Trend Records** sliced a **Matt Dennis** album, moving recording equipment into a restaurant to get authentic background sounds of the eatery. . . . **Mary Rose** **Bruce** platters now available on two labels, with the release of a platter by the gal on **Modern**. Lass has a pact with **RCA Victor**, altho the **Modern** sides were previously etched.

**Gerry Green**, promotion fem for **Mindy Carson**, **Guy Mitchell** and the **Santly-Joy** rep here, tied the knot to **Hal Farnell**, nonpro. . . . **Thrush Sue Carson** joins **Paul Gilbert** at the **Bar of Music** September 16.

**Philadelphia**  
**Norman Granz** rushes the jazz concert season with his **JATP** spectacle skedded for September 12 at the **Academy of Music**, while the same concert hall holds a jazz-fest sponsored by **The Pittsburgh-Courier**, **Negro** newspaper, on September 25. Also on the concert scene, the "Big Show" is slated for the **Philadelphia** October 9. . . . **Fred Waring** will help put across the golf tournament at the nearby **Atlantic City (N. J.) Golf Club**, sponsored in behalf of **Cerebral Palsy**. . . . Cover girl **Mickey Mosko**, an **Artie Singer** discovery, will make her singing bow via the spinning sides with her teacher setting up the session.

**Hartford**  
**Al Gentile's** orchestra, of **Hartford, Conn.**, has opened a series of Saturday night dance dates at **Riverside Amusement Park**, **Agawam, Mass.** Admission scale is \$1, plus tax. . . . **Ocean Beach Park**, **New London, Conn.**, is continuing its Sunday night name band policy, with price scales varying according to strength of the individual attraction. **Louis Armstrong** aggregation appeared last Sunday (23). . . . **Pete Grossi's Trio**, featuring vocalist **Jean Ray**, provides Thursday thru Saturday dance tunes at the **Terry Square Restaurant** here.

A "HIGHLIGHT" For Every Program

**CLOUD LUCKY SEVEN**

ROBBINS MUSIC CORPORATION

**Billboard's Best Buy**

**Patti Page's "BUTTERFLIES"**

Mercury 70183

**SANTLY JOY, INC.**

A SMASH HIT!

**TENNESSEE WIG-WALK**

JILL WHITNEY—CORAL  
 RUSS MORGAN—DECCA  
 BONNIE LOU—KING  
 Listed Alphabetically

**Village Music Company**  
 1619 BROADWAY—SUITE 507  
 NEW YORK 19, N. Y.

**EDDIE FISHER'S**  
 Greatest Side . . .

**WHEN I WAS YOUNG**

(Yes, Very Young)  
 RCA Victor Rec. #20-5365

**SANTLY JOY, INC.**

The SOUND is the GIMMICK

# "YA-HA-BIBITI"

you don't need a dictionary  
just LOOK and LISTEN to . . .

## CHAMP BUTLER'S

Columbia Record No. 40555 of "YA-HA-BIBITI"

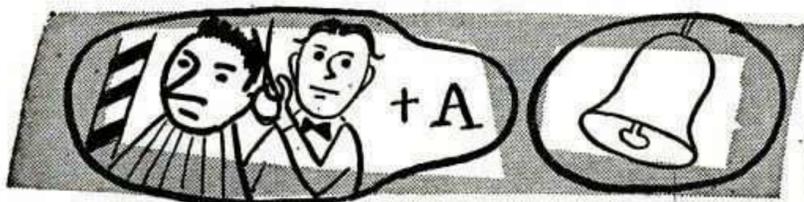
HERE'S the GREATEST  
GIMMICK of them ALL

### The YA-HA-BIBITI CONTEST

THOUSANDS OF DOLLARS  
IN PRIZES

- The sound of each picture = the words of the poem
- REMEMBER—the sound is the gimmick
- 40 Distributors  
40 Winners

EXAMPLE



BARBER PLUS A BELL  
Answer: BARBARA BELLE

List of Prizes

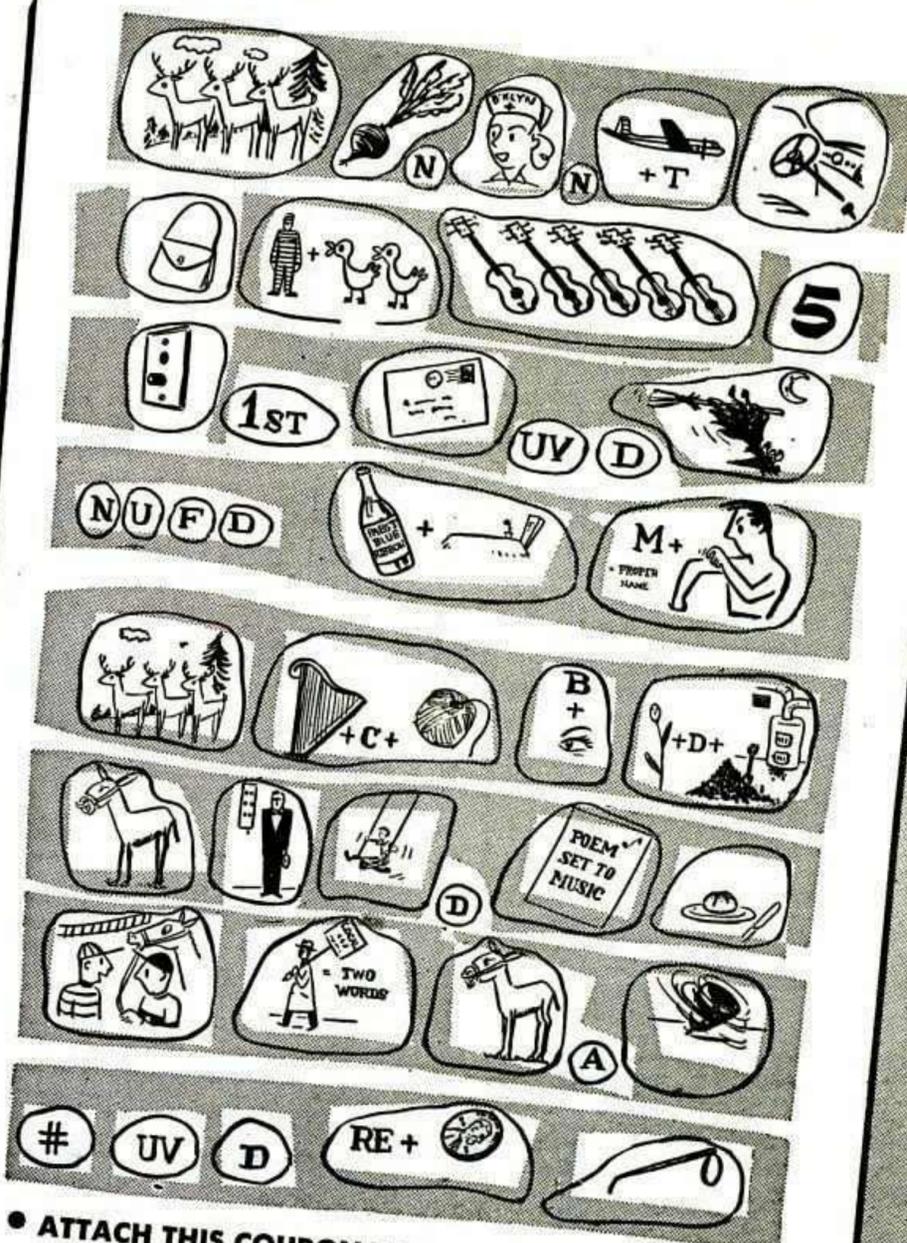
- |   |                            |
|---|----------------------------|
| Famous Make Watches                         | Kaywoodie Pipes            |
| Broil-King Rotisseries                      | Smart Set Gloves           |
| Columbia Record Players                     | Trillium Lingerie          |
| Lily of the Valley Perfumes by Ann Haviland | Volupte Compacts           |
| Paris Belts                                 | Cuttysark, Scotland's Best |
| Petrocelli Men's Suits                      | and many other fine prizes |

Every Columbia Distributor is represented. Check to find out the nearest Disc Jockey and/or Record Dealer in your territory handling entry blanks.

Each Disc Jockey or retailer whose name appears on the winning entry blank will be awarded a consolation prize.

Attach this coupon to your answer and mail. Contest closes Sunday, Nov. 22nd, midnight.

PHONETIC PICTURE PUZZLE  
SOLVE IT--



● ATTACH THIS COUPON TO YOUR ANSWER AND MAIL  
—CONTEST CLOSSES SUNDAY, NOV. 22nd, MIDNITE

Champ Butler  
Ya Ha Bibiti Contest  
Columbia Records, Inc.  
799 7th Ave., N. Y. C.

I received my entry blank from \_\_\_\_\_

Disc Jockey or Record Shop \_\_\_\_\_ Station \_\_\_\_\_  
Address \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Columbia Best Buys

## A Solid Dozen! Twelve Great New Columbia Albums

### NEW ORLEANS

'Way Down Yonder in New Orleans • Raminay! • Shrimp Boats • Basin Street Blues • New Orleans • Jambalaya • Floatin' Down to Cotton • Da You Know What It Means to Miss New Orleans. JO STAFFORD and FRANKIE LAINE with PAUL WESTON and his orchestra. "Lp" CL 6268 • 45 Extended Play Set B-342.

### ROMANCE

Romance • An Old Fashioned Picture • The Man I Love • I've Told Ev'ry Little Star • One Night of Love • Blue Moon • The Melba Waltz • Make Believe. FRANK PARKER and MARION MARLOWE with Percy Faith and Archie Blyer conducting. "Lp" CL 6267 • 78 Set C-344.

### CARIBBEAN CRUISE

Summer Night • Magic Is the Moonlight • The Nearness of You • Adios • When You Wish Upon a Star • Cuban Love Song • Let's Fall in Love • Perfidia. PAUL WESTON and his Orchestra. "Lp" CL 6266 • 45 Extended Play Set B-341.

### PERCY FAITH plays

**CONTINENTAL MUSIC**  
Mademoiselle de Paree • Symphony • Vola, Colomba • In Love • Suddenly • Petite Bolero • La Ronde • Many Times • If You Said Goodbye • April in Portugal • Under the Bridges of Paris • Sympatico. PERCY FAITH and his Orchestra. 12" "Lp" CL 525.

### MOOD MUSIC by PAUL WESTON

When Your Lover Has Gone • My Silent Love • I'll Follow My Secret Heart • Moon Song • Yesterdays • One Night of Love • Under a Blanket of Blue • Stardust • All Alone • Then I'll Be Tired of You • What'll I Do • Among My Souvenirs. PAUL WESTON and his Orchestra. 12" "Lp" CL 527.

### PERCY FAITH plays

**ROMANTIC MUSIC**  
While We're Young • I'll Take Romance • Invitation • The Girl That I Marry • Valse Huguette • If I Loved You • Carousel Waltz • Easy to Love • One Night of Love • When I'm Not Near the Girl I Love • Caress • Beautiful Love. PERCY FAITH and his Orchestra. 12" "Lp" CL 526.

### DREAM TIME MUSIC by PAUL WESTON

S'posin' • Over the Rainbow • I'll See You Again • Embraceable You • This Can't Be Love • Together • How High the Moon • You Were Meant for Me • Wonderful One • Why Shouldn't I? • Sweethearts • Pennies from Heaven. PAUL WESTON and his Orchestra. 12" "Lp" CL 528.

### POP CONCERT by RAY MARTIN

Blue Tango • Saluting Johann Strauss • Marching Strings • Dream of Yesterday • The Waltzing Cat • Hora Staccato • Moonfleet • Belle of the Ball • Baia • The Whistling Gypsy • Blue Violins • Piccadilly Hoe-Down. RAY MARTIN and his Concert Orchestra. 12" "Lp" CL 529.

### FRANKIE CARLE'S PIANO PARTY

Sunrise Serenade • A Lover's Lullaby • Charmaine • I'll Get By • Swingin' Down the Lane • I Can't Believe That You're in Love With Me • Runnin' Wild • After You've Gone • The One I Love Belongs to Somebody Else • Sweet and Lovely • Rose Room • Hindustan • Penthouse Serenade. FRANKIE CARLE with Rhythm Section. 12" "Lp" CL 531.

### QUIET MUSIC

Stardust • Three O'Clock in the Morning • Serenade • The Skaters • Pale Moon • Sari • Without a Song • Carmen Sylva • By the Waters of Minnetonka • Estrellita • You and You • Traumeri. Sonny Kendis, Al Goodman, Meyer Davis, Vladimir Selinsky and the Columbia Salon Orchestra. 12" "Lp" CL 532.

### BENNY GOODMAN and his Orchestra

Six Flats Unfurnished • Idaho • How High the Moon • The Earl • Scatter-Brain • Mission to Moscow • Clarinade • The Hour of Parting • The Man I Love • At the Dark-town Strutters' Ball • Coconut Grove • Jumpin' at the Woodside. 12" "Lp" CL 534.

### DANCE THE FOX TROT

Harlem Nocturne—Dick Jurgens • I'm Beginning to See the Light—Harry James • On the Sunny Side of the Street—Tony Pastor • You Brought a New Kind of Love to Me—Tony Pastor • I've Got My Love to Keep Me Warm—Les Brown • Coquette—George Siravo • Deep Purple—Hal McIntyre • Goosey Gander—Woody Herman • Time On My Hands—Tony Pastor • You're Driving Me Crazy—Tony Pastor • Linda—Ray Noble • Girl of My Dreams—Sammy Kaye. 12" "Lp" CL 533.

## BEST SELLING POPULAR RELEASES

Based on actual sales reports for week ending August 29

I SEE THE MOON I JUST WANT YOU HEY, JOE!	THE MARINERS	40047 • 4-40047
SITTIN' IN THE SUN RAGS TO RICHES	FRANKIE LAINE	40036 • 4-40036
HERE COMES THAT HEARTACHE AGAIN THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY I BELIEVE	TONY BENNETT PERCY FAITH and Felicia Sanders	40048 • 4-40048 39944 • 4-39944
YOUR CHEATIN' HEART DOWN BY THE RIVER SIDE TAKE ME BACK	FRANKIE LAINE	39938 • 4-39938
THIS TOO SHALL PASS AWAY CHOO CHOO TRAIN TELL THE LADY I SAID GOODBYE	THE FOUR LADS	40005 • 4-40005
ALL I DO IS DREAM OF YOU POOR LITTLE PIGGY BANK LET'S GO FISHIN'	DORIS DAY	40063 • 4-40063
NO STONE UNTURNED IN THE MISSION OF ST. AUGUSTINE CHICKA-BOOM!	JOHNNIE RAY JIMMY BOYD and FRANKIE LAINE	40046 • 4-40046 40069 • 4-40069
CLOUD LUCKY SEVEN GIGI SHANE ELAINE	SAMMY KAYE	40061 • 4-40061
ROSA MARIE CANDY LIPS LET'S WALK THAT-A-WAY WHERE THE WINDS BLOW TE AMO	GUY MITCHELL	40035 • 4-40035
	PAUL WESTON MITCH MILLER, PERCY FAITH and JERRY VALE	40014 • 4-40014 40060 • 4-40060
	DORIS DAY and JOHNNIE RAY	40001 • 4-40001
	FRANKIE LAINE	40022 • 4-40022

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending August 29

HEY, JOE! DARLIN', AM I THE ONE! SING ME SOMETHING SENTIMENTAL	CARL SMITH	21129 • 4-21129
AT THE END OF A LONG, LONELY DAY BEFORE YOU GO, MAKE SURE YOU KNOW TWO FRIENDS OF MINE TRADEMARK	MARTY ROBBINS	21145 • 4-21145
DO I LIKE IT! THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE LITTLE DONKEY	LEFTY FRIZZELL	21142 • 4-21142
YOU KNEW ME WHEN YOU WERE LONELY THE WRONG SIDE OF TOWN WHO STOLE THAT TRAIN! A CASTLE IN THE SKY	CARL SMITH	21119 • 4-21119
A HALF-WAY CHANCE WITH YOU I'M WORKIN' ON A ROAD HE TOOK YOUR PLACE I'LL FURNISH THE SHOULDER YOU CRY ON THE LONESOME WALTZ	CARL SMITH	21087 • 4-21087
	EDDIE ZACK	21148 • 4-21148
	RAY PRICE	21149 • 4-21149
	MARTY ROBBINS	21111 • 4-21111
	LESTER FLATT and EARL SCRUGGS	21147-s • 4-21147-s
	GEORGE MORGAN	21151 • 4-21151

## NEW POPULAR RELEASES

LOUIS PRIMA and his Orchestra	BARNACLE BILL THE SAILOR SHEPHERD BOY	
	Bath Vocals by Keely Smith and Louis Prima	
		78 rpm 40064 • 45 rpm 4-40064

## NEW FOLK MUSIC RELEASES

VIN BRUCE with String Band Acc.	GOODBYE TO A SWEETHEART (Hello to a Friend)	
	I'M GONNA STEAL MY BABY BACK	78 rpm 21157 • 45 rpm 4-21157
STUART HAMBLEN and the Cowboy Church Prairie Choir	PARTNERS WITH THE LORD YOU MUST BE BORN AGAIN	78 rpm 21158-s • 45 rpm 4-21158-s

## NEW CHILDREN'S RELEASES

ARNOLD AMARU with organ accompaniment	GOD BLESS US ALL NOW THE DAY IS OVER	
		78 rpm 400

## New Extended Play Releases

### ROMANCE

Romance • An Old Fashioned Picture • The Melba Waltz • Make Believe. FRANK PARKER and MARION MARLOWE with PERCY FAITH and his Orchestra. B-1754.

### DANCE THE FOX TROT—Volume I

Harlem Nocturne—Dick Jurgens • I'm Beginning to See the Light—Harry James • Linda—Ray Noble • Girl of My Dreams—Sammy Kaye. B-1744.

### DANCE THE FOX TROT—Volume II

Time on My Hands • You're Driving Me Crazy • On the Sunny Side of the Street • You Brought a New Kind of Love to Me. Tony Pastor and his Orchestra. B-1745.

### DANCE THE FOX TROT—Volume III

Deep Purple—Hal McIntyre • Goosey Gander—Woody Herman • I've Got My Love to Keep Me Warm—Les Brown • Coquette—George Siravo. B-1746.

### DANCE THE CHARLESTON

Jazz Me Blues—Jimmy Dorsey • Tiger Rag—Kid Ory • Buckin' for Buck—George Wettling • Panama—Turk Murphy. B-1747.

### DANCE THE AMERICAN WALTZ

Let Me Call You Sweetheart—Al Goodman • The Waltz You Saved for Me—Al Goodman • Jeannine—Abe Lyman • Missouri Waltz—Abe Lyman. B-1748.

### DANCE THE VIENNESE WALTZ

Vienna Blood • Emperor Waltz • Wine, Women and Song • Roses of the South. Max Schonherr and his Viennese Orchestra. B-1749.

### DANCE THE RHUMBA

Morocco • Tony's Wife • Rumba Fantasy • Cuban Rhythm. Xavier Cugat and his Orchestra. B-1750.

### DANCE THE TANGO

The Ecstasy Tango—Geraldo • La Cumparsita—Geraldo • A Media Luz—Marek Weber • Tango of Roses—Marek Weber. B-1751.

### DANCE THE SAMBA

Glorita—Nora Morales • The Wedding Samba—Xavier Cugat • Good, Good, Good—Xavier Cugat • Cuban Nightingale—Bullumba Landestay. B-1752.

### DANCE THE POLKA

Tony's Polka • Pretty Polly Polka • Golden Pheasant • So Long, Darlin'—Frankie Yan-kovic and his Yanks. B-1753.

Setting new  
marks everywhere!

**TONY BENNETT**  
with his latest smash...

**RAGS TO RICHES**

b/w "Here Comes That  
Heartache Again"

with Percy Faith  
and his Orchestra

78 rpm 40048 •  
45 rpm 4-40048

**COLUMBIA  
RECORDS**

Trade Marks "Columbia," "Masterworks," "Entero" Reg. U.S. Pat. Off. Marcus Registered  
Copyrighted material

you heard it on  
the Godfrey TV Show!  
—it's now available on  
Columbia Records



# the mariners

singing

# "I See the MOON"

With Orchestra Under the Direction of David Rhodes

and I JUST WANT YOU

COLUMBIA 40047 (78 rpm) • 4-40047 (45 rpm)



**COLUMBIA**  **RECORDS**  
Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. - Marcos Registradas

## The Billboard Music Popularity Charts

... for Week Ending August 29

## THIS WEEK'S BEST BUYS

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

## Popular

**EH CUMPARI** (Crescent, ASCAP)—Julius La Rosa—Cadence 1232  
This is big in Boston and metropolitan New York. Also good reports from Pittsburgh, Philadelphia and St. Louis. Flip is "Till They've All Gone Home" (E. H. Morris, ASCAP). A previous "New Record to Watch."

**LOVE ME AGAIN** (Gold, ASCAP)  
**BEFORE IT'S TOO LATE** (Kellem, ASCAP)—Sunny Gale—RCA Victor 20-5424  
Very good reports from St. Louis, Philadelphia and Pittsburgh. Also good in Boston and L. A. Action thus far, appears centered in big cities. Most action on "Love Me Again."

**RAGS TO RICHES** (Sanders, ASCAP)—Tony Bennett—Columbia 40048  
Very strong in Boston. Good strength also reported from New York and Philadelphia

with St. Louis and Cincinnati describing action as good. Flip is "Here Comes That Heartache Again" (United, ASCAP).

**I JUST WANT YOU TO SEE THE MOON**—The Mariners—Columbia 40047  
Reports show that this hasn't really broken out in any single area yet, but there's a very good spread in the reaction. It's reported good in Boston, New York, Pittsburgh, Cincinnati, Chicago and St. Louis.

## Country &amp; Western

**THE MARRIAGE OF MEXICAN JOE** (American, BMI)—Carolyn Bradshaw—Abbott 141  
This has been a very successful record for several weeks in Texas. Both Dallas and Houston have given strong reports. This week it began to show some spread for the first time with good reports coming from St. Louis and L. A. Flip is "Baby, Then You're Catchin' On."

## Rhythm &amp; Blues

**JINNY MULE**  
**SEND FOR ME**—Big Maybelle—Okeh 6998  
This is showing up well in Detroit, Tennessee, St. Louis and Cincinnati. Philadelphia and Durham say "good." Most action on "Jinny."

**I HAD A LOVE**  
**SHE WANTS TO ROCK**—The Flairs—Flair 1012  
Strong around Los Angeles, St. Louis and Cincinnati. Also good in Philadelphia and Chicago. Action in most areas on "I Had a Love."

**THE VERY THOUGHT OF YOU**  
**MEMORIES**—Earl Bostic—King 4653  
A new record but already off to a fast start in parts of the South. Also good strength also reported from St. Louis, Pittsburgh and Philadelphia.

## NEW RECORDS TO WATCH

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

## Popular

**PERCY FAITH**  
In Love (Ludlow, BMI)—Columbia 40076—A beautiful melody, excellently projected by the Percy Faith ork. It's hard to imagine this not catching top deejay exposure. Flip is another instrumental, "Many Times" (Broadcast, BMI).

**RUDY VALLEE**  
Taps—RCA Victor 20-5441—This is the familiar Army bugle call. The ageless crooner's effort is a short but good one. For some unexplained reason the band, which really makes the record, is unbilled. The exposure that the movie "From Here to Eternity" can give to the tune and jockeys could give to the record makes this a possibility. Flip is the "Whiffenpoof Song" (Miller, ASCAP).

## Country &amp; Western

**RED FOLEY**  
Shake a Hand (Broadcast, BMI)  
Stranded in Deep Water (Homefolk, BMI)—Decca 28839—Two very good sides here, but the nod goes to the first country cutting of the exciting "Shake a Hand." Foley, backed

by the Anita Kerr Singers, injects a lot of emotion into the rendition. This could be easily spread into the pop field.

**HANK WILLIAMS**  
Weary Blues From Waitin'  
I Can't Escape From You (Acuff-Rose, BMI)—M-G-M 11574—Two more sides by the late Hank Williams that should have no trouble at all in building considerable action. They both have the typical poignant flavor of most of his love ballads.

**HOMER AND JETHRO**  
Gambler's Git Box (Frederick, BMI)  
Your Clobbered Heart (Acuff-Rose, BMI)—RCA Victor 20-5429—Again the duo comes up with two more zany versions of big pop songs. Both incidentally originated in the country field. "Heart" may be a little late in coming out, but there's much of anatomical interest. Both should do okay in both the hillbilly and pop fields.

**MARTY ROBBINS**  
Sing Me Something Sentimental (Acuff-Rose, BMI)  
At the End of a Long, Long Day (Acuff-Rose, BMI)—The smooth vocalizing of Robbins is tops on these two ballads. Could stir a lot of interest.

## Rhythm &amp; Blues

**CORONETS**  
Nadine—Chess 1549—A sentimental number which is handled well by the group. There are already strong action reports from Chicago and Philadelphia. Flip is "I'm All Alone."

**LITTLE WALTER**  
Quarter to Twelve—Chess 780—A one sentence vocal which opens this, and then it swings into a solid instrumental led by the vibrant harmonica of Little Walter. A lot of possibility here. Flip is "Blues With a Feeling."

**VARETTA DILLIARD**  
I Love You (Feist, ASCAP)—Savoy 1107—Thrush switches from her present click of "Mercy, Mr. Percy" to a fine vocal rendition of this old favorite. Could easily keep her up there. Flip is "I Love You Just the Same."

## Jazz

**BILLY ECKSTINE**  
St. Louis Blues, Part 1 and 2 (Handy, ASCAP)—M-G-M 11573—Mr. "B" is at his vocalizing best on this one and is backed by some fine ork work by the Metronome All-Stars. Could create a lot of interest among pop and r.&b. buyers as well as among jazz enthusiasts.

## 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

**ALL I DO IS DREAM OF YOU**  
Johnnie Ray—Columbia 40046

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

**ETERNALLY**  
Vic Damone—Mercury 70186

**FALSE LOVE**  
Four Aces—Decca 28744

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

**40 CUPS OF COFFEE**  
Ella Mae Morse—Capitol 2539

**FRACTURED PAT-A-CAKE**  
Bill Haley's Comets—Essex 327

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

**LIGHTHOUSE**  
Rusty Draper—Mercury 70188

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

**TOO LONG**  
Bob Dini—Derby 826

**TOYS**  
Eileen Barton—Coral 61019

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

## Country &amp; Western

**FOR NOW AND ALWAYS A MESSAGE FROM THE TRADEWINDS**  
Hank Snow—RCA Victor 20-5380

**HEY, JOE! MY COLD, COLD HEART IS MELTED NOW**  
Kitty Wells—Decca 28797

**HOT DOG RAG THAT OLD RIVER LINE**  
Red Foley—Decca 28759

**IF I NEVER GET TO HEAVEN MAMA, COME GET YOUR BABY BOY**  
Eddy Arnold—RCA Victor 720-5415

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

**PRIVATE PROPERTY**  
Johnnie & Jack—RCA Victor 20-5357

**TENNESSEE WIG-WALK HAND-ME-DOWN HEART**  
Bonnie Lou—King 1237

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

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

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

## Rhythm &amp; Blues

**CHERRY**  
Tab Smith—United 153

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

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

**HONEY HUSH**  
Joe Turner—Atlantic 1001

**OFF AND ON**  
Tiny Bradshaw—King 4647

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

**THAT'S MY DESIRE**  
The Flamingos—Chance 1140

**YOU CAN'T KEEP A GOOD MAN DOWN**  
The Dominoes—Federal 12139

## CURRENT TOP RECORDS

See page 30 for the current top pop records.  
See page 40 for the current top c.&w. records.  
See page 44 for the current top r.&b. records.  
See page 38 for the current top packaged records.

**NEW RELEASES**

**A GREAT NEW RECORD MOVING FAST!**



**"CATTLE CALL"**

**Billy Williams  
QUARTET**

*coupled with "A SMILE FOR SUZETTE"*

MERCURY 70210 • 70210X45

**A GREAT OLDIE COMES BACK!**

**"MOONLIGHT"**

*... and Richard whistles, too!*



**Richard  
Hayes**

*coupled with  
"LONELY"*

MERCURY 70215 • 70215X45

**WATCH THIS GO!... POP and R & B**



**"ROUGH RIDIN'"**

**THE  
Ravens**

*coupled with "WHO'LL BE THE FOOL"*

MERCURY 70213 • 70213X45

**A REAL GONE DINAH SINGS**

**"TV IS THE  
THING"**

**DINAH**

**Washington**

*coupled with "FAT DADDY"*

MERCURY 70214 • 70214X45

**CURRENT HITS**

☆ **"GAMBLER'S GUITAR"**

**Rusty Draper**

MERCURY 70167 • 70167X45

☆ **'BUTTERFLIES'**

**Patti Page**

MERCURY 70183 • 70183X45

☆ **?**

**Jerry Murad**

MERCURY 70202 • 70202X45

☆ **"MISERABLE LOVE"**

**Bobby Wayne**

MERCURY 70211 • 70211X45

☆ **"LIGHTHOUSE"**

**Rusty Draper**

MERCURY 70188 • 70188X45

☆ **"ETERNALLY"**

**Vic Damone**

MERCURY 70186 • 70186X45

☆ **"MARCHETA"**

and

*"In Case You Change Your Mind"*

**Ronnie Gaylord**

MERCURY 70212 • 70212X45

☆ **"THE MOON IS BLUE"**

instrumental

**Ralph Marterie**

MERCURY 70199 • 70199X45

☆ **"FOR ME, FOR ME"**

**Georgia Gibbs**

MERCURY 70172 • 70172X45

☆ **"IS ZAT YOU MYRTLE"**

**The Carlises**

MERCURY 70174 • 70174X45

☆ **"THE MOON IS BLUE"**

VOCAL

**Doris Drew**

MERCURY 70194 • 70194X45

**NEW RELEASES**

*The Gent From The Ozarks*

**JIM  
LOWE**



**"PRETTY  
FICKLE DARLIN'"**

AND

**"Go and Leave Me"**

MERCURY 70208 • 70208X45

*Two Great All Time Favorites*

**JAN  
AUGUST**



**"NIGHT and  
DAY"**

AND

**"Dancing In The Dark"**

MERCURY 70206 • 70206X45

**BEST SELLING EPs**

- RUSTY DRAPER SINGS EP-1-3079  
*Just Because • Melancholy Baby • Sing Baby Sing  
Baby Won't You Please Come Home*
- RALPH MARTHIE EP-1-3078  
*DANCER'S DELIGHT  
After Midnight • Caravan • Everything I Have Is Yours  
Hall of the Mountain King*
- RICHARD HAYMAN EP-1-3075  
*PRESENTING RICHARD HAYMAN  
Ruby • Anna • Dantero • April In Portugal*
- RALPH MARTHIE EP-1-3070  
*DANCING ON THE DOWNBEAT  
Downbeat • Pretend • Dark Eyes • La Rosita*
- GEORGIA GIBBS EP-1-3061  
*GEORGIA SINGS THE OLDIES  
Say It Isn't So • It Had To Be You  
I'll Always Be In Love With You  
How Long Has This Been Going On*
- PATTI PAGE EP-1-3060  
*I MISS YOU SO  
I Miss You So • It's Been So Long • Ding Dong Boogie  
It All Depends On You*
- JAN AUGUST EP-1-3056  
*PIANO ROLL FAVORITES  
The Old Piano Roll Blues • The Good Old Piano  
Meet Me Tonight In Dreamland  
Little Grey Home In The West*
- ALFRED NEWMAN EP-1-3041  
*CAPTAIN FROM CASTILE  
Prelude • Pedro De Vargas • Captain From Castile  
Conquest • Estana, The Young Peasant Girl  
Fulfillment In The New World*
- RALPH MARTHIE EP-1-3033  
*MARTHIE MOODS  
Castle Rock • September Song • Beautiful Ohio  
Once In A While*
- EDDY HOWARD EP-1-3026  
*SELECTED SONG FAVORITES  
The Rickety Rickshaw Man • To Each His Own  
Missouri Waltz • My Blue Heaven*
- EDDY HOWARD EP-1-3015  
*PRESENTING EDDY HOWARD  
The Girl That I Marry • Careless • Once In A While  
My Last Goodbye*
- PATTI PAGE EP-1-3014  
*PRESENTING PATTI PAGE  
Confess • With My Eyes Wide Open • Whispering  
All My Love*
- VIC DAMONE EP-1-3012  
*PRESENTING VIC DAMONE  
I Have But One Heart • My Bolero  
You're Breaking My Heart • Why Was I Born*
- EDDY HOWARD EP-1-3011  
*Ragtime Cowboy Joe • Just Because  
My Adobe Hacienda • Blue Tail Fly*
- PATTI PAGE EP-1-3008  
*THE TENNESSEE WALTZ  
The Tennessee Waltz • And So To Sleep Again  
Come What May • Down The Trail Of Aching Hearts*
- JERRY MURAD'S HARMONICATS EP-1-3002  
*HARMONICA HITS  
Fog O' My Heart • The Petite Waltz • The Sardon March  
Harmonicats Boogie*
- XAVIER CUGAT EP-1-3000  
*HERE'S CUGAT  
Green Eyes • Linda Muler • Brazil  
Walter Winchell Rhumba*
- MINNEAPOLIS SYMPHONY ORCHESTRA EP-1-5000  
*RAVEL pavane pour une Infante defunte Albarado del  
gracioso.*
- EASTMAN-ROCHESTER ORCHESTRA EP-1-5002  
*MORTON GOULD Rhumba and Congo from 'Latin Amer-  
ican Symphonette.'*
- TIVOLI CONCERT HALL ORCHESTRA EP-1-5003  
*MARCHES AND GALOPS by HANS CHRISTIAN LUMBYE.  
Christian IX Homage March, Frederick VII Homage March,  
Railway Galop, Champagne Galop.*



The Billboard Music Popularity Charts

... for Week Ending August 29

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.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Lists top 20 best selling singles including 'Vaya Con Dios', 'You, You, You', and 'No Other Love'.

Most Played in Juke Boxes

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

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Lists top 20 most played records in juke boxes including 'Vaya Con Dios', 'You, You, You', and 'I'm Walking Behind You'.

Most Played by Jockeys

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

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Lists top 20 most played records by jockeys including 'No Other Love', 'Vaya Con Dios', and 'You, You, You'.

VOX JOX

By CHARLOTTE SUMMERS

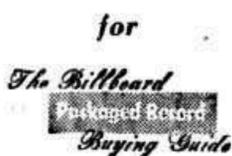
Joy Trix Bud Shurian, WARE, Ware, Mass., has just concluded a drive for "feathers for unclad baby birds," which brought a response of 50 envelopes full. ... Len Allen, KLO, Ogden, Utah, has again started his juke box promotion with Bud Chambers, a juke box operator. Allen's "pick of the week" is put on 1,200 juke boxes thruout the area. ... Tommy Dunn, WCNT, Centralia, Ill., has been giving the last 30 minutes of his "Bandwagon Matinee" to the girl candidates for the competition of "Queen of the Local Centennial Celebration." Dunn tells us that the girls do a great job as deejays and in addition get the opportunity to promote themselves. ... Jimmy Kay, WVEZ, New Orleans, is using the tapes he cut while in New York on his show. He cut the tapes at Paul Brown's office and at the Decca studios, thanks to the kind help of Mike Conner. ... Bob E. Lloyd,

WAVZ, New Haven, Conn., is using the "TV Rhumba" as a contest record, with listeners asked to send in a list of the names of the TV shows included. Duplicate records from the station's library were sent to the winners. ... The 16-year-old deejay, Tom Josephsen, WTOL, Toledo, conducted a "Battle of the Bands" contest, and within a half hour 70 calls were received, with 61 for Ray Anthony's recording of "Dragnet" and nine for Buddy Morrow's recording of the same tune.

Surface Noise

Steve Evans, WLDY, Lady-smith, Wis., writes, "My gripe of the month is the West Coast and Chicago band leaders who have their publicity men write us to find out if we are playing their latest hit. If we don't have their records, they say they will send same, and that's (Continued on page 34)

See PAGES 38 AND 39



Best Sellers in These Categories: EXTENDED ORCHESTRAL WORKS BACKGROUND AND LISTENING Packaged Record REVIEWS

10th Avenue—Street of Hope

Continued from page 13

The latter firm is informal enough to have a cat (felis domestica) in the establishment named Sigmund, who has been taught to act as a paperweight. Melody Record Supply distributes Royale and Varsity slicings as well as sacred and kiddie platters.

That the disk firms on the street of hopes and dreams are slugging away with the larger and more affluent wax firms is amply demonstrated by the sides being turned out for the market.

Derby Records made noise with Trudy Richards' cutting of "The Breeze" and has stirred some action over a new warbler named Bob Dini. Rainbow Records has created attention with its Super-Sonic cuttings, having started "Caravan" only a few months ago. Apollo has now turned out three resounding r.&b. hits in a row with the Five Royales, a group it found and developed, and has stayed on top of the spiritual world with the great

Mahalia Jackson. Prestige Records stirred up the jazz world with the Annie Ross-King Pleasure pop-styled cuttings of "Red Top" and "Moody Mood for Love." The Orioles snapped back on Jubilee with a smash r.&b. waxing of "Crying in the Chapel."

Area Is Vital

Some tradesters decry the zooming number of diskeries and the fact that indies, as well as the majors, are able to break thru with hits. Others believe it to be a happy circumstance.

The activity on Tenth Avenue, and the drive for hits and sales by the indies and the distributors shows not only the vitality of the avenue, but the life and indefatigable energy inherent in the record business, even without the trimmings and the trappings of glamour and high-sounding titles. Even on a hot summer day a walk down Tenth Avenue is a morale-raiser for jaded record industry members.

**NEW RELEASES**

**POPULAR**

- A FOGGY DAY**  
(From "D-misel in Distress")
- COCO BONGO**  
The Sauter-Finegan  
Orch. ....20-5432 (47-5432)\*
- GAMBLER'S GIT BOX**  
**YOUR CLOBBERED HEART**  
Homer & Jethro....20-5429 (47-5429)\*
- TAPS**  
**THE WHIFFENPOOF SONG**  
Rudy Vallee .....20-5441 (47-5441)\*
- RUMBA RHAPSODY**  
**ALMA LLANERA**  
(Soul of the Plains)  
The Fiesta Eight under the direction  
of Jose Bethancourt. Piano Solo:  
Franz Pfau .....20-5439 (47-5439)\*

**COUNTRY/WESTERN**

- I'M CASTING MY LASSO TOWARDS THE SKY**  
**THERE'S A RAINBOW IN EVERY TEARDROP**  
Slim Whitman .....20-5431 (47-5431)\*
- LET ME GO, DEVIL!**  
**TOO LATE TO —**  
Wade Roy .....20-5440 (47-5440)\*

**RED SEAL SPECIAL**

- THE EIGHTEENTH VARIATION**  
From the Rhapsody on a Theme of Paganini,  
Op. 43. (SOURCE OF THE MUSIC FROM  
THE MGM FILM "STORY OF THREE LOVES")
- INTRODUCTION, THEME AND FIVE VARIATIONS**  
From the Phapsody on a Theme of Paganini,  
Op. 43. William Kapell, Pianist. Fritz  
Reiner conducting the Robin Hood Dell Orch.  
of Philadelphia ....10-4210..(49-4210)\*

**ALBUMS**

- A DATE WITH RALPH FLANAGAN AT  
FRANK DAILEY'S MEADOWBROOK**  
Ralph Flanagan and his Orch.. EPA-511\*
- A DATE WITH RALPH FLANAGAN AT  
THE HOLLYWOOD PALLADIUM**  
Ralph Flanagan and his Orch... EPA-512\*  
\*45 rpm cat. nos.

**BEST SELLERS**

**POPULAR**

- You, You, You/Once Upon a Tune**  
Ames Brothers .....20-5325 (47-5325)
- Crying in the Chapel/Love Every Moment You Live**  
Sunny Gale .....20-5368 (47-5368)
- C'est Si Bon/African Lullaby**  
Eartha Kitt .....20-5358 (47-5358)
- No Other Love/Keep It Gay**  
Perry Como .....20-5317 (47-5317)
- I'm Walking Behind You/Just Another Polka**  
Eddie Fisher .....20-5293 (47-5293)
- The Velvet Glove/Elaine**  
Hugo Winterhalter-Henri  
Rene .....20-5405 (47-5405)
- My Love, My Life, My Happiness/If You Want  
My Heart**  
Ames Brothers .....20-5404 (47-5404)
- Love Me Again/Before It's Too Late**  
Sunny Gale .....20-5424 (47-5424)
- With These Hands/When I Was Young**  
Eddie Fisher .....20-5365 (47-5365)
- Don't Take Your Love From Me/Under Paris Skies**  
The Three Suns .....20-5347 (47-5347)
- Relax/Caribbean**  
Tony Martin .....20-5414 (47-5414)
- Blue Canary/Eternally**  
Dinah Shore .....20-5390 (47-5390)
- Song of India/If You Were Mine**  
Mario Lanza .....10-4209 (49-4209)
- Say You're Mine Again/My One and Only Heart**  
Perry Como .....20-5277 (47-5277)
- Dragnet/Your Mouth's Got a Hole in It**  
Buddy Morrow .....20-5398 (47-5398)

**COUNTRY/WESTERN**

- I Forgot More Than You'll Ever Know/Rock-A-Bye  
Boogie**  
Davis Sisters .....20-5345 (47-5345)
- Mama, Come Get Your Baby Boy/If I Never Get  
to Heaven**  
Eddy Arnold .....20-5415 (47-5415)
- For Now and Always/A Message From the  
Trade Winds**  
Hank Snow .....20-5380 (47-5380)
- How's the World Treating You/Free Home  
Demonstration**  
Eddy Arnold .....20-5305 (47-5305)
- Spanish Fire Ball/Between Fire and Water**  
Hank Snow .....20-5296 (47-5296)
- I Feel the Blues Comin' On/Maybe I Was Wrong**  
Elton Britt .....20-5402 (47-5402)
- Love Pains/Transfer**  
Tommy Sands .....20-5435 (47-5435)
- Too Young to Tango/Hearts Weren't Meant  
To Be Broken**  
Sunshine Ruby .....20-5250 (47-5250)
- Private Property/Don't Say Goodbye If You Love Me**  
Johnnie & Jack.....20-5375 (47-5375)
- Datin'/Nobody Asked Me to Dance**  
Sunshine Ruby .....20-5374 (47-5374)

**RHYTHM/BLUES**

- Somebody Work on My Baby's Mind/Whatever  
You're Doin'**  
Du Droppers .....20-5425 (47-5425)
- Beginning to Miss You/Rhythm in the Breeze**  
John Greer .....20-5370 (47-5370)
- I Found Out/Little Girl, Little Girl**  
Du Droppers .....20-5321 (47-5321)

AMERICA'S NUMBER ONE QUARTET



**THE  
AMES  
BROTHERS**

In Their Smash Follow-Up to  
"You, You, You"

**MY LOVE,  
MY LIFE,  
MY HAPPINESS**

**IF YOU WANT  
MY HEART**

20/47-5404



SALES GROW  
WHEN YOU GO 45



The Billboard's Music Popularity Charts

... For Week Ending August 29

# Territorial Best Sellers (Popular)

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

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

- Boston... RAGS TO RICHES T. Bennett, Columbia 40048  
 Pittsburgh... STORY OF THREE LOVES J. Murad-R. Hayman, Mercury 70202  
 St. Louis... GOD BLESS US ALL E. Weil, Barbour 451

## Territorial Best Sellers

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

### Atlanta

- No Other Love P. Como, Victor
- Vaya Con Dios L. Paul & M. Ford, Capitol
- My Love, My Love J. James, M-G-M
- Crying in the Chapel D. Glenn, Valley
- You, You, You Ames Brothers, Victor
- I'm Walking Behind You E. Fisher, Victor
- Dragnet R. Anthony, Capitol
- Crying in the Chapel J. Valli, Victor
- April in Portugal L. Baxter, Capitol
- Oh P. W. Hunt, Capitol

### Boston

- Dear John Letter P. O'Day, M-G-M
- Dragnet R. Anthony, Capitol
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Ebbtide F. Chacksfield, London
- No Other Love P. Como, Victor
- Dear John Letter J. Shepard-F. Huskey, Capitol
- C'est Si Bon E. Kitt, Victor
- Too Long B. Dini, Derby
- Rags to Riches T. Bennett, Columbia
- Oh P. W. Hunt, Capitol

### Buffalo

- Vaya Co Dios L. Paul & M. Ford, Capitol
- Crying in the Chapel R. Allen, Decca
- Oh P. W. Hunt, Capitol
- Dragnet R. Anthony, Capitol
- P. S.: I Love You Hilltoppers, Dot
- You, You, You Ames Brothers, Victor
- No Other Love P. Como, Victor
- Gambler's Guitar R. Draper, Mercury

### Chicago

- You, You, You Ames Brothers, Victor
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Crying in the Chapel J. Valli, Victor
- P. S.: I Love You Hilltoppers, Dot
- No Other Love P. Como, Victor
- Dragnet R. Anthony, Capitol
- Ebbtide F. Chacksfield, London
- I'm Walking Behind You E. Fisher, Victor

### Cincinnati

- Vaya Con Dios L. Paul & M. Ford, Capitol
- No Other Love P. Como, Victor
- You, You, You Ames Brothers, Victor

- Oh P. W. Hunt, Capitol
- Crying in the Chapel J. Valli, Victor
- I'm Walking Behind You E. Fisher, Victor
- P. S.: I Love You Hilltoppers, Dot
- Dragnet R. Anthony, Capitol
- Gambler's Guitar R. Draper, Mercury
- C'est Si Bon E. Kitt, Victor

### Cleveland

- Oh P. W. Hunt, Capitol
- Fbbtide F. Chacksfield, London
- Vaya Con Dios L. Paul & M. Ford, Capitol
- I Love Paris L. Baxter, Capitol
- Dragnet R. Anthony, Capitol
- No Other Love P. Como, Victor
- Fool Was I Nat (King) Cole, Capitol
- Dear John Letter J. Shepard-F. Huskey, Capitol

### Dallas-Ft. Worth

- No Other Love P. Como, Victor
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Oh P. W. Hunt, Capitol
- You, You, You Ames Brothers, Victor
- Dragnet R. Anthony, Capitol
- P. S.: I Love You Hilltoppers, Dot
- Crying in the Chapel J. Valli, Victor
- I'm Walking Behind You E. Fisher, Victor

### Denver

- Vaya Con Dios L. Paul & M. Ford, Capitol
- You, You, You Ames Brothers, Victor
- No Other Love P. Como, Victor
- P. S.: I Love You Hilltoppers, Dot
- Crying in the Chapel J. Valli, Victor
- Oh P. W. Hunt, Capitol
- I'm Walking Behind You E. Fisher, Victor
- Butterflies P. Page, Mercury

### Detroit

- Dragnet R. Anthony, Capitol
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Tonight Love B. Darnell, Decca
- No Other Love P. Como, Victor
- P. S.: I Love You Hilltoppers, Dot
- You, You, You Ames Brothers, Victor
- Oh P. W. Hunt, Capitol
- Crying in the Chapel J. Valli, Victor
- Crying in the Chapel D. Glenn, Valley
- C'est Si Bon E. Kitt, Victor

### Los Angeles

- Vaya Con Dios L. Paul & M. Ford, Capitol
- No Other Love P. Como, Victor
- You, You, You Ames Brothers, Victor
- C'est Si Bon E. Kitt, Victor
- P. S.: I Love You Hilltoppers, Dot
- I'm Walking Behind You E. Fisher, Victor
- Crying in the Chapel Orioles, Jubilee
- Gambler's Guitar R. Draper, Mercury
- With These Hands E. Fisher, Victor

### Milwaukee

- Crying in the Chapel R. Allen, Decca
- Dragnet R. Anthony, Capitol
- No Other Love P. Como, Victor
- Vaya Con Dios L. Paul & M. Ford, Capitol
- C'est Si Bon E. Kitt, Victor
- I Love Paris L. Baxter, Capitol
- My Love, My Love J. James, M-G-M
- I'm Walking Behind You E. Fisher, Victor
- You, You, You Ames Brothers, Victor
- Allez Vous En K. Starr, Capitol

### New Orleans

- Crying in the Chapel Orioles, Jubilee
- Oh P. W. Hunt, Capitol
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Gambler's Guitar R. Draper, Mercury

### New York

- Vaya Con Dios L. Paul & M. Ford, Capitol
- No Other Love P. Como, Victor
- With These Hands E. Fisher, Victor
- C'est Si Bon E. Kitt, Victor
- I'm Walking Behind You E. Fisher, Victor
- Gambler's Guitar R. Draper, Mercury
- You, You, You Ames Brothers, Victor
- Ebbtide F. Chacksfield, London
- Dragnet R. Anthony, Capitol
- P. S.: I Love You Hilltoppers, Dot

### Philadelphia

- You, You, You Ames Brothers, Victor
- Crying in the Chapel Orioles, Jubilee
- No Other Love P. Como, Victor
- Vaya Con Dios L. Paul & M. Ford, Capitol
- Crying in the Chapel D. Glenn, Valley
- P. S.: I Love You Hilltoppers, Dot
- My Love, My Love J. James, M-G-M
- I'm Walking Behind You E. Fisher, Victor
- Gambler's Guitar R. Draper, Mercury
- C'est Si Bon E. Kitt, Victor

### Pittsburgh

- No Other Love P. Como, Victor
- Crying in the Chapel D. Glenn, Valley
- Hey Joe F. Laine, Columbia
- Dragnet R. Anthony, Capitol
- Story of Three Loves R. Hayman-J. Murad, Mercury
- Vaya Con Dios L. Paul & M. Ford, Capitol
- You, You, You Ames Brothers, Victor
- Don't Take Your Love From Me Three Suns, Victor
- With These Hands E. Fisher, Victor
- My Love, My Love J. James, M-G-M

### St. Louis

- Dragnet R. Anthony, Capitol
- Oh P. W. Hunt, Capitol
- Crying in the Chapel R. Allen, Decca
- God Bless Us All B. Weil, Barbour
- You, You, You Ames Brothers, Victor
- Song of India M. Lanza, Victor
- Ebbtide F. Chacksfield, London
- No Other Love P. Como, Victor
- Hey Joe F. Laine, Columbia
- P. S.: I Love You Hilltoppers, Dot

### Seattle

- Vaya Con Dios L. Paul & M. Ford, Capitol
- You, You, You Ames Brothers, Victor
- Crying in the Chapel J. Valli, Victor
- Oh P. W. Hunt, Capitol
- No Other Love P. Como, Victor
- I'm Walking Behind You E. Fisher, Victor
- Dragnet R. Anthony, Capitol
- P. S.: I Love You Hilltoppers, Dot

### Washington, D. C.

- I'm Walking Behind You E. Fisher, Victor
- No Other Love P. Como, Victor
- P. S.: I Love You Hilltoppers, Dot
- Vaya Con Dios L. Paul & M. Ford, Capitol
- You, You, You Ames Brothers, Victor
- C'est Si Bon E. Kitt, Victor
- Oh P. W. Hunt, Capitol
- Dragnet R. Anthony, Capitol
- Song From Moulin Rouge P. Faith, Columbia

## 3 CITIES ADDED TO TERRITORIES

NEW YORK, Aug. 29.—In this week's issue The Billboard is extending its weekly territorial coverage of pop best sellers by surveying three new cities. These cities are Buffalo, Cleveland and Milwaukee, bringing the total to 18 cities. These new territories will be surveyed in the same manner as the others, via Western Union messengers checking the most important pop record dealers.

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

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

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

### Folk/Western

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

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

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

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

### Rhythm/Blues

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

HEAVY JUICE  
THE BLUES CAME POURING DOWN  
4621 and 45-4621

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

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

EARL BOSTIC  
THE VERY THOUGHT OF YOU  
MEMORIES  
4653 and 45-4653  
MELANCHOLY SERENADE  
WHAT! NO PEARLS  
4644 and 45-4644

### Federal

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

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

BILLY WARD  
AND HIS DOMINOES  
YOU CAN'T KEEP A GOOD MAN DOWN  
WHERE NOW, LITTLE HEART  
12139 and 45-12139  
THESE FOOLISH THINGS  
REMINDE ME OF YOU  
DON'T LEAVE ME THIS WAY  
12129 and 45-12129

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

DISTRIBUTED BY



PICKED AS: Billboard "New Record to Watch," Cashbox "Sleeper of the Week"

# NEW RECORDS TO WATCH

**CORAL**  
RECORDS

TERESA BREWER

Too Young to Tango (Hill & Range, BMI)  
Ricochet (Sheldon, BMI)—Coral 61043—Two fine vocal efforts  
on tunes well-suited to the thrush. Either one could pop out into  
a big one. "Tango" was a hillbilly hit several months ago.  
The Billboard, August 15

# Teresa Brewer's

# TOO YOUNG TO TANGO

and

## RICOCHET

CORAL 61043 (78 RPM)  
and 9-61043 (45 RPM)



# CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, Inc.)

# TIFFANY

Fine Recordings

PROUDLY PRESENTS

## CLARK DENNIS



SINGING

"MY LOVE  
FOR YOU"

Theme melody 20th Century-Fox film  
"THE PRESIDENT'S LADY"

and

A NEW FIERY  
"GRANADA"

(78) 1302 (45) 1302T



with **EDDIE BALLANTINE**

MUSICAL DIRECTOR

and the TIFFANY Recording Orchestra

TIFFANY'S FIRST . . . RECEIVING NATION-WIDE ACCLAIM!

Watch For Other Gay and Exciting Releases  
From TIFFANY's Fall Production Schedule

TIFFANY IS PROUD TO JOIN AMERICA'S FINEST RECORDING FIRMS

TIFFANY

RECORDING COMPANY

332 S. Michigan Ave., Chicago  
HA. 7-4593

## VOX JOX

• Continued from page 30

the last we hear of them until a few months later when the cycle starts again. Same gripe for the guys that pour in the mail for their clients and never, never come thru with a record at anytime. Needless to say this last named is in the slight minority. As a whole the publicity outfits are great in co-operation." . . . **Ed DeJulio**, KUBC, Montrose, Colo., would like us to appeal to record companies large and small to send him samples. DeJulio says, "We can't plug 'em if we ain't got 'em." . . . **John H. Bennett**, WPTR, Albany, N. Y., disagrees with M-G-M on "My Love, My Love." Bennett tells us that in a recent poll the ratio was nine to one in favor of the flip side, "You're Fooling Someone." . . . **Jack Garrott**, WQBC, Vicksburg, Miss., writes, "I would like to see better organization between jockeys themselves as a unit and a distinction pointed out to the record industry between a jockey and a straight announcer. True, the announcer might have a better voice, a degree in speech from Harvard, but put him on a disk show and his vocabulary becomes null and void. Either that, or he speaks a lot of senseless, musicless, jabberwock—and yet many announcers are getting record service, the records being used as only a musical bridge between commercials—no mention of label, artist, etc. Let the jockeys organize and be eligible only if he can supply proof, by tape or newspaper radio column, that he has bona fide platter shows (not transcribed interludes). . . . **Ken Scott**, WPEO, Peoria, Ill., tells us that he has been hearing shouts from small distributors, but he doesn't see the sides. Scott says, "If those guys would do a little more sending and a little less crying, they'd get a lot more plays."

### Guestings

**Charles Mathis**, WCMC, Wildwood, N. J., has played host recently to the **Gaylords**, **Bill Haley's Comets**, **Sunny Gale**, **Bill Farrell**, **Billy Bowen**, **Ralph Marterie**, **Louis Prima**, **Lionel Hampton** and many others. Celebrity interviews are a daily feature of the WCMC show and Mathis tells us that Wildwood and its 150 celebrity-filled night clubs is one of the liveliest resorts along the Atlantic seaboard. . . . **Robin Busse**, WTTT, Port Huron, Mich., has been visited by **Ralph Marterie** and **Buddy Morrow**. "The boys came very informally as the show has been moved out in the country for the summer, and we talked records, records and more records," says Busse. . . . **Joe Hyden**, WRJM, Newport, R. I., wants to take his hat off to **Dick Freitas**, whom he calls an ambassador of good will. "Freitas not only composed an excellent tune in 'Balerico,' but has been visiting the top jocks and getting acquainted the right way. He stays as long as you'll have him and will come back if you ask him," Hyden tells us. . . . The **Noctures** stopped off at **John H. Bennett's** WPTR, Albany, N. Y., show on their way home from Montreal to plug their latest for M-G-M, "Guiseppe's Sere-nade."

### Change of Theme

**Bob E. Lloyd**, WAVZ, New Haven, Conn., is vacationing at Cape Cod, Mass. . . . **Bill Garr**, KWKW, Pasadena, Calif., just got back from a three-week vacation in the High Sierra country. . . . **Kent Burkhardt**, formerly Fort Worth deejay, is now working at KATL, Houston, after returning from a vacation trip to Hollywood and Canada. . . . **Bob Bassett**, WPEP, Taunton, Mass., recently returned from a week's vacation in New York as the guest of **Dick Freitas**, Bassett also spent some time with **Bob Manning** and **Lenny Forrest**. . . . **Bob Prather**, KWEM, West Memphis, Ark., is leaving for the U. S. Army this month. . . . Decca hillbilly artist, **Jimmie Logsdon**, has joined the staff of WKYW, Louisville. . . . **Jerry Kay**, WWEZ, New Or-

leans, has just returned from his vacation in New York where he taped about two hours of interviews for his show.

### This 'n' That

Now that we have expanded the Vox Jox column a few inches, we want to urge all you jocks to send us your gimmicks, gripes, plans, etc. We have received quite a few letters telling us that our feature "Jox Trix" is very helpful; so just keep sending them in and we'll find room to print them. . . . **Sy Levy**, KABQ, Albuquerque, N. M., wants us to watch **Maggie Whiting's** "Waltz to the Blues" which he feels is climbing very fast. . . . **WVAM**, Altoona, Pa., has added a half hour to **Paul Melanson's** show on Saturday. . . . **Dick S. Pickens**, KEBE, Jacksonville, Tex., tells us that the top five tunes submitted to The Billboard are decided by requests on his "Club 1400." . . . **Roy Mitchell**, KCMC, Texarkana, Ark., would like to call attention to the Vogue recording by **Jenny Barrett** of "He Loves Me." Mitchell writes that this is one of the most unusual recordings he has ever heard.

## JAZZ RIFFS

• Continued from page 16

noteworthy about the current interest in jazz music and jazz artists is the fact that all types of jazz are attracting attention, with the followers and fans of the two-beat style as dogmatic and vociferous as those who like swing, or the avante garde cats.

Clubs in Gotham now booking only jazz talent include Birdland, The Bandbox, The Embers, Snookie's, Child's Paramount, Lou Terrasi's and the old perennials Nick's and Eddie Condon's in the Village. Every week-end there are jazz concerts at Stuyvesant Casino, and there are concerts at other large halls in town from time to time. There are too, a number of smaller establishments that spotlight younger and newer jazz talent, hoping to hit with a Peck Kelly or Oscar Peterson. But what may perhaps be a most important trend is the fact that individual jazz artists or combos are now being booked into clubs that never used jazz talent before. They are using the jazz artists along with comics, hoofers, etc. as part of the regular show. Thus another important source of revenue is starting to open up for jazzmen.

### Peripatetic Chords

Columbia Records cut four new sides with orkster **Les Elgart** this week. . . . **Artie Shaw** revives his Gramercy Five for his upcoming Embers, New York, engagement October 5. . . . **George Shearing** will do a one-nighter at St. Nick's Arena, New York on October 24. . . . **Nat Cole** opened at the Blue Note in Chicago this week for a long engagement. . . . The Gale Agency will send out a new road package, "Cavalcade of Jazz" this fall. **Stan Kenton's** ork will be one of the featured attractions. Kenton is now emceeing a modern music deejay show over NBC every Tuesday night. The Kenton crew is now in Europe. (See separate story). . . . **Wingy Manone** is now slicing for Atlantic Records. His first sides are "Vaya Con Dios" and "Moulin Rouge."

### Crazy EP's

EP has become the jazz slogan for the fall season. Every jazz diskery is devoting all its time and talent to transfer their major hot and cool releases to the extended play donut platter. The movement has spread to the jazz department of the major firms as well as the out and out jazz waxeries.

Clef Records, for instance, which releases the Norman Granz efforts, is now putting almost its entire catalog, including much "Jazz at the Philharmonic" stuff, on EP. Atlantic has transferred 15 items to EP and has another 15 in the works. Savoy, Columbia, RCA Victor, Good Time Jazz and many others are also getting on the EP wagon. In addition many wax works are cutting new material to fit the EP disk itself, giving every cat a chance to blow as he feels for six minutes instead of the usual three. Go man!

Bob Rolontz.

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# Popular Record Reviews

Continued from page 24

green, over an outstanding backing by the Eddie Ballentine ork. The warbler sings this one in big, big fashion, and one that should make this disk a deejay favorite with enough exploitation. This disk has a chance; watch it. Dennis can sing up a storm, and he does. (Peer, BMI)

**My Love for You...72**  
Clark Dennis, radio and TV name from Chicago, turns in a good reading of the theme music from the flick "The President's Lady," now with a lyric by Mack Gordon. The guy can sell a tune, and this side, too, looks headed for spins. (Feist, ASCAP)

**ELLA FITZGERALD**  
**You'll Have to Swing It (Part 1 & 2).....76**  
DECCA 28774—This, of course, is the same hunk of material which Martha Raye hit with some years ago. Miss Fitzgerald's reading and orking by Sy Oliver, however, are certainly different. The many Fitzgerald fans and musicians everywhere will go for this. She handles the "Paganini" lyrics with consummate musicianship and showmanship. It includes some great phrasing, scat-type singing and just wonderful interpretations. (Famous, ASCAP)

**THE ELLIOTT BROTHERS ORK**  
**Steel Guitar Rag.....76**  
M-G-M 11559—The boys come up with a hand-clapping reading of the standard country item which should please the many fans they made with their earlier "In the Mood" instrumental.

**Estralita (Little Star)...75**  
The small ork which kicked up a little fuss with its first release a few months ago has a good follow-up here in a straight, danceable instrumental reading of a first-rate standard.

**JERRY VALE**  
**A Tear, a Kiss, a Smile.....76**  
COLUMBIA 40058—Vale, one of the most talented newcomers to the record field, brings all his vocal artistry to bear on this lovely song. It is relaxed in tempo and garnished with broad, soaring phrases that make far more than routine demands on the vocalist. He acquits himself well, and this should be reflected at the cash register. (Spier, ASCAP)

**Ask Me...74**  
A more intense, rather melodramatic ballad which, like other Vale material, reminds the listener too obviously of Vale's opposite number on the Victor label. No matter how effectively he gets this song across, this fact is no long-run help to the chanter. Once he does sing freely in an independent style, he could break. (E. H. Morris, ASCAP)

**THE BELL SISTERS**  
**Heartless.....76**  
V 20-5433—The girls use an echo chamber to add reverberations to their close harmony. End result is a smooth and pleasing performance. (Pine Ridge, ASCAP)

**Take Back Your Gold...69**  
Tune is from the film "Three Sisters From Seattle." The girls and ork turn in a frenzied reading that might catch some jockey action. (Famous, ASCAP)

couple of rhythm breaks that will intrigue more versatile terpers. (Bourne, ASCAP)

**LARRY CUMMINGS**  
**Madonna.....75**  
DECCA 28800—The pretty ballad is projected smoothly by the chanter. Cummings brings an intimate charm to his reading that's likely to appeal to many listeners. (Kell-Stool, BMI)

**Painting the Town With Tears...72**  
Cummings shows his interesting, breathy vocal style in a slick and sophisticated treatment of the weeper ballad. (Beechwood, BMI)

**KITTY KALLEN**  
**Lonely.....75**  
DECCA 28813—Miss Kallen makes her debut on this label with this disk. Backed by a male group, she reads off a Tin Pan Alley type ballad in a style somewhat reminiscent of the Vera Lynn sound. It's the first thing the gal has done on wax in some time. Should get spins. (Bregman, Vocco & Conn, ASCAP)

**Heartless Heart...70**  
Material here is replete with a beguine background. It's nothing special, tho the gal does okay. (Leeds, ASCAP)

**THE FOUR FRESHMEN**  
**It Happened Once Before.....75**  
CAPITOL 2564—The unusual style of the group blends well in a distinctive reading of the romantic ballad. The boys project effectively, and the side might stir some action if given sufficient exposure. (Criterion, ASCAP)

**Holiday...70**  
Don Barbour wants a vacation from his gal, and he expresses this desire above a rhythmic, Latin backing. An okay waxing. (Regent, BMI)

**GOGI GRANT**  
**Ricochet.....75**  
V 20-5436—The Victor version of this much recorded tune is a peppy one, with the songstress going all out. Spirited chorus helps out. (Sheldon, BMI)

**Everyone Knows I Love You...70**  
Sharp contrast on this side. First go around of this ballad is done in a slow tempo, and then it picks up. Pleasant chirping by Miss Grant is supplemented by a nicely subdued orking. (Wizzell & Day, ASCAP)

**MARY JO CHELETTE**  
**Son of Mexican Joe.....75**  
STARDAY 112—Here's a good performance by the thrush on the third

answer to the big hit "Mexican Joe." This one tells of the way the son of Joe also is a lady killer. The thrush sings it in fine style, and the disk has a chance to get somewhere with enough exploitation.

**You Can Be the One...65**  
Mary Jo Chelette turns in a warm reading of a country ditty on her first cutting for the label. Listenable wax.

**MINDY CARSON**  
**Darling, Darling.....74**  
COLUMBIA 40057—Tuneful ditty of romantic promise is a rework from a pop German ballad. It's handled with smooth grace by Miss Carson. A good side. (Bourne, ASCAP)

**I Never Let You Cross My Mind...74**  
Thrush injects plenty of sweet tenderness as she tackles this pleasant love ballad. Either side should entice Carson fans. (Milene, ASCAP)

**BILLY WILLIAMS QUARTET**  
**A Smile for Suzette.....74**  
MERCURY 70210—The group has an ingratiating tune here about a Don Juan dispensing his favors lightly. There is something of the quality of "Pour Me a Glass of Tears" to the side, and as everyone remembers,

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that was pretty good. Bears watching. (ASCAP)

**Cattle Call**...71  
When the boys open out on the Tex Owens hillbilly item of a few years back, it's a little puzzling, until you realize they aren't altogether serious. They pepper the oater with a little jive, and the end result is a bright one. (Forster, ASCAP)

**JERRY COLONNA**  
**Hey, Barmaid**...73  
DECCA 28827—A bright instrumental novelty built around an engaging riff. Jerry Colonna's mouthings are only incidental to the good musician-ship. (Navajo, BMI)

**I'm-a-Love You**...72  
Novelty love ditty with a set of dialect lyrics chanted by Colonna and vocal chorus will get some deejay exposure. (Harman, ASCAP)

**DICK TODD**  
**I'm Counting on My Blessings**...73  
DECCA 28566—In vaude-like style Todd opens with the verse to the slickly-written ballad. Lyric and performance are slightly gimmicked, with few voices-reading off the numerical items Todd is "counting." (Laure, ASCAP)

**Empty Arms**...70  
Todd, always a capable chanter, does his usually capable work on this—a routine type of ballad. (Midway, ASCAP)

**RUTH RYDELL**  
**On the Carousel**...73  
BBS 121—Cute ditty is performed with spirit by the thrush over a happy backing by the ork. Side is bright enough to pull jock spins and some juke loot. The ork work is first rate, and the tune has a pleasant old-fashioned flavor.

**Someone Is Crying**...70  
Ruth Rydell turns in a good reading here of a new ballad, once again supported well by the large ork and chorus.

**RAY MARTIN ORK**  
**The Waltzing Bugle Boy**...73  
CORAL 61042—Ray Martin's English ork has a lot of fun with this somewhat cute effort which features a bugle in waltz time. Ork turns in a good performance, and the side could pull some spins. (Chappell, ASCAP)

**One Finger Serenade**...70  
Here's a cute effort in the sweeping English string tradition that could pull a few deejay spins. Ork's per-

formance is again outstanding. Martin is an a.&r. head as well as an English ork leader, and the sides were cut in England for Parlaphone. (New World, ASCAP)

**MAC ODELL**  
**Penicillin**...73  
KING 1251—Country deejays should get a kick out of this hunk of material with a fairly timely lyric idea. Should get spins via the material's value and Odell's talking handling of the lyric. (Lois, BMI)

**Wildwood Flower**...68  
Hoedown style reading by both vocalist Odell and the group makes for an agreeable hunk of country wax. (Lois, BMI)

**TOMMY SANDS**  
**Love Pains**...73  
V 20-5435—New 16-year-old singer debuts impressively on the label. He has a distinctive style and attacks this rhythm ditty with a lot of spirit. (Jamboree, BMI)

**Transfer**...68  
Sands tries his hand on a medium tempo ballad with not quite as pleasing results as on the faster flip side. Still he bears watching for releases. (Redd Evans, ASCAP)

**LOUIS JORDAN ORK**  
**Time Marches On**...73  
DECCA 28820 — Calypso with a rumba beat has novelty appeal. Louis Jordan's ork, with him doing the vocal, will get some deejay action on this side.

**There Must Be a Way**...68  
Routine ballad gets that kind of performance by Jordan, who warbles the sad refrain. All the stars remind me of you is the burden. (Laurel, ASCAP)

**SKEETS McDONALD-HELEN O'CONNELL**  
**Worried Mind**...72  
CAPITOL 2573—Country ballad is soloed alternately by the pair, with some close harmony segments thrown in. Thrush again shows her versatility, but actually the record is neither pop nor country. (Peer, BMI)

**Hi Diddle Dee**...72  
Here's another in the growing number of tunes that are based on nursery rhymes. This one spots one of the label's top hillbilly names with Miss O'Connell. It's a nice bouncy, corny effort. (Central, BMI)

**PATTI AND JERRY LEWIS**  
**Y-Y-Yup!**...72  
CAPITOL 2576—Novelty about a guy who whistles at the gals is given a rapid-fire reading by Lewis. Many jocks could find a spot for occasional use of the side. (Frank, ASCAP)

**Give Me a Little Kiss**...70  
The comic is joined by spouse Patti in a gag-reading of the oldie. Those who find Jerry Lewis irresistible will like this effort too. (ABC, ASCAP)

**ETHEL SMITH**  
**Sincopado**...71  
DECCA 28791 — Bright organ performance by Ethel Smith of a swiny new effort that shows off her lively technique. Should please her many fans. (Ethel Smith, ASCAP)

**Casi Casi**...70  
Same comment. (Ethel Smith, ASCAP)

**MARGIE GOOD**  
**I Shouldn't Care**...71  
M-G-M 11563—Another thrush makes her bow on the label with an above-average reading. The material, okay, is done up smartly via the gal's reading and the fine Van Alexander orking. Of interest may be the Bobby Hackett-like trumpet passages.

**Cherry Wine Blues**...70  
This is a hunk of standard rhythm and blues material. The gal handles it capably, tho not with the spirit and drive expected from this kind of stuff. The ork, tho, does a first-rate job.

**ALFRED APAKA**  
**Blue Hawaiian Moonlight**...71  
DECCA 28787—Mighty pretty song about the romantic islands is sung with gentle warmth and appeal by Apaka. Backing is in the traditional Hawaiian manner. Slicing is taken from the current Apaka album under the same name. (Leo Talent, ASCAP)

**arewell**...68  
Another pleasant ballad is chanted easily.

**MICHAEL FREDERICKS ORK**  
**Petite Ballerina**...71  
M-G-M 11562—A lovely little waltz ditty is presented in a listenable manner by the ork. Cute hunk of material that should get many spins.

**Viennese Lantern Waltz**...68  
More of the same kind of stuff on this side.

**LATTIE MORE**  
**A Brand New Castle of Love**...70  
KING 1250—Country chanter More does okay with a neat hunk of rhythmic country material backed by a string group with some excellent fiddling. (Lois, BMI)

**I Gotta Go Home**...70  
More good beat material for the country market, with More and the group delivering a likely reading. (World-Wide, BMI)

**BILL ANDREWS**  
**How Could You Leave Me Now?**...69  
RIALTO 103—Slow, schmaltzy ballad is belted out by Bill Andrews in legit style. Violin in backing gives a sweet sound to Norman Leyden's ork accompaniment. (Challenge, BMI)

**Summer Rain**...67  
Another slow ballad in the same vein as the flip, but less distinguished and dull in spots. (Challenge, BMI)

**TOMMY PRISCO**  
**Give Me a Chance**...69  
KING 1257—Chanter Prisco tackles a big-sounding ballad with a big-voiced opening. The guy sings well enough to make the grade, tho this

(Continued on page 39)

**From Your Lips To The Ears Of God**

*From your lips to the ears of God  
A silent pray'r goes winging.  
You see a star, a star that shines  
And you will hear the angels singing.  
For God is here, He's everywhere  
And just a pray'r away.  
So pray until your pray'rs are answered,  
For pray'rs are answered every day.  
From your lips to the ears of God,*

*You pray that He may hear you,  
Just say the pray'r that's in your heart,  
And you will know that God is near you.  
The arms of God are open wide,  
The love of God is true;  
So pray and somewhere deep within you,  
The voice of God will speak to you.  
So pray until your pray'rs are answered  
For pray'rs are answered every day.*

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## The Billboard Music Popularity Charts

## PACKAGED RECORD REVIEWS

## Packaged Record Review Ratings

## CLASSICAL LP'S

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## Beethoven

## New Sets Join Catalog Fray

Late summer and early fall releases indicate that the already bulging Beethoven catalog is in for additions that undoubtedly will step up action in an already highly competitive area of the classical market.

First in importance among these new contenders is the *Seventh Symphony* played by the Berlin Philharmonic under Eugen Jochum. For all its interpretive quality and excellent sound, the disk obviously faces a man-sized job in competing with earlier versions by Walter, Munch, Weingartner, Furtwangler and Toscanini.

The overtures of Beethoven present many packaging possibilities. Decca offers the Berlin Philharmonic in first-rate performances of the *Coriolanus* and *Consecration of the House* overtures, in this instance under the batons of Fritz Lehmann and Paul van Kempen respectively. A larger selection is packaged in the latest addition to London's *Famous Overture* series. In it Eduard van Beinum conducts the London Philharmonic in five of Beethoven's greatest and most popular overtures, including the "Leonore No. 3" and the "Egmont," with distinction. A potentially strong set.

Despite the advantage of improved sound due to current recording techniques, the Urania disk of Weingartner's transcription of Beethoven's *Hammerklavier Sonata* must still take back seat to Weingartner's own definitive recording of a number of years back and more recently made available on LP by Columbia. Gary Kramer.

## EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Chamber Music  
Villa Lobos LP  
Adds Spice to  
New Disk Diet

Two authentic novelties, not likely soon to be duplicated on records, are highlighted among new chamber music diskings heard this week. Coupled on a Capitol disk are *Villa Lobos' Nonetto* for flute, oboe, clarinet, saxophone, bassoon, harp, celesta and mixed chorus, and his *Quatuor* for flute, harp, celesta, alto saxophone and women's voices. This is exotic music of endless rhythmic and melodic variation and could do much to tone up the jaded tastes of the average listener. Hi-fi bugs especially will like the brilliant sound. Good potential here.

On the more traditional side we have two disks from Westminster. One groups the *Opus 9 String Trios, Nos. 1 & 2*, and the other the *Opus 18 Quartets, Nos. 3 & 4*. In both cases, exact duplications are available on vinyl. To a good many, the presence captured on these records will make them favored choices. Another disk from Capitol holds the *Franck F Minor Quintet*. A major work, it is surprisingly offered only on a single competing disk. Aller and the Hollywood String Quartet approach their task with impressive sensitivity, but Capitol has reproduced their efforts with greater liveness in the past. Is Horowitz.

Movie Themes  
Pace Decca's  
'Listening' Sets

The week's album releases included a number of sets whose musical range extends from the semi-classical to pop-standard. Such a range, of course, embraces a wide segment of buyers, even tho it leaves largely untapped the musical tastes of either extreme. Of these albums, the most auspicious, musically, is *Victor Young's Decca 12-inch LP tagged Cinema Rhapsodies*. It presents 12 selections, played in lush style, which originally were written for film scores. Included are such of the past season's hits as "The Song From Moulin Rouge," "Ruby" and "Terry's Theme" from "Limelight."

Similar in appeal is *Meredith Willson's Decca album, Encore*, containing such novelty and standard pieces as "Sneezing Violins," "Piccolo Polka," "Calico Square Dance," etc. The selections in this album were all composed by Willson.

In this group also are two albums of organ selections,

## Bach Choral Works

Columbia Off to Running Start  
In St. Matth. Race; New Cantatas

Considerable anticipation has been excited over the fact that not one, but three new versions of the Bach "St. Matthew Passion" will be released between now and the fall. These are gigantic recording projects, requiring soloists, chorus, orchestra and conductor of unquestioned stature to faithfully reproduce this towering masterpiece.

The first of the three is now at hand and its release will be an occasion for rejoicing among Bach lovers. Columbia's entry is impressive on all musical counts, leaving only the matter of sound for the finicky to quibble about. The work, recorded by *Willem Mengelberg* on Palm Sunday in 1939, was taken from an actual performance that the late conductor had made an annual event in Amsterdam. The sound, tho good, is not up to today's standards, but what matter. Here is music making of the highest sort, with the soloists, especially *Karl Erb* as the Evangelist, contributing profoundly moving interpre-

tations. The three-disk set, the first classical release by Columbia from the Philips catalog, could well become a collectors' item, enjoying satisfactory sales for many years. It's a challenge the upcoming versions by Westminster and Vox will have to hustle to meet. Pre-Christmas action on the package should be especially heavy.

The LP catalog of Bach cantatas continues to grow. Westminster's *Herman Scherchen*, whose version of the *St. Matthew* is expected soon, has come thru with a reading of the *Cantata No. 76*, an LP first, that has been etched on vinyl with unusual clarity. And from Decca comes *Cantatas Nos. 105 and 170*, the former also a catalog first. The attractive coupling features a fine group of artists under the direction of *Fritz Lehmann*. Heavy output of cantatas by almost all diskeries is a good token of the continuing demand. Both the Westminster and Decca entries should reap a fair share of the action.

Is Horowitz.

## For the Pop Market

Choice of Material Held Vital to  
Success of Standard-Ditty Sets

That "the song is the thing" is very evident from a perusal of, and listen to, the 10-inch LP packages being turned out these days as additions to the various record company catalogs. From public domain material, thru oldies not too often heard and into very familiar ballads, the sales potential of many an album is undeniably enhanced by the choice of material.

Decca's new *Peggy Lee* album, *Black Coffee*, is a fine example of carefully selected standard material, both well-known and not-so-familiar. The lady does a superb job, in her musicianly way, and is backed by a slick, bop-type combination. Capitol's *Anthony Choir* package makes use of the vocal group featured at times with the *Ray Anthony Ork*. Again the material is well chosen. The better known songs presented here in dance tempo should attract an audience.

Digging a bit more deeply into Tin Pan Alley products of some years ago is *Connee Boswell* with her album *Singing the Blues*. Here the emphasis is on material which hasn't been bandied about too much. "Singin' the Blues" and "The Right Kind of Man" are two such items which *Miss Boswell* and the *Bob Haggart* and *Paul Nielson* orks do so well. *George Greeley*, a prolific arranger employed a great deal by Capitol,

makes his wax bow with a collection of standards in an album entitled *Piano Demitasse*. It's the kind of music heard in East Side Gotham night spots and makes for easy listening. Another package of this type features *Alec Templeton Piano Solos*. Here the pianist includes some "warhorse" classical material, too. The range is from Grieg and Tchaikowsky to Gershwin and Johnny Mercer. For each of the above disks the material cut should prove as strong a talking point as the performer or performance.

Joe Martin.

Popular Classics Rated  
Good 'New-Buyer' Items

The warhorses are the concern of Remington, Capitol and Decca in a new group of LP releases. The Remington disk, programming the "Overture and Polovetsian Dances" from *Prince Igor* with *Rimsky Korsakoff's "Capriccio Espagnol"*, are competently performed and, at the price, should be an attractive set for LP buyers who do not yet have these items in their collections.

Decca has combined the *Overture to Prince Igor* with "La Dame Blanche" on a 4000 series release and both works are given first-rate readings by the *Bamberg Symphony Ork*. This set too, at its low price, should have appeal. Capitol's pairing of *Khachaturian's* two well-known dance works, "Gayne" and "Masquerade," is a smart one, for altho both have been released on LP this is the first back-to-back pairing. The *Indianapolis Ork* under *Fabien Sevitzyk* handles them with brightness and verve.

Of all the warhorses in the group considered, the *Romeo and Juliet* disk on Decca will probably have the toughest sledding, having been waxed more than a dozen times on LP. The fact that it is coupled with Liszt's "Hungaria," a relatively neglected work, may help it in the market. Only one version of the latter is currently in the LP catalog. In general, all the disks considered here will appeal to a similar audience, especially those just starting to collect LP's.

Bob Rolontz.

The Billboard Music Popularity Charts

# PACKAGED RECORD BUYING GUIDE

## Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

### CONCERTO

(Alphabetically Listed)

- BEETHOVEN: PIANO CONCERTO NO. 1 (Badura-Skoda, Vienna State Opera Ork-Scherchen) ..... Westminster 5209
- BRAHMS: PIANO CONCERTO NO. 1 (Solomon, Philharmonia Ork-Kubelik) ..... HMV 1042
- CHOPIN: PIANO CONCERTO NO. 1 (Sandor, Philadelphia Ork-Ormandy) ..... Columbia ML 4651
- KHACHATURIAN: PIANO CONCERTO (Lympny, London Philharmonic-Fistoulari) ..... London LL-692
- LISZT: PIANO CONCERTO NO. 1; HUNGARIAN FANTASIA (Arrau, Philadelphia Ork-Ormandy) ..... Columbia ML 4665
- MacDOWELL: PIANO CONCERTOS NOS. 1 & 2 (Rivkin, Vienna State Opera Ork-Dixon) ..... Westminster 5190
- MacDOWELL: PIANO CONCERTO NO. 2; HANSON: SYMPHONY NO. 2 (Sanroma, Eastman-Rochester Symphony-Hanson) ..... Columbia ML 4638
- MEDELSSOHN: PIANO CONCERTO NO. 1; LISZT: PIANO CONCERTO NO. 1 (Iturbi, RCA Victor Symp. Orch.-Iturbi) ..... RCA Victor LM 1734
- PROKOFIEFF: VIOLIN CONCERTO NO. 2 (Francescatti, N. Y. Philharmonic-Mitropoulos); BACH: VIOLIN CONCERTO NO. 2 (Francescatti, Columbia Symphony-Szell) ..... Columbia ML 4648
- RACHMANINOFF: PIANO CONCERTO NO. 2 (Sandor, N. Y. Philharmonic-Rodzinski) ..... Entre 3052

### EXTENDED ORCHESTRAL WORKS

(Alphabetically Listed)

- ELGAR: ENIGMA VARIATIONS; BRAHMS: VARIATIONS ON A THEME OF HAYDN (NBC Symphony-Toscanini) ..... RCA Victor LM 1725
- GERSHWIN: PORGY AND BESS ORCHESTRAL SUITE; GOULD: SPIRITUALS FOR ORCHESTRA (Minneapolis-Dorati) ..... Mercury MG 50016
- HANDEL: THE WATER MUSIC (London Philharmonic-van Beinum); THE ROYAL FIREWORKS SUITE (Amsterdam Concertgebouw-van Beinum) ..... London LL-760
- RAVEL: BOLERO; RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL (Detroit-Paray) ..... Mercury MG 50020
- RESPIGHI: FOUNTAINS OF ROME; PINES OF ROME (Minneapolis-Dorati) ..... Mercury MG 50011
- RIMSKY-KORSAKOV: SCHEHERAZADE (Philharmonia Ork-Stokowski) ..... RCA Victor LM 1732
- SHOSTAKOVICH: BALLET RUSSE; TCHAIKOVSKY: SERENADE MELANCOLIQUE (Columbia Symphony-Kurtz) ..... Columbia ML 4671
- SMETANA: MY FATHERLAND ("Ma Vlast") (Chicago-Kubelik) ..... Mercury OL 2-100
- STRAUSS, R.: DON JUAN; DEATH AND TRANSFIGURATION (N. Y. Philharmonic-Walter) ..... Columbia ML 4650
- WAGNER: SIEGFRIED IDYLL; ORCHESTRAL EXCERPTS FROM TRISTAN, TANNHAUSER AND GOETTERDAEMERUNG (Paris Conservatoire Ork-Weingartner) ..... Columbia ML 4680

## Pop Album Recent Release Sellers

All records listed under recent releases have been released less than five months ago. Catalog sellers have been available for more than five months. Results are based on a survey of key dealers throughout the country. Musical category changes weekly.

### BACKGROUND AND LISTENING MUSIC

(Alphabetically Listed)

- A MELACHRINO CONCERT—Melachrino Strings ..... RCA Victor LPM 1003
- CAREFREE RHYTHMS—Percy Faith Ork ..... Columbia CL 6242
- IMAGINATION—Victor Young Ork ..... Decca DL 5450
- LOVER'S RHAPSODY—J. Gleason Ork ..... Capitol H 366
- MUSIC FOR MEMORIES AND DREAMING—P. Weston Ork ..... Capitol P 388
- MUSIC OF COLE PORTER—A. Kostelanetz Ork ..... Columbia ML 4682
- MUSIC TO HELP YOU SLEEP—Melachrino Strings ..... RCA Victor LPM 1004
- SKETCHES ON STANDARDS—S. Kenton Ork ..... Capitol H 426
- SOFT LISTENING ..... Columbia CL 6250
- VICTOR HERBERT—Mantovani Ork ..... London LL 746

## Pop Album Catalog Sellers

### BACKGROUND AND LISTENING MUSIC

(Alphabetically Listed)

- COLLECTION OF FAVORITE WALTZES—Mantovani Ork ..... London LL 570
- LOVE THEMES FROM MOTION PICTURES—V. Young Ork ..... Decca DL 5229
- MUSIC BY STARLIGHT—H. Winterhalter Ork ..... RCA Victor LPM 3051
- MUSIC FOR DINING—Melachrino Strings ..... RCA Victor LPM 1000
- MUSIC FOR LOVERS ONLY—J. Gleason Ork ..... Capitol H 352
- MUSIC FOR READING—Melachrino Strings ..... RCA Victor LPM 1002
- MUSIC FOR RELAXATION—Melachrino Strings ..... RCA Victor LPM 1001
- STARDUST—A. Kostelanetz Ork ..... Columbia ML 4597
- STRAUSS WALTZES—Mantovani Ork ..... London LL 685
- WALTZES—Mantovani Ork ..... London LPB 381

## CHART COMMENTS

### EXTENDED SYMPHONIC WORKS

The first survey results in the Extended Orchestral Works category (this consists of longer symphonic recordings except for symphonies and concertos) highlight two particular points of interest: (1) the great popularity of certain repertoire and (2) the rapid strides being made by Mercury in the classical field.

In the months to come the survey results of the catalog best sellers will undoubtedly underline the merchandising principle that top selling classical works are consistent best sellers. This best-selling repertoire is so basic that there is little inventory risk involved. Being out of stock in these best sellers can mean only lost sales.

This week's results point up the fact that best-selling repertoire can be top sellers in more than one version. Two recordings, for example, of *Scheherazade* are on the catalog chart; a third one appears on the recent release list. Two versions of *Gaite Parisienne* are on the catalog chart. Respighi's *Pines of Rome* shows up on both the catalog and recent release charts. (Watch for the Toscanini version of the *Pines* due out in September). The no single version was strong enough on its own to make the top 10. The *Nutcracker Suite* is another piece

### Next Week

#### CLASSICAL

★ Short Orchestral Works

★ Instrumental

#### POP ALBUMS

★ Dance Music

of repertoire that came in for strong dealer support. In this case the total strength of the work was spread among four different versions.

While the more critical customer is usually specific about the version of a work he wants, the average buyer of classics is not that well versed. Thus when it comes to titles with mass appeal, the key to top sales is to make sure that the title is never missing from the shelves. Which version is stocked is of secondary importance. (These works too are top choices (along with new releases) for display use.

The week's results also reveal the growth of Mercury in this field. While Victor leads the catalog list with four entries, Mercury clicked for two of the top 10 and accounted for no less than four of the best-selling recent releases — certainly an impressive showing against the powerhouse of Victor and Columbia catalogs.

### CONCERTOS

The results of the concerto survey also tell a repertoire story. Three different piano concertos show up in duplicate versions on the catalog chart. These are the very popular *Grieg A Minor* (both of these versions incidentally were reported to be stronger than any of the other catalog chart entries); *Beethoven's Emperor Concerto* and the *Rachmaninoff No. 2*. A third recording of the last is on the recent release chart. Five other versions of the *Emperor Concerto* received some dealer support. Here again is proof that best-selling works can sell well in more than one version.

Other points of interest are the great popularity of Artur Schnabel (four of the eight piano concertos on the catalog list are his), the complete domination of Victor and Columbia on the catalog list, the showing of Westminster among the recent releases and the appeal of violinist Francescatti.

## Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

### CONCERTO

(Alphabetically Listed)

- BEETHOVEN: PIANO CONCERTO NO. 5 ("EMPEROR") (Gieseking, Philharmonia Ork-von Karajan) ..... Columbia ML 4623
- BEETHOVEN: PIANO CONCERTO NO. 5 ("EMPEROR") (Horowitz, RCA Victor Symphony-Reiner) ..... RCA Victor LM 1718
- BRAHMS: PIANO CONCERTO NO. 2 (Rubinstein, Boston-Munch) ..... RCA Victor LM 1728
- GRIEG: PIANO CONCERTO IN A MINOR (Rubinstein, RCA Victor Symphony-Dorati); LISZT: PIANO CONCERTO NO. 1 (Rubinstein, Dallas-Dorati) ..... RCA Victor LM 1018
- PAGANINI: VIOLIN CONCERTO NO. 1 (Francescatti, Philadelphia-Ormandy); SAINT-SAENS: VIOLIN CONCERTO NO. 3 (Francescatti, N. Y. Philharmonic-Mitropoulos) ..... Columbia ML 4315
- RACHMANINOFF: PIANO CONCERTO NO. 2 (Rachmaninoff, Philadelphia-Stokowski) ..... RCA Victor LCT-1014
- RACHMANINOFF: PIANO CONCERTO NO. 2 (Rubinstein, NBC Symphony-Golschmann) ..... RCA Victor LM-1005
- TCHAIKOVSKY: PIANO CONCERTO NO. 1 (Rubinstein, Minneapolis-Mitropoulos) ..... RCA Victor LM 1028

### EXTENDED ORCHESTRAL WORKS

(Alphabetically Listed)

- DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini) ..... RCA Victor LM 1221
- GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, N. Y. Philharmonic-Rodzinski) ..... Columbia ML 4026
- GRIEG: PEER GYNT SUITE NO. 1; LISZT: HUNGARIAN RHAPSODIES NOS. 1 & 2 (Philadelphia-Ormandy) ..... Columbia ML 4132
- GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini) ..... RCA Victor LM 1004
- MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago-Kubelik) ..... Mercury MG 50000
- OFFENBACH: GAITE PARISIENNE; RUSSIAN MUSIC (Columbia Symphony-Kurtz) ..... Columbia ML 4233
- OFFENBACH: GAITE PARISIENNE (Boston Pops-Fiedler) ..... RCA Victor LM 1001
- RESPIGHI: FOUNTAINS OF ROME; PINES OF ROME (Vienna State Opera Ork-Quadri) ..... Westminster 5167
- RIMSKY-KORSAKOV: SCHEHERAZADE (Minneapolis-Dorati) ..... Mercury MG 50009
- RIMSKY-KORSAKOV: SCHEHERAZADE (San Francisco-Monteux) ..... RCA Victor LM 1002

## Popular Record Reviews

Continued from page 37

doesn't figure to be the material that'll do it for him. (Sherwin, ASCAP)  
**Farewell Good-bye**...65  
 Prisco does okay with fairly mundane material, tho the ork sets up a big beat and the entire performance is raucously reminiscent of old-time vaude or legit musical stuff. (Grand, ASCAP)

JAN AUGUST  
**Dancing in the Dark** .....65

### SHOWS, MOVIE AND TV

This is the music that's on the lush side—large orks, shimmering strings, etc. It's the part of the album catalog that serves as a pleasant backdrop for home activities or makes for enjoyable listening while relaxing.

Sales-wise, the potential in this category of disks is excellent, since its appeal can be promoted to both pop and classical record buyers. Tho both the recent release chart (records out less than five months) and the catalog list carry LP numbers, these are top sellers in all speeds.

The chart results spotlight a number of sets that may not produce the volume of sales that a hot show or movie original cast album would, but nevertheless are good, steady sellers. Several of the listings, notably the two Gleason sets, the Mantovani Victor Herbert and the Kenton have already proved exceptional sellers, capable of selling with the best. But to repeat, this is a category which by and large consists of steady rather than flashy sellers.

Note particularly the strength of the two English orks in these two charts: London's Mantovani and RCA Victor's Melachrino Strings. The latter ork accounted for a total of five listings in the two charts, and the Mantovani ork scored with four sets, one a recent release and the other three in the catalog category.

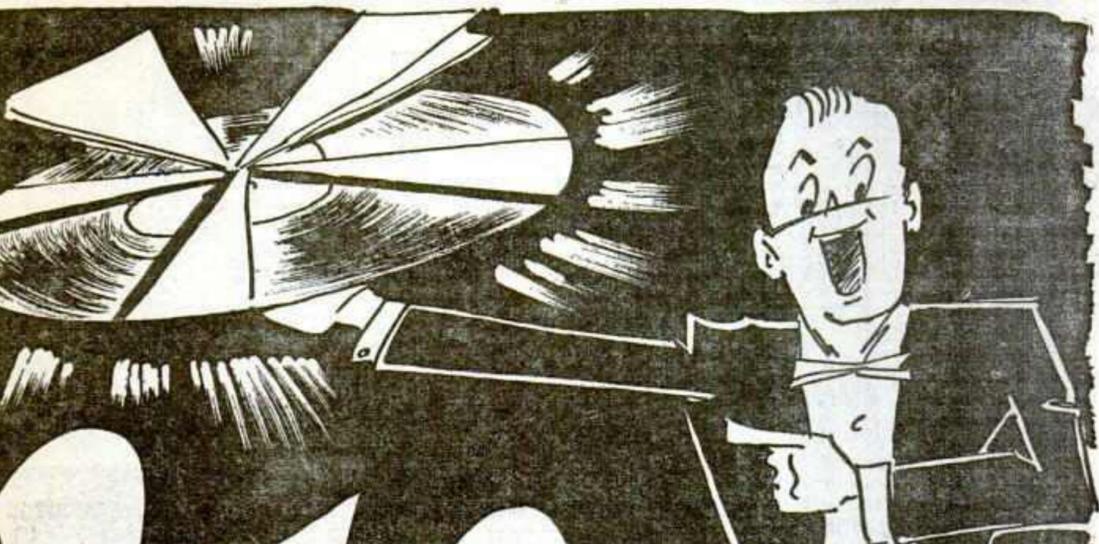
MERCURY 70206—Old standard, being revived in "Band Wagon," is played as an instrumental by the August band, featuring the leader on piano. Great album material, but it's hardly distinctive enough to cause a ripple in the single market. Boxes could use, tho. (Harms, ASCAP)  
**Night and Day**...65  
 Same comment on this old favorite. (Harms, ASCAP)

TEDDY PHILLIPS ORK  
**Meet "Miss Pippin"** .....65  
 KING 1267—The ork comes up with a shuffle-beat hand-clapper which is danceable and listenable, too. Vocal is listed as by B. Vincent, a capable chanter. (Midway, ASCAP)  
**Down Boy**...62  
 Thrush E. Rogers handles the vocal here on another lightweight, albeit danceable, reading. (Midway, ASCAP)

JERRY DUANE  
**Will You Still Be Mine?** .....65  
 TREND 59—Jerry Duane bows on the label with an adequate performance of the fine oldie, backed in sparkling style by the Van Alexander crew. Singer needs a lot more drive and excitement to put over the tune. (Embassy, BMI)  
**London in July**...55  
 Duane does a better job here, tho the disk is much less commercial than the flip. (Criterion, ASCAP)

LITTLE BARBARA  
**A Little Child's Prayer** .....63  
 CORAL 61040—Little Barbara tells all children how to pray on this new slicing. The tune is a good one, and the thrush sings it in her own simple style, and also give a recitation in the middle. She can't read well yet, but she sings. It could appeal to parents, as well as some kids. (Meridian, BMI)  
**My Bible Means So Much to Me**...63  
 The moppet stays on the semi-religious kick as she tells of her love for the Bible. Young lass can sing, and the side is well done. (Meridian, BMI)

FAITH DOUGLAS TRIO  
**For Dreams to Come True** .....45  
 BALLAD 1000—The Swans Quartet turns in an adequate vocal on a bank of material backed in so-so style by the Faith Douglas Trio. Tape squeaks mar the disk sound.  
**Happy**...45  
 Group starts out on this disk in the same draggy style as the flip then switches into a double time chorus. The only trouble is that by the time they get to the up-tempo part, it's too late.



# TOP ARTISTS TUNES



**Kitty Wells**  
*singing*

**"MY COLD, COLD HEART IS MELTED NOW"**

b/w  
"Hey, Joe"  
Decca 28797

**Gene Stewart**  
*sings*

**"The Tug Waltz"**

b/w  
"Someday You'll Know"  
Decca 28770



The Billboard's Music Popularity Charts

# TOP C & W RECORDS

... For Week Ending August 29

## 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 country and western records. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... I'd Rather Die Young—Cap 2502—BMI	1	6
2.	HEY JOE—Carl Smith..... Darlin' Am I the One?—Col 21129—BMI	2	7
3.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... Rock-A-Bye Boogie—V 20-5345—BMI	3	4
4.	IT'S BEEN SO LONG—W. Pierce..... Don't Throw Your Life Away—Dec 28725—BMI	4	10
5.	CRYING IN THE CHAPEL—Rex Allen..... I Thank the Lord—Dec 28758—BMI	5	5
6.	RUB-A-DUB-DUB—H. Thompson..... I'll Sign My Heart Away—Cap 2445—BMI	7	15
7.	GAMBLER'S GUITAR—R. Draper..... Free Home Demonstration—Mercury 70167—BMI	8	2
8.	CRYING IN THE CHAPEL—D. Glenn..... Hang Up That Telephone—Valley 105—BMI	9	4
9.	CARRIBEAN—M. Torok..... Weep Away—Abbott 140—BMI	6	3
10.	I WON'T BE HOME NO MORE—H. Williams..... My Love for You—M-G-M 11533—BMI	—	6

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throught 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.	IT'S BEEN SO LONG—W. Pierce..... Dec 28725—BMI	1	10
2.	HEY JOE—Carl Smith..... Col 21129—BMI	2	6
3.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... Cap 2502—BMI	3	7
4.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... V 20-5345—BMI	10	2
5.	I WON'T BE HOME NO MORE—H. Williams..... M-G-M 11533—BMI	7	4
5.	LET ME BE THE ONE—H. Locklin..... Four Star 1641—BMI	—	1
7.	CARRIBEAN—M. Torok..... Abbott 140—BMI	—	1
8.	HOW'S THE WORLD TREATING YOU?—E. Arnold.... V 20-5305—BMI	6	8
9.	CRYING IN THE CHAPEL—D. Glenn..... Valley 105—BMI	8	7
9.	CRYING IN THE CHAPEL—Rex Allen..... Dec 28758—BMI	8	2

## Most Played in Juke Boxes

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

This Week		Last Week	Weeks on Chart
1.	HEY JOE—Carl Smith..... Col 21129—BMI	3	6
2.	RUB-A-DUB-DUB—H. Thompson..... Cap 2445—BMI	1	14
3.	IT'S BEEN SO LONG—W. Pierce..... Dec 28725—BMI	2	10
4.	DEAR JOHN LETTER—J. Shepard..... Cap 2502—BMI	5	3
5.	MEXICAN JOE—J. Reeves..... Abbott 116—BMI	4	23
6.	TRADEMARK—Carl Smith..... Col 21119—ASCAP	5	9
6.	I WON'T BE HOME NO MORE—H. Williams..... M-G-M 11533—BMI	7	4
8.	CRYING IN THE CHAPEL—D. Glenn..... Valley 105—BMI	8	6
9.	HOW'S THE WORLD TREATING YOU?—E. Arnold.... V 20-5305—BMI	—	1
10.	GAMBLER'S GUITAR—R. Draper..... Mercury 70167—BMI	—	1

The Billboard Music Popularity Charts

# THIS WEEK'S BEST BUYS

## Country & Western

**IF I NEVER GET TO HEAVEN** (Rio Grande, BMI)

**MAMA, COME GET YOUR BABY BOY** (Adams, Vee and Abbott, BMI) — Eddy Arnold—RCA Victor 20-5415

Just released, this has started so fast that the usual procedure of initially listing the record as a "New Record to Watch" has been bypassed. Very excellent reports received from Eastern Pennsylvania, St. Louis, Nashville, Dallas and Durham. The South is going for the ballad "Heaven" while the Northern reports have favored the faster "Mama."

The Billboard, Aug. 29, 1953

# Eddy Arnold



THE TENNESSEE PLOWBOY

if  
i  
never  
get  
to  
heaven

mama,  
come  
get  
your  
baby  
boy



SALES GROW  
WHEN YOU GO 45

20/47-5415

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

# TOP C&W RECORDS

... For Week Ending August 29

## 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  
 Memphis  
 New Orleans... **FOR NOW AND ALWAYS**  
 H. Snow, Victor 20-5380
- Houston... **IT'S HARD TO LOVE JUST ONE**  
 J. Reeves, Abbott 143
- Nashville... **YESTERDAY'S GIRL**  
 H. Thompson, Capitol 2553

## Territorial Best Sellers

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

### Cincinnati

1. **I Forgot More Than You'll Ever Know**  
Davis Sisters, Victor
2. **Hey Joe**  
C. Smith, Columbia
3. **It's Been So Long**  
W. Pierce, Decca
4. **Dear John Letter**  
J. Shepard-F. Huskey, Capitol
5. **I Won't Be Home No More**  
H. Williams, M-G-M
6. **Is Zat You Myrtle?**  
Carlisles, Mercury
7. **Crying in the Chapel**  
R. Allen, Decca
8. **Carribbean**  
M. Torok, Abbott
9. **Oh Miserable Love**  
C. Gore, King
10. **Jealous Love**  
Davis Sisters

6. **Carribbean**  
M. Torok, Abbott
7. **Crying in the Chapel**  
R. Allen, Decca
8. **Crying in the Chapel**  
D. Glenn, Valley
9. **Hey Joe**  
K. Wells, Decca
10. **Is Zat You Myrtle?**  
Carlisles, Mercury

### Nashville

1. **Dear John Letter**  
J. Shepard-F. Huskey, Capitol
2. **I Forgot More Than You'll Ever Know**  
Davis Sisters, Victor
3. **Hey Joe**  
C. Smith, Columbia
4. **It's Been So Long**  
W. Pierce, Decca
5. **My Wasted Past**  
E. Tubb, Decca
6. **Hey Joe**  
K. Wells, Decca
7. **Crying in the Chapel**  
R. Allen, Decca
8. **Yesterday's Girl**  
H. Thompson, Capitol
9. **Is Zat You Myrtle?**  
Carlisles, Mercury
10. **Private Property**  
Johnnie & Jack, Victor

### New Orleans

1. **Crying in the Chapel**  
R. Allen, Decca
2. **For Now and Always**  
H. Snow, Victor
3. **Carribbean**  
M. Torok, Abbott
4. **Dear John Letter**  
J. Shepard-F. Huskey, Capitol
5. **Hey Joe**  
C. Smith, Columbia
6. **Let Me Be the One**  
H. Locklin, Four Star
7. **Marriage of Mexican Joe**  
C. Bradshaw, Abbott
8. **Trademark**  
C. Smith, Columbia
9. **I Won't Be Home No More**  
H. Williams, M-G-M
10. **Rub-A-Dub-Dub**  
H. Thompson, Capitol

## Pact Terms Stymie Victor and Newman

HOLLYWOOD, Aug. 29.—RCA Victor this week announced it had "reluctantly decided to abandon its negotiations with 20th Century-Fox Musical Director Al Newman because of inability to come to terms in a recording contract."  
 Newman had previously indicated that a pact with RCA Victor was close to signing (The Billboard, August 29).

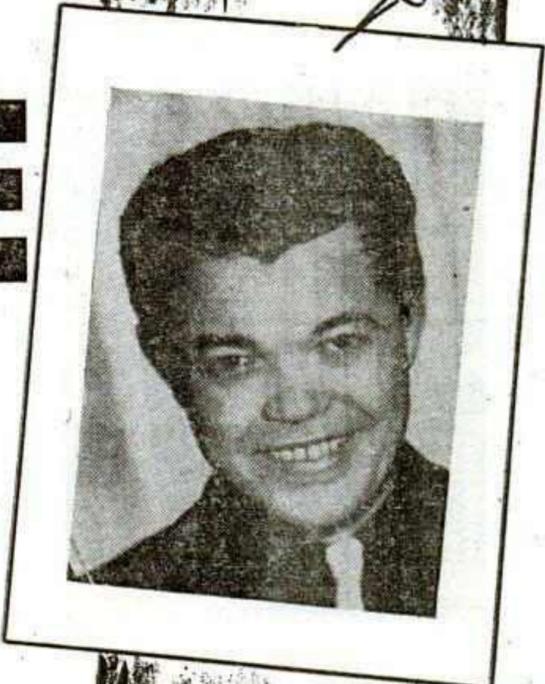
## DIVORCE GRANTED

**JACK LOYD**  
 With Noel Boggs Band  
**EASTMAN RECORD NO. 778**

**Debbs of Dallas**  
 135 Leslie, Dallas, Texas  
**Calif. Record Dist.**  
 2962 W. Pico, L. A., Calif.  
 Other Territories Open

**Eastman Records**  
 11700 Olympic, L. A. 64, Calif.

# WADE RAY



The Next Big  
 Country-Western  
 Smash!

singing

A great new song  
 with an inspiring  
 message . . .

"LET ME  
 GO, DEVIL!"

and

"TOO LATE  
 TO---!"

20/47-5440



# Folk Talent and Tunes

**Anton Scibilia**, veteran booker and producer, with headquarters in Dayton, O., reports that he has set **Roy Acuff** to head up a nine-piece folk unit from WSAM, Nashville, for a six-week tour of Armed Forces bases in Korea and the Far East under direction of USO Camps Show, Inc. Acuff is reported volunteering his services on the tour. Trek is slated to begin September 20.

Television Station WDTV, Pittsburgh, is looking for two girl instrumentalists, a bass fiddler and a steel guitarist who can also double in singing for the "Wilkins E-Z-C Ranch Gals" show. It's a five-day-a-week afternoon television show and pays double scale. Contact at the station is **Wanda Saylor**.

**Hubert Long**, manager of **Webb Pierce**, wires from Edmonton, Alta., that the latter is enjoying record-breaking business on his present Canadian tour.

WSM's Artist Bureau's head **Jim Denny**, says p. a. business thru his office is one-third ahead of previous years. He attributes the increase to greater prominence of "Grand Ole Opry" stars. While approximately the same number of engagements are being played, the WSM artists have been booked for more of the larger parks and auditoriums than in former years. . . . A similar report comes from **George Biggar** who manages the WLS "National Barn Dance" at WLS in Chicago. He reports a greater demand for WLS artists than heretofore, with more requests for talent for fairs and parks than can be filled.

Congrats to the "Norfolk Virginian-Pilot" and **Sheriff (Tex) Davis** of WLOW. The paper is listing Davis' top 15 country records in its record column each Sunday, last week carrying **Carl Smith** picture for placing No. 1 with his "Hey, Joe." This is top drawer, for station and paper are

air competitors! . . . Congrats also to **Smilin' Eddie Hill**, WSM's night country jockey, who was a father past week—a boy, **Gary Wayne**—the second boy of seven children. . . . **Pat Barrett**, featured as Uncle Ezra on the WLS National Barn Dance for over 15 years, confined to St. Luke's Hospital in Chicago recently. He's been operating his own dairy farm near Hebron, Ill., for past several years.

**Aubrey Mayhew** of Wheeling, W. Va. booked **Ray** and **Kay Whitley** with daughter, **Judy Kay**, for current 10 days in Pennsylvania and Ohio parks. Whitleys were guests on WWVA's "Jamboree" (29) and will return to Hollywood for balance of year from dates. . . . **Hawkshaw Hawkins**, whom Mayhew handles, set for Nashville recording September 21. . . . **Buddy Hawk** has returned to old air spot in Montgomery, Ala., from WWVA where he was replaced by **Dusty Owens**. . . . **Bud Messner**, who guested on WWVA's "Jamboree" two weeks ago, has been held as regular Saturday night feature. Other recent guests have been **Jimmy Work**. The **Davis Sisters** (their last appearance before fatal accident near Cincinnati), and the **Hillbilly Jewels**.

**Smiley Burnette** reports that WKAB, Mobile, was first station to purchase his new "Smiley Burnette Party Line" trans service. Show is built around Burnette's reporting on happenings in the C & W field, with new records thrown in. He offers an audition tape to any interested stations—address Golden Network, Box 466, North Hollywood. . . . **Fabor Robinson** proudly showing off his Abbott toppers, **Jim Reeves** and **Carolyn Bradshaw**, on West Coast tour. Robinson hosted at dinner party (23) in Hollywood with all area country folks there. . . . **Terry**

**Preston** in Los Angeles from Bakersfield home last week to cut new Capitol sides. **Terry** and **Jean Shepard** set for Nashville "Grand Ole Opry" spot (19) and the duo is setting a tour with **Skeets McDonald**. . . . **Cottonseed Clark's** "Hoffman Hayride" TV'er continuing to hold top TV spot in the San Francisco area. . . . **Cousin Lou Stevens**, one of 10 country spinners on KXLA in Pasadena, giving top attention to new names with deserving records. He says he remembers the help he got 10 years ago from vets when he started, and he's just passing it on to deserving new recorders. . . . **Jack Loyd**, who is making news with his first Eastman record, singing with **Tex Williams** and his ork on "Town Hall Party" from Compton's Town Hall each Friday and Saturday night. . . . **Bobbie Bennett**, who manages **Carolina Cotton**, setting Carolina's fourth overseas trip for this winter. It's back to the Japan-Korea territory where Carolina scored high with GI's last winter. . . . **Joe Maphis** and **Rose Lee** set for dates from Chicago to Richmond and as far south as Shreveport for late September and October. Joe worked out of Richmond for six years before going to Coast, and this is first trip back to the area.

**Bob Edwards**, from Civilian, S. C., doing a record column for The Monmouth Message, Ft. Monmouth, N. J. camp paper, while stationed there. He's also starting a country spinner from local station pronto and needs new wax. Address—Room 208, Russel Hall, Ft. Monmouth. . . . **Roy Gunderson** new country man at KNOX in Grand Forks, N. D. . . . **Cuzzin' Don McGraw** back at WCYB turntables in Bristol, Va., from WRVA in Richmond. . . . **Bill Wood** is the oatune spinner at WKIN, Kingsport, Tenn. . . . **Frank Harmon** recently left WRFC, Athens, Ga., and now program directing new ailer **WBWA** in Barnwell, S. C. to hit the air October 1. . . . **Charles Taylor** does the records at KSKY, Dallas—he's from KIBL in Beeville, Texas. . . . **Sheriff (Tex) Davis** opening and closing his WLOW shows with new theme written and recorded for him by **Norman Phillips** and **His Virginia Rounders**. Davis has been host to **Boudleaux Bryant**, **Nat Tannen**, **Mel Foree** and **Cy Coben** during recent weeks.

**Norm Riley**, Nashville booker, recently signed **Goldie Hill** and brought her to Nashville from Shreveport where she WSM guested (22). Riley has her set for Decca recording this week-end. She'll guest on **Eddy Arnold's** Purina shows September 1-3 and is set for **Ed Sullivan's** New York TV'er for October 16. . . . **Del Wood's** promotion manager, **Fred Foster**, off on promo trip from Nashville from six weeks' booking thru Shreveport, ballying Del's tour of those areas October 4 thru November 6. . . . **Hank Snow** set for another week in Canada beginning September 20. He does the Prince Albert "Grand Ole Opry" show on the 12th before leaving. . . . **A. V. Bamford** back in Nashville from six weeks' booking tour. He's setting big package "Grand Ole Opry" shows for Oklahoma City, Des Moines, Indianapolis and Cleveland for fall. . . . **Audrey Williams** broke record at New River Ranch at Rising Sun, Md. (23) with 6,000 paid admissions. . . . **Cousin Jody Summey** set to be back with **Lonzo & Oscar** act this week. He's been

(Continued on page 45)

# Johnny Bond

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21160 (78 rpm)  
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### THE LONESOME WALTZ

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on COLUMBIA RECORDS

MELODY TRAILS

The Billboard Music Popularity Charts

... for Week Ending August 29

# TOP RHYTHM & BLUES RECORDS

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

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

NONE THIS WEEK

## Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed

### Atlanta

1. **Crying in the Chapel**  
Orioles, Jubilee
2. **Good Lovin'**  
Clovers, Atlantic
3. **Please Love Me**  
B. B. King, RPM
4. **Clock**  
J. Ace, Duke
5. **Please Don't Leave Me**  
Fats Domino, Imperial
6. **Shake a Hand**  
F. Adams, Herald
7. **Too Much Lovin'**  
Five Royales, Apollo
8. **Don't Deceive Me**  
C. Willis, Okeh
9. **Mercy, Mr. Percy**  
V. Dillard, Savoy
10. **Wild, Wild Young Men**  
R. Brown, Atlantic

### Charlotte

1. **Good Lovin'**  
Clovers, Atlantic
2. **Crying in the Chapel**  
Orioles, Jubilee
3. **Clock**  
J. Ace, Duke



A new release by the Four Blazers on United 158 is destined to reach hit status in a very short time. The Blazers coupled "Perfect Woman" and "Ella Louise" for their greatest effort they've ever done. This is even greater than their waxing of "Mary Jo," which was a landslide. If you liked "Mary Jo," you'll simply flip over this new release of theirs. It's terrific.

Another new release to watch is United 155, featuring Bixie Crawford (Count Basie's chirper), doing "Never to Cry Again," backed with "I'm Still in Love With You." Memphis Slim's United 156 waxing of "The Comeback" still going strong.

Watch out for the new Checker 780 release of Little Walter's rendition of "Blues With a Feeling," backed by a sensational tune, "Quarter to Twelve." Little Walter has done it again. Keep your eyes open for another Checker release (781) which features Morris Pejoie doing "Can't Get Along" and "I'll Plumb Get It." These two sides will do well in jukeboxes as well as jockey spins.

Still climbing on the sales list is Chess 1549, which features The Coronets' version of "Nadine," backed with "I'm All Alone." No jockey or operator can afford to pass this up. It's strong all over the country.

A new release, JOB 1015, "I'm Looking for a Woman," backed with "Rough Treatment," by Little Hudson and the Red Devil Trio, is a terrific pairing. The treatment here is a terrific country blues rendition. Keep your eye open for this one. A new Chance (1143) release, featuring Big Bertha Henderson's first efforts, has all the earmarks of a successful venture. She does "Rock, Daddy, Rock" and "Tears in My Eyes" in fine style and terrific voice. Ride this one.

JOB 1016, with J. B. Lenore doing "I'll Die Trying" and "I Want My Baby," is gaining strength fast, with orders increasing every day. Juke play and deejay spins also on the upswing.

Your dealer has these "picks" in stock. Call or see him today. (Adv.)

5. **Please Love Me**  
B. B. King, RPM
6. **Don't Deceive Me**  
C. Willis, Okeh
7. **Please Don't Leave Me**  
Fats Domino, Imperial
8. **Get It**  
Royals, Federal
9. **Clock**  
J. Ace, Duke
10. **Good Lovin'**  
Clovers, Atlantic

### New Orleans

1. **Crying in the Chapel**  
Orioles, Jubilee
2. **Honey Hush**  
J. Turner, Atlantic
3. **Please Love Me**  
B. B. King, RPM
4. **Good Lovin'**  
Clovers, Atlantic
5. **Too Much Lovin'**  
Five Royales, Apollo
6. **Shake a Hand**  
F. Adams, Herald
7. **Third Degree**  
E. Boyd, Chess
8. **Don't Deceive Me**  
C. Willis, Okeh
9. **Goin' to the River**  
Fats Domino, Imperial
10. **Get It**  
Royals, Federal

### Chicago

1. **Good Lovin'**  
Clovers, Atlantic
2. **Crying in the Chapel**  
Orioles, Jubilee
3. **Please Don't Leave Me**  
Fats Domino, Imperial
4. **Clock**  
J. Ace, Duke
5. **Get It**  
Royals, Federal
6. **Don't Deceive Me**  
C. Willis, Okeh
7. **Is It a Dream?**  
Vocaleers, Robin
8. **Please Love Me**  
B. B. King, RPM
9. **Too Much Lovin'**  
Five Royales, Apollo
10. **Sixty-Minute Man**  
Dominoes, Federal

### Cincinnati

1. **Shake a Hand**  
F. Adams, Herald
2. **Crying in the Chapel**  
Orioles, Jubilee
3. **Clock**  
J. Ace, Duke
4. **Good Lovin'**  
Clovers, Atlantic
5. **Too Much Lovin'**  
Five Royales, Apollo
6. **Don't Deceive Me**  
C. Willis, Okeh
7. **Baby It's You**  
Spaniels, Chance
8. **Mercy, Mr. Percy**  
V. Dillard, Savoy
9. **Please Love Me**  
B. B. King, RPM
10. **Get It**  
Royals, Federal

### Detroit

1. **Crying in the Chapel**  
Orioles, Jubilee
2. **Good Lovin'**  
Clovers, Atlantic
3. **Too Much Lovin'**  
Five Royales, Apollo
4. **Please Love Me**  
B. B. King, RPM
5. **Clock**  
J. Ace, Duke
6. **Shake a Hand**  
F. Adams, Herald
7. **Come Back**  
Memphis Slim, United
8. **Please Don't Leave Me**  
Fats Domino, Imperial
9. **Help Me, Somebody**  
Five Royales, Apollo
10. **Baby It's You**  
Spaniels, Chance

### Los Angeles

1. **Crying in the Chapel**  
Orioles, Jubilee
2. **Shake a Hand**  
F. Adams, Herald
3. **Baby It's You**  
Spaniels, Chance
4. **Come Back**  
Memphis Slim, United

### New York

1. **Crying in the Chapel**  
Orioles, Jubilee
2. **Shake a Hand**  
F. Adams, Herald
3. **Clock**  
J. Ace, Duke
4. **Don't Deceive Me**  
C. Willis, Okeh
5. **C'est Si Bon**  
E. Kitt, Victor
6. **Too Much Lovin'**  
Five Royales, Apollo
7. **Goin' to the River**  
Fats Domino, Imperial
8. **Good Lovin'**  
Clovers, Atlantic
9. **Soft**  
T. Bradshaw, King
10. **Mend Your Ways**  
Ruth Brown, Atlantic

### Philadelphia

1. **Crying in the Chapel**  
Orioles, Jubilee
2. **Shake a Hand**  
F. Adams, Herald
3. **Please Don't Leave Me**  
Fats Domino, Imperial
4. **Good Lovin'**  
Clovers, Atlantic
5. **Clock**  
J. Ace, Duke
6. **Too Much Lovin'**  
Five Royales, Apollo
7. **Mercy Mr. Percy**  
V. Dillard, Savoy
8. **Why Oh Why**  
Kings, Jax
9. **Early in the Morning**  
R. Milton, Specialty
10. **Goin' to the River**  
Fats Domino, Imperial

### St. Louis

1. **Good Lovin'**  
Clovers, Atlantic
2. **Crying in the Chapel**  
Orioles, Jubilee
3. **Too Much Lovin'**  
Five Royales, Apollo
4. **Please Love Me**  
B. B. King, RPM
5. **Clock**  
J. Ace, Duke
6. **Shake a Hand**  
F. Adams, Herald
7. **Baby It's You**  
Spaniels, Chance
8. **Dragnet Blues**  
J. Moore, Modern
9. **Get It**  
Royals, Federal
10. **Please Don't Leave Me**  
Fats Domino, Imperial

### Washington-Baltimore

1. **Shake a Hand**  
F. Adams, Herald
2. **Crying in the Chapel**  
Orioles, Jubilee
3. **Good Lovin'**  
Clovers, Atlantic
4. **Please Don't Leave Me**  
Fats Domino, Imperial

## National Best Sellers

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

This Week	Last Week	on Chart	Weeks
1. <b>CRYING IN THE CHAPEL</b> —Orioles.....	1	5	1
Don't You Think I Ought to Know?—Jubilee 5122—BMI			
2. <b>GOOD LOVIN'</b> —Clovers.....	2	10	2
Here Goes a Fool—Atlantic 1000—BMI			
3. <b>CLOCK</b> —J. Ace.....	3	10	3
Aces Wild—Duke 112—BMI			
4. <b>SHAKE A HAND</b> —F. Adams.....	6	3	6
I've Gotta Leave You—Herald 416—BMI			
5. <b>PLEASE LOVE ME</b> —B. B. King.....	4	11	4
Highway Bound—RPM 386—BMI			
6. <b>TOO MUCH LOVIN'</b> —Five Royales.....	5	3	5
Laundromat Blues—Apollo 448—BMI			
7. <b>DON'T DECEIVE ME</b> —C. Willis.....	8	7	8
I've Been Treated Wrong Too Long—Okeh 6985—BMI			
8. <b>PLEASE DON'T LEAVE ME</b> —Fats Domino.....	7	7	7
Girl I Love—Imperial 5240—BMI			
9. <b>MERCY MR. PERCY</b> —V. Dillard.....	9	9	9
You're Just No Kinda Good No How—Savoy 897—BMI			
10. <b>BABY IT'S YOU</b> —Spaniels.....	—	1	1
Bounce—Chance 1141—BMI			

## Most Played in Juke Boxes

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

This Week	Last Week	on Chart	Weeks
1. <b>CRYING IN THE CHAPEL</b> —Orioles.....	1	6	1
Jubilee 5122—BMI			
2. <b>PLEASE LOVE ME</b> —B. B. King.....	3	11	3
RPM 386—BMI			
3. <b>GOOD LOVIN'</b> —Clovers.....	4	5	4
Atlantic 1000—BMI			
4. <b>CLOCK</b> —J. Ace.....	2	8	2
Duke 112—BMI			
5. <b>PLEASE DON'T LEAVE ME</b> —Fats Domino.....	5	6	5
Imperial 5240—BMI			
6. <b>SHAKE A HAND</b> —F. Adams.....	—	2	2
Herald 416—BMI			
7. <b>TOO MUCH LOVIN'</b> —Five Royales.....	6	4	6
Apollo 448—BMI			
8. <b>MERCY MR. PERCY</b> —V. Dillard.....	—	4	4
Savoy 897—BMI			
9. <b>GET IT</b> —Royals.....	10	3	10
Federal 12133—BMI			
10. <b>YOU CAN'T KEEP A GOOD MAN DOWN</b> —Dominoes..	—	1	1
Federal 12139—BMI			

## RHYTHM AND BLUES NOTES

Shaw Artist Corporation has set a new package, consisting of the Clovers, the Roscoe Gordon ork, Little Esther and Chuck Willis for a 15-day swing thru Southern territory starting October 1. Trek will be handled by promoter Eli Weinberg. Fats Domino will start out on a tour thru the same territory on October 16, tho the talent to appear with him has not yet been arranged. . . . Howard Lewis, Texas promoter, and Eli Weinberg, Southern promoter, have been in New York this week buying talent for one-nighter tours. . . . Charles Brown will team up with Johnny Moore's Three Blazers for a

Texas one-nighter trip September 30 to October 20. Ruth Brown heads south on a new concert tour starting November 4. There will be a number of supporting acts with the Atlantic thrush. She will open at the Apollo, New York, on September 25 and then plays the Howard in Washington. . . . The Orioles do a week at the Orchid Room, Kansas City, Mo., from November 2 to 9 and then play a string of one-nighters thru the South down as far as Miami. The tour will end in Washington December 5.

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Jubilee 5123

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"You Know"  
Ray-O-Vacs  
Jubilee 5124

**"PERRY'S BLUES"**  
b/w  
"Terrible, Terrible Feeling"  
Johnny Perry Orch.  
Jubilee 5125

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**FOLK TALENT AND TUNES**

Continued from page 43

out for several months after injuring hand in house trailer accident. ... Mrs. Sally Sweet Foley released from Nashville hospital last week. ... Frankie More says Johnnie & Jack and Kitty Wells did so well on their first Canadian week recently that they have been rebooked there for second week in September. ... Johnnie and Kitty's son, Bobby, was recently recorded by Decca with a release set for next week.

Henry Clay and Horace Logan, of KWKH, Shreveport, currently in Washington for several weeks at TV hearings—they are set for Shreveport's first TV'er. ... Pappy Covington, who is handling KWKH's Artists Bureau, in Nashville last week end. He's bringing Mercury's new name, Tibby Edwards, in for regular "Louisiana Hayride" feature. ... KWKH's Claude King set for a month's

tour in Texas, Arizona and New Mexico.

George McCormick, who is with Martha Carson's "Grand Ole Opry" unit, cut first M-G-M sides in Nashville (22). Unit recently did capacity business in North Carolina, Kentucky, and at Harry Smythe's Buck Lake Ranch, Angola, Ind. with Carl Story's Rambling Mountaineers of Charlotte co-billed. Martha Carson set for Nashville Capitol sessions mid-September. She's currently on Western p. a. tour and returns to Nashville for week's rest before recording. ... George Morgan in Springfield, Mo., past week transcribing fall series of Robin Hood Flour shows for RadiOzark. ... WSM's Gatlinburg, Tenn., nightly stand currently billing Ray Price and The Drifting Cowboys, Salty and Mattie (they're out with new M-G-M wax), Danny Dill, Joyce

Moore, and Rusty Gabbard. Past two weeks have topped all summer's business at spot. ... WSM setting new TV country show to begin October 13, nightly. "RFD Nashville" is the monicker, with a country comedy plot running thru script, along with visiting guests, both pop and country—it's a half-hourer at 9. ... September 6 and Labor Day find "Grand Ole Opry" talent in parks. Cowboy Copas set at Shady Acres, Mulberry, Ind., Johnnie and Jack with Kitty Wells at Valley View Park, Hallan, Pa., George Morgan at Timberlake Park, Mexico, Mo., Hank Snow at Evergreen Park, Hazelton, Pa., and Carl Smith at Circle A Ranch, Deer Park, N. J.

Atlanta's Bill Martin has taken over management of Bill Anderson and the Avondale Playboys. ... Martin also reports that Pete Cassell has returned to WEAS in Decatur, Ga., after a long absence, and does half-hour daily. ... Red Garrett's fan club has a new V. P.—Erma Brown of Davenport, Ia.—she'll handle Iowa promotion for the RCA Victor waxer. ...

Seen the new preem issue of "Hoedown"? Congratulations to Thurston Moore and Artist's Publications of Cincinnati for real worthwhile reading for country fans. If you haven't seen a copy, write them. ... The Stanley Bros., who recently recorded for Mercury, are at WCYB, Bristol, Va. Also Buster Pack, Curley King, and the Tennessee Hilltoppers.

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**C & W Record Reviews**

Continued from page 24

ing, a rumba blues, is exciting. But the use of the chorus, plus the ultra-dramatic lyrics makes this one a pretentious and overblown effort, in spite of effective work by Nolan. **Hill & Range, BMI**

**AL TRACE ORK**

Mocking Bird Boogie ..... 73

M-G-M 11560 — Some fancy fiddling tweets the bird song, while Betsy Gay contributes a growly vocal and the piano bears the burden of the boogie beat. A good gimmick-novelty etching that will probably earn many air spins.

You're Only a Part-Time Sweetheart... 71

Another bright side featuring Betsy Gay. The Trace ork provides bouncy support, and the side should do okay on the boxes.

**TEX WILLIAMS ORK**

Seven Days in Heaven ..... 70

DECCA 28809 — Religious song describes the Lord telling of the creation of the Universe. Sincere delivery by Tex Williams. (Tune Town Tunes, BMI)

The Deck of Cards... 70

A soldier tells of the religious symbolism in a deck of cards. Ditty was a big hit by T-Texas Tyler about five years ago. (American, BMI)

**SHORTY ASHFORD**

I'm Sorry ..... 70

MAR-VEL 901 — Shorty Ashford chants his apology with sincere feeling. A good hillbilly slicing. (BMI)

You Didn't Want My Love... 69

An okay country weeper, presented appealingly by Ashford. (BMI)

**LUKE McDANIEL**

Drive On ..... 68

KING 1247—The warbler turns in a listenable reading on a weepy country tune, his first on the label. Chanter has a good style and sings with a lot of feeling. (Lois, BMI)

Let Me Be a Souvenir... 68

A pleasant country weeper is handed an effective warble by McDaniel, as he tells of his wish to be just a souvenir. (Lois, BMI)

**BOB BURTON-GINNY CARTER**

Forty Acres of My Heart ..... 68

MAR-VEL 950—The material here is

enough to warrant spins, and the beat and guitar sound good enough to grab some nickels. The boy-girl team handles it all smartly. (BMI)

Lights Across the River... 63

The boy-girl team has some okay material here, and they come thru with a good performance. A gimmicked guitar solo opens the disk and handles the middle portion. It's a different sound anyhow. (BMI)

**LITTLE RITA FAYE**

Johnny's Got a Sweetheart ..... 67

M-G-M 11565—Cutish ditty is delivered in amiable style by the kid warbler. Country jukes might find profitable. Alabama... 64

Little Rita Faye lifts her tiny voice in a hymn to the Southern State, about the only place where this entry should meet with acceptance.

**JOYCE MOORE**

The Hard Way ..... 67

V 20-5428—Thrush is working with some likely - sounding material and turns in a pleasing effort. Strings set a slow melancholy beat. (E. H. Morris, ASCAP)

The Devil in Me... 60

Baby-voiced Joyce Moore delivers this bouncy ditty in rather casual manner. (Gallatin, BMI)

**DIDO ROWLEY**

Praying in the Chapel ..... 65

IMPERIAL 8207—A slightly masked rework of the "Crying in the Chapel" click is given a loud reading by the thrush. (Commodore, BMI)

Endless Chain of Broken Hearts... 61

Miss Rowley sings out strongly, but fails to impress in this weeper waxing. (Commodore, BMI)

**JIMMY WORK**

Crazy Moon ..... 65

CAPITOL 2565—Pleasant reading by Work of a cute country ditty. Work claims the moon shines at the wrong times for his love affair. (Hill & Range, BMI)

Out of My Mind... 60

The chanter lets everyone know that he is a mighty lonely man since his gal found another. Not very exciting. (Hill & Range, BMI)

**CAROL SISTERS**

Baby, Why Don't You Stop Teasin' Me? ..... 62

ALEXANDER 2370 — The pair of teen and pre-teen-age sisters combine in an agreeable rendition of a country bouncer. (Pelton, BMI)

False-Hearted Lover... 60

The fem duet is composed of 10 and 16-year-old sisters. They handle themselves capably on a country ballad, tho their reading is straightforward rather than gimmicked a la Bell Sisters. (Pelton, BMI)

**BOB BURTON**

Boogie Woogie Baby of Mine ..... 62

MAR-VEL 951—Nothing special here, tho the material and performance are okay. (BMI)

Just a Letter... 58

Mundane country ditty doesn't figure to make much noise. (BMI)

**LITTLE RITA CAROL**

He Wasn't Just An Ordinary Panhandler ..... 60

ALEXANDER 2372—Kid singer who also waxes as part of a sister team does okay with an ordinary piece of country material. (Pelton, BMI)

The Cowboy With the Lasso... 60

More of the same here—and with similar results. (Pelton, BMI)

**BOBBY GREGORY**

I Hate to Say Goodnight ..... 25

GREGORIAN 2207—Poor reading of a so-so country effort by Gregory. His chanting is most unimpressive, and the record sounds as if it were made in the electrical recording era. (American, ASCAP)

No Trespassing... 25

Same comment. (American, ASCAP)

**ESTHER R. CASTEEL**

I'm Gonna Tie My Heart to Your Saddle ..... 20

WESTERN RANCH —Poor production to this Western ballad.

Drifting Back to the Rangeland... 20

Ditto.

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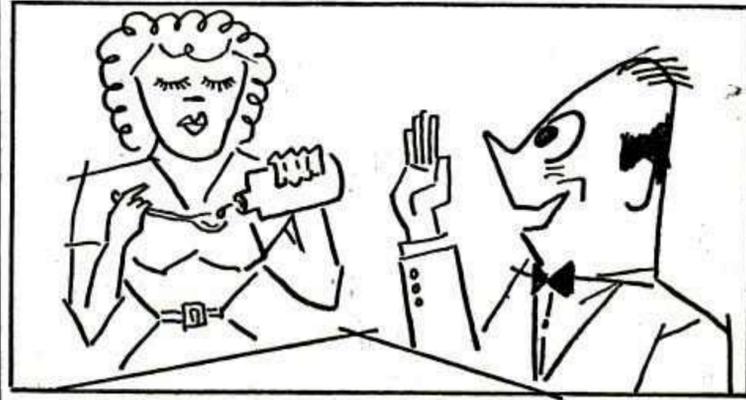
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# Hocus-Pocus

By BILL SACHS

**ARTHUR J. BRANDON**, the "Man From Mars," is playing under canvas at fairs thru Washington and Oregon, with business highly satisfactory, according to **Anton Scibilia**, veteran agent-producer, who is handling the Brandon turn. . . . **Ching** has just concluded a two-weeker at the Mocombo Cabaret, Montreal. . . . Just received our copy of **Bob Nelson's** Mentalog No. 24, catalog on mental magic and allied arts which has just come off the press. The 142-page book is exactly what Nelson cracked it up to be in his mailed releases heralding the new catalog. It's loaded with a whopping selection of items appealing to those interested in mentalism, including several excellent new nifties. Nelson Enterprises has put a 50-cent price tag on the catalog, and it's well worth it. . . . **Lu Brent** typewrites from his Camden, N. J., headquarters that his brother, **Capt. Anthony Lubrant**, is proving a versatile performer in Labrador, where he is attached to the U.S.A. Air Force Medical Supply Division. Not only is Tony proving his ability as a magician at the base, but he is a member of the Sophisticates ork, and featured warbler with the crew. . . . **Eddie Ames**, mentalist, magician and escape artist, is in Veterans' Hospital, Aspinwall, Pa., as a result of an injury suffered recently while attempting a straitjacket escape. Ames made the Pittsburgh papers recently when the local gendarmes put the nix on his attempted blindfold drive as a bally for the "Houdini" flicker. . . . **Johnny Eck**, well known in Eastern magic circles, is still playing picnics, fairs and special events thru Pennsylvania with his arcade of coin-operated machines, the battle scars of the recent big fire still plainly visible on his big tent. The fire, which occurred at the recent Selinsgrove (Pa.) Fair, did considerable damage to Eck's canvas but he hopes to have it back in shape again by the time he makes the

trip to the barn for the winter. **Naylor Harrison Jr.** and **Johnny's** brother **Bob** were burned about the hands and arms in the fire.

**CHARLES HOFFMAN**, of Think-a-Drink fame, is still in a dicker with one of the major distilleries. The deal, if consummated, would keep Hoffman busy for a year plugging the firm's products at trade shows, conventions and the like. The money is the only thing keeping 'em apart. Meanwhile, the drink trixster is prepping for another TV stint to originate out of New York soon. . . . **Joan Brandon** opened Friday (28) at the New York Palace, her fourth return engagement at that choice spot. She appeared as the headline attraction at the Washington County Fair, Greenwich, N. Y., week of August 17, and prior to that was featured with the Shrine Circus in Providence for a week. . . . **Lucille and Eddie Roberts** returned to the Radisson Hotel, Minneapolis, last Thursday (27) for a three-week stand. They open at the Chateau, Rochester, N. Y., September 21, and follow with the Schroeder Hotel, Milwaukee, October 13. Both are return engagements. . . . **A. Nugent Jr.**, Richmond, Va., locksmith, made The Richmond Times-Dispatch recently with a lengthy story and photo on his collection of original Houdini cuffs, leg-irons and other items of restraint. "Many claim to have the original Houdini and Hardeen handcuffs," writes Nugent, "but few, if any, can produce written proof. I have it in black and white, as all of my Houdini and Hardeen cuffs and leg-irons were secured from the late **Theodore Hardeen**." . . . **Del Ray** winds up a four-week stand at Elmwood Casino, Windsor, Ont., September 12, and two nights later begins a fortnight's engagement at Alpine Village, Cleveland.

## AGVA Clears Don O'Connor

**HOLLYWOOD, Aug. 29.**—Actor Donald O'Connor has been exonerated by the American Guild of Variety Artists' West Coast board in what AGVA rep **Eddie Rio** termed were "extenuating circumstances" involved with O'Connor's cuff appearance before a City of Hope benefit in Santa Barbara, Calif., July 31.

O'Connor had explained Theater Authority and AGVA rules to the audience, and altho he was cleared to the extent of making a speech, the audience persisted in asking O'Connor to perform.

Despite AGVA's clearance of O'Connor, AGVA intends to police future gratis appearances of performers and insist upon strict adherence of TA and union regulations. (The Billboard, August 15.)

In another AGVA action, performer **Estrellita** was fined \$500 for her cuff act before the City of Hope show. **Marge and Gower Champion** were previously fined \$1,000, with **Frances Langford** yet to appear before the board for action.

# Miami Olympia Revue Hits Big

**MIAMI, Aug. 29.**—For the first time in the 28-year history of the Olympia Theater a complete stagershow and film was held over for a second week. The live show was the third edition of the Sans Souci (Havana) Revue; the pic is "Lili."

On various occasions certain individual acts, or the film itself, has stayed over a second stanza here, but never before has the entire show remained.

**Hot Pair** with this Latin revue proved a good box-office combination. The film is first run (a departure in itself from Olympia's policy of playing second-run features), and the stagershow is dotted with bare midriffs, hot Cuban music, bright costumes and plenty of South-of-the-Border terpsichore.

The success of this type of show may mark the demise of vaudeville acts in the Olympia. Instead of the usual five solo segments, the management is now ferretting out other revues.

"Vaudeville, as far as we're concerned, is a dead duck here," a spokesman for Florida State Theaters said. "The revue's the thing, and we're dickering for more of them right now."

## Chubby Strong On Disk Names

**PHILADELPHIA, Aug. 29.**—Chubby's, which re-opened for the season a couple of weeks ago, will continue its record name policy that started it off to big money. Club started off with the Mills Brothers, and followed with a combo of **Bill Farrell** and **Billy Gilbert**. Subsequent show will have **Bill Darnell**, plus another act now being sought.

Starting the end of August and running into October, Chubby's will have **Norman Brooks**, followed by **Les Paul** and **Mary Ford**. Then comes **Tony Bennett**, **Sunny Gale** and **Vaughn Monroe**, who'll play the spot the first time since he's become a single. After **Monroe** comes the **Four Aces** and then **Vic Damone**.

Chubby's also has commitments on the **King Cole Trio** and **Patti Page** but no definite dates. In addition to the record names, spot will also continue with its **Lee Henderson** line, the **Don Haven** band and the **Ferguson Trio**. **Nat Segall**, local indie, will continue to book.

**DETROIT, Aug. 29.**—With not a single Detroit theater presenting stagershow as a regular policy, except in the burlesque field, the Hoover, dark for several months, has just been re-opened with a combo policy by **Joseph Fleishhacker**.

## Bill Miller's

Continued from page 11

even jumps rope while juggling, and, for additional zip, does some minor acros all at the same time. Much of the impression of tremendous speed is obtained thru very fast musical backing. The boy also has a very pretty blonde, well-stacked gal, on stage to hand him props. The fact that she, too, works with speed, helped add to the effect the boy is trying to achieve.

The rest of the show is basically the same that started the season. The girls move with zest and precision; **Walter Nye's** ork cuts a great show, and **Pupi Campo's** antics in front of his Latin band adds an extra plus. **Bill Smith**.

## Palace, N. Y.

Continued from page 11

**Joan Brandon** re-contributes her magic gimmicks, magnetic wand and eggs-into-glasses, built around the think-a-drink routine. Give-away drink angle always gets across, but gal could better her salesmanship patter. Wind-up spots the **Wong Sisters** for a strong bill finish with their excellent brand of acro-terping. Diminutive pair become progressively likable. Pic: "All I Desire." **Bob Francis**.

# Burlesque Bits

By UNO

**Winnie Garrett** wound up eight weeks at the Club Samoa, New York, and opened September 3 at the Palace, Buffalo. . . . **C. W. Bill Armstrong** just completed two weeks as straight man for **Will Hayes** at the Star, Portland, Ore. . . . A real Broadway-flavored opening, **Klieg** lights and all, was **Harold Minsky's** Newark, N. J., debut August 21 with a smartly dressed, highly interesting and constantly applauded hour-and-a-half burly show at the newly refurbished and air-conditioned **Adams Theater**, to make it a worthy competitor to Newark's other burly stop, the **Empire**, which also reopened for the season the same day, both houses enjoying a sell-out. **Joe DeRita** and **Irving Benson**, comics, straightened ably by **Stanley Montfort** and **Waunita Bates**, had the **Adams** customers in stitches with their three scenes, and **Marcia Edgington** and **Betty Howard**, were the co-featured strips. A seven-piece ork served tuneful music for producer **Chuck Gregory's** deft ensembles, made outstanding by a good looking chorus of 10 dancers and eight parade girls. Vaude specialties were **Bobby Yule**, juggler, and **Matchaly** and **Dimas**, Spanish dancers. Among a large New York contingent in the audience were **Mr. and Mrs. Oscar Markovitch**, recently returned from a European trip; **Al Puhn**, photographer, **Gair Hafner**, his assistant; **Frank Green**, with **Cothran & Company**, public relations org, and **Sid Blau**, of **Real mag.** . . . **Cuddles Arlene**.

**Myra Davis**, **Dottie King**, **Tamba** feature, and **Ealonor Daleas**, emcee, continue at the **Diamond Horseshow**, Miami Beach, thru **Gus August**. . . . **Tiny Fuller**, former comic, is now tending bar at **Lane's Irish House**, Coney Island, New York.

**Rita Ravell**, following a week at the **Rialto**, Chicago, opens September 17 at the **Fox**, Indianapolis. . . . **Venus (Jean Smyle)**, "The Body Beautiful," of the **New Follies**, Los Angeles, was married on August 20 to **Hal Hideo**, pianist in the pit. **Patti Brownell**, strip, and **Andy Davis**, house publicist, were best couple. Superior **Judge Bayard Rhone** tied the knot. . . . A letter from **Sedal Bennett** in Santa Monica, Calif., tells of the death of **Harry Lang**, 58, former burly comic, and how well represented at the funeral service were members of the burlesk profession. "I'm sure there were as many as 500," writes **Miss Bennett**. "They were standing outside, and so many flowers I've never seen. A few of the old gang were **Sid Marion**, **Senator Murphy**, **George Whitehead** and **Johnnie Morris**. Burlesk was sure there, and I'm proud to be one of them." The body of **Harry Lang** was flown to New York for burial in **Kensico Cemetery**, New York, by **Keystone Lodge**, No. 235, Free and Accepted Masons on August 7. . . . **Merv Davenport** is now manager of the **Paramount**, Los Angeles. **Clyde Barnett** is his assistant, and **Betty Sullivan**, publicity chief. . . . **Al Weiser**, of the old vaude and burly team of **Moran and Weiser**, is front doorman at the **Adams**, Newark. . . . **Fay Tunis**, former ace principal, out of showbiz since 1934, is manager of her brother's ladies wearing attire business, the **Tunis Shop**, 1931 Boardwalk, Atlantic City. She would like to get in touch with **Alma Montague**. . . . The current cast at the **Rialto**, Chicago, is **Nadine**, feature; **Charles (Red) Marshall**, **Sammy Price**, **Danny Jacobs**, **Betty Jo Morgan**, **Gabby Williams**, **Sally Sweet**, and **Bob Hart**. . . . **Ginger Lee** wound up 27 weeks at the **Life Bar**, Miami Beach, to go on the **Kane Circuit** as a feature thru **Gus August**.

## Extra Added

### New York

**Mercury Artists** had another change. **Norman Weiss** quit, and **Jerry Rosen** came in. . . . **Margaret Phelan** is now being booked by **Baum-Newborn**. . . . **Alex Allstone**, who had a band at the **Waldorf** last season, is now doing a single at the **Empress**, a new uptown East side room. **Allstone**, who wrote "Symphony," "Place Pigalle" and others, will play the piano. . . . The **Waldorf-Astoria** will soon unveil a new chi-chi **Peacock Alley**. . . . **Barry Gray** broke a small bone in his leg. . . . **Shelley Winters** is readying an act to go into the **Flamingo**, Las Vegas, Nev., around October 15. . . . **George Lewis' "Comedy Workshop"** starts fall sessions September 14. Lecturers will be **Joe Laue Jr.**, **Jay Burton**, **Charlie Sherman**, **Harry Hershfield**, **Bob Dunne**, **Bill Bern** and **Stan Draban**. . . . **Joni James** was offered \$12,500 at **Sciolla's**, Philly. . . . The next **American Guild of Variety Artists** membership meeting is set for September 23. . . . **June Valli** opens at the **Capitol**, Washington, September 15.

### Philadelphia

**Rudy Gueter** takes over the **Cataline Sho-Bar** from **Doc Silverman**, with the present show policy continued. . . . **Lou Berg** is hosting the new **Sky Room**, with **Walt Jeffries** moving over from the **Cambridge Club** to the **Sky Room** for the music making. . . . **Harold Larzalere** is remodeling the **Flamingo Room** of his suburban **Fortside Inn**. . . . **Irene Knight**, doing band canary chores all summer in **Atlantic City**, is getting her nitery song routines from vocal coach **Artie Singer** or the coming season.

## MARTIN, LEWIS 13G ALBANY TOP

**NEW YORK, Aug. 29.**—The day before they opened at the **Paramount**, **Martin and Lewis** broke in their act at the **Palace Theater**, Albany. Working there Tuesday (25), they drew \$13,000. The record house take was set years ago when **Eddie Cantor** played the theater on a one-day shot. His gross was \$9,000.

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## Detroit Council Mulls Contracts on New Aud

DETROIT, Aug. 29.—Construction of a major recreational center the Henry and Edsel Ford Auditorium, is planned by the City of Detroit, with consideration of contracts now before the City Council. Completion is tentatively scheduled for September, 1955.

The building, estimated to cost \$5,700,000 including land and equipment, is to be located on the east side of Woodward Avenue at the Detroit River, and would be part of the large Civic Center Development.

Basic unit of the structure, which will have an over-all size of 192 by 280 feet, will be the theater type 2,900-seat auditorium, according to Weld S. Maybee, director of the Memorial Hall Commission. The stage will be 40 by 120 feet wide, with 75 foot proscenium opening. The elevating orchestra pit will house 90 musicians. The auditorium is

## Syracuse Plans \$600,000 Arena

SYRACUSE, Aug. 29.—A kick-off dinner to promote the sale of \$600,000 worth of stock for building an arena here was held Wednesday (26) by the Syracuse Rockets Arena Corporation. Primary function of the new hall would be to provide a regulation size hockey rink for amateur hockey and pleasure skating, President Clarence Twichell said.

Press and civic representatives at the meeting were also addressed by the city's mayor.

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## Spike Jones' New 'Insanities' Clicks in N. W.

PORTLAND, Ore., Aug. 29.—Spike Jones and His Musical Insanities of 1954 attracted a near-capacity audience to the 3,500-seat Public Auditorium here Sunday (23). Scale was \$1.80 to \$3.60.

At Vancouver, B. C., the show grossed a whopping \$7,000 Thursday (20) and \$11,000 Friday (21). The aggregation played the two-night stand at the Forum, Exhibition Park.

Staff included Ralph Wonders, company manager; Arthur Wenzel, advance; Faith Thomas and Anne Wilson, public relations; John J. Hill, press; Lester Calvin, carpenter; Jack McNaughton, electrician; Art Remmert, props; Marshall Alderson, traffic manager, and Eddie Cline, TV director.

Cast includes the City Slickers, Dick and Fredy Morgan, Helen Grayco, Peter James, Ruth Foster, Dick Gardner, Sir Frederick Gas, Frank Little, Bill King, Joe Siracusa, George Rock, Lotti Brunn, Wayne-Marlin Trio and Bernie Jones.

## Cincy Garden Sale Delayed

CINCINNATI, Aug. 29.—Judge John H. Druffel gave a three-week delay in U. S. District Court here this week on the proposal of a bankruptcy sale of the Cincinnati Gardens, Inc.

The delay was granted when Judge Druffel learned of a new plan to raise \$200,000 in working capital. The plan was announced by Richard R. Deupree, attorney, who represented Charles Sawyer, one of the original promoters of the Garden. The only details of the plan to be given was that all of the original share-holders would be kept in the corporation. Heavy emphasis was placed, however, on the needed extension of time so that the capital could be raised. Attorney Deupree stated that all arrangements would be either completed in two weeks or the plan would be dropped.

Two basic plans had been under consideration for the Gardens up until the time of Sawyer's announcement. Plan A provided that the shareholders would be given the opportunity of paying 10 cents on each dollar they had invested in an effort to raise the capital needed and thereby maintain their relative positions in the corporation. Plan B advised that the Gardens be sold to new company.

Sawyer's proposal or Plan A was more acceptable because the Gardens would continue under private management after November 1.

## Dramatic & Musical Routes

Good Night Ladies: (Metropolitan) Seattle.  
Guys and Dolls: (College Auditorium) Corpus Christi, Tex., 31-Sept. 2; (City Aud.) Galveston 4-5.  
Japanese Opera Co.: (Curran) San Francisco, 4-5.  
Maid of the Ozarks: (Lyceum) Minneapolis.  
New Faces: (Great Northern) Chicago.  
Pal Joey: (Greek) Los Angeles.  
South Pacific: (Royal Alexandra) Toronto.  
Take a Giant Step: (Forrest) Philadelphia.  
Time of the Cuckoo: (Labero) Santa Barbara, Calif., 3-5.

### Arena Routes

Holiday on Ice: (Municipal Auditorium) Kansas City, Mo., 5-9.  
Jones, Spike, Show: (State Fair) Sacramento, Calif., 3-7; (Private Party) Los Angeles 9; Pasadena 10; Long Beach 11; San Diego 12.

## Random Thoughts On the Roller Trade

By C. V. (CAP) SEFFERINO  
Manager, Price Hill Roller Rink,  
Cincinnati

WITH the close of Price Hill Roller Rink for the summer comes the task of analyzing last year's business and, most important, the laying of plans for next season's activities. While the thoughts I put down on paper here are, I realize, in sharp contrast to the thinking of some rink men who have earned the respect of the trade by reason of their success, it is, nevertheless, my opinion that the coming year will afford rink men the best opportunity to exploit the business that may come their way in the next decade. I say this with no thought in mind of trying to influence trade thinking.

I feel that the 1953-'54 season will be one of the best years that the business has had in a long while. It will be the time for us to sell what is inside our buildings—while we have lots of people in the place, rather than wait until patronage slumps and try to find the reason and remedy for the slump.

### Contest a Hypo

The past season was an unusually good one for our rink, helped considerably by a skating queen contest and a coronation and roller show as a climax. It is impossible to evaluate the effect this contest will have on next year's business, but I do feel that the show, composed entirely of talent from the Western Hills section of Cincinnati, in which the rink is located, gives promise of more future business than any other promotion we have attempted in the past.

We took care to exploit the fact that we definitely would have another show, and a great many skaters are eager to prepare for it. Our pro has been booked solid for private lessons during the summer.

As to the contest, while it more than paid for itself at the box office, it would have been worth many times its cost if it had not made a dime. For it re-established a solid relationship between the press and roller skating—something that has been lacking in our city for years. The many pictures and stories in the press, TV spot plugs and street advertising we received has certainly made our city more skate conscious than it has ever been in the past. We received pictures and stories in the press until late July, at which time the winner of the contest was declared queen of Price Hill Day, sponsored by the suburban merchants' association at Coney Island, Cincinnati's elaborate amusement park.

I note with considerable interest that the RSROA has sponsored a national skating queen contest. This, I believe, will develop into a terrific publicity deal for the industry. I am convinced that as the press and other publicity outlets feel assured that there are no gimmicks attached to the promotion, and that the award is attractive, it will bring more good will and publicity to roller skating than any other promotion the association might attempt. It will also be of great value to the individual operator, for it will afford him the opportunity to stimulate business at the fag end of his season with a contest to determine who will be his representative in the national contest. If handled properly, it will bring him more publicity than he could receive from an advertising budget.

As an example of the relations we have established thru our contest, I can point to the fact that immediately after our contest closed we were contacted by a large local paper with the suggestion for a tie-in on a show for their next year's Mile of Dimes program. They have offered help in the form of personal appearances of TV and stage personalities, along with pictures and stories, to aid in the build-up of the package which we will try to stretch over a six-week period. This will get us off to a flying start and will be a fine addition to our standard list of attractions which we will continue to press. Proven money-getters such as club nights, skating parties and carnivals, along with races and

contests, will be emphasized throughout the season. However, we certainly will not lose sight of the fact that people want to have fun. That always is our foremost aim.

It still is my opinion that a clean, pleasant environment, a well equipped skate room, a good floor and good music are the best assets any rink possesses. We do have a fine floor and the acoustical properties of the building are out of this world—two good features. Our skate room is as good as can be had with the best skates available kept clean and rolling. However, I maintain that the best skates available are little or no improvement over the equipment we have had for the past 40 years. Certainly some thought has been given to construction. We have more durable and lasting frames, and altho there have been some changes in the action of skates, we still have the element of fatigue and the danger of the binding point in all models on the market. Little effort has been made along the line of eliminating these elements.

Lack of research on what causes the run-of-the-mine skater to fall so easily and what effect metal-to-metal contact, still incorporated in all makes, has upon this type of skater is responsible for lack of improvement in our standard equipment.

### Pity Joe Blow

Over the years I have learned that in good times and bad roller skating is the poor man's recreation and that about 5 per cent of the patronage is able to afford the best that can be had. The big mistake made by most of us is that we baby these few skaters, furnish them with teachers and in many instances bow to their exceptional ability. Then we turn around and put the bite on old Joe Blow for an extra quarter or so (Continued on page 70)

## WE BUY AND SELL USED ROLLER SKATES



All Kinds! Best Prices!

SPECIAL!

Men's closed toe leather lined shoes, wood wheels. \$11.00 Pair

BONNY'S HUG-ME-TIGHTS \$11.00 Doz.  
BONNY'S SKATING SKIRTS  
LIGHTWEIGHT — \$18.00 Doz.  
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Write for price list. 1/3 down, bal. C.O.D. Authorized Distributor for "CHICAGO" ROLLER SKATE CO.

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GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

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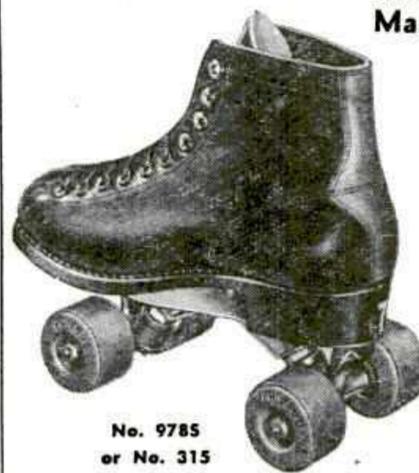
NEW and USED RINK ROLLER SKATES  
lowest prices  
By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.

largest exclusive skate distributor in the country

**JOHNNY JONES, JR.**  
representative for CHICAGO ROLLER SKATE CO.  
51 CHATHAM ST., PITTSBURGH 19, PA.

## Rental Shoe Skates

Pay Extra Dividends for You



No. 9785 or No. 315

Ladies' White No. 314  
Man's Black No. 315  
mounted on either 10 or 45 degree "CHICAGO" Skates and your choice of wheels

Order a few pair NOW you will need MORE later

**CHICAGO ROLLER SKATE CO.**

4427 W. Lake Street

Chicago 24, Illinois

## RENT THE LIGHTEST, FINEST RINK OUTFITS AVAILABLE



Sealand meets the needs of rink operators who are calling for lighter rink skates with wheels that hold and roll.

You'll have more skaters on your rink if you buy and rent Sealand 1954 roller rink outfits; shoes by Joseph T. Wood; skates by Union Hardware. For complete details on Sealand's stunning 1954 roller rink outfits, write Sealand, Inc., Torrington, Conn., or contact the Sealand office in New York, Chicago, Atlanta or Los Angeles.

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The Sports Brand Millions Demand  
Union Hardware Co. Bristol Horton, Inc.  
The Springfield Co. Joseph T. Wood Co.  
Rain-Beau Products Co.  
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# The Final Curtain

**BEREZOWSKY—Nicolaï,** 53, noted conductor and composer, August 27, at his home in New York City. He had been with the Columbia Broadcasting System since 1931, and was a guest conductor for the Boston Symphony, the National Symphony in Washington, the Cincinnati Symphony and the Philadelphia orchestras. His compositions, played by many foremost orchestras, included two operas, four symphonies, seven concertos, three choral pieces and a number of chamber music compositions. Born in Russia, he came to the U. S. in 1922 and was a violinist with the New York Philharmonic Society Orchestra and the Coolidge String Quartet. He was recipient of several honorary musical awards. He is survived by his widow, Judith, and two children by a former marriage.

**BINGAY—Malcolm W.,** 68, editorial director of The Detroit Free Press, August 21 in that city after a short illness. A frequent commentator upon phases of show business, he was in charge of the development of Station WWJ, Detroit. Survived by his widow, Cecilia, and a daughter, Mrs. Frank Gill, wife of Frank P. Gill, former Billboard staffer. Interment in Parkview Memorial Cemetery, Detroit.

**BISHOP—George,** 60, former clarinetist with the John Philip Sousa and the Ringling-Barnum circus bands, in Lexington, Ky., August 5. Survived by a brother and a sister. Burial in National Cemetery, Camp Nelson, Ky.

**BRUCE—Geraldine,** 72, a member of the original Florodora cast which appeared in many Broadway musicals and in vaudeville, August 24 in Congers, N. Y. A child prodigy, she had studied ballet in Europe and had danced with the Metropolitan Opera Company while still a child. She had appeared in "Chinese Honey Moon," "Prince of India," "Waltz Dream," "The Chocolate Soldier" and "Girl of the Barracks." Miss Bruce had her own act on the Keith Circuit and had played the Palace Theater, New York, several times. She was the widow of William E. Butterfield. A son, by her first marriage to Harry N. Engelek, survives, along with two grandchildren.

**BULLOCK—Walter Bernhardt,** 46, Hollywood song writer who collaborated on motion pictures during his 17-year career, in Los Angeles August 17. Surviving is a sister, Marie Bullock, of Venice, Calif. Cremation at Forest Lawn Memorial Park, Glendale.

**CLANDENING—Harold E.,** 29, motion picture costumer, August 20 in Good Samaritan Hospital, Los Angeles. He was born in New York and went to Southern California in 1922. Surviving are his widow, Mary, and four children, Theodore, Robert, Kathleen and Justin. His parents, Mr. and Mrs. F. E. Clandenning, Los Angeles, also survive.

**CROSBY—Molly,** 19-year-old daughter of Larry Crosby and niece of Bing Crosby, August 25 in St. John's Hospital, Santa Monica, Calif., from complications of a throat infection. Surviving are her parents; a brother, Jack, and four uncles, Bing, Bob, Everett and Ted.

**D'ANDREA—Cecile,** 53, former member of the Metopera Ballet and featured Broadway dancer, August 26, in Ogunquit, Me. She had appeared in New York in a revival of "The Merry Widow" several Marx Brothers' productions and in "Mary," with the late George M. Cohan. She had once danced in partnership with Harry Walters. She had returned recently from a tour of Europe and had been conducting dancing classes for children in Ogunquit. Two sisters and a brother survive.

**In Memory Of My Sister**  
**ETHEL DARLINGTON**  
September 2, 1952.  
**Ann & Jack Faireloth**

**DU BOIS—Mrs. Elizabeth Pene,** 69, mother of Raoul Pene Du Bois, theatrical scene designer, August 24 in New York. A sister also survives.

**FALLON—Gheat (Larry),** 68, well-known concessionaire, at his home in Akron August 19 after a long illness. Running away from home at the age of 15 to join a circus, Fallon, during his career in show business, operated concessions with many carnivals and fairs in almost every State in the Union. In later years, he confined his operations to Summit Beach Park, Akron, and fairs in Ohio and Western Pennsylvania. Survived by his widow, Una Mae; two daughters, Mrs. William Myers, Akron, and Mrs. Phillip Herter, Bay City, Mich.; one brother, Guy L., and three sisters, Mrs. Gertrude L. Thayer, Mrs. Georgetta L. Carlisle and Mrs. H. M. Sielski, all of Texas. Services August 21 from the Adams Funeral Home, Akron, with burial in Rose Hill Cemetery, that city.

**FIORITO—Louis,** 74, father of Ted Florito, band leader, August 22 in Northridge, Calif. His widow, two other sons, a daughter and four grandchildren survive.

**FRIEDMAN—Frank C.,** State chairman of the Minnesota Circus Fans' Association, in St. Paul August 12 of cancer. Burial in that city.

**GRAY—George F.,** 69, veteran concessionaire, at Meacham Field, Syracuse, August 15 of a heart attack. In show business since he was 13, he was associated with Bostock & Mundy, C. A. Wortham, Patterson, Johnny J. Jones and other shows. He was a member of the Moose, Rochester, N. Y., for 34 years. Survived by his widow, Emma, and a daughter. Burial in Woodlawn Cemetery, Syracuse.

**GRUDOWSKI—Edward,** 54, organist, August 23 at Nazareth Hospital, Philadelphia. He was a member of the American Federation of Musicians, and the Polish Musicians Association.

Surviving are his widow, Helen M., three sons, and his mother. Burial August 21, in Holy Redeemer Cemetery there.

**GUEST—Edward H.,** 58, musician and conductor and known in New York music and radio circles and as a studio musician in Hollywood, of a heart attack August 18 in Van Nuys, Calif. He served for a number of years as orchestra leader for Vincent Lopez and was assistant house conductor at the New York Paramount Theater. He retired from the music field several years ago and had been operating one of San Fernando Valley's chinchilla breeding and brokerage establishments. Surviving are his widow, Buna, and his mother, who resides in the East.

**HAMMOND—Audrey,** 30, wife of Joe Hammond, former concessionaire with Southern Valley and other shows, killed in an auto accident near Gladewater, Tex., August 22. Besides her husband, she is survived by her mother, Mrs. Myers and a brother, Billy Myers Jr. Burial at Farmersville, Tex., August 24.

**HARRISON—John Fletcher (Pop),** 72, West Texas musician and band leader for a quarter of a century, at San Angelo, Tex., August 22. His band, called The Texans, played the first "live" music broadcast ever carried on WBAP, Fort Worth. He is survived by his widow, three sons and four sisters.

**HARVEY—Dick,** driver in the swenson Thrillcade, August 25, in a highway auto crash near Onawa, Ia. He made his home in Denver.

**HAYES—James T.,** 39, assistant promotion manager of radio Station WCCO, Jersey City, N. J., recently of a heart attack in that city. Hayes was a promotion writer on The Minneapolis Star and Tribune before joining WCCO in 1946. He is survived by his mother, Lucy Hayes; three brothers, Mark N., John M., and David P., and a sister, Mrs. John Nevin.

**HESSE—John J.,** 52, district manager for the Warner Bros. Circuit in Connecticut, of heart attack August 16 at Hamden, Conn. He was formerly manager of the Roger Sherman Theater, Hamden; Paramount Theater, Athol, Mass., and the Capitol Theater, Springfield, Mass. Survived by his widow, Helen; a daughter, Patricia; a son, John Jr.; his mother, Mrs. Clara Hesse, all of Hamden, and a brother, Henry, Fort Lee, N. J. Burial in St. Lawrence Cemetery, New Haven, Conn., August 19.

**KENTON—Thomas F.,** 67, father of band leader Stan Kenton, August 23 in Torrance, Calif. He leaves his widow, Mrs. Florence Kenton; the son, Stan; two daughters, Mrs. Erma Hopkins, Redondo Beach, Calif., and Mrs. Beulah Jordan, South Gate, Calif.; three brothers and a sister, all of Colorado. Interment in Rose Hills Memorial Park, South Gate.

**KORHN—Amelia,** 38, wife of Vernon Korhn, assistant secretary of Royal American Shows, August 22 in Saskatoon, Sask. (Details in Carnivals section).

**LENSKA—Vladimir,** 59, known as "The Wizard Virtuoso" on the violin, August 26 in Hollywood of a heart attack. He was known throughout the world as an artist in a class with Paganini, Kubelik and other greats. He is survived by his widow and a daughter, Kathleen.

**MASON—Paul,** Sax-player and long-time side man for Tommy Dorsey, August 24 of a heart attack in Marlinton, W. Va., where he retired in late years to operate a watch repair shop. During the previous week he had been running the Pocahontas County Fair. Surviving is his widow, Catherine Clark Mason.

**MEYER, Charles William—** 70, one time member of the Sampson Trio, Aug. 22 in Oxnard, Calif., following a brief illness. Born in Saxony, Germany, he took up cycling at an early age and in 1912 won a weight lifting contest and toured as a member of the trio. His last professional appearance was in Oxnard in 1937 at the Elks Festival. Survived by a brother in Germany; two sons, Charles and Harold; four daughters, Mrs. Don Jones, Mrs. Ross Zito, Mrs. John Watson, and Mildred Meyer, and four grandchildren. Burial in that city Aug. 25.

**MILLER—George,** 43, veteran showman killed instantly when struck by a train August 19 in Hemmingway, S. C., while playing with the B.&H. Amusement Company.

**In Memory of . . .**  
**CHARLES W. MEYER**  
a Dear Pal,  
Will Miss You Very Much.  
**JOE MOLE**  
Los Angeles

**PIQUETTE—Henry S.,** 86, veteran of over 50 years in the retail music business in Bridgeport, Conn., until his retirement in 1940, in Miami August 23 after a short illness. He was founder and owner of the Piquette Music Company, that city. Survived by two sons, Joseph and William, Bridgeport; four daughters; Mrs. Helen Thebault, Stratford, Conn.; Mrs. Alma Smith, Trumbull, Conn.; Mrs. Emma Taylor, Westchester, Pa.; Mrs. Yvonne Bolanger, Miami, and a brother, Alphonse, Stratford. Burial in St. Michael's Cemetery, Stratford, August 27.

**PUSHNIK—Frank,** father of Fieda Pushnik, armless and legless girl with the Ringling-Barnum Circus, at Johnston, Pa., recently. Survived by his widow; two daughters, Frieda and Erma, and one son, Fred. Burial at Johnstown.

**SANDOVAL—Miguel,** 50, Guatemalan-born composer, and pianist, August 24 in New York. He began his professional career as an accompanist with many prominent singers. He remained in Hollywood until 1941, where he wrote film scores and background music for radio dramas. In 1941, Sandoval joined CBS as pianist, conductor and composer, and in 1947 joined Station TGW of the Radio Nacional de Guatemala. Last July he collapsed while rehearsing at Lewisohn Stadium, New York, for his debut as a Stadium Concerts conductor. As a composer, Sandoval had written many works, his most popular including "Sin tu Amor," "Serenata Gitana," "I Come to You," "Lament"; "Long, Long Ago" variations and "Petite Valse." Besides conducting at the Metropolitan Opera, he had edited a volume of "Twenty-Five Favorite Latin-American Folksongs." His widow and three daughters survive.

**SARR—Fred,** 70, manager of the Palace Theater, Philadelphia, August 23 suddenly. He was employed by the Warner Brothers theater circuit in Philadelphia for more than 20 years.

**SAVADOVE—Benjamin,** 55, drummer with the Meyer Davis and the Howard Lanin orchestras in Philadelphia, August 20 at his home in that city, suddenly. Surviving are his widow, Rose S.; a daughter, one son, two sisters and three brothers. Funeral services August 21 in Philadelphia, burial in Montefiore Cemetery there.

**SIMS—Douglas C.,** 72, well-known Memphis theater man, August 21 at John Gaston Hospital there after long illness. Sims, formerly property man for the Memphis Open Air Theater, started his career renting opera glasses at the old Memphis Opera House as a boy. He later was a stagehand at the old Orpheum, Lyceum, Lyric, Loew's State and Auditorium theaters in Memphis. He was forced to retire in 1948 due to poor health. Surviving are his widow, Mrs. Catherine Whitley Sims, Memphis; two sons, Douglas Robert, Pasadena, Calif., and William Russell, Chicago; three daughters, Mrs. J. A. Priest, Moinsnee, Wis.; Mrs. Bill Graves and Mrs. J. L. Barron Jr., Memphis, and an adopted daughter, Catherine Leeann Mitchell, Memphis.

**STEIGER—Otto M.,** 74, retired screenwriter, August 23 in his home at Van Nuys, Calif. He was a citizen of Switzerland but had lived in Hollywood for 36 years. He leaves his widow, Antoinette; two sons, Frederick and Virgil, Van Nuys, and a brother and four sisters in Switzerland. Interment in San Fernando Catholic Cemetery.

## In Loving Memory

**TYANA**

**BABETTE SCHUETZ**

Who Passed Away Aug. 25, 1946



"You will always live in our hearts, Mother."

**BETTY & FRITZ HUBER**  
and Your Grandchildren

**THORN—Philip R.,** 51, radio editor and director, August 23 in New York. He had been an editor of radio programs for Air Features, Inc., and had written and directed "Helen Trent" and "Backstage Wife." Earlier, Thorn had been program director for WOR. His widow and a daughter survive.

**VALESCO—Adolph,** 66, violinist with film studios, in Los Angeles. A native of Russia, he came to this country in 1919. He leaves his widow, Ethel, and three children, Frances, Deborah and Miriam.

**VOGEL—John,** 35, stock car racer, August 21 at the Alcyon Park Speedway, Pitman, N. J., as a result of a collision during a race when he plunged down a nine-foot embankment. Surviving are his widow, Kay, and four sons. Funeral services in Mays Landing, N. J., where he made his home, burial there.

**WARE—William E.,** 44, president and general manager of KSTL and KSTM-TV, St. Louis, August 20 of malignant hypertension and uremia in that city. He became president and general manager of KSTL in December, 1949. He went to St. Louis from Council Bluffs, Ia., where he was director of the Nonpareil Broadcasting Company's KSWI. Last year he and several associates organized Broadcast House, Inc., in St. Louis and last January received a federal television permit for KSTM-TV. Survived by his widow, Louise; two children, Barbara and William; his mother, Mrs. William E. Ware Sr., Houston; a brother, Worth D. Ware, and two sisters, Mrs. J. N. Nagel and Mrs. Louis Shanks. Burial at Austin, Tex.

**WILLIAMS—Billy,** 62, partner with his wife, Gladys, in the booking firm of Williams and Lee, August 23 in St. Paul. (Details in Outdoors section).

## News Capsules

Continued from page 6

program package field for both live and filmed fare. On the film side, he will retain his affiliation with Reub Kaufman's Guild Films.

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

**Bill Berns,** WABC program director, will join WNBC-WNBT on September 14 as news and special events and public affairs director reporting to station program chief **Dick Pack.** . . . Veteran radio director **Homer Vickers,** who sustained a broken leg recently, is recuperating at New York's St. Luke's Hospital. . . . **Charles C. Farrar** has been named station manager of KSTL, St. Louis. . . . **Donald C. Coe,** ABC's director of radio news and special events was married recently to Miss Hester Mary Bell in New York City. . . . **Sam M. Ballard,** ex-exec of Gardner Advertising, has joined Geyer Advertising as vice-president and chairman of the agency's account policy committee. . . . **Robert Skedgell,** who started in the CBS radio newsroom as copy boy back in September, 1939, has just been appointed director of special events for CBS-Radio. . . . Skedgell replaces **Dallas Townsend,** who becomes manager of CBS Television News. . . . **Philip Katzev,** formerly with Ruthrauff & Ryan, has joined the Hollywood office of Batten, Barton, Durstine & Osborn, Inc. . . . **Vincent Tutching** has been upped to president of the international division of Foote, Cone & Belding. . . . **Hal Davis, Herb Landon and Jack Babb,** all of Kenyon & Eckhardt, flew to Detroit with **Ed Sullivan** for big Lincoln-Mercury meeting and dinner. . . . **Hank Sylvern** has again been signed to serve as musical director of the "Jane Froman Show." . . . **Norman Blackburn** has resigned his administrative post with Geyer Advertising, Inc. . . . **Frank Egan,** who joined D. P. Brothers & Company last spring as a general account executive, has been named manager of the New York office of the firm. . . . **Ted Mack,** host on NBC-TV's "Original Amateur Hour," will act as chairman of television for the 13th annual observance of National Bible Week, October 19 to 25.

**Dan R. Cavalier** has resigned as general manager of the Campbell Music Company, Washington, to become vice-president in charge of sales and development at WGMS and WGMS-FM. **M. Robert Rogers,** president of WGMS, announcing the appointment, said WGMS is moving its studios and offices downtown to the Hotel Harrington due to expansion of the station.

## Picture Business

Continued from page 2

days. They will wish that the glamour guys and gals were once again fenced in behind those contractual clauses. They will find that the sweet smiles and respectful bows, for the most part, is all that the high-priced personalities have to offer. To be sure, they can sing and dance. Some can even act. But without the trimmings, without the careful scripting, flattering camera angles, polished direction, takes and retakes, they are stars without a sky, or the earthly equivalent, fish out of water.

There won't be eight fairly solid stage acts to give the patron his buck's worth in entertainment. And after the customer has spent his dough to see an old favorite, he will leave with a feeling of disillusion and being fleeced. At least, that's this reporter's feeling after reviewing some of the screen attractions who recently have taken a whirl at personal appearances.

Some of the performers will be bright enough to know in advance that they will need more than their name and screen stature to entertain a paying audience. They will arm themselves in advance with smartly written material and carefully coached routines. They will take the spotlight in easy stride and deliver a performance on a par with the crowd's expectations.

Judging by what I've seen so far, the majority will tend to brief themselves only on their yesterday press clippings, and step out to ringside with little more than an old dance routine or film sequence they learned from a toiling director.

And after one tour, these "stars" like the audience, will long for the good old days.

## Roadshow Rep

**BILLY TERRELL,** former owner and manager of Billy Terrell's Comedians, is mending at his home in Roseland, La., after a stay in a local hospital. Terrell burst a blood vessel internally and for days his life hung in balance. After several blood transfusions, he has shown considerable improvement and is now able to walk slowly. He will be confined for at least three months. Old rep friends are urged to drop him a line. . . . **Leroy Finley,** manager of the Sugar-Foot Green Minstrels the past two years, left the show recently at Paducah, Ky. He plans to launch his own Sammy Green Minstrels under canvas early in September. Unit will move indoors this winter, Finley says. . . . The King Theater, Wyatt, Mo., built by **George W. Thomas** in 1940 and operated by his wife, **Martha,** since 1944, when Thomas died, was recently destroyed by fire. The Thomases were on the road for many years with their own rep show billed as the Community Players. . . . The veteran repster, **John Lawrence,** reports that **Bill and Mari-gold Armond,** out of the business the last 10 years, are doing a good job with the Neil and Caroline Schaffner Players this summer. They are in charge of dancing on the show, and Bill also has the banners, Lawrence reports.

## Drivin' Round The Drive-Ins

**HENRY YOUMATZ,** nephew of Vincent Youmatz, manager of Sky-Vue Drive-In, Torrington, Conn., has been named manager of the Torrington Drive-In. . . .

**D. B. Ferguson** and **Richard Harrell** are constructing the Glade Drive-In at Gladewater, Tex. The drive-in will have a capacity of 375 cars with room for expansion when needed. . . . **Maurice S. Cole** has sold his Key City Drive-In, Abilene, Tex., to All State Theaters. This is part of a \$1,600,000 expansion program for the circuit which has moved into new headquarters at Abilene. **Tom Griffing** is president. The circuit also completed and placed into operation the Duke City Drive-In, Albuquerque, N. M., and has also enlarged the Terrace Drive-In there into a twin screen operation. All State has also purchased 20 acres of land at Hobbs, N. M., for expansion there. . . . The Fox Drive-In, Marshall, Tex., observed its third anniversary recently. **Ike Sanders,** manager, gave passes to all couples who were married after January 1 of this year.

**THE Columbia (Conn.) Zoning Commission** has approved a long-pending drive-in theater construction application filed by **Benjamin Hochberg** and **Willard B. Rogers.** Construction will start immediately, and an opening is planned for early 1954. . . . Latest open-airer in the Philadelphia territory to open is the Morrisville Drive-In near Morrisville, N. J., operated by **Bob Baranoff.** . . . The Midway Theater has just been opened in the Northern Michigan resort area, located between Beaverton and Gladwin. . . . **William Clark,** Detroit, has taken over buying and booking of film for the new Night Sky Drive-In at Beulah, Mich.

## WANTED

Colored Performers for Platform Med. Show. Must be sober and reliable (just fired four drinks). Change strong for two weeks. Top salaries for eight people. Will send ticket but no money. Wire, no time to write. Pay your own. Also fast-stepping Team, man and wife.

**J. C. Miles, Lumberton, N. C.**

## OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite e Marquee Letters, 4", 35¢; 8" 30¢; 10" 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W 52 St., New York 19.

## TENT THEATER FOR SALE

50'x110'; seats from 500 to 1,000; flame and waterproof; can be used for theater-in-round or proscenium theater; complete with ropes, stakes, poles and proscenium. Now in operation. Write **TOMMY BRENT,** Falls Church, Va., or call Jefferson 3-3811.



JUST OFF THE BOAT from Britain, this mechanical elephant jogs thru Times Square, heart of New York, with Comedian Larry Storch and Joan Maible, Miss New York City, as passengers. Owner George Wendelken is at the controls. Powered by a Ford motor, the mechanical model can do almost anything a real pachyderm can do, except make more elephants.

## CNE Starter Matches '52 Despite Heat

Most of Fun Zone Up But Kiddieland Off Due to Polio Scare

TORONTO, Aug. 29.—Temperatures in the mid-90's marked the first two days of the 14-day Canadian National Exhibition Friday (28) and today, but the turn-outs for the two days came close to matching the strong crowds the CNE registered last year.

Fewer children, however, were noted, with this drop-off ascribed to polio in the Toronto area. The high incidence of polio has not been publicized strongly by the press, but a widespread awareness of the polio situation is reported.

On the midway, receipts at Kiddieland were down opening day from the corresponding day last year, whereas other segments of the fun zone were up. This was regarded as indicative of the inroads, made by polio.

### Grandstand Opening Off

The first performance of the night grandstand show Friday night (28) pulled about 20,000 persons into the 25,000-capacity stand. Normally, opening night, as well as all other nights are sellouts for the spec.

Victor Borge, at the piano, headlined the show and registered solidly with the first-night crowd. Exhibition officials believed that the show, following its strong acceptance by the first-night turnout, would play to either capacity or near-capacity thru the remaining 13 performances.

One of the highlights of the first two days was the appearance of Field Marshal Viscount Montgomery. The hero of Alemain took the salute Friday night in the military number that climaxes the grandstand show and today participated in Warriors' Day activities.

## NY Rodeo Time Is Advanced To 7 o'Clock

NEW YORK, Aug. 29.—Madison Square Garden officials beamed one right at the suburban populace today, setting a 7 p.m. starting time for Sunday night performances of the World Championship Rodeo which opens September 23.

Previous start for the showings has been 8:30 but this has displeased both suburbanites, who were faced with stragglers home in the wee hours, and many parents, who would not keep their kids up that late.

Sunday night dates are September 27 and October 4, 11 and 18. There will be 2:30 p.m. matinees on Wednesdays, Fridays, Saturdays, Sundays and Columbus Day.

Besides headliner Gene Autry, the rodeo will feature Jack Mahoney, TV's Range Rider who performs his own stunts, and sidekick Dick Jones, who plays Dick West in the series.

## Charles Figy Out as Mich. Ag. Director

DETROIT, Aug. 29.—Charles H. Figy, key figure in the operation of the Michigan State Fair for a dozen years, was "fired" Monday (24) as Michigan Director of Agriculture by the State Agriculture Commission. He was asked to resign two weeks earlier but declined. Figy's post placed him in a dominant position on some aspects of fair activity, notably control of the physical plant.

## 17TH STAR SPARKLES

# Sesqui Spec Scores At Ohio State Fair

COLUMBUS, O., Aug. 29.—"The 17th Star," which preemed here at the Ohio State Fairgrounds Thursday night (27), is everything it was intended to be—a king-sized spectacle, set to music, that dramatically wraps up Ohio's history as the highlight of the State's sesquicentennial.

It pleased first-nighters—and it is expected to please even more the throngs that will see it in its remaining 11 performances at which some of the few minor opening night bugs will be eliminated.

The spec is king-sized in all respects. Its stage, a new one still lacking some finishing touches, is 243 feet wide, with ramps running up either side, and is 90 feet deep. The cast, recruited almost entirely from the Columbus area, numbers more than 500 persons. And the show uses a huge array of props and staging equipment, including scores of antique wagons, old-time automobiles, high wheel bikes, and the latest model automobiles and farm machines.

### Costuming Outstanding

Particularly outstanding is the costuming, which at times hits such gay projections that it sparks waves of hearty applause.

Especially notable is the costuming for Buckeye Hoedown, a number in which about 150 brightly garbed dancing men and women transform the huge stage into a riot of warm, vivid color—and then cap it off by forming a giant moving circle, extending over the stage, up and down ramps, and onto the race track in front of the stage.

Fifty-one episodes in the State's history are depicted. Broken down, besides the prolog, they span the time of the Indian wars, the peace-treaty signing with the Indians, the acquisition of statehood, migration, the State's growth, the turn of the century and the 20th Century.

Woven into the story is that of the Lacey family, with movie star Gene Lockhart cast thru the generations as the elder Lacey. Lockhart does an excellent job, not only of narration, but in pantomime.

### Picks Up Pace

Early episodes historically are not stirring, nor are those in the spec. But, beginning about one third thru the State's history—and about one-third thru the show, when celebration of statehood is observed—the spec hits a fast gait and from that point on takes—and never relinquishes—a firm grip upon the audience.

Such numbers portraying a grand ball in the years immediately prior to the Civil War, dancing by Negro group in the John Brown era, and massed dancing, built around the picturesque legendary Johnny Appleseed, score solidly.

There is much dialog, probably too much in the early part of the spec. And on opening night the sound men had not licked the business of projecting the story. As the show progressed, they improved the quality of the sound—and chances are that subsequent performances will be marked by better sound.

Use of a horse, prancing down the track; old-time wheeling in

front of the stage; automobiles, the latest and some of the oldest, roaring and sputtering, and whistle-blowing rubber-tired railroad trains delighted the first night crowd. As with all such specs, the contrast of new and old proves effective—and injects much life into the production.

Several of the key people in charge of staging and production were identified with similar specs in the past. Helen (Geraghty) Ticken, stage director, served in a similar capacity for "Kings of a Century" at Chicago's Century of Progress in 1933 and for "Wheels a' Rollin'" at the Chicago Railroad Fairs in 1948-'49 and for "Frontiers of Freedom" at the Chicago Lakefront Fair in 1950.

Joan Woodruff, choreographer, whose work on this spec produced superlative effect, was in charge of dance sequences for "Wheels a' Rollin'" and "Frontiers of Freedom." Her Husband, Isaac Van Grove, wrote the musical score for "The 17th Star."

### Runs Thru Labor Day

Pulitzer prize-winning playwright Paul Green wrote the story. Adrian Awan, for many years in charge of the stage-shows at the California State Fair, opened the night before the fair. The fair runs thru Friday (4), but the spec will hold over for three additional performances, closing Labor Day night.

Grandstand seats are priced at \$2 and \$2.50, bleacher seats at \$1.25. Combined, bleachers and grandstand offer a capacity of about 10,000.—HERB DOTTEN.

## BAD BREAKS

# Lady Luck Frowns on Aut Swenson

CHICAGO, Aug. 29.—Aut Swenson, owner-manager of the Swenson Thrillcade, has nothing but luck—all bad—the past two weeks.

Dick Harvey, driver with the troupe was fatally injured Tuesday (25) when the show car which he was driving overturned on the highway near Onawa, Ia. Hugh Steegle, also in the car, escaped with minor injuries.

The day previous a show trailer, carrying the clown car and fireworks, broke loose from a car driven by Johnny Roberts, and crashed. The trailer went up in flames, the fireworks exploded and the trailer and clown car were a total loss. Luckily, no one was injured.

A week earlier, a show car, driven by Dick Jones, left the road near La Porte City, Ia. The car was badly damaged but the driver escaped okay. Then, while the unit was playing the Lincoln, Ill., fair, the org's truck-tractor was stolen but recovered only slightly damaged. And at the same fair, a stunt car crashed into the harness race starting gate car, owned by Buz Dusenberry, and both were damaged.

## BORGE SCORES AT CNE

# Pianist Registers Hit in Big Grandstand Show

By HERB DOTTEN

TORONTO, Aug. 29.—Jack Arthur, producer of the mammoth 1953 CNE grandstand show, went for a longshot when he came up with Victor Borge at the piano to headline the production.

But, Friday night (28), opening night, the longshot paid off. Borge persuaded even the most doubting of the doubting Thomases that a pianist, with plenty of comedy thrown in, actually can play successfully in front of a grandstand as huge as the CNE's 25,000-seater.

Actually, there weren't 25,000 at the opening show. The figure was closer to 20,000. But, that is plenty big.

Borge made an unusual entrance and an equally unusual exit from the stand. His piano was mounted on a trailer, towed by a tractor, and, instead of riding in on the trailer, he came in at the wheel of the tractor. In exiting, he mounted a bicycle, rode down the stage ramp, did no-hand riding on the track in front of the stage, and closed with a neat bit of trick cycling.

Sandwiched in between, he made with much of his usual routine, including even his phonetic punctuation. He hit the keys little, except by way of pointing up his lines, but backed up by a capably batonned orchestra, wound up with "Claire De Lune," with Irene Apine in a ballet interpretation on stage.

Arthur in his second year as producer of the 14-performance CNE spec, has turned out a production in the true CNE tradition. It is massive, spectacular, lavishly costumed, fast-moving and, as usual, does a job of vigorous flag-waving for Canada.

Particularly notable is the scenery, designed by John C. (Jack) Ray. Topper in this department is a birthday cake set, this being the CNE's 75th anniversary. The cake is a whopper, some 30 feet high, exquisitely turned out, lighted by huge electric candles and treated for a black-light bit by the huge company. A runway circles the cake, providing perches for the girl and a spiral runway for the ballet 'cam of Blanche and Alan Lund.

Almost as notable as the cake is the set for a "Gay '90's" number. Still another highlight of the

staging is "Dancing Waters" used with effectiveness in a large ballet number.

Dancing of the 60 girls, both in ballet and precision work, is excellent, with their best showing up in ballet. Interspersed thruout in specialties or in solo spots are some outstanding acts, including Warren, Latona and Sparks, knockabout comics; the Harmonicaires and the dance team of Darvas and Julia.

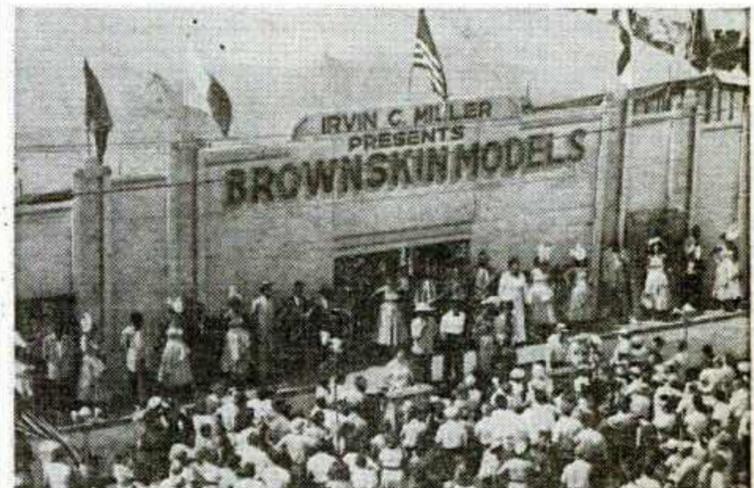
A stirring military number, especially stirring opening night inasmuch as Field Marshal Viscount Montgomery participated, winds up the spec in typical CNE fashion. No fewer than 180 members of the Canadian Army, Air Force and Navy, plus the Canadian Air Force Band, participate in the finale, one in which well-drilled, snappily dressed servicemen execute rifle drills to perfection. On opening night, as the grand climax, the beret-adorned Montgomery took the salute, and then, almost anti-climactically, came the usual fireworks, expertly presented by the T. W. Hand Fireworks Company.

## Sheriff Rodeo Pulls 97,000

LOS ANGELES, Aug. 29.—The ninth Sheriff Rodeo, held Sunday (23) in the Memorial Coliseum here, pulled a crowd of 97,000, the second largest since 1948 when it was attended by 102,000. The event is sponsored by the Sheriff's Relief Association of Los Angeles County.

Monte Montana, parade director, led the opening procession flanked by a cordon of trick riders and rodeo performers. Sheriff Eugene Biscailuz followed with the Sheriff's Silver Posse, a group of precision riders led by Capt. Bob Dalton.

Movie and television stars also joined in the grand entry with William (Hopalong Cassidy) Boyd as grand marshal and riding Topper. Debbie Reynolds, who served as Rodeo Queen, was spotted ahead of the section in which 17 posses appeared.



CROWD IS AN INDICATION of the interest garnered by Irvin C. Miller's "Brownskin Models," first Negro unit ever to play the Wisconsin State Fair, Milwaukee. Owned by Floyd E. Gooding, Columbus, O., ride operator, show proved to be one of the top money-winners on the Ralph A. Gayer midway the past week.

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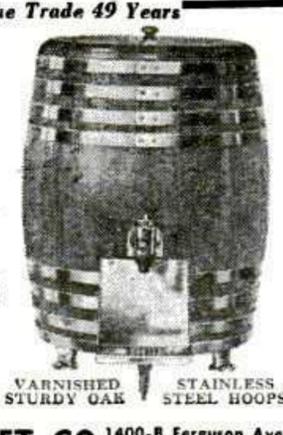
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**Billy Williams, Vet Booker, Dead at 62**

ST. PAUL, Aug. 29.—William (Billy) Williams, 62, partner with his wife in the booking office of Williams & Lee, died here Sunday (23) after a long illness.

Williams was a veteran showman, having started in the business at the age of 10. He began as an acrobat in vaudeville and for years worked as a single. In 1923 the firm of Williams & Lee was formed to provide attractions at fairs, celebrations and other outdoor events. Gladys Williams will continue to operate the booking business.

In addition to his widow, he is survived by three brothers, Richard, David and Wesley, all of Kansas City, Mo.

**Beg Your Pardon**

CHICAGO, Aug. 29.—In a recent story on the North Iowa Fair, Mason City, Ia., Ernie Young Agency, Chicago, was credited with having produced the night grandstand show. The show was booked thru L. N. Fleckles, also of this city.

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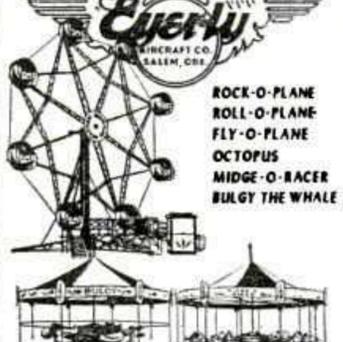
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American Beauty: (Fair) Coffeyville, Kan., 2-7; (Fair) Warrensburg, Mo., 9-12.  
American Eagle: Newbern, Tenn.  
Amusement Co. of America: (State Fair) Des Moines, Ia., 29-Sept. 7.  
A.M.P.: New Castle, Va.  
Babcock, Frank W., United: (State Fair) Sacramento, Calif., 3-13.  
Baker United: Casey, Ill.  
Beam's Attrs.: Charles Town, W. Va.: (Fair) Leesburg, Va., 7-12  
Becht, Lee, Am.: (Fair) Lebanon, O.; Nelsonville 7-12.  
Bee's Old Reliable: (Fair) Mumfordsville, Ky.; (Fair) Horse Cave 7-12.  
Bell-Form: (Fair) Chatham, N. Y., 4-7; Middletown, Conn., 10-13.  
Belle City: (Fair) Pewaukee, Wis., 4-7; (School Fair) Shorewood 10-13.  
Bernard & Barry: Dresden, Ont., Can., 1-3; Windsor 7-9; Beamsville 10-12.  
B. & H.: Latta, S. C.  
Big Four Am.: Kenosha, Wis., 3-7.  
Big State: (Fair) Holdenville, Okla.; (Fair) Frederick 8-12.  
Blue Grass: (Fair) Du Quoin, Ill., 1-7; Lebanon, Tenn., 9-12.  
Blue Ribbon: Marshfield, Wis., 4-9.  
Blue Valley: Laredo, Mo., 3-5; Grandview 7-12.  
Bogle, F. C.: (Fair) Liberal, Kan., 2-7.  
Boone Valley: (Fair) Sibley, Ia., 1-2; Vinton 7.  
Brodbeck & Schrader: Rocky Ford, Colo., 1-3; (Fair) Pueblo 7-12.  
Borderland: Granger, Tex.  
Brewer's United: Kerens, Tex.  
Brown & Wallace: South Pittsburg, Tenn.; Murfreesboro 7-12.  
Buck, O. C.-Model: Rhinebeck, N. Y.; Peekskill 7-12.  
Burdick's Greater: Navasota, Tex.  
Burke, Harry: (Fair) Morgan City, La.; (Fair) Plaquemine 7-12.  
Burkhardt: Minier, Ill., 1-3.  
Byers Bros.: Paris, Mo.  
C-A Am. Co.: Sunbury, Pa.  
Capital City: (Fair) Clinton, Tenn.; (Fair) Dalton, Ga., 7-12.  
Carpenter Bros.: Hometown, Ind.; Butler 9-12.  
Casey, E. J.: Norwood, Man., Can., 31-Sept. 7.  
Cattlett Greater: Burlington, Kan., 1-4; Louisville 7; Harrisonville, Mo., 9-12.  
Cavalcade of Amusements: Gary, Ind., 1-7.  
Cavalcade of West: Ephrata, Wash.; Monroe 8-12.  
Central Am. Co.: Lake Waccamaw, N. C., 1-10.  
Central States: (Fair) Franklin, Neb., 1-4.  
Cherokee Am. Co.: Hillsboro, Kan., 1-4; Raalston, Okla., 7; Chandler 8-12.  
Celn & Wilson: (State Fair) Indianapolis, Ind., 1-11.  
Coleman Bros.: Ballston Spa, N. Y.  
Collins, Wm. T., No. 1: (Fair) Belleville, Kan., 31-Sept. 4; (State Fair) Lincoln, Neb., 5-12.  
Conklin: (Fair) Sherbrooke, Que., Can., 31-Sept. 4; (Fair) Quebec City 5-13.  
Continental: (Fair) Chatham, N. Y., 4-7.  
County Fair: (Fair) Chambers, Neb., 1-4.  
Crafts Expo.: (State Fair) Sacramento, Calif., 3-13.  
Cross Road: Newaygo, Mich.  
Cumberland Valley: (Fair) Cookeville, Tenn.; (Fair) Sparta 7-12.  
Dan-Louis: (Fair) Jeffersonville, Ind.  
Desbro: (Fair) Hemlock, N. Y., 2-5; Geneva 7-12.  
Dobson's United: Luxemburg, Wis., 4-7.  
Drago, No. 1: Goldsmith, Ind.  
Drago, No. 2: (Fair) Lapaz, Ind.; Walton 7-12.  
Drew James H.: (Fair) Charleston, W. Va., 1-13.  
Dumont: Laurinburg, N. C.; Wadesboro 7-12.  
Dyer's Greater: Dubuque, Ia., 1-2; Mineral Point, Wis., 4-7.  
Eddie's Expo.: Stoneboro, Pa.  
Empire State: (Fair) Pennington Gap, Va.  
Emshoff: Appleton, Wis., 5-7; Westby 11-13.  
Ferris, Carl D.: Little Valley, N. Y.  
Festival of Fun: Chesaning, Mich.  
Fleming, Mad Cody: (Fair) Blue Ridge, Ga.  
Frames Greater: (Fair) Forksville, Pa.  
Franklin, Don, No. 1: (Fair) Hannibal, Mo.; (Fair) Texarkana, Tex., 11-19.  
Franklin, Don, No. 2: (Fair) Tomball, Tex. G. & B.: (Fair) Wadestown, W. Va.  
Gem City, No. 1: (Fair) Bethany, Mo., 4-11.  
Gem City, No. 2: (Fair) Clarksville, Tenn.; (Fair) Trenton 7-12.  
Gentsch, J. A.: Water Valley, Miss.  
Georgia Am. Co.: Camilla, Ga.; Jesup 7-12.  
Gladstone Expo.: (Fair) Benton, Ky.; (Fair) Centerville, Tenn., 7-12.  
Gold Bond: (Fair) Plymouth, Wis., 3-7; (Fair) Friendship 9-13.  
Gold Medal: (Fair) Asheville, N. C.; (Fair) Concord 7-12.  
Gooding Am. Co., No. 1: (State Fair) Columbus, O.  
Gooding Am. Co., No. 2: (Fair) Jackson, Mich.  
Gooding Am. Co., No. 3: (Fair) Canfield, O.  
Gooding Am. Co., No. 4: Kallida, O.  
Gooding Am. Co., No. 5: (Fair) Charlotte, Mich.  
Gooding Am. Co., No. 6: (State Fair) Columbus, O.  
Gooding Am. Co., No. 7: Henderson, Ky.  
Gooding Am. Co., No. 8: Elkhart, Ind.  
Gopher State: Barnesville Minn., 5-7; Lake Park 11-13.  
Goree, C. A.: Plainville, Kan.  
Grand American: (Fair) Vandalla, Mo., 2-5; (Fair) Unionville 9-11.  
Gravitt & Westphal: Roanoke, Ill., 4-7.  
Great Sutton: (Fair) Mansfield, Mo.; (Fair) Berryville, Ark., 7-12.  
Greater Dixieland: Bethany, Mo., 2-11.  
Groves Greater: Alexandria, La.; (Fair) Jena 7-12.  
Hale's: Kearney, Neb., 1-4; Olathe, Kan., 11-12.  
Hames, Bill: Gainesville, Tex.; Marshall 7-12.  
Hammond, Bob: (Fair) Norman, Okla.; (Fair) Cleburne, Tex., 7-12.  
Hannum, Morris: (Fair) Indiana, Pa.; (Fair) Ebensburg 7-12.  
Happy Attrs.: Ferrysville, O.; Coshoc-ton 6-7.  
Happyland: (Fair) Traverse City, Mich.; (Fair) Cadillac 7-11.  
Harrison Greater: Rocky Mount, Va.; (Fair) Martinsville 7-12.

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## R. C. McCarter Quits as Prexy Of Bristol Fair

BRISTOL, Va., Aug. 29.—R. C. McCarter, veteran carnival general agent who this season took over the presidency of the newly organized Tri-State Fair Association here, resigned that post this week in the wake of the running of the Tri-State Fair, August 17-22, which suffered a severe setback as the result of a polio epidemic in the territory. McCarter plans a return to the road with a carnival in 1954.

Despite solid promotion and a good line of exhibits, the Tri-State annual couldn't cut it in the face of the polio scare, with the result that the fair failed to attract more than 2,000 paid admissions in any one day of the six-day running. Rain fell Saturday afternoon (22) but that had little bearing on the results. Newspapers in the area gave the Tri-State event full support.

As a result of the polio epidemic, which kept people away in droves, Eddie Young's Sterling Crown Shows played a larry on the midway. The Cisco Kid and Pancho, in for August 20-22 before the grandstand, suffered a like fate.

According to McCarter, officials in the Tri-State area are planning to hold the fair in 1954, provided the polio situation clears up.

- Hartscock Bros.: Mokane, Mo., 4-7.  
Helman United: (Fair) Bunkle, La.; (Fair) Scotlandville 7-12.  
Heth, L. J.: (Fair) Onelda, Tenn.; (Fair) Jamestown 7-12.  
Hill's Greater: Alliance, Neb.  
Holly Am. Co.: Warner Robins, Ga.  
Hottle, Buff, No. 1: Jackson, Mo.; Marion, Ill., 7-12.  
Hottle, Buff, No. 2: Oblong, Ill., 1-4; Grayville 5-7.  
Howard Bros.: (Fair) Caldwell, O.; (Fair) Marietta 6-9.  
Hugo's Expo.: (Fair) Allen, Kan., 3-5; (Fair) Richmond, Mo., 7-10.  
Ideal Rides: Ashkum, Ill.  
Interstate: (Fair) Shawneetown, Ill., 1-4; (Fair) Dyersburg, Tenn., 7-12.  
I.T.: (Fair) Flemington, N. J., 1-7.  
Jansen's: Cooperstown, N. D., 1-2; (Fair) Port Totten 5-7; Hannaford 11-12.  
Johnny's United: (Fair) Camden, Tenn.  
Joyland Midway Attrs.: Manton, Mich., 4-7.  
Key City: Dupes, Ill.  
Keystone Expo.: Elloree, S. C.  
Keystone Attrs.: (Fair) Forksville, Pa.; Barton, Md., 7-12.  
Kile, Floyd O.: Osceola, Mo.; (Fair) Cole Camp 7-12.  
Klenke Am.: Byesville, O.; Parkersburg, W. Va., 7-12.  
Lee Am. Co.: Heflin, Ala.; Albertville 7-12.  
Manning, Ross: (Fair) Woodstock, Va.; (Fair) Salisbury, N. C., 7-12.  
Marion Greater: McCall, S. C., 1-2; Darlington 4-12.  
Marks, John H.: (Fair) Roanoke, Va.; (Fair) Galax 7-12.  
Meeker, Ralph: Ellensburg, Wash.; (Fair) Yakima 7-12.  
Merriam's Midway: Columbus, Neb., 1-4.  
Schuyler 5-7; Guthrie Center, Ia., 8-11.  
Merry Midway: Treverant, Tenn.  
Metropolitan: Charlottesville, Va.  
Midway of Mirth: Percy, Ill.  
Midway of Fun: (Fair) Binger, Okla., 1-2; (Fair) Geary 3-5; Henryetta 7; Fay 9-12.  
Midwest: Manti, Utah, 1-3; Montpelier, Idaho 7-12.  
Mighty Hamptree: (Fair) Greenville, Tenn.; (Fair) Lafayette, Ga., 7-12.  
Mighty Hoosier State: (Fair) Bedford, Ind.; Kokomo 7-12.  
Mighty Page: (Fair) Martinsville, Va.  
Moore's Modern: (Fair) Pana, Ill.; Eldorado 7-12.  
Mosher's Am.: St. Johns, Mich., 1-7.  
Motor State, No. 1: Fletcher, O.; Wauson 7-11.  
Motor State, No. 2: Port Jefferson, O., 5-7.  
Mound City: Lima, O.  
Mound City: (Fair) Ellington, Mo.  
Mound City: Canton, Mo.; St. Charles 9-13.  
Mullins Royal Pine: (Fair) Springfield, Me.  
Nelson, George W.: (Fair) Parker, S. D., 1-2; Merrill, Ia., 4-5; Graettinger 7.  
Nolan Am. Co.: Greenwich, O., 1-4; New London 5-7; Columbiana 10-12.  
Northern Expo.: Glasgow, Mont., 1-2; Baker 4-6; Fort Benton 11-13.  
Oklahoma Expo.: (Fair) Wellston, Okla.; (Fair) Cushing 7-12.  
Page Bros.: (Fair) Ashland City, Tenn.; (Fair) Waverly 7-12.  
Palmetto Expo.: Chadbourn, N. C.  
Pan American Am. Corp.: (Fair) San Leandro, Calif., 2-7; (Fair) Martinez 9-13.  
Parada: Adrian, Mo., 3-5; Deepwater 7-8; (Fair) Longton, Kan., 10-12.  
Park Am.: Salem, Mo.  
Peck Am. Co.: Henry, Ill., 1-4.  
Penn Premier: (Fair) Lock Haven, Pa.; (Fair) Port Royal 7-12.  
Peppers All States: (Fair) Haleyville, Ala.; (Fair) Town Creek 7-12.  
Playtime: (Fair) Windsor, Me., 1-7; (Fair) Brockton, Mass., 12-13; (Fair) Port City Rides: Bradford, Ill., 5-7.  
Powelson Greater: Paulding, O.; Hillsboro 7-12.  
Prel's Broadway: (Fair) Fredericksburg, Va.; (Fair) Washington, N. C., 7-12.  
Rainier: Salem, Ore., 1-6.  
Raley Bros. Expo.: Bethel, N. C.; Elm City 7-12.  
Reid, King: Glens Falls, N. Y.  
Robinson, John L.: Sigourney, Ia., 1-3; Ft. Dodge 3-5.

## Circus Routes

Send to  
2160 Patterson St.  
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- Beatty, Clyde: Sturgis, Mich., 1; Marion, Ind., 2; Kokomo 3; Muncie 4; Anderson 5; New Castle 6; Louisville, Ky., 7-8; Bloomington, Ind., 9; Terre Haute 10; Vincennes 11; Evansville 12-13.  
British Africa Zoo Train: Kingston, Ont., Can., 1-2; Brockville 3; Cornwall 4; Lachine, Que., 5; Montreal 6-9.  
Bucks, Edgar B.: Cabot, Ark., 2.  
Cole & Walters: Minden, Neb., 5.  
Gainesville Community: Grand Prairie, Tex., 10-11; McKinney 14-15.  
Gould, Jay: Woonsocket, S. D., 1-2; White Lake 5-7.  
Hagen Bros.: Okmulgee, Okla., 1; McAlester 2; Durant 3; Sherman, Tex., 4; Fort Worth 5; Lawton, Okla., 7.  
Hunt Bros.: Cape May, N. J., 3.  
Kelly-Miller: Valparaiso, Ind., 31; Monticello Sept. 1; Attica 2; Crawfordsville 3; Clinton 4; Linton 5; Spencer 6; Washington 7; Jasper 8; Boonville 9; Morganfield, Ky., 10; Princeton 11; Hopkinsville 12.  
Kelly-Morris: Bloomington, Ind., 1; New Albany 2.  
King Bros. & Cristiani Circus: Rocky Mount, N. C., 3; Raleigh 4; Wilson 5; Wilmington 7; New Bern 8; Goldsboro 9; Kingston 10; Fayetteville 11; Lumberton 12; Columbia, S. C., 14.  
Mills Bros.: Clinton, Ia., 2; Moline, Ill., 3; Iowa City, Ia., 4; Belle Plaine 5; Toledo 7; Des Moines 8; Atlantic 9; Council Bluffs 10; Omaha, Neb., 11; Lincoln 12.  
Polack Bros. (Eastern): (Ball Park) Middletown, Ky., 1-2; (Ball Park) Oak Ridge, Tenn., 4-5; (City Park) Bluefield, W. Va., 7-8; (Stadium) Charleston, S. C., 10-11.  
Polack Bros. (Western): (Fairgrounds) Vancouver, B. C., Can., 1-7.  
Ringling Bros. and Barnum & Bailey: Ogden, Utah, 1; Idaho Falls, Idaho, 2; Butte, Mont., 3; Great Falls 4; Helena 5; Missoula 6; Spokane, Wash., 7; Seattle 8-10; Tacoma 11; Portland, Ore., 12-13.  
Rogers Bros.: Coolidge, Ariz., 4.  
Sunbrock, Larry, Rodeo & Thrill Circus: (Crosley Field) Cincinnati, O., 5-7.  
Strong, John A.: Kamas, Utah, 1; Coalville 2; Holladay 3-4; Aurora 5; Hurricane 7; Las Vegas, Nev., 8-10; Henderson 11; Boulder City 12.  
Wallace Bros.: Alma, Ga., 2; McRae 3; Lyons 4; Statesboro 5; Swainsboro 7.  
Wallace & Clark: MacLeod, Alta., Can., 4; Coultas 5; Polson, Mont., 7; Deer Park, Wash., 10.

- Rockwell, Mike: Winfield, Kan., 1-4.  
Rogers Bros.: Two Rivers, Minn., 2-5; Hoyt 7; Wheaton 10-13.  
Rose City Rides: St. Genevieve, Mo., 4-5.  
Royal American: (State Fair) St. Paul, Minn., 1-7.  
Royal Midwest: Scottsburg, Ind., 2-3; (Fair) Leitchfield, Ky., 4-7; (Fair) Piggott, Ark., 11-14.  
Royal United: Oquawka, Ill., 1-3; Nauvoo 4-6; Colchester 7-8; Matherville 12-13.  
Rumble Greater: Madisonville, Ky.; Albion, Ill., 8-12.  
Schafer's Just for Fun: Baraboo, Wis., 1-3; Shawano 4-7.  
Shan Bros.: Maryville, Tenn.  
Slebrand Bros.: (Fair) Iron River, Mich., 1-2; (Fair) Norway 4-7.  
Smith, George Clyde: (Fair) McConnellsburg, Pa.; Winchester, Va., 7-12.  
Snaps Greater: Oshkosh, Wis.  
Southern Valley: (Fair) Benton, Ark.; (Fair) Malvern 7-12.  
Standard: (State Fair) Douglas, Wyo., 2-5.  
Star Am.: Lake City, Ark.; (Fair) Pochontas 8-12.  
Stephens, C. A.: West Jefferson, N. C.; Boone 7-12.  
Stephens: Lineville, Ia.; Cincinnati 7; Blakesburg 10-12.  
Sterling Crown: (Fair) Winchester, Tenn.  
Stipe's: Grantsburg, Wis., 3-5; Ridgeland 7; Jordan, Minn., 9-13.  
Strates, James E.: (State Fair) Syracuse, N. Y., 5-12.  
Stumbo's Tri-State: Kimball, Neb., 3-5.  
Sunset Am. Co.: (Fair) Columbia, Mo., 2-7; (Fair) Palmyra 9-12.  
Superior: Colusa, Calif., 1-6; (Fair) Pomona 8-Oct. 4.  
Tassell, Barney: Richmond, Va.; Gordonsville 7-12.  
Tatham Bros.: Toluca, Ill.; Mt. Pulaski 9-12.  
Tennessee Valley Am. No. 1: (Fair) Spencer, Tenn.  
Tennessee Valley Am. No. 2: (Fair) McMinnville, Tenn.  
Thomas, Art B.: Vermillion, S. D., 2-3; Butte, Neb., 4-5; Winner, S. D., 6-7; Redwood Falls, Minn., 11-13.  
Thomas Joyland: Kentland, Ind.  
Tidwell, T. J.: Colorado Springs, Colo., 1-7.  
Tinsley, Johnny T.: Greenville, S. C., 1-12.  
Tip Top: Jeneau, Wis., 4-7; (Fair) Cranford 11-13.  
Tivoli Expo.: (Fair) Glenwood, Ark.; Idabel, Okla., 7-12.  
20th Century: Fargo, N. D.  
United Am.: Norton, Mass.  
United Expo.: (Fair) Versailles, Mo.; (Fair) Thayer 7-12.  
United States: (Fair) Sutton, W. Va.  
U. S. Ride Co.: (Fair) Culppeper, Va., 3-5.  
Veterans United: (Fair) West Point, Neb., 1-3; Brainerd 5-6; (Fair) St. Paul 8-11.  
Victory Expo.: (Air Force Base) Colvis, N. M.  
Virginia Greater: Snow Hill, Md.; Suffolk, Va., 7-12.  
Vivona Bros.: Emmaus, Pa.; Leighton 7-12.  
Wade, W. G.: (State Fair) Detroit, Mich., 4-13.  
Wallace Bros.: (Fair) Elkhorn, Wis.  
Wallace Bros.: (Fair) Sherbrooke, Que., Can., 1-4; (Fair) Quebec City 5-12.  
Wallace, I. K.: Damascus, Va.; (Fair) Lebanon 16-19.  
W.B.J.: Pemberville, O.  
West Coast: Tracy, Calif., 1-6; Alameda 7-13.  
West Coast Expo.: Medford, Ore., 1-6; (Fair) Anderson, Calif., 7-12.  
Western: Issaquah, Wash., 3-7.  
Wilcox, Dick: (Fair) Cherryfield, Me., 1-3.  
Williams Am. Co.: Spencer, N. C.  
Williams, Ray: Alpena, Mich.  
Wilson Famous: (Centennial) Lincoln, Ill.; (Fair) Sandwich 9-13.  
Wolf Greater: (Fair) Postville, Ia., 4-7; (Fair) Fayette, Mo., 10-12.  
Wolfe Am. Co.: Smithfield, N. C.; Plymouth 7-12.  
World of Mirth: Essex Junction, Vt.  
Young, Monte: Payson, Utah; Salt Lake City 11-20.



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Rocky Mount, N. C., Sept. 3; Raleigh, N. C., Sept. 4; Wilson, N. C., Sept. 5, and Wilmington, N. C., Sept. 7.

## King-Cristiani Gives Extras in 2 Towns

**Chairs Delayed; Parade Canceled, Truck Breakdown Kills Matinee**

RICHMOND, Va., Aug. 29.—King Bros. & Cristiani Circus played to three big houses in four performances here Thursday (27), despite handicap of a rumor that the stand was canceled.

The day before at Orange, Va., was another story. Show blew the matinee because the canvas truck broke down and the night house attracted only a half house.

At Long Branch N. J., Thursday (20), the show had two near-capacity houses. Breakdown of a truck left the show without chairs there, but bibles were used.

Co-Owner Floyd King said that Trenton, on Saturday (22), came as a surprise business-wise. Little had been expected at this time of year and the show was making it only as part of its southward hop. However, business was big. King said some

of the other recent stands, however, had not been strong.

### Three Salisbury Shows

Salisbury, N. C., the Monday (24) stop, was a three-show stand. Matinee was full. First night house was full and the second was a good one. Orange, under Moose Club auspices, included the parade, altho the matinee was lost.

Richmond was sponsored by the Junior Chamber of Commerce. After the show arrived it was learned that a new ordinance required high insurance coverage from users of the lot. In the mix-up, the city declined a parade permit, whereupon the city hall was swamped with telephone calls from irate parents. Police radio cars were sent along the parade route to announce that the parade was canceled, and this led to a rumor that performances would not be given.

First matinee drew capacity, while the second matinee was three-quarters filled. Night business started with a turnaway, altho no straw was used, and the second night house was half filled. Earlier, the show had obtained an insurance rider for the abnormal requirement.



ANN MACE, performer with Ringling Bros. and Barnum & Bailey Circus, has been named that show's entry in the contest sponsored by the Showmen's League of America to select Miss Outdoor Show Business of 1953.

## Capell Takes Buck Title; Skips 1 Week

SILOAM SPRINGS, Ark., Aug. 29.—Capell Bros.' Circus laid over here for a week and reopened as Edgar B. Buck's Circus. H. N. (Doc) Capell now is taking the show into its regular Southern territory. Towns booked and billed by the Capell show but not played included Sarcovie, Seneca and Noel, Mo. (20-23).

## Michigan Stands Big for Beatty; 3 at Muskegon

SAGINAW, Mich., Aug. 29.—Clyde Beatty Circus gave three shows at Muskegon, and played to strong business at some other Michigan stands this week as it continued a Middle Western swing which has been described as a test of whether the show should venture from the West in the future.

Benton Harbor turned up with a three-quarter matinee and capacity night on Thursday (20), with Lions auspices. Muskegon's three on Saturday (22), started with a special performance for youngsters and it was half filled. Both regular performances attracted straw houses.

Inonia was played on Sunday (23), a week after the fair there, and the top was half filled for each performance.

Lansing, the Tuesday (25) stand, pulled near-capacity crowds for each performance. The Hanneford Family won an ovation at the night show there. Date was under Jaycee auspices.

## New Acts Augment Von Bros. Outfit; Truck Relocated

DOVER, N. J., Aug. 29.—Von Bros.' Circus, managed by Henry Vonderheid, now includes the Bill Hill Family, Danell Troupe and the Hart Family.

Hill is boss canvasman. The Danells are doing trampoline, juggling, clowning and cloud swing. Zack Hale is equestrian director and works the animal acts. Hart Family, hand balancing and wire, will leave soon in order for the daughters to resume school. Forty-two people are with the show.

The show's advance truck was missing for one week. Vonderheid located it here.

## Illinois, Wisconsin Days Prove Hefty for Mills

FOND DU LAC, Wis., Aug. 29.—Mills Bros.' Circus rolled up capacity and near-full houses, including two packed houses at Milwaukee on Monday (24).

At Park Forest, Ill., recently developed Chicago suburb, the Mills show attracted top-notch attention, with a large crowd on hand in the morning, and capacity business at both shows. Locally, the stand was described as one of Mills' banner days. Lions Club was the auspices.

After a 130-mile Sunday jump, the show ran concurrently with

the Wisconsin State fair at Milwaukee on Monday (24) and drew two full ones.

Fond du Lac on Tuesday (25) gave a near-capacity matinee and three-quarters night. The circus pulled about 4,000 persons while a professional baseball game on the same lot attracted only 600. Mills had Exchange Club auspices.

Appelton, the Wednesday (26) stand, dropped to half houses for Mills and the Kiwanis Club. Beatty played there August 7 and a ball game day-and-dated Mills.

## RINGLING SCORES BEST '53 MATINEE

**Norfolk, Neb., Gives Straw House, Other Shows Average Three-Fourths**

NORTH PLATTE, Neb., Aug. 29.—Ringling Bros. and Barnum & Bailey Circus scored a straw house for the matinee at Norfolk, Neb., Monday (24), with show sources saying it was the best matinee since before the Canadian tour. Other stands this week averaged out at three-quarters of capacity.

Huron, S. D., on Thursday (20), turned out a 60 per cent matinee and half house at night. Yankton, S. D., gave a three-quarter matinee and two-thirds night house on Friday (21).

A Sunday (23) stand at Council Bluffs, Ia., had two-thirds of a house for the matinee and near capacity at night. Mills Bros. appears there September 10. A Ringling flat car was derailed as one section was sidetracked for unloading, but the delay was brief.

The big afternoon at Norfolk was followed by a three-quarter night. Ringling last made Norfolk in 1949. Gil Gray plays the spot. Grand Island on Tuesday (25) was worth a good matinee and three-quarter night, and North

## PREVIEW OR FLASHBACK?

JOPLIN, Mo., Aug. 29.—A farm family of six offered five chickens and four dozen eggs in payment for tickets to Hagen Bros.' Circus at a Southern Illinois town last week.

## Hunt Orders Cable Top; Every Week a Winner

LAKEWOOD, N. J., Aug. 29.—With only about five weeks to go, Hunt Bros. has piled up an enviable record. It hasn't had a losing week, according to a show report this week. Only one performance was lost, and that was when a New England hurricane warning resulted in an order to haul down the tops rather than risk their destruction.

The present big top won't be needed much longer, however. Owner Charles T. Hunt has placed an order for a new 90 with three 40's for 1954 delivery.

## Packs' St. Louis Show Has Cisco, Ritter, 30 Kids

ST. LOUIS, Aug. 29.—Fire Department's annual rodeo and Wild West show will open here Sunday (30) for a nine-day run at Oakland Stadium. Event is produced by Tom Packs and features the Cisco Kid and Pancho.

Also featured are Tex Ritter, movie cowboy who has in "High Noon," and the Rodeo Kids, a group of 30 Kansas City youngsters, who perform on horseback, it was reported by Jack Leontini, Packs representative. He said the concurrent American Legion national convention was expected to hype the gate. Advance sale has been good.

## WALLACE EXTENDS SCHEDULED ROUTE

**Winters Doubles on Promotion For Circus, Western Vaude Show**

ASHBURN, Ga., Aug. 29.—Wallace Bros.' Circus, the former Diano show, will continue until late October, and James Allen Winters will handle its routing and promotion, plus that of his new "Western Varieties of 1953."

Earlier, it was planned to close the Wallace circus about September 18, but that idea was dropped and Manager Davenport ordered a route laid out thru the Carolinas, after which the opera will head for Texas. Extent of the season depends, however, on the amount of business done.

Winters said this week his Western show would open September 25. It will be a variety offering, showing indoors and moving on three semi-trailer trucks and three larger sleepers, leased from Ben Davenport, owner of the Wallace show. Also leased from Davenport for the Western show will be two elephants, three menage horses and a six-pony drill. Davenport is leasing the equipment as president of Lone Star circus properties.

The Campa Family and Emma Valdez, now with Wallace, will be with the Western show. Western and hillbilly section will include Smokey Strickland and His San Luis Valley Play Boys and Girls. Hamebone Hamlin will head the minstrel section. "Western Varieties" staff will include Winters, general manager; Angela Antalek Winters, front door; H. M. Fairfield and J. E. Hill, contracting agents; H. E. Stafford, press; Milt Robbins, emcee and press-back; Bert Ewing, transportation; Harry Hammond, concessions, and Alfonso Campa, props.

### Back to Gonzales

Variety unit will use 14 telephone promotion crews. Dates will be played in auditoriums and arenas. A number of the staff people now are with Wallace Bros.

Winters said that the Wallace circus will go into Gonzales, Tex., quarters, probably late in October. While he doubles between the two shows, his wife will manage the Western show.

Wallace's business was poor thru Kentucky, but picked up in Tennessee, with LaFollete, Clinton, Harriman, Lenoir City and Cleveland giving half-house matinees and straw nights, it was reported.

Show did poor business in parts of Georgia but now is hitting territory at tobacco marketing time and turnouts have been good.

## Wirth Produces Alexandria, Va., Shrine Annual

ALEXANDRIA, Va., Aug. 29.—Frank Wirth produced the Shrine Circus here (19-22). The show reportedly played to good business in the open-air Washington High School Stadium.

Acts included Novellos, unsupported ladder; Con Colleano; wire; Tom Packs' Elephants with Slivers and Jo Madison; William Heyer, dressage; Sensational Keenans, high act; Payo and Mai, juggling unicyclists; Ernie Wiswell, clown car; Les Hildalys, upside down cycle and iron jaw; Young China Troupe, acrobatics; Flying Valentines; Frank Cook, comedy high wire; Sol Solomon, high dive; Great Rolando, finger-stand; Toni, gorilla parody, and Bumpy Anthony, Charlie Frank, Slim Collins, Al Florenz and Bert Turner, clowns.

Wirth made most of the announcements. Mickey Sullivan fronted the band and Ernest Anderson was listed as equestrian director.

Matinees were given on first and last days. Fireworks were scheduled for the finale at night shows, but this display was moved forward in the order because of neighbors complaints that the noise disturbed sleeping children.

## Ill. Okay for Hagen

CLINTON, Ill., Aug. 29.—Hagen Bros.' Circus drew a light matinee and strong night house here Monday (17) under Legion auspices. At Freeport, Ill., Friday (14), the show had two strong turnouts. The Freeport stand was Shrine-sponsored. Clyde Beatty Circus played there three days earlier.

## WALKOUT CLIPS PHONE ROOMS

ANDERSON, Ind., Aug. 29.—Circus business, long acquainted with problems connected with railroad and newspaper strikes, now is faced with something new. Walkout of telephone employees here and elsewhere left show phone promotion crews with no means of operation. Clyde Beatty Circus is to play here Saturday (5), but promoters have been unable to work.

## Miller in Sunday Straw; Grace McIntosh Injured

REEDSBURG, Wis., Aug. 29.—The Al G. Kelly & Miller Bros.' Circus played to turnaway business for a matinee-only Sunday (23) stand at Ripon, Wis. An estimated 5,000 persons turned out for the show, first in town for 10 years. The score was made altho a special train was running from Ripon to Milwaukee for the Wisconsin State Fair and Milwaukee Braves ball game.

Elsewhere, Kelly-Miller was doing generally good business. At Oconto on Friday (21) the show had better than half in

the afternoon and three-quarters at night. Reedburg gave a three-quarter matinee and near-capacity night on Monday (24).

Show loops around the Chicago area this week-end and begins a southbound tour of Indiana. Grace McIntosh, Kelly-Miller aerialist, was injured at Calumet, Mich., recently and will be out for the remainder of the season. Her injuries included a broken jaw, fractured arm and shoulder plus a brain concussion. Her husband, Dave McIntosh, is mechanic on the show.

# Under the Marquee

Clyde Beatty will have red and blue checked ring carpets to match the trim on his new '54 big top, which will be a 150 with three 50s. ... Following an earlier policy, Beatty will park 10 cars at winter quarters at the end of the season and take five cars to winter dates. ... One of his winter dates will be Fort Worth.

Current season with Clyde Beatty Circus marks the first time George Hanneford has been with a railroad show since 1928, having played with truck and indoor shows since then. However, he played a few weeks for Beatty during several recent seasons.

Bill Horsman, Cole Bros.' chief, caught the Beatty show at Elgin, Ill., and visited with former Cole employees. Vernon L. McReavy, also of the present Cole organization, visited Beatty at Gary, Ind., and Watertown, Wis. ... Several Cole Bros.' elephants are making fair dates. One act is preparing to join World of Mirth Shows and another remains with Wallace & Clark Circus. Veteran Art Eldridge has joined Cole to take charge of elephants. John Cuneo, of Hawthorn-Melody animal acts, was on the Beatty lot recently.

F. A. (Babe) Boudinot, Ringling-Barnum general agent, has left Chicago headquarters for several Western cities and the Coast. ... Paul Eagles, with Ringling last year and in Los Angeles this season, set Ringling stands in several California cities. ... Roland Butler, Ringling press chief, is on the road after a stay in Sarasota and will make a number of Western stands.

Bill, Babe and Buckles Woodcock, with Dory Miller's three-elephant act, are making Michigan and Ontario fairs for Bob Shaw of Gus Sun's office. They caught Ringling recently and exchanged visits with Arky Scott, Ringling elephant superintendent. ... Louis Reed is in Ringling quarters with four big Ringling elephants, while 27 bulls are on the show. ... Buck Leahy, clown, moved from Bailey Bros. to Rogers Bros. ... Tiger Bill Snyder got a nice spread in the paper when he played Charlotte, Mich., his family home, with Kelly-Miller.

After closing with Tom Packs, the Bentlages and Henry Boers went to Missouri for fair dates; the Grover O'Days went to Newark, O.; Slim Collins and Arden Beecher hopped to Alexandria, Va.; Paul Jerome moved to Long Island, N. Y., and fair dates, and Jackie LeClair went to New York before joining Irv Romig for fair dates.

Ads for Hunt Bros. and King-Cristiani appeared together on a page of the Asbury Park Press recently. King played there Friday (21) and Hunt's ad listed six New Jersey stands.

Capt. C. A. Lick Jr., of the Fort Smith, Ark., ticket printing company, was in Chicago this week and conferred with Nat Green of the Ringling-Barnum office. ... Dick Clemens, animal trainer, has been in Chicago a couple of weeks. ... R. B. Dean is in Marysville, O., and recently attended the Shrine convention in New York.

Jay Gould Circus won pictures and stories all thru the Daily Calumet, newspaper serving the area of the show's week stand on the South Side of Chicago. ... Bert Pettus and his family were featured in two pages of pictures in the St. Louis Post-Dispatch recently for their work with Rogers Bros' Circus.

Mrs. Minnie Johnson, former equestrienne and widow of Spader Johnson, famous clown, is writing a book on her career. She'll be 82 in September.

Merle Evans and his Ringling bandsmen were guests of the Elks Club at Bismarck, N. D., for Sunday (16) dinner.

A helicopter joined in a recent search for Hagen Bros.' Circus' missing light plant truck. The vehicle had been left behind for a shuttle driver to pick up later, but when he returned it was gone. For several days the show gave night performances by starting early and using automobile headlights. Power plant finally was located in West Virginia, a few miles from where it had been left.

Novel pitch on the Beatty show is that made by Tommy Hanneford for Clyde Beatty's television show, which is heralded as "coming soon." First issue of a Clyde Beatty comic book has hit the

newsstands. It is published by the Commodore Productions and Artists, Los Angeles and Buffalo.

Jethro Almond, former circus owner of Albemarle, N. C., caught Franco Richards' Ring Bros.' Circus twice recently and reports they have added an elephant, making two on the show. Big top is an 80 with a 50 and brand new. ... Richards has bought a small bull from Madelaine Parks and also the Wild Hill elephants. One of the Hill bulls died, leaving Richards with four. Besides two on Ring Bros. he has two at the Fort Weare Game Farm in Tennessee.

Henry Kyes, Polack Eastern bandmaster, is hospitalized at Paducah, Ky., for a virus infection and plans to rejoin the show at Lexington. ... Kelly & Morris is playing dates under auspices' titles rather than its own, but at Owensboro, Ky., home of Zack Terrell, former owner of Cole Bros., K-M ads bally the fact that it bought animals from the Cole show.

Glenn Fitzgerald, photographer, entertained members of the Ringling band at Duluth, Minn., recently, and was guest at a party given for him by Emmett Kelly, Otto Griebing, Felix Adler and others at Bismarck, N. D. ... George Way, of the Leedy Drum Company, and Lee Hinkle, of the Buecher instrument company, visited Clyde Beatty musicians at Elkhart, Ind. ... Bill (Babe) White, clown, closed his season on Bailey Bros. and moved to Rogers Bros.

Fred Brad has returned to his home in Gonzales, Tex., from hospital, where he again underwent surgery. ... Billy Walsh, veteran contracting and 24-hour agent, is at Hubert's 42d Street Museum, New York, talking and handling the front.

John H. Wilson, Ripon, Wis., newspaper man and fan, devoted his column recently to the Kelly-Miller show and Ripon show history. ... M. G. Gorrow, Appleton, Wis., caught Kelly-Miller at Ripon and New London and Mills at Appleton. ... J. C. Admire advises that he'll open his third annual school circus unit at Clarksville, Tenn., September 14. Unit plays 15 high schools weekly.

Jack Bottorff, Creston, Ia., visited with Count Nicholas on the Ringling show at Council Bluffs and made recordings for his radio show. A trapeze performer, he has built a smaller-sized rigging and acts as catcher for flying by his wife and their children, five and three years old. He reports a successful season.

Rex M. Ingham, Ruffin, N. C., visited recently with James Grist, Washington, D. C., fan en route to visit Ring Bros. and King-Cristiani. S. A. (Shorty) Wayne, concessionaire; Dr. George Barrett and his son, Bill; Lew Riley, owner of the Dumont Shows, and Frederick L. Ames, former director of the U. S. Society of Zoology.

Earl Shipley reports seeing many performers at Midwestern fairs where the Tournament of Thrills unit, which he manages, is playing. The unit closes on Labor Day (7) at Shawnee, Wis. ... Tri-State Drive-In Theater, Joplin, Mo., booked a circus unit with elephant, lions, acro-

bats, juggler, dogs and calliope for a week.

Circus fans at Charleston, W. Va., organized the West Virginia Top and named it for Sam B. Dill at a meeting Wednesday (19). Forty persons attended, including Garland Potterfield, host; Dr. Tom Potterfield, J. Paul Rusk, Emerson Salisbury, John Hanly, John Arter, Art Oliver, Mrs. W. F. Work, Dewey E. S. Kuhns, Mr. and Mrs. Suey Brotherton, Goodridge Sales, Bradford Coleman, Mr. and Mrs. Alvin McCorkle, J. T. Painter, Phil D. Phillips Jr. and Ralph B. Hastings. Rusk was elected State chairman. Event got elaborate picture coverage in newspapers because of its circus theme and decorations.

Buzzie Potts, former clown with Ringling Bros. and Barnum & Bailey Circus, has recovered from an emergency operation and is back doing business in his Malbourne Hotel cigar stand, Durham, N. C. He was recently married to Mrs. Nell Paschall, Durham. They will continue to live there, operating the cigar stand. Buzzie celebrated his 50th birthday August 8.

Danny Mills, young son of Mr. and Mrs. Harry Mills, now is working in a trampoline act on Mills Bros. ... Fred Stafford, Mills press agent, was in Cleveland for medical treatment several days. ... Richard Conover, Xenia, O., fan, flies Thursday (27) to Paris and London to take part in North Atlantic Treaty Organization meetings.

Rusty Benson has joined clown alley on Polack Eastern, replacing Harold Conn, who returned to his Michigan home for surgery. ... Buddy Richards, who was trainmaster for Clyde Beatty for the first part of the season, has joined Canvas Specialties, formerly Downie Bros.' Tent & Awning Company, Los Angeles, as superintendent of installations.

Kelly-Miller monkeys escaped and overran the band trailer, with Musicians Russ Harrison and Frank Lawhead among those on the defensive.

Tom Gentry played a date at the Sports Center Kiddieland, Wichita, Kan., with his elephant, chimps, pony and dogs. ... Paul M. Conaway, Macon, Ga., attorney for shows, returned from a family vacation to New Orleans last week and set off again to visit the Ben Davenport show in Georgia. He'll catch King-Cristiani at Savannah and Brunswick, Ga., September 18-19.

C. S. Brooks, former circus bandmaster, caught the Beatty show at Gary, Ind., and visited with Willard Isley of the Beatty band. Brooks is with the Greyhound Bus Lines ticket department. ... Frank Kindler, St. Cloud, Minn., fan, reports Mrs. Noyelles Burkhardt is at Mount Clemens, Mich., because of the illness of her mother. Jay Gould recently visited with Kindler and the Diano show played Kindler's town.

**AVAILABLE**  
After September 12 for  
**CIRCUSES, FAIRS, PARKS, ETC.**  
**Joe Lemke's**  
**COLLEGE OF CHIMPS**  
Assisted by Marvin Varner.  
Anthropoid achievements that rival human competence.



This act will play Shrine Circuses at Houston, Texas, and New Orleans, La., during November.  
Permanent address:  
8617 W. McMyron St.  
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**ONE PHONEMAN**  
Must be good on book advertising. 51st Anniversary Program for well-known and respected org. Repeat deal—best town in country.  
McKeesport, Pa., Phone 8-8704 weekdays; Locust 1-6410 after 7 p.m., Pittsburgh, Pa.

**WANTED**  
Phone Salesmen—Contact  
Clyde Harrison after Aug. 31  
**Polack Bros.' Circus**  
Salaam Shrine Temple  
Newark, New Jersey

**ACTS WANTED**  
2 Clowns, Trampoline Juggler, Roly Poly Family Acts, useful Show People. Open Sept. 7th; under canvas till Dec. 1st, then indoors for winter. Wire, don't write.  
**CAPT. EDDY'S CIRCUS**  
Walthill, Nebraska

**MUSICIANS WANTED**  
Good Union Circus Trumpet and Bass Drum Man. Must be gentleman, sober and dependable at all time. Long season.  
**JOE ROSSI, Bandmaster**  
As per MILLS BROS.' CIRCUS route.

**3 PHONEMEN**  
**WANTED**  
Office now open. Strong auspices and good commission. In 7th year. Connecticut deals to follow. Phone:  
**DOWNEY**  
Hartford, Conn., 2-3415

**FOR SALE**  
6 PYTHONS—16 TO 20 FT. LONG. JUST RECEIVED. FINE HEALTHY STOCK, \$22.50 PER FOOT. GROUP OF 4 YOUNG, REDFACED MACAQUE, \$150.00 FOR GROUP. 1 MALE HIMALAYAN BEAR (ABOUT 1 1/2 YEARS OLD), \$100.00.  
F.O.B. Thousand Oaks, Calif.  
**LOUIS GOEBEL**  
Box 198, Thousand Oaks, Calif. Phone: Thousand Oaks 3545

**THE MILLER & WOODCOCK ELEPHANT ACT**  
IS CURRENTLY TOURING FOR THE GUS SUN AGENCY  
At liberty October 3 for dates in Middle West and South.  
Three small, highly educated Elephants, peerlessly presented. Address:  
**W. H. WOODCOCK**  
GENERAL DELIVERY HUGO, OKLAHOMA

**WANTED**  
Acts—All winter's work, opening October 19. Circus stage show playing auditoriums, etc., under good auspices. One-day stands, small jumps. Those doing two or more given preference. State lowest first letter (gas and oil furnished). Send Photos, will be returned. (M.C. doing Bicycle Act with Hoagland, write.) Tommy Comstock, Jack Corey, write. Biller—Good, reliable Biller wanted. No dob work, must have car. Phonemen—Can use several more Phonemen who can work as instructed. (Joe Candrea, write.) No collect calls or wires. Address:  
**MANAGER, CIRCUS VARIETIES, Cambridge Manor Guest House, Cambridge City, Ind. P.S.: Please allow time for replies as all will be answered.**

**WANT WANT WANT**  
Clowns for Remainder of 1953 and Full 1954 Season. Contact:  
**CLYDE BEATTY CIRCUS**  
Per Route in The Billboard

**PHONE ME**  
Top-notch Banner & UPC Men who can start now and work till November. No Lay-offs. We close the season in Florida. good sponsors all the way thru. Don't waste my time if you can't produce or stay sober. Can place immediately.  
**MEARL N. JOHNSON**  
Aldridge Hotel Shawnee, Okla.  
Office Phone 5665

**WANT**  
Two good Working Men who drive. No. 1 Stand Man and Two Seat Butchers, one Electrician for  
**WALLACE-CLARK CIRCUS**  
Any useful people will be considered. Answer per route. Macleod, Alberta, Canada, Sept. 4; Polson, Mont., Sept. 7; Deer Park, Wash., 10.

**INFORMATION WANTED**  
AS TO WHEREABOUTS OF  
**FORREST CLAY CAMPBELL**  
Last heard of traveling with Circus. We are holding distribution check in settlement of an estate.  
**GIBBONS & HACKER**  
Attorneys At Law  
124 W. Pearl St. Jerseyville, Ill.

**PHONEMEN**  
For UPC and Banners. Block sales. Boy, what a town. Come on in or call 23745.  
**W. G. PHILLIPS**  
Texarkana, Ark.

**ELIZABETH COULTER**  
Midget, who lived at 316 W. 43rd St., N. Y. C., about 1933-37, wanted in connection with large unclaimed bank acct. of Thos. G. Burke (carpenter) and wife, Anna, of same address. Any info as to their whereabouts deeply appreciated. Box #881, The Billboard, 1564 Broadway, N. Y. C. 36.

**2—PHONEMEN—2**  
**TICKETS—PROGRAM ADS—UPC's**  
Six months' work confirmed for men who want to winter in the Sunny South. Joe "Swede" Henson, important you contact.  
**J. STILLMAN**  
Phone 4-9644 Charleston, W. Va.

**PHONEMEN**  
HOSPITAL DEAL, TICKETS, BOODS, BANNERS  
**JACK SCHENCK**  
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**WANT**  
Phonemen and Promoters; man and wife team O.K. No drunks. Write or wire at once.  
**H. W. JACOBSEN**  
559 1/2 15th St. Des Moines, Iowa

**TERRELL JACOBS**  
ANIMAL ACT  
Call me at once  
**E. R. GRAY**  
Evansville, Ind. Phone 4-6292.

## Beers-Barnes 20% Behind '52; Spotty Takes in New England

LAKE PLACID, N. Y., Aug. 29. —Business for Beers-Barnes Circus has been only fair this season, due largely to unfavorable weather breaks from April until early July. Show was reported to be about 20 per cent behind last year's gross.

Early August stands included Ticonderoga, N. Y. (5), which was good in rain; Schroon Lake (6), a near-blank; Port Henry (7), good and Elizabethon, N. Y. (8), fair. Newport, N. H. (3), ended eight weeks in New Hampshire and Maine with good business. Vermont was skipped because of unusually high daily vehicle license rates.

Caribou, Me., was a turnaway on July 4, and other cities in Maine came thru with lush business. Oakfield, Me., was lost because of a pole truck wreck. Lubec, Me., was played to good takes for the second time in 11 months. Belfast was light, partly because King-Cristiani began billing on the day Beers-Barnes was in. New Hampshire business was only fair because the show was slightly ahead of the tourist season, but Colebrook, Newport, Milton and Wolfboro were good. Beers-Barnes played a week in New York earlier and after New Hampshire it set a string of stands in the Adirondack Mountain resort towns before heading south.

## Sedalia Snaps Back To Rack Up Sharp Attendance Gains

Gate Up 67,041 in First Six Days; Spending, Grandstand Biz Climbs

SEDALIA, Mo., Aug. 29.—The Missouri State Fair, just a year after it was smacked by a disastrous tornado, this week demonstrated its strong pulling power by racking up thumping gains in attendance during the first six days of its run. Thru Thursday (27), traffic thru the outside gate totaled 345,172, compared with 278,131 last year, an increase of 67,041.

According to Rollo Singleton, fair secretary, per capita spending on the grounds was also up but not proportionate to the sharp gain attendance-wise. Attendance figures were up every day with the exception of Monday (24) when traffic thinned out. Sunday (23), however, a new all-time one-day record of 91,340 was set, topping last year's first Sunday by a cool 6,000.

### Attractions Strong

Grandstand business has been strong and in most cases ahead of a year ago. The Barnes-Carruthers night revue, top night entertainment fare for six evenings beginning Tuesday, pulled three almost full stands to its first three shows. The Ernie Young show in the arena, featuring Sam Howard's water show, started out slow Friday but built during its six performances. No full bleachers were recorded, however, Singleton said.

Outstanding from the attendance standpoint was the big car auto race program produced by National Speedways, Inc., Sunday afternoon. Every seat was taken, speed fans overflowed the track and hundreds were turned away. The Aut Swenson Thrillcade pulled a strong crowd to its Saturday night (22) show, and the Tournament of Thrills matched this turnout the following evening. Saturday afternoon's motor cycle races, also produced by National Speedways, were up sharply over last year. Grand Circuit harness races, in for three afternoons, started slow but built to a full stand by Thursday, its finale. Horse show, held in the grandstand one evening and the coliseum the other five nights, did fair.

## 150,000 Paid Equals 1952 at W. Va. State

RONCEVERTE, W. Va., Aug. 29.—Admissions at the State Fair of West Virginia were holding even with 1952's up to yesterday, Secretary C. T. Sydenstricker said. There had been 150,000 pass thru the gates by closing time Thursday (27), with the weather excellent all week long.

Hamid revue business has been tops, Eydenstricker reported, with fair men forced to turn patrons away from the grandstand Tuesday and Wednesday (25-26). Horse racing (no mutuels) and a large cattle show have helped draw customers to the grounds.

## Name Matthiesen To Ia. State Board

DES MOINES, Aug. 29.—C. J. Matthiesen, of Monticello, Ia., has been elected to the Iowa State Fair board as a director from the second district to succeed E. W. (Deak) Williams, of Manchester, Ia., who died recently.

Matthiesen was named at a special meeting of the fair board. He has been a member of the Jones County Fair board for 25 years and is superintendent of police of the Jones County Fair this year.

Another program of big car races by National Speedways was scheduled for Saturday afternoon and big-time professional wrestling took over the fair's arena Thursday evening for four night programs. Thearle-Duffield Fireworks, Inc., produced the pyro spectacles.

Cetlin & Wilson Shows, back on the midway this year, reported business was substantially ahead of last year for the first six days of the run.

All traces of last year's disastrous tornado have been erased. All buildings have been repaired inside and out, new sidewalks laid, and grounds used previously only for parking and storage have been beautified and put to more direct uses, such as for concessions, exhibits and shows.

The Missouri ham breakfast was again held Monday. Fair secretaries and the Elks had their day on Monday and Missouri's Governor Donnelly was on hand Wednesday for his day.

Acts in the Barnes-Carruthers grandstand show included Bobo Barnett, Elsa and Waldo, Johnny Mack, Martell's Mignon, Risko and Nina, Shyrettos, Four Angels; Rietta, Nita and Peppi; Adrianna and Charly, and Baudy's Greyhounds.

## OTTAWA WINS IN EXTRA DAY

Saturday Draws 78,781; Heat Helps Rides and Refreshments

OTTAWA, Aug. 29.—Fortified with a whopping turnout of 78,781 on the extra day it is running this year—and a Saturday, at that—the Central Canada Exhibition was 30,000 admissions ahead of its record 1950 clip Wednesday (26). Record for the annual is 451,757. Last year's total was 374,759.

Sparked by an opening parade thru the downtown area, in which thousands participated, the Exhibition on Monday (24) drew 54,207, then 54,034 the following day and 59,749 on Wednesday, for a four-day total of 246,771.

Scorching heat during the early part of the week created a tremendous market for sellers of ice cream and cold drinks. The World of Mirth midway appeared heading for record grosses as the prosperous run continued.

**Hamid Crowds Overflow**  
Also in record gross class was the Hamid MovieLand, U.S.A., revue, which has been playing to overflow crowds and which is a sell-out for remaining performances. The local press has acclaimed it one of the finest troupes to play Ottawa, giving special praise to the Tokayers, teeterboard; the Chords, music imitations, and CFRA Melodiers, Western music.

Cattle entries were turned away this year due to the unprecedented number of applicants in that department.

Heavy business has been garnered by the Water Circus, Girl Shows, and Motorcade.

## TIMES WRITER COVERING CNE

TORONTO, Aug. 29.—Thousands were on hand bright and early yesterday for the start of the 16-day Canadian National Exhibition—among them New York Times writer Raymond Daniell. Daniell's early story told of the countless buyers, sightseers and exhibitors who have jammed this city, giving rise to expectations that close to three million persons will attend the 75th exhibition.

## SHIPS BOOKED, ACT FLIES TO QUEBEC EXPO

NEW YORK, Aug. 29.—Booker Stanley Wathon ran into a transit stone wall, trying to get the Four Rhonwells with their Aero Wheels to this country in time for the Quebec Exposition which starts next Friday (4).

With shipping accommodations all taken up, Wathon laid out an \$1,800 flying tab for the act, which arrives from Sweden tomorrow at Idlewild Airport. They will change to another plane and hop to Montreal, where they will be picked up by Harold Steinman and driven to a rehearsal hall.

The Rhonwells will appear with Steinman's Hippodrome of 1954 at the Exposition Coliseum.

## Cut Rates and Contests Among Norfolk Lures

NORFOLK, Aug. 29.—With 50,000 part-paid tickets already distributed thruout the area, Secretary Harry Grafton expects a comparatively huge turnout for the Tideland Fair that begins its six-day stand here September 14. Attractions include a rodeo, popularity contest, baby contest, children's day and the O. C. Buck-Model Shows midway.

A wisely varied program of entertainment, coupled with a benevolent weatherman, has combined to make this exhibition a resounding success. Yesterday patrons had set up for them two grandstand revue performances, kiddies' cooking and table setting demonstrations, two horse shows, Royal Canadian Air Force band and chorus in two performances, Canadian Legion bugle band, square dance competition, Western music, women's institute demonstrations, and 10 p.m. fireworks.

## Shake-Up Hits For Barton as Records Totter

BARTON, Vt., Aug. 29.—After a decade in the doldrums, the rejuvenated Barton Fair, which closed its four-day run on Sunday (23), hit the jackpot with new highs for daily and over-all attendance. Thursday (20) saw the Joie Chitwood stunt show break all opening-day records and from then on, marks toppled each day.

Earlier this year litigation threatened the liquidation of the fair property, but new capital was secured and new blood infused at the executive level. The new board, in a go-for-broke gesture, increased the budget all along the line and instituted an aggressive promotion policy. The result was a resounding success.

Entertainment and exhibits were upgraded, both as to quantity and quality. Perfect weather thruout boosted the gate even higher than the most optimistic expectations and put the annual on sound financial basis.

Innovation this year was the Sunday opening featuring a horse show. The midway was well filled by independent showmen and concessionaires, most of whom reported good to excellent business.

## \$50,000 Tab Placed On Talent for York

Vaughn Monroe, Paul-Ford, Miranda, Rooney, McKinley Ork, Revue Booked

• Continued from page 1

Ray McKinley orchestra will be featured Wednesday night (16). Les Paul and Mary Ford are the headliners Thursday night (17). Carmen Miranda and Mickey Rooney will round out the name appearances Friday night (18). In addition, the Wirth revue will feature eight vaudeville acts nightly.

### Beam Thrillers Set

Other night features include a Philadelphia Mummer's string band Tuesday night (15) and B. Ward Beam's automobile thrill show Saturday night (29).

The grandstand program will also include harness and running horse races Tuesday thru Friday and automobile racing on Saturday afternoon.

With an 11,000 seating capacity in the grandstand and pews priced at a nominal \$1.20, \$1.80 and \$2.40, Lewis expects the grandstand gross to run to \$120,000 for the five days and five nights, about as usual.

### 100G Grosses Usual

The York event has been totting up grandstand earnings in excess of \$100,000 without interruption since Lewis had built a model covered grandstand stage at a cost of more than \$100,000. Since that time the fair has not lost a night show due to weather. Just as important, none of the outdoor atmosphere was sacrificed in the building of the unique structure.

A firm believer in the use of name talent as special grandstand boosters, Lewis admitted that he was hard pressed to top former presentations each year. He has presented such stars as Eddie Cantor and Tony Martin and Guy Lombardo's band and reportedly has paid the headliners as much as \$5,000 for one-day appearances. Wirth books all talent.

The theater atmosphere, plus superlative lighting and sound, makes it possible for the singles to do their best in front of the vast audiences, unlike other outdoor events where their turns and talents are often lost because the

## All Hartland Segs Winners

HARTLAND, Vt., Aug. 29.—Good weather and popular grandstand attractions combined Thursday (20) to bring one of the heaviest first-day turnouts in years for the Hartland Fair. Offered were the Joie Chitwood Auto Daredevils, a high wire act, trotting races, and outdoor dancing.

The four-day annual drew excellent business thruout the stand, with brisk business reported by all segs of the Lagasse Amusement Company midway. Fair officials reported all grosses were near records.

## Skowhegan Marks Fall As 135th Running Ends

SKOWHEGAN, Me., Aug. 29.—Records in all departments went by the boards at the 135th Skowhegan State Fair that closed an eight-day stand Saturday (22). Roy E. Symons, general manager, said attendance marks were set for gate and grandstand, and pari-mutuel wagering went 30 per cent ahead of last year. There were 450 harness horses on the grounds for the race program.

Rides, shows and concessions all reported big business, a hefty part of it going to the King Reid Shows which parked here a week prior to the fair and repainted its equipment to attract customers. Every inch of concession space on the grounds was taken and many concessionaires had to be turned away.

Cherokee-Oklahoma Ranch Rodeo gave two performances daily on Saturday (15) and Sunday to

facilities available at York are lacking.

Lewis said the secret of success in staging name talent is in the availability of multi-thousand good seats so that ducats can be sold at moderate cost. At York there are 8,000 grandstand seats, 2,000 seats in the annex grandstand and 1,000 seats in the plaza.

## Gresham, Ore., Tops Records Despite Rain

GRESHAM, Ore., Aug. 29.—The Multnomah County Fair weathered a final-day rainstorm Sunday (30) to set another seven-day attendance record of 141,878, surpassing last year's record of 134,275. Horse racing handle also reached a new peak of \$409,420, compared with \$345,365 a year ago.

Two new daily records in attendance also were established, Saturday (29) with 30,108 and Friday (28) with 29,449. This was the second straight year for the fair to be rained out on the final day. Weather brought cancellation of the grandstand show, Joie Chitwood's Daredevils and of the free outdoor show staged by Monte Brooks. Despite the weather last-day attendance was 13,110, compared with 10,296 on the closing day in 1952.

### Increased Crowds

The increased attendance enabled the carnival, West Coast Shows Unit No. 1, to break even with last year's gross despite a decline in per capita spending. Revenue from rides held up thru the fair, but games suffered from the tighter clutch on pocketbooks.

Duana Hennessy, fair manager, ascribed the attendance gain to several factors. As the fair gained momentum considerable drawing power was found in the Japanese garden installed by Nagao Sakurai, for 20 years chief gardener at the Imperial palace in Tokyo.

The twice-daily free show was a "tremendous hit," Hennessy said, and the Kiddies Barnyard appealed to the moppet trade with its junior-sized layout. Cleanliness of the fairgrounds, resulting from employment of a maintenance service, also brought favorable comment.

Hennessy said efforts to pull heavier daytime crowds paid off. These included staging of a Gresham day and a tie-in where-by a home-delivery bakery distributed fair tickets.

packed stands, and capacity crowds also viewed the Hamid revue, booked at the fair for the 25th straight year.

### Days Hot, Nights Cool

Day weather was perfect all thru the week, altho nights were somewhat chilly.

Children's day on Monday (17) saw the grounds packed from gate to gate with kids from all over the State, a special railroad train bringing in 1,000 of them from the Waterville area. Six thousand persons jammed the stands Tuesday night (18) when the winner of the Miss Maine pageant was crowned.

Hamid artists were Harris and Shore, comedy dance; Linon, high wire; the Briants, pantomime; Weldes' bears; Hollywood Sky Rockets; the Balanos, novelty accordion, and dancers Valitha and Aldine.

# Greenville, O., Sets New Mark At Turnstiles

GREENVILLE, O., Aug. 29.—The Great Darke County Fair got its 100th run off to a good start this week, setting a new all-time one-day attendance mark Sunday (23), second day of its seven-day run. According to Gilbert A. Lease, fair president, it was estimated that a total of 84,000 people were on the grounds that day, 74,000 paying at the turnstiles, the rest coming in on family tickets.

Leading attraction during the early days of the run was the WLW show in the grandstand Saturday night (22). The 3,000-seat stand was packed to capacity and it was estimated that at least 1,000 more were turned away. Harness racing, with pari-mutuels was the afternoon program and drew well. The religious pageant "Pharaoh and Moses", produced by Jimmy Hoetzer, drew just a fair crowd to its Sunday night performance.

Gooding Amusement Company, on the midway, reported sharply increased grosses with the Sunday business keeping rides and shows busy from early in the day to late in the evening.

The Dashington Dogs and Cats close a 15-week run at Deer Forest Park, Coloma, Mich., Labor Day. They'll head east for an eight week's run in Philadelphia and New York following the Deer Forest stint.

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## Fair Dates

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The complete list of Fair Dates was published in the issue dated July 25. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2100 Patterson Street, Cincinnati 22, Ohio.

### Georgia

Franklin—Heard Co. Fair. Sept. 21-26. O. V. Burns.  
Hinesville—Liberty Co. Fair. Nov. 2-7. Clarence Williams.  
Jackson—Butts Co. Fair. Sept. 28-Oct. 3. R. F. Armstrong.  
Quitman—Brooks Co. Fair. Oct. 5-10. J. R. Austin.  
Sylvester—Worth Co. Fair. Oct. 19-24. Cecil Johnson.  
Wrightsville—Johnson Co. Fair. Oct. 12-17. S. R. Attaway.

### North Carolina

Asheville—October Fair. Inc. Sept. 29-Oct. 3. Joe McKennon.

### South Carolina

Greenwood—Greenwood Fair. Oct. 5-10. George F. Free.

### Virginia

Martinsville—Martinsville Agri. Fair. Oct. 5-10. O. B. Hensley.  
New Castle—Craig Co. Fair. Sept. 2-5. H. K. Davy.

# Cedar Rapids Pulls 175,454 For New Mark

CEDAR RAPIDS, Ia., Aug. 29.—The 1953 All-Iowa Fair pulled a record 175,454 patrons thru its gate during the eight-day run, ending Sunday (23), to mark up a new all-time high for the event, Andy Hanson, secretary-manager, announced.

Biggest grandstand crowd of the week was opening night's turnout of approximately 10,000, while the smallest crowd was on the final evening when 1,500 came out for the society horse show.

Opening day likewise turned in the best attendance figure, a total of 32,956 while the lowest turnout was Monday (17) when 14,812 passed thru the outside gate. Saturday and Sunday (22-23) yielded crowds of 22,044 and 21,554 respectively.

# Greenwich Pulls Record Throng

GREENWICH, N. Y., Aug. 29.—Washington County Fair, held here last week, scored heavy attendance, with spending reported far over the 1952 mark.

Fair Secretary Phil Houlton said that 35,000 people visited the fair, an all-time record, and he attributed this to excellent weather and Joan Brandon, hypnotist, who was the big grandstand attraction.

John Belloise, of the Bell-Form Shows, which occupied the midway, reported toponotch business. He says that the Bell-Form Shows have been contracted to play the midway again next year.

# Peekskill Ballyhoo Rolling; Gotham Radio, TV, Press Aid

PEEKSKILL, N. Y., Aug. 29.—The eyes and ears of the newspaper reading, radio listening and television viewing public in the New York metropolitan area were being assaulted this week as the publicity and promotion campaign of the Westchester County Fair, which will be held at Indian Point Park September 6-12, went into high gear.

Thru today, no less than nine radio and television programs including personalities associated with the fair, were aired by New York stations. Segs on which fair president E. D. Kelmans and others connected with the fair, including a large variety of animals ranging from a skunk to a bull, were Du Mont's "Treasure Hunt," the Barry Gray WMCA radio show; "Domestically Yours," WABC-TV; Ernie Kovacs, CBS-TV; "Man in Your Life," WPIX-TV; Herb Sheldon Show, WNBT; the Tex and Jinx NBC radio and WNBT shows, and the Steve Allen Show, WNBT.

### N. Y. Papers Aid

New York press coverage included an interview with Kelmans appearing in the business

# Milwaukee Races Toward New Mark

## Annual Threatens '51 Gate Mark; Barnes' Night Show Jumps 20%

By CHARLIE BYRNES

MILWAUKEE, Aug. 29.—Despite temperatures that rocketed into the high 90's, the Wisconsin State Fair went into its next-to-the-final day here today seriously threatening its all-time attendance record of 819,210 set in the good year of 1951. Outside gate traffic up to midnight Friday (28) was only 170,000 short of the mark, and big crowds today, plus the traditional large turnout for the big auto race tomorrow, almost assured the annual of a new attendance mark.

Willard (Bill) Materson, youthful manager of the big expo, said that the attendance was 20 per cent ahead of last year and that for the most part grandstand business was up proportionately. Main night attraction, the Barnes-Carruthers Revue, was packing them in and showed an increase of 20 per cent. Substitution of a 100-mile AAA stock car race for mid-gate auto race: Sunday (23) proved a profitable move. The stocks drew approximately 10,000 more

people than the small cars did last year and brought some \$14,000 more into the till.

Thursday afternoon's 150-mile AAA stock-car race was off about 2,000 in attendance but was up \$6,000 grosswise. This was due to the big demand for the higher-priced seats in the roofed grandstand, while the bleachers were ignored. Modified stock car races Friday did fair, but AMA motorcycles here this afternoon were run to a sizable crowd. Fair's closing matinee feature, the 200-mile AAA big-car championship auto race tomorrow, was already assured of being a success, according to Materson. The advance sale was well ahead of last year at this time and all the \$5 seats had been sold for 10 days. Aut Swenson's Thrillcade will close the fair with a Sunday-evening show. Thearle-Duffield provided the nightly pyrotechnics at the grandstand show.

Harness Racing, the matinee feature on three afternoons, was up 5 per cent attendancewise, but Masterson pointed out that in view of the fair's sharply increased attendance, the hayburners were proportionately off from a year ago.

Midway business, both on the Ammon-Gayer line-up and at Charles Rose Enterprises' permanent set-up, was sharply ahead of a year ago, altho daytime heat was hurting a bit. Night time patronage, however, was big and grosses were expected to end up ahead of '52.

Food sales all over the grounds, particularly at those stands selling beer, pop, ice cream and other coolers, were up sharply. Dairy stands were also doing a hopping business.

Pete Walch again handled publicity this year, with John Aboya again in charge of radio and television tub-thumping.

Visitors were many. Included were Doug Baldwin, secretary of the Minnesota State Fair, who was in on Sunday, and James T. Tays, secretary of the Illinois State Fair, who came in to spend Saturday (29).

# Asheville Site Of New Annual

ASHEVILLE, N. C., Aug. 29.—After several years of arduous effort on the part of citizens of Buncombe County, North Carolina, final plans have been completed for the first annual Agricultural Exhibition Fair, to be held here September 28-30.

According to Joe McKennon, president of October Fair, Inc., sponsors of the event, plans for the fair were formulated after it was decided that a 100 per cent legitimate agricultural fair was badly needed and would be supported by the majority of the people in Buncombe County and Western North Carolina.

Last fall, according to McKennon, the American Business Club of Asheville, started the preliminary organization work for the fair. Meetings were held with interested farmers, school officials and community leaders in practically every community in rural Buncombe County. Without exception, every community voiced approval of the fair and offered help to make it a success.

October Fair, Inc., is a non-profit organization. Any profits arising from its operation, under the by-laws of the charter, must be used for the building of a permanent fair by promoting and aiding community fairs located in Buncombe County and by donating to the Asheville Orthopedic Home.

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Edmonton Gardens, Expo. Grounds  
NEW ORLEANS, LA., Sept. 26 thru Oct. 4, H. F. Van Horn, Director  
c/o Municipal Auditorium  
SOUTH BEND, IND., Sept. 22 thru 27  
Dorothy Godfrey, Director  
254 W. LaSalle St., Apt. 5  
LYNCHBURG, VA., Sept. 21 thru 26  
Jack Craig, Director  
c/o Chamber of Commerce  
BATON ROUGE, LA., Sept. 22 thru 27  
L. A. Gifford, Director  
444 Florida Street  
MOBILE, ALA., Oct. 21 thru 25  
Douglas M. Brooks, Director  
c/o Junior Chamber of Commerce  
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## Glen Echo Scores With 3-Way Stunt

WASHINGTON, Aug. 29. — More than 85,000 people were drawn to Glen Echo Amusement Park in its recent four-week promotion stunt with Briggs Meat Company and WMAL and WMAL-TV. The three-way plan broke weekday attendance records, and gross for the final day Wednesday (5) was the highest in the park's 43 years, according to general manager G. P. Price.

The plan, in which 600,000 tickets good for free and reduced rate rides were distributed thru stores handling Briggs products, established "Briggs Kids' Days" at the park on successive Wednesdays. Advertising was handled by the park's agency, Kal, Ehrlich and Merrick, who steered the triple

promotion toward creating good will and prestige for Briggs, traffic for Glen Echo, and publicity for the participating WMAL stars.

The three co-operating companies were advertised in 1,500 bus and streetcar signs, 500 bumper strips were distributed thru the park's parking lots for weeks before the first day, Glen Echo devoted its ad schedule to plugging Briggs Days and Briggs, in turn, ran strips in grocery ads of participating stores. Briggs trucks carried promotional signs, and the firm's hams were used as giveaways on WMAL radio and TV shows.

Activities on each of the four days featured WMAL stars, free and reduced rate rides, door prizes and souvenirs.

Price and promotion man Bob Ford have arranged a Pepsi-Cola Day on which kids can exchange bottle caps for rides. Also on tap are WMAL Day, a personal appearance of Captain Video and a repeat performance of the Howdy Doozy Show to close the park's season.

## Batting Range 100 Feet High Set for Rocks'

NEW YORK, Aug. 29.—A 10-unit baseball batting range, colorfully illuminated and 100 feet high, is in the works for Rockaways' Playland in Queens. President A. Joseph Geist says the range will be erected atop a concessions building and will be visible to beach and boardwalk throngs for great distances.

The proposal was prompted by the success of a five-unit range opened this summer by John Cahill, Decky Brigati and John Calleo. The new units will be accessible by stairs, and escalators will be provided "if the idea pays off," Geist says.

## Ballroom Burns At Maple Grove

LANCASTER, Pa., Aug. 29. — The ballroom at Maple Grove Amusement Park burned to the ground Friday (21). The southern end of the structure was ablaze when the fire was discovered at 3 a.m. Seven volunteer fire companies poured in water from the adjacent swimming pool and Little Conestoga Creek. Fire Chief Richard Wise estimated the loss at \$75,000. The park is owned by Nicholas Sacoolas.

## Penn Park Ops Set 19th Meet At Conneaut

CONNEAUT LAKE PARK, Pa., Aug. 29. — The Pennsylvania Amusement Parks' Association will hold its 19th annual meeting Thursday, September 10, at the Hotel Conneaut here, according to President George M. Harton, of West View Park, Pittsburgh.

The all-day affair will begin with registration at 10 a.m. and will include cocktails, luncheon, annual meeting and directors' meeting, sightseeing trip around the lake, banquet with entertainment, and dancing in the Crystal Ballroom.

W. J. Tarr, of Conneaut Lake Park, is secretary-treasurer of the organization.

## WLW-C Promotion Attracts Throng To Ohio Resort

COLUMBUS, O., Aug. 29.—Special deputies were called out to handle the record-breaking crowd of more than 50,000 which turned out at Buckeye Lake, near here, last Saturday (22) for a special WLW-C-TV Day for NBC's Howdy Doozy troupe.

The throng broke the park's Fourth of July attendance mark, and created a traffic jam around the Central Ohio resort. Many arrived before noon. The last arrived near midnight, after the three shows staged by the NBC performers.

The Howdy Doozy troupe and Clarabelle, the Clown, were assisted by Lynn Ballard, WLW-C personality.

## CIO PRESIDENT TO AKRON SPOT FOR LABOR DAY

AKRON, Aug. 29. — Ed Palmer, manager of Akron's Summit Beach Park, has copped what probably will be the top Labor Day magnet.

Walter Reuther, president of the CIO, will be the speaker for the annual Labor Day program, Palmer announced.

Akron was the organizational center of the powerful United Rubber Workers, and this union, representing workers in Akron's widespread rubber industry, already is pushing the program.

Tickets for the event are \$1 and some \$3,000 worth of prizes will be given away during the day.

## Blue Lake Park, Portland, Ore., Quits Business

PORTLAND, Ore., Aug. 29.—Blue Lake Park will go out of business after the Labor Day operation, closing 28 years for this funspot a few miles east of Portland. N. B. Welch, owner, says the 98-acre property will be converted to a golf course and country club.

The park, a short distance from the Columbia river, opened in 1925. Welch joined the operation in 1927 to conduct the boating concession and bought the park in 1935 from Walter W. Schmid.

The park operates five rides and offers boating, swimming and picnic facilities.

Welch said closure was motivated by rising costs of operation, insurance and heavy taxation. Altho the park has been a widely known drawing card for school outings thruout the State, Welch said that the investment would pay a higher return if devoted to different use. The rides and other equipment are being put up for sale.

A short-lived movement developed for Multnomah County to take over the property as a larger site for its fair, the quarters at Gresham having grown too small. County commissioners, however, found finances were not available to swing the deal.

## HENRY GUENTHER DIES; AT OLYMPIC 37 YEARS

MAPLEWOOD, N. J., Aug. 29.—Henry A. Guenther, 74, owner since 1916 of Olympic Amusement Park at the junction of this community and Irvington, died Monday night (24) at his home after a long illness. Guenther purchased the former beer garden in 1916 and converted it into one of the nation's most successful fun spots.

A former president of the National Association of Amusement Parks, Pools and Beaches, Guenther was active in charitable, civic and Republican activities in Essex



HENRY GUENTHER

## WALL ST. JOURNAL SAYS:

# Want a Good Business? Buy Amusement Park

NEW YORK, Aug. 29.—The amusement park business is a sure one in which to make money, and this season is the lushest one so far for that industry—so says The Wall Street Journal. Stanley Kligfeld, who represented the business world daily at this month's convention here of the National Association of Amusement Parks, Pools and Beaches, drew his conclusions after interviewing such key figures in the industry as George A. Hamid Sr. and Paul H. Huedepohl.

Kligfeld was ushered about the Palisades (N. J.) Amusement Park plant by The Billboard and spoke with park men from all sections of the country. His story appeared yesterday, and employed this enthusiastic introduction:

"Worried about topheavy inventories? Fretting over lagging sales? Then refresh yourself with a look at a business that isn't plagued by either problem: the amusement park field."

### Hamid Sees Record Biz

Hamid, president of the association, was cited as pointing out the financial trend, such as a prediction that paid admissions will reach 225 million this year, 12 per cent higher than last year. About \$2 is the average spent by each park visitor, he told the reporter, with 80 cents of that going for food and the rest for rides and shows.

"At the current rate, we'll do... business in excess of \$500 million this year, a near high for our industry," Hamid is quoted as saying.

Huedepohl, executive secretary of the NAAB, gave about 20 per cent as the average yearly return on any kind of amusement park investment. Concurring was Gerald P. Price, manager of Washington's Glen Echo Park,

who said that in these times a ride pays for itself in four years. Altho 1953 is a good year, Price said, his business is still down 10 per cent below that of last season.

### Kiddie Spots Booming

Huedepohl quoted figures that underline the mushrooming growth of kiddie amusement parks in America. Altho there were scarcely any such before World War II, he said, they are springing up at a rate of about 75 per year, and now number around 600. The Chicago vicinity alone has 17 kiddie parks, he said.

Others who were cheerful of the season's prospects, the Journal writer said, were Irving Rosenthal of Palisades, Laurance Canfield of Santa Cruz Seaside Co., Monterey, Calif.; William P. Donlon of Sylvan Beach Park, Utica, N. Y.; Larry Stone of Paragon Park, Natasket Beach, Mass.; Edward J. Carroll of Riverside Park, Springfield, Mass., and George A. Schmidt of Chicago's Riverview Park.

## Riverside Goes Strong at 117 Straight Nights

AGAWAM, Mass., Aug. 29.—Altho its mark for consecutive days without an early shuttering was cut at 101 by rain August 15, Riverside Park was plugging away at another on Wednesday, having gone 117 straight nights without a rain-out. Park went into a nightly schedule May 1 and has a 100 per cent record.

## 'Mrs. America' Prelims Start

CLIFFSIDE, N. J., Aug. 29.—Preliminaries for the Mrs. New York City contest, in which wives will be judged 50 per cent on beauty and 50 per cent on home-making, begin Thursday (3) at Palisades Amusement Park. Tie-in for the event has been worked out with Lincoln-Mercury dealers, who are distributing blanks as are the Mrs. America Contest offices and the park.

Preliminaries for the Mrs. New Jersey title will be held at the park Friday (4). Finals for the Gotham and Jersey crowns will be held September 8 and 10, respectively. The national finals, in which 34 entrants will vie for more than \$10,000 in prizes, will be September 13 in Convention Hall, Asbury Park, N. J.

## Video Clowns For Lakewood

MAHONY CITY, Pa., Aug. 29.—Clowns of the TV show "Big Top" have been booked for September 6 at 200-acre Lakewood Park here. Attractions for the spot are being booked by Abe Feinberg, who hopes to continue offering week-end acts thruout September.

**FOR SALE**  
Kiddie Ferris Wheel, seats 12, and Double Boat Ride, holds 24, A-1 condition, \$1,000.00 for both.  
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10 miles of beach property facing both the ocean and Sound (inland waterway from Maine to Florida). Unzoned and undeveloped.  
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**FOR SALE**  
Kiddie Park, 13 post-war rides, losing lease, can be moved completely with all wiring and cables. Everything in first-class shape.  
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188 W. Randolph St. Chicago, Ill.

## COOK'S TOUR

### MSA Exec Bags \$3,000 In 3 Weeks

NEW YORK, Aug. 29.—Phil Cook, executive secretary of the Miami Showmen's Association, reported this week, after only three weeks on the road, that he had secured \$3,100 for the organization.

The money includes fees from new members, dues, donations for plaques, and the proceeds of fundraising devices sanctioned by the association.

Cook reported the club membership had topped the 1,500 mark. On his trip he signed up 72 new members, issued 14 reinstatements and received three \$100 plaque donations. The latter were from Johnny Canole, thru Patty Finerty, Maxie Glynn and Sammy Spielman.

Cook, who visited 11 shows during the first three weeks of his travels, expects to remain on the road thru October 1. To date he has covered some 4,000 miles. The entire trip will encompass visits to some 40 shows, as well as many fairs and other outdoor amusement enterprises, and cover an estimated 25,000 miles.

Construction of the new association home in Miami is progressing rapidly. Cook reported that the walls have been completed and work on the roof has started. The building will be ready for the first meeting scheduled for November 3. Dedication of the structure will take place in December.

### Jack Ruback Hits Red One At Sydney, Ia.

EMPORIA, Kan., Aug. 29.—Jack Ruback's Alamo Exposition Shows moved here this week from the Sydney, Ia., rodeo, which proved to be the biggest week of the season for the midway organization. According to Ruback, grosses there jumped a neat 16 per cent over last year.

Aided by sunny but cool weather, rodeo patrons came out early and stayed late. Joe Murphy's gal show, Billy William's monkeys and Swede Hanson's athletic unit all racked up big grosses. Rides kept busy all week and the front-end, under supervision of Harry Lamont, did a thumping business.

Show opened here Tuesday night (25) at the Emporia Fair to big crowds.

## Milwaukee Midway Up Despite Heat

MILWAUKEE, Aug. 29.—Midway business at the Wisconsin State Fair this week was bolstered by attendance that was up approximately 20 per cent over '52, but 90 degree-plus heat, which moved in about mid-week, hurt daytime ride, show and concession patronage to some extent.

Despite the mounting temperature, however, midway ops expected to wind up the nine-day run Sunday (30) with a substantial increase in grosses.

The "Fun On the Farm" set-up of shows and concessions operated under the aegis of Ralph Ammon and Archie Gayer, was running well ahead of '52, even tho the high temperatures cut into daytime business. Three shows, Irwin Miller's "B o w n s k i n R e v u e," Charlie Hodges' Side Show, and the "Hayloft Follies," booked thru Tommy Sacco, Chicago, were running neck and neck for top honors. The "Big Gal Revue," owned by Floyd E. Gooding, got off to a slow start but by the week-end was more than holding its own.



TWENTY-SIX ENTRIES ALREADY H A V E BEEN MADE in the contest sponsored by the Showmen's League of America to pick Miss Outdoor Show Business of 1953. Three recent entries submitted by carnivals are (left to right): Ariana Carter, representing the Happyland Shows; Zeleka De la Wezelez, the entry of Southern Valley Shows, and Mary Kumalae, the choice of Merriam's Midway Shows.

## CONKLIN COASTER CLICKS

### New \$185,000 CNE Ride Off To an Impressive Start in Toronto

TORONTO, Aug. 29.—Built at a cost of \$185,000, the new Roller Coaster at the Canadian National Exhibition here registered an impressive two days' business Friday and today, the first two days of the CNE. The Flyer, as it is tagged, grossed in the neighborhood of \$2,200 on its first day, and today's take, judging by patronage to 5 p.m., was expected to be three times as high.

Erected by Patty Conklin, holder of the CNE midway contract, the ride was designed by Joe McKee, of Palisades (N. J.) Park. Carl Johnson, superintendent of construction at Palisades, headed up actual construction. A Toronto firm, Stamford & Wilson, were the architects, with another Toronto firm, Morrison, Harshfield, Millam & Huggins, as engineers.

Actually key Conklin staffers played a large role in the project. Conklin himself was on the site for long hours daily; Neil Webb, long-time Conklin office secretary, was in charge of business details,

and Grant Sinclair, electrical superintendent; W. Davis, carpentry superintendent, and Herman Larsen, all Conklinites, worked continuously on the project, with Larsen in charge of labor.

#### Front by Ray

John C. (Jack) Ray, who for years has been the Conklin show-front designer, created the one for the Flyer, a striking one which at night adds greatly to the already well-flashed midway lineup.

The Flyer, which incidentally, is one of only three such rides to be erected on the North American Continent since the end of World

War II, is 585 feet long, 99 feet wide, and 67 feet high at peak elevation. Its two trains each are of 32 capacity and are calculated, when the ride has been broken in, to load, make the run, and reload in a minute. Elated over the successful operation of the ride, Conklin today talked about plans he is mulling to construct two rides inside the Coaster structure. As of now, he said, he is merely thinking about such additions but he conceded that it is possible that he will put two rides in the inclosure in time for the '54 exhibition permanent park.

(Continued on page 62)

## Strates Cashes In On Hamburg Record

### All Segs Profit; Repainting Slated As Unit Readies for N. Y. State Fair

CORTLAND, N. Y., Aug. 29.—James E. Strates Shows will have a week-long layoff after the Cortland County Fair that ends tonight, in preparation for its big date at the New York State Fair, Syracuse, starting Saturday (5). Strates pulled into Cortland after topping by a wide margin its previous year's grosses at the Erie County Fair in Hamburg which ended on a record note Saturday (22).

Starting with children's day Monday (17) at Hamburg, attendance and Strates grosses paralleled each other, exceeding daily the 1952 marks. Fair attendance was a record 379,225, including 91,506 the final day. Last year the turnout was curbed somewhat by a transit strike.

During a five-day wait at Syracuse, all rides, show fronts and

other equipment will be repainted.

Rides grossed well at Hamburg, 10 cars of them being sent on ahead from Bath, N. Y., where the midway could not accommodate all of them. These rides were ready to run on the opening children's day, which was profitable and also eased the pressure on the main unit to make the trip in time.

For top honors, Art Convere's Side Show and Jack Norman's Broadway to Hollywood were about even, with the jackpot also being hit by Nate Eagle's Hollywood Midget Movie Stars, George Murray's Thrill Arena, Eddie Keck's La Vie Paree, Baby Betty, Fat Girl, LeRoy Watts' Holiday in Harlem, Big Snake Show, Midget Horses, Wild Life, Korean War Show, Leo Carrell's Animal Circus, and all other attractions.

## 26 Candidates Named in SLA Queen Contest

### Committee Sets September 15 Entry Deadline

CHICAGO, Aug. 29.—A rush of last-minute entries are being made in the contest to select Miss Outdoor Show Business of 1953, sponsored by the Showmen's League of America, and to date a total of 26 candidates have been entered in the running.

All entries must be in the League's headquarters here by 8 p.m. September 15, when a complete list will be announced. Voting will continue until November 13 and the Sunday before the annual banquet, five or six leaders will be determined for the finals. Charles Zemater Sr., is chairman of the auditing committee, which will tally the ballots.

William T. Collins, owner of the show bearing his name, and

(Continued on page 62)

## Gooding Hits Pay Dirt at Greenville, O.

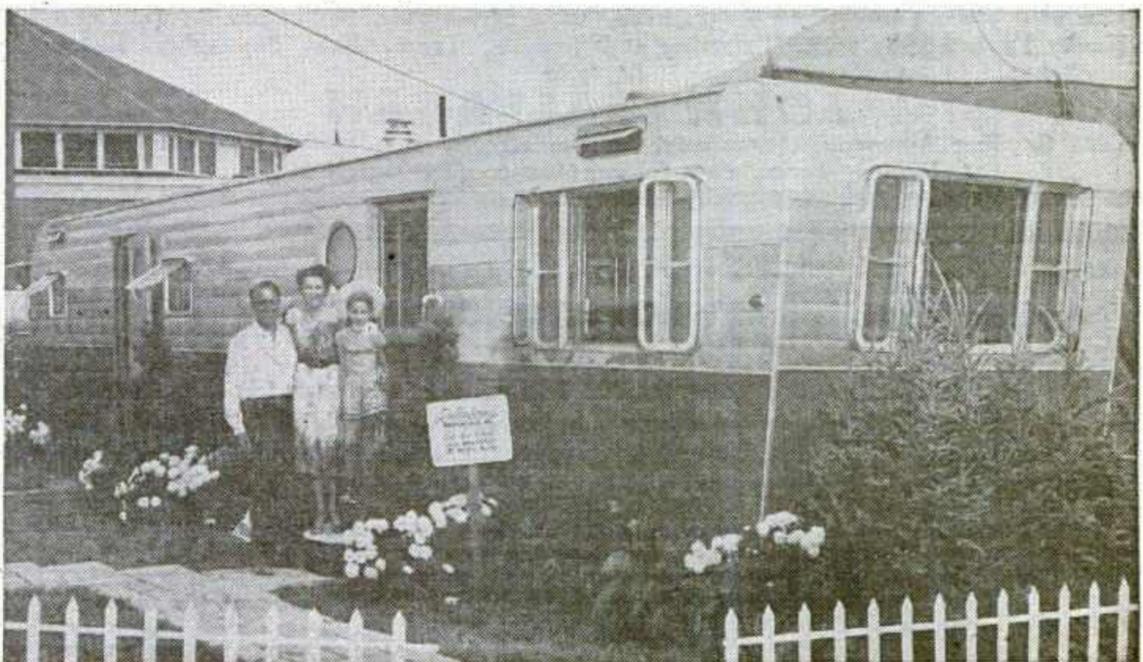
GREENVILLE, O., Aug. 29.—Gooding Amusement Company Unit No. 4, racked up big business here at the Great Darke County Fair both Saturday and Sunday (22-23). The org, under the management of Homer Denison, was swamped on Sunday when a record crowd poured onto the fairgrounds to keep rides and shows busy thruout the entire day.

Back-end here was strong with Warther's wood carvings, Sprague's monkeys, Wilson's Glass House, Tracey's snakes, Stiles Lobster Show and Stiy's Funhouse. Rides include 8 major and 3 kiddie devices. Also on the back-end was Gooding's Old Mill.

Charlie Pottorf, veteran Gooding staffer, was in the office wagon. John F. Enright, manager of the firm's No. 1 unit came over from Lima, O., to visit for several days.

## Virginia Greater In Storm Recoup

CAMBRIDGE, Md., Aug. 29.—Virginia Greater Shows eyed better takings here this week after a date hurt by a hurricane that hit Easton, Md., two weeks ago. Last week at Crisfield, Md., business was good.



ATTRACTIVE HOME OF ARCHIE GAYER; his wife, Frances, and daughter, Diann, on the midway of the recent Wisconsin State Fair, Milwaukee, was a commodious 43-foot Rollohome House Trailer that has sleeping accommodations for seven. Trailer captured the eye of many patrons of Fun Farm, the midway area operated jointly by Gayer and Ralph Ammon, former manager of the fair. The Gayers are shown at the door of the eye-catching trailer.

C.C. (SPECKS) GROSURTH PRESENTS

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

**WANTED** For Wilson-County Fair, Lebanon, Tenn., September 9-12; followed by the Elberton, Ga., Fair, and a route of bona fide Fairs to November 14.

Will place Hanky Panks and Prize Every Time Concessions. Will book Six Cats, Buckets, and Swing Ball that operates for 50c and stock. Also Percentage, but must have Hanky Panks to go with same. Can also place Age and Scales.

**SHOWS** Will book any Grind Show with own transportation and equipment.

**RIDES** Can place one or two nonconflicting major Rides; liberal percentage.

**HELP** Can place First and Second Men on all Rides; must be licensed drivers.

**C. C. GROSURTH** DuQuoin, Illinois, this week

14 BONA FIDE FAIRS

## VIVONA BROS. Combined SHOWS

14 BONA FIDE FAIRS

"A MILE OF THRILLS AND ENTERTAINMENT"

• CAN PLACE FOR LEHIGHTON, PA. CAN PLACE FOR •  
OVER 100,000 • ATTENDANCE LAST YEAR • OVER 100,000

**CONCESSIONS**—Outright Sales, Demonstrators, Hats, Eats and Drinks, French Fries, Waffles, Novelties, Age and Scales, Popcorn, Custard, Photos, Glass Pitch, Cigarette Block Game, Stock Wheels, Buckets, Hankys, Legitimate Merchandise Concessions only.

**RIDES**—Caterpillar, Tilt, Whip, Dark Ride, Live Ponies, and any other Flat Rides.

**SHOWS**—Can use one more Girl Show with own equipment for this date. Capt. L. L. Jeffreys, contact

Glenn Maynard, Unborn, Arcade, Glass House, Drome, Girls for Girl Shows. DeWise Purdin wants Acts for Side Show. Ali Hasson, contact Bill and Jean. Robert Holt wants Performers and 4-piece Band for Jig Show.

**HELP**—Chairoplane Foreman and capable Help on all Rides, must drive semis. Pop and Mom Garrett want Cook House Help. Can place High Free Act. Jerry Martin, contact Harry E. Wilson.

Address: Emmaus, Pa., this week; Leighton, Pa., to follow; then Christiansburg, Va. Agent will be on Leighton Lot, Sept. 2nd.

## O. C. Buck-Model Shows, Inc.

America's Finest Railroad Show  
ALL FAIRS  
WEST CHESTER COUNTY FAIR, PEKSKILL, N. Y., NEXT WEEK  
THE ONE BIG FAIR IN THE EAST FOR LABOR DAY

Can place—Scales, Age, Eating and Drinking Stands, Unborn, Monkey, Arcade, Dark Ride, Chorus Girls. Office paid, top Salaries, balance season.

**TIDEWATER FAIR, NORFOLK, VIRGINIA, WEEK SEPT. 14**

Can place, Custard, Long and Short Range, all legitimate Booths, Eats and Drinks. Open here.

Followed by: Sampson County Fair, Clinton, N. C.; Catawae County Fair, Hickory, N. C.; Greenwood County Fair, Greenwood, S. C.; Rock Hill S. C. Fair, Rock Hill, S. C.; Union County Fair, Union, S. C.; Charleston Fair, Charleston, S. C.; Laurens, County Fair, Laurens, S. C.

Place sober and reliable Ride and general show Help. Want Towers Electricians. Help for Scooter and Caterpillar Formen.

Want good, sober Train Master who can handle 25 car show. Top salary.

All answer: O. C. Buck-Model Shows, Rhinebeck, N. Y., this week

## LAST CALL FOR THE CREAM OF THE SOUTHERN FAIRS!!!

Can place all kinds of Hanky Panks, Merchandise Games, Concessions. Good opening for Short Range and French Fries. Must be neat and well flashed. Starting at Columbia, Tenn., Fair, September 7-12; followed by Jackson, Tenn.; Florence and Huntsville, Ala.; Atlanta, Ga.; Lawrenceburg, Tenn.; Athens, Ga.; Dothan, Ala., and Pensacola, Fla. You can take your choice of the Fairs. Ex on Novelties and Hats open for Columbia, Tenn. These are NOT County Fairs, but District, State and Interstate Fairs.

F. E. Gooding #1 State Fair Shows playing all above Fairs.

Can also place Concessions for Jackson, Ohio Street Fair, September 22-26. Also Hanky Pank Agents wanted, starting at Knoxville, Tenn., Fair, September 13-19.

Reply to

**JOHN GALLAGAN**

Care Gooding Amusement Company, on the streets, Henderson, Ky., this week; Columbia, Tenn., Fair follows (or contact Morris Lipsky).

## Greater Dixieland Exposition

Want for Northwest Missouri State Fair, Bethany, Mo., Sept. 5-11; and the following proven Fairs—Pope County Fair, Russellville, Ark., Sept. 15-19; Desha County Fair, Dumas, Ark., Sept. 21-26; Winn Parish Fair & State Forest Festival, Winnfield, La., Sept. 28-Oct. 3; Avoyelles Parish Fair & State Pasture Festival, Marksville, La., Oct. 5-10; Franklin Parish Fair, Winnsboro, La., Oct. 12-17; Other good spots to follow.

**CONCESSIONS**—Eating and Drinking Concessions of all kinds. Can place Popcorn, Snow, Custard, Foot Long, etc. Want Long or Short Range Lead Gallery, Scales and Age, Novelties, Jewelry, Hi-Striker, all types of Stock Concessions. Want flashy Bingo.

**SHOWS**—Side Show, Fun House, Arcade, Dark Ride, any Grind Show with own equipment, low percentage.

**HELP**—Can always use good, sober Ride Help who drive.

LONG SEASON IF YOU CAN CUT IT. CONCESSIONAIRES AND SHOWMEN GET YOUR WINTER B.R. ON THIS ROUTE. ALL REPLIES:

**JIMMIE HENSON, Mgr.**

FAIRGROUNDS, BETHANY, MO., SEPT. 2-11; THEN PER ROUTE ABOVE.



OFFICE STAFF OF W. G. WADE SHOWS is all fem, Irene Crossland and Mildred Miller (right). Latter has worked in the Wade wagon for 20 years and prior to that was a concessionaire on the show for a season.

## Midway Confab

Eddie Ames, mentalist, escape artist and Girl Show operator, is in Veterans' Hospital, Aspinwall, Pa., and would like to hear from friends. . . . Mary Pickard, formerly assistant to Ralph Lockett in the office of Johnny J. Jones Exposition, is now residing in Fairbanks, Alaska. . . . Jess Murrey formerly of Royal American and Hennies Bros.' Shows, is in Ward 124, Veterans' Hospital, Downey, Ill., and will be confined there for some time.

Geraldine Gaughn, who underwent minor surgery on her foot recently, is on the mend at her home, 307 S. Delaware, Tampa. . . . L. G. King, agent and promoter, who closed recently with Mullins' Royal Pine Shows at Howland, Me., is resting up at a Times Square hotel in New York before beginning promotion on indoor dates under auspices for his "The

treasurer of Prell's Broadway Shows, is again a patient at the Easton (Pa.) Hospital. . . . Sam Prell, owner-operator of the shows bearing his name, last week flew to Florida to cement some winter deals.

Mrs. Domenica Bellatoni, maternal grandmother of Morris and John Vivona, operators of the Vivona Bros.' Shows, died August 23. Many flowers were sent by the personnel on the shows. . . . Dada King, World of Mirth Shows concession secretary, was hospitalized during part of run of the Central Canada Exhibition at Ottawa. The genial Dada thus missed out on much of the biggest work week of the season, both in terms of dollars and office routine.

Mr. and Mrs. Johnny Canole are planning to reside in Miami. He is the well-known automobile dealer who makes a specialty of catering to show folks. . . . Arthur E. Campfield, New York tent builder, last week visited the James E. Strates and O. C. Buck Shows and Hunt Bros.' Circus.

Mr. and Mrs. Nat Gey, managers of the Minstrel Show on Page Bros.' Shows, were grieved by the Wednesday (19) death of their eight-month old baby. The infant was buried in Nashville. . . . Recent visitors to the Royal Midwest Shows included Jack and Joan Hope, who stopped off during the Swisland County Fair, Vevay, Ind.

H. Pleus Sr., father of Ernest and H. Pleus Jr., top men in Tampa Metal Products, Inc., Tampa kiddie train manufacturers, has one of his son's kiddie trains out with the Gooding Amusement Company this season. Pleus recently played the Greenville, O., Fair with the org and announced he was getting excellent business at nearly every spot.

Gladstone Exposition Shows received their share of ailments recently. Dick Hyland, operator of the Life Show on the org, was recently rushed to the St. Joseph Hospital, Louisville, following a heart attack and lobar pneumonia. Jack Oliver, show's business manager, is in Norton Memorial Hospital, Louisville, with a strained back. Oliver expects to be up and back with the show in about a week.

Sam Myers volunteers a more comprehensive list of concession-



JESS WRIGLEY, press and special agent of the 20th Century Shows, and Art Signor (right), in charge of the show's back-end, compare notes. The 20th Century has been enjoying excellent business at fairs.

Country Fair Comes to Town." . . . Ruby Neal has rejoined Col. Lew Alter's Side Show after being confined in a hospital in Faribault, Minn., for treatment after being bitten by a copperhead. The Alter unit is now with the Wallace Bros.' Shows.

Johnny Kinsey is new manager of the Monkey Circus which opened with the Metropolitan Shows at Huntington, W. Va., recently. Kinsey is using 15 monks and plans to add a chimpanzee soon. Unit is operating with a new 10-foot sidewall and a 90-foot catwalk banner line, Kinsey says. . . . Ray Garrison (Tarzana) has left the road and is working in a tourist camp at Port Huron, Mich. He plans to return to Florida nitieries this winter. . . . Dick King has left the road and is now cooking at the Parkwood Grill in Kalamazoo, Mich.

Joseph Lehr, spot worker, pens from Philadelphia that he worked with Spot Pensonault and George Harris at the Troy Hill (N. J.) Fair August 18-22, and worked again with the same pair at the Waldon (N. Y.) Fair August 25-29. . . . Vernon Trepton joined Georgie Spear Jr. on the Wallace Bros.' Shows at Rice Lake, Wis., last week.

Phil Manteo, concession agent on the World of Mirth shows, is proudly displaying a summons from RKO pictures for a screen test. Phil has formerly appeared in summer stock dramatic roles. He is agented by Bill Miller, of the Riviera, New Jersey nite spot.

Red Russell, former secretary-



BOB EDWARDS beams proudly at his wife on the Royal American lot, where each heads up back-end attractions, one the Snow White Mechanical Show, the other an Illusion Show. Both Bob and his wife are former school teachers.



ANDY HANSON, manager of the All-Iowa Fair, Cedar Rapids, congratulating Al Wagner (right), owner-operator of the Cavalcade of Amusements, for running up the biggest ride and show gross in the history of the Cedar Rapids annual. The Wagner organization currently is playing a 12-day still date in Gary, Ind., having moved in there from Cedar Rapids.

aires, who worked the Illinois State Fair, Springfield. His list includes Jake Rubenstein, Desplenter Brothers, Red Luxemburg, Frank Lasser, Mike Haperlink, Snapsel Hadesman, Izzy Shybold, Bill Skennelenburg, Horse Weiss, Dutch Tomatoes, Roundhead Kid, Jack Allen, Polish Chester, Joe Marks, Moonshine Marks, Dippo Payne, Hilly Williams, Pete Crest, Sammy Harris, John Palmer, Tubby Thomas, Richard Pronatzky, Mike Browdsky, Walter Reiss and Porky Desplenter.

Ralph W. Smith, former secretary-treasurer of the World of Mirth Shows, is a patient in Bayard General Hospital, Fort Lauderdale, Fla. He is reported considerably improved.

Mrs. Dorothy Dempsey, wife of John (Tiny) Dempsey, was a guest on her birthday at a dinner party staged by Mrs. Effie Thompson in her house trailer. All are with the Vivona Bros. Shows. . . . Harry Wilson, Vivona representative, just returned from the South, is heading back to Dixie again to clean up details in connection with some of the show's late fair dates.

Joe Rowan, veteran outdoor showman, has been named manager of the Troup County Fair, LaGrange, Ga., Annual is skedded October 5-10.

Mrs. Victor Lee and Troy Pennell have joined Royal American shows where they are working for Mickey Mansion and Stanley Barbay in their new illusion show. . . . Harry T. (Sheriff) Williams is confined to Veterans Hospital, New Orleans, where he is suffering from blood poisoning. Williams is eager to receive letters.

Mr. and Mrs. Bill Norwood are back in their New Orleans home after spending some time with Mrs. Norwood's father, S. M. Sutton Sr., owner of the Great Sutton Shows. Bill Norwood is employed by the Texaco Company.

Wally Lenz, parade marshal at Chicago's Riverview Park, reports the '53 Mardi Gras there is going along in fine style. First event was Saturday (22) and the parade will be held nightly until the park closes September 13. In observance of the park's 50th anniversary this year the floats and costumes are all themed along the Gay Nineties lines.

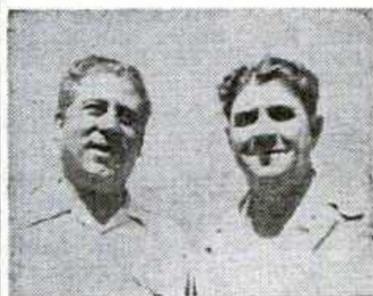
Gem City Shows tied in with a fund-raising drive for a welcome-



TWO VETERAN concessionaires, Hank Shelby and Lou Leonard (right), take a breather at the Wisconsin State Fair, Milwaukee, at which Hank directed concession operations in the Fun Farm section. Lou was in Milwaukee for most of the fair's run, then jumped to St. Paul to rejoin the Royal American Shows at the Minnesota State Fair.

home reception for GI's returning from Korean prison camps during the org's stand at the Ozark Empire Fair, Springfield, Mo. It tossed a benefit show for the drive in the Girl Show top Thursday night (20) with Don Greco, Ray Marsh Brydon, Jimmy Morrissey and Owner Tom Hickey serving on the committee. Visitors at the annual included Rollo E. Singleton, secretary-manager of the Missouri State Fair, Sedalia, and L. C. Carpenter, Missouri director of Agriculture.

This is new car month on the O. C. Buck-Model Shows. Owner O. C. Buck is sporting a Cadillac; Mr. and Mrs. Ted Williams, who joined with their cookhouse, have a Pontiac; Mr. and Mrs. William Cowan took delivery of a Buick; Eddie McTigue has a Ford Truck, and the Chet Batchelors—he is the show mechanic—have a new house trailer. Bill Cowan's birthday was recently



PAT MURPHY, owner-operator of the French Casino on the W. C. Wade shows, and Red Marcus (right), who doubles as the unit's talker and emcee, pause between shows. The French Casino features Dianne Ross.

celebrated with a party at the Casa Blanca nitery in Gouverneur, N. Y. Joe Macharnio is the show's new mailman and agent for The Billboard. Mrs. Frank (Vi) Vogt, is in Seneca Falls, N. Y., Hospital but is receiving many letters from folks on the show.

Spencer A. Stine, Seat Pleasant, Md., has been signed to furnish rides and concessions for the Amissville, Va., Fire Department celebration September 18-19.

Ben Morrison, immediate past president of the Michigan Showmen's Association, recently stopped off at Juarez, Mexico, on a jaunt from Hot Springs to Los Angeles. After spending a month in California, Morrison plans to return to Detroit to handle several promotions.

Mr. and Mrs. Sam Hyson, Elkins, W. Va., recently visited the A.M.P. Shows. . . . Bert H. Britt, 8511 N. Boulevard, Tampa, has been confined all season with a heart ailment. He would appreciate hearing from his friends. . . . Mr. and Mrs. Richard (Swede) Howell, formerly of 20th Century Shows, announce the birth of a daughter, Gayle Luree, born August 23 at Municipal Hospital, Tampa. Judy Howell is convalescing at the home of her mother and sister, Ruby and Gypsee Gaze, 707 W. Ross Street, Tampa.

The Robinson Family, frozen custard concessionaires, were visited by Governor Stratton of Illinois; Stillman J. Stanard, State

(Continued on page 60)

# JOHNNY T. TINSLEY SHOWS

*America's Most Modern Midway*

**WANT FOR PICKENS COUNTY FAIR, EASLEY, S. C., SEPT. 14-19, AND OUR CIRCUIT OF FAIRS HIGH CLASS FREE ACT**

**SHOWS**—Organized Minstrel, (I have top and equipment); 10-In-1, Wild Life, Monkey, Illusion, Dog, any other Grind or Walk-Through.  
**RIDES**—Any Major Rides not conflicting. Want Boat Ride, Coaster Train, Sky Fighter, Whip, Pony Cart, Live Ponies and any other Kiddie Ride.  
**CONCESSIONS**—Custard, Long Range, French Fries, Mitt Camp and any Merchandise Concessions.  
**HELP**—Can always use good Ride Help.

**JOHNNY T. TINSLEY, Mgr., Greenville, S. C., until Sept. 12**

# Eddie Young's STERLING CROWN Shows

**WANT FOR HARDMAN COUNTY FAIR, BOLIVAR, TENN., WEEK SEPT. 7, FOLLOWED WITH FAIRS AT GREENVILLE, CORINTH, NEW ALBANY AND WAYNESBORO, ALL MISSISSIPPI; FAIRS UNTIL NOV. 15**

<b>CONCESSIONS</b>	Cookhouse, Grab, Jewelry, Novelties, Glass Pitch, Ball Games, Fish Ponds, Derby Racer, Arcade and Hanky Panks of all kinds.
<b>RIDES</b>	Octopus, Caterpillar, Live Pony Ride.
<b>SHOWS</b>	Wild Life, Drome, and any Shows of Merit not conflicting.
<b>SHOWMEN</b>	Want small organized Jig Show, not more than 8 or 10 people (have Front and Top for Same), must be capably managed, have own Wardrobe, P.A. Sets, and transportation for people. Also have proper Help to get Show up and down, no promoters. Don't answer unless you can fulfill this ad. This is the choice Jig Show territory.
<b>GIRL SHOW PEOPLE</b>	Jackie Coleman wants 2 more Girls. Good percentage and salary every night. Can use one more Carvasman, \$40.00 per week. Following people contact at once—Johnny Thomas, Diane Miller, Patsey Patterson, Jimmy and Bob, Carvasmen formerly with me.
<b>RIDE HELP</b>	Foremen and Second Men for Tilt and Fly-O-Plane. Second Men for Wheel and other Rides. Must be sober and drive truck.

**All Replies to: E. L. YOUNG, Mgr., Winchester, Tenn., this week**

## INTERSTATE SHOWS

**LAST CALL LAST CALL**

**For Dyer County Fair, Dyersburg, Tennessee, Sept. 7-12; followed by Tipton County Fair, Covington, Tennessee; continuous route of Fairs through Nov. 14, then into Florida. No still dates.**

**RIDES:** #5 Eli Wheel to make twin wheels, Octopus, Spitfire, Caterpillar, Rollocoaster, Scooter, Kiddie Rides, Live Pony Rides.  
**RIDE HELP:** Foremen on Merry-Go-Round, Wheel, Tilt, Floplane, Dark Ride, Second Men on all Rides, will pay top wages and percentage, prefer licensed semi drivers.  
**SHOWS:** Side Show with or without own equipment, Lisa Del Mar, get in touch. Good opening for Wild Life, Unborn, Fun House, Glass House, Monkey Speedway, Penny Arcade, any worthwhile Grind Shows. Want organized Minstrel Show with not less than 15 People. Salaries paid out of office. Barbara LeMay wants Girls for Girl Shows.  
**CONCESSIONS:** All Concessions open, open Midway, Hanky Panks of all kinds, Eating and Drinking Stands of all kinds, Jewelry, Hats, Long Range, Short Range, Glass Pitches, Pop Corn, Candy Apples, Frozen Custard. Want Agents for Roll Down, Clothes Pen, Skillo. Will book Nails, Buckets, Swinger.  
 Want Experienced Bingo Counter men to join on wire. Will pay top wages and bonus.  
 Want Show Builder and Carpenter for balance of season and all winter's work to join on wire.  
 Can place useful Show people in all departments. Two Counter men for Cook House, also man to take charge of Grab.

**Replies to: H. B. ROSEN Gallatin County Fairgrounds, Shawneetown, Illinois.**

# DesBro Shows

**Want for Hemlock, N. Y., Fair, September 2-5**  
**Geneva, N. Y., Center of City, September 7-20**  
**Vernon, N. Y., Fair, September 26-29**

**WANTED**—All Eating and Drink Stands for these two Fairs. **WANTED**—Fish Pond, Long Range, Short Range, Bowling Alley, Duck Pond, Cork Gallery, etc., etc., and all Stock Concessions.

**WHITEY ROGERS WANTS**—WRESTLERS AND BOXERS—Shoot or Work. Show People in all departments. **GIRLS** for Girl Show—NO STICKS.

**Contact ANGELO DESIDERIO**  
**HEMLOCK FAIR GROUNDS OR 59 CONKEY AVE., ROCHESTER, N. Y.**

# MIGHTY GEM CITY SHOWS

**UNIT #1—NORTHWEST MISSOURI STATE FAIR, BETHANY, MO., SEPTEMBER 4-11**

<b>RIDES-SHOWS</b>	Will book Rides and Shows of all types, including Girl Shows for this date and you can complete our fine route of Fairs with us.
<b>CONCESSIONS</b>	Open Midway—Will Book Swinger, Buckets, Six Cats, Peek Stores and other types of Grind Stores. Also Hanky Panks of all types. Want Popcorn, Water Games, Basketball, African Dip or what have you?.

**TOM HICKEY, Gen. Mgr., will be at Fairgrounds, Bethany, Mo., starting Sept. 2. Contact thru Fair Office.**

**UNIT #2—CLARKSVILLE, TENN., NOW, FOLLOWED BY**

**GIBSON COUNTY FAIR, TRENTON, TENN., LABOR DAY WEEK**  
**FOLLOWED BY LINCOLN COUNTY FAIR, FAYETTEVILLE, TENN., AND 10 SOLID WEEKS OF FAIRS TO FOLLOW**

<b>CONCESSIONS</b>	Will book Concessions of all kinds that work for Stock. Also want Show Cookhouse, Floss, Popcorn, Water and Ball Games, African Dip, Basketball or any other type of Hanky Pank or Carnival Concession.
<b>SHOWS</b>	Want organized Jig Show, Grind Shows and Ding Shows, such as Wild Life and Animal Show. Also Dark Ride, Glass House and Fun House. Can place Girls for Girl Shows, paid thru office. Top Salary.
<b>HELP</b>	Ride Help and General Carnival Help in all departments.

**For UNIT #2 Contact; DON GRECO, ROYAL YORK HOTEL, Clarksville, Tenn.**

# A Family Tradition JOHNNY'S UNITED SHOWS

Last Call for Limestone County Fair, Athens, Ala., next week, with a solid route of Class A Fairs to follow, including Huntingdon, Tenn.; Jackson, Tenn., Colored Fair; Jackson County Fair, Scottsboro, Ala., and Roanoke, Ala., Fair.

CONCESSIONS—Grab, Short Range, Long Range, Pea Pool, Set Spindle, Rat Game, Basket Ball, Coke Bottle, Balloon Dart and Hanky Panks of all kinds.

SHOWS—Monkey, Wild Life, Illusion and Motordrome.

WANT—Neat appearing Manager for a beautiful panel front revue type Girl Show built on truck. Must furnish two or more girls. Anna Lee, please contact.

WANT—Operators for Laughing Gertie Glass House—must drive.

RIDE HELP—Second Men for Spitfire, Tilt, Merry-Go-Round and Twin Ferris Wheels.

SPECIAL PERSONAL NOTICES—Frank Aschey wants Agents for Bee Hive and Man and Wife for Mouse Game—L. H. Harding wants Jeannette Alexander to contact. Charles Lampkin wants Six Cat Agents—Camille Cameron wants Karl Alzora and Pin Head Henry to contact. All replies:

**JOHN PORTEMONT, Camden, Tenn.**

## FITZIE AL BROWN & WALLACE Shows

WILL BOOK FOR FOLLOWING ROUTE OF FAIRS

SOUTH PITTSBURGH, TENN., AUG. 31-SEPT. 5	MURFREESBORO, TENN., FAIR, SEPT. 7-12
SHEFFIELD, ALA., SEPT. 14-19	VFW POST FAIR, BOAZ, ALA., SEPT. 21-26
CENTRAL MISSISSIPPI STATE DAIRY SHOW, KOSCIUSKO, MISS., SEPT. 28-OCT. 3	MISSISSIPPI-LOUISIANA EXPOSITION, VICKSBURG, MISS., OCT. 5-10
RAPIDS PARISH FAIR, ALEXANDRIA, LA., OCT. 12-17	NATCHEZ, MISS., OCT. 19-24

FORREST COUNTY FAIR, HATTIESBURG, MISS., OCT. 26-NOV. 1

WILL BOOK OCTOPUS, FLY-O-PLANE, LIVE PONIES. TURNER SCOTT LET ME HEAR FROM YOU. ORGANIZED JIG SHOW, THIS IS YOUR TERRITORY. WE HAVE WAGON FRONTS. ALSO FOR GIRL SHOWS, BIG SNAKE, ETC. NO EXCLUSIVES AT THESE FAIRS. WATER GAMES, AGE & SCALES, BUMPER GAMES, SIX CATS, HANKY PANKS. KID MATINEES AT THESE SPOTS ARE BIG. GOOD OPENING FOR FLASHY BINGO. ALL EATS & DRINKS OPEN. CAN ALWAYS USE CAPABLE RIDE MEN WHO DRIVE SEMIS. P. S.: LEONARD DUNCAN; SUGARFOOT SAM. CONTACT AT ONCE.

- RIDES
- SHOWS
- CONCESSIONS
- HELP

# Sunset AMUSEMENT CO.

## SOUTHEAST MISSOURI DISTRICT FAIR

CAPE GIRARDEAU, 6 DAYS, SEPT. 14 TO 19

A big fair on your way south.

CAN PLACE Concessions of all kinds, including Buckets, Six Cats, Ice Cream, Custard, Set Spindles, Basket Ball, Ball Game and Hanky Panks of all kinds.

CAN PLACE Shows of all kinds, also Dark Ride, Fun House or Glass House.

NEED Ride Help who can drive semis.

Columbia, Mo., Fair until Labor Day; Palmyra, Mo., Street Fair, Sept. 9 to 12.

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

## WEST POINT 8 COUNTY FAIR—3 KID DAYS—DAY AND NIGHT FAIR

Biggest Little Fair In Virginia, Sept. 14th-19th

WANT—Grab Stands, Cotton Candy, Snowballs, Jewelry, Mugg Outfits, Cookhouse, Gadgets, Popcorn, Candy Apples, French Fries, Long and Short Range Gallery, Basketball, Ball Games, Fish Ponds, Duck Ponds, Pitch Till Win, Bumper Game, Balloon Darts, American Mitt Camp, Hoopla, P. C. Concessions open. WANT—Girl Show Manager with two or more Girls with or without own equipment, Suffolk, Virginia, and West Point, Virginia. Fair is as good as Kutztown Fair. Barron's Wild Life Show, answer; Unborn Show, Monkey Show, Geek or Snake Show, Penny Arcade, Pony Ride. Want Custard and Chocolate Dip. Also want Tilt-a-Whirl, Fly-o-Plane, Rollo-plane and Spitfire. Mrs. Francis Purvis, answer. All concessions or Shows wire space wanted; will be on West Point Fairgrounds, Sept. 9 and 10. Snow Hill, Maryland, this week; Suffolk, Virginia, Sept. 7-12. All Mail and Wires to

**WM. C. (BILL) MURRAY**

## FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS CUMBERLAND VALLEY SHOWS

WANT for the following 5 more Bona Fide County Agricultural Fairs: Sparta, Tenn., Sept. 7-12; Pulaski, Tenn., Sept. 14-19; Cedartown, Ga., Sept. 21-26; Dalton, Ga., Sept. 28-Oct. 3; Summerville, Ga., Oct. 5-10.

SHOWS: Motordrome, Glass House, Mechanical City, Big Snake Show, Fat Show or any other Show not conflicting with own outfits except Girl Shows.

Have good opening for COOKHOUSE catering to show people due to Red taking children home to school.

RIDES: Will book Rock-O-Plan, Spitfire, or Fly-O-Plane.

CONCESSIONS: Have opening for a few more legitimate concessions.

Address all mail and wires to  
**LAVOY WINTON, Cookeville, Tenn.**

### AVAILABLE

For exhibit purposes in East until winter, only Russian Pobeda Car in America. Brought into U. S. by Stanley Slotkin, California. An attraction that draws the crowds and has no competition.

Wire or Write  
**ISAAC F. WHITE**  
3 Oxford Circle Norristown, Calif.

### NAIL AGENTS

Flatfoot, Idaho, and Albuquerque, New Mexico. Both big. Out until December with Siebrand Bros.' Shows. Contact

**ROSS TROUTMAN**  
Rogerson Hotel Twin Falls, Idaho

## Midway Confab

Continued from page 59

Director of Agriculture; James E. Tays, fair manager; J. C. McCaffrey, Charlie Sheesley, Chester Mays and Mac Machamer, secretary of A. C. A. Shows, when they played the Illinois State Fair at Springfield. Mrs. Robinson also reports that they were televised for the Dave Garway show while in New York recently, and also appeared in a film for use before 4-H Clubs and school projects.

Betty (Real) Milton has rejoined her husband Billy Milton with the L. J. Heth Shows after being ill in a New Jersey hospital for three weeks.

The Vivona Bros.' Shows Side Show managed by De Wise Purdin has been readying for fair dates, with Kenny Bullock painting new center banners and Glenn Maynard, in charge of wardrobe for the Tina show, making the outfits for Miss Darlene, new Purdin attraction.

Louis E. Russell, former secretary-treasurer of Prell's Broadway Shows, is ill in the Easton, Pa., Hospital and would like to hear from friends.

Police Officer Herbert B. Auman Jr., of the Bellefonte, Pa., Police Department, sends his personal endorsement of the Keystone Shows. Show played the town during the week ending August 17, Auman says, and one of the showfolk found a wallet which he turned into the police department. The wallet which contained \$9 was later identified as belonging to an aged man, who was extremely grateful for its return. As a result, Robert Eckhardt, who operates the Penny Arcade on the show and returned the wallet, received several good notices in the Bellefonte newspapers.

Mrs. E. H. Hugo, wife of the owner of Hugo's Novelty Exposition Shows, is sporting a new popcorn trailer. Her daughter, Lorelei, recently purchased a new kid ride. . . . R. A. Scott joined Page Bros.' Shows with his live ponies as did Jim Brenden with concessions.

L. R. Page, brother of W. E. Page, visited at McMinnville, Tenn. Other recent visitors included Pete Linderman, agent for Kelly-Miller; George Baker, T. J. Tidwell Shows; Mrs. Mary Howard and son, Ellis, former members of the Page org, and Charles Garrin, of Buck Bend Park, Bowling Green, Ky.

Audrey Hammond, wife of Joe Hammond, former concessionaire with Southern Valley and other shows, was killed in an auto accident near Gladewater, Tex., August 22. Further details in Final Curtain, this issue.

May Serfass, co-owner with her husband of the Penn Premier Shows, received many gifts when the personnel of the show tendered her a birthday party recently. . . . Bill Keefe, Penn Premier secretary, is walking around in a cast, having broken several bones in his right foot recently when he jumped from a truck. . . . Buster Westbrook, also of Penn Premier, has purchased a new cadillac sedan.

Minnie Meyers, annex attraction on the Helen Golden Side Show, returned to the Northern Exposition Shows after playing the Great Falls Fair and the Billings Fair both in Montana, with the Siebrand Bros.' Shows. Miss Golden recently purchased a new truck. . . . Personnel with Stan Wrisley and Princess Tiny on the Sterling Crown Shows are: Side Show, Wrisley, owner and manager; Shancio, magician and emcee; Bluey Bluey, midget fireater; Janet Wrisley, sword barrel; James Rose, nail board and glass dance; Gladys Smith, Electricia; Billy Myers, smoke pictures; Sailor Jack, human pin-cushion; Louise Wrisley, smallest mother; Princess Tiny, girl with four hands; Sherry Lee, annex attraction; Freddie Myers, talker, and Ronnie Kelly, ticket box; Frank Smith, high-striker; Jack Swink, photo booth; Harry Smith, agent, and Jack Stultz, dark room.

Belle Evans, concessionaire on Maddox Bros.' Shows, is confined to Grace Hospital, Hutchison, Kan., following a stroke. She would like to hear from her friends. . . . Sue Carlsen, daughter

of Timmie and Nellie Carlsen, concession managers, on Bob Hammond Shows, has just returned to the show after a month's stay in Hollywood, where she was taking advantage of a scholarship which she won thru her dancing school in Houston. . . . Mrs. Hazel Steck is back home in Plainview, Minn., after an extended visit with Jack and Virginia Barnes, of the Bob Hammond Shows, in Anadarko, Okla.

Prof. Willie J. Bernard, of Hancock, N. H., has returned from Maine and is now thinking of playing the circuit of fall fairs in his State. . . . Jack Kellow reports from Ionia, Mich., that Leo Reilly, of Woodbury, N. J., an old-time concessionaire, has purchased one of his frozen custard units and that he'll use it in a drive-in near Camden, N. J. . . . Those present at a party held in Ionia during fair week there were Mrs. E. K. Johnson, Mrs. P. Hewitt, George West, Carl Redline, Freda Fred, Lillian V. Russell and Jack Kellow. Guest of honor and host was Steward Murphy, former vaudeville headliner, of New York.

Mrs. Amber West Kita was pleasantly surprised when her husband, Ted, presented her with a new G.M.C. panel truck at the celebration of their 10th wedding anniversary recently. . . . Donald Cooper, who is stationed on Okinawa with the Air Force, visited his former employer, Mr. and Mrs. Paul Kellow, and their son, Jack, recently. . . . Izzy Wells, co-owner of the World of Today Shows, lost his house trailer to fire when the show played New Ulm, Minn., on August 18. The fire which was of undetermined origin destroyed the trailer and its contents.

Talkers with World of Mirth Shows were featured and pictured in an article in The Ottawa Evening Citizen. Pictures were run of Jeanne Branson, Cliff Florence, Lon Hamilton, Peter Garey, Lee Hayford, Lou Stratton and Howard Ingram. WOM magician Fred Keating was also the subject of an illustrated feature. WOM has the midway at the Central Canada Exhibition in Ottawa.

Tommy Comer, concessionaire on Cetlin & Wilson Shows, has been joined by his wife, Garland, and their three children, Jerry, Ann, Cheryl-Diane and Tomalea. . . . W. A. (Bob) Hallock, agent for the Sunbrock Circus and Thrill Show, was a St. Louis visitor last week. Other Mound City visitors included Dave Picard, Mrs. Louis (Rose) Cutler and Mr. and Mrs. Denver Rumble.



Strange and Weird Attractions  
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others. Your ideas made up. Write for Folder, Free.  
Tate's Curiosity Shop  
3858 E. Van Buren St.  
Phoenix, Ariz.

### C. A. GOREE SHOWS

Want for our route of Fairs and Celebrations, starting Natoma, Kansas, Labor Day, Sept. 5-7. Two big dates in Oklahoma, then Southwest until Nov. 15.

Want to book Bingo, Cookhouse. All Concessions and Shows open. Want Ride Help, especially for Tilt, Octopus and Wheel. Wire at once:

**C. A. GOREE, Mgr.**  
Plainsville, Kansas

### HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

### WM. F. (SQUAWK) RILEY

Have you set on a big one? Excellent proposition. Contact me immediately.

**ABIE STEIN**  
41 Blaine St. Springfield, Mass.  
Phone 3-0910

### WANT TO BOOK

Concessions of all kinds; will book two of a kind. No racket. Also Shows that don't conflict for Traverse County Fair and Pope County, all Minnesota.

**ROGERS BROS.' SHOWS**  
As Per Route



# U. S. SHOWS

FAIRS FAIRS FAIRS

Get Your Bankroll at Webster Springs County Fair, Webster Springs, W. Va.,  
Week of September 7-12.

Want Animal or Monkey Show, Pony Ride. Need Long Range or Short Range, Balloon Darts, Cotton Candy, Sno-Cone, Slum Spindle, Fish Pond, Hi-Striker, Six Cats, Cat Rack, Big Tom. Want Ride Foreman for Merry-Go-Round and Semi Drivers. Long season. Florida all winter. Phone or wire

**L. P. BRADY, U. S. SHOWS**  
Sutton, W. Va., this week.

## PEPPERS ALL STATES SHOWS

Out till Nov. 17, playing outstanding Fairs right in the Cotton Belt. Best cotton crops since 1948, plenty of money. Want Cookhouse or a neat Grab that caters to show people. Want Photos, Add-Em-Up, Balloon Darts, Cork Gallery, Popcorn, Candy Floss and Candy Apples, Long and Short Range Galleries, Fishbowl, Live Ducks, Pitch-Till-You-Win and any Concessions that don't conflict. Mr. Engleking, get in touch. Agents wanted, Girls for Ball Games and Stock Concessions. Can place Husbands on Concessions. Must drive semis. Can place percentage dealers, Pan Game and Pea Pool. RIDE HELP—Foremen for Wheel, Octopus and Chairplane. Can use Second Men on all rides. Must be able to drive and have proper license. SHOWS—Want Shows with own equipment, Fun House, Glass House, Harvey Wilson, Jr., contact. Want Monkey Show, Mechanical Show, Midget or any worthwhile Show that can get money. F. W. Miller, contact me. Join on wire. Haleyville, Ala., this week; then Town Creek, Oneonta and Childersburg, Ala. All proven Fairs and more to follow. FREE ACT WANTED. Aero Stylites, C. O. (Gabby) Wendt, wire me at once.



NO MORE STILL DATES, ALL FAIRS. PLYMOUTH, N. C., NEXT WEEK; FOLLOWED BY CLAYTON, BEAUFORT, SPRING HOPE AND ROBERSONVILLE—ALL NORTH CAROLINA. PLENTY OF TOBACCO MONEY HERE

WANT CONCESSIONS—Exclusive on Custard, use any kind of Hanky Panks, Glass Pitch, Hoop-La, Fish Pond, Cork Gallery, Long and Short Range Lead Gallery, String Games, Blower, Bowling Alley, Swinger, Nail Concession, French Fries. Now is the time for your winter B. R. Can use organized Minstrel and any Grind Shows.

Wire or call Leading Hotel, Smithfield, N. C., this week.

**BEN WOLFE**

## BARNEY TASSELL UNIT SHOWS

WANT FOR LABOR DAY CELEBRATION, GORDONSVILLE, VA., WEEK OF SEPT. 7. PARADES, FIREWORKS, ETC. ORANGE, VA., WEEK OF SEPT. 14, RIGHT SMACK IN TOWN. THEN MY TOBACCO FESTIVALS.

Concessions of all kinds. Everything open from now on except grift. Don't let size of town fool you. P.S.: Can place Ride Help of all kinds. No drunks or comic book readers. Long season right into Florida. Get on the bandwagon.

Wire this week, Richmond, Va., 21st and "R" Sts.

## New London, O., Annual Labor Day Celebration, Sept. 5, 6 and 7.

CONCESSIONS AND SHOWS WANTED FOR BALANCE OF SEASON. Want Bingo, Floss, Corn, Snow Cone, Buckets, Jewelry Sales, Age and Scales, Cork Gallery, Lead Gallery, Fish Pond, Coke, Glass Pitch, High Striker, Darts and Stock Concessions of all kind. Want Percentage Games: Pea Pool, Beat the Dealer, Under and Over. Will book Fun House, Live Ponies and Rides not conflicting. Want Girl Show and Grind Shows. WANT SOBER RIDE HELP ON ALL RIDES.

**NOLAN AMUSEMENT CO., Fred Nolan**  
GREENWICH, OHIO, SEPT. 1-2-3-4.

## THOMAS JOYLAND SHOWS

RIDE HELP WANTED

FOR WHEEL, TILT, CATERPILLAR, FLYING SCOOTER. FOREMEN AND SECOND MEN THAT DRIVE, WIRE OR COME ON. ADDRESS:

**L. I. THOMAS, Mgr.**  
KENTLAND, IND., THIS WEEK.

## Mighty Hammontree Midway

Wants for the Lafayette, Ga., Fair, Sept. 7 thru 12. Want Legitimate Concessions of all kinds. Want flashy Bingo, Photos, Custard, Ice Cream, Popcorn, Candy Apples, Hi-Strikers, Lead Gallery, Novelties, Jewelry, Hanky Panks all open. Want Fun House, Glass House, Penny Arcade or any Show with own equipment. Want A-1 Electrician, Foremen for Spitfire and Loop-O-Plane, Second Men on all rides. Top salary paid every week, good treatment. All wires and replies to WILLIAM O. HAMMONTREE, General Mgr., Greenville, Tenn., Fair, now; LaFayette, Ga., Fair, next week.

## NEWELL C. TAYLOR

Wants Help for Class and Dinnerware Pitches. Top salary and bonus for the following Fairs: Du Quoin, Ill.; Ft. Wayne and Evansville, Ind.; Jackson and Memphis, Tenn.; Atlanta, Ga.; Dothan, Ala., and Pensacola, Fla., followed by Florida winter Fairs. Also have a splendid opportunity for a semi driver, heavy equipment. Contact All this week, Du Quoin, Ill., care Blue Grass Shows, or Bedford, Ind., care Mighty Hoosier State Shows.

## MIDWAY OF MIRTH SHOWS

Want Concessions of all kinds for following spots: Cape Girardeau, Mo., Labor Day Celebration, and following Arkansas Fairs—Star City, Sept. 9-12; Eudora, Sept. 16-19; Marvell, Sept. 21-26; Harrisburg, Sept. 28-Oct. 3; Marked Tree, week Oct. 5; McCrory, Oct. 12-17. Especially want Bumper, Slum Blower, Age and Weight, Stock Stores of all kinds. Address: Percy, Ill., this week.

# C-W Hits Pay Dirt At Sedalia Fair

SEDALIA, Mo., Aug. 29.—Cetlin & Wilson Shows, helped by large crowds, was racking up good business at the Missouri State Fair here this week. Thru Thursday (27), attendance at the annual was up sharply altho spend-

was not proportionate to the increased patronage.

Nevertheless, spending was up over last year when the show was hit by a disastrous tornado on Thursday of the run and business after that was negligible. Lack of spending was attributed to the drought conditions that have prevailed thruout the area, but C-W co-owners Issy Cetlin and Jack Wilson said that in view of these conditions they were more than pleased with the takes here.

Back-end business was good with the Raynell gal revue, featuring Sally Rand, leading the parade. Rides and shows both scored well on Monday's Kid Day and most operators said it was the biggest moppet day this season. Sunday (23) the fair set a new record and patrons kept night.

## Amelia Korhn Dies in Canada

SASKATOON, Sask., Aug. 29.—Amelia Korhn, 38, wife of Vernon Korhn, assistant secretary of Royal American Shows, died here Sunday (22) in St. Paul's Hospital, after a prolonged illness.

Mrs. Korhn, was the sister of Mrs. Edmundo Zacchini and was formerly with the Ringling-Barnum show as well as a number of European circuses. In addition to traveling with RAS, she was formerly with the Dodson & Endy shows.

In addition to her husband, she leaves two sons, Billy and Vernon Jr., two nieces and three nephews. Her husband accompanied the body to Tampa for burial. She was an active worker in the Ladies' Auxiliary of the Greater Tampa Showmen's Association.

## Showman Killed; Relatives Sought

HEMINGWAY, S. C., Aug. 29.—George Miller, 43, was killed instantly when struck by a train, here with the B. & H. Amusement Company. The body is being held at the Morrison Funeral Home here pending word from relatives. The victim had blond hair and gray eyes and weighed 155 pounds.

## New Conklin Coaster Clicks

Continued from page 57

Conklin declined to discuss the possibility that the CNE midway may be converted into a year-around operation. But this is seen as a distinct possibility, for nearby Sunnyside Park may be discontinued if a projected highway program goes thru.

First Day Biz Up 11%

Conklin today was enthused over the way midway business had started at the CNE. On Friday (28), figures showed ride and show takes up 11 per cent over last year. And, that increase was shown without tossing in the added income from the Roller Coaster, which operates with a 35-cent price. On opening day, the only business cloud was a fall-off in Kiddieland business. It was down slightly from last year, though major rides and shows were up. There is considerable polio in the Toronto area and this, it is believed, is cutting down small-fry attendance. The Conklin line-up by Monday (31) will embrace 17 major rides, 26 Kiddie Rides and seven shows. Last named are Harry Seber's "A Night at the Moulin Rouge," Pete Kortess Side Show, Alfred Phillips Swim Show and his Girl in the Fish Bowl.

## 26 Candidates

Continued from page 57

E. W. (Slim) Weels, also of the Collins org, announced they plan a benefit for the League at the Nebraska State Fair, Lincoln. Admission will be contest tickets for the queen contest.

F. E. Gooding, past-president of the SLA, and John W. Gallagan, president of the International Association of Showmen, will join forces in a benefit at Huntsville, Ala., with the proceeds to be divided equally between the two show clubs. Frank DuBois will be in charge of tickets for the affair.

Candidates named thus far and their sponsors include:

Kathleen (Kitty) Brown, Ernie Farrow's Wallace Bros. Shows; Jean Dellabate, James E. Strates Shows; Sonja Glasgow, Gayland Shows of Canada; Josephine Haywood, Thomas Joyland Shows and Lipsky Concessions; Virginia Hustrel; Barnes-Carruthers Theatrical Enterprises; Margie Kumalac, Merriam's Midway Shows; Yvonne La Costa, Aut Swenson Thrillcade; Miss Lexi, Polack Bros. Eastern Unit; Elmerett Lucia Bodart's Blue Ribbon Shows; Hazel Maddox, Royal American Shows, and Kay Martin, Dick Wilcox Shows. Also Armlida Rossi, Sunny Bernet's South of the Border Fiesta; Danita Roche, Siebrand Bros. Circus and Carnival; Marion Shuford, Amusement Company of America; Pauline Skerbeck, Skerbeck Amusement Company; Jewel Jones, Gold Medal Shows; June Tate, J. P. (Jimmy) Sullivan's Wallace Bros. Shows; Marianne Vernon, United Exposition Shows; Harriet Wagner, Cavalcade of Amusements; Millie Ward, Polack Bros. Western Unit; Mrs. Sol Wasserman, Riverview Park, Chicago; Jeanne Wells, William T. Collins Shows; Mary Yazvae, Blue Grass Shows; Ann Mace, Ringling Bros. and Barnum & Bailey Circus; Zeleka De La Wessely, Southern Valley Shows, and Ariana Carter, Happyland Shows.

# West Coast Hits Winner

YREKA, Calif., Aug. 29.—West Coast Exposition Shows, managed by Eddie Hellwig, garnered good business at the San Luis Obispo County Fair which closed in Paso Robles August 23, Barbara Hellwig, secretary, reported.

Hellwig, the manager, is reported recovering after recent surgery. Other news on the lot was that C. R. Tuthill, Baby Ride foreman, stole a march on the personnel with his surprise marriage. During the Paso Robles date, the show had a picnic in Resthaven Park with 78 attending. Flash Long joined with his photo machine, Deep sea fishing jaunts are being planned when the show plays Monterey.

## HELP WANTED

Foremen for Rocket and Looper. Salary \$85.00 weekly. Capable man to handle Twin Ferris Wheels, salary \$100.00 weekly. Long season of Fairs. Also want Tractor Driver for D-7 Cat. Man to handle two Roll-o-Planes. Address:

**AL WAGNER, Mgr.**  
Cavalcade of Amusements  
Cary, Ind., until Sept. 7

## ADVANCE AGENT

WANTED AT ONCE

For a ten-ride Show thru Indiana or Ohio, Tennessee, South. Phone or wire

MANAGER

Festival of Fun Shows  
Chesaning, Mich., thru Labor Day

## NAIL AGENTS

For Flemington, N. J.; Danbury, Conn., and Great Mineola, N. Y., Fair. Contact

**WHITE PAULUS**

c/o I. T. Shows  
Flemington, N. J., this week

## HARRISON GREATER SHOWS

Want for Martinsville, Va., Four-County Colored Fair, September 7-12; with eight more bona fide Fairs to follow.

Can place Concessions of all kinds—Popcorn, Candy Apples, French Fries, Custard, all Eating and Drinking Stands open. Want Glass Pitch, Age and Scales, Slum Concessions of all kinds. Have complete outfit for Girl Show. Want organized Minstrel Show. Can place Ride Help on all Rides; good salary and bonus. All answers and wires to

**FRANK HARRISON, Mgr.** **EDDIE STEELE, Bus. Mgr.**  
Rockymount, Va., this week; then as per route.

## GREAT SUTTON SHOWS

We hold contracts for 6 Arkansas Fairs and will play the cream of the Arkansas cotton country. Get aboard the "cotton band wagon." We know where to go and the rest merely follow.

Can place Hanky Panks of all kinds. Also Six Cats, Buckets, Mitt Camp, Coke Bottles. Will sell "EX" on well-framed Cookhouse, must be neat and clean. Can place independent Shows of all kinds. Will furnish top and front for small Girl Show.

Contact F. M. SUTTON SR., c/o County Fair, Mansfield, Mo., this week.

## WANT CONCESSIONS

Bingo, Photos, String Game, Scales, Age, Ball Games, Cigarette Gallery, Short Range, Coke Bottles for 8 good, proven spots, bona fide Mississippi County Fairs, including George County Fair, Lucedale, Miss.; Choctaw Indian Fair, Philadelphia, Miss., Sept. 2, 3 and 4; Pascagoula, Miss., big Labor Day Celebration, 5, 6 and 7; Union, Miss., on the streets, Lions Club; Scott County Fair, Forest, Miss., 14-19; Choctaw District Fair, Lisman, Ala., 21-26, then Lucedale, Heidelberg, Richton.

We only book one of each kind. You will make money. This week, Philadelphia, Miss.

**BERNEY SMUCKLER**

## BUFF HOTTLE SHOWS

Want Hanky Panks, especially Custard, Long and Short Range. Want experienced Show Office Man to join immediately. Starbuck, if you are at liberty, please contact. Leo Bistany wants Pin Store, Blower and Skillo Agents.

Jackson, Mo., now.

**BUFF HOTTLE, Mgr.**

## JACKSON SHOWS

Want Help for Merry-Go-Round, Ferris Wheel, Rolloplane and Tilt. All Hanky Panks open. Want Advance Agent who knows the South. Few open dates—Fair Secretaries in North and South Carolina and Georgia, contact. Address all mail and wires to

**R. JACKSON, Richmond, Va.**

## ROYAL MIDWEST SHOWS

Want for Grayson County Fair and Labor Day Celebration, Leitchfield, Ky.—biggest Labor Day in the State—day and night—September 3-7. Draws 50,000. Terrific route of Southern Fairs to follow.

Place Concessions of all kinds—Eating and Drinking Stands, Cookhouse, Lead Gallery, Six Cats, Mitt Camp, Buckets, Ponzle, Rolloplane, Duck Pitch, Custard, Fish, Dip, or what have you? Ride Help on Ponies, Auto, Kid Rides. Place organized Jig, Girl, Wild Life Shows.

**ROXIE HARRIS, LEITCHFIELD, KY.**

**THE SHOWMEN'S LEAGUE OF AMERICA**

Is Proud to Announce the List of Candidates Received to Date in the Contest for

**"MISS OUTDOOR SHOW BUSINESS OF 1953"**

- Kathleen "Kitty" Brown ..... Ernie Farrow's Wallace Bros.' Shows, Inc.
- Jean Dellabate ..... James E. Strates Shows
- Sonja Glasgow ..... Gayland Shows of Canada
- Josephine Haywood ..... Thomas Joyland Shows and Lipsky Concessions
- Virginia Husted ..... Barnes-Carruthers Fair Booking Office
- (Mrs.) Margie Kumalae ..... Merriam's Midway
- Yvonne La Costa ..... Aut Swenson Thrillcade
- Miss Lexi ..... Polack Bros.' Eastern Unit
- Elmerett Lucia ..... Bodart Blue Ribbon Shows
- Hazel Maddox ..... Royal American Shows
- Kay Martin ..... Dick Wilcox Shows
- Armida Rossi ..... Sunny Bernet's South of the Border Fiesta
- Damita Roche ..... Siebrand Bros.' Circus and Carnival
- (Mrs.) Marion Shuford ..... Amusement Co. of America
- Pauline Skerbeck ..... Skerbeck Amusement Co.
- Jewel Jones ..... Denton's Gold Medal Shows
- June Tate ..... Jimmy Sullivan's Wallace Bros. of Canada
- Marianne Vernon ..... United Exposition Shows
- (Mrs.) Harriet Wagner ..... Cavalcade of Amusements
- Millie Ward ..... Polack Bros.' Western Unit
- (Mrs.) Sol Wasserman ..... Riverview Park, Chicago
- Jeanne Wells ..... William T. Collins Shows
- Mary Yazvac ..... Blue Grass Shows
- Ann Mace ..... Ringling Bros. and Barnum & Bailey Circus
- Zeleta De La Wazzeley ..... Southern Valley Shows
- Arlana Carter ..... Happyland Shows

★ Final Date for Acceptance ★

Applications for contestants will be 8:00 p.m. Tuesday, September 15, 1953. REMEMBER, BONUS VOTES ARE REDUCED IN VALUE after this date. Applications and tickets must be in the League rooms on or before this date to receive full Sept. 15th bonus awards.

**SHOWMEN'S LEAGUE OF AMERICA**

54 W. Randolph St. Chicago, Illinois

**Blue Ribbon Shows**

**ATTENTION! FAIR SECRETARIES AND COMMITTEES**  
IOWA, ILLINOIS, MINNESOTA, WISCONSIN.  
AVAILABLE WEEK OPEN SEPTEMBER 16th THRU 20th.  
First Class complete Carnival. Need Shows for Marshalltown, Iowa, September 11th thru 15th.  
**BLUE RIBBON SHOWS**  
MARSHFIELD, WISCONSIN, September 4th thru 9th.

**DUMONT SHOWS**

**WADESBORO, N. C., SEPT. 7 TO 12**  
Want for the following Fairs: Marlboro County Fair, Bennettsville, S. C., Sept. 14-19; Halifax Northampton County Fair, Roanoke Rapids, Sept. 21-26; Zebulon 5-County Fair, Zebulon, N. C., Sept. 28-Oct. 3; Littleton County Fair, Littleton, N. C., Oct. 5-10; Guilford Colored Fair, Greensboro, N. C., Oct. 12-17.  
Want Eating and Drinking Stands, Bingo, Popcorn, Cotton Candy, Custard, Jewelry, Ball Games, String Game or any legitimate Concessions. Also want Razzle, Roll-down, Skillo, Six Cats, Swingers. Hardy Brady wants reliable Agents. Lou Pease wants Girls for two Girl Shows. (Irene, Bettie, Martie, Shirley, come on.) Want Foreman for Moon Rocket, must drive semi. Address:  
**HARDY BRADY OR LOU RILEY AS PER ROUTE.**

**RALEY BROS.' EXPO.**

**"CLEANEST SHOW ON EARTH"**  
Best Route in South. No Grift of any kind on our Midway. Place Bingo at once.  
Will book any Ride not conflicting with our eight Rides. Especially want Thrill Ride.  
Special rates to Shows with own outfits. Have new Tops for good Showmen. Agents for office Concessions. Good opening for Custard, French Fries, Novelties, and Age. Bethel, N. C., this week; Elm city next.  
**HAROLD RALEY, Mgr. — ETHEL RALEY, Sec. — FRANK DICKERSON, Gen. Agt.**

**METROPOLITAN SHOWS**  
AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

**THIS is the BIG ONE WANT FOR ALEXANDRIA, VA.**  
CONCESSIONS: All Concessions open. Custard, Eating and Drinking. SHOWS: Organized Minstrel Show or any Grind Show. HELP: Caterpillar and Whip Foremen. Canvasman for Big Top. Help in all departments. Address **SHIRLEY LEVY, Charlottesville, Va., this week.**

**HELMAN UNITED SHOWS**

**WANT**  
One or 2 Grind Shows. Committee money only. One more Major Ride. Have opening for small Cook House or Sit Down Grab, Photos, Cotton Candy, Popcorn, Candy Apples. All Hanky Panks, \$15.00. Lyon's Free Fair, Bunkie, La., this week; then Legion Free Fair, Scotlandville, La.; others to follow.

**I. K. WALLACE SHOWS WANT**

For Bland County Fair & Horse Show, Sept. 9-10-11-12; Russell County Fair, Lebanon, Va., Sept. 16-17-18-19. Can place Grind Shows of all kinds. Want Merry-Go-Round or any Flat Ride. Want French Fries, Long Range, Milk and Coke Bottles, Darts, Hoop-La, Penny Pitch, Fish Pond, Bingo, Bumper and Palmistry. Want Skillo, Pin Store and Count Store Agents. Want Hanky Pank Agents of all kinds. Want Ferris Wheel and Chairplane Foremen and Second Men, Truck Drivers. Write or wire  
**I. K. WALLACE, Damascus, Va., this week.**

**Ray Williams Shows**

**ATTENTION!**

**MR. SHOWMAN and MR. CONCESSIONAIRE**

I have space on my Midway for flashy Concessions, all kinds. Open Midway. Grind Shows, Monkey, Fat People, Giant, Elephant Skin Boy, Ding Shows, etc. Must be fast-moving performances with own transportation and tops. Colored Show booked. Can place Two more Camps. Ride Help, salary sure, splendid treatment. Need Two Dark Rides, want to bring my Rides up to 14. I have the finest route of Southern fairs for a Show this size to ever play. All naturals. And will be out on a solid route until Dec. 1. Wintering in Florida. Our entire equipment, trucks included, best in show business. Practically all new. Something worthwhile being with.

**THINK IT OVER, MR. SHOWMAN**

Write, wire or phone, or come on, Alpena, Mich., week of Aug. 31; then Shelbyville, Tenn., Sept. 10 thru 19.  
**RAY WILLIAMS, Owner** **EARL KELLY, Manager**

**PENN PREMIER SHOWS**  
worlds \* cleanest \* midway

**JUNIATA COUNTY FAIR**  
PORT ROYAL, PA., OPENS LABOR DAY

- CONCESSIONS**
- SHOWS**
- HELP**

Can place Derby Racer, Ball Games, Water Games, Chess Pitches, Photo Galleries, Hi-Striker, Novelties, Jewelry, Eats, Drinks and any other legitimate Concessions.  
Can place Snake Show, Wild Life, Fat Show or any kind of donation show or any other attractions not conflicting. Man to manage and operate Life Show. We have Show complete.  
Can place Ride Foremen for Merry-Go-Round and Chairplane. Also place Second Men on all Rides who drive semis. Can also place Mechanic's Helper.

We have a long season with all Fairs to follow. We pay highest salaries plus bonus. Now is the time to get placed for a long season. Lock Haven, Pa., this week; Port Royal, Pa., next week; then we go south.

All mail and wires to  
**Lloyd D. Serfass, Gen. Mgr.**  
PENN PREMIER SHOWS, Lock Haven, Pa.

All phone calls to  
**Harry (Buster) Westbrook, Bus. Mgr.**  
Fallon Hotel, Lock Haven, Pa.

**OKLAHOMA EXPOSITION SHOWS WANTED**

For line of Fairs starting at Wellston, Okla., Sept. 3, 4 and 5. Then Cushing, Okla., Fair. Want small Bingo, Glass Pitch, String Game, Coke Bottle, Hoop-La, Six Cats, Buckets, Swingers, Age and Scales, Bowling Alleys, Blowers and all Concessions not conflicting. Ride Help Wanted—Ferris Wheel Foreman for #5 Eli Wheel and general Ride Help. Will also book any Major Ride not conflicting. Want Talker to take over Snake Show. "Agents Wanted." Paul (Fishmouth) Barker wants One Agent for Skillo, Two for Count Store. Bennie Allen, come on or contact me. Have top for Girl Show. Can place you in Pin Store. This show will be out all winter.

**CONCESSIONS WANTED**  
30TH ANNUAL ITALIAN FEAST

Playing on the streets of Joliet, Ill., Sept. 16 to 21 incl.  
Want Hanky Panks, High Striker. Call Esterbrook 8-1043 or Wellington 5-6107, or write H. ARDNER, 4628 W. Lexington, Chicago, or book on grounds Sept. 15.

**WANTED**

Manager-Talker and experienced Inside Man for Monkey Motordrome. Must drive semi. Join on wire.  
**LEO LANE SHOWS**  
Savannah Beach, Ga., Until Sept. 8.

**CAN USE LEGITIMATE CONCESSION**

For Established Route in Illinois, also Side Shows with own equipment. Closing Dairy Cattle Congress, Waterloo, Iowa, October 3 to 10. Good proposition for a Platform Act until Sept. 20. Wire or call  
**ROYAL UNITED SHOWS**  
Oquawaka, Ill., Sept. 1-3; Nauvoo, 4-6.

**ELECTRICIAN WANTED**

Transformers only. Must drive semi. Can place Train and Kiddie Auto for balance of season.  
**SUNSET AMUSEMENT CO.**  
Columbia, Mo., Fair, until Labor Day; Palmyra, Mo., Fair, next.

**WANT AT ONCE**

For Le Roy, Ill., Fall Festival Stock Concessions of all kinds. Second Men on Tilt, Octopus, Wheel and Jenny; must drive semi. Le Roy & Kingston Mines, Ill., this week; then eight more Fairs in Missouri and Arkansas.  
**BURKHART SHOWS**

**RIDE HELP WANTED**

Foreman for 8-Tub Octopus, Foreman for Eli #5. Must be sober and drive semi. Best of wages. Can use wife on boxes or Concessions. Contact  
**JOHN HANSON**  
2807 Irving Park Rd. Chicago  
Phone: IN 3-9614

**AGENTS**

Can place Agents for Skillo, Razzle and Pin Store, starting Grayson County Fair, Leitchfield, Ky., Sept. 3-7; follow with big, terrific Southern route of Fairs. Lots of action. Lee Hos, wire Buddy Braden.  
**BILL HARRIS**  
Royal Midwest Shows as per route.

**North Eastern Indiana Fair**  
Fort Wayne, Indiana

Wednesday, September 16, Thru Sunday, September 20,  
Played by Railroad Shows in all its past history.  
**Can place for this outstanding fair:**

**CONCESSIONS** of all kinds, Ball Games, Fish Ponds, Balloon Darts, Bowling Alley, Derby Racer, Diggers, Popcorn, Buckets, Six Cats, Live Ducks Pitch, Jewelry, Novelties, Names on Hats and all other games and outright sales.  
**SHOWS** not conflicting, such as Monkey Circus, Penny Arcade, Motordrome, Fat, Midget, Outstanding Freak, etc.  
**RIDES**—Spitfire, Looper, Rockoplane and other major rides.  
**CAN PLACE**, at once, reliable Billposter (with references) to paper in Alabama and Florida.



Now, thru September 13, Michigan State Fairgrounds  
(phone in office)  
Townsend 9-5500—Detroit, Mich.

**MARION GREATER SHOWS**

Now Booking for Darlington, S. C., Tobacco Festival and Labor Day Celebration, starting Friday, Sept. 4, thru Saturday, Sept. 12; followed by Kingstree, S. C., Fair; Dillon County Fair, Dillon, S. C.; Pageland, S. C., Fair; Shelby, N. C., Colored Fair; Charlotte, N. C., Colored Fair; plus six more Fairs to follow.  
Now booking legitimate Concessions of all kinds. Open midway. Attention, Cookhouse Owners—Betty Fowler, McBride, Red Garrett and others, contact at once. Attention, Showmen—Booking Shows of all kinds. Attention, Minstrel Show Performers and Musicians—Johnny Riddick, manager of Minstrel Show, salaries guaranteed from office. Attention, Ride Owners—Mr. Al Brydick, Thompson Bros., Harry Heller, Mr. Thames, Mr. Sanders and others, contact us at once. We guarantee a long season of fair dates. Attention, Ride Foremen and Second Men—Can use Foremen for Wheel, Merry-Go-Round, Ferris Wheel, Roll-o-Plane, Chairplane, etc. Can use Ride Help of all kinds, highest salaries with a long season. All replies to  
**MARION GREATER SHOWS, McColl, S. C., until Wednesday, Sept. 2; then Darlington, S. C.**  
**MARION H. SPILLERS, Owner; S. E. SPAIN, Bus. Mgr.**

**GEORGE CLYDE SMITH SHOWS**

Want Ball Games, Glass Pitch, Penny Pitch, Hoop-La, Duck Pond, Fish Pond, Scales, Age, Pitch Tilt You Win, Short Range Gallery, Photos, Candy Floss, Balloon Darts, Buckets, Swinger, Cork Gallery, String Game. Want Wheel Foreman, Spitfire Foreman, Chairplane Foreman. General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. Girl Show, Monkey Show, Wild Life, Life Show. All replies to  
**GEORGE CLYDE SMITH SHOWS**  
McConnellsburg, Pa., this week; Winchester, Va., next week.

**WANTED—BINGO—WANTED**

For Nine Fairs including Bolivar, Tenn., next week; followed by Greeneville, Corinth, New Albany and Waynesboro (all Mississippi), and others in Alabama and Georgia. Closing Nov 16. Plenty of money in this territory. Wire at once.  
**E. L. YOUNG, Mgr., STERLING CROWN SHOWS**  
WINCHESTER, TENN., This Week.

# HANK SHELBY Wants Agents

For Six Cats, Buckets, Swingers and Hanky Panks for Lincoln, Nebraska, September 5-11.

Bob Parker can also use you for Memphis, Birmingham and Shreveport, Louisiana. Contact

## BOB PARKER

Cornhusker Hotel, Lincoln, Nebraska.

## WANTED

For Taylorsville, N. C., Agriculture Fair  
SEPTEMBER 21 THRU 26

Concessions—Guess Your Age, Weight, Glass Pitch, Penny Pitch, Hanky Panks of all kinds. On account of disappointment will book Bingo, American Palmists, Shows—Side Show, Pit, Wild Life, Girl Show (as many as two girls). The biggest apple exhibit in the Carolinas. All Rides and Concessions are booked independent. For your location contact

**J. M. McINTYRE**  
Kiddieland Park, Rt. 10, Box 549  
Charlotte, N. C.

WANT for WANT

# WILLIAMS AMUSEMENT CO.

## FAIRS AND CELEBRATIONS

Want Hanky Pank Concessions of all kinds including Eating and Drinking Stands, Jewelry, Lead Gallery, Custard. Also Clear Shows. Starting at SPENCER, N. C., Labor Day Celebration, Aug. 31 thru Sept. 7; Colored Fair, Washington Schoolhouse, WACO, N. C., near CHERRYVILLE, N. C., Sept. 9 thru 12; Community Fair, Bethware Schoolhouse, near KINGS MOUNTAIN, N. C., Sept. 14 thru 19; Farmer's Fall Fair, Sept. 21 thru 26 at ROCKWELL, N. C., Patrick County Fair, Sept. 28 thru Oct. 3, at STUART, VA. Other dates to follow. Big Armistice Day Celebration, Nov. 11, CLOVER, S. C. No gypsies, no gambling. Popcorn, Photos, Novelties, Bingo sold. All replies to

TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO., SPENCER, N. C.



## LOUDOUN COUNTY FAIR

Leesburg, Va., next week. Two big Kid Days—many special events. Opens noon Labor Day. Chesterfield County Fair, Chesterfield C. H., Va., Sept. 16 to 19; Bedford County Fair, Bedford, Va., Sept. 21 to 26; Brookneal Firemen's Fair, Oct. 5 to 11. Now booking space for these events.

Want experienced Wheel Foreman, top pay; Second Men for Jenny and Dipper. Help for Eating and Hanky Pank Concessions. Talker for Side Show, salary plus percentage. Capable Help always placed. Contact

**STEVE DECKER or BEAM'S ATTRACTIONS**  
CHARLES TOWN, WEST VIRGINIA, THIS WEEK.

## WANT CONCESSIONS

(All Are Open)

Kid Rides and Shows for Liberal, Kansas, Fair, Sept. 2-7; Cherokee, McAlester and Stillwater, Okla., Fairs to follow. Wire

MANAGER  
**F. C. BOGLE SHOWS**  
Liberal, Kan.

P.S.: Red Bishop, wire Show; have proposition.

## ROSS MANNING SHOWS

Salisbury, North Carolina, Fair, September 7-12

Leaksville, North Carolina, and High Point, North Carolina, Fairs to follow. CONCESSIONS: Eats, Drinks, Popcorn, Candy Apples, Ball Games, Cat Racks, one Glass Pitch, Novelty, Coke Bottle, French Fry, Penny Pitch, P. C. Open with Hankies. SHOWS: Wild life; any Grind Shows. RIDES: Can place Flat Ride. Attention! Space available for Pitchmen, Demonstrators and Gadget Workers. Contact Mr. Bob Chandler, Box 1343, Salisbury, N. C. AGENTS: Max Sharpe wants Agents for Razzle, Roll Down and Alley. Write or wire

**ROSS MANNING**  
Woodstock, Virginia Fair, this week.

## WANTED

TO OPEN LABOR DAY AT  
LEHIGHTON, PA., FAIR

Organized Jig Show that can stand prosperity. Christiansburg, Va., and ten big fairs to follow, closing at Charleston, S. C., Colored Fair. We have beautiful front seats, etc. No time to write, wire

**VIVONA BROS.' SHOWS**  
Emmaus, Pa., this week.

## WESTERN TENNESSEE DISTRICT FAIR

JACKSONVILLE, TENN., SEPT. 14-19

Space available for Legitimate Merchandise and Catering Concessions. Want Cookhouse, Grab, Custard, Long Range, Short Range, Age and Weight, Palmistry, Photos, Popcorn, Candy Apples, Floss, Snow Cones, Jewelry, Derby Racer and other center locations. Contact:

**MORRIS LIPSKY**  
Care GOODING AMUSEMENT CO., INC.  
1300 Norton St. Columbus, Ohio.

## GROVES GREATER SHOWS

AMERICA'S CLEANEST MIDWAY

Alexandria, La., Aug. 31 thru Sept. 6; Jena, La. (Fair), Sept. 7 to 12. Followed by Sabine Parish Fair, Many, La., Sept. 14 to 19; Jackson Parish Fair, Jonesboro, La., Sept. 21-25; Vermillion Parish Fair, Erath, La., Sept. 28-Oct. 4; Sweet Potato Yambilee, Opelousas, La., Oct. 5-11; Lincoln Parish, and North Louisiana State Fair, Ruston, La., Oct. 12-18. Then into Louisiana's Best Cotton and Cane spots until the snow falls

Want! At once, experienced Merry-Go-Round Foreman, must be sober and drive semi. Other experienced Ride Men can be placed. Want! Cork Gallery, Long Range, Short Range, Coke Bottle, Water Games, String Game, Hoop-La, Heart Pitch, or any Hanky Pank. Want Hi-Striker, Whiskey Bottles, Siats, Cats, Basketball, Derby Racer, Arcade. Want! Shows with own equipment, especially want Motordome, Monkey, Girl, Animal, Midgets, Circus Side Show or what have you? Want! Well framed Cookhouse, who caters to show people, Ice Cream, Apples, Floss, Snow, Grab, Pronto Pops, Ex on good Cookhouse for balance of season. J. Cobb, are you interested. Will book two Major Rides not conflicting and Kid Rides, except Ponies. Joe Fredericks, have not heard from you. All replies to

CARL ANSTEAD, Bentley Hotel, or Phone BYERS ESSO Service Station, Alexandria, La.

## FOR SALE

Ell 1948 #5 Ferris Wheel, 1 1937 #5 Ferris Wheel, 1 32-Ft. Allan Herschell Merry-Go-Round, 1 Allan Herschell Kiddie Auto Ride, 1 MG12 Miniature Train, practically new, and bunkhouse for 12 men. Transportation and all of these Rides are in good shape. Can be seen in operation at Bradford, Illinois, Sept. 5, 6 & 7; Prophetstown, Illinois, Sept. 17 & 18, and Sterling, Illinois, Sept. 24, 25 and 26. A. H. FREERS, Owner PORT CITY RIDES, 311 Fairview Avenue, Muscatine, Iowa. Phone 1299.

## EMPIRE STATE SHOWS

WANT FOR MARION COUNTY FAIR, SWEETWATER, TENN., SEPT. 7-12, AND NINE BONA FIDE FAIRS TO FOLLOW—TENNESSEE, NORTH CAROLINA, GEORGIA, FLORIDA AND ALABAMA.

WANT RIDES—Kiddie Rides, Tilt, Roll-o-Plane, Spitfire or any Major Ride not conflicting with what we have. Ride Foremen for Chairplane, Merry-Go-Round.

SHOWS—Side Show, Mechanical City, Unborn, Geek Show, Athletic Show, Motordrome, Funhouse. Operator for Snake Show. CONCESSIONS—All kinds of Hanky Panks, no exclusive. Agents for office-owned Concessions, Six Cat Agents. Red, come on. Bobby Sickles, answer. Roy Barry, show painter, Enterprise, Ala., come on in at once.

PENNINGTON GAP, VA., THIS WEEK.

WILL PAY CASH for

## ROLLOPLANE and 8 CAR WHIP

Holly Amusement Co.  
Warner Robins, Ga., this week.

Thank You

**TONY FINSTINETNO**  
Concessionaire with Penn Premier Shows, for your Buick Roadmaster Riviera purchase.

**JOHNNY CANOLE**  
Altoona, Pa.  
Phone 9347 or 3-0003



"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

Wants for Firemen's Fair, Lewiston, N. C., Sept. 14 to 19; then the following seven Fairs in succession: Weldon, N. C.; Scotland Neck, N. C.; Pembroke, N. C.; Tabor City, N. C.; Marion, S. C.; Loris, S. C.; Conway, S. C. All these Fairs are well established, ask anyone that has played them.

Want Hanky Panks of all kind, Custard, Photo, Sno-Cone, Long Range Gallery, Novelties. All Stock Concessions open. No grift. No gypsies on this show at any time. Can place Shows—We have tops for Minstrel, Girl, Side Show, or what have you? Can also place Shows with own outfit. Want Ride Help on Merry-Go-Round, Twin Wheels, Caterpillar, Chairplane, Octopus. Also Help on Kiddie Rides. We have 14 office-owned Rides, will place one more Thrill Ride. Want useful Show People in all departments. Want P.C. Agents. All contact:

**SHERMAN HUSTED, Mgr., CENTRAL AMUSEMENT CO.**  
Lake Waccamaw, N. C., till September 10; then Lewiston, N. C.

## CARL D. FERRIS SHOWS

Want for Dunkirk, N. Y., Fair, Sept. 7-12

And Long Route of Southern Fairs, Concessions of all kinds working for stock, non-conflicting Rides and any kind of Shows.

Wire Carl D. Ferris, Little Valley, N. Y.

## FOR SALE

#12 Ell, perfect condition. See it operating through Labor Day. Address:

**TURNER SCOTT**  
120 N. Grandview Daytona Beach, Fla.  
Phone: 2-0934

## GOLD BOND SHOWS

PLYMOUTH, WIS., FAIR SEPTEMBER 4-7 FRIENDSHIP, WIS., FAIR SEPTEMBER 9-13

CONCESSIONS: Want Hanky Panks of all kinds. Also Cook House, Ball Games, Bumper, Long Range, Novelties, Pitch-Till-You-Win, Jewelry Spindle, Hoop-La, Scales and Age, Fish Bowl, Buckets and Cats (for stock only). SHOWS: Want Monkey, Snake, Drome, Mechanical, Wild Life.

**FOR SALE**  
#5 Ell Wheel Ride in the best of condition, with all the latest improvements. Seats and paint good as new. Late model motor, V-belt. Can be seen in operation.  
**MICKEY STARK, Mgr.**

**FOR SALE**  
1946 Spitfire, with or without transportation. Mechanically in good condition. Motor and clutch O.K.  
**Plymouth, Wisconsin**

## C-A SHOWS

WANT FOR GRATZ FAIR, SEPT. 21-26 inc.

CONCESSIONS—Cookhouse, Custard, Floss, Popcorn, Scales and Age, Hi-Striker, Novelties, Jewelry, Shooting Gallery, Photo, Ball Games, 6 Cats. Any Legitimate Concession open. STILL DATE PRIVILEGE, LIMITED SPACE. All P.C. Games open. Pan Game, Rat Game, etc. Jones Bingo exclusive. RIDES: Octopus, Roll-o-Plane, Ferris Wheel, Tilt, what have you? SHOWS: Want flashy and attractive Girl Shows. Girls, you can bank on your winter bank roll here. Good spot for Penny Arcade, Side Show, Wild Life, Mechanical City, Motor Drome. MICKEY DONAHUE, contact me.

Phone or Wire F. H. CARAVELLA, Island Park, Sunbury, Pa. Phone 2063

## TO ALL SHOWS

If you have a good, clean Show and can guarantee 35 or more Concessions and at least 8 good Rides and can play a date in September. If interested, then contact:

**ADJ. GLEN WHITE**  
The American Legion, Marks, Miss.

## WANTED

Clean Carnival for Armistice Celebration, 33rd Year.

Dates—November 9th thru 14th.

**American Legion Show Committee**  
Warsaw, N. C.

## WANTED—AGENTS—WANTED

Have 5 week's work beginning this week at Sigourney, Iowa, for first three days; then five days at best Labor Day spot in Midwest—Dayton, Iowa—followed by Merville and Audubon, both Iowa. Then Enid, Okla., and the Memphis, Tenn., Colored Fair. Can place Pin Store, Count Store and Skillo Agents. Also 2 Hanky Pank Agents and Concession Workmen.

**DAVE PICARD, c/o JOHN ROBINSON SHOWS**  
Or Sigourney Hotel, Sigourney, Iowa Until Sept. 2; then Hotel Warden, Fort Dodge, Iowa.

## OUTSTANDING FAIR

NORFOLK TIDELANDS, Sept. 14-19, Norfolk, Va.

FEW LOCATIONS AVAILABLE—INSIDE EXHIBIT DEPT. OR OUTSIDE . . . ALSO FREE ACTS . . . O. C. BUCK-MODEL SHOWS ON THE MIDWAY.

Address at once:

**HARRY C. GRAFTON, Secy.-Mgr.**  
NEW MONROE BLDG., NORFOLK, VA.

## BOOKING NOW

Want Carnival Rides, Concessions, Feature Acts, etc., for Annual Tower City-Porter Twp. Community Celebration, June 20-27, 1954. Big week—good take.

Write  
**Del Hand, Tower City, Pa.**

## WANTED

For big Charleston, W. Va., Fair—10 Days—Relief Caller and Counter Men for Bingo. Hurry!

**EDDIE SCHULTZ**  
Fairgrounds, Dunbar, W. Va.

## GREAT BARRINGTON FAIR

GREAT BARRINGTON, MASS.  
Eight Days, Sept. 13 to 20

Can place String Show, Single Attractions, Snake, legitimate Games. All answer.

**O. C. BUCK** Rhinebeck, New York

## DRAGO AMUSEMENTS

WANT WANT WANT

For Labor Day week, eight big days, two Sundays, at Kokomo, with more Fairs and one big Centennial to follow.

Want Concessions of all kinds—String, Cork, Coke Bottle, 6 Cat, Huckly Buck, Milk Bottle, Fish or Duck Pond, Hoop-La, Clothes Pin, Add 'Em Up, Pitch Tilt U Win, Swinger Ball, Over 12 and Ice Cream. Shows: Will book Monkey Show, Motor Drome, Side Show, Snake, Wild Life, two Girl Shows or any Show for committee money only. Write 1711 E. Markland or Phone 4907, Kokomo, Ind.

**PAUL DRAGO**  
EN ROUTE, GOLDSMITH, IND., NEXT WEEK.

## RIDE HELP WANTED

Second Men who drive semi or trucks; wages \$50.00. Long season.

**KEY CITY SHOWS**  
Henry, Ill., this week; Depue, Ill., Sept. 3-7; Elmwood, Ill., 8-12.

## C. A. STEPHENS SHOWS

WANT FOR BLUE RIDGE AGRICULTURAL FAIR AT BOONE, N. C., SEPT. 7-12; SCOTT COUNTY FAIR, DUNGANNON, VA., FOLLOWS.

Concessions working for stock, Custard, Hoop-La, Pitch-Till-U-Win, Pronto Pups, Glass Pitch, Fish Pond, Hi-Striker. Rides—Can place one more Major Ride. Also well-framed Kiddieland, will take ours off Shows—Can place Acts for Side Show, Bally Girls and Ticket Sellers.

WEST JEFFERSON, N. C., THIS WEEK.

W ALL FAIRS—12 Weeks—ALL FAIRS W

A WILL PLACE ONE MAJOR RIDE AND ONE SHOW. HANDY PANKS THAT A

N WORK FOR 15 & 25%. RIDE HELP, COME ON. N

T **HOLLY AMUSEMENT COMPANY** T

This week, Warner Robins, Ga.; then per route.

**PERCELL'S AMUSEMENT PARK, INC., presents**  
**PIONEER SHOWS**  
**McCLURE, PA., BEAN SOUP FAIR**  
**Sept. 15-16-17-18-19; Day and Night**  
*Pennsylvania's Largest Free Fair*

WANT Rides nonconflicting.  
 SHOWS—Any Show of merit with own equipment. Irene Burton, answer.  
 CONCESSIONS—Food, Drinks, Hanky Panks, Derby Racer, Ball Games, Cat Rack Buckets.  
 RIDE HELP—Ferris Wheel and Merry-Go-Round Foreman, Bingo Clerks.

All Replies:  
**MICHAEL PERCELL, President**  
 900 MAIN STREET SOUTH WILLIAMSPORT, PA.  
 Phone: 34010, Williamsport, Pa.

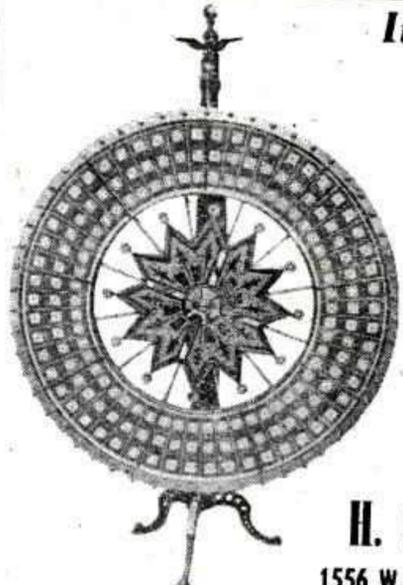
**FOR SALE**

Electro Freeze Custard Machine. Factory built body. Stainless steel interior. Mounted on CMC chassis. Uses 64 pieces of fluorescent for lighting. Has a 10 kw International Power Unit. One of the nicest Custards on the road today. Cost \$12,500 to frame. Will take \$5,000.

**JACK F. MARTIN**  
 383 Broadway Bayonne, New Jersey  
 Phone: Federal 9-0345

*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.

**WANT CLEAN GAMES of all kinds**

**TRI-STATE FAIR EVANSVILLE**  
**TUESDAY THRU SUNDAY SEPT. 22-27**

America's newest and greatest fair. Our State Fair Unit on the midway. Barnes-Carruthers #1 Unit in Grandstand. Located at Dade Park—plenty parking. Exhibit space entirely sold out. Can place Eats and Drinks, legitimate Games, Confection of all kinds.

WRITE—WIRE—PHONE TODAY  
**GOODING AMUSEMENT COMPANY, INC.**  
 1300, Norton Avenue University 1193 Columbus 8, Ohio

**SHOW T-E-N-T-S**  
 Concession—Circus—Carnival  
**AMERICAN TENT & AWNING CORP.**  
 132-4 W Main St. Norfolk 10, Va.  
**BILL SANDERS**

**BILL STACY WANTS BINGO CALLERS AND COUNTERMEN**

For Jackson, Tenn.; Atlanta, Dothan and Pensacola.  
 Semi-drivers preferred. No drunks. No collect wires.  
 Wire: Care Western Union, Evansville, Ind.

**WANT FOR FAIR... LANCASTER, CALIF.**  
**ANTELOPE VALLEY FAIR**  
**Sept. 9-13 Inclusive**

Can book a few more Stock Concessions, High Class Pony Ride and 2 Grind Shows.  
 Fair located in center of rich agricultural section.

WRITE—WIRE—PHONE  
**CRAFTS 20 BIG SHOWS, Inc.**  
 7283 Bellaire Ave.  
 Phone: POplar 5-0909—North Hollywood, Calif.

**ALAMO EXPOSITION SHOWS**

Wanted for the Biggest Labor Day Celebration in Kansas, located downtown city park, Pittsburg, Sept. 7-12, and six more fairs in Texas to follow. Will book the following: Side-Shew, Motor Drome and any other grind show that does not conflict. Also Fun House. Joe Murphy wants girls for Hawaiian and French Casino. Real opportunity for Penny Arcade, Novelties, Custard and all Hanky Panks. Glass Pitch. Also Swede Hanson wants Boxers and Wrestler, for athletic show. Can use reliable ride men who can drive semi trucks. We have the 1953 contract for the Battle of Flowers, located on the streets of San Antonio, Texas, those booking now will have preference next spring. Contact  
**JACK RUBACK, WARREN HOTEL, SALINA, KANSAS**

**AGENTS WANTED**

For 8 North and South Carolina Fairs, in the Heart of Tobacco country. Have exclusive for Buckets, Skillo, Rolldown and Swinger. First Fair, Sept. 14.

**CHARLES J. WALPERT**  
 General Delivery, Fayetteville, North Carolina.

**MARATHON—WANTED**

Virgin Spot for this type attraction, for reliable Operator only. We furnish Building, Permit, Electric Current, YOU Furnish Show for Contest. Advertising, Insurance and Bleachers. Must be A-1 Operator as folks here go for attractions capably handled. College opens again around Sept. 15. Students support these affairs, as well as Highly Industrialized City. No lay-offs, Building 60 by 125. Run to first week December. Contact

**CHARLES KYLE**  
 104 Judson Ave., New Haven, Conn.

Percentage or Flat Rate. NOW—BINGO—NOW Location for same. Permit for real Operator with tent outfit, can make it a 50 seater if you wish, Cook Shack and refreshments with clean appearance. Tent outfit. Can get action here till cold weather. Percentage or flat rate. Rides and Concessions wanted for Park Location next season, opens weekends March. **CHARLES KYLE, Amusement Director.** \$300,000 Bathhouse pavilion, Concrete Driveways, Rest Rooms will be installed.

**FLOYD O. KILE SHOWS**

WANT FOR UNIT NO. 1  
 Montgomery Co. Fair, Mt. Ida, Ark., Sept. 22-26.  
 Sevier Co. Fair, DeQueen, Ark., Sept. 29-Oct. 3.

WANT FOR UNIT NO. 2  
 Calhoun Co. Fair, Hampton, Ark., Sept. 22-26.  
 Grand Parish Fair, Verda, La., Sept. 29-Oct. 3.

Bingo, Photos, Novelties, Popcorn, Custard, Foot Longs, Glass Pitch, Hoopla, Palmistry Six Cats, Buckets for Stock only Stock Concessions of all kind, can place you balance of season. Grind Shows, all kind come-on. Merry-Go-Round Foreman. Ride Men, Semi Drivers, etc.

We play all Fairs till November. (Keep this route). All replies to  
**FLOYD O. KILE, MGR.**  
 Osceola, Mo., Fair, this week; Cole Camp, Mo., Fair, next; Mena, Ark., Fair, Sept. 15-19.

**THREE FAIRS**

East Hartford, Conn., Sept. 14 thru 19 (FIRST IN 10 YEARS)  
 Plainville, Conn., Sept. 21 thru 26  
 West Hartford, Sept. 28 thru Oct. 3 (FIRST IN 5 YEARS)

WANT: Kid Rides, any Shows, Flat Rides, CONCESSIONS: Hanky Panks, \$31.00 per spot

Answer: Lions' Office  
 327 Trumbull St. Hartford, Conn.  
 Day Phone 6-7542  
 Night Phone 6-3287, Ext. 203

**CENTRAL STATES SHOWS**

Can place Hanky Panks and Grind Shows with own equipment for Hoisington, Kan., Labor Day, September 7—biggest in the Southwest; Herrington, Kan., Tri-County Fair balance of week; then Osage County Fair at Pawhuska, Okla., September 14-18. **WANT RIDE HELP—Rides out till November.** FOR SALE—Octopus, \$4,500.00; Super Rolloplane '47 model, very good condition, \$3,500.00. Both Rides have fluorescent lighting. Special trailers for same, \$500.00 each; good rubber.

**W. W. MOSER**  
 FRANKLIN, NEB., Aug. 31-Sept. 4.

**LEE AMUSEMENT COMPANY**

All Fairs Want Shows All Fairs

Heflin, Ala., Aug. 31 to Sept. 5; Albertsville, Ala., Sept. 7-12; closing Tallahassee, Fla., North Florida Fair, Oct. 31.

Will book Snake Show, Glass House, Fun House, Mechanical or any Grind Show not conflicting. All replies as per route to N. L. CRESON.

**WANT WANT AGENTS**

For the following Concessions: Roll Downs, Razzles, Bowling Alley, Six Cats, Pea Pool and all Slum Stores. Want General Concession Help and Truck Drivers. Fairs down south, also in Florida all winter.

**S. B. WEINTROUB**  
 Care Carnival, Vandalia, Mo., this week; Unionville, Mo., Sept. 8-12.

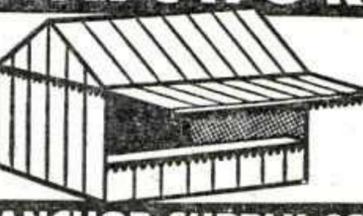
Liberal reward will be paid for information whereabouts Bobby E. Brooks and Charlie Riddings

**ANCHOR TENTS**

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS

**ANYTHING IN CANVAS**

Manufacturing Show Canvas for Over Fifty Years.  
 Underwriters' Approved Flame Resistant Materials Available.  
 5 DAYS SHIPMENT ON MOST SIZES



**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**WANTED—AGENTS—WANTED**

For Slum Concession, Six Cats, Over-30-Under-11 Rolldown, Over-12 Pan Game.

Address:  
**CARL HANSON, c/o William T. Collins Shows**  
 Belleville, Kansas, Aug. 31-Sept. 4; Lincoln, Nebraska (State Fair), to follow.

**WANTED WANTED WANTED**

CALLER FOR DERBY RACER. AGENTS FOR HANKY PANKS AND SIX CATS. STARTING AT LINCOLN, NEBRASKA, SEPT. 6.

**BOB K. PARKER**  
 P. O. BOX 111 (PHONE: 801-J), DELAVAN, WIS.

**WANTED**

Hanky Panks of all kinds to join at once for Bismarck, Illinois, Fair, August 31, Sept. 1, 2 and 3. Gigantic Labor Day Celebration. Kankakee Federation of Labor, Kankakee, Sept. 4, 5 and 6. Other Fairs to follow. Contact me at Bismarck or Chebanse, Ill. Phone Chebanse 11.

**D. J. ROHR**

**WEST TENNESSEE DISTRICT FAIR**

JACKSON, TENN.—SEPT. 14-19

Can place on independent midway; Novelties (exclusive on entire grounds—4 or 5 locations), Jewelry, Photo, Age and Scales (2 locations), Custard. Write, wire or call:

**HUNTER TAYLOR**  
 c/o FAIR, JACKSON, TENN.

**RUMBLE RIDES**

Want for Street Celebrations, Albion, Ill., Sept. 8 thru 12; Lawrenceville, Ill., Sept. 4-25-26. On Court House Square at both spots. Space limited. Deposit required.

**DENVER RUMBLE**  
 MADISONVILLE, KY (FAIR), THIS WEEK.

**FOR SALE**

Looper loaded in two 24' Low Boy Trailers. Will sell with or without transportation

**BOX 654**  
 The Billboard, 188 W. Randolph St. Chicago 7, Ill.

**E & B AMUSEMENTS**

WANT FOR LONG SEASON AROUND NEW YORK CITY

Caterpillar Foreman and Foremen for other Rides. Also Second Man for all Rides. Custard Dipper wanted on percentage basis—good proposition. People who worked for me last year, please contact. Aug. 24-Sept. 13, Jackson Ave. at Westchester Ave., New York City.

**JOHN A. BASS**  
 PHONE: Fieldstone 7-0457, NEW YORK CITY

**BIG STATE SHOWS**

WANT WANT WANT

Fairs in Oklahoma and Texas. Hanky Panks of all kinds. Sammy George, Legal Juster, wants Agents for Skillo and Pin Store.

**HOLDENVILLE, OKLA., THIS WEEK.**

**WANT**

Concessions, Rides and Shows of merit for

**McCLURE, PA., BEAN SOUP FAIR**  
 Sept. 15-16-17-18-19; Day and Night  
 Pennsylvania's Largest Free Fair

Reply to  
**M. PERCELL**  
 900 Main St. Williamsport, Pa.

**STOCK TICKETS**

One Roll	..... \$ 1.50
Five Rolls	..... 4.50
Ten Rolls	..... 6.50
100 Rolls	..... 40.00

**ROLLS 2,000 EACH**

Double Coupons  
 Double Prices

No C.O.D. Orders  
 Size: Single Tkt., 1x2

**We Manufacture TICKETS of every description**

Wheel tickets carried in stock for immediate shipment.

**THE TOLEDO TICKET CO.**  
 Toledo 12, Ohio

**SPECIAL PRINTED**

Cash With Order Prices	Double Column, Double Price
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

# EXTRA SALES...EXTRA PROFITS!

Make a BIG KILLING with

## Fly-Master Jr.

Reg. U.S. Pat. Off.



**100% PROFIT!**  
**5-YR. GUARANTEE!**

This sensational insect control unit is taking the country by storm! It's the answer to the age-old problem of controlling Flies, Mosquitoes, Gnats, Moths, etc., indoors. Fly-Master works simply, swiftly, and silently... affords 'round the clock protection... requires no labor or maintenance... **KILLS INSECTS** and is **ODORLESS** and **STAINLESS**.

**CASH IN ON FAT PROFITS**

Write Today for Complete Information

SELL IT TO:

- Food Stores
- Luncheonettes
- Markets
- Kitchens
- Bars
- Restaurants
- Terminals
- Hotels

### REMINGTON PRODUCTS CORP.

410 N. BROAD ST. ELIZABETH 5, N. J.

## WIRE ARTISTS:

buy from Rhode Island's Largest Manufacturer of

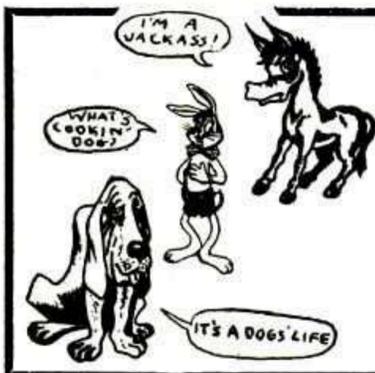
### ROLLED GOLD PLATE

Compare our price. Write for prices and deliveries.

25% deposit on all orders  
Balance C.O.D.



**THE IMPROVED SEAMLESS WIRE CO.**  
775 EDDY ST., PROVIDENCE 5, R. I.



## NEW! SENSATIONAL! TALKING MULE! TALKING BUNNY! TALKING DOG!

Hot Pitch Item. They Really Talk.

Patented Tape Recording.

• IN FULL COLOR!

• SIMPLE TO OPERATE

• A REAL MONEY MAKER!

SEND \$1.00 FOR SAMPLE SET OF 3.

12 SETS ...\$6.60 | GROSS ...\$69.00

PARLIAMENT TOY MFG. CO.

1601 S. Michigan Ave. Chicago, Ill.

To Order Classified or Display-Classified Ads

## USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00  
 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.00 (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name .....

Address .....

City ..... State.....

## DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6

FORMS CLOSE

### THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week

#### ACTS, SONGS & PARODIES

DOES YOUR ACT NEED TO BE CLEANED UP? The music, I mean. New copies and arrangements made in jig time at reasonable rates. Mark Rubens, 140-B West 79 St., New York 24, N. Y.

EMCEE ARSENAL (3RD SERIES)—NEW slurs, ribs and insults; timely quips, gusty verse and tested rib ticklers; prize nifties, peppy wheezes and spicy mots for femcees; also racy wisecracks, snappy limericks and lusty tidbits for roving wits and social funsters. \$2. Keep 'em laughing. Buster Rothman's Universal Gag Retort Supply Works, 473 Broadway, Bayonne, N. J. se12

#### AGENTS & DISTRIBUTORS

A FREE WHOLESALE CATALOG—Nationally advertised appliances, housewares, watches, jewelry, radios, toys, cameras, etc. Box C-402, c/o Billboard, Cincinnati 22, Ohio.

AGENTS, STORES, NOVELTY DEALERS—Sell Novelty Card Sets. Samples, 10¢. List free. National Specialty Sales, 15 E. Third, Cincinnati 2, Ohio.

AMAZING PRICE REDUCTION FOR JOBBERS—distributors, wagon jobbers. Select Shaker, 16147 Segundo, San Lorenzo, Calif. oc31

ATTRACTIVE TALKING CHRISTMAS CARDS; Voice on plastic tape says "Merry Christmas." Everyone buys—big profit. Send one dollar for six selling samples prepaid with particulars. Shafer Company, Box 723, Kansas City 41, Mo. np

ATTENTION, HOSEY — LOW PRICES for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

BARGAINS — TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2,000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-43 North Des-Plains, Chicago 6. np

BEAUTIFUL PINS AND EARRINGS — MANY styles in tailored and stoned earrings. \$15 and \$18 assorted gross respectively. Also attractive tailored and stoned pins at \$15 and \$18 respectively per assorted gross; men's gold-plated 3-stone rings, \$36 per gross; men's and ladies' aluminum identals, \$12 per gross. Sample dozen, regular price, 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I.

COMIC POST CARDS—CONTAINING LATEST gags, printed in colors on krome stock; 5¢ retail; price to trade, \$25 per 1,000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

EARN AMAZING PROFITS BY FOLLOWING our instructions; selling nationally advertised watches, etc. Enclose 25¢, refundable; receive multi-colored salesman's catalog and confidential price list. Result Sales M., 580 Fifth Ave., New York se5

FOOTBALL AGENTS—SELL ARMY SURplus rain covers, \$7.50 per 100; \$50 per 1,000; sample \$1 cash. Charlie White, Fort Oglethorpe, Ga. se26

FRIENDLY FROG—CERAMIC NOVELTY, handbag ash receiver, pencil holder, etc. Sample 25 cts.; dozen, \$1.75; miniature pitchers. Robert Beede, Dover, N. H. se12

HAND TOOLS — NATIONALLY ADVERTISED, jobber prices, 1,000 item catalog, 25¢; 6" diagonal plier, \$2; catalog free. Intercom PA Systems, porcelain or steel, colors, 16" wide, any length coils, 20¢ sq. ft. Midwest Sales, 3219 W. 117th, Cleveland, O.

IF YOU ARE IN POSITION TO CONTACT retail grocers in Ohio, Indiana, Illinois, Missouri, Iowa or Michigan with a direct from factory product on good sound commission basis, write Box 214, Herrick, Ill. giving age and experience if any; this is permanent.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. se26

MEXICAN JUMPING BEANS—STRICTLY new crop, all guaranteed live beans, \$12 thousand; 5,000 or more, \$10 thousand; will ship air mail. Wire order. National Products Company, Laredo, Tex.

MEXICAN RESURRECTION PLANTS (THE Rose of Jericho), \$20 thousand; can supply any quantity; immediate shipment of all orders. National Products Company, Laredo, Tex.

MONEY FOR XMAS—MAKE AT LEAST \$50 showing beautiful Elmira Christmas and All-Occasion Greeting Card Assortments; Name Imprinted Christmas Cards, Stationery, Napkins, Book Matches, Playing Cards; Gift Wraps, Books, Games, Household, Hostess Items, all unbeatable values. Make money while you make friends. No experience necessary; no risk; send no money. Free samples, catalog, Bonus plan, Display Assortments on approval. Write today. Elmira Greeting Card Co., Dept. C-225, Elmira, New York.

NEW "TAX" EXPENSE ACCOUNT REPORT and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesmen's necessity; 30-second demonstration. Send name and address; demonstrator sent on approval. Dept. 246, Box 9013, Houston 11, Tex. se5

NEW ULTRA-BLUE 7"x11" SIGNS—7¢, Retail 50¢. 2,000 slogans, comedy, religious, general; 15 samples, \$1. Lowy, 812 Broadway, Dept. 761, New York 3. se12

PAPER MEN THROUGH THE UNITED States; You can buy State Maps thru us if not connected right. The George F. Cram Co., Harry Goodall, 730 E. Washington St., Indianapolis 7, Ind. se19

PROFIT PACKED CHRISTMAS SALES—Famous brand French perfume, Eau De Cologne, combination Perfume-Manicure Cutlery gift sets, wildfire sellers; lowest factory prices; giant profit and bonus plan. Free testers with sample order. Write for free catalog. Lido Products, 126 Bleecker St., Dept. B-2, New York. se12

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1953 Christmas and All-Occasion Greeting Cards. Take their orders and earn up to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 74 Ferndale, Mich.

SWISS WATCHES FOR PREMIUMS AND Promotions from importer; all makes and models; just state the name and quantity you want; we will quote the lowest prices. Transworld, 565 5th Ave., N. Y. 17, N. Y. se5

TEN DOZEN PAIR MEN'S DRESS SOCK \$9.50; ten dozen pair Ladies' full fashioned nylons \$15. Nelson Hosiery Sales, Greenville, Ala.

YOUR OWN BUSINESS — SUITS, \$1.50. Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago. np

80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Dayton 1, Ohio. se26

169,618 POTENTIAL BUYERS... That's What You Buy with a classified ad in The Billboard! See first page this section.

#### ANIMALS, BIRDS, PETS

A BETTER PLACE TO BUY CHOICE stock at the lowest prices. Terminus Anteaters, \$25; Prehensile Porcupines, \$20; Giant Anteaters, \$100; Agouti, \$20; Paca, \$30; Red Squirrels, \$15 pair and snake dens, \$25 and up. This weeks special, "Baby Spider Monkeys for pets, \$32.50." Tarpon Zoo, Tarpon Springs, Fla.

ALLIGATORS, GIANT BOA CONSTRUCTORS, Tegu Lizards, Rattlesnakes of all sizes, Special dens, \$25, \$50, \$100. Various harem snakes, Spider Monkeys. Our special still on Cor baby Coati Mundis or Snookum Bears with fresh shipments still arriving, \$15 each or four for \$50. Fresh direct stock direct to you at a cheaper cost. Tropical Import Co., Slidell, La. Phone 583-M-4 from 8:00 p.m. to 8:00 a.m. se5

ANOTHER BARGAIN AT ROSS ALLEN'S—Genuine Baby American Crocodiles, special price during September, \$5 each. Also, 2 and 3-foot Crocodiles, \$5 per foot. Another bargain in Cook's Tree Boas, \$5 each. Baby Iguanas, \$2.50 each. Beautiful Rock Pythons, \$3 to 9½ feet. Anacondas, 5 to 8½ feet; larger sizes available. 80 Boa Constructors on hand, 4 to 9 feet. Mexican Beaded Lizards, \$25 each. Mata Mata Turtle, \$30. Yellow Rat Snakes, \$3 each. New fall price list available Sept. 15. Ross Allen's Reptile Institute, Silver Springs, Fla.

BABY PET MONKEYS—CINNAMON RING-tails, \$30; Spiders, \$32.50; Squirrel Monkeys, \$22, 5 for \$100; Whiteface Ring-tails, \$35 each; Baby Coati mundis, \$25 each; Baby Hill Mynahs, guaranteed best talking birds, \$30 each; assorted Toucans, Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. se19

CALIFORNIA SEALS, SEA LIONS — WILD or trained. Main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

FOR SALE—WHITE FACED, THREE LEGGED Calif; born April 23, 1953, in nice shape. Cecil Hankla, Route 2, Freewater, Oregon.

FOR SALE—PET KINKAJOU, \$30; COON, \$10; Guinea Pigs, \$5 pair; Ferrets, \$10; Arctic Fox, \$10; Giant Anteater, \$95; Porcupine, \$10; Horned Owl, \$7.50; Wild Cat, \$20; Ocelot, \$40; Skunk, \$10; Coati-Mundi, \$30; Snakes of all kinds, cheap. Reason for selling, going out of business. Wire or phone: Lockout 2954 or Route 3, Golden Teepee Reptile Gardens, Golden, Colo.

JUST CAPTURED—ONE LARGE LOUISIANA Alligator 11 feet long. First \$600 takes it. C. C. McClung, Phone 5411, Laplace, La.

TAME CUB BEAR, OCELOT, WHITE FAN-tail pigeons, white and fancy colored mice and rats, parakeets, small zoo animals. White Animal Farm, Pine Point, Me.

YOU CANNOT DO BETTER ANYWHERE—Young Cinnamon Ring-tails, \$25; six, \$125; Young Squirrel Monkeys, \$20; six, \$100; Young Spider Monkeys, \$30; six, \$150; Tegu Lizards, \$10; six, \$50; Iguanas, \$5; six, \$25; Baby Alligators, \$1; 100, \$75; Boast to 6 ft., \$1.50 ft.; Dens from \$15. Write for summer price list. Live delivery guaranteed, 50% deposit with orders; additional savings if picked up at our compound. Visitors always welcome. Tropical Hobbyland, 1525 N. W. 27th Ave., Miami, Fla.

#### BUSINESS OPPORTUNITIES

DUE TO POOR HEALTH—MUST SACRIFICE \$22,000 stock. New TV market area this fall, radios, records, appliances; complete radio service shop. Business established 30 years, will give lease; located in community shopping center. Martin's, 1123 E. State Blvd., Fort Wayne 3, Ind.

FOR SALE—COMPLETE PLATFORM MEDICINE Show now operating. At sacrifice. Including stock truck, special piano trailer and concession trailer, equipped popcorn and snow cones. No photos. Good season yet South, Reason, health. Eddie Gould, Tellico Plains, Tenn. until Sept. 13.

FOR SALE—SMALL WELL ESTABLISHED music route in south Florida (12 yrs.). Approximately 50 machines on location. Wonderful year around business; warehouse, well equipped shop and office available. Box C-403, c/o Billboard, Cincinnati 22, Ohio. np

FOR SALE — 1,115 FT. FRONTAGE, 17 acres on U.S. 20 and 601; 3 miles east of Newark, O. Good carnival spot or any good business; house trailer, 2 room house, 6 room house, all furnished; also 4 room house, partly furnished. Plenty of good spring water and rain water; all places rented. Price \$19,000. Phone 2-9551, Nick Branovich.

MONEY IN VENETIANS—BUILD PROFIT-able lifetime business laundering Venetian blinds. Start at home in spare time; new machine. Free booklet. R.G. Co., 442 N. Seneca, Wichita 12, Kan. se12

## BEAUTIFUL CROSS



MIRACLE CROSS  
When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.  
REAILS UP TO \$6.95 EACH  
OUR PRICES TALK !!!  
#999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.  
\$4.25 Doz. \$48.00 Gross  
#999-G. Same as above, heavier chain, in beautiful gold finish.  
\$6.00 Doz. \$66.00 Gross

## SENSATIONAL PROFITS!



No. 185 Full of Life! First Brilliance \$3.85 doz. \$45.00 gross  
Gold finish. White brilliant center. Red sides.



No. 712-C \$2.75 doz. \$30.00 gross  
Double head imi. cameo with 2 brilliant side stones. Quick seller. Gold finish.



No. 1098 NEW FLASHY \$3.25 doz. \$36.00 gross  
Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

## PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.

## ANOTHER ALLIANCE SPECIAL!

Two-Piece Rhinestone Necklace and Earrings  
Individually Boxed in Satin-Covered Boxes.

All stones are hand set with Rhodium finished backs, 18" chain.

GUARANTEED Four different styles \$21.00 per dozen Sorted Sample, \$2.50 per set. 25% Deposit, Balance C.O.D.

## ALLIANCE SALES CO.

4222 W. ROOSEVELT ROAD CHICAGO 24, ILLINOIS

## P D Q-World's Greatest PHOTO BOOTH CAMERA



Dependable efficient Makes DIRECT POSITIVE 1/2 sizes. Cameo in 21 styles any size photo Booths are attractive, easy to transport and quickly assembled. See list in instructions. Free guaranteed! Also portable cameras. Write for details.  
P D Q CAMERA CO.  
1165 N. Cleveland Ave., Chicago 10, Ill.

## Fish Pond & Grab Bag Merchandise

Consists of 144 pieces. At least 20 percent items in every deal. Some item formerly 50¢ retail. No C.O.D.'s. \$ per deal. Postage paid in U.S.  
C. H. DIEDRICK, INC.  
115 Walnut St. Chaska, Minn.

UNUSUAL INVENTION REQUIRES small investment (\$5 min.). Don't miss send for free particulars. Heaney, 101, 2044 Cornell Rd., Cleveland, O.

A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary; permanent income; Hills, Spencer Brockway, 112 Broadway, side, Ore. se19

PRICE — OWNER RETIRING: WILL sell Arcade with 110 amusement machines; also Evans Shooting Gallery in the year all year around Amusement Park in for \$25,000. F&S Amusement, 343 E. 17th St., Miami, Fla. Tel. 9-9107 se12

YOU BE BUSY JANUARY 1 TO March 15? Make \$500 to \$2,500. Learn preparation by mail. Basic 12 lesson course \$25. Send \$3 registration and first one; pay succeeding lessons as ordered; in now. Taxteller, Inc., 2708-10 N. Grand, Louis 6, Mo.

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**FORMULAS & PLANS**

Y FORMULA. \$3. FORMULA CATALOG and chemical instruction sheet, 10c. John H. Delfort, 216 W Jackson Blvd., Chicago 6.

**FOR SALE SECOND-HAND GOODS**

OUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy n. 120 S. Halsted, Chicago, Ill. oc24

L ELECTRIC PEANUT ROASTERS AND bra poppers. Counter models, also portable machines. Catalog free. O. Y. Bartholomew, Vineland, N. J. se26

R SALE—BUCKINGHAM CONCESSION trailer, fully equipped, excellent condition, reasonable. Seymour Bergman, 9712 Merrill, Chicago, Ill. Phone SAGinaw 4775.

**DR SALE—SECOND-HAND SHOW PROPERTY**

BIG LOT EXCELLENT USED 16MM sound feature pictures—many previously used only—now for sale at \$29.95 up. Excellent used 16mm sound projectors—see 3019's, Victor 24's, 25's, \$99.95; many deals in all leading makes. \$19.95 up. used 16mm sound shorts at bargain prices. Big catalog free. Blackhawk Films, Eastin Bldg., Davenport, Iowa. se26

PLANE RIDE—SMITH & SMITH MAKE operating; lease available; only amusement park in city. \$675. Also Sircamline; n not operating, in good condition, 1900, Archie Meltz, 1905 Garden St., Luth, Minn.

L 16 MM. SOUND — WESTERN, \$18; features, \$21-\$24; Serials, \$5 episode; projector, cheap; stainless steel; mounted on a truck; program, reasonably. Roshon, 126 N. Court, Memphis Tenn.

ILD MONEY-WINNING CONCESSIONS from tested plans; Shallow Joint, (23 men); 4-Way (11 Games); Ball Rack (13 men); African Dip; Short Range Lead (ery); Photo Gallery (includes camera); concession Trailer; 14x28; 60 Seat Bingo; \$5 h; High Striker; \$3; All \$35; Free Circu-Brill, Box 875, Peoria, Ill.

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STOM BUILT SCHULTE CONCESSION trailer; equipped with French Fryer, Reheater, 4-Burner Gas Stove with oven, Cream cabinet; has bath and shower, bedroom, beautiful interior; 27' two beds old, Bargain at \$4,000. R. J. Jones, Holly Springs, Pa. se19

T SALE — 2 1/2x3 D.P. CAMERA, F4.5 lens and booth; like new, complete, ready operate, factory built. Trade for Candy and Snow Cone or Popcorn and Candy. What have you? Write best offer Elliott, Box 68, Halifax, Va.

T SALE—ALLAN HERSCHELL MOON pocket and C. Cruise. Both rides in excellent condition and up and running. a good deal call now. Samuel Edelin, 1200 4th Ave., Asbury Park, N. J. 2-3152, Will finance. se12

SALE—LIGHT, PORTABLE BUMPER ride, 11 cars, building 24' by 48'. In operation at Fox Valley Kiddieland, Naperville, Illinois. Price \$3,500. Write Axicor us, Box 285, Batavia, Ill.

SALE—CONCESSION TRAILER, ONE the finest and best built; 7' 10" wide x 17' long (overall). All metal construction, plate glass, both sides open up, plenty and fluorescent lights, signs. Equipped practically new equipment for pop-caramel corn, electric peanut roaster, winding floss machine, candy apples, gas, Formica counters, stainless steel ends. No photos, first \$4,200 takes. Write or see at August 24-September 4, Al Hatch, Ohio State Fair grounds, Columbus, O.

SALE — REFRESHMENT TRAILER: an, roomy, carbonation unit, sanders, etc. Health-age forces sale, \$1,200. opportunity two people. Would consider plus cash for age weight trailer. Devine, 126 E. Blake Ave., Columbus Mo. Tel.: Laundale 9455.

SALE—CUSTARD TRUCK, ELECTRIC. Ready to work with stock, \$1,750. Chevy truck, well flashed, located in Ga. Charles Landers, 1300 S.W. 22nd Ft. Lauderdale, Fla.

MES REX PROJECTOR IN GOOD CON- dition, 12" speaker, bargain, \$150. South-Visual Equipment Company, 66 Monroe Memphis, Tenn.

UFACTURE, REPAIR, TRADE ANY of canvas, any size, good as new. What do you have or want? Smith Auburn, N. Y. se12

MANICAL SHOW — 18x5 FT. FORM, (nival Village; 2 years old, 40 actions, size Chevrolet truck, also portable; lent condition, attractive front, money for. Al Barnes, 201 N. Iowa, Ottumwa, Ia

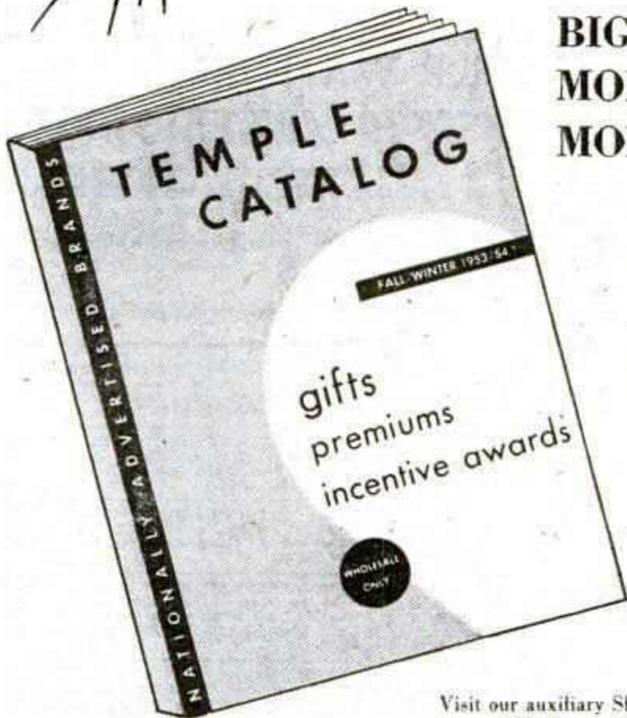
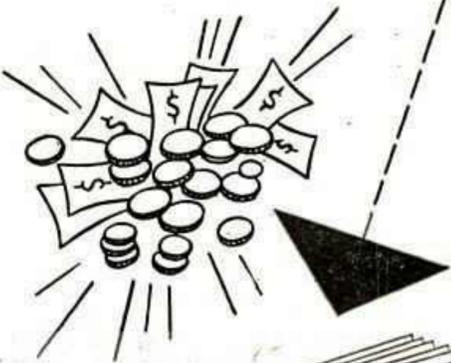
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REAL COMPLETE SHOWS — LATE nment or sell units separately. New \$550 up. Young's, Tel. 3151, St. ville, N. Y., or write Dolgeville, N. Y.

YDBALL OUTFIT, COMPLETE — USED eeks; Echols Electric; improved with ic lighted case, measurite dispensers, natural wood finish, panel stand, ella. See in operation August 24-Sept-er 4, 400, Al Hatch, Ohio State Fair rds, Columbus, O.

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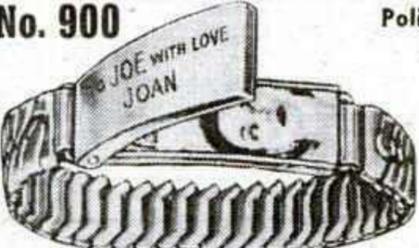
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Manufacturers of engraving jewelry 191 SOUTH STREET, PROVIDENCE 3, R. I.

**FOR ENGRAVERS & DEMONSTRATORS** State your business

**HERE IT IS! The Sensational LOW-PRICED GRAB BAG BRACELET... \$9.50 per GROSS**



DAY and NITE SERVICE call us anytime from anywhere. Orders shipped at once... no deposit required on C.O.D. orders... we pay postage on all pre-paid orders except airmail. Send for NEW 1953 CATALOG of new engraving items.

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**MILLER CREATIONS** 7739 Avalon Chicago, Ill. Phone: WATERfall 8-8855

884 —Dart Balloons in 25 Gross Lots ..... Per Gro. \$ .65

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889402 —Bamboo Pennant Canes ..... 1000 for 15.00

884251 —Corks for Cork Guns ..... 1000 for 2.75

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**ENGRAVERS—CONCESSIONAIRES AND OPERATORS**

SEND FOR OUR GENERAL CATALOG LISTING IDENTS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

**RINGS \$5.50 Per Gross and up HAND POLISHED IDENTS \$7.50 Per Gross and up**



O. 2400 assorted styles—per gross \$5.50 NO. 2000, aluminum idents—per gross \$7.50

**WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL** Free Vibro-Graver Outfit With Each Order Amounting To \$100.00 Or MORE Free Parking For Our Customers In Parking Lot—Directly Across The Street

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**THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG**



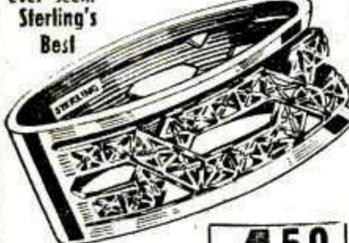
**GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.**

**NEW! RED GREEN YELLOW BLUE RED GREEN**

100 Feet of 54 12"x18" Pennants. All Weather Durafilm, only \$6.00. Money cheerfully refunded if not completely satisfied. 2168 W. 25TH STREET **MYRLO CO.** CLEVELAND 13, OHIO

SOLID STERLING SILVER ENGRAVING FRIENDSHIP RINGS

NEWEST SENSATION bound to sell on sight. More beautiful more costly looking than any we have ever seen.



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450 doz. \$48 gross in gross lots only



Minimum order 1 dozen. Sample dozen shipped for \$5 postpaid. Send for catalog.

STILL GOING STRONG! Solid Sterling Silver Good Luck Engraving Rings with Tray. \$6 doz. complete.

25% deposit with order, bal. C.O.D. \$20 min. on all orders from Canada and other foreign countries.

STERLING JEWELERS PHONE ADAMS-8621 44 E. LONG STREET, COLUMBUS, OHIO

INSTRUCTIONS BOOKS & CARTOONS

MAKE YOUR OWN WATERPROOFING cement paint. Save 3/4; any color; instructions \$1. McComb & Son, Huntertown, Ind. se12

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. Balda Art Service, Oshkosh, Wis. se26

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Hypnosis, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. se5

BLUEPRINTS, MINDREADING, HYPNOTISM, Lectures, Formulas, Books, Costumes, Mummies, Escapes, list, 35¢. Genoves, G.P.O. Box 217, Dept. B, New York 1, N. Y.

MAGIC HEADQUARTERS FOR ACCESSORIES, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N. Y. se26

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. se5

VENTRILOQUAL FIGURES—FINEST RE-constructed paper mache, strong light, beautiful; new and used, \$10 up. Brown, 1711 S.W. 18th St., Miami, Fla. se26

MISCELLANEOUS

CREDIT AND COLLECTION INVESTIGATIONS; Individuals, anywhere U.S.A., Territories, Canada, and Foreign. Reasonable rates, free details. Write Personal Reports Bureau, 1814-A W. Vliet St., Milwaukee, Wisconsin.

FOR SALE—750 CUSHION SEATS; TWO 35mm Simplex Projectors; two strong arc lamps; Golde rewind; complete RCA sound system; Manley popcorn machines; Stoner candy machine; all excellent condition, reasonable. L. Brotman, 2805 W. Diversey, Chicago, Ill., DI 3-2888.

SWAP NECKTIES—SAVE MONEY! SEND us one to six neckties you're tired of and we will return the same number, cleaned, all different. Enclose only \$1. Renner Laboratories, 1529 Washington St., Easton, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED—DEAGAN ELECTRIC BELLS, prefer 48 keyboard. Will pay top price for same. Write R. L. Fleener, 832 State St., Bristol, Tenn. se19

PERSONALS

AROUND THE WORLD REMAILINGS—Letters from Chicago, 25¢; Package, 50¢; relating from other U.S.A. cities, 75¢. Monthly Business and Personal Address. Inquiries send 10c. C. Mack's M.O., 3656 North Hermitage, Chicago, Ill. se12

LETTERS REMAILED FROM ANY TOWN in U.S. 25¢; Canada 35¢; Australia, New Zealand, Hongkong, Singapore, Cape Town, S. A. Veach, Box 217A, Palestine, W. Va.

MAIL ADDRESS—USE MY OFFICE; Letters forwarded daily; telephone service; public stenographer; notary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill., Michigan 2-6322. se12

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc17

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.

DIRECT POSITIVE OPERATORS—HAVE all your needs; Eastman Paper, Glass, Frames. Prompt service. Eagan Photo Co., 2405 Elm St., Dallas, Tex. no7

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 4, New York. se26

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ALWAYS LOWEST PRICES, SPEEDY, RELIABLE service, 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger and flashier 17x26 size, \$12.50 hundred. Tribune Press, Dept. BB-S, Earl Park, Ind.

ANTIQUE POSTERS Collector's Items CIRCUS, MINSTREL, DRAMA, GAY NIGHTS, etc. \$1 ea. List for stamp. Central Show Printing Co., Mason City, Iowa.

BUSINESS CARDS, \$3.75, 1,000; STATEMENTS, \$4.95, 1,000; Letterheads, \$5.95, 1,000; Envelopes, \$5.95, 1,000. Zimmerli Printing, 4058 Hartford, St. Louis, Mo. se5

ATTENTION: MR. CARNIVALMAN, PITCHMAN, CONCESSIONAIRE Welcome!

When you are in or near the city of Atlanta, Ga., it will pay you to visit us. We carry a complete line of premium gifts and glassware.

- Ash Trays • Oval Dishes • Salad Plates • Bon-Bon Dishes • Compotes • Nappys • Fruit Bowls • Other inexpensive items.

It's easy to buy or order from us because (1) Central location; (2) Free parking space; (3) Large and complete stock always on hand; (4) Ship anywhere in the South; (5) Catalogs available.

It will be a genuine pleasure to serve you. The price is always right.

H. SMITH BOTTLE SUPPLY CO. 250 Decatur St., S.E. Atlanta 3, Ga.

If You Want MORE SALES & PROFITS

Take a Tip—Use this standout

DISPLAY CLASSIFIED

style of ad See first page this section

NAME, ADDRESS LABELS—WHITE paper, 570 #1, prepaid; white paper, 1,000 \$1.50, prepaid; gold paper, 1,000 \$3, prepaid. Stanley's General Sales, W. Main, Jackson, O.

PRINTED 8 1/2 x 11 LETTERHEADS; ENVELOPES, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95, postpaid. Allen, Printing Dept. BBP, Clinton, Mo. se26

PRINTING AS YOU WANT IT—LETTERHEADS, Envelopes, Circulars. Send copy for estimate. Samples, prices. Mercury Press, Box 69B, Marengo, Iowa. se12

SHOW STATIONERY AND POSTERS—Letterheads, Business Cards, Ad Cards. Exclusive two-color line; free samples. Jerry's, P. O. Box 661, Pottstown, Pa.

SALESMEN WANTED

EXPERIENCED SALESMEN CALLING ON Department Stores, etc. Sell Handkerchiefs, Scarfs, Belts on open account. Commission basis. Associated Handkerchief Manufacturing, 1214 Broadway, New York 1, New York. se12

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

A-1 TRUMPET AND BASS—DOUBLE vocals; for top society combo. Top salary; wire or call after 7 p.m.; immediate opening. Charles Drake, President Hotel, Kansas City, Missouri.

ANIMALS TRAINERS WANTED—SOBER, dependable men to break and work acts and studio animals. Year 'round employment, also general animal help. World Jungle Compound, Thousand Oaks, Calif. no7

ATTENTION GIRL MUSICIANS—TRAVELING unit needs reliable pianist, trumpet—other instruments. Write, permanent address, details. Bandleader, Gen. Delivery, Muncie, Ind.

BOOKER—UNION, LIVE WIRE, CAR, cover Pennsylvania, good set up, start at once. For particulars write: Cal Weimer, 132 Slack Ave., Trenton 9, N. J.

CLOWNS NEEDED IN ALL STATES FOR distribution of coupons. Write Chlorophyll Products Co., Inc., 1833 Hawthorne Rd., Fort Wayne, Ind. se12

EXPERIENCED TENOR MAN FOR SOCIETY combo; must read and fake, vocals; steady location work, sober. Box C-394, care Billboard, Cincinnati 22, O. se5

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts

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BANDS & ORCHESTRAS

NIGHT CLUBS, THEATERS—DO YOU want A-1 entertaining dance band who can play to standing room only? Address Musicians, 30 1/2 Griswold St., Binghamton, New York.

MISCELLANEOUS

AT LIBERTY OCTOBER 5—TEAM, MAN and wife, for Vaudeville, Rep., Med., Lecture; Guitar, Singing, Comedy, Magic, Vent., Sharpshooting, Rag Pictures, Acts and Bits. Parts as cast; cut or no notice. Address Tex Cody, General Delivery, Livingston, Tex. se5

YOUNG MAN, 22, CLEAN CUT, DRAFT exempt. Experienced acting, managing, etc.; free to travel; currently managing summer theater. Available any type stage work from September 26. Contact Burnes, care Hayes Registry, 155 W. 46th St., N.Y.C. se12

MUSICIANS

A-1 BINK ORGANIST AVAILABLE—EXperienced best binks; finest dance and all skate music. Locate anywhere. Address Box C-400, Billboard, Cincinnati 22, O.

AVAILABLE—RHYTHM DUO FOR SMALL commercial unit. Husband and wife team, age 28. Own car. Wife, bass and vocals. Read, no fisting. Former photo model. Build wardrobe to suit. Husband drums, good in all styles. Together produce great dance beat. Please correspond. John Carlson, 4870 Sheridan Rd., Chicago, Ill.

ACCORDIONIST—UNION, SINGLE, SOBER, ambitious; desires small combo work. Sales ability, personality and want for success predominant. A. E. Kovick, 3753 N. Marshfield, Chicago 13. se5

BASS PLAYER—TOP MUSICIAN, NAME experience; doubling section violin. Personable, reliable; desires change; location only; available now. Musician, Box 3121, Queensboro P. O. Station, Shreveport, La.

DRUMMER—EXPERIENCED HOTEL; TWO beat, read, cut shows, Latin. Desires Society Band or Commercial Combo. Drummer, 10550 Telfair, Pacoima, Calif. se5

DRUMMER, BARI TONE VOCALIST—Standup cocktail type drum, brushes and bongos; recorded with RCA Victor as vocalist. Desires location spots with combo group; age 25, good appearance. Write care John Bonino, 26 S. Park St., Madison, Wis. se5

DRUMMER—28, SOBER, RELIABLE; BEST of references. Play any style of drums desired. Plenty of show, hotel, dance experience. Box C-399, c/o Billboard, Cincinnati, 22, O.

DRUMMER AVAILABLE—FORMERLY with Math's Orchestra. Prefer small combo, will travel; commercial and jazz; non drinker, steady and dependable; can play shows. Write or wire 1119 East 11th St., Kansas City, Mo., George Sloan.

EXPERIENCED PIANIST—READ; FAKE; dependable; all essentials. Box C-401, c/o Billboard, Cincinnati 22, O.

WANTED—TWENTY SALESMEN OR WOMEN interested in from \$300 to \$500 per week, to sell patented novelty on franchise basis. Full state territories open. Give complete details of your past experience. Box C-395, care Billboard, Cincinnati 22, O. se3

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA-6-2544. se12

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. se26

JOIN UNIVERSAL TATTOO CLUB—NEW ideas, latest designs and photos. Your name listed. Information free. Zeis Studio, 728 Lesley, Rockford, Ill. oc31

WANTED TO BUY

WANTED Wagner Built Steam Train Near East Coast or Middle West. Kiddyland, Bear Lake, Pa.

WILL BUY IMMEDIATELY—OLD CIRCUS letterheads and envelopes, or circus letters on show stationery, full size, prior to 1920. Also old route cards. Box C-404, c/o Billboard, Cincinnati 22, O.

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GIRLS—DANCERS, STRIPS FOR STOCK burlesque; steady work, good pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. se5

MUSICIANS—COMMERCIAL EXPERIENCE; Southern Hotels, don't misrepresent. Leader, Box C-398, c/o Billboard, Cincinnati 22, Ohio. se12

NEED ALTO CLARINET MAN IMMEDIATELY; steady, good bus, for territory Polka Band. Contact L. A. Berg, Albert Lea, Minn.

TENOR SAX MAN—IMMEDIATE OPENING on territory band. Guaranteed salary; send full information for immediate hiring. Cliff Kyes Orchestra, Box 611, Mankato, Minn. se5

TENOR MAN, IMMEDIATELY FOR MIDWEST territory orchestra. Salary, no layoffs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

WANT LADY UNDER 40—WORK CANDY concession, 50-50. Trailer living park. Join quick; send snap-shot. Ramsey, Rt. 10, Box 549, Charlotte, N. C.

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# Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Ekstrand & Company, Chicago, offers Cigaramic, a smart, new ash tray, as a volume 25-cent seller.

Cigaramic is offered as a boom to cigarette smokers, as a cigarette placed in one of its grooves will no longer smoulder and will thus go out without stomping. Furthermore, the design is smart-looking, having modern lines in quality clear glass, easy to clean, and with more than average ash capacity.

The explanation for the snuffing action is simple. The walls of glass surrounding the discarded cigarette in the open-ended groove steals the heat needed for continued burning and the fire goes out automatically. On the other hand, a lighted cigarette placed directly across the groove islands is above the ashes in the groove and will stay lit.

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### Here and There

A dual-control device called Gyro Start-Control, which provides automatic starter operation and a visual indication of motor efficiency by use of a dash-mounted signal light called the Magic Jewel, which automatically changes from green to red when the motor stalls or is running inefficiently, has been put on the market nationally by Gyro Control Company. The unit can be quickly installed on all cars and one model fits all cars. It consists of a vacuum-operated switch connected to the intake manifold, which activates a red dash light when loss of vacuum indicates less than optimum operating conditions, and which also automatically energizes the starter solenoid if the motor stalls. As a safety feature, the restarting circuit remains inoperative until the transmission is put in neutral.

An essential improvement in the treatment of room space has been introduced by the Pfume Laboratories, Chicago. After years of research and development by designer, Frank Zaret, in collaboration with a number of leading laboratories, a safe and sure method of chemically conditioning the air has been evolved. The principal of pfume is simply the plastic retention of chemicals and aromatic essences that vaporize into the air when subjected to the heat of any 40 to 100-watt bulb. The heat from the globe releases a fresh, clean fragrance that serves to destroy unpleasant odors and helps kill harmful airborne bacteria. The "pfume" light-bulb adapter is a simple method of attaching the aromatizer to the bulb. The container is perforated in the back to allow the vapors to escape. The lid is removed easily. One pfume metal aromatizer light-bulb adapter and three "pfume" deodorant discs retail for \$1. Three refills for 50c.

Parliament Toy Manufacturing Company, Chicago, now expanding into the national market, will put its first effort into talking toys. Featuring a talking mule, bunny and dog, the idea will be pushed for the Christmas toy market, as well as fairs, carnivals and concessions. Oscar Fishbain, Milton Gottesman and Eli Levin, creators of many specialty items, feel the market is ripe for small dollar items.

Temple Company, Inc., Philadelphia distributor, has moved into its own five-story building at 805 Sansom Street, but will maintain its former showroom at 708 Sansom Street as well as another at the new location. Concurrent with the move, Temple is releasing its fall and winter catalog of 68 illustrated pages.

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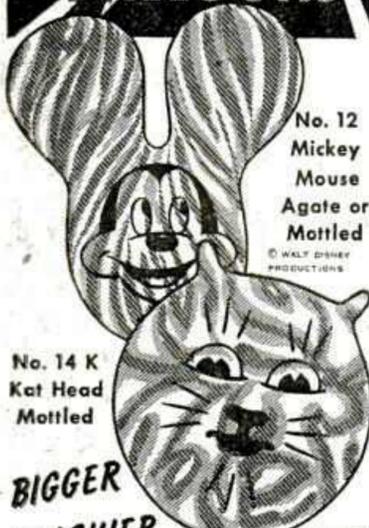
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## Pipes for Pitchmen

**MRS. SUSIE THOMAS . . .** one of the real matriarchs of the wagon show days, died recently at the age of 84. Some of the old-timers will remember Susie as having spent 50 years in show business. For many of those years she operated her own shows in Texas.

**IT'S REPORTED . . .** that Dr. M. J. Lockey and wife were seen in Niagara Falls, Ont. The good doctor would like to hear from Spud and Heavy and all the other sheeties. Come on, boys, a lot of people want to hear you sound off.

**HARRY H. VARNER . . .** queries from Akron: "I wonder how many of the boys made the Clay Week Celebration at Urichsville, O.? From all reports, it was a dilly."

**"I FORGOT TO MAIL IT" . . .** pens Mrs. Robert Noell, of Noell's Ark, Gorilla Show, as she sends in the following letter written July 9: "Just heard, via the grapevine, that the grand old man of the circus has passed on to his reward. Show business in general has sustained an irreplaceable loss in the death of old-timer, Sam Dock. If he had gone on the road this year, it would have been his 70th year. Several days ago, at Red Boiling Springs, Tenn., we were surprised by a visit from Doc E. S. Raggett, of Nashville. We hadn't seen him in 20 years. He came up to our trailer with two bucks in his hand and said, 'Here's that deuce I borrowed. I never got to see you again, but now that I've run into you, here's what I owe you. We had forgotten he owed it. Of course, it came back to mind when he explained it. We were really glad to see him and to know he was prospering. On July 3 we had a vet perform an operation on Joe, our boxing chimp. He was getting too rough. The vet gave him an overdose of morphine and he stopped breathing after the operation was completed. The remorseful doctor gave frantic artificial respiration and ordered an oxygen tank from the life-saving crew. After a two hour fight, Joe started breathing on his own. He really did die and was brought

back. A note from Dad says he has been sick but is now considerably improved. When my husband, Bob, was hospitalized, we got a letter from Carlton V. LaMont, whom we had not seen in 20 years, and a note from Gordie Spangler (The Great St. Billman). They hadn't seen each other in 35 years and since they were only about 100 miles apart, I wrote to each of them about a reunion was accomplished. Don't be surprised if you hear that we're back in North Carolina before long. I'm getting homesick. A letter from June Badger says she will probably be on crutches all summer, with her foot in a cast. She's a great horsewoman but a horse fell on her foot. She has just arrived in the States from Ireland, where she spends her winters. Funny, but I don't feel a bit older even tho today marks my 39th birthday anniversary."

**RED MACK . . .** is pretty vehement about wanting to know, "What the hell became of Harry Ahlsing who, with Fido Kerr, used to work the Minnesota State Fair and other spots thru-out the Midwest." Red says that after Fido's demise, Harry took off for the West Coast, and even tho he's run up and down that region like a beachcomber he can't find hide nor hair of Harry anywhere. Also listed in Red's missing persons department are Earl Davis and Pearl Riggle. Pearl used to pitch some kind of a gimmick for sewing machines. (Editors note: If Earl and Pearl are up and about and able to read this, pipe in, please. We don't want poor Red straining his bloodshot eyeballs in vain effort lookin' for you.) In addition to pitchin' a white shoe cleaner in the summer and working a few fairs, Red runs a chain of shoe-shine stands on the West Coast.

**BOB NOELL . . .** impresario of the Noel's Ark, Gorilla Show, got some real nation-wide publicity last week via the Associated Press. A picture of Bob and one of his anthropoid employees, in the cab of one of his trucks, ran AP's affiliated papers.

**BOB POSEY . . .** reports from Fort Smith, Ark., that he doesn't see many of the old-time pitch bunch on his regular sales trips between Illinois and West Texas. "I would like to read a pipe from Melvin Sproat, James L. Osborne, Thomas Kennedy, Slim Rhodes and Doc Colby and, by the way, what has become of Bob (Roundy) Carouthers?," queries brother Posey.

**THIS COLUMN . . .** often receives written cracks, such as "I don't pipe in often but I do like to read them." While we're glad to learn that we have a few readers there, nevertheless, wouldn't be much to read if some of you didn't pipe in every now and then. Remember, you guys and gals, that many of your pitch pals get just as much kick out of reading about you and what you're doing as you enjoy reading about them and what they're doing. So drop a line and give us the lowdown on yourself.

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# Random Thoughts On the Roller Trade

Continued from page 4

for shoe skates so that he may get a bigger kick out of skating. It doesn't make sense.

The trend of the last few years has been toward shoe skates. The clamp variety is fast becoming obsolete. Just the psychology that a shoe skate is better than the clamp skate brings a lot more pleasure to the ordinary skater, yet we continue to toss out anything we have in the skate room and take the attitude that if Joe Blow doesn't return to skate some other jerk will take his place. It happens that Joe Blow is the skater who keeps the rinks open.

One who seems to be fading from the skating picture had the answers to progressive rink operation. He is Perry B. Rawson. First he brought new life into the business by introducing the international style of skating. He also was the first to recognize the danger of this movement developing into a disease of more harm than the good it had brought. He did not want this to happen and years ago started to do something about it. Neglect of the ordinary skater was the problem, so he called for a better skate for the beginner, an easier action and a far less tiring construction—a safer skate all around.

Rawson was the first to recognize the danger of the binding point in a skate and the first to realize that skating for the beginner was work rather than fun. He managed to get one manufacturer interested enough to make some slight changes, but in the end was forced to settle for a substitute for what he really wanted. Then he constructed gadgets at his skating laboratory in Asbury Park, N. J., thru which he could convey his ideas to the operator, and last he compiled a library of recordings with a faster background to replace the funeral like tempo that still haunts most of our rinks. However, no one would listen.

**Rawson the Teacher**

The voice of the great names in the school of bench managers proved too strong to overcome the common sense business ideas of Rawson, even tho most of the teachers and millions of skaters learned their techniques by reading his books on skating. He taught some great lessons I will never forget. They were: Everyone who comes into your rink should pay a like admission and for this each must be able to get the greatest amount of enjoyment for his money spent. One type of skater should never be favored over another. There are many types of skaters to be satisfied, but above all, never lose sight of the fact that each year a percentage of your skaters become parents, and this responsibility takes them out of your rink for a few years, at least, if not for good. Thus the big problem of the rink man is the new skater, whether he is a youngster or just the guy who drops in looking for a little fun. Give him the best you can in skates and music; knock yourself out to make him happy and you can't go wrong. He is the one who pays the bills. I have never deviated from this advice, and I have never been in charge of a rink that has not been a success.

There is one thing I must accomplish. I have the patents on the skate, the perfection of which Rawson hoped for. I have letters

from him written some years ago confirming the statement. I have the financial backing on hand any time I can find a manufacturer who is more interested in producing a product at a price rather than in for how much I expect to sell the skate. But until the time comes when I can produce the skate to market well within the reach of the masses there will be no effort to have it made. I have tried with little success to interest several skate manufacturers. They have their own products and are justly proud of them, but if I could get one large skate manufacturer to sit down with me for one hour and go over the facts, I am certain I could convince him of the great improvement possible in the equipment of our skate rooms—the one big asset beamed directly at the beginner and Joe Blow, who keeps our rinks open. (Continued next week)

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HIT THEM!

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15" hooded rayon cloth, pressed face boy, girl or clown. Cello bags. \$5.25 doz. Gross lots \$4.75
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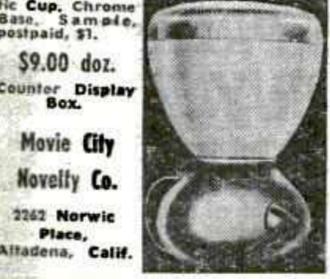
Jeweled movement, large red sweep-hand, unbreakable crystal. Anti-magnetic. Shock Resistant-engraved back. 50¢ extra. 14 Kt. Gold Plated, 75¢ extra.

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MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post Ray, Miss Ginger, 20c
Aaronson, Joan
Adams, Jack & Mrs. Adams, Mike
Adams, Miller
Alford, Maurice
Alberts, Whitie
Allen, Barney
Allen, Casey P.
Allen, D. V.
Allen "Red"
Amarantes, Rev. Raymond
Amy, Virginia
Anderson, Alex Geo
Anderson, Dick
Anderson, Sadie
Andreano, Frank D
Annin, Ralph J.
Applegate, Z.
Attebury, L. E.
Ayers, Maurice C.
Ayers, Toby (Clown)
Ayers, Wm.
Baccanazzi, Michael
Bafford, Paul
Baker, R. C.
Baker, Walter Elmer
Balmer, Carl R.
Barnard, Sr., Mrs.
Barnes, Charlie
Barnes, Basil
Baron, Sol
Barretts, The Aerial
Barrow, Dale
Barrow, Bobbie
Barta, L. L. "Dinky"
Bass, Chas. W.
Bell, Joe
Bell, Mrs. Estelle
Bell, Louis
Bellows, Mrs. A. G.
Bellshaw, Gladys
Benge, Bob
Benner, Laurence J.
Bennett, C. A.
Bennett, Ernest
Bentley, Mrs. Cleo
Beal, Ronnie
Bernstein, Mrs.
Blackwell, Thos. S.
Blake, Wayne (Col)
Bottom, John F.
Bowen, Jean
Bradford, Enoch
Brady, Thos.
Brady, F. J.
Brinkman, Arthur
Broadway, Donald
Brody, Paul & Mrs. Brooks, Eri (Sylvester)
Brooks, James E.
Brody, Paul M.
Browley, Charlie
Brown, Georgia
Bryant, "Mickey"
Burd, Charlie
Bulford, Sydney
Burdick, Edmund
Burns, Clarence & Evelene
Burns, Marion
Burr, Clarence
Butler, Bob
Carpenter, Mrs. (Monahans)
Carpenter, Louise
Carpenter, Ray
Carroll, Alfonso
Carter, Wm. T.
Cassidy, Hugh T.
Castle, Rebecca
Causins, Johnnie J.
Cawogner, Jimmy
Chaganne, James N.
Chance, Mike
Chase, Frank H.
Chavanne, Louise
Childers, Pfc. Bobby
Church, C.
Clevinger, W. M.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post
Gray, Larry (Chambers)
Green, Johnny
Green, Johnny & Lorraine
Grubbs, Harold & Mrs.
Gruber, Arlene
Gruszczyk, M. M.
Guiliano, Chas.
Gupilli, Ralph
Guyton, Kenneth
Hackel, E. J. & Mrs.
Hagenmaster, Ruby
Hagleman, Wm. Hale, D. D.
Hall, Louis & Mrs.
Hall, Virgil L.
Hamilton, Jack & Pal
Hamilton, Ricky
Handy, Frank
Hangsterfer, Allan
Hanneford, Poodles
Hansen, John
Hanson, Al
Harbin, Mrs. Frank
Harby, Jr., James R.
Harillson, D.
Harnett, Beverly
Harrington, Ben & Joan
Harris, Cotton
Harris, Robt. C. & Wynonia
Harrison, Louis (Rex)
Hassett, Junior
Hayes, Martin P.
Heilman, Morris
Herron, Alma
Hitchman, Roland or Barney
Holbrook, Mrs. Bobbie
Holden, Jack
Holderness, G. W.
Hoffeld, Bonnie
Holly Sisters (Dramatic Tap Dance Team)
Holmes, Mrs. Ada
Holmes, Mrs. Adela
Hoover, Bill
Homan, Steven D.
House, Mrs. Irene
Houston, Lee
Hoy, Mr. Toats
Hubbard, Mrs. Betty
Hubbard, Paul
Huff, T. J.
Hunt, A. E. (Poppy)
Hunt, Albert
Hunt, Art
Hunt, Michael
Hunter, Miss White
Hunter, Robt. E.
Hyslop, Bill N. (J. Koehman Hell Drivers)
Ike, Wm.
Irene & Ruth
Jackson, Frank & Mrs.
Jackson, Jerry
Jackson, Wyman W.
Jagers, R. A. (Doc)
Jeter, Wm.
Johnson, Nyona Maru
Jones, C. M. & Mrs. Jones, E. D. (of Tex.)
Jones, Roy
Jones, Woodie
Kalbaugh, William D.
Kalin, Mrs. Pat
Kallems, Happy
Kelly Jr., Spud
Kerszenblat, John B.
King, Fred & Nell
King, Hazel
King, Mickey
King, R. C.
King, Raymond C.
Kinser, S.
Kiser, Elmore Dewey
Klug, John
Krause, Jack
Krause, Mrs. Fred
La Badie, Lawrence
Lash, Dutch
Lauber, Fritz
Lazella, Mrs. Helen
Le Cardo, Kate
Lee, Francis
Lee, Harry W.
Leedy, Bob
Lento, Tony
Leonard, Ruth
Leslie, Burt (Herman Leuchke)
Levitt, Maurice & Mrs.
Liberty, J. R. & Constance
Linkehorst, Mrs. C. J.
Lipsky, Morris
Lipsky, Morris
Littfield, Frank
Littelfinger, Buster
Lloyd, Mary Rose
Long, Paul C.
Looman, Sam P.
Lumley, J. P.
McAlister, Tale
McAskill, A. W. & Mrs.
McBride, Woody
Ma Colly, Billie
McDermott, W. H.
McFarland, James
McHenry, Mrs. L. C.
McIntyre, Arthur
McKard, Binger & Mrs.
McKinnon, Helen
McLane, F. T.
McNamee, Danny
Macally, P. M.
Mace, Don
Mace, Herb
Mackey, Dorothy & Mike
Madam Thelma
Maki, E. J.
Marks, Joe
Martin, Jack
Martin, Joseph
Mason, Kurt
Maser, O. T.
Mason, Harry W.
Mayes, Prof. Livingston
Maxwell, Ike
Meyer, Doris
Miller, Ben
Miller, Ralph Arnold
Miller, Sam
Mink, Chick
Mitchell, Mrs. Dina
Mitchell, Harry
Mollison, Malcolm
Moore, Ed & Mrs.
Moore, Harry (Monkey Show)
Moran, Chet
Morisak, Charles
Motherwell, Thomas
Mumford, Mary
Murphy, E. J.
Murphy, E. J. Maggie
Murphy, Spud
Nadja, J.
Nash, Larry
Nathansen, Rudolph
Nease, Walter Lee
Neill, Leonard
Newcomer, Lewis E. & Corene
Newhill, Lewis
Nicholas, Ephrem
Nixon, Alice J.
Nolan, James Curly
Nolan, Bobby
Nolan, Edward
Nolan, Mrs. Eileen
Norman, J. W.
Novak, Matthew J.
O'Dea, James
Neal, Bob
Ongles, Douglas
Ogilvie, L. B.
Olson, O. S.
Osbourne, Mrs. Paul
Osteen, J. C.
Paddock, Harold & Paigil, Bill
Palmer, Richard
Paulus, Polly
Paulus, Fran G.
Pearman, Mrs. Mike
Peers, Terry
Peterson, H. (Swede)
Phillips, W. G.
Piccalola, Michael
Pike, D. K.
Pinkley, Morris
Pinsley, Mrs. Viola
Pis, Leon
Pokrandt, Charles
Polidor, Edward G.
Pond, E. S.
Poole, Jim
Porter, Glen
Previtt, Robert Lee
Prokop, Edward
Pruitt, William
Purdi, Tondalaya
Queer, Clark
Raymond The Magician
Re, John J.
Reed, James A.
Repton, Chuck
Rhodes, Sam
Roberts, Mrs. C. E.
Roberts, Nick
Robinson, Don Circus
Robinson, Dot
Rocco, R. W.
Rogers, Charles V.
Rogers, Melvin E.
Roscoe, Peter
Ross, Jimmie
Rubin, Harry & Mrs.
Ryan, Mrs. Pauline
Ryan, Wrestler (Red)
Saxe, Reggie
Salyina, John A.
Saul, Morris
Sedel, Dick
Shelden, Pat. S. M.
Shey, Kitty (Pete)
Shirley, Williams W.
Short, French
Shorty, J. W. (Ice Water)
Shumway, Zella
Sickles, Willard
Singleton, Mrs. Jewell
Simons, Homer H.
Simson, Ray
Smiley, J. E.
Smith, Donna
Smith, H. Dale
Smith, John P.
Smith, Mrs. Pete
Smith, John
Sodders, Mrs. Myrtle
South, Mrs. Luty
Sorsen, Julia
Stearns, A. R.
Stanley, Joe Carl
Steffen, Sam
Steele, Tony (Drummer)
Sterner, Constance
Stevens, Dennis
Stevens, Don
Stevenson, Louie E.
Stockdale, Benjamin
Stoffel, Walter (Wild Life)
Stokes, Vanny L.
Strickland, Myrtle
Stringer, Eddie
Suber, Mrs. Emma
Suber, M. H.
Sunbrock, Larry
Sutherland, John Geo
Tate, Essie
Taylor, Buddy
Taylor, Evelyn
Taylor, Elynn
Taylor, Robert
Tedman, Mrs. Chas.
Teter, Lucky (Hell Drivers)
Texas Tommy
Thomas, Bernard
Thomas, Mike & Mrs.
Thomson, George
Thomson, Chuck
Torelus, Mike
Trimble, Raymond
Trohanovsky, Alex
Tuttle, Chas.
Underwood, Teddy
Urting, Serge & Eilene
Utah Exposition Shows
Verdier, Louise
Von Winson, Lenora
Wade, James
Wald, Frank
Washburn, J. G.
Washburn, Geo. B.
Watkins, Robt. (Blackie)
Wells, Ben L.
Wenzel, Paul
Whaley, Jim
Whitley, Lee
Wiggles, Jimmie
Wilkins, Cyril
Williams, E. & J.
Williams, L. L.
Williams, Ronald
Willis, Whar-is O.
Willingham, Thomas
Wilson, Bank Tex (c/o Helen Louise Goodman)
Wilson, Mrs. Freda
Winslow, William
Woods, Mrs. Florence
Wooten, Robt. Wm.
Wozniak, Frank & Mrs.
Wright, Frank D.
Wright, Jimmy & Mrs.
Wyson, Ralph K.
Yoder, Floyd L.
Young, James E.
Ziembo, John H.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post
Alfredo, Mrs. Al
Arnold, Miss Emily
Baker, C. A.
Boone, George W.
Briggs, B. V.
Brigg, H. R.
Bryant, "Mickey"
Bryant, Oliver H.
Bryer, Mae
Burge, Mr. & Mrs. Lloyd
Burto, Leon H.
Burke, James E.
Caldwell, Sam
Calolan, Carl A.
Campbell, W. H.
Cade, Mrs. Beulah
Carpenter, Clifford R.
Carr, Mrs. Alice W.
Charles, Michael
Coleman, Basil Lee
Coleman, John J.
Conyer, Harry
Cozart, John
Crowe, W. J.
Cummings, John
Dawkins, George W.
Dawson, Thomas
Deffendoll, Glenn
DeLaney, Jack
Donaldson, Charles
Dondineau, Mr. & Mrs. Jerry
Donovan, J. R.
Drain, Vivian E.
Dudley, Harry G.
Duff, Roy T.
DuPrave, Miss Pamela
Dyer, Blackie
Dyke, H. C.
Ensign, Harry D. & Dorothy
Farthing, John M.
Fix, Michael
Fulton, James Luther
Gerzema, John B.
Gilbert, Mr. & Mrs. Bob
Gilbert, James & Dewey E. & Beulah P.
Goodale, Frank
Gooding, W. L. (Stoney)
Graham, Alfred
Graham, James Delle
Grose, George W.
Grutel, Jack
Gulliford, L.
Haley, Jerry
Halsman, Eugene
Harris, Marvin J.
Harris, Sol George
Haywood, Mrs. Jimmie
Haywood, Mrs. Zona
Hix, Darby
Horney, John
Houlis, John
Hunt, Mr. & Mrs. Arthur E.
Hunt, Floyd
Jackson, James
Jacobs, Charles
Jennings, Harold
Johnson, J. E.
Johnson, Miss Vida
Kadler, Edwin
Keeler, Charles
Keller, Herman
Kelley, John L.
Kelly, Michael
Kings, Mr. and Mrs. Joe L.
Kirby, Jesse J.
Knox, C. R.
Koenig, Elmer
Kopsky, Harvey
Lee, Voss
Lester, Paekie
Lester, George
Lewis, Frank J.
Lewis, Sam
Loman, John Walter
Long, Mrs. Wm.
Lucas, Herman
McBride, Donald
McConnell, Kenneth
McDaniel, Norman
McDonner, C. J.
McGuire, Mrs. Ethel
McSpadden, Richard M.
Malemberg, Walter
Martin, Tiger
Mattox, Mrs. Georgia
Mays, Walter
Meilor, Robert F.
Middleton, Odell
Mitchell, H. J.
Mitchell, Jack
Morgan, Hester
Morgan, Mary
Elizabeth & Tod Lance
Morgan, Lorne
Morris, Mrs. Dorothy
Moshier, Llewlyn C.
Mosley, Herman G.
Mullins, Martha
Murphy, Mr. & Mrs. Dick
Noble, Mrs. Kit
Nolte, Irwin E.
Nordyke, Mr. & Mrs. Allen
Ogburn, Phil
Patt, Fred Whitley
Paterson, Eddie
Paterson, P. L.
Patterson, Willie
Peach, Mrs. L.
Phostic, Pete & Minnie
Pierce, Vivian
Pierce, Wendell R.
Piland, James
Piple, M. N.
Pope, Ernest H.
Pouppirt, Robert
Prevo, Mrs. M. C.
Rager, Clarence E.
Randolph, R. G.
Reed, Mrs. Stella
Reich, Mr. and Mrs. Pete
Richards, Greta & Reinhardt
Robertson, Freddie
Rosac, Ray
Ruddy, George
Rupert, Harold
Ryan, W. J.
Saunders, Mr. & Mrs. Floyd
Scatton, D. T.
Schafer, William
Sellers, Jack
Shirley, Edward
Robert
Simpson, C. T.
Smith, Charlie A.
Snyder, James A.
Spain, Lee
Svanolo, Samuel X.
Stanley, Robert B.
Stephenson, Richard
Stone, J. P.
Swan, Walter
Taft, Thelma
Theon, Mireille
Tucker, J. S.
Turner, Jessie Marie
Villafanos, Marcos D.
Vinson, Jack
Wald, Frank
Walters, Charles
Webb, Mary
Weber, Max E.
Weir, Joe
White, Robert A.
White, Melvin
White, R. I.
Whitmann, Miss Lois
Whitson, L. W.
Wilkinson, George
Williams, Mrs. Leo
Williams, Mitchel
Wright, Clyde
Young, David S. Jr.
Zimmer, Miss Florence



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

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6 PC. MAGNETIZED Screw Driver Set Self-display individual box unit. Overall lengths ranging from 1 1/2" to 3 1/2" - includes stubby recess and square shank. \$5 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.

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New Big 1953 Wholesale Catalog, 25c Wholesale only - 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied. Joseph Bros. 5 S. Wabash Av. Dept. B-29 Chicago 10, Ill. "The Watch and Diamond House"

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OPTICAN BROTHERS SINCE 1909

300 W. NINTH ST., KANSAS CITY 6, MO. FLORIDA FLAMINGOS Cast Aluminum-True life colors-Stand about 30 inches high \$40.00 a dozen pair. Samples cash with order but paid \$3.75 pair. BLOYD MFG. CO Valley Station, Ky.

## TRADE LIKES IDEA

# Chicago Establishes Panel To Approve Shuffle Games

CHICAGO, Aug. 29.—A four-man panel was appointed by Mayor Kennelly and Police Commissioner O'Connor this week to approve shuffle games for Chicago locations. The innovation was warmly received by the industry here which considered it another step forward in the recognition of the services offered by the coin-operated amusement trade.

The panel is composed of John Mortimer, corporation counsel; Bill Geiss, of the City Collector's

office; William McKenna, secretary to the mayor, and Lt. Joe Morris, of the Scotland Yard Detail.

The manufacturers of games, not the operators, are the ones who must get approval of the panel for a specific game. The procedure begins with the filing of an affidavit, plus five copies signed by an officer of the game factory pointing out that the game be approved as a skill shuffle game and not a gambling unit. Pictures of the games must be submitted with the affidavit. When the panel has decided the game is ready for approval, it will call the company officer, who signed the affidavit, in for questioning. Thus far one firm has had four of its games processed and the entire procedure was handled in a few days. Several other factories will seek to have their games certified in the next few weeks.

### N. Y. Precedent

Tho this method of checking games is new here, it has had a precedent in New York. There the game itself must be taken to the police commissioner's office for his inspection. As in Chicago

it only applies to certain types of games.

Trade members in Chicago viewed the establishment of the panel as having a solidifying effect on the amusement game field. Prior to June (The Billboard, June 13) no games were allowed in Chicago locations. Early in June a court case, involving shuffle games, was decided in favor of an operator. The decision pointed out that shuffle games were skill games, played similarly to regulation bowling and were not in conflict with Chicago ordinances against pigeon hole and bagatelle games. A week later the city clerk started issuing licenses for shuffle games (The Billboard, June 27).

On July 7 (The Billboard, July 18), Governor Stratton signed two laws—one approving pinballs with free play, the other setting up a \$50 tax on the games. Later in the month, (The Billboard, August 1), the attorney general ruled that cities and counties can not ban equipment licensed by the State. This led to a belief that Chicago would license pin games. However, this ruling is still being studied by the corporation counsel.

## United Debuts 2 New Bowlers: Royal, Imperial

CHICAGO, Aug. 29.—Two new six player shuffle games were introduced this week by distributors of United Manufacturing Company—Royal, a straight bowling unit, and Imperial, which features triple match scoring.

One of the top features of both games is their large size bowling pins, which automatically fold up and back when the shuffle puck passes thru the scoring area. Their action is identical to that of automatic pin setting devices used in regulation alleys and adds

(Continued on page 85)

## Sheehan Joins Paster Staff In Milwaukee

MILWAUKEE, Aug. 29.—Leonard Sheehan was appointed to the sales staff of the Paster Distributing Company here this week.

Sheehan has been in the coin machine industry for the past two decades. He was Telecoin sales manager in Chicago for the four years following World War II and later made his headquarters in Milwaukee. Two weeks ago he resigned as salesman for United, Inc., local distributor of Wurlitzer products (The Billboard, August 22).

## United Holds Annual Picnic

NILES, Ill., Aug. 29.—United Manufacturing Company held its annual picnic at Marvel Inn Grove Saturday (29) entertaining a total of more than 3,000 staff workers and their families.

A buffet lunch was served at noon and dinner in the evening. Refreshments, door prizes and dancing were other features of the event. On hand to welcome the big gathering were Lyn Durand, president, Herb Oettinger, general manager, and Billy DeSelm, sales manager.

## EDITORIAL

# Co-Operation—Rivalry

Following a period of strong feeling among manufacturers because of the consequences of the Johnson Act, builders of amusement games in Chicago have gradually moved toward the most cordial co-operation in the memory of old line coinmen.

Naturally, rivalry in any field is a factor in its continued development. Like in sports, healthy rivalry and competition are good because they make people put forth extra effort.

But co-operation, where all the rivals have something to gain and nothing to lose, is also a mark of top-notch competition.

This fact was demonstrated in Chicago when the city established a panel to check the skill features of shuffle games (see story on this page). It was achieved thru the co-operation of the firms making shuffle games and should prove a boon in the industry's public relations. Without the manufacturers' co-operation the approval of games might have been on a hit or miss basis and might well endanger licenses.

Co-operation and rivalry can both be useful when used on a timely basis.

## PROFIT INCREMENT

# Oregon Firm Intros New Type Changer

PORTLAND, Ore., Aug. 29.—Production started here this week on a change-maker with a profit motive.

Pilot models came out of the factory for a changer that returns 24 cents in coins for each quarter deposited. Thus, for the first time in this region, a location owner or operator has a profit incentive for installing a coin changer. Up to now the only incentive has been in providing a convenience for customers.

The device is being produced by E. Michael O'Callaghan, Portland engineer and draftsman with offices in the Woodlark building.

Before O'Callaghan launched his 24-cents-for-a-quarter machine, he experimented with an outdoor nickel changer that handled dimes or quarters. There was no profit increment in this machine.

He installed this free-service machine on a corner across the street from his office building—next door to a parking lot—where he could watch from his window to observe public reaction. The reception was so favorable he was convinced there was a field for coin-changers.

The machine is small, 8 by 10 by 11 inches, and is designed to withstand the weather. Brass and stainless steel are utilized to avert rust and the case is weatherproofed. O'Callaghan says troubles experienced with other type changers are averted in his

model in that, instead of coins operating by gravity they are positive-acted, being pushed along slides by the lever mechanism.

### Cites Law

O'Callaghan learned that law prohibits sale of U. S. coins or stamps at a profit unless something of value also is dispensed. That is why stamp venders must have the stamps folded into cardboard. So O'Callaghan's 24-center vends a fortune-telling strip along with the 24 cents worth of coins.

O'Callaghan will also start pilot models of a changer designed to serve parking meters. Besides dispensing nickels it will also provide a space for paying parking-ticket charges.

## CANADIAN IDEA

# Drive-In Theater Features Games

ST. JOHN, N. B., Aug. 29.—Edgar Boudreau, one of three brothers in the coin machine distribution field in the Atlantic provinces, has acquired ownership and operation of a recently established drive-in near Lockeport, N. S.

This is the first outdoor film theater opened on the south shore of Nova Scotia and features games. It also has many other coin machines of various types, ranging from candy, ice cream, nuts, gum, pop vending to music boxes.

The machines are spotted around the grounds as well as indoors, with suggestions via screen and loud-speaker to patronize the machines.

The Boudreau brothers comprise a family more represented in coin machine distribution and opera-

## Philly Assn. Plans Dinner

PHILADELPHIA, Aug. 29.—Sam Silverman, general manager of Amusement Machines Association of Philadelphia announced the association, composed of both the pin and music divisions, would hold a dinner meeting at the Broadwood September 15.

## FEDERAL COIN TAX YIELD OFF 12% IN YEAR

WASHINGTON, Aug. 29.—Tax collections on coin-operated amusement and gaming devices in the fiscal year ending June 30, were 12 per cent lower than in the previous fiscal year, Internal Revenue Bureau reported this week. Tax yield this year was reported as \$16,505,000, as compared with \$18,823,000 collected in 1952.

Revenue from tobacco tax was nearly 6 per cent higher in the 1953 fiscal year than in the previous year. Reported yield from tobacco tax this year was \$1,654,911,000 as compared with \$1,565,162,000 collected in 1952.

## Marvel Speeds Scorer Output

CHICAGO, Aug. 29.—Marvel Manufacturing Company has started an immediate delivery policy on its new coin-operated electric scoreboard, Ted Rubenstein, president, announced. It is an overhead model.

Called Shuffle-Score, the unit fits any shuffleboard and can record for 15-21 play and also 50 points. It is designed for 10-cents per player, but by a simple plug switch can be set for two players at a dime. It is equipped with a National Rejector coin unit.

Shuffle-Score has chrome tube supports and can be installed in a short time on location. Marvel also is in production on wall models.

## FACTORY REPS GO NAUTICAL

CHICAGO, Aug. 29.—Distributors of D. Gottlieb & Company in town this week for the NAMA convention were given a super sightseeing trip of the lake area in the firm's yacht, the Flipper.

Among those hosted by Alvin Gottlieb, advertising manager, were B. D. and J. D. Lazar, Pittsburgh; Mort Weinberger, Louisville; Sam Dieter, Fort Wayne, Ind.

The yacht was named after the Gottlieb scoring innovation—the flipper—which started a whole new concept in amusement game play five years ago.

## Gottlieb Sets First Deliveries Of Poker-Face

CHICAGO, Aug. 29.—D. Gottlieb & Company this week started deliveries of Poker-Face a new type five-ball game based on a winning poker hand. President Dave Gottlieb stated that the game was saved for the opening of the fall business season in keeping with the firm's policy to introduce an exceptional game at that time of the year.

Poker-Face offers players several ways to tally replays. Among them are making a six card straight—nine thru ace; making the top rollovers to light up the four card suit markers; making the rotation sequence of the 1-6 series, and also thru high score and special point scoring.

The new Gottlieb game has a recovery shooter to insure a score on every play. Standard equipment on Poker-Face includes three pop bumpers, two cyclonic kickers and two powered flippers.

## Motel Industry Employment Up

WASHINGTON, Aug. 29.—The motel industry, which is using more and more coin-operated TV showed a marked increase in personnel in April and May of this year, as compared with the same months last year, Labor Department reported this week.

In May, 1953, employees in hotels and lodging places, including motels, numbered 480,400, an increase of 6,400 over the same month last year. Employees in April of this year numbered 469,400, as compared with 462,800 reported in April, 1952.

## Mott to Sell Coin Tennis Game Patents

LAWRENCE, Kan., Aug. 29.—Vernon L. Mott this week offered his patents on a coin-operated table tennis game for sale.

The game, which is played like ping pong, has a net which automatically raises after a coin is inserted and automatically lowers at the end of a game. The game was designed for recreation centers, bowling alleys, billiard parlors, country clubs, transportation centers and fun parks.

## Visit Home Proves Sad for Minn. Op

MINNEAPOLIS, Aug. 29.—What started out to be a carefree vacation trip for Don Leary, well known Minneapolis coin machine operator and retail record distributor, and his two sons turned out tragically Sunday morning (23).

(Continued on page 8)

## ARCADE FANS PROVE GOOD BOOK BUYERS

BOSTON, Aug. 29.—Paper backed books, magazines and comic books are big business in the lower Washington Street Amusement Arcade in the theatrical section of downtown Boston. Boasting the biggest array of who-dunits in the city, three huge circular racks and a 30-foot magazine rack, the Amusement Arcade has found that pin game players are good customers for pocket and picture books.

The array of paper backed books and magazines draws a terrific amount of traffic, the operators have found, and invariably book-magazine customers will play a pinball game or try out the other amusement devices.

Cigars, cigarettes, pipes, pipe tobacco, newspapers and jokes and tricks have also been installed in the Arcade, but nothing draws like the formidable array of paperbacks.

While drugstores and supermarkets in the area have been throwing out the pocket books and cutting them down, claiming little or no demand for them, low profits and free reading libraries, the little books seem to have just the opposite effect in the Arcade.

Free reading is encouraged. Those outside, seeing people inside, will come in, is the psychology. And it works. Sales of pocket books have been so heavy that the operators have trouble getting enough of the fast selling titles, "Mickey Spillane" for one.

EDITORIAL

## Local PR Programs

In spite of the lack of a national public relations program on the part of the music machine industry, there are some good local public relations efforts being carried on. Elsewhere on this page is a story of one of the best of such efforts—a project of the Recorded Music Service Association in Chicago.

The industry still needs a national public relations program and all efforts toward that goal should be pressed. There are many local programs that are well planned and well executed, but lack the most important factor—the national tie-in.

While local programs should not be replaced by a national drive, they should be integrated into one effort which would include not only the operators, but also the manufacturers, distributors, and trade associations.

### Program on Agenda

During September, the Music Operators of America's executive committee will hold a two-day meeting in Chicago. High on the list of items to be discussed is consideration of a national public relations campaign.

The contributions of the Recorded Music Service Association and the results of the recent 65th anniversary program both revealed that the industry can do a public relations job and do it well. However, to be well done, all members of the music machine industry must take a part in the campaign.

## CIO Workers Given 30 Days to Answer Wurlitzer Suit

### \$232,000 Damage Case Pressed Despite Settlement of Walkout

NORTH TONAWANDA, N. Y., Aug. 29.—The \$232,088 damage suit filed by the Rudolph Wurlitzer Company against Local 350, International Union of Electrical

Workers, CIO remains a matter of litigation despite the settlement of the prolonged walkout by employees of the North Tonawanda plant of Wurlitzer.

Company and union officials discussed the suit, filed on June 25 by the company, as well as a controversy over \$4,292 in union dues checked off by the Company for June and allegedly withheld by the firm.

It was agreed that the matter be considered at a subsequent meeting, but in the meantime it was announced the union would be required to answer the complaint or file motions within 30 days.

### Check Off Dues

It was also agreed that the checked off dues be released by the company to the union and customary check-off arrangement be resumed in September.

The plant is now back in production and limited shipments have already been started to distributors.

"Even tho we will have a high level of production during the remaining months of 1953, it is quite doubtful that the firm will be able to build all the phonographs now on order for these months," Robert H. Bear, sales manager for the phonograph department, said. "We do expect, however, that by January 1, we will be able to ship our distributors enough phonographs to take care of their normal requirements."

## Juke Attorney On Anti-Trust Law Study Org

Continued from page 14

ryson-Kefauver Juke Box Copyrights Bill at House Judiciary subcommittee hearings in the 82d Congress, and the pair have been playing a similar role in connection with proceedings before a Senate counterpart subcommittee. The latter subcommittee has heard opponents of the McCarran Bill impose copyright royalties on juke box playings, and has deferred until later this year or early next year a resumption of the hearing in order to hear opponents.

The subcommittee has notified McCarran Bill opponents that resumption of the hearing will be scheduled for sometime "after September 15" and advised the parties to be prepared to appear on short notice.

## JENSEN ANSWERS 'WHYS' OF PHONO NEEDLE BIZ

Continued from page 14

Manufacturers like Jensen Industries share this desire in terms of their own product. As a result, there is a regular output of new styles and new needles. Each, however, represents an improvement over the preceding model. The needle represents thousands of dollars spent in laboratory research and sound engineering.

Most record fans will not, of course, appreciate the degree of perfection they are getting, but there is certainly no reason why the industry should stop trying to improve its standards. Rather, manufacturers agree that the record industry can look forward to a new period of prosperity as record fans become hi-fi fans.

The record retailer's share of a growing business should include a growing volume of replacement needle sales. It's to be expected that customers will for present question the variety of needles they see in a shop, but this is only natural in a new and growing market.

"No automobile owner would ever dream of going to a dealer and buy a part without indicating, in detail, the specific make, model and year of his car. In the same way, record buyers will ultimately be trained to buy replacement needles. It should be a point of pride with them to know that their machine is so scientifically engineered that it requires a virtual custom match of needle and cartridge.

"This job of consumer education need not be difficult either. It only requires that the shop management and salespeople themselves be completely familiar with the reason they stock as many needles as they do.

"To help the program, Jensen and many other manufacturers in the industry make a variety of free sales aids available. Handy charts and tables, for example, permit clerks to sell intelligently. With this knowledge the dealer has a ready answer to the public's questions that will result in greater sales."

# CHICAGO OPERATORS DONATE OVER 100 JUKES

## Program to Combat Juvenile Delinquency Proves PR Benefits

By STEVE SCHICKEL

CHICAGO, Aug. 29.—In the relatively short period of two years, the Recorded Music Service Association of Chicago has donated more than 100 free juke boxes to worthy organizations and has proved that a planned and properly executed public relations program can be a great help and benefit to the association and operator members.

A typical list of recipients of free juke boxes includes housing projects, underprivileged clubs, off-the-street clubs, homes for the blind, supervised teen clubs, and dependent children's homes.

The RMSA program of juke box donations has been so successful that the association has literally run out of machines for the present. However, Ray Culliffe, president of the association, and Phil Levin, secretary, issued a statement that more phonographs will again be available in the near future. They said operators replacing present equipment had agreed to turn over their old machines to the association for donation, rather than trading them in.

### Trade-In Values

Machines used generally have a trade-in value of \$100 and another \$40 is added in time, parts and records before the machine is actually placed on location. Service problems arising after the machine is located are handled without charge by the nearest association operator. Service calls are handled by the association which forwards the request to the individual operators.

## Miller Accepts Bid to Address Wisconsin Group

MILWAUKEE, Aug. 29.—C. S. Pierce, president of the Wisconsin Phonograph Operators' Association, announced that George A. Miller, president and business manager of Music Operators of America, had accepted an invitation to address the Wisconsin group.

Miller will speak at the Eagle's Club in Milwaukee on Thursday, September 17, at 8 p.m.

Pierce said, "This will give all music operators and distributors in Wisconsin a chance to personally meet President Miller, and find out what MOA has done for the music business."

Officers of the Wisconsin association besides Pierce are Cliff Bookmier, vice-president, and Ed Dowe, secretary and treasurer.

## Miami Group Starts Fall Meeting Sked

MIAMI, Aug. 29.—Willie Blatt, president of the Amusement Machine Operators' Association of Dade County, called a special meeting of the organization Thursday to discuss a number of issues, including the forthcoming annual banquet, December 5, probably at the Saxony Hotel, Miami Beach.

The meeting was held in the McAllister Hotel, Miami, and the newly joined cigarette machine operators were present for the first time. The regular monthly meetings of the AMOA had been discontinued for the summer.

## AMI Marks End Of Vacation Skeds

GRAND RAPIDS, Mich., Aug. 29.—The AMI, Inc., plant which has been closed the last two weeks for the annual vacation period, will resume production Monday, August 31.

A skeleton crew remained on duty at the plant during the vacation period.

AMI was the last of the music machine manufacturers to complete vacation schedules and end the summer close-downs.

The original purpose of the plan was an effort by the group to combat juvenile delinquency by an off-the-street program.

As requests are received by the association, they are turned over to Commercial Phonograph Survey & Service, M. Dale, and William McCullough, chief investigator, who personally investigates them to determine whether they are genuinely worthy. Requests come from operators, friends, and in some cases the association has asked disk jockeys in this area to announce that juke boxes were available through the association for charitable groups.

Reports of investigations are

filed with the RMSA on printed forms and the report is voted upon by the directors of the association for final approval of the donation.

### Typical Reports

Following are some of the typical reports which were filed with RMSA by McCullough:

#### Case No. 1684—

Lutheran Home Finding Society, Byron Street, Chicago.

Report: Public Relations—Request for phonograph donation, June 23, 1953. Talked with James H. Fresh, assistant executive director and learned the following: The society provides foster home

(Continued on page 76)

## Reemtsma Franchises Thirteen State Ops

CHICAGO, Aug. 29.—M. W. Reemtsma, president of Reemtsma Tel-A-Vue Systems, Inc., who displayed his line here at the National Automatic Merchandising Association convention, announced his firm had already signed up thirteen State franchise operators to handle Tel-A-Vue sets.

He stated that those signed, for the most part, were operators, who have given up their present companies and taken on coin-operated TV as a full-time business.

"Many of them," he said, "are using their previous employees as contact men, salesmen, and promotion men. Most of the State operators were executives or owners of their own firms."

States already franchised by Reemtsma are Arizona, California, Colorado, Florida, Illinois, Indiana, Michigan, Minnesota, Ohio, Oregon, Texas, Washington, and Wisconsin.

The Reemtsma organization utilizes the State franchise operator much the same as a distributor. The State man advertises in the motel journals that Tel-A-Vue will install their system on a lease basis with no cost to the motel or hotel operator. Reemtsma itself handles the national advertising and directs leads resulting from such advertising to the State distributor.

The franchise holder, obtaining these leases, will turn them over to the coinmen, who will operate the location. However, it was noted by Reemtsma, that in many cases the coin machine operator will be the State franchise holder.

Reemtsma handles national brand television receivers, equipped with the free viewing device and which automatically turns the set on each half hour for five minutes of play. Tests made

by the firm indicated increases in revenue from between 200 and 400 per cent which was directly attributed to the addition of the free view device.

## Nebraska Guild Sets Plans for PR Program

OMAHA, Aug. 29.—A two-day quarterly meeting of the Nebraska Music Guild got under way today in the Paddock Hotel in Beatrice, Neb. Howard N. Ellis, secretary-treasurer of the association, announced that plans for a public relations program for the coin-operated music field would be organized at the meeting tomorrow.

Host at the meeting was Louis J. O. Prell. New equipment was shown to operators attending and the Beatrice Chamber of Commerce was going all-out to make the two-day stay a memorable one.

The program scheduled for today follows:  
6 p.m. Registration.  
7 p.m. Informal get-together (refreshments served).  
8 p.m. Dutch Lunch (dinner music will be played).  
9 p.m. Entertainment (hour and a half of entertainment and dancing).

Tomorrow's program follows:  
11 a.m. Registration.  
1:30 p.m. Business meeting. (A) The latest report on what has happened in Washington concerning juke box legislation. (B) Groundwork will be laid for a State-wide public relation program for the coin-operated music industry.  
5 p.m. Cocktail hour.

## WURLITZER-LAINE

### 40 Cities Participating In \$5,000 Vocal Contest

NORTH TONAWANDA, N. Y., Aug. 29.—The Rudolph Wurlitzer Company and Columbia Records, Inc., announced jointly this week the list of 40 cities in which the Frankie Lanie-Wurlitzer \$5,000 Vocalist Scholarship Contest will be sponsored by local disk jockeys.

Selected disk jockeys in each of the cities were invited by Columbia Records to be the exclusive sponsors of the contest in their area and arrange for the presentation of a \$100 cash prize for each local winner.

Lists of the disk jockeys participating will be announced as acceptances are received.

The 40 cities cover the major trading areas of the United States and contestants will be informed that they may deliver their transcriptions in person or by registered mail to the disk jockey of

the station broadcasting the contest details.

The cities include: Albany, N. Y.; Atlanta; Baltimore, Birmingham, Boston, Buffalo, Charleston, W. Va.; Charlotte, N. C.; Chicago; Cincinnati; Columbia, S. C.; Cleveland, Dallas, Denver, Des Moines, Detroit, Houston; Jacksonville, Fla.; Kansas City, Mo.; Los Angeles, Louisville, Memphis, Miami, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Omaha, Oklahoma City, Philadelphia; Richmond, Va.; St. Louis, San Antonio, San Francisco, Seattle, Syracuse; Tucson, Ariz., and Tulsa, Okla.

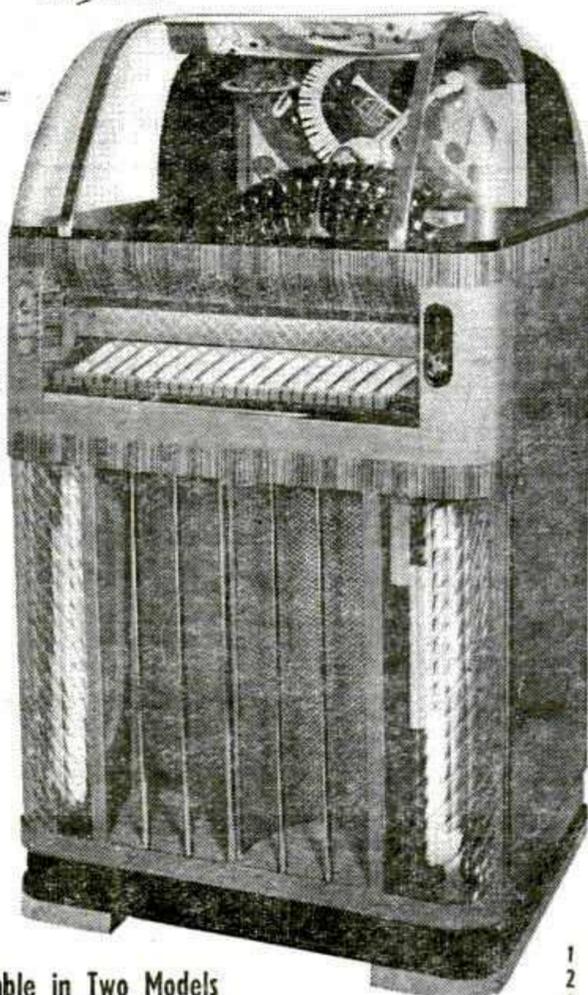
Local newspapers will carry announcements of the contest September 1. Build-up publicity will continue until September 15, when disk jockeys and distributors will begin accepting entries. Contest closes at midnight, October 19.

120 120



SEE PLAY HEAR

Order your next Phonograph from your Rock-Ola dealer



Profits That Please Operator and Location

Available in Two Models for 75 or 45 R.P.M.

The Industry's Greatest Phonograph Achievement

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue Chicago 51, Illinois

Coinmen You Know

Hartford A Hartford location owner was fined \$50 for violation of the State cigarette stamp tax law.

Grabell-Lyons, Inc., of Hartford, headed by Maurice Grabell as president, has been named distributors for Crosley Products manufactured by Avco Manufacturing Corporation.

The Seven-Up Hartford Bottling Company, Inc., has disclosed plans for construction of new plant facilities in suburban Wethersfield, Conn.

Fitzgerald Sales, New Haven cigarette vending machine operators, are stressing availability of king-size Chesterfields thru promotional messages on mirror fronts of machines.

Indianapolis

Al Calderon, of the Calderon Distributing Company, is expected to return shortly from a vacation in the West... Kay Ruffin is the new secretary at the Calderon... Peter Stone reports business with the horses going along good, and prospects for a fall and winter trade is encouraging.

James Hungate has returned to the Janes Music Company staff. Mrs. Lottie Berman, of the Sicking Company, has returned from a business trip in Chicago... William Buchanan has joined the sales force at Shaffer Music Company.

The sheet music department at Janes Music Company, operated by Clarence (Dutch) Hohman, is now called the Dutchess Record Shop. There is no change anticipated in personnel. The shop has been under the management of Hohman for the past year.

Mrs. Blanche Janes, of the Janes Music Company, is planning an extended vacation as soon as the fall weather sets in. In all probability, she will take a trip to California where she will visit her sister.

Los Angeles

Adolph Nage, Bally Manufacturing Company purchasing division, was in town visiting Paul and Lucille Laymon. It's the first trip to Los Angeles for Nage. Paul and Lucille celebrated

(Continued on page 77)

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issued as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine models (AIREON, AMI, CHICAGO COIN, MILLS, PACKARD, RISTAUCRAT, ROCK-OLA, SEEBURG, WILLIAMS, WURLITZER) and prices for different issues (Aug. 29, Aug. 22, Aug. 15, Aug. 8).

How Was Your Timing on...

"YOU CAN'T KEEP A GOOD MAN DOWN"

THE DOMINOES FEDERAL 12139

Now on Billboard's "Most Played in R & B Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer.

Spotted as a Billboard BEST BUY

JULY 7

Title Strips Ready for Top Juke Profits

JULY 21

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months

Table showing cost for 3 months for different quantities of title strips (20, 30, 40, 50, 60).

Info in Other Departments

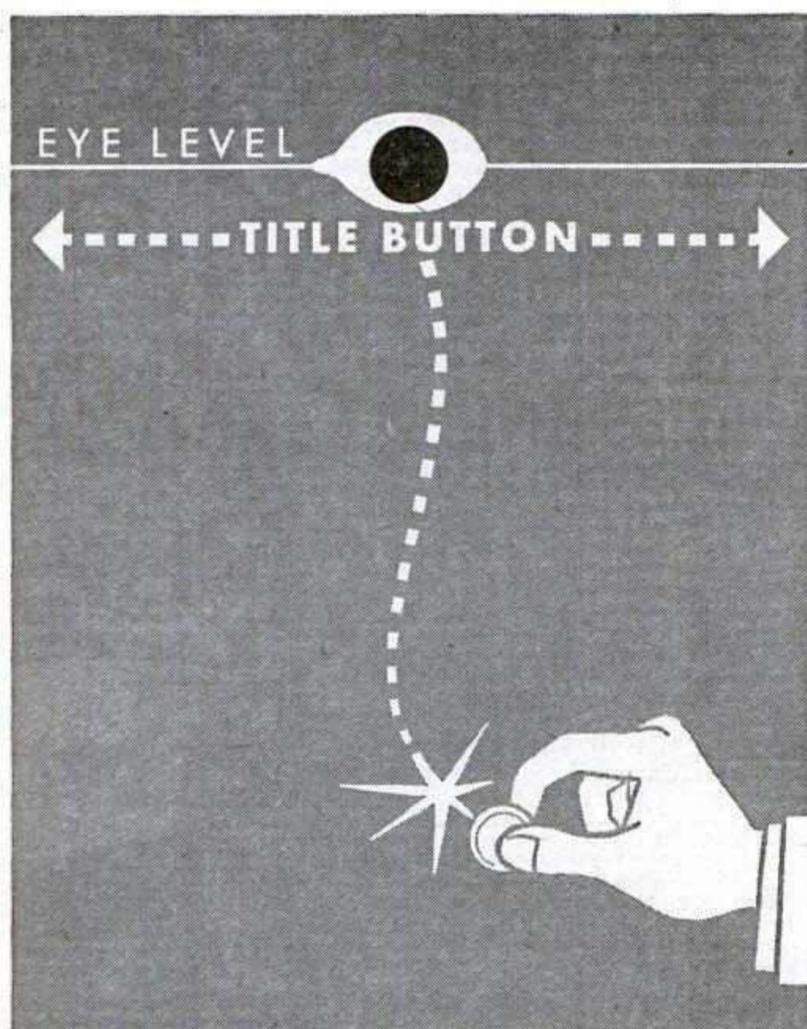
Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are: SIX BIG FIRMS SLASH RELEASES. Drop for eight months is 23 per cent (General department).

Form for ordering title strips, including fields for Name, Address, City, Zone, State, and Date.

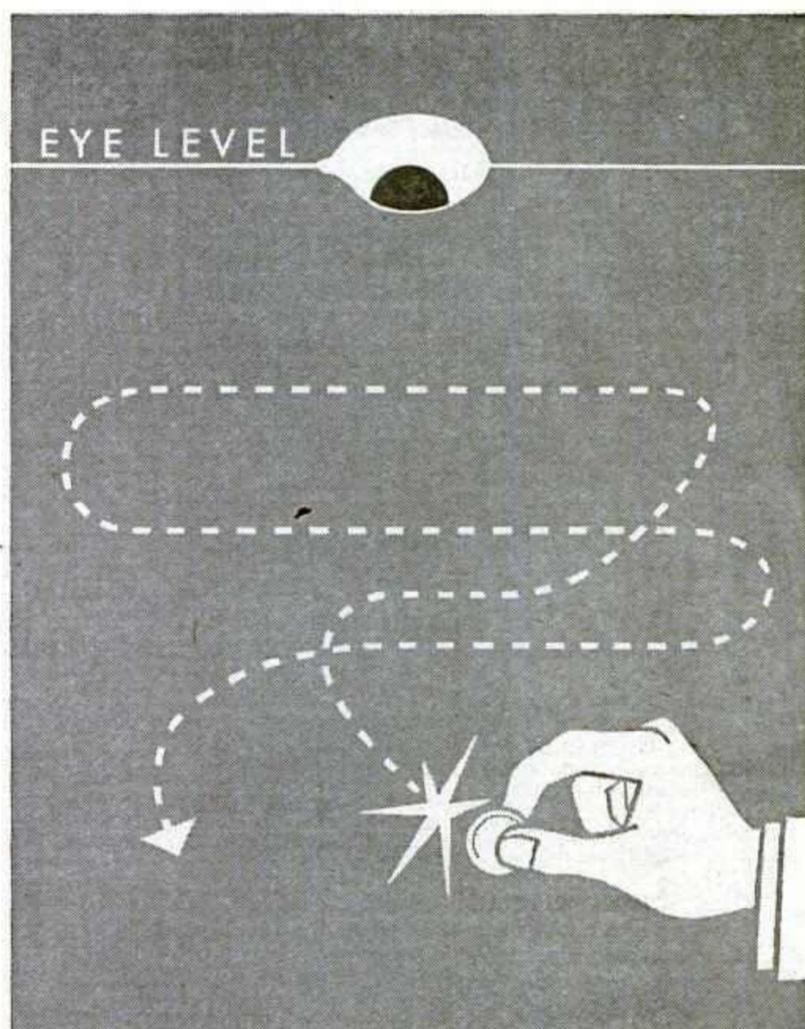


SEEBURG M100A 100 SELECTIONS 78 R.P.M. \$549.50

W. B. Distributors, Inc. 1012 MARKET ST. ST. LOUIS, MO. Phone: Central 9292



**MOTION STUDY: the AMI way.**  
Title and Button at Eye Level in One Place

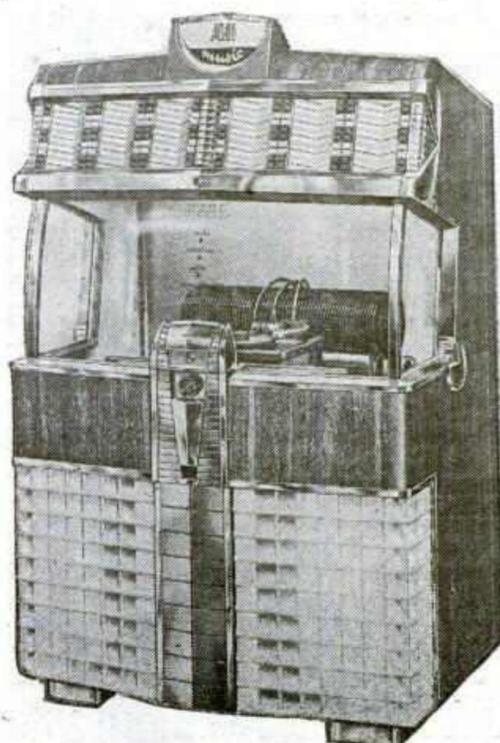


**MOTION STUDY: another way.**  
Title and Buttons Below Eye Level in Several Places

# coin chute...title...selection...quick

## with AMI Single Button Play

Hand and eye move, as you see in the motion charts above, with confidence from the conveniently located coin chute to the AMI program panel... ready for action. With every title strip alongside its own selector button, scanning and play proceed with speed. Waste motion is eliminated, confusion can't occur. Simple, direct and fast... that's the easy AMI way of play.



See the sensational new "E" Models at your AMI distributor... 40, 80, or 120 selections for every location need.

**AMI** Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

# Coinmen You Know

## Twin Cities

**Harold Lieberman**, Lieberman Music, Minneapolis distributing firm, reports that despite the usual summer slump experienced early, business the past few months has been better than average, with AMI phonographs selling as fast as the jobber can get them. Ball games are moving well, with Dude Ranch getting top operation attention. Kiddie rides are doing fairly well, he said.

**Arnie Golden**, Sandler Distributing, is anticipating initial shipment of new phonographs daily now that the strike at the Wurlitzer factory in North Tonawanda, N. Y., has been settled, he said. **Irv Sandler**, Des Moines, head of the firm, makes weekend visits to this Minneapolis outlet.

**Ted Heil Gaylord**, Minn., one of the veterans of the coin machine business in Minnesota, has quit after about 20 years as an operator. He sold out his route to C & N Sales Company of Mankato. **Clayton Norber**, of C & N, is adding new equipment to his enlarged route and rearranging his machines at the various stops he services. He was at the Twin Cities market this week to pick up a few new games. **Mrs. Rose Guillaume** of Sioux City, Ia., and **Jefferson**, S. D., is due in Minneapolis for the regional Shrine convention September 17-18. Reports from her sector, where she operates a coin machine route, are that business is good.

At LaBeau Novelty Sales Company, St. Paul, **Archie LaBeau** is busy making operators happy with delivery of Rock-Ola phonos.

Orders keep piling in, to make La Beau's smile broader than ever. **Bob Wenzel**, of Automatic Games, St. Paul, reports doing a good job with Genco games. London Music Company, Seeburg jobs out of Minneapolis, are moving along in a steady pace with their sales holding up well, according to reports.

**Harold Lieberman** has left for a six-day fishing trip to Reindeer Lake in Northern Canada. **Lester York** of Mitchell, S. D., who was in the Twin Cities on a buying trip, reports that the pheasants in his area are plentiful and that hunting this fall should be extremely good.

**Sid Levin** of Lieberman Music Company, is back on the job following a month lay-off caused by a hernia operation. **Bob Bretz**, Lieberman shipping department, is vacationing in Texas with his wife. **Harold Harter**, of Sandler Distributing Company, is looking forward to getting busy soon now that new Wurlitzer phonos are on the way. **Art Skram** of Mason City, Ia., was in this market buying phonographs.

**Jack Karter**, Midwest Novelty Company, St. Paul, is buying a number of new pieces of equipment to get his route into shape for the coming season. His brother, **Sam Karter**, Star Novelty Company, Minneapolis, has made good recovery from a stroke he suffered some time ago and now is working on his route again, looking better than he was for some time.

**O. L. Coffield** of Annandale, Minn., was in the Twin Cities buying games this week. **Amos Heilicher**, Advance Music, Minneapolis, has added the V. L. record players line, and hired **Murray Kirschbaum**, veteran record man in this area, to promote the merchandise.

**M. M. (Doc) Bereson**, Pioneer Distributing, is back from Chicago where he attended the vending machine meeting. **Marty Kantor**, Harmony Music, Minneapolis, reportedly expanding his route, adding new machines. **Norton Lieberman**, Lieberman Music, traveled thru Nebraska this past week, doing good business but reporting the weather extremely hot. He will go into Iowa next

week. . . Nickel play thru the area served by the Twin Cities is still the thing, with the move for dime play falling by the wayside operators report.

**Don Hazelwood**, Aitkin, Minn., has bought out the route of **F. T. Curley**, who operated Pine Tree Novelty Company, Brainerd. **Don Leary** presently is working for **Don Leary** in Minneapolis but reportedly is looking around, expecting to go back into business for himself.

**Merle Stoddard**, Zumbrot, Minn., reports expansion plans in the upcoming months for his route. Recent visitors to the Twin Cities market included **Jack Bailey**, of Browns Valley, Minn.; **Frank Coubal**, Bloomer, Wis.; **D. F. Smith**, Sioux Falls, S. D.; **Jack Harrison**, Crosby, Minn.; **Bob and Ed Kubas**, of New Prague, Minn.; **T. R. Clifford**, Gilbert, Minn.; **B. F. Kragtorp**, Tracy, Minn.; **Darlow Maxwell**, Huron, S. D.; **Conn Kaluza**, Brownville, Minn., and **Frank Major**, Grand Rapids, Minn.

## Miami

Decca distributor, **Mannie Brookmire**, was notified that he was leading the company's distributors in sales volume during August. **Evelyn Willis**, whose hubby, **Ken**, is export manager at Bush Distributing Company, is pinch-hitting in the office during vacations.

**Ted Bush and Ozzie Trupman**, of Bush Distributing Company, made a business trip to Chicago. Everybody at Bush Distributing was elated over news of the strike settlement at Wurlitzer, thus ending a two-month suspension of new machine shipments. As soon as the strike was settled, Bush received notice that a shipment of music boxes would leave the factory for Miami in a couple of days.

**Arnold Rogan**, Juke Box Company, is such a fishing enthusiast that he gets up in the pre-dawn hours frequently and hires himself off for a session with the barracuda, bonefish and blue marlin.

**Charles Kanter**, music operator of Cincinnati, who is vacationing at Miami Beach, took time out to fly to San Juan, P. R., on a

# Chi Ops Donate 100 Jukes

Continued from page 73

care for dependent children, boys and girls under the age of 14. It is a large and beautiful home and at present there are 300 children here. They have a small phonograph but it is worn out.

Mr. Fresh was appreciative on the follow-thru of his request, and explained the comfort, control, and the enjoyment the children would derive.

Recommendation: If available at this time, would be a marvelous gesture to provide phonograph for these children.

**Case No. 1702**  
**Howell Neighborhood House**  
**1831 S. Racine, Chicago.**

Report: Public Relations—Request for phonograph donation.

June 3, 1953, letter received from **Jon L. Regier**, Head Resident, **Howell Neighborhood House**, requesting juke box donation. Talked with **Rev. Regier** and found following:

Center located in our greatest congestion of population, railroads and factories predominating with no parks or playground facilities. The house is supported by the Presbyterian Church, Charity, Tag Day and Community Fund donations. There are between 250 and 300 teen-agers and all ages from Nursery Day School up. There are nightly gatherings, supervised social activities, and Friday night dances. There is no phonograph or record player.

**Case No. 1703**  
**St. Anne's High School**  
**1816 S. Leavitt St.**

Report: Public Relations—Request for juke box donation.

June 29, 1953, letter received from **Miss Mary Ann Puchalski**, 1908 S. Leavitt Street, requesting juke box for **St. Anne's High School**. Talked with **Mary Ann** and learned the following:

**Miss Puchalski**, in co-operation with **Rev. John Wodniak**, is furnishing and setting up the high school as a community center for their "off-the-street" program combat delinquency. Have about 200 teen-age girls. Have roller skating hall but no phonograph. They are thrilled at the thought that they might get a phonograph. Will be able to maintain it.

Recommendation: Phonograph will be put in the new school building, 18th Place between **Leavitt and Oakley** avenues.

Following is a typical letter of appreciation sent to **RMSA** after receipt of free phonographs:

Dear Mr. Cunliffe:  
You undoubtedly know that our three North Side Boys Club Youth Centers now have received their phonographs. Your interest in this project and the time and effort which you have given are tremendously appreciated in our organization.

These machines help immensely in our efforts to bring youngsters in from the streets, keep them out of trouble, and interest them in constructive outlets for their normal energies.

The Board of Directors joins in sending most sincere thanks

Kind Regards,  
**H. M. Oliver, Jr.**  
**Marsh & McLenn**

hillbilly talent hunt. Seen chatting over coffee at the beach were **Kanter**, **Al Salmon**, **Globe Sales Company**, **Cincinnati**; **Marvin Novak**, King record distributor; and **Ted Bush and Ozzie Trupman**, of Bush Distributing.

**Jack Lipsiner**, Coin-Operated Service, his wife and their son **Mitchell Dean**, spent a week-end vacation at the **Sombrero Motel** operated by **Harmon and Warren**. Lipsiner says it was a treat getting away from coin machines for three days and relaxing in an air-conditioned room, with the Atlantic Ocean and a swimming pool nearby.

Chicago Coin's Gold Cup Bowl- Chicago the replay feature, continues to be the hottest game presently on the floor of the Bush Distributing Company, according to **Ken Willis**. . . The Moose convention left a golden stream of dollars in Greater Miami last week. Some 9,000 delegates and their friends were guests in hotels on both sides of Biscayne Bay.

Among recent tourist arrivals was an avalanche of government secretaries from Washington, who had a wonderful time at Miami Beach. They left singing the

praises of that resort and promised to come back next year.

Juke box operators are seeing a familiar face in the office. **Bush Distributing** these days **Jose Catarineau**, the company's new export secretary, former was in the record department at **Sea Coast Distributors**, who handles the **RCA Victor record line** for Florida. **Catarineau** took care of the operators' disk needs at **Sea Coast** for three years. His advice on **Latin American records** was especially sought.

**Lucky Skolnick** moved his family to Miami and now considers himself a "permanent resident." **Skolnick** recently changed the name of **Supam Amusement** in which he purchased a half interest, to **Lucky's Amusement Company**. . . Covering the territory from **Orlando to Fort Pierce** for the Decca distributor is **Harold Stewart**, recently voted the Decca salesman in the South division. **Carl Strohback**, **Brookmire** call on operators record dealers from **Key West**, **West Palm Beach**, **Harry Bush**, **Twin Spin Contest**, a feature "Juke Box Serenade" program on **WQAM**, is drawing letters and more mail.

GET MORE PLAY  
WURLITZER  
PHONOGRAPHS  
NET MORE MONEY

## SERVICE MEN, TOO, PREFER EVANS' PHONOGRAPHS

When a route man heads for an Evans' Phonograph Location, it's generally with a feeling of relief at the prospect of a "breather!" He knows he will find a smoothly functioning instrument, with no mechanical problems or location complaints to complicate matters. He breezes through the normal service procedure quietly and unobtrusively, because the routine is made easier by Evans' many quick-service facilities. And, when he moves on to the next call, he's in a better frame of mind, more efficient, more valuable to the operator!

★  
ON DISPLAY AT YOUR  
EVANS DISTRIBUTORS

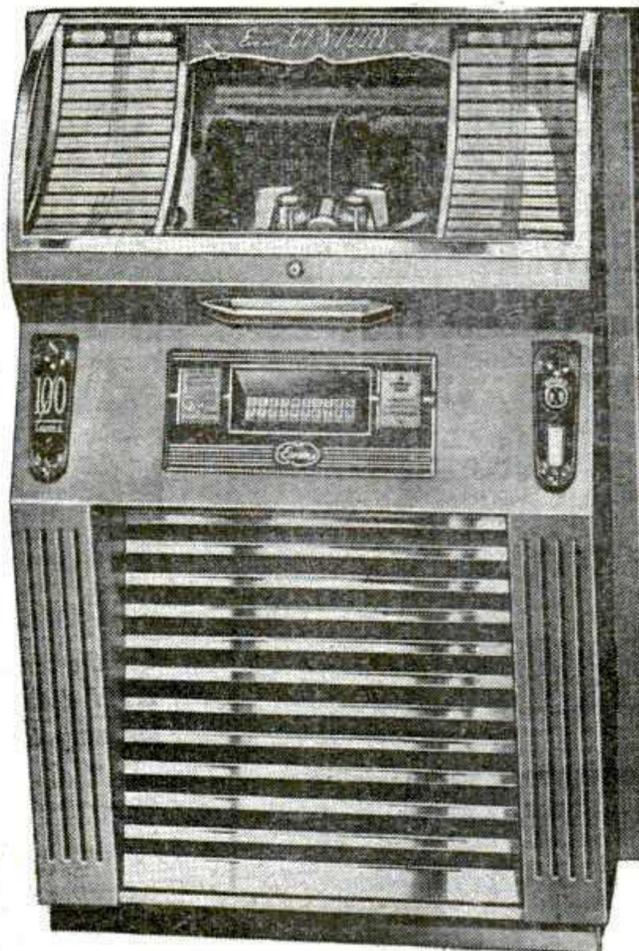
100-SELECTION  
CENTURY

50 RECORDS 45 RPM

★  
40-SELECTION  
JUBILEE

20 RECORDS 78 or 45 RPM

★  
OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.



**H. C. EVANS & CO.**

1556 W. Carroll Ave. Chicago 7, Illinois



**Money Makers!**

**Money Savers!**

Reconditioned Music Equipment

Clean! . . . Ready to Go!

**SEEBURG**

M100A . . . . \$495 147M . . . . \$129  
148SL . . . . 179 146M . . . . 99

Rock-Ola 1434 (52-50) . . . \$395  
AMI Model C . . . . 329  
Wurlitzer 1250 . . . . 295  
AMI Model A . . . . 169  
Wurlitzer 1015 . . . . 119  
Rock-Ola 1422 . . . . 79

**-WALL BOXES**  
A fine selection of all makes  
\$5.00 to \$35.00

WRITE! . . . WIRE! . . . PHONE!

Export Inquiries Invited  
1/3 Deposit . . . Balance C.O.D.

**MUSIC SYSTEMS, INC.**

Detroit, Mich. • 10217 Linwood Lansing, Mich. • 1224 Tur  
Tulsa 3-3900 Lansing 5-42  
Cleveland, Ohio • 2600 Euclid Toledo, Ohio • 1302 Jacks  
Cherry 1-3801 Main 61

## Calendar for Coinmen

September 3—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.  
 September 10—Music Operators of Northern Illinois, monthly meeting. Place to be announced.  
 September 18-20—Texas Merchandise Vending Association, 3d annual convention, Adolphus Hotel, Dallas.  
 September 29—Western Vending Machine Operators' Association, Unique Restaurant, Los Angeles.

## Coinmen You Know

Continued from page 74

ing their 36th wedding anniversary looking like newlyweds, with **Charley and Gladys Daniels**. . . . **Britt Adelman**, of the Laymon firm has her sister visiting from Sweden and finds it difficult pushing up on her Swedish.

**Hymie Rosenberg**, Deco Equipment Company visiting Los Angeles from New York. **Al Silberman**, Badger Sales, is planning on several short-hop sales trips. **Al** didn't attend the bulk venders' convention in Chicago due to some last minute business.

**Dolores Minthorne** completed the redecoration of the bar at Minthorne Music Company. Major domo **Jean Minthorne** was hard at work moving new Seeburgs and the 200-Selectomatic line, latter doing exceptionally well, too.

**Ed Wisler** back from a short trip to San Diego. . . . **Jack Dolan**, Stan Stewart Company, continues beating the bushes" along with **ete Ley** via quick trips to Bakerville, San Diego and other points. Car-load of Rock-Ola phonos due to arrive have practically all been spoken for, says **Jack**. . . . **Mr. and Mrs. Ken Arnold** down from Barstow this week.

National Slug Rejectors coming at with a coin box that will take as much as \$4 sale in coins and accurately make change. . . . **Jack Simon**, Simon Sales Company, reports business "holding own" with many operators comparing now for the fall season. . . . Ops along coin row this week included **Jack Mallett** and **L. Griffin**, of Pomona; **I. B. Mayer**, of San Bernardino; **M. S. Wolfe**, San Diego; **George Kirby**, Riverside, and **Al Cicero**, Santa Maria.

## ARCADE EYES SEE NEW PATRONS

PHILADELPHIA, Aug. 29.—The Variety Corner, Inc., which operates two Arcades on Market Street has been in the midst of an unusual promotional campaign.

For the past several weeks, the firm has been placing ads on the amusement pages of the three local newspapers reading: "Beware of Overwork! Relax at Variety" and "Just For Fun! Stop at Fun Fair."

## ABRE JET RIDE'



## 'KIDDIE TANK RIDE'



Be the first to have these sensational new coin-operated rides. Write today for catalog of our complete line of coin machines.

ING AMUSEMENT CO.  
Mr. Clemens, Mich.

## Milwaukee

Hot weather, according to most ops, has had an adverse effect on coin business. Beaches and pools are jammed and neighborhood taverns are feeling the lack of patrons as many have headed for the lake regions.

Radio Doctor's popular disk counter man, **Jim Mayer**, is prepping for his forthcoming two-week vacation in New York. Current favorites among the operators, according to **Jim**, are "Eh Compare," the new **Julius La Rosa** number, and **Bobby Wayne's** building hit item, "Miserable Love."

The big smiles on the staffers at United, Inc., headquarters on Vliet Street are due to the announcement of the end of the labor troubles at the Wurlitzer factory. Now that merchandise can be expected before too long, **Harry Jacobs Jr.**, is planning to hit the highways to Northern Wisconsin in search of orders for Wurlitzer music boxes. Filled with optimism, **Harry Jacobs Sr.**, claimed the firm is all set to wind up '53 in a blaze of glory.

**Ted Curro**, sparkplug of the Metro Amusement coin machine org. taking a two-weeker to motor to New York with his family to visit relatives. **Ted** is making the jaunt with his station wagon. . . . The cigarette vending business continues to hold up, according to bossman **Nelo Curro**, who infers that the firm has just purchased another brace of new Rowe and Electro venders.

Visitors this week at the Major Distrib headquarters for disk needs were **Ed Dowe**, Beaver Dam, and **Roy Hahn**, of Oshkosh. According to **Johnny O'Brien**, a couple of new mercury hits are shaping up in **Bobby Wayne's** "Miserable Love" and **Jim Lowe's** "Pretty Fickle Darling."

## BALLY'S CHAMP RIDES FOR SANTA

CINCINNATI, Aug. 29.—Ruth Lyons' "50-50 Club," one of the hottest television properties anywhere, heard from 11:30 a.m. to 1 p.m. daily over WLW-T here, five days a week, has installed a Bally Ride-the-Champ coin-operated bronk in the studio to entertain the numerous moppets who accompany their mothers to the program.

However, the coin-agitated mechanical nag has another purpose. With the kids riding at 10 cent per head, the money thus derived is placed in Ruth Lyons' Christmas Fund which annually makes the yule season brighter for numerous unfortunates in the area.

The Bally ride was donated to Miss Lyons' program by **Al Bissmeyer**, advertising manager of Albers Super Markets, which uses the mechanical steeds to pacify and entertain the kiddie trade at all its stores in this area.

Paster office manager, **Sam Cooper**, reports being unable to keep floor samples on hand of the new United games, the Royal and the Imperial, both making big hits with the operators throuout the territory. Recent visitor for a couple of busy days was **Herman Paster**.

**Bob Thompson**, local Capitol manager, is finding the summer heat cutting down biz temporarily, he says, but calls from operators continue strong in favor of the following current nickel snatchers: **Vicki Young's** "Ricochet Love," **Les and Mary Ford's** "Vaya Con Dios," **Ray Anthony's** "Dragnet" and "Oh" by **Pee Wee Hunt**.

**Pittsburgh**  
**David McKean**, McKean Amusement, saves nervous strain and energy by flying here from Ridgeway, Pa. . . . **Phil Greenburg**, Atlas Novelty, is pleased with the way Seeburg has maintained its lead in the coin phonograph field.

**Sidney Lefkowitz** who sustained an injury in June, putting him in the hospital 21 days, is now able to get around. . . . **Rusty Smith** says the Wurlitzer 1500 has proved itself in receipts. . . . **Raymond Watts**, Mills Automatic, says the new scale operation his firm is handling is a major project concerned with the repair and adjustment of scales.

**Mike Ballinger**, of Acme Vending Machine Company, attended the wedding of his niece, **Joe Ann Nitterbach**, August 30 at Cuyahoga Falls, O.

## SALES STIMULATOR

### N. E. Star Chain Sets Coin Kiddie Corral

CAMBRIDGE, Mass., Aug. 29.—The Star Market is the first super in New England to install a kiddie corral with coin-operated kiddie rides in the move to cash in on the moppet dime rush.

Star's new location, biggest in New England, has a Western corral, designed by Howard Ketchum, located opposite the store entrance to the parking area. The corral is 30 feet wide, with a six-foot gateway, and 12 feet wide.

Two kiddie rides, a Rocket and a Big Bronco, are spaced with plenty of room inside the corral, separated by plastic aluminum kiddie chairs and tables, where the moppets await their turn on the rides.

#### Tots Wait Turn

Since installation, the rides have been going constantly day and night, with tots waiting in line. Installed to give harried mothers a few minutes breathing respite from shopping, the operation has been so heavy, the corral is to be enlarged and more kiddie rides installed, store officials indicated.

Slat fence type construction, olive green colored, sets the area off, and a yellow plastic lounge seat has been cut in for parents.

The two kiddie rides installed,

according to store officials, as a service to customers, has brought some surprising results. Women shoppers have told clerks that their kids insist on their shopping at Star because of the rides. Some shoppers leave their moppets in the enclosure during their entire shopping tour.

## Lee Mfg. Ups Ride Output, To Add Reps

RIVEREDGE, N. J., Aug. 29.—Lee Manufacturing Company has increased its production of the Musical Coney Island Carousel and is expanding its distributor network.

The Carousel requires 48 inches by 54 inches on location and operates on 110 volts AC. It has an RCA phonograph, a National coin mechanism, all steel cabinet and casters for easy movement. The horses are made of fibreglas.

The ride can be used with continuous music or music only when in operation.

## Capitol Shows 3 Kiddie Rides At NAMA Meet

CHICAGO, Aug. 29.—Capitol Projectors officials reported strong acceptance of its three kiddie rides in a showing at Hilton Hotel in conjunction with the National Automatic Merchandising Association this week. The exhibit was to demonstrate the natural tie-in between vending machines and kiddie rides on location.

Leo Willins, New York, and Ed Ravreby, of the Boston office, discussed the vending-ride angle with interested vender operators. Capitol showed its Carousel, Rocket Ride and Midget Racer.

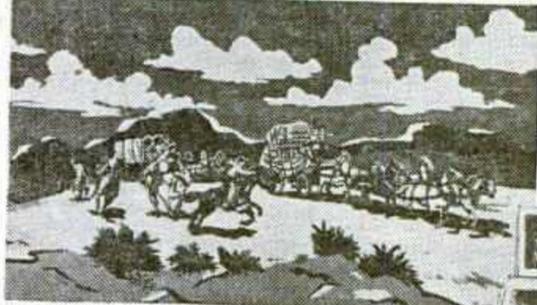
## Ajax to Move Fete Planned

NEWARK, N. J., Aug. 29.—Ajax Distributing Company has moved to larger quarters at 123 W. Runyon Street. To mark the event the firm will hold open house festivities September 14-16.

In addition to all types of coin-operated kiddie rides, the firm handles music machines, amusement games and a variety of venders.

**Herb Geiger** and **Nick Novasic** were among the many local tobacco people who attended the shindig of P. Lorillard Company to welcome **Herb Shrinier**, the Old Gold TV star of "Two for the Money," to town last week.

## The OLD WEST Lives Again



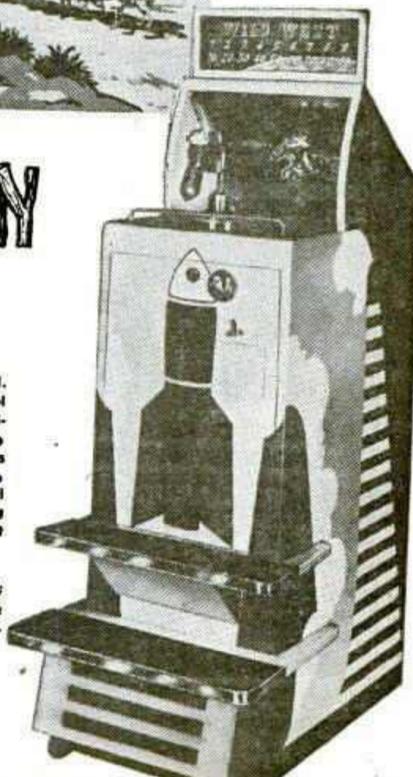
SHOOT  
THE  
OUTLAWS

## WESTERN GUN

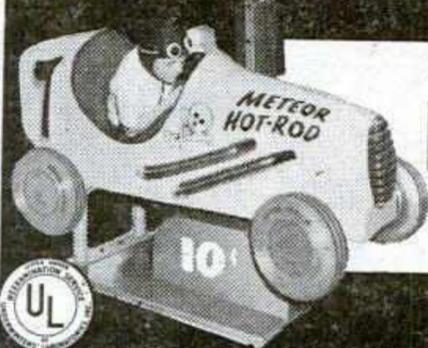
FEATURES OF WESTERN GUN.  
 Swing type, ball and socket pistol  
 • easy-access servicing • beautiful modern streamlined cabinet • drop style • walk-up safety steps with rubber treads on cabinet • built in casters • chrome grab rail • adjustable motor times shooting cycle • unlimited shots • bright lighted targets.

SPECIFICATIONS: Height, 56 inches; length, 31 1/2 inches; width, 20 1/2 inches; floor area, 4 1/2 square foot. Shipping weight, 160 lbs.

Specially designed for the kids!  
 Proven money-maker.  
 Write us for actual collection reports—THEY ARE AMAZING.



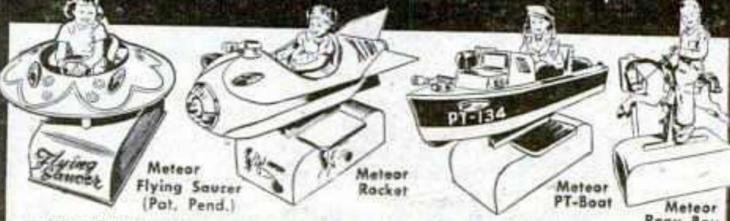
If you had \$1,000,000 you could not buy better kiddie rides than  
**METEOR--THE PROFIT LINE**



**METEOR  
HOT ROD**  
The Latest Champion  
Of The Line!

Smart Operators Buy Meteor Because They . . .

- Are of all steel construction!
- Light in weight—easy to transport!
- Have simple rugged mechanisms
- Have imaginative child play appeal!
- Carry a one-year unconditional guarantee!
- Carry FREE liability insurance for one year!



Women and Distributors  
SOME TERRITORIES  
STILL AVAILABLE!  
Operators—Step On It  
GO METEOR TODAY

**METEOR MACHINE CORP.**  
75 West 45th Street, New York 36, N. Y.  
Circle 6-2241-2

## EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901



# NEW CUSTOMERS EVERY DAY



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."



"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."



"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."

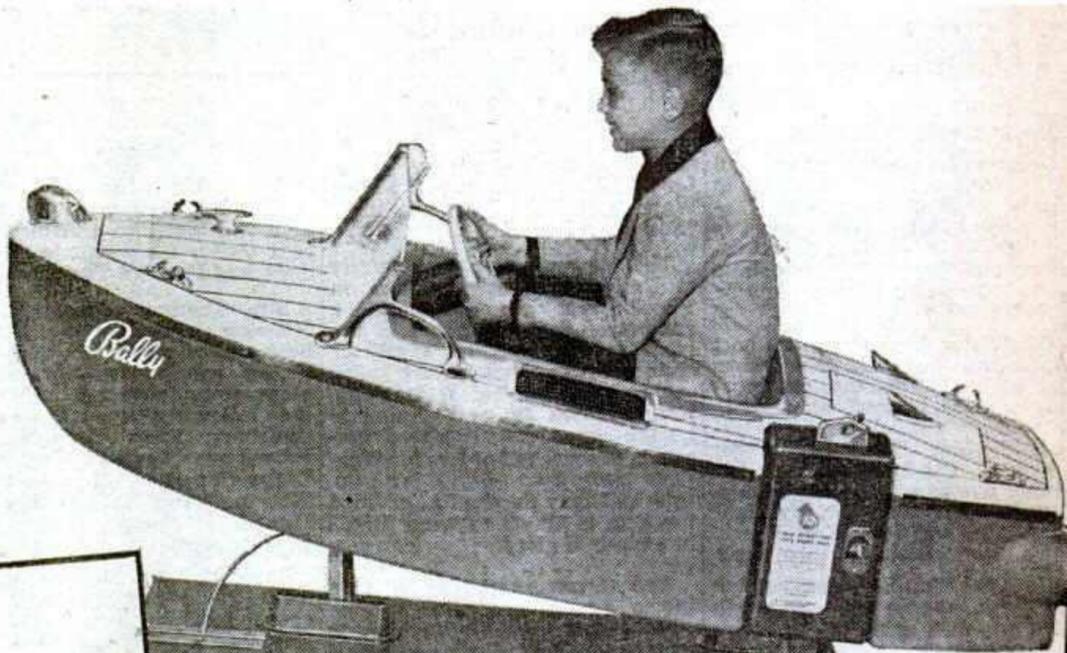


"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



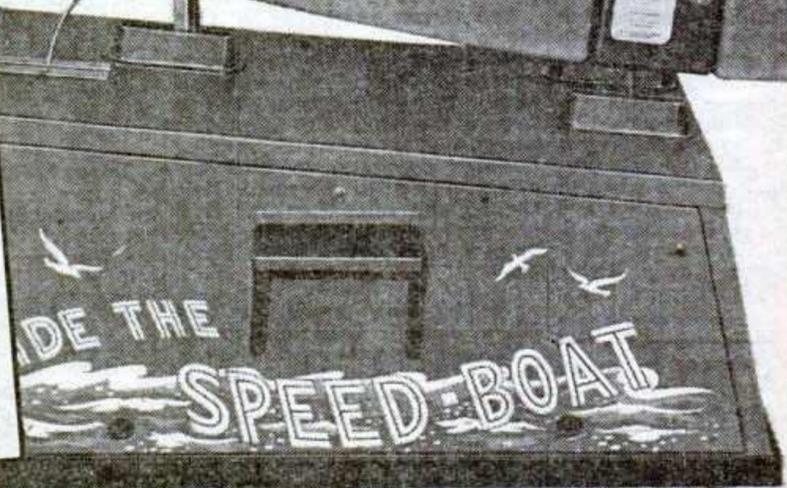
"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



**4 REASONS WHY**  
**Bally® KIDDY-RIDES**  
**EARN BIGGEST PROFITS YEAR AFTER YEAR**

1. Flashiest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

## NAMA Elects Houston to Head Association

CHICAGO, Aug. 29.—I. Hayne Houston, president of Spacarb, Stamford, Conn., was elected president of National Automatic Merchandising Association at the vending industry's annual convention here.

Houston succeeded Aaron Goldstein, G. B. Macke Corporation, Washington, who held the presidency for the past two years.

John T. Pierson was elected first vice-president, and William S. Man second vice-president. Pierson is president of the Vendomatic Company, Kansas City; Fishman vice-president of Automatic Merchandising Company, Chicago. Tom Donahue, of National Vendors, Inc., St. Louis, was elected treasurer.

Election of officers came Sunday (23) at NAMA's annual board meeting. Prior to the board meeting, the entire membership unanimously adopted the nominating committee slate—re-elected three directors and named two new ones.

Re-elected were Fishman, Donahue and Russell Strain, American Locker Company, Chicago. New directors elected were Louis Rissman, Mystic Automatic Sales, Boston, and John S. Mill, the Rowe



I. HAYNE HOUSTON

Corporation, New York.

Harry Rosen, Allegheny Cigarette Service Company, Wilkesburg, Pa., presented the nominations as chairman of NAMA's nominating committee. The slate was adopted at the convention's opening session and the officers were elected at the board meeting that followed the same day.

## PERSONNEL AID

### Vending Ops Discuss Steps For Efficiency

CHICAGO, Aug. 29. — How to select and Hire the Route Salesman and obtain "Personnel Efficiency," keynoted the beginning of the Monday morning business session of the NAMA convention.

Paul J. Mundie, Humberdie & McCleary, management consultants, Milwaukee, explained that the era of better equipment was coming to a close. Now more service is the primary factor in keeping customers, he stated.

There are five basic tests the employer can use when hiring a new employee," he said. The first, a check for practical intelligence. Is the man capable of solving problems for himself? Second, is he emotionally stable? (Continued on page 87)

### How Apco Flavor Unit

CHICAGO, Aug. 29.—Apco, announced the price on its six-flavor cold drink model 1,396. The unit offers four carbonated and two non-carbonated flavors.

The cabinet is the same size as the Apco SodaShopper multi-unit. Cup capacity is 1,200; drink sirup capacity. Only sirup tanks are used.

## LEGATE AUTHORITY

### Employee Errors May Pay Off Eventually

CHICAGO, Aug. 29.—"Don't be too quick to delegate authority with responsibility, and the man being given the authority make mistakes," was the theme of a panel discussion held

Monday evening (24) at the National Automatic Merchandising Association's convention here.

John W. Mock, Chicago, management consultant, was moderator of the "brass tacks" idea-exchange clinic, "How Can Managers Become Better Executives by Improving Organization and Administration?"

Panel members were Floyd F. Whitaker, Burroughs Corporation, Detroit; Harold A. Gallerneau, Gallerneau Bros., Amarillo, Tex.; John Guthrie, Miller Automatic Sales, Louisville; John Mahoney III, Carolina Vending, Inc., Charleston, S. C.; and Harry Rosen, Allegheny Cigarette Service Company, Wilkesburg, Pa.

Guthrie ventured that a manager of a large vending operation should not be bothered by administrative details. He suggested that a manager's office should be truly private and that an inter-communication system should be utilized on routine matters. All executive orders, he added, should be written out.

**Gets It Done**

Rosen contended that no business of any size could be run (Continued on page 83)

### e Offers Flavor Unit

CHICAGO, Aug. 29.—Cole's Corporation took the lead off a new 8-flavor cold drink vander this week. Called the "Eight," it offers four carbonated and four non-carbonated flavors. Price is \$1,497.50.

The cabinet is 67 inches high, 24 inches wide and 24 inches deep. Cup capacity, 1,200; sirup capacity for over 3,000 drinks.

Standard Spa features are included, including Duetonic automatic sealed refrigeration and more. The selection panel is

## Tax, Location Victories Key Bulk Venders Meeting

### Officials Trace Industry Gains; Air New-Type Insurance Program

By FRED AMANN

CHICAGO, Aug. 29.—Two days of heavily attended business sessions during the National Association of Bulk Vendors convention at the Congress Hotel this week (22-23) emphasized membership, legal and general business strides made since its formation in 1950.

At least three definite moves to aid bulk operators, one now in the formation stage, were traced by association officials. These were a federal tax for the industry, marked advancements in location acceptance and potential, and a new type of "total" association insurance coverage.

Ted Raynor, NABV general counsel, told members of a July move in Washington, following the anti-charms rulings in St.

Louis at that time, to re-interpret Section 3267-B of the Federal Revenue Code pertaining to coin-operated equipment. Intent was to follow exact wording of the section, so as to impose on charm units the \$10 federal tax levied on coin-operated amusement devices.

**True Picture**

"Imposition of such a tax," said Raynor, "would be confiscatory for the operator." Sales and profit figures laid before a special seminar in Washington debunked the general belief of fabulous earnings in the ball-gum, charms field and stressed the "unfairness of such a tax."

Outcome of the association's intervention in the federal move resulted in the decision on August 4 to continue excluding gum and

charms venders from the "amusement machine tax," Raynor stated.

Backing the government's decision to continue regarding charms-using equipment as vending machines and not "amusement" devices, Raynor pointed out, was an earlier interpretation in federal circles.

There is no true "element of chance" involved in charms vending. (Continued on page 83)

## CHALLENGE OF CHANGE

### Vending to Compete For Sales: Houston

CHICAGO, Aug. 29.—Automatic Merchandising "seems to be shedding its old concepts as to its limitations," I. Hayne Houston, president of Spacarb, Inc., told NAMA convention-goers in his keynote address.

Houston, who later was elected president of NAMA for the coming year, took the title and sub-

ject for his address from the theme of this year's business program—challenge of change.

Tracing changes since 1946, Houston cited the improved attitude of management toward automatic merchandising, pointed out that big companies are assigning top calibre executives to supervise their vending relationships.

Additional examples of the changes, Houston said, were "the growing demand for packaged or full-line service by our customers; the step-up in pressure to sell venders direct to locations; the accelerated obsolescence of equipment brought on by engineering progress and stricter enforcement of safety and sanitation regulations, and the steady contraction of profit margins due to a combination of inflation, excessive commissions and an inflexible price structure."

**Industry's Attitude**

Houston said there was one new element which could have greater effect than all the others. "That is," he said, "the changing attitude of our industry toward itself."

"We are just beginning to realize," Houston continued, "that vending is not predestined to remain a supplemental form of (Continued on page 84)

## HOW TO GAIN LOCATIONS

### Sales Techniques Told Ops at NAMA Session

CHICAGO, Aug. 29. — Selling techniques as they affect or obtain locations held operators' interest during the second phase of the NAMA business session Wednesday.

"Sell yourself first," was the keynote of Lee Moffett's (Pace Corporation, San Antonio) talk, "Selling By Personal Contact." Development of a sales personality, the use of the word "when" instead of "if" in discussing installation of equipment, are two important points, he stressed.

Prerequisites of a successful

"sales personality," one that will mean dollars to the operator, are the following, according to Moffett: Be enthusiastic, convincing, courteous, tactful. Develop a "professional manner"; know what to talk about and how to talk about your business. Knowing the "answers" raises you in the location owner's eyes to the "professional" level. "He takes his doctor's, lawyer's, etc., advice with confidence; show him he can take yours. Arm yourself with facts, figures on your phase of automatic merchandising," Moffett advised.

**Buyer or Seller?**

In every contact between a "seller" and a "buyer," one or the other is the salesman, he pointed out. Thus, if the operator does not succeed in "selling" his services to the location, the location has succeeded in "selling" the operator that his services are not needed.

"Selling By Direct Mail," discussed. (Continued on page 87)

## MOVIE FOR VENDING

### Goldman Tells NAMA Of P-R Movie Plan

CHICAGO, Aug. 29. — National Automatic Merchandising Association's plans to produce a motion picture depicting the story of the automatic merchandising industry were outlined at the annual meeting of NAMA by Aaron Goldman, retiring president of the association.

Goldman, who is president of G. B. Macke Corporation, Washington, told the membership that the motion picture "will be, when completed, an achievement which will benefit all of us."

Monday (24) Goldman presided at a meeting to which executives of exhibiting firms were invited. Purpose of the luncheon session was to raise part of the \$25,000 the association needs to produce the motion picture. Manufacturers, suppliers and some operators present made firm commitments of approximately \$7,000 to get the drive under way.

"Many of us," Goldman said, "have felt the need for a professionally created industry motion picture which would tell the story of automatic merchandising — a movie which would show us to the public with our best foot forward. "In your own city how about

## 10 Firms Show Coffee Venders At NAMA Meet

### Bow 6 New Models; High, Low Price Range Broadened

CHICAGO, Aug. 29.—Coffee venders, displayed by 10 firms, at the NAMA convention, this year received more "look" and "buy" attention on the exhibit floor than at any time since the hot beverage equipment became a recognized part of the industry.

Six new models were introduced, two in the low price bracket, two in the highest price category featuring a multi-flavor (Continued on page 84)

## Spacarb Intros 4 Drink Units, Auto-Snak Panel

CHICAGO, Aug. 29. — Spacarb, Inc., introduced new cup soft drink, canned soft drink and juice equipment and a front panel unit for battery installations this week. A new coffee machine also was announced (see separate coffee equipment story).

A combination coffee-cold drink vender, with three selections of the latter, lists for \$1,695. The Spacarb 8, featuring four (Continued on page 88)

## Minute Maid, Rudd-Melikian Set Juice Plan

CHICAGO, Aug. 29. — Rudd-Melikian, Inc., and Minute Maid Corporation announced an arrangement this week to vend latter's orange concentrate thru the Kwik-Kafe coffee-juice combination vender.

Formerly, Minute Maid concentrate was available to operators thru regular wholesalers; under the new agreement, it is now said to be handled by Rudd-Melikian for use in the recently introduced combination model.

The coffee-juice unit has a 200-cup coffee and 150-cup juice capacity. Cabinet is 51 inches high, 28 inches deep and 22 inches wide. Price is in the "\$600 bracket."

## Lyon 3-Flavor Model \$1,395

CHICAGO, Aug. 29.—A three-flavor cold drink machine was added to the Lyon Industries, Inc., line at the NAMA show. The new model, 1400-3F, lists for \$1,395, has a 1,400 cup capacity. It may vend three carbonated or two carbonated and one still beverage.

An appearance feature of the unit is the marbled front panel. Cabinet size compares with the model 1400-2F model.

Flavor selection is fully automatic; deposit of coin in chute opposite desired flavor vends drink. The same components used in other Lyon models are retained in the new machine.

## MILK VENDING

## Keen Interest Sparks Dairy Meet

CHICAGO, Aug. 29.—Problems of sanitation, spoilage, local ordinances and vandalism sparked the special discussion session Tuesday evening (25), on "Problems and Opportunities in Dairy Product Vending" at the NAMA convention.

With attendance three times as great as last year, the growing interest in this phase of the industry was apparent.

Milk vending highlighted the meeting led by Everett J. Newcomer, of the City Milk Vending Corporation, Maspeth, N.Y., with occasional references to the morning session (see separate story) on ice cream vending.

Newcomer explaining the

sanitary regulations prohibiting milk vending in bulk form, vending it in cups as soft drink dispensers, started the session rolling. Operators, dairymen and vending manufacturers related their views and ideas to the group for discussion.

## Temp Controls

Temperature control, as explained by members of the group, is a primary factor in milk vending. Sales can be cut in half by just increasing the temperature of a machine from 40 to 50 degrees. At cold temperatures bacteria formation is low. Milk has been known to remain spoilage-free for as long as three weeks

(Continued on page 84)

## BLASTS MANUFACTURERS

## Geiger Says 10-Cent Bar Out of Question

CHICAGO, Aug. 29.—Candy operators heard two sides of the 10-cent bar question at a Tuesday (25) panel show conducted here at the convention of the National Automatic Merchandising Association, with Herb Geiger, Geiger

Automatic Sales Company, Milwaukee, holding fast for a nickel vend, and Howard I. Olsen, Transit Sales Service, Inc., Chicago, telling of a success story on a 10-cent operation.

Geiger blasted the candy vending machine manufacturers for making units with insufficient capacity, thereby adding to the operators' service cost and resulting in a small profit margin on a nickel bar.

He blamed the candy vending manufacturers for the squeeze the operators find themselves in, citing the example of the cigarette machine manufacturers, who produce large capacity units, thereby allowing the serviceman to produce more with less work.

## Could Boost Net

Geiger maintained that higher-capacity machines could boost the operating net from 1 to 4 per cent.

Nevertheless, he maintained, operators are courting disaster if they attempt to vend bars for a dime.

"Public confidence in automatic merchandising will be destroyed," he charged, "if the operator tries to get twice as much for his bar as the retail merchant does. It's the wrong approach."

Geiger pointed out that on cup drinks, his firm attempted to

(Continued on page 81)

## Jennings, Cedar Hill Announce New Milk Units

CHICAGO, Aug. 29.—Two carton milk venders were announced at the NAMA exhibit by Cedar Hill Farms, Cincinnati, and O. P. Jennings & Company, Chicago. Latter's unit marked the firm's re-entry in the vending field for the first time since the early postwar years.

The three-selection Cedar Hill Farms unit, listing for \$745, will be available for delivery the third week in September. It has a capacity of 120 Pure Pak or 144 American Can type cartons. Cabinet, weighing approximately 500 pounds, is 34.75 inches wide,

(Continued on page 81)

## Elect Bitterman New NABV Head; Bell V-P

CHICAGO, Aug. 29.—For the first time since its formation three years ago, the National Association of Bulk Vendors at its annual convention this week elected a new president. Bernard Bitter-

man, Kansas City, Mo., was named to that office, succeeding Alvin R. Kantor, Chicago, who was appointed president in 1950 and elected twice thereafter.

The title of honorary president was conferred upon Kantor, who also received a plaque for his work for the association.

Harry Bell, Lawndale Candy Sales, Chicago, was elected vice-president, succeeding Warner C. Smith, Dallas. Named secretary was Leonard Quinn, Confection Products Company, Columbus, O. Bertrand Fraga, Oakland, Calif., held the office formerly.

Sam Phillips, S. B. Distributing Company, St. Louis, was named treasurer, filling the office vacated by Bitterman.

Milton T. Raynor, Chicago, was retained as the association's general counsel. He was awarded a gold plaque for his services since the group's formation.

Six regional vice-presidents were elected (there were seven last year). The new area directors are Bob Guggenheim, Karl Guggenheim, Inc., New York, covering the East; H. B. Hutchinson Jr., Atlanta, Southeast; Don Graham, Master Sales & Service Company, Dallas, Southwest; Bert Fraga, Standard Specialty Company, Oakland, Calif., West Coast; Neil Davis, Cooperstown, Mich., Midwest, and Ken McPhail, McPhail Vending Service, Hamilton, Ontario, covering Canada.

The former 15-man board of directors was reduced to 11. Those

(Continued on page 87)

## Oct. Delivery Set for Stoner Cig Vender

CHICAGO, Aug. 29.—The Stoner Manufacturing Company, Aurora, Ill., has set early October as the delivery date for the firm's new cigarette vender, which was exhibited for the first time at the NAMA convention. List price is \$135.50 and \$14.50 for the stand.

The vender has three single and four dual columns, with a capacity of 321 packs and 336 book matches. Dimensions are 44 inches in height (without stand) and 23 inches in width, 15.75 inches in depth and 66 inches in height (all on stand). The vender weighs 164 pounds and the base another 23 pounds.

The mechanically operated machine will take either standard or king-size brands in all columns. Match delivery is free. New feature is the Stoner Overhead Clutch mechanism, designed to protect pull knobs and operating mechanism against abuse.

## Penny Venders Talk Problems, Opportunities

## Hit Blue Sky Ads, Discuss Sponsored Route Competition

CHICAGO, Aug. 29.—Blue sky promotions and competitive situations arising from sponsored equipment keyed the "problem" discussion during the "Problems and Opportunities for Penny Venders" session Sunday evening (23) at the NAMA convention.

Under "opportunities," indirect benefits from local sponsored routes were reported by non-sponsored operators. Point of sale, service and merchandising tactics were cited as necessary factors in building a "foundation for opportunity."

Ben L. Rauch, Ford Gum & Machine operator in Fort Worth,

(Continued on page 81)

## \$\$, P-R HINTS

## Bulk Venders Double Check Route Facts

CHICAGO, Aug. 29.—Pertinent route, profit and industry aids and information advanced during the National Association of Bulk Vendors convention includes the following:

The national average of ball gum and charm vender empty-outs was cited as 40 days.

Penny nut machines, tho drastically reduced in numbers in the postwar period, should have a top location commission of 15 per cent.

For best merchandising, sales results, ball gum and charm units should be stocked on an equal-cost basis. Thus, the cost of ball gum and charms should be 50-50 of the total cost of each filling.

Neighborhood stores in school areas are tending to discourage

(Continued on page 83)

## Stoner Exhibits New \$750 Cold Sandwich Mach.

CHICAGO, Aug. 29.—The Stoner Manufacturing Corporation's refrigerated sandwich vender unveiled at the NAMA convention in Cleveland two years ago reappeared at this year's show.

The five-selection, 100-sandwich capacity unit lists for \$750, with initial deliveries set after the first of the year. The cabinet, insulated all around with three inches of fiberglass, weighs 525 pounds. It is 73 inches high, 37 inches wide and 26 inches deep.

Color photos of the actual sandwiches in each column are carried in the display windows (in the first models, actual product display resulted in cold air leakage and expense of displaying items not actually vended).

Special rubber swivel casters support the unit at each corner. Colors will be standard as used on other Stoner equipment.

## Operators See Vending Skit

CHICAGO, Aug. 29.—Departing from the general procedure of NAMA business sessions, a skit entitled "Hold That Location" was presented Monday (24) during the industry's annual convention.

The skit, which depicted routemen servicing a location, was in two acts. The first showed a tired, sloppy dressed and disgruntled routeman slacking as many duties as possible. Beginning with a snub to the location owner, he failed to clean the ma-

(Continued on page 82)

## SANITATION REGULATIONS

## Air Research Council's Drink Vender Standard

CHICAGO, Aug. 29.—Sanitation standards and methods for control to meet these standards were two of the topics discussed at the NAMA business session Monday (24).

Harold S. Adams, assistant professor of public health, University Medical Center, Indianapolis, began the discussion by

reviewing the history of vending industry's sanitation problems.

A suggested set of regulations covering vending machines which dispense beverages or liquids in disposable single serve paper cups and similar containers was explained by Adams.

The regulations covered regulations, vender design and construction such as use of legs or supports so that the machine is at least 6 inches off the floor. Delivery parts should be equipped with a self-closing device and contact parts made of non-toxic and corrosion resistant materials and all contact parts made so that removal cleaning can be done with ease. The vender should also be located near convenient facilities for cleaning. All contact parts should be cleaned at least once a month and servicemen should wear clean outer garments.

George Duckett, of the G. Macke Corporation, Washington

(Continued on page 82)

## \$\$ INCREASES

## Mull Profit Factors at NAMA Clinic

CHICAGO, Aug. 29.—NAMA's "Brass Tack" idea-exchange clinic, Sunday (23), led by a panel of five, discussed "How Can Profits Be Increased Thru Improved Route Procedures and Service Controls?"

Among the methods and ideas suggested, were:

A map of the areas covered by routemen. A check to see that one man's area does not interweave with another's. Plotting the shortest routes possible.

For operators that pay on a salary basis, changing men from one route to another to eliminate carelessness that results from

(Continued on page 83)

## NABV Exhibits Hit New Record At '53 Meeting

CHICAGO, Aug. 29.—When the third annual convention of the National Association of Bulk Vendors opened here Saturday (22) it chalked up a new record in the exhibitor department. This year, 12 firms held displays which debuted new lines of charms, gum and venders.

In some instances, the same supplies and equipment were unveiled a day later at the opening of the National Automatic Merchandising Association convention at the

(Continued on page 82)

## What Ford Motor Co. Thinks of Vending

CHICAGO, Aug. 29.—Vending is an adjunct to the food service program, said Earl D. Triplett, manager of food services for the Ford Motor Company.

Triplett, addressing the opening business session of the National Automatic Merchandising Association convention, declared:

"We intentionally discourage automatic vending being the primary source in the plant for the bulk of daily food requirements.

"The Ford Motor Company," Triplett pointed out, "went into a vending machine program with considerable caution because of the large number of employees we have thruout our United States plants and the possible effect it might have on production and costs."

## Morale Better

Once two pilot operators had been set up, however, Ford food venders caused "an immediate improvement in the morale of the employees and a betterment in employee relations in general. Both management and employees realized the benefits derived from vending, and it was not long until our program extended to every plant within the United States."

Triplett pointed out that in constructing new buildings the plant cafeteria seems to be always finished last.

## Self-Popcorn Machine Showed By Mayflower

CHICAGO, Aug. 29.—Mayflower Industries, Inc., Paul, showed production models of its new fully automatic, self-popping popcorn vender in this week. The bright blue yellow cabinet houses the infra ray popper in this equipment, permits corn to be popped dry and thus odorless

(Continued on page 82)

## Rowe Displays 11-Col. Unit

CHICAGO, Aug. 29.—Rowe Commander, an 11-column cigarette vender with a capacity of 572 packs without matches, 420 packs with matches, shown to the trade for the time at the NAMA convention

(Continued on page 82)

## GREATEST BUY IN SERVICES, SAYS FISHMAN

CHICAGO, Aug. 29.—NAMA members are buying the "greatest bargain in a ciation service," William Fishman, treasurer, told vending industry's annual convention this week at Conrad Hilton Hotel.

Fishman served the ciation as treasurer until year's convention when was elected second vice-president.

Reporting on the association's finances, Fishman the group began the year with assets of approximately \$65,700 which included a \$19,000 surplus from He estimated the association would add approximately \$10,000 surplus this year operating expenses.

During 1952, Fishman reported, it cost \$184,600 to NAMA. He estimated expenditures at \$215,000

(Continued on page 82)

# Amer. Vending Hot Sandwich Units Readied

CHICAGO, Aug. 29. — October delivery is scheduled for two hot venders officially introduced by American Vending Corporation here this week. The Grill King model S-1 is a single section hot dog unit, lists for \$1,285. It has 148 sandwich capacity in individual 1.75 by 1.75 6-inch boxes. Cooking operation requires 16 to 20 seconds. Cabinet is 68 inches high, 32 inches wide and 24 inches deep, same as the Grill King model S-2 for hot and cold sandwiches.

The S-5 lists for \$1,285, vends sandwiches from three columns, cold sandwiches from two columns. Cold sandwiches may be dispensed while the hot section is in operation as there are individual chutes for each section.

Capacity is 200 sandwiches; 40 per column. Each sandwich individually boxed in cartons 4 1/2 by 1 1/2 inches. Each column served by its own dispensing motor, vends from the bottom.

American Vending will sell car for hot dogs at \$8.75 per 1,000 sandwiches at \$9.90 per 1,000.

## PRESENT THIRD Scheuer Award

CHICAGO, Aug. 29. — The third annual presentation of the Bernard W. Scheuer Memorial Award was made by Phil Bullock, Piedmont Region Company, chairman of Region IV, NAMA.

The presentation was made by M. L. Heffer, of the Winston Tobacco Company, Chicago, at the Monday (24) business session of the NAMA convention.

Honorable mention was given to H. Dwyer, H. Dwyer Company, Anderson, S.C., chairman of Region VI, for his activities during the past year.

## 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 vendors — \$3.00 per set.)

PROPHYLL BALL GUM — TODAY'S SENSATION (210 Count)  
ARM KING™ — BALL GUM HARMS (Time-tested and proved)  
MACHIO or MIXED NUTS (Busiest nickel snatcher)  
PER-VENDOR™ KING SIZE GUM (To wake up "lumpy" locations)  
BAY BAKED BEANS VENDOR — companion for ball gum machines)  
ER-KING™ "HOT NUT" — that "Extra-Special" spot)  
SILVER-KING NUT VENDORS (Set for bars)

For All Foreign Coins  
Immediate Delivery at  
Best Dealers Everywhere

### VER-KING CORP.

12 Diversey Parkway  
Chicago, Illinois

DELUXE HALF-CABINET STYLE  
Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available.

\$14.25 ea.  
100 or more. All machines packed and sold 4 to the case.

TORR—LANSDOWNE, PA.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Vending Machines

	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8
Acorn 1c.....		\$10.50		
Advance Model D Ball Gum..	\$7.45	7.45	\$7.45	\$7.45
Advance No. 11.....	5.95	5.95	5.95	5.95
Atlas Nut.....	6.50	6.50	6.50	6.50
Coca-Cola Bottle Vender 10c	195.00	195.00	195.00	195.00
Coca-Cola Cup Dispenser....	95.00	95.00		
Columbus 1c.....	7.45	7.45	7.45	7.45
Craig Ice Cream Vender, 5c & 10c.....	250.00	250.00	250.00	250.00
C-8 Electric.....	135.00	135.00	135.00	135.00
Du Grenier Champion (6 col.)..	97.50	97.50	97.50	97.50
Du Grenier Champion (11 col.)	97.50	97.50	97.50	97.50
Du Grenier V (7 col.).....	90.00	90.00	90.00	90.00
Du Grenier S (7 col.).....	85.00	85.00	85.00	85.00
Du Grenier Champion (9 col.)	97.50 125.00	97.50 125.00	97.50 125.00	97.50 125.00
Du Grenier Model W (9 col.)..	115.00	115.00	115.00	115.00
Eastern Electric 8 col.....	125.00	125.00		
Exhibit Card Vender 1c.....	15.00	15.00	15.00	15.00
Keeney Electric (9 col.)....	185.00	185.00	185.00	185.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Lehi PX (8 col.).....	135.00	135.00	135.00	135.00
Lehi PX (10 col.).....	145.00	145.00	145.00	145.00
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	6.50 7.45	6.50 7.45	6.50 7.45	6.50 7.45
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (5 col.).....	89.50	89.50	89.50	89.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National 9 A.....	115.00	115.00	115.00	115.00
National Candy (6 col.).....	65.00	65.00	65.00	65.00
National Candy (9 col.).....	95.00	89.00 95.00	95.00	95.00
National King Candy.....			20.00	20.00
National Electric.....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
National 750.....	75.00	75.00		
National 950.....	95.00 130.00	95.00 130.00	95.00 130.00	95.00 110.00
National 950.....	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Northwestern 33 Ball Gum..	145.00	145.00	145.00	145.00
Northwestern Deluxe 1c and 5c.....	7.95	7.95	7.95	7.95
Northwestern Stamp 39, 1c..	13.95	13.95	13.95	13.95
Northwestern Stamp.....	7.95	6.50 7.95	6.50 7.95	6.50 7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	49.50	49.50	49.50 69.00	49.50 69.00
Revco Ice Cream Vender, 10c.	150.00	150.00	150.00	150.00
Revco Ice Cream Vender, 2 col., 10c.....	495.00	495.00	495.00	495.00
Rowe (8 col.).....	125.00	125.00	125.00	125.00
Rowe (10 col.).....	145.00	145.00	145.00	145.00
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	175.00	175.00	175.00	175.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.)....	135.00 155.00	135.00 155.00	135.00 155.00	135.00 155.00
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King 5c.....	7.45	7.45	7.45	7.45
Siros Brush Up.....	50.00	50.00	50.00	50.00
Super Vend Selective Drink Vender.....	350.00	350.00	350.00	350.00
Uneeda Electric Cigarette Machine (9 col.).....			125.00	125.00
Uneeda Model A (6 col.)....	87.50	87.50	87.50	87.50
Uneeda Model E 6 col.....			75.00	75.00
Uneeda Model E (8 col.)....	85.00	85.00	85.00	85.00
Uneeda Model E (9 col.)....			90.00	90.00
Uneeda Model 500 (9 col.)..	135.00	135.00	135.00	135.00
U-Select-It.....	49.50	49.50	49.50	49.50
Victor Topper Deluxe Cabinet 1c.....	119.50	119.50	119.50	119.50
Victor-Bar, 8 col., 10c....				

## Geiger Says 10-Cent Bar Out

o Continued from page 80

vend for a dime and failed miserably. Ten drive-in custard stand locations were used, all outdoor placements in different neighborhoods. At the end of six weeks, not one unit averaged more than 225 cups a week, all in heavily-trafficked public locations.

**Refund Racket**  
These locations, he said, were frequented by teen-agers who worked refund rackets, claiming they had inserted dimes in the venders when they hadn't.

He said that the industry has no justification whatsoever for 10-cent cup vending, and that as long as it accounts for only 15 to 20 per cent of candy bar sales, it has no right to think in terms of a 10-cent bar.

Olson's firm operates gum and candy venders in the Chicago subway and elevated railway system, which services 150,000,000 riders a year.

**Chi Fares Upped**  
In June 1952, the transit fare was upped from 18 to 20 cents, with an 18-cent token available for steady riders. This meant that several million dollars worth of pennies issued in change was no longer available for penny gum and chocolate venders.

Within a year, the revenue from penny venders dropped 40 per cent, but nickel gum revenue

remained virtually the same. Seven months ago, Olsen said, dime candy venders were placed in the system—nickel venders had never been tried. These units replaced the penny chocolate venders, resulting in a 500 per cent increase in revenue.

Currently, Olsen added, the revenue from 10-cent bars comes close to offsetting the loss on penny gum, and he believes it will eventually more than compensate for that loss.

## Jennings

o Continued from page 80

28.75 inches deep and 64 inches high. A 2-inch layer of fibreglas insulation is used, increased to 2.5 inches at the top.

The new Jennings machine, on which a firm price had not yet been set, is scheduled for delivery in early fall. It offers two selections, vends one-third quart, pint or quart-size cartons, or any combination of two.

The cabinet is 80 inches high, 46 inches wide and 30 inches deep. Weight, 950 pounds. Mechanism is basically the same as that used in former Jennings milk machines.

## Penny Venders

o Continued from page 80

was an eloquent discussion leader for the special session. In spite of repeated action against sharpies, operators said they continued to thrive. When a promoter is warned to "cease and desist," he simply changes his firm name and begins all over in the same or near-by locality, they pointed out.

**New Medium**  
In addition to advertising in the classified columns of daily newspapers, sharp shooting shy-sters recently invaded another medium to gain the confidence of their potential customers, it was revealed. This was done thru ads in the various fraternal organization publications. Page spreads tell the usual fabulous profit tale, rely on members' confidence in the organization as proof of the reliability of such statements.

Several Kiwanians, Elks and other fraternal group members present pointed out their organizations had banned such ads after learning the facts of penny machine operation.

It was suggested that operators answer all promotion-type ads, relay the replies and facts of penny vender prices and profits to their local Better Business Bureaus.

With competition becoming keener, sponsored type routes (by local Kiwanis, Moose, etc. organizations) came up for criticism. On the credit side, however, such routes have generally aided the over-all penny operating field, several non-sponsored operators agreed.

The industry benefit came about in this way: Fraternal sponsorship opened new locations, and types of locations, that had been closed to the penny vender. Among these were certain industrial plants in some areas, "class" retail establishments, chains stores, etc.

Using the opening of such locations as a springboard, the average operator has been able to expand his own route to include such stops in many instances.

In other instances, operators have arranged sponsorship deals on tab gum equipment to meet local competition on ball gum programs.

**"Make" Opportunity**  
"Opportunity" is best realized thru proper merchandising, public relation methods; the operator making his own opportunities, operators were told.

Many operators are so engrossed with problems they overlook opportunities, was one summation. Among the methods of "making" opportunity and eventually greater profit, were the following:

Provide rolls of coins for locations; not only pennies, but nickels, dimes. Liberal use of small, simple point of sale pluggers, such as printed stickers reading "Refresh Yourself"; "Fresh Gum" (or nuts, candy, etc.).

Proper positioning of machine; in-plant locations, wall mounted units are best set "pocket high," about 30 inches from floor, to put the coin chute in the most natural and convenient position.

Use of merchandise tailored to the customer pattern; in spots predominately juvenile, one operator using 170 ball gum (without charms), claims a \$4.63 monthly average for 400 machines.

Future opportunities are also reflected in the nation's record 160 million population, observing population shifts and future growth.

Summing up, Rauch declared that the key to profitable penny vender operation is meeting competition in the "same coin."

"We all sell the same thing, thru the same type equipment; therefore the determining factor is the service we give. Make it the best you can and you will worry your competition, instead of your competition worrying you."

## "America's Finest" ASK ANY OPERATOR OF THE Keeney Deluxe Electric CIGARETTE VENDOR

\* For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, ILL.

GIVE TO DAMON RUNYON CANCER FUND

## Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SHEET METAL BASE  
TIN SCOOP  
DIAL IS GLASS COVERED WHICH PROTECTS POINTERS WHEN IN USE.  
Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.



There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

**\$18.50**

ORDER TODAY  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
Distributors, Write for Prices.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

## CORRECTION!

Thru a typographical error the words "Off Location" were omitted from our last week's offer on  
**Victor Toppers \$10.25 Ea.**  
**J. SCHOENBACH**  
1647 Bedford Ave., Brooklyn 25, N. Y.

## MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb. .... \$13.95  
N.W. #39 1c Pnc. .... 7.95  
N.W. #33 1c Pnc. B.G. .... 7.95  
Master 1c Bulk Pnc. .... 7.45  
Master 5c Bulk Pnc. .... 7.45  
Columbus 1c Bulk .... 7.95  
Silver King 1c B.G. or Mds. .... 7.45  
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Minimum Order, 25 Boxes Assorted.

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## More New Bulk Vender Models, Buyers at Show

CHICAGO, Aug. 29.—More bulk vender manufacturers showed more new equipment this year at the NAMA convention than at any time since the first postwar conventions. Some new models featured larger capacity; others scored advancements in general appearance.

Sales on the exhibit floor were reported higher than in recent years.

Firms showing new equipment were:

Oak Manufacturing Company exhibited its new "Rainbow Tab Gum Selector." It features a revolving globe with 10 columns. Stands 17 inches high, 8 inches wide and 8 inches deep. It has a 400-piece capacity and is available in blue or silver. Retail price of the complete unit is \$21.95. Without base, \$12.95. The globe is plastic with a metal tip.

Ball Gum, Inc., exhibited its new Dual Vender. Ball gum and charms are in separate compartments (The Billboard, Aug. 29). The machine is 18 inches high, 8 inches wide and 8 inches deep. It has a capacity of 1,200 gum balls, size 210, and an equal number of charms. Delivery is planned by the end of September. Retail price is \$24.

Devices Manufacturing Corporation introduced its new ball gum vender, the Panther at \$15.95. One feature is the chute that allows any size charm to be vended. It has a capacity of 1,680 (size 210) gum balls but can be purchased with a smaller globe capacity of 1,000. Standard colors are either red or yellow. Production is planned to begin about September 15.

Silver-King Corporation showed its Giant Ace. It features a globe capacity of 7 pounds. Conversion is possible on all standard 5-pound tapered globe venders. Retail price is \$14.95. The large top allows easy placement of charms. Immediate delivery is offered.

## Chef-Way Hot Multi-Drink Unit \$1,450

CHICAGO, Aug. 29.—A new multi-unit hot beverage vender introduced by Chef-Way, Inc., here this week brings to four the number of coin-operated models offered. Called Model 200, it vends hot coffee, chocolate, tea and three soups and is priced at \$1,450. Dime operation standard. Capacity 1,200 cups.

As in the firm's special coffee pellet concentrate, other selections are also derived from pelleted ingredients.

Cabinet of the new model is the same size as firm's other straight coffee and soup-chocolate units.

Soup pellets are \$12.50 per 1,000; tea pellets \$20 per 1,000. Price for like quantities of chocolate pellets is \$6.15; coffee, \$19.90; cream, \$7.30, and sugar, \$3.25.

## NABV Exhibits

Continued from page 80

Conrad Hilton Sunday (23). (See separate stories this section.)

On hand at the bulk venders show were Ball-Gum, Inc.; Oak Manufacturing Company; Penny King Company; Samuel Eppy & Company, Inc.; Paul Price Company; Plastic Processes Corporation; Karl Guggenheim; H. K. Hart Confections; Champion Vendors and Fast Penny, a new charm firm and subsidiary of American Bulk Confection, Inc., Dallas.

Leaf Brands, Inc., sponsored a buffet on the first evening of the convention in its Congress Hotel suite.

Plastic Processes announced that it was now national sales agent for Plastic Specialties, Inc., combining charms mold and die equipment owned by each firm under a single production program.

## Ford Motor Co

Continued from page 80

have been no complaints about the cafeteria not being ready for use when production employees are moving into the plant."

The Ford executive said there were no hard and fast rules about vending installations for industry since each industrial establishment has its own particular problem to face.

### Do Entire Job

"In some instances," he declared, "automatic vending can replace the entire feeding program satisfactorily. This is true especially in industry where employment is small or where a few people are scattered over an extremely wide area. Because the use of vending machines in such cases involves no capital outlay and no expense of operation, automatic merchandising is a natural compared with the cost of other types of food services."

"Certain industries," Triplett continued, "by nature are continuous manufacturer processes where the factory worker gets no fixed lunch period but leaves his job when it is convenient to pick up what food he can. Here also vending can in most instances do a better job than manual selling."

An operating company ought to learn the policy and problems of his client's company before offering vending as the solution to the company's feeding problems, Triplett said.

### What Vending Does

To industrial relations, Triplett said vending helps:

1. Improve morale.
2. Increase efficiency.
3. Improve quality.
4. Reduce absenteeism.
5. Improve employer-employee relations.
6. Reduce cost of food services.
7. Provide better quality of food.
8. Keep food prices at a minimum.

"One of the fastest growing trends," Triplett said, "from industry's viewpoint is the desire to have all vending handled as a package deal. Especially in large plants it is advantageous to have one point of contact for all problems arising out of automatic merchandising."

### Some Problems

After reviewing what he considered to be the advantages of automatic vending, Triplett went on to cite "some of the problems which are too frequently overlooked by the people in the vending business."

"There has been comment in industry," he said, "that some operators are inclined to believe that industry is in existence for the sole benefit of the automatic merchandising business."

Triplett pointed out the Ford production people had voiced these criticisms about vending.

1. Employees tend to congregate around vending locations and distract employees working at nearby production machinery.

2. Housekeeping in the plant is increased.

3. Vending machines, especially beverage type, create a sanitation problem.

4. Improperly located machines present safety hazards and tend to impede traffic and stock movement.

Then he added, "Our experience has been that the advantages of a well-planned and direct vending program far outweigh the few disadvantages and that automatic merchandising is important to good industrial relations."

## Lehigh Bows Ad-a-Unit Cig 2-Col. Vender

CHICAGO, Aug. 29.—double-column, mechanically-operated cigarette vender, for attachment to multi-column units, was exhibited for the first time by Lehigh Foundries, Easton, Pa., at the NAMA convention. The Ad-a-Unit is currently in production and lists for \$41.

Capacity is 68 packs, with double-shift and a single column capable of dispensing either king size or regular packs. Matches are dispensed automatically.

The vender measures 7.2 inches wide, 10.5 inches deep and 36.25 inches long. Shipping weight is 45 pounds. The manually-operated coin mechanism will vend at 25 cents or 30 cent. Models may be ordered for left side or right-side installation. The unit is available in a variety of colors.

Screws, nuts, washers and template with hole locations and instructions for mounting are furnished with each unit. The manufacturer says installation takes about 10 minutes, with drill the only tool required.

## Operators See

Continued from page 80

chines, empty the waste basket and pick up around the machines. He was rude to a customer who had a complaint and refused to give a refund. By the time he left the area was in worse shape than before he came and the location owner was thinking of changing operators.

The second routeman dressed in a clean uniform, made a good impression and waved a friendly good morning to the location owner. He cleaned the machine and surrounding area and made a note to call a serviceman to check on the quality of the drink coming from the vender. When answering a complaint from a customer, he was courteous. In refunding the money on the complaint, he won the confidence of the customer. The time taken of the call was half that of the first man. When he left, the machine, the waste basket and the area were clean. The location owner was well satisfied with the service and had no thoughts of changing operators.

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**CHAMPION BULK VENDOR**

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- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE-HEAD" SERVICING!

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ASK ANYBODY & EVERYBODY—Isn't this a lulu of a Gimmick?

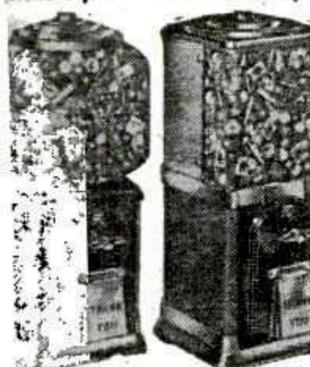
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**Vendo Bows New Ice Cream Vender**

CHICAGO, Aug. 29.—An ice cream vender able to handle either bars, sandwiches or cones, as well as most novelty items, was exhibited for the first time by the Vendo Company, Kansas City, Mo., at the NAMA convention.

The unit, which lists for \$398.50, holds 59 items in the vending section and stores another 144 for a 203 total capacity. The dual coin mechanism accepts either two nickels or a dime. Weight is 345 pounds.

**Mull Profit**

Continued from page 80

knowing location owners too well.

Making sure that proper truck loading is done. Show the routeman how it is to his advantage to have items for refilling in a handy position. Merchandise that is properly placed in a truck will not be damaged in delivery.

New machines should be added where servicing is required often. It is less costly to install machines than pay salaries.

When a variety of equipment is to be serviced, make sure adequate tools are available.

Keep up-to-date inventory control. Check items as often as once a day. Never let inventory lapse for more than a week without checking.

Have routemen call the office frequently. Calling eliminates needless doubling back into neighborhoods already visited.

Prepare a list of parts to check when on a call. Periodic checking cuts down non-operating time caused by breakdowns.

John W. Moch, management consultant, moderated the session. Members of the panel were: Louis Risman, Mystic Automatic Sales Company, Medford, Mass.; Howard I. Olsen, Transit Sales Service, Inc., Chicago; Joseph McGlenn, McGlenn's Cigarette Service Company, Pittsburgh; Victor B. Neiswanger, Elgin, Ill.; M. J. Estrem, Vendomatic, Inc., Minneapolis.

**Rowe Displays**

Continued from page 80

The electrically-operated unit lists for \$275.

The end column will take regular, king-size or Parliament-type packs. The vender is capable of selling in two price ranges. Charlie Brinkman, Rowe vice-president, said that production would begin in about two months, with deliveries scheduled for early 1954. The unit is a console model.

Meanwhile, Brinkman said that deliveries on the Rowe 520, an 11-column manually-operated vender shown for the first time at the convention, would begin late in September.

The unit lists for \$212.50 and has a capacity of 520 packs and 420 book matches. It is available in wood-grain finishes at \$7.50 extra.

**Self-Popcorn**

Continued from page 80

The machine, priced at \$495, is approximately 26 inches wide, 24 inches deep and 65 inches high. A view plate in the upper front panel enables customer to view the entire popping process, which requires 1.5 minutes.

Features of the machine include top loading of raw corn, revolving basket cylinder to pop the kernels, seasoning spray unit activated after kernels are popped, and customer controlled salting unit which permits seasoning to taste.

A 500-bag holder, flush with front panel opposite the delivery port, tilts forward for easy loading.

**Bulk Venders**

Continued from page 80

penny candy sales over the counter. Various operators report this results in more and higher volume spots for bulk machines.

Provide rolls of pennies for locations. This assures pennies on hand to make change for vender customers and is good public relations.

Scan classified ad sections in local papers. Answer ads appearing to offer outlandish profits, opportunities. Take replies, facts and figures to local Better Business Bureau to curtail such promotion activity.

**Employee Error May Pay**

Continued from page 79

by one man and that the good executive isn't necessarily the man who does it, but he's the man who sees that it gets done.

Spelling this policy out in his firm's operations, he said that Allegheny has departmentalized both by commodity and by job. In the latter case, one man is in charge of route service policy and complaints, another in charge of the shop and the checking of venders and parts, with a third in charge of stock, checking the merchandise the routemen sign out for and inspecting what they return.

He emphasized that tho it may cost money to let employees make mistakes in the beginning, the actual cost of not letting them make the mistakes will, in the long run—insofar as the manager's time and efficiency is concerned—be considerably more.

Guthrie launched the discussion by stressing the value of statistical records and a daily perpetual inventory so the operator will know—and be able to prove—what he is doing with his money.

Gallerneau related how he started in partnership with his brother as an operator and how the pair kept their own books and stock inventory. However, he added, as the number of employees grew, the need for more comprehensive breakdowns grew, with the result that a considerable amount of time was now spent with the books.

Too many operators, Gallerneau said, "regard time spent with books as unproductive time. I feel the more statistical data I have about my operation, the better businessman I am. Learn-

**Tax, Location**

Continued from page 79

ers because both the gum and the charm have the same retail value (1 cent), he said. Because charms do not represent a greater value than a penny, their use does not constitute an incentive to "chance" getting something of greater worth one time than another.

The addition of supermarkets, department store and drug chains during the past year as established ball gum-charm vender locations indicates the potential in this direction, NABV President Alvin R. Kantor told association members.

"Two years ago we did not think of these outlets as actual location-material," he said. "The rapid rise of such volume stops in recent months is another step forward by the industry."

"When such multi-million dollar businesses (supermart, drug, etc.) accept ball gum and charms venders as another customer attraction and service in their establishments, it certainly emphasizes the progress and the future in this industry," Kantor declared.

The operator seeking such spots, Raynor advised, should contact the district manager or district office of the chain for permission to install his equipment.

Called the Master Policy Insurance Program, the new NABV plan announced this week was said to afford member operators product liability and public liability coverage at special discount ratings.

The underwriter, National Surety Company, New York, has agreed to issue a master policy on such coverage to the association as a group. Individual members may subscribe to the coverage.

An important feature of the policy, Kantor pointed out, was that certificates of insurance would be available when and as needed by the operator.

Such certificates, he said, were valuable aids in securing and holding locations, especially those in the supermarkets and chains where proof of adequate insurance coverage is a prerequisite.

As rates for individual routes would vary from area to area, based on a number of factors, exact insurance cost was not given.

In a move to make 1954 convention program even more informative and valuable to members, a three-man convention committee was announced at the close of this year's meeting.

The 1954 convention planning committee consists of Rolfe Lobell, vice-president of Leaf Brands, Chicago; Samuel Eppy, head of Samuel Eppy & Company, Inc., New York, and Harry Bell, Lawndale Candy Sales, Chicago.

ing to be a better businessman is a productive way to spend my time."

Mahoney said that unionization is in the formative stage in the vending industry and that its growth may be stymied somewhat if operators adopt a liberal employee policy, both in pay and working conditions.

Rosen took issue with this statement, contending that when an operator reaches a given number of employees the union will come eventually, and that he had best be prepared to live with it. He advised operators not to be frightened by the union.

Gallerneau told how, a few years ago, he decided his operation was large enough and that he decided "to get up when he felt like and quit work when he got tired." He followed this schedule for six months and watched the black ink turn to red. After that, he decided that no true operator can do his job half-heartedly, nor can he stop expanding.

He advised operators to join civic clubs and community drives, primarily for the confidence it gives them in being associated with the business leaders of the community.

To this, Rosen added that making the employees proud of their firm and instilling in them a sense of dignity about their work, pays off in the balance sheet.

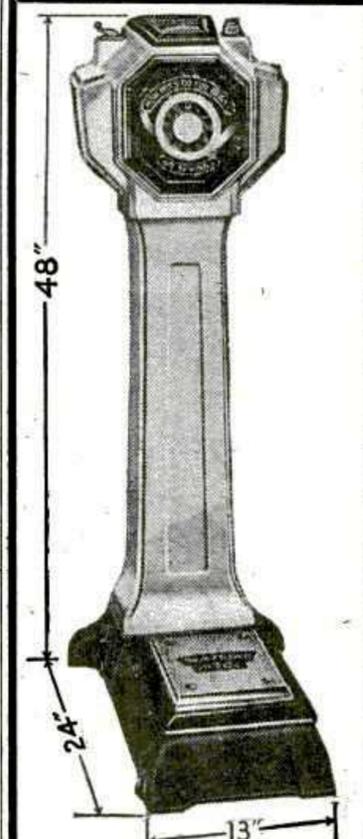
This end may be achieved, he explained, by making the town know you're in business. One simple way, he pointed out, is by painting the firm name in large and legible letters on the sides of route trucks. Putting men in uniforms, he added, is another way.

**Cut-Rate Policy**

Guthrie's method of meeting cut-rate competition is by not meeting it at all. "If I can't make any money on a location," he said, "then I don't want it." He explained that altho he has lost some locations to a competitor, who offered either higher commissions or bonuses, sooner or later they all came back.

Gallerneau, who has extensive military locations, advised operators to insist on a fair location percentage on these bases. He said that many exchange officers will claim that the commission rate is set by the Post Exchange Service, but that, actually, the PES allows exchange officers to negotiate on the local level. When an impasse results, he advised operators to see the base commander, or even to write to General White, in charge of the PES.

Rosen advised operators to keep three types of records—stock, a daily check on income and expense, and cost records. He said the reasons for watching merchandising turnover were two-fold—because many items are perishables, and because it represents a capital investment which must be kept as low as can be done with safety. Cost records on both merchandise and service, he added, should be kept if the operator is to know where his strong and weak points are.



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Clor-o-Vend Chicks, 275 & 320 ct. .... 45¢ lb.  
Chicle Chicks, 320 & 520 ct. ... 36¢ lb.  
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**These LOW prices F.O.B. factory 150 lb. lots.**  
**AMERICAN CHEWING PRODUCTS CORP.**  
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**NATIONAL** Model 9-A, 9 Cols., 350 Cap. ... \$115.00  
Model 950, 9 Cols., 350 Cap. ... 125.00  
**ROWE** President, 10 Cols., 475 Cap. ... \$135.00  
Crusader, 10 Cols., 475 Cap. ... 155.00  
Diplomat Electric, 8 Cols., 340 Cap. .... 175.00  
**DUGRENIER** Champion, 9-11 Cols. (6 Cols. King Size), 380 Cap. .... \$ 97.50  
Model V, 7 Cols., 238 Cap. .... 90.00

**KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES**  
**WRITE!**  
Brand New Stoner 1¢ Gum Vendors  
**SPECIAL** ..... \$25.00 ea.  
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...see page 3 for rates

## Challenge

• Continued from page 79

selling that fits in only where other methods are impractical or uneconomic. Automatic catering is crude and extremely difficult as yet, but even so, it is competing directly and successfully with other methods of retailing.

"With it, our more progressive and venturesome operators are replacing — not supplementing—snack bars, small cafeterias, soda fountains and wagon carts, and they are proving that vending can do the complete job better, faster, and less expensively."

### Cites RCA Report

NAMA's new president cited a report from the food service manager of the RCA plant in Camden, N. J. The manager said that when the plant installed venders and did away with wagon carts, volume increased 100 per cent and there was a 25 per cent decrease in lost production time.

"In-plant caterers are waking up to this threat to their established method of operation," Houston declared. "An increasing number of them are going into vending themselves in anticipation of customer insistence on automatic catering."

"Also, they realize that some of the operators who have worked under them so docilely all these years are now eyeing that 'whole loaf.' In fact, it will be nip and tuck now on whether venders will move into catering or caterers into vending more rapidly."

### Get in Early

A major step has been taken, Houston said, when vending management "stops trying to tuck his products into his customers' premises as after-thoughts and starts engineering them in when the blueprints are being drawn."

It is also a major accomplishment, Houston declared, when a vending machine operator "begins dealing direct for the prime contracts instead of confining himself to sub-contracting for small bits and pieces."

"As the industry gets more confidence in itself," Houston continued, "every operator and manufacturer among us will begin to realize that his principal competition, or fight to increase volume, is with other methods of retailing rather than with his fellow venders."

### Replace Old Methods

"Of course, we will always create new business by super convenience and impulse selling, but our real future growth will come from the replacement of old, high-cost retail outlets with more mechanized and more efficient methods."

Houston concluded by saying that the tools and equipment necessary to this future growth were now available. "By broadening our existing horizons thru full-line automatic catering and developing these new take-home markets, automatic merchandising could easily become one of America's major growth industries during the next few years."

## Milk Vending

• Continued from page 80

or more when stored in temperatures below 40 degrees.

City ordinances govern how long milk can be kept in a machine in different parts of the country. In New York the time limit is 72 hours, in Chicago, 96.

It was found the best method for choosing the size of the container to be sold was to conform to already existing habits of the area.

Operators were urged to report unfair local vending ordinances to the NAMA.

### Reducing Vandalism

Many methods for reducing vandalism were suggested. Among these were:

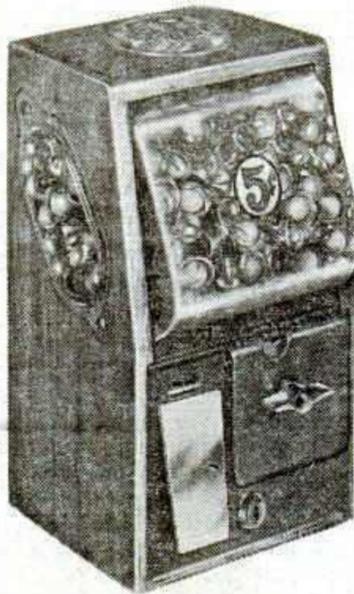
Burglar alarms installed in the machines to discourage the petty thief. Rewards for information leading to arrests and convictions.

Decals to clearly state what the buyer must do to operate the machine. They can also be used to direct the buyer to the coin return chute.

Liberal refund policies to avoid needless kicking by customers. Installation of a wall plug or socket that can not be pulled loose by someone tripping on a wire.

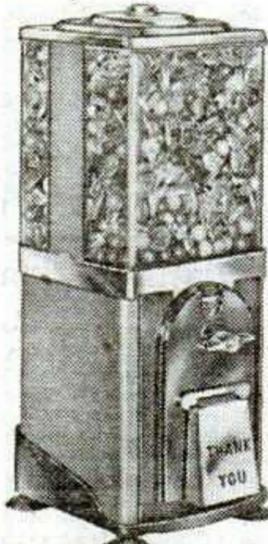
Vending milk sales, for both indoor and outdoor locations, are generally highest in the evening. Average location commissions run from 2.5 to 3 cents.

## They're All VICTORS The Finest in Bulk Vending



### BABY GRAND DELUXE and ROCKET CHARMS

(TRADEMARK)  
That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play... featuring all the earning power that can be built into a bulk vender. Also vends Chiclé Treats 2 for 1¢ and Chiclé Treats 2 for 5¢ or 4 for 25¢.



### TOPPER DELUXE Twin Window Style



### TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)



### TOPPER DELUXE HALF-CABINET STYLE

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

## 10 Firms Show

• Continued from page 79

choice of cold drinks. The prices ranged from \$250 to \$1,697.

Introduction of the small models, which require the customer to do manually what the more costly machines do automatically (draw his own cream, sugar, place cup under a hot water spigot) bear out a trend started earlier in the year.

Established manufacturers in the coffee field mainly showed refined models; two of the four firms introducing coffee equipment did so in the lowest cost field. The third, Spacarb, Inc., bowed a straight coffee and a coffee-soft drink machine; until last week (The Billboard, August 29) Spacarb had a sales arrangement with Bert Mills Corporation, sold latter's coffee vender.

### New Spacarbs

The new Spacarb coffee-cold beverage combination, priced at \$1,695, has a 600-cup coffee, 1,000-cup cold drink capacity. The firm's Coffee Cup vender, 600-cup capacity, lists at \$765. Both coffee units use powdered ingredients.

The Bert Mills-Apco coffee-cold drink combination lists for \$1,697, f.o.b. Minneapolis, where it is assembled at the Apco plant. It has a total capacity of 1,900 cups. Cabinet dimensions same as regular SodaShoppe models with exception of three additional inches in width. (The Billboard, August 29). Both Mills and Apco handle sales.

Bert Mills also announced a new model Coffee Bar. Similar to the former 500-cup unit in operation, cabinet design, outward difference is the addition of 6-inch legs. Raised base provides greater below-machine sanitation. Improved accessibility to compartments, canisters, is another feature. Price, \$853, f.o.b. from new plant outside St. Charles, Ill.; initial delivery in December. (Meanwhile, current models without legs will continue to be shipped.)

### Low-Cost Models

A new 500-cup, semi-automatic coffee machine was unveiled by Mills Industries, Inc. With a firm price still to be set, floor conversation had it the price would be less than \$300.

Cabinet is 66 inches high (with cup vending tube 71), 28 inches wide and 17 inches deep. Nickel coin mechanism standard, dime mechanism extra cost. Cup vending unit, by Dixie Cup, may be either set for free or penny operation.

Called the Model S, the vender features flavor control, providing customer with mild, medium, rich (or none) sugar and cream portions via two horizontal levers. Powdered ingredients are used. Machine, not yet in production, is scheduled for delivery later this year.

Steel Products Company, Cedar Rapids, Ia., bowed its first coin-operated coffee unit. Called E-Z Way, it will list at \$250 or \$275, be available for delivery by the end of September. A counter type machine, it weighs 40 pounds, has a cabinet 16 inches wide, 19 inches deep and 28.5 inches high. Uses liquid concentrate, has 125-cup capacity.

Cream and sugar dispensers are mounted on the right side of the cabinet, as also may be a cup dispenser.

Silver-King Corporation introduced its Coffee Pot model at \$499. Unit has 400-cup capacity, weighs 150 pounds. Sugar and cream dispensers, manually operated, are set to vend one or two teaspoons (equivalent) of either. Manual cup dispenser mounted inside left side of cabinet.

Cabinet is 50 inches high, 19 inches wide and 18 inches deep.

Other coffee vending equipment displayed by four manufacturers were established models previously introduced and in production for varying periods.

Cole Products Corporation's Coffee-Spa (made by American National Dispensing Company, Lansdale, Pa.) at \$795; Chef-Way, Inc.'s pellet type coffee machine for \$895, were two such units.

Remaining two firms were Rudd-Melikian, Inc., with its four models and Schroeder Products Company, Inc., with the \$550 Coffee-Mat unit.

**"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 37th Street, New York 19, N.Y.

Send for Your **FREE** Copy of **RAKE'S NEW 1953 CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER

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

**ROCKET RINGS**

Beautiful **JEWELLED RING** with **BIRTHSTONE**

Holds marble firm A Ring that any will treasure.  
Real 10c Value  
**NICKELPLATED \$15.50 Per**  
**GOLDPLATED \$16.50 per**  
with good substantial plating that not peel.  
All prices FOB,

**PAUL A. PRICE CO.**  
55 Leonard St., New York

**VICTOR'S TOPPER DE LU**

GLASS GLOBE STYLE \$14.20

Cases of 4 (minimum order) \$13.20

100 or more HALF-CABINET STYLE Same price Globe Style TWIN WINDOW STYLE, 50c

Write lowest price on gum charms

**H. B. HUTCHINSON**  
860 North Ave., N. E. Atlanta  
Tel.: Emerson 4300

**SALESMEN DISTRIBUTOR**

For fast moving exclusive big profit bar machine lines. We are many. No inventory required but must fill first month. This is an unusual offer with exceptional monthly profit offered. National sales manager only to those who give past experience.

**BOX A-146**  
The Billboard Publishing  
6000 Sunset Blvd. Hollywood

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

# THE BILLBOARD Index

## of Advertised Used Machine Prices

### Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as listed below. All advertised used machines and prices are listed. Where more than one firm listed the same equipment at the same price, frequency with which the price occurred is listed in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8
Ball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
League Bowler (Keeney).....	165.00	145.00	165.00	145.00(2)
League Bowler 4 player (Keeney).....	85.00			
ette (Gottlieb).....				19.50
ng Alley (Chicago Coin).....	35.00	35.00		17.50
ng Alley, 6 player (Chicago Coin).....	195.00	225.00	150.00	175.00
ng Champ (Keeney)....	75.00	195.00	225.00	195.00
ng Classic (Chicago Coin).....	35.00	59.50	35.00	59.50
Shuffle Alley (United).....	425.00	395.00	435.00	395.00
League Bowler (Keeney).....	215.00	225.00	215.00	225.00
Bowler (Keeney).....	49.50	79.50	49.50	79.50
Header (Williams)....	35.00	49.50	49.50	49.50
Matched (Keeney)....	195.00	195.00(2)	195.00	49.50
Shuffle Alley Express (United).....	99.50	99.50	99.50	99.50
Player Shuffle Alley (United).....	150.00(2)	145.00	160.00	165.00(3)
	165.00	165.00(2)	175.00w/p	150.00
	175.00w/p	175.00w/p	180.00	165.00
	180.00	180.00(2)	189.00w/p	175.00w/p
	189.00w/p	189.00w/p	195.00	180.00
	195.00	195.00		185.00(2)
				189.00w/p
Way Bowler (Keeney).....	175.00	195.00	195.00	195.00
Player Shuffle Alley (United).....	110.00	135.00	130.00	145.00
	145.00	145.00(2)	149.00	125.00
	169.00w/p	150.00	169.00w/p	149.00
	175.00	169.00w/p	175.00	175.00
		175.00		
Bowler (Universal)....	75.00	75.00	75.00	75.00
e, 6 player (Chicago Coin).....	160.00	175.00	175.00	75.00
Bowler (Bally).....	50.00	65.00(3)	65.00	75.00
				65.00
				75.00
Bowler (Keeney)....	75.00	139.50	75.00	139.50
Bowler, 4 player (Keeney).....	149.50	149.50	149.50	125.00
Bowler Rebound (Keeney).....	165.00	165.00	165.00	149.50
Bowler, 6 player (Keeney).....	295.00	295.00		
Shuffle Alley (United).....				295.00
Shuffle Alley (United).....	265.00	295.00	265.00	275.00
Shuffle Alley, 4 player (United).....			275.00	295.00
	250.00			
Alley Deluxe (United).....	175.00	195.00	220.00	185.00
	210.00	220.00	225.00(2)	220.00
	265.00	275.00	265.00	275.00
			265.00	275.00
Alley Express (United).....	89.50	89.50	89.50	89.50
Alley, 6 player (Keeney).....	175.00(2)	155.00	175.00	175.00
	195.00(2)	195.00(2)	210.00	215.00
	210.00	210.00(2)		
Alley, 6 player (Keeney).....	170.00	165.00	170.00	175.00(2)
	175.00(2)	175.00	185.00	175.00
	185.00w/p	185.00w/p	189.00	185.00w/p
	189.00	189.00	195.00	189.00
	189.00	189.00	195.00	195.00
	235.00	235.00	235.00	215.00
				220.00
				40.00
Champ (Bally).....	49.50	69.50	65.00	75.00
Horseshoes (Chicago Coin).....			65.00	
ine (Bally).....	75.00	75.00	75.00	109.50
Glugger (United)....	49.50(2)	49.50	69.50	69.50
Target (Genco).....	69.50	69.50	69.50	69.50
Shuffle Alley (United).....	340.00	350.00	350.00	350.00
or 10th Frame (Keeney).....	49.50	65.00	65.00	65.00
er, 2 player (Keeney).....	295.00	295.00	295.00	295.00
ayer (United).....	325.00	335.00	315.00	295.00
			325.00(2)	345.00
			345.00	
Frame (United)....	365.00	350.00	350.00	365.00
		365.00(2)	369.00	350.00
		369.00		369.00
Frame, 6 player (Keeney).....	375.00			
League Bowler (Keeney).....	235.00	245.00	225.00	235.00
		245.00	225.00	235.00
			245.00	245.00
League Bowler (Keeney).....	225.00			225.00
League Bowler (Keeney).....	225.00			235.00(2)
League Matched (Keeney).....	210.00	210.00	215.00	
Shuffle Alley (United).....	250.00	265.00	250.00	265.00
	285.00(2)	285.00	250.00(2)	285.00(2)
	295.00(2)	295.00(2)	295.00(2)	295.00(2)
er, 10 player (Keeney).....	335.00	340.00	335.00	340.00
ne (United).....	340.00	340.00	340.00	340.00
Matched (Chicago Coin).....	345.00	345.00	345.00	345.00
l (Chicago Coin)....	35.00	59.50	35.00	59.50
	69.50	69.50	59.50	69.50
	69.50	69.50	59.50	99.50
ion (United).....	120.00	195.00	195.00	195.00
ie Alley Rebound (Keeney).....	49.50	49.50	49.50	49.50
ie Alley Rebound (Keeney).....	85.00	145.00	85.00	145.00
		100.00	145.00	75.00
		145.00		110.00
				145.00
o-Cade (United)....	150.00	150.00	150.00	150.00
Rebound (United).....	125.00	135.00		
(United).....	75.00			

### LONG DISTANCE COIN COVERAGE

LOS ANGELES, Aug. 29.—Badger Sales Company's long expounded "We Cover the Globe" via coin-operated equipment sales, bore fruit this week. The firm completed pin-pointing the map with a shipment of equipment to Punte Arenas, Chile, the farthest point south in the Western hemisphere. The Badger firm had previously completed coin export sales as far north as Nome, Alaska, and as far west as Hong Kong.

### Visit Home

Continued from page 72

Accompanied by Don Jr., 18, and Timmy, 8, Leary drove to Olympia, Wash., to visit his mother, Mrs. Ellen Leary, 67, formerly of Minneapolis and a resident of Olympia for about 15 years.

Father and sons reached Olympia Saturday (22). They visited that evening with Mrs. Leary and then went to bed.

In the morning Don went to her room and found that she had died in her sleep.

Funeral services for Mrs. Leary were held in Olympia Tuesday (25). Don was her only son.

### United Debuts

Continued from page 72

realism to shuffle bowling play. Both Royal and Imperial have Formica playfields, provisions for the 7-10 split and strike and spare flasher boxes. They have individual dial scoring and bonus scoring to aid average players in certain frames.

### Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

## 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

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

#### DISPLAY CLASSIFIED (Minimum \$6)

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line ..... \$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95

52 CONSECUTIVE insertions, per agate line ..... .90

1 inch equals 14 agate lines.

### ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE

THE BILLBOARD  
188 W. RANDOLPH ST.  
CHICAGO 1, ILL.

### Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet; modern design, coin reflector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

### Parts, Supplies & Services

Bang-a-Deer Bullets, new stock. Isetts Coin Machine Co., 5513 8th Ave., Kenosha, Wis.

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

### Positions Wanted

Arcade Mechanic desires winter position in Florida; best references. Write Frank Arnold, Olcott Beach Amusement Park, Olcott, N. Y.

### Routes for Sale

For Sale—Route of twenty 100-Selection Seeburgs, ten 1400 and 1450 Wurlitzer Juke Boxes; reasonable down payment considered. Write Dalton Novelty Co., Baton Rouge, La., or call 5-4102.

### Take a Tip—

Use this stand-out style of ad  
**DISPLAY CLASSIFIED**  
See rates above



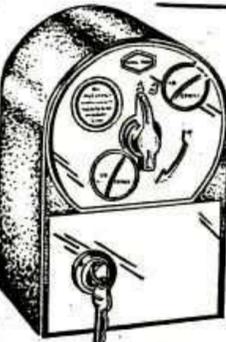
### Brand New! Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES 20-24-32 Record Selections 5c or 10c Play

Buckley Manufacturing Co. 4223 W. Lake St. Chicago 24, Ill.



### COIN OPERATED TIMING METERS

EASILY ADAPTABLE TO THE APPLIANCE OF YOUR CHOICE

WASHERS • T. V. SETS • IRONERS, ETC. Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

### MONROE COIN MACHINE EXCHANGE

2423 PAYNE AVE., CLEVELAND 14, OHIO SU. 1-4600 Write—Wire—Phone

### AUTOMATIC HOSTESSES FOR SALE

30-STATION SET-UP COMPLETE WITH SWITCHBOARD, TURNTABLES AND RECORD RACKS. ALSO 5,000 USED RECORDS (SOME COLLECTOR'S ITEMS) AND 10,000 NEW RECORDS. USED FOR THE REPLACEMENT FILE. WILL SELL COMPLETE OR UNITS OF 10. RECORDS AVAILABLE SEPARATELY PRICED TO MOVE.

Also have 100 Packard 30-wire boxes, keyed alike, A-1 condition, at \$3.00. Packard brackets also available.

WRITE—WIRE—PHONE

### MODERN SPECIALTY CO.

405 N. Broom Street Madison 3, Wisconsin Phone 6-0216

### YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

### ALL TYPES

VENDING MACHINES, MUSIC BOXES, etc., priced from \$15 up. Cash with order.

Naomi Furlough NATIONAL INFORMATION SERVICE Rt. 1, Ft. Lauderdale, Fla.

Cigarette Machines, King Size Conversions. 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette machines, quarter operation; Uneeda, latest model, \$55; Counter model, \$22.50; U-Select-It 72-bar candy vender, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Statler 9-column cookie machine, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Fall Bargains—Harvest Time, Tri-Score, Buccaneer, Bowling Champ, Double Header, \$35 ea.; Double Action, Pin Bowler, Be-Bop, 3 Musketeers, \$45 ea.; Keeney Team Bowler, \$290; Chi Coin 10th Frame Special, \$325; Match Bowler, \$295. 1/2 deposit with order. A.S.L. Sales Co., Box 533, Dayton, O.

For Sale—Alaskans, reasonable. Pin Ball Machines: 7 Turf Kings, 10 Futurities, 3 Evans Horse Races, 1 Bally Hook Bowler, Juke Boxes: 1 1100 Wurlitzer, 4 1015 Wurlitzers, 2 1072 Wurlitzers. All good condition, immediate delivery; wire or air mail Bob Blair, Box 595, Kodiak, Alaska.

Mutoscope Photomatics, deluxe, postwar, refinished, A-1 condition, \$600. Automatic Amusement Co., 728 4th Ave., San Diego 1, Calif.

Real Bargain—20 5¢ Kleenex Vendors. Half new, haul on location. Sacrifice \$35.00 each. G. D. Auman, 257 No. Grant Ave., Kittinging, Pa.

Seven Silver King Hunters, four stands, four bulk vendors; \$150. Medley, 294 Sherman, Lexington, Ky.

150 Coin Operated Radios, steel cabinet. Don's Radio Service, 1415 Waterloo Rd., Cedar Falls, Iowa.

# 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 Aug. 29	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8
ABC (United).....	\$50.00 75.00	\$50.00 95.00	\$50.00 95.00	\$50.00 95.00
Across-the-Board (United)...	149.50 150.00	149.50 150.00	149.50	225.00
Ali 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)	125.00 129.50	145.00	125.00	125.00
Aquacade (United).....	39.00 39.50	39.50 59.50	39.50 59.50	39.50 59.50
Arizona (United).....			35.00	19.50 35.00
Atlantic City (Bally).....	275.00 285.00	265.00 275.00	265.00 270.00	270.00 275.00
	350.00	285.00 360.00	275.00 285.00	285.00 295.00
				310.00
Baby Face (United).....	49.50	49.50	49.50	49.50
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Banjo (Exhibit).....			18.00	18.00
Barnacle Bill (Gottlieb).....	34.50	34.50	34.50	34.50
Basketball Champ (Chicago Coin).....	195.00 250.00	195.00 250.00	195.00 250.00	195.00 250.00
Basketball (Gottlieb).....	55.00 64.50	65.00		
Bat-a-Score (Evans).....	165.00 275.00	165.00 275.00	165.00 275.00	165.00 275.00
Batting Practice.....	89.50 95.00	89.50	89.50	89.50
Beach Club (Bally).....	525.00	525.00	525.00	525.00
Beauty (Bally).....	425.00 475.00	425.00 475.00	425.00(2)	425.00(2)
Be Bop (Exhibit).....	49.50 65.00	84.50	84.50	84.00
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Hit (Exhibit).....			119.50	
Big Top (Genco).....	54.50 64.50	54.50 64.50	54.50 64.50	54.50 64.50
Black Gold (Genco).....	59.50(2)	59.50(2)	59.50(2)	59.50(2)
Botero (United).....	145.00 195.00	145.00(2)	145.00(2)	145.00 150.00
		195.00		
Bomber.....		30.00	79.50	79.50
Boston (Williams).....	79.50	79.50	74.50	35.00
Bowling Champ (Gottlieb)...	34.50 69.50	74.50	74.50	74.50
Bright Lights (Bally).....	125.00 139.50	125.00 135.00	125.00 135.00	125.00 135.00
	149.00 150.00	139.50(2)	139.50(2)	139.50(2)
	195.00	150.00 195.00	150.00	150.00
Bright Spot (Bally).....	245.00 250.00	245.00 250.00	169.50 250.00	169.50 210.00
			225.00 250.00	225.00 250.00
Buccaneer (Gottlieb).....	34.50	34.50	34.50	34.50
Buffalo Bill (Gottlieb).....	69.50	74.50	74.50	74.50
Buttons & Bows (Gottlieb)...	64.50	69.50	69.50	69.50
Cabana (United).....	465.00 495.00	465.00 495.00	465.00 495.00	465.00 495.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	89.50	89.50	89.50	19.50 89.50
Caravan.....	125.00 149.50			
Carnival (Bally).....	49.50	49.50	49.50	49.50
Carolina (United).....	39.00			
Catalina (Chicago Coin).....	35.00			
Champion (Bally).....	49.50 89.50	49.50 89.50	49.50 89.50	15.00 30.00
				40.00 49.50
				89.50
				170.00 200.00
				225.00(2)
				240.00
				250.00
				250.00
				119.50
				185.00
Chameleon (Chicago Coin)...	145.00 149.50	165.00 175.00	185.00	
Chinatown (Gottlieb).....	165.00 185.00			
Cinderella (Gottlieb).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50
Circus (United).....	295.00	295.00	275.00	275.00
Citation (Bally).....	29.50 30.00	29.50 30.00	30.00 39.50	30.00 39.50
	35.00 39.50	39.50 49.50	49.50 79.50	49.50 79.50
	79.50	79.50		
	49.50 79.50	89.50	89.50	89.50
College Daze (Gottlieb).....	200.00	175.00 200.00	170.00 225.00	170.00 200.00
Coney Island (Bally).....	225.00(2)	225.00 240.00	240.00 250.00	240.00
	245.00	245.00		250.00
				119.50
				185.00
Control Tower (Williams)....	69.50 109.50			
Coronation (Gottlieb).....	155.00 175.00	165.00 175.00		
	179.50	185.00		
County Fair (United).....		145.00 155.00	155.00	
Cross Roads.....	135.00 144.50	145.00 155.00		
	150.00 159.00			
	119.50			
Cyclone (Gottlieb).....	125.00(2)	125.00 145.00	145.00 159.50	145.00 159.50
	149.50			
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Ice (Williams).....	89.50	99.50	99.50	99.50
Deluxe Baseball (Williams)...	275.00	275.00	325.00	325.00
Dew-Wa-Ditty (Williams)....	34.50 49.50	34.50 59.50	34.50 49.50	34.50 49.50
Disc Jockey.....	139.50			
Domino (Williams).....	95.00	40.00		
Double Action (Genco).....	79.50 89.00		49.50	49.50
Double Feature (Gottlieb)...	49.50 65.00	49.50	49.50	49.50
Double Shuffle (Gottlieb)...	50.00 89.50	89.50	89.50	69.00 89.50
Dreamy (Williams).....	99.50 119.50			
Eight Ball (Williams).....	125.00			
El Paso (Williams).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Fairway (Williams).....	215.00	195.00		15.00
Fighting Irish (Chicago Coin)	44.50	40.00		85.00
Five Star (Universal).....	75.00	85.00	85.00	85.00
Flip Skill.....	69.50	69.50	69.50	69.50
Floating Power (Genco).....	44.50 49.50	49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....	189.50 195.00	210.00		
Flying Saucers (Genco).....		65.00		
Football (Chicago Coin).....		35.00		
400 (Genco).....	65.00 90.00	65.00 90.00	65.00 90.00	90.00 140.00
	125.00 195.00	125.00 195.00		225.00
				185.00
				165.00 195.00
Four Corners (Williams).....	159.50	175.00		
	165.00(2)		129.50	59.50 129.50
Four Horsemen (Gottlieb)....	79.50 109.50			
	129.50			
Four Stars (Gottlieb).....	135.00 139.50	150.00		
	145.00			
Frolic (Bally).....	325.00 335.00	275.00 285.00	285.00 325.00	275.00(3)
		325.00 335.00		285.00
				325.00
Futurity (Bally).....	145.00 150.00	95.00 145.00	95.00 145.00	135.00 145.00
		150.00	150.00	150.00 220.00
				99.50
Georgia (Williams).....	89.50	99.50	99.50	99.50
Gismo (Williams).....	35.00			
Glamour (Bally).....	54.50 159.50	159.50	159.50	159.50
Globe Trotter (Gottlieb).....	124.50 135.00			109.50
Gold Cup (Bally).....	29.50 59.50	29.50 59.50	29.50 59.50	29.50 59.50
Golden Gloves (Chicago Coin)	49.50	45.00	49.50	49.50
Golden Nugget (Genco).....	135.00 195.00	135.00 195.00	175.00 195.00	175.00 195.00
		225.00	225.00	225.00

**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.

**SPECIAL SALE**

**AMI A-B C and D**

**Write for Prices Watch for Our Weekly Specials**

**DAVID ROSEN**  
Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

**Immediate Delivery**

**BALLY BEAUTY ..... \$385.00**  
**FROLICS ..... 295.00**  
**BRIGHT LIGHTS ..... 129.50**  
**SPOT LIGHTS ..... 150.00**  
**United, 6 PLAYER SUPER with Reels ..... 285.00**  
**United, 6 PLAYER STAR S. A. .... 315.00**  
**Chi. Coin, 6 Player MATCH BOWLER ..... 315.00**  
**Keeney, 4 Player CONVERSION for Long Board ..... 150.00**

**UNIVERSITY COIN MACHINE EXCHANGE**  
354 North High St. Columbus 8, Ohio  
Tel: UNIVERSITY 6900

**ARCADE AND LOCATION EQUIPMENT**

Midget Movies, new ..... \$295.00  
A.B.T. Challenger, new ..... 45.00  
A.B.T. Skill Gun, new ..... 55.00  
Touchdown Football, new ..... 27.50  
Kicker & Catcher, new ..... 35.00  
Evans Skee Ball (like 10 Strike)..... 75.00  
Quizzer and Film ..... 95.00  
Bally Torpedo ..... 95.00  
Periscope or Liberator ..... 95.00  
Evans Tommy Gun ..... 95.00

Munves Reconditioned Machines Look and Work Like New.

Complete Line of Parts and Supplies.  
FREE: 1953 Catalog 200 Illustrations.

**MIKE MUNVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N. Y. BRyant 9-6677  
41 YEARS SERVICE - EST. 1912

**WANTED**

**The Following Equipment:**

**1100 WURLITZERS**  
**WATLING SCALES**  
**EXHIBIT GUN PATROLS**  
**5c & 10c PLAY MILLS Q. T.'s**  
**5c PLAY MILLS VEST POCKETS**  
**LATE GOTTLIEB 5 BALL TABLES**

**BOX D-65**  
The Billboard Cincinnati 22, O.

**MECHANIC AT LIBERTY**

21 years' experience all types coin machine servicing and repairing. 41 years old, married, sober, reliable. Will go anywhere for top salary.

**JACK MEHL**  
1215 W. Main Belleville, Ill.  
(Phone: 6683)

	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8
Grand Award (Chicago Coin).....	35.00			
Grand Siam (Gottlieb).....	194.50	195.00 215.00	220.00	195.00(2)
	195.00(2)			
Guy-Dolls (Gottlieb).....	225.00			
Happy Days.....	169.50	185.00		175.00
Happy Go Lucky (Gottlieb)...	135.00	145.00		165.00
Harvest Moon (Gottlieb).....			159.50	159.50 165.00
Harvest Time (Genco).....	65.00	40.00		35.00
Hayburner (Williams).....	75.00 85.00		90.00	69.50 90.00
Hit-a-Homer.....		20.00	20.00 24.50	20.00 24.50
Hits & Runs.....		40.00		
Hit 'N' Run (Gottlieb).....	129.50 145.00			115.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	59.50	59.50	59.50	15.00 59.50
Holiday (Keeney).....	225.00	225.00	225.00	195.00 225.00
Hong Kong (Williams).....	125.00 149.50	145.00	150.00	150.00
Horseshoes.....	124.50			
Hot Rod (Bally).....	44.50 49.00	99.50	99.50	99.50
	99.50			
Humpty Dumpty (Gottlieb)...	49.50	49.50	49.50	49.50
Jalopy (Williams).....		54.50	54.50	54.50
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	99.50	75.00	94.50	94.50
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	125.00 160.00	125.00 160.00	160.00 165.00	160.00 165.00
	225.00	225.00	225.00	225.00
Just 21 (Gottlieb).....	24.50 59.50	59.50	59.50	15.00 59.50
K. C. Jones (Gottlieb).....	89.50		49.50	49.50
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	124.50 125.00	124.50	124.50	124.50
Knock Out (Gottlieb).....	44.50 69.00			34.50
Leader (United).....	175.00	150.00 175.00	150.00 175.00	150.00 175.00
				225.00
				225.00
Lite-a-Line (Keeney).....	75.00 79.50	79.50 129.50	79.50	79.50 129.50
	129.50			
Long Beach (Williams).....	49.50	179.50	179.50	179.50
Lucky Inning (Williams).....	49.50 84.50	84.50	84.50	84.50
Madison Square Garden (Gottlieb).....	85.00			69.00
Majors (Chicago Coin).....	74.50	74.50	74.50	74.50
Majors of '49 (Chicago Coin)...	45.00			
Majorette.....	85.00 119.50		85.00	85.00
Mardi Gras.....	29.50	29.50	29.50	29.50
Maryland (Williams).....	34.50 49.00	49.50 84.50	49.50 84.50	49.50 84.50
	49.50 84.50			
Mermaid.....	99.50 115.00	125.00		
	125.00			
Merry Widow (Genco).....	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb).....	89.50 115.00	145.00	149.50	79.50 149.50
	135.00 139.50			
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Nifty (Williams).....	89.50	89.50	89.50	89.50
Oklahoma (United).....	49.50 64.50	45.00 64.50	64.50 69.50	17.50 64.50
	69.50	69.50		69.50
Old Faithful (Gottlieb).....	69.50	60.00		
Olympics (Williams).....	135.00 145.00	150.00	165.00	
	164.50			
One Two Three (Genco).....	34.50 45.00	34.50 49.50	34.50 49.50	34.50 49.50
	49.50			
Palm Beach (Bally).....	325.00 375.00	325.00(2)	325.00	325.00
Paratrooper (Williams).....	95.00 144.50	110.00	125.00	119.50
Paradise (United).....	49.50	49.50	49.50	49.50
Photo Finish (Universal).....	24.50 40.00	24.50 40.00	40.00	39.00 40.00
Pin Bowler (Chicago Coin)...	40.00 99.50	99.50	99.50	59.50 99.50
Play Poker.....	22.00	22.00	22.00	22.00
Playland (Exhibit).....	89.50	89.50	89.50	

# THE BILLBOARD Index

## f Advertised Used Machine Prices

### Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as listed below. All advertised used machines and prices are listed. Where more than one firm listed the same equipment at the same price, frequency with which the price occurred is listed in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8
Amber (Mutoscope)....	\$125.00	195.00		
Arrow				\$195.00
Jet Space Ship.....	385.00			49.50
Scope, 10c.....	125.00			
Hi (Scientific).....	79.50	125.00	125.00	125.00
Onico (Exhibit).....	550.00	79.50	79.50	79.50
Ring (Bally).....	150.00	550.00	550.00	550.00
Re (Supreme).....	95.00	150.00	150.00	150.00
Ang.....	45.00	95.00	95.00	95.00
Camera.....	125.00	45.00	45.00	45.00
Per (ABT).....	27.00	125.00	125.00	125.00
	29.50	20.00	27.00	20.00
Sam (Seeburg).....	95.00	105.00	95.00	105.00
	110.00	29.50	29.50	29.50
		95.00	105.00	95.00
			150.00	150.00
In (Exhibit).....	49.50	59.00	49.50	65.00(2)
	65.00(2)	94.50	65.00(2)	94.50
			94.50	94.50
R (Bally).....	125.00	125.00	125.00	125.00
4 Player				
Go Coin.....	155.00	195.00	155.00	195.00
and Grip Tests.....				
ly Is Life (Mills).....	129.50	129.50	129.50	129.50
riker.....				
ockey (Colnex).....	75.00	75.00	75.00	75.00
aucer (Mutoscope).....	150.00	150.00	150.00	150.00
al (Scientific).....	175.00	175.00	175.00	175.00
enco).....	45.00	45.00	45.00	45.00
(Chicago Coin).....	85.00	110.00	125.00	119.50
	119.50	125.00	125.00	125.00
rol (Exhibit).....	175.00	175.00	175.00	175.00
ge with 3 rifles				
.....	650.00	650.00	650.00	650.00
ter (Bally).....	65.00	69.50	39.50	65.00
			35.00	39.50
Striker (Exhibit).....	89.50	89.50	89.50	89.50
(Chicago Coin).....	75.00	75.00	75.00	75.00
ne.....	275.00	275.00	275.00	275.00
(Exhibit).....	175.00	185.00	195.00	225.00
	195.00	225.00	195.00	225.00
hibit).....				
ue.....	99.50	99.50	125.00	125.00
er (Exhibit).....	39.50	39.50	99.50	99.50
er (Harvard).....	365.00	39.50	39.50	39.50
uto Racers.....	285.00			
ovies.....	165.00	225.00	165.00	225.00
	295.00	295.00	225.00	295.00
	275.00	275.00	275.00	275.00
	125.00	120.00	120.00	120.00
	250.00	250.00	250.00	250.00
	250.00(early)	250.00(early)	250.00(early)	250.00(early)
	625.00(late)	425.00	625.00(late)	625.00(late)
	650.00(late)	625.00(late)	650.00(late)	650.00(late)
		650.00(late)		
(Chicago Coin).....	75.00	75.00	75.00	119.50
& Bat Em				
ic).....	185.00	185.00	185.00	185.00
cientific).....	85.00	85.00	85.00	99.50
(Edelco).....	75.00	75.00	75.00	75.00
	59.50	95.00	95.00	95.00
(Bally).....	125.00(3)	125.00(2)	125.00(2)	125.00
Wilcox-Gay).....	125.00	125.00	125.00	125.00
Ray Gun.....	95.00	95.00	95.00	95.00
rol.....	249.50	249.50	275.00	275.00
ear (Seeburg).....	185.00	189.50	185.00	194.50
	199.50	229.50	235.00	249.50
	235.00	249.50	269.50	269.50
t (Exhibit).....	125.00	125.00	125.00	125.00
s.....	175.00	135.00	175.00	175.00
(Exhibit).....				
Wurlitzer).....	150.00	150.00	150.00	150.00
(BT).....				
(Mutoscope).....	195.00	195.00	195.00	195.00
(Williams).....	100.00	115.00	100.00	139.50
	139.50	100.00	139.50	39.50
ney).....	95.00	120.00	120.00	120.00
r.....	125.00	275.00	275.00	275.00
(Genco).....	50.00	50.00	50.00	50.00
(United).....		85.00	85.00	85.00
	125.00(2)	125.00	165.00	125.00
	165.00	169.50	165.00	165.00
	169.50	169.50	169.50	169.50
ck-Dia).....			99.50	99.50
ans).....	75.00	75.00	75.00	75.00
tic Scale				
eluxe (Evans).....	79.00	79.00	79.00	79.00
er (Bally).....	95.00	95.00	95.00	95.00
(Mutoscope).....	525.00	525.00	525.00	525.00
ball.....	85.00	85.00	85.00	85.00

### Amusement Games

	Issue of Aug. 29	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8
ams).....	65.00	49.50	49.50	49.50
(Gottlieb).....	79.50			
ago Coin).....	109.50	169.50	149.50	149.50
ttlieb).....	165.00	169.50	165.00(2)	149.50
		169.50	169.50(2)	169.50(2)
al.....	49.50	99.50	49.50	99.50
			40.00	49.00
ed).....	34.50	34.50	34.50	34.50
ed).....	49.50	49.50	49.50	49.50
	125.00			125.00

### How to Gain

Continued from page 79

cussed by Joseph Dobson, Dobson Vending Service, Inc., Dallas, was based on his firm's own results thru that medium.

Make mailings consistently not only to your present locations (for public relations purposes) but to potential locations in your area, he urged.

"Mailings can be simple reports of new equipment (types and new models of present equipment), new products vended, information on the automatic vending industry as a whole, and on your services and what they accomplish for the location," he said.

Compilation of a company brochure, detailing advantages of vending the particular products handled, equipment used, how the firm functions, photos of employees, etc., should also be considered as location ammunition, he pointed out. Mailings should be made to spots, particularly multi-machine locations, desired as additions to routes.

"The history of your company, your own personal background, can also be used effectively in a brochure," Dobson declared. He said such a brochure compiled for his operation had been instrumental in adding locations and dollars, on an annual basis.

#### Selling Industry

Selling industrial locations was discussed by a food caterer, or concessionaire, who entered automatic merchandising as an experiment. Kenneth Williams, H. B. & W., Inc., Chicago (a subsidiary of the Harding restaurant chain) said in-plant food concessionaires welcome sub-contract vending operations.

His own firm, he said, went into vending to gain a first-hand knowledge of the field. "However," Williams noted, "now that we have the operation and the information we went out to obtain, we don't know what to do with it (the route). We do not intend to expand the route further."

Williams declared there was a definite place in the nation's plants for vending machines, just as there is for cafeterias. The operation of machines can be smoothly carried out thru sub-contracts with established concessionaires, he stated.

In the smaller factories with 200 to 600 employees, which are not serviced by concessionaires, Williams noted, there exists virtually "an untouched field for operators of vending equipment."

### Personnel Aid

Continued from page 79

Find out his values on different subjects. Third, his ability to get along with people. Fourth, his ability to organize his work. And last, his knack of sensing attitudes at different occasions."

Dr. Mundie, in concluding, reminded his listeners "that the man hired today may be the man in line for increased responsibilities tomorrow."

Possible methods for "Personnel Efficiency" were discussed by Fred Niedenthal, Hamilton-Harris & Company, Indianapolis.

"We have," Niedenthal said, "broken down our employee teaching into four steps. Thru these, we believe, that both efficiency and employee-employer relationships are improved."

"Before teaching, however, you must decide how much you want him to learn and how long it will take, break down the job and list the key points, provide ample materials for him to practice with, and set aside a suitable work room."

"Preparing is the first step in teaching. Put the employee at ease and get him interested. Demonstrate the skill to be learned, second. Let the employee perform the job, third. And last, follow up on employees to see how the procedure is working."

### Elect Bitterman

Continued from page 80

ected to the board were Bill Falk, Plastic Processes, Inc.; Rolfe Lobell, Leaf Brands, Inc.; H. K. Hart, H. K. Hart Confections, Inc.; Sterling Douglas, Ball-Gum, Inc.; Roy Becker, R. J. Becker Vending Service; Phillip Sparacino, S & S Vending; Frank Scott, Champion Vendors Supply Company; Paul Price, Paul A. Price Company; Sid Bloom, Oak Manufacturing Company; Irvin Gardner, Gardner-Lose Company, and Irving Merrick, Confection Specialties.

## FOR OPERATORS ONLY!

**READY SOON!**

### FIRST DISTRIBUTORS' NEW 1954 PREMIUM & GIFT BOOK CATALOG

228 pages of outstanding values... featuring finest nationally advertised merchandise... **LOWEST WHOLESALE PRICES TO OPERATORS.**

Catalog Ready About Sept. 25

Reserve your copy now! Send request on business letterhead or enclose business card.

#### ARCADE

NEW

EXHIBIT SPACE GUN  
GENCO SKY GUNNER  
ABT CHALLENGER

"First-Conditioned"

SEEBURG SHOOT  
THE BEAR .....\$199  
WMS SUPER  
WORLD SERIES .. 225  
CHI COIN BAS-  
KETBALL CHAMP 195  
EX. GUN PATROL .. 175  
TELEQUIZ ..... 145  
CHI COIN 4  
PLAYER DERBY .. 175  
CHICKEN SAM ..... 95  
RIFLE RANGE ..... 95  
RAY GUN ..... 95  
CHI COIN GOALEE  
UN. TEAM HOCKEY  
EXHIBIT DALE GUN  
WMS QUARTER-  
BACK ..... 75  
MERCURY 13-WAY  
GRIP SCALE ..... 79  
CHI COIN HOCKEY .. 55

#### 5 BALLS

"First-Conditioned"

GOTTLIEB  
QUEEN OF HEARTS \$215  
SKILL POOL ..... 185  
QUARTETS ..... 175  
CROSSROAD ..... 159  
HIT 'N' RUN ..... 145  
NIAGARA ..... 145  
GLOBE TROTTER .. 135  
ROSE BOWL ..... 135  
MERMAID ..... 125  
DBLE. FEATURE .. 89  
TRIPLETS ..... 89  
ROCKETTES ..... 85  
MADISON SQUARE  
GARDEN ..... 85  
KNOCKOUT ..... 69  
WATCH MY LINE .. 65  
DBLE. SHUFFLE .. 65  
TELECARD ..... 49

UNITED

UTAH ..... \$ 59  
AQUACADE ..... 39  
CAROLINA ..... 39  
RAMONA ..... 39  
STARDUST ..... 39  
BABY FACE ..... 39

WILLIAMS

SWEEPSTAKES .....\$195  
OLYMPICS ..... 145  
8-BALL ..... 125  
SHOO-SHOO ..... 95  
MARYLAND ..... 49  
GIZMO ..... 35  
RAINBOW ..... 35  
PHOENIX ..... 35

CHICAGO COIN

KING PIN .....\$115  
FIGHTING IRISH .. 75  
FOOTBALL ..... 65  
THING ..... 45  
MAJORS OF '49 .. 45  
GRAND AWARD ..... 35  
TRINIDAD ..... 35  
CATALINA ..... 35  
THRILL ..... 35

GENCO

SOUTH PACIFIC .. \$ 69  
TRI-SCORE ..... 69  
CAMEL CARAVAN .. 65  
HARVEST TIME .. 65  
1-2-3 ..... 49  
PUDDINHEAD ..... 35  
SCREWBALL ..... 35

EXHIBIT

SHANTYTOWN ..... \$ 85  
TUMBLEWEED ..... 65  
SEBOP ..... 45  
PLAYTIME ..... 45

#### SHUFFLE GAMES

NEW

Keeney DOMINO  
BOWLER  
Keeney CARNIVAL  
BOWLER  
ChiCoin HI-SPEED  
CROWN BOWLER  
ChiCoin HISPEDTRIPLE  
SCORE BOWLER  
ChiCoin GOLD CUP  
United CLASSIC SHUF-  
FLE ALLEY  
United OLYMPIC SHUF-  
FLE ALLEY

"First-Conditioned"

#### Shuffle Games

UNITED

STAR-10TH FRAME \$365  
STAR 6 PLAYER ..... 335  
SUPER 6 PLAYER .. 295  
OFFICIAL S. A.  
(MATCH) ..... 295  
DELUXE 6 PLAYER. 265  
6 PLAYER with  
Formica ..... 189  
6 PLAYER ..... 175  
5 PLAYER with  
Formica & Big Pins 189  
5 PLAYER with  
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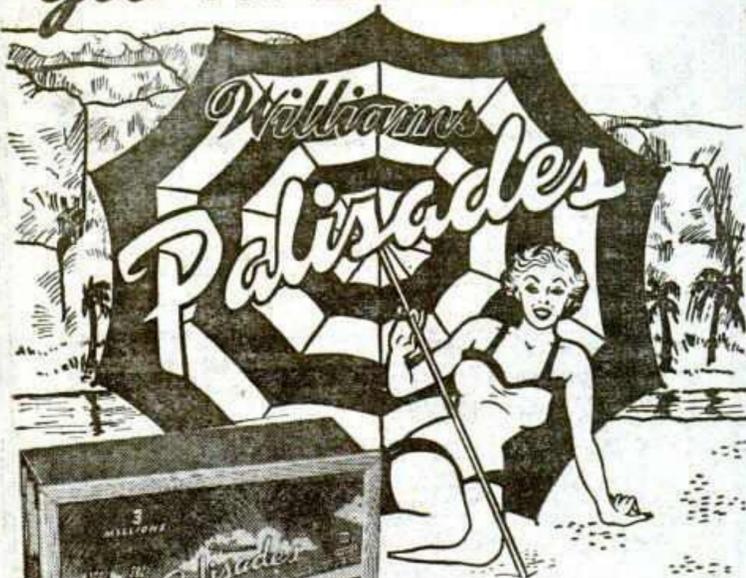
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Vending Movie

Continued from page 79

ment's resistance if you could get management to see, on film, the kind of job vending machines are doing in other plants similar to his own?"

Goldman also pointed out such a motion picture had a potential audience of some 30,000,000 people. This, he said, would come from sponsored audiences, TV, schools and fraternal organizations.

Prior to the convention, NAMA's Film Project Subcommittee, under the chairmanship of Tom Hungerford, National Vendors, Inc., retained Kling Studios, Chicago, to produce the film. The deal with Kling was contingent on the association being able to raise sufficient funds during the convention to indicate the industry's willingness to sponsor such a project.

Why an Association?

Earlier in his address, Goldman told the membership the "legitimate object (of an association) is to do for its membership whatever they need or have done, but cannot do at all, or cannot do so well for themselves, in their separate and individual capacities."

The retiring president sketched the highlights of NAMA accomplishments. He pointed to more rigid laws against the manufacture and use of slugs and better enforcement by Federal authorities; the disassociation in the public mind of that business which deals in entertainment and gaming machines from our own business which deals with machines selling merchandise or service."

More recently, Goldman said, NAMA secured price relief, launched the national vending drive in co-operation with Red Feather campaign, set up a group insurance program and cost accounting studies.

Air Research

Continued from page 80

followed, with methods used by his firm in adhering to the regulations required by health and sanitation inspectors.

In opening, he pointed out that bad publicity, injunctions on machines that failed to meet sanitary regulations, had caused as high as a 50 per cent drop off in sales thruout a whole community.

Duckett said, "A sanitation manual was adopted, telling all servicemen what was required in the line of cleaning. A chart was placed in all machines for a record of when it was last cleaned.

Service crews, he said were sent out every 60 days to locations to give machines a general overhauling. This includes painting, installing new parts and over-all inspecting. Standards are ever used to allow cleaning under the machines. Route trucks are painted inside as well as out.

In conclusion, the discussions showed that sanitation and merchandising were interlocked.

Spacarb Intros

Continued from page 79

carbonated, two carbonated two-flavor and two non-carbonated drink selections, has a 1,000-cup capacity. Price, \$1,489.

The new Convertible Juice Bar, priced at \$809, offers six selections of canned beverages. Three selections are vegetable or fruit juice; three soft drinks in flat or cap-seal type cans. Flat can capacity. 273; seal cap cans, 265.

The uniform front panel Auto-Snak, for a battery of five Spacarb units is priced at \$394. Initial delivery in December. Panel includes complete front door sections for each of the five venders and provides individual installation sections for five vender chassis.

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Sharpshooter... 49.50	All Baba... 34.50
Sharpshooter... 49.50	Barnacle Bill... 34.50
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Paratrooper... 125	Minstrel Man... 125
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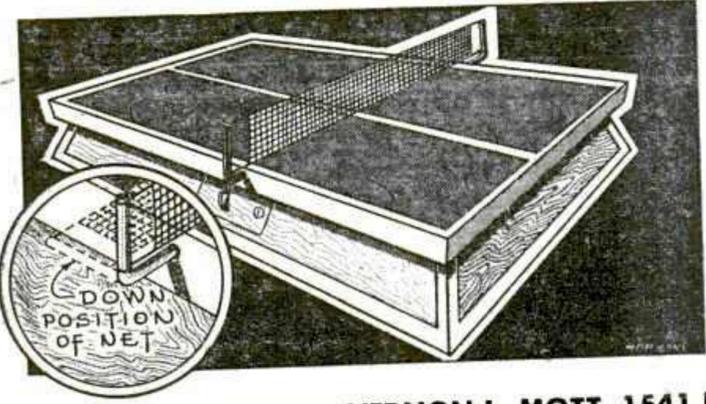
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19" wide, 80" high  
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A REAL MONEY-MAKER in Bowling Alleys, Taverns, Arcades,  
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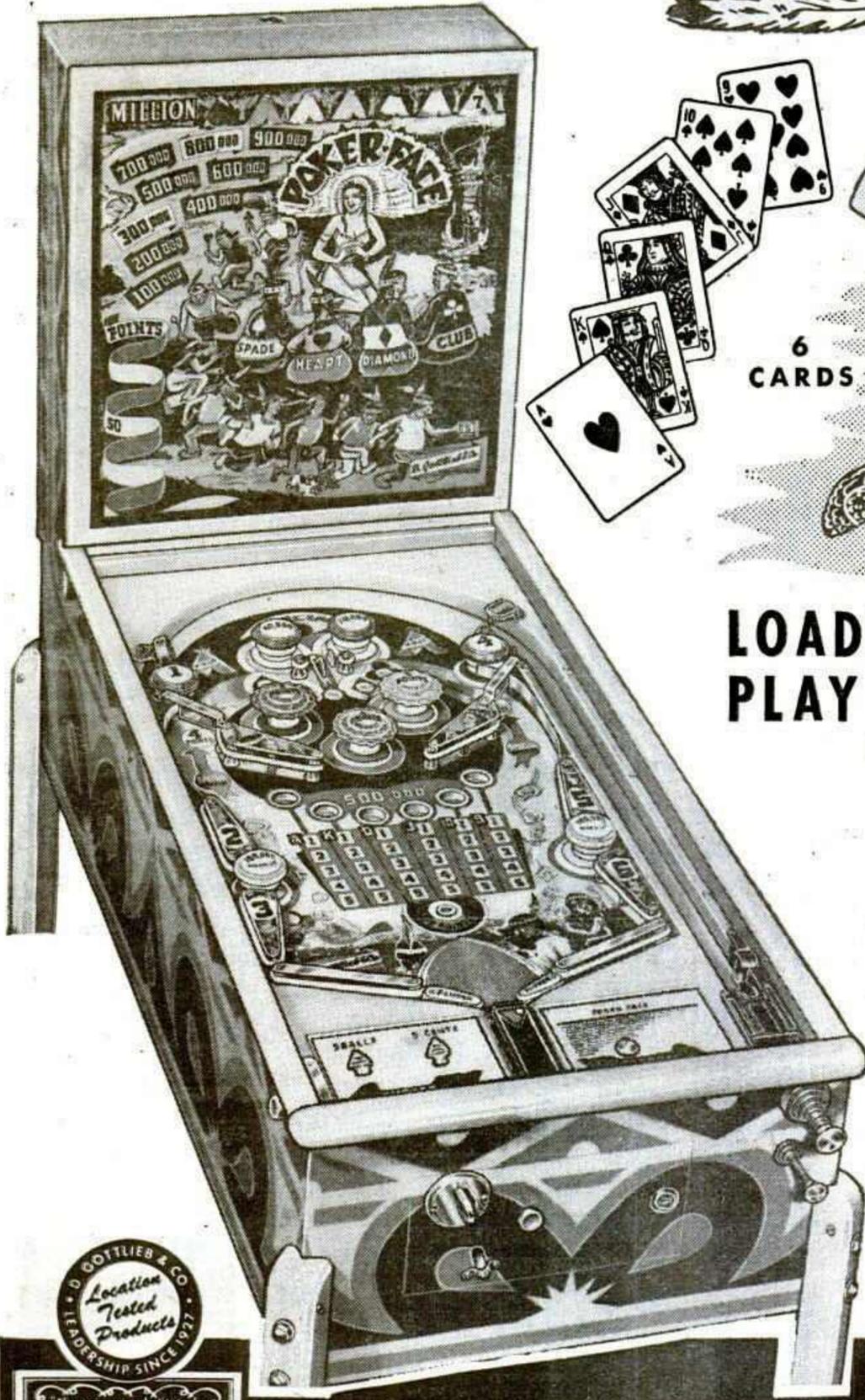
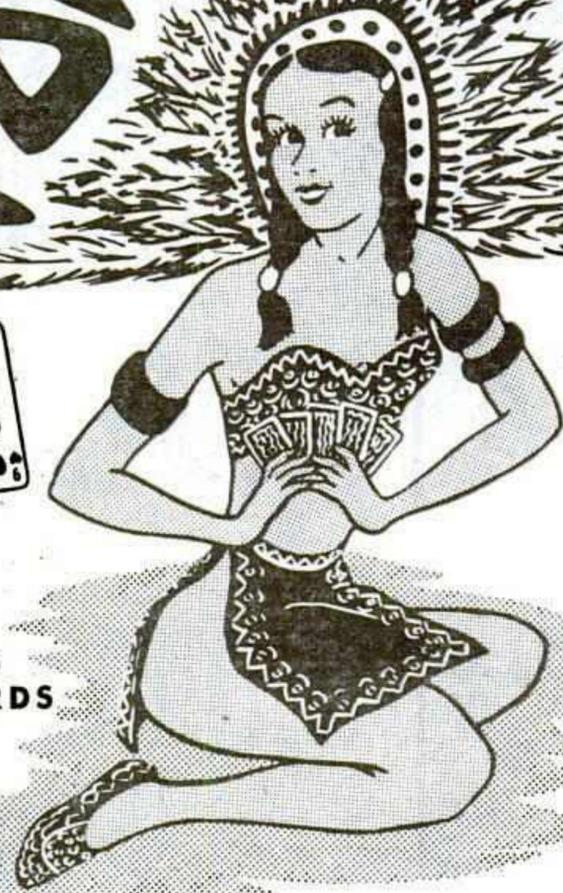
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 ADJUSTS TO **5** FRAMES PER GAME



● MATCH A NUMBER!  
 ● MATCH A NUMBER AND STAR!  
 ● MATCH A NUMBER, STAR and CROWN!

er in 5 or  
 ame Play  
 add up to  
 0 Points to his  
 tal Score in  
 e Last Frame!

## HI-SPEED Triple-Scorer Bowler

## HI-SPEED Crown Bowler

**HI-SPEED BOWLERS are easily adjustable to PLAY either 5 or 10 Frames!**

Frames Plays in only 30 Seconds!  
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(also adjustable for 3rd and 7th frames triple!)

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 servicing!  
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★ NEW Hinged front  
 door with pro-  
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★ Simple adjustment in cabinet converts  
 Hi-Speed to meet any location requirement!

Illuminated Cash Box Compart-  
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with  
 exclusive  
**REPLAY**  
 feature

1 Match A Number!

2 Match A Number  
 and Star!

3 Match A Number—  
 Star and Gold Cup!

4 Replay Given  
 Player Matching  
 A Number!

6 Gold Cup Bowler  
 can also be oper-  
 ated as Straight  
 Match Bowler!

5 Any One or Six  
 Players can get  
 Replays!

5th and 10th Frame  
 TRIPLE Score Feature

Player in 10th Frame  
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 coin**

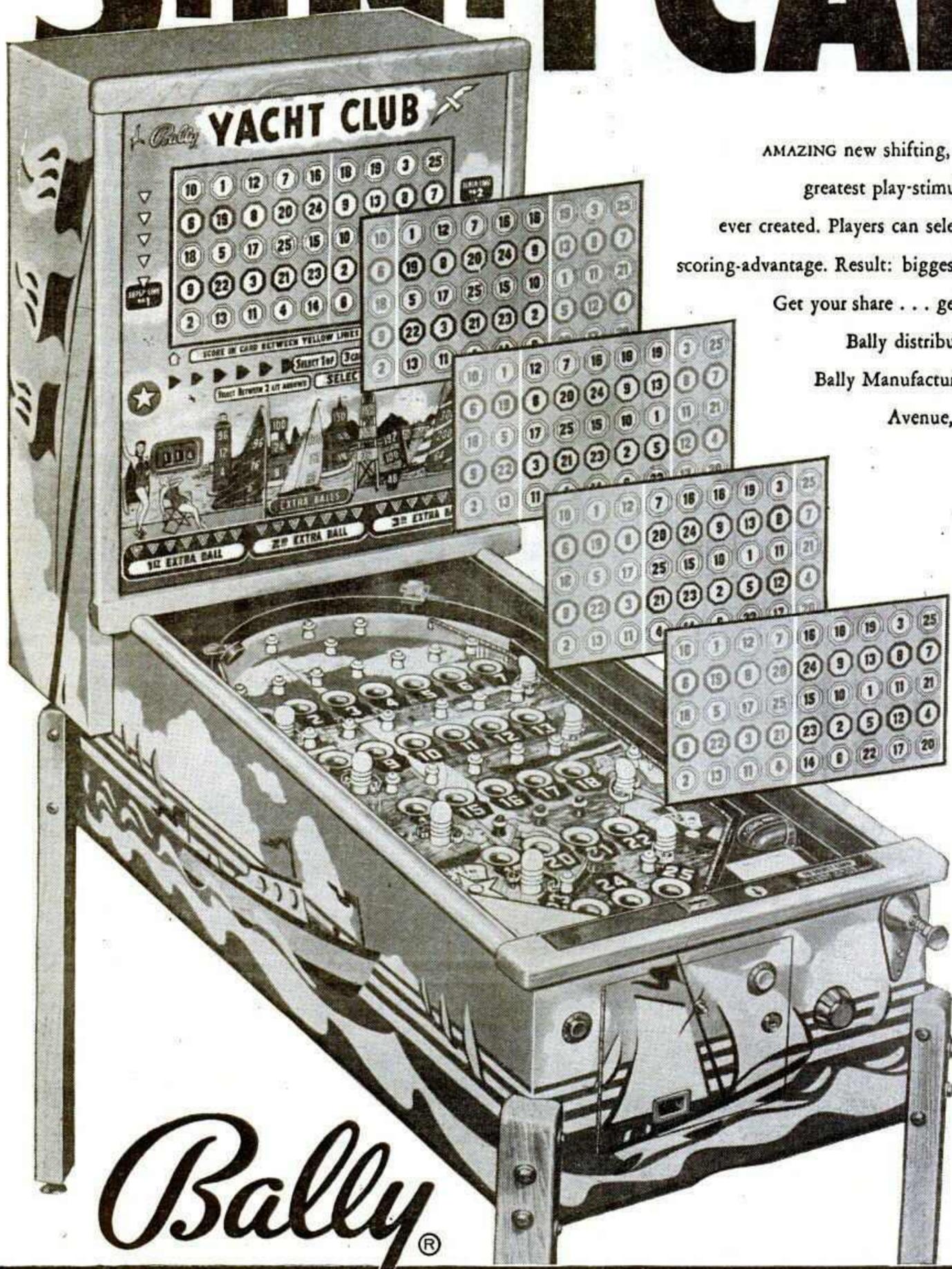
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THIS FRAME SCORES  
**TRIPLE**  
WHEN LIT

FRAMES 1 2 3 4 5 6 7 8 9 10

THIS FRAME SCORES  
**DOUBLE**  
WHEN LIT

FRAMES 1 2 3 4 5 6 7 8 9 10



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ALSO SCORES DOUBLE WHEN LIT • CAN SCORE 180 POINTS

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