

# The Billboard

SEPTEMBER 11, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Penny Still Reigns As Arcade's King

Everything From Nibbles to 'Nudists' Still Possible; Makes Lotsa Cents to Owners

By KEN KNAUF

CHICAGO, Sept. 4.—Inflation has shrunk the dollar, but the penny is still king in the Arcades. Today's penny, for instance, will buy anything from a dozen peanuts to a peek at an ant-inhabited "nudist colony."

Pennies have sparked the coin machine industry since 1888, when the first practical machine in the United States—a penny Tutti-Frutti gum vender—was set up for operation by Thomas Adams on a platform of the New York transit system. A penny—66 years later—still buys a stick of gum.

Thousands of coin-operated games are played for a penny across the nation, and 1 cent will dispense, besides a stick of gum, candy, trinkets, picture cards, fortunes and weights.

### "Nudist Colonies"

Among the most curious penny machines are three coin-operated "Nudist Colonies" at Riverview Amusement Park, Chicago. On the machines is the billing: "See them at work . . . see them at play . . . alive." Dropping a penny in the machine turns on a light, revealing a village inhabited by 400 or more large, red, rambling ants.

The ants are imported from England, reportedly the only ants that will live for a length of time in captivity. They are fed once a week on a few drops of honey mixed with a few drops of water. One of the ant villages was temporarily out of order due to a missing queen ant. Rather than sending to England for a new queen, a whole new plate of ants—cost, 35 cents—was installed.

Having grown from penny roots, Arcades still carry the old name "Penny Arcade," altho most of them depend on nickel and dime trade for most of the take.

### Chicago Arcade

"Penny Arcade" is the name of the latest Arcade to open in Chicago. Recently built at 167 N. State Street in the Loop, it is filled with more than 30 coin games, but only three of the games are operating for a penny. One is a strength-fester called Maud, the Donkey. The higher one is able to pull a handle at the bottom of the machine, the louder Maud brays. A player often lets go of the handle in fright when he hears the donkey give out with a hee haw.

### Fun City

"A penny is still a penny at Fun City," says Bob Bear, one of the operators of a new Arcade on West Randolph Street, Chicago. The Arcade includes about six penny units among a stock of late model machines. Among the

## Carol Raises Arcade Roof

REVERE BEACH, Mass., Sept. 4.—It's going to take a lot of coppers to replace the roof of the penny Arcade blown away by Hurricane Carol which whipped this shore resort to the tune of \$1,500,000 Tuesday (31).

The 100-mph winds would have registered well on the strength testing machine with the ease in which they lifted and carried away the coin palace cover. For the owners there is no good fortune in prospect for the season winding up on Labor Day and only a little weekend grind activity likely from then until a new season begins next May.

## N. Y. PARA MAPS HOLIDAY FISHER, GLEASON SHOWS

NEW YORK, Sept. 4.—The New York Paramount is planning two big holiday shows this season. The entire Jackie Gleason television show will go into the house on or about November 17 for either two weeks or 12 days, when negotiations now underway are wrapped up.

Still in talking stages is a deal for the Christmas show with Eddie Fisher, which has been going on for the last few weeks. The Paramount originally wanted Fisher for the Thanksgiving bill, but he had booking conflicts.

One of the conditions in the Gleason deal gives the comic the right to okay the picture. Bob Shapiro, head of the Paramount Theater; Jack Philbin, Gleason's executive producer, and the Music Corporation of America are now checking films to see availability and playing dates open.

The show as planned will be one of the biggest ever seen in a vaudeville house. Besides Gleason, Art Carney, Audrey Meadows and the usual regulars of the Gleason TV show, the unit will also have 32 girls and 46 musicians. Instead of using the raised elevator for the show, the usual practice, the plan is to use the full stage. That will mean extra stagehands. Talks are now going on between Shapiro and the stagehands' union.

(Continued on page 99)

## Que Significa TV? Latin America Has Barely Heard Of It

They Have So Few Sets, Film Firm Says Market Not Worth the Trouble

By LEON MORSE

NEW YORK, Sept. 4.—After an exhaustive study of the Latin-American market, one of the largest TV film distributors has written off that area as being without substantial potential at least at the present time.

This syndicator was planning a sales expansion into Latin America, but has tabled it and will handle the market in an off-the-cuff cursory fashion, taking his sales where he can get them.

The basic conclusion of the study was that it would cost more to dub a half-hour dramatic show into Spanish—\$900—than could be realized from the market—\$700. The major reason for the poor present revenue potential of Latin-American TV is the low number of video sets in these markets.

### Set Estimates

Estimates vary as to the set counts. Giving most of these countries the benefit of generous estimates, the sets in use are: Havana, 110,000; Mexico City, 75,000; San Juan, Puerto Rico, 80,000; Caracas, Venezuela, 30,000; Brazil, 110,000, and Argentina, 30,000. As a comparison, the

small town of Cedar Rapids, Ia., is reported beaming to 238,060 sets in its area, according to WMT-TV, that city.

Among the smaller markets are Ciudad Trujillo in the Dominican Republic which has, at most, 5,000, and the recently opened station in Bogota, Colombia, which will have 10,000 sets when the government makes good its promise to import them.

Estimates as to the money that can be gleaned from these areas are understandably loose. Again, giving them every break possible, Havana and Mexico City each are said to be worth \$150, San Juan \$125, Caracas \$100, Brazil about \$75 and, at best, Ciudad Trujillo and Bogota \$50 each. This is for one-time purchases of half-hour shows. The custom, however, is to sell for a year's unlimited run during which the stations are likely to show the films three times.

### Language Problem

Aside from the low number of sets in use there are numerous other problems south of the border. Dubbing, for example, creates difficulties because none of the countries speaks a pure Spanish. They all speak dialects, and so programs dubbed for Havana are not completely acceptable in Mexico City and so on.

Brazil presents even more of a headache because the national language is Portuguese. One solution used by some distributors is to have the films subtitled or narrated, which is considerably cheaper.

This is the only way the problem can be handled in Venezuela, where the station must use nationals in its programing 75 per cent of the time. And, of course, none of the South American stations will accept American films unless they are dubbed, narrated or subtitled, for obvious reasons.

There are also programing problems in Latin America. Few of the stations offer continuous programing and most do not observe the American hour, half-hour and quarter-hour round-the-clock scheduling. Many of them go on for a few hours then off for a long while during the day, a practice which is not likely to create a viewing habit.

### Sales Poser

Most of the selling, the syndicator found, is made directly to stations. Few advertisers are sold directly; usually it is the station that has the contacts and that can make the sale. There is little market research. Further, the sta-

(Continued on page 10)

## TV Stations Se Habla Espanol

SAN ANTONIO, Sept. 4.—San Antonio's first Spanish language TV station, KCOR-TV here, will air all shows entirely in Spanish. Some are to be produced here and some imported on film from Mexico.

Temporary plans have already been formulated to set up a small network of Spanish TV stations, connecting KCOR-TV with others in Texas, El Paso and Corpus Christi. KCOR-TV is an ultra-high-frequency station.

## NEWS OF THE WEEK

### 30-Minute TV Film Libraries Now Strongly Buck Features . . .

TV stations have been buying an increasing number of half-hour TV film libraries over the past year, and two more such library promotions have cropped up in the past couple of months. These are making increasingly tough competition for the feature-film libraries. . . . Page 2

### Guild Films' SEC Application Cues Public Financing Move . . .

Guild Films applies to the Securities and Exchange Commission for the right to sell 250,000 shares of its stock. Move seen as raising issue of public financing for film syndicators. . . . Page 2

### NBC-AM Bypasses Balky Affiliates; Indies Fill In Patchy Web . . .

NBC Radio bypasses affiliates who will not clear Saturday afternoons next fall in order to create a network for a client wishing to program football. Included in the patchwork network are non-network affiliated stations such as the indie, WINS, New York. . . . Page 16

### Seeburg Strongly Moves Into Background Music Field . . .

The J. P. Seeburg Corp., major manufacturer of juke boxes, enters the background music field in a big way. Will use BMI and public domain music exclusively on 45 rpm records pressed by RCA Victor. . . . Page 19

### Fall One-Nighter Field Sparked By Music-Record Names . . .

A flock of strong music-record names put new life into the fall one-nighter field. Nat Cole, Billy Eckstine, Peggy Lee, the Buddy Johnson Ork, the Pete Rugulo Ork, the Drifters and others signed up with packages ready to hit the road within the next few weeks. . . . Page 20

### Classics, Pop Names, Highlight Fall Kiddie Record Lines . . .

Increased emphasis on music appreciation of the classics and continued use of pop record names highlight the record companies' new children's platters for fall. . . . Page 20

### New England Outdoor Show Business Blows Three Million On 'Carol' . . .

Hurricane Carol walloped New England outdoor amusement installations to the tune of an estimated \$3,000,000. Beachfront units in Massachusetts, Rhode Island and Connecticut caught the full force of the storm. . . . Page 61

### Juke Manufacturers Opposed To Commercials On Boxes . . .

"Commercials" for juke boxes run into opposition. Most box manufacturers strongly oppose the idea of sponsored messages on juke boxes. . . . Page 93

### Ringling Show's Chicago Stand Shaping Up As Best Ever . . .

Ringling Bros. and Barnum & Bailey Circus scores the best business it ever has had on the Chicago lakefront. With sellouts assured over the weekend, the show will have played to capacity business thruout the nine-day engagement. . . . Page 80

### Minnesota, Iowa Fairs' Smash Attendance May Set Record . . .

Minnesota and Iowa State fairs threatened to smash attendance records this week. Minnesota pulled 553,771 during its first six days, while Iowa counted 478,108 for the same period, setting pages that will crack the all-time high if sustained over the Labor Day weekend. . . . Pages 61 and 69

### DEPARTMENTS AND FEATURES

Amusement Games . . . . .	99	Music . . . . .	19
Burlesque . . . . .	59	Music Charts . . . . .	32
Carnival . . . . .	72	Music Machines . . . . .	93
Circus . . . . .	80	Parks & Pools . . . . .	68
Classified Ads . . . . .	86	Pipes . . . . .	83
Coin Machine Market . . . . .	100	Radio . . . . .	16
Coming Events . . . . .	64	Rinks . . . . .	82
Drive-In Theaters . . . . .	82	Roadshow Repertoire . . . . .	82
Fairs & Expositions . . . . .	69	Routes . . . . .	67
Final Curtain . . . . .	60	Talent Review . . . . .	56
General Outdoor . . . . .	61	Television . . . . .	16
High Fidelity . . . . .	28	TV-Film . . . . .	2
Honor Roll of Hits . . . . .	32	Vending Machines . . . . .	89
Legitimate . . . . .	58		
Legit Routes . . . . .	58		
Letter List . . . . .	84		

## Stations Nab Up Half-Hour Libraries at Increasing Clip

### Package Deals Make Buys Easier, Force Older Firms to Ease Up

NEW YORK, Sept. 4.—TV stations have been buying half-hour libraries at an increasing clip over the past year. And an increasing number of such library deals have become available to the stations in only the past month or two.

The half-hour libraries now appear to be giving the old tired and true feature film libraries a run for their money. Feature buying is more and more being done on a per-picture basis, or in packages of 10, 20 or 30 when they are newly released to TV. The older and bigger feature libraries, consequently, are being offered on easier terms.

But to fill holes in their schedules, open new time or, in some instances, supplant a feature theater, stations are turning increasingly to half-hour films, mostly re-runs, which are currently being offered by a number of distributors on easy-to-take library bases.

After the run-out of the new-station discount plans that practically every distributor was offering in 1952, the first effort to push major half-hour library sales was made by MCA-TV. Just a year ago MCA-TV began to push the use of miscellaneous dramatic half-hours in periods customarily reserved for feature films.

#### Crosby Package

Early this year, United Television Programs began to promote station sales of its Crosby package in two-year unlimited play deals.

In the past month two more such promotions have been launched. National Telefilm Associates is offering its entire li-

brary of 500 hours of film at minimal hourly rates, with NTA and the station splitting the station's profits on sales of these films. The NTA library is approximately half feature and half series.

The latest to get into this type of selling is Screen Gems with 78 "Ford Theater" films, which it is selling on one and two-year unlimited play deals.

Screen Gems has sold its library to close to 10 stations already. NTA has placed its pay-as-you-sell plan to 23 stations.

UTP's Crosby package, which consists of "Hollywood Offbeat," "Royal Playhouse" and "Counterpoint," totaling 91 episodes, has been sold to approximately 50 stations. A UTP official this week estimated that the gross of these sales is between \$500,000 and \$750,000.

#### MCA-TV Nix

MCA-TV has not been making unlimited play deals. This firm considers it more realistic to spell out the number of runs the station will get out of each film.

MCA-TV long ago abandoned promotion of half hours only as replacements for features. It now sells the plan for whatever the station's need may be.

The core of MCA-TV library promotion is its 225-episode "Famous Playhouse" anthology. But its mystery, comedy and sports

series are also being sold as parts of libraries, if the stations need them. These amount to about another 225 half hours.

MCA-TV has library contracts with nearly 30 stations, including three here in New York and KTTV, Hollywood. It has frequently expanded already established contracts. Just this week it concluded a new deal with WOR-TV here for an additional 314 "Famous Playhouse" runs. Also this week it made an extensive deal with KORV-TV, Stockton, Calif., which covers San Francisco. It already had a library deal with KPIX in San Francisco.

#### Ziv Deals

Ziv-TV has also been making station library deals. But an official of the company said this week that it makes such deals only in special situations, that Ziv-TV's primary business is the creation of new shows for sale to advertisers.

In the face of this flourishing business, the veteran feature libraries appear to be seeking new sales stories. Unity Television is reported to be quoting hourly rates for its library that the rest of the field is finding hard to beat. And Motion Pictures for Television is reported to be making presentations of its national-spot plan by which the station pays MPTV in time instead of cash.

## Both Web and Syndication on 'Rin Tin Tin'

NEW YORK, Sept. 4.—The ABC-TV network showing of "Rin Tin Tin" will not hold back syndication of the series by Screen Gems this fall. Screen Gems' deal with Nabisco gives the TV film firm the right to syndicate the show simultaneously in markets not covered by the sponsor. Nabisco is seeking a network line-up of 64 ABC-TV stations.

This is the second network sale that Screen Gems has made this season in which it has retained the right of simultaneous syndication of a series to non-network markets. Its "Captain Midnight" show, which is being co-sponsored on CBS-TV by Ovaltine and Kix, is currently being syndicated under the title of "Jet Jackson, Flying Commando" to markets in which the CBS-TV show is not seen.

## Anita Ekberg Suspended

HOLLYWOOD, Sept. 4.—Anita Ekberg was suspended this week for failing to show up for a role in the "Sheena" telefilm series being produced by Four Star Productions.

It's believed to be the first time a TV contract player has been suspended for spurning a role. Miss Ekberg was first scheduled to appear May 1 and since then it is alleged she has repeatedly failed to heed orders to report.

## Miss Colbert's NBC-TV Toni Time in Air

NEW YORK, Sept. 4.—At press time nothing had been resolved as to whether Claudette Colbert will occupy the Saturday 8:30-9 p.m. period on NBC-TV for Toni next fall. Miss Colbert has stated that she doesn't feel up to working the every-week pace that the vidfilm series would demand.

Another bone of contention stems from her unhappiness with the time period, opposite the latter half of the Jackie Gleason show on CBS-TV. NBC-TV also has asked that greater emphasis in the series be placed on comedy, but Miss Colbert doesn't agree.

A dispute between her and Toni about her doing a commercial for its new deodorants, however, was smoothed. Weiss & Geller, the agency for Toni, is going ahead on the assumption that it has the film star's services.

## TV Movie Fan Magazine Set

HOLLYWOOD, Sept. 4.—Production plans for a movie fan magazine of TV were announced this week by Hollywood Spotlight Newsfilm Service, Inc., a Los Angeles news film organization set up early this year. Jim Ameche has been signed to host the first 26 of the series of quarter-hour newsreels on Hollywood life to be entitled "Spotlight on Hollywood."

The films will consist of newsreel coverage of Hollywood activities such as premieres and parties, and will feature a weekly interview with a top star in his home. Shooting begins this week with actress Jan Sterling in the featured spot. Other film features with Jack Palance, Robert Ryan, Vincent Price and Ronald Reagan have already been completed. Release date of the program is October 1.

## Guild Films Prepares 250,000 Shares of Stock for the Market

NEW YORK, Sept. 4.—Guild Films is preparing to issue 250,000 shares of its stock, if approval is forthcoming from the Securities and Exchange Commission during the latter part of this month. The stock offering will be handled by Van Alstyne, Noel & Company, and Guild Films will probably be listed on the American Stock Exchange. Par value of the stock is 10 cents per share, and it will most likely be issued at \$4.

The film syndicator has outstanding at the end of August 198,500 shares of Class A stock and 570,000 shares of Class B stock, which were reconverted 40,000 shares of Common. Altogether Guild now will have 1,000,000 shares, of which about

60.25 per cent will be held by the officers.

In a prospectus issued by Van Alstyne & Noel, it is disclosed that Guild will produce a new Connie Haines show and a daytime stanza titled "It's Fun to Reduce," which may go into a strip format. The latter show originated at a Pittsburgh station. Also listed are all its major properties — Liberate, the Florian Za Back show, "The Joe Palooka Story," "Life With Elizabeth" and the Frankie Laine show with Connie Haines.

#### Guild Officers

Officers and directors of the company are, Reub Kaufman, Louis Millman, Jane Kaufman, Charles S. Goldberg and William Walker. Mrs. Kaufman is being replaced on the board by David Van Alstyne Jr., a partner in Van Alstyne & Noel.

Some indication of the swift rise of Guild is shown by its income statements and profit-loss balance, published in the prospectus. This shows that from June 11, 1952, to February 28, 1953, the company's film rental and distribution income was \$13,400.50, while from March 1, 1953, to November 30, 1953, its rentals went up to \$549,210.59 and rose

again during the period from December 1, 1953, to June 30, 1954 to \$1,085,182.69.

Its balance during those same three periods show a loss in the first time group of \$2,504.33, with profits in the second period of \$127,147.62 and profits in the third period of \$230,628.37.

#### Voting Stock

Each share of the common stock will receive one vote and is entitled to the same rights and privileges as every other share of stock. With the new offering to be sold at \$4 per share, Guild will have \$1,000,000 in new capitalization available in addition to its current resources.

Some of this new balance will be utilized for expansion, with the national sales staff likely to be increased and more branch offices to be opened. Some also will be used to finance the new series mentioned earlier.

The Guild stock offering is one of the very few thus far made in the TV film business, and is similar to that made by Official Films some months ago. Official has 1,400,000 shares outstanding.

## 'Dragnet' Tops In Two Surveys

NEW YORK, Sept. 4.—"Dragnet" hit the top spot on both the ARB and Nielsen charts during the month of August. The ARB rating covers the whole month, while the Nielsen rating is for the two weeks ending August 7.

According to ARB, "Dragnet" picked up a 44.2 rating for the month, hitting 36,470,000 viewers. The Nielsen report cites the show as reaching 40.9 per cent of TV homes able to receive the stanza.

## 500G for 'Gallant' Future Production

NEW YORK, Sept. 4.—Harry Saltzman, producer of the new "Captain Gallant" film series, concluded a deal with the New York Trust Company this week which gives him a \$500,000 revolving fund for future TV film production. It is understood that the collateral on the loan is the first series of 39 "Gallant" negatives.

The money for the "Gallant" series, whose full title is "Captain Gallant of the Foreign Legion," is understood to have come from European sources under a guarantee from the distributor, Television Programs of America.

The New York Trust loan was issued to Frantel, Inc., which owns the "Gallant" show. Saltzman is president of Frantel. It apparently has not been decided yet whether the new fund will be used for a second year's production on "Gallant" or for a new show.

Saltzman has set up Telepictures of Morocco, Inc., as the production company on "Gallant," which has Buster Crabbe in the title role and features Crabbe's young son. Interior shooting is being done at the Neuilly Studios in Paris, which Telepictures has

under a three-year lease as of last November. The studio has three stages, one of which is a permanent desert set.

#### Morocco Locale

Location shooting up to now has been done in Southern Morocco, but due to the strained political situation there future production is going to be shifted to Southern Algeria, about 2,000 miles away. According to Saltzman, this is the first film ever produced in which actual members of the French Foreign Legion have appeared.

Saltzman has installed over \$60,000 worth of equipment at the Neuilly Studios, and he has permanently stationed there nine American craftsmen and four writers, including Gil Ralston and Jean Yarborough.

Production has now been completed on 21 episodes of "Gallant," 13 of which have already been delivered to TPA headquarters here. Saltzman has been in town the past two weeks to pin down the New York Trust deal. TPA was reported to be close to a number of potential multi-market sales, the regular syndication selling has not yet been launched.

## NO VICES FOR 'CORLISS'

## Situation Comedy Sells Mostly to Food Clients

NEW YORK, Sept. 4.—There will be none of the minor vices represented in the sponsorship of the new "Meet Corliss Archer" show, according to analysis made this week by Ziv-TV. An overwhelming proportion of its sales so far have been to food advertisers. The two other principal product groups that will ride the situation comedy are public service companies and banks.

Of the 80-odd markets sold so far, 29 will have food sponsors on "Corliss." Public service firms have it in six markets, and banks in five. The Lion Oil Company has it in nine Southern markets, the only oil sponsor. No brewer-

ies have been sold to date.

Some of the show's major food sponsors will be Brown & Haley in Los Angeles, San Francisco, Seattle, Portland, Ore., and Boise, Idaho; Sealtest Dairies in Pittsburgh, Altoona and Erie, Pa.; Safeway Stores in Harrisburg, Pa., and Washington; Abbotts Dairies in Philadelphia; Sunshine Biscuit in Atlanta; Holsum Bread in Salt Lake City, and Kroger Company in Cincinnati and Peoria, Ill.

Other major "Corliss" sponsors are Sears Roebuck in Houston, Renuzit in Baltimore, Sweetheart Cosmetics in Boston and Sealy Mattress in Rochester, N. Y.

## The Billboard

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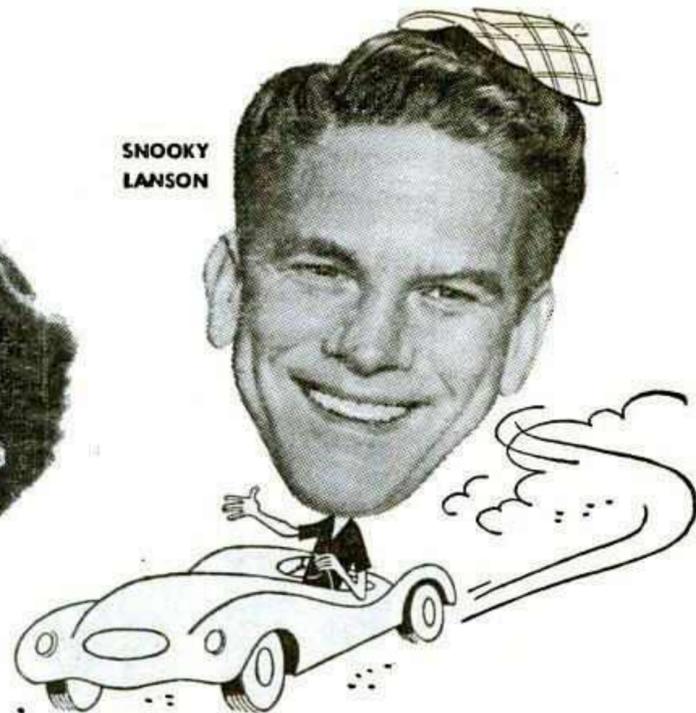
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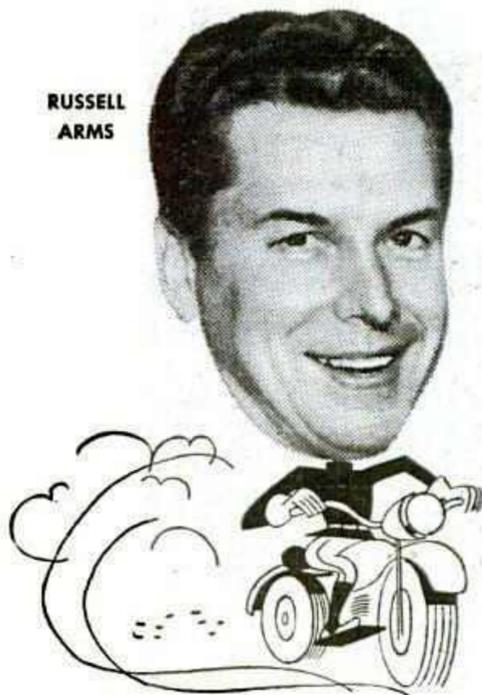
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RUSSELL ARMS

# Your Lucky Strike Hit Parade is coming back SATURDAY NIGHT-SEPT. 11

on NBC Television 10:30 P.M. (N. Y. Time)

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



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to taste better!

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4. Sh-Boom
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6. Little Things Mean a Lot
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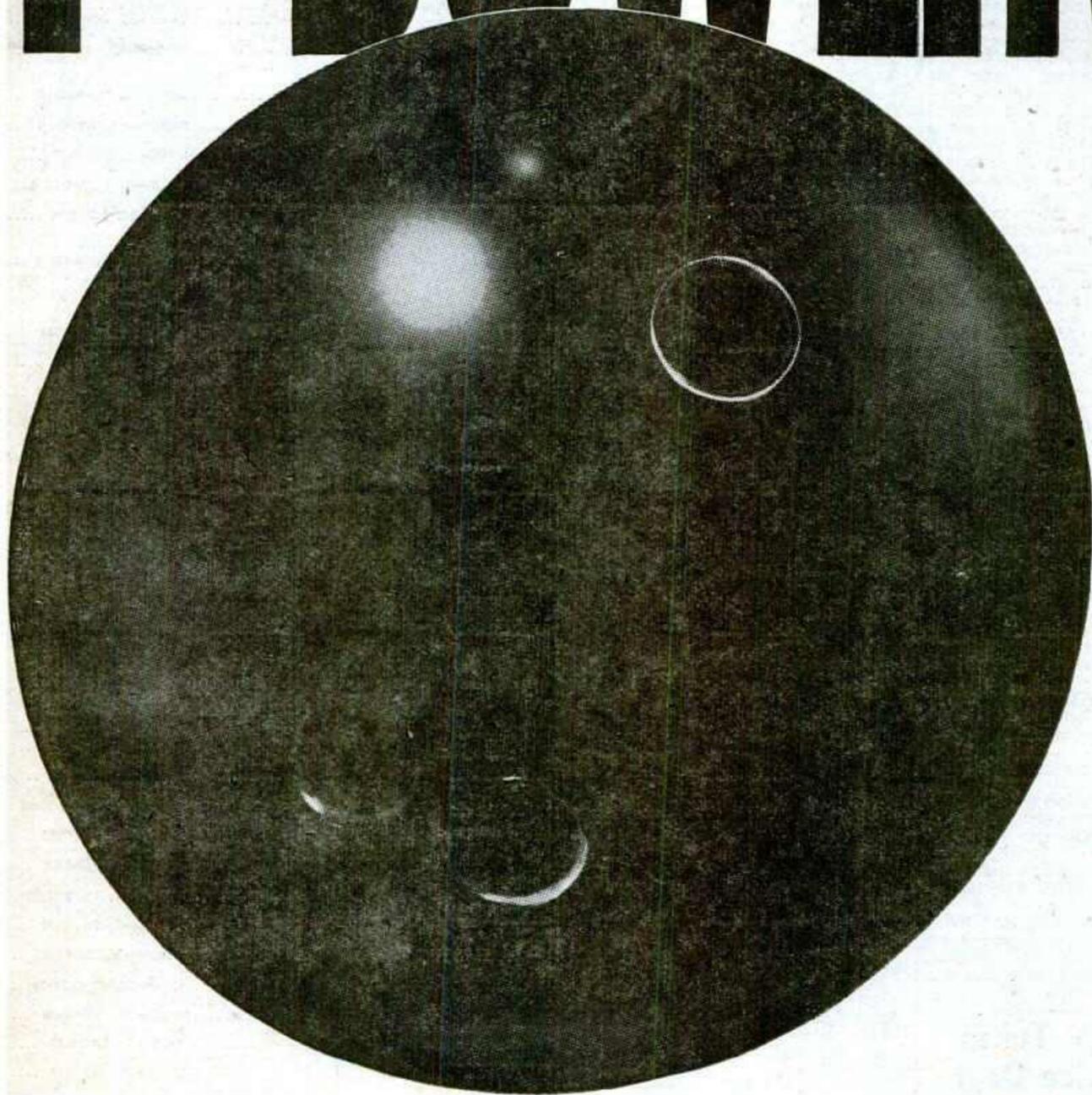
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BIG WOR-TV FILM WEAPON

New Sponsors Put Station Near Sell-Out on 'Million Dollar Show'

NEW YORK, Sept. 4.—WOR-TV's new policy of turning to film as its major weapon in America's most competitive TV market showed signs this week of paying off.

Three more advertisers jumped into its "Million Dollar Movie" line-up, bringing the total number of bankrollers of the package to six. Two more sponsors, buying one-eighth of the package each, will give WOR-TV a complete sell-out on the series, or the equivalent of 24 commercial hours a week, 21 of them in evening time. It's expected the station will pick up the business in short order.

The three new advertisers are Sterling Drug, Vicks and Dormin, Inc. They join Liggett & Myers, Piel's Beer and Rival Dog Food, which were pacted previously.

The station, meanwhile, expanded its clutch on film programming even further this week by scheduling an 11:30 p.m.-12:30 a.m. bloc of two half-hour film mysteries. The move makes the station all-film from 7-12:30 every night of the week except two, when "Hollywood Preview Theater" and "Colonel Venture," both of which use liberal amounts of film, air 7 to 7:30 p.m.

Among the new film properties the station bought are 151 "Famous Playhouse" episodes from MCA, 175 "Tele-Comics" segments from Flamingo and 39

"Cowboy G-Men" episodes from Flamingo. None of these properties is first run. Additional film buys are currently being negotiated by the station's film director, Mel Fenster.

The station's use of film this fall to cut out for itself a profit-making niche in a city bombarded by the heavy programming guns of all four networks will be carefully studied by outlets all over the country.

Again it emphasizes film's role as a unique weapon with which independent stations can combat network station competition. KTTV, Los Angeles, last week jumped to the top of that market's seven-station heap in American Research Bureau ratings largely on the basis of its film programming (The Billboard, September 4).

WOR-TV is placing its major

reliance, of course, on the 30 General Teleradio features. The only half-hour film shows it has on a sponsored basis for the fall thus far are "Badge 714" by Chesterfield and "Favorite Story" by Schaefer's Beer.

Guarantees

The station is certain that the General Teleradio features will deliver for each of its advertisers a cumulative weekly rating of 70.0 from the 16 showings of a feature per week. It's so certain of this, as a matter of fact, that it has guaranteed as much to the first four advertisers on the series. It has agreed to rebate a percentage of their money equal to the percentage by which the rating drops below 70.0. Each of the advertisers is paying approximately \$4,000 per week for a one-minute commercial plus a billboard on each showing of a film.

Polyester Film Base Reported Tougher

WILMINGTON, Del., Sept. 4.—A new polyester safety film base, which appears as a boon to the TV industry, has been developed by DuPont and given the trademark "Cronar," according to the company's Photo Products Department.

Several hundred thousand feet of sensitized "Cronar" polyester film base already have been tested and evaluated in co-operation with the Motion Picture Research Council and several motion picture and TV companies.

Limited quantities are now available commercially for use as leader material for motion picture processing. "Cronar" base has been produced in experimental quantities since 1952 in a pilot plant at Parlin, N. J., where a new commercial plant is under construction. The new plant is expected to be in operation in mid-1955.

Tested in the laboratory and the field for more than two years, "Cronar" is several times tougher than present types of safety film base, has much greater dimensional stability and equal flame resistance.

Motion picture film on "Cronar" base showed virtually no signs of perforation damage after 3,900

runs thru a projector, whereas perforations on regular safety film wore out after 1,400 projections.

The greater toughness permits the thickness of motion picture film to be reduced from the standard 5.5 mils to 4 mils, making the new base significantly thinner and reducing shipping weight and storage volume per foot of film. For example, a reel which holds 2,000 feet of ordinary 35-mm. motion picture film will accommodate 2,700 feet of film made on "Cronar" base, the weight of each being approximately the same.

Eight years of research and an investment of more than \$3,000,000 have gone into the development of the new film base thus far.

MANDRAKE

Promotion To Include Magic Bits

NEW YORK, Sept. 4.—Magic tricks will make their way into the TV film merchandising field as part of the array of promotion material being lined up by ABC Film Syndication for its new "Mandrake, the Magician" series. The firm's merchandising-promotion chief, Lee Francis, is preparing merchandising material to offer sponsors of the series.

Among the items being set are Mandrake comic books, which can be imprinted with the sponsor's name. King Features reportedly has offered to help sponsors of the series tie in with newspapers carrying the Mandrake strip. Envisioned is a cross-plug tie-in whereby the sponsor and station carrying the show get a "Watch Mandrake" line over the comic strip in return for a "Read Mandrake" plug on the air.

Parsons Gets 'Whistler' Pix

NEW YORK, Sept. 4.—Lindsay Parsons Productions, Inc., will produce 26 half hours of "The Whistler" for CBS-TV Film Sales. Producing the show for Parsons will be Joel Malone. Parsons produced "Files of Jeffrey Jones" for CBS-TV Film Sales.

The show has been sold to Signal Oil on an alternate week basis on the West Coast. Lipton Tea has bought the property in some markets on alternate weeks.

Holtz Resigns Film Post at Du Mont

NEW YORK, Sept. 4.—Merriam Holtz Jr. resigned as head of the Du Mont film syndication department this week. He had been doubling as manager of co-op sales for the past few months. Holtz had been with the network for two years. His future plans are unknown.

Clevel'd Agencies Refuse to Ink SAG Pact, Blacklisted

HOLLYWOOD, Sept. 4.—Two Cleveland agencies last week had the dubious distinction of being the first ever to be placed on the black list of the Screen Actors' Guild since the advent of TV film.

The board of directors of the SAG took the action after the two agencies, Foster & Davies, Inc., and Griswold-Eshleman Company, assertedly refused to sign Guild contracts governing wages and working conditions for actors in filmed television commercials and industrial film.

Signing the contract were 44 agencies in the Cleveland area and four film producers, Cinecraft Productions, Inc.; Escar Motion Pictures Service, Inc.; Productions on Film, Inc., and Wilding Motion Picture Service, Inc.

All Guild members are being instructed that they must not accept employment as actors in films for the two blacklisted agencies, an SAG spokesman said.

WABC-TV Takes Film Service Dept.

NEW YORK, Sept. 4.—ABC-TV's film services department has been made part of the WABC-TV operation. Except for the kinescoping activities, the rest of the film servicing tasks—such as editing and inspecting film—will be under the control of WABC-TV's new film director, George Rice.

The film services department has been handling WABC-TV's film in addition to the network's. Most of its time was spent working on the local outlet's celluloid.

Grid 'Forecast' To Boast Peak For Exposures

NEW YORK, Sept. 4.—The greatest exposure of any quarter-hour syndicated show in history will be boasted by Norman Sper's "Football Forecasts," which is to be presented by Du Pont's Zerone and Zerex in at least 136 markets next fall. The program was sold to Station Distributors at a reported sum of \$15,000 weekly to the client.

It is also likely that the series will be given to stations in warm weather winter areas free as a public service gesture. Stations in Miami, New Orleans, Los Angeles and San Francisco are likely to be offered the show by Du Pont. Batten, Barton, Durstine & Osborn is the agency.

Sportsvision To Shoot Grid

NEW YORK, Sept. 4.—Sportsvision will film 76 Pacific Coast and Big 10 Conference football games for the TV audience this fall. First of the delayed telecasts begin September 13. Also to be filmed for Sportsvision's half-hour vidfilm series which goes into national distribution will be some additional games.

Sportsvision sales of its three delayed football telecasts has risen to 142, with 14 new contracts reported in the past two weeks.

RCA Films Now 'Movie Classics'

NEW YORK, Sept. 4.—RCA Recorded Program Services has changed the name on its package of 18 feature films to "Movie Classics." The company sent out a large brochure on the package this week. It had originally labeled the group the "Empire Package" when it acquired it this spring.

The pictures were previously distributed by Empire Films, Inc., headed by Del Handel.

Delinquency Film

NEW YORK, Sept. 4.—William Miesegaes, president of Transfilm, this week offered to make a documentary film on juvenile delinquency for the city at cost. He said it could be made for less than what the city makes in one day from its 5 per cent tax on theater admissions. He proposed to distribute the film to TV, theaters, schools and clubs.

THE BILLBOARD SCOREBOARD

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

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

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

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

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

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

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

SAN FRANCISCO . . . . . 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs in San Francisco for Monday-Friday 7p.m. to 7p.m., including Superman, Wild Bill Hickok, Hopalong Cassidy, Dick Tracy, Time for Beany, Little Theater, Your TV Theater, King's Crossroads.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs in San Francisco for Saturday and Sunday 7p.m. to 7p.m., including Kit Carson, Annie Oakley, Rocky Jones, Adventures of Blinkey, King's Crossroads, Joe Palooka, Fearless Fodick, Cowboy G-Men, How Does Your Garden Grow?

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs in San Francisco from 7p.m. to sign-off, including Badge 714, Boston Blackie, Liberate, Lone Wolf, I Led Three Lives, Your Star Showcase, I Am the Law, Counterpoint, Life of Riley, Range Rider, Heart of the City, Racket Squad, Amos 'n' Andy, Cisco Kid, Waterfront, Eversharp Theater, Janet Dean, Stranger Than Fiction, China Smith, Inner Sanctum, Favorite Story, Mr. District Attorney, Dangerous Assignment, Ramar of the Jungle, Abbott and Costello, Your TV Theater, Your TV Theater, Foreign Intrigue, My Hero, Royal Playhouse, Front Page Detective, Kent Theater, Colonel March, Life With Elizabeth.

Table with columns: July Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists various TV programs like 'Royal Playhouse', 'The Passerby', 'Orient Express'.

LITTLE ROCK, PINE BLUFF, HOT SPRINGS, ARK. 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Monday-Friday, including 'Amos 'n' Andy', 'Annie Oakley', 'Racket Squad', etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Saturday and Sunday, including 'Cisco Kid', 'Range Rider', 'Gene Autry', etc.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs from 7 p.m. to sign-off, including 'Mr. District Attorney', 'Badge 714', 'Liberace', etc.

HOUSTON 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Monday-Friday in Houston, including 'Superman'.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Saturday and Sunday in Houston, including 'Kh Carson', 'Ramar of the Jungle', etc.

(Continued on page 10)

Film Distributors Build Up Sales Orgs to Meet New Pressures

Tightening Market Causes Scramble For Self-Starting, Creative Salesmen

NEW YORK, Sept. 4.—Facing the most competitive market in the history of the business, TV film distributors are now building up their sales organizations as the answer to the problems besetting them, problems which can be solved only by sales.

The answer of the syndicators is to forge better sales weapons. Practically all of them have increased their staffs. Several have opened new offices in parts of the country which they have not directly covered.

also likely to take place this fall at Guild Films, which has turned in sensational grosses with a small-sized staff, but now is meeting stiffer competition from other syndicators with new musical series.

CBS-TV Film Sales this summer opened two Southern offices to cover the territory below the Mason-Dixon Line. It now has an office in Memphis and one in Atlanta.

Ziv-TV has the top number of salesmen in the field, 60, but Television Programs of America is rapidly catching up and now has between 35 and 40 men.

Salesman Qualifications The requirements for salesmen are rather high. They must be versatile, and they must be able to sell on three levels—national, regional and local. In most cases

salesmen can handle one level but not all three—either they are local or they are national, but seldom combine the three virtues.

The present competitive picture means that they must be highly creative and not just order-takers as was possible in the past. They must be able to understand the sponsor's problems and meet them without just selling on price alone.

They must also be able to deliver in fairly short order because of the fairly high cost of sustaining them. This season salesmen have also had to find sponsors who were willing to share alternate local half hours, a fairly new category of client for them up to the present.

Of course, the syndicators put a high premium on the ability of salesmen to find local clients instead of selling to stations. Many video outlets which formerly bought programs hoping to sell them to local sponsors have given up on this practice as being too speculative.

The accent on quality and creative selling is more marked because of the current price war among many film distributors. So many mystery vidfilms are now on the market that prices on several have been slashed drastically. Salesmen must have the ability to meet the challenge which such price cutting creates and to show sponsors when and if they are being shortsighted.

Ratings Secure, WPIX Sticks to Old Format

NEW YORK, Sept. 4.—WPIX this season is going to stick to the main outlines of its former program schedule despite the changing competitive picture here, notably in WOR-TV's multi-run "Million-Dollar Movie."

Fred Thrower, WPIX topper, believes that the multitude of runs that WOR-TV will give its features will have the effect of spreading out the competition against WPIX's long-established "First Show," 7:30-9 p.m. daily.

The major program change so far is the strip booking of two of WPIX's most potent film shows, "Liberace" and "Ramar of the Jungle." The former will be booked twice daily, 2:30-3 p.m. and 6:30-7 p.m.

Recent film buys have built up the station's Sunday night mystery block. Beginning September 19, it will open 7:30 p.m. with "Dateline Europe," the re-runs of "Foreign Intrigue," "Inspector Mark Saber," acquired in the time-for-film deal with Sterling Drug, which owns the show.

The station's competitive audience studies are based on the monthly Pulse reports. It enumerates the number of quarter

hours in which WPIX's audience equaled or topped the other four stations (not including WCBS-TV and WNBT). In the August analysis, for the periods 6 p.m. to midnight, WPIX equaled or beat WABD 58 per cent of the quarter hours, WOR-TV 62 per cent, WABC-TV 64 per cent, and WATV 88 per cent.

The station has a healthy backlog of first-run pictures for the "First Show," and is planning to give it an extra heavy promotion later this month, according to Thrower.

Steinman Group Mulls One Buyer

NEW YORK, Sept. 4.—The Steinman TV stations were this week reported to be considering hiring a single film buyer for the three stations.

No singly owned station group, as far as is known, has ever done central film buying.

American National Is Spreading Out

HOLLYWOOD, Sept. 4.—An expansion program to accommodate added TV production was announced this week by American National Studios.

Two new sound stages, in addition to one recently completed, and 15 new cutting rooms will be built. Construction is scheduled to get under way in mid-October.

Presently shooting are "Treasury Men in Action," "Dear Phoebe," "Medic" and "Fireside Theater." On sked are "Man Behind the Badge," "Criminal Investigator, U.S.A." and "Reader's Digest."

60 Agr. Films for TV

WASHINGTON, Sept. 4.—Nearly 60 general interest Agriculture Department films have been cleared for use on TV, the Agriculture Department reported this week. Subjects range from "Avalanches to Order," a 17-minute color film, to "Smokey the Bear," 4½ minutes in black and white.

Broidy Maps 'Agent' Skein

HOLLYWOOD, Sept. 4.—Production on a new telefilm series, "Secret Service Agent," starring Broderick Crawford, will be started by William F. Broidy Productions, Inc., next month.

Concomitant with the increased production schedule, which also lists several theatrical motion pictures, Ace Herman, veteran supervising film editor, has been named executive assistant to Broidy to supervise all phases of production.

300% GAIN

USIA Triples Pic Output In 6 Months

WASHINGTON, Sept. 4.—The U. S. Information Agency more than tripled its output of news and features on TV film in the first half of this year and the trend is toward greater use of TV film in presenting U. S. information abroad, the agency's semi-annual report disclosed this week.

In addition to boosting its own TV film production from one half hour a week to one and three-quarter program hours a week, the agency said it was adding to its some 300 motion pictures cleared for TV use abroad as rapidly as new titles can be cleared.

Distribution of these films already has been increased from 14 stations in 12 countries to 24 stations in 19 countries and surveys are under way in Europe and Latin America to explore possibilities of expanding agency use of TV abroad.

MPTV Would Sell 2 Vidfilm Series

NEW YORK, Sept. 4.—It was reported this week that Motion Pictures for Television was trying to unload two of its quarter-hour vidfilm series, "Junior Science" and the Tim McCoy show.

MPTV has had several deals in the works but has not received an acceptable offer. The syndicator could not be reached for comment.

Miss Lazar Joins UPD as Veepee

NEW YORK, Sept. 4.—Constance (Connie) Lazar this week joined United Producer-Distributor as veepee in charge of sales. Miss Lazar recently resigned from Unity TV, after seven years with that outfit during which she was regional manager, and later West Coast manager.



# Adventures of **THE FALCON**

## 39 REASONS WHY THIS IS THE HOTTEST SHOW SINCE DRAGNET

Each of these 39 half hour films packs trigger fast action, set in exciting locales all over the world. Charles McGraw, as THE FALCON (an undercover intelligence agent for the government) is being hailed as TV's greatest personality since Jack Webb. No wonder everyone who sees "THE FALCON" agrees that it's a startlingly new and exciting experience in television mystery-adventure.

TITLE	LOCALE	TITLE	LOCALE
Backlash	Macao	The Invisible Destroyer	Arizona
A Very Dangerous Bedfellow	An Iron Curtain Country	False Faces	Florida
A Drug On The Market	Vienna	The Golden Phoney	Los Angeles
Case of the Bobbling Brook	London	Case of the Guilty Stamps	New York
The Furious Lady	Berlin	Eyes In My Back	A prison in U.S.
The Picture in the Case	Rome	Paper Finger	Los Angeles
Borderline Case	Germany	Small Hotel	U.S. City
The Case of the Lonely Hunter	Cairo	The Blonde Bomber	Miami
Tangiers Finale	Tangiers	Target	Honolulu
Out of All Evil	Rome	The Reckoning	Denver
Double Identity	London and North France	The Big Break	A Prison in U.S.
Decision in Red	Paris	Green Means Danger	Railroad train in the U.S.
Rocky's Asylum	Copetta, Italy	Snake Eyes	Las Vegas
Deadly Welcome	Atlantic Ocean en route to U.S.	Hot Cargo	Chicago
The Case of the Big Heist	New York	Rare Editions	New York
Kiss Me Not	A City in the U.S.	Reunion	New Orleans
The Wheel of Fortune	Chicago	Grab-Bag	San Diego
The Baby Sitter	New Jersey	The Stevedore Kid	New York Docks
The 4.98 Buddha	San Francisco	Buried Treasure	Washington Pentagon
Murder With HiFi	Any big U.S. city		

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## NBC FILM DIVISION

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# L-A Market So Small, Film Distrib Says 'Not Worth It'

Continued from page 1

tions do not understand the value of re-runs or how to promote them.

When a sale is made to Latin-American stations, it is current practice to write off the cost of the prints, as they are seldom returned. In addition, there are heavy shipping duties and customs costs to be paid, which bring the bill up for syndicators doing business in South America and the Caribbean.

Also to be contended with are racial problems in some of these countries which, for example, would have to be considered on a show such as "Amos 'n' Andy." The kind of programming the Latin-American stations favor is musical, and, occasionally, news.

## PROGRESS

### Bank America Filmer Past Halfway Mark

HOLLYWOOD, Sept. 4.—Lensing of the Bank of America anniversary show was reported to be past the halfway point this week with the bank and Jack Denove, producer of the pic, compiling an impressive list of "firsts."

The bank is aiming to spot the show on every California station on Sunday, October 17, from 8 to 9 p.m., so as to obtain a completely "captive" audience. It's believed to be the first time such a stunt has been attempted with what is, as far as is known, the first anniversary show ever to be put on film. Production cost is estimated at close to, tho not exceeding, \$100,000.

One of the sets on which Denove and company worked literally fell down around their ears—but it was planned. The scene will be part of the reproduction of the San Francisco earthquake. M-G-M, which has heretofore regarded TV with a jaundiced eye, has agreed to let the earthquake shots from its theatrical movie, "San Francisco," be used, and these will be spliced into the Denove footage.

Also seen will be excerpts from the Academy Award winner, the "Best Years of Our Lives," and from some of the top motion pictures of the silent era.

The show will depict the history of California over the past 50 years and will be divided into four segments: The story of the San Francisco earthquake, the early beginnings of the movies, the bringing of water to the desert, and the flood of GI's which came to the State after World War II.

Thomas Mitchell has been signed as host and commentator. Other actors who will play roles and James Craig, Bonita Granville, John Carradine, Ruth Hussey, Paul Kelly and Jimmy Gleason.

### TV Spots Works On Fat Schedule

HOLLYWOOD, Sept. 4.—An animated opening for Art Linkletter's "People Are Funny" TV debut, as well as several commercials for the show, are being filmed by TV Spots, which reports it is working on one of the biggest schedules it has ever had. The end commercials are unusual in that they cover four products instead of one.

The company is also doing eight spots for Skippy Peanut Butter, eight to 10 for Life Magazine, three for National Van Lines, 12 for Household Finance Company of Chicago, six for Lipton Tea and three for Hoffman Radio.

A special Christmas spot, using live action, is also being prepared for the Linkletter show.

### Renews 'Lone Ranger'

NEW YORK, Sept. 4.—General Mills has renewed its sponsorship of "Lone Ranger" on ABC-TV for the sixth consecutive year. The renewal is for 52 weeks starting September 8.

CBS-TV Film Sales has sold its news to Caracas, Mexico City and Havana. The usual practice is for the news shows to be narrated via locally produced commentary.

Havana is rated the best and most progressive market. Mexico City is also said to rate well, tho the recent devaluation of the peso has hurt business down there. San Juan is in the promising class, with well-run stations and good programming. Brazil, with several stations in Rio and Sao Paulo, presents language and exchange difficulties. Venezuela, tho an exceedingly wealthy oil country, has custom and film quota restrictions blocking business. Argentina's Peron government, which is anti-American, makes that a virtually closed market.

#### Fast and Slow

TV is still new in the Dominican Republic and can be expected to make progress there quickly, but much audience building has

to take place. Colombia, which has a station in Bogota, is a poverty-stricken country. TV is one of the least of its problems.

Basically, the problem of TV film in South America is one that is related to other aspects of that continent's economic development. It has no middle class and until such a class begins to take root in Latin America, it will be hard to build any great audiences for TV.

Otherwise, the Latins present a market for old films. For syndicators who have new series, however, they represent at best only a marginal market out of which some money can be made.

Those distributors who wish to pioneer and build good will toward the day that Latin-American TV arrives, however, may be the first to board the eventual gravy train, a train which may be somewhat late in arriving, and certainly is not functioning on any predictable schedule at this time.

## 'Danny Dee,' to Meet Market Needs, Will Go to Half Hour

NEW YORK, Sept. 4.—The new vidfilm series, "The Adventures of Danny Dee," has been converted into a half-hour show. The property was conceived as a quarter-hour strip, but station demand resulted in the change.

Pex already is sponsoring the show in four markets—New York, Chicago, Philadelphia and Boston. Du Mont, which carries a live version in New York, is talking about buying it for its owned and operated stations in Washington and Pittsburgh. Du Mont may also use the film version on Saturday mornings.

Along with the series comes a formidable merchandising program. The program is sponsoring a contest, "Shapes for the Imagination," in which an elementary figure is flashed on the screen and youngsters are asked to draw from the figure. The local sponsor, of course, will award prizes. In New York this contest has drawn more than 10,000 letters in a week. Also to be used in merchandising are drawings depicting scenes and characters from the series, Danny Dee soap, pre-sketched panel, paints and brush, and a Danny Dee distinctive merit award. All the merchandising was conceived by Roy Doty, the commercial artist who does the drawing on the one-man show.

One of the vidfilms' strongest

## Rooney Makes Pilot, Plans 3 New Shows

HOLLYWOOD, Sept. 4.—Mickey Rooney Enterprises, fledgling TV film production firm, is completing the pilot reel on one series while it plans production of three more filmed shows. The firm, which produces the NBC Rooney starrer, "Hey, Mulligan," expects to have its initial reel of "Dateline Tokyo" ready for screening within two weeks. This series is based on Japanese police files.

Once "Tokyo" is sold, cameras will roll on pilots of the other shows, according to MRE's producer, Tony Roberts. Other series in the firm's hopper are "Male Secretary," starring Keefe Brasselle, "Daniel Boone" and "Sabu and the Magic Ring," based on tales of the Arabian Nights.

### RCA Film Commercials

HOLLYWOOD, Sept. 4.—A series of telefilm commercials for RCA, some of them in color, is being prepared by Gross-Krasne Productions.

The color spots, to be used on the Leland Hayward show October 18, will feature Vaughn Monroe and Leopold Stowoski.

virtues is its price, which ranges from \$25 to \$150, depending on the size of the market. The show has also been fashioned into a feature film. The program is distributed by Danny Dee Enterprises. Irwin N. Rosee is the writer, and Eric Blau the producer.

## COLOR TESTS

### CBS Shoots Trailers of Pic Series

NEW YORK, Sept. 4.—CBS Film Sales is shooting trailers in color for various of its vidfilm series as a means of testing different color processes. Among the shows for which trailers are being shot are "The Whistler," "Amos 'n' Andy," and "Jeffrey Jones."

The trailers are to be run by CBS on its color system to see how the various processes stack up. Black and white trailers, of course, are sent out to different stations around the country to be used to promote the shows.

CBS has learned one point—that photographing color for theaters is entirely different from photographing it for television. The color is being shot at Filmways. Leslie Harris head up the CBS-TV Film Sales operation.

## 'We, People' Nixed for Pix

NEW YORK, Sept. 4.—Plans to put out "We, the People" on TV film have been dropped by General Teleradio Film division, at least for the time being. The unavailability of Gabriel Heatter as emcee is reported to be one of the reasons for the decision.

General Teleradio, however, is still on the lookout for additional properties in the form of quality features and series. Its 30-feature package is now reported sold to over 30 markets.

## Full Production Sked at McCadden

HOLLYWOOD, Sept. 4.—A full production schedule, with shooting to get under way next week, has been set by Burns and Allen's McCadden Productions. More than 200 workers have been added to the payroll for the three telefilms and 41 spot commercials to be lensed at General Service Studios.

On the film sked are the Burns and Allen Show; the Jack Benny Show, in color, and Cy Howard's "That's My Boy." Commercials will be prepared for 18 different sponsors.

Also in preparation is the Robert Cummings Show, bought by R. J. Reynolds Tobacco Company.

## THE BILLBOARD SCOREBOARD

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

Continued from page 1

July ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
<b>7 p.m. to Sign-Off—Monday Thru Sunday</b>				
47.9	—	Waterfront—Adv.—UTP	KPRC—W, 8:30-9:00	55.2
42.7	—	Bill Baker, USA—Adv.—MCA-TV	KPRC—W, 9:00-9:30	45.9
41.1	—	Racket Squad—Mys.—ABC Film	KPRC—Su, 9:00-9:30	45.3
38.9	—	Badge 714—Mys.—NBC Film	KPRC—M, 9:30-10:00	45.6
38.4	—	Life of Riley—Comedy—NBC Film	KPRC—F, 8:00-8:30	49.1
37.8	—	Amos 'n' Andy—Comedy—CBS Film	KPRC—Su, 8:00-8:30	50.9
33.8	—	Duffy's Tavern—Comedy—MPTV	KPRC—M, 9:00-9:30	42.0
31.6	—	Cisco Kid—West—Ziv TV	KPRC—M, 7:00-7:30	43.7
30.4	—	I Led Three Lives—Adv.—Ziv TV	KPRC—Th, 9:30-10:00	46.2
29.7	—	Favorite Story—Drama—Ziv TV	KPRC—Th, 10:00-10:30	32.1
25.0	—	Foreign Intrigue—Adv.—Sheldon Reynolds	KPRC—Th, 8:30-9:00	43.8
24.9	—	Captured—Mys.—NBC Film	KPRC—M, 10:00-10:30	29.6
23.9	—	Mr. District Attorney—Mys.—Ziv TV	KPRC—T, 10:00-10:30	32.5
22.7	—	Liberace—Music—Guild Films	KPRC—W, 10:00-10:30	29.8
13.3	—	All Star Theater—Drama—Screen Gems	KGUL—F, 7:00-7:30	26.4
12.6	—	The Visitor—Drama—NBC Film	KPRC—Su, 10:30-11:00	10.6
12.3	—	James Mason—Drama—Nat'l Telefilm Assoc.	KGUL—T, 9:00-9:15	20.9
10.9	—	Drew Pearson—News—MPTV	KGUL—T, 9:15-9:30	19.8
8.1	—	Juniper Junction—Music—Essex Films	KGUL—M, 9:00-9:30	42.0
7.7	—	Greatest Drama—Docum.—Gen'l Teleradio	KPRC—F, 10:15-10:30	21.3
6.7	—	Eversharp Theater—Drama—Eversharp Co.	KGUL—M, 9:30-10:00	45.6
6.3	—	Look Photo Quiz—Quiz—UTP	KGUL—F, 9:00-9:30	48.8
6.2	—	The Passerby—Drama—Nat'l Telefilm Assoc.	KGUL—Su, 9:30-9:45	37.8
5.2	—	Big Playback—Sports—Screen Gems	KPRC—W, 10:45-11:00	10.6
3.2	—	Colonel March—Mys.—Official Films	KGUL—W, 9:00-9:30	45.9

## KANSAS CITY, MO. . . . . 2 STATIONS

### Sign-On to 7 p.m.—Monday Thru Friday

10.1	—	Superman—Adv.—Flamingo Films	WDAF—M, 4:30-5:00	14.5
7.6	—	Wild Bill Hickok—West.—Flamingo Films	WDAF—W, 4:30-5:00	12.0
6.5	—	Ramar of the Jungle—Adv.—TPA	KCMO—Th, 6:00-6:30	36.9
1.5	—	Hollywood Off Beat—Mys.—UTP	WDAF—T, 12:00-12:30	18.7
1.5	—	Counterpoint—Drama—UTP	WDAF—Th, 12:00-12:30	15.5

### Sign-On to 7 p.m.—Saturday and Sunday

12.5	—	Cisco Kid—West.—Ziv TV	WDAF—Su, 4:30-5:00	28.3
18.5	—	Cowboy G-Men—West.—Flamingo Films	KCMO—Su, 2:30-3:00	29.6
18.0	—	Annie Oakley—West.—CBS Film	KCMO—Su, 4:00-4:30	28.3
8.4	—	Jackson and Jill—Comedy—Consolidated TV	KMBC—Su, 12:00-12:30	13.1
4.0	—	Hollywood Half Hour—Drama—Consolidated TV	KMBC—Su, 12:30-1:00	18.7
3.6	—	Going Places—Quiz—United World	WDAF—Su, 12:15-12:30	13.5
2.9	—	Roller Derby—Sports—Nat'l Telefilm Assoc.	KCMO—S, 3:00-3:30	13.5
2.5	—	Pulse of the City—Drama—Telescene Prod.	WDAF—Su, 12:00-12:15	12.7

### 7 p.m. to Sign-Off—Monday Thru Sunday

30.9	—	Mr. District Attorney—Mys.—Ziv TV	KCMO—T, 9:00-9:30	35.8
19.8	—	Life of Riley—Comedy—NBC Film	WDAF—Th, 9:30-10:00	28.3
19.3	—	I Led Three Lives—Adv.—Ziv TV	WDAF—W, 8:30-9:00	46.6
17.8	—	Front Page Detective—Mys.—Consolidated TV	KMBC—T, 9:30-10:00	26.3
17.8	—	Racket Squad—Mys.—ABC Film	KCMO—Th, 8:30-9:00	37.8
17.4	—	The Playhouse—Drama—ABC Film	KCMO—F, 9:00-9:30	24.3
16.7	—	Liberace—Music—Guild Films	KCMO—M, 10:00-10:30	21.1
12.9	—	Ringside With Ravlers—Sports—Consolidated TV	KMBC—F, 9:30-10:00	22.1
10.5	—	All Star Theater—Drama—Screen Gems	WDAF—W, 9:30-10:00	35.3
8.9	—	Waterfront—Adv.—LTP	KMBC—S, 10:00-10:30	24.9
8.7	—	Your TV Theater—Drama—Ziv TV	WDAF—Su, 9:30-10:00	20.9
8.4	—	Telenews Weekly—News—INS	WDAF—M, 9:15-9:30	18.6
8.4	—	Foreign Intrigue—Adv.—Sheldon Reynolds	WDAF—Th, 8:30-9:00	37.8
7.6	—	Stories of the Century—West.—Hwd. Television Serv.	KMBC—Th, 9:30-10:00	28.3
6.2	—	Badge 714—Mys.—NBC Film	KMBC—T, 10:30-11:00	17.5
5.1	—	My Hero—Comedy—Official Films	KMBC—W, 9:30-10:00	35.3
4.6	—	Ringside With Ravlers—Sports—Consolidated TV	KMBC—M, 10:30-11:30	16.1
4.0	—	Big Playback—Sports—Screen Gems	WDAF—F, 8:45-9:00	16.4
3.4	—	Counterpoint—Drama—UTP	WDAF—T, 10:00-10:30	21.6
2.9	—	Heart of the City—Drama—UTP	KCMO—Su, 8:30-9:00	28.7

(Continued on page 14)

**CROSLLEY GROUP ANNOUNCES**

*Sweeping*

*GROUP SAVINGS RATE*

Bigger audiences than ever!  
Great programming! Intensive merchandising! And now—  
**NEW SAVINGS NO BUYER CAN RESIST!**

**BASIC TV GROUP**

WLW-T, Cincinnati-WLW-D, Dayton-WLW-C, Columbus

**10% Savings** when time is bought on all 3 Basic TV Group stations, equal in length, classification and simultaneous (all in the same week).\*

**WLW-Radio**, for perfect complementary coverage of the 50th State, 3,904,000 radio homes, of which 1,300,000 are non-TV homes.

**30% Savings** on WLW nighttime radio when using the Basic TV Group and buying an amount of time equal to the time purchased on the Basic TV Group in length, (used in the same week).

**5% Additional Savings** on the Basic TV Group when using WLW nighttime radio, equal to the Basic TV Group in length, and simultaneous (in the same week).

**WLW-A, Atlanta**

**25% Savings** when using the Basic TV Group, time to be equal in length, classification and simultaneous (in the same week).\*\*

*Compare!*

**SEE HOW YOU SAVE!**

1/2 Hour, Class A, 52 Times

WLW-T, WLW-D, WLW-C, WLW-radio (nighttime) and WLW-A purchased separately:

**\$2,027.64**

Same Group with new Group Rate Discounts

**\$1,671.16**

Basic TV Group, WLW-T, WLW-D, WLW-C plus WLW-radio (nighttime) purchased separately:

**\$1,760.88**

Same Group with new Group Rate Discounts

**\$1,404.40**

Basic TV Group, WLW-T, (Cincinnati), WLW-D (Dayton), WLW-C (Columbus), PLUS WLW NIGHT-TIME RADIO.

**\$1,404.40**

Next best TV stations: Cincinnati, Dayton and Columbus, NO RADIO. (No radio combination is comparable in coverage to WLW).

**\$1,283.20**

You save \$501.00 since your WLW Night-time radio with the combination of all discounts costs only \$119.00, against \$620.00 rate card.

**It's the biggest bargain in advertising and sales history!**

Special rates on participating programs on request.

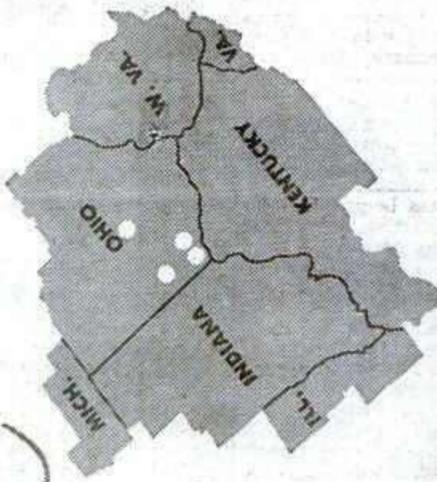
\* Excepting certain announcements and published package prices. \*\* Replaces "Regional Discount" in WLW-A rate card.

Bigger retail sales than all of Texas!  
Twice the population of New Jersey!  
5 times the effective buying income of the whole state of Kansas!

**THE 50TH STATE**

Home state of the Crosley Basic TV Group and WLW-radio

Figure it any way you want. Wheel and deal and work out any combination of stations. The answer will always be the same. The one best buy in the 50th STATE is the Crosley Basic TV Group—WLW-T, WLW-D, WLW-C—plus nighttime WLW-radio to penetrate the 1,300,000 non-TV homes (not to mention an additional 2,233,000 radio homes in the area). No other combination can give you so much coverage or comparable sales effectiveness at anywhere near the Crosley Group price.



Look at these boxcar figures for the 50th STATE!

		% OF U.S.	RANK AS STATE
Population	11,897,500	7.8	3
Families	3,442,400	7.5	3
Total Retail Sales	\$11,314,445,000	6.8	4
Food Sales	\$2,670,620,000	6.7	4
General Merchandise Sales	\$1,244,529,000	6.6	5
Furniture & Appliance Sales	\$584,665,000	6.5	4
Automotive Sales	\$2,019,086,000	7.2	3
Drug & Proprietary Sales	\$323,598,000	6.9	3
Effective Buying Income	\$16,308,947,000	7.0	4
Farming Gross Income	\$2,591,331,000	7.7	2

Call for a Crosley representative to come and see you—to sit down and figure out with you the low, low costs using Crosley's new Group Savings. You'll hardly believe it's possible to cut yourself in on an ELEVEN BILLION DOLLAR MARKET for so little!

Don't wait! At these rates, availabilities will narrow down fast!

*the* **CROSLLEY GROUP**

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

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

**THEY'RE NEW...THEY'RE BIG...THEY'RE**



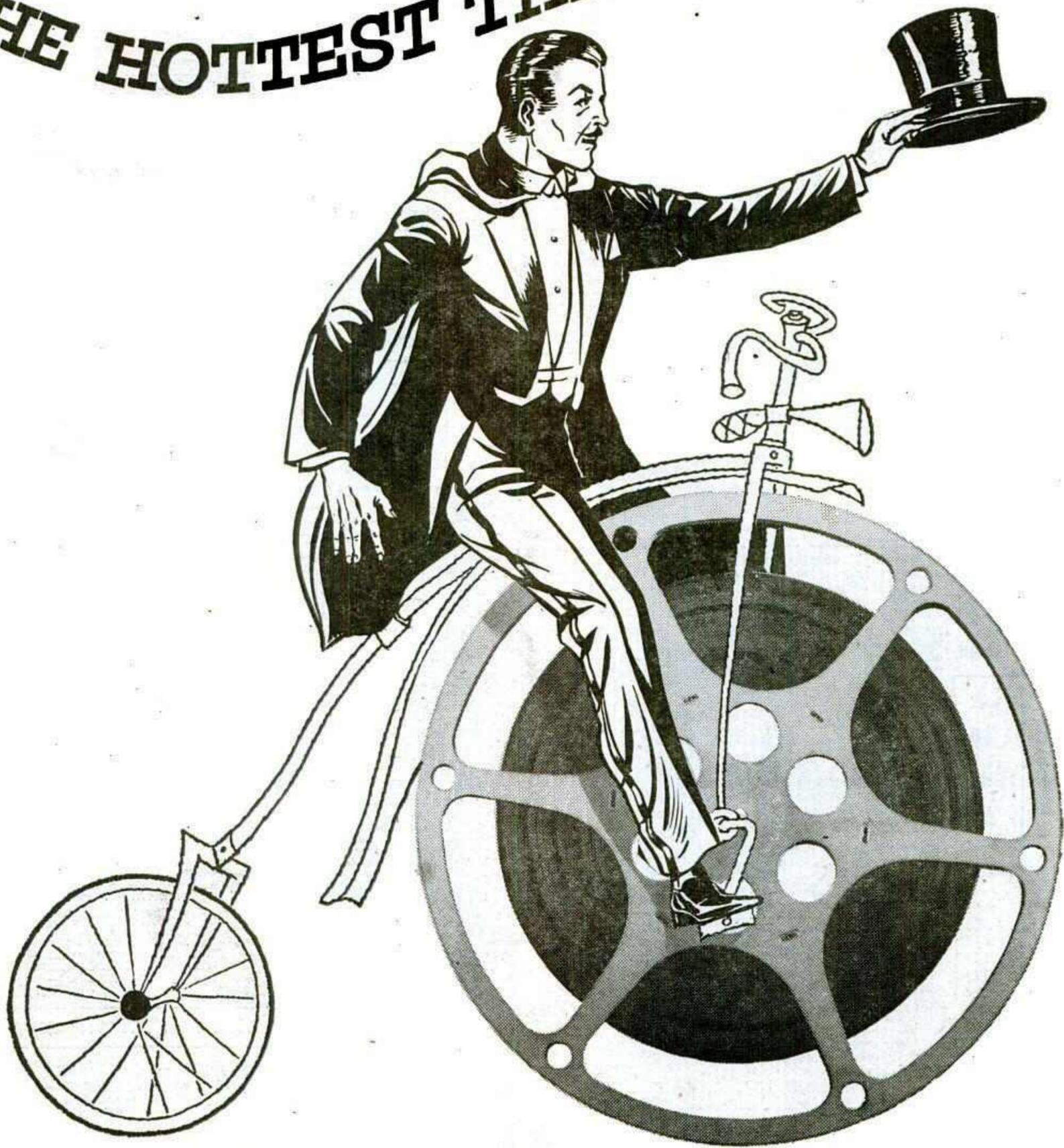
## PASSPORT TO DANGER

This show combines a big box-office star and a sure-fire subject: intrigue and espionage in cities all over the world. As a globe-trotting diplomatic courier, Cesar Romero gets in and out of trouble like you and I get in and out of the bath tub. The films are the work of Hal Roach, Jr., and what's more they're brand-new . . . never before shown in *any* market. Romero is available to add excitement to your commercials. Want more facts? Call:

**In NEW YORK:** Don L. Kearney, 7 West 66th St., SUsquehanna 7-5000  
**In CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800  
**In HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOLlywood 2-3141  
**In DALLAS:** Howard Anderson, 3123 McKinney St., RANdolph 6302  
**In ATLANTA:** Joseph Porter, 66 Eleventh St., ATwood 3885

**TWO MORE HITS FROM**

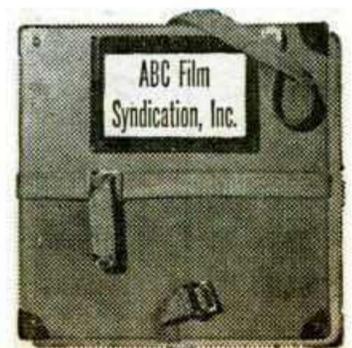
THE HOTTEST THINGS ON REELS!



# MANDRAKE THE MAGICIAN

A brand-new series with — PRESTO! — a ready-made audience of 50 million fans, most of them adults, who follow the famous magician in comic strips. Here's adventure, mystery . . . plus all the surprise and excitement of legerdemain at its best. Coe Norton, a top TV actor and skilled magician, plays "Mandrake." How can you go wrong with a selling force like this?

- In **NEW YORK:** Don L. Kearney, 7 West 66th St., SUsquehanna 7-5000
- In **CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800
- In **HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOLLYWOOD 2-3141
- In **DALLAS:** Howard Anderson, 3123 McKinney St., RAndolph 6302
- In **ATLANTA:** Joseph Porter, 66 Eleventh St., ATwood 3885



ABC FILM SYNDICATION, INC.

# WGN-TV Does a Job With Its Film Dept.

By the Film Department, WGN-TV, Chicago

A ribbon of film would run for miles and miles across the world if all the movies shown in a year on WGN-TV were stretched end to end. For approximately 226,800 feet of film are screened and shown on the station each week.

Consequently, WGN, Inc., points with pride to the WGN-TV Film Department which won the 2d Annual ('54) TV Film Service Award conducted by The Billboard, for the station that is the most careful and conscientious in



**\* Take MODERN for T.V. Film Traffic Problems**

Modern fills the gap between production and telecast projection to supply agencies, syndicators, and producers with a reliable custom tailored service for the traffic of television films.

Clients being served by Modern can be assured that their film program with its proper commercial content will be at the right TV station on the right date, at the right hour for advance scheduled telecast.

**MODERN TALKING PICTURE SERVICE**  
219 East 44th St., NEW YORK 17, N. Y.  
140 East Ontario St., CHICAGO, ILL.  
3450 Wilshire Blvd., LOS ANGELES, CALIF.

**JOE PALOOKA**  
**TOP-RATED NEW YORK SHOW at**

7 P.M. SATURDAY . . . as shown by August VIDEODEX

Station	Rating	Share
WABD • PALOOKA	11.4	24.3
WABC • Star Time	6.7	14.3
WNBT • The Hunter	9.0	19.2
WCBS • Mr. D. A.	10.9	23.2
WOR • Tales of Adv.	4.4	9.4
WPIX • Treas. Chest	1.3	2.8
WATV • Feature Film	3.2	6.8

But ratings are only part of the story. Get the full story on this great all-family series NOW from

**GUILD FILMS**  
420 Madison Ave., New York, N. Y.  
Murrayhill 8-5365

**YOUR OUTSTANDING SOURCE OF TV PROGRAMMING**

**ZIV-TV**  
FAVORITE STORY | LED 3 LIVES  
BOSTON BLACKIE | CISCO KID  
STORY THEATRE | YOUR TV THEATRE  
TIMES SQUARE PLAYHOUSE

1529 Madison Road • Cincinnati 6, Ohio  
NEW YORK HOLLYWOOD

**TALENT WANTED**  
Vocalists, Instrumentalists, Groups, etc., for Transcriptions, Recordings, TV, Commercials, Clubs, Hotels, etc. YOU MUST BE GOOD!

Please do not apply in person without an appointment. Send recordings or tapes, photos with return postage to

**LANNY and GINGER GREY**  
AM-TV PRODUCTIONS  
"Jingles that don't Jangle!"

Among our clients: Adam Hats—Yonkers Raceway—Sunoco—Chase National Bank—Maine Sardines—etc.  
200 E. 72 St., New York 21, N. Y.  
ENright 9-7777

handling film and the most prompt in returning it.

In the fascinating world of film the operation of a television film department is a complex one, involving more than a passing acquaintance with traffic routines, programing, buying, selling, editing, sales analysis, promotion, and legal difficulties. And a smooth-running, well-organized department is the secret to the success of film programing on WGN-TV.

The story of WGN-TV's Film Department might best be begun by contrasting present-day operation with the initial years of the department's operation. In 1948 Miss Elizabeth Bain set up the department with a membership of two; today it numbers eight. In its first year of operation all film was screened on one 16mm. projector and occasional 35mm properties were viewed on projectors not being used on-the-air. Now there are three 16mm. projectors and two 35mm. projectors for screening use only, three screening rooms (one with a seating capacity of 30), three full-time projectionists, and a staff of five utilizing a total of 128 hours of screening time a week.

In 1948 WGN-TV inaugurated its first totally sponsored feature film program. At this time the station has eight totally sponsored feature film programs scheduled on Sunday alone and a 10 p.m., Monday thru Sunday feature strip — all totally sponsored with an accumulative weekly rating in the high 90's.

**Complete File**  
Altho the progress in the increased commercial use of film programing has mushroomed, it came about in an orderly and carefully guided manner. The recognition of the importance of records and intelligent handling of properties were born with the department. The file cards now used in the department, altho they've been revised three times, are basically the same as the original records established with the first film shown on WGN-TV. These simple 3 by 5 cards contain over 25 items of information about each film received at the station. They represent one of the most complete and concise files on television films in existence today.

WGN-TV's film department has developed a unique method of co-operation with its sales and programing departments and in its direct relationship with the many clients it services. It functions as a group of specialists who channel matters of station routine with a minimum of red tape.

In addition to the screening and editing of films, each girl in the department has a specific responsibility toward other departments within the station and toward the very important servicing of the many clients who visit the department weekly.

**The Staff**  
The scheduling of films and the direction of their screening is supervised by Miss Sue Miller, Miss Bain's assistant. Thru her knowledge of the program structure, she is able to act as an able liaison between film and traffic, sales, public relations and engineering. Her desk is a literal "nerve center" thru which the daily business of the department is directed to the other departments of the station.

The heaviest screening burden falls upon the resources of Miss Pat Nealin who supervises the editing of the majority of half hour programs scheduled by WGN-TV. Thru her knowledge of basic editing procedures, a pattern of commercial acceptance and screening routines has been established. Miss Nealin also handles all public service material shown on WGN-TV in co-operation with the public relations office of the station.

Joyce Balle has the responsible task of routing all film received and forwarded by the department, of maintaining all records and correspondence involved with film traffic, and of acting as librarian for the several hundred films kept in the department's vaults at all times.

The never-ending flow of correspondence is a full-time job for Arlene Kazmarek, secretary to Miss Bain. In addition to the usual letters common to all film departments, Miss Kazmarek takes charge of screening results,

# Eastman and Technicolor Improve Film

**HOLLYWOOD, Sept. 4.**—Both Eastman Kodak and Technicolor were reported this week to have made important strides in development of TV and motion picture film. Kodak reportedly has produced two new high-speed films designed for use under poor lighting conditions such as sometimes is found in sport and newsreel filming.

One is Tri-X panchromatic negative film which is said to have twice the speed of Super-XX, yet is equal to it as far as granular quality is concerned. The other is Tri-X CP reversal film, developed for use where rapid processing at high temperatures is necessary or desirable.

Technicolor is reportedly preparing to introduce a single strip film for TV, as well as a new low cost camera, and is rumored to have discussed a modified process for shooting telefilms with a number of producers.

confirmation of schedules, notices to distributors, records of films used by the station's clients, and the processing of all legal forms involved with the use and purchase of films.

**Accurate Records**  
Accurate and complete records are kept of all films used by the station. Notifications are handled so automatically that weekly notices to distributors go out promptly, as do notifications to all public service organizations of the use of any program or spot announcement. This is a plus service which public service organizations greatly appreciate.

This systematic channeling of correspondence, film information and the handling of films falls into an orderly routine which puts every girl in the department in touch with day-to-day programing. It also allows department business to flow along prescribed and specific fields of individual responsibility.

All films are handled by three union projectionists. Their long theatrical experience assures professional and adept physical handling of all films which pass thru the department.

Perhaps the most unusual aspect of the WGN-TV film operation is evident in its combination of buying and selling techniques. The station's successful history of fully sponsored feature film programing stems from the policy of arranging for preview privileges for all of its clients, and from the close liaison between client and film department in the selection and sale of films. Once the time has been offered and sold to a client, the film programing he will present is the direct and exclusive responsibility of the film department at WGN-TV.

**Veteran Director**  
Elizabeth Bain, film director for WGN-TV for the past six years, is the dean of film buyers in Chicago. Thru her efforts the steady growth of WGN-TV's film department has produced a unique commercial record averaging more than 45 totally sponsored film programs every week.

Born in Dubuque, Ia., Miss Bain is a graduate of Clarke College, summa cum laude. She was director and solo violinist of a string ensemble over WKBB (now WDBQ) in Dubuque, where she also taught band and orchestra. Later she joined the staff of KFI in Los Angeles as music librarian; then moved to Chicago as WCFL traffic director. A month before The Chicago Tribune television station went on the air she was called to build the transcription library for the new station, and simultaneously began the organization of the film department.

As film director for WGN-TV one of Miss Bain's important jobs is that of procuring the best possible films available for clients and the viewing public. In the six years between 1948 and 1954 WGN-TV has produced a commercial record for film programing which has demonstrated an effective co-operation among station departments and management toward a common goal—the successful employment of film programing under single sponsorship.

# THE BILLBOARD SCOREBOARD

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

Continued from page 10

July ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
1.8	—	Public Prosecutor—Mys.—Consolidated TV	KMBC—Su, 9:15-9:30	26.6
		Top Opp. & Rating: Rocky King	—	—
1.3	—	Royal Playhouse—Drama—UTP	WDAF—W, 10:45-11:15	9.6
		Top Opp. & Rating: Studio 5	—	—
0.9	—	Hollywood Off Beat—Mys.—UTP	WDAF—Th, 10:45-11:15	13.6
		Top Opp. & Rating: Studio 5	—	—
0.9	—	Royal Playhouse—Drama—UTP	WDAF—F, 10:45-11:15	17.6
		Top Opp. & Rating: Studio 5	—	—

### PITTSBURGH . . . . . 3 STATIONS

**Sign-On to 7 p.m.—Monday Thru Friday**

14.2	—	Wild Bill Hickok—West—Flamingo Films	WDTV—M, 5:30-6:00	19.4
		Top Opp. & Rating: Howdy Doody	—	—
2.7	—	Superman—Adv.—Flamingo Films	WJAC—M, 5:00-5:30	16.3
		Top Opp. & Rating: Video Adventures	—	—
1.8	—	Wild Bill Hickok—West—Flamingo Films	WJAC—Th, 5:00-5:30	14.9
		Top Opp. & Rating: Video Adventures	—	—
0.4	—	Big Playback—Sports—Screen Gems	WJAC—F, 6:45-7:00	7.5
		Top Opp. & Rating: Pitt Parade; Sports	—	—

**Sign-On to 7 p.m.—Saturday and Sunday**

26.4	—	Superman—Adv.—Flamingo Films	WDTV—S, 5:00-5:30	26.8
		Top Opp. & Rating: Telescriptions; News	0.4	—
14.2	—	Ramar of the Jungle—Adv.—TPA	WDTV—S, 1:30-2:00	19.0
		Top Opp. & Rating: Baseball	—	—
9.3	—	Cowboy G-Men—West—Flamingo Films	WDTV—S, 10:00-10:30	10.2
		Top Opp. & Rating: None	—	—
3.6	—	Yesterday's Newsreel—Docum.—Ziv TV	WDTV—S, 6:45-7:00	6.2
		Top Opp. & Rating: The Duke	—	—
2.0	—	Kit Carson—West—Coca-Cola Co.	WJAC—S, 11:30-12:00	6.9
		Top Opp. & Rating: Film Short	—	—

**7 p.m. to Sign-Off—Monday Thru Sunday**

43.6	—	Liberace—Music—Guild Films	WDTV—Th, 9:30-10:00	56.1
		Top Opp. & Rating: Kraft TV Theater	5.4	—
40.0	—	Inner Sanctum—Mys.—NBC Film	WDTV—W, 9:00-9:30	57.5
		Top Opp. & Rating: Kraft TV Theater	12.6	—
39.5	—	Colonel March—Mys.—Official Films	WDTV—W, 9:30-10:00	58.4
		Top Opp. & Rating: Kraft TV Theater	12.4	—
37.1	—	Ethel Barrymore Theater—Drama—Interstate TV	WDTV—T, 10:30-11:00	47.3
		Top Opp. & Rating: Name's the Same	4.9	—
36.4	—	Favorite Story—Drama—Ziv TV	WDTV—Th, 10:00-10:30	48.4
		Top Opp. & Rating: The Marriage	5.3	—
34.7	—	I Led Three Lives—Adv.—Ziv TV	WDTV—S, 9:00-9:30	47.3
		Top Opp. & Rating: I Married Joan	5.1	—
34.0	—	Waterfront—Adv.—UTP	WDTV—T, 9:00-9:30	41.3
		Top Opp. & Rating: Summer Playhouse	4.2	—
28.4	—	Janet Dean, R.N.—Drama—MPTV	WDTV—Su, 10:00-10:30	39.7
		Top Opp. & Rating: The Web	5.5	—
23.8	—	Mr. District Attorney—Mys.—Ziv TV	WDTV—Th, 8:00-8:30	32.9
		Top Opp. & Rating: Best of Groucho	6.7	—
22.4	—	Heart of the City—Drama—UTP	WDTV—Th, 8:30-9:00	31.3
		Top Opp. & Rating: Four Star Playhouse	—	—
11.1	—	Pulse of the City—Drama—Telescene Prod.	WDTV—Su, 11:15-11:30	18.2
		Top Opp. & Rating: Invisible Enemy	—	—
10.0	—	Inner Sanctum—Mys.—NBC Film	WJAC—F, 9:30-10:00	33.3
		Top Opp. & Rating: Golden Room	—	—
5.8	—	Death Valley Days—West—Pacific Borax	WJAC—M, 9:00-9:30	24.7
		Top Opp. & Rating: Slim Bryant	—	—
3.6	—	Foreign Intrigue—Adv.—Sheldon Reynolds	WJAC—Th, 10:30-11:00	43.9
		Top Opp. & Rating: Place the Face	—	—
2.7	—	Eversharp Theater—Drama—Eversharp Co.	WENS—T, 10:00-10:30	60.7
		Top Opp. & Rating: U. S. Steel Hour	—	—
2.7	—	All Star Theater—Drama—Screen Gems	WENS—Th, 10:30-11:00	43.9
		Top Opp. & Rating: Place the Face	—	—
2.2	—	Cisco Kid—West—Ziv TV	WENS—F, 8:00-8:30	24.4
		Top Opp. & Rating: Pantomime Quiz	—	—
2.0	—	Abbott and Costello—Comedy—MCA-TV	WENS—Th, 8:00-8:30	32.9
		Top Opp. & Rating: Mr. District Attorney	—	—
1.5	—	Mr. District Attorney—Mys.—Ziv TV	WJAC—M, 11:00-11:30	33.9
		Top Opp. & Rating: World Tonight; Armour Theater	—	—
1.1	—	All Star Theater—Drama—Screen Gems	WJAC—W, 7:00-7:30	13.9
		Top Opp. & Rating: Capt. Video; TV's Top Tunes	—	—

### BALTIMORE . . . . . 3 STATIONS

**Sign-On to 7 p.m.—Monday Thru Friday**

7.2	5.7	Kit Carson—West—Coca-Cola Co.	WMAR—T, 6:00-6:30	13.0
		Top Opp. & Rating: Paul's Puppets; Lash of the West	—	—
3.6	5.2	Terry and the Pirates—Adv.—Official Films	WBAL—F, 6:00-6:30	9.1
		Top Opp. & Rating: Early Show	—	—
3.3	5.2	Dick Tracy—Mys.—Combined TV	WBAL—M, 6:00-6:30	8.3
		Top Opp. & Rating: Movietime	—	—
2.7	—	Lash of the West—West—Nat'l Television Films	WBAL—T, 6:15-6:45	8.3
		Top Opp. & Rating: Kit Carson; Six Bells	—	—

**Sign-On to 7 p.m.—Saturday and Sunday**

13.3	14.8	Annie Oakley—West—CBS Film	WBAL—S, 5:30-6:00	17.7
		Top Opp. & Rating: Film Theater of the Air	3.3	—
13.3	5.0	Boston Blackie—Mys.—Ziv TV	WBAL—Su, 6:30-7:00	18.3
		Top Opp. & Rating: Johnny Jupiter	2.8	—
7.2	—	Death Valley Days—West—Pacific Borax	WMAR—Su, 6:00-6:30	15.5
		Top Opp. & Rating: Cowboy G-Men	—	—
5.6	4.3	Flash Gordon—Adv.—MPTV	WBAL—S, 4:30-5:00	8.4
		Top Opp. & Rating: Film Theater of the Air	—	—
5.3	4.0	Hopalong Cassidy—West—NBC Film	WBAL—S, 3:30-4:30	6.4
		Top Opp. & Rating: Highways & Byways; Racing	—	—
4.4	—	Cowboy G-Men—West—Flamingo Films	WAAM—W, 6:00-6:30	15.5
		Top Opp. & Rating: Death Valley Days	—	—
2.8	3.8	Johnny Jupiter—Child—Hawley and Hoops	WAAM—Su, 6:30-7:00	18.3
		Top Opp. & Rating: Boston Blackie	—	—

**7 p.m. to Sign-Off—Monday Thru Sunday**

30.6	—	Mr. District Attorney—Mys.—Ziv TV	WBAL—Th, 10:30-11:00	43.3
		Top Opp. & Rating: Harness Racing	8.0	—
27.2	27.6	I Led Three Lives—Adv.—Ziv TV	WBAL—W, 10:30-11:00	52.8
		Top Opp. & Rating: Blue Ribbon Bouts; Sports Spot	14.2	—
22.8	16.7	Superman—Adv.—Flamingo Films	WBAL—W, 7:00-7:30	29.1
		Top Opp. & Rating: News; As You Can See	3.8	—
16.1	11.6	City Detective—Mys.—MCA-TV	WMAR—Su, 11:00-11:30	25.0
		Top Opp. & Rating: Sports Page; Mystery Marquee	7.2	—
14.4	21.4	Badge 714—Mys.—NBC Film	WBAL—S, 10:30-11:00	48.3
		Top Opp. & Rating: Premium Playhouse	20.8	—
11.9	12.3	Liberace—Music—Guild Films	WBAL—T, 10:30-11:00	49.7
		Top Opp. & Rating: Name's the Same	21.1	—
9.4	7.6	Wild Bill Hickok—West—Flamingo Films	WBAL—F, 7:00-7:30	13.8
		Top Opp. & Rating: News; Family Doctor	2.2	—
7.8	10.2	Cisco Kid—West—Ziv TV	WBAL—T, 7:00-7:30	13.1
		Top Opp. & Rating: News; WMAR-TV Presents	2.8	—
6.1	12.4	All Star Theater—Drama—Screen Gems	WMAR—Su, 7:00-7:30	22.4
		Top Opp. & Rating: You Asked for It	—	—
6.1	2.9	Your TV Theater—Drama—Ziv TV	WAAM—Su, 7:30-8:00	22.4
		Top Opp. & Rating: Your Playtime	—	—
5.6	4.5	Hopalong Cassidy—West—CBS Film	WBAL—Th, 7:00-7:30	9.5
		Top Opp. & Rating: News; Post Time, U. S. A.	—	—

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Flash Gordon, Cases of Eddie Drake, Kent Theater, Janet Dean, Dangerous Assignment, Famous Playhouse.

NORFOLK 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Norfolk stations on Monday-Friday, including Superman, Cisco Kid, Art Linkletter and the Kids.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Norfolk stations on Saturday and Sunday, including Johnny Jupiter.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Norfolk stations from 7 p.m. to sign-off, including Mr. District Attorney, Foreign Intrigue, The Falcon, I Led Three Lives, Badge 714, Liberate, Favorite Story, City Detective, Eversharp Theater, Times Square Playhouse, Your TV Theater, Story Theater, All Star Theater, Captured, Yesterday's Newsreel.

BOSTON 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Boston stations on Monday-Friday, including Superman, Cisco Kid, KH Carson, Wild Bill Hickok, Stranger Than Fiction, Greatest Drama, Hopalong Cassidy, Movie Museum, Armchair Adventure.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Boston stations on Saturday and Sunday, including Stories of the Century, Annie Oakley, Badge 714, Favorite Story, Armchair Adventure, Royal Playhouse, Hopalong Cassidy, King's Crossroads, Armchair Adventure, Adventures of Blinky, Time for Beany.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Boston stations from 7 p.m. to sign-off, including I Led Three Lives, Foreign Intrigue, Range Rider, Mr. District Attorney, City Detective, Life With Elizabeth, Boston Blackie, Waterfront, Art Linkletter and the Kids, Times Square Playhouse, Kieran's Kaleidoscope, Janet Dean, Yesterday's Newsreel, Fulton Lewis Jr.

TV FILM PURCHASES

Florian Zabach Show, Guild Film's newest musical, has been sold to Ketchikan, Alaska, for the closed circuit market; KARK, Little Rock, Ark.; WSIL, Harrisburg, Ill.; KBTU, Sioux City, Ia.; Portland, Ore., market; KDUB, Lubbock, Tex.; KING, Seattle, and WMBV, Marinette, Wis.

V. La Rosa and Sons, Inc., Italian food manufacturer, has signed with WABD, New York, for a weekly showing of "Waterfront," which is distributed by United Television Programs and produced by Roland Reed.

Station WCCO, Minneapolis, has contracted with NBC Film Division for showings of "Hopalong Cassidy," A and B series. The one-hour version of "Hopalong" was sold to KTTU, Los Angeles. "Victory at Sea," was sold to WOKY, Milwaukee, and "Dangerous Assignment" to KIVA, Yuma, Ariz. Station KFEL, Denver, purchased two shows from NBC. They are "Badge 714" and "The Falcon."

CBS TV Film Sales this past week picked up five new sponsors for "Ranger Rider." They are Michigan Bakeries over WNEB, Bay City, Mich.; Magi-Kist Rug Cleaning over WBBM, Chicago; Michigan Bakeries over WKZP, Kalamazoo, Mich.; Fritos over WGAF, Kansas City, Mo.; Paramount Foods over KOLN, Lincoln, Neb.

Other CBS sales include "Amos 'n' Andy" to KEYT, Santa Barbara, Calif., for McMahon Furniture; "Gene Autry" to WMAR, Baltimore, for another Wrigley Chewing Gum market, and WCAU, Philadelphia; "Holiday in Paris" to CHCH, Hamilton, Ont., and CFQM, Quebec City, P.Q.

WBKB, Chicago, has sold the following film shows: H. J. Heinz will sponsor "Studio 57" 52 weeks for showing each Tuesday from 10 to 10:30 p.m.; Wanzer Milk Company took on "The Adventures of Hans Christian Andersen" for 26 weeks each Sunday afternoon from 2:30 to 3 p.m., and Glen Motors, Inc., signed to carry "Dangerous Assignment" and "Captured" on a 52-week contract.

Cole-Finder, Inc., Chicago, is sponsoring "Boston Blackie," Thursday, 9:30-10 p.m. for 52 weeks, effective August 5. They will also sponsor "Foreign Intrigue," Friday, 7:30-8 p.m. for 52 weeks, beginning September 17. Rocklin Irving & Associates handle the account.

Consolidated Cosmetics, Chicago manufacturer (Lanolin Plus), will sponsor "They Stand Accused," Thursday, 7-8 p.m., beginning September 9. The agency is Frank Duggan Advertising, Chicago. Pure Oil Company signed "Badge 714," Tuesday, 8-8:30 p.m. for 52 weeks. Leo Burnett Company, Inc., is the agency.

Station WTVJ, Miami, purchased the following shows from NBC Film Division: "Inner Sanctum," "Captured" and "Hopalong Cassidy" (Series A and B). KMTV, Omaha, bought "Badge 714" and "Captured." Prince Macaroni will sponsor "Badge 714" on WCSH, Portland, Me., and other sales of the series include KATV, Little Rock; WITV, Fort Lauderdale, Fla.; WACA,

QUICK TAKES

William Veneman, formerly national sales manager at KABC-TV, Los Angeles, has joined Television Programs of America as an account exec. . . . Wilfred Jackson, cartoon director for Walt Disney Productions, has returned from a three-month tour of Europe to direct several cartoon subjects for the "Disneyland" TV series. . . . Winik Films will produce the coming Marciano-Charles fight which will be distributed by United Artists.

Roy Rogers and Dale Evans will present Trigger Jr. in his stage debut when the two NBC Western stars appear at the 76th Annual Canadian National Exhibition in Toronto August 27 to September 11. . . . A. Fried & Associates is opening a second office in San Francisco in order to better service the agency's clients. . . . Richard Sheppard, film supervisor for S. W. Caldwell, Ltd., TV commercial production company and distributors, Toronto, has returned from a three-week trip to the United Kingdom. Sheppard reports that BBC film producers are currently in the process of replacing 35mm. equipment with 16mm.

Mobile, Ala., for Pure Oil and in the San Francisco market for Ford Dealers.

Other NBC Film Division Sales were "Victory at Sea" to WUSN, Charleston, S. C.; "Dangerous Assignment" to WOKY, Milwaukee, and KQTV, Fort Dodge, Ia.; "Captured" to KXJB, Valley City, N. D.; "Hopalong Cassidy" (A-B) to WMT-TV, Cedar Rapids, Ia.; "The Falcon" to KNXT, Los Angeles; "Life of Riley" (A-B) to KSWB-TV, Roswell, N. M., and "News Review of the Week" to WICU, Erie, Pa., and KCMC, Texarkana, Tex.

CBS Film Sales reports the sale of "Amos 'n' Andy" to WICU, Erie, Pa., for Quality Bakers of America; to KCCC, Sacramento, for Electronics-Raytheon Dealers, and to WTVN, Columbus, O. WTVN also purchased "Crown

'North' Sales To Six M'kts

NEW YORK, Sept. 4.—Syndication sales of "Mr. and Mrs. North" have been made in six markets so far. Producer John Loveton's new distribution company, Advertisers Television Program Service, began its push two weeks ago.

Latest sales were to Loomis Peanut Butter via WFIL-TV, Philadelphia, and station deals with WFAA-TV, Dallas; KDYL, Salt Lake City, and CELW, Detroit.

Theater," "Cases of Eddie Drake" and "Files of Jeffrey Jones." Other pacts for CBS Film Sales were "Ranger Rider" to KSD, St. Louis, and "Art Linkletter and the Kids" to WRBL, Columbus, Ga., for C. Schomburg & Sons Jewelers.

THE BILLBOARD SCOREBOARD

TV Film Series in Production Since July 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of production of TV film series and is limited only by the Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Table with columns: Name & Type of Show, Running Time, No. Planned, No. Comp., How Selling. Lists various TV film series like Arthur Dreifuss, Hartley Productions, Marion Palmer Workshop, etc.

Advertisement for MOVIELAB. Text: 'NOW, more than ever... QUALITY COUNTS in the East... it's MOVIELAB The superior QUALITY CONTROL consistently maintained by MOVIELAB on all film processing assignments has earned it the jealously-guarded reputation of being the "QUALITY LABORATORY" in the east. More producers, cameramen and technicians throughout the east put their trust into Movielab's "KNOW-HOW" and "personalized service" than any other. Get to know Movielab—for this is the standard by which all film processing is judged.' Includes logo and contact info: MOVIELAB FILM LABORATORIES, INC. 619 West 54th Street, New York 19, N. Y. JUdson 6-0360

Advertisement for THE BILLBOARD. Text: 'Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!' Includes a key graphic.

## NBC Creates Patchwork Web To Carry Radio Grid Series

### Action Seen Further Deteriorating Network and Station Relationships

NEW YORK, Sept. 4.—In an action virtually unprecedented in the annals of radio networking, NBC-Radio this week by-passed those of its affiliates who would not clear time and patched together for the Crosley division of Avco, a large network of stations, including indies and outlets affiliated with other webs. The sponsor is buying the "Football Game of the Week" from NBC-Radio from September 18 thru December 4, a period of 12 weeks.

Finding that many of its affiliates had already sold their local football and would not clear, NBC did the next best thing and offered the business to whatever stations in those localities would accept it. In New York City, for example, the "Football Game of the Week" will be carried by WINS. In Washington, WRC, an NBC affiliate, will only carry the contests on weeks it has open. NBC got the order because it undertook to clear in this unorthodox manner after ABC-Radio had failed. ABC got first crack at the business, but found its affiliates would not clear.

Because it is so late in the summer and so near the football season, it is understandable that clearances would be difficult. But it also mirrors present-day network-station relationships, even tho the majority of the line-up undoubtedly will be NBC affiliates.

NBC-Radio has not had a national sponsor paying for football coverage for several years. During that time many of the stations have sold football locally so

that dependence upon the network for Saturday afternoon business in the fall has been forgotten. Consequently, when the web approached them for clearance at what the stations term "the 30-cent dollar," many refused. Those stations which feel a strong loyalty to NBC and stations without Saturday afternoon business, naturally cleared.

Were the position of NBC strong enough, in terms of furnishing other business, undoubtedly many of the recalcitrants would feel compelled to clear time. Trade sources therefore see

this deal as marking a further deterioration of network-station relationships, in spite of all the optimistic statements of network executives.

In the case of the non-network stations cleared, it makes the network a clearing bureau rather than a solid bloc of stations that can be delivered. It may also make agencies and clients wonder why they cannot perform the same service for themselves.

Handling play-by-play at the games will be Mel Allen, with Curt Gowdy on hand for feature stuff.

## BOTV AND EQUITY SIGN AGREEMENT

### Temporary Contract Sets Terms for TV Of Broadway Shows on Closed-Circuit

NEW YORK, Sept. 4.—An important step toward opening up Broadway legit shows to nationwide theater telecasts was taken this week by Box Office Television, Inc., with the signing of an agreement with Actors Equity Association. The Equity-BOTV pact sets wage scales to be paid to cast members for their appearance in theater-televised performances. It is the first such agreement reached between Equity and a theater television firm.

Emphasizing the experimental nature of legit theater telecasts, the pact is operative only for the first three Broadway shows BOTV puts on a closed circuit. This move permits both Equity and BOTV to ascertain how successful theater telecasts of legiters are before they enter into what would be a more permanent pact, which conceivably would also set the standard for legit theater telecasts by other firms in the field.

#### Opposition?

One of the major hurdles still facing theater TV is the prob-

ability that a Hollywood feature film production company will seek to halt theater telecasts of plays by feature film producers.

The three plays BOTV is currently negotiating for are "Seven-Year Itch," "Teahouse of the August Moon" and "Solid Gold Cadillac." The first two have already been purchased by Hollywood. It's understood that theater television rights were not mentioned in the Hollywood purchase contracts, tho TV rights, of course, have been tied up by the film producers.

It's expected that Hollywood will ask the courts to determine whether a theater telecast infringes on its purchase of TV rights to a play. The court decision would be of considerable significance to the theater television industry.

#### The Terms

The pact signed this week by Equity and BOTV calls for a payment to each actor of a full week's salary. However, each actor must get no less than \$342.50, while the minimum for an extra is \$83.50. Additional hourly payment of \$5.60 for actor and \$3.40 for extras will be given to cast members if total TV rehearsal time exceeds 20 hours within 10 consecutive days.

BOTV, on another closed circuit front, Wednesday (1) put on an industrial closed circuit meeting for Pan-American Airways. The show was beamed to 21 cities and was picked up in three hotels, two theaters and 16 TV studios. The week before, BOTV closed-circuited a session for Chrysler which was sent to 29 cities—six hotels and 23 theaters.

### GE Hires Don Herbert

NEW YORK, Sept. 4.—General Electric has hired Don Herbert, "Mr. Wizard" of Chicago TV fame, to do its commercials. Herbert will specialize in scientific commercials of timely news value. Many of the pitches will be on film and some will be done live. Herbert's specialty is taking complex scientific knowledge and making it simple.

## Geritol Buys New Du M Seg

NEW YORK, Sept. 4.—Pharmaceuticals, Inc., this week bought "One Minute, Please" for slotting on Du Mont 9-9:30 p.m., Friday. It is understood the show will plug Geritol. The last couple of seasons the time slot was occupied by "Life Begins at 80," sponsored by Geritol's sister product, Serutan. This year "Life" will be shifted to Sunday, 9:30-10 p.m., the period formerly occupied by "The Plainclothesman."

During this summer Du Mont used the Friday 9 p.m. slot for a trial run of a new show, "The Stranger." "One Minute, Please" has been getting a summer run Tuesday, 8:30-9 p.m. The panel show originated with the British Broadcasting Corporation and was agented here by Harry Goodman Productions.

Edward Kletter is the agency for Geritol and Serutan.

## Quality Co-Op Meets in Chicago; Lists Members; Others Coming In

CHICAGO, Sept. 4.—The Quality Radio Group held its first formal meeting in Chicago this week and revealed a list of members, thus far, including 22 50-kw. stations and two 5-kw. members.

The QRG is a co-operative venture which will see member stations sharing-in-common the best programs from the groups' own local programming, via tapes and recordings. The selling point

of the organization is that sponsors can buy the group, which hopes soon to have a member-

### Sayer Joins Lantz, Inc.

NEW YORK, Sept. 4.—Jay Sayer has left the William Morris office to join the Robert Lantz Agency, Inc. He is handling TV casting for the Lantz organization, which is also active in legit and films.

## EDITORIAL

### Let's Think a Little

The question of whether or not radio and television broadcasts of public proceedings are desirable is not one on which easy judgment should be passed. The issue goes far beyond the simple complaint that while some forms of public communication are permitted entry, others are not. Just how complex the subject really is was demonstrated over a one-week span, when CBS offered its president, Dr. Frank Stanton, in a brilliant defense of the right of broadcasters to report on the scene, and then permitted the noted jurist, Judge Harold R. Medina, to reply with an equally compelling argument against admitting the "electronic journalists."

The immediate issue of the barring of AM and TV from the committee hearings on the resolution to censure Sen. Joseph McCarthy, while still causing raw feelings among broadcasters, actually is a minor motif in the larger picture. The Stanton-Medina debate, surely something unique in the annals of the media, demonstrated that two thoughtful, sincere men can have diametrically opposed ideas on what will abet the public welfare. Both men, obviously, have only the highest motives in that cause.

It is the very complexity and importance of an issue which can so widely separate thinking men of the caliber of Dr. Stanton and Judge Medina that should stimulate thought and discussion among the rest of us associated with the broadcasting industry. Full reports on both addresses were carried by most daily newspapers. They are deserving of the widest circulation.

The Billboard believes that Dr. Stanton and NARTB's President Hal Fellows are fundamentally correct in their stand for the widest possible diffusion of public information. But we also respect Judge Medina's arguments.

CBS is to be commended for its service in the public interest in making possible the Stanton-Medina debate. The industry itself should carry the discussion further, perhaps at NARTB district meetings and possibly at the next convention itself. It should seek to reach its conclusions thru the same sober approach made by the men who debated the subject during the past week.

## TVB Board Holds First Meet, Sets Committees

CHICAGO, Sept. 4.—The first meeting of the board of directors of The Television Bureau of Advertising, Inc., known as TVB, was held in the Blackstone Hotel here this week and committees were selected to carry on activities.

Earlier this week, 10 men were chosen for the board of directors: Clair R. McCullough, WGAL-TV, Lancaster, Penn., co-chairman; Roge W. Clipp, WFIL-TV, Philadelphia; Campbell Arnoux, WTAR-TV, Norfolk; Kenneth L. Carter, WAAM, Baltimore; Lawrence H. (Bud) Rogers, WSAZ, Huntington, W. Va.; H. W. Slavick, WMCT, Memphis; W. D. (Dub) Rogers, KDTN, Lubbock, Tex. George B. Storer Jr., Storer Broadcasting Company; and Merle S. Jones, CBS.

Eight out of the 10 board members were present at the meeting. Jones and Storer were absent. Elected to office were Lawrence Rogers as treasurer, and W. D. Rogers as secretary.

The group authorized the leasing of office space in New York City, details to be handled by the newly elected treasurer. Dues were established and ratified for station members with the price being the highest non-network quarter hour rate, per month. Dues for network and associate members will be announced later by the newly elected dues committee.

The following committees were formed:

Committee to select president of the corporation, the full-time, active and salaried head of the firm, received Clair McCullough as chairman, and Moore, Clipp, and Arnoux as members. Membership committee is headed by Bud Rogers with Slavick, Carter and Dub Rogers as members. Finance committee is headed by Storer with Clipp and Carter as members. Dues committee is

headed by Clipp and McCullough and Storer as members. The by-laws committee is headed by Arnoux and has Moore and Jones as members.

## ABC Readies O&O Ad Drive

NEW YORK, Sept. 4.—ABC-TV will launch what it claims is the most extensive consumer advertising and promotion campaign in its history September 17 in the five cities covered by its o&o stations.

The campaign will see \$375,000 spent in newspaper ads, \$20,000 in billboards, \$50,000 in transit car cards. The drive, which will use the phrase "Tonight's Best Television Shows Will Be on 7... Will You?", will extend over a three-month period.

## James Bealle Moves to K&E

NEW YORK, Sept. 4.—James S. Bealle has been named assistant director of the TV-Radio department of Kenyon & Eckhardt. Bealle formerly was with Batten, Barton, Durstine & Osborn, where he was in charge of new program development.

Also at the agencies, Bernie London has rejoined the TV department of the Kudner Agency to handle production for the Schick sponsored National Professional League Football games over Du Mont.

## FCC Issues 3 TV Grants; Total 706

WASHINGTON, Sept. 4.—The Federal Communications Commission this week issued three TV grants, bringing total authorizations to 706, of which 598 are post-freeze grants, including 32 non-commercial, educational grants. With 93 grants canceled, outstanding authorizations now number 613.

This week's grants went to the Tampa Television Company, Channel 13, Tampa; Greater Huntington Radio Corporation, Channel 13, Huntington, W. Va., and Peninsular Broadcasts Company, Channel 23, Grand Rapids, Mich. In granting the CP to the Tampa Television Co., the Commission denied competing applications of the Tampa Times Co., and Orange Television Broadcasting Co.

## Taylor, Pinkham And Bilby Made Veepees by NBC

NEW YORK, Sept. 4.—NBC this week named three new veepees—Davidson Taylor, in charge of public affairs; Richard A. R. Pinkham, in charge of participating programs; Kenneth W. Bilby, for public relations.

A veteran radio and TV executive, Taylor will continue to report to Thomas A. McAvity, veepee in charge of TV network programs. He was formerly veepee and director of public affairs, and veepee in charge of programs for CBS.

Pinkham, in a large measure, was responsible for the success of "Today" and "Home," acting as supervising producer on both programs. His newest task will be to carry the ball with "Tonight."

Bilby, formerly with Carl Byoir & Associates, has spent the last six months at NBC representing the public relations firm. He will have reporting to him Sidney H. Eiges, veepee in charge of press and publicity, Jacob A. Evans, director of national advertising and promotion, and Hugh M. Beville Jr., director of research and planning.

## NARTB Maps Insurance Plan

WASHINGTON, Sept. 4.—With an eye toward increased use of radio and television in political campaigning, the Insurance Committee of the National Association of Radio and Television Broadcasters announced this week it was working up a group insurance plan for libel, slander or defamation. The plan will be based on a survey of experiences of station managements.

The committee also reported that its program for insuring radio and TV towers already had saved broadcasters from 10 to 50 per cent in premium costs. Nearly 600 stations so far have benefitted from the tower insurance plan, the committee said.

# WESTERN UNION

TO: THE TELEVISION INDUSTRY

WTVW CHANNEL 12 MILWAUKEE ANNOUNCES BASIC AFFILIATION WITH ABC NETWORK. APPOINTMENT OF EDWARD PETRY COMPANY

AS ITS NATIONAL SALES REPRESENTATIVE. TARGET DATE FOR SERVICES AND FACILITIES OCTOBER 27, 1954. LOCAL SALES

THOMAS E. ALLEN 722 EMPIRE BUILDING BROADWAY 6-9912.

WTVW MILWAUKEE AREA TELECASTING CORP.

# Y. & R. Revamps 'Portia'; Shakes Up Daytime Staff

NEW YORK, Sept. 4.—Young & Rubicam this week revamped its daytime operation considerably. The resignation of Beverly Smith, producer of "Portia Faces Life," was the catalyst responsible for major personnel changes in the daytime programming staff. Smith's resignation was amicable and the result of his feeling that he needed a change after many years at the agency.

Replacing him as the producer of the daytime strip is Charles Irving, veteran soap opera specialist. Irving also owns a subsidiary, Hollis Productions, which, in a complicated deal, will furnish the agency with the production staffers. Y.&R. is buying from Hollis Productions Irving's services as co-director of "Search for Tomorrow"; Hal Cooper, who will share direction of that daytime serial; Charles Gussman to write "Portia" and a script editor, Mona Kent, scripter of "Portia," has left to develop "Woman With a Past" in which she has a substantial interest.

Added to the Y.&R. radio and TV department to produce "Golden Windows" is Tom Reilly, another veteran programming executive whose last several years were spent in Detroit. Reilly will replace Mary Harris, who has gone to the McCann-Erickson radio

and TV department in a key capacity.

Another newcomer to radio and TV department of Y.&R. is Bob Steele, who took over the production reins of "Brighter Day" late this spring. And Pat Hunter, another specialist in soap operas, was hired by Y.&R. in an unusual capacity. She will monitor all the agency's soap operas and meet with the producers to give them her opinion on their weak and strong points.

With Irving taking over "Portia Faces Life," the strip will change its plot line. Frances Reid, one of the leads, will probably be dropped, as may several others in the cast.

## BIZ TOO GOOD FOR SPONSOR!

DETROIT, Sept. 4.—Ed McKenzie, featured jockey on WXYZ, here, lost a good sponsor because his results were too strong. The Protective Investment Company contracted for a daily one-minute spot to sell houses. After one week of it the company insisted on a change of commercial copy, beamed only to specific sections of the city, because the response was getting too wide to handle.

After another week the sponsor was so flooded with a backlog of 120 good leads for sales that the spots were canceled entirely. PIC plans to come back when it can handle more business.

## Vox Jox

By JUNE BUNDS

### In Your Opinion:

Ken Scott, WPEO, Peoria, Ill., writes, "Seems as tho some of the distributors never learn. They cry because stations play nothing but the top 10, but you ask them to send some jazz releases and they moan 'cause the sample service costs too much. Wonder how records get heard?" ... "In our opinion," notes Henry Lewy, KENO, Las Vegas, Nev., "most of the so-called hit records today display an incredible amount of bad taste and are an insult to any person of average intelligence. On my programs it is very seldom that you will hear any hit parade-type tunes and from the response I get from my listeners I feel I am on the right track. Also this

business of sending jocks releases on 45 is an incredible nuisance for those of us who spin our own records, and as a result we have not played a single new release on the air for weeks." ... Mel Bernam, WKYW, Louisville, Ky., thinks "record companies would increase their classical record sales if they applied the same promotional techniques in that field as they do with pops." Altho Mel has "the top classical music show in Louisville," he says he is rarely approached by any of the major disk outfits. "When we asked certain top labels as to the availability of a classical record service," he adds, "they flatly stated they were not interested in promoting their classical lines thru radio." ... "Instrumental music isn't dead," according to Dick Doty, WHAM, Rochester, (Continued on page 44)

## CBS RADIO, NBC-TV MEETINGS

# Stanton Asserts Faith in AM; TV Net Aids Optional Outlets

CHICAGO, Sept. 4.—The most significant action to emerge from the network affiliate meetings—CBS Radio and NBC-TV—held here this week was the new declaration of faith by CBS' President Frank Stanton in web radio, and his invitation for its rival, NBC, to move out of the medium. Radio is a business we must believe in and those who do not believe in it should make way for people who do and not undercut the vitality of the medium, the CBS topper said.

"There were those in the record business, who got out when radio came along," Stanton stated, "but new concepts in production and selling were applied to the record business, and it will take the same kind of ingenuity in radio to meet new competition."

He continued by citing "hard postwar facts" to substantiate his belief. "Stations in operation have increased 111 per cent since 1946; set ownership went from 58,000,000 in 1946 to about 110,000,000 in 1953—an increase of about 90 per cent; in 1946 CBS radio was about 10 per cent behind its nearest competitor in billings, but in 1953 CBS radio was 38 per cent ahead and thus far in 1954 has zoomed to a 62 per cent advantage," Stanton pointed out.

### Attention to AM

Stanton also assured the assembled gathering that CBS, Inc., was giving top attention and top budgets to the medium. This was echoed by Lester Gottlieb, CBS veepee in charge of programming, who said that the radio program budget is higher today than ever.

Gottlieb said that CBS would concentrate on nighttime strip programming, because it would en-

able sponsors to reach "the daytime audience, plus some 60,000,000 others among the nation's working men, its 18,000,000 working women, its students, daytime shoppers and travelers."

There seemed to be a feeling among CBS affiliates that CBS, Inc., was now throwing its full weight behind the radio network, because this is the first speech that Stanton has made to radio affiliates in many years, and also because of the financial support it is giving radio.

It was also disclosed that the two new sponsors in "Amos 'n' Andy" strip are Whitehall Pharmaceutical and Murine. A deal for sponsorship of the two soap operas recently dropped by General Foods, "Wendy Warren and the

News" and "Second Mrs. Burton," also has been concluded.

The most interesting development at the meeting of the NBC-TV affiliates was the establishment of a specialized sales unit to get more business for optional stations. Many "ideo optional stations have complained that too many programs were being bankrolled on the 52-station basic network and cite "The Medic" as an example. Also to be established is a voluntary group rate plan for optional affiliates to give a bonus to sponsors who purchase them.

To be offered to optional outlets, both connected and non-connected, are "Home," "Howdy Doody" and the new Imogene Coca show. The programs will be made available in small territorial groups or individually at their network rates.

Perhaps the most spectacular action at the NBC-TV meeting was the speech by Brig. Gen. David Sarnoff in which he pointed out the indispensability of the networks and attacked government interference in business. His immediate reference was to the upcoming Bricker probe of the radio networks.

Sarnoff also pledged himself to maintain NBC's programming lead in color. Much time was also devoted to spelling out the network's plan for continued TV leadership by NBC President Sylvester (Pat) Weaver Jr. and Robert W. Sarnoff, executive veepee of NBC.

## Hayes Set for Selznick Bow

HOLLYWOOD, Sept. 4.—Helen Hayes this week was the first star signed to appear on "Light's Diamond Jubilee," a two-hour show to appear on four TV networks marking the celebration of the 75th anniversary of Edison's invention of the electric light. It will be the first television venture for David O. Selznick, producer of the show.

The program will be telecast over 310 stations, largest in television history.

## Talent Notes on Air and Screen

Matt Harlib, formerly a CBS staff director, has joined ABC-TV as a director. Harlib's first assignment will be to direct "Stop the Music" and "The Packard Program," starring Martha Wright. . . . Kenny Price and Glenn Scott, guitarists, have been added to the talent staff of WLW Radio, Cincinnati. . . . Ruth Last had a heavy week, doing spots for the Harry B. Cohen ad agency on behalf of Four-Way Cold Tablets, for the McKim Agency of Canada, for Academy Films, for Clayton-Cousins Productions, and also acting on CBS radio in "Let's Pretend."

## HOW RELAXED CAN YOU GET?

NEW YORK, Sept. 4.—Following, in its entirety, is a release received from a local flackery:

Galen Drake, who, as president of the Relaxation Club of America, preaches relaxation, was glad he knew how to relax in a recent crash on a New Jersey highway. He emerged with a concussion, several stitches and a bruised side. He is now recuperating at home and will resume broadcasting via CBS radio at the end of this week.

## New Prompter Gets Testing

NEW YORK, Sept. 9.—WNBT is testing the "Gerard Eycline Monitor," a new device for invisible prompting of video performers. In addition to permitting entertainers to look straight into the camera lens, the set of lenses on the live camera can be used at any position desired. Consequently cameras are not tied up by a particular lens being kept in use.

The "Gerard Eycline Monitor" was invented by Edmund B. Gerard, motion picture cameraman.

## ABC Changes Three Titles

NEW YORK, Sept. 4.—ABC-TV is changing the titles of three of its upcoming fall shows.

Its Jimmy Nelson comedy-quizz stanza, up to now called "Take My Word" has been re-named "Come Closer." The Sterling Drug Friday night mystery film series, "Action" has been re-dubbed "The Vise." No final decision has been reached on a new name for "Postal Inspector," the Thursday night Procter package.

## Nestle Bowing Out Of 'Space Patrol'

NEW YORK, Sept. 4.—Nestle reportedly has given ABC-TV the word it is anklung "Space Patrol," the Saturday morning stanza it co-sponsors with Ralston-Purina, after the first of the year.

## Lamb Asks OK Of WHOO Sale

WASHINGTON, Sept. 4.—Edward Lamb, Toledo publisher and broadcaster who faces a Federal Communications Commission hearing September 15 on renewal of his license for WICU (TV), Erie, Pa., this week sought FCC approval for the sale of his Orlando, Fla., radio station WHOO. Selling price will be \$295,000.

Attorneys for Lamb stated that the buyer of the station will be Radio Florida, Inc., wholly owned by Mowry Lowe, long-time employee and until April of this year general manager of WEAN, Providence, R. I. In the application for FCC approval of the transfer, Lowe stated he intended to make no changes in the staff or programming at WHOO.

## Big Screen Color Tube Under \$100

HOLLYWOOD, Sept. 4.—Chromatic Television Labs, Inc., has announced development of a color TV tube which, it declares, can be mass produced in 21 and 24-inch models for less than \$100. Utilizing this tube, large-screen color TV sets will be available before the end of next year for about \$500, according to Barney Balaban, president of Paramount Picture Corporation, which owns a half interest in Chromatic.

Chromatic engineers claim that the tube cannot only be made cheaper than color tubes heretofore in production, but that it will give a truer and brighter picture than the present perforated mask tube.

Developed by Ernest O. Lawrence, of the University of California's radiation laboratory, the Chromatic tube directs electrons to strike the correct phosphors, which produce the picture on the screen, by means of an electromagnetic grid.

Because of the relatively simple grid structure, Chromatic engineers assert, the tube is less expensive to manufacture, yet at the same time utilizes more electrons, thus increasing brightness and insuring a better picture.

## AM Set Production Tops Tele by 70%

WASHINGTON, Sept. 4.—The continuing good health of radio in the TV age is reflected in figures of the Radio-Electronics-Television Manufacturers' Association this week which show that radio set output has been 70 per cent higher than TV receiver production in the first seven months of this year.

RETMA reported that while the industry turned out a total of 3,152,132 TV units, including 8,426 color TV receivers, in the seven-month period, its output of radio receivers totaled 5,324,620. Auto sets led in the number of radios produced with a total of 2,272,404 units, while home radio sets totaled 1,463,273, portables 882,486 and clock radios 706,456.

## Tele Writers Do a Fold-Up

HOLLYWOOD, Sept. 4.—Television Writers of America dissolved this week, the disbanding apparently stemming directly from the organization's unsuccessful strike against the networks earlier this summer.

Announcement of the action was released in a letter to members of the union by Ben Starr, president of the Western region. No comment was available on whether the organization was in financial straits, as reported.

Starr, in his communication, stated the belief that, despite its folding, the union had contributed some lasting changes for the benefit of TV writers.

## KTTV Sets Richman Seg

HOLLYWOOD, Sept. 4.—A new musical half hour, the Harry Richman Show, will be launched over KTTV September 24.

The veteran night club performer who has previously appeared on other TV shows, will sing and do monologs. If the show is a success, KTTV executives say it may be filmed for syndication.

**SUPER POWER**

**WGAL-TV** NBC CBS DUMONT

LANCASTER, PENNSYLVANIA

**316,000 WATTS**



**8**  
MR. CHANNEL 8

Covers a vast, prosperous territory—a rich target for your advertising dollar

Steinman Station  
Clair McCollough, President

Represented by  
**MEEKER TV, Inc.**  
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

## Folsom Sees Demise of 78's, Urges Outlets Face 45 Move

NEW YORK, Sept. 4.—The sale of all 78 r.p.m. records will eventually be so small that they will not support distributor or dealer inventories, and they will be discontinued. This was the prediction made this week by Frank M. Folsom, president of the Radio Corporation of America. Folsom predicted the demise of the 78 speed in commenting on the current shift from the old speed to 45 r.p.m. records for disk jockey programming.

Said Folsom, "Radio broadcasters desirous of providing audiences with the best in popular music in the period ahead will find themselves at a loss to maintain high listening standards unless they join the change-over to 45 r.p.m. recordings."

"The present trend became markedly visible two years ago when the industry found it necessary to discontinue the manufacture of 78 r.p.m. classical albums. Last year it became necessary to discontinue virtually all 78 r.p.m. popular albums. This year the

sale of 78 popular records is dropping at such a rate and 45's are increasing so fast in public esteem that we now foresee the end of records of the old speed."

### Stations' Use

"It is recognized that the furnishing of records to stations is of tremendous mutual benefit to the stations and the recording companies. Looking forward to the time when 78 r.p.m. records are no longer available, it is clearly evident that we will both lose if stations are unprepared to play the new microgroove records."

"We sincerely believe that the problem of providing radio stations with good programming material will get more and more acute in the future for stations that are not geared to play what record customers are buying, what dealers are stocking and what the industry is recording."

Meanwhile, the beefs from radio stations about the 45 r.p.m. record continue, but at an abated pace, music publishers continue to be bothered by the difficulty of getting their tunes aired on some key stations which refuse to handle the 45's and suggestions to ease the situation continue to crop up from everywhere.

### IBA Stand

This week, for example, the Indiana Broadcasters Association's board of directors passed a resolution protesting the action of the recording manufacturers changing

(Continued on page 24)

## PRAYER SOLVES B-O PROBLEMS

CHICAGO, Sept. 4.—Perhaps ballroom operators across the country might like to be advised of the suggestion of a fellow operator.

Elsewhere in this section is a complete story giving details of the ballroom business today as compiled by a survey of the nation's operators. In this survey operators were asked to give suggestions as to how business might be helped.

One enterprising operator suggested simply, "Pray brother, pray."

## RCA to Offer Other Firms 'Gruve-Gard'

NEW YORK, Sept. 4.—RCA Victor next week will offer other manufacturers the use of its new technical development, "Gruve-Gard," designed to protect record grooves from abrasion hazards. The offer will be made at a special meeting of record company executives Thursday (9). Invitations were wired by Manie Sacks, Victor chief.

"Gruve-Gard," featured on all new Victor LP's, consists of a slightly raised rim and center. The playing surfaces are thus protected when records are stacked on changing mechanisms or inserted in sleeves.

## Seeburg Maps Major Back'd Music Plan

To Lease 45 R.P.M. Disks It Cuts, RCA to Press; BMI or Public Tunes

By IS HOROWITZ

NEW YORK, Sept. 4.—The J. P. Seeburg Corporation, major juke box manufacturer, will set in motion next month a full-fledged drive to strengthen its foothold in the background music field. The plan is built around the firm's non-coin-operated, 200-selection phonograph. It will also find Seeburg leasing records cut under its direction.

The records, all 45 r.p.m. disks custom pressed by RCA Victor, will hold music controlled by Broadcast Music, Inc., or in the public domain. It will probably be the first time that a serious effort to break the background music field has been made without using any tunes cleared thru the American Society of Composers, Authors and Publishers.

### Lindgren Head

Heading up Seeburg's background music division is R. E. Lindgren, who was brought into the firm from Functional Music, a leased-music enterprise he operated.

The program will be handled by Seeburg distributors direct to cities where they are active. It will be made available to opera-

tors in smaller cities and outlying territories.

No conflict with the interests of juke box operators is anticipated, since the locations to be solicited make no current use of coin-operated music equipment. Industrial locations will be a prime target, as will class cafes, restaurants, hotels, etc.

The Seeburg plan, however, is intended to provide vigorous competition to established background music firms, such as Muzak and other central-studio operations, and the many tape firms, such as Magnacord, A-V Tape Libraries, Magnatronics, etc., which have recently moved into the location-music field.

### Operating Base

Seeburg's basis of competition will be price and music selectivity, as well as full service provided locations by distributors.

Locations buying the service will rent or purchase the Seeburg

(Continued on page 24)

## Camden Label To Boost List Price on LP's

NEW YORK, Sept. 4.—The list price of Camden Records, the priced line of LP reissues distributed by RCA Victor's custom sales division, will be increased from \$1.89 to \$1.98 on September 20.

The price boost the first since the label was activated last October, is believed to be the first step in transferring the line from controlled distribution direct to major-volume outlets, to a regular marketing policy which will see the disks move out to dealers generally thru Victor distributors.

The small increase in suggested lists will give handlers of the line under the new distribution policy a more attractive spread between cost and selling price.

The Camden line consists largely of records cut before the

(Continued on page 24)

## Kenton Jazz Festival Set For 10 Weeks

HOLLYWOOD, Sept. 4.—Maestro Stan Kenton has finalized arrangements for his second annual Festival of Modern American Jazz, kicking off a 10-week national tour on September 16 at San Diego's Balboa Park Ballroom. The following night the Festival will offer one performance in Los Angeles at the Shrine Auditorium.

Kenton will double as band leader and emcee. In addition to the 20-man crew in the band, he'll present a number of top-

(Continued on page 24)

## New Deejay Show on CBS-Radio to Star Bergen & Co.

WASHINGTON, Sept. 4.—Three dummies will launch a network deejay show from here over the CBS radio web starting September 12. Rounding out the party will be Edgar Bergen, a trio of wooden wax spinners—who will assist Charley McCarthy, Mortimer Snerd and Lars Lindquist—in an hour long records and interview program on Sunday nights from 9 to 10.

Bergen will interview well-known political figures and musical business names on the show, and has hopes of lining up Mamie Eisenhower for an air chat. Charley will be the program's "expert" on international affairs, while Mortimer will "interpret" the news. The series will be sponsored by Bergen's long-time backer, Kraft, thru J. Walter Thompson.

## NBOA Survey Shows Biz Slide for 54% of Operators First 6 Months

CHICAGO, Sept. 4.—From a profit-and-loss standpoint, the ballroom business is anything but good. A spot survey made by the National Ballroom Operators' Association revealed that business of 54 per cent of the operators was down during the first half of 1954, compared with a year ago.

The association reported that one-third of the operators taking part in the survey suggested that some definite action be taken by the organization since operating conditions for them were at a level not profitable to continue.

The association, thru its managing secretary, Otto Weber, released the results of the survey in advance of its coming annual convention at the LaSalle Hotel, Chicago, September 20-22.

Weber said the survey might be of help if studied in advance of the convention, since the association will hold a meeting with band leaders, managers, bookers and others interested in the ballroom industry the first day of the convention. The purpose of the joint meeting will be to try and work out ideas to help the industry.

### Survey Figures

The NBOA conducted the survey thru a questionnaire to operators in various parts of the country and included different type of operations.

In reporting business down, the 54 per cent figure included several operators who reported busi-

ness off as much as 50 per cent. Several said it was off 20 per cent, with quite a few between the 10 and 20 per cent mark.

The survey also broke down

## Col'bia Makes Staff Changes

NEW YORK, Sept. 4.—Columbia Records this week appointed R. Peter Munvies as Masterworks merchandising manager. For the past year Munvies has been assistant merchandising manager for the classical division.

In addition to the Munvies promotion, the diskery made the following changes among its field staff: Johnny Broderick, New England district manager is now headquartered in Boston; Walter Hayum, in charge of Midwest District 5 is now headquartered in St. Louis; division manager Merle Weiss assumed District 4 and has set his office in Pittsburgh; Ken Glancy, in charge of Midwest District 6 out of Detroit will also cover Chicago and Milwaukee, and Jack Devany assumed responsibility for Seattle and Spokane in addition to his own Far West District 10, covering El Paso, Tex.; Denver, and Salt Lake City.

operations between name band engagements and regular operations. Name band operations were reported as somewhat better than the over-all average, with 65 per cent reporting business at the same level or better than last year, while the other 35 per cent reported it down. For the regular operation, which would consist of using territory bands, old-time or Western music, or local bands the business was reported off similar to the over-all figure with 55 per cent reporting it as down and the other 35 per cent reporting it the same or better.

### Suggestions Offered

Many of the operators co-operating in the survey gave reasons for the relatively bad business and others offered suggestions for improvements. One operator suggested that dance bands be revived by giving the customers better surroundings, and music arranged for dance bands. He also suggested that more bands be urged to record, and appear on radio and TV. One operator suggested, "Throw out all bands that don't play dance music." A typical remark appearing on the survey was one which suggested starting a new dance craze.

Dominant in all the suggestions were ideas for national promotion and urging operators get the disk jockeys to play more dance band instrumentals.

## POTTER SPEAKS

### Blames A.&R. Men for Poor Music Tastes

HOLLYWOOD, Sept. 4.—Leveling a blast at the current status of music, Peter Potter, KLAC disk jockey and foreman of the CBS "Juke Box Jury" television show, this week declared that the recording company "artist and repertoire men are responsible for inculcating poor listening tastes of today's teen-agers."

"It's not the songwriters who are at fault," said Potter, "but the recording company people themselves who are doing little to perpetuate any of today's music."

"Is it possible that 20 years hence the record companies will be reissuing such songs as 'Sh-Boom', he queried? "The music business has deteriorated to a point where a.&r. men are far more interested in the performances of a given song, rather than in the product they release for the home market."

Potter, irked at what he termed was a "low-level in home music entertainment," further added that "few disk jockeys thruout the nation program their music, but are merely content to ride along on the industry shirt-tails, a phenomenon in view of the fact that few a.&r. men of the major recording companies have music backgrounds."

He pointed to the current popularity of rhythm and blues music among teen-agers in Los Angeles and other sections of the country, terming much of it "obscene and of lewd intonation, and certainly not fit for radio broadcast."

## NBOA Reports Names Losers 23.5% of Time

CHICAGO, Sept. 4.—The National Ballroom Operators' Association released figures this week of its Name Band Reporting Service to show that operators do not make money on all name band attractions.

On the basis of the reports received by the association so far this year, 23.5 per cent of the engagements ended with the operator breaking even or losing money at the front door.

Otto Weber, managing secretary of the association, in releasing the figures, pointed out that when the operator only breaks even at the front door, he is losing money, as he has to pay for advertising, police, ticket-takers and sellers,

(Continued on page 24)

## "Merchandising"

... is the key word in this and every other extra-value feature of The Billboard's September 25 Fall Record-Phono Merchandising Number.

**"WHAT NEW MERCHANDISING & DISPLAY EQUIPMENT WILL BE AVAILABLE TO RECORD-PHONO DEALERS THIS FALL"**

## MUSIC FOR THE KIDDIES

## Diskers to Accent Classics, Pop Artists in Fall Children's Lines

NEW YORK, Sept. 4. — Increased emphasis on classical music and continued use of big name pop artists highlight the new fall children's record lines of Columbia, Mercury, Capitol, Decca, Victor and Little Golden Records.

Columbia's big kiddie push this fall is believed to be three integrated "good music" series, with dealers encouraged to market, promote and merchandise as a complete sales unit.

The three series are entitled "Introducing the Masterworks," "Introducing the Instruments of the Orchestra" and "Introducing the Masters." The "Masters" series was introduced last fall, but the other two are new to the field. "Introducing the Masterworks" will feature well-known excerpts from longer works recorded by Columbia's key Masterwork classical artists—Sir Thomas Beecham, Andre Kostelanetz, etc. The first release includes selections from "The Nutcracker Suite," "Carmen" and "Swan Lake." The series will be available on 78 and 45, with each disk retailing for 98 cents.

**'Orchestra' Sets**

"Introducing the Instruments of the Orchestra," which will be sold as two-record \$1.98 albums, will be made up of Columbia's most popular instrument type singles—"Tubby the Tuba," etc. — along with new disks. "Introducing the Masters" dramatizes the lives of famous composers, with narration by Milton Cross. "The Story and Music of Chopin" will lead off the fall release.

The series is aimed at children over six, but Columbia's kiddie record chief, Hecky Krasno, expects the disks will also find a big market in the adult field among beginning classical collectors.

In the name field, Columbia is readying new children's disks for fall by Rosemary Clooney (both as a single and on two Christmas sides with spouse Jose Ferrer), Art Carney ("A Christmas Story" and a new version of "The Town Musicians"), The Mariners, Gene Autry, Red Buttons, and Robin Morgan, child star on CBS-TV's "Mama" series.

Krasno is also readying 50 new releases in Columbia's 49-cent participation line and eight new releases in its 25-cent Playtime line.

**Mercury Line**

Mercury Records' fall line will feature 11 new Childcraft releases and six new Playcraft disks. The Childcraft releases include an "Opera for Children" disk on "Aida," a "Christmas Carols" package; a patriotic platter with "Star-Spangled Banner," backed by "Pledge of Allegiance," "Favorite Marches for Children"; "David and Goliath," backed by "Noah's Ark," "Sorcerer's Apprentice," "Trip to the Dentist" and "The Christmas Tree," which features Claude Raines as narrator. Hugo Peretti's orchestra is featured on most of the sides.

In the Playcraft series, Mercury's kiddie artist and repertoire heads, Luigi Ceatore and Hugo Peretti, have lined up a new Patti Page platter, "I Wanna Go Skating With Willie" and "Pretty Snowflakes"; an Eddy Howard disk, "Bimbo" and "Happy Birthday," and two new "Lady in Blue" and "Super Circus" sets.

Little Golden Records will introduce a new classical music

package this October, designed to introduce the parts of the symphony orchestra to the musical novice. Tagged "A Child's Introduction to the Orchestra," the set is boxed in a seven by seven-inch carrying case, holding eight unbreakable seven-inch 78 or 45 disks. This marks the first time Little Golden Records has marketed 45's. If the package clicks, Golden's headman, Arthur Shimkin, says he will bring it out on a 12-inch LP.

The box, which will retail at \$3.95, is made up of previously released 35-cent Golden singles, recorded by Mitch Miller, with music by Alec Wilder and lyrics by Marshall Barer.

Shimkin is backing the new package with an extensive consumer ad campaign this fall, and similar promotion pushes are planned for the label's first "Bugs Bunny" and Roy Rogers sides.

The blocklike box design for the orchestra package is unique in that it can be sent thru the mails and used later as a kiddie record storage cabinet. If the box is successful, sales-wise, Golden plans to bring out similar eight records in box-packages on Rogers, "Bugs Bunny" and Walt Disney.

He also hopes to supply general storage boxes to dealers so they can push package sales of individual Golden Records in boxed units of eight.

**Capitol Push**

Capitol Records is another major label which has been putting increased emphasis on good music for children. Under the direction of Dave Cavanaugh, the firm's kiddie line brought out a new music appreciation series for children last August. Don Wilson and Art Gilmore narrate specially

written stories against the background of music from "The Nutcracker Suite," "Carmen" and "The Seasons," with music by the Continental Symphony Orchestra.

Another Capitol series, "The Record Reader," introduces children to instruments of the orchestra ("Sparky's Magic Baton," etc.) and incorporates some of the label's best selling disks from its "Learning Is Fun" series and Hopalong Cassidy and Woody Woodpecker packages.

Also on the Capitol fall agenda are some tunes from two forthcoming Disney pictures, "Rob Roy" and "Lady and the Tramp." A 20-page four-color book will be packaged with this album. Also set are new Bozo, Eddie Cantor, Jerry Lewis and Mel Blanc sides.

Decca's children's line for fall will feature Frank Luther's new "A Child's First Record" series, a new eight-record package specially produced for the nine to 30-month age group. Slated for an October release, the series marks the first public airing of Luther's new pattern for children's records, with everything from mambos to Mozartlike minuets featured in the line-up. The 12-inch platters will retail at \$2 and will be pushed as single units and on a package basis.

RCA Victor is still working on its fall children's line-up, which will be sparked by special kiddie sides cut by the label's best selling pop and country and western artists, Eddie Fisher, the Ames Brothers, Eddy Arnold and others. Altho Victor's new "Listener's Digest" service isn't aimed at any specific age group, the firm has also been putting major emphasis in consumer ads on the series' value as a music appreciation primer for children.

## Prospects Brighten For 1-Nighter Season

By BOB ROLONTZ

NEW YORK, Sept. 4. — Prospects for a healthy fall one-nighter season improved considerably this week when a number of top music-record names signed up for concert and dance dates on the road. Nat Cole, Billy Eckstine, Peggy Lee, the Pete Rugolo ork, the Buddy Johnson ork, the Drifters and other acts were among those set for the one-nighter trail. These strong names, plus the solid business now being racked up by the Gale Agency's giant "Rhythm and Blues Show," made the fall season loom as one of the best since 1952.

Eckstine, Miss Lee, the Drifters and the Pete Rugolo ork, plus the Clark Brothers, George Kirby and two other acts, were set with the Gale Agency's "Biggest Show of '54," pioneer of the giant road show except his own in many years. It also marks the first time that Peggy Lee has ever played a one-nighter package. The "Biggest Show" will open on October 15 in Norfolk and will be out for a minimum of four weeks, three days (the length of the pact with Eckstine), with the possibility of two more weeks.

Nat Cole, for three years a "Biggest Show" regular, is going out in his own unit this year. The

Cole package will not be a concert show, as are the "Biggest Shows," but will play dances, and only a few concerts. It will co-feature the Buddy Johnson ork, with Ella Johnson, and will play mainly Southern cities. Cole will be starred as an act, and will appear twice during the dances. The show is being booked by General Artists Corporation.

The Cole-Johnson dance unit will play a total of 28 dates starting September 13 and ending October 10. Major cities to be played include: Cincinnati, Louisville, Atlanta, Charleston, Richmond, Norfolk, Raleigh, Birmingham, New Orleans, Mobile, Baton Rouge, Dallas, San Antonio, Houston, Fort Worth, Topeka and Kansas City. This marks Cole's first Southern trip since the early '50's.

**'Mambo U.S.A.' Unit**

Another road unit set for the fall season is the "Mambo U.S.A." (Continued on page 24)

## LAUGHTON DEAL

## Tempo Gets Wax Rights To Teleshows

HOLLYWOOD, Sept. 4.—Negotiations for the recording rights to the Charles Laughton teleshows were completed here this week between Irving Fogel, president of Tempo Records, Inc., and Marc Frederic, vice-president and general manager of the Tee Vee Company, distributor of the television series.

The Laughton TV sound tracks, taken from a 15-minute vehicle aired nationally last year, will be issued by Tempo on both LP and the firm's custom tape line, Tempo Tape. A total of 10 10-inch LP's and 10 tape subjects, with a total playing time of five hours, will be culled from the television sound track. Individually, each LP will have a playing time of 15 minutes per side.

The Laughton TV show featured the veteran actor in readings (Continued on page 24)

## EDITORIAL

## Little Things Count Up

It is so rare that anyone in the music business takes a long-range, industry-wide view toward merchandising its products, that such vision, commonplace in hundreds of large and small industries, takes on almost monumental proportions.

Not monumental, but certainly unusual for a music publisher, the E. H. Morris action of printing and distributing stickers with a "Give Music for Christmas" slogan is the kind of move which should be welcomed. More, it should be supported and expanded by every single individual engaged in the business of publishing, exploiting and selling sheet music of all types.

While it is quite true that the simple expedient of using gummed stickers with the Christmas gift slogan will not revolutionize the marketing of music, it might well be the forerunner of further industry-wide thinking and action.

No one questions the necessity of such thinking in order to bring the sale of sheet music back to the levels it once maintained. Few can question the wisdom of the Morris firm's preliminary approach.

What remains then is for the Music Publishers' Protective Association to step in and embrace the Morris move, improve on it, expand it or revise it. Certainly it should not and cannot be ignored. Small as it may seem, this move is indicative of the type of thinking so necessary to the business. More of the same can and should be done. In itself, perhaps, the use of stickers may not be significant. What is significant is the thinking behind such activity. Let's have more of it.

Little things can mean a lot.

## GOODY VS. CETRA: ROUND 4

## Supreme Court May Get Fair Trade Case

WASHINGTON, Aug. 4.—The question of whether or not phonograph records can be fair traded may be examined by the United States Supreme Court, if an appeal submitted this week to the highest judicial body by Sam Goody is acted upon.

Goody, local discounter and mail order disk retailer, was enjoined from selling Cetra-Soria records at less than the established price early in 1953. Manufacturers of the records, Raxor Corporation, had fair traded their product. They secured the injunction against Goody after bringing suit in New York Supreme Court in February, 1953. The Appellate Court in New York subsequently upheld the injunction.

Raxor has since transferred the Cetra line of opera recordings, all cut in Italy, to Capitol Records, which has continued fair trade contracts in force in several Eastern States.

Since the Raxor action, however, no major record manufacturer has followed suit and fair traded their records. This despite passage of the McGuire Act, which specifically held non-signers of fair trade pacts to observe minimum prices set with signing parties.

**Goody Petition**

Goody's petition to the Supreme Court makes the following points:

1. Does the McGuire Act apply to sales and shipments directly across State lines?
2. Is the McGuire Act "invalid as constituting an unauthorized attempt to delegate exclusively federal legislative power to the States?"
3. Is the McGuire Act an "unauthorized attempt to delegate such exclusively federal legislative power to private persons?"

## NAMM's Exec Meet Set for Colo. Springs

CHICAGO, Sept. 4.—The National Association of Music Merchants has set the meeting of the executive committee for October 21-22 in Colorado Springs, Colo. Earl Campbell, president of the association, selected the following as members of the committee: Chairman of the board, Russell B. Wells, Denver; vice-president, Paul E. Murphy, Boston; secretary, H. T. Bennett, Santa Barbara, Calif.; and treasurer, Ben F. Duvall, Chicago. Campbell, by virtue of his office, automatically becomes chairman of the executive committee.

The association announced the availability of a sample notion bag for dealer members. The bag is available in four sizes and contains an NAMM design. Store name and address, as well as phone number, may be imprinted on the bags without charge. The group also is making available special design wrapping paper for Christmas trade.

4. Are fair trade agreements "in restraint of trade and . . . part of a horizontal agreement to fix prices, enforcement of which conflicts with the federal anti-trust laws?"

To these points are added the Goody contention that the McGuire Act is in violation of the commerce clause of the Constitution and the 14th Amendment.

The Goody petition, prepared by New York attorney Abraham M. Lowenthal, states that the retailer sells over \$1,000,000 worth of records annually in mail order alone. Total annual Goody volume, it asserts, is three times that figure.

## ASCAP Shifts Personnel at Division Level

NEW YORK, Sept. 4. — The American Society of Composers, Authors and Publishers made a number of changes this week affecting the divisional offices of the Society. The changes were under the supervision of Jules Collins, ASCAP sales manager and will be effective September 7.

One of the changes is a new division formed for the New York area. This includes three district offices in New York, Philadelphia, and Newark. Clarence Rubin, New York district manager, has been promoted to division manager. He has been with the Society for 18 years.

In the central part of the country, George Kopp, division manager of the Chicago and Minneapolis district, will also have the Detroit office under his supervision. The Eastern division of field officers will include Cleveland, Cincinnati, Pittsburgh and Baltimore. For the present this division will be under the supervision of Sam Feldman, assistant sales manager.

## SONNY BURKE HAS A 'GUEST'

HOLLYWOOD, Sept. 4.—"This ain't in the contract," said Sonny Burke, West Coast music director for Decca Records, when he returned home at 1 a.m. from a recording session this week only to find a burglar in the process of ransacking his home.

Burke discovered his front door ajar and several rooms literally turned asunder. A rear living window was open, police said, indicating the burglar heard Burke approaching and fled before completing his foray. In his haste he left behind several guns and rifles belonging to Burke, and also overlooked a full piggy bank.

## Decca Adds 3 Oatuners To Roster

HOLLYWOOD, Sept. 4.—Paul Cohen, Decca Records country and western topper, continued adding to his talent roster here this week with the disclosure of recording contracts for Eve Summers, Hank Penny and Sue Thompson.

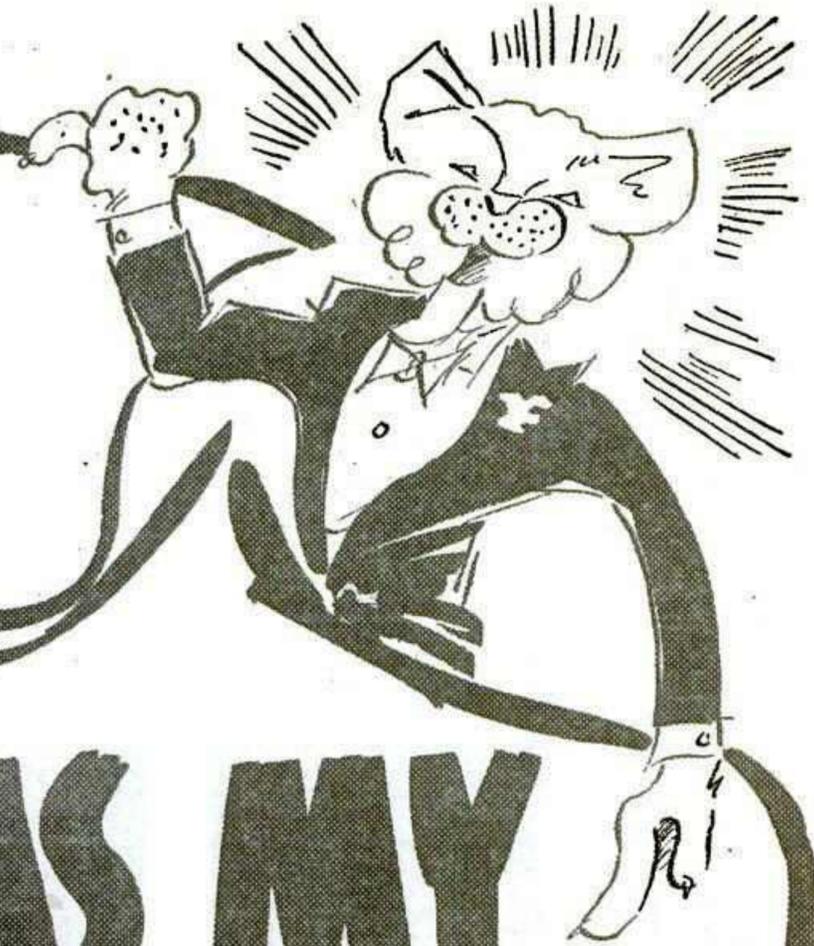
Miss Summers, Mary Ford's sister, is slated to etch sides with folk star Rex Allen, and has not previously recorded for a major label. Both Hank Penny and Sue Thompson have recorded for King and Mercury Records respectively.

Cohen continued on a busy schedule of recording dates, setting a session of eight sides with maestro Spade Cooley this week, and finalizing plans for a kiddie album with Rex Allen.

## Band Business Brightens for Autumn in N. Y.

NEW YORK, Sept. 4. — The band business will look mighty bright around the city this month when a newly redecorated ballroom opens in Jersey City, N. J., shortly, and five important orks start location dates at Broadway hotels and clubs. The new ballroom, the Jersey City Garden, is the first newly opened ballroom in the vicinity in years, and opens a much needed spot for dance (Continued on page 24)

YOU'LL KNOW IT'S A  
HIT THE MINUTE  
YOU HEAR ...



**THAT WAS MY  
HEART YOU  
HEARD!**



b/w

"Always You"

by 12

**Betty  
Noyes**

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 19, N.Y.

**MGM  
11812**

# MUSIC AS WRITTEN

## BREWER SETS UP ALBUM GUIDE FIRM . . .

E. E. Brewer, formerly associated with Mercury and Decca Records, announced formation of Album Guide Publications in Hollywood. Firm plans on marketing an inventory and special order system to record dealers, along with an album guide. Product is designed to simplify the mechanics of recording a dealer's permanent, day-to-day disk inventory of packaged goods only.

## WELK POLIO DATE DRAWS 51,090 . . .

The Lawrence Welk ork benefit date in behalf of the Emergency Polio Fund of Orange County, California, drew 51,090 payees in Hollywood Monday (30). At a house scale of \$1, the crowd contributed total gate receipts to the Fund. Dance was held at the Marine Air Facility Base, Santa Ana, in a five-and-one-half-acre dirigible hangar and used two and one-half tons of cornmeal for the dance floor. Tho no accurate figures are available, crowd is reported to have been the largest ever to attend a dance date.

## UCLA RESUMING LYRICS COURSE . . .

Fall semester of the University of California's course in popular lyric writing begins September 14, to be conducted by songscribe Hal Levy. Guest lecturers at this session include composers Victor Young, Sammy Fain and Harold Arlen, singer Margaret Whiting, disk executives Sonny Burke and Mitch Miller, and lyricists Leo Robin, Mack Gordon, Harold Adamson, Ted Koehler and Sammy Cahn. Both beginner and advanced courses have been termed fully creditable by the university.

## STARLITE PREPS NEW RIZZI LP . . .

Starlite Records, Coast indie, is readying a new Tommy Rizzi LP for release late this month. Firm originally bowed via "Ted Nash Plays Frank Comstock," and is a subsidiary of Coda, Inc. National Music Sales handles coast-to-coast distribution.

## BETTY JONES SIGNS EXCLUSIVE RCA PACT . . .

Vocalist Betty Jones, formerly with the Tex Beneke ork as Shirley Jones, has been signed to an exclusive recording contract by RCA Victor. Sid Field and Milt Ebbins, her managers, participated in the negotiations. Thrush is slated to record her first wax here this month under the direction of Harry Geller. Name change was prompted by the signing of a Shirley Jones as the female musical lead in the motion picture production, "Oklahoma!"

## HURRICANE CAUSES NEW SCHEDULINGS . . .

Rhodes-on-the-Patuxet, ballroom near Providence, is rearranging its booking schedule as a result of damage suffered during the recent hurricane. Blue Barron's band, which had been scheduled to appear Wednesday (1), has been rescheduled for Wednesday (22). Vaughn Monroe, originally booked for today (4), will appear at a later date. Abe I. Feinberg, handling all bookings, is trying to set the Monroe date for September 25 or October 2. Talent is co-operating with the management. Feinberg said. Storm damage affected phone communications and electricity. The basement and parking area was flooded. It is hoped the spot will be in operation by Wednesday (8).

## KITTY KALLEN SETS NEW TOUR . . .

Thrush Kitty Kallen has been set for a one-nighter tour thru the Midwest and Southwest with the kick-off date November 12 in Cincinnati. Miss Kallen has just completed an Eastern tour booked by General Artists Corporation which is setting the new tour. Yet to be named is a band to back Miss Kallen on the tour which will wind up in Texas on November 28.

## DEED RECORDS FORMED IN CHI . . .

A new recording firm, Deed Records, was formed in Chicago last week and will be out with its first release in the next week or so. The firm is headed by an artist's representative, Ralph Conrad.

The firm has already established a distributorship here, and is in the process of setting up deals with distributors in St. Louis, Detroit, Cleveland, Boston, Milwaukee and New Orleans. Other areas are still being sought by the firm. The firm is also seeking new material and artists.

The first release will be by vocalist Beverly Logan and will, like all following releases, be pegged at the pop field. The sides are

"He Don't Talk Much" and "Boy Meets Girl." Publicity and promotion will be handled by Al Fixler, while a.&r. activities will be handled by Paul Jordan.

## HARRY WUEST P.M.'S BUDDY MORROW ORK . . .

Harry Wuest, sax man and former road manager of the Buddy Morrow ork, has taken over the personal management of the Morrow band. Wuest is scheduled to fly to New York this week for conferences there with RCA Victor execs and booking agency reps. Morrow ork, currently in its second stanza of a three-week run at the Hollywood Palladium, has added two new vocalists in Jerry Mercer and Dorothy Kay.

## MERCURY PACTS FOUR GUYS TEAM . . .

Art Talmadge, Mercury Records vice-president and a.&r. topper, last week signed the Four Guys to a recording contract. This makes the third group on the label, which already has the Gaylords and the Crew Cuts. The Four Guys are a West Coast group and were flown to New York by the label to cut their first session. The sides, which will soon be released, are "Not as a Stranger" and "Tonight's the Night."

## WINS TO FETE NEW DEEJAY, FREED . . .

Local indie WINS here is tossing a cocktail party Tuesday (7) at the Belmont Plaza in honor of its new deejay, Alan Freed. The spinner starts a late evening show over the station later that night.

## MERC. READIES SIDES FOR MISS MCCARTY . . .

Mercury's artist and repertoire execs, Luigi Creatore and Hugo Perette, are lining up sides for singing comedienne Mary McCarty, who was signed by the label this week. Mercury also inked The Four Guys to a contract. Their first record, "Tonight's the Night," was released this week. Mercury's boys are not to be confused with Coral's group by the same name. The Coral group is now listed on the label as "The Four Guys of the Modernaires."

## MARKS SIGNS LOCO TO CONTRACT . . .

Joe Loco has signed a contract with E. B. Marks Music whereby the firm will publish his original tunes and orchestrations, and Loco will orchestrate some of Marks' standards in mambo style. Marks will also issue a special orchestral Joe Loco series, designed so they can be played by large orchestras, yet adaptable for small combinations of any instrumentation. The first Marks oldies to get the mambo treatment will be Rodgers and Hart's "Manhattan" and Maria Grever's "What a Difference a Day Makes."

## BOOSEY & HAWKES HAS BIG FIRE DAMAGE . . .

The Boosey & Hawkes plant at Oceanside, N. Y., suffered a staggering loss of music stocks in a four-hour fire last week. Plans for re-building production and re-ordering stocks are already in motion, tho, and the firm reports that its entire rental library fortunately came thru intact and that all opera and orchestral reservations will be handled without delay.

## ANTHONY BREAKS 2 RECORDS IN WZK . . .

The Ray Anthony band clicked twice this week by breaking house records in Toledo, O., and Fruitport, Mich. The ork is currently on a Midwestern one-nighter tour. On Tuesday (31) the band played to 3,944 paid admissions at the Centennial Terrace in Toledo, taking \$3,637.70 out of the date. On Thursday (2) the band played to 1,300 and took \$1,748.81 out of the Fruitport date.

## CORAL SIGNS KRENZ TO DISK PACT . . .

Coral Records' artist and repertoire chief, Bob Thiele, has signed pianist Bill Krenz to a recording contract. The Chicago musician, featured on ABC-TV's "Breakfast Club," cut his first two sides this week.

## M-G-M DISTRIBUTES A LOT OF PENS . . .

M-G-M's fountain pen premium promotion is writing in the black, with 60,000 sold to distributors to date. The distributors, in turn, sell them to dealers who give them away as free merchandising premiums to customers. The pens carry the M-G-M label trademark with room for a three-line

dealer imprint. M-G-M's publicity-promotion chief, Sol Handwerker, engineered a similar premium deal on pencils last year.

## KRYSLAR LABEL SET UP IN COLUMBUS . . .

Kryslar Records, formed this month in Columbus, O., has signed recording pacts with three artists, with their first waxings in current release to the trade. Signed are The Harmonaires, Jimmie Leonard and The Barberettes. Executives of the firm include Charles Roy Cox, Denver Poste and Buddy Cotter.

## DECCA, HAMMOND TIE ON CRAWFORD DISK . . .

Decca Records is mapping a tie-up promotion with the Hammond Organ Company in conjunction with organist Jesse Crawford's new album, "Popular Encores." The LP will carry a line reading "at the Hammond Chord organ," marking the first time Decca has carried a brand name on an album cover. The tie-up is part of Hammond's promotion push on the Hammond Chord organ, a new model designed for home use, which utilizes a push-button operation for each chord. Crawford wrote an instruction course for the new model, published recently by Robbins Music. The Crawford album will be featured in all newspaper ads and promotion carried by Hammond on the r-w model.

## SINGTIME SIGNS 2 NEW GROUPS . . .

Singtime Records, sacred label owned by the Van Kampen Press in Wheaton, Ill., has signed two new groups, The Melody Four and The Chandler Trio to four contracts. Sacred singer Redd Harper has also been added to the firm's talent stable. Singtime recently bought Bibletone Records, and the firm is continuing the label as a subsidiary of its own firm.

## SOFTBALL LEAGUE BACK IN ACTION . . .

After a long hiatus due to the vacation schedule, the music softball league got back in action again this week, as the RCA Victor-"X" team played Columbia on Wednesday (25) with the Victors winning by a score of two to one. Victor-"X" continues to lead the league, having won eight straight games without a defeat. Here is the order of the standings as of September 4: Victor-"X", eight wins, no defeats; Columbia, five wins, five defeats; Decca-Coral, four wins, four defeats; Allied, one win, two defeats; London, no wins, six defeats. There will be one more team in the league after Labor Day when the athletic employees at this publication field a team. The Billboard, by the way, will present a suitable award to the team that finishes on top at the end of the season. Let's go, team.

## New York

Norman Cloutier, ork conductor and composer of TV themes, has signed a writer contract with Broadcast Music, Inc. He has written some of the music assembled in the new Magnecord tape library for location use. . . . Joey Sasso has been hired by Westminster Records to promote its new pop single line among disk jockeys. . . . Paul Siegel, of Symphony House, acted as intermediary in arranging for the publication of the music in the Dave Kapp album, "One God," in Italy.

Ralph Flanagan and his ork will be featured on the ABC-TV show, "Let's Dance," from the New Yorker Hotel here on September 18, for the first half hour of the show. The second half hour will feature the Art Mooney ork from the Aragon Ballroom in Chicago. ABC-TV is producing the show in co-operation with General Artists Corporation. Julius La Rosa will guest on the first half hour of the show. . . . Thrush Karen Chandler is currently appearing at the Sans Souci in Miami.

The Dorsey Brothers' ork will open at the Statler Hotel here on September 10 for four weeks. . . . Mahalia Jackson starts her radio show over the CBS network on September 26. . . . Eddie Heller, head of Rainbow Records, signed Ralph Siejo, formerly of Tico Records, to head the Latin-American set-up at the diskery. Siejo will cut sides with his own ork and handle the firm's distribution.

Jackie Ewing, assistant program director and record librarian of radio station WITH, Balti-

more, visited Manhattan this week. . . . Sanborn Music, has taken over the label's distribution in Cincinnati, succeeding Mid-States. . . . M-G-M record thrush Kay Martin and her trio signed a long-termer with Mercury Artists, which is lining up a nitery tour for her after she finishes her current date at the Bamboo Club, Atlantic City. . . . Danish showman Carl Brisson, who opens at the Niagara Room of the Hotel Statler in Buffalo, September 16, will have his song "Lucky Horse" published by Mills Music. . . . Joni James opens a one-week engagement at Sciolla's, Philadelphia, on October 1. . . . Elsa and Eileen Nilsson, Coral's new singing twins, arrive here next week to plug their new disk with deejays. The gals' manager, Barbara Belle, bounced in ahead of them this week.

M. Witmark & Sons filed suit in New York federal court against the Pan-Sol Hotel, Inc., owners of the Garden Resort, Ferndale, for alleged infringement of one of its copyrighted songs, "In an Old Shanty Town." Witmark's action seeks an injunction and damages of not less than \$250. Complaint charges that at various times the hotel gave public performances for profit without proper license.

The Loyal Holding Company has been incorporated in California to publish and record music under the Loyal label. Jodie Etienne is executive officer, with Larry McHugh secretary. Composer-author Lo Goelet has been signed by the firm, and has already assigned 14 copyrights to Loyal.

Barbara Belle in town from the Coast for a two-week stay. With her are the Nilsson Twins, Coral Records artists, who will cut some sides and do TV appearances. Barbara's husband, Lee Newman, is holding down the Hollywood talent stable, including Jimmy Wakely, Penny Singleton, Jack Prince and the Encores. . . . Irv Townsend, advertising manager for Columbia Records, became the father of a girl this week. He has two other children, both girls. . . . Columbia's Eastern pop album chief, George Avakian, is out West on vacation. . . . Epic Records has added Gene Weiss as Midwestern promotion manager for the line, working out of Chicago.

## Chicago

The Nilsson Twins, Coral Record artists, plugging their waxing of "Lion Hunt." They are on the Olsen and Johnson show playing a three-day engagement here. . . . The Norm Petty Trio, whose waxing of "Mood Indigo" on Label X is stirring locally, were in town to hype the tune. . . . Lee Edwards, local deejay who broadcasts from his own Club Internationale on the West Side, announced that the Frankie Yankovics story will be aired over his show on WJJD next week. This will be Frankie's first live broadcast from the Windy City.

Gary Crosby due to arrive September 12 for a recording session. . . . Jazz stylist Sylvia Syms joins Lurlene Hunter at the Cloister Inn of the Maryland Hotel. . . . Dan Belloc, M-G-M patee, due back September 10 to open at the new Mardi Gras Ballroom. On September 17 he returns for an engagement at the Holiday Club. . . . June Valli, Leo De Lyon, Lola Dee, the Four Tunes and Jerry Vale are starring on the "Howard Miller Show" at the Chicago Theater. . . . Singers Frank Parker, Marion Marlowe and Mahalia Jackson all appeared at a CBS radio meeting here last week.

Pancho Medell, Latin orchestra leader, in town for a few days before returning to Duluth for an engagement. . . . Chic Cardale plugging his properties. . . . Four Aces left for an engagement in Wildwood, N. J., and Betty Madigan left for an engagement at Asbury Park, N. J. . . . Al Morgan is back at work after his recent auto accident. He works in a restrained manner, being wrapped up in sort of cast.

## Hollywood

New tune titled, "You, My Love," by Mack Gordon and Jimmy Van Heusen, has been added as a closing duet for Doris Day and Frank Sinatra in their "Young at Heart" Warner Bros. flicker. . . . Adolph Deutsch, president of the Screen Composers' Association, leaves for Europe for a six-week stay. He will confer with

performing rights societies and other composer organizations on behalf of SCA during his visit. . . . Woody Herman ork comes in to the Palladium September 14. . . . Jess Rand, who handles publicity for Sammy Davis Jr., ties the knot to Bonnie Byrnes, UCLA coed, at the Brentwood Country Club December 11. . . . Don Reed inked to a 4-Star and Gilt-Edge disk contract, slicing his "You Are My Heart" and "Three Little Kisses" for both labels. He's known as Bobby Joy on 4-Star. . . . Diann Carroll off for New York where she'll star in an upcoming Broadway musical by Harold Arlen. . . . Manny Lopez ork replaces Tony Martinez at the Beverly Hills Hotel. . . . Rocky and Neila Mari headline at Topsy, San Diego, for two weeks. . . . Patty Andrews guest-stars on the Dennis Day radio show October 3. . . . Betty Garrett etched the Leo Robin-Julie Styne comedy song, "We Can Do It, Too" at Columbia for the "My Sister, Eileen" picture. . . . Charlie Henderson joins Ann Blyth in her stint at the Sahara September 21. . . . Lee Simmons and Lee Benedict open at the Chevy Chase, Beverly Hills. . . . Bob Carleton, who penned the oldie, "Ja Da," still playing piano and writing and is currently working at a small nitery in Hollywood. . . . April Stevens and comic Andy Rice set by June Hope management for the Del Mar Turf Club shows. . . . Terry Fischer, widow of Carl Fischer, signed to a management pact by Red Doff and returns to singing via a break-in date at the Saddle and Siroin, Bakersfield, September 29. . . . Dick Gabbe, of the Gabbe-Lutz & Heller management empire, flew out for the firm's open house last week.

## PHILADELPHIA

Bobby Escoto, following a summer at the Yacht Club, Atlantic City, brings his mambo band to the RDA Club, private membership nitery here. . . . Colombo Cortese takes over the bandstand chores at The Friars in Merchantville, N. J. . . . Bill Haley and the Comets, closing out the season at the Hof Brau, Wildwood, N. J., are booked solid for the month out of the Jolly Joyce Agency here. Decca Records' unit take in Andy's Log Cabin, Gloucester, N. J., on September 16-17-18; Sleepy Hollow Ranch, Painsville, Pa., September 19; Painsville Armory near Clive, O., for Bill Randall, WERE disk jockey, September 24-25-26, and the Casa Loma Ballroom, St. Louis, September 29 to October 3.

## Quality Co-Op

Continued from page 16

clear channel status, the group is seeking to eliminate the small station coverage which it feels is more or less duplication. Officers of the QRG issued statements that salesmen for the organization would be out selling time by early October. It was also revealed that many other stations have already made known their intentions to join QRG, but are only awaiting routine channels to clear approval.

Included in the present membership are the following stations: WOR, New York; WGN, Chicago; KFI, Los Angeles; WBZ, Boston; KDKA, Pittsburgh; WLW, Cincinnati; WSB, Atlanta; WOAI, San Antonio; KPRC, Houston; KVVO, Tulsa, Okla.; WBT, Charlotte, N. C.; WHO, Des Moines; WSM, Nashville; WRVA, Richmond, Va.; WOW, Omaha; KCMO, Kansas City, Mo.; KEX, Portland, Ore.; WWL, New Orleans; WFAA, Dallas; WBAP, Fort Worth; WCAU, Philadelphia; KOB, Albuquerque; KIRO, Seattle and WPTF, Raleigh, N. C.

Directors elected at the meeting were Ward Quaal of WLW, Ralph Evans of WHO, John H. Dewitt of WSM, Charles T. Lucy of WRVA, Frank Fogarty of WLW, James Gaines of WOAI, Howard Summerville of WWL, Frank Schreiber of WGN, Chris Witting of the Westinghouse radio stations, Don Thornburgh of WCAU, and Charles Crutchfield of WBT.

The incorporating committee filed a certificate of incorporation with the secretary of state of Delaware Friday (3), at which time the organization came into official being.

According to several members present at the meeting, the result of the meeting exceeded the expectations of the majority of those attending. They claim that the organization of this group will be the most important thing for the stimulation of nighttime radio and as such will benefit the entire radio industry.

LIGHTNING DOES  
STRIKE TWICE!

“**ZIPPITY  
ZUM**”

(I'M IN LOVE)

b/w  
"BLESS YOU"

CAT-109



*The Chords*

THE ORIGINATORS OF "SH-BOOM"



# Muzak Seeks to Halt Unlicensed FM Music Use

NEW YORK, Sept. 4.—The right of a commercial establishment to use copyright music emanating from an FM radio station for its own purpose will be determined in the U. S. District Court for the Southern District of New York.

The Muzak Corporation, thru its law firm, Davis & Gilbert, Wednesday (1) filed legal action for damages and sought to enjoin a restaurant from making use of its copyrighted music, emanating from WGFM, for the restaurant's ultimate profit without proper licensing, permission or the payment of royalties to Muzak.

Defendant in the action is Wilskers, Inc., a restaurant in the multi-million dollar Westchester cross-county shopping center.

### Avoided Fee

According to Ed Hochhauser, Muzak vice-president, the Yonkers restaurant used an FM tuner (Continued on page 93)

# Coral to Launch Brown Set With Window Contest

NEW YORK, Sept. 4. — Coral Records will launch a window display contest for dealers next week as part of its current fall promotion on the new "Les Brown at the Palladium" album set. As a special incentive for dealers to enter the contest, Coral is offering each record shop five free 10-inch LP's by Brown if they put in a Les Brown window for three days or more.

Distributors will also get five free Brown LP's for each window they line up in their territory. Four cash prizes will be awarded to dealers in each city, with first place winner getting \$200; second, \$50, and third and fourth, \$25 each.

In addition, Coral will award \$25 each to the distributor salesman who service the winning stores. The contest will run from September 13 thru October 16. Window displays must feature only Coral artists.

# Decca Readies 2d Barbers' Album

NEW YORK, Sept. 4.—Decca Records is readying an album release featuring the winners of the Society for the Preservation of Barber Shop Quartets' annual contest for the second consecutive year.

However, Decca's 1954 EP "Barber Shop Winners" will feature vocal selections by the first, second, third, fourth and fifth place winners, whereas the previous album carried only the first place group.

In addition to the quartet package, Decca is bringing out a second album featuring the Society's "Barber Shop Chorus Winners," who utilize barber shop harmony techniques but number as many as 20 or 60 singers in each chorus.

# M-G-M to Market 11 EP's on Sept. 15

NEW YORK, Sept. 4.—M-G-M Records will market 11 EP's September 15—two two-pockets and nine singles—all previously released as singles.

The two-pockets include "Till the Clouds Roll By" and "Gypsy Music." The singles are "Frank Petty Plays," "Midnight in New Orleans" with Earl Hines and his All-Stars and two Billy Eckstine packages.

# M-G-M Sets Disk For Williams Day

NEW YORK, Sept. 4.—M-G-M Records is breaking the release of two new Hank Williams EP's on September 21, tying in with the celebration of Hank Williams Day in Montgomery, Ala. The two single-pocket EP's feature eight of the late artist's most popular sides.

M-G-M is readying special display material on the EP's for Montgomery dealers, with easy copy reading: "M-G-M Salutes Hank Williams Day."

# CLICK OR MISS, RENE A WINNER

HOLLYWOOD, Sept. 4.—If ya can't come up with a big hit, get on the other side of one. That's the formula that songscribe-publisher Leon Rene has apparently mastered. Rene penned and published a tune called "Boogie Woogie Santa Claus." It happened to be on the other side of the Patti Page million-plus version of "Tennessee Waltz."

Currently Rene has "Crazy 'Bout Lollipop," written by his son Rafael and published by Leon Rene Music, Inc., on the other side of the Ralph Marterie Mercury etching of "Skokiaan."

# One-Stop Says No Plain EP Cover Please

NEW YORK, Sept. 4.—Thought being given to the release of special juke box operator Extended-Play records in plain covers by manufacturers watching the growth of operator use of the disks came in for sharp criticism from one large supplier here this week.

A story which detailed operator use of EP's (The Billboard, September 4) reported that manufacturers could trim the cost of EP's by 10 cents or more if fancy artwork and covers were eliminated.

Sam Keenholz, of Raymar Sales, a local one-stop, said use of plain sleeves would destroy a major promotional attribute of EP's in coin phonographs. He pointed out that most of his operator customers place EP covers behind the glass in their machines to focus attention on the disks stocked. Such use also provides title strip information, since inked-in reference is made on the covers to pertinent selector buttons.

In addition to stimulating play, the covers plug retail sales of the EP packages, Keenholz asserted.

Promotional value of the covers to the trade, he said, more than makes up for the 10-cent saving that use of plain sleeves would allow. Raymar markets EP's to operators at \$1 each. About 15 per cent of the one-stop's operator customers now program EP's on their routes.

# Band Business

Continued from page 20

dates within commuting distance of the big town.

The Jersey City Garden has been redecorated by Russell Patterson. It will have 3,000 square feet of dancing space, three stages, new lights, plus bars, lounges and a special sound system.

The first band set for the Garden's opening on September 25 is the Billy May ork under Sam Donahue, with the Ray Anthony band due in around Thanksgiving. The booker for the terp hall is Henry Genet.

In New York itself, the Tommy Dorsey crew opens at the Statler Hotel on September 10 for four weeks, and the Ralph Flanagan ork opens at the New Yorker Hotel on September 15 for four weeks. At the clubs, the Chico O'Farrell crew opens at the Birdland on September 16 for a two-week stand on its local debut, and the Lionel Hampton ork opens at the Basin Street the same week.

The Turk Murphy crew is also set to open here in September, tho the date is not yet set. The Murphy crew will be making its local debut. This will also be true of the Earl Bostic crew, which will debut at the Basin Street on September 28 for two weeks.

# NBOA Reports

Continued from page 19

insurance, taxes and many other items.

Weber also pointed out that the 23.5 per cent probably is a low figure on the name-band dates since some operators are reluctant to report poor nights and are more apt to send in only the good reports, feeling that it might reflect on their ability to operate the ballroom.

The report showed that in 41.2 per cent of the engagements reported business was good, with the band leaders running into their percentage.

# Promising New Tunes Added to Bell Hit Covers

NEW YORK, Sept. 4.—In a departure from its practice of only covering well-established record hits, Arthur Shimkin's Bell 39-cent label now plans to cover new songs, which are promising, but have yet to make the top 30.

Heretofore, Bell has played safe and covered nothing but sure-fire disk clicks in or close to the top 10. Recently tho, the charts have remained fairly static, with the result that Bell has finally caught up with the parade and has no more "hits" to cover. Since Bell is committed to 100,000 pressings on each disk, the decision to record tunes that have yet to make the best-seller lists represents a considerable gamble.

Shimkin is picking the new cover-tunes on the basis of reports from disk jockeys, trace papers and publishers.

Bell's first crop of new cover-songs to be recorded this month for an October 1 release, include: "Rain, Rain, Rain"; "Toy or Treasure"; "Your Heart, My Heart"; "Touch Me Tonight"; "Mama Don't Cry at My Wedding"; "Fortune in Dreams"; "Far Away"; "Always You"; "Papa Loves Mambo"; "Muskrat Ramble"; "Not as a Stranger" and "Whither Thou Goest."

# Morris in Push On 'Give Music For Christmas'

NEW YORK, Sept. 4. — The E. H. Morris music firms have embarked on a campaign to promote music for gift giving during the Christmas season. Under the direction of Morris' general manager, Sidney Kornheiser, the pub-beries have begun to paste stickers in two different sizes on copies of sheet music, packages, envelopes and other material being shipped. The stickers, in red and white, read: "Give Music for Christmas." Thousands of the stickers have also been shipped to music jobbers and dealers for their own use in similar ways.

In addition to the stickers, the Morris firms have set their postage meter machines to print similar messages and made cuts for all post card mailings to disk jockeys — also selling the same message. The firm is offering to give quantities of the stickers to any jobber or dealer writing for them.

One sticker is about the size of Christmas seals. The other measures two inches square.

# Prospects Brighten

Continued from page 20

unit, set by the Shaw Artists Corporation (The Billboard, September 4). This unit also features music-record names, including Joe Loco, the Machito ork and others. It leaves on October 22 for an eight-week big-city tour.

At the present time the Gale Agency's "Rhythm and Blues Show" is turning in hefty grosses. Sellouts have marked many of its performances, some with turn-away crowds. Top record names such as Roy Hamilton, Faye Adams, Lavern Baker, Big Maybelle, the Drifters, the Spaniels, the Counts and the Erskine Hawkins and Rusty Bryant bands are starred.

# Jazz Tours

On the straight jazz kick there are three other road units ready to tee off. These include the umpteenth edition of the Norman Granz "Jazz at the Philharmonic" unit, featuring top jazzmen, most of whom star on the Clef and Norgran record labels. This show is produced and booked by Granz. The Associated Booking Corporation is handling another Granz unit this year, featuring the Duke Ellington ork, and the "progressive" jazz groups, the Gerry Mulligan and Dave Brubeck quartets. Stan Kenton's jazz package is also soon to start a long road tour for the Kenton ork's traditional fall appearance.

# JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on page 93. Some of the more important stories in that section this week are:

MOA PROPOSALS JELL. Four recently adopted programs to strengthen both the juke box business and the nation's operators begin to take shape.

EVANS ANNOUNCES NEW PHONO. Juke box manufacturer prepares new 50-selection machines. Sales pitch: New multi-selection unit at lower cost.

PRO'S AND CON'S VOICED ON JUKE COMMERCIALS. Four leading manufacturers air views on plan to put spot commercials on jukes. MOA president and Pantages reply.

# DINAH TALKS

## 'Important To Maintain Contacts'

HOLLYWOOD, Sept. 4.—Completing the first swing of a series of projected disk jockey-dealer tours, Dinah Shore this week emphasized the importance of a recording artist "maintaining personal contact with the field and the people who sell records."

Miss Shore returned from a six-day tour that included visits to disk jockeys, distributors and dealers in Chicago, Philadelphia, Boston, St. Louis, Detroit and Pittsburgh, plugging her current RCA Victor release, "If I Give My Heart to You."

"Despite other show business interests of a singer," said Miss Shore, "it's vitally necessary to get out on the road and determine constantly changing requirements of not only the trade, but moreso, changing tastes of the public."

Future plans of the RCA Victor thrush include a tour of disk jockeys and music outlets along the Pacific Coast prior to resuming her twice-weekly TV show October 5.

# Kenton Jazz

Continued from page 19

flight jazz artists, including pianist Art Tatum, trumpeter Shorty Rogers and his Giants, drummer Shelly Manne, guitarist Johnny Smith, bongo player Candido, and the Charlie Ventura combo with vocalist Mary Ann McCall.

Booked solid for one-nighters in 70 cities from coast to coast, the Kenton entourage will head north from Los Angeles for San Francisco and Portland, then proceed to Denver, Salt Lake City and points east. Scheduled appearances include Carnegie Hall in New York, the Chicago Civic Opera House and Boston's Symphony Hall.

# Demise of 78's

Continued from page 19

ing to 45 r.p.m. "without prior consultation with the broadcasting industry because it constitutes a breach of faith and subjects IBA member stations to unnecessary expense."

The latest suggestion for alleviating the stations' beefs and the diskery problems at the same time came from L. O. Fitzgibbons, former partner in WBEL, Beloit, Wis. Fitzgibbons reports having met with diskery brass and got "favorable" responses from many people on a suggestion that the labels issuing the pop items to deejays on 10-inch LP platters, each to contain four sides. Fitzgibbons also is seeking to act as a central distributing agency for the labels.

Continued from page 20

# Laughton Deal

from the Bible and selected works of classic literature. Fogel also disclosed the signing of Agnes Moorehead, who will record an introduction to the Laughton wax. Paul Gregory, who produced the famed "Don Juan in Hell" tour which starred Miss Moorehead and Laughton, participated in the negotiations.

First wax to be released features Laughton reading "The Three Hermits," "The Divided Horsecloth," "The Lincoln Letters," "The Gettysburg Address," "The Old Girl's Birthday," "Casa-nova" and "The Franklin Letters."

Acquisition of the Laughton telefilm sound tracks marks what is believed to be the first deal of its nature. Previously, Decca Records released an album of the Ford 50th Anniversary TV show, which was beamed alive.

# Epic to Offer 10% Discount In Fall Push

NEW YORK, Sept. 4.—Dealers will be able to obtain a 10 per cent discount on all purchases of Epic Records' packaged merchandise as part of the label's fall program. The diskery is offering a 10 per cent discount to its distributors on all LP's and EP's purchased during September and October, and distributors will pass this saving along to dealers.

The discount applies to both catalog and current LP's and EP's issued by the label up to the end of October. The line has set about 20 new EP and LP packages for the coming season, including some multiple LP sets and a new popular 12-inch LP series to retail at \$3.95.

Among the new Epic LP sets are two operas, including a complete "Pearl Fishers" by Bizet, "Pelleas and Melisande," a multiple set containing music from "Carmen" and the "Iberia Suite," "Eine Kleine Nachtmusik" by Mozart, "Fantasietueck" by Schumann, "Yugoslav Rhapsody" containing folk music, Block's "Sche-lomo" and others.

The new 12-inch popular series includes a set titled "Here's Martha Raye" and "Tangos of the Continent." There will also be an album for the Christmas season, "Christmas Carols of the World." A new 10-inch pop set called "Middlebrow Music for the Hi-Fi Fan" containing original tunes by Kermit Leslie, with the composer leading the ork, will also be part of the Epic fall releases.

Other Epic sets for fall include one with Artie Shaw's ork, plus Joyce Bryant set, a mambo LP, an Earl Backus LP and a Roy Hamilton set. With the new releases the label will have issued 80 classical LP's, 80 EP's and 20 10-inch pop LP's.

# Steele Signs 5-Year DJ Mutual Pact

NEW YORK, Sept. 4. — Ted Steele this week signed a five-year contract with the Mutual Broadcasting System to handle a daily network disk jockey show from 1:30 to 2 p.m. starting September 13.

Steele, a veteran deejay around town, also has a five-year term with WOR-TV here, which means he'll now spend more than 11 hours a week on the air—an hour and a half for Mutual, followed by a three-hour stint for WOR-TV from 2:30 to 5:30 p.m. However, at one time Steele broadcast more than 33 hours a week on radio and TV, both as a deejay and as a musician-entertainer.

The new Mutual program will be written by Bob Maley, and Steele will spiel some philosophy and poetry in addition to spinning records. His big name guest line-up for the show's first week will include Eddie Fisher, Patti Page, Vaughn Monroe, Eileen Barton and Charlie Applewhite.

# Camden Label

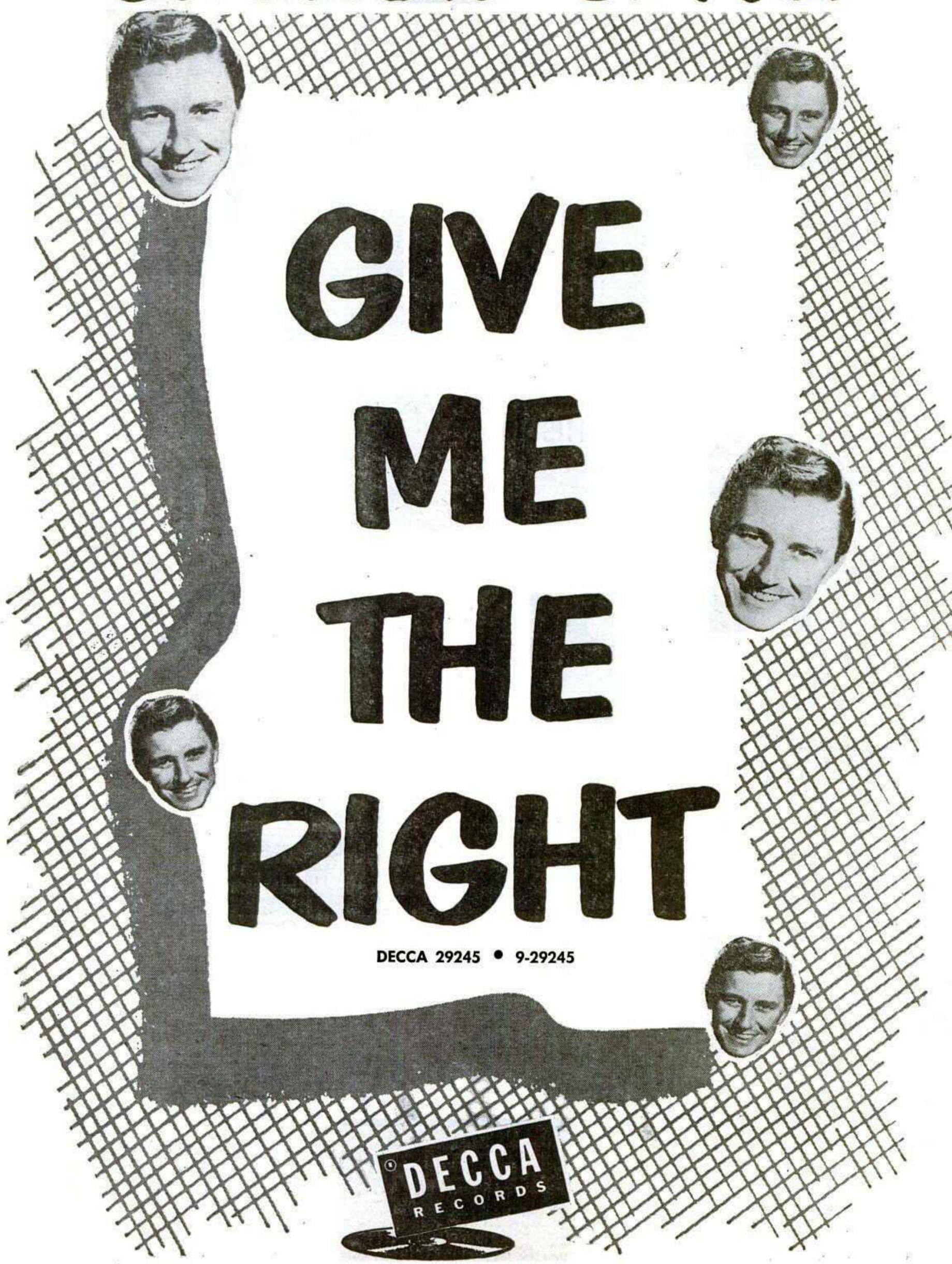
Continued from page 19

days of LP, with a heavy concentration on classical repertoire. Included are the waxed product of top artists and orchestras, but for the most part their identity is hidden by pseudonyms. Such names as the "Warwick," "Centennial" and "World Wide" orchestras are used to mask the identity of the symphonic aggregations featured.

The increase in the price of Camden LP's will not be reflected in the list of Extended-Play disks put out under the label. The price of Camden EP's will remain at 69 cents.

THE WORDS AND MUSIC OF A GREAT NEW LOVE SONG  
BRILLIANTLY PROJECTED ON DECCA RECORDS BY

# GEORGIE SHAW



# GIVE ME THE RIGHT

DECCA 29245 • 9-29245





# PERRY

THIS YOU'LL LOVE

# papa loves

# mambo

# COMO

A FABULOUS, FABULOUS, FABULOUS BALLAD

the things  
i didn't do

20/47-5857

A "New Orthophonic" High Fidelity Recording



## Industry Prepares Fall Fair Exhibits

NEW YORK, Sept. 4.—Major manufacturers of phonographs and records, as well as component parts producers and distributors, are readying exhibits for what promises to be heavy schedule of high fidelity shows this fall.

Top event of the season will be New York's sixth annual Audio Fair which is set to open at the New Yorker Hotel October 14. The four-day event, which is open to the public, will again be run in conjunction with the annual convention of the Audio Engineering Society.

## AMC Group Picks Panel Of Directors

CHICAGO, Sept. 4.—The nominating committee of the American Music Conference has selected a panel of directors for the 1954-'55 fiscal year. Membership to the board consists of five directors specially designated by the five trade associations which sponsor AMC, and 10 additional directors.

The five representing the trade groups include Frank Wilking, president of the Wilking Music Company, Indianapolis, and representing the National Association of Music Manufacturers; L. P. Bull, president of the Story and Clark Piano Company, Chicago, representing the National Piano Manufacturers Association; Henry S. Grossman, president of the Grossman Music Corporation, Cleveland, representing the National Association of Music Merchandise Wholesalers; Jay Kraus, president of the Harmony Company, Chicago, representing the National Association of Musical Merchandise Manufacturers; Frank L. Reed, general sales manager of the Band Instrument Division of C. G. Conn, Ltd., Elkhart, Ind., representing the National Association of Band Instrument Manufacturers.

### Other Directors

The additional 10 directors are William H. Beasley, Whittle Music Company, Dallas; Earl Campbell, Campbell Music Company, Washington; Jack Feddersen, H. & A. Selmer, Elkhart, Ind.; H. K. Kuhrmeyer, Kay Musical Instrument Company, Chicago; Louis G. LaMair, Penny-Owsley Music Company, Los Angeles; E. R. McDuff, Grinnell Brothers, Detroit; Robert A. Schmitt, Paul A. Schmitt Music Company, Minneapolis; Henry Z. Steinway, Steinway & Sons, New York; Max Targ, Targ & Jinner, Inc., Chicago; Lucien Wulsin, the Baldwin Piano Company, Cincinnati.

The annual meeting of the board is scheduled here September 21. At this meeting the nominating committee will present recommendations to the board for the 1954-'55 fiscal year. Dr. John C. Kendel will be reappointed as vice-president and directing executive.

## 2 Distribs Named By Hallicrafters

CHICAGO, Sept. 4.—The Hallicrafters Company made several appointments during the past week in its distributing and representation lines.

Two branches of the Graybar Electric Company, Inc., were appointed distributors for the firm. One will cover Southern Indiana, Southern Illinois and Western Kentucky, and the other will cover Louisville and the remainder of that State not already covered by the Evansville, Ind., outlet.

Robert Finlay, factory representative for the firm, will handle the New York City territory as well as his previously assigned area which includes Eastern Pennsylvania, Washington, Virginia, Delaware, New Jersey and Maryland.

More than 125 exhibitors have already signed up for fair space, according to Harry N. Reizes, director. Their products will be displayed in rooms on four floors of the hotel. An estimated 125,000 persons are expected to attend during the run of the show.

Technical meetings held by the AES will be spaced during the first three days of the fair. Papers will be read and discussed by engineers representing some of the top firms in the industry. The chairman of the convention will be Albert A. Pulley, of RCA Victor.

### Papers Read

Papers read will include "Quality Control in Record Manufacturing," by E. H. Uecker, of Capitol Records and "Record Quality and Its Relation to Manufacturing," by Dr. A. Max, of Victor, plus talks on record grooves and style by William S. Bachman, of Columbia Records, and Dr. Frederick V. Hunt, of Harvard University.

Indicative of the spreading interest in hi-fi is the first full-scale audio show to be held in New England. The "New England High Fidelity Music Show" will be held in Boston's Hotel Touraine October 22-24. Many manufacturers showing equipment in New York will transfer their exhibits to Boston for the latter event.

## GE's 'Wall' Completed; Set Benny Pic

HOLLYWOOD, Sept. 4.—Revue Productions has completed shooting on the first of its half hour films for "General Electric Theater," and work on the second, featuring Jack Benny, is scheduled to begin in the near future.

Initial of the flicks to be completed is "High Green Wall," starring Joseph Cotten and Thomas Gomez. Benny will be seen in "The Face Is Familiar." Otto Kruger is also set for cast.

The show, hosted by Ronald Reagan, will be seen live as well as on film. Points of origination will be Hollywood, New York and Chicago.

First of the live presentations is scheduled for the September 26 kickoff date when Gene Tierney will appear in "Nora," adapted from Ibsen's "Doll House."

Other top names lined up to appear so far include Joan Crawford, Henry Fonda and Barry Fitzgerald.

Negotiations are also under way with Gary Cooper and James Stewart, according to Mort Abrahams, executive producer.

Abrahams said that producers to the "GE Theater" believe that TV should be live and on film, according to the type of presentation for which a show is best suited, and should extricate itself from the straightjacket of having a series either entirely live or entirely on film.

Action yarns on the GE show

## Discount Plan Launched by Clef, Norgran

HOLLYWOOD, Sept. 4.—Norman Granz, president of Clef and Norgran Records, this week disclosed the launching of a discount merchandising program for dealers and distributors, applicable on the entire catalog of both labels.

Titled The Clef and Norgran Christmas Bonus Plan, the program offers distributors the opportunity to make their purchases at a 10 per cent discount. To qualify for the discount, a distributor's purchases must equal a sales quota, latter established upon past sales records. The plan will run from September 1 thru 30, with distributors earning their discount on all purchases made during the month.

In addition, distributors will be given a 2 per cent discount on all purchases made under the plan, payable October 25, thus allowing more than 30 days deferred payment if purchases are made early in the month. The Clef and Norgran regular return privilege is applicable during the run of the discount plan.

Dealers will take advantage of the program, via a similar 10 per cent discount passed down from the distributor level. A special dealer mailing piece, listing all LP's, EP's and single records of both lines, has been sent to the firm's distributors.

Bernie Silverman, sales manager for the firm, returned here this week from a two-week nationwide sales tour highlighted by a disk jockey party in Houston, hosted by L. R. Gardner, of Warnecke Distributors.

## Name Committees For '55 Electronic Parts Show in Chi

CHICAGO, Sept. 4.—Leon B. Ungar, of Ungar Electric Tools, Inc., Venice, Calif., newly elected president of the Radio Parts and Electronic Equipment Shows, Inc., this week announced the committees for the 1955 Electronic Parts Show to be held in Chicago next May.

Chairmen elected to committees were Manuel L. Kahn, Kann-Elect Electronics, Inc., Baltimore, publicity; H. Tory Horn, Western Electronic Supply, Seattle, housing; Albert Steinberg, Albert Steinberg & Company, Philadelphia, credentials; H. W. Clough, Belden Manufacturing, Chicago, entertainment; Bernard Cahn, Insuline Corporation, Manchester, N. H., finance, and Leon B. Ungar, ex-officio head of the arrangements committee.

will be filmed, Abrahams said, with the schedule now calling for 26 of these as against 13 live presentations. GE is looking for off-beat and fantasy types of stories usually little in demand on TV, he declared.

## Dealer Doings

By JUNE BUNDY

### JUST BROWSING . . .

Radio and Record Shop, Lenoir City, Tenn., writes, "I find drive-in theaters offer good advertising opportunities. We have them play all the new records, and it does pay. We also have two regular spots on the local radio station which help with mail orders. However, the best sales asset is our sidewalk, loud speaker, over which we play records all day. Many people come in and want to buy the record they hear playing outside. We try to keep the records out where everybody can see them. We started out in business four years ago with 17 records, and now have more than 30,000 singles in stock. It's a job, but we love it."

Bob Weiss, Inwood Radio, New York, reports, a "very strong reaction on Victor's 'Student Prince' 45 set with Mario Lanza while the M-G-M movie was playing locally." The Meltone, Bethesda, Md., reports, "We have found that jazz, particularly progressive jazz, has become a profitable item to stock. It used to be that the devotees of this kind of music were loiterers who took up a great deal of our time but had very little money to spend. Now we are stocking more jazz and getting a very good turnover on it. We believe this is partly due to the broadened appeal of this music to include an older group of fans; also more teen-agers are working and earning money and have more to spend."

### TRAFFIC MOVERS . . .

Macy's department store, New York, ran full page ads last week offering two 12-inch LP's free with every purchase of a new Columbia phonograph. The ad specified a "Startime Album worth \$11.90." Sets ranged from an open-face, three-speed table model at \$27.95 to a \$59.95 set. Lewis Associates, New York, is offering dealers miniature record gift certificates, designed to reduce losses, resulting from returns of gift records. Certificates bear the store name and address imprinted on a miniature record contained in an album and are available in design motifs for Christmas, birthdays, anniversaries, graduations and Mother's Day.

Raymond Roser Distributors, Philadelphia, is sponsoring its seventh consecutive Hollywood Beach contest, whereby dealers can win a week's vacation in Florida if they make 100 per cent of their quota for the period from June 1 to December 31, 1954. The trip is from January 28 to February 4.

### Minnesota

Sam Nisker of Melody Record Shop, Minneapolis, is moving into larger quarters, taking a store next door to his present location in the heart of downtown at Hennepin Avenue, near 7th Street. Hi-fi equipment and the most modern furnishings and apparatus are being installed for his upcoming opening. Dealers and disk jockeys in this area were the guests Saturday (28) of Amos and Danny Heilicher, Mercury distributors, at a Lake Minnetonka boat party honoring Ralph Marterie.

Mercury artist, appearing that night at the Prom ballroom.

Lynn Jenks, of Burke Music Stores, St. Paul, is passing out cigars or records these days to observe the birth of a son, his second child. He already has a daughter, Dick Maxwell, RCA Victor record department head at the F. C. Hayer Company, is back on the job fit as a fiddle following a long siege after an appendectomy which didn't go as right as expected.

Bob Jones, in charge of pop records at the Dayton Company, Minneapolis, and Virginia Linn, of the Lieberman Music Company wholesale record department, will walk down the aisle September 3 to exchange marriage vows. Herb Sandel, Lieberman record chief, just back from a trip thru South Dakota, reports that dealers there are planning a gala reception for Lawrence Welk when he plays the Mitchell, S. D., Corn Palace this month. Ad and window tie-ups with the Coral artists are being used thruout the State, Sandel said.

## NAMM Stand On Instrument Tax Attacked

NEW YORK, Sept. 4.—The National Association of Music Merchants concerted drive to force the repeal of the 10 per cent excise tax on musical instruments was decried this week when Sidney Frey, manager of Dauntless International, local disk manufacturer and distributor, wired the NAMM blasting its failure to seek similar relief on phonograph records.

Frey's wire to NAMM's President Earl Campbell read:

"Re your letter concerning excise tax on musical instruments reflects the continued and completely flagrant disinterest on the part of the NAMM in the record industry, your record dealer members, distributors and manufacturers.

"It is unwarranted disregard of the phonograph record excise tax situation will only extend the loss in membership of record industry people.

"Furthermore, unless an aggressive NAMM phonograph record campaign is commenced we are certain you will see smaller and fewer record exhibitors in 1955 than at the 1954 show which was scandalously lukewarm despite the attendance figures, notwithstanding the greatest year sales-wise ever in this business."

## Drama Script To Stimulate Tape Buyers

NEW YORK, Sept. 4.—Webcor is marketing a new "Playhouse package" designed to stimulate sales of recorders and tape. The set contains individual scripts for the cast of a one-act mystery play, and a 78 record of cued sound effects.

The Webcor package is expected to appeal to family groups and dramatic classes by providing ready-made material to use when recording their voices. Some Webcor distributors and dealers are planning to use the \$2.95 package as a premium to boost recorder sales.

## RCA Ships New Low-Cost Phono

NEW YORK, Sept. 4.—RCA Victor's new low-priced 45 phono combination is now being shipped in quantity to distributors and will soon be available to dealers. In smallest and lowest priced 45 combo manufactured by RCA lists at \$69.95 and plays up to 14 EP's. It is seven inches high, 10 3/4 inches wide and 12 inches deep.

## "Merchandising"



. . . is the key word in this and every other extra-value feature of The Billboard's September 25 Fall Record-Phono Merchandising Number.

## "HOW RECORD-PHONO FIRMS USE SHOWMANSHIP TO HELP DEALERS SELL"

# THE RECORD THAT STARTED IT ALL!!!

## and Now Climbing Fast To The No.1 Spot!

# DENISE LOR

Sings

# IF I GIVE MY HEART TO YOU

Major -27

b/w  
HELLO DARLING

arranged by JOE LEAHY

## MAJAR DISCS, INC.

1697 BROADWAY (Circle 6-0081) NEW YORK, N. Y.

featured singer on  
**GARRY MOORE SHOW**  
CBS-TV Network

and  
"THE DROODLES" Show  
NBC-TV Network



The Billboard Music Popularity Charts PACKAGED RECORDS

Reviews and Ratings of New Popular Albums

MUSIC FOR TWO PEOPLE ALONE; MUSIC FOR DAY DREAMING; MUSIC TO WORK OR STUDY BY

Melachrino Orchestra (3-12") V LPM 1027-29 The record companies have gone slightly overboard this season on the "music for" albums...

THE GREAT MUSIC THEMES OF TELEVISION Hugo Winterhalter Ork (1-12") V LPM 1020

This is a package which combines highly attractive and lush readings of moody themes of popular television shows with name value, smart packaging and excellent sound.

TO MY LOVE Richard Hayman (1-12") Mercury MG 20048

A dozen Hayman-arranged and Hayman-conducted melodies that give a generous sampling of his talents as conductor, arranger and harmonica soloist.

HARMONIZIN' THE OLD SONGS Fred Waring Ork (1-10") Decca DL 5537

Here's a nostalgic package of old-fashioned songs wrapped up with simple, sentimental harmony and warbling that's exactly right for the period.

LES BROWN: CONCERT AT THE PALLADIUM Les Brown Ork (2-12") Coral CX-1

This package may prove to many what has always been familiar knowledge to some—the Les Brown band is one of the finest combinations in the business.

MUSIC FROM HOLLYWOOD Percy Faith Ork (1-12") Columbia CL 577

Continuing its program of adding selections and making 12-inch items out of previous 10-inch LP packages, Columbia offers this collection of motion picture themes done in a lush and lovely manner by the Percy Faith orchestra.

JO STAFFORD SINGS BROADWAY'S BEST Paul Weston Ork (1-12") Columbia CL 584

Originally issued as a 10-inch album, this collection of standard folk tunes (now with four additional selections and on 12-inch) should attract many customers seeking smooth and musicianly readings of tunes which never sound shop-worn.

I LET A SONG GO OUT OF MY HEART Billy Eckstine (1-10") M-G-M E 257

Eckstine has some great material (eight top songs by Duke Ellington) and he makes good use of them on this LP.

YOUNG MAN WITH A HORN Doris Day and Harry James Ork (1-12") Columbia CL 582

Any disk package which couples the voice of Doris Day, the trumpet of Harry James and the standard tunes which have lived for years should have a healthy and lengthy sale.

STREET OF DREAMS The Ink Spots (1-10") Decca DL 5541

This collection of eight standard torch tunes, sung in the Ink Spots' usual tender vocal blend, includes several of the boys' most popular singles of the past.

CUGAT'S FAVORITE RUMBAS Xavier Cugat Ork (1-12") Columbia CL 579

Cugat always pulls his share of sales, but this LP should move particularly well, in view of the new swing toward Latin-American rhythms and dancing by the record-buying public.

BALLADS OF LONG AGO Marais and Miranda with the Pardo Ancient Instrument Ensemble (1-12") Columbia ML 4894

The ingratiating warbling of Marais and Miranda appeal to a broad cross section of disk buyers and this latest album of theirs should move well to both pop and classical customers.

REMEMBER: WALTZES OF IRVING BERLIN Jesse Crawford, Organ (1-12") Decca DL 8071

Jesse Crawford is one of the most famous organists in the business, so this LP should do well in its special market on the strength of his reputation.

AN EVENING WITH CHARLIE VENTURA AND MARY ANN McCALL Norgran MGN-20

The familiar music-making talents of Ventura on tenor sax are linked here with the less familiar ones of singer Mary Ann McCall.

JELLY ROLL MORTON VOL. 1 AND 2 Riverside RLP-1038, 1041

For those who remain convinced that Morton was truly one of the all-time jazz greats—and there are many—these two albums are a "must."

LINER NOTES By IS HOROWITZ

BREAKING FOR THE TAPE...

It is not unusual for the pressures of competition to spur record companies to special effort in rushing out pop albums.

A current exception is the upcoming RCA Victor set of the Old Vic production of "Midsummer Night's Dream."

FUTURES...

Vox has a new recording of Beethoven's Fourth Piano Concerto by Guiomar Novaes and an orchestra conducted by Hans Swarowsky.

PERSONAL NOTES...

E. R. Lewis, president of London Records, sailed for London Wednesday (1) on the Queen Elizabeth.

selections include such Morton items as "King Porter," "Froggie Moore," "Mamamita," "Jelly Roll Blues," "Kansas City Stomps," "Perfect Rag" and "Tom Cat Blues."

DIXIELAND CONTRASTS The Delta Kings and Rosy McHargue's Rag Timers (1-10") Jazz Man LJ-334

This is a package with an interesting programing idea, comparing the work of a fine group of older workers in the Dixieland vineyard (the Delta Kings) with some younger people involved on the West Coast (Rosy McHargue's Rag Timers).

JOHNNY WIGGS AND HIS NEW ORLEANS KINGS Southland SLP-200

As visitors to the Crescent City know, not only are there still many fine musicians of the '20's about and practicing their art, but there is also a younger generation there that finds Dixieland a fresh and vital mode of expression.

New indie label called Clarion Recording Company was formed in Hollywood last week, headed by James L. Morgan and Stephen E. Markham.

"Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers.

- 1. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) RCA Victor LM 1778
2. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
3. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL—Detroit Symphony (Paray) Mercury 50020
4. TCHAIKOVSKY: THE NUTCRACKER—Minneapolis Symphony (Dorati) Mercury OL 2-101
5. RESPIGHI: PINES OF ROME; FOUNTAINS OF POME—NBC Symphony (Toscanini) RCA Victor LM 1768
6. STRAVINSKY: LE SACRE DU PRINTEMPS—Minneapolis Symphony (Dorati) Mercury 50030
7. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) RCA Victor LM 6009
8. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) RCA Victor LM 1757
9. PUCCINI: TURANDOT—Grob-Prandl, Teatro Fenice Orchestra (Capuana) Remington 199-169-3
10. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Rubinstein, Minneapolis Symphony (Mitropoulos) RCA Victor LM 1028
11. DONIZETTI: LUCIA DI LAMMERMOOR—Callas, Maggio Musicale Fiorentino Orchestra (Serafin) Angel 3053
12. SHOSTAKOVITCH: SYMPHONY NO. 5—St. Louis Symphony (Golschmann) Capitol P 8268
13. BEETHOVEN: SYMPHONY NO. 6 ("Pastorale")—NBC Symphony (Toscanini) RCA Victor LM 1755
14. BEETHOVEN: MISSA SOLEMN IS—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6013
15. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) RCA Victor LM 1005
16. THE IMMORTAL CLASSICS—Mantovani Orchestra London LL 877
17. BORODIN: POLOVETSIAN DANCES; STEPPES OF CENTRAL ASIA; IPPOLITOV - IVANOV: CAUCASIAN SKETCHES—New York Philharmonic (Mitropoulos) Columbia ML 4815
18. BEETHOVEN: SYMPHONY NO. 3 ("Eroica")—NBC Symphony (Toscanini) RCA Victor LM 1042
19. KODALY: PEACOCK VARIATIONS; BARTOK: MIRACULOUS MANDARIN SUITE—Chicago Symphony (Dorati) Mercury 50038
20. TCHAIKOVSKY: NUTCRACKER SUITE; ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony (Toscanini) RCA Victor LRY 9000

Reviews and Ratings of New Classical Releases

BARTOK: CONCERTO FOR ORCHESTRA (1-12")—Minneapolis Symphony; Antal Dorati, Cond. Mercury MG 50033

An undisputed modern masterpiece, the concerto is a favorite of many Bartok enthusiasts and continues to win new adherents with each exposure.

A BERLIOZ PROGRAM (1-12")—Orchestre des Concerts Lamoureux; Willem Van Otterloo, Cond. Epic LC 3054

The current snowballing interest in Berlioz makes this bountiful sampler of his works a solid bargain in today's market.

VERDI: LA TRAVIATA (3-12")—Maria Callas; Radio Italiana (Turin) Orchestra; G. Santini, Cond. Cetra C 1246

Disking is curiously uneven, with some portions of great faithfulness and others of moderate fidelity.

BRAHMS: HORN TRIO IN E FLAT, OP. 40; SCHUMANN: PIANO QUARTET IN E FLAT, OP. 47 (1-12")—Horszowski, Schneider, Jones; New York Quartet. Columbia ML 4892

The Brahms is given top billing, the Schumann quartet, here made available on LP for the first time, will probably repay dealer promotion best.

WAGNER (1-12")—Otto Edelmann, Bass; The Vienna Symphony Orchestra; W. Lohner, R. Moralt, Conds. Epic LC 3052

If this set fails to achieve the sales it deserves the fault will lie largely with the cover art and meaningless title.

can hardly be matched. It is far from just another Wagner album. And it features an outstanding singer in Edelmann.

LISZT: PIANO SONATA IN B MINOR; APRES UNE LECTURE DE DANTE (1-12")—Orazio Frugoni, Piano. Vox PL 8860

A well planned Liszt recital, with Frugoni including three brilliant etudes by the composer in addition to the major works.

MASSENET: SCENES PITTORESQUES; SCENES ALSACIENNES (1-12")—Orchestre des Concerts Lamoureux; Jean Fournet, Cond. Epic LC 3053

No. 4 ("Scenes Pittoresques") and No. 7 ("Scenes Alsaciennes") have come to be the most popular with concert audiences.

CHABRIER: SEVEN PIECES FOR PIANO; SAINT-SAENS: FIVE PIECES FOR PIANO (1-12")—Ginette Doyen, Piano. Westminster WL 5294

A collection of delightful short piano compositions that have tended to disappear from recitalists' programs in the past few years, tho as played here by Ginette Doyen they seem to merit more frequent display.

FRANCK: PIECE HEROIQUE; THREE CHORALS (1-12")—Felke Asma, Organ. Epic LC 3051

Franck's Three Chorals for Organ were his last compositions, written shortly before he died.



# Buyboard

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

## TOP SELLERS— POPULAR Listed Alphabetically

THE HIGH AND THE MIGHTY		
MORE LOVE THAN YOUR LOVE	L. Baxter	2845
HONEY LOVE		
RIOT IN CELL BLOCK NUMBER NINE	V. Young	2865
I'M A FOOL TO CARE		
AUCTIONEER	L. Paul & M. Ford	2839
THE MAN UPSTAIRS		
IF YOU LOVE ME	K. Starr	2769
RIVER OF NO RETURN		
GIVE ME YOUR WORD	T. Ernie	2810
SKOKIAAN		
SAY HEY	R. Anthony	2896
SMILE		
IT'S CRAZY	N. Cole	2897
SWAY		
MONEY BURNS A HOLE IN MY POCKET	D. Martin	2818
TOY OR TREASURE		
FORTUNE IN DREAMS	K. Starr	2887
WE'LL BE TOGETHER AGAIN		
MY HEART STOOD STILL	The Four Freshmen	2898

## COMING UP FAST Listed Alphabetically

DON'T GO TO STRANGERS		
WHEN	A. Martino	2899
EINS, ZWEL, DREI		
LOSING YOU	T. Ernie	2876
THE GAL THAT GOT AWAY		
HALF AS LOVELY	F. Sinatra	2864
I CRIED		
NOW	T. Leonetti	2861
MAKE HER MINE		
I ENVY	N. Cole	2803
MONEY, HONEY		
I LOVE YOU, YES I DO	E. Morse	2882
THAT'S WHAT I LIKE		
THE PEDDLER MAN	D. Martin	2870

## LATEST RELEASES

Numbers  
436 & 437

MORE LOVE THAN YOUR LOVE		
SKOOT	Stan Kenton	2871
IN THE HEART OF A FOOL		
IF YOU EVER CHANGE YOUR MIND	Judy Wayne	2903
LOOK SHARP—BE SHARP		
SAN SUE STRUT	Sharkey	2904
DON'T FALL IN LOVE WITH A		
MARR'ED MAN		
YOU'LL COME CRAWLIN'	Jean Shepard	2905
SHE DONE GIVE HER HEART TO ME		
OCEANS OF TEARS	Sonny James	2906
LANI		
MAPUANA	Webley Edwards	2907
MY ISLAND		
HOW'D YA DO	Ben Kalama's Islanders	2908
I'M A FOOL FOR YOU		
THE OTHER SIDE OF THE STORY	Bob Manning	2909
PLEASE, PLEASE		
BLUE MOON OF KENTUCKY	Cliffie Stone	2910
TRY AGAIN		
ONE MORE TIME	Dean Martin	2911
HELP		
WALKIN' ALONG	Pee Wee Hunt	2912
ALL THERE IS AND THEN SOME		
CAN THIS BE LOVE	Margaret Whiting	2913
KING OF A LOVELY CASTLE		
VERY SELDOM, FREQUENTLY EVER	Ferlin Huskey	2914
THIS OLD HOUSE		
BE PREPARED	The Jordanaires	2915
THE BANDIT		
PRAIRIE HOME	Tex Ritter	2916

## BEST SELLING— POPULAR ALBUMS Listed Alphabetically

BARRELHOUSE, BOOGIE, AND THE BLUES—		
Ella Mae Morse		
45 rpm "EP" No. EAP-1-513 & EAP-2-513		
33 1/2 rpm No. H-513		
DIXIE PARADE—Ray Anthony		
45 rpm "EP" No. EAP-1-539		
ELLINGTON '55—Duke Ellington		
45 rpm "EP" No. EAP-1-2-3-4-521		
33 1/2 rpm No. W-521		
FIREMAN'S BALL—Joe "Fingers" Carr		
45 rpm "EP" No. EAP-1-527 & EAP-2-527		
33 1/2 rpm No. H-527		
HITS FROM BY THE BEAUTIFUL SEA—Top Artists		
45 rpm "EP" No. EAP-1-535		
MORE MAY!—Billy May		
45 rpm "EP" No. EAP-1-536		
MUSIC FOR LOVERS ONLY—Jackie Gleason		
45 rpm "EP" No. EBF-352		
33 1/2 rpm No. H-352		
MUSIC, MARTINIS AND MEMORIES—		
Jackie Gleason		
45 rpm "EP" No. EAP-1-2-3-4-509		
33 1/2 rpm No. W-509		
MUSIC TO MAKE YOU MISTY—Jackie Gleason		
45 rpm "EP" No. EBF-455		
33 1/2 rpm No. H-455		
NAT "KING" COLE 10th ANNIVERSARY ALBUM—		
Nat "King" Cole		
45 rpm "EP" No. EAP-1-2-3-4-514		
33 1/2 rpm No. W-514		
SITTING ON TOP OF THE WORLD—		
Les Paul and Mary Ford		
45 rpm "EP" No. EAP-1-540		
SOMETHING COOL—June Christy		
45 rpm "EP" No. EBF-516		
33 1/2 rpm No. H-516		
SWING EASY—Frank Sinatra		
45 rpm "EP" No. EAP-1-528 & EAP-2-528		
33 1/2 rpm No. H-528		
VOICES IN MODERN—Four Freshmen		
45 rpm "EP" No. EAP-1-522 & EAP-2-522		
33 1/2 rpm No. H-522		

## TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

BUSTIN' THRU		
OUR PARADISE	S. West & J. Bryant	2892
CAUGHT AT LAST		
IT JUST DON'T SEEM LIKE HOME	F. Harl	2873
DIXIE CANNON BALL		
INDIANA POLKA	J. Carman	2886
HONKY-TONK GIRL		
WE'VE GONE TOO FAR	H. Thompson	2823
I'M COMIN' OVER TONIGHT		
CHANGE	R. Morris	2880
I'M GONNA MOVE OVER YONDER		
LOVE LIFE AT FOURTEEN	D. Frazier	2895
NEVER		
FRIENDLY LOVE	W. & M. Tuttle	2850
A PLACE FOR GIRLS LIKE YOU		
IN THE CHAPEL IN THE MOONLIGHT	F. Young	2859
STREAMLINE HEARTBREAKER		
I'M PLANTING A ROSE	R. Acuff	2901
TWO WHOOPS AND A HOLLER		
WHY DID YOU WAIT!	J. Shepard	2791
WHATCHA GONNA DO NOW		
YOU'RE FOR ME	T. Collins	2891
YOUR LOVE IS LIKE A FAUCET		
BUT I DO	S. McDonald	2885

## BEST SELLING— "EP" ALBUMS Listed Alphabetically

BOB MANNING	45 rpm "EP" No. EAP-1-279	IT'S BILLY MAY TIME	45 rpm "EP" No. EAP-1-145
DANCE CRAZE—Anthony, Kenton, Hunt	45 rpm "EP" No. EAP-1-518	LIVING IT UP—Dean Martin & Jerry Lewis	45 rpm "EP" No. EAP-1-533
THE FOUR FRESHMEN	45 rpm "EP" No. EAP-1-433	MORE MAY!—Billy May	45 rpm "EP" No. EAP-1-536
HITS FROM BY THE BEAUTIFUL SEA—Cole, Baxter, O'Connell, etc.	45 rpm "EP" No. EAP-1-535	STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
I GET SO LONELY—The Four Knights	45 rpm "EP" No. EAP-1-506	THREE COINS IN THE FOUNTAIN—Frank Sinatra	45 rpm "EP" No. EAP-1-542

## "Specialized" HIGH-FIDELITY ALBUMS

FULL DIMENSIONAL SOUND—	
Study in High Fidelity	33 1/2 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9023

## BEST SELLING— CHILDREN'S ALBUMS Listed Alphabetically

BOZO AT THE CIRCUS—Pinto Colvig	45 rpm "EP" No. EAXF-3030	SPARKY'S MAGIC BATON—Billy May	45 rpm "EP" EAXF-3206 78 rpm No. DBX-3206
	78 rpm No. DBX-114	THE TROJAN HORSE—Arl Gilmore	45 rpm No. KASF-3207 78 rpm No. DAS-3207
BOZO'S SONGS ABOUT GOOD MANNERS—		TWEETY'S GOOD DEED—Mel Blanc	45 rpm No. CASF-3212 78 rpm No. CAS-3212
Pinto Colvig	45 rpm No. CASF-3210	TWO LITTLE MAGIC WORDS & HAS ANYBODY SEEN MY KITTY—Tex Ritter	45 rpm No. CASF-3208 78 rpm No. CAS-3208
	78 rpm No. CAS-3210	WALTZ OF THE FLOWERS—Arl Gilmore	45 rpm No. KASF-3204 78 rpm No. DAS-3204
BUGS BUNNY AND THE PIRATE—Mel Blanc	45 rpm No. CASF-3200 78 rpm No. CAS-3200		
DAFFY DUCK'S DUCK INN—Mel Blanc	45 rpm No. CASF-3199 78 rpm No. CAS-3199		
DIANA AND THE GOLDEN APPLES—Arl Gilmore	45 rpm No. KASF-3209 78 rpm No. DAS-3209		

CLIFFIE  
STONE



"PLEASE,  
PLEASE"

b/w

"BLUE MOON  
OF KENTUCKY"

Record No. 2910

PEE WEE  
HUNT



"HELP"

b/w

"WALKIN'  
ALONG"

Record No. 2912

MARGARET  
WHITING



"ALL  
THERE IS  
AND  
THEN SOME"

b/w

"CAN THIS BE LOVE"

Record No. 2913

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

# The Billboard Music Popularity Charts

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

## Talent Corner

The records selected this week as "Best Buys" point up interesting facets of the always-fascinating record business. First of all, powerful talent will also come thru—even after periods in which



JONI JAMES

their disk activity seems to slow up somewhat. Secondly, quick follow-ups to hit records always have a strong chance to make the grade again, particularly with likely material. Thirdly, a strong disk will show its sales strength in the first week of its release.

Yet none of these points can be accepted as hard and fast rules. For exceptions can always be found which violate the rules. In



THE CREW CUTS

any event, Joni James' current release sounded like a winner at first hearing and proved the soundness of the choice by catching on at the consumer level as fast as the disks hit the air waves and the counters.

The Crew Cuts' latest platter took off like the proverbial "sacred jet" to vindicate again the first impression. You can't always pick the hits, but you can be sure that a disk which truly stands out at a first listening has a powerful chance of being a click item. But then there are always those exceptions.

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Hey There.....	1	8
2. High and the Mighty.....	2	6
3. Little Shoemaker.....	3	8
4. In the Chapel in the Moonlight.....	5	7
4. Sh-Boom.....	4	8
6. Little Things Mean a Lot.....	7	19
7. Goodnight, Sweetheart, Goodnight.....	9	7
8. Hernando's Hideaway..	8	14
9. Three Coins in the Fountain.....	6	16
10. This Ole House.....	14	3
11. I'm a Fool to Care.....	10	5
12. Skokiaan.....	—	1
13. They Were Doing the Mambo.....	13	2
14. Happy Wanderer.....	11	18
15. If I Give My Heart to You.....	—	1

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending September 1

This Week	Last Week	Weeks on Chart
<b>1. Sh-Boom</b> By James Keys, Claude Feaster, Floyd McRae, James Edwards—Published by Hill & Range (BMI) <b>BEST SELLING RECORDS:</b> Crew Cuts, Mercury 70404; Chords, Cat 104. <b>OTHER RECORDS AVAILABLE:</b> L. McAuliffe, Col; B. Williams, Coral 61212; B. Williamson, V 20-5799.	<b>1</b>	<b>10</b>
<b>2. Hey, There</b> By Richard Adler-Jerry Ross—Published by Frank (ASCAP) <b>BEST SELLING RECORDS:</b> R. Clooney, Col 40266; S. Davis Jr., Dec 29199. <b>OTHER RECORDS AVAILABLE:</b> D. Hawkins, Epic 9049; J. Raitt, Col 1098; J. Ray, Col 40224.	<b>2</b>	<b>8</b>
<b>3. Little Shoemaker</b> By Rudl Revil, Geoffrey Parsons, John Turner—Published by Bourne (ASCAP) <b>BEST SELLING RECORDS:</b> Gaylords, Mercury 70403; H. Winterhalter, V 20-5769. <b>OTHER RECORDS AVAILABLE:</b> P. Clark, King 1371; Textor Singers, Cap 2862; F. Weir, London 1482.	<b>3</b>	<b>11</b>
<b>4. High and the Mighty</b> By New Washington and Dimitri Tiomkin—Published by Witmark (ASCAP) <b>BEST SELLING RECORDS:</b> L. Baxter, Cap 2845; L. Holmes, M-G-M 11671; V. Young, Dec 29203; J. Desmond, Coral 61204. <b>OTHER RECORDS AVAILABLE:</b> G. Auld, Coral 61205; L. Diamond, V 20-58384; R. Hayman, Mercury 70426; J. Loco, Tico 229; P. Prado, V 20-5839; D. Tiomkin, Coral 61211.	<b>4</b>	<b>7</b>
<b>5. Skokiaan</b> By August Msarurgwa-Tom Glazer—Published by Shapiro-Bernstein <b>BEST SELLING RECORDS:</b> R. Marterie, Mercury 70432; Bulawayo Sweet Rhythm Boys, London 1491; Four Lads, Col 40306. <b>OTHER RECORDS AVAILABLE:</b> R. Anthony, Cap 2896; B. Isaacs, V 20-5844; J. Loco, Tico 229; P. Prado, V20-5839.	<b>10</b>	<b>3</b>
<b>6. Little Things Mean a Lot</b> By Edith Linderman, Carl Stutz—Published by Feist (ASCAP) <b>BEST SELLING RECORD:</b> K. Kallen, Dec 29037. <b>OTHER RECORDS AVAILABLE:</b> T. De Simone, Epic 9059; Dominoes, King 1368; H. Forrest, Bell 1046; D. Jacobs, Coral 61180; B. Reading, Groove 0022.	<b>5</b>	<b>20</b>
<b>7. In the Chapel in the Moonlight</b> By Billy Hill—Published by Shapiro-Bernstein (ASCAP) <b>BEST SELLING RECORD:</b> K. Kallen, Dec 29130. <b>OTHER RECORDS AVAILABLE:</b> Belmonte Ork, Col 40283; Orioles, Jubilee 5154.	<b>6</b>	<b>8</b>
<b>8. This Ole House</b> By Stuart Hamblen—Published by Hamblen (BMI) <b>BEST SELLING RECORD:</b> R. Clooney, Col 40266. <b>OTHER RECORDS AVAILABLE:</b> S. Hamblen, V 20-5739; Herb and Kay, King 1376.	<b>12</b>	<b>5</b>
<b>9. Goodnight, Sweetheart, Goodnight</b> By J. Hudson-J. Bracken—Published by Arc (BMI) <b>BEST SELLING RECORDS:</b> McGuire Sisters, Coral 61187; Spaniels, Vee Jay 107; S. Gale, V 20-5746. <b>OTHER RECORDS AVAILABLE:</b> Johnnie & Jack, V 20-5775; G. Mana and C. Raye, Jubilee 5142; E. M. Morse, Cap 2800.	<b>8</b>	<b>9</b>
<b>10. I'm a Fool to Care</b> By Ted Daffan—Published by Peer (BMI) <b>BEST SELLING RECORD:</b> L. Paul & M. Ford, Cap 2839. <b>OTHER RECORDS AVAILABLE:</b> G. Autry, Col 21280; A. Marie-B. Allen, Flair 1047; S. Smith, Coast 9006; B. Walker, Col 21290.	<b>10</b>	<b>8</b>

## Second Ten

11. HERNANDO'S HIDEAWAY.....	9	16
12. IF I GIVE MY HEART TO YOU.....	—	1
13. THREE COINS IN THE FOUNTAIN.....	7	17
14. THEY WERE DOING THE MAMBO.....	13	4
15. I NEED YOU NOW.....	—	1
16. WHAT A DREAM.....	—	1
17. HAPPY WANDERER.....	14	19
17. I UNDERSTAND JUST HOW YOU FEEL.....	15	16
17. I CRIED.....	16	3
20. CINNAMON SINNER.....	18	5

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

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## Tunes with Greatest Radio-TV Audiences

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

### Radio

Cara Mia (R)—Feist—ASCAP	
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	
Green Years (R)—Harms—ASCAP	
Happy Wanderer (R)—Fox—ASCAP	
Heaven Was Never Like This (R)—Famous—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey, There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
I Can't Believe That You're in Love With Me (R)—Mills—ASCAP	
I Need You Now (R)—Miller—ASCAP	
I Understand Just How You Feel (R)—Jubilee—ASCAP	
If I Didn't Care (R)—Chappell—ASCAP	
If I Give My Heart to You (R)—Miller—ASCAP	
If You Love Me (Really Love Me) (R)—Duchess—BMI	
I'm a Fool to Care (R)—Peer—BMI	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
Joey (R)—Lowell—BMI	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Lonesome Polecat (R)—Robbins—ASCAP	
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Steam Heat (R) (M)—Frank—ASCAP	
Sway (R)—Peer—BMI	
That's What I Like (R)—Chappell—ASCAP	
There Never Was a Night So Beautiful (R)—Broadcast—BMI	
They Were Doin' the Mambo (R)—Mayfair—ASCAP	
Three Coins in the Fountain (R) (F)—Robbins—ASCAP	
Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP	

### Television

Answer Me, My Love (R)—Bourne—ASCAP	
Boy Next Door (Girl Next Door) (R)—Feist—ASCAP	
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI	
Green Years (R)—Harms—ASCAP	
Happy Wanderer (R)—Fox—ASCAP	
Heaven Was Never Like This (R)—Famous—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey, There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
I Could Have Told You (R)—United—ASCAP	
I Love Paris (R) (M)—Chappell—ASCAP	
I Need You Now (R)—Miller—ASCAP	
I'm a Fool to Care (R)—Peer—BMI	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
Joey (R)—Lowell—BMI	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Lost in Loveliness (R) (M)—Chappell—ASCAP	
Man, Man Is for the Woman Made (R)—Garland—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
May I Sing to You? (R)—Blackstone—ASCAP	
Mink Smink (R)—Young—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Sway (R)—Peer—BMI	
There Never Was a Night So Beautiful (R)—Broadcast—BMI	
There Once Was a Man (R) (M)—Frank—ASCAP	
They Were Doin' the Mambo (R)—Mayfair—ASCAP	
Three Coins in the Fountain (R) (F)—Robbins—ASCAP	
When You're in Love (R)—Robbins—ASCAP	

## England's Top Twenty

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

Little Things Mean a Lot—Robbins (Feist)
Three Coins in the Fountain—Feist (Robbins)
Little Shoemaker—Bourne (Bourne)
Happy Wanderer—Bosworth (Fox)
Wanted—Harms, Connelly (Witmark)
Gilly Gilly Ossenfeffer Katzenellen Bogen by the Sea—Spier (Beaver)
Never Never Land—Keith Prowse, Ltd. (Pickwick)
My Friend—Chappell (Paxton)
Story of Tina—Macmelodies (Maurice)
Idle Gossip—Bron (Redd Evans)
Secret Love—Harms, Connelly (Remick)
Smile—Bourne (Bourne)
Heart of My Heart—Francis (Robbins)
Friends and Neighbors—Michael Reine (Ross Jungnickel)
Young at Heart—Victoria (Sunbeam)
Oh, Baby Mine—Edwin H. Morris Co., Ltd. (Melrose)
West of Zanzibar—Jumbo (Bluebird)
Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
A Sky Blue Shirt and a Rainbow Tie—Lawrence Wright (*)



**There was a difference of opinion at Capitol...**

It started off real nice with the playing of KAY STARR'S new record at Capitol. Everybody was mighty happy and we could all see a new hit headed for the polls.

But which side?

"Without a question it is 'Fortune In Dreams,'" Livingston said. Gillette held out for "Toy or Treasure." Stanley joined in the argument and a lot of heat was generated. But no conclusion could be reached.

It seems like Kay has had so many two-sided hits like "Man Upstairs" and "If You Love Me" . . . "Allez Vous En" and "Half a Photograph" . . . it's hard to call the shots on her! But still we like to place promotion emphasis on the "better side" so it was finally agreed that a straw vote would be taken among the nation's leading disc jockeys. They should know.

Gentlemen, here are the results:

**Here's what the nation's disc jockeys told us...**

**Fortune In Dreams**



LISTED IN ALPHABETICAL ORDER

 Jay Alexander KCRI-KCRI-TV Cedar Rapids Iowa	 Marie Blum WKDA Nashville Tennessee	 Jack Bruce WNAX Yankton South Dakota
 James Allen KCJB Minot North Dakota	 Ed Bonner KXOK St Louis Missouri	 Bob Burton KNGS Hanford California
 Mitzi Patterson Bailey KMUR Murray Utah	 Jack Bowers WMCK McKeesport Pennsylvania	 Dick Campbell WDVA Danville Virginia
 Pierson (Pinky) Bancroft KTAR-KVAR-TV Phoenix Arizona	 Lyle Bradley WSSV Petersburg Virginia	 Steve Cannon WMIN Minneapolis Minnesota
 John Bassett WNEB Worcester Massachusetts	 Jim Brasfield KCRV Caruthersville Missouri	 Ed Caputo WNHC New Haven Connecticut
 Don Bell KRNT Des Moines Iowa	 Paul L. Britt KOAT Albuquerque New Mexico	 Ed Case KTHT Houston Texas
 Myron J. Bennett WLW Cincinnati Ohio	 Buddy Brode WNAR Norristown Pennsylvania	 Stewart Chamberlain KGAK Callup New Mexico
 Bob Betts KVFD-KQTV(TV) Fort Dodge Iowa	 Larry Brownell WKBW Buffalo New York	 Pat Chambers WFLA Tampa Florida

**Toy Or Treasure**



LISTED IN ALPHABETICAL ORDER

 Jim Adams WSTV Steubenville Ohio	 Allen Baker WLBN Lebanon Kentucky	 Marvin Boone WMMN Fairmont West Virginia
 Bill Albert WGN Chicago Illinois	 Joe Baker WRRR Rockford Illinois	 Bill Brant WJAS Pittsburgh Pennsylvania
 Glen Amburn KFLO Floydada Texas	 Bud Baldwin WING Dayton Ohio	 William D. Brittain WTRP La Grange Georgia
 Jim Ameche KLAC Hollywood California	 Paul Bartell WISN Milwaukee Wisconsin	 Frank R. Brown KHUM Eureka California
 Gene Amole KMYR Denver Colorado	 Bill Belk WTYC Rock Hill South Carolina	 Wayne Browne WRXO Roxboro North Carolina
 Ernie Anderson WHIM Providence Rhode Island	 Allen Bell KREW Sunnyside Washington	 George & Marilu Case WSAI Cincinnati Ohio
 Johnny Andrews WTAM Cleveland Ohio	 Andy Bell KSKY Dallas Texas	 Paul Chamberlain WNIX Springfield Vermont
 Ted Arnold WNEX Macon Georgia	 Chuck Blower KTKT Tucson Arizona	<i>Lots more!</i>

# Fortune In Dreams



# Toy Or Treasure



 <b>Joel Chandler</b> WJOY Burlington Vermont	 <b>Rex Dale</b> WCKY Cincinnati Ohio	 <b>Don Evans</b> WILE Cambridge Ohio	 <b>Bob Chambers</b> WEBK Tampa Florida	 <b>Buddy Deane</b> WITH Baltimore Maryland	 <b>Jim French</b> KING Seattle Washington
 <b>Reid 'Chuckles' Chapman</b> WISH Indianapolis Indiana	 <b>Dick DeFay</b> WTVH Peoria Illinois	 <b>Cliff Ewing</b> KOOK Billings Montana	 <b>Edwin Child</b> WRUM Rumford Maine	 <b>Joe Deane</b> KQV Pittsburgh Pennsylvania	 <b>Dieter Friedrich</b> RTF Nice France
 <b>Del Clark</b> WJMR New Orleans Louisiana	 <b>Jack Denton</b> WISN Milwaukee Wisconsin	 <b>Ralph Faucher</b> WTAQ La Grange Illinois	 <b>Bob Cintron</b> WPRY Perry Florida	 <b>Bill Delzell</b> KMMJ Grand Island Nebraska	 <b>Bob Gadbois</b> KVVC Ventura California
 <b>Bob Clayton</b> WHDH Boston Massachusetts	 <b>Paul Dixon</b> WCPO Cincinnati Ohio	 <b>Steve Filipiak</b> WHRY Ann Arbor Michigan	 <b>Bob Clark</b> KOWB Laramie Wyoming	 <b>John 'Spike' Doran</b> KNOB Long Beach California	 <b>Harry Gaines</b> KTAE Taylor Texas
 <b>David Cockman</b> WTNC Thomasville North Carolina	 <b>Charlie Dobson</b> WPTZ Philadelphia Pennsylvania	 <b>Nedd Flemming</b> WEST Easton Pennsylvania	 <b>Dick Clark</b> WFIL Philadelphia Pennsylvania	 <b>Ray Doss</b> WAIN Columbia Kentucky	 <b>John Gale</b> WGRC Louisville Kentucky
 <b>Wayne Cody</b> KALL Salt Lake City Utah	 <b>Jack Downey</b> WGTH Hartford Connecticut	 <b>Myles Foland</b> WCOL Columbus Ohio	 <b>Eddie Clark</b> WHB Kansas City Missouri	 <b>Charlie Dunaway</b> KBRZ Freeport Texas	 <b>Ken Garland</b> WPOR Portland Maine
 <b>Russ Cogliin</b> KROW Oakland California	 <b>Fred Drake</b> WDDN-WASH-FM Washington D.C.	 <b>Herb Fontaine</b> WCOU Lewiston Maine	 <b>Ira Cook</b> KMPC, KABC Hollywood California	 <b>Ernest A. Dyke</b> XEDM Hermosillo Mexico	 <b>Fred Garst</b> WAYB Waynesboro Virginia
 <b>Dick Collyer</b> WARK Hagerstown Maryland	 <b>Bob Duckett</b> KWBG Perry Iowa	 <b>Mark Foster</b> KCKN Kansas City Missouri	 <b>Jim Coy</b> WNBC New York New York	 <b>Merle Edwards</b> WMIN St. Paul Minnesota	 <b>Norm Germani</b> KXO El Centro California
 <b>Eddie Coontz</b> KOMA Oklahoma City Oklahoma	 <b>'Jug' Durea</b> WOIO Columbus Ohio	 <b>Dan Fusco</b> WRUN Utica New York	 <b>Bob Custer</b> KLOK San Jose California	 <b>Bill Evans</b> WGN Chicago Illinois	 <b>Bill Gordon</b> WHK Cleveland Ohio
 <b>Alex Cooper</b> KLAC Hollywood California	 <b>Tom Edwards</b> WERE Cleveland Ohio	 <b>Carlton Gardner</b> KBTA Batesville Arkansas	 <b>Dick Dailey</b> KPQ Wenatchee Washington	 <b>Dick Fanning</b> WFAK Falls Church Virginia	 <b>Erle Hanna</b> WJAM Marion Alabama
 <b>Dirk Courtenay</b> WGN-TV Chicago Illinois	 <b>Jack Eichman</b> KHMO Hannibal Missouri	 <b>Jack Geiger</b> WAYZ Waynesboro Pennsylvania	 <b>Stan Dale</b> WJJD Chicago Illinois	 <b>Eric Fields</b> WNDR Syracuse New York	 <b>Hawthorne</b> KTLA Hollywood California
 <b>Orval Cox</b> WSAT Salisbury North Carolina	 <b>Bill Elliot</b> WNOE New Orleans Louisiana	 <b>Hal Genson</b> KTIB Thibodaux Louisiana	 <b>Alec Dana</b> WGAT Utica New York	 <b>Larry Fischer</b> WTCN Minneapolis Minnesota	 <b>Dick Haynes</b> KLAC Hollywood California
 <b>Bob Crane</b> WICC Bridgeport Connecticut	 <b>Lou Emm</b> WHIO Dayton Ohio	 <b>'Real George' George</b> KDON Salinas California	 <b>Glenn Daniels</b> KDMS El Dorado Arkansas	 <b>Joe 'Upsee Daisy' Flood</b> KTLN Denver Colorado	 <b>Jerry Healey</b> WSCR Scranton Pennsylvania
 <b>Jerry Crocker</b> KLBS Houston Texas	 <b>Doc Embree</b> KRVN Lexington Nebraska	 <b>Gil Gildemann</b> WSVA Harrisonburg Virginia	 <b>Frank Darien</b> KSJO San Jose California	 <b>Jerry Forbes</b> WHYN Springfield Massachusetts	 <b>Bill Hesterman</b> KNAK Salt Lake City Utah
 <b>John F. Crohan</b> WICE Providence Rhode Island	 <b>Al Evans</b> KCLA Pine Bluff Arkansas	 <b>Carroll L. Godwin</b> WDKD Kingstree South Carolina	 <b>Bill Dawson</b> WAKE Greenville South Carolina	 <b>Beecher Frank</b> WKLO Louisville Kentucky	 <b>Donald R. Hill</b> WLEW Bad Axe Michigan

# Fortune In Dreams



# Toy Or Treasure



 Ralph Goodwin WRUF Gainesville Florida	 Tom Hopkins WBRW Welch West Virginia	 Jimmy Lyons KDON Monterey California	 Lee Hohisel WMTE Manistee Michigan	 Joe Klarke WATH Athens Ohio	 Hamilton "Hambone" Masters WGFS Covington Georgia
 Ray Golden KSTN Stockton California	 Overton Hurst KDAS Malvern Arkansas	 Tiny Markle WAYZ New Haven Connecticut	 Viki Hull KCID Caldwell Idaho	 Arnie Kuvent WGAN Portland Maine	 Charles V. Mathis WCMC Wildwood-By-The-Sea New Jersey
 Art Gow KLZ Denver Colorado	 Frank Jay WHKK Akron Ohio	 Bob Martin KMYR Denver Colorado	 Russ Jamison KMED Medford Oregon	 Don Laux KUSD Vermillion South Dakota	 Jack McDermott WLYN Lynn Massachusetts
 Fred Grewe WHLL Wheeling West Virginia	 Ben Johnson WEXL Royal Oak Michigan	 John Mason WSIV Pekin Illinois	 Al Jarvis KFWB Hollywood California	 Jack Leadinghouse WJOB & WJIZ-FM Hammond Indiana	 Ed McKenzie WXYZ Detroit Michigan
 Dean Griffin WHSY Hattiesburg Mississippi	 Irwin A. Johnson WBNS Columbus Ohio	 Ken McCutchan WIKY Evansville Indiana	 Dawson Jelinek KFTM Fort Morgan Colorado	 Candy Lee WDOK Cleveland Ohio	 Don McLeod WJBK Detroit Michigan
 Bill Griffiths WELM Elmira New York	 Dick Johnson WCLO Janesville Wisconsin	 Earl McDaniel KFVD Los Angeles California	 Ed Jenkins KOEL Oelwein Iowa	 Roy Leonard WKOX Framingham Massachusetts	 Jay McMaster WMEX Boston Massachusetts
 Bob Grove WVEC Hampton Virginia	 Don King WCIL Carbondale Illinois	 Ted McKinstry KXOC Chico California	 Jerry Jerome WSAY Rochester New York	 Bob Levitt KIST Santa Barbara California	 Presley Mc Neal KWHP Cushing Oklahoma
 Dale Gunderson KBKW Aberdeen Washington	 Ed Lake WSGN Birmingham Alabama	 Robert McRaney WROB West Point Mississippi	 Colon Johnston WAZF Yazoo City Mississippi	 Sy Levy WACE Chicopee Massachusetts	 Ed Meath WHEC Rochester New York
 George Hack WMLV Millville New Jersey	 Bill Lamb WBBC Flint Michigan	 Bob McVay KSDA Redding California	 Walt Jones KCNC Fort Worth Texas	 Ed Carter WACE Chicopee Massachusetts	 John Michaels WOKY Milwaukee Wisconsin
 Ivor Hagh WCCC Hartford Connecticut	 Bob Lesh WLAF La Follette Tennessee	 Allan Michaels WAVI Springfield Ohio	 Nick Jordan KCSB San Bernardino California	 Charles F. Lewis WIEL Elizabethtown Kentucky	 Jay Michael WCAE Pittsburgh Pennsylvania
 Ed Hammond KFSD San Diego California	 George Le Zotte WAVZ New Haven Connecticut	 Ross Miller WTIC Hartford Connecticut	 Barry Kaye WJAS Pittsburgh Pennsylvania	 Jim Leder KBMN Bozeman Montana	 Jim Moffit KLOG Kelso Washington
 Hank Harral KBIM Roswell New Mexico	 Bob Lloyd WAVZ New Haven Connecticut	 Garrett Mazingo WNAT Natchez Mississippi	 Bill Kerwin KCMO Kansas City Missouri	 Jim Lounsbury WGN Chicago Illinois	 Hal Murray WEEK Peoria Illinois
 Chaz Harris WJHP Jacksonville Florida	 Gene Loffler KSO Des Moines Iowa	 Grover Munden WMBL Morehead City North Carolina	 Raymond F. Kessenich WBKV West Bend Wisconsin	 Bill Malone WMAL Washington D.C.	 Stan Nelson KITE San Antonio Texas
 Ollie Henry KANS Wichita Kansas	 Jim Lowe WRR Dallas Texas	 Dean Murray KCOM Sioux City Iowa	 Jimmy Kilgo WIST Charlotte North Carolina	 Andy & Virginia Mansfield KFI Los Angeles California	 Gene Norman KLAC Hollywood California
 Bob Hoffer WTSP St. Petersburg Florida	 George Lyle Jr. WSM Philadelphia Pennsylvania	 Roger Nash WJMR New Orleans Louisiana	 Jim Kirk and Ward Goodrich WMOP Ocala Florida	 Robert E. Martin KGYN Guymon Oklahoma	

# Fortune In Dreams



# Toy Or Treasure

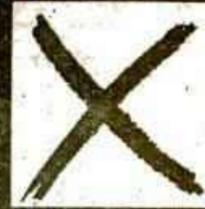


 Russ Naughton WDRG Hartford Connecticut	 Tex Quinn Texas Quality Network Dallas Texas	 Myron J. Schulz WAAF Chicago Illinois	 Mort Nusbaum WHAM Rochester New York	 David R. Pryce WARE Ware Massachusetts	 Hugh W. Shankle WJXN Jackson Mississippi
 Wally Neislog KJR Seattle Washington	 Bill Rase KCRA Sacramento California	 Dave Scott WIBX Utica New York	 Sperm Olson WMAY Springfield Illinois	 Al Radka KFRE Fresno California	 Gil Sheppard WCPO Cincinnati Ohio
 Daphne Newsome WBHB Fitzgerald Georgia	 Roy Ratliff WPRT Prestonburg Kentucky	 Tom Shanahan WEMP Milwaukee Wisconsin	 Dick Painter KVGB Great Bend Kansas	 Bill Randle WERE Cleveland Ohio	 Bill Siegle, Jr. WGVM Greenville Mississippi
 Nick Nickson WBBF Rochester New York	 Keith Reising WLRP New Albany Indiana	 Bill Silbert WGMG New York New York	 Webber Parrish WNAH Nashville Tennessee	 Michael Ransom KLX Oakland California	 Bill Simmons KEAN Brownwood Texas
 Jim O'Hara WOKY Milwaukee Wisconsin	 Stan Richards WORL Boston Massachusetts	 Ernie Simon WGN Chicago Illinois	 Joe Pasqual WAKU Latrobe Pennsylvania	 Frank Reagan WEOK Poughkeepsie New York	 Wey Simpson KYAK Yakima Washington
 Pat O'Nan WINN Louisville Kentucky	 George Riddle WMRI Marion Indiana	 Dean Slack WCAX Burlington Vermont	 Ed Penney WTAO Cambridge Massachusetts	 Keith J. Reeve WVAM Altoona Pennsylvania	 Ray Skinner WLAM Lewiston Maine
 Dave Page KIRO Seattle Washington	 Diana Ritter KLAN Renton Washington	 Bill Slaton WJZZ Montgomery Alabama	 Bob Perry WCAP Lowell Massachusetts	 Joe V. Reynolds KBST Big Spring Texas	 Mack Stamps WFNC Fayetteville North Carolina
 Tommy Parnell KWRF Warren Arkansas	 Johnny Roark KRGV Weslaco Texas	 Al Smith WAMU Washington D.C.	 Joe Perry WBBW Youngstown Ohio	 Dick Rice WTOG Toledo Ohio	 Bob Smith WOXF Oxford North Carolina
 "Penny" Pennington WIVY Jacksonville Florida	 Joe Roberts KBRS Springdale Arkansas	 Joe Smith WARD Johnstown Pennsylvania	 John Petrick WEDO McKeesport Pennsylvania	 Bob Richmond WREN Topeka Kansas	 Bill Spahr WRAD Radford Virginia
 Ray Perkins KIMN Denver Colorado	 Dean Roper KAVL Lancaster California	 Mark Spencer WPKO Waverly Ohio	 Tom Phelan WICH Norwich Connecticut	 Bobby Ritter WTUP Tupelo Mississippi	 Ed Stanton WPET Greensboro North Carolina
 Carlos Perry KLWM Lawrence Kansas	 Al Ross WBAL Baltimore Maryland	 Stan Spiegle WXRO Aberdeen Washington	 Dick Phillips WCBT Roanoke Rapids North Carolina	 Les Roberts WJLK Asbury Park New Jersey	 Rex Stein WLDS Jacksonville Illinois
 Sam Poland WCHS Charleston West Virginia	 Perry Samuels WPAZ Pottstown Pennsylvania	 Jim Spotts WBPZ Lock Haven Pennsylvania	 Phil Phillips WNXT Portsmouth Ohio	 Bert Rogers KSWS Roswell New Mexico	 Will Stone WEVA Emporia Virginia
 Norm Prescott WQRL Boston Massachusetts	 Dan Schmidt WJCD Seymour Indiana	 Vic Sterling WSAL Logansport Indiana	 Ralph Phillips WFBR Baltimore Maryland	 Jack Rowzie WWDC Washington D.C.	 William Trowbridge WIRO Ironton Ohio
 Dick Priesgen WNAB Foley Alabama	 Art Scanlon WREB Holyoke Massachusetts	 Al Stevens WCBM Baltimore Maryland	 Bob Porter WIND Chicago Illinois	 Joe Ryan WALL Middletown New York	 The Mad Turk WESA Charleroi Pennsylvania
 Todd Purse WJW Cleveland Ohio	 James P. Schott KSGM St. Genevieve Missouri	 Casey Strong KSIS Sedalia Missouri	 Peter Patter KLAC Hollywood California	 Robin Seymour WKMH Detroit Michigan	 Bruce Vanderhoof KOYL Salt Lake City Utah

# Fortune In Dreams



# Toy Or Treasure



 Fred Swanson WHAY New Britain Connecticut	 Hugh Wanke WCAO Baltimore Maryland	 Jim Williams WWSW Pittsburgh Pennsylvania
 Sid Tear WROV Roanoke Virginia	 Ralph Wayne KBOE Oskaloosa Iowa	 Gary Willson WKMF Flint Michigan
 Larry Therien KFLW Ft. Leonard Wood Missouri	 Robin Weaver WIRL Peoria Illinois	 John Woods WTAG Worcester Massachusetts
 Dick Thomas WNNJ Newton New Jersey	 Dick Weiss WFDF Flint Michigan	 John Wisley WSAN Savannah Georgia
 Jay Trompeter WIND Chicago Illinois	 Denver Westerfield WVMC Mt. Carmel Illinois	 Al Young WEAU Eau Claire Wisconsin
 George Trout WORK York Pennsylvania	 Gene Whitaker WNCA Siler City North Carolina	 Jim Youngblood WPAD Paducah Kentucky
 Leo Underhill WCKY Cincinnati Ohio	 Dick Wittinghill KMPC Hollywood California	 Bernard Zuccare WIBR Baton Rouge Louisiana
 Kenneth Wallace WKOZ Kosciusko Mississippi	 Sev. Widman WTCN Minneapolis Minnesota	

 J. Galy Varnell KVSO Ardmore Oklahoma	 Sam Watts KWBR Oakland California	 Mike Woloson WNOR Norfolk Virginia
 Walter Vaughan KRRV Dennison Sherman Texas	 Bennie Williams WFTC Kinston North Carolina	 Ray Wright KGCX Sidney Montana
 Rex Wallgren KLO Ogden Utah	 Bud Wilson WTXL W. Springfield Massachusetts	 Bill Zimmerman WHOK Lancaster Ohio
 Bill Walters WDOZ Green Bay Wisconsin	 Larry Wilson WTIX New Orleans Louisiana	

...and these  
deejays were  
camera shy

## FORTUNE IN DREAMS

## TOY OR TREASURE

- Bob Adkins
- Johnny Allen
- Beth Anderson
- Mary Jean Anne
- Don Bailey
- Bill Bainter
- Jim Barkley
- Hugh Batey
- Ed. Bell
- Bob Briley
- Jack Campbell
- John Candier
- Eddie Chase
- Don Chichester
- Doug China
- Wilma Chollette
- Earl Cottongim
- Vern Craig
- Gene Crawford
- W. E. Davenport
- Arthur B. Davis
- "Red" Davis
- John A. Dellinger
- Carter Dove
- Saxie Dowell
- Roland A. Dumas
- Christmas Early
- Odis Echols Jr.
- Bob Entley
- Jim Farr
- Jerry R. Freind
- Ron Gardner
- Norm Geordan
- Rick Gereau
- Jay Giles
- Peggy Burke Grey
- Fred Griffith
- George Giffut
- Arlene Grund
- Ben Hall
- Mart Hargrove
- Wayne Harris
- Gloria Hawthorne
- Woddy Hirsch
- Clate Holm
- Rosemarie Hopler
- Willard L. Howell
- Jim Huth
- Lee Jay
- Al Jennings
- Blair Jesse
- Dick Johnson
- L. F. Kenfield
- Ken Kreider
- Dale Larson
- Leonard A. Levy
- Bill Leyden
- Harry Lockhart
- Lucky Logan
- Bill Longman
- Joe Lynn
- John Lyon
- Art MacKelvie
- Sid Mandel
- Mary Lynn Marier
- Tony Martell
- Mac McCauley
- Winford McDaniel
- Alene McKinney
- Jack Meyer
- Don Meyers
- Dottie Miller
- Bob Milton
- N. C. Milwee
- Al Mishel
- Arlon E. Moeller Jr.
- Bob Moore
- Najia Nayfa
- Roy C. Nichols
- Bob Niemeyer
- Gail Noble
- Glenn O'Neal
- Hat Parks
- E. Mauray Payne
- Jim Phillips
- Dick Pike
- Bertha Porter
- Bill Previtti
- Charlie Renifrom
- Fred Reynolds
- Bill Richards
- N. L. Robinson
- Joe Revere
- Don St. Thomas
- Bernie Sandier
- Bob Scholtz
- Ken Scott
- Dick Shupe
- Mort Siegel
- Johnny Simpson
- Jack Smith
- Bill Sweda
- Frank Teas
- James Throneberry
- Jack Underwood
- Jim Wahl
- Kit Waller
- Pete Wambach
- Sparkie Warren
- Donald J. Weish
- George Westcott
- Jack Whitsell
- Dick Wright
- Jane Wright
- Bill York

**THE FINAL COUNT**

**FORTUNE IN DREAMS 300**

**TOY OR TREASURE 270**

The results were close, but there's no difference of opinion now! Everyone agrees that KAY STARR has another great two-sided hit!



# The Billboard Music Popularity Charts POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending September 1

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

This Week		Last Week	Weeks on Chart
1.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	1	10
2.	HEY, THERE—R. Clooney..... This Ole House—(6)—Col 40266—ASCAP	2	9
3.	LITTLE SHOEMAKER—Gaylords..... Mecque, Mecque—Mercury 70403—ASCAP	3	11
4.	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	7	3
5.	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen..... Take Everything But You—Dec 29130—ASCAP	5	9
6.	THIS OLE HOUSE—R. Clooney..... Hey, There—(2)—Col 40266—BMI	8	6
7.	HIGH AND THE MIGHTY—V. Young..... Moonlight and Roses—Dec 29203—ASCAP	6	6
8.	LITTLE THINGS MEAN A LOT—K. Kallen..... I Don't Think You Love Me Anymore—Dec 29037—ASCAP	4	22
9.	HIGH AND THE MIGHTY—L. Baxter..... More Love Than Your Love—Cap 2845—ASCAP	9	7
10.	SKOKIAAN—Four Lads..... Why Should I Love You—Col 40306—ASCAP	15	2
11.	HIGH AND THE MIGHTY—L. Holmes..... Lisa—M-G-M 11761—ASCAP	11	7
12.	I'M A FOOL TO CARE—L. Paul-M. Ford..... Auctioneer—Cap 2839—BMI	12	9
13.	SHAKE, RATTLE AND ROLL—B. Haley..... A B C Boogie—Dec 29204—BMI	22	4
14.	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters..... Heavenly Feeling—Coral 61187—BMI	10	11
15.	IF I GIVE MY HEART TO YOU—D. Lor..... Hello Darling—Major 27—ASCAP	29	2
16.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This—V 20-5830—ASCAP	23	2
17.	SH-BOOM—Chords..... Little Maiden—Cat 104—BMI	17	11
19.	HEY, THERE—S. Davis Jr..... And This Is My Beloved—Dec 29199—ASCAP	16	4
18.	THEY WERE DOING THE MAMBO—V. Monroe..... Mister Sandman—V 20-5767—ASCAP	14	6
20.	HERNANDO'S HIDEAWAY—A. Bleyer..... S'il Vous Plait—Cadence 1241—ASCAP	13	16
21.	SWAY—D. Martin..... Money Burns a Hole in My Pocket—Cap 2818—BMI	25	8
22.	CINNAMON SINNER—T. Bennett..... Take Me Back Again—Col 40272—BMI	27	6
23.	IF I GIVE MY HEART TO YOU—Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	—	1
24.	SKOKIAAN—Bulawayo Sweet Rhythm Boys..... In the Mood—London 1491—ASCAP	21	3
25.	WHAT A DREAM—P. Page..... I Cried (30)—Mercury 70416—BMI	18	5
26.	LITTLE SHOEMAKER—H. Winterhalter..... Magic Tango—V 20-5769—ASCAP	19	9
27.	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	—	1
28.	CARA MIA—D. Whitfield..... How, When or Where—London 1486—ASCAP	30	4
28.	THREE COINS IN THE FOUNTAIN—Four Aces..... Wedding Bells (Are Breaking Up That Old Gang of Mine) Dec 29123—ASCAP	20	17
30.	I CRIED—P. Page..... What a Dream—(25)—Mercury 70416—ASCAP	—	1

## • This Week's Best Buys

MAMA, DON'T CRY AT MY WEDDING (Acuff-Rose, BMI) — Joni James — M-G-M 11902

Since release this disk has been moving at a highly profitable rate and is still climbing rapidly toward the charts. "Mama" was reported strong in New York, Philadelphia, Buffalo, Chicago, Milwaukee, St. Louis, Richmond and Durham. Other cities returning good reports included Boston, Providence and Cleveland. Flip is "Pa Pa Pa" (Brandom, ASCAP). A previous Billboard "Spotlight" pick.

OOP SHOOP (Flair, BMI) — Crewcuts — Mercury 70443

While still holding down the No. 1 spot on the national retail and juke charts with their "Sh-Boom," the Crewcuts are pushing their latest release up the lists with impressive speed. Territories that rated the disk good or strong in its first week included Boston, New York, Philadelphia, Pittsburgh, Cleveland, Chicago, St. Louis, Durham and Los Angeles. Flip is "Do Me Good, Baby" (Meridian, BMI). A previous Billboard "Spotlight" pick.

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

**Please send**

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

Foreign Rate.....\$20

Payment enclosed



Name .....

Title or position .....

Company .....

Nature of business .....

Address .....

City, zone, state .....

The Billboard • 2160 Patterson St. • Cincinnati 22, Ohio 797

## • Most Played in Juke Boxes

For survey week ending September 1

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

This Week		Last Week	Weeks on Chart
1.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	1	8
2.	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	3	6
3.	LITTLE SHOEMAKER—Gaylords..... Mecque, Mecque—Mercury 70403—ASCAP	4	9
4.	LITTLE THINGS MEAN A LOT—K. Kallen..... I Don't Think You Love Me Anymore—Dec 29037—ASCAP	2	18
5.	THIS OLE HOUSE—R. Clooney..... Hey There—Col 40266—BMI	7	5
6.	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen..... Take Everything But You—Dec 29130—ASCAP	6	7
6.	I'M A FOOL TO CARE—L. Paul-M. Ford..... Auctioneer—Cap 2839—BMI	9	7
8.	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters..... Heavenly Feeling—Coral 61187—BMI	10	7
8.	THREE COINS IN THE FOUNTAIN—Four Aces..... Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	5	17
10.	SH-BOOM—Chords..... Little Maiden—Cat 104—BMI	11	9
11.	HERNANDO'S HIDEAWAY—A. Bleyer..... S'il Vous Plait—Cadence 1241—ASCAP	8	15
12.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This—V 20-5830—ASCAP	20	2
13.	THEY WERE DOING THE MAMBO—V. Monroe..... Mister Sandman—V 20-5767—ASCAP	14	4
14.	I UNDERSTAND JUST HOW YOU FEEL—Four Aces..... Sugar Lump—Jubilee-5132—ASCAP	12	14
15.	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	19	2
16.	I CRIED—P. Page..... What a Dream—Mercury 70416—ASCAP	13	4
17.	LITTLE SHOEMAKER—H. Winterhalter..... Magic Tango—V 20-5769—ASCAP	18	9
17.	DREAM—Four Aces..... It Shall Come to Pass—Dec 29217—ASCAP	17	2
17.	HIGH AND THE MIGHTY—V. Young..... Moonlight and Roses—Dec 29203—ASCAP	15	3
20.	WHAT A DREAM—P. Page..... I Cried—Mercury 70416—BMI	—	1

## • Most Played by Jockeys

For survey week ending September 1

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

This Week		Last Week	Weeks on Chart
1.	SH-BOOM—Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	1	10
2.	HEY, THERE—R. Clooney..... This Ole House—Col 40266—ASCAP	2	8
3.	LITTLE SHOEMAKER—Gaylords..... Mecque, Mecque—Mercury 70403—ASCAP	4	11
4.	HIGH AND THE MIGHTY—L. Baxter..... More Love Than Your Love—Cap 2845—ASCAP	6	6
5.	LITTLE THINGS MEANS A LOT—K. Kallen..... I Don't Think You Love Me Anymore—Dec 29037—ASCAP	3	22
6.	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen..... Take Everything But You—Dec 29130—ASCAP	5	9
7.	SKOKIAAN—R. Marterie..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	9	3
8.	I'M A FOOL TO CARE—L. Paul-M. Ford..... Auctioneer—Cap 2839—BMI	7	9
9.	THIS OLE HOUSE—R. Clooney..... Hey There—Col 40266—BMI	12	6
10.	WHAT A DREAM—P. Page..... I Cried—Mercury 70416—BMI	16	3
11.	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This—V 20-5830—ASCAP	—	1
12.	THEY WERE DOING THE MAMBO—V. Monroe..... Mister Sandman—V 20-5767—ASCAP	15	4
13.	HERNANDO'S HIDEAWAY—A. Bleyer..... S'il Vous Plait—Cadence 1241—ASCAP	13	17
14.	SKOKIAAN—Four Lads..... Why Should I Love You?—Col 40306—ASCAP	—	1
15.	LITTLE SHOEMAKER—H. Winterhalter..... Magic Tango—V 20-5769—ASCAP	10	9
16.	HEY, THERE—S. Davis Jr..... And This Is My Beloved—Dec 29199—ASCAP	—	2
17.	GOODNIGHT SWEETHEART, GOODNIGHT—McGuire Sisters..... Heavenly Feeling—Coral 61187—BMI	13	7
18.	CINNAMON SINNER—T. Bennett..... Take Me Back Again—Col 40272—BMI	8	4
18.	HIGH AND THE MIGHTY—L. Holmes..... Lisa—M-G-M 11761—ASCAP	11	4
20.	HIGH AND THE MIGHTY—V. Young..... Moonlight and Roses—Dec 29203—ASCAP	18	4
20.	IF I GIVE MY HEART TO YOU—C. Boswell..... Tennessee—Dec 29148—ASCAP	—	1

# IN THE SMALL TOWNS—IN THE BIG CITIES—DEALERS ARE SELLING AND PEOPLE ARE BUYING THE PHENOMENAL EP'S & LP'S IN THE JUBILEE CATALOG

## JUBILEE LP CATALOG

**LP 1 SOPHISTICATED SONGS by . . . NAN BLACKSTONE**

**LP 6 STAN RUBIN and his TIGERTOWN FIVE—Vol. 3**  
*After You've Gone—Saint James Infirmary Blues—Ballin' The Jack—San—Tiger Rag—As Long As I Live—Margie*

**LP 2 PARDON MY BLOOPER—Vol. 1**  
**LP 3 PARDON MY BLOOPER—Vol. 2**  
*Radio and TV's most Hilarious Boners*

**LP 7 CONRAD JANIS and his "TAILGATERS"**  
*Snag It—When The Saints Go Marching In—South Rampart St. Parade—Milenberg Jox—St. James Infirmary Blues—Waiting For the Robt. E. Lee*

**LP 4 STAN RUBIN and his TIGERTOWN FIVE—Vol. 1**  
*Royal Garden Blues—Mississippi Mud—Panama—Tiger Rag—Muskrat Ramble—The Saints—Tin Roof Blues—Dixieland One-Step—Yes, Sir! That's My Baby*

**LP 8 LOU STEIN'S "SIX FOR KICKS"**  
*I Should Care—The Pendulum—That Old Feeling—Wailin' The Blues—Don't Worry About Me—Lou's Blues—When Your Lover Has Gone—The Skull*

**LP 5 STAN RUBIN and his TIGERTOWN FIVE—Vol. 2**  
*Dixie—Basin St. Blues—Blues My Naughty Sweetie Gives to Me—That's A Plenty—Fair Jenny's Lament—World Is Waiting For the Sunrise*

**LP 9 MUSIC TO "BEAT BY" with JIMMY VALENTINE'S ALL-STARS**  
*I Know You Much Too Well—Wat'cha Thinkin' Baby—Tompkins Cove—Let Well Enough Alone—Pennsylvania Turnpike—Jimmy's Blues—One Stop Boogie—It's My Turn*

## JUBILEE EP CATALOG

**EP5000—THE ORIOLES SING—Vol. 1**  
*Too Soon to Know—Tell Me So—Forgive and Forget—At Night*

**EP5001—DANCE TIME with JIMMY VALENTINE'S ALL-STARS**  
*I Know You Much Too Well—Wat'cha Thinkin' Baby—Tompkins Cove—Let Well Enough Alone*

**EP5002—DICK FREITAS plays "ORIGINALS BY FREITAS"**  
*Vanity—Zip—Barnyard Jamboree—Balerico*

**EP5003—BUDDY LUCAS PLAYS TENOR (Organ & Guitar accomp.)**  
*Because—Diane—I'll Never Smile Again—Mémories*

**EP5004—LOUIS PRIMA PLAYS AND SINGS**  
*Man, Dig That Crazy Chick—Please No Squeeze Da Banana—Non'cha Shame—Robin Hood*

**EP5005—COMEDY with LEE TULLY**  
*Essen, Parts 1 & 2—Today I Am a Man—Buck From Kentuck'*

**EP5006—BALLADS BY BELAFONTE**  
*Simple, Simple, Simple—Annabelle Lee—Venezuela—Only One Like Me*

**EP5007—JUNE NELSON SINGS CALYPSO**  
*Tomato—Shh, Don't Wake the Neighbor Next Door—Gumbo Lay Lay*

**EP5008—BENNIE GREEN PLAYS JAZZ**  
*La Vie En Rose—Our Very Own—Lowland Bounce—Blues Is Green*

**EP5009—THE IMMORTAL WILLIE HOWARD**  
*Professor Pierre Marquette—The French Lesson*

**EP5010—CONSOLE MOODS with LARRY JOHNSON**  
*Smoke Gets in Your Eyes—Jitterbug Waltz—Stardust—Blue Moon*

**EP5011—PARDON MY BLOOPER—Vol. 1**

**EP5012—PARDON MY BLOOPER—Vol. 2**

**EP5013—STAN RUBIN & HIS TIGERTOWN FIVE**  
*The Saints—Tin Roof Blues—The Dixieland One-Step—Yes, Sir! That's My Baby*

**EP5014—STAN RUBIN & HIS TIGERTOWN FIVE**  
*Royal Garden Blues—Panama—Mississippi Mud—Tiger Rag*

**EP5015—STAN RUBIN & HIS TIGERTOWN FIVE**  
*That's A Plenty—The World Is Waiting for the Sunrise—Basin St. Blues—Blues My Naughty Sweetie Gives to Me*

**EP5016—STAN RUBIN & HIS TIGERTOWN FIVE**  
*Muskrat Ramble—As Long as I Live—Tiger Rag—Ballin' the Jack*

**EP5017—STAN RUBIN & HIS TIGERTOWN FIVE**  
*St. James Infirmary Blues—San—After You've Gone—Margie*

**EP5018—CONRAD JANIS & THE "TAILGATERS"**  
*Tailgate Blues—Eh Le Bas—When the Saints Go Marching In*

**EP5019—CONRAD JANIS & THE TAILGATERS**  
*Snag It—Waiting for the Robt. E. Lee—So, Rampart St. Parade*

**EP5020—LOU STEIN'S "SIX FOR KICKS"**  
*That Old Feeling—Wailin' the Blues—I Should—I Should Care—The Pendulum*

**EP5021—LOU STEIN'S "SIX FOR KICKS"**  
*Don't Worry About Me—Lou's Blues—When Your Lover Has Gone—The Skull*

**EP5022—MUSIC TO "BEAT BY" with JIMMY VALENTINE'S ALL-STARS**  
*Pennsylvania Turnpike—Jimmy's Blues—One-Stop Boogie—It's My Turn*

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SP900 78x45

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**WILL JORDAN**

**jubilee**  
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## BILLY ECKSTINE

**You Leave Me** | **OLAY, OLAY**  
**Breathless** | **(The Bullfighter's Song)**

MGM 11803 • K 11803

### FRAN WARREN

**THE MAN  
THAT GOT  
AWAY**

and  
**LOVE ME, LOVE**  
MGM 11769 • K 11769

### BOB STEWART

**SAID** | **DANCE  
OF THE  
HOURS**

MGM 11795 • K 11795

### THE ELLIOTT BROS. (Lloyd & Bill) and their Orchestra

**LONESOME  
POLECAT** | **HINDUSTAN**  
MGM 11804 • K 11804

### TED WEEMS and his Orchestra

**POLKA DOT** | **I NEVER  
RAIN** | **KNEW**  
MGM 11806 • K 11806

### FRANK PETTY TRIO

**MR. POGO** | **SUNDAY**  
MGM 11809 • K 11809

### DOREEN DAVIS

**GONNA  
DO IT  
TONIGHT** | **WISH ME  
WELL**  
MGM 11810 • K 11810

### RHYTHM and BLUES JOHNNY OLIVER

**ALL I  
HAVE  
IS YOU** | **SING  
THE  
BLUES**  
MGM 11827 • K 11827

### MAMIE (Miss Good Blues) THOMAS

**MISS  
GOOD  
BLUES** | **USE WHAT  
I'M  
USIN'**  
MGM 11826 • K 11826

### BOBBY PRINCE

**ONE SWEET  
KISS** | **I'LL BE  
SATISFIED**  
MGM 11828 • K 11828

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**LEROY  
HOLMES** and  
his  
Orchestra  
**THE HIGH and the MIGHTY**  
Whistling  
FRED LOVELLY



Sound Track Hit  
**REAR  
WINDOW  
THEME**



MGM 11761 • K 11761

### BETTY MADIGAN



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

### THE WRIGHT BROTHERS

**IF I GIVE MY  
HEART TO YOU** | **LONESOME**

MGM 11776 • K 11776

### THE VOICES THREE

**DEVIL LIPS** DOES YOUR  
HEART  
BEAT FOR  
ME

MGM 11793 • K 11793

INTRODUCING

### AL VINO

Singing

**I HEARD  
YOU CRIED  
LAST NIGHT  
(and So Did I)**

**ONDINE**

MGM 11805 • K 11805

## M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 35, N.Y.

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending September 1

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

#### Atlanta

1. Hey, There, R. Clooney, Col.
2. High and the Mighty, L. Baxter, Cap.
3. Skokiaan  
Bulawayo Sweet Rhythm Boys, Lon.
4. Cinnamon Sinner, T. Bennett, Col.
5. Hold My Hand, D. Cornell, Cor.
6. Sh-Boom, Crew Cuts, Mer.
7. In the Chapel in the Moonlight  
K. Kallen, Dec.
8. I'm a Fool to Care  
L. Paul & M. Ford, Cap.

#### Balti.-Wash.

1. Hey, There, R. Clooney, Col.
2. Skokiaan, R. Marterie, Mer.
3. Sh-Boom, Crew Cuts, Mer.
4. In the Chapel in the Moonlight  
K. Kallen, Dec.
5. Little Things Mean a Lot  
K. Kallen, Dec.
6. This Ole House, R. Clooney, Col.
7. Little Shoemaker, Gaylords, Mer.
8. Little Shoemaker, H. Winterhalter, V.
9. I Need You Now, E. Fisher, V.
10. I'm a Fool to Care  
L. Paul & M. Ford, Cap.

#### Boston

1. Hey, There, R. Clooney, Col.
2. Skokiaan, Four Lads, Col.
3. High and the Mighty  
L. Holmes, M-G-M.
4. If I Give My Heart to You  
Doris Day, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. This Ole House, R. Clooney, Col.
7. Little Shoemaker, Gaylords, Mer.
8. In the Chapel in the Moonlight  
K. Kallen, Dec.
9. If I Give My Heart to You  
D. Lor, Mjr.
10. I Need You Now, E. Fisher, V.

#### Buffalo

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hold My Hand, D. Cornell, Cor.
4. Skokiaan, Four Lads, Col.
5. Hey, There, S. Davis Jr., Dec.
6. I Understand Just How You Feel  
J. Valli, V.

#### Chicago

1. If I Give My Heart to You  
D. Lor, Mjr.
2. Hey, There, R. Clooney, Col.
3. Sh-Boom, Crew Cuts, Mer.
4. Shake, Rattle and Roll  
B. Haley, Dec.
5. Skokiaan, R. Marterie, Mer.
6. I Need You Now, E. Fisher, V.
7. High and the Mighty, J. Desmond, Cor.
8. Skokiaan  
Bulawayo Sweet Rhythm Boys, Lon.
9. Little Shoemaker, Gaylords, Mer.
10. High and the Mighty, V. Young, Dec.

#### Cincinnati

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. High and the Mighty, V. Young, Dec.
5. Shake, Rattle and Roll  
B. Haley, Dec.
6. Skokiaan, R. Marterie, Mer.
7. Little Things Mean a Lot  
K. Kallen, Dec.
8. If I Give My Heart to You  
Doris Day, Col.
9. Skokiaan, Four Lads, Col.
10. In the Chapel in the Moonlight  
K. Kallen, Dec.

#### Dallas-Fort Worth

1. Little Shoemaker, Gaylords, Mer.
2. Little Things Mean a Lot  
K. Kallen, Dec.
3. Hey, There, R. Clooney, Col.
4. In the Chapel in the Moonlight  
K. Kallen, Dec.
5. High and the Mighty, V. Young, Dec.
6. Skokiaan, R. Anthony, Cap.
7. High and the Mighty, L. Baxter, Cap.

#### Denver

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. High and the Mighty  
L. Holmes, M-G-M.
5. In the Chapel in the Moonlight  
K. Kallen, Dec.
6. This Ole House, R. Clooney, Col.
7. I Cried, P. Page, Mer.

#### Detroit

1. Skokiaan, R. Marterie, Mer.
2. Cara Mia, D. Whitfield, Lon.
3. Mood Indigo, N. Petty Trio, X

4. Hey, There, R. Clooney, Col.
5. St. Louis Blues Mambo  
R. Maltby, LBX
6. If I Give My Heart to You  
C. Boswell, Dec.
7. Little Shoemaker, Gaylords, Mer.
8. High and the Mighty, V. Young, Dec.
9. I Need You Now, E. Fisher, V.
10. What a Dream, P. Page, Mer.

#### Kansas City

1. Sh-Boom, Crew Cuts, Mer.
2. This Ole House, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. Hey, There, R. Clooney, Col.
5. Hold My Hand, D. Cornell, Cor.
6. High and the Mighty, V. Young, Dec.
7. I Cried, P. Page, Mer.
8. What a Dream, P. Page, Mer.

#### Los Angeles

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

#### Milwaukee

1. Hey, There, R. Clooney, Col.
2. Skokiaan, R. Marterie, Mer.
3. Fortune in Dreams, K. Starr, Cap.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, Four Lads, Col.
6. Cara Mia, D. Whitfield, Lon.
7. Little Shoemaker, Gaylords, Mer.
8. If I Give My Heart to You  
Doris Day, Col.
9. I Need You Now, E. Fisher, V.

#### Minn.-St. Paul

1. Skokiaan, R. Marterie, Mer.
2. Sh-Boom, Crew Cuts, Mer.
3. Hey, There, R. Clooney, Col.
4. Mood Indigo, N. Petty Trio, X
5. This Ole House, R. Clooney, Col.
6. Little Shoemaker, Gaylords, Mer.
7. High and the Mighty  
L. Holmes, M-G-M
8. Skokiaan  
Bulawayo Sweet Rhythm Boys, Lon.
9. Cinnamon Sinner, T. Bennett, Col.

#### New Orleans

1. Hey, There, R. Clooney, Col.
2. In the Chapel in the Moonlight  
K. Kallen, Dec.
3. Sh-Boom, Crew Cuts, Mer.
4. Little Shoemaker, Gaylords, Mer.
5. If I Give My Heart to You  
Doris Day, Col.
6. Goodnight, Sweetheart, Goodnight  
McGuire Sisters, Cor.
7. High and the Mighty, L. Baxter, Cap.
8. High and the Mighty, V. Young, Dec.
9. Rain, Rain, Rain, F. Laine, Col.

#### New York

1. Sh-Boom, Crew Cuts, Mer.
2. Little Shoemaker, Gaylords, Mer.
3. Hey, There, R. Clooney, Col.
4. Hey, There, S. Davis Jr., Dec.
5. Smile, S. Gale, V.
6. Little Things Mean a Lot  
K. Kallen, Dec.
7. Hernando's Hideaway, A. Bleyer, Cdc.
8. In the Chapel in the Moonlight  
K. Kallen, Dec.
9. Skokiaan, R. Marterie, Mer.
10. They Were Doing the Mambo  
V. Monroe, V.

#### Philadelphia

1. If I Give My Heart to You  
D. Lor, Mjr.
2. Hey, There, S. Davis Jr., Dec.
3. Sh-Boom, Crew Cuts, Mer.
4. Little Things Mean a Lot  
K. Kallen, Dec.
5. Hey, There, R. Clooney, Col.
6. Skokiaan, Four Lads, Col.
7. In the Chapel in the Moonlight  
K. Kallen, Dec.
8. Shake, Rattle and Roll  
B. Haley, Dec.
9. Skokiaan, R. Marterie, Mer.
10. Sh-Boom, Chords, Cat

#### Pittsburgh

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. Skokiaan, Four Lads, Col.

(Continued on page 44)

# Joni James

## "MAMA, DON'T CRY AT MY WEDDING"

C/W

"PA PA PA"

MGM-11802

(K-11802)



**M-G-M RECORDS**  
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"GRANDPA'S ROCKER"

**carroll**

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**WITH A SMASH MONEY HIT!**

**'IN A LITTLE SPANISH TOWN'**

**Featuring The Alto Sax**

COUPLED WITH

**'BUMPTY BUMP'**

MERCURY 70444 · 70444X45



**A SENSATIONAL NEW HIT BY**



**RUSTY**

**DRAPER**

**'THE  
MAGIC  
CIRCLE'**

coupled with

**"MUSKRAT RAMBLE"**

MERCURY 70446 • 70446X45





HIS GREATEST RECORD!...

JOHNNIE RAY

*Singing*

*The Original!*

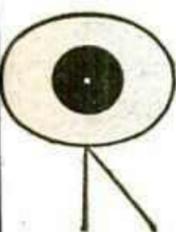
PAPA  
LOVES  
MAMBO



and  
THE ONLY GIRL I'LL EVER LOVE

COLUMBIA 40324

COLUMBIA RECORDS



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# Tony Bennett

*Comes Smashing through again with another Columbia pop hit*

MADONNA,  
MADONNA

NOT  
AS A

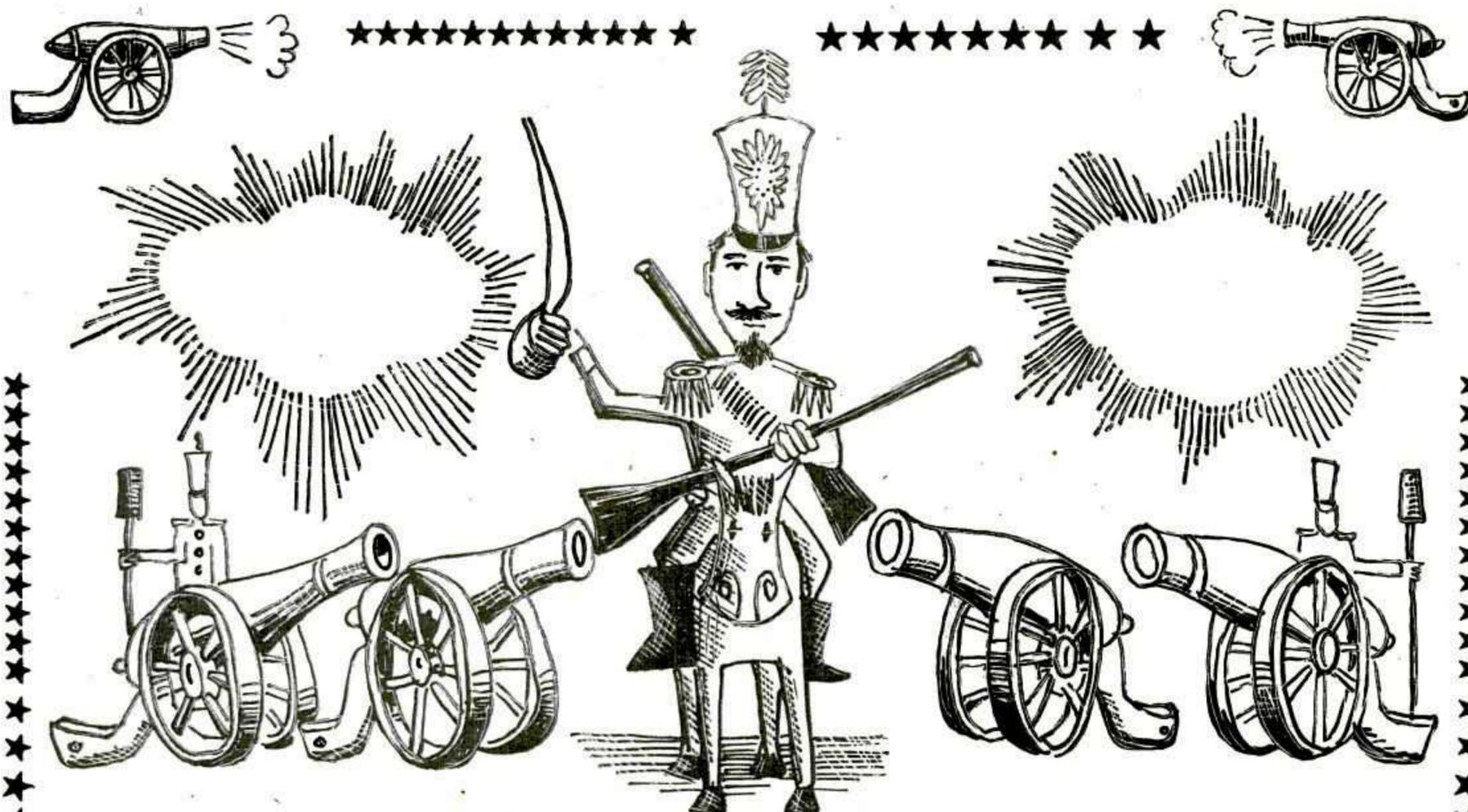
STRANGER



with **PERCY FAITH**  
and his Orchestra

COLUMBIA 40311 • 4-40311





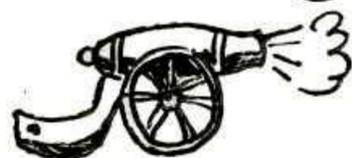
**HITS? ARE YOU KIDDING? THIS IS A**

# **BOMBARDMENT**

- |   |   |  |
|---|---|--|
| <p>1. <b>ROSEMARY CLOONEY</b><br/>Hey There<br/>This Ole House</p> <p>2. <b>TONY BENNETT</b><br/>Cinnamon Sinner<br/>Take Me Back Again</p> <p>3. <b>FRANKIE LAINE</b><br/>Rain, Rain<br/>Your Heart—My Heart</p> <p>4. <b>JO STAFFORD</b><br/>Nearer My Love to Me<br/>The Temple of an Understanding<br/>Heart</p> <p>5. <b>FOUR LADS</b><br/>Skokiaan<br/>Why Should I Love You?</p> | <p>6. <b>DORIS DAY</b><br/>If I Give My Heart to You<br/>Anyone Can Fall in Love</p> <p>7. <b>MITCH MILLER</b><br/>Sabrina<br/>Wooden Shoes and Happy Hearts</p> <p>8. <b>PERCY FAITH</b><br/>Song for Sweethearts<br/>Bubbling Over</p> <p>9. <b>PAUL WESTON</b><br/>Champagne Wine<br/>Bimbo</p> <p>10. <b>SAMMY KAYE</b><br/>Sentimental<br/>If We Should Never Meet Again</p> | <p>11. <b>JOHNNIE RAY</b><br/>Papa Loves Mambo<br/>The Only Girl I'll Ever Love</p> <p>12. <b>GUY MITCHELL</b><br/>Kansas City<br/>You've Ruined Me</p> <p>13. <b>LIBERACE</b><br/>Polanaise<br/>Liebestraum</p> <p>14. <b>ARTHUR GODFREY</b><br/>Count Your Blessings Instead of<br/>Sheep<br/>Lazy Bones</p> <p>15. <b>RED BUTTONS</b><br/>Swedish Rhapsody<br/>Daniel, the Cocker Spaniel</p> |
|---|---|--|

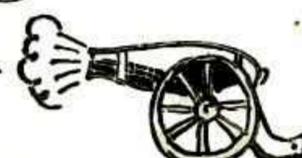
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A Division of the Columbia Broadcasting System, Inc.



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Clever Ad-lib  
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I Can't Believe  
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by JIMMY McHUGH and CLARENCE GASKILL  
**MILLS MUSIC, INC.**  
Recorded On All Major Labels

## THE HIGH AND THE MIGHTY

M. WITMARK  
& SONS



## The Billboard Music Popularity Charts

# POPULAR RECORDS

### • Review Spotlight on . . . RECORDS

**ROSEMARY CLOONEY**  
*Love, You Didn't Do Right by Me* (Berlin, ASCAP)  
*Clooney Sisters* (Berlin, ASCAP)—Columbia 40305—  
The warm-voiced thrush comes thru with a winning  
reading of a tender new Irving Berlin ballad from the  
forthcoming flick "White Christmas" on the topside.  
The flip, a cute novelty from the same movie, features  
Rosie and sister Betty singing together. Strong wax  
here.

**PERRY COMO**  
*Papa Loves Mambo* (Shapiro-Bernstein, ASCAP)—  
RCA Victor 5857—A litting and engaging mambo effort  
is handed a relaxed reading by the golfer, over a  
swinging Mitch Ayres ork backing. Good change-of-  
pace for Perry. Flip is "The Things I Didn't Do"  
(Hill & Range, BMI).

**THE CHORDS**  
(See Rhythm and Blues "Review Spotlight").

### • Reviews of New Pop Records

**CREWCUTS**  
*Oop-Shoop* . . . . . 88  
MERCURY 70443—A Billboard  
"Spotlight" 9-4-'54. (Flair, BMI)  
*Do Me Good Baby* . . . . . 85  
A Billboard "Spotlight" 9-4-'54.  
(Meridian, BMI).

**TONY BENNETT**  
*Not as a Stranger* . . . . . 87  
COLUMBIA 40311—A Billboard  
"Spotlight" 9-4-'54. (Blount, ASCAP)  
*Madonna, Madonna* . . . . . 85  
A Billboard "Spotlight" 9-4-'54.  
(Joy, ASCAP)

**DEAN MARTIN**  
*One More Time* . . . . . 87  
CAPITOL 2911—A Billboard "Spot-  
light" 9-4-'54. (Hill & Range, BMI)  
*Try Again* . . . . . 78  
Martin warbles a pretty ballad with  
his usual aplomb, but flip is stronger.  
(Bradshaw, BMI)

**TONY MARTIN**  
*Uno* . . . . . 84  
V 5841—A Billboard "Spotlight"  
9-4-'54. (Peer, BMI)  
*Let's Try Again* . . . . . 78  
Martin and a vocal group are teamed  
in a slick reading of an attractive  
new bounce item. Strong orking and  
the performance make this a good  
bet to get plenty of action. (Feist,  
ASCAP)

**JANE RUSSELL, RHONDA FLEMING,  
CONNIE HAINES, BERYL DAVIS,  
LYN MURRAY**  
*Give Me That Old-Time Religion* . . . . . 80  
CORAL 61243—This quartet reading  
of the familiar sacred opus should  
get plenty of action for the girls.  
The "Do Lord" disk turned out by a  
similar group on the label last year did  
just fine. This could click with  
enough attention. (P.D.)  
*Jacob's Ladder* . . . . . 71  
The four Hollywood movie and music  
names turn in a slick reading of a  
most attractive piece of religious ma-  
terial. It's done softly, moodily and  
reverently and deserves plenty of at-  
tention. (P.D.)

**RUSTY DRAPER**  
*Muskrat Rumble* . . . . . 80  
MERCURY 70446—This oldie is hot  
again right now, and Draper wraps it  
up with plenty of bounce and rhythm.  
(Geo. Simon, ASCAP)  
*The Magic Circle* . . . . . 78  
An interesting march-tempo ditty sung  
with spirit. It could be a sleeper.  
(Laurel, ASCAP)

**BETTY MADIGAN**  
*Always You* . . . . . 79  
M-G-M 11812—The canary clicked  
big with "Joey"; so her latest disk  
has a ready-made audience. This  
side is a Spanish-type melody, sung

with sweet simplicity and nice phras-  
ing.  
**That Was My Heart You Heard** . . . . . 72  
This is an appealing tune, but it calls  
for a big voice and Betty Madigan's  
delicate piping isn't strong enough to  
be fully effective on the song. She's  
better on the flip.

**DICK HYMAN TRIO**  
*East of the Sun* . . . . . 75  
M-G-M 11811—Ops should go big for  
this big-beat reading of the oldie.  
Hyman's success in the past with  
similar stuff bodes well for this  
latest.  
*Cecilia* . . . . . 75  
Another good standard ditty gets the  
same kind of performance.

**MARGARET WHITING**  
*All There Is and Then Some* . . . . . 74  
CAPITOL 2913—Ditty written by  
Ross Bagdasarian (writer of "Come  
On-a My House") gets a moving  
country reading by Miss Whiting.  
Jocks could make good use of it.  
(Frank, ASCAP)  
*Can This Be Love?* . . . . . 72  
This is the lovely new tune which  
Miss Whiting sings in the film "Fresh  
From Paris." It's a smooth reading  
of a fine little tune. (Mills, ASCAP)

**DIANA COUPLAND-  
HOLLAND STREET ORGAN**  
*Johnny Come Home* . . . . . 74  
M-G-M 30859—Waltz item from the  
upcoming flick "Betrayed" could  
break thru for a big hit if the tune  
gets a big send-off in the film. Here's  
the sound track etching—one side  
done by a calliope-like street organ  
and the other sung by Miss Coupland,  
who's the Lana Turner voice in the  
film. Watch it.

**LU ANN SIMMS**  
*Boy Wanted* . . . . . 74  
COLUMBIA 40297—The Arthur God-  
frey singer warbles an okay version  
of a Bob Merrill tune, with cute  
lyrics about a baby-sitter advertising  
for a boy friend. (Joy, ASCAP)  
*You Can't Measure My Love* . . . . . 70  
A quiet ballad sung with pleasant  
simplicity. However, flip is better for  
canary's pert style. (Porgie, BMI)

**JEAN STRANGE**  
*If You See Me Crying* . . . . . 74  
DOT 15222—Miss Strange, an up-  
and-coming Middle-Western vocalist,  
debuts on disks with a sentimental  
ballad well suited to her voice and  
style. The ingratiating melody, quietly  
and tastefully backed by the Lew  
Douglas ork, ought to win over  
many customers. A possible "sleeper."  
(Studio, BMI)  
*Speak With Your Heart* . . . . . 70  
To a more lively tango rhythm, the  
songstress convincingly pleads with  
her lover for sincerity. Tune is pleas-  
ant and makes an appealing bit of  
material for Miss Strange. (Cadillac,  
ASCAP)

**BOB DINI**  
*By Now* . . . . . 73  
CORAL 61244—Dini turns in a most  
attractive performance on a neat bal-  
lad. The guy will undoubtedly be  
compared with Eddie Fisher—a point  
which should get extra spins for the  
disk. (Sheldon, BMI)  
*Close to You* . . . . . 73  
A very familiar melody line and a  
simple lyric make this a likely item  
to get deejay attention for the label's

new chanter who has stirred up some  
talk in the past. (Pickwick, ASCAP)

**GEORGE WILLIAMS ORK**  
*Saturday Night Function* . . . . . 73  
CORAL 61242—This rhythm tune has  
an infectious beat and a metallic-  
toned vocal by Cathy Ryan. Good  
for the coin boxes. (Sheldon, BMI)  
*Soft Touch* . . . . . 69  
A bouncy instrumental with a dance-  
able beat which should please the  
teen-age set. (BMI)

**RAY ALLEN TRIO**  
*Love My Love* . . . . . 73  
KING 1383—An effectively harmon-  
ized reading of a pretty ballad whose  
melody sticks easily in the memory.  
The market for vocal groups being  
what it is these days, this should  
have a good commercial potential.  
(Jay & Cee, BMI)  
*Why Should I Love You?* . . . . . 68  
A less effective performance here.  
(Skylark, ASCAP)

**PATTI JEROME**  
*Too Young to Die* . . . . . 73  
JUBILEE 5150—Miss Jerome has  
come up with a fine vehicle that suits  
her voice and personality. Singing in  
a saucy, tongue-in-cheek style, she  
pours on the warmth that will win  
over the jockeys, and customers who  
are exposed to this disk. (Acuff-  
Rose, BMI)  
*Just a Friendly Hello* . . . . . 70  
Another performance noteworthy for  
its presence and command of material.  
The Eddie Wilcox ork provides  
a solid rhythmic backing on both  
sides. (Jubilee, ASCAP)

**THE FOUR JOKERS**  
*Caring* . . . . . 73  
M-G-M 11815—M-G-M's new vocal  
group shows plenty of promise on  
their first disk. This side features  
superior blend work on a catchy tune.  
*Tell Me Now* . . . . . 70  
The Four Jokers, Arthur Godfrey  
"Talent Scout" winners, wrap up  
another pretty song in commendable  
style.

**MADDY RUSSELL**  
*No One Came to My Party* . . . . . 72  
CADENCE 1246—Maddy Russell  
bemoans the fact that her beau ne-  
glected to call. Weeper is tuneful,  
and the gal projects the lonely mood ably.  
Lovesick kids may take to it. (Redd  
Evans, ASCAP)  
*Someone at Last* . . . . . 67  
Tune is from the Warner's flick, "A  
Star Is Born." It's handled gently in  
warm fashion by the thrush. (Harwin,  
ASCAP)

**PEE WEE HUNT ORK**  
*Help* . . . . . 72  
CAPITOL 2912—The Hunt fans—and  
there are plenty—will probably want  
this bouncy item done in the combo's  
usual style. Good listening. (Mont-  
clare, BMI)  
*Walkin' Along* . . . . . 70  
More of the same here. (Hill &  
Range, BMI)

**GEORGE CATES ORK**  
*I'm Learning to Live Without You* . . . . . 72  
CORAL 61241—This pop disk, with  
an okay warbling job by a gal trio,  
The Dreamers, has a strong c.&w.  
flavor and might move in both  
markets. (Wakeley, BMI)  
*The Song That Broke My Heart* . . . . . 70  
Same comment. (Broadcast, BMI)

**KEN GRIFFIN**  
*In the Chapel in the Moonlight* . . . . . 72  
COLUMBIA 40303—An okay organ  
instrumental cover-job which should  
fare well in strength of Griffin's  
strong personal following. (Shapiro-  
Bernstein, ASCAP)  
*Our Favorite Waltz* . . . . . 68  
Same comment. (Windy City, ASCAP)

**THE FOUR ESQUIRES**  
*Little Girl, Little Girl* . . . . . 70  
EPIC 5-9063—Ditty is shaped into a  
bouncy waltz, sung pleasantly by the  
quartet. (Raleigh, BMI)  
*Can't Stop Singing That Song* . . . . . 65  
Pretty little opus has a catchy refrain,  
and the group makes the most of it.  
Should get some spins. (Sheraton,  
BMI)

**LOUIS ARMSTRONG**  
*Skokiaan (Part 1 & 2)* . . . . . 70  
DECCA 29256—There's no doubt that  
the many fans will go for this as they  
do for anything he does. But the  
lateness of this issue, the power of  
the earlier disks and the fact that the  
material isn't sock stuff for the man  
—all these factors may get spins for  
the disk, but not much else. (Shapiro-  
Bernstein, ASCAP)

**BILLY FIELDS**  
*Don't Laugh at Me* . . . . . 70  
(Cause I'm a Fool)  
M-G-M 11819—New baritone has a  
rich, warm tone on a lovely ballad.  
*Thrilled* . . . . . 67  
Another okay warbling job on a  
pretty ballad.

**TONY ALAMO**  
*You're the Sweetest* . . . . . 68  
Sweetheart in the World  
MAJAR 25—Alamo, a well-schooled  
hand singer, does a fine job on this  
lightweight piece of material. (Von  
Tilzer, ASCAP)  
*You're the One in My Heart* . . . . . 68  
More good chanting by Alamo. Tune  
is above average, too. (Nutter, BMI)

**RAY SANTOS ORK**  
*Diga Diga Doo* . . . . . 67  
LLOYDS 113—A good dance instru-  
mental that borrows a solid beat and  
a few arrangement ideas from the  
Latin-American field to revive this  
Fields-McHugh tune as a very attrac-  
tive mambo. Sales will be primarily  
in the pop market. (Mills, ASCAP)  
*Music Makers* . . . . . 63  
Another mambo fashioned out of an  
(Continued on page 50)

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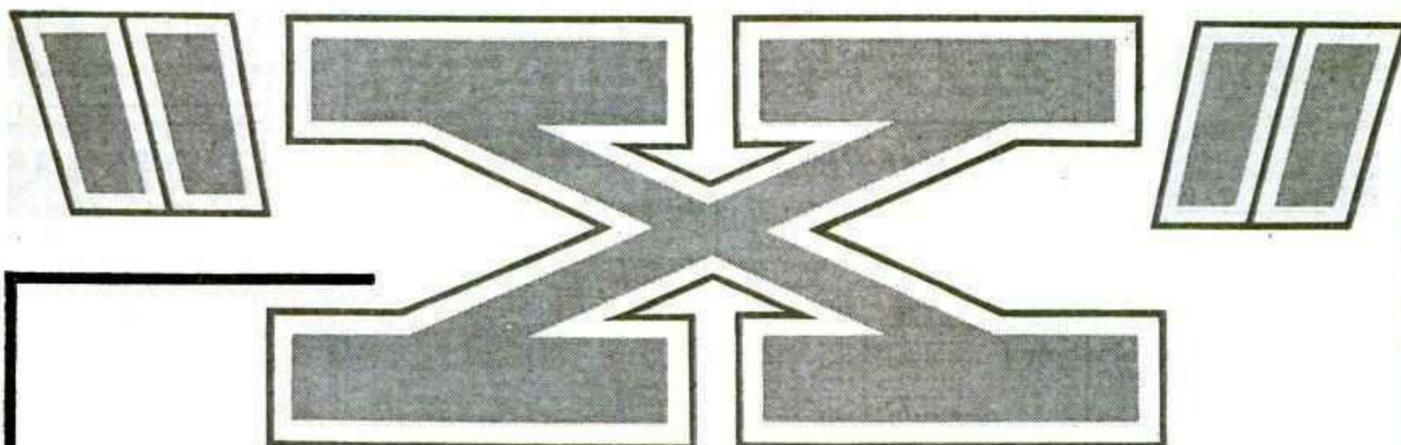
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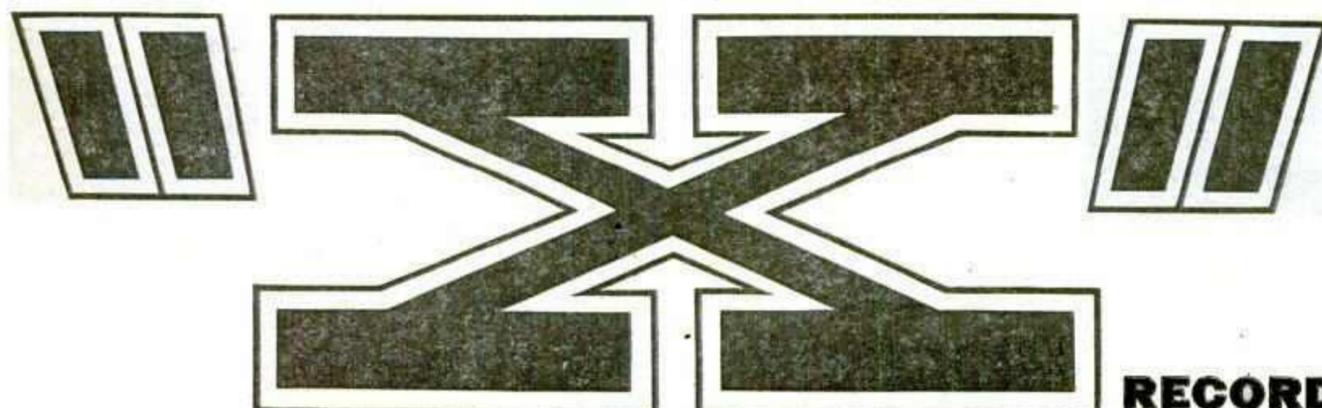
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**RECORDS MARK THE HITS!**

# The Billboard Music Popularity Charts

## POPULAR RECORDS

### Reviews of New Pop Records

Continued from page 48

older pop tune (this one by Harry James). This arrangement features very listenable vibes and brass. Two good dance sides. (Paramount, ASCAP)

**AL VINO**  
I Heard You Cried Last Night...66  
M-G-M 11805—Vino makes his bow on wax with this revival of an attractive older tune. He has a warm baritone voice capable of selling romantic ballads like this convincingly. With more assurance, such as will come with experience, he could develop into a fine stylist. (Porgie, BMI)

**Outline...61**  
An exotic ballad inspired by the Broadway hit of the same name. The arrangement is lush and will appeal to the deejay looking for the unusual. (Mellin, BMI)

**PAT REED**  
When You're in Love...65  
EPIC 5-9069—Pat Reed is heard in a sincere reading of the ballad from "Seven Brides for Seven Brothers." (Robbins, ASCAP)

**We'll Be Together Again...62**  
Ditty with a "tough" melody line is sung ably by Miss Reed. (Marmor, BMI)

**DORI BROOKS**  
More...62  
BENIDA 5018—Her appetite is insatiable, and she pleads for more in a warble that might be more effective as a sight bit. (Omnibus, BMI)

**Johanny, Come Home...60**  
The pleading vocal art of Miss Brooks in a too-dramatic version of the weeper. (Feist, ASCAP)

**THE COPPER KINGS**  
I'm Waiting for You...62  
GILT EDGE 21—Bill Hamilton is the big-voiced chanter who projects the attractive ballad in listenable style. (Four Star, BMI)

**Rio...57**  
Sophisticated Latin opus has a gay beat. (Four Star, BMI)

**THE UNIVERSITY FOUR**  
Bon Voyage...55  
ORIGINAL 510—This male quartet is a group of promise, which, however,

will need stronger material than this to fulfill it. They harmonize competently, but their best efforts fail to sell the tune and lyric. (Citation, BMI)  
For Ever So Long...55  
Same comment. (Citation, BMI)

### Reviews of New Polka Records

**SIX FAT DUTCHMEN**  
Happy Days Are Here Again...72  
V 20-5819—F.D.R.'s old campaign song done in polka tempo by the veteran instrumental group, with German beer garden musical styling. The disk should please its specialized market.  
The Old Bohemian Waltz...72  
Another German beer garden-type ditty in waltz tempo. Same comment on sales potential.

### Number of Releases This Week

Label	Pop	C&W	R&B
ALADDIN	1	1	3
APOLLO	1	1	1
BENIDA	1	1	1
CADENCE	1	1	1
CAPITOL	3	3	1
COLUMBIA	5	2	2
CORAL	4	2	1
DECCA	1	2	1
DOT	1	1	1
EPIC	2	1	1
FOUR STAR	1	1	1
FLAIR	2	1	1
GILT EDGE	1	1	1
GUYDEN	1	1	1
HERALD	1	1	1
IMPERIAL	1	1	1
JUBILEE	1	1	1
KING	1	2	1
LLOYDS	1	1	1
MAJAR	1	1	1
MERCURY	3	1	1
M-G-M	7	1	1
MODERN	1	1	2
ORIGINAL	1	1	1
RAINBOW	1	1	1
RCA VICTOR	1	6	1
STARDAY	1	1	1
TNT	1	1	1
VEE JAY	1	1	2
TOTAL	38	21	16

### Reviews of New Jazz Records

**GERRY MULLIGAN QUARTET**  
Five Brothers...80  
PACIFIC JAZZ 616—The Mulligan original is handed a bright performance, with its happy beat holding the boys together as they take solos with their expected originality. Good for the hip set. (Beechwood, BMI)  
Darn That Dream...74  
A quiet and thoughtful reading of the ballad that collectors will like for its easy listenability. (Bregman, Vocco & Conn, ASCAP)

**SHARKEY**  
Look Sharp—Be Sharp...70  
CAPITOL 12817—Sharkey Bonano and His New Orleans combo deliver the radio-TV commercial opus with the proper two-beat spirit. Disk should attract spins—unless the present legal hassle ties up the ditty. It's a happy performance. (Marlen, ASCAP)

**Saa Sue Strut...70**  
On this side the combo tackles a Wingy Manone instrumental for another good Dixieland reading. (Hanover, ASCAP)

**CLAUDE WILLIAMSON TRIO**  
All God's Chillun Got Rhythm...70  
CAPITOL 12817—Williamson sounds like a pretty hip man at the 88. His work stands out more here than it has on much of the stuff he cut with other groups for the label. Tempo is up, way up, and it's for the piano fans. (Robbins, ASCAP)  
Woody'n' You...70  
More good piano-led combo stuff for the fans of progressive jazz. (Charling, ASCAP)

**BILL HOLMAN OCTET**  
Plain Folks...68  
CAPITOL 12638—Good stuff this, one of the first releases in the label's renewed vigor in the jazz field. The sidemen are West Coast tooters who manage to show up on many a jazz date in California. The mood is a warm one, the combo is smooth and the style is progressive. (Benton, BMI)  
Cousin Jack...68  
More of the same here, tho the tempo is somewhat frantic. (Benton, BMI)

### Reviews of New Sacred Records

**THE JORDANAIREs**  
This Old House...75  
CAPITOL 2915—A rather subdued, but pleasant group vocal treatment of a tune that's going well right now. The disk should catch its share of plays in the sacred field. (Hambela, BMI)  
Be Prepared...74  
A fast-paced sacred item, with nice vocal harmony. (Tree, BMI)

### Reviews of New Spiritual Records

**THE CANDLELIGHT CHORUS**...55  
Heaven...75  
RITA 109—A quiet, sincere evocation of heaven. The group has a good lead singer, a light soprano able to range the scale with little trouble. The backing by chorus and piano, however, lacks spirit.  
When I Wake Up in Glory...25  
A poorly arranged and performed version of this traditional material.

### Reviews of New Latin American Records

**TITO PUENTE ORK**  
Happy Heart...77  
TICO 228—Puente, always in search of new orchestral timbres and tone color combinations sometimes finds them, as here in this unusual composition. Providing a solid foundation for the freewheeling soloists of the Puente ork is his trade-marked mambo beat.  
Ran Kan Kan...75  
This Puente composition is also an imaginative experiment in color contrasts given tremendous drive by a fabulous rhythm section. Basically a mambo, it gives additional kicks to the musician who can recognize the subsidiary intricate rhythm patterns worked out of the primary beat.

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### Folk Talent and Tunes

By BILL SACHS

2160 Patterson, Cincinnati 22

#### YA GOTTA SEE IT TO BELIEVE IT...

When we hit out the other weekend for Nashville to gander the venerable c.&w. grandpappy, WSM's "Grand Ole Opry," on its regular Saturday night stint at Ryman Auditorium there, friends cautioned us: "If you don't see it, you'll never believe it." Never have we been on the receiving end of a greater understatement. What we saw really awed us, and we've been looking at show business in all its phases for nearly 30 years.

After spending most of the day cutting jackpots with the gentlemen who control the destiny of the "Grand Ole Opry," Jim Denny, WSM talent bureau chief; Jack Stapp, WSM program director, and Bill McDaniel, the station's press relations chief, we hied ourself over to the 3,754-seat Ryman Auditorium, which we found jam-packed, with several hundred standing, and with the temperature inside and outside the house ranging close to the 100-degree mark. General admission is 30 cents, with 1,384 seats reserved at 60 cents.

"Grand Ole Opry," now in its 29th year, runs from 7:30 p.m., until midnight, and not a patron budges during the running of the show. Only break comes at 10 p.m., when patrons who have seen a full show are asked to kindly take it on the Duffy to make room for another 1,000 or so loyal fans still lined up outside the building.

A more appreciative audience we've never seen, nor a more dynamic group of c.&w. performers. Chronic beefers on what's wrong with show business should take

this one in. Incidentally, with the thermometer up around the 100 mark, it's also a powerful argument for air-conditioning.

#### KEN SMITH TO PITCH SQUARE-DANCE IDEA...

Ken Smith, of WLW Promotions, Inc., cracked with a new wrinkle at the opening of the Darke County Fair, Greenville, O., August 21, when he put on a mammoth square dance in front of the grandstand during the appearance there of the WLW "Midwestern Hayride." Nearly 1,000 couples participated in the dance held on a 150 by 300-foot portable dance floor set up on the race track. Admission was \$1 a couple. So successful was the venture that Smith plans to make it a regular feature at major Ohio fairs in 1955. The Darke County event is one of the largest county fairs in the nation. "Midwestern Hayride's" regular weekly radio broadcast originated from the Darke County Fairgrounds on the same night, and was followed by the WLW grandstand show, which attracted more than 5,000 customers at 50 cents a head. On the grandstand and radio shows were Bonnie Lou, Zeke and Red Turner, the Geer Sisters, the Trailhands; the Circle C. Boys, with Curley Coldiron, and the Midwesterners, square dancers. Trailhands and the Circle C. Boys played for the jumbo square event, with Ralph Baltes, of Versailles, O., and John H. Grote, Bradford, O., doing the calling. Another WLW unit, led by Wille Thall, played the fair on Monday night (23).

#### PEE WEE KING IN TV FILM FIELD...

Hot on the heels of the news that Eddy Arnold is entering the TV film field with a half-hour series labeled "Eddy Arnold Time," slated for release around the first of the year, comes word from Pee Wee King that his Pee Wee King Enterprises, Louisville, is going TV film with a 15-minute and half hour country music-variety series now in production. Thing has been in the works the last four months, King says, with release date to be announced soon. Pee Wee has been on a busy p.a. sked in recent weeks. On Friday, August 27, he pulled some 4,200 payees in a single performance (Continued on page 54)

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**"My Friend"**. I appreciate the faith you all have placed in me. **"As Far As I'm Concerned"**, I'm proud to be a part of the Ozark Jubilee . . . and **"One By One"** . . . others share this feeling as they drop in to join us in making Springfield the "Crossroads of Country Music."

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The Billboard Music Popularity Chart  
**COUNTRY & WESTERN RECORDS**

**Best Sellers in Stores**

For survey week ending September 1

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

This Week		Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE—H. Snow. My Arabian Baby—V 20-5698—BMI	1	16
2.	ONE BY ONE—K. Wells & R. Foley... I'm a Stranger in My Home—Dec 29065—BMI	2	17
3.	EVEN THO—W. Pierce..... Sparkling Brown Eyes—Dec 29107—BMI	3	15
4.	GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack..... Honey I Need You—V 20-5775—BMI	4	8
5.	LOOKING BACK TO SEE— J. Tubb-G. Hill..... I Miss You So—Dec 29145—BMI	5	11
6.	GO, BOY, GO—C. Smith..... If You Saw Her Through My Eyes— Col 21266—BMI	6	6
7.	THIS OLE HOUSE—S. Hamblen..... When My Lord Picks Up the Phone— V 20-5739—BMI	12	4
8.	SPARKLING BROWN EYES— W. Pierce-Wilburn Brothers..... Even Tho—Dec 29107—BMI	7	14
9.	HEP CAT BABY—E. Arnold..... This is the Thanks I Get—V 20-5805—BMI	9	4
10.	HONKY TONK GIRL—H. Thompson.. We've Gone Too Far—Cap 2823—BMI	15	11
11.	THIS IS THE THANKS I GET— E. Arnold..... Hep Cat Baby—V 20-5805—BMI	11	2
12.	ROSE MARIE—S. Whitman..... We Stood at the Altar—Imperial 8236—ASCAP	10	20
13.	SLOWLY—W. Pierce..... You Just Can't Be True—Dec 28991—BMI	14	32
14.	I REALLY DON'T WANT TO KNOW— E. Arnold..... I'll Never Get Over You—V 20-5525—BMI	13	36
15.	PLACE FOR GIRLS LIKE YOU— F. Young..... In the Chapel in the Moonlight—Cap 2859—BMI	—	1

**Most Played in Juke Boxes**

For survey week ending September 1

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

This Week		Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	1	15
2.	EVEN THO—W. Pierce..... Dec 29107—BMI	3	14
3.	ONE BY ONE—K. Wells-R. Foley..... Dec 29065—BMI	2	14
4.	LOOKING BACK TO SEE— J. Tubb-G. Hill..... Dec 29145—BMI	4	8
5.	ROSE MARIE—S. Whitman..... Imperial 8236—ASCAP	6	18
6.	DON'T DROP IT—T. Fell..... LBX 0010—BMI	9	4
7.	SPARKLING BROWN EYES— W. Pierce-Wilburn Brothers..... Dec 29107—BMI	5	11
7.	HEP CAT BABY—E. Arnold..... V 20-5805—ASCAP	—	1
9.	GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack..... V 20-5775—BMI	7	5
10.	CRY, CRY, DARLING—J. Newman... Dot 1195—BMI	10	4

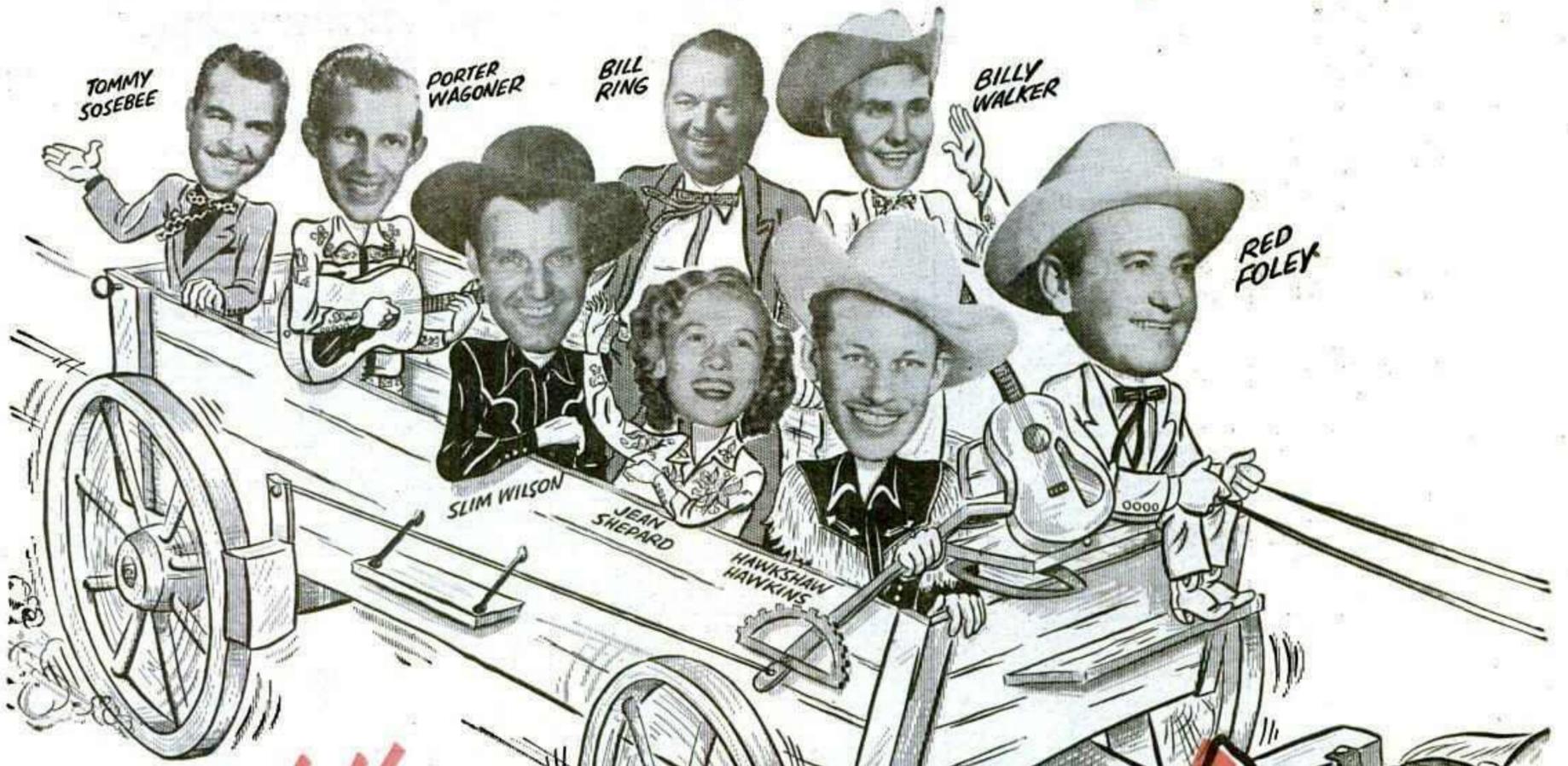
**Most Played by Jockeys**

For survey week ending September 1

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

This Week		Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	1	14
2.	ONE BY ONE—K. Wells-R. Foley..... Dec 29065—BMI	3	14
3.	GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack..... V 20-5775—BMI	4	9
4.	EVEN THO—W. Pierce..... Dec 29107—BMI	2	15
5.	COURTIN' IN THE RAIN—T. T. Tyler. Four Star 1660—BMI	5	9
6.	THIS OLE HOUSE—S. Hamblen..... V 20-5739—BMI	8	2
7.	LOOKING BACK TO SEE— J. Tubb-G. Hill..... Dec 29145—BMI	9	9
8.	GO, BOY, GO—C. Smith..... Col 21266—BMI	7	4
9.	SPARKLING BROWN EYES— W. Pierce-Wilburn Brothers..... Dec 29107—BMI	6	12
10.	THANK YOU FOR CALLING— B. Walker..... Col 21256—BMI	11	12
11.	LOOKING BACK TO SEE— Maxine & J. E. Brown..... Fabor 107—BMI	15	10
11.	YOU CAN'T HAVE MY LOVE— W. Jackson & B. Gray..... Dec 29410—BMI	—	1
13.	THIS IS THE THANKS I GET— E. Arnold..... V 20-5805—BMI	10	3
14.	WHATCHA GONNA DO NOW?— T. Collins..... Cap 2891—BMI	15	2
14.	I REALLY DON'T WANT TO KNOW— E. Arnold..... V 20-5525—BMI	—	30

# We'll all be a'seein' you...



at the

# Ozark Jubilee

IN SPRINGFIELD, MISSOURI  
"CROSSROADS OF COUNTRY MUSIC"

To all of the hundreds of nice folks, whose cooperation and hard work has made, and will continue to make the "Ozark Jubilee" the success it is... our sincere thanks.

"AUNT" MARTHA BATY  
CHUCK BOWERS  
COUNTRY GENTLEMEN  
CROSSROADS GANG  
BUSTER FELLERS  
FOGGY RIVER BOYS  
"GOO-GOO" RUTLEDGE  
SPEEDY HAWORTH  
JIMMY HELM  
BUD ISAACS  
TOMMY JACKSON  
PATSY LEE  
DOC MARTIN  
GRADY MARTIN  
PAUL MITCHELL

BOBBY MOORE  
PENNY NICHOLS  
OKLAHOMA WRANGLERS  
PHILHARMONICS  
PRAIRIE PLAYBOYS  
GEORGE RHODES  
JUDY ROBERTS  
JIMMY SELPH  
PETE STAMPER  
TALL TIMBER TRIO  
ZED TENNIS  
LUKE WARMWATER  
BILL WEBB  
BOB WHITE  
"AUNT" BUNIE WILSON

**Ozark Jubilee - Saturday Night - ABC Network**



# The Billboard Music Popularity Chart COUNTRY & WESTERN RECORDS

## This Week's Best Buys

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

NO SELECTIONS THIS WEEK.

## C & W Territorial Best Sellers

For survey week ending September 1

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

### Birmingham

1. I Don't Hurt Anymore, H. Snow, V.
2. Back Up, Buddy, C. Smith, Col.
3. We've Gone Too Far, H. Thompson, Cap.
4. Cry, Cry Darling, J. Newman, Dot
5. Honky Tonk Girl, H. Thompson, Cap.
6. Even Tho, W. Pierce, Dec.
7. Hep Cat Baby, E. Arnold, V.
8. Release Me, R. Price, Col.

### Charlotte

1. One by One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
4. Even Tho, W. Pierce, Dec.
5. Hep Cat Baby, E. Arnold, V.
6. Honey I Need You, Johnnie & Jack, V.
7. Sparkling Brown Eyes, W. Pierce, Dec.
8. You Can't Have My Love, W. Jackson & B. Gray, Dec.
9. Looking Back to See, G. Hill & J. Tubb, Dec.
10. Cry, Cry, Darling, J. Newman, Dot

### Cincinnati

1. One by One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Go, Boy, Go, C. Smith, Col.
4. Even Tho, W. Pierce, Dec.
5. Courtin' in the Rain, T. T. Tyler, FS.
6. It's the Mileage That Slows You Down, R. Foley and Ernest Tubb, Dec.
7. Rose Marie, S. Whitman, Imp.

### Dallas-Fort Worth

1. I Don't Hurt Anymore, H. Snow, V.
2. One by One, K. Wells & R. Foley, Dec.
3. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
4. Even Tho, W. Pierce, Dec.
5. I'm a Fool to Care, B. Walker, Col.
6. Hep Cat Baby, E. Arnold, V.
7. Table Next to Mine, S. James, Cap.
8. I Don't Hurt Anymore, H. Snow, V.

### Houston

1. I Don't Hurt Anymore, H. Snow, V.
2. One by One, K. Wells & R. Foley, Dec.
3. Whatcha Gonna Do Now, T. Collins, Cap.
4. Even Tho, W. Pierce, Dec.
5. Looking Back to See, G. Hill & J. Tubb, Dec.
6. River of No Return, Tennessee Ernie, Cap.
7. Courtin' in the Rain, T. T. Tyler, FS.
8. Beautiful Dreamer, S. Whitman, Imp.
9. Hep Cat Baby, E. Arnold, V.
10. Texas Blues, B. Wills, M-G-M.

### Knoxville

1. One by One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Go, Boy, Go, C. Smith, Col.
4. Honky Tonk Girl, H. Thompson, Cap.
5. Even Tho, W. Pierce, Dec.
6. Looking Back to See, G. Hill & J. Tubb, Dec.
7. Sparkling Brown Eyes, W. Pierce, Dec.
8. Honey Love, Carlisle, Mer.

### Memphis

1. Blue Moon of Kentucky, E. Presley, Sun
2. I Don't Hurt Anymore, H. Snow, V.
3. One by One, K. Wells & R. Foley, Dec.
4. This Ole House, S. Hamblen, V.
5. Looking Back to See, Maxine & J. E. Brown, Fab.
6. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
7. That's All Right, E. Presley, Sun
8. Place for Girls Like You, F. Young, Cap.
9. Whatcha Gonna Do Now?, T. Collins, Cap.

### Nashville

1. I Don't Hurt Anymore, H. Snow, V.
2. Looking Back to See, G. Hill & J. Tubb, Dec.
3. One by One, K. Wells & R. Foley, Dec.
4. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
5. This Ole House, S. Hamblen, V.
6. This is the Thanks I Get, E. Arnold, V.
7. Call Me Up, M. Robbins, Col.
8. If You Could See Her Through My Eyes, C. Smith, Col.
9. Even Tho, W. Pierce, Dec.

### New Orleans

1. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
2. I Don't Hurt Anymore, H. Snow, V.
3. Go, Boy, Go, C. Smith, Col.
4. One by One, K. Wells & R. Foley, Dec.
5. Place for Girls Like You, F. Young, Cap.
6. Sparkling Brown Eyes, W. Pierce, Dec.
7. You Can't Have My Love, W. Jackson & B. Gray, Dec.

### Richmond, Va.

1. Place for Girls Like You, F. Young, Cap.
2. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
3. This Ole House, S. Hamblen, V.
4. One by One, K. Wells & R. Foley, Dec.
5. Hep Cat Baby, E. Arnold, V.
6. I Don't Hurt Anymore, H. Snow, V.
7. Go, Boy, Go, C. Smith, Col.

## Folk Talent and Tunes

Continued from page 50

at the Fairbury (Ill.) Fair, and the following day attracted more than 4,000 at LeSourdsville Lake Park, Middletown, O. Next, King appeared at **Curly Meyers' Shady Acres Park**, Mulbury, Ind., along with **Red Blanchard**, of WLW. They played to over 3,000 in three performances. Last week Pee Wee played several fairs in Michigan, winding up at Buck Lake Ranch, Angola, Ind., on Labor Day. . . . **Paul Howard**, former c.&w. artist, is launching a new dinking business in North Carolina, sporting the Dixie label. . . . The rumor that **Ernie Tubb** has left WSM is just that. He's merely on his annual leave-of-absence, and will be back in the "SM saddle once the fall season gets under way. . . . **Bob and Wanda Wolfe** joined the WBAP Country All-Star Roadshow at Fort Worth Saturday (4).

. . . **Ramblin' Tommy Scott**, currently on tour of one-nighters in Colorado, has just cut four sides for Four Star, his first release, "Kies and Run," recently signed a three-year contract with Four Star. . . . **Ked Killen** and **His Mountain All-Stars**, under personal management of **Aubrey Garber**, WTCW, Whitesburg, Ky., has just grooved a pair, "Lonesome Blues" and "Malcolm's Boogie," for the Country Plate Label. Top side was written and is sung by Killen. Flip is an instrumental.

### ROY ACUFF DEPARTS FOR ALASKA NOV. 28 . . .

**Roy Acuff** and **His Smokey Mountain Boys** leave Nashville November 28 for an air trip to Alaska, where they will put in five weeks entertaining members of the Armed Forces for USO Camps Shows, Inc. They return to Nashville January 9. The booking was set by **Anton Scibilia**, with offices in Dayton, O., who had previously set the Acuff unit on similar engagements in Korea and Germany. While on the subject of Acuff, we had the pleasure of visiting with the country and western veteran at his Dunbar Cave resort at Clarksville, Tenn., Sunday of last week (29). Managed by Roy's sister, **Juanita**, the rural tourist attraction is situated on 211 acres and has been operated by Acuff for the last seven years. It boasts a modern swimming pool, a 15-acre lake for fishing and boating, several kiddie rides, various concessions and a 1,500-seat outdoor amphitheater where shows are presented each Sunday afternoon. The big feature is a mammoth cave, some eight miles

of which has already been surveyed and chartered. Six miles of the cave is lighted and open to the public at \$1 for adults and 50 cents for children. Some 3,000 patrons pass thru the front gate each Sunday, at a fee of 20 cents a head. Roy's mother; his two brothers, **Claude (Spot)** and **Briscoe**, and his sister, **Juanita**, reside on the grounds.

### Around the Horn

**Dub Dickerson**, managed by **Charles Wright**, begins his fall personal appearance tour September 11 with a guest spot on "Louisiana Hayride" in Shreveport, La., and then swings thru Alabama, Florida and Georgia, winding up in Nashville October 16. . . . **Big Jim Stacey** and the **Cornhuskers**, until recently a regular feature on WCPO-TV, Cincinnati, are making personals at fairs and auto race plants in the Indiana territory. . . . **Billy Lee** and **Phyllis Holmes** (The Melody Mr. and Mrs.) are new on WLW's "Midwestern Hayride," "Music R. F. D." and "Midwest Round-Up." . . . **Bill McDaniel's** "Mr. D.J., U. S. A." is rounding out its second year as a Friday night feature on WSM, Nashville. Each week, McDaniel, WSM drum-beater, brings in an out-of-town c.&w. disk jockey to conduct a half hour session and interview, with WSM supplying a live guest from the station. During the course of the program, the visiting jock is permitted to make a phone call to one of his fans back home. **Charles Bolton**, WBIP, Booneville, Miss., was last Friday's (3) guest. **Bill Stanley**, New Orleans, was on the week before. As a memento of the occasion, each visiting jockey is presented with an engraved silver medallion by McDaniel. . . . **Mel Foree** and the former **Juanita Pemberton**, of Maryville, Tenn., are honeymooning in Florida after tying the knot recently in Tennessee. . . . **Bill Monroe** set for a string of Missouri one-nighters, starting with West Phalia, September 5, and following with Dixon 6, Potoso 7, Eminence 8, Licking 9, and St. James 10. . . . **Webb Pierce** plays Omaha September 12, and Cape Girardeau, Mo., September 15. . . . Line-up of acts with the **Gene Autry** show, which launches its annual fall tour at Burlington, Vt., September 9, includes the **Cass County Boys**, **Carl Catner**, **Melody Ranch** ork, the **Ely Sisters**, the **Jemez Indians**, **Lorraine Stevens**, **Pat Buttram**, **Rufe Davis**, the **Strongs**, and **Hubert Castle**.

**Rex Allen**, who forsook the Old Hayloft of the WLW "National Barn Dance," Chicago, for Hollywood in 1949, returns home as guest star with his old gang next Saturday (11) at Chicago's Eighth Street Theater. Allen has been making personal appearances in the Midwest in recent weeks. He returns to Hollywood in a few weeks to resume his TV film making at the **Gene Autry** studios. . . . **Shirley Wilson**, prexy of the **Chuck Reed Fan Club**, writes that **Chuck** was guest on **Dan Brennan's** WVOK "Dixie Jamboree" in Birmingham, Ala., August 21. . . . **Tom Anderson** and **His Deep Valley Boys**, M-G-M groovers, played the Tidewater, Va., area over the Labor Day weekend, while doubling for dancing at the Rendezvous in Tidewater at nights. While in Norfolk recently, they made two appearances on **Sheriff Tex Davis'** "Record Round-Up" over WCMS, and also appeared as guests on **Uncle Ted Tatar's** "Hillbilly Hotel" show over WCMS. . . . WSM's "Grand Ole Opry" came in for a four-page spread, with art, in the September issue of **Recordland**, new fan mag. Piece was done in interesting fashion by WSM's own **Bill McDaniel**. . . . **Sonny Houston** reports that **Lake Compounce Park**, Bristol, Conn.; **Walom Park**, Lunenburg, Mass.; and **West Wind**, a summer resort in West Brookfield, Mass., have been using c.&w. talent weekends during the summer to good returns, despite heavy opposition from inclement weather. **Sonny** played each of the spots several times during the season. "Country music is rapidly gaining in popularity in New England," **Houston** concludes. . . . **Jolly Cholly Stokely**, who is spinning two hillbilly shows a day, Monday thru Saturday, over WWEZ, New Orleans, has just inaugurated a new Sunday seg which he calls "WWEZ's Grand National Hillbilly Hit Parade," running from 7:35 to 9 p.m. He

## Review Spotlight on . . . RECORDS

### WEBB PIERCE

**More and More** (Commodore, BMI)  
**You're Not Mine Anymore** (Cedarwood, BMI)—Decca 29252—The country chanter, now riding the crest of hit after hit, has come thru with two more fine sides here. "More and More" is a melodic effort featuring the singer on a fine vocal, the flip is a warm weeper done with much heart.

### RAY PRICE

**I Could Love You More**  
**What If He Don't Love You**—Columbia 21299—This is one of the warbler's best two-sided disks yet, featuring attractive vocals loaded with feeling. Both tunes are weepers, and both are solid vehicles for Price's warm readings. Mighty good box material.

## Reviews of New C & W Records

### FERLIN HUSKEY

**King of a Lonely Castle** . . . 85  
CAPITOL 2914—A Billboard "Spotlight" 9-4-'54. (Fairway, BMI)  
**Very Seldom, Frequently Ever** . . . 84  
A Billboard "Spotlight" 9-4-'54. (Central, BMI)

### ERNEST TUBB

**Two Glasses Joe** . . . 85  
—DECCA 29220—A Billboard "Spotlight" 9-4-'54. (Tubb, BMI)  
**Journey's End** . . . 83  
A Billboard "Spotlight" 9-4-'54. (Tubb, BMI)

### LESTER FLATT-EARL SCRUGGS

**You're Not a Drop in the Bucket** . . . 78  
COLUMBIA 21295—Could be that this piece of material could kick up enough fuss for the Flatt-Scruggs team to get them back into the big-selling class. They read it smartly for the country trade.  
**Foggy Mountain Special** . . . 73  
Stick instrumental here makes for an okay backing.

### TEX RITTER

**The Bandit** . . . 78  
CAPITOL 2916—Swaggering outdoor ballad is given one of its strongest performances of the many waxings it has received. Ritter does his job in great style, and support is lavish. Many spins for this one, and it could sell comfortable quantities.  
**Prairie Home** . . . 68  
Ritter is in a more accustomed groove here in the tuneful ballad about the beauties of the open prairie.

### GOLDIE HILL

**Please Don't Betray Me** . . . 77  
DECCA 29224—Miss Hill turns in a neat performance of a good country ballad. Her fans will go for it. (Forrest, BMI)  
**Treat Me Kind** . . . 75  
More good wax from the thrush. This time it's a bouncer which ops should make use of. (Fairway, BMI)

### WADE RAY

**Letters Have No Arms** . . . 77  
V 5845—Wade Ray, one of the best singers in the field, turns in a fine reading on this sentimental ballad. It should do much to build his following and could break thru to comfortable sales with exposure. (Hill & Range, BMI)  
**Rosetta** . . . 74  
Rhythm opus is sung in Ray's individual style for an infectious slicing. Juke boxes ought to pull plays with this one. (Mayfair, ASCAP)

### THE DAVIS SISTERS

**Just Like Me** . . . 75  
V 5843—The gals sing smoothly on a country opus which details the sadness of losing a lover. Good wax which will get plenty of action. (Tannen, BMI)  
**Show Me** . . . 74  
More good chanting by the gals, but the shuffle beat item isn't particularly strong for them, cute as it is. (Trinity, BMI)

### JOHNNY BOND

**My Darling Lola Lee** . . . 75  
COLUMBIA 21294—Folk-style ballad about the beautiful Lola Lee is sung with impressive warmth. Mighty listenable side.  
**Stealin'** . . . 72  
Johnny Bond chants a bouncy little romantic item pleasantly. Should get spins.

### CLIFFIE STONE

**Please, Please** . . . 73  
CAPITOL 2910—Rhythm and blues convert is handed a wild performance by Stone and his supporters. Great for the juke boxes.  
**Blue Moon of Kentucky** . . . 73  
Rhythm ballad is sold strongly by Stone with energetic support by the Western ork. This could perk spirits in many juke locations.

### TOM ANDERSON

**Everybody's Beau** . . . 74  
M-G-M 11820—He's got a magnetic

gives them the 15 best sellers across the nation.

### With the Deejays

**Marty Roberts**, platter spinner at WCKY, Cincinnati, is on a promotion junket with his new Coral record, "St. Louis Blues." He was a recent guest on **Pee Wee King's** TV show, and September 3 hopped into Atlanta for an appearance at **Texas Bill Strength's** Silver Slip. (Continued on page 60)

attraction for the opposite sex, sings **Anderson** in this bouncy ditty. Real pleasant listening, and many should want to hear it over and over again.  
**If Your Heart Had a Window** . . . 70  
He'd like to look in and see her real feelings. Weeper is sung in **Anderson's** best manner.

### EDDIE NOACK

**Don't Trade** . . . 73  
**STARDAY 159**—Fine material here in the moralizing side, and Noack and the group hand it a sincere reading. Disk could get action with exposure. (Starrite, BMI)  
**Take It Away Lucky** . . . 73  
Despite Noack's trouble, they insist on calling him "Lucky." That's his problem. Cute material deserves and should get deejay attention. (Starrite, BMI)

### LONESOME PINE FIDDLERS

**I'm Feeling for You** . . . 72  
V 5817—A bouncy little country ditty, with clever lyrics and peppy vocal. (Four Star Sales, BMI)  
**Don't Forget Me** . . . 69  
Same comment on performance. Good banjo and fiddle backing. (RCA Victor license)

### BUD ISAACS

**Skokian** . . . 70  
V 5844—The African song sounds a trifle alien for the sagebrush treatment, but this c.&w. version makes for interesting listening with its fine steel guitar work. (Shapiro-Bernstein, ASCAP)  
**Yesterday's Waltz** . . . 67  
Another okay instrumental of a pretty ballad with outstanding steel guitar solo. (Athens, BMI)

### MADDOX BROS. & ROSE

**I'll Never Do It Again** . . . 71  
**FOUR STAR 166**—Rose is tearfully apologetic here as she acknowledges her mistakes. This is a good tune with a lively tempo, and Rose gives it a sincere, convincing reading. (American, BMI)  
**I've Stopped**  
**My Dreaming About You** . . . 69  
Rose's fans will like this one, too, done in her usual easy style and good for a few laughs. Backing on both sides boasts a solid beat that should please ops. (Peer, BMI)

### TOMMY DUNCAN

**Walkin' in the Shadow of the Blues** . . . 70  
CORAL 64182—Duncan contributes a sincere vocal treatment on a weeper with effective lyrics. (Ridgeway, BMI)  
**I Just Can't Take It Any More** . . . 68  
Same comment. (Wakely, BMI)

### JACK CARDWELL

**Will Our Love Fade and Die** . . . 70  
KING 1381—Cardwell thoughtfully examines his love affair, wondering if someone could take his girl away from him. The tune is slow, but has a good steady beat and makes pleasant listening. (Lols, BMI)  
**There's a Train Leaving**  
(Ev'ry Fifteen Minutes) . . . 67  
Cardwell's girl gets "straightened out" here, as he tells her what she can do if she isn't satisfied. He brings out the broad humor of the lyric very nicely. (Tee Pee, ASCAP)

### THE PINETOPPERS

**Blossoms in the Springtime** . . . 69  
CORAL 61245—A lilting old-fashioned ditty with a pastoral flavor and sweet vocalizing by the **Marlin Sisters**. (Skidmore, ASCAP)  
**Melody and Harmony** . . . 69  
An okay instrumental of a pretty ballad with the same old-fashioned musical flavor featured on the flip. (Regent, BMI)

### CHUCK LEE

**Maria** . . . 69  
TNT 117—Song is on the routine side, but Lee hands it such a gay and vibrant performance that many will find lots of pleasure in hearing it spin.  
**Listen to the Wind** . . . 64  
Deep in an echo chamber, **Chuck Lee** sings the outdoor ballad with warm vocal ease. A fine job by the young artist.

### LUKE McDANIEL

**Hurts Me So** . . . 68  
KING 1380—McDaniel sings tearfully of a hopeless love affair (she's married). This is a tuneful weeper, but the singer does not give it the necessary punch to put it over. (Lols, BMI)  
**Money Bag Woman** . . . 66  
The singer works a familiar vein in this ditty about the gold-digging female. The thumbea beat and fresh arrangement offset the stereotyped tune and lyric. (Lols, BMI)

CHESSE #4859  
**"IF YOU DON'T, SOMEBODY ELSE WILL"**  
by  
**JIMMY LEE & JOHNNY MATHIS**  
CHECKER RECORD CO.  
4710 S. COTTAGE GROVE AVE., CHICAGO 13, ILL.  
PHONE: NEWWOOD 4-4142

Best Sellers in Stores

For survey week ending September 1

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

This Week	Last Week	Weeks on Chart
1. WHAT A DREAM—R. Brown	1	6
2. ANNIE HAD A BABY—Midnighters	8	2
3. HONEY LOVE—C. McPhatter	2	13
3. SEXY WAYS—Midnighters	3	10
5. WORK WITH ME, ANNIE—Midnighters	4	21
6. HURTS ME TO MY HEART—F. Adams	6	4
7. SH-BOOM—Chords	5	11
8. EBB TIDE—R. Hamilton	—	1
9. SHAKE, RATTLE AND ROLL—J. Turner	7	19
10. YOUR CASH AIN'T NOTHIN' BUT TRASH—Clovers	9	6

Most Played in Juke Boxes

For survey week ending September 1

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

This Week	Last Week	Weeks on Chart
1. HONEY LOVE—Drifters	1	12
2. WORK WITH ME, ANNIE—Midnighters	3	17
3. WHAT A DREAM—Ruth Brown	6	3
4. SH-BOOM—Chords	5	10
5. SEXY WAYS—Midnighters	2	8
6. SHAKE, RATTLE AND ROLL—J. Turner	4	18
7. YOUR CASH AIN'T NOTHIN' BUT TRASH—Clovers	8	3
8. WHEN MY HEART BEATS LIKE A HAMMER—B. B. King	—	1
9. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels	7	11
10. HURTS ME TO MY HEART—F. Adams	—	1

Rhythm and Blue Notes

By BOB ROLONTZ

Miss Dinah Washington, "queen of the juke boxes," now appearing at the Birdland in New York, will hit the road with a new package put together by Universal Attractions in November. The unit will also feature The Checkers, Danny Overbea and the

Cootie Williams ork. It will start November 8 and run until December 15, playing one-nighters in the South and Southwest. . . . Tiny Bradshaw and his ork are now playing one-nighter dates and location dates along the Eastern Seaboard. . . . Roy Brown is also on Southern one-nighters currently, and Arnett Cobb is working his way north after a Southern road trip. . . . The Muddy Waters - Todd Rhodes package will play six weeks on the West Coast, starting in October.

The Earl Bostic crew, one of the hottest of the bands around today, is solidly booked for the next year. His dates include one-night stands and location engagements at clubs throughout the United States, as well as a few weeks in Canada. The Bostic crew will play one-nighters in New England this week-end and will open the fall season at the Hi Hat Club in Boston, starting September 10. The ork will play two weeks at the Celebrity Club in Providence right after and then will make its New York debut at the Basin Street on September 28. After that the ork is set for dates in North Carolina, West Virginia, and Baltimore; Philadelphia; Chester, Pa.; Toronto, and a few other Eastern cities. Next spring the ork will return to the West Coast and play there thru July.

The Ink Spots, with Charlie Fuqua, opened at the Apollo Theater in New York this week. Next week the group will do a week at the Howard Theater in Washington.

Only on Savoy Can You Get the ONLY R&B VERSION RECORDED

Savoy #1138

**"DON'T DROP IT"**

WILBERT HARRISON

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

Great POP sales are HARPening

**THE HARP-TONES**

WHY SHOULD I LOVE YOU

BRUCE RECORD COMPANY

1650 Broadway New York City

Good News!

**"GOOD THING BABY"**

b/w

**"HOW DEEP IS THE OCEAN"**

by THE SULTANS

on Duke #125

**DUKE RECORDS**

2809 Erastus St. Houston 26, Texas

A Sure Fire Hit!

**THE SPIDERS**

**"THE REAL THING"**

b/w

"Mmm Mmm Baby"

#5205

**Imperial Records**

6425 Hollywood Blvd.  
Hollywood 28, Calif.

R & B Territorial Best Sellers

For survey week ending September 1

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

- Annie Had a Baby, Midnighters, Fed.
- Sexy Ways, Midnighters, Fed.
- What a Dream, R. Brown, Atl.
- Work With Me, Annie, Midnighters, Fed.
- Your Cash Ain't Nothin' But Trash, Clovers, Atl.
- Honey Love, Drifters, Atl.
- Don't You Know? R. Charles, Atl.
- When My Heart Beats Like a Hammer, B. B. King, RPM.
- Shim Sham Shimmy, J. Dupree, RB.
- Evil Is Going On, H. Wolf, Chs.

Balti.-Wash.

- What a Dream, R. Brown, Atl.
- Annie Had a Baby, Midnighters, Fed.
- Sexy Ways, Midnighters, Fed.
- Hurts Me to My Heart, F. Adams, Her.
- Work With Me, Annie, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- My Dear, My Darling, Counts, Dot
- Shake, Rattle and Roll, J. Turner, Atl.
- Your Cash Ain't Nothin' But Trash, Clovers, Atl.

Charlotte

- Honey Love, Drifters, Atl.
- Work With Me, Annie, Midnighters, Fed.
- Annie Had a Baby, Midnighters, Fed.
- Sh-Boom, Chords, Cat
- Hurts Me to My Heart, F. Adams, Her.
- What a Dream, R. Brown, Atl.
- Sexy Ways, Midnighters, Fed.
- I've Got My Eyes on You, Clovers, Atl.
- Tick Tock, Marvin & Johnny, Spe.
- Ebb Tide, R. Hamilton, Epi.

Chicago

- What a Dream, R. Brown, Atl.
- Your Cash Ain't Nothin' But Trash, Clovers, Atl.

When the Lights Go Out

- J. Witherspoon, Che.
- Hurts Me to My Heart, F. Adams, Her.
- Shake, Rattle and Roll, J. Turner, Atl.

Cincinnati

- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Ebb Tide, R. Hamilton, Epi.
- Annie Had a Baby, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- Your Cash Ain't Nothin' But Trash, Clovers, Atl.
- Work With Me, Annie, Midnighters, Fed.
- Tick Tock, Marvin & Johnny, Spe.

Detroit

- Sexy Ways, Midnighters, Fed.
- Annie Had a Baby, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Work With Me, Annie, Midnighters, Fed.
- Ebb Tide, R. Hamilton, Epi.
- Evil Is Going On, H. Wolf, Chs.
- Please Don't Freeze, R. Brown, Atl.

Los Angeles

- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Oop Shoop, S. Gunter, Fla.
- Tick Tock, Marvin & Johnny, Spe.
- Sh-Boom, Chords, Cat
- Honey Love, Drifters, Atl.
- Heart of Stone, Jewels, R & B
- Bulek 59, Medallions, Dtn.
- Ebb Tide, R. Hamilton, Epi.
- Work With Me, Annie, Midnighters, Fed.

New Orleans

- What a Dream, R. Brown, Atl.
- Sexy Ways, Midnighters, Fed.
- I Lived My Life, Fats Domino, Imp.
- Honey Love, Drifters, Atl.

- Work With Me Annie, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- You Can Pack Your Suitcase, Fat Domino, Imp.
- Sh-Boom, Chords, Cat

New York

- What a Dream, R. Brown, Atl.
- Honey Love, Drifters, Atl.
- Ebb Tide, R. Hamilton, Epi.
- Sh-Boom, Chords, Cat
- Work With Me, Annie, Midnighters, Fed.
- Hurts Me to My Heart, F. Adams, Her.
- Annie Had a Baby, Midnighters, Fed.
- I Understand Just How You Feel, Four Tunes, Jub.

Philadelphia

- What a Dream, R. Brown, Atl.
- Annie Had a Baby, Midnighters, Fed.
- Sexy Ways, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- Hey There, S. Davis Jr., Dec.
- Work With Me, Annie, Midnighters, Fed.
- Ebb Tide, R. Hamilton, Epi.
- Hurts Me to My Heart, F. Adams, Her.
- I've Got My Eyes on You, Clovers, Atl.
- High Heels, B. Doggett, King.

St. Louis

- Work With Me, Annie, Midnighters, Fed.
- Annie Had a Baby, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- Any Day Now, B. Johnson, Mer.
- Hurts Me to My Heart, F. Adams, Her.
- Ebb Tide, R. Hamilton, Epi.
- Evil Is Going On, H. Wolf, Chs.
- What a Dream, R. Brown, Atl.



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**SEXY WAYS**

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FEDERAL 12185

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UNTIL I DIE

FEDERAL 12169

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SWEET SLUMBER

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This Week's Best Buys

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

- OOP SHOOP** (Flair, BMI)—Shirley Gunter—Flair 1050  
This tune has kicked off a lot of excitement since its release, and now that the Crewcuts have stimulated interest further with their powerful pop version of it, Shirley Gunter's original recording is edging close to the national charts. Already on the Los Angeles territorial for two weeks, it is also reported to have strength in St. Louis, Nashville, Detroit, Cleveland, Pittsburgh and New England. Flip is "It's You" (Flair, BMI).
- YOU'D BETTER WATCH YOURSELF** (Arc, BMI)—Little Walter—Checker 799  
In two weeks Little Walter's latest release has collected a fine spread of good and strong sales reports. These were returned from New York, Buffalo, Pittsburgh, Cleveland, Chicago, Detroit, Nashville, Durham, Atlanta and St. Louis. The disk is reported to be doing equally well in juke boxes and across the counter. Flip is "Blue Light" (Arc, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on... RECORDS

THE CHORDS

**Zippity Zum** (Progressive, BMI)—Cat 109—The Chords are sizzling in both the r.&b. and the pop fields right now with "Sh-Boom" and this new cutting should keep them just as hot. It has the feel and the flavor of "Sh-Boom" plus some new cute gimmix. Should grab plays, loot and sales. Flip is the standard, "Bless You" (Shapiro-Bernstein, ASCAP)

THE CHIMES

**My Heart's Crying for You** (Flair, BMI)  
**Love Me, Love Me, Love Me** (Flair, BMI)—Flair 1051—The Chimes turn in a sock reading here of a wild new rocker, selling it with zest. This could happen and could grab loot. Flip is another good side. Solid wax here.

TALENT

THE DODGERS

Here's an attractive new group that could mean something in the field with exposure. On their first release the boys do a good job with "You Make Me Happy" (Aladdin, BMI) backed by "You Make a Whole Lot of Love" (Shapiro-Bernstein, ASCAP) on Aladdin 3259. Watch them.

Reviews of New R & B Records

**RICHARD LEWIS ORK**  
**Hey Little Boy** .....84  
ALADDIN 3255—A Billboard "Spotlight" 9-4-'54. (Aladdin, BMI)  
**Call Me, Call Me, Call Me** .....82  
A Billboard "Spotlight" 9-4-'54. (Aladdin, BMI)

**THE CHIMES**  
**My Heart's Crying for You** .....82  
FLAIR 1051—Hopping beat, with a "Sh-Boom" type riff, is sung aggressively by the combo. Sound is terrific. An infectious waxing that could grab loot. (Flair, BMI)  
**Love Me, Love Me, Love Me** .....75  
Another strong performance by the

group, but material isn't up to standard of flip. (Flair, BMI)

**THE DODGERS**  
**You Make Me Happy** .....80  
ALADDIN 3259—There's more than a passing reference to "Sh-Boom" in this infectious waxing of a rhythmic opus. The group awards it a strong performance, abetted by the ork. Good prospects here. (Aladdin, BMI)  
**Let's Make a Whole Lot of Love** .....78  
Lead singer of the group extends the invitation to romance as if he means it. Disk had a good sound and a carefree beat that add to the enjoyment. Should do fine on the coin boxes. (Shapiro-Bernstein, ASCAP)

## Acts in Catskill Resort Area Endure a Rough Summer Talent Budget \$1,000,000 Under Par; IG Tough to Earn for Season

By BILL SMITH

NEW YORK, Sept. 4. — The Catskill and general resort area season which ends Labor Day was one of the worst for performers in many years, according to a check made here last week. In previous years talent costs for about 1,000 hotels ran to about \$3,000,000 for the 10-week season. For the summer of 1954 this item was less than \$2,000,000.

The area covered included the Catskills with its 300 or so hotels spread thru Sullivan and neighboring counties, the Jersey resorts, New Hampshire and Connecticut zones. These also included the mushrooming bungalow colonies in the lake areas of mid-New York State.

Under normal conditions about 1,500 acts could count on week-end jobs in the resorts. These acts in most cases worked for scale (scale is \$23.50 for a single). With competition for jobs getting stronger the scales were disregarded. The actor who would work under scale usually got the job.

### An Oversupply

An influx of new performers created an oversupply that affected not only the scale acts but also cut back the number of jobs offered standard comics. Lee Salomon of the William Morris office said, "Any act which gets \$200 a date and over was in trouble all summer. A booker could get a girl singer with a fair TV rep for one third the money and a new comic for around \$50; so he brushed off the standard comics."

Harry Cutler, indie club date agent, said, "If prices came down it was because of an influx of a lot of new acts, mostly singers and dancers, tho comics remained in demand."

Sy Martin, indie agent said, "Business doesn't compare to last year. My houses simply refused to order as many shows as they did in past years."

Charles Rapp, one of the more prominent club date bookers, gave a minority opinion. "My

business is about the same as it was last year, tho I had to work harder and come up with new people."

Rosalind Ross, head of General Artists Corporation club date department, admitted that "things weren't good. If we had something great but different, we couldn't excite any interest. Price controlled everything. Some of the strongest comics around couldn't get jobs for Labor Day—an unheard of thing."

### Stiff Competition

This unexpected reversal in resort showbiz has caused a wave of cutthroat competition among the agents who deal largely on such dates. According to insiders there were greater use of "cheapsies" than ever before. A hotel

gives the booker a fixed budget of perhaps \$750. The first show can cost close to that, even the second show. But thereafter, or as often as the booker can swing it, he'll spend \$300 or \$400 on cheap acts or cheapies, and keep the difference as his profit.

Years ago this practice of cheapies wasn't easy to follow, because there just weren't enough good acts around to make it practical. In recent years, however, and more in the past year, there has been a great influx of performers from the Midwest, South and the West Coast flooding the market. Many are good acts tho unknown in the territory. But as the supply of available acts increased, the demand for the fa-

(Continued on page 59)

## NEWS AT A GLANCE

### English Act Threatens Against Hamids for Breach of Contract

NEW YORK, Sept. 4. — The Jerry Builders have threatened action against the George Hamid office charging they were canceled out of 12 weeks' work in fairs after working only two weeks. Act first appealed to GVA which referred them to the British Consul General. Latter office advanced them the fare back to England.

John Godwin of the British Consul's office said, "We understand Mr. Hamid has stranded these people in New York. The Jerry Builders have consulted attorneys and will probably take legal action after they reach England."

Correspondence between the act and Hamid in AGVA's hands indicates that the group used the personnel recommended by Hamid. Latter, however, closed them after a couple of weeks in Elmira, N. Y., claiming it wasn't the act he bought. Jerry Builders say they had a firm contract, pay or play, and will ask that the Variety Artists' Federation (British actors' union) declare Hamid unfair.

Hamid's office refused to discuss the case. Neither Hamid Senior or Junior could be reached for comment.

### NEW SCHOOL RESUMES SHOWBIZ COURSE . . .

NEW YORK — The course on showbiz will again be given at the New School starting October. This will make it the third term for the series of lectures given by Bill Smith, of The Billboard and Sidney Kaufman, indie film producer. Course covers all branches of the business from the club date performer to the picture and TV star. Last term's guest lecturers included Sam Levenson, Phil Foster, Nat Abramson, Lou Walters, Mitch Miller, Jack Katz, reps from William Morris and

GAC, Robert Q. Lewis, Kitty Kallen, Felicia Sanders and others. Fall and spring term starts Monday, October 4, and every Monday thereafter for 16 weeks from 8:30 to 10 p.m. Course fee is \$28.

### JORGENSEN BIG IN STOCKHOLM . . .

STOCKHOLM—Booking Christine Jorgensen into Nojesfallet Park at a salary of approximately \$7,000 for six appearances apparently proved satisfactory. After her third appearance she had drawn more than 17,000 customers, and date was extended for two additional nights. Spot cashed in on 1,425 American sailors in town by arranging an "American Night" on Thursday (26), with a 14-piece jazz band from the cruiser "Baltimore" providing dance music. Closing night the park put on a triple-header. In addition to Christine, there was Snoddas, a national favorite, and a farm boy, Allan Lundquist, who on Monday (30) broke the world's record for remaining aloft on a slack wire for 27 hours and two minutes.

### AUSTRALIA RAISES THEATER GOAL . . .

SYDNEY, Australia—The Australian government has made a grant of \$60,000 to the Australian Elizabethan Theater Trust's public appeal for \$250,000, and has also agreed to subsidize all donations received during the month of August on the basis of \$1 for every \$3 donated. The chairman of the trust, Dr. C. H. Coombes, said this had brought the total to the \$250,000 goal. The final figure will probably reach \$350,000. The idea back of the trust is to bring the theater here by giving guarantees to first-class overseas road companies to come here. With the dough up in front, the trust would guarantee them against loss.

### BLUE ANGEL TV SHOW CONTINUES . . .

NEW YORK—The Blue Angel TV show will continue on with a sharply increased budget from CBS. Its September 21 show will have Don Apfel producing. Names already bought include Pearl Bailey and Billy Daniels. Eartha Kitt turned down \$5,000 because she was not available. A few years ago she worked the Angel for \$350.

### NEW AGENCY OPENS IN WEST COAST . . .

HOLLYWOOD — Hal Jovien's Premiere Artists Agency kicked off here this week with an impressive roster of talent, following formal opening of the new firm's offices in the Brown Derby Building. Talent line-up includes Ina Ray Hutton and her all-girl orchestra, disk jockey Hawthorne, vocalist Mary Ann Owens, actor Hunts Hall and the Harry Koplan - Rosemary LaPlanche team. Jovien disclosed plans for a television film syndication package in the works for Miss Hutton, who recently exited her contract with station KTLA here after more than four years of live TV performances.

## HOLLYWOOD-VEGAS A CIRCUIT?

### Cocoa. Grove Names Miller Latest of Dual Spot Bookers

NEW YORK, Sept. 4. — Bill Miller will book the Coconut Grove of the Meyer Schine Ambassador Hotel, Los Angeles, starting with the next bill.

Miller, who also books the Sahara, Las Vegas, and who previously operated the Riviera, Ft. Lee, N. J., is considered a logical man for the job of booking the Los Angeles room. He's comparatively close to the scene (lives in Las Vegas), knows acts and values, and can be present at Coconut Grove openings. While the Miller-Schine deal was not disclosed the chances are that it calls for a suite of rooms for Miller plus a weekly paycheck of \$200-\$300.

In Miller the spot will have the first almost-resident booker since Archie Loveland. Loveland was followed by Cabot-Michelin. They were followed by Gus

Lampke who had been a Schine theater booker for many years. Lampke retired from the business to become a hospital superintendent some weeks ago.

With Miller doing the Coconut Grove act buying, it gives Las Vegas a closer connection with the Los Angeles area. The Desert Inn is booked by Frank Sennes who headquarters in Hollywood. The Last Frontier is booked by Herman Hover who also runs the Hollywood Ciro's. Both the Thunderbird and the Sands are booked direct. The Thunderbird booker is Hal Braudis, who works thru Baum-Newborn, and the Sands talent buyer is Jack Entratter.

That leaves only the Flamingo and the El Rancho with no outside booking connections. The Flamingo recently hired Sammy Lewis (ex-Hollywood Bandbox) as the booker. El Rancho talent is booked direct by Beldon Kattelman, owner.

## Wired Demand Stirs AGVA's Jones Dismissal

NEW YORK, Sept. 4. — Dick Jones, Eastern regional director of the American Guild of Variety Artists, was discharged Wednesday (1) by action of the union's national board in a majority decision obtained by a wire referendum.

Action was precipitated by Jones' wired demands to the Associated Actors and Artistes of America (AGVA's International) charging Jack Irving, AGVA head, and Jackie Bright, union president, with various anti-union actions. Jones' wire was considered particularly explosive, because it also demanded that the Four A's cease any action in appealing to the AFL, for intercession between AGVA and the American Federation of Musicians. Jones also sent a copy of the wire to the AFL.

Irving claimed that Jones' action was treacherous, had hurt AGVA and had given the AFM additional fuel in its fight against AGVA.

Jones had previously threatened to fight any ouster via court procedure. He could not be reached for comment on his discharge.

## It's New: Acts in Aussie Inns

SYDNEY, Australia, Sept. 4.— For some time about 20 hotels have been showing 16-mm. films in their bars as a lure for customers, but under orders from the breweries they have been forced to stop. Since then several hotels have started putting on live floor shows in bars and lounges. A mobile stage is placed in the bar and, after the performance, is moved to the lounge, where it is repeated.

This is something entirely new for Australia, and Actors' Equity has stated that it would take strong action if the breweries attempted to prevent hotel keepers from continuing to put on live shows. Equity is in favor of any move which gives employment to its members.

## ACTS AND ATTRACTIONS

Frank Bessinger of the old Radio Franks will be a new addition to the Copa lounge. . . . Felicia Sanders now in heavy demand for club dates. . . . Art Treffeisen claims to have a "revolutionary illusion stage" that will make a line of girls "disappear and turn boy into girl right on the stage." A kind of mass production of Christine Jorgensens.

New York Palace in a huddle with musicians' union. Boys got a small raise. . . . Esther Williams goes into the Cleveland Palace October 7. . . . Joe E. Lewis extended at El Rancho, Las Vegas, for an additional 12 weeks making it a total of 20 weeks playing time in one year. This is the longest amount of weeks any headliner has played in Las Vegas clubs.

Mavis Mims, dancer, has quit terping and is doing TV commercials. . . . Jo Ann Tolley, of Jubilee Records, returned for second date this season at the Steel Pier, At-

lantic City, September 6. She was featured with the Dorsey Brothers band. . . . Baybrook Inn, West Haven, was sold. It will become a shopping center. . . . Mae West will open at Lou Walters' Latin Quarter October 10 for four weeks. . . . Larry Adler a big hit in Monte Carlo, on the same bill as Marlene Dietrich. . . . Montreal will get a new concert hall. Financing via three-way split; one third public subscription; one third from the city and the rest from the Quebec Provincial government.

Charlie Grace, guitar and voice, held over for third time in Alpine Village, Cleveland. . . . Terry and the Macs, Canadian vocal group, had all their music and wardrobes stolen from their car on their first day in the U. S. . . . Johnnie Ray headed for Australia. . . . Danii and Genii Prior, dance team, current at Boston's Bradford Roff with Rudy Vallee. . . . Helene (Continued on page 59)

## SPEAKING OF LEGIT

By BOB FRANCIS

If plans mature, Jennifer Jones will bring back the ANTA Playhouse to the legit commercial fold when she makes a local stage debut in "Portrait of a Lady" come December 9. Extensive renovations, which will up the seating capacity of the old Theater Guild house to 1,215, should be completed by late October. Sponsors of "Lady" the William Archibald adaptation of the Henry James novel, are Lyn Austin, Thomas Noyes and the Producers Theater. A guider of the last, Robert W. Dowling, is underwriting the cost of alterations by extending the second mortgage with an altruistic view to bringing revenue to ANTA, a non-profit organization.

Burgess Meredith has now agreed to pinchhit for 10 weeks, beginning Monday 20, for David Wayne when the latter takes leave of "Teahouse of the August Moon" to make a series of TV films. On the same date, Scott McKay will take over the John Forsythe role while the latter goes to England for a pic assignment with Alfred Hitchcock. Meredith is wanted to eventually head a second company of "Teahouse." However, he is already committed to a tour of "The Remarkable Mr. Pennypacker" in which he played on the Stem last season. Wayne and Forsythe, who are under contract to "Tea-

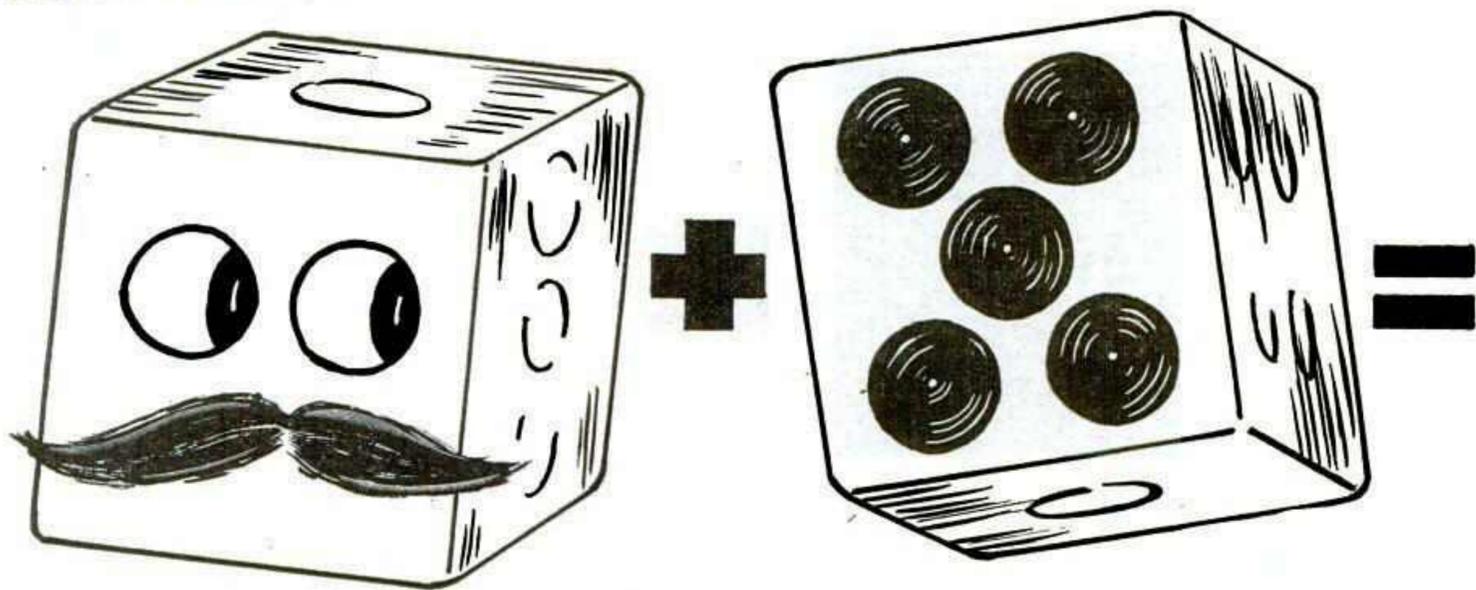
house" until June, 1955, return to the show November 27.

Jocelyn (Mrs. Alex Cohen) who has been designing some of the better body-drapings for Broadway plays during recent seasons, has joined forces with Yvette Schumer, wife of Hank Schumer of the theatrical-hauling firm, in the manufacture and rental of props, theatrical, TV and film-wise. Operations are located at 1871 Broadway. Mrs. Schumer is also associated with Richard Kollmar and Kenneth Gardiner in production of the up-coming musical, "Plain and Fancy." It appears that Brooklyn may get a renaissance of legit, if Charles Harrow carries thru his plans. Harrow announces that he will unveil Donald Woods and Katharine Sergava in "Dial M for Murder" at the Parkway Theater, Tuesday (7) and move it to the Jamaica (L. I.) Theater a week later. His second offering will be Victory Jory in "My Three Angels."

Signing of Jack Lord and Helen Carewe completes the casting of Horton Foote's "The Traveling Lady" by the Playwrights' Company. Already on the roster are Kim Stanley, Doro Merande, Calvin Thomas, Katharine Squire, Kathleen Comegys, and Brook Seawell. Practice sessions start on Wednesday (8). Additions to cast of "Fanny," David Merrick-

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## The Vaughn Monroe Show (TV)

Cast: Vaughn Monroe, The Satisfiers, Director, Craig Allen. Producer, Bill Stuart. Music, Richard Hayman and ork.

(NBC-TV, 7:30-7:45 p.m., EDT., September 2.)

The Vaughn Monroe show, filling in Dinah Shore's Tuesday and Thursday slot for five weeks, finds the crooner in good, full voice and fully relaxed. He has some nice talent behind him. And the second stanza this week was smoothly paced and tied together.

The show could have used more stage space and a few cheerful sets. But apparently the man with the budget said no. As it was, the Thursday stanza was entirely shot in black limbo, which tends to be rather depressing for a music show. And, except for a brief dance number, almost every shot was medium close.

Monroe himself opened with some easy, pointless business with his accompanist, and then did "The Evening Breeze," seated cross-armed next to the piano. The entire middle section of the show was a lively, flowing sequence on the subject of shoes.

## NEW SEASON'S ATTRACTIONS

Instrumental and  
★ Vocal Recording ★  
Stars

★ **BILL HALEY**  
and His **COMETS**  
—On Decca Records

★ **ROMAINE BROWN**  
and **THE ROMAINES**  
—On RCA Victor

★ **DAISY MAE**  
and Her **Hep Cats**  
—at Fort Pitt Lounge, Atlantic City

★ **THE TOP NOTES**  
—On Jubilee Records

★ **JACKIE BROOKS**  
—On Derby Records

★ **ELTON BRITT**  
—On RCA Victor

★ **TEXAS JIM ROBERTSON**  
—On MGM Records

★ **JACKIE RAYE QUARTET**

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The talent (a harmonist, vocal quartette and dance duo) did a fine job, but there was a conspicuous shortage of production. Had there been more shoe symbols, and if the "shoemaker" sign had not been blocked by the quartette's heads, it would have been more readily apparent what the sequence was about.

Monroe finished off the show with "Young at Heart," during which he scratched and petted a big, shaggy dog.

Gene Plotnik.

## Lux Video Theater (TV)

Cast: Dorothy McGuire, Gene Barry, Mary Anderson, Edward Ashley, others. Producer, Cal Kuhl. Executive producer, Cornell Jackson. Directors, Buzz Kulik, Richard Goode and Earl Ebi. Musical director, Rudolph Schragar. TV adaptation writer, Sanford Barnett. Sponsored by Lever Brothers for Lux Products.

(NBC-TV, 10-11 p.m. EDT., August 26.)

The first full-hour presentation of the "Lux Video Theater"—a four-handkerchief version of Olivia De Havilland's 1946 Paramount movie, "To Each His Own"—was little more than soap opera.

Dorothy McGuire and a capable supporting cast tried hard, but so much plot was telescoped into the first 3½ minutes that the audience didn't have time to establish any kind of emotional rapport with the players until the last act.

The weepy plot line, which brought Miss De Havilland an Oscar, opened in war-torn London, 1944, with the middle-aged heroine (Miss McGuire) awaiting a reunion with her illegitimate son (Gene Barry). Then, in disjointed flashbacks, the drama traced her unfortunate love affair with a World War I hero (also played by Barry), a furtive pregnancy and the subsequent adoption of her son by a friendly couple. An attempt to reclaim the child misfired when the boy himself rejected her for his foster mother; so she gave him up and devoted her remaining years to building a fortune in the cosmetic business.

### Fragments

That's quite a bit of living to pack into a live 25-minute script segment, and the results were about as disconcerting production-wise as might be expected, with innumerable views of swirling fog used to bridge the more obvious gaps in dramatic continuity.

Only in the last act (when the boy finally recognized his real mother) did the story convey any authentic pathos, and even those scenes were marred by the fact that the quick-change demands of live video left Miss McGuire looking younger than the actor who played her son.

The best part of the hour was in the form of a pay-off to Paramount for permission to use the "To Each His Own" story. Famed suspense director Alfred Hitchcock chatted a bit with host James Mason, then screened two fascinating film clips from his new movie, "Rear Window," with James Stewart and Grace Kelly.

### Nameless?

Since Lux Video Theater execs frankly admit that budgets on future shows will not permit the hiring of big money movie talent, it's within the realm of possibility that these pay-off sequences may ultimately turn out to be the show's biggest draw, name-wise. Next week, for instance, the

live TV version of Bing Crosby's old Paramount picture, "Welcome, Stranger," will star the lesser known Bill Goodwin, while the film clip will be from "Sabrina Fair," which stars such top-marquee bait as Audrey Hepburn, Humphrey Bogart and William Holden. H. Men will also be on hand live for an interview with Mason.

Mason was perfectly charming in his conversation with Hitchcock. However he looked worried and apprehensive in his earlier "welcome to Lux Video Theater" spot, and his attire (a jacket loosely buttoned over a sweater) was scarcely in tune with the otherwise formal atmosphere of the series.

June Bundy.

**STEVE ALLEN SHOW (TV).**  
WNBT, New York, Thursday (2), 11:20-12 midnight, EDT. (Caught Again)

The smoothness and professional quality of the Steve Allen Show, the nucleus from which "Tonight" is to be built, is virtual insurance that when that late night network stanza gets going it will have plenty to offer. Allen, now in the homestretch on his local programming stint, has developed into a warm yet smooth master of the quip and aside. His buffoonery with the studio audience, and his horseplay with a Ruppert Beer commercial which was printed for his reading on cards were the highlights on the show.

Supporting him were Steve Lawrence, guest Faye Emerson, chirper Betty Johnson replacing the vacationing Edey Gorme, and Bobby Byrne and his orchestra. Lawrence has developed into one of the smoothest male singers around. The handsome lad, full of poise and confidence, brought a freshness and sound to "Alone Together" which must have had the bobby-soxers doing nip-ups.

The wholesome-looking Betty Johnson did equally as well with "Joey." Miss Johnson has a sweetness to her voice and adds to that a distinctiveness of sound that cannot but help impress the viewers. Miss Emerson acted in a sketch with Allen which was a satire on English movies. The Ruppert beer commercials emphasize the no-calorie kick, and the refreshing quality of the beverage.

Leon Morse.

## Mickey Rooney Show (TV Film)

Cast: Mickey Rooney, Regis Toomey, Claire Carleton, Carla Balenda, John Hubbard, Joey Forman, Alan Mowbray, Writers, John Fenton Murray and Benedict Freedman. Director, Leslie Martinson. Producer, Joseph Santley. Sponsored by Green Giant and Pillsbury Mills thru Leo Burnett Company.

(NBC-TV, 8-8:30 p.m., EDT., August 28.)

The debut of the new Mickey Rooney show, subtitled "Hey, Mulligan," was mostly slapstick. Rooney carried off his pratfalls with a bewildered air that was usually quite funny. But towards the end of the half hour, the stunts began to seem too mechanical and studied, especially since each one was automatically punctuated with a canned roar of laughter.

If the slapstick can be restrained from going too far and if the show's other assets are given a chance to pay off, "Hey, Mulligan" can become an audience favorite. Rooney is a talented, likable and distinct personality. And the dialog did have an occasional sparkle.

Rooney plays an NBC page with an unrestrainable desire to become a performer. His mother had been in burlesque, and his father was a cop on the squad that raided the theater. It was love at first sight. According to the network executive in the script (played by John Hubbard), Rooney will have a hard time getting into TV because "he's too small to be a wrestler and too big to be a puppet."

### Corny Melo

At the "Jonathon Page School of Drama and Theater Arts," Rooney is working as understudy to the entire cast of a new play of Rogerson Hammerstein. The play is a corny melodrama titled "Tomorrow Starts September." Rooney gets his big chance when the leading man gets laryngitis. And here the slapstick got out of hand.

Rooney's da (Regis Toomey) puts glue in the leading man's throat spray to keep him out of

action. Rooney goes on stage in elevated shoes and breaks up the entire set. And the audience reaction recorded on the sound track turned into a steady roar. Gene Plotnik.

## This Is Baseball (TV Film)

Star, Pee Wee Reese. Producer-director, Emerson Yorke. Cameras, Nick Cavaliere and Russell Carrier. Script, Joseph Johnston. Music, Solita Palmer. Commentator, Ted Husing.

(Reviewed at special screening. Running time 14 minutes.)

The new Emerson Yorke film series, "This Is Baseball," is the type of show that is a credit to the medium. The quarter-hour vidfilm, which presents the top stars of America's national pastime, should be of great value in helping to educate America's youth toward some of the more wholesome values that life has to offer. It presents some of their heroes in a manner that is carefully calculated to be almost inspirational and yet should be of great interest to them at the same time.

This was very evident in the film shot about Pee Wee Reese. A great deal of emphasis was placed on the Brooklyn Dodger captain's boyhood, his mother, his wife and child, his friends, and the way he got started in baseball.

It was shown that Reese had to sell box lunches to get his start, and that his lot generally was not easy as a youngster. Also in the film were his high school coach, his earliest discoverer, and Ted McGrew, currently a scout for the Red Sox, who was the scout who sent him up to Brooklyn.

### Reese Tips

The latter part of the film was devoted to hitting and fielding tips from Reese. Winding up the quarter hour were a few words from Reese, who said that fans should remember that baseball is a team game and that it is the team rather than the star that is most important to baseball.

The quality of the film was good, as was the photography. Ted Husing's narration was smooth. The series has the official stamp of Baseball Commissioner Ford Frick.

Leon Morse.

## Roll 'Em

A musical review with music and lyrics by Sam Anderson. Book and sketches, Albert Dickason. Staging, Albert Dickason. Settings, Richard Merrell. Costumes, Minerva D. Farrell. Lighting, Doris E. Einstein. Assistant director, Eleanor Graf. Choreography by Gaby Momet and Eleanor Chapin. Presented by Lucille Lortel.

CAST: Pauline Scinto, Gil Strunck, Lenore Biffeld, Nan Krulwitsch, Nancie Finerman, Rosemary King, Frances Soriano, Gail Richards, Ted Rozar, Edward Einhorn, Tom Grant, Barney Johnston, Charles Potkay, Stephen Smith, Sol Baumrind, Jase Kaplan, Barbara Ellrich, Alexa Odell, Jacqueline Mozneck, Patti Leis, Dorothy Rutter, Patricia Stapleton, Walli Elmliark, Judy Batman, Elizabeth Stearns and Lynn Frank.

(White Barn Theater, Westport, Conn., August 28.)

There is no question that a few in the cast of "Roll 'Em" have talent, but obvious lack of experience (sometimes painfully so) makes this a very spotty show, indeed. A showcasing of this kind, however, is a very healthy thing for the theater, because it gives the young folk an opportunity to show their wares.

In the case of Barney Johnston, alone, this revue would be a good thing. With a bit more training in the vocal department, he would be an asset to any "New Faces" kind of revue. Not that he stands alone. There are Pauline Scinto, Frances Soriano and Sol Baumrind, besides a neat little acrobatic dancer named Charles Potkay, a redhead with a flare named Rosemary King, and Elizabeth Stearns, a natural comedienne.

### Good Songs

As a sket. writer, Albert Dickason makes a good director. He puts these youngsters thru their paces well, tho he hasn't given them much material to work with. Musically, there are some good good numbers, such as "Auditions," "Moonshine Boogie," "My Heart Is Dancing" and "Turn Off the Moon," but in this department, too, the show has its ups and downs. Off-beat, specialty words and music often leave an audience puzzled, and, more particularly, seem beyond this group of neophytes. Choreography thruout is interesting, if likewise puzzling.

In sum, "Roll 'Em" is an interesting evening from the standpoint of seeing what the theater holds for the future, but

## NEW ACTS

**NORMAN DUNLAP (singer), The Oasis, Los Angeles, August 31.**

Baritone Norman Dunlap has what it takes vocally, and with the addition of a wider range of material and some stage savvy, could rate better booking. Dunlap projects too much of the "Song of the Open Road" type of spooning in his act, tho he does it well as seen in his piping of "Ole Man River" and "Great Day." His stage mannerisms were awkward, and it was obvious that he lacked assurance, both of which can be overcome by experience and better material. J.F.

**DONNA GRESCOE (violinist), Palace Theater, New York, September 3.**

Gal has everything it takes both technique and tone-wise. In vaude she can become a natural class act. However, she should take note that a vaude audience likes something familiar on the ear when it comes to longhair. Opening virtuosity is good. A suggestion for her second stanza might be "Claire de Lune." Finale of bits from "Carmen" is okay. All she needs for solid reception is the realization that a vaude stage isn't a concert platform. She has the stuff to be equally at home on either. B.F.

Broadway theatergoers who like a slick show and a polished performer will have to wait a few years—vamp until ready, as it were. Dennis McDonald.

## Palace, New York

Wong Sisters, Donna Grescoe, Martin Brothers, Jackie Bright, Yvonne Moray, Valentine and Rita, Howel and Radcliff, Vidbel's Baby Elephants, Jo Lombardi and his ork.

(Reviewed September 3.)

This is another over-all good bill, with Bert Howell and Frank Radcliff in the next-to-closing sector. Messers H. and R. use their standard format with the latter scoring as usual via his trick voice range.

Matters get off to a good start with the acro-terp antics of the Wong Sisters. They were followed by Donna Grescoe, gal fiddler (reviewed elsewhere under New Acts). The Martin Brothers are back with their excellent brand of marionetting, and Jackie Bright winds up the show's first half with his familiar auctioneer-stoooge routine.

Second stanza spots pint-sized Yvonne Moray, whose projection is always a nostalgic breath of old-fashioned vaude and scores with a new generation of pew-sitters accordingly. The terp department is repped by Jimmy Valentine and Rita with ballroom routines which are no more than moderately acceptable. Since Valentine has only one leg, and of necessity uses a crutch for a prop, an audience sympathy is engendered which exceeds any actual bid that the act makes for a real score.

Finale spots Alfred Videls' Baby Elephants. This is a good circus act, but if any of the three cow pachyderms on view is less than 30 years old, this reporter will go on a diet of elephant steak for the next couple of months.

The pic is "Down Three Dark Streets." Bob Francis.

## Red Buttons

Fran Warren, Lewis and Van, Antonio Morelli ork.

(Sands Hotel, Las Vegas, September 2.)

Sands impresario Jack Entratter this week brings back one of his highlights of last year's parade of night club debuts. Television star Red Buttons picks up where he left off in 1953: Same turnaway houses, same material and all.

The personable young comic sort of grows on an audience. They start out with polite response, and end up clamoring for more. Highlights of his routine are his hilarious autograph album and "Rocky Buttons," a serious number, as well as his now-famous "Ho-Ho Song."

Songstress Fran Warren is pleasing with a mixture of something old and something new, including "Real Gone Girl," "Making Whoopee," "The Man That Got Away," "A Sunday Kind of Love," "Lover Come Back to Me" (Continued on page 60)

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# BURLESQUE BITS

By UNO

Eve Adams, strip, a replica in looks of Hedy LaMarr, is featured at the Boulevard Tavern in Philadelphia thru Trixie Rogers, an engagement to be followed by others that will keep her working Pennsylvania niteries for seven consecutive weeks. . . . Johnny Kane, former straight man and more recently manager of theaters on the Ohio circuit, is severely ill in Drake Memorial Hospital in Cincinnati and would like to hear from friends. . . . Fields and George have contracted for the better niteries, doubling in the emcee spot and in comedy bits. . . . Vicki Welles suffered severe burns from an upset pot of hot coffee that spilled over her on August 24 and is under medical treatment at her home in Fairlawn, N. J. . . . Joseph Sche-mecker, former assistant to Bob Biggs at the New Follies, Los Angeles, is now projectionist at the Jewel Theater in East Los Angeles. . . . The Gayety in Columbus, O., reopened for the season on August 27 under the same management of Mr. and Mrs. Jay McGee, with a cast consisting of Mac Dennison, Eddie Lloyd, Jimmy Judge, singer-straight; Carol LeClaire, feature, and

Candy Coley, Donna Davenport, Fifi LaVerne and Lenora D'Gama. . . . Leo Donnelly, stagehand for many years at the Roxy, Cleveland, and well known and well liked by many burly performers, passed away on August 24. . . . Milt Schuster's annual route book for the 1954-'55 season features full length photos of Shiva, snake dancer, on the front cover and Betty Howard and Vickie Welles on the inside pages. . . . Sharon Scott and Bob Marsailles are managing the United Artists Theater in Los Angeles.

Gypsy Nina opened September 10 at the Empire in Newark, N. J., as spot-booked feature attraction, thru Jack Fauer. . . . At the Empress, Detroit, Dave Clayton, straight man Jack Pershing and Joe Clayton, comics, replaced George Keystone, who left to p v fair dates. Walter Brown, headed for the Gayety, Norfolk, and Buddy DeVau, respectively. Other new principals are Margie Robbins, Rosita Gailbreathe and Geraldine Harris. Lorena Hammond, stripper-talker and wife of theater manager Joe Hammond, was guest of honor August 23 at a stage party, a surprise stopper, in the middle of her regular number, to celebrate her 24th birthday prior to her departure to open at the Palace, Buffalo. . . . Eleanor Sheridan, long-time burly favorite, has retired and is now living at her mother's home in Indianapolis. . . . The Empire in Newark, N. J., this season employs a house straight man and stage manager in Charlie Harris. House singer Jay David was replaced by Bob Hart September 3. Week of August 27, one of the comics was Harry Savoy, who switches occasionally to vaude. Straighting for him at the Empire was Linda Leslie. Feature was Vivian Morgan. . . . Tempest Storm, Robbie Faye and Frosty Winters checked into the New Follies, Los Angeles, on August 20, with Patti Waagin and Gilda set to follow. Theater's bookman is Rodney Stone. His wife, Vi-Ann, is sharing the box-office stint with Nole Herold. . . . Greita Hildergarte, exotic dancer, after a vacation of four weeks, is back to the Samoa Club, New York, for another long run thru Trixie Rogers. . . . Al Bedell and Tanya played the Essex Fair in Westport, N. Y., and the Eldridge Park, Elmira, N. Y., alternately, the last two weeks. . . . Mar-Shan (Marsha Blue) opened August 26 at the Gayety, Detroit, a first re-appearance in three years. . . . Harry Dell, New York booker, is in Miami, busy opening a branch office. . . . Pat Murray will be the house singer at the Gayety, Detroit, when it reopens for the season September 16.

# BROADWAY SHOWLOG

Performances Thru September 4, 1954

DRAMAS	
Anniversary Waltz . . . . .	4-7, '54 173
Caine Mutiny Court	
Martial . . . . .	1-20, '54 253
Kings of Hearts . . . . .	4-1, '54 180
Oh, Men! Oh, Women! . . . . .	12-17, '53 300
The Seven-Year Itch . . . . .	11-20, '52 750
The Solid Gold Cadillac . . . . .	11-5, '53 348
The Teahouse of August Moon . . . . .	10-15, '53 375
MUSICALS	
Arabian Nights . . . . .	6-24, '54 84
By the Beautiful Sea . . . . .	4-8, '54 172
Can-Can . . . . .	5-17, '53 556
Comedy in Music . . . . .	10-2, '53 355
Kismet . . . . .	12-3, '53 316
Pajama Game . . . . .	5-13, '54 112
RECESSING	
John Murray Anderson's Almanac . . . . .	12-10, '53 228

# ACTS AND ATTRACTIONS

Continued from page 56

Francois, sister of Denise Darcel, will be billed in the future as Helene Darcel.

Judy Garland will get the biggest billing yet. When her pic, "A Star Is Born," opens here, the king-size spectacular will be a full block long extending from 45th to 46th Street on Broadway. . . . Peggy Loeb, who represents the Blackburn Twins, is auditioning new girls to work with the Blackburns.

Billy Daniels starts off his fall season here opening at Ben Mak-sik's Town and Country. . . . Jack Zero's new song, "Baby Girl of Mine," has been recorded by Dick Todd for Decca. . . . Harry Eaton, director of activities at Stevensville (N. Y.) Lake House, the Catskills, had his song, "I Wish I Could Afford to Live the Life I'm Living," recorded by the Mills Brothers. Recordland, a new fan mag devoted to disk names, is seeking pix, bios, etc. Asks they be sent to John O'Malley, Fisk Building, New York.

Marty Gale, comedy emcee, was rushed to the Maimonides Hospital, Liberty, N. Y., with a heart attack. . . . Zama Cunningham will be the final choice (everybody from Joshua Logan down hopes) for "Fanny." Jennie Goldstein was the first choice; she couldn't make it. Marie Powers was imported from France; she too failed. Miss Cunningham is under contract to the Jackie Gleason show. Gleason, however, let her out of the contract so she could take the Logan show.

# Acts in Catskill

Continued from page 56

miliar standard acts steadily declined.

**Tough Money**  
Acts accustomed to working the resorts are in trouble. Those who used to make a couple of thousand a season, enough to carry them partially over the winter, can't even make a thousand.

"I used to get a Friday, two on Saturday, maybe a Sunday and certainly a couple during the week. Now all I get is a single Saturday date," said a semi-name performer.

A hotel owner who asked his name be withheld, said, "Practically all the hotels have had a bad season. The big ones did okay, but the smaller hotels were hit hard by rain, higher prices and resistance to these higher prices by patrons. The hotels had to cut back somewhere—and entertainment seemed the logical place."

A medium-sized hotel operator said, "We used to spend \$350 to \$500 for weekend entertainment. We now spend \$75 to \$100 tops—and for that we get three to four acts. Our bus boys, waiters and patrons participate in shows under the direction of a permanent emcee."

# DRAMATIC & MUSICAL ROUTES

All Summer Long: (National) Washington, King and I: (Paramount) Omaha, Moon Is Blue: (Auditorium) Rochester, N. Y.  
Picnic: (Cass) Detroit, Porgy and Bess: (Royal Alexandra) Toronto.  
Seven-Year Itch: (Geary) San Francisco, South Pacific: (Her Majesty's) Montreal, Time Out for Ginger: (Harris) Chicago, Wonderful Town: (Shubert) Chicago.

# HOCUS-POCUS

By BILL SACHS

NEW YORK State and Canada Conclave of Magicians to be held at Hotel Utica, Utica, N. Y., October 14-16, promises to be an honest-to-goodness magic wing-ding, according to Don Connelly, of Norwich, N. Y., one of the convention committeemen. Already signed for the convention program, according to Connelly, are Nardini and Nadyne, Jimmy Lake, LuBrent, Silent Mora, Ken Allen, Les Gilbert, and Larry Weeks, with others still to be added. In addition to the big magic show, there will be educational lectures, close-up demonstrations, dealers' shows and ladies activities. Conclave opens with a night-before party Thursday (14). Sponsoring the confab is the Utica Ring No. 101, International Brotherhood of Magicians, with Larry Hess as general chairman, and Dr. William Tietze, co-chairman. . . . Thru a typographical error, the name of Mock Sad Ali went thru as Moe Sad Ali in our listing here recently of the veteran pro magicians who toured Wisconsin many years ago. Glen E. Towns, associated with the Charles P. Holland Company, New York, noting the misspelling, recalls that Mock Sad Ali toured Wisconsin for years as a character actor with Frank E. Long's Stock Company, as well as several others, performing his magic as a between-act specialty. "Mock Sad Ali is the man who put me in show business back in 1905," typewrites Towns. "At that time he took his own magic show on the road in Wisconsin, and I served as his chief assistant." . . . Elgin Mason, formerly associated with the Michigan Vaudeville Association, Detroit, is currently showing his wares in the Los Angeles area. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., scored another publicity beat in The Columbus Citizen Magazine Section of August 15. In an article titled "Call Him a Creep And He'll Love It," by Charles Edwards, Nelson, in a three-column cut, is shown demonstrating a rabbit trick to a customer, while in another three-column shot, his assistant-secretary, Betty Michaels, is shown demonstrating Nelson's well-known talking teakettle nifty.

HEN FETSCH has sold the publishing rights to his book, "Milk-Pitcher Magic," to D. Robbins & Company, New York, manufacturers of pocket magic tricks and puzzles. Bearing a \$1 price tag, the book lists 100 stunts that can be done with the vanishing milk pitcher. The Robbins firm also recently acquired distribution rights to Robert Orben's book of comedy material, labeled "Boff Bundle," which also goes for a buck. Robbins also has taken over publishing rights to Tommy Windsor's book, "64 Ways to Make Magic Pay," and is publishing Milbourne Christopher's "50 Tricks With a Thumb Tip." Both go for a \$1. . . . Paul W. Koch, noted magical magazine collector of Allentown, Pa., is virtually good as new again after an illness which knocked him out of the box for more than a year. He recently visited in Detroit with Al Munroe, magic enthusiast and collector of magic memorabilia. Elaine Block, wife of Marcus Bloch (The Great Marco), made her debut as a magician recently before a group of women writers in New York. . . . Frank H. Thompson, of Aurora, Ill., who recently sent us the list of old-time magi and hypnotists who toured Wisconsin many years ago, which we carried in the August 21 issue, writes that he overlooked a number of old-time tricksters who made that territory. "Since you ran the list," Thompson scribbles, "I have received a number of letters stating that I had omitted several magic vets who played the Wisconsin sector, in-

cluding 2-10 Daniel and Turtle, the Snappy Magician. Then, too there were F. S. Berger, L. C. Klock and Harry Mack, all of whom worked for me on my Yankee Doodle Comedy Company. Eugene Garrett also made week stands in Wisconsin with his magic, changing every night. Doc Ben Tanner, with Billie Merriam and Princess Iola, also toured the State with magic. Princess Iola is now the wife of Ben Davenport, circus veteran. Gilbert and Birdeen also toured the territory. Birdeen was the daughter of Ed Reno, circus owner who later became a noted magician. William Becker, of Aurora, called me for not mentioning Thomas Blanchard, vent and magic, who worked for me for several years. Becker also reports that Mysterious Smith, who toured for years in Illinois and Wisconsin, has settled down in Madisonville, Ky."

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# SPEAKING OF LEGIT

Continued from page 56

Joshua Logan song-and-dancer, include Pat Finch, Lindsay Kirkpatrick, Katherine Graves, Michael De Marco and Wally Strauss. "Fanny's" unveiling date is still November 4 at the Majestic.

The Blackfriars Guild, one of the town's best off-Broadway showcases, will audition aspirants for its initial production of its 14th season, beginning Tuesday (7) at 316 West 57th Street. Director Dennis Gurney will screen prospects from 2 to 5 p.m. by appointment. New production is "Slightly Delinquent" by Leo Thomas. Tom Ratcliffe, currently co-producer of the Sea Cliff (N. Y.) Summer Theater, has taken an option on the 600-seat house plus six acres of surrounding land. Aims to set up a new corporation to expand and develop property into a No. 1 North Shore, Long Island, silo theater.

Sidney Kingsley's yet unnamed comedy will have Sheila Bond and Buddy Hackett, latter nightclubber making his Stem debut, as its leads when it opens December 29 at the Broadhurst. Current tenant of the theater, "Anniversary Waltz," will have until December 4 to determine whether it will move to another house or go on the road.

# ICE SHOWS

Ice Capades of 1955: (Gardea) New York, 15-28.

# THE FINAL CURTAIN

**BAUER—Charles,** 74, widely known band leader and composer, August 30 in Oshkosh, Wis. Born in Oshkosh in 1880, his musical education included study at the Royal Conservatory of Music, Leipzig, Germany. Early in his career he became leader and manager of the Arion Band and Arion Orchestra, a post which he held for 32 years until they disbanded in 1923. He was also director of the pit orchestra at the Grand Opera House, Oshkosh. In addition to his orchestral work he was also a composer of some note, having gained recognition for his composition of the song "Dream of Heaven Waltz" and many others. Survived by his widow, Maudie; and three sons, Lawson A. and Charles P., Oshkosh, and Burton C., Arlington Heights, Ill. Services August 30 from the First Presbyterian Church, Oshkosh, with burial in Lakeview Memorial Park, that city.

**CHALUPEC—Eleanora,** 53, mother of actress Pola Negri, in Beverly Hills. Mme. Chalupiec was born in Poland and had lived in Southern California for 12 years. Interment was in Holy Cross Cemetery, Los Angeles.

**DEAN—Barney,** 58, gag writer for Bob Hope and Bing Crosby, August 31 in Santa Monica, Calif. He broke into show business as a dancer with Eddie Leonard's minstrels, later touring the vaudeville circuits as a comedian and a dancer. A brother and a sister survive.

**DAVIS—George,** 70, for more than 50 years a steward of circus cookhouses and the last of five brothers, all of whom headed up circus dining departments. Known as "Laughing George," his family name was Bourque. He had the Mills Bros. Circus cookhouse this season. Survived by a sister at Nashua, N. H. (Details in Circus section.)

Survived by her daughter, Mrs. Alexander Margolies, Elkins Park. Services August 29 in Philadelphia, with burial in Montgomery, Ala.

**HORMEL—J. C.,** 61, of the Hormel Packing Company, at Austin, Minn., Monday (30). A show fan, he had a touring musical, "Night in Old Mexico" in 1934, giving out coupons for company products. For about 10 years his firm operated the Hormel Girls, band and musical unit which was a road and radio attraction until this season.

is president of the Zoomar Corporation, a television lens concern. Two sons, three brothers and a sister also survive.

**RAMSAY—Terry,** 68, producer and editor of motion pictures for the Treasury Department during World War I, August 19 in Norwalk Hospital, Norwalk, Conn. In 1928 he became editor-in-chief of Pathe News and Pathe Review. Since 1950 and until the time of his death he was consulting editor of Quigly Publications. Survived by his widow, Helen.

**SAX—Maurice,** 56, of Gam Sales Company, Peoria, Ill., recently in Chicago. (Details in Carnival section.)

**SCHWARTZ—Mrs. Rose,** 64, mother of songwriter Sydney Shaw, August 29 in Brooklyn. A daughter also survives.

**SWANN—John,** ticket seller on Murray's Thrill Arena, with Royal American Shows, August 13 in Port William, Ont., of a heart attack.

**WARD—Lectia,** 67, veteran tent and rep show performer, August 27 in Tulsa, Okla. In show business most of her life, she played piano in silent movie houses and trouped with Sam Ward, Bob Ward, George Ward and the Ray Smith Med Show. At one time she was also with the Lackman-Lewis Shows and many other tent and rep shows.

## In Loving Memory of my mother "MOTHER HUNTER"

who passed away Sept. 7, 1940.  
The years may wipe out many things, but they can never wipe out the memory of mother love and happy days when we stood side by side till death parted us.  
Loving Daughter,  
**BABE HUNTER**

**KAWAMURA—Karyo,** 70, playwright who helped modernize Japan's classical drama, September 1 in Tokyo, Japan.

**KOSTELLOW—Alexander J.,** 54, industrial designer, August 31 in Detroit of a heart attack. He designed part of the Motorama Show produced this year by General Motors.

**LE VEE—Joseph Russell,** father of cinema actress Paulette Goddard, August 31 in General Rose Memorial Hospital, Denver. He was a representative of Warner Brothers' Studios for 25 years and was Warner's film distribution aide in the Denver area.

**LOPEZ—Eugenio G.,** 50, dean of Argentine playwrights, August 30 in Buenos Aires, Argentina. He wrote light popular plays for 50 years.

**McCALL—James W.,** who for years owned and operated the Jim McCall Shows in Georgia and before that a partner with W. E. (Bill) Franks in the Franks Greater Shows, August 20 in a Macon, Ga., hospital. At one time a State senator and long prominent in Georgia political life, McCall had retired from show several years ago and owned a hotel at Rebecca, Ga. He had been in declining health for several months.

**MOSHER—Hugh,** owner of Mosher Amusements, August 26. Survived by his widow, Lillie; his mother and two sisters. Burial in Lakeside Cemetery, Port Huron, Mich.

**MURPHY—Joe,** 65, veteran concessionaire, August 28 in Chicago. (Details in Carnival section.)

**MURRAY—Maurice,** 48, well known radio and television producer and composer, recently in Chicago of a heart attack. Murray, whose right name was Maurice Fisher, was a member of ASCAP and at one time was assistant producer of the "Don McNeill Breakfast Club." At the time of his death he was producing "Chicago Parade" and "Mary Martensen's Cooking School" over WBKB, Chicago ABC-TV station. Survived by his widow, Rose; and two sons, Robert and Shell.

## IN MEMORY Of My Beloved Husband JOE PONTICO

who passed away Sept. 11, 1953.  
Dear, we miss you very much.  
**MRS. JOE PONTICO & LOUISE**

**PEGLER—Mrs. Mabel,** 54, wife of Jack A. Pegler and sister-in-law of columnist Westbrook Pegler, August 25 in South Salem, N. Y. She was a former music comedy actress, having appeared in the old Winter Garden shows in New York and gone on tour with several revues. Her husband

## IN LOVING MEMORY Of Our Sister ETHEL DARLINGTON

Who passed away September 2, 1952.  
**ANN AND JACK**

**DIKA—Juliette,** 78, former comedienne, who was said to have appeared in the original "Red Mill" production in 1906, August 30 in Carmel, Calif. Born in France, she came to the U. S. at 15, later touring in vaudeville from 1915 to 1939.

**DULL—Augustus,** veteran Virginia fair executive, August 30 in a Staunton, Va., hospital. (See Fair section for details.)

**HEBHART—Harry E.,** 58, pioneer radio announcer and entertainer, August 19 in Richboro, Pa. He came to Philadelphia in 1922 to serve as Uncle Wip on Station WIP, doing a children's story-telling program. A few years later he moved to Station WLIT, Philadelphia, where he was known as Dream Daddy for his children's show. In 1927 he became acting chief operator of Station WCAM, Camden, N. J., and later WCAU, Philadelphia, as an engineer. In recent years he was associated with Raymond Rosen & Company, RCA Victor distributors, Philadelphia, where he contracted for the installation of communications systems. At the time of his death he was associated with Kaiser Metal Products, Inc., Bristol, Pa. Surviving are his widow, Margit J.; his mother and a sister. Burial in Chicago.

**GORDON—Chester R.,** 71, veteran circus billposter, August 18 in San Diego, Calif. During his more than 50 years in outdoor show business he worked with Sells Bros., Barnum and Bailey, Norris and Rowe, Golden Bros., Sells-Floto and Hagenbeck and Wallace circuses. He was last with Dalley Bros. Circus in 1948. Survived by his widow. Burial in San Diego.

**GRIBBLE—Gordon,** newspaper man and circus fan, recently in McMinnville, Tenn.

**GRUBERG—Mrs. Anne,** 65, widow of Rubin Gruberg, who for many years operated the old Rubin & Cherry Shows with the late Wilbur Cherry, August 26 in Elkins Park, Pa.



**LINDA LOPEZ**

**Killed September 13, 1953**  
Another "STAR" in Heaven  
I Loved and Missed You So Much  
Your Brother  
**BILLY LOGSDON**

# Folk Talent and Tunes

Continued from page 5:

per Club. . . **Bob McKinnon,** of WRFS, Alexander City, Ala., has inaugurated a d.j. network in that State, a 10-station hook-up for Patina Meal, doing 15 minutes daily, Monday thru Saturday, beginning at 6:45 a.m. . . **Sheriff Tex Davis, Art Barrett and Uncle Ted Tatar** are spinning the platters these days at WCMS, Norfolk, Va. . . **Johnny Talley,** of WYVE, Wytheville, Va., reports that **Little Jimmy Dickens** won the recent popularity poll on his "Noon-time Jamboree," with the remainder of the field finishing in the following order: **Hank Snow, Martha Carson, Ray Price, Marty Robbins, Webb Pierce and Slim Whitman.** . . **Homer and Jethro** appeared as guests recently on **Tex Justus'** programs on WBNL, Booneville, Ind. . . **M. J. Bennett,** WLW disk jock known simply as M. J. B., has resigned to accept a post with Gene Autry Enterprises in Hollywood. . . **Tommy Trent,** in addition to whirling the biscuits at KTHS, Little Rock, is also doing a 15-minute live shot on the same station with a unit comprising, besides himself, **Cotton Nixon, Les Willard,** rhythm guitar, and **Max Fletcher,** bass. . . **Big Jim Stacey,** still doing his daily 11, a.m.-to-noon stint over WCPO; Cincinnati, late this month celebrates his fifth year as emcee with "Six-Gun Theater" on WCPO-TV. . . **Ben Hall,** of KCLW, Hamilton, Tex., aided in the promotion of the World's Championship Rodeo, starring **Gene Autry,** held September 1-4 at Dublin, Tex. . . **"Hairless" Joe Martin** is engineer on "Western Express," three-hour c. & w. show now in its seventh year over KCNC, Fort Worth. "Express" was formerly handled by **Charlie Williams,** now at KXLA, Pasadena, Calif. **Walt Jones,** KCNC jock, has a new seg in "What's New?," half hour of the latest releases and news briefs. . . **Shorty Chesser,** of WHAS, Louisville, reports receipt of new releases "uncommonly bad," especially Columbia's. He flips 78's only.

**Louise Foster,** who spins 'em on KAND, Corsicana, Tex., had a visit recently from **Anlee Duff,** who was en route to Nederland, Tex., his home town. Duff dropped off his first Decca release, "She Just a Housewife, That's All," backed by "Courtin' in the Rain," with the former already getting a good play in the Corsicana sector, according to Louise. . . **Gil Wallace,** already spinning two and a half hours of c.&w. fare over WVMC, Mount Carmel, Ill., has started a new pop show of equal length billed as "Musical Merry-go-Round." . . **Red Ford,** of WRIB, Providence, has formed a Red Ford Radio Record Hop Club, the first Western d.j. hop for teenagers in New England. "The record hops with live guests seem to meet the approval of and please the pocketbooks of the youngsters," Ford typewrites, "and should aid the recording artists. Sure wish Columbia Records would see it that way. In their economy move, we have been cut off of c.&w. records at this station." . . **Sheldon Horton,** of WVAM, Saxton, Pa., did 50 quarter-hour shows at the recent Bedford County Fair, Bedford, Pa. He set up all his remote equipment in the fair's Exhibition Hall and on each quarter hour played two records, talked to two people, made comments and promoted the sponsor. All shows were sponsored. The gimmick made good station promotion. Horton is currently preparing a new three-hour daily show across the board for a new station to hit the air in Saxton soon. . . According to the grapevine, **A. J. Winn,** c.&w. platter spinner at College Station, Tex., is being considered for a part in the flicker, "Life of Hank Williams," now in the casting stage at M-G-M in Hollywood. . . "Tennessee Valley Shindig," on WAGC, Chattanooga, recently went down the proverbial drain, according to **Bill Giddens,** c.&w. jock there, who blames the collapse to musician trouble and lack of co-operation. Show has been converted to a record session, "Tennessee Sharecropper Jamboree," heard 9:15 a.m. to 12:30 p.m. Saturdays.

**Chicago**  
WLS "National Barn Dance" principals, **Lulu Belle and Scotty, Homer and Jethro, Red Blanchard and Woody Mercer** appeared at the Grundy County Fair, Mazon, Ill., last Saturday (4) weekend. . . **Homer and Jethro** played Sunday (5) at Dickeyville, Wis., and Monday (6) at the American Legion Homecoming, Havana, Ill., before departing for New York to cut records for RCA Victor. . . **Lulu Belle and Scotty, Woody Mercer and the Beaver Valley Sweethearts** appeared at the Mendota County Fair, Mendota, Ill., on Labor Day.  
**Grace Wilson,** long-time singing star on the WLS National Barn Dance, has a new recording on a new label, Cole Records. The sides are "Bringing Home the Bacon" and "I Wonder When." **Jimmy James,** banjoist-comic on the "Barn Dance," backs the session and put his song-writing talents to use on the "I Wonder When" ditty. . . **Bill Alberts,** one of Chicago's few country and western disk jockeys, has moved to another time-slot on WLS. He is now heard from 8:30 to 9:30 p.m. across the board, meanwhile retaining his regular 4-to-6 a.m. show on WGN six days a week. . . **Ray Price, Pee Wee King and Hank Snow** due in this area soon for personal appearances. . . **The Duke of Paducah** headed a list of talent, including **Kitty Wells, Joyce Moore, Johnny and Jack and Ken Marvin,** which closed a nine-day stint at the Wisconsin State Fair, Milwaukee, last week.

**Hollywood**  
**Rex Allen** set a new attendance record at the Upper Peninsula State Fair, Escanaba, Mich., last week, pulling 24,839 payees. . . Rex has been set for a string of one-nighters in Texas and Oklahoma by **Bill King,** of the Associated Booking Office, Chicago. Allen will make the tour in mid-November, as soon as his engagement at the Cow Palace, San Francisco, ends. . . **Jimmy Wakely** headlined with **Bobby Champion** and the **Melody Wranglers** at **Buck and Sunny's** Rogue Valley Ballroom, Medford, Ore., recently to a capacity house. . . **Jim Reeves** and his string music show hit the road again come September 29, with dates currently being inked for the Pacific Northwest. . . **Johnny Horton** was in El Paso, Tex., and Carlsbad, N. M., last week, and will follow with a guest shot on the KWKH's "Louisiana Hayride." . . **Hank Thompson, Billy Gray and Wanda Jackson,** with **Hank's Brazos Valley Boys,** packed the Pla-Mor Ballroom, Rochester, Minn., August 27, and followed with a guest shot for **Johnny Western,** KAUS disk jockey. . . **Solly Hoffman** working at the Colonial Club, Highway 50, State Line, Nev. . . **Curley Gold** and his **Texas Tune Twisters** drew good crowds at his recent Winnamucco, Nev., date. . . **Fabor Robison,** Abbott Records president, back at his desk in Hollywood following a month of one-nighters with his road show.

**Red Buttons**  
Continued from page 58  
and a medley made up of "I Don't Know Why I Love You Like I Do," "I'll Get by," "Always," "Mean to Me" and "Somebody Else Is Taking My Place."  
Third spot on the show is the precision tap team of **Lewis and Van,** whose routines are reminiscent of some of the more noted **Bill Robinson** steps.  
The **Copa girls** of the chorus line are on only once, in a fancy little number held over from the last show.  
The current show marks the bow in Las Vegas of **Antonio Morelli's** ork, the first band change the Sands has made since it opened in December, 1952, **Ray Sinatra's** music having ably handled the **Copa Room** chores from the beginning until now.  
**Ed Oncken.**

**Skating Stars**  
**Margie Lee, Frankie Masters** and orchestra, **Shirley Linde, the Perky Twins, Lothar Weideman and Lola, Cathy and Balir, Polo, Jimmy Caesar, Fred Hirschfeld, Fred Napier, Eileen Carroll, Ray McIntosh, the Boulevard-Dears and the Boulevardons.** Choreography and staging by **Bob Frelson.** Original score and lyrics, **Hessie Smith.** Costumes, **John Baur and Bernard Peterson.** Orchestration, (Continued on page 79)

## MARRIAGES

**ERIQUEZZO-VOGT—**Geno John Eriquezzo, band leader and instrumental director for several New Haven, Conn., high schools, and Diane Charlotte Vogt, non-pro, August 21 in Stamford, Conn.  
**WISE-WALDORF—**Jack Wise, Ferris Wheel operator on Badger State Shows, and Helen Waldorf, waitress in a grab joint on the Badger show, in Park Rapids, Minn., recently.

## IKE PAYS TO HEAR HIMSELF SPEAK AT DES MOINES FAIR

DES MOINES, Sept. 4.—Thousands were admitted free to the Iowa State Fair here Monday (30) to hear President Eisenhower speak but Ike paid 50 cents admission for himself and 50 cents for his fishing companion, former president Herbert Hoover.

In opening his speech, Ike commented that he had noted a squib in a newspaper inquiring whether he would have to pay. With that, he pulled out a dollar, turned around and handed it to Gov. William S. Beardsley.

The governor, surprised, looked around the dignitary-loaded stage and was greeted with frowns and head-shaking that suggested "don't except it." Beardsley started to place the dollar back on the speaker's stand in front of Ike, but the President backed away, saying "no, no." Beardsley returned to his seat, with the dollar in hand.

Later he turned it over to Lloyd B. Cunningham, fair secretary, who said that the bill would be deposited in the centennial fair's Centurion vault, along with a suitable note, to be preserved for people in 2054.

## Iowa State Fair Rushes to Surpass '51 All-Time Gate

Six-Day Count Tops '53 by 50,000; Grandstand, Midway Takes Soar

DES MOINES, Sept. 4.—The centennial-studded Iowa State Fair, sparked with a visit by President Eisenhower, appeared headed for a sock finish with an all-time high in attendance and receipts.

The Iowa fair was just about everything that could be expected at a centennial affair.

President Eisenhower, joined by Iowa-born former President Herbert Hoover, spoke before a crowd of 25,000 in the grandstand Monday (30). In addition to the President the fair was enjoying near perfect weather, excellent newspaper, radio and TV publicity, and headed for an all-time attendance and receipts record due to an early rush to the gates on the opening days.

The 10-day fair, which will close on Labor Day, appeared almost certain to exceed last year's 513,861 attendance and also the record breaking 543,461 in 1951. Thru Thursday night the attendance stood at 356,955, which was more than 50,000 ahead of last year's attendance and close to 40,000 more than at the same time in 1951.

The event opened with a rush as 85,378 went thru the turnstiles

Saturday (28), making it the second largest day in the fair's history and also an all-time high for any Saturday. The high attendance mark for a single day is 89,295 on a Sunday in 1946.

Advance publicity was given a lot of credit for the opening crowd, with a centennial Caravan feature pulling in a large amount of newspaper, radio and TV coverage. The Caravan started out from Fairfield, original site of the Iowa fair, Wednesday (25) and traveled a 100-mile route. Over 300 persons made the trip with the arrival on the fairgrounds timed for the Saturday afternoon grandstand show. After the opening crowd on Saturday, however, the people did not slow up in going thru the turnstiles. Up to Friday the crowd on each day exceeded the 1953 figures to pile up the terrific count.

Secretary of the fair board, Lloyd Cunningham, reported the four remaining afternoon grandstand shows with rodeo including Gene Autry nearly sold out and plus a heavy run of auto races coming each night the fair could hardly miss with a terrific finish. The President's visit Monday

(Continued on page 65)

## ST. PAUL FAIR RACES TOWARDS ALL-TIME HIGH

Cracks Five Single-Day Marks As 456,190 Turn Out First Five Days

ST. PAUL, Sept. 4.—Records fell like ducks in a shooting gallery as the 93d annual Minnesota State Fair, thru Wednesday night, rushed headlong toward a new all-time attendance mark — possibly the long-desired one million figure.

Douglas Baldwin, fair secretary, fighting hard not to show his jubilation over the excellent weather which has helped attendance figures at the gate soar to new heights, said that the half million attendance mark had been reached shortly after noon Thursday and that "if weather doesn't turn bad over the Labor Day weekend a new all-time peak will be set."

Baldwin would quote only "conservative figures" of more than 910,000 as a possible new high. Present all-time peak is 905,563 set in 1950. The 1953 at-

tendance figure thru the everybody-pays 50-cent gate (for all over 12 and automobiles) was 865,523.

Even as outside gate figures were breaking all past records, Royal American Shows midway gross thru Wednesday night was 50 per cent ahead of '53 and heading for a new all-time gross.

### Opens Strong

Annual opened Saturday (28) with 88,009 attendance, new peak exceeding 83,309 set in 1950. Sunday's 128,713 was second best attendance for date, but considerably below the 146,790 of 1951. Monday (30) attracted 80,030, another new mark, exceeding the old one of 74,215 in 1952. Tuesday's total of 75,950 was below the 77,664 high set in 1950. Wednesday (1) brought a new record of 83,488, as against the

former 82,780 set in 1950. Thursday's gate was 97,581, a new week-day mark.

Only rain thru Thursday night this year was a five-minute squall right after supper hour Wednesday night. Total thru Wednesday night was 456,190, as against 386,309 for the same period in 1953. This year's five-day cumulative figure set a new high and was 50,134 over the former five-day peak established in 1950.

Other attendance records set were the first two days total of 216,722 as compared to a former peak of 20,392 in 1951; three-day total of 296,752 as against old mark of 284,566 in 1951; four-day total of 372,702, which was 49,426 more than 1950 cumulative for same period, old top.

Income from outside gates thru five days was \$191,000, a new record, as against \$151,000 figure set last year and previous high of \$153,000 established in 1951, Baldwin said.

Grandstand figures thru Wednesday, hit \$87,000 for afternoons, a \$16,000 increase over 1953, and \$45,000 for the Barnes-Carruthers night show, a \$2,000 jump over last year. The \$23,000 gross for the horse show for same period was \$4,000 ahead of last year.

Concessions, Baldwin said, were up about 10 per cent over receipts of 1953, but he didn't have exact figures for comparison purposes.

### Races Gross 26G

The best afternoon grandstand draw thru Wednesday was big car races Sunday which grossed \$26,500. However, stock car races Thursday afternoon were heading for an even greater gross, altho actual figures were not

(Continued on page 71)

## Hurricane Losses Set at \$3 Mil. in N. E.

Storm Whips Coast Line, Causes Most Damage to Mass. and R. I. Installations

BOSTON, Sept. 4.—Estimates of damage done by Hurricane Carol at New England beach installations and amusement parks are rising to \$3,000,000. The loss at Revere Beach alone was set at \$1,500,000. At week's end a full accounting of the damage done was impossible to compile, since the hardest hit areas continued without telephone service.

The storm, a facsimile of the hurricane that ripped amusement installations over an even wider area in 1938, climaxed a somewhat spotty season. Clean-up programs, the slow return of transportation to normalcy and the erroneous widespread report that police had orders to turn away visitors at many places along the New England shore line, posed a glum outlook for Labor Day weekend business.

Leo Beaulieu, a maintenance worker at Lincoln Park, North Dartmouth, Mass., was instantly killed when hit by a falling tree. Narrow escapes were reported by many operators.

### Novel Ride Demolished

At Revere 100-mph winds smashed the Sky Wheel installed this year by Freeman & Shore. Kiddie units and parked cars were hit by the falling ride. Loss of this one unit is estimated in excess of \$50,000. Manager Russell Cortier escaped injury altho a utility pole dragged down by the wheel crushed his car.

The hurricane tore the roof and one side off the Hippodrome damaging a Merry-Go-Round and ripping a large section of concession stands apart. A roof was blown off a Penny Arcade, and rides and concessions all along the mile and one-half fun area were damaged. Cost of clearing the debris was estimated at \$25,000.

A loss of \$250,000 was counted (Continued on page 65)

## Film Colony Introduced to 'Waters' Spec

NEW YORK, Sept. 4.—Hollywood got its "Dancing Waters" baptism last Saturday (28) and came out of it all gaga over the spec, the Dancing Waters, Inc., home office says. Event was a party at which Sonja Henie bought the attraction for the night.

The unit, which has been playing the Coast this season, was operated by Bill Kelly, husband of choreographer and stage director Gae Foster. Heavy press and newsreel coverage attended the showing.

## Lou Walters Sets Grandstand Revue

NEW YORK, Sept. 4.—Impresario Lou Walters announced this week that he is framing a revue to play fairs, auditoriums and arenas. He says he will be represented at the winter fair meetings by Bob Blake, who will manage the unit. As arranged so far, the show will feature belly dancer Nejla Ates and a first-string comic.

Walters, whose theatrical holdings include Latin Quarter night clubs in New York, Boston and

## R-B Ahead of '53; Plans Cuban Stand

CHICAGO, Sept. 4.—The Ringling-Barnum circus is running well ahead of last year's gross, and General Manager Frank McClosky termed this the best season since 1950. The margin above last year is about \$250,000, it was reported.

McClosky stated that the circus would make its regular trip to Havana this winter. The run will be December 17-January 9. This time, he said, the show will bill not only Havana but the entire island. General Agent F. A. Boudinot will take five trucks to the island to handle this work, McClosky stated. While regular pictorial lithos will be used, the

show will use considerable paper in Spanish for the job.

There will be no South American trip by the show, but the possibility of a jaunt to Mexico City is again in the preliminary discussion stage. No final decision has been reached.

McClosky is going to New York in the next few days to confer with John Ringling North, who has just returned from Europe.

Six more elephants are to be delivered to the Sarasota winter quarters next week, the general manager stated. He confirmed that the show is planning to have a full-scale menagerie and top, 50 elephants and an 80-car train in 1955.

The additional cars will include five flats, two stocks and three coaches. McClosky conferred in Chicago with the Thrall Car Manufacturing Company, with which he may place an order for two or more flat cars. It was from the same company that the circus bought 10 flats seven or eight years ago.

McClosky said that this year's use of plastic cable on the guy ropes of the big top was working out well. A section of the new material is spliced to standard rope at each end, thus giving hemp for the half hitch at the stake.

Next year's top, already under construction, will use regular rope, McClosky said, because it was begun before the present top had proved okay. But the 1956 tent, he said, will repeat the present rope-cable combination.

## Tampa Fair Sets Sunday Runs in '55

TAMPA, Sept. 4.—The Florida State Fair, which will run from February 5-9 next year, has announced the event will operate on Sundays for the first time.

J. C. Huskisson, manager, said plans were in the making to bring in a prominent religious leader on at least one of the Sundays.



J. C. McCaffery, general agent and one of the owners of the Amusement Company of America, was hospitalized in Chicago August 31, six days after he was stricken in his hotel apartment in that city. Doctors termed his condition critical.

## Southern Fairs For Braly Unit

WINCHESTER, Tenn., Sept. 4.—Fairs at Athens and Florence, Ala.; Lawrenceburg, Tenn., and Corinth and Tupelo, Miss., have been set for the E. R. Braly No. 1 grandstand unit which opened here recently.

Line-up includes Wilfred N. Gregory, emcee; Irving Romig and Jack McClure Jr., clowns; Princess Whitecloud, soloist and organist; Irvin Romig, vocalist; Lucas' Military Ponies; Mimic Madcaps and Merry Andrews; Ferdinand the Bull; Faith King, dogs; Faye and Andre, adagio; Irvin Romig, assisted by Jack McClure, mule act; Wilfred Mae Trio, hoop rollers and jugglers; Dick Clemens, wild animals, and Aerial Alcidos.

## Filene's Sets Free Zoo on Store Roof

BOSTON, Sept. 4.—A promotion by Benson's Wild Animal Farm on the roof top of Filene's Department Store in downtown Boston for 10 days, August 23-September 1, featured a baby elephant from India flown in by plane, two Kodiak bear cubs from Alaska, leopards from Africa and a baby polar bear from the Arctic.

A jungle setting was built on the roof, and the show was promoted as "Benson's Baby Animal Farm at Filene's." Green and white tents were set up and tours of the zoo were presented from 10 a.m. to 4 p.m. Admission was free and resulted in heavy press space for the store and the Hudson, N. H., animal farm.

Name-the-elephant contest was staged, with blanks given to those under 17 to compete, and a \$100 prize in U. S. Savings Bond a first prize.

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Finest location—operated year round, with big new shopping center soon to be built. Concessions wanted on percentage basis. Eating Stand, Custard, Miniature Golf, Batting Range, Golf Driving Range and any other games suitable. **MAX GRUBERG, Standard Kiddie Rides Mfg. Co., 201 East Broadway, Long Beach, L. I.**

# Bally Drums Roll for Shorter N. Y. Rodeo

NEW YORK, Sept. 4.—With the opening of the World's Championship Rodeo a month off, promotion work got under way this week with the scheduling of a cutout contest to run in The Daily Mirror. The multi-circulation paper will start running a jigsaw puzzle of Roy Rogers September 26 for kids to assemble and send in.

First prize will be a week at Rogers' ranch, with other awards to consist of rodeo tickets and Roy Rogers merchandise. Manufacturers will get liberal credits in the newspaper.

The rodeo will open a 16-day, 28-performance run September 30, a severe cut from the 43 shows it put on last year, when business slid off in keeping with the downward trend of recent seasons. Price scale will be unchanged, \$1.50 to \$6. The show will run thru October 17, with the exception of October 4 and 5, during which the Garden is due to be vacant. Reason given for the two-day cessation is that Rogers has commitments which prevent his appearing on those dates.

**Performers Listed**

Elements of the 29th annual event, as lined up by Manager Frank Moore, include Rogers and Dale Evans, headliners; the Sons of the Pioneers, vocal group; comic Pat Brady and His Bucking Jeep, and trick riders Donna Hall, Pat Paul, Joan Bradley, Barbara Ann Huntington, Sydney Hall, Donna Roisum and Ida Le Dean. Rogers' Palomino, Trigger, will also be featured.

There will be 16 evening shows and 12 matinees, with afternoon performances set for Wednesdays, Fridays, Saturdays, Sundays and Columbus Day, October 12. Children will be admitted for half price to the Wednesday and Friday matinees.

The prize list this year will total about \$100,000, which is \$25,000 less than in 1953. About 200 cowboy contestants on the rodeo circuit are expected to compete.

**Queen Contest Set**

An Eastern touch will be the annual Rodeo Queen contest to pick a queen and five sponsor girls from the area's dude ranches. Finals will take place in the arena September 28 and the winner will get a contract to appear with Rogers and Evans during the run of the show.

Publicity is again being handled by Ken MacKay, of Lillian Jenkins' office in the Garden. Another newspaper contest set this week was for the Newhouse dailies on Long Island to feature a look-alike competition in which photos of children from 9 to 12 will be submitted. Those most closely resembling Rogers and Evans will receive prizes of tickets and tie-in merchandise. Contest starts September 19.

The New York Daily News will show Rogers on the cover of its September 26 Rotogravure section, MacKay said. A tie-up has

been worked out with the co-operative Ranch Information Center, a dude ranch association, whereby it plugs the rodeo and its queen contest in its advertising.

The George Skinner Show on WCBS-TV, September 9, will show a film of the elimination shot at the Cimarron Dude Ranch in Peekskill.

**Skouras' Roundup**

As they did last year with Gene Autry, it is expected that the area's 48 Skouras theaters will again feature a roundup tie-in with the rodeo, and details are being worked out. Skouras in the past has shown, on a particular day, the star's movies which it plugs far in advance via film trailers and ads. The rodeo in turn holds a luncheon for 100 moppet theatergoers at which tickets will be distributed.

One promotion almost went sour when a rodeo cowhand was requested Friday (27) by WNBT for its "Sentimentally You" show, 1-1:30 p.m. on Monday (30). It had mistaken the September 30 opening date for August 30. MacKay rushed to Herman Fredericks' cowboy shop near the Garden, but he was out of town. Mrs. Fredericks was heading upstate to visit with cowboy Joe Phillips, and the latter was brought down to appear on the show with his trick dog and plug the rodeo.

# Jubilee Night and Baby Parade Close Keansburg Season

KEANSBURG, N. J., Sept. 4.—Keansburg revived its king and queen crowning on Thursday (2) and its baby parade today, both after an absence of 20 years. Thursday was Jubilee Night, with Al Siegel, Club Miami proprietor, offering a floorshow topped by dancer Peg Leg Bates.

The events mark the end of the resort season here. Jubilee Night was sponsored by the Beach Merchants' Association, and the baby parade by the BMA and Keansburg Businessmen's Association.

# Australian Group Names Berryman

SYDNEY, Australia, Sept. 4.—Sir Frank Berryman has been named to succeed Col. Barney Sommerville, for 30 years director of the Royal Agricultural Society, which runs the Royal Easter Show, sheep show and other big exhibitions in Sydney. Samuel Hordern has been named president to succeed Sir Colin Sinclair, and A. McCorquodale becomes vice-president, succeeding Hordern. Sommerville is semi-retiring and will retain his secretaryship in the organization.

# Seyvern Frames New Kid Ride

CROSWELL, Mich., Sept. 4.—Hilo Seyvern, owner-manager of the Down River Amusement Company, is sporting a new tractor hay wagon ride. A garden tractor was purchased, two hay-wagon type trailers were attached and the device is garnering good money at fairs, it was reported.

# Dates Given For Henie And 'Holiday'

NEW YORK, Sept. 4.—"Holiday on Ice of 1955" opened its season Thursday in Sioux City, Ia., for a seven-day run, and "Holidays" other unit, "Ice Vogues," will be joined by Sonja Henie this month in Texas.

Touring as Sonja Henie and Her Ice Revue, the latter company, with Marshall Beard as Miss Henie's partner, will play a route consisting, in part, of El Paso, September 9-13; Amarillo, 14-19; Tulsa, October 2-8; Oklahoma City, 9-15; Little Rock, 22-27; New Orleans, November 3-9; Memphis, 11-17, and Birmingham, 18-25.

"Holidays" early schedule consists of Sioux City, September 2-8; Kansas City, Mo., 10-15; Salt Lake City (State Fair), 17-26; Butte, Mont., September 28-October 3; Fort Wayne, Ind., 8-14, and Troy, O., 15-21. Cast includes Jinx Clark, Kay Servatius, Arnold Shoda, Rudy Richards, Belle Blocker, Jean Cheadle, and Phil Hizer and Gina Rubaki.

# Little Space Remains Open At Fall Show

CHICAGO, Sept. 4.—Booth reservations for the annual fall trade show at the convention of the National Association of Amusement Parks, Pools and Beaches have come in rapidly, according to Paul H. Huedepohl, secretary of the association.

With nearly three months remaining before the show opens, only about eight booth spaces remain, Huedepohl stated. All space in the main exhibit hall at the Hotel Sherman has been reserved. The vacancies are in that portion of the hall which was opened for the first time last season.

# T-D Pyro Displays For Orange Bowl

MIAMI, Sept. 4.—The 21st annual Orange Bowl Festival's New Year's Eve King Orange Jamboree parade and the half-time extravaganza of the New Year's Day Orange Bowl football game will be repeated the night of January 3 in the Orange Bowl. Art Brieser, Thearle-Duffield, Chicago, will produce fireworks pageantry.

"America Sings" will be the theme of the parade, but E. E. Seiler, also impresario of the between-halves spectacle, is still mum on the pigskin extravaganza's motif. Fred McCall, University of Miami bandmaster, again will be co-producer with Seiler.

For the sixth year in a row Collis L. (Duke) Jordan, for six years an Army and Air Corps public relations officer, is again directing the Orange Bowl committee's publicity.

Frank T. (Cookhouse) Kelly, vet circus steward, reports he has charge of two cafeterias in Hot Springs. Kelly, who broke into the business in 1910 under George Davis on the Al G. Barnes Circus, says he plans to take to the road in 1955.

# Wirth Shows Play Three N. Y. Fairs

NEW YORK, Sept. 4.—Excellent business with his grandstand show at the Steuben County Fair in Bath was reported by Frank Wirth, who offered the "Hi Neighbor" revue. Cast featured D'Arco and Gee and emcee John Barry, and had 16 girls; St. Leon Troupe, teeterboard; Four Kovacs; Nio Yu, wire act; Four Sailors, comedy acrobat, and Aida, Star in the Moon. John Lonergan managed the unit and Mickey Sullivan's band cut the show.

With the firemen's parade practically all washed out on opening night in Walton, business was also satisfactory, with Harry Foster Welch doing his Popeye act and functioning as emcee. Acts were Torelli's Circus; Howard and Wanda Bell, acrobats; Steinmetz Duo, trampoline; Joanne Day, cloud swing; Larry Weeks, juggler, and the Mickey Sullivan band.

Jack Joyce's camel act headed the Palmyra Fair bill in its second showing, and hopped to New York for the Ed Sullivan TV program after the closing show. Other acts at Palmyra were Les Kimmis; Johnson and Owens, bar act; Del Mars, equilibrist; Sosimo Hernandez, hand balancing, and Toscanelli, juggler. Clowns were Slim Collins, Al Florenz, Bozo Ward and Dippy Diers, and Stella Wirth was at the organ.

# J. A. Cole Bulls For Eastern Dates

FAIRLEE, Vt., Sept. 4.—The James M. Cole elephant act, which spent a few days recently at the Rare Bird and Animal Farm here, left Wednesday (1) for other dates in the East, according to William E. Green, owner of the farm.

Cole's act is slated for appearances at Chatham and Endicott, N. Y.; with the "Big Top" TV show in Philadelphia, and at Cobleskill, N. Y. Accompanying Cole to work the dates was Peter Green, son of the farm's owner.

According to Green, the possibility exists that the Cole elephants will work winter and summer dates under the local farm's banner. It is also possible, he said, that some of his baby elephants may be incorporated in a new act with some Cole bulls.

# Campbell Operates Walk-Thru Exhibit

GREENVILLE, Tenn., Sept. 4.—Charlie Campbell, former circus agent, now is operating a walk-thru show aboard a semi-trailer truck, and he reports the show is doing well. Called Marie O'Day's Palace Car and exhibiting a mummy plus a snake display, the show was opened as a ding outfit but more recently has been getting a straight 10 and 25 cents admission.

Campbell is using heralds, press and radio. Agent is W. B. Stout. Three people are on Campbell's staff back with the show.

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3	Chas. Miller	Wis.	#5	495.40
4	Edw. Browning	Ore.	#5	460.40
5	J. J. Frederick	Mich.	#5	457.00
6	Arl Forcier	Minn.	#5	444.00

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# Storm Damage Not Heavy In New York City Region

NEW YORK, Sept. 4.—Last week's storm, which caused extensive damage in the New England States on Tuesday (31), spared the metropolitan area's parks from severe losses, for the most part.

Coney Island's decorative lights over Surf Avenue were blown down but strung up again before the week was out. There was no other physical damage reported, except for the loss of flags on some buildings.

At Steeplechase Park the noon-time opening was held off until 12:15 when the wind and rain abated. About 30 men reported late after oversleeping when their electric alarm clocks were deprived of power, superintendent Jimmy Onerato reported.

Kiddie City in Douglaston section of Queens was flooded to the height of its Ferris Wheel motor, and the subsiding water left a layer of muddy debris over everything. The same condition, caused in part by back-up sewage systems, affected Mortie Speicher's Cinderella kiddie park on 32d Street in the Rockaways.

Rockaways' Playland reported the loss of all exposed canvas, consisting of awnings and pennants, as well as several decorative plywood and masonite figures. The top was blown off its kiddie Merry-Go-Round.

The outdoor stage's canvas cover at Palisades (N. Y.) Amusement Park was a storm casualty, and Playland in Rye, N. Y., was partly flooded.

ADUDITORIUM-ARENAS

# IAAM May Include Open-Air Stadiums

MEMPHIS, Sept. 4.—The International Association of Auditorium Managers may expand to include managers of outdoor stadiums as members. At present, the IAAM is restricted to roofed buildings. The matter now is before the board of directors, with President Merton E. Thayer, of the International Amphitheater here, stating that he favors the move since interests and activities of buildings and open-air stadiums frequently coincide.

ROCHESTER, Minn.—Alberta Chance has been named business manager of the Mayo Civic Auditorium here, succeeding the late Axel Reed, who died recently.

MIAMI—Ralph Gilman is the new manager of the Dade County Auditorium here. He succeeds Jerry Donovan, who died in July.

ATLANTA—A Do-It-Yourself show closed at Municipal Auditorium here Wednesday (1). H. H. Niebrugge, manager, announced a full schedule that includes

dances, wrestling, gospel sings and conventions for September.

FAYETTE, W. Va.—The Fayette Promoters, Inc., has been granted a State charter to promote and sponsor events at the 3,000-seat Fayetteville County Memorial Auditorium here. Walter Caldwell is the firm's booking executive.

MILWAUKEE—Debut of public ice skating at the Arena here proved highly successful as a summer gross perker. Manager Elmer Krahn stated. Nearly 600 skaters came the first day. Concessions operate. Organ music is supplied and Krahn said a pop orchestra might be added. Lighting effects may also be added for the public sessions if their popularity holds thru the remainder of the summer.

TALENT TOPICS

The Buck Lucas Circus and Aerial Alcidos were in front of the grandstand at Sumner County Fair, Gallatin, Tenn., August 25-28. Acts were booked by E. R. Braly Enterprises, Lawrenceburg, Tenn.

Roy Romas, owner of the Flying Romas Troupe, and Trigger, Paolino act, was injured recently while performing the horse act and is unable to work. Replacing him in the flying act, currently playing a string of 10 Texas fairs, is Billy Woods, Gainesville, Tex.

Trobie Ayers, after playing a five-week engagement at the Bud Davis Drive-In, Panama City, Fla., with his clown act, left for a tour of theaters thru Florida. After the theater tour, Davis will play fair dates.

Georgia Simpson, sister-in-law of Walter B. Fox, cards from Norfolk that she recently saw the King show there, courtesy of Manager Floyd King. She reported the big top filled for the night show.

## See \$125,000 Advance For N. Y. 'Ice Capades'

NEW YORK, Sept. 4.—A \$125,000 advance sale was predicted this week for "Ice Capades of 1955," the John H. Harris show which opens its road tour with a September 15-26 stand in Madison Square Garden. Thru yesterday the advance was nearly \$5,000 ahead of last year's at this time, both for mail and box-office sales.

The show went into the Garden with a \$90,000 advance sale in 1953, it was reported, and broke its all-time high for that arena.

Promotion swings into high gear this weekend, with a nationwide telecast set for tomorrow, when Ed Sullivan will put on his Sunday TV show from Convention Hall. With comic Sam Levenson and soprano Roberta Peters featured, the show will carry a 20-

minute sampling of "Ice Capades" productions, carried by some 140 stations with an audience estimated at 50 million.

Locally, the icer will buy radio-TV page ads calling attention to the telecast, publicist Cliff Lewis said.

Drugstore Tie-In

In the metropolitan area's 104 Whelan drugstores a "Humpty Dumpty on Ice" coloring contest is plugged with bright red paper in all windows. Named for one of the show's production numbers, the contest has 500 guest tickets as prizes.

Monday, September 20, Lewis said, will be camera night for amateur lensmen, with 60 camera dealers participating by displaying ice show paper and show cards. On that date the stores will distribute exchange tickets, and after the show the stars will circle the ice while the photogs crowd the rails and shoot photos. Dealers will give out merchandise prizes for the best pictures taken. Advertising the night, "Ice Capades" will take two-column, 300-line ads in four papers. Generally the press has been co-operative, with several good feature breaks secured so far. The Daily Mirror has run a story on Donna Atwood, and The Daily News another on John H. Harris. The News on September 12 will have a color of the "Wish You Were Here" number in its rotogravure section, and The World Telegram and The Sun will carry a feature story and magazine section cover shot of Rosemary and Bobby Maxson on the 18th.

\$5 Tops Unchanged

There will be 24 performances for the 12 days, and the price scale of \$1.50 to \$5 will be unchanged from 1953. The Garden will seat a little over 13,000 for the event, with most of the Ninth Avenue end being blocked off to make room for the bandstand and sets.

Ade Kahn is working with Lewis on the New York showing's publicity, which will be handled by Denise Benoit on the road. A former skater with 12 years' service with the organization, she will do the radio-TV duties. The Gotham press campaign is budgeted at \$55,000 with liberal use of window cards, outdoor paper and newspaper ads.

### Jay Gould Registers At Aberdeen Fair

ABERDEEN, S. D., Sept. 4.—Jay Gould Circus played to big business on the second and third days of a four-day run at the Chamber of Commerce Fair here August 25-28.

First day's matinee was blown because of a late arrival, and the night show was a three-quarter house. Other matinees were about one-third to half filled, which was better than last year. Night business included a full, near-full and half house. Admission to the Gould circus was by tickets distributed by merchants. Rides on the Gould midway were 10 cents to kids on the first day. The Clyde Beatty Circus played here August 16.

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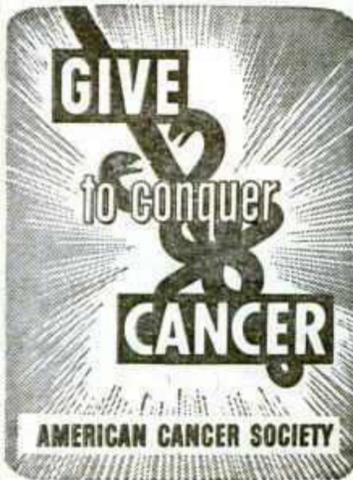
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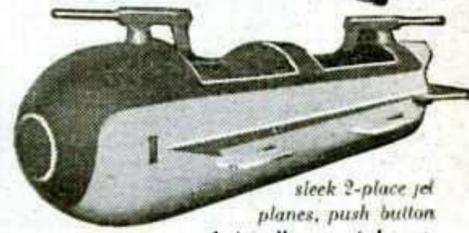
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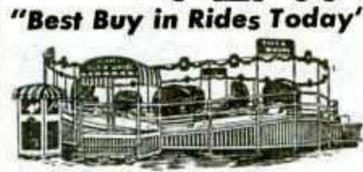
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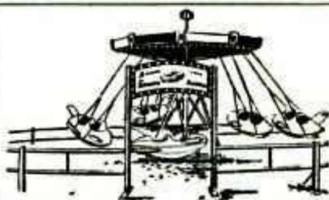
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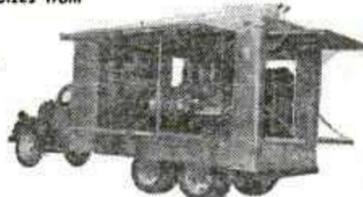
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UNDER THE MARQUEE

Mary Jane Miller bulletins from Ringling-Barnum that Arthur Crampton, YMCA secretary at Flint, Mich., invited personnel to a swimming party at the Y's pool. Fan Bob Raupfer traveled with the show a week. Mary Jane Miller was kept busy in Grand Rapids, her home town. At Battle Creek the Otto Greibling-Freddy Freeman Tent entertained circus performers at a dinner between shows. Mike Bergen, son of Dr. Bergen, joined as Side Show ticket seller. Debra Lee Lawson, daughter of the W. E. Lawsons, was christened at Kalamazoo, with Fanny and Frank McClosky as god parents. Ringling visitors included the Albert Gallianos and party, the Nick Weyers; the Freddy Freemans Jr. and son, Ricky III;

Matt Maloney Jr., Norman Snavely and Ron, Otto Hausmann; the Roy Larsens and son, Russell; the William Kniers, Mr. Walker, George and Charlotte Potratz, Raymond Duke, Mona Hayes, Curt and Hilda Orantos, Stanley Book, the Robinsons, the Lou Allens and children, the Ron Smiths, the C. W. Chapmans and Toni, the Art Kilpatrick, Merilyn Hiller, Art Mitchell, the Don Smiths, Jim Schuster and Jim Schuster Jr.; Norma Wright and her mother; Rusty Parent, Dr. and Mrs. Bergen, Glenn and Hanna Townsend, Frank Felt, Alvin Dobbertend, Henry Bohl, James Fisher, Arthur Crampton, the James DeYoungs and Pop Hausmann and party.

(Bananas) Sparpana, Raymond Escarbara, Sharon McFarland and Bernie Fredonia. Nicholas received a gold whistle with names of all center ring acts engraved on it. Josephine of the Side Show had a stretch of bad luck in which she lost seven snakes this season. Side Show and midway concessions people helped her buy a new one.

Additional Ringling visitors were Joe Browning, Freddy Bennett, Billy Lorette, the Machinos, Edna Harris, Homer Hobson, Ed Green, Jake Crumley, Murray Burt, John F. Osborne, the Rex Ronstroms, the Russ Palmer family the Earl Tegges, Jimmy Gardner, Sir Croft, William (Hammerhead) Dwyer, Jimmy Smith, Joyce Shoemaker, Don Everett, Charles Jones, Celia Feindt and her mother, Guy Moore, Kenny Desell, Bob Deshler, Donald Haag, Father Callahan, Nick Francis, and party, Jon J. Griem, Bob Strom, the George Potratzes, Larry Sloan, the Bill Coffemans, Walter Scholl, Sam Johnson, Happy Maxwell and family, Mrs. (Continued on page 81)

Cohen Issues 311 ACA Cards

ROCHESTER, N. Y., Sept. 4.—On two shows visited last week, 311 employee cards of the American Carnivals Association were issued by general counsel Max Cohen.

Cohen distributed 61 of the cards on the Carl Ferris midway on the fairgrounds at Alexander, N. Y., and another 250 Saturday (28) on the James E. Strates Shows at Bath, N. Y.

Gooding Benefit For SLA Contest At Indianapolis

INDIANAPOLIS, Sept. 4.—A Thursday (2) midnight steak dinner in the cookhouse of the Gooding Amusement Company in support of the Miss Outdoor Show Business of 1954 contest of the Showmen's League of America kicked off the Gooding organization's September 2-10 date at the fair. The Gooding candidate in the contest is Joy Purvis, producer-manager of a revue on the Gooding show.

Plans for the dinner were directed by Josephine Haywood, Miss Outdoor Show Business of 1953, who is a Gooding concessionaire.

Hold Last Rites For Maurice Sax

PEORIA, Ill., Sept. 4.—Funeral services were held here Monday (30) for Maurice (Morry) Sax, 56, one of the founders of Gam Sales Company, merchandise concern, who died in a Chicago hospital. He is survived by his widow, Gladys, his mother, Nellie, three children, and three brothers, George, Phil and Max, and four sisters. Phil Sax, who has been associated with Gam Sales for many years, will continue to operate the business.

Joe Hodgini and his canines, playing fairs for the Hamid office, will join the Hamid-Morton Circus in Toronto soon for winter dates. The Bouncing Bodos, trampoline act, recently worked the birthday fiesta in honor of Archbishop Cushing of Boston, held at Blinstraub's Village, South Boston night spot. Act now resumes a long list of fair dates for Hamid. Sonia Colberg, of the Colbergs' contortion act, was out for the Lyndonville (Vt.) fair date (August 26-28) due to injury. Hamid office rushed Hal Plummer as replacement in the act. Without a chance for a rehearsal, Hal worked in the double act the first night plus a single routine at subsequent matinees. Francisco and Dolores, perch act, are working fairs for the agency. Paul Kohler, of the Kohler and Jini xylophone act, is emseeing for Hamid vaudeville units on the fall fairs and will resume club and theater bookings after fair season.

Ringling's Mary Jane Miller reports from Chicago that Jeannie and Gaspar Ferroni have become parents of a boy born in Sarasota August 21. Birthdays were celebrated by Count Nicholas, Joe

COMING EVENTS

- Arizona: Eloy—Mex. Independence Day Celebration, Sept. 15-16. Glendale—Mex. Independence Day Celebration, Sept. 15-16. Nogales—Mex. Independence Day Celebration, Sept. 15-16. Tucson—Mex. Independence Day Celebration, Sept. 15-16. Arkansas: DeWitt—Ark. Co. Livestock Show, Oct. 13-16. England—Fall Festival, Oct. 18-23. Heber Springs—Oetburne Co. Livestock Show, Sept. 23-25. J. T. Edwards. Hope—Third Dist. Livestock Show, Sept. 29-Oct. 2. Robert Shivers. Jonesboro—Craighead Co. Livestock Show, Sept. 20-25. Norman Wimpy. Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter. Pine Bluff—S. Ark. Livestock Shows, Sept. 20-25. California: Chula Vista—Piesa de la Luna, Sept. 22-26. Delano—Harvest Holiday, Oct. 6-10. Lamont—Cotton Carnival, Oct. 20-24. Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 2. A. M. Mathews. Los Angeles—International Horse Show, Oct. 16-23. Oakland—Pacific International Motor Show, Oct. 9-17. San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7. Stafford Oaks—Celebration, Sept. 14-19. Leon Broughton. Colorado: Arvada—Harvest Festival, Sep. 10-11. Ralph H. Lonecker. Denver—Gift and Jewelry Show, Hotel Albany, Sept. 23-26. Allied Exhibitors. 3832 Wilshire Blvd., Los Angeles. Grand Junction—Farm Show, Oct. 8-10. Kit Carson—Kit Carson Show, Sept. 18. Paul Bock. Littleton—Homecoming, Sept. 17-18. Stan Brodd. Connecticut: Middletown—Lady of Mt. Carmel Feast, Sept. 9-12. Georgia: Thomaston—Lions Club Festival, Sept. 6-11. Illinois: Chicago—International Pet Fair, Sept. 21-26. Chicago—International Dairy Show & Rodeo, Oct. 8-17. Chicago—International Livestock Expo., Nov. 26-Dec. 4. Cordova—Watermelon Festival, Sept. 10-12. Geneseo—Corn Festival, Sept. 9-11. Hoopston—Sweet Corn Festival, Sept. 9-11. Olney—Conservation Day and Flow Matches, Sept. 16-18. Shawneetown—Golden Corn Festival, Sept. 8-11. Indiana: Evansville—Tri-State Expo., Sept. 17-22. Geneva—Fall Festival, Sept. 9-11. (Continued on page 88)

TENTS

ALL SIZES—ALL TYPES

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

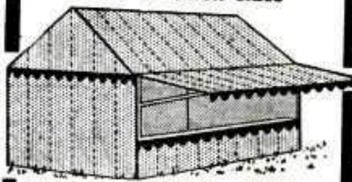
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SHOW TENTS CENTRAL Canvas Company

516-518 EAST 18th St. Kansas City 6, Missouri Phone: Harrison 3026 HARRY SOMMERVILLE

# Iowa State May Top 1951

Continued from page 61

failed to pull in the anticipated crowd altho the grandstand and paddock were jammed to a capacity estimated at 25,000.

### Few Coffos

The gates were opened a half hour before his arrival and anyone could walk in free until after his address was over. It was estimated only several thousand took advantage of the free offer.

Iowa fair officials did more than just open their gates, they also made the night grandstand free to those that gathered for the President's talk, which started at 6:30 p.m. The fair could have delayed the night's show and charged, but the officials felt it would be better publicity for the fair to toss in the show gratis.

The total attendance Monday was only 50,794, as compared with 30,736 on the same day last year. It had been anticipated that the crowd would come closer to 85,000 or even 100,000. The only answer for failure to hit the big mark was that most of the Iowans were scared away, feeling it would be

too crowded and instead went to the airport (10,000 estimated) and lined the city streets to watch the President's group drive by.

A new grandstand experiment Friday (3) was quite successful. The traditional afternoon big car races, run by Al Sweeney, always a strong attraction, were shifted to the evening spot. The Cramer Rodeo, with Autry, was put on in the afternoon. Results were that the rodeo drew almost a full house and the people stayed on the grounds to overflow the speed events in the evening. The midway and concessions scored big as the auto races turned out this huge throng at slightly before 10 p.m.

### Receipts Mount

Cunningham reported that at the half way mark on Wednesday evening the fair had taken in approximately \$400,000 against its regular budget of \$622,000. In addition, the fair had a special budget of \$75,000 for the centennial features.

The fair board secretary said

that with any luck on the weather the 1954 exposition should exceed the \$55,000 profit turned in last year and probably would come close to the \$235,000 registered in 1951.

Amusement Company of America Shows on the midway were running approximately 12 per cent ahead of last year with a gain reported every day over the 1953 figures.

The grandstand shows were pulling in the crowds with re-

ceipts running ahead of last year. Stock car races on the opening Saturday pulled in 17,285 with the big car races by A. Sweeney's National Speedways on Sunday afternoon attracting 18,994 paid customers. Aut Swenson's thrill show on Monday pulled in 8,104 while harness racing Tuesday accounted for 6,633 and on Wednesday 7,301. Leo Overland's tournament of thrills had a nice crowd of over 8,000 on Thursday.

Barnes-Carruthers night revue likewise was ahead of 1953 fig-

ures, running ahead each night. Thearle-Duffield provided the fireworks display, which included special centennial features.

The night grandstand show revue put on by Barnes-Carruthers included the following: Wells and Four F's, Rolletts Trio, Gayner and Ross, Pierelt Duo, Four Wades, Elly Ardelty, Alverdu Duo, Oranto Duo, La Leta Company, Jay Seiler, Buster West and Lucille Page, Goetschis Trio, Erna and Rio, Marnels Duo and Will Mahoney.

# N. E. Hurricane Loss \$3 Mil

Continued from page 61

when a six-week-old beach re-sanding project was ruined. Sixty-nine rowboats owned by pier concessionaire Richard Holt were smashed.

### Coaster Damaged

Salisbury Beach, flanking Revere to the north and Nantasket Beach and its Paragon Park to the south, were more fortunate. There was some damage to the Roller Coaster at Salisbury, but the Frolics, major nitery featuring Billy Daniels, lost only the night of the storm because of power failure. At Larry Stone's Paragon Park the Flying Scooter was blown down and a number of kiddie rides and other units were damaged.

Rocky Point at Warwick, R. I., was the hardest hit single installation. The shore dinner pavilion with accommodations for 3,000, which was built on the ruins of a smaller structure wrecked in the 1938 blow, was stripped to its framework by the winds. The park, redesigned and rebuilt under the supervision of Jack Ray and Joe Drambour immediately after the war, suffered considerable other damage. An effort was being made to get into at least partial operation for the weekend.

The park's Paladium dance hall was slightly damaged, but the road leading to the park was washed out. The dock was almost entirely washed away.

Installations at Old Orchard Beach and York Beach in Maine and Hampton Beach, N. H., were not hard hit. Police evacuated the beach area at Hampton as a safety measure but only the day of the storm was lost.

### Ocean Beach Hit

Savin Rock, New Haven, and Ocean Beach, New London, Conn., caught the full force of the storm. A Ferris Wheel was smashed and other ride units operated by Richard Coleman and his associates at Ocean Beach were damaged.

Cape Cod was devastated and the Melody Tent at Hyannis, a straw hat musical presentation, was ripped to shreds and blown away. Mosely's on the Charles, Dedham, Mass., ballroom, where name bands and disk stars have been featured for years, was blown apart with some sections carried more than 100 feet. Crescent Park at Riverside, R. I., had its dock near the shore dinner hall washed away, with damage set at \$26,000 by President Arthur B. Simmons.

Buildings at the Topsfield (Mass.) Fair were reported demolished. Roofs were ripped from the Windsor (Me.) Fair and the

nightly harness racing had to be canceled.

The lack of fairs in the storm area meant the absence of carnivals and no serious damage was reported to the vulnerable traveling organizations.

Inland spots such as Riverside Park, Agawam, Mass., and Whalom Park, Fitchburg, Mass., suffered only minor damage.

## BEATS DRUMS

# Illions Sets Heavy Pomona Adv. Budget

POMONA, Calif., Sept. 4.—Harry Illions, operator of the World's Fair Midway at the Los Angeles County Fair, headed by C. B. (Jack) Afflerbaugh, has signed a contract to spend \$10,000 to \$12,000 advertising the fun zone for the 17-day fair starting September 17. Illions said that his name will not be connected with the advertising copy but that it will feature the fair, pointing up the amusement area.

Illions added that the ride charge would be reduced in accordance with the former tax, the savings being passed on to the rider. He added that the Sky Wheel would charge 25 cents instead of 35 cents as in 1953 and 1952.

The Illions complement of rides will be augmented by those of the Frank W. Babcock United Shows. The midway operator said that all in all about 40 rides would be offered. Illions, well known for his park operations in the East, has added a Flying Saucer ride to those already permanently installed here.

The advertising campaign, Illions added, will include the printing and distribution of 100,000 brochures.

# Ozark Resorts Ask Assurance On Water Level

JOPLIN, Mo., Sept. 4.—Already hard hit by a three-year drought, members of the Ozark Playground Association have started circulating petitions asking Congress to prevent Army engineers from lowering lakes below levels that would hurt their business further.

The petition asks that recreation be treated with equal importance with hydro-electric and flood control objectives at federal lakes. Tourist traffic already has fallen off because the lakes have been lowered by drought.

Resort and tourist court owners in an area of Missouri, Oklahoma and Kansas comprise the association membership.

# Bertschie Heads Rollohome Corp.

MARSHFIELD, Wis., Sept. 4.—John Bertschie has been named president of Rollohome Corporation, trailer manufacturer, to succeed Elmer Frey, who resigned to head up his own company. Other officers include Norman Frey, vice-president; Harold Frey, secretary-treasurer, and Henry Stix, controller. Harold Frey will be sales manager and Roland Frey purchasing agent. The firm's subsidiary, Marshfield Homes, has been purchased by Elmer Frey.



# NEW CHEVROLET TRUCKS

shorten your schedules and cut costs in the bargain!

You can actually count on a Chevrolet truck doing your job faster and for less money. That's a strong claim, sure; but one that's been proved time after time on job after job.

### EXTRA POWER SAVES YOU TIME

All three Chevrolet truck engines—the "Thriftmaster 235," the "Loadmaster 235" and the "Jobmaster 261"—deliver extra horsepower for greater acceleration and hill-climbing ability. You haul your loads on a time-saving schedule and save money doing it—for with Chevrolet's higher compression ratio you use less gas.

### BUILT-IN RUGGEDNESS SAVES YOU MONEY

Stronger, more rigid frames, newly designed clutch; huskier rear axles and drive lines in 2-ton models; higher capacity universal joints in medium- and heavy-duty models—these beefed-up built-in chassis features mean your Chevrolet truck is going to stay on the job for a longer time. They also mean you can expect extra-low operating costs.

Another important advantage is Chevrolet's low original cost—lowest of all lines of trucks! You save the day you buy, and you go right on saving as long as you own that Chevrolet truck. Drop by your Chevrolet dealer's and look over the many models he has to offer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

MOST TRUSTWORTHY TRUCKS

ON ANY JOB!

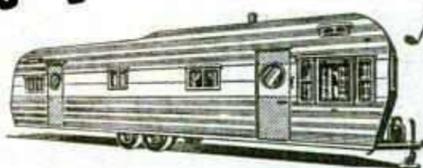


## CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

**THREE GREAT ENGINES**—The new "Jobmaster 261" engine\* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION\***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION** — for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH** —improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT\*** —eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES** —give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS** — for increased tire mileage. **BALL-GEAR STEERING** —easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

\*Optional at extra cost. Ride Control Seat is available on all cabs of 1 1/2- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

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plenty of cabinet space. Fully equipped. Ready to live in. Low down-payment. Easy payment plan. For FREE literature and floor plans of nationally famous "M" System Mobile Homes, WRITE TO

## "M" SYSTEM, INC.

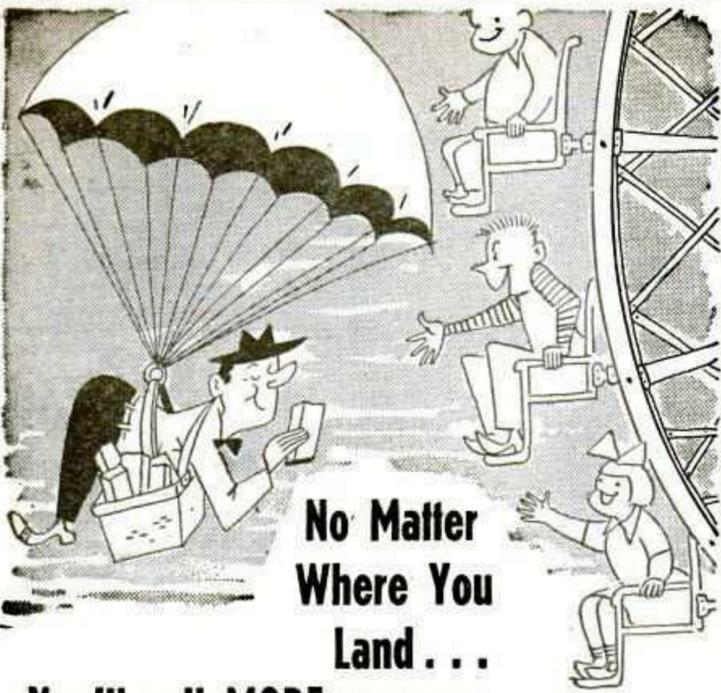
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\*"M" System Models obtainable in 19', 23', 27', 32', 36', 40' sizes. The World's Largest Builder of Mobile Homes



No Matter  
Where You  
Land . . .  
You'll sell MORE popcorn  
with **popsit plus**

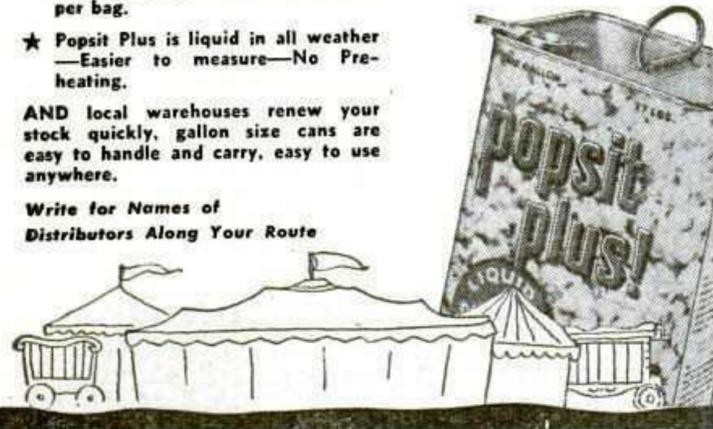
**Popsit Plus**, the liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma . . . corn that looks so good, smells so good, each passerby has to buy!

**More Profits, Too**

- ★ Popsit Plus pops More corn completely—fewer Duds—Less Cost per bag.
- ★ Popsit Plus is liquid in all weather—Easier to measure—No Pre-heating.

AND local warehouses renew your stock quickly, gallon size cans are easy to handle and carry, easy to use anywhere.

Write for Names of Distributors Along Your Route



**popsit plus!**

Made by **C. F. Simonin's Sons, Inc. Phila. 34, Pa.**

**POPPING OIL SPECIALISTS TO THE NATION**

Multiplex Faucet Co. Serving the Trade 50 Years

**Mechanical Refrigeration NOW Available—ROOT BEER BARREL**

(17 and 45 Gallon Sizes Only) Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)

**Exclusive!**

- 8 Gallon Root Beer Barrel (single faucet)
- 17 Gallon Barrel (one or two faucets)
- 45 Gallon Barrel with Draft Arm for plain soda plus two faucets for 2 different drinks

Also Dispensers for Coca-Cola, other Drinks



• VARNISHED OAK BARRELS • STAINLESS STEEL HOOPS

Manufacturers: **MULTIPLEX FAUCET CO.** 1400-B Ferguson Ave. St. Louis 14, Mo.

**CONCESSION SUPPLY CATALOGUE**

Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

**POPCORN SNO-CONES COTTON CANDY COOK HOUSES CANDY APPLES GRABS**

If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**

318 E. THIRD ST.

CINCINNATI 2, OHIO

**POPCORN & CONCESSION SUPPLIES**

"MIDWAY MARVEL" FLOSS MACHINES—CANDY APPLES, ICE SHAVERS, POPCORN MACHINES, PEANUT ROASTERS, BAGS, BOXES, PEANUTS IN BULK OR READY BAGGED (100 PER CASE). SAME DAY SERVICE. SEND FOR PRICE LIST AND CATALOG.

**CHUNK-E-NUT PRODUCTS CO.**

231 N. 2D ST. PHILADELPHIA 6, PA.

2908 SMALLMAN ST. PITTSBURGH 1, PA.

1261 E. 6TH ST. LOS ANGELES 21, CALIF.

**GIVE TO DAMON RUNYON CANCER FUND**

**TAKES LEAD**

**Seasoning Firm's Role In Popcorn Progress**

PHILADELPHIA, Sept. 4.—If credit for pioneering in the popcorn business is ever handed out, C. F. Simonin's Sons, Inc., is in line for its share of laurels. For the manufacturer and refiner of popcorn seasoning has pioneered in three major developments—the development of peanut oil as a substitute for coconut oil (a World War II casualty); the packaging of oil in a one-gallon can, and the adding of butter flavor and color to the oil.

The firm, which was one of the first in the country to crush copra from which coconut oil is derived, was identified with the popcorn industry at an early date.

During World War II the popcorn industry was faced with a paucity of the necessary fat to season its product. Experiments conducted by the Philadelphia firm proved that peanut oil, a comparatively plentiful product, possessed highly desirable characteristics for corn popping. And its discovery proved a boon to the industry, which was undergoing a mushrooming due to the big sale of popcorn in motion picture theaters.

**Gallon Cans**

Next step for the firm was the introduction of a one-gallon can for packing the liquid peanut oil. Previously heavy, bulky containers had been used which were difficult to handle, especially for feminine concession workers. Third major development came after the war. After much experimentation, the firm added a

butter flavoring and also colored it, producing a product that caught on immediately.

Credit for the developments goes to Eugene B. Simonin, president, under whose direction the work was conducted; Philip E. Ronzone, vice-president in charge of production, and J. A. (Jim) Ryan, vice-president in charge of advertising, who perceived the butter flavoring and the one-gallon can.

Ryan, who is credited with being one of the best informed experts on popcorn seasoning and marketing, was recently asked which type of seasoning is better—solid or liquid, a question that has been controversial for decades.

"Simonin's leans to the use of liquid peanut oil," he said, "but there is no doubt that solid coconut oil is superior where central plant popping operation are involved, in cases where the popcorn is shipped out to theaters to be used over a long period. In these avenues of distribution, no liquid seasoning will stand up."

**Cites Advantages**

He pointed out that the advantages of peanut oil over cottonseed and soybean oil are that it can be more easily handled and does not blacken the kettle, has better life and does not oxidize as quickly as the cottonseed or corn product.

He also advised that for operations not having the immersion heater built into the machine there is a small unit which can be secured. Where these latter heaters are used it is important that the oil not be permitted to get too hot, because then the container is not easy to handle, he said.

In speaking of the history of Simonin's, it was brought out that firm was founded in 1876 by Count Dillon de Simonin, a French engineer, who came to the U. S. with ideas for equipment for handling oils and fats. These he patented and exploited successfully. His grandson, Eugene Simonin, is the present head of the company.

**Victor Marks First Anni**

RICHMOND, Va., Sept. 4.—Victor Popcorn Supply Company, dealers in food and drink concession supplies, will celebrate its first anniversary September 24. The firm opened its doors on that day in 1953 when Vic Zinder moved to Richmond from Philadelphia representing Chunk-E-Nut Products for 13 years.

The firm carries a full line of supplies and equipment for popcorn, sno-cones, candy floss, candy apples and other grab stands. Victor handles Star and Cretors popcorn equipment and carries the Gold Medal line of floss machines and snow-cone ice shavers.

**Dad's Preems Canned Pop October 1**

CHICAGO, Sept. 4.—Dad's Root Beer Company this week announce it would premiere its products in cans October 1. At that time root beer will be made available in 12-ounce cap top and flat top cans and in 32-ounce cap top cans.

Six-ounce cans will not be offered at that time, according to Walter Sala, advertising manager. Sala also said the firm would feature its Frutaste flavors at the annual convention of the National Automatic Merchandising Association this year. All fruit flavors are two-way, he said and can be used in carbonated or non-carbonated soft drinks.

**Citrus Org Sells Juice At Race Oval**

PROVIDENCE, Sept. 4.—Florida Citrus Mutual, big Florida orange juice organization, is currently testing the sale of citrus juices at outdoor locations. Typical of the program is the installation here at Lincoln Downs Race Track where a total of 26 units are in operation under the management of A. Hagan Parrish, industry and trade relations head of the Florida organization.

Parrish reported that the sale of citrus juice at drive-in theaters in Florida has been excellent. Recent tests indicated that 80 per cent of the patrons bought citrus juice in one form or another.

**Carlton Quits Hollyw'd Firm**

CENTRALIA, Ill., Sept. 4.—William Carlton Sr., has resigned from his position as general sales manager for Hollywood Brands, Inc., Hollywood Candy Division. Carlton's resignation was submitted as a result of ill health. F. A. Martocchio, firm's president, announced. Hollywood is active in the outdoor amusement business, including drive-in theaters and fairs. It has the exclusive on candy bars at the Indiana State Fair, Indianapolis.

**FOR SALE DINER**

UPSTATE NEW YORK WHEEL AND DEAL SMALL DINER.

C.P.A. Statements for State and Federal Income Taxes for 1953 show that 2 live-wires can net over \$10,000 yearly. Same location since 1926 but brand new factory built 10-stool stainless steel unit. Right in town, parking space, land 45'x65' everything a going, successful business. Books show that land, building, equipment, etc., cost over \$20,000; will sell at 25% off.

Good terms. Must sell to devote more time to our farms and nationally known Restaurant on Waverly Hill. A real opportunity for a live wire.

**O'BRIEN BROS.**

Waverly Hill, Waverly, N. Y.

**8¢ PROFIT ON EVERY 10¢ SALE!**

with **SNO-MASTER ICE SHAVERS**

**\$325** 1/2 cash, balance C.O.D.

To established business with credit rating: \$100 down, balance 9 equal monthly payments.

**SNO-MASTER**  
124-B Hopkins Pl  
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**MAKE \$100.00 A DAY**

On Candy Floss  
Our PERFECTION is just that—Precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for free literature.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
26 Benton Ave. Nashville 4, Tenn

**1955 SUMMER SEASON Boardwalk Concessions FOR RENT**

Excellent congested locations for Amusement Games, Men & Ladies' Wear, Photographer, Bar & Grill, Luncheonette, Restaurant, Custard, Hamburgers & Frankfurters, Rotisserie, Pizzeria, Coffee & Doughnuts, Milk Bar, Costume Jewelry. Also Lobby Cigar Stand.

**HOTEL NASSEAU, Long Beach, L. I.**  
Phone: LO 6-0100  
(45 minutes from New York City)

**Machines and Dispensers**  
FLOSS • POPCORN • CANDY APPLES  
SNOWBALLS • DRINKS  
Plus . . . A Complete Line of Supplies!  
Get everything from one source!  
**POPPERS SUPPLY CO., INC. of Phila.**  
1211 North 2nd Street GARfield 6-1616  
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

**SAVE SEPTEMBER SALE**  
**MODEL 120 FLOSS MACHINE ONLY \$275.00**  
Made by the world's largest manufacturer of floss machines. Guaranteed to outproduce any other standard floss machine on the market . . . or your money back! There's only one best! **GET YOURS TODAY!**  
**CONCESSION SUPPLY CO.** 3916 Secor Rd. Toledo 13, Ohio

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

NEW DEVELOPMENTS:

# Frankfurter Broiler For Counter Display

LYNN, Mass., Sept. 4.—A new counter model frankfurter rotisserie that operates on the infrared principle, is being manufactured here by Bell Engineering Company. The firm describes the unit as being equipped with a two-section spit designed to barbecue 40 frankfurters in a few minutes and over 300 per hour. The unit is constructed of glass and stainless steel and also has facilities for steaming or toasting rolls. Also included are trays for broiling and warming other meats.—Bell Engineering Company, Lynn, Mass.

The three basic units available are a wooden stirrer, paper container of sugar and a paper napkin in the cheapest kit. Another kit substitutes a flat wooden spoon for the stick stirrer, and the third contains a rounded plastic spoon. All three are packed in a two by six-inch flat cardboard tray and are wrapped in cellophane. Each kit has one envelope of sugar, but additional packs may be ordered.—Lenkay Sani-Products Corporation, 712 Greenwich Street, New York 14.

### Dispenser For Small Ops . . .

LOS ANGELES—A soft drink dispenser designed for smaller operation, is being offered here by Majestic Enterprises, Ltd. The unit is equipped with a globular plastic illuminated dome and cascades. Designed for dispensing concentrates and sirups, it has a capacity of approximately six gallons. The 32-inch unit requires counter space of 13½ by 14 inches. Bowl is removable for easy cleaning and servicing.—Majestic Enterprises, Ltd., 959 Crenshaw Boulevard, Los Angeles, 19.

### Cooler Line Has Varied Sizes . . .

ST. LOUIS—Fast, efficient cooling action is attributed to the line of beverage coolers being manufactured here by Ideal Cooler Corporation. The coolers range in size from 24 cases of 12-ounce bottles to 56 cases of 12-ounce bottles. They are constructed of all-steel and are self-contained or remote. They have been built to fit under a standard counter and have stainless steel disappearing lids. Some models come with motor stations.—Ideal Cooler Corporation, 57 Easton Avenue, St. Louis 16.

### Counter Units . . .

HOUSTON—A line of matching stainless steel counter units is being marketed here which can be installed in any position or combination with only one flue connection exhausting all gases. Dimensions are 24 inches deep and 14¼ inches high over-all. In the line-up are included a deep fryer, thermostatic griddle, open burner and vacuum blower unit. Controls are recessed and front cover is rolled.—Super-Chef Manufacturing Company, 12211 Hodges Street, Route 3, Box 28, Houston.

### Can net Comes In Two Models . . .

HATBORO, Pa.—Refrigerated cabinets that can hold milk in either glass or paper containers have been introduced by Powers Equipment Company. Two models are available, one with an opaque, lift-up top; the other with a plastic glass sliding top which is break-resistant. Sectional, removable shelves support the tiers of bottles. The cabinet is self-contained and provides dry cold. Outside dimensions are 28 by 33 by 35 inches high; inside measurements are 23 by 28 by 19½ inches deep. Cabinet is baked-on white enamel. Capacities range from 84 to 178 quarts bottles or cartons; 153 to 360 pints or 341 to 627 half pints.—Powers Equipment Company, 458 Oakdale Avenue, Hatboro, Pa.

## Peanut Stocks Fall Below '53

WASHINGTON, Sept. 4.—Peanuts held in off-farm positions at the end of July, 1954, amounted to 285,000,000 pounds, including 121,000 pounds of shelled edible peanuts and 15,000,000 pounds of roasting stock, the Department of Agriculture reported this week. These stocks are 33 per cent below the same date last year and are lowest since 1950. Peanuts used this year in making candy, salted p-anuts and peanut butter are up about 2 per cent over the same period in 1953.

## Candy Firm Adopts Circus Bag Theme

CHICAGO, Sept. 4.—E. J. Brach & Sons, candy manufacturer, has adopted a new polyethylene bag for its marshmallow peanuts themed on the circus. The package features clowns and animals in red, yellow and blue.

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible malling points are listed.)

- A-1 Am.: Charleston, Mo.
- Alamo: Miami, Okla.
- American Beauty: Unionville, Mo., 7-10; Paragould, Ark., 13-18.
- A. M. P.: (Fair) Greensboro, N. C.; (Fair) Hillsville, Va., 13-18.
- Badger State: Lake City, Minn.
- Beam's Attrs.: (Fair) Leaksville, N. C.; (Fair) Chesterfield, Va., 15-18.
- Bee's Old Reliable: (Fair) Horse Cave, Ky.; (Fair) Booneville 13-18.
- Belle City: Kaukauna, Wis., 6-9; Milwaukee 10-12.
- Bernard & Barry: Windsor, Ont., 6-8; Beamsville 9-11; Welland 13-18.
- B. & H.: Lake City, S. C.; Lynchburg 13-18.
- Big State: (Fair) Ponca City, Okla.; (Fair) Cushing 13-18.
- Blue Grass: (Fair) Clarksville, Tenn., 8-11; (Fair) Cape Girardeau, Mo., 13-18.
- Blue Ribbon No. 1: Friendship, Wis.
- Blue Ribbon No. 2: Crandon, Wis.
- Blue Valley: Calhoun, Mo., 9-11.
- Bogle, F. C.: Elkhart, Kan.; Shamrock, Tex., 13-18.
- Buck, O. C.-Model: (Fair) Alexandria, Va.; Salisbury, N. C., 13-18.
- Burkhardt: Golden, Ill., 7-11; Shawneetown 13-18.
- Burke, Harry: (Fair) Plaquemine, La., 9-13; (Fair) Port Allen 16-20.
- Brewer's United: Hempstead, Tex., 16-18.
- Capital City: (Fair) Dalton, Ga.; (Fair) La Fayette 13-18.
- Carl, A. J.: Clifford, Mich., 8-11.
- Carpenter Bros.: Geneva, Ind., 9-11.
- Carr, Lawrence: (Fair) Aton, Mo., 9-11; (Fair) Manchester, Vt., 16-19.
- Cassey, E. J.: Kapuskasing, Ont., 8-11; (Fair) Cochrane 13-15.
- Cavalade of the West: Deer Park, Wash., 8-12.
- Central States: (Fair) Caldwell, Kan., 8-11; (Fair) Pawhuska, Okla., 13-17.
- Cetlin & Wilson: (Fair) Reading, Pa., 12-19.
- Chance, R. H.: (Fair) Davenport, Okla., 6-7; (Fair) Norman 8-11; (Fair) Cordell 13-16.
- Chanos, Jimmie: Medina, O.
- Cherokee Am. Co.: Ralston, Okla., 6; Chandler 9-11; Wewoka 13-15; Madill 16-18.
- Coleman Bros.: Ponda, N. Y.
- Collins, Wm. T.: (Fair) Lincoln, Neb., 6-10.
- Continental: Trumansburg, N. Y., 15-18.
- Cote Am. Co.: Port Austin, Mich., 6-7; (Fair) Pineonning 9-11.
- Crafts Expo.: San Mateo, Calif., 8-12.
- Crafts Expo.: San Mateo, Calif., 8-12; Lodi 15-19.
- Cumberland Valley: (Fair) Sparta, Tenn.; (Fair) McMinnville 13-18.
- Del-Flore Am.: New Castle, Pa.; Circleville, O., 15-18.
- Dickson United: (Fair) Tipton, Okla., 8-11; Waurika 13-18.
- Dixie Expo.: Ashland, Ala.; Fort Payne 13-18.
- Dobson's United: (Fair) Sauk Centre, Minn., 9-12.
- Down River Am. Co.: New Baltimore, Mich.
- Drago, No. 1: South Bend, Ind., 6-12.
- Drago, No. 2: Medaryville, Ind.
- Drew, James H.: (Fair) Pennington Gap, Va.; (Fair) Prestonsburg, Ky., 13-18.
- Dudley, D. S., No. 1: (Fair) Stratford, Tex.; (Fair) Lamesa 13-18.
- Dudley, D. S., No. 2: Clovis, N. M., 13-18.
- Dyer's Greater: (Fair) Bellevue, Ia., 6-7; (Fair) Lancaster, Wis., 9-12; Tiptonville, Tenn., 13-18.
- Ellis, Doug: (Fair) Vevay, Ind.; Carrollton, Ky., 13-18.
- Evans United: Washington, Kan., 7-11; Lexington, Mo., 14-18.
- Ferris, Carl D.: Dunkirk, N. Y.; Edenton, N. C., 13-18.
- Franklin, Don, No. 1: (Fair) Texarkana, Tex., 10-18.
- Franklin, Don, No. 2: Webb City, Mo., 8-11.
- Frontier: Hotchkiss, Colo., 7-10.
- Funland: (Fair) Cole Camp, Mo., 9-11.
- Gatto Am.: (Fair) Hatfield, Pa.; Bridgeport 13-18.
- Gem City: (Fair) Dyersburg, Tenn.
- Gentsch, J. A.: Marks, Miss.; Cleveland 13-18.
- Georgia Am. Co.: Moultrie, Ga.; (Fair) Fitzgerald 13-18.
- Gladys Am. Co.: Winchester, Va.
- Gladstone Expo.: (Fair) Centerville, Tenn.; (Fair) Savannah 13-18.

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- Gainesville Community: Fort Worth 15-16; Jacksboro, Tex., 20; Bridgeport 23.
- Gould, Jay: Knox City, Mo., 7; Bowling Green 8-11; Meredosia, Ill., 16-19; Washington, Ia., 20-21.
- Greater Olympic Circus: Gays Mills, Wis., 10; Lancaster 11.
- Hagen Bros.: Hartsville, S. C., 7; Sumter 8; West Columbia 9; Augusta, Ga., 10; Orangeburg, S. C., 11; Athens, Ga., 13; Atlanta 14; Anniston, Ala., 15.
- Hunt Bros.: Woodstown, N. J., 7; Havre de Grace, Md., 8; Reisterstown 9; Westminster 10; Marley Park 11.
- Kelly-Miller: Webster, S. D., 7; Milbank 8; Brookings 9; Madison 10; Luverne, Minn., 11; Rock Rapids, Ia., 12; Sheldon 13; Howarden 14; Le Mars 15; Cherokee 16; Storm Lake 17; Sac City 18; Mapleton 19; Denison 20; Carroll 21; Harlan 22; Atlantic 23.
- King Bros.: Gastonia, N. C., 7; Lexington 8; Statesville 9; Concord 10; Rock Hill, S. C., 11; Columbia 13; Sumter 14; Darlington 15; Dillon 16; Whitesville, N. C., 17; Fayetteville 18; Kinston 20.
- Mills Bros.: Trenton, N. J., 7; Easton, Pa., 8; Allentown 9; Green Lane-Sumneytown 10; Conshohocken 11; West Chester 13; Pottstown 14; Phoenixville 15; Media 16; Chester 17; Wilmington, Del., 18.
- Polack Bros. Eastern: Jackson, Miss., 7-8; Meridian 10-11; Columbus, Ga., 13-14; Charleston, S. C., 16-18.
- Polack Bros. Western: Kennewick, Wash., 10-12; Eugene, Ore., 16-18; Roseburg 19-20; Medford 22-23.
- Rice Bros.-Joe Mix: Corinth, Miss., 7-10; Helena, Ark., 13-17; Blytheville 20-24.
- Richards Bros.: Jackson, Ga., 9; Heflin, Ala., 10; Centre 11; Boaz 13; Arab 14; Cullman 15.

Ringling Bros. and Barnum & Bailey: Janesville, Wis., 7; Fond du Lac 8; Appleton 9; Sheboygan 10; Green Bay 11; Wausau 12; Eau Claire 13; Winona, Minn., 14; Dubuque, Ia., 15; Cedar Rapids 16; Davenport 17; Burlington 18; Ottumwa 19.

## Miscellaneous

Marie O'Day's Palace Car: Waynesville, N. C., 7; Bryson City 8; Green Bay 11; Shaffner Players: Green City, Mo., 7-12; Centerville, Ia., 13-18; Unionville, Mo., 19-25.

## Pop Firm Pulls 30,000 to Park

DETROIT, Sept. 4.—A preschool jamboree for the family trade was staged Saturday (28) by Edgewater Park, thru a tie-in with the Faygo Company, local soft drink distributors, and drew 30,000 people. About 40 per cent of the total patronage was composed of children.

The Faygo Company distributed some 200,000 tickets, each good for five free rides, providing the incentive that brought the crowds out. Spending was fair, but was tighter than usual, reflecting unemployment conditions.

## Geo. Davis Borque Dies in Nashua

WOODBIDGE, N. J., Sept. 4.—George Davis Borque, 70, of the Mills Bros. Circus, died recently at his sister's home in Nashua, N. H. He was the last of the well-known five Davis Brothers.

Besides Mills, deceased had trouped with Robinson, Hagenbeck, Barnum & Bailey, Barnes, Cole, Clyde Beatty shows. Survived by sister, Mrs. Evelina Heintz; daughter, Bonnie Johnston, and two grandchildren. Burial in family plot in Hudson, N. H.

## Orange Juice Stocks Fall Below '53 Level

WASHINGTON, Sept. 4.—Stocks of frozen orange juice in cold storage at the end of July totaled 33,265,000 gallons, down 4,000,000 gallons from a month earlier. Stocks were, however, up 13,640,000 gallons from the same date a year ago, the Agriculture Department reported.

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## Shrimp, Corn Sell Okay at Badger Fair

MILWAUKEE, Sept. 4.—Lates addition to the long line of edibles sold each year at the Wisconsin State Fair, were fried shrimp and sweet corn with butter. Both products were being sold in an eat stand located in the Ralph Ammon-Archie Gayer Fun-on-the-Farm zone of the big fair grounds.

The shrimp were frozen, deep fried and sold at five for 50 cent with sauce included. The same eat stand handled fish sticks for 50 cents and was selling a plate dinner of either shrimp or fish for \$1. The corn-on-the-cob which sold at 15 cents an ear, was slow to catch on, but many thought it had possibilities. The stand also carried beer and soft drinks.

Three French fry stands operated here by Ralph Ammon during last week's nine-day fair carried the title "Tasty Taters," which topped each stand in popularity. The booths were newly built of multi-colored plastic corrugate sheeting.

In addition, Ammon had fried chicken and watermelon booths in the zone for the fourth straight year. And they did the usual good business.

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## Hampton Takes Good Despite Poor Weather

HAMPTON BEACH, N. H., Sept. 4.—Despite the poorest weather in many years, the earnings of the Hampton Beach Casino properties operated by John Dineen are not far behind the record business recorded last year.

While only minor damage resulted here from Hurricane Carol, Dineen yesterday reasoned that attendance over the holiday weekend would be curtailed. Thousands of persons are working overtime to clear debris and repair utilities in the large area from which the resort draws. This work will not be completed in time to free this veritable army of prospective patrons. Additionally, Dineen felt that the extensive damage had a depressing effect on the public.

No matter which way the Labor Day weekend goes it is unlikely that the Casino earnings will be more than 10 per cent under last year. In view of the record earnings used as a gauge and the bad weather, the results were labeled excellent.

### Odd Business Pattern

Much of the crowd-stimulating allure of the beach and water was lost this season with only a half dozen days labeled nice. While the weather was said to be almost consistently bad there was nothing consistent about business. No pattern of the past was matched as crowds and business fluctuated in giddy fashion. Days that should have been good were poor.

Days that held no promise were wonderful, and a Wednesday in July surged 27 per cent ahead to make for banner business.

The increases and decreases of the various units did not conform. The variances were never uniform, as in the past, and experience helped little in tagging a day in advance.

Dineen sparked his ballroom business with the presentation of four vocal quartets, the Four Lads, Four Aces, Crew Cuts and Hill-toppers. The popularity of these groups was recognized early last winter and the dates set. The appearance of Jerry Vale also boomed business.

## Bob-Lo Ahead; Plans Winter Picnic Pitch

DETROIT, Sept. 4.—Business continues slightly ahead of last year at Bob-Lo Island Park, despite two rainy weekends. Comparative totals are out of line for August because of a prolonged heat wave last year, which gave the park its record season under

(Continued on page 71)

### OUTING DEAL

## Steeplechase Sold, But Just For One Day

NEW YORK, Sept. 4.—Altho set to close its daily operation on Sunday (12), Steeplechase Park will reopen Saturday, September 26, on an outright sale basis, superintendent Jimmy Onerato says.

The park has been bought for the day by the Charles Pfizer drug manufacturing firm, for its employees' outing. The company has arranged for a caterer to provide refreshments, and the park is supplying its grounds and the necessary ride help. On the following day Steeplechase will open for a regular day's operation, then close for the season.

Friday thru Sunday (17-19) of the Coney Mardi Gras Week will also find the park open.

### Grosses Top 1953

A satisfactory season's income was reported, with grosses slightly ahead of last year. The park this year revived its ticket policy, selling only \$1 combination tickets good for 12 kiddie rides, or 10 rides for adults. The two types of tickets are of different colors and are hole-punched at each ride. They cannot be used again, the \$1 being paid at the outside gate for both admission and the ticket. Before the federal tax relief was granted, the prices had been eight rides for 84 cents for kids and eight for 96 for grown-ups.

During the final three weeks of this season the park has stepped

(Continued on page 82)

## Nickel and Dime Daily For Palisades Close

PALISADE, N. J., Sept. 4.—It will be nickel and dime day every day as Palisades Park swings into its final week of the season. Beginning Tuesday (7), the policy of 5 cents for kiddie rides and 10 for adult rides will be in effect thru the Sunday (12) closing.

Owner Irving Rosenthal said an upswing during August would probably result in total season's grosses nearly equalling those of 1953. The park this year tossed nickel-dime days, free acts, free dancing and name attractions at the public in an effort to build patronage.

Rosenthal claims to have cashed in on the pulse of the younger set with his Monday and Friday disk jockey shows aired from the park. On Monday (30) nearly 10,000 were on hand to see and hear Eddie Fisher, but only about a half hour's play was on after the

performance before rain washed out the rest of the night.

For final week this line-up will be presented: Tuesday, State finals in the National College Queen contest; Wednesday, final weekly TV show from the park and Miss Video Venus contest; Thursday, New York College Queen finals.

On Saturday (11) TV personalities Joe Franklin and Corney, the Clown, will perform, and the New Jersey Republican outing will be held at the park. The Democrats, with Governor Meyner attending, will hold their outing Sunday (12).

## 4,500 Drawn To Rocks' by Video Clown

NEW YORK, Sept. 4.—An estimated 4,500 kids turned out for the Rockaways' Playland appearance on Wednesday (1) of WNBC's Corney the Clown and his dog, Pudgy.

The clown performed on the outdoor stage and handed out 4,500 pictures of himself. Showing these at the office got the mop-pets free Carousel tickets. Also successful was the NBC tie-in, the second "Most Beautiful Grandmother" contest, which drew 50 entries and photo breaks in virtually all metropolitan newspapers. Event was last weekend.

Damage to canvas, pennants and other park decorations during last week's storm ran to about \$2,800, Dick Geist reported. The funspot was deprived of power from 10:15 a.m. until 1:30 that afternoon.

Business during August picked up as expected and it was anticipated that the final accounting would show the season's earnings off from last year's, but not as severely as had been indicated earlier.

Visitors last week included Bob Guenther and his wife of Olympic Park, Irvington, N. J., and E. Cleveland Giddings, of Washington, D. C., president of Glen Echo Park and vice-president of the operating firm, Capitol Transit Company. He was accompanied by his family.

## Kansas City Spot Closes Best Season

KANSAS CITY, Mo., Sept. 4.—Despite record-breaking heat, which had the mercury over 100 degrees most of the season, Fairyland Park closed its best session this week with records broken for picnics and pool activity.

Capacity crowds were at the pool nearly every day. Picnic facilities were jammed daily.

Kiddieland retained its popularity all season and featured reduced rates every weekend. All the rides and concessions of the 80-acre amusement resort stayed busy day and night.

## New England Survey Foresees Good Year

HARTFORD, Sept. 4.—The 1954 amusement park season in New England, altho off to a slow start, is heading toward a close tie with last year's all-time record business, according to The New Englander Magazine, published by the regional promotion agency known as the New England Council.

The monthly magazine notes in a survey that in the brief three-month season of 1953, New England amusement parks were visited by a record 80 to 90 million and the customers spent around \$130 million.

Some 54 parks—about 20 of them in a major category—shared in this business.

Adds the magazine: "Together, these (54 parks) handled up to four million on a good Sunday in 1953. Individually, several approached and one or two topped the 5-million mark in admissions for the year.

"Business as a whole in 1953 was up 12 per cent over 1952. And this doesn't take into consideration the carnivals and county fairs so popular in New England."

The magazine found the 1954 going has been rockier with the weather offering only 13 tolerably good days out of 31 in May and then tossing in a coolish month of June. The three-day July 4 holiday, however, erased some of the blues.

## CONEY ISLAND, N. Y.

By UNO

Ravenhall Baths on August 29 was the scene for the selection of a Queen for the Mardi Gras, with comedian Joey Adams and N. Y. Mirror columnist Eddie Zeltner among the judges. The winner was Fran Littlepage of Jersey City, who will preside over each of the five nightly parades and the Saturday afternoon baby parade, September 13-19. Monday night's (13) pageant will feature new and old-time autos, the Catholic Sea Cadets and the Mummer's band from Philadelphia. Wednesday, the Brooklyn Dodgers baseball team, Civil Defense units and the Iceberg A. C. Friday, American

Legion of Kings County, its Auxiliary, the famous "40 & 8" Legion merrymakers and American Indian members of Post 1802. Stations WNBC and WNET will broadcast the entire celebration.

Mrs. J. C. Mooney, sister of publicity chief Monroe Ehrman, who, at one time in the early history of Coney, operated the Atlantic Baths, the first of its kind on Coney to be equipped with hot salt water service, was a visitor here after an absence of many years and was thrilled to find everything, as she said, "clean and beautiful." Mrs. Mooney is

(Continued on page 82)

## Riverside's Auto Night Draws Okay

AGAWAM, Mass., Sept. 4.—Hurricane Carol hit this area at noon Tuesday (31) and on the same night Ed Carroll, head of Riverside Park, hit a hurricane of business. On schedule for the night was the renewal of the give-away auto promotion, first in four years at this park. What looked like a washout at noon turned into an attraction which drew thousands of patrons.

Minor damage was suffered in the big blow, during which several fronts and the big arch to the parking lot were anchored. A large canopy over the picnic pavilion in kiddieland blew away and several small canvas covers were lost, but little else.

Decision to go ahead with the promotion was made at 3 p.m. when the sun broke thru. At that time Carroll and his staff wondered if the general hubbub over the hurricane would upset the deal, but by 8 p.m. the midway was thronged for the drawing. The night's attendance at the auto races was the second best of the year.

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## CLOWN HAPPY KELLEMS' QUIP SPARKS EISENHOWER GUFFAW

DES MOINES, Sept. 4.—The quip of a clown provided a big laugh by President Eisenhower during his appearance at the Iowa State Fair here Monday (30).

Happy Kellems, with the Barnes-Carruthers grandstand show, came up with the laugh-maker.

Along with other performers, Kellems had to open his clown gear for a thoro inspection by a large corps of secret service men, who went thru the understage dressing rooms with the proverbial fine tooth comb.

Then, Kellems, in clown make-up, was herded with other performers behind a wire fence, about 50 feet from the rear of the stage. There, isolated and crowding the fence to view the President, Kellems and his fellow performers remained thruout his speech.

Finally Mr. Eisenhower, his speech over, walked down the backstage ramp and entered a car along with former President Herbert Hoover preliminary to leaving the grounds. There was a momentary lull as Ike settled into the seat. Then, Kellems' voice, clear and plaintive, pierced the air.

"Mr. President! Will you please get us out of this concentration camp."

Ike guffawed aloud, and the famous grin spread across his face as he eyed Kellems and the other performers. Security agents, accompanying Ike, had been grim-faced up to then, but they, too, laughed. And Mr. Hoover broke into a smile as the President waved in acknowledgment.

## Sedalia, Mo., Hits 497,250 Record Gate

SEDALIA, Mo., Sept. 4.—The Missouri State Fair missed a half-million attendance by only 2,750 in its nine-day run, which ended Sunday (29), but bettered its previous paid gate by more than 20,000 in registering a 497,250 total.

The record-smashing turnouts were especially notable inasmuch as the fair followed three years of drought conditions in the territory from which it draws.

All segments of the fair shared in the bumper business, with Cetlin & Wilson Shows bundling a substantially higher ride and show

take on the midway than it did last year and with all of the grandstand attractions chalking up good patronage.

### Big Race Throngs

National Speedways (Al Sweeney) accounted for two big auto race throngs the closing weekend, with big car races Saturday and a 100-mile stock car race Sunday.

High winds hit the fair closing day at about 6 p.m., ripping the scenery of the Barnes-Carruthers grandstand revue, some canvas on the grounds, and causing some bodily injuries. Only one person, Don James, of Sedalia, a stagehand, who sustained a head injury, was hospitalized; all the others were treated on the grounds.

The night grandstand show was staged without scenery and without some of its usual stage lights. The Barnes-Carruthers revue, routed next into the Nebraska State Fair, Lincoln, had some open time before that engagement and it was believed that it would be repaired in ample time for that fair.

40 PHOTOS

## Geographic Mag Features Fair Article

NEW YORK, Sept. 4.—"America Goes to the Fair" is the lead article in the September issue of The National Geographic Magazine. Authored by staff member Samuel W. Matthews, the piece contains 40 illustrations, including 32 in natural color.

With photographers Jack Fletcher, Joe Roberts and Don McBain, Matthews spent a year in the preparation of the piece. He visited the Pennsylvania Farm Show in Harrisburg, the Florida, Iowa, California and Texas State fairs, and the Eastern States Exposition. Each of these events is treated prominently in the text and photographs.

While the emphasis is on agricultural aspects, the Royal American and Babcock's United Shows are pictured in color.

## Colorado State Tops All Past Performances

PUEBLO, Colo., Sept. 4.—The Colorado State Fair shrugged off the effects of serious drought conditions and closed its gates here Sunday (29) after the most successful five-day run on its record books. Every department was up over last year including the gate, grandstand and midway, W. H. (Bill) Kittle, manager, announced.

For the first time the outside gate was free to patrons under 18 years old and this boosted the traffic a whopping 55 per cent. Yet, Kittle reported, gate receipts were slightly ahead of '53.

Grandstand attractions chalked up a sharp 21 per cent increase and midway takes of Brodbeck & Schrader skyrocketed 27 per cent. The increase in ride and show grosses was attributed by Kittle to the free gate for young-

## Bedford Declines 5% With 3 Days of Rain

BEDFORD, Pa., Sept. 4.—The six-day Bedford Fair bucked three days of scattered showers, one of threatening skies and another day of cold weather, but managed to come out of these setbacks with a drop of only 5 per cent in paid admissions. Estimates of total attendance were greater than last year's due to success on the two children's days.

President Richard (Dick) Eichelberger said reductions in children's grandstand admission prices yielded receipts which held

equal with those of 1953. General gate admissions were reduced to 50 cents and the kids' grandstand tickets to 25 and 50 cents.

Entertainment program included the Prael's Broadway Shows' midway, Hamid revue and the Joie Chitwood and Irish Horan thrill shows. Saturday (14) closed the week with Sam Nunis-promoted AAA big-car races, with turnouts about the same as last year. Rain cut short the feature event at the 15th lap when the track became unmaneuverable.

Improvements Cited  
About \$12,000 in capital improvements had been spent prior to the opening, including a new electrical system, enlarged parking area, and new barn and show pavilion. The last named was accomplished jointly with the Central Pennsylvania Beef Breeders' Association. The barn can house 120 head of cattle, and the pavilion can seat 800 persons, combined costs put at around \$10,000. Exhibits were opened for the first time to anyone outside of Bedford County, resulting in a 30 per cent increase in premiums paid out, Eichelberger added. There were 120 harness horses entered in the three days of racing, altho the Tuesday (10) races were rained out.

## Stockton Gate Totals 188,061 To Beat 1953

Pari-Mutuel Play Hits \$1,434,905 In Spite of Rain

STOCKTON, Calif., Sept. 4.—Attendance at the 33d annual San Joaquin County Fair, which closed its nine-day run here Saturday (28), was 188,061, about 1,050 over 1953, E. G. Vollmann, secretary-manager, said. Threatening weather and radio predictions of rain were credited with holding down the turnstiles.

The event set a new mark in pari-mutuel play with a total of \$1,434,905 being bet during the eight-day racing schedule. This was 13.23 per cent over 1953 which hit \$1,266,387. There were no record play days but each race program piled up increases. Final day's attendance was 6,046 with the grandstand clocking a total of 28,435 patrons.

Vollmann declared that Stockton Day on Wednesday (25) was cut in patronage by the weather. He said that had the event had better weather, total attendance would probably have shown a 25 to 30 per cent increase.

The event featured nine nights of rodeo with Christensen Bros. of Eugene, Ore., supplying the stock. Two and three horse show events were held during the rodeos.

Foley & Burk Combined Shows were featured on the midway.

## Columbus, O., Gate Drops; Blame Politics

Attendance Falls 75,000 From '53; Midway Up But Concessions Suffer

COLUMBUS, O., Sept. 4.—Caught in a political crossfire, the Ohio State Fair, which Friday (3) wound up its eight-day run, was off sharply in attendance from last year. The estimated gate was 415,000, down almost 75,000 from the 1953 count of 489,394.

This is a gubernatorial election year in the State, and those against the incumbent Governor Lausche (D.), particularly one powerful newspaper, seized upon the fair long before its opening, criticized it and thru it the Democratic State administration. The continuous blasts and needling over a period of time turned many potential fairgoers into stay-at-homers.

### Lose Machinery Exhibits

On its own, the fair had to labor along with the smallest showing of farm machinery exhibitors in years, all but one major manufacturer having withdrawn. Their intention not to exhibit was made months ago and was given much publicity by the anti-administration press, and this was a solid blow. The wholesale withdrawal was ascribed to a decision by the manufacturers to test the effectiveness of exhibiting at county fairs, rather than concentrating largely upon displays at the State Fair, as in the past.

Middled by the political crossfire was Sam Cashman, fair secretary, who had stepped into the

job only this spring after many policy decisions already had been made. Cashman, however, is credited with having done a commendable job, particularly in view of the fact that he had to stage the fair after being in the job as secretary for barely six months.

Despite the attendance drop, the fair finished on the right side of the ledger. Smaller outlays than in 1953, when the fair made a large capital expenditure for a huge stage used for the State's sesquicentennial spec, enabled Cashman to end his first fair in the black.

### Concessions in Big Drop

The sharp drop-off in attendance took a big cut out of business for eat-and-drink and games concessions. Some operators reported grosses as much as 50 per cent under last year, but most said they were off about 35 per cent.

Oddly, tho, the midway operations of the Gooding Amusement Company yielded a bigger net take, roughly 10 per cent more, than last year. In part, this was due to the fact that this year, unlike last, there is no 20 per cent federal admission tax on tickets (Continued on page 71)

## 71,163 for Altamont Sets New Gate Mark

ALTAMONT, N. Y., Sept. 4.—Altamont Tri-County Fair executives are discussing building up the area extending around the other side of the track, after drawing 71,163 during its August 23-28 run, better than 30 per cent over last year.

Excellent daytime weather was a big help, altho the first full day, Tuesday (24), had its night busi-

ness hurt by rain. The annual played to about 15,000 children that afternoon.

On Tuesday and Friday, Young America Days, drew record kiddie turnouts, it is reported. Prior to the fair's opening, execs mailed tickets and circulars to 32,000 school children in Albany, Greene and Schenectady counties. The youngsters had addressed the envelopes to themselves before school closed.

A contractual mix-up with the Howdy Doody organization was worked out to the satisfaction of all. Fair had anticipated Clarabell and Buffalo Vic, of the TV show, for one appearance Saturday afternoon (28), but Clarabell showed up with no straight man, for both the day and night shows. Charles Dornan, emcee of the Al Martin revue, worked up a routine with Clarabell, and repeated at night when fair officials found themselves with the Kay Gorham Revue, circus acts, the TV clown, and Buddy Wagner's Thrill Show on their hands.

All were combined into one production and given to the customers for \$1, with kids free at both gate and grandstand.

Previous attendance mark had been the 51,460 marked up in 1953. Sharing in the larger attendance was the Coleman Bros.' Shows, which reported its best week of the year. Dick Coleman, in co-operation with the fair, laid a strip of paving thru one side of the midway to the grandstand. A second strip is planned for next year. Most concessionaires reported business over last year's.

## Bowling Green Tabs New Record

BOWLING GREEN, Ky., Sept. 4.—The Warren County Fair, which closed its five-day run here Saturday (14), pulled in an estimated 25,000 people and closed its books with a profit, Jaycee officials, announced. The turnout was 3,300 in '52 and 11,000 last year.

Attractions included the Dixielanders Jazz Band, a horse show, rodeo and a street parade that was viewed by an estimated 10,000. Rumble Rides provided the midway attractions.

## Augustus Dull, Virginia Exec, Passes Away

STAUNTON, Va., Sept. 4.—Funeral services were conducted here Friday (3) for Augustus N. Dull, a former president of the Virginia State Fair who died Monday (30) at King's Daughters Hospital. He was a native of Augusta County and for many years headed the Guss Dull Transfer Company and Guss Dull Poster Advertising Service. In the latter he still held the controlling interest.

Dull was president of the Virginia State Fair after the title passed from Richmond to Staunton interests and the annual exhibition was held here until it discontinued operations three years ago. He was one of the organizers of the new Augusta County Agricultural Fair which will be held next week.

From 1932 to 1942 he was part owner and president of the Cetlin & Wilson Shows.

Dull was a member of the Staunton Rotary Club and for many years its treasurer. He also held membership in the Circus Saints and Sinners, the Eagles, the Oddfellows, Haymakers, Izaak Walton League, Beverly Club, Staunton Athletic Association, Knights of Pythias and Chamber of Commerce.

Surviving are his widow, Mrs. Margaret Carper Gordon Dull, and a sister, Mrs. Roy Swartz of Harrisonburg, Va.

## Gastonia Sets Program

GASTONIA, N. C., Sept. 4.—Spindle-Center Agricultural Fair, which runs September 27-October 2, has completed its program, Howard Robbins, secretary-manager, announced.

Featured night attraction will be a George Hamid grandstand show to include the Manhattan Gaieties under the direction of Bill Behney, Allan and Company, Pedro and Durant, Bouncing Bodos, Naitos Dogs, an organist and a local band. Stock car racing will take place one afternoon and AMA-sanctioned motorcycle races on the final Saturday evening.

Other attractions include Irish Horan's thrill show in for two nights and midget auto racing one evening. Wednesday (29) and Thursday (30) will be Kids' Days. Jack A. Partlow, manager of the Airport Amusement Park, Charlotte, N. C., is treasurer of the fair.

# CNE BEATS 1953 AT GATE, STAND

Pulls 1,218,000 In Six Days; Roy Rogers Gets Strong Crowds

TORONTO, Sept. 4.—Thousands of kids and ideal weather this week combined to push the Canadian National Exhibition attendance well ahead of last year when an outbreak of polio cut sharply into kid turnouts for almost the entire run. Total attendance thru Thursday (2), the big expo's sixth day, amounted to 1,218,000, a sturdy increase over 1,037,000 that had passed thru the gates a year ago to that point.

The big turnouts smashed four single-day records during those first six days. The 296,500 who came out Saturday (28) to see the Duchess of Kent and her daughter, Princess Alexandra, chalked up a new all-time high. Other records were established on opening day, Friday (27), when 130,000 came out, as well as the first Wednesday (1), 235,000, and Thursday (2) which saw 216,500 on the grounds.

Other departments are also sharing in the increases. The grandstand show, headed by Roy Rogers, was looked upon with

concern by some, but has proven itself.

In four night and three afternoon performances, it grossed \$150,000 and shaped up as one of the most profitable of such shows to be held here. Expenses are down to a minimum and officials are shooting for a \$500,000 total despite a scaling down of admission prices.

Each performance played to near capacity with the afternoon turnouts being close to 80 per cent kids. The youngsters came in for 15 cents and this influx of youngsters has boosted the usually weak matinee takes by \$10,000 a day over last year.

The increase in attendance has been reflected on the Conklin midway where business thru Thursday was 20 per cent ahead of last year, despite some reduced prices. The increase would probably have been greater, but children's day on Monday (30) brought rain. Despite the inclemency, the Kidland gross up to 2 p.m. had surpassed last year when there was a shortage of youngsters on the grounds. The rain washed out the afternoon performance of the grandstand show and another is scheduled after the fair closes.

A success this year has been the trout pond, making its first appearance here. Thru Wednesday a total of 7,200 people had angled for the denizens of the deep at 50 cents a head, and interest was on the up-swing if anything.

Another first this year is an antique car show in the Automobile Building. Close to 14,000 people paid a quarter to view the collection of old-time automobiles.

## Biggest Outlay For Talent By Bloomsburg

BLOOMSBURG, Sept. 4.—The 100th Bloomsburg Fair will begin its six-day run on Monday, September 27, with its most expensive entertainment policy. The grandstand contract was landed by the Hamid agency in April for "well over \$50,000" and patrons will also avail themselves of harness and midget auto racing, and the Prell's Broadway Shows midway augmented with Reithoffer ride units.

The grandstand expense estimate, made by George A. Hamid (The Billboard, April 24), represents double any such talent outlay in past years. In 1953, for instance, the fair spent an estimated \$23,000.

There will be afternoon free acts and a night revue which will feature Phil Spitalny's All-Girl Orchestra. Harness racing will be held Tuesday thru Friday, with about \$70,000 in purses being offered, and George Marshman, of Philadelphia, will promote the midget races on Saturday afternoon, October 2.

### Barbershop Harmony

The annual will stimulate interest on the Saturday prior to its opening by putting on a free-admission annual "Parade of Quartets," a barbershop harmony show which it is underwriting. On the following night, Sunday, September 26, the Concordia Singing Society will perform at vesper services.

Acts ticketed for Bloomsburg by Hamid include the Disappearing Water Ballet, Diving Horse, Watkins' Chimps, Bobrow Brothers, accordions; Ganjou Brothers and Juanita, acrobats; Wazzan Troupe, tumblers; Great Galasso, finger balance; Count Ernesto and His Funny Ford; the Jerry Builders, slapstick construction crew; Colbergs, living statues; Charles Sanders, clown on stilts; Linon, comedy tight rope, and the Banana Man, comedy. A chorus line will show with the night revue.

Grandstand reserved seat prices are \$1.50 for harness racing and the "Hit of the Century" grandstand revue, and \$3 for midget racing.

Entry to the fairgrounds will be free on opening day.

## Fire Damages Sheep Barn at Jackson, Mich.

JACKSON, Mich., Sept. 4.—Fire, believed caused by a carelessly disposed cigarette, destroyed half of the sheep barn at the Jackson County fairgrounds here Friday (27), two days before scheduled opening of the fair. No one was injured, altho two persons were reported sleeping in the barn.

## Rain Slashes Essex Junction Far Below Par

First Three Days Suffer; Two Days' Races Washed Out

ESSEX JUNCTION, Vt., Sept. 4.—Hampered by highly unfavorable weather conditions early in the week, the Champlain Valley Exposition closed its run with the probability that 1954 results will fall far below normal. In recent years an attendance of 90,000 has been considered par.

At the Monday (30) opening morning rains softened the track and attempts at a matinee showing by the Jack Kochman thrill show were canceled. By evening it had cleared and they were able to show to a good grandstand. Six Hamid acts worked the stage portion of the show. Attendance for the day was 5,000, about 1,000 less than '53.

### Gates Closed

On Tuesday (31) the tag end of a hurricane which lashed the New England seaboard struck here with a gusty, day-long drizzle, blanking out any possibility of a showing. Fortunately wind velocities were not great and only nominal damage in and about the grounds was reported. It was the first time weather ever forced the annual to shut its gates, which it did at 4 p.m., with 750 paid admissions.

Early threatening skies greeted Wednesday (1), Burlington Day, generally the big day of the annual. The track was a quagmire and all harness racing was called off for the second straight day. By evening the weather had improved and the Hamid Hit Parade revue made a belated debut with two night performances, the first to a capacity grandstand. Late influx of patrons built the day's attendance to 17,000.

For Thursday's program the racing events were telescoped into a 12-hour card on a worked-over track that still remained heavy. Cloudless skies aided in bringing the crowds thronging thru the gates and the fair was able to hit its pace. All segments of the expo brightened to the delayed brisk business.

Friday the Sam Nunis org was in with stock car races.

## Galax Clicks At Grandstand

GALAX, Va., Sept. 4.—Galax Agricultural & Industrial Fair, August 16-21, set a new record for grandstand attendance, and gate attendance of 17,196, 2,500 over the 1953 figure, was the second best on record, according to Sam Eddins, secretary-manager.

Jack Wescott's Circle W Rodeo packed the grandstand at practically every performance to ring up a total of 8,113 admissions. Last year's figure was 5,517. Red Pilz emceed the show. The John Marks Shows occupied the midway.

New this year and a help to the fair was a FFA heifer show. Boys from 17 counties took part in the show and displayed more than 100 head of heifers. Premiums paid exceeded the \$4,000 figure. The fair is sponsored by civic clubs and all profits go for community improvements. Weather at night was good. Showers on four afternoons failed to affect attendance, said Eddins.

## Oshkosh, Wis., Romps Ahead

OSHKOSH, Wis., Sept. 4.—The Winnebago County Fair was romping well ahead of its '53 predecessor this week. Annual, which opened its three-day run Tuesday (31), was running 5 per cent ahead attendance-wise thru Thursday, and grandstand business was 15 per cent ahead.

Snapp Greater Shows, the midway attraction, was getting grosses 15 per cent ahead of last year. The Ernie Young night grandstand show played to three capacity crowds.

## Rain Cuts Turnouts At Vancouver Expo

Gate Falls 5,800 Below '53 Record; Polack Circus Crowds Down 5 Per Cent

VANCOUVER, B. C., Sept. 4.—Two days of steady rain and one with intermittent showers cut into attendance at the Pacific National Exhibition here this week. Up to 3 p.m. Thursday (2), its eighth day, total traffic thru the big expo's outside gate was 5,800 below the count to the same point last year when the fair scored its all-time high of 830,000.

Children's day on Monday (30) was rained out and was rescheduled for Thursday (2).

Polack Bros.' Circus, featured attraction on the grounds, was off 5 per cent as a result of the weather and slimmer attendance. Show gave three performances Saturday (28), however, in order to take care of ticket holders and each show played to capacity.

### Advance Up

According to V. Ben Williams, fair manager, advance ticket sales exceed '53 figures this year despite the sale of \$370,000 in tickets for the British Empire games, which overlapped the fair's advance sale.

Expo opened Wednesday (25) with a parade in which 3,500 participated and was viewed by an estimated 250,000 along the four and one half mile route.

Opening day's turnout was approximately 1,000 below last year. Thursday (26) an all-day rain held turnouts to 52,080 but the sun came out the next day and 70,045 swarmed into the fairgrounds, nearly 5,000 over the same day in '53. Friday races were canceled, however, due to a muddy course.

Saturday (28) 114,000 persons clicked thru the turnstiles as against 115,000 last year, but Saturday night another 25,000 fans attended the opening game of the Western Interprovincial football league at Exhibition Stadium, which count was not included in the total gate. The grid fans came in thru a separate gate.

### Space Sold

All available space in the buildings has been sold including the

new British Columbia and Electrical buildings. The grounds approaching the new buildings have been landscaped. Paved walks to all entrances and exits and light towers make it a brilliant spectacle second only to the midway.

The Hobby Show is running close to last year in attendance, the horticulture exhibits, B. C. products and all other exhibits are pulling well.

A capacity crowd attended the first all-B. C. fashion show at the Outdoor Theater on opening day. This free outdoor theater attraction which includes acts of all kinds opens at noon and runs till nearly midnight. Opening day was reserved largely for visiting school bands from the U. S. According to manager Banner, during the 11 days the fair is in operation more than 1,000 performers from dozens of city schools and community centers will have appeared on its stage.

Fair officials, who had looked and shot for a million attendance figure this year, still feel that given a break by the weather last year's total of 835,000 may be surpassed even tho attendance was down 5,000 on the first four days operation.

## Weather Cuts Attendance at W. Va. State

RONCEVERTE, W. Va., Sept. 4.—The West Virginia State Fair shuttered its gate here Saturday night (28) after a total of 186,000 patrons had passed thru them, a decline from last year's 200,000 mark. Frequent rains during the week was the prime reason for the decline, fair officials said.

Biggest day of the week was Wednesday (25) when an estimated 60,000 pushed thru the turnstiles. The following day, usually the biggest of the run, fell off to 40,000 due to rain altho the skies cleared at noon. Final day's count was 56,000.

Featured grandstand attraction was a George Hamid show which pulled well and was forced to give two performances on Friday evening. Harness and running races took over the grandstand each afternoon.

John H. Marks' Shows reported midway takes were substantially ahead of last year. Most of the rain came during the morning hours and as a result evening crowds were big and inclined to spend.

Tony Vitale presented the nightly fireworks for his 22d consecutive year.

Exhibits were strong and in addition to the many buildings, two tents were erected to house the late arrivals. Premiums totalled \$40,000.

## Dubuque, Ia., Plans Plant

DUBUQUE, Ia., Sept. 4.—The Dubuque County Fair will proceed with plans to establish a permanent fairgrounds here as a result of the success of the association's recent three-day run. Officials reported that an estimated 35,000 people came out during the three days.

This year's event was held on a leased 66 acres with only a small portion actually used. A local firm of engineers has already been given the go-ahead to draw up master plans for a plant including buildings.

## Fair Dates

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Louisiana  
Houma—Terrebonne Livestock and Agr. Fair Assn. Sept. 25-26. W. H. Lehigh-ridge.  
Prairieville—Ascension Parish Negro Fair Assn. Sept. 24-26. Peter Stephens.  
Virginia  
Chase City—Mecklenburg Co. Fair. Oct. 11-16. Garland E. Moss.

# Wis. State Tabs 770,000 Despite Rain, Baseball

MILWAUKEE, Sept. 4.—The Wisconsin State Fair, beset by inclement weather and competition from the Milwaukee Braves, displayed its pulling power over the final weekend and wound up here Sunday (29) with a total gate of 770,000. This was 54,311 below last year's all-time record of 824,311, but was still the third largest attendance in the fair's history.

W. M. (Bill) Masterson, manager, reported total grandstand business for the week was 126,815,

off from a year ago. Auto racing was the one attraction least hurt by the rain, clouds and competition from baseball. The 200-mile AAA big car championship race on the final Sunday pulled 27,386. This compared with 23,200 at last year's program when torrid heat discouraged the sale of bleacher seats and infield space. A record purse of \$30,800 was paid the drivers the increase a result of the amusement tax relief.

AMA sponsored motorcycle races Saturday (28) afternoon went off to a crowd of 7,139 and Sunday night's closing program, a performance of Tournament of Thrills, pulled 3170 paid. The Barnes-Carruthers' night grandstand revue was hurt by the weather and ended up below a year ago.

Business on the permanent midway matched last year, taking into consideration the reduced amusement taxes. The Fun-on-the-Farm fun zone, operated by Ralph Ammon and Archie Gayer, wound up okay. The two said that stronger attractions this year kept the gross up despite fewer people.

# Indianapolis Tops '52 Gate First 3 Days

INDIANAPOLIS, Sept. 4.—Off to a flying start, the Indiana State Fair thru today, the third day of its nine-day run, was running ahead of 1953 in attendance and trailing by only a few thousand the gate count in 1952 when it registered its peak all-time attendance record.

Thursday and Friday (2-3) yielded gates of 25,490 and 31,373, respectively, as compared with 22,591 and 25,614 last year, and 23,238 and 36,553 in '52.

Today's turnout was estimated at slightly in excess of 75,000. In 1953 the gate for the same day was 74,903, and in 1952 it was 74,488.

Today's huge throng was registered in the face of 98-degree weather, a record for the day here.

# Decorah, Ia., Hits All-Time Record

DECORAH, Ia., Sept. 4.—An all-time record in fair receipts was established by the Winneshiek County Fair this year with a total of 28,715 persons paying in a total of \$17,166.90 at the gates and grandstand, it was announced by Bill Ronen, treasurer of the fair board. A total of 17,468 tickets were sold at the outside gates for the four-day fair with 6,166 sold on the last day for the evening show, despite threatening weather.

# Casper, Wyo., Gross Jumps 22 Per Cent

CASPER, Wyo., Sept. 4.—The Central Wyoming Fair scored one of its most successful runs on record this year, according to final figures. Over-all gross for the five days was a whopping 22 per cent over last year, officials reported.

The Barnes-Carruthers night show opened good and built up as word-of-mouth advertising helped draw in patrons. Fair officials reported that total attendance was under the break-even point but said that after a two-year absence of this type of entertainment, they realized that a build-up was in order.

**Records Smashed**  
All attendance records were smashed at the night rodeo. The show used Cremer stock which was hyped by the appearance of Gene Autry and the Cass County Boys. Two acts, the Strong Family and Johnny Gibson's Hollywood Sky Ballet, were held over from the Barnes' show. Afternoon attractions pulled light turnouts including auto races, and a range competition for local cowhands.

Brodbeck-Schrader grosses on the midway were up 20 per cent. Chief attraction was a show produced by Sally Rand, who came here from Las Vegas for the week. Show met disaster en route here when the truck hauling the top, stage and props was destroyed by fire. A new layout was improvised, however, and the show opened on time to strong business.

# Bob-Lo Ahead

Continued from page 68

the present management, but the 1954 total, according to Manager Harold Gorry, is expected to reach last year's record.

A factor in building steady patronage this year in family and neighborhood groups has been a new packaged "Birthday Party Plan." Special attractions are given for any group with a minimum of five children, at \$1.25 for those under 12, and \$1.75 for those over. This includes the boat ride to the island, park admission, three amusement rides at the park, reservation of private tables, and special birthday cake, ice cream, favors and decorations.

Plans for the winter call for keeping a maintenance crew on the job all season, commuting by boat from Amherstburg, Ont. Some reconstruction of buildings and major landscape changes are planned.

A full staff of six will be maintained thruout the winter at the Detroit headquarters to promote picnics and special bookings, under the direction of Vice-President Wilbur B. Browning. Results of a year-round promotional activity with a permanent staff were evident at Bob-Lo this year with a total of over 1,000 bookings scheduled for groups ranging from 50 to 8,000 people each.

# OTTAWA RALLIES TO HIT 372,392

## Unaudited Receipt Figures Indicate Final Profits Should Exceed Last Year

OTTAWA, Sept. 4.—The Central Canada Exhibition wound up its seven-day run on Saturday (28) with a 5 per cent dip in attendance, but an increase of nearly 60,000 paid admissions, at 50 cents a head. This resulted from a policy of charging for admission on opening day, whereas it was a free gate for the opener in 1953. Paid admissions of 372,392 stopped a downhill slide that started in 1951, the year following the CCE's all-time high.

The Ex, trailing by more than 26,000 for the first four days, rallied on Thursday, Friday and Saturday (26-28) to cut deeply into the deficit and produce a total attendance of 372,392.

Comparison with last year is as follows:

	1953	1954
Saturday .....	78,781	53,393
Monday .....	54,207	59,671
Tuesday .....	54,034	43,386
Wednesday .....	59,749	52,700
Thursday .....	53,317	59,373
Friday .....	42,965	48,020
Saturday .....	48,689	55,849
Totals .....	391,742	372,392

Audited income-expense figures would be available shortly, general manager H. H. McElroy said, with the probability that this year's event will have earned more than last year's.

### Free Gate for Kids

Besides the paid gate on opening day, the Ex this time eliminated admission charges for children, a free gate every day for the youngsters. With comparative figures showing an increase in paid attendance on four of the seven days, it was taken as an indication of the success of this new policy. By throwing in the restriction that children be admitted free when accompanied by adults, it was claimed, many family units were enticed into re-visiting the CCE more often than in the past years.

McElroy said there was a rise in receipts at the gates, midway and horse show, with grandstand revenue holding "about the same."

### Daily Average 53,000

The opening Saturday was injected into the schedule for the first time last year, as a seventh day, and attracted 78,781 with no charge for entry to the grounds. Altho over 70,000 days have not been uncommon in past years, turnouts had not leveled off as comfortably as with the added paid day. Last week the attendance did not drop below 43,000 on

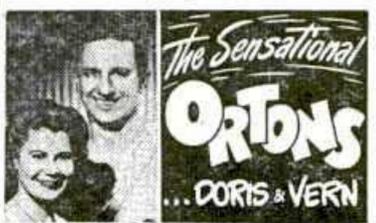
any day and the daily average was roughly 53,000.

Weather this year was torrid for the first days, then oddly cold at mid-week, but the temperatures turned ideally mild for the end of the running.

Since the 1950 all-time record the Ex's paid attendance had been sliding downhill but appears to have been checked with the combination of the added paid day, and revised kids' admission policy. The figures are as follows: 451,757 in 1950; 425,312 in 1951; 374,745 in 1952; 391,742 (but only 312,961 paid) in 1953, and 372,392 in 1954.

### \$300,000 Building Planned

The CCE directors last week announced plans for a \$300,000 Ladies' Institute Building for the Lansdowne Park grounds, but only to be built if the city assumes the \$91,000 yearly tax for which it has billed the Ex. The tax is now before a Court of Revision (The Billboard, September 4). The structure would house hobby, handicraft and ladies' institute displays heretofore placed in the second floor of the grandstand.



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**HUNTSVILLE, ALABAMA**  
September 27-October 2, 1954  
Choice locations independent midway area. Legitimate Concessions. Also can use one or two more outstanding grandstand attractions. MARIE DICKSON, Secy.-Treas.

# St. Paul Heads for Record

Continued from page 61

immediately available, Baldwin said.

Elaborating on last year's Oldest School Teacher Recognition Day, the fair this time paid homage to the oldest school board member of each of State's 87 counties. Event went off well, but Ray Speer, fair publicity chief, complained press interest in undertaking lagged because most of those honored were old men.

Dedication of the new East Room on the first floor of the east bleachers, for use by Armed Services and industrial exhibits and of new art gallery on mezzanine (third) floor of grandstand building were cited by Baldwin as expansion highlights this season.

Just as attendance records were smashed, so were racing records broken before the grandstand. Sunday Don Carr, of Jackson, Mich., set a new IMCA 10-mile record in feature race when he drove 20 laps in 8:22.47, breaking old mark of 9:01 set in 1952 by Deb Snyder of Kent, O. Monday Don White, of Keokuk, Ia., set a new stock car race record of 12:33:274 for 12½ miles to beat previous best time of 12:17:66, which he set Saturday before. Leon Hubble, of Lenton, Ind., set six-lap IMCA record with his Offy Wednesday when he drove it in 2:30.5. Harvey Porter of Minneapolis, also driving an Offy, set seven-lap new time of 2:46:170.

Ray Speer and his son, Dave, as usual, did an outstanding publicity job, keeping the fair on the front pages of St. Paul and Minneapolis newspapers all week, with St. Paul papers especially giving running stories — front-page positions. Radio and television coverage of exposition more than kept pace.

Mrs. Dorothy Young, whose husband, William, has the "Fishing for Diamonds" feature here, said that despite a poor location — their rig is set up on a small grade in an area never before used for any type concession — the gross thru Wednesday night ran about \$4,000. This compared with \$9,000 gross for the Milwaukee

Fair the week before, she said. Visitors here included Norman Catley, president, and T. H. McLeod, manager, and Don Pells, vice-president of Regina Exhibition, Regina, Sask.; Mr. and Mrs. Pat Golding and Mr. and Mrs. E. J. Casey, of the Greater Winnipeg Exhibition, Winnipeg; Art McGuire, past president of Calgary Stampede, Calgary; Fred McGuiness, promotion manager of Saskatchewan Golden Jubilee; R. H. McIntosh, secretary of Alabama State Fair, Birmingham; P. T. (Pa) Streider, retired manager of Florida State Fair, Tampa; Cline Tincher, Steele County Fair, Owatonna, Minn.; Mr. and Mrs. Lou Perry, Concessions Supply Company, Miami; Joseph Streibeck, secretary, Showmen's League of America, Chicago; William F. Carsky, Casey Concessions Company, Chicago; Robert Schick, past potentate of KAABA Temple, Davenport, Ia., and Mrs. Schick; Cliff Wilson, showman from Miami; Bob Hutchinson, past president of the Regina Exhibition, Regina, Saskatchewan.

# Politics Hurt Ohio State

Continued from page 69

priced at 50 cents or less. Almost as important a factor was the greater earning power of the Gooding midway set-up.

"Dancing Waters" accounted for the biggest proportion of this increased earning power. The water show, which previously had failed to get grosses of any consequence at Gooding fair dates, was little short of sensational here. It grossed in excess of \$12,000 in the first seven days with a 50-cent admission price. In the same number of days, the night grandstand show, with higher admission prices, grossed \$21,000.

The water show was torn down Thursday night (2), with one night of the fair to go. The early tear-down, which had been agreed to by the fair, was made to enable the show to be moved to Indianapolis for the Indiana State Fair.

Grandstand attractions fared poorly as compared to recent years. The last comparable year was '52, when the night grandstand grossed \$28,420.75, more than \$5,000 over the take this year. In '53, a lavish spec, "The 17th Star," commemorating the

State's sesquicentennial, was presented in front of the grandstand and yielded a gross of \$61,292.

This year's night bill was split three ways, with circus-sports type acts in the first three nights; a revue the next four and Joe Chitwood's Thrill Show in the final night. The circus-sports type program and the revue were booked in by Barnes-Carruthers Theatrical Enterprises, Chicago. The daytime bill included six days of harness horse races and a free Sunday grandstand show presented by the Armed Forces that packed the stand.

Before the fair closed, plans were well under way to launch a long-range, plant-improvement program. Already in the works is a \$1,000,000 Youth Building, which will have an auditorium seating 3,000, housing facilities for 1,200 and a cafeteria. Bids for construction will be asked in October, and the building will be completed for the 1954 fair, according to present plans.

Cashman, in an effort to determine fair patrons' taste, had a survey conducted during the fair. The finding of this survey, he said, will be used as a basis for future

**Perry County Fair Association**  
Wishes to contract a small **CARNIVAL**  
for County, week of Sept. 27-Oct. 2.  
Call: Telephone 2431, day, or write  
**MRS. CHAS. ARY, Secy.-Treas.**  
Linden, Tennessee

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**Alabama State Fair**  
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NO GROUP GAMES  
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**PAUL OLSON, c/o Amusement Co. of America**  
Sept. 10-18: Kentucky State Fair, Louisville, Ky.  
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## ROYAL AMERICAN RACES 50% AHEAD AT ST. PAUL

Expect Grosses to Beat Record '48 Pace If Good Weather Holds

ST. PAUL, Sept. 4.—Royal American Shows, playing the 10-day Minnesota State Fair, was 50 per cent ahead of its '53 gross thru Wednesday night and heading for a new all-time record figure if the weather holds up. Carl J. Sedlmayr Sr., owner, said increased attendance at the fair was responsible for the sharp increase in midway business. At

the rate thru Wednesday night, he expected little trouble in shattering the all-time record set by RAS here at St. Paul in 1948.

Bobbie Hasson's Side Show, featuring the Viking Giant, Johann Petursson, was leading the midway pack and heading for its own individual record gross to beat its previous high set in 1948. Thru Thursday noon Hasson's receipts were ahead of 1948 figure at the same time. Minnesota always has been a top Side Show date for RAS.

Tied for second and third were Leon Claxton's "Harlem in Havana" and the office-owned "Moulin Rouge" show. Kenny Revling, front manager for Claxton, said show gross is a "hefty 25 per cent" ahead of last year and will beat its own '47 peak if the date winds up with good weather.

In fourth place was the two-headed bull, an attraction of interest to the farmers here, but coming up fast after a poor start was "Dancing Waters," expected to finish either in third or fourth place by the end of the date.

### Giant Clicks

Hasson said his Viking Giant has captured considerable publicity, including an interview with Sen. Hubert Humphrey (D., Minn.) on tape recording for radio purposes and pictures with Humphrey's Republican opponent, State Treasurer Val Bjornson, who knows Petursson.

Sedlmayr was confident that if weather continues to hold out—no rain thru the first five days except for a five-minute squall Wednesday night which served to settle dust and shavings on the midway—run this year will exceed by 10 or 15 per cent the 1948 all-time high.

In an unprecedented move, Sedlmayr and State fair management played hosts Friday night (27) to some 75 newspapermen, radio and television representatives at a press party in the cookhouse tent. Smorgasbord, with nothing lacking, was served, after which press-radio-teevee men were guests of the top midway shows, starting with "Dancing Waters," at which Murray Cohen gave his unusual pitch.

Frank Morrissey, RAS press agent, has had considerable luck placing midway coverage in papers, radio and television, and the party, appreciated by the working newsmen, played no small role in opening the door even wider than ever before. Press doors have always been open for State fair features.

The annual Shrine Hospital party, attended by 70 members of the RAS Shrine Club, took place Thursday (26), with the "Harlem in Havana" band and Chubby Kemp, Harlem vocalist, featured. In addition there were several Side Show acts brought along to entertain patients who got gifts distributed by the RAS Shriners.

## Reid Return To Rhinebeck Labeled Okay

RHINEBECK, N. Y., Sept. 4.—The fringe of Hurricane Carol spoiled the Tuesday (31) opening of the Rhinebeck Fair for the King Reid Shows by causing scheduled children's day activities to be canceled. The free gate for the moppets was rescheduled for the following day and the losses were reported largely made up.

The Reid unit, which returned here after an absence of four years, reports the season's business satisfactory to date. Four fairs remain, including the Eastern States Exposition, Springfield, Mass., before the unit returns to its Manchester, Vt., headquarters.

Also the weather on the season has been poor, grosses are reported even with last year. The five weeks in the Province of New Brunswick, Can., were said to be good.

Except for the opening day, fair weather has prevailed here and business has been good. The forecast is for continuing good weather thru tomorrow's closing.

Business was reported good for Leon L. Jeffery's Side Show and Andy Zane's girl shows. A new unit, also reported doing well, is the Birds of Paradise, featuring a collection of tropical birds.

About 80 concessions were included in the lineup.

## Hold Last Rites For Joe Murphy

CHICAGO, Sept. 4.—Funeral services were held here Thursday (2) for Joe Murphy, 64, veteran concessionaire, who died Saturday (28) in a Chicago hospital. Murphy had been ailing for some time, having suffered a stroke several years ago. He was a member of The Showmen's League of America. Burial was in that organization's Showmen's Rest.

## Cavalcade Auction Nets Govt. 64G; Cars to RAS

MOBILE, Ala., Sept. 4.—All piecemeal bids for Cavalcade of Amusements equipment, except individual bids for rolling stock, was accepted Wednesday (1) by Federal Judge Daniel H. Thomas to satisfy a \$263,000 government tax lien. Cavalcade property, owned by the late Al Wagner, was auctioned off August 12 here by the government.

Wagner was shot to death in Pensacola, Fla., last April after an argument with William O. Burke, carnival painter, who has been indicted on a second-degree murder charge. His trial has been set for October 26 at Pensacola.

Piecemeal bids, including those for rolling stock, totaled about \$53,600. Under Wednesday's order, the government will receive about \$64,600 for the property.

The court rejected as too low approximately \$9,000 worth of individual bids for rolling stock, including about 28 flat cars, 2 boxcars and 6 sleepers. Individual bids for them had ranged to a low of \$250 for a flat car.

A blanket bid of \$20,000 for roll-

ing stock from Royal American Shows was accepted by Judge Thomas. The bid had been filed August 27 by Carl J. Sedlmayr, Royal American owner.

Original bids for rides and other equipment were accepted. Three over-all bids were filed for the show following the original auction.

Charles Lenz, St. Petersburg, Fla., offered \$60,100 August 19, and W. R. Cannady, Meridian, Miss., bid \$60,250 August 24. The Gold Medal Shows, Parkersburg, W. Va., made a bid of \$66,000 August 31.

In separate orders Wednesday, Judge Thomas dismissed claims of two equipment companies against property of the show. John Fabick Tractor Company, St. Louis, had claimed it leased eight generator outfits to Wagner in 1948 and 1950 and that Wagner did not obtain title to the equipment under terms of the lease. Martin-Rosa Tractor Company, Cedar Rapids, Ia., had filed a similar claim for a caterpillar electrical outfit and two air conditioning units.

## ACA Reaps Benefits At Des Moines Fair

Six-Day Gross 12 Per Cent Ahead of '53; Girl Show Trio Vies for Top Honors

DES MOINES, Ia., Sept. 4.—Amusement Company of America was reaping the benefit of the potential record-breaking centennial Iowa State Fair by running 12 per cent ahead of last year with four days to go at the 10-day fair.

With Paul Olson in charge, ACA Shows were running close to its 1951 figures, when the previous record attendance was set at the Iowa exposition. The business was not running top-heavy, however, with any single show running off with the dollars, but consisted of every one staying busy from early morning to the closing hour.

Harold Weatherbee's "Naughty New Orleans" show was ahead in receipts, with Charlie Taylor's "Cotton Club," and "Latin America," operated by Charlie Taylor and Charlie Teichner, running neck-and-neck for second. "Latin

America" joined at the Springfield, Ill., exposition.

Herb Elrods was doing well with the Motordome, while the Ferris Wheels and the Kiddie Rides were racking in their share. The three Ferris Wheels were doing triple the business the Sky Ride did on the Iowa grounds last year. "Dancing Waters" was only doing fair on the Iowa grounds, despite plenty of publicity. Some said the show needs a better front than used here.

## Twister Hits Strong Org

SPRINGFIELD, Neb., Sept. 4.—Strong's Amusement Company escaped any major damage when a tornado struck the Sarpy County Fair here Friday (27). The Davis cookhouse was destroyed, but the rides escaped any damage. Also damaged was the equipment owned by the Dutch Hanlicks, Mitchells and Jo and Jerry Harlusion. All but the cookhouse has been replaced.



LATEST ENTRY in The Showmen's League of America-sponsored contest to select Miss Outdoor Show Business of 1954 is Joy Purvis. Mrs. Purvis represents the Gooding Amusement Company.

## ROYALTY FINDS MIDWAY IRRESISTIBLE AT CNE

TORONTO, Sept. 4.—Royalty, too, finds midway rides irresistible.

Her Royal Highness, the Duchess of Kent, and 17-year-old Princess Alexandra, honored guests at the Canadian National Exhibition here, demonstrated that late Saturday night (28).

For two days, mother and daughter had moved from one CNE function to another, holding to a rigid schedule. For three hours Saturday afternoon they had sat in the reviewing stand during the Warriors Day parade.

Meanwhile, the duchess and the princess had glimpsed some of the wonders of the midway. After the three-hour stint on the reviewing stand they returned to their hotel, attended a dinner, then changed from formal gowns and jewels and tiaras into simple street clothes and headed back, unannounced, to the CNE—and the midway.

Arriving at 11 p.m., one hour before the midnight curfew, they jammed an hour with rides on many devices, including three for the princess on one—the Scooter, tried their aim at a shooting gallery, and finished with the princess asking Patty Conklin, midway operator, where she could get a "really good Canadian hamburger."

Unfortunately, all of the hamburger stands had closed in conformance with the midnight curfew but the duchess and the princess took leave of the midway as thousands of midway patrons before them—carrying giant Panda bears, the gift of Conklin.

## CONKLIN'S GROSS UP 20% AT CNE

Youngsters Swarm Over Rides; Shows, Concessions Score Big

TORONTO, Sept. 4.—Midway business at the Canadian National Exhibition, hard hit by polio in '53 was racing well ahead of last year and thru Thursday (2), grosses registered a whopping 20 per cent increase.

The fun zone, operated by J. W. (Patty) and Frank Conklin, was scoring big with the small fry. The youngsters came out to the fair in droves this week to see the Roy Rogers grandstand show, and while on the grounds clambered over the riding devices. So great was the press, the Kiddieland was being opened hours earlier than usual.

Indicative of the business being done in the moppet zone were the receipts Wednesday (1), which were three times that of the same day a year ago and were racked up despite the fact that five less rides were in operation. Kid's day, Monday, would have been big, but rain came at 2 p.m. Despite this, receipts were still ahead of last year.

Top among the shows was Harry Seber's Vani-Tease, which received much publicity. Admission price this year has been shaved from 75 down to 50 cents. Second place, gross-wise, went to Alfie Phillips' Aqua Follies, with Pete Kortess' Side Show taking third money.

The Flyer, the \$180,000 Roller Coaster built by the Conklins last year, is still the top ride. Next on the permanent list was the Skooter with the Dark Ride in third place. Hoffmeister's Rotor was taking the biggest money among the portable rides and a new ride, the Roundup, was sec-

ond and the Roto-Jet in third position.

Most important visitors to the midway were the Duchess of Kent and her daughter, Princess Alexandra. They were given a guided tour Saturday (28) by Patty Conklin.

Also visiting here were Clif Wilson, veteran showman, and Jack Greenspoon, of Virginia Beach.

## 3 Show Clubs Net 1G From Jamboree

CROWN POINT, Ind., Sept. 1.—Three outdoor show clubs benefited from a jamboree held here on the midway of Thomas Joyland Shows during the Lake County Fair.

Lloyd Thomas, org's owner, hosted the event, which was held after show hours in the Joe Sciortino girl show top. A total of over \$1,000 was raised, which was evenly split between the Showmen's League of America, Greater Tampa Showmen's Association and the Ladies' Auxiliary of the Miami Showmen's Association. Eph Glosser, assisted by Eddie Edwards, served as auctioneer. Among the guests were the Lake County sheriff and other civic dignitaries.

Morris Lipsky announced he was planning a like event in Nashville and John Gallagan will hold one at the Huntsville, Ala., fair.

## Rain Curbs WOM At Essex Junction

ESSEX JUNCTION, Vt., Sept. 4.—The World of Mirth Shows, after a satisfactory week at its big Ottawa date, ground almost to a standstill at the Champlain Valley Exposition here. Rain held down the opening day crowd on Monday (30), completely washed out Tuesday and curbed early-hour activity on Wednesday.

The weather cleared up in the late stages of the run and the show was able to recoup somewhat, but grosses were far below last year's.

About 1,500 persons turned out on Tuesday in heavy rain, but the gates were closed at 4 p.m. The fair management called it the worst day the event ever experienced. The few customers who seemed inclined to spend on the midway had to buck puddles, mud and rain.

Wednesday's early downfall washed out the grandstand entertainment, and the midway caught

quite a few patrons who might have otherwise taken in the afternoon harness racing.

Ottawa's Central Canada Exhibition produced an excellent week for shows and rides, it was reported, altho the front end did not hold up to last year's business. Top gross on the midway was the nearly \$15,000 turned in by "Dancing Waters" which used showgirl Maresa Stegmann on the bally. The attraction, with Joe Messina as chief engineer and Duncan Mounsey as associate, worked 35-40 shows a day for the seven-day event.

Contracted from Dancing Waters, Inc., of New York, the water spectacle was selling for 50 cents for adults and 25 for kids. From 200 to 250 can be seated in the tent, with standing room for an equal number of people.

Also turning in good grosses are the Tony Diano menagerie and the Club 18 and Gay New Orleans Revues.



THE VIVONA BROS.' SHOWS clan had plenty to be cheerful about the night of August 20 on the fairgrounds at Henrietta, N. Y., with the news that the attendance and midway receipts records had been broken. Playing New York fairs for the first time, the outfit brought in 14 rides and 8 shows, all of which grossed the show's season's high, and the contract was signed early for next year's fair. Front row, from left: Promoter Lew Goler, Johnny Vivona, Mrs. Catherine Vivona, Dom Vivona, and Business Manager Danny Dell. In rear, from left: J. Mastin and C. Pratz, visiting Waterloo Fair officials, and General Agent Harry E. Wilson.

**MIDWAY CONFAB**

Harry Klebau, store concession agent, left the Great Sutton Shows to join Crafts 20 Big Shows in Utah, where he's working for his former boss, Pete Sutton, manager of the Crafts' unit playing Utah. Eldon Short, concession manager on the show, reports fair business in Utah, with all personnel looking forward to the State fair at Salt Lake City.

Mowen Wingate, ride man with Star Amusement Company, is confined in Room 405 of the University Hospital at Little Rock, being treated for oak poisoning. . . . Recent visitors to the Lee Amusement Company at Albersville, Ala., included Frank Pepper and Henry Davidson. The latter makes his home there.

Marie Archer is back with Coleman Bros.' Shows after a three months' absence following the death of her husband, Willard. . . . Mr. and Mrs. Frank Darrington have joined Dickson United with two concessions. H. B. Dickson, manager of the org, reports the show has again signed to provide the midway at the 1955 Apache, Okla., fair. Dickson, along with Mrs. Dickson, is back with the show after a booking trip in Texas, where they contracted to operate nearly up to Christmas.

Curley Smith, cookhouse operator on World of Today, was justifiably proud at Springfield, Mo., when sanitation inspectors gave his eatery top billing. . . . Mr. and Mrs. M. E. Laherty info they will take out their new mechanical show in October. . . . Turner Scott, ride operator at Daytona Beach, Fla., will close there Labor Day and join Vivona Bros. with four rides. . . . Dr. Joseph Hefferan, veteran outdoor physician and showman, recently visited Mrs. Victor Lee and Troy Pennell during the Bath, N. Y., fair. He is convalescing in the Veterans' Hospital there.

George Schooley, Don (Tex) Blake and Fred Girard, all of Happyland Shows, renewed acquaintances with Sunny Spencer and his Korn Kats while the show played Midland, Mich. Spencer was playing a local night spot there. The act put on a special show each evening during the week for the carnival's personnel. In addition to the above, show-folk catching the act included owner John Reed, and his son, Bob.

E. Lawrence Phillips reported that the Federal Court at Mobile, Ala., recently released five flat cars he had leased to the late Al

Wagner. As soon as necessary repairs are completed he will move them temporarily to De Land, Fla. The court is still considering several over-all bids for Cavalcade equipment.

Mrs. Robert Venner reports that her husband has received orders from his doctor to remain at home for the rest of the season to recuperate from injuries sustained in an accident August 8. . . . Scrubboard Roy Wallace and wife, Bernice, are located at Renfro Valley, Ky., home of the Renfro Valley Barn Dance. Wallace has placed his miniature sight-seeing ride on tours at the Valley.

Visitors on the Vivona Bros.' Shows' lot at Henrietta, N. Y., included Bob Hallock and his brother, and several New York State Fair secretaries. Bobby (Custard King) McGregor celebrated his birthday August 17. Mrs. Dave (Dotty) Linebarrier also noted a birthday recently.

Mickie Ryder, dancer, sustained a broken ankle while working the Westport N. Y., date with Continental Shows and may be out for the season. She is recuperating at her home, 241 East Merrimac Street, Lowell, Mass., and would like to hear from friends. Whitey Brown reports doing okay with his Girl Shows on the Continental. His roster was strengthened with the joining of Margo LaBrie and Simone at Westport. Another dancer, Betty Ann Lowell, joined at Lyndonville, as did Robert Tilton, talker.

Dick Miller getting a good play with his animal show on the Continental's fairs. Mrs. Miller doubles as relief agent on balloon darts during the rush season.

Prof. Willie J. Bernard, lecturer of Hancock, N. H., visited the Eastern Amusement Company when that show played the Union (Me.) Fair recently. Bernard met Roy (Pop) Savage, of Skowhegan, Me., who was taking tickets on an office-owned Girl Show. Crowds were good, reports Bernard.

Northwest Notes from Virginia Kline: Gladys and Jerry Mackey held open house at Jantzen Beach Park, Portland, Ore., recently for personnel of the Douglas Shows. Jerry presided at the barbecue pit, Gladys managed the food and beverages and Danny Mackey toasted the marshmallows. Those on hand included Mr. and Mrs. Bud Douglas, Mr. and Mrs. Ray Holding, Mr. and Mrs. Harry Mer-

(Continued on page 75)

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Your Votes for **MISS OUTDOOR SHOWBUSINESS** of 1954 are also your votes to help expand the League's activities.

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203 N. WABASH AVE.      CHICAGO, ILL.

**GOLD MEDAL shows**

**WANT      WANT      WANT**

For Alleghany County Fair, Covington, Va., this week; followed by nine (9) more bona fide Fairs including Rutherfordton County Fair, Rutherfordton, N. C.; Cabarrus County Fair, Concord, N. C.; Spindle Center Agricultural Fair, Gastonia, N. C.; Petersburg County Fair, Petersburg, Va.; Wilson County Fair, Wilson, N. C.; Tri-County Fair, New Bern, N. C.; Coosa Valley Fair, Rome, Ga.—All short moves.

**WANT CONCESSIONS:** String Game, Ball Game, Spot the Spot, Duck Pond, Fish Pond, Basketball, Age, Scales, Photos, Long Range, Pitch-Till-You-Win, Six Cats, High Striker, Glass Pitch, Bear Pitch, Balloon Darts, Coke Bottles, Hoopla, Novelties, Fish Pond, Diggers, Rotaries, Swinger, Grab, Foot Longs, French Fries, Snow Cones, Lemonade Shakeup, Fiddlesticks, Corn on the Cob, Hats, Gadgets, Pitchmen, Derby—all open.

Good Opening for Penny Arcade.      Good Opening for Live Ponies

**WANT RIDES:** Dark Ride, Rock-a-Plane.

**WANT SHOWS:** Snake Show, Wildlife, Mechanical City, Glass House, Fun House, Monkey Show, Fat Show, Midget Show and Unborn.

**WANT HELP:** Second Men on all rides, preference given semi drivers. Blackie Steinfeldt wants Agents for Buckets, Six Cats and Hanky Panks. Cookhouse wants general Cookhouse and Grab Help. Tommy Stewart, Drome Rider, Rex Miller, and Norman Blackford, contact Cotton Harris. Norman Anderson wants Bingo Caller and Countermen. Joe Curtis, contact.

**JOHNNY J. DENTON**  
Alleghany County Fair, Covington, Va.

**METROPOLITAN SHOWS**

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR WEST TENNESSEE DISTRICT FAIR, JACKSON, TENN., SEPT. 13-18, AND A CONTINUOUS ROUTE OF FAIRS TO FOLLOW.

<b>CONCESSIONS</b>	Can place Legitimate Concessions of all kinds. Especially want Cookhouse, Grab, Foot Longs, American Palmistry, Candy Floss, Snow Cones, Ice Cream Dip, Long Range, Short Range, and Photos. Good opportunity for Hanky Panks for balance of season. Also want Six Cats, Buckets and Swinger. Good opportunity for Custard for balance of season. Will sell "EX." NO FLATIES OR CYPRIES.
<b>SHOWS</b>	Will book Girl Show (Diana and Her Monkey, Contact), Posing Show, Snake Show, we have equipment for these shows. Want Operator and Riders for Motordrome (we have cycles and equipment). Want Talker for Monkey Show (we have monkeys and equipment).
<b>RIDES</b>	Want to book Live Pony Ride and Octopus, any Kiddie Ride not conflicting.
<b>HELP</b>	Can place Grind Store Agents. Also Men to Up and Down Concessions. Want Second Men on all Rides. Also Boss Canvasman and First Class Electrician.

ALL CALL OR WIRE  
**SHIRLEY LEVY, Mgr.**      **W. P. GLOSSER, Con. Mgr.**  
NEW SOUTHERN HOTEL, JACKSON, TENNESSEE

**ULEY REITHOFFER SHOWS**

**Want for McClure Bean Soup, Sept. 15-18**

PENNSYLVANIA'S OLDEST CELEBRATION! ALWAYS A WINNER!

Legitimate Concessions of all kinds.  
SHOWS—Any Show of merit. No Girl Shows.

Call or Wire

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# THE MIGHTY GEM CITY SHOWS

WANT FOR MAURY COUNTY FAIR, COLUMBIA, TENN., WITH 10 MORE TO FOLLOW, INCLUDING THE ETOWAH COUNTY FAIR, GADSDEN, ALA.; THE SOUTHWESTERN GEORGIA STATE FAIR, ALBANY, GA., AND THE NORTHEAST ALABAMA STATE FAIR, ANNISTON, ALA. THIS SHOW CLOSES ARMISTICE DAY FOR TWO WEEKS, THEN OUR 10 MAJOR FAIRS IN FLORIDA.

**WANT** Everything open. Terrific route for Hanky Panks. Proven route over the past two seasons. Will book Hanky Panks of all kinds, including Center Outfits, Candy Floss, Ice Cream, Custard, Grabs, Direct Sales, or what have you?

**WANT** Will book for 5% above committee money the following Shows: Wildlife, Monkey, Snake, Mechanical, Class House, Fun House, Ding Shows or any worth-while Shows that are in keeping with our standards. Want Dancing Girls for office-owned Girl Show. R. A. Miller, contact Don Greco; have good proposition.

**WANT** Will book two Kiddie Rides that do not conflict with what we have.

Have opening for Foremen on Tilt and Little Dipper. Long season. Good proposition to right parties. Must be able to drive and be sober. Can also use other general Ride Help.

Will book for committee money only. Must be well framed and in keeping with our standards. Contact at once.

Griddleman and General Help for office-owned Cookhouse.

**CONCESSIONS**

**SHOWS**

**KIDDIE RIDES**

**RIDE HELP**

**SIDE SHOW**

**COOKHOUSE HELP**

Wire Thomas D. Hickey, Gen. Mgr., or wire or call Don Greco, Con. Mgr.  
Care Western Union, Dyersburg, Tenn. Cordell Hull Hotel, Dyersburg, Tenn.

# PENN PREMIER SHOWS

world's cleanest \* midway

GREAT DURHAM COUNTY WHITE FAIR—DAY AND NIGHT—SEPTEMBER 13-18, INCLUSIVE, DURHAM, N. C. LARGEST CROP OF TOBACCO IN THE LAST FIVE YEARS

**CONCESSIONS** Can place Age, Scales, Glass Pitch, Six Cats, Grab, Sno Balls, Fishpond, Novelties, Palmistry, Derby Racer, Photos, Long and Short Range, Ball Games and other legitimate Concessions. Can place P.C. if you have Hanky Panks.

WILL BOOK ONE GRIND STORE AND ONE WHEEL. (THOSE I KNOW, CALL ME.)  
Call Harry (Buster) Westbrook, Bus. Mgr., Lewiston Hotel, Lewiston, Pa.

**SHOWS** Can place any good worth-while Show that does not conflict. Want Man with Monkeys to take over Monkey Show. We have everything complete except Animals.

**HELP** Can place Waiters and Helpers for McIntyre's Cookhouse; good salary, long season. Can always place good Ride Help who drive semis. Remember, we have eight outstanding Fairs in North Carolina, with a bumper tobacco crop. Address all mail and wires to

LLOYD D. SERFASS, PENN PREMIER SHOWS  
PORT ROYAL, PA., THIS WEEK, OR CALL THE FAIRGROUNDS.

# Cumberland Valley Shows

★ SHOWS ★ RIDES ★ CONCESSIONS

For County Fairs, Homecomings and Celebrations

WANT FOR McMinnville, Tenn., FREE FAIR—FIRST TIME IN HISTORY, AND THREE MORE FAIRS TO FOLLOW: CEDARTOWN, GA.; DALTON, GA., and SUMMERVILLE, GA.

**SHOWS** Motordrome.

**RIDES** Will book one more Major Ride, as we are now carrying 13 rides. Can place any such as Fly-o-Plane, Rock-o-Plane or Moon Rocket. Can use one more Kiddie Ride—a "Little Dipper."

**CONCESSIONS** High-Striker, Penny Arcade, Candy Apples, Pronto Pups, French Fries, Grab Stand, Novelties, etc.

Red Gattis, Whitie Minnear and Broxton can place Hanky Pank Agents. No gypsies, grift or girl shows allowed here. For a winter bank roll catch these next four bona fide fairs. Address all mail and wires to:

LAVOY WINTON, Sparta, Tenn.  
P.S.: DON'T BE MISLED. THE ANNUAL DALTON, GA., FAIR IS SEPT. 27-OCT. 2.

# Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

Wants for the following Fairs, beginning Murfreesboro, N. C., Sept. 24-Oct. 2; Lewiston, N. C., Fair, Oct. 4-9; Tabor City, N. C., Carolina Yam Festival and Fair, Oct. 11-16; Marion County Fair, Marion, S. C., Oct. 18-23; the Great Loris Fair, Loris, S. C., Oct. 25-30; St. Stephens, S. C., Fair, Nov. 1-6; Legion Celebration, Beaufort, S. C., Nov. 8-13.

These old and established Fairs and Celebrations are outstanding and not new promotions. I have played these Fairs for 14 years. I live in the Carolinas, I stay in the Carolinas all summer, therefore I have my pick and know my spots. Ask anyone who has played them with me. I carry no grift, no gypsies and give you plenty of people all week, plus big kiddie days.

Can place Hanky Panks, no X; want Bingo, Motordrome, Eat and Drink Stands, Want good Free Act. Can place Kiddie Rides, also Flats or Thrill Rides. Shows with or without own outfits. We have 6 complete Shows with panel fronts for the right party. Want Side Show Manager; want Girl Show Manager with two or more girls. We have flashy outfits for same. We also have complete Jig Show with beautiful panel front. Want Manager with some fast-stepping girls who can cut the mustard. Want Electrician, good proposition; also Ride Help on all Rides. Want P.C. Dealers and office-owned Concession Help. Can place Show People in all departments. Want to hear from the following: Bob Miller, Custard Bradley, Heavy Hannah, Jim Harris, Floyd Kile, Muri Beam and Eddy Dietz.

NOTICE: Have for sale complete Carnival consisting of 14 Rides, 3 Light Plants, 6 Shows, 30 Concessions, 25 Trucks, Trailers and Tractors. Transformer Truck with two 75 kw. Transformers. Beautiful Office Wagon on 28 ft. semi. Plenty Cables and Junction Boxes. All kinds of regular and extra show equipment. Will sell as a whole for \$85,000 or will split into small units for the right party for the amount you want to pay with little or no down payment as long as I know you or you furnish good references. All equipment must be sold, as I am retiring to my beach and park location after the above fairs listed. Will only play my six fall fairs in September and October, no more still dates. Some of the equipment can be seen at the above fairs and all others will be shown by appointment at Lake Waccamaw, N. C., any time. All contact

SHERMAN HUSTED  
Lake Waccamaw, N. C. Phone 9791 between 3-6 p.m. daily or wire Western Union, Whiteville, N. C., until Sept. 20; then Murfreesboro, N. C., Fair; then as per route of fairs.

**WANT CONCESSIONS—FREE ACTS**

HOME COMING, Utica, Ohio, Sept. 30-Oct. 1 and 2

Gooding Rides Booked. Legitimate Games. Sensational Free Acts. Contact

STEWART ANDERSON  
29 EAST 5TH STREET LONDON, OHIO

CHESTERFIELD COUNTY FAIR, Chesterfield C. H., Va.  
NOW—4 BIG DAYS AND NIGHTS—NEXT WEEK, SEPT. 15-16-17-18

Can book all types of legitimate Concessions at reasonable rates. Crops and conditions unusually good in this area. Contact

BEAM'S ATTRACTIONS  
FAIR GROUNDS, LEAKSVILLE, NORTH CAROLINA, THIS WEEK.  
P.S.: Need additional Ride Help for balance of season.

**FOR SALE**

32 ft. 2-abreast Baby "Q" Parker Merry-Go-Round. Good condition, \$3,500 cash. Can be seen in operation at Lena, Illinois, Sept. 9, 10, 11 or at 546 25th Street, Rock Island, Ill., after above dates.

STATE LINE RIDES

**WANTED**

CLEAN CONCESSIONS.  
Sept. 9-12, Roscoe, Ill.

Lake Region Amusement Rides

# GOODY FOR GOODING

## Powerhouse Layout Sparkles Indianapolis

By HERB DOTTEN

INDIANAPOLIS, Sept. 4.—Floyd E. Gooding, long rated the nation's foremost ride operator, now rates with the leaders in the operation of a full-scaled touring midway.

Abundant proof of that is being given here at the Indiana State Fair, where Gooding for the first time is supplying the midway attractions.

As could be expected of Gooding, his line-up of rides is as powerful as can be found anywhere. It is huge, numbering no fewer than 27 devices. These rides are in excellent condition and sparkle with bright paint.

**Revue Outstanding**

Since Gooding's forte has always been rides, not shows, there might have been some question about his ability to deliver shows that compare with the best on the road. Any doubt on that score is removed by his back-end attraction here.

There are 17 shows in the line-up. Of these, many are notable. His revue, for instance, is outstanding. It is presented behind an impressive, eye-catching front. The show itself is loaded with talent, beautifully wardrobe, and capably managed by Joe Purvis.

Similarly, his Minstrel Show, operated by Irving Miller, works behind an arresting front, is long on talent and is capably handled.

His "Dancing Waters" unit has one of the most striking fronts of any built for this new attraction. Inside, it is framed more attractively than most, and probably as attractively as any "Dancing Waters" unit now on the road.

**Puts 100G Into Shows**

In the last two years Gooding, in shifting to full-scaled carnival operation, has invested about \$100,000 in show equipment. This investment is reflected not alone by the appeal of the fronts, the quality of costuming, or the inside set-up, but by the durability of the equipment build.

Besides the shows he owns and operates, Gooding has succeeded booking other meritorious attractions that add up to a powerful back-end. Here, for instance, units booked on include Fernando Rivero's Globe of Death, Art Converse's Side Show, Leo Carrell's Animal Circus, to name a few.

The 27-rides-17-show line-up constitutes a vast amount of earning power and an impressive sight, not alone for midway patrons but to visiting showmen and fair officials.

**Gross Up 35%**

So, too, were the Indiana State Fair officials, who noted that midway receipts for the first two days were about 35 per cent higher than or the same two days last year. Also impressed were Indianapolis newsmen, who, reversing the practice here, brought out with loud praise in print for the show.

The concession operations, handled jointly for Gooding here by John Gallagan and Morris Lipsky, number about 25 concessions, all hanky panks that are distinguished by a greater variety of games than have been seen on the midway here in recent years.

**Labor Day Heavy**

Gooding's line-up and business showing here, are big, yet they are but a part of his operations. On Labor Day, for instance, besides his operations here, he will have units at five other fairs and one celebration.

His Labor Day schedule is as follows: Stark County Fair, Canton, O., 10 rides, 6 shows; Van Wert County Fair, Van Wert, O., 11 rides, 5 shows; Sandusky County Fair, Fremont, O., 12 rides, 5 shows; Montgomery County Fair, Dayton, O., 7 rides, 4 shows; Mahoning County Fair, Canfield, O., 12 rides, 5 shows; Belding, Mich., Celebration, 6 rides, 3 shows. These operations, together with the fair here, will have him working 82 rides and 45 shows on Labor Day.

**Develops Organization**

To do this he has developed an organization. He remained in Columbus Friday (3) for the wind-up of the Ohio State Fair while the midway was being set up here. On hand here, in charge, he had Hal Eifort, along with Charles O'Brien, one of his unit

managers; Hap Berkshire, office manager; Charles Pottorff, treasurer; Bert Miner, superintendent, and Starr De Belle, press agent.

Operating at Columbus, where, incidentally, his gross was up 10 per cent tho the fair's attendance was down sharply, he had John Enright and William Enright, unit managers, and William Goutermout in actual charge of the Ohio Fair midway.

**Adds Another Fair**

While they were on the lot, he was in his office, dispatching rides and shows to various units, sizing the units, and preparing for dates ahead. His top unit, which will play such top fairs as Nashville, Knoxville, and Columbus, Ga., after the fair here, was given an added date this week. It was set into the New Meridian (Miss.) Fair and Cattle Show, immediately after the Pensacola (Fla.) Fair.

Gooding broadcast invitations to fair officials to view the show here. Included among those who have thus far are L. C. Carpenter, Missouri Commissioner of Agriculture, and Ross Ewing, secretary of the Missouri State Fair, Sedalia. Other fair execs who visited were Bob Morse, of the La Porte (Ind.) Fair, and Bill Hutton, of the Anderson (Ind.) fair.

**'Dancing Waters' Set for Raleigh Fair**

RALEIGH, N. C., Sept. 4.—A "Dancing Waters" unit, operated by the Gooding Amusement Company, Columbus, O., has been signed for the North Carolina State Fair here. Hal Eifort closed the contract on behalf of the Gooding organization.

**ALL TYPES OF WHEELS**

Mdso. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue

Operated by Joseph Mandel

CARDINAL MFG. CO.  
2944 West 28 St., Brooklyn 24, N. Y. ESplanade 2-7510

**PARAKEETS**

LIVE DELIVERY HEALTHY BIRDS GUARANTEED

Orders by air day received. Phone or wire for complete list.

Priced for Concessions ON HAND

BLUE RIBBON PARAKEET FARM, Dept. 5  
2814 Adams St., Hollywood, Fla. Ph.: 2-7412

**FOR SALE**

Portable Dodgem Ride, 40x60; 10 Lusse Cars, excellent condition. See in operation Beech Bend Park.

CHARLES GARVIN  
Box 386, Bowling Green, Ky. Phone 4802

**HAIL KING COTTON**

(Goodbye Tall Corn)

Want Cookhouse, Sit-Down Grab, High Striker, Hanky Panks, Foremen on Major and Kid Rides, Second Men and Helpers, Dude Brewer, Bob Schmidt want Agents. Tom Harmon wants Athletic Show talent. Lancaster, Wis., Fair, Sept. 9-12; Tiptonville, Tenn., Cotton Carnival follows. Seven weeks in the "white stuff" booked. Contact DYER'S GREATER SHOWS

**WANT BINGO—RIDES—CONCESSIONS HARVEST FESTIVAL**

Sept. 15-18, Tioga, Pa. Contact CARL H. FORREST

**AGENTS for AGENTS YORK FAIR**

Scale, Age, also Hat Specialty. Apply York, Pa., Fairgrounds all week.

SYD DANIELS  
Yorktowne Hotel York, Pa.

# MIDWAY CONFAB

Continued from page 73

kl. Harry Goodman, Mr. and Mrs. Pat Brady, Mr. and Mrs. George Meredith, Mrs. Dorothy Anderson, Woolf Petersen, Kay Schultz, Barbara Earle, Harold Hicks and Mrs. Kline. . . Virginia says when she visited West Coast Shows at Corvallis, Wash., she was hosted by Sam Dolman, George Coe, Isabelle Myers and Lillian Schue. . . On a trip to McMinnville, Ore., she caught Bailey Bros. and Cristiani Circus and had a good visit with Ralph and Rose Clason. . . Art Brainerd, brother of Mrs. Kline, is back in circulation after being laid up with a bad leg. . . Lee Eyerly, of the Salem, Ore., ride firm, recently purchased a full-sized fire engine from the Salem Fire Company as a hobby. . . Mr. and Mrs. Hunter Farmer and Patty Cook and her son, Michael, stopped off to visit Virginia Kline following the Gresham, Ore., fair.

Carlton Cole stopped off in Chicago Wednesday (1) en route to join the W. G. Wade Shows at the Detroit fair.

Mr. and Mrs. Blackie Miller, concessionaires with Central States Shows, have announced the engagement of their daughter, Wanda Lorraine, to Henry Hardin of San Bernardino, Calif. The couple plan to marry in fall. . .

Mrs. Bessie Kuhn, high striker agent with Central, celebrated her birthday Friday (27). Among her gifts were a rod and reel, to be used at Aransas Pass, Tex., this fall and winter.

'Veydt Amusement Company scored good business recently when it played the big four-day Centennial Celebration at Menomomie, Wis.

Hedda Henderson, daughter of T. M. and Etta Henderson, is in Rush Hospital, Meridian, Miss., seriously ill with blood poison.

Eula Mahoney has returned to the Hotel Sauvager, Richmond, Va., after a stay on the Strates Show. . . Joey Corey back in Richmond after a brief stay with the Mighty Page Shows. . . Visitors to the Virginia Greater Shows during its engagement at the West Point, Va., Fair included Rita Sauvager, Charles Hardy, Charles Millner, Joe Baccigalupo, Ralph Lockett and Ban Eddington. . . Stanley Novelty Company has enlarged its Richmond headquarters. . . J. C. Corbett in Richmond readying his concessions for the Atlantic Rural Exposition. . . George Clyde Smith was in Warsaw, Va., prepping for the fair which his organization will play. Says business in his home town of Cumberland, Md., was way above par.

On the W.O.M. shows Lucky Berry, emcee on the "Gay New Orleans" show, reports a hit with Canadian patrons and the addition of Lydia Bailey and Virginia Jogunn, singers, and Prince Ranu, calypso dancer, to the show. Zoma, working reptiles, is leaving the show soon to return to Florida for a winter of club dates. Mort Bender, who has been doing a classy weight and age pitch, is returning to school soon. Around the Club 18, Jan Jackson celebrated her birthday with a small party on September 1. Leah Gosler is recuperating from a sprained ankle sustained during the Ottawa date. Karel Leigh is looking forward to a visit from her five-year-old daughter, Beverly. The canine pet of Mr. and Mrs. Anthony underwent surgery during the Lewiston, Me., showing and is now doing fine.

Honey Samson, Hollywood, is visiting the West Coast Shows for three weeks. She and her daughter, Mimi, who has the duck pond on the show, were skedded to work together for the first time at the California State Fair, Sacramento, then again at San Jose, after which Mrs. Samson will return home. . . Johnny Kinsey, former sound car operator on the Continental Shows, joined the King Reid Shows at Rhinebeck, N. Y., recently. Kinsey will take over the show's new Furhouse. . . Pinky Pepper plans on visiting the Bel and Farmer organization on Hill's Greater Shows before leaving for Florida commitments.

Billy Logsdon (Louis-Louise) joined the Bill Hames Shows at Tyler, Tex., as annex feature of Charles Hodges' Side Show after closing with the William T. Collins Shows at Nebraska State Fair, Lincoln. Al (Whitey) Hunt has replaced Junior Bertram Hassett as business manager of the Logsdon attraction. He will feature Siamese twin girls at Florida winter fairs. Hassett is returning to his home in New York.

The Otto Stephens Shows' rides and concessions did good business at Grinnell, Ia., August 23-28, in connection with that city's centennial, according to Delmar Hartridge, Stephens lot man and concessionaire. The show closes its season this month at Blakesburg, Ia., and goes into quarters at Green City, Mo.

Rondall Rondou and Rita Ray visited Peggy Ewell and Paul Holland on the United States Shows recently. . . Mitsi Rogers, former Girl Show worker on Gem City Shows, celebrated her 21st birthday recently on the Virginia Greater Shows. Miss Rogers has been operating the circus Side Show and also working the annex under the title Dennis-Denise. . . A surprise 25th anniversary dinner was given John and Helen Barfield at the Robert E. Lee Inn, Leitchfield, Ky., recently by Mrs. Barfield's sister, Princess Kase. Many showfolks and friends from the Louisville fair attended.

# DON FRANKLIN SHOWS

UNIT #1

ATTENTION, INDEPENDENT SHOWS—BILL CHALKIS SHOWS NO LONGER HERE

Can Place for Texarkana State Fair, opening Friday night, Sept. 10, thru Sept. 19 and four more Fairs to follow.

SHOWS: Side Show, Snake Show, Mechanical, Monkey, Wildlife, Motordrome, Mickey Mouse, 30%. CONCESSIONS: Can place Cookhouse, Grab, Pronto Pups, Arcade, Age and Scales and Hanky Panks of all kinds. RIDE HELP: Need Second Men for Twin Wheels, must drive semis. Address:

**DON FRANKLIN, Mgr.**  
Fairgrounds, Texarkana, Tex., starting Tuesday afternoon, Sept. 7.

# PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

- WAYNE COUNTY FAIR, GOLDSBORO, Sept. 13
- Mt. Airy Fair, Sept. 20
- Rocky Mt. Fair, Sept. 27
- Great Fredrick Fair, Oct. 2
- Greenville, N. C., Fair, Oct. 11
- South Boston, Va., Fair, Oct. 18
- Columbia Colored State Fair, Oct. 25
- Camden, S. C., Fair, Nov. 2

WANT FOR THE FOLLOWING FAIRS

CONCESSIONS—Hanky Panks, Eating, Drinking Stands, Novelties, Merchandise Concessions of all kinds.

RIDES—Rocket, Spitfire, Dark Ride, Fun House, Glass, Train Ride.

SHOWS—Can use Girl Show, Fat Show, or any new Show with merit.

RIDE HELP in all departments, semi drivers preferred.

NOW BOOKING ALL KINDS OF SHOWS FOR BLOOMSBURG FAIR. WANT HIGH CLASS MINSTREL SHOW WITH OWN EQUIPMENT.

All Answer **SAM E. PRELL**, Washington, N. C.

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

West Point, Virginia, Fair—2 Kid Days—Sept. 13-18

NO RACKETS, NO GYPSIES WANTED

WANT: Custard, Grab, Coca Cola, Fish Pond, Duck Pond, Cotton Candy, Cigaret Gallery, Basketball, String Game, Short Range Gallery, Straight Sales Jewelry, also Jewelry Spindle, Age and Scales, Bottle Ball Game, Penny Pitch, Photo Gallery, 2 Straight Stock Wheels, Want Pea Pool Dealer and Pan Game. All Hanky Panks, come in.

SHOWS: Wildlife, Monkey Show, Unborn, Girl Show manager with 2 or more Girls; Small Jig Show Troupe, come in. Cookhouse help wanted. M.G.R. Dutch, come in.

**WM. C. MURRAY**  
Virginia Greater Shows, Suffolk, Va., This Week

# RALEY BROS.' EXPOSITION

—NO GRIFT AT ANY TIME—

WANT SENSATIONAL HIGH ACT FOR BALANCE OF SEASON. NINE MORE FAIRS TO GO, NONE PENDING.

- |  |   |   |
|--|---|---|
| <b>LIONS AGRI. FAIR</b><br>Seaboard, N. C., Sept 13            | <b>ROBESON COUNTY FAIR</b><br>Pembroke, N. C., Oct. 4             | <b>COLLETON COUNTY FAIR</b><br>Walterboro, S. C., Oct. 25 |
| <b>FIREMEN'S PEANUT FAIR</b><br>Scotland Neck, N. C., Sept. 20 | <b>CHESTERFIELD COUNTY FAIR</b><br>Pageland, S. C., Oct 11        | <b>BEAUFORT COUNTY FAIR</b><br>Beaufort, S. C., Nov. 1    |
| <b>NORTHAMPTON COUNTY FAIR</b><br>Jackson, N. C., Sept. 27     | <b>WILLIAMSBURG COUNTY COL. FAIR</b><br>Kingstree, S. C., Oct. 18 | <b>JASPER COUNTY FAIR</b><br>Ridgeland, S. C., Nov. 8     |

Place any Stock Concessions, no Ex, but will not overload. Place any Shows not conflicting. Book, buy or lease Flat Ride and Motor Drome. Windsor, N. C., this week.

**HAROLD RALEY, Mgr.; ETHEL RALEY, Sec'y; FRANK DICKERSON, Gen. Agt.**

# C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

Wanted for Southeastern Missouri District Fair, Cape Girardeau, Mo., week Sept. 13, followed by Columbus, Mississippi, Fair and Live Stock Show week Sept. 20 and a continuous route of bona fide Southern Fairs.

Concessions of all kinds, Hanky Panks, Prize-Every-Time Game. Open midway for legitimate operators. Derby Racers, African Dip and direct sales of all kinds. Penny Arcade to join week Sept. 20 at Columbus, Miss. Shows with own outfits and equipment. Special proposition for Colored Show with own transportation and P.A. equipment. RIDES: Liberal deal for non-conflicting Major and Kiddie Rides. Fee Act for balance of season, come in week Sept. 20. All address **C. C. GROSCURTH, Gen. Mgr.** Clarksville, Tenn., all this week; then as per route

# GIRLS--GIRLS

For Girl Show — Dancing and Posing, \$100 per week and bonus. Long Southern route. Paul and Ava, get in touch; Jeanie, contact Jody. Wire

**MIKE MILLER**

Care of Western Union, Marshall, Texas, September 6-11; Tyler, 13-18.

IT'S NOT TOO LATE TO GET THE BOAT . . .

IF YOU ORDER NOW!

Six Cats, 2 styles . . . \$12.00 & \$15.00  
Slot Roll-downs—One of the hottest items of the year  
Over 30 Under 11, 7' tables \$50.00 Ea.  
Buckets, hexagon shape, hottest ever made . . . \$5.00 Ea.  
We have 25 other Hanky Panks ready to ship. Anything from a Red Plastic Marble to a Baseball.

**RAY OAKES & SONS**  
P.O. BOX 4344 - TAMPA, FLORIDA  
Telephone 80-2121



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.

# AGENTS WANTED

For Hanky Panks

**TOM GAITHER**

Fairgrounds, Texarkana, Texas, Sept. 10 to 18.

# WANT

For Tilton County Free Fair, Frederick, Okla., September 14-17, then The Cotton Belt. Legitimate Concessions Only, no "EX". Burr \$15.00. Want Couple to Operate Photo Gallery. Also Agents for Post Office, Striker. CONTACT:

**H. W. FICK**  
San Valley Shows, Per Route.

# PLASTER

Small—10¢ Large—22¢  
Same Plaster. No Deliveries.

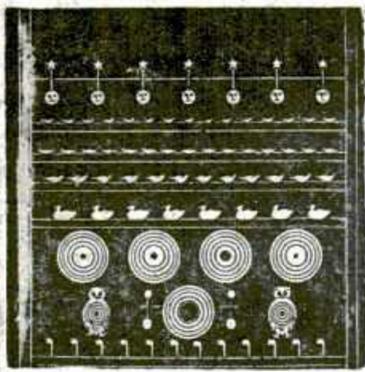
**Shirley Statuary Co.**  
Route #1 Alto, Georgia  
Phone: Gainesville—LE 4-4866

# FOR SALE

50-Foot Parker 3-Abrast Merry-Go-Round, top and side wall in good condition, horses beautiful. Can be seen in operation until Labor Day. Price \$2500.

**JESS BUEHLER**

Talcott & Dee Road, Park Ridge, Ill.



## ATTENTION— SHOOTING GALLERY OPERATORS! IF YOU NEED GALLERIES ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . . assure your future with Evans—the Gallery built to last.

Complete details in our  
**FREE CATALOG**  
Parts and Targets also available  
Write Today

**H. C. EVANS  
& CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

**IMMEDIATE DELIVERY—  
NO WAITING for  
These EVANS' Quality  
LONG RANGE GALLERIES**

**GALLERY "L"**—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and bell.  
**GALLERY "E"**—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and bell!

## O. C. Buck-Model Shows

**America's Finest Railroad Show**

**ROWAN COUNTY FAIR, SALISBURY, N. C., WEEK SEPT. 13. 6 BIG DAYS—6**

Place all kind of Legitimate Concessions. Come on.

**Two Fairs Week September 20—CHEROKEE, N. C., INDIAN FAIR;  
Same Week, ASHEVILLE, N. C., FAIR**

Can place Extra Rides for Asheville, also LEGITIMATE CONCESSIONS FOR THESE TWO DATES: EATING AND DRINKING STANDS, SEVERAL SHOWS FOR Asheville, and Rides. Place Talker for Drome and Harlem Show. Grinder for Snake Show. Place Foreman for Dipper, Whip, Ride Men, Polers, Chalkers, Mule Drivers, come on. Place Arcade, Girls for Girl Revue, top salaries, Monkey Show or Society Circus.

**THE GREAT ATLANTA FAIR OPENS THIS YEAR ON SEPTEMBER 30**

Now reserving space for any outstanding Attractions or Concessions. ALL ANSWER

**O. C. Buck-Model Shows, Inc.**  
ALEXANDRIA, VIRGINIA, THIS WEEK.

## BRIDGETON, NEW JERSEY, FAIR

SEPTEMBER 14-18

**WANT Shows that do not conflict with ours. WANT  
Concessions that work for stock. Reasonable rentals.**

**PHIL ISSER, Gen. Mgr.**

**I. T. SHOWS**

Bridgeton Fairgrounds

## PROCTORIA AMUSEMENTS

**Want for MARTINSVILLE 4-COUNTY COLORED FAIR, Martinsville, Virginia,  
Sept. 10 thru 20—2 big pay days. This is it! Don't miss it!**

Want Short Range and Long Range, Age and Scale, Novelties, Custard, also Hanky Panks. Shows: Want Monkey Show, Snake Show, Unborn or any Grind Show. Will book Bingo due to disappointment. Will book Rides that do not conflict. Out all winter. Long list of Fairs to follow Martinsville.

**Jesse E. Proctor Jr., Mgr.; T. F. Holmes, Asst. Mgr.**  
BOX 532 Phone: Hillcrest 3-4439 TAPPAHANNOCK, VA.

## WANTED

For Mississippi's Best Fairs—Marks, Cleveland, McComb, Kosiusko, Natchez, Meadville, Greenwood, and several others.

Open—Custard, Candy Floss, Candy Apples, Fishpond, Long or Short Range Shooting Gallery, or any other Hanky Panks.

SHOWS—With own equipment, such as Illusion Show, Snake Show, Side Show or Funhouse.

Slim Cunningham wants Pin or Peek Store Agents.

**J. A. GENTSCH SHOWS**

Marks, Miss., Sept. 6-11; Cleveland, Miss., Sept. 13-18.

## HOLLY AMUSEMENT CO.

**Want—All Fairs—Want—All Fairs—Want**

CONCESSIONS: BINGO, Balloon Darts, Coke Bottles, Age, Scales, Basket Ball, Jewelry. No flats or P.C. to book. RIDES: Will book one Major Ride, Octopus, Tilt, Coaster or Looper. SHOWS: Excellent proposition to good, clean Educational Shows.

**RIDE HELP, COME ON, WILL PLACE YOU**

Ellijay, Georgia, now; Jonesboro, Georgia, next week.

## D. S. DUDLEY SHOWS

WANT—Hanky Panks, strictly stock. Can place Foreman for Looper, Spittfire, Ferris Wheel; Clarence Brown, Blackie Tyler, come on. Second Men for 12 rides, Ticket Agents. Can place Hanky Pank Agents, Bingo Caller (Charley Brixby, phone at once, important business).

Stratford, Texas, Fair, Sept. 6-11; Lamesa, Texas, Fair, Sept. 13-18.

For Clovis, New Mexico, Fair, Sept. 13-18, can place Bingo, Photo, Snow, Floss, Peanuts, Popcorn, Cookhouse, Grab, Apples, Hanky Panks stock only, Fun House, Shows, Major or Kid Rides.

WIRE D. S. DUDLEY

## DEL FLORE AMUSEMENTS

**Want for Piqua County Fair, Circleville, Ohio, Sept. 15-16-17-18  
Want Cook House, any Legitimate Concessions that can work Ohio fairs**

Write or wire

**L. DEL FLORE, New Castle, Pa.**

## CLUB ACTIVITIES

### Miami Showmen's Association

1799 N.W. 28th Street, Miami

MIAMI, Sept. 4.—The membership drive is in full swing. Dave Fineman and Harry Schreiber report that over 300 members have been signed to date. Whitey Byus forwarded 20 applications, and Charles Wright, six. The drive officially ends November 1. Gold-card seekers will have to meet requirements prior to that date, when initiation dues jump from \$10 to \$25.

Year-book committee reports that Andy Markham, of River-view Park, Chicago, has forwarded six pages of advertising. The book has passed the \$2,000 mark. The goal is \$15,000.

Dutch Holtzman, chairman of the emergency building committee, reports the rooms in readiness for the return of members to Miami. Television room has been converted into a lounge.

Alton Pierson, chairman of the entertainment committee, is planning dances for every Saturday night.

Shep Blumberg and Ep Glosser, of the ways and means committee, report that seven more jamborees will be held. They urge members to dispose of award books and make returns as soon as possible.

President William B. Moore has scheduled the first regular meeting for November 8. The operation of the bar and restaurant will be left to the decision of the board of directors at the first meeting.

Richard J. Coleman and Bernie Mendelson have each contributed \$100 to the plaque fund. The plaque will be cast October 15. There are now 277 names scheduled for inclusion. A total of 300 can be included, and those desiring to participate are urged to make their intentions known immediately.

Secretary Phil Cook reports highly satisfactory results on his present tour. The office remains open during his absence and all communications and payments may be sent there.

### National Showmen's Association

317 W. 56th St., New York

NEW YORK, Sept. 4.—Club sympathy is extended to George Regan on the death of his father; D. D. Simmons on the death of his sister, Mrs. Anna Goldberg, and to Max Gruberg on the passing of his sister-in-law, Annie Gruberg.

Past President Frank Bergen, owner of the World of Mirth Shows, has gotten a new idea for a drive on membership by trying to sign up all officials of fairs that he plays. He already has signed up the president and vice-president of the Central Canada Exhibition in Ottawa. The following applications for membership have been received, sponsored by Louis Light: Ben Cohn, Richmond W. Cox Jr., James Leahy and P. Jack Wilkinson. Light needs only a few more to reach the required 50 new members for a gold life membership card to be presented to him the night of the 17th Annual Banquet at the Hotel Astor.

Steve Yerkes, of Rochester, N. Y., was a recent visitor here. Charles Reich just returned from

## FROM THE LOTS

### Rocky Mountain Empire

DOUGLAS, Wyo., Sept. 4.—Show arrived here from St. Francis, Kan., to play Wyoming State Fair. Everyone is proud of William Howard Coleman, son of Mr. and Mrs. Mutt Coleman, first baby born on the show. The baby was born in St. Francis August 24 and made the trip here like a veteran.

This is going-home week for working school children on the show. Leonard Brightwell, nephew of Jennie Brightwell, left for Oklahoma City where he attends high school. Virgil Turner Jr., son of Mr. and Mrs. Virgil Turner, has left for Austin, Tex. He is a senior in high school. Charles and Mary Lynn Swartz, son and daughter of Frank Swartz, owner of the show, have one more week before entering school in Denver.

We were happy to welcome back on the show Everett and Dotty Harris with their Motordrome.—CHARLES SWARTZ.

Atlantic City where he vacationed for a month. Casper Sargent is expecting his son from Japan on a furlough, after being away for two years. Congratulations to Morris Brown on the arrival of another boy in his family.

Happy birthdays to Joseph Agule, William A. Hartzman, Max Hummel, Ned Torti, Louis Weinstein, September 1; Johnny J. Kline, September 2; Frank Cerbini, Hans Hasslach, Victor LeBow, Victor Link, Jerry D. Martin, Max Tubis, 4; George E. Callihan and Scully DeLuccia, 5; Charles Padrone and Dan Thaler, 6; Casper Sargent, 7; Grover C. Kortonic and John W. Wilson, 8; Myron N. Colegrove, Louis D. King, Meyer Goldstein, Philip Goldstein and Joseph Schenck, 10; Jacob F. Fickes, Jack J. Hornfeld and Charles C. (Doc) Morris, 11. Henry (Slim) Fein was recently admitted to St. Clare's Hospital, New York.

### Show Folks of America 145 Turk St., San Francisco

SAN FRANCISCO, Sept. 4.—The regular Monday (23) meeting was called to order by President Charlotte Porter, assisted by Treasurer Oscar Mattley and Recording Secretary Bonnie Townsend. Seven new members are Anna Belle Patchett, Walter Orville Patchett, Mrs. Calla L. Brooks, William E. Myers, Robert J. Myers, James L. White and E. S. Hannameyer.

Several different types of booths are planned for the ladies' bazaar in November. A \$5 prize is being offered by Nellie Baker for the apron judged as the prettiest.

A birthday party was held for Frances Weideman and another was given President Porter on Foley & Burk Shows at Turlock. Mike Krekos has been named chairman of this year's banquet and ball.

## NOTICE! SOUTHERN STATES SHOWS WANT

For the best small show dates in the South, and we really do know the spots. Yes, we know it has been a bad season for a lot of people, but not for us. We are doing all right, thank you.

Concessions: We book only one of a kind. No P.C. or flats. No gypsies or Girl Shows. Have opening for Ball Game, Long and Short Range Lead Gallery, Cork Gallery, Photos, Glass Pitch, Bumper, String Game or any other Stock Concession that does not conflict with what we have. Can use a couple of Shows, must be clean. Also want Free Act, state lowest. Can always use useful Ride Men who drive trucks; must have license. All address:

**JOHN B. DAVIS**

City Recreation Center, Panama City, Fla., this week; Gulf County Fair, Port St. Joe, Fla., next week; Franklin County Fair, Apalachicola, Fla., the following week, with more good ones in Florida and Southern Georgia to follow.

## JAMES H. DREW SHOWS

**Prestonsburg, Ky., Fair, Sept. 13 to 18.**

CONCESSIONS—Place all Hanky Panks, Merchandise and Outright Sales. Good opening for Long & Short Range, High Striker, Ball Games, Buckets, Bumper, String, Hats, Foot Longs, Novelties, etc.

Place any entertaining Grind Show that does not conflict with what we have.

All address this week care Western Union, Pennington Gap, Virginia

## EVANS UNITED SHOWS

CAN PLACE FOR FOLLOWING FAIRS AND CELEBRATIONS

Washington Co. Fair, Washington, Kansas, Sept. 8-11; Lexington Fall Festival, Lexington, Mo., on streets, Sept. 14-18; Concordia Fall Festival, Concordia, Missouri, on streets, Sept. 22-25; Aima, Mo., Fair on streets, Sept. 29-Oct. 2. Can use Coke Bottles, Scales, Foot Longs, Fish Pond, Cork Gallery, Hoop-la, or any Hanky Pank not conflicting. No Racket, no Gypsies. Contact

**BILL EVANS**

at fair grounds, Washington, Kansas, Sept. 7-11

## FLOYD O. KILE SHOWS

Can place sober Ride Help; pay and treatment good; Merry-Go-Round, Kid Rides, Eft, must be semi-drivers.

Concessions—Water Games, Nickel Roll Pitches, Ball Games, Photos, Stock Concessions only. Duke, come on.

Shows—Snake, 10-in-1, Fun on Farm. All replies

**FLOYD O. KILE, Mgr.**

Ava, Mo., this week; Mountainview, Ark., next

## WANT SHOWS—ALL FAIRS—WANT SHOWS

**CLANTON, ALA., Sept. 5-11. Close SOUTH GEORGIA FAIR, Nov. 6**

**WE PLAY NORTH FLORIDA FAIR, Tallahassee, Oct. 26-30**

Will book any Ride not conflicting. Will book any Show not conflicting with those already contracted. Contact, stating when you can join.

Clanton, Ala., this week; Decatur, Ala., next week. All replies

**N. L. CRESON**

## Going South? Get Your Winter Bank Roll Here

Want Concessions of all kinds, no X. Can book Chairplane for the balance of the season. Want to join at once Cook House and Grab, Long Range, Block Pitch, Watch-La, High Striker, Fish Bowl or any other Stock Concessions for Golden Corn Festival, Sept. 8 to 11, Shawneetown, Ill.; Tri-State Fair, Sept. 13 to 17; then 3 more big Fairs in Arkansas.

**BURKHART SHOWS**

## CLARE COUNTY FAIR, Harrison, Mich., Sept. 13-18

WANT CONCESSIONS OF ALL KINDS. ALSO ONE MORE SHOW.

All wires care Fairgrounds, Wauseon, Ohio, until Sept. 9. Will be in Harrison, Mich., Sept. 11. Trenton, Tenn., and Fulton, Miss., Fairs follow Harrison.

**MOTOR STATE SHOWS**

Joe Frederick, Mgr.

# Continental Earns Okay As 1st Fair

CHATHAM, N. Y., Sept. 4.—Continental Shows grossed well at its first two fairs, getting long-awaited breaks in the weather. Westport, N. Y., was satisfactory, as was the fair in Lyndonville, Vt. Roland Champagne's outfit was returning to the Vermont date after several years and virtually everyone went away satisfied, altho rain fell during a couple of nights. Every day was sunny and warm, however. Lyndonville, the Caledonia County Fair, produced well for a three-day event, with Irish Horan's thrill crew drawing good crowds for two shows on opening day, Thursday (26). Saturday (28) was the best of the three as expected and midway earnings were okay. Show made the 275-mile jump here for its Labor Day date without mishap and was set up in plenty of time for yesterday's opening.

# L. J. HETH Shows

**WANT FOR: THE BIG COBB COUNTY FAIR, MARIETTA, GEORGIA, WEEK SEPTEMBER 13. THIS IS REALLY A BIG ONE, LOCKHEED AIRPLANE PLANT WORKING FULL TIME. THREE SHIFTS FOLLOWED BY THIS PROVEN ROUTE OF BONA FIDE FAIRS**

WINDER, GEORGIA, Sept. 20-Sept. 25      MONROE, GEORGIA, Oct. 4-Oct. 9      TIFTON, GEORGIA, Oct. 18-23  
 CARROLLTON, GEORGIA, Sept. 27-Oct. 2      COVINGTON, GEORGIA, Oct. 11-16      CORDELE, GEORGIA, Oct. 25-30      QUITMAN, GEORGIA, Nov. 1-6

**RIDES**  
 Boat Ride, Spitfire, Scooter, Comet, Moon Rocket, Little Dipper. Any ride not conflicting.

**CONCESSIONS**  
 Short Range, Arcade, Glass Pitch, High Striker, Diggers, Custard, Pronto Pups, Foot Long, Hanky Panks of all kinds.

**SHOW HELP**—Colored Musicians and Chorus Girls for Minstrel Show. Trombone, Trumpet—Girls with Talent for Girl Show, top salaries. Cliff Ostein wants to hear from Bonnie Laurell. All Replies

**JACK W. ADAMS**      OR      **L. J. HETH SHOWS**  
 Care Western Union, Marietta, Georgia      Jamestown, Tenn., now; Marietta, Ga., next week.

**WALLACE BROS. SHOWS INC.**

9 MORE FAIRS      WANT      WANT      WANT      9 MORE FAIRS

SHOWS: Illusion, Fat Show, Fun House and 10-In-1.  
 CONCESSIONS: Photos, Mitt Camp, COOKHOUSE, Fish Pond, Watch-La, Over 11-Under 30, Fish Bowl, Ball Games, Novelties, Bowling Alley, Blower, Cork Gallery, Darts, Derby, Strings, Coke Bottles.  
 RIDES: Can place Dark Ride, Rock-a-Plane and Live Pony Ride.  
 HELP: Can place Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Tilt, Spitfire, Octopus, Kiddie Rides. Also want Man for towers, Electrician's Assistant, Assistant Mechanic and Truck Drivers.

ALL REPLIES  
**E. E. FARROW, Mgr.**  
 (Fairgrounds) Beaver Dam, Wis., this week; Camden, Ark. (Fair) Sept. 15-19; El Dorado, Ark. (Fair) Sept. 20-25.

**WORLD OF PLEASURE SHOWS**  
 MICHIGAN'S Finest MIDWAY

**WANTED**  
 HANKY PANK CONCESSIONS OF ALL KIND

**WANTED**  
 SHOWS—ENTERTAINING EDUCATIONAL—DING

FOR  
**COLDWATER, MICHIGAN**  
 —FREE FAIR—

SEPTEMBER 14 thru 18

Address correspondence or wires to  
**CHARLES STEWART, Gen. Mgr.**  
 or  
**O. BUCK SAUNDERS, Pub. Relations**  
 this week

**ALPENA, MICHIGAN**

**CONTINENTAL SHOWS**

**WANT FOR TRUMANSBURG FAIR**  
 September 15-16-17-18

Concessions of all kinds that can and will conform with New York State regulations—Eating Stands, Pop Corn, or what have you? Will take care of you. No exclusives.  
 Contact **ROLAND CHAMPAGNE**, as per route

**WADE GREATER SHOWS**

**BOURBON FAIR, SEPT. 14 THRU 18, BOURBON, INDIANA,**  
 CAN PLACE FOR THIS OLD ESTABLISHED FAIR

CONCESSIONS: Legitimate Games of all kinds, Ball Games, Pitch-Till-You-Win, Balloon Darts, etc. CAN PLACE GOOD BINGO GAME. All kinds of outright sales and food sales open.

SHOWS: Have space for two Educational Shows such as Mechanical, Monkey, Little Horses, Freak Animal, etc.

All replies via Western Union thru Sunday, Sept. 12, to  
**C. D. Murray, c/o Wade Greater Shows**  
 MICHIGAN STATE FAIRGROUNDS      DETROIT, MICHIGAN

**CARL D. FERRIS SHOW**

WANTS FOR EIGHT SOUTHERN FAIRS—STARTING NEXT WEEK—EDENTON, N. C., SEPT. 13-18; WITH WARRENTON, N. C., TO FOLLOW

CONCESSIONS: Want Cook House for balance of season. Can place Custard, Photos, Novelties, Short Range, Hanky Panks and Ball Games. RIDES: Want set of Kiddie Rides. Wm. Hageman, get in touch with me or will book individual Kid Rides including Live Pony, also Tilt or Caterpillar, any Ride not conflicting.

SHOWS: Want Wildlife, Unborn, Mechanical, Fun House, Glass House, any Grind Show. A real route for Minstrel Show. Will give eight big weeks.

Address this week, **CARL D. FERRIS, Dunkirk, N. Y.**  
 P.S.: We will open Monday at Edenton.

**A. R. (DUTCH) WHITESIDE**      **TOMMY CARSON**  
 CONC. MGR.      BUS. MGR.

**EMPORIA, VA.**  
 SEPT. 13-18

CONCESSIONS: Cookhouse, Grab, French Fry, Pop Corn and Apples, Novelties, Guess Age and Scales, Coke Bottles, Hankies. SHOWS: Can Place Motordrome Riders, Top Salary. Leola can place Girls for Girl Shows; Leola Wants Geek! And Man to operate complete Monkey Show. Dutch Whiteside can place Agents for P.C. and Pin Store and Razzles.

**ROSS MANNING, Christiansburg, Va.**  
 Madison, N. C.; Statesville, N. C.; Laurin, S. C.; Kingstree, S. C.; Trenton, N. C., with one to be announced.

**PAN-AMERICAN SHOWS**

WANT CONCESSIONS: Bingo, Photos, Palmistry, Long Range Gallery, Nickel Roll, Bumper, String Game, Jewelry, Hanky Panks of all kinds. Agents for Six Cats, Buckets and Count Stores. Bingo Caller; Joe Curtis, contact Dee Wyrick. SHOWS: Illusion, Freak Show, Midget and Fat Shows. Acts for Sideshow. Harold Laughton wants Talker for Girl Show and Pitchmen for two Shows. Want Ride Help on all Rides. Will book Rolloplane, Spitfire, Rockoplane and Tilt-a-Whirl. Maynardville, Tenn., Fair, this week, and all Fairs to follow—Georgia, Alabama, Mississippi, Florida till December.

**WANT FOR BRISTOL, TENN.**  
 8 BLOCKS DOWNTOWN

CONCESSIONS: Photos, Long Range, Novelties and Hat Bands. SHOWS: Place any worth-while Grind Show not conflicting. RIDES: Octopus, Spitfire and Rolloplane. Can use good Carnival Builder. Wire, no phone calls, please.

**C. A. STEPHENS SHOWS**  
 WEST JEFFERSON, N. C., THIS WEEK.

**SHAN BROS.' SHOWS**

Want for Cherokee County Fair, Canton, Ga.

CONCESSIONS—Bingo, Jewelry, Custard, Ice Cream, Photos, Palmistry and Hanky Panks of all kinds. SHOWS—Want Illusion, Mechanical City or any good Grind Show.

Sevierville, Tenn., this week; Canton, Ga., Fair next week.

**GOLD MEDAL SHOWS**

Want A-1 sober, reliable Foremen for Twin Wheels and Tilt-a-Whirl. Can place A-1 Mechanic with own tools. Do not answer if you drink. Want Second Men on all rides. Preference given semi-drivers. Answer

**JOHN DENTON, Covington, Va.**

**WANTED GOOD CARNIVAL**  
 With 30 to 40 Concessions for large Livestock Show at the Fairgrounds, Enid, Okla., for week of October 25-30.

**GREATER OKLAHOMA LIVESTOCK SHOW**  
 J. B. HURST, Secretary  
 Enid, Oklahoma. Pho. 473

**A-1 AMUSEMENTS**

Want for Charleston, Mo., Junior Chamber of Commerce Celebration Sept 7-11 and 8 more fairs and celebrations. Out until Thanksgiving Day. Can place Sit Down Grab, Fish Pond, Cork Gallery, Coke Bottles, Novelties, High Striker or any non-conflicting Stores working for stock. No racket here. Can place Mechanical Show, 10-In-1 or Fun House.

Contact **JOHN HANSEN, Mgr., Charleston, Missouri**

**AT LIBERTY AFTER SEPT. 15**

Will book on Show that has a good route.

Ten-in-One—all new blue canvas. Late model Tilt-a-Whirl—have own transportation.

All replies to **Lynn Lucia, Friendship, Wis.**

**CONCESSIONS WANTED**

SEPT. 14-18 — ON THE STREETS  
 HARTFORD CITY, IND., FALL FESTIVAL  
 NOVELTIES, HATS, BALL GAMES, ANY CLEAN MERCHANDISE GAMES, GLASS PITCH, COOK HOUSE OR GRAB.

SEPT. 27-OCT. 2 — WARREN COUNTY  
 COLORED FAIR  
 McMinnville, Tenn.  
 ALL CONCESSIONS OPEN FOR THIS DATE.

**MILLER AMUSEMENT ENT.**  
 FLORIDA RIDE UNIT  
 All Replies to  
**TOM L. BAKER**  
 2257 Madison Ave. Indianapolis, Ind.  
 Ph. Garfield 4584

**WANT WANT**  
 for the  
**GREAT WILLIAMS COUNTY FAIR**  
 SEPT. 12-18, MONTPELIER, OHIO

Basketball, Hoop-La or any other legitimate Concession. Wire or contact  
**DENNY PUGH**  
 or **C. N. PEARCE**  
 Van Wert, Ohio, County Fair this week.

**WANTED**

5 or 6 Kiddieland Rides. Open 8 months a year. Good money makers. Percentage basis.

**BOX 750**  
 The Billboard, Chicago 1, Ill.

**CARNIVAL FOR SALE**

Ferris Wheel, Merry-Go-Round, Kiddie Auto Ride, Transformer Truck, Popcorn Trailer. En route.

Sept. 9-12, Roscoe, Ill.

**LAKE REGION AMUSEMENT RIDES**

**Firemen and Churches**

Have some open dates in Western Pennsylvania and Eastern Ohio. Ferris Wheel, Merry-Go-Round, Cars and Boats, some Concessions.

**S. D. McMASTER**  
 Waterford, Pa., till Sept. 11.  
 P.S.: Flossie, get in touch, please.

**ROLL TICKETS**  
 PRINTED TO YOUR ORDER

**Keystone Ticket Co.**      SHAMOKIN, PA.      DEPT. B

100,000      \$31.50  
 10,000 ... \$10.00  
 20,000 ... 12.75  
 50,000 ... 19.75

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

**PEPPERS ALL STATES SHOWS**  
 FOR OUR FAIR DATES

WANT Ferris Wheel and Chairplane Foremen, Second Men on all rides; must have licenses and drive. Sober only need apply. WANT CONCESSIONS: ADD-EM DARTS, STRING GAME, BINGO, HI-STRIKER, FISH BOWL, SLUM JEWELRY, SLUM CLOTHES PINS. WANT AGENTS FOR PAN GAME, SCALES, PEA POOL, MILK CANS and other Concessions. We stay out till December 4. All replies and wires to  
**FRANK W. PEPPERS, COLUMBIANA, ALA.**

**67,000 ACTIVE BUYERS** read  
 The Billboard Classified columns each week

# 20<sup>TH</sup> CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

## WANT FOR THE FOLLOWING FAIRS

ENID, OKLA., SEPT. 10-16  
MUSKOGEE, OKLA., SEPT. 19-26

OKMULGEE, OKLA., SEPT. 27-30  
TULSA, OKLA., OCT. 2-8

CONCESSIONS: Want legitimate Concessions of all kinds, no exclusive. SHOWS: Want Fun House or Glass House, Monkey Show, Snake Show, Mechanical or any Grind Show not conflicting. RIDES: Will book Caterpillar or Round-Up or any major ride not conflicting. Also want to book set of Kiddie Rides.

Contact **E. D. McCRARY** or **JESS WRIGLEY**  
GARFIELD COUNTY FAIR AND CHEROKEE STRIP CELEBRATION, ENID, OKLAHOMA, NOW

★ ★ ★ **W.G. WADE SHOWS** ★ ★ ★

LAGRANGE COUNTY CORN SCHOOL AND STREET FAIR,  
SEPT. 14 THRU 18, LAGRANGE, INDIANA

One of Indiana's Oldest and Best Street Fairs

CAN PLACE CONCESSIONS OF ALL KINDS (no flats). All legitimate games open. All outright sales open. All food sales open. All of the old-timers please contact for confirmation of your space.

This is one of the HOT SPOTS of the fall dates. Don't delay! Wire now thru Sunday, Sept. 12, to

**D. WADE, W. G. WADE SHOWS**  
MICHIGAN STATE FAIRGROUNDS DETROIT, MICHIGAN

FAIRS — FAIRS FAIRS — FAIRS

## GEORGIA AMUSEMENT COMPANY

Ben Hill County Colored Fair, Sept. 13 through 18, Fitzgerald, Ga.; Forsyth County Fair, Sept. 20 through 25, Cumming, Ga.; Hall County Festival, Gainesville, Ga., Sept. 27 through Oct. 2; Butts County Fair, Jackson, Ga., Oct. 4 through 9; Effingham County Fair, Springfield, Ga., Oct. 11 through 16; Bryan County Fair, Oct. 18 through 23, Pembroke, Ga.; Chatham County Colored Fair, Savannah, Ga.; Wayne County Fair, Jesup, Ga.; then home for the winter.

Will book legitimate Concessions of all kind. Sell exclusive on Bingo, Apples and Corn, Custard, Novelties. Shows: Book Big Snake, 10-in-1, Fat Show, or what have you? Book you for 10%, you pay tax and insurance. Rides: Book any nonconflicting with Jenny, Wheel, Chairplane, Octopus, Train, Skyride, Kiddie Auto and Swing. Book for 40%. I pay tax and insurance. Ride Help: Will pay sober Wheel Man \$50.00 if you can drive. Can always use capable Concession Help on Hanky Panks. All replies:

**H. H. SCOTT**  
c/o Western Union, Moultrie, Ga.

P.S.: Lewis Riffle and Mr. Fee, come on; will book or buy Fun House, must be in first-class shape.

*Groves Greater Shows*

AMERICA'S CLEANEST MIDWAY

CAN PLACE FOR FIVE LOUISIANA FAIRS BEGINNING AT VIVIAN, LA., SEPT. 13-18  
Hanky Panks of all kind, Ball Games, Scales, Novelties, Eats and Drinks. Shows with own equipment. All replies:

**MRS. ED GROVES, Bunkie, La., Sept. 6-11**

### DIXIE EXPO. SHOWS

WANT FOR DE KALB COUNTY FAIR,  
Fort Payne, Ala., Sept. 13 to 18

Concessions of all kinds. Cook House, Bingo, Candy Apples, Cotton Candy and Snow Balls open. Will book any Show worth while. Agents for Office, Skillo and Clothes Pins. Want Wheel Foreman at once. All replies to

**C. W. HENDRIX**  
Ashland, Ala.  
P.S.: Dick Palmer contact Dallas Ducan. Very important.

### SONNY MYER'S AMUSEMENT

WANT—Concessions of all kinds.  
SHOWS—Mechanical, Snake, Fun House, or any Grind Show. Contact

**Bill Dilliard, Manager**  
PER ROUTE

Clay Center, Kansas, Sept. 7-10;  
Norborne, Mo., Sept. 14-15; Waverly, Mo., Sept. 16-18.

### GIRLS - - - GIRLS

\$100 WEEK

Hula, Rumba, Oriental, Fan and Cooch Dancers, etc. Also want Feature Dancer or Team. Can use Talker, \$100 and percentage. Want Candy Man. All above people must be at Saginaw, Mich., Fair for opening Sunday, Sept. 12; then good route south. Wire

**F. W. MILLER**  
c/o Gooding Show  
Saginaw, Mich., Sept. 8-18

### WANT GIRLS

For Girl Show for balance of season. Must be young and attractive. Also Ticket Sellers and Canvas Help.

**HEDY JO STARR**  
Dyersburg, Tenn.

### Mechanical Farm Show

FOR SALE OR TRADE

23 Moving Figures, simple 3-motor operation, 4 ft. by 8 ft. overall, crated f.o.b. Miami, Fla. Will sell cheap or take good Unborn Collection or 50' or 60' Tent.

Can place Colored Trumpet Player

**Leonard R. Simons**  
General Delivery  
Lumberton, North Carolina

### IDEAL RIDES

Want Wheel Foreman, join at Odell, Ill., this week; also Second Men on other rides.

Blackie Nelson, contact for Nashville, Indiana.

**BOB COLEMAN**  
Wants Agents for Buckets, Glass Pitch and Scales.

**SCALE MURPHY — COME ON**  
Livingston, Tennessee  
c/o Tennessee Amusement

### ADULT CHAIRPLANE MANGELS ROTO-WHIP and ELECTRIC TRAIN

Available for booking to Carnival.

**JONCIE DAVIS**  
712 Chamber Ave. Jeannette, Pa.

Beautiful Healthy

## PARAKEETS

PRICED FOR CONCESSIONAIRES

### WELLS BIRD FARM

2143 South Myrtle Ave.  
Monrovia, Calif.  
Phone: Elliott 8-6185

Orders accompanied by Cashier's Check or Money Order

SHIPPED SAME DAY

**WHEELS**

ALL SIZES—ALL NUMBERS

**CARDINAL PRODUCTS CO.**

Les Berger  
49 West 27th Street  
New York 1, N. Y.  
MU 6-8268

## T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

### AMERICAN TENT & AWNING CORPORATION

One of America's Largest Builders of Fine Show Tents.  
201 E. Water St. Norfolk 10, Va.  
**BILL SANDERS**

### WANT AGENTS

To sew names on Hats, Novelty Agents and Guess-Your-Weight and Age Agents for the following Fairs: Hagerstown, Md.; Richmond, Va.; Trenton, N. J., and Mineola, Long Island, Fair. Inquire

**AARON HYMES**  
455 Schenectady Ave., Brooklyn, N. Y.  
Phone: President 4-5971

### EYERLY FLY-O-PLANE

FOR SALE OR TRADE

Late model machine, cars new three years ago. Drive new this spring. Requires 70 ft. space. Price \$6,500.00, terms arranged if necessary or will take late model Octopus in trade.

**W. O. KING**  
82 Orchard St. Mt. Clemens, Mich.  
Can now be seen in operation on World of Pleasure Shows in Michigan.

### WANTED DROME RIDERS

Who can criss cross. Come on if I know you.

Reading, Pa., now; Richmond, Va., follows.

**EARL PURTLE**  
Cetlin & Wilson Shows

# RIDE GROSSES UP, SHOWS OFF AT PNE

## Dauphinee Concessions Dip 30 Per Cent; Washout of Kid's Day Cuts Midway Takes

VANCOUVER, B. C., Sept. 4.—Despite rain and a curtailed attendance at the Pacific National Exhibition, ride business held up well, concessions were off and shows ranged from unchanged to below last year's grosses.

Thru Thursday (2), the expo's eighth day, Jerry Crawshaw, manager of Royal Canadian Shows, reported his rides and concessions were running 5 per cent ahead of '53, but show receipts were off 10 per cent. Dave Dauphinee said concessions were off 30 per cent, his rides up 15 per cent and shows running on a par with last year.

All segments were hurt by the washout of the Monday (30) Kid's Day, but got back some of this loss when a substitute day was held for the moppets on Thursday.

Crawshaw's Royal Canadian operated seven rides. Bob Bolinger and Fat Hayworth 14 devices. Bolinger's Roundup, a new ride here, was running neck and neck with Royal Canadian's Looper and Caterpillar. Three Ferris Wheels did strong business all week.

Two Crawshaw shows, Melody and Rhythm, and a Funhouse, competed keenly with Jimmy Ridder's Zee Zee Martine unit and G. W. McAskill's two shows, an Illusion Show and a Girl Revue. Harlem Star Time, a vaude offering by localite C. Cowan, also pulled good business.

Two other shows, crowded off the midway by lack of space are Kirby Bros.' Wax House, which is located near the livestock barns, and a locally framed crime show which is on the main drag under canvas near the Hobby Show building. The latter unit operates on a donation basis and had a continuous line-up. Show was under Lion's Club auspices.

The Kiddieland framed by Hayworth was in the same location as last year and had 13 rides which played to near capacity. Takes were reported even with last year's record run.

Dauphinee, superintendent of the midway, reported 150 concessions on the ground. As a result of the press of business from the new stadium and the Empire Games, Dauphinee this year enlisted the help of Jerry Crawshaw. While the latter was away from the helm of Royal Canadian Shows, Dick Crawshaw took over management of that organization.

## 20% Season Hike Possible For Coleman

BALLSTON SPA, N. Y., Sept. 4.—Increases in overall business ranging up to 20 per cent were viewed as a possibility by Dick Coleman, owner of the shows bearing his name, here this week. To date increases of approximately 20 per cent have been registered. The takes on the midway at the Ballston Spa Fair are good, and five annuals remain.

The still date season was especially good. An important factor has been luck with the weather. Not one day has yet been lost to rain.

Coleman reported that each of the fairs he has played to date has been signed for next year. Slight increases in midway grosses were reported at each of the events played. Accordingly, show execs are inclined to believe that grosses at least on a par with last year will prevail.

## BUCK A MILE MARKS TOUR FOR MIAMI

NEW YORK, Sept. 4.—The current fund-raising tour of Phil Cook, executive secretary of the Miami Showmen's Association, has netted that organization a dollar a mile. Cook has traveled 4,000 miles and collected a like amount of money. He has visited 21 carnival organizations and three amusement parks, and conducted one jamboree. He will remain on the road for several more weeks.

## Swain to Retire As Columbus, O., Concession Supt.

COLUMBUS, O., Sept. 4.—Harley J. Swain, superintendent of concessions at the Ohio State Fair the past 30 years, will retire from that post before January 1. Swain disclosed his decision during the fair here this week.

He said that he would remain until all the details of the 1954 operation are completed and until he can break in a successor. He indicated that he and Mrs. Swain plan to winter in Florida and that he may serve some Florida fairs in the capacity of concession superintendent.

Swain was surprised here this week when about 35 of the fair's concessionaires, upon learning of his decision, gifted him with an easy chair as a token of their appreciation for the co-operation given by him and for the understanding of concessionaires' problems.

Donors were Carl Chaffin, Mr. and Mrs. Gabe Sterling, Mr. and Mrs. Freddie Popé, Nolan Byers, Eugene McDonald, Ralph Hunt, Bob D. Boling, Jack Breece, Charles Krekeler, Blair Hatch, Mr. and Mrs. Dominic Albanese, Mr. and Mrs. Curley Little, Bill Eck, Johnny Johnson, Mr. and Mrs. Paul Pope, Mr. and Mrs. R. B. Niday, Helen and Hop Ankrum, Richard Webb, Robert W. McGill, Hunter Isher, Neal Carlin, and Mr. and Mrs. Fred Pope Sr., Mr. and Mrs. Stephen McDonald Jr., Louis Krekeler, Tom Walsh, Dorothy and Bill Boulton, Mrs. Ida Monjar, Earl Fisher, Johnny Mere, Bill McCoy, Mr. and Mrs. Robert Keener, E. A. Spillman, Whitie Alberts, Herb Everschor and Gil Butler.

### GRIND STORE AGENTS WANTED

For Rolldown and Razzle Dazzle. (Jumping Tony, Crossie, Beansy, Harry Attle, Jack La Rue, contact).

Opening Paragould, Ark., Sept. 15-18 and five more fairs

**D. B. WHITEY**  
Paragould, Ark., NOW

### DICKSON UNITED SHOWS

WANT—Stock Concessions and Photo, Grab Agents, Help on No. 5 Eli; winter rates. Need Light Plant 10 kw., any Ride or Show, Bingo for trade. Will buy Merry-Go-Round.

**H. B. DICKSON**  
Tipton, Okla., Fair, Sept. 8-11; Waurika Fair 13-18. Going to the cotton.

THANK YOU

**WALTER L. CROCKER**

of Mac's Cook House with Penn Premier Shows, for your Buick purchase.

"Save Money With Johnny"

**JOHNNY CANOLE**  
Altoona, Pa.  
Phones 9347 or 3-0003

### TILT-A-WHIRL FOR SALE OR TRADE

Will take Kiddie Rides (portable preferred) on trade. Ride in operation. Melvin, Ill., Sept. 8-11; De Kalb, Ill., 14-19; Rockford, Ill., 21-25; Beardstown, Ill., winter quarters.

Tilt Foreman, other Ride Help needed.

**JACK LINDLE**  
Imperial Shows

### RIDES FOR SALE OR TRADE

Mangels 8-car Jr. Whip, excellent condition, now operating Wauseon, Ohio Fair 'till Sept 9; then Harrison, Mich., Fair follows. Spitfire with or without transportation, reasonable. Wire as per route or

**JOE FREDERICK**  
2263 Newton St., Detroit 11, Mich.

### Waller Co. Fair & Rodeo

HEMPSTEAD, TEX., SEPT. 16-18

Want Concessions of all kinds, no exclusive; come on, will place you. Shows: Girl Show, Freaks, Snakes, Wildlife, or what have you? Want Kiddie Rides or any Major Rides not conflicting.

Write or Wire **HELEN BREWER**  
3421 Melbourne Houston, Tex.

### Carnival Routes

Continued from page 67

Gold Bond: Geneseo, Ill., 9-11.  
 Gold Medal: Covington, Va.  
 Gooding Am. Co., No. 1: (Fair) Dayton, O.  
 Gooding Am. Co., No. 2: (Fair) Fremont, O.  
 Gooding Am. Co., No. 3: (Fair) Indian-  
 apolis, Ind.  
 Gooding Am. Co., No. 4: (Fair) Canton, O.  
 Gooding Am. Co., No. 5: (Fair) Hart, Mich.  
 Gooding Am. Co., No. 6: (Fair) Van Wert,  
 Ohio.  
 Gooding Am. Co., No. 8: (Fair) Colum-  
 biana, O.  
 Gopher State: Lake Park, Minn., 10-12.  
 Grand American: (Fair) Marshalltown, Ia.,  
 8-12; (Fair) Audubon 13-17.  
 Great Wallace: Marion, Va.  
 Greater Dixieland Expo.: (Fair) Palmyra,  
 Mo., 8-11; (Fair) Russellville, Ark., 14-18.  
 Groves Greater: Bunkie, La.: (Fair) Vivian  
 13-18.  
 Hale's Shows of Tomorrow: Olathe, Kan.,  
 10-11; (Fair) Humboldt, Neb., 14-17.  
 Hames, Bill: (Fair) Marshall, Tex.; (Fair)  
 Tyler 13-18.  
 Hammond, Bob: (Fair) Pasadena, Tex.

Hannum, Morris: (Fair) Ebensburg, Pa.  
 Happy Attrs.: (Fair) McConnelsville, O.,  
 8-11; (Fair) Wooster 14-18.  
 Happyland: (Fair) Cadillac, Mich., 6-10.  
 Helman United: (Fair) De Queen, Ark.;  
 Mount Ida 13-18.  
 Heth, L. J.: Jamestown, Tenn.; Marietta,  
 Ga., 14-18.  
 Hill's Greater: Bartlesville, Okla.  
 Holly Am. Co.: (Fair) Ellijay, Ga.; (Fair)  
 Jonesboro 13-18.  
 Hottle, Buff, No. 1: (Fair) Trenton, Tenn.;  
 (Fair) Lawrenceburg 13-18.  
 Hottle, Buff, No. 2: (Fair) Kennett, Mo.,  
 13-18.  
 Howard Bros.: (Fair) Marietta, O., 6-8;  
 (Fair) St. Clairsville 9-11.  
 Hugo's Novelty Expo.: Richmond, Mo., 7-9;  
 (Fair) Plattsburg 13-18.  
 Ideal Rides: (Fair) Odell, Ill.  
 Imperial: (Fair) Melvin, Ill., 8-11; DeKalb  
 14-19.  
 Interstate: (Fair) Covington, Tenn.  
 Johnny's United: (Fair) Athens, Ala.  
 Kile, Floyd O.: (Fair) Ava, Mo.; Moun-  
 tainview, Ark., 13-18.  
 Klein Am. Co.: Hartley, Ia., 9-10; Sher-  
 burn, Minn., 14-15; Windom 16-17.  
 Lane, Leo: (Fair) Aiken, S. C., 13-18.  
 Lee Am.: Clanton, Ala.; Decatur 13-18.  
 Leeright's Midway: Eads, Colo., 9-11.  
 Manning, Ross: Christiansburg, Va.; Em-  
 poria 13-18.  
 Marion Greater: (Fair) Dillon, S. C.;  
 (Fair) Kingstree 13-18.  
 Marks, John H.: (Fair) Staunton, Va.  
 McKenna Rides: (Fair) Chilton, Wis., 6-7;  
 New Lisbon 8-14; Montello 15-21.  
 Merriam's Midway: Guthrie Center, Ia.,  
 7-10; Albion, Neb., 15-18.  
 Midway of Mirth: Caraway, Ark., 8-11;  
 (Fair) Jonesboro 13-18.  
 Mighty Hoosier State: (Fair) Bremen, Ind.  
 Mighty Page: (Fair) Ashboro, N. C.; (Fair)  
 Dunn 13-18.  
 Moore's Modern: (Fair) Eldorado, Ill.;  
 (Fair) Wynne, Ark., 14-18.  
 Moser-Rundle: Batavia, La., 16-18.  
 Mosher Am.: Brown City, Mich., 9-11.  
 Motor State: (Fair) Wauseon, O., 6-9;  
 (Fair) Harrison, Mich., 13-18.  
 Mound City: St. Charles, Mo., 8-12.  
 Myers, Sonny: (Fair) Clay Center, Kan.,  
 7-10; (Fair) Norborne, Mo., 14-15;  
 Waverly 16-18.  
 Nelson, George W.: Sutherland, Ia., 6;  
 Larchwood 7-8; Sheldon 9-11; Correction-  
 ville 14-15; Schiewisg 17-18.  
 Nolan Am. Co.: (Fair) Peebles, O.; (Fair)  
 Greenup, Ky., 15-18.  
 Norton's Rides: (Fair) Mitchell, Neb.  
 Page Bros.: (Fair) Waverly, Tenn.  
 Pan American: North Ridge, Calif.  
 Pan American: Maynardville, Tenn.  
 Parada: Deepwater, Mo., 6-7; Longton,  
 Kan., 9-11.  
 Penn Premier: (Fair) Port Royal, Pa.  
 Peppers All States: Columbiana, Ala.  
 Powelson Greater: Mifflin, O.  
 Prell's Broadway: Washington, N. C.; Rocky  
 Mount 13-18.  
 Priddy: (Fair) Edna, Tex., 14-16.  
 Proctoria: Tappahannock, Va.; Martins-  
 ville 10-20.  
 Raines Am.: (Fair) Idabel, Okla.; (Fair)  
 Perry 13-18.  
 Rainier: Salem, Ore.  
 Raley Bros.: (Fair) Windsor, N. C.; (Fair)  
 Seaboard 13-18.  
 Red Ribbon: Carthage, Miss.; Sebastopol  
 13-18.  
 Reid, King: North Haven, Conn.  
 Reithoffer, Uley: (Fair) Smithport, Pa.,  
 6-10.  
 Rockwell, Northern: Glendive, Mont., 6-7.  
 Rocky Mountain Empire: Arvada, Colo.,  
 9-11.  
 Rogers Bros.: Bovey, Minn., 6; (Fair)  
 Wheaton 9-12; (Fair) Glenwood 17-19.

Rohr's Modern: Chillicothe, Ill., 8-12.  
 Rose City Rides: Farmington, Mo.  
 Royal American: Topeka, Kan.  
 Royal Expo.: Thomson, Ga.; (Fair) Lin-  
 colnton 13-18.  
 Royal United: Colchester, Ill., 6-7; Abing-  
 don 8-9; Matherville 10-12; Forreston  
 15-16.  
 Schafer's Just for Fun: Weyanwaga, Wis.,  
 9-12.  
 Shamrock: Beaver, Okla.; Guymon 14-17.  
 Shan Bros.: (Fair) Sevierville, Tenn.;  
 (Fair) Canton, Ga., 13-18.  
 Siebrand Bros.: Brigham, Utah.  
 Smith's Funland: Grafton, W. Va.; Peters-  
 burg 15-18.  
 Smith, George Clyde: (Fair) Warsaw, Va.  
 Sooner State: (Fair) Jay, Okla., 9-11.  
 Snapp Greater: Mountain Home, Ark., 8-11.  
 Southern Valley: (Fair) Benton, Ark.;  
 (Fair) Hamburg 13-18.  
 Southern States: Panama City, Fla.; Port  
 St. Joe 13-18.  
 Spartan Greater: Branson, Mo.; Camden,  
 Ark., 13-18.  
 Star Am. Co., No. 1: (Fair) Pocahontas,  
 Ark., 8-11.  
 Star Am. Co., No. 2: (Fair) Lonoke, Ark.,  
 8-11.  
 State Fair: (Fair) Holdenville, Okla., 8-  
 11; (Fair) McAlester 13-18.  
 Stephens, C. A.: (Fair) West Jefferson,  
 N. C.  
 Stephens, Otto: Blakesburg, Ia., 9-11;  
 Queen City, Mo., 16-18; (season ends).  
 Sterling Crown: Pulaski, Tenn.  
 Strates, James E.: Syracuse, N. Y.  
 Strong's Am. Co., No. 1: (Fair) Antlers,  
 Okla., 16-18.  
 Strong's Am. Co., No. 2: Bruno, Neb., 11-  
 12; (Fair) Bartlett 16-18.  
 Stumbo Tri-State: Potter, Neb., 7-8; Pine  
 Bluff, Wyo., 10-11.  
 Sunset Am. Co.: (Fair) Bethany, Mo., 6-  
 10; (Fair) Lamar 14-18.  
 Sun Valley: (Fair) Walters, Okla., 9-11;  
 (Fair) Frederick 14-17.  
 Tassell, Barney: Whiteville, N. C.; Chad-  
 bourn 13-18.  
 Tatham Bros.: (Fair) Mount Pulaski, Ill.,  
 8-11.  
 Tennessee Valley Am.: (Fair) Livingston,  
 Tenn.; (Fair) Woodbury 13-18.  
 Thomas, Art B.: Wood Lake, Minn., 8-9;  
 Redwood Falls 10-12.  
 Thomas Joyland: Dunbar, W. Va.  
 Tinsley, Johnny T.: Elberton, Ga.  
 Tip Top: Mount Horeb, Wis., 9-11; Blair  
 16-18.  
 Tivoli: (Fair) Hutchinson, Minn., 11-15.  
 Turner Scott's Rides: Daytona Beach, Fla.,  
 6-10; Roanoke Rapids, N. C., 12-18.  
 20th Century: Enid, Okla., 10-16; Muskogee  
 19-26.  
 United Expo.: Mount Vernon, Ill.  
 United States: Webster Springs, W. Va.  
 Valley Expo.: (Fair) Hugo, Okla., 7-11.  
 Veterans' United: Perry, Ia., 8-11; (Fair)  
 Waterloo, Neb., 15-18.  
 Virginia Greater: Suffolk, Va.; (Fair) West  
 Point, Va., 13-18.  
 Vivona Bros.: (Fair) Lehighton, Pa.  
 Wade Greater: (Fair) Detroit, Mich.; Bour-  
 bon, Ind., 14-18.  
 Wade, W. G.: (Fair) Detroit, Mich.; La  
 Grange, Ind., 14-18.  
 Wallace Bros.: (Fair) Beaver Dam, Wis.;  
 (Fair) Camden, Ark., 15-19.  
 Wallace Bros. of Canada: Quebec City,  
 Que., 6-12; Renfrew, Ont., 14-17.  
 Wallace, I. K.: (Fair) Rutledge, Tenn., 8-  
 11; (Fair) Lebanon, Va., 13-18.  
 Warner Bros.: Louisville, Miss.  
 W. B. J., No. 1: Woodburn, Ind., 10-11.  
 West Coast: Sacramento, Calif., 6-12; San  
 Jose 13-19.  
 West Coast Expo.: Sacramento, Calif., 6-  
 12; San Jose 13-19.  
 Wilcox Dick: (Fair) Guilford, Me., 10-11.  
 Williams Am. Co.: (Fair) Bland, Va.;  
 (Fair) Kings Mountain, N. C., 13-18.  
 Wilson Famous: (Fair) Sandwich, Ill., 8-12.  
 Wolf Greater: Postville, Ia.  
 Wolfe Am. Co.: Farmville, N. C.  
 World of Mirth: Rutland, Vt.  
 World of Pleasure: (Fair) Alpena, Mich.;  
 (Fair) Coldwater 14-18.  
 World of Today: (Fair) Huron, S. D.;  
 (Fair) Spencer, Ia., 13-18.

### WANT

FOR LINCOLN COUNTY FAIR, FAYETTEVILLE, TENN., WEEK SEPT. 13. TWO KIDS' DAYS—  
 TWO CARS GIVEN AWAY. SIX BIG DAYS AND NIGHTS. GET YOUR WINTER MONEY HERE.  
 ABERDEEN AND CORINTH, MISS., FOLLOWS, WITH 8 MORE FROM THERE, ALL FAIRS.

**CONCESSIONS** No exclusive, Scales, Age, Novelties, Cookhouse, Grab, Ice  
 Cream, Custard, Snow, Floss, Popcorn, Ball Games, Arcade,  
 Pan Game, Hat Game, Over Seven, Pea Pool, or what have  
 you? Reserve space at once.

**SHOWS** Side Shows, Wildlife, Motordrome, Monkey and one more  
 high-class, well-framed Girl Show.

**RIDES** Pony, Octopus, Rock-o-Plane, Spitfire or any Ride not  
 conflicting.

**HELP** Want first-class Diesel Electrician who is experienced with  
 G.M. Diesels (3 of them). Must keep them in shape as well  
 as wiring on Shows. Also must be sober and drive Semi-  
 Diesel Truck. If not experienced, save my time. Also want Ride Men, Wheel Foreman,  
 Merry-Go-Round Foreman and Second Men for Wheel and other Rides; must be licensed  
 semi drivers. Long season. Fairs in Florida. Positively no drinking tolerated. Join  
 here at once. All replies to

**E. L. Young, Mgr., Sterling Crown Shows**  
 PULASKI, TENN., THIS WEEK.

### MARION GREATER SHOWS

DILLON COUNTY FAIR, Dillon, S. C., Sept. 6-11, SkilleH Fairgrounds; KINGSTREE,  
 S. C., FAIR, Sept. 13-18; MANNING, S. C., FAIR, Sept. 20-25; MANNING, S. C.,  
 AMERICAN LEGION COLORED FAIR, Sept. 27-Oct. 2; SHELBY, N. C., FAIR, Oct. 4-9;  
 MONCK'S CORNER, S. C., FAIR, Oct. 11-16; CHARLOTTE, N. C., FAIR, Oct. 18-23.

Enlarging for our Fairs. Will book large Cookhouse, legitimate Concessions of all kinds.  
**ATTENTION, RIDE OWNERS**—Will book Live Pony Ride, #5 Wheel for duals, also  
 Octopus and other Rides not conflicting.

**ATTENTION, SHOWMEN**—What do you have to offer? Minstrel Show Performers  
 and Musicians. Can use Ride Help.

**FREE ACTS**—Can use outstanding Aerial and Trapeze Acts for 10 outstanding  
 Fairs. Percello, answer.

**All replies MARION GREATER SHOWS**  
**M. H. SPILLERS, Owner, or F. E. SPAIN**  
 DILLON, S. C., THIS WEEK.

### SPARTAN GREATER SHOWS

**WANT WANT WANT**

All Hanky Panks open. Can also place Cookhouse, Candy Apples, Snow  
 Cones and Floss. Will book two more major rides not conflicting. Jimmy  
 Davidson wants Agents for Count Store, Skillo, etc.

**Address L. M. HIGGS, Mgr.**  
 Branson, Mo., this week; Camden, Ark., next week.

### WANT

10 BIG FAIRS STARTING AIKEN, S. C., SEPT. 13; FOLLOWING WITH  
 SPARTA, GA., AND WRIGHTSVILLE, GA.

Hanky Panks of all kinds, no flats or gyppies; Long and Short Range Galleries, Photo,  
 Age and Weight, Custard, Name on Dots, Derby Races, Shows Wanted—Wildlife,  
 Monkey, Big Snake, Rides—Coaster, Train, Dark Ride, Ride Help Wanted—Wheel  
 Foreman, Tilt and Chairplane Foreman, Fun House Operator; Man for front entrance,  
 towers and sell tickets; Man for Jig Show front and canvas; all must drive semis.

All replies:  
**LEO LANE SHOWS**  
 Savannah Beach, Fla., until Sept. 9; then per route. Phone 9162. No Collect Calls.

### MIGHTY PAGE SHOWS

Want for DUNN, N. C., 4-COUNTY FAIR, Sept. 13-18; followed by  
 BENNETTSVILLE, S. C., FAIR and all Fairs until Nov. 20.

**CONCESSIONS:** Eating and Drinking Stands, exclusive on Custard, Speedy, send  
 deposit. Want Novelties, Hats, French Fries, Chocolate Dip and all kinds of Stock  
 Concessions. Want High Striker, African Dip and Basket Ball. Especially want Long  
 and Short Range Galleries. Book 1 Wheel and 1 Grind Store. **CONCESSION HELP:**  
 Want capable Pin Store and Grind Store Agents. Opening for 1 Skillo Agent.  
**SHOWS:** Motordrome, Wildlife, Mechanical City, Wax or any not conflicting. Want  
 bright Chorus Girls and Musicians for Jig Show. Side Show Acts of all kinds.  
**RIDE HELP:** Foremen for Dipper and Tilt who can cut it. Top salary. All replies:  
**W. O. BILL PAGE, Fairgrounds, Asheboro, N. C.** All phone calls to **MARK (CURLY)**  
**GRAHAM, Carolina Motor Court, Asheboro, N. C.**

### SHAMROCK SHOWS

Want for Western Oklahoma's Biggest Fair at Guymon, Okla., Sept. 14-17; followed  
 by Forestville, Sequin and La Grange Fairs—all Texas. Out until Nov. 1.

Will book Scales, Age, Clothespin, Basketball, Novelties, Coke, String, Watch-La or  
 any Merchandise Concessions not conflicting. Want Derby Caller for Metro Derby.  
 E. D. Cypert wants Bingo Help and sober Bucket Agents who will work for stock.  
 Will book any good, clean Grind Shows. Will give good P.C. deal. Also want any Rides  
 not conflicting—Tractor, Boat Ride, Rolloplane or Mix-Up.

**CARNIVAL MANAGER**  
 Beaver, Okla., through Sept. 11; then Guymon, Okla.

### BARNEY TASSELL SHOWS

**NOTICE NOTICE NOTICE**

Thru an error, Chadbourn, N. C., Tobacco Festival was advertised as week of  
 Sept. 6, instead it will be week of Sept. 13. Day and Night Play. Right in town.

*Better Than Most Fairs*

Can place Concessions of all kinds. No flats. No gate admission. Free Act daily.  
 Can place Ride Help of all kinds. Must drive semi trailer trucks.  
 Wire WHITEVILLE, N. C., this week.

**WANTED TO SWAP** SINGLE FLYING **GOOD CONDITION NOW WORKING**

**Octopus & Scooter**

For Kiddie Rides, or What Have You?

**FRANK W. BABCOCK UNITED SHOWS** 501 S. LOS ANGELES ST.  
**HOTEL BALTIMORE** LOS ANGELES, CALIFORNIA

### DALE BARRON WANTS

Lead Animals—large and small. Must be halter broke and in sound condi-  
 tion. Also want Midget Stock, both Horses and Cattle. Answer letter only  
 giving complete description and rock bottom cash prices.

**Address c/o JAS. H. STRATES SHOWS**  
 State Fair, Syracuse, N. Y., through Sept. 11; then York, Pa.

**WANT FOR GRAINGER COUNTY FAIR, RUTLEDGE, TENN., SEPT. 8-9-10-11;**  
**RUSSELL COUNTY FAIR, LEBANON, VA., SEPT. 13-18.**

Want Grind Shows. Want Merry-Go-Round or any Flat Ride, good proposition. Can  
 place Ride Help for Wheel, Chairplane and Autos. Want Cookhouse, Popcorn, Candy  
 Floss, Sno-Ice, French Fries, Novelties, Ball Games, Water Pond, Hi-Striker or any  
 Hanky Panks. Can place Palmistry, no children. Polock not here. Write, wire, phone:

**I. K. WALLACE SHOWS**  
 RUTLEDGE INN, RUTLEDGE, TENN., THIS WEEK.

### Skating Stars

Continued from page 60

**Norman Krone, Lighting, William Richardson, Producer, Merriell Abbott.**

(Conrad Hilton Hotel, Boulevard Room, Chicago, August 17.)

This ice revue marks the 16th such show for the house, the 10th for maestro Frankie Masters, and the opening of what is now the best looking room in town.

As usual the revue, the costumes, the music and the staging are perfect. The entire revue, 50 minutes in length, is based on signs of the Zodiac. The opening features the line, which does more dancing than skating, in "Your Own Lucky Star," "Do You Believe in Signs?" and finally the 17-year-old skating star, Shirley Linde, in her first professional appearance, in a routine based on "Sun Gold." Under the sign of Gemini, the Perky Twins appear in "Two of a Kind." Following episode deals with the earth group and headlines Margie Lee as Virgo, the virgin; Fred Hirschfeld, as Taurus, the bull, and Fred Napier, as Capricorn the goat. Juggling skaters, Lothar and Weideman and Lola, appear as the archers in Sagittarius, and get a good response for their efforts which show more difficulty on ice.

Cathy and Blair are featured as the lovers in a sequence based on the water group of signs, Cancer and Scorpio. The pair exhibit good balance and effortless motion thruout. Polo, comic portion of the show, does a plate-spinning bit and gets a good hand when all 10 plates are finally whirling at one time. He appears under the sign of Pices, the fish. The Fire group, which winds up the show, features Jimmy Ceasar's barrel-jumping as Leo the lion, and Margie Lee, as the Blue Flame. All portions of the show were punctuated with heavy applause both for costumes and scenery, as well as the talent. Eileen Carroll and Ray McIntosh handled the vocal chores ably. Steve Schickel.

**WANTED RIDES—CONCESSIONS—GAMES EXHIBITS—SHOWS**

Winter quarters for circus people. Trailer space. Open year round.

**SUNSHINE STATE FAIR**  
 Farmers Market & Auction, State Road #7 (U.S. 441) West Hollywood, Florida. Phone: Hollywood 2-1719.

**RIDE HELP WANTED**

Eli S, Octopus and Jenny Foremen wanted at once. Work until Christmas. Top pay. Wire or come on. Also Second Men.

**BILL HARRY RIDES**  
 Delaware and 2nd McAllister, Okla.

**FOR SALE**

Cheap for cash if sold at once. Tilt-a-Whirl, Smith & Smith Chairplane, Kid Rides; transportation for all, finest condition. Other equipment. All or separate.

**BOX D-72**  
 c/o The Billboard Cincinnati 22, O.

**WANT**

For Shamrock, Texas, Fair and long season in cotton. Hanky Panks of all kinds. Shows with own equipment. **RIDE MEN, COME ON; YOU WILL BE PLACED.** Want Pin Store and Skillo Agents. Phone or wire Manager, F. C. BOGLE SHOWS

Elkhart, Kan., Fair, this week; Shamrock, Texas, Fair, Sept. 14-17.  
 P.S.: Bob Finn, call show collect at once. Important.

**JOHNNY'S SHOWS UNITED**

"HONESTY IS OUR POLICY"

LAST CALL FOR WILSON COUNTY FAIR, Lebanon, Tenn.; CARROLL COUNTY FAIR, HUNTINGDON, TENN., FOLLOWING.

FREE ACT WANTED at once, high aerial preferred.

CONCESSIONS WANTED—Arcade, Long Range, Hi-Striker, Ball Games, Pitch Games, Hanky Panks of all kinds.

SHOWS—Monkey, Fat or Illusion. Minstrel Show Help Wanted—Trumpet Player (Spoon, contact).

RIDE HELP WANTED—Wheel Foreman, top salary with bonus: Second Man for Wheel and Tilt.

NOTICE—L. H. Hardin wants Percentage Agents. Frank Thacker, join at Athens. Frank Ashley wants Agents for Beehive and Over and Under. All replies

**JOHN PORTEMONT, Athens, Ala.**

**WANT STOCK CONCESSIONS AND DIRECT SALES**

For 75TH ANNIVERSARY, HARTLEY, IOWA, Sept. 9-10

On the streets. Set up on the 8th.

This will be one of the biggest celebrations in Northwest Iowa.

FALL FESTIVAL at Sherburn, Minn., Sept. 14-15

FLAX DAYS, Windom, Minn., Sept. 16-17

Both on the streets.

**Klein Amusement Co.**  
 SIOUX FALLS, SOUTH DAKOTA. PHONE 8-5073.

**AMERICAN BEAUTY SHOWS**

Want for Arkansas Fairs, starting at Paragould, Ark., Sept. 13-18

Will book Six Cats, Buckets, Ball Games, High Striker, Stock and Grind Stores. Will book Shows of all kinds except Girl and Athletic Show.

Contact **H. W. BARTHOLOMEW, Mgr.**  
 Unionville, Mo., Sept. 7-10; Paragould, Ark., Sept. 13-18.

**GLADES AMUSEMENT CO.**

Winchester, Va., this week; Stanley, Va., week Sept. 13-18; then into South Carolina

Can use a few more Hanky Panks. Those joining now get preference all winter in Florida.

**JERRY SADDLEMIRE or JOHN KEELER**

**WANTED SIDE SHOW ACTS WANTED**

WORKING ACTS OF ALL KINDS, FREAKS TO FEATURE, LECTURER, TICKET SELLERS, TALKERS. WANT FAT PEOPLE FOR FAT SHOW, ALSO MAN TO HANDLE FAT SHOW.

All replies: **MILO ANTHONY**  
 c/o Cettin & Wilson Shows, Reading, Pa., Sept. 11-19; then Richmond, Va.

## Capacity Houses in Chicago Set New Mark for Ringling

### Early Days Draw Well; Weekend Pulls Turnaways as Lake Front Surprises

CHICAGO, Sept. 4.—Ringling Bros. and Barnum & Bailey Circus this week nailed up a new high record for the Chicago lake front lot. Opening Saturday (28) for nine days, the show scored capacity houses, even on the usually slow early-week days.

Show officials declared this run would top all previous high-scoring years, including those in which the circus played up to 16 days here.

They were off and running for the record Saturday (28) when only a smattering of seats was vacant at the two performances, making the day the best Chicago opener. Sunday (29) gave a big afternoon, as expected, and the

Sunday night house, better than half filled, was bigger than anticipated.

Monday (30), when the turnouts usually are a little shakey, Ringling pulled two better-than-three-quarter houses. Tuesday's afternoon show was about seven-eighths filled and the night was as good. On Wednesday (1) the afternoon was just short of capacity and at night there was a full house. Thursday (2) had two more full houses, and from then on it was made. The ideal weather continued and weekend business was strong.

#### Turnaways Start

Friday's afternoon show was packed. The night house brought a strong turnaway. On Saturday (4) afternoon there was an early turnaway of several hundred. There was every indication that Saturday night and Sunday afternoon would be turnaways, but that the final show Sunday (5) might produce its usual lighter business.

There was no single explanation being advanced for the power behind this year's Chicago busi-

ness, and undoubtedly many factors figured. The circus was billed heavily here, with about twice as much paper up. Broadcast and press attention was good. For the first time mail-out heralds were used for the stand. The stand was later than usual for this city and came on the final days before schools open.

Moreover, the lake front was three years fresh. The city has always been a problem for the show, and in recent years business dropped sharply. The length of the run was cut in proportion. By 1951 it was only five days. Then in 1952 and 1953 Ringling avoided the lake front entirely and played at a West Side lot which no longer is available. Business there was big, but the runs were only three and four days respectively. Nine big days in 1954 probably tripled the business done here by Ringling in 1952 or 1953.

Side Show Manager Dick Slayton said his business also set a record in Chicago. On the season, he said, 1953 was the best of five seasons, and this year promises to exceed that.

## Packs Rodeo Draws 86,000 At St. Louis

ST. LOUIS, Sept. 4.—The annual Firemen's Rodeo, produced by Tom Packs, drew 86,000 persons in six days, (24-29), according to Jack Leontini of the Packs office. He said the firemen and Tom Packs have signed a contract covering a number of years. At the same time, Leontini announced Packs had signed a long term contract to produce the Pittsburgh Police Circus.

The rodeo, which featured auto thrill show acts in place of name acts used in the past, got wide press attention when the AP wire service carried a photo pointing up that there were several injuries. Tommy Steiner, Austin, Tex., was rodeo producer and supplied the stock.

## Gainesville Sets 7 Fall Stands

GAINESVILLE, Tex., Sept. 4.—The Gainesville Community Circus will make seven stands in its fall route, starting with a two-day appearance at Fort Worth for the Lions Club on September 15-16.

The show also is booked for Jacksboro, Tex., September 20; Bridgeport, with Wise County Fair auspices, September 23; Commerce, Tex., September 27; Bonham, Tex., September 30; Paris, Tex., October 4, and Plano, Tex., October 7.

Bridgeport and Bonham matinees will start at 3 instead of 2 p.m. Bonham is sponsored by the Kiwanis club. Others are under Lions club auspices.

## Hagen in Jersey

SALEM, N. J., Sept. 4.—Despite cloudy weather, the Hagen Bros. Circus played to good business here (26). Afternoon house was two-thirds of capacity and the night show drew a capacity crowd. Jaycees and Kiwanis were the combined auspices.

## Beatty Points for Big Holiday Stand at Denver

CHEYENNE, Wyo., Sept. 4.—Clyde Beatty Circus played to fair business this week and was pointing for a big weekend at Denver, where it would play Friday thru Sunday (3-5) of the extended Labor Day holiday time.

At Crawford, Neb., Saturday (28), the Beatty show played to poor houses, with opposition from three fairs and a festival. The Scottsbluff, Neb., stand, Monday (30), was strong, with a three-quarter afternoon and full house at night. Promotion brought out

1,700 youngsters. A hospital show was given, and Jaycee auspices was used.

VFW sponsored the Cheyenne appearance Wednesday (1). School had begun two days earlier, so the afternoon show was timed for 3 p.m. It drew half of capacity. Then the night house was three-quarters filled.

At Denver, the circus will use the Coliseum parking lot. Downtown ticket sale is at The Denver Post.

## CAROLINA MARTS STRONG FOR KING

### Turnaways at Greensboro, Charlotte; Other Tobacco Towns Turn Out Well

CHARLOTTE, N. C., Sept. 4.—Hefty business, particularly at night shows, turned out for King Bros. Circus as it moved thru Carolina tobacco country. High points were Durham, Greensboro and Charlotte, Co-Owner Arnold Maley reported.

In Ahoskie, N. C., Thursday (26), King Bros. had a three-quarters afternoon and near-full night, despite evening showers. Shrine was the auspices. Greenville on Friday (27) had three-quarter and near-full houses. Tobacco market was in full swing. The Jaycee-sponsored show drew a big crowd for its regular street parade.

Co-Owner Floyd King had routed the show to be in Rocky Mount while the tobacco market was open; however, it closed unexpectedly and reopened the day after the circus played the town on Monday (30.) Even so, the show drew a near-full afternoon and capacity night.

Next was Greensboro, where the Tuesday (31) business included a near-full afternoon and a turnaway at night, altho it was the first day of school there. Jay-

William Kay, promotion director for Polack Bros. Eastern Unit, is in Mobile, Ala., for the third successive year in connection with the September 28-30 Polack date there. . . . George Pennell, Asheville, N. C., attorney who handles many of the shows playing his territory, has set the Ringling show for an early November date there. King Bros. Circus played the town September 4.

cees were the auspices and press coverage was strong. A seat truck was delayed en route.

Winston-Salem was played Wednesday (1) to a two-thirds afternoon crowd and full house at night. In Charlotte, Thursday (2), King had a full matinee and turnaway at night.

Recent visitors to the show included Howard Suesz, owner of Clyde and Hagen circuses, and Si Rubens, former owner of Rogers Bros., who now is leasing equipment to fairs.

## Dakota Nights Okay For Kelly-Miller

LANGDON, N. D., Sept. 4.—Al G. Kelly & Miller Bros. Circus continued to play the wheat belt with harvest in full swing. Recent rains put many farmers behind schedule and combine crews were working nights, thus holding down attendance for the circus.

Nevertheless, Kelly-Miller had some good night houses. At Carington, N. D. (24), the afternoon brought a good three-quarters house and the night show had a near-full turnout. Harvey, N. D., on Friday (27) turned out a one-third afternoon house and an 80 per cent night attendance, while

## LIFE BEGINS FOR 'MARQUEE'

CHICAGO, Sept. 4.—The Billboard column, "Under the Marquee," is 40 years old today. The circus news feature first appeared under that name in the issue of September 5, 1914. It then carried the by-line of Circus Solly, who also wrote circus news. Among those showmen mentioned in the first "Under the Marquee" were John F. Robinson, Pawnee Bill, Fred Warrell and Toby Hamilton.

## George Davis Dies in East

NASHUA, N. H., Sept. 4.—George Davis, 70, last of a family of circus cookhouse operators, died recently and services were conducted here last week. Davis had been in failing health for some time. He left here to join a circus more than 50 years ago and was with a circus this season.

Davis, whose family name was Bourque, was a native of Nashua, and one of five brothers, each of whom became a circus steward. At one time a Davis brother was in charge of the cookhouse on each of five American Circus Corporation shows. Their only survivor is a sister, Mrs. Lena Hienl, of Nashua.

George's oldest brother, Oliver, was known as Charles, and it was he who led the others into circus cookhouse business. Charles had the John Robinson Circus cookhouse when George signed on as waiter in 1901. Subsequently, he was with Tom Hargreaves, Great Wallace, Hagenbeck-Wallace, Gentry Bros., Sells-Floto and Cole Bros.

For a period 40 years ago he had the Al G. Barnes cookhouse. In 1920 Davis was boss butcher on the Hagenbeck show and in 1931 he had the pie car, but with few exceptions he managed cookhouses for a half century.

Davis was steward of the Clyde Beatty Circus in 1951 and remained thru 1953. He opened this season as boss of Mills Bros. cookhouse and held that position at the time of his death.

## Hunt Business Okay Despite East's Storm

TOM'S RIVER, N. J., Sept. 4.—Hunt Bros. Circus, playing in this area during last week's Eastern storm, absorbed plenty of water but didn't miss a performance. All tents stayed up thru Monday and Tuesday (30-31) and no tears were suffered.

Tom's River, played on Tuesday, was shown on a hard lot and while the matinee was held off until 3 p.m. it drew a half house once the storm lifted. There was a full house for the night show. Hunt was third in, this season.

Point Pleasant was played to a pair of three-quarter houses on a very muddy location, Harry Hunt reported. Show is routing in short jumps southward, where auspices dates are being lined up in the Carolinas.

## Richards Blows 1 Show; Storm Dulls Another

FAIRMONT, N. C., Sept. 4.—A storm during the day killed afternoon business here Monday (30) for Richards Bros. Circus, but the night house was three-fourths filled. Auspices was Order of Eastern Star.

At Mount Olive, N. C. (28), the show blew its afternoon performance and had a half house at night. Hitting business were two factors. One was King Bros. opposition there and in three other stands, and the second was fact that harvest season was in full swing.

Business has been fair for the show. It is now heading into Central Georgia for its first tour of that territory. Agent J. C. Rosenheim has been in the area for several days.

## King Incorporates; Operating Company Remains Unchanged

MACON, Ga., Sept. 4.—A charter for King Bros. Circus, Inc., has been signed in Superior Court here. Applicants for the charter were Howard King, James Hirschberg and D. M. Brown, all of Macon. The new corporation is a circus operating corporation with minimum capitalization of \$5,000 and maximum of \$25,000.

Floyd King and Arnold Maley, co-managers of the King circus, are interested in the \$50,000 assets holding corporation, DeSoto Circus Equipment Corporation, formed some time ago.

Joe Lemke's College of Chimps is with DeWaldo's Attractions and will play a few fairs for Ernie Young before joining Orrin Dav-enport in the fall, Lemke advises.

Carl H. (Pop) Hausmann hosted 150 persons from Ringling-Barnum when the show played Lansing, Mich.

## Cristiani Draws Well Despite Copper Strike

ELY, Nev., Sept. 4.—Bailey Bros. & Cristiani Combined Circus played here August 26-27 to fair business despite a local strike of copper workers.

First afternoon drew 850 and the night house was a full house of 1,100 in the local stadium. Cool weather moved in during the show and many left before it was over. The second day drew almost identical turnouts.

In Lakeview, Ore., recently, the show had a total attendance of 3,740 with Shrine auspices.

## Mills Escapes Wind Damage; Officials, Candidates Speak

LITTLE FALLS, N. Y., Sept. 4.—This was a week of politics and storms for Mills Bros. Circus. The show escaped damage Tuesday (31) when the fringe of the hurricane, which struck farther up the East Coast, lashed at the show in Little Falls.

In Wilton, Conn., Saturday (28), the circus had a capacity afternoon house and a two-thirds house in cool weather at night. Exchange club sponsored the show, with a school athletic coach and his wife, both TB patients, to benefit.

At Hackensack, N. J., on Mon-

day (30), Mills Bros. drew a near-full afternoon and three-quarter night, with Optimist auspices. Weather was cool again. The Little Falls afternoon on Tuesday (31) had a half house and the night show drew a three-quarter score. The storm hit in the morning and cleared by show time.

The Republican town chairman at Wilton rode the elephant Burma in both specs. In Hackensack, the New Jersey secretary of state and a candidate at the Congress gave speeches at the afternoon show.

Continued from page 64

Otto Griebing, Eddie Hendricks and friends, Joe and Vicki Coyle, Hattie Shipley, Norman Atwell, Pompoff and Teddy, and Mrs. Joe Amico.

Visitors to Ringling in Chicago included Sally Campbell, George Piercy, the Mitch Gorrows, the Sverre Braathens, Bella Attardi, Ann Freil and her mother Charlotte and Bonnie Kora, Gertrude Bell, Marty Kora and family; Martha Henderson, Dr. H. H. Conley and family; Dr. Coleman, Sam and Helen Rosenblum, Lou Rosen, Charley Borza, Elsie Jung, Mrs. Paul Alpert, Vivian Webster, Dorita Konyot, Kay Langford, Louise Woodruff, Dr. and Mrs. Schlack, Art Cooksey and family; Gary Yarrusso, Bob Fuller, Ray McCarthy, Ray and Ceil Ollack's family; Elaine Malloy, Jack Bray and C. D. Curtis.

Jim Young was a visitor at the home of Jake Posey, veteran long string driver and boss bostler, in Huntington Park, Calif., recently. Charles and Peggy Kline, comedy duo, are playing fairs, including Du Quoin, Ill.; Pulaski, Tenn., and Memphis, which closes October 5.

From Kelly-Miller, A. L. (Tommy) Thompson writes that Isla Miller has taken Barbara Jean and Karen Kay Miller back to Hugo for school. Flora Lou Carlton celebrated a birthday with ice cream and cake. Grace McIntosh's uncle and aunt,

Mr. and Mrs. Jack Smart, have been visiting. Rona McIntosh made her debut in the wire act.

Mae S. Hong, former press agent with Mills Bros., now is in charge of press, radio and TV publicity on Kelly-Miller Circus. Red Maynard, former Mills boss ticket seller is general superintendent on Kelly-Miller. Dwight Moore's Dogs and Lola Dodritch, wire, are booked for the Puyallup, Wash., fair.

Ray Brison, Hagen Bros.' Side Show manager, reports his wife, Claire and son, Raymond, former owner of Lee Bros.' Circus, and the latter's daughter visited for several days. Mrs. Brison did her mental act in the Side Show during her stay. She visited with Hilda Fisher, former aerialist with Mighty Haag and M. L. Clark shows. Pete O'Brien, who was boss canvasman on Silver Bros.' Circus visited Brison after 16 years.

Frank Cain clowned the El Paso, Ill., centennial and will make Streator, Ill., on Labor Day weekend. Smoky Jones left the Diana show on World of Mirth some weeks ago to join Ringling. Rex and Barbara Williams came on to handle the animals, and Rube Ray also was joining

Scott W. Queen reports he has returned to duty as Mills Bros.' general agent after a hiatus at Allentown, Pa., his home. He is now in the South for Mills. Henry H. Varner, Arkon, caught the Barnes-Carruthers grandstand show at the Ohio State Fair and visited with several acts from the Tom Packs Circus. Pete Binkherd and Earl Kenworthy, concessionaires formerly with Hagenbeck, Cole and others, worked a LaGro, Ind., date and visited with Bob Printy, former circus wrestler.

Albert Wolff is out of the hospital in Chicago and resting at his home there. He was with the Two Bills show, 101 Ranch, Hagenbeck-Wallace and Ringling-Barnum, on the advance. Mel Smith was talker for "Dancing Waters" at the Wisconsin State Fair, Milwaukee. Karl L. King, former circus and bandmaster now with the Fort Dodge, Ia., Municipal Band, had the group at the Iowa State Fair. Dr. Joseph Hiferan, former physician with Barnum & Bailey, is convalescing at Veterans Hospital, Bath, N. Y., and recently visited with Mrs. Victor Lee and Troy Penell of the Strates Shows during the fair at Bath. He also had a violin act in vaude and was a staffer for Ray Marsh Brydon at one time.

Billy Loretta, the former clown, made a walkaround with Ringling clowns in Chicago this week, with newspaper photos on hand. They also shot a picture of Billy with Winnie Colleano, Felix Adler and Paul Horompo, who were in Billy's wedding party years ago. Ricky Dawn is vocalizing with the Ringling show. Paul Haas, backdoor guard, is back with Ringling after a stay in Chicago hospital.

Eddie Howe, Ringling press agent, visited his wife and youngsters at Baltimore this week, prior making Midwestern stands ahead of the show. Genevieve McCarthy, assistant wardrobe mistress on Ringling, returned to Sarasota from Chicago to start work on 1955 costumes. Joe Simon, Memphis, visited Merle Evans in Chicago. Charley Turner, Ringling's assistant general agent, will take a week's swing thru Iowa.

Arky Scott, R-B elephant boss, hosted Bill Woodcock, who has the Miller Performing Elephants, Tuesday (31). Bill and Babe Woodcock came in from South Bend with Otto Scheiman, fan, and met Fans George Piercy and Ken Whipple of Indiana. Woodcock and Scott met Ted Gallup, former bull man, and recalled old days. Woodcock also talked with Charley Rogers, now with Ringling and son of the late Ray Rogers, on whose shows Woodcock trouped.

Walter Krawiec, Chicago circus artist, photographed Charles and Gina Mroczkowski, on the Ringling lot, in preparation for a painting of them. Herbie Hobson, formerly of the Riding Hobsons, renewed acquaintances on Ringling in Chicago. Dick Miller,

who is on Rudy Bundy's front door staff, visited his parents in Chicago. Jimmy Ringling was busy all week in Chicago, greeting friends of the show.

Paul Cona, 7, Macon, Ga., show attorney, is making a Shrine conclave in Miami and expects to visit King Bros. at Greenville, S. C., on Labor Day. Tony Diano, Canton, O., menagerie and ranch owner, made the papers for two days while his four buffaloes ran loose near Canton. One photo showed Diano riding a horse and herding the animals. His elephants are with World of Mirth Shows.

Strong portion of publicity garnered by Ringling-Barnum in Detroit recently was capped by a spread on the editorial page of The Detroit Times extolling circus press agents in general and Frank Braden in particular. It was signed with initials of John Manning, editor of the paper.

James E. Boles, CFA, advises that King Bros.' Circus has booked Longview, Tex. Reginald W. MacFarland, Southern veep of the CFA, and L. Wilson Poarch Jr., Virginia State chairman, with Mrs. Poarch, met on King Bros.' lot at Rocky Mount, N. C., and visited with Harry Thomas and family. The CFA officers discussed plans for a bulletin to be published for Southern CFA's. They rode King bulls in spec.

Grover O'Day, now working fairs and circus dates, formerly worked under the name of Unicorn Hay and he is looking for veterans of the Vogel Minstrels of 50 years ago. Oscar Konyot is progressing with his chimp act on the Clyde Beatty Circus, writes George Adams. Bertram Mills Circus in England just declared a second 1954 dividend of 50 per cent, bringing the total to 75 per cent for the year. Last season it was 90 per cent.

Tige Hale, Panama City, Fla., is going ahead with plans for an indoor circus featuring Will H. Hill's elephants. Slats Beeson, Ringling-Barnum 24-hour man, has returned to Sarasota, Fla. Clyde (Matches the Clown) Pugh is with Smokey Wells' Western Museum, now making California fairs. When Siebrand Bros. played Great Falls and Billings, Mont., the Eriksons visited with the Barnes-Carruthers grandstand show, which includes Johnny Gibson's aerial ballet, Ely Ardelty and Eddy, the Lamberts, Bobo Barnett and the Four Wades, reports Karl Erikson.

From Chief Keys, of the George W. Cole Circus, comes word that Tennessee afternoons are light but nights are strong. Personnel of the Cole show had a wienzer roast at Jasper, Tenn., recently. The Sparton Family joined in Ohio and does seven. Lee Bradley, Side Show manager, has four platform acts as well as the animals. Jack Todd and his wife took a couple of weeks off to go to Canada. Todd had a ticket box and was assistant boss canvasman, while Red Foker is the boss canvasman. Some one made off with the top of Si Murray's cookhouse at Salyersville, Ky. Chief and Tillie Keys put on a concert for the polio drive at Loudon, Tenn. Ted LaVelda joined Tommy Whiteside's clown alley. The John Strongs of Strong's One-Ring Circus, visited, as did the Joseph McKennons of Fletcher, N. C.

Montana fairs have kept everyone on the Siebrand Bros.' show on the go, advises Joe Hodges Hodgini. Siebrand people exchanged visits with Barnes-Carruthers acts. Rudy Mueller built a new body on his truck and Tom Hodgini supplied the paint job for it. Herbie Erikson is taking in the Western sights he missed last year by going back to Germany. Recent visitors included Frank Stitt and Bill Jolly.

Beverly Allen writes that Hagen Bros.' lots have been sand and gravel in New Jersey. Weather has been sweltering. The Howard Suezses spent some time on the show prior to returning their daughter, Mary Sue, to school. Sam Browne, CFA, entertained with movies after a night show. At Dover, Del., the Capitol Theater gave a private showing of "Ring of Fear" for Hagen personnel. The

John (Dutch) Schaffer's entertained Jack LaPearl at Wilmington, Del. Visitors included Vin Carey, James Walker, Mrs. Patricia Maynard and family, Walter Kemp, George Galloway, George Strongman, William Dykes and Frank McGurk.

Kelly-Miller A. L. (Tommy) Thompson reports that rainy days mean big business while the show plays the wheat harvest area. Rex Rossi is heading up the concert. Guy Smuck and Thompson, on reserved seat tickets, are having trouble understanding the North Dakota Dutchmen. Richard O. Scatterday, national ad representative, is feeling better since cutting down on his amount of work. Bill English is handling local ads. Flo McIntosh had to have the top of her new car straightened out after it was damaged in a storm. Two of Dick McLaughlin's penguins died recently but one remains to keep his pit show in operation. Returning home to school were the Longs' son, Minneapolis; Sonja Lindemann, Sheboygan, Wis., and Johnny Haley, son of Whitey Halesy, Dallas. Til Taylor, Los Angeles booking agent, visited Terrell Jacobs and Pinky Barnes.

From Polack Eastern and Henry Kres—visiting were Jack Leontini, Joan Woolford's mother and sister, Bill Griffin, Claude Coons, the Lee Allens, the Ziplees, Harry Abrams, Dr. Saunders, Gordon Hunt, Charlie Storm, Cecil Jones, Turner Gregg and Lew Peitold. Wolfe is driving for Nate Lewis and Frank DeRue is driving for Kyes. Lee Hester has left to visit his parents. Kyes visited Duncan Hines at Bowling Green, Ky., and Mrs. J. Shropshire at her Forepaugh Hotel, London, Ky. Larry Benner has added to his musical saw routine. George Cutshall is hospitalized for a couple of weeks at the Phoenix Hotel, Lexington, Ky. Jackie Bostock purchased a new trailer and some stock for the new Bogino riding act, which is in rehearsal.

Mills Bros.' Circus correspondent, JoJo Lewis, reports many fans visited in New England. Performers have been looking forward to visiting New York, and one group is planning to see the Yankees play, others have relatives there and still others will go sightseeing. At a CFA-Mills party were the Jack Millses, the Jake Millses, Harry and Peggy Baker, the Bill Donahues, Stan

Woodward, the Steve Hills, Blackie Nye and Louis Johnson. At Derby, Conn., were the Oscar Pesoteais, Mrs. Yorlano, the Bill Days, the Gordon Pepions, the Norm Bigelows, the Bill Judds, the Art Gauers, the Bob Bertinis, Harry Hastings, Carl Prattis, Jeffrey Phelps, Jim Hoyes, Logan Pag, Russell Downs, Gil Conlann, Charlie McNamara, the Sam Strattons, Adel Nelson, Howard and Walt Johnson and Wesley L. Hole. The Richard Cushmans were on the show in Connecticut, where he represents the show.

Low Christie and his second act, Aerial Christensens, were in Chicago, Thursday (2), en route to play the Lakesburg, Ia., Centennial, September 9-11. They will play McMinnville, Tenn., fair; Lilbourn, Mo., celebration and another cele at Crossville, Ill.

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## MINNESOTANS ACTIVE

### Skate, Queen Meets Prepped by MRROA

LAKE MILLE LACS, Minn., Sept. 4.—Plans for a Midwest skating meet and queen contest, to be held November 7 at Ted's Roller Rink, Hutchinson, Minn., were formulated at the July 26 summer meeting of the Midwest Roller Rink Operators' Association at Izaty's Lodge here.

A committee, chaired by Don Gese, Minneapolis, and including Robert Yackley, New Ulm; Ted Hanson, Hutchinson, and Paul G. Steinkopf, Shakopee, was appointed to work out details of the meet and have a complete program ready for approval of the association at the annual meeting of the group to be held September 27 at Bloomington Roller Rink, Minneapolis. At this meeting officers for the coming year will be elected.

About 30 people, representing 12 rinks, attended the meeting here. Chief topics discussed were the meet and queen contest. It was decided that each rink could enter a queen contestant, even

if an operator owned more than one rink. Queen contestants will be restricted to MRROA member rinks, but the skating contests will be open to any skater in the four-State area.

The skating competitions will be an all-day affair with morning, afternoon and evening sessions, it was announced. The morning period will be devoted to speed skating. Free style and figure skating will take over in the afternoon, while the evening session will be devoted to dance skating, the queen coronation and a parade of champions.

E. L. Rosenbloom, association legal counsel, attended the meeting and set in motion procedures for the association's reincorporation so that the group will embrace four States instead of only Minnesota. Henceforth the organization will be known as the Midwest Roller Rink Operators' Association. The former title was Minnesota Roller Rink Operators' Association.

Mr. and Mrs. Ray Sirois, Ballerina Roller Rink, St. Cloud, Minn., attended their first MRROA meeting here and joined the organization. Others who attended were Mr. and Mrs. Warren Moulton, Rush City; Mr. and Mrs. Byron Hagen, Osseo, Wis.; Mr. and Mrs. Willard Yerkan, Bloomington, Minn.; Don Gese, Minneapolis; Ted Hanson, Hutchinson; Mr. and Mrs. Ed Doughty, Red Wing; Mr. and Mrs. Paul G. Steinkopf, Shakopee; Robert Yackley, New Ulm; Mr. and Mrs. Lew Massee, Farmington; Mr. and Mrs. Carl Peterson, Albert Lea; Warren Hendrickson, Oramia; Joe Korba, Heiser Skate Company, Minneapolis, and L. E. Crieser, Hollywood Spot Light Company, Omaha.

### Richmonders Seek Skatery

RICHMOND, Va., Sept. 4.—Letters to the Editor columns of both local dailies are piling up with missives asking the management of the Richmond Arena Corporation to include a roller rink in their present building plans.

New corporation is spending \$250,000 converting the Administration Building of the old fairgrounds into a new plant and is fronted by John E. Raine.

### Midtown Holds 'Dimes' Benefit

SAN ANTONIO, Sept. 4.—A skating show to benefit the March of Dimes was presented here this week at the Midtown Roller Drome operated by Dick Landsman and managed by Pat Patten.

The show lasted an hour and admission was \$1, with all proceeds turned over to the March of Dimes fund.

Show featured a mambo on skates, a race starring the junior speed skating champion of the United States, comedy skits by the Joey Club and several figure skating acts.

Participants included Jeannie Marelis, Skip Green, Otto Traber, Lois Ruble, Barry Candy, Martha Nunnally, Nicki Varlas, Joyce Garrison, Arlis Flynn, Bill Griffin, Pop Ruble, Barbara Simmons, Mary Alice Hardie and Pat Patten.

Ray Russell has joined Midtown as Pro with Pat Patten named manager of the rink. Russell comes from Portland, Ore.

## ROADSHOW REP

SEPTEMBER 12 will bring the 14th annual reunion-picnic of the Burnt Corkers, a national group organized for the purpose of perpetuating the American institution of minstrelsy, to Rising Park, Lancaster, O. As in previous years, members will arrive in the morning and visit. At noon a picnic dinner will be served, followed by introduction of officers elected at the mid-year dinner meeting: C. O. Shannon, Columbus, O., president; T. F. Lavery, Akron, secretary; T. Thinmes, Lancaster, O., vice-president, and H. Motsch, Lancaster, treasurer. Final event on the program will be a minstrel show made up from the membership. The organization invites all members and friends of minstrelsy to attend. Mrs. Fannie Henderson, widow of Richard R. Henderson, manager of the Henderson Stock Company, which toured the Midwest from 1898 to 1935, is now living in Mason, Mich., and recently, in a reminiscent mood, took off on a trek of the old route traveled by the

Henderson show. "I found some of the theaters converted into movie houses and some completely unused except for storage purposes," said Mrs. Henderson. "However, I found one jewel on the string in a complete state of preservation—the city-owned theater in Cheboygan, Mich. The theater has recently been redecorated, and as I stood on the stage I wished I could assemble all the members of our company and play to a packed house there as we did years ago."

MR. AND MRS. JOHN S. EVANS, who formerly trouped with such shows as the W. I. Swain Show, Sedgwick Players, J. G. O'Brien Stock Company, Harry Cooke Players and Paul English Players, are now teaching electric organ, accordion and piano in Montgomery, Ala. Mr. and Mrs. Sedgwick, they report, are now located in Henning, Tenn., while J. G. O'Brien is in Memphis; Jimmy and Louise Jukes, Houston; Billy Herrrell, Roseland, La., and Mr. and Mrs. E. S. Fletcher are in their 17th year with Captain Menke's Goldenrod Showboat in St. Louis. The Evanses would like to read a few news notes from others with whom they formerly trouped. . . . Arnold's family show with a cast of three is in its sixth week in Nova Scotia. The show will move into Quebec soon. Most of the dates played thus far have been in small movie houses with the "Exposure" bill, but some celebrations have been made. . . . Wallace Follansbee writes from Lynn, Mass.: "I got a kick from the recent note about minstrel shows by amateurs in Lynn. It should have stated also that one of the early minstrel shows that was popular in New England was Billie Burke's outfit. I wonder if any are around who were with that troupe. The writer was correct. Lynn was a good city for amateurs minstrels. So was Salem, Mass." . . . Harold Twombly, formerly of the Twombly Family Show, writes that he has been working single around Butte, Mont., at celebrations. "This is not exactly my line, and I will get into halls and schools soon," says Twombly. "Dad and Ma, who have been in California, will be on the job, too, and we will give the Northwest a try before the weather gets so cold that it drives us south." . . . Chester Sawyer, who has been in Miami for the past year, reports that he plans to leave soon on a trek west to his home town of Los Angeles. Sawyer is a stroller-type showman. "There is little in the 'gator State for me at this time of year," says Sawyer. He would like to know where the Gitts Family Show is now operating.

### Drivin' 'Round the Drive-Ins

THE new 1,000-car Super Skyway Drive-In near Allentown, Pa., is equipped for CinemaScope with stereophonic sound. Sol Schocker is general manager. . . . A movie screen described as the "largest in the world" is now under construction at Comerford Drive-In, near Dupont, Pa. The screen, which is being constructed at a cost of \$50,000, will be used for CinemaScope films and will have a width of more than 130 feet, according to Bill Keating, manager. . . . Lockwood & Gordon theaters have increased adult admission price from 70 to 80 cents at the first-run Norwalk (Conn.) Drive-In. Prices in the territory have been ranging from 60 to 70 cents. . . . Bernie Menschell and John Calvoressci, partners in the Manchester Drive-In Theater Corporation, Bolton Notch, Conn., have returned from vacations. Menschell was on Cape Cod, Mass., while his partner journeyed to Bermuda. . . . Sal Adorno Jr., building a drive-in at Middletown, Conn., has disclosed plans for a penthouse-type projection booth atop the concession building. The latter, measuring 80 by 65 feet, will contain refreshment stands, community rooms and manager's office. . . . Milton LeRoy, general manager of Blue Hills Drive-In, Bloomfield, Conn., is offering free fire engine rides to youngsters. . . . Ed O'Neil, Bridge Drive-In, Groton, Conn., has started distribution of a weekly program, mailed to patrons on request.

Peter Ewankow is president and manager of Golden West Drive-In Company, an independent firm which has built the fifth drive-in theater at Edmonton, Alta. Built in 40 days at a cost of \$100,000, the theater has accommodation for 600 cars and will be expanded to handle 900. It has its own plumbing facilities, a 300-foot well and \$20,000 worth of modern theater equipment, including CinemaScope screen. . . . W. V. Cole and L. L. Jones have opened the 500-car 17th Avenue Drive-In in Calgary, Alta. Theater boasts the longest outdoor screen in Calgary and one of the largest in Canada. . . . A 300-car drive-in has been opened at Wadena, Sask., by Mike Pluhator and sons. The adjustable screen tower may be lowered for the winter season or for repairs and the screen itself may be raised or lowered by means of a winch. . . . Mayfair Theaters, Ltd., Cardston, Alta., headed by Gordon S. Brewerton,

### Outing Deal

up its newspaper advertising to where it is running daily ads. Its previous limit had been twice a week. No damage was done during the storm of last Tuesday (31), and after the wind and rain lifted a 50 per cent day was turned in, Onerato said. Only about 100 patronized the pool, but night turnouts in general picked up for Coney's final fireworks display.

has opened a 200-car drive-in at Cardston. The new Jolly Roger Drive-In at Detroit has been scheduled for opening tentatively over the Labor Day weekend by circuit owner Nicholas George. The Jolly Roger is said to be the first to introduce the highly ornamental-type screen tower, common in the South, into this part of the country, and is said to have the first true Stereophonic sound equipment in a drive-in "within 1,600 miles," using three-cone speakers in each car.

### Coney Island, N. Y.

now conducting a theater ticket agency in the Statler Hotel, New York. . . . The many friends of Kenneth Bourke, former manager of Feltman's Park, now supervising the eatery department in the same spot for Charles Feltman, are congratulating him over his physical change to a juvenile caused by a strict diet and the loss of 90 pounds in avoidpoups. . . . One of Steeplecase Park's ticket takers, in his fourth season, is Frank Lulley, a former circus clown. A recent addition to the Park's Zoo is Ginger, a Nubian goat, the gift of Mr. and Mrs. Henry Adler. Mr. Adler is an exec of the Bell Telephone Company. The goat population is now four.

Isadore Rubenstein, head of Ruby's Frozen Dessert, in addition to his large custard concession on the Surf Avenue front of Feltman's, recently completed the erection of another stand reinforced by a modern fountain, the entire cost of which runs up to the \$25,000 figure to make for a conspicuous and attractive eat-and-drink emporium on the Surf Avenue front of the McCullough Bros.' kiddie ride park at West 15th. Partnered with Rubenstein in the enterprise is Max Handwerker, nephew of Nathan (Famous Hot Dog) Handwerker. Assists at the Feltman branch are Dominick Savino, John Bush, Bob App and Ida Bergminachi. . . . Jack Merr, who started as a Coney concessionaire 15 years back with high strikers, then drifted to guess-your-age, fishing games, break-a-dish and miniature golf courses, is seriously considering going in for the manufacture of high strikers and is looking about for a site on or near Coney for the erection of a plant. Current Merr operations are a golf course in Feltman's and a high striker in New Luna Park. . . . Dick Best and Walter Wanous called it a season upon the close of Labor Day and wound up taking their Betty (4-legged girl) Lou Show off the island to their World of Mirth concessions for the fair route, with Jack McCormack, the rubber man and lecturer, in charge. Replacement for the rest of that week and over the Mardi Gras fete by Dave Rosen is likely to be a Cuban Village with Frank Garto supervising.

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SKATING MUSIC TAPES 1200' dual track 7 1/2" speed. Full hour program. 20 numbers, non-ASCAP, licensed for YOUR use. No specialties, waltz, fox trot, polka and march tempos, for your "all skaters, the customers who keep your rink open." Leading organizers. ONLY \$9.85 ppd. (NYC add 3% tax.) WEB MUSIC PUBLISHING CO. 149 West 48th St. New York 36, N. Y.

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## MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Joel Jacobs, of the Jay Norris Company, New York, reports unprecedented demand for the firm's new religious tapestry of the Last Supper. Measuring 20 by 40 inches, the tapestry is woven in bright colors. According to Jacobs, the item is available only thru the Norris firm. Each carries a label, "Made in Italy," and is priced to retail for \$4.95. The product will not be sold to retail stores, being exclusive merchandise for canvassers, carnivals and wagon jobbers. Price to the trade is \$24 per dozen and \$21 per dozen in six-dozen lots.

Harris Novelty Company, Philadelphia, specializes in novelty hats which it sells in heavy volume. This week it is featuring the 18-inch Fuzzy Wuzzy large size straw hat at \$3 a dozen or \$30 per gross; a motorcycle hat of good quality gabardine at \$7 a dozen or \$78 per gross, as well as Checkered B-Bop hats with pompons, men's black felt derbys, top banana hats, women's gabardine peak eyelet hats and Western straw hats painted on both sides with pictures. Harris has two new items which should be of interest to the trade. One is a mechanical fur walking monkey complete with hat and cane and packed one to a box at \$4 a dozen or \$42 per gross. The other is a 16mm. camera which is offered at \$15 per dozen. Film for the camera will be shipped at \$1 per dozen rolls. Both items are in stock and Harris says it will ship an order the same day it is received.

A home bartender's outfit for the host who takes his bartending seriously is being shown for the first time by Yorkville Craftsmen, Guilford, Conn. This outfit consists of a vest and apron. The vest is made of bright colored striped awning material. It comes with shiny brass buttons and a big watch chain that loops thru a button hole. The chain has a bottle opener one end and a good luck rabbit's foot on the other. The apron is made of heavy white twill, cut from a professional pattern. The low price should make this set attractive to gift shops, specialty shops, etc.

Workers, pitchmen and demonstrators should be interested in the new Viskon plastic and rayon towels now distributed by Palmer Distributors, Inc., Detroit. The towels are of non-woven fabric and therefore have no lint. Furniture and mirrors can be cleaned without a trace of lint. Another important property which these towels have is that any dirt which they pick up is readily rinsed off, as it is not absorbed into the fabric. No laundering is necessary. The towels may be used for drying as well as washing dishes, as a pressing cloth, as bibs for babies, for drying a car or for wiping windows. The Viskon towel is 18 inches by 24 inches and comes in six pastel colors. The item is packed six to a container and retails at \$1 per package.

Pitchmen, demonstrators and concessionaires who are looking for something new should contact the G & S Manufacturing Company, of Nashville and Los Angeles. The firm claims it has the smash hit of '54 in its Som-Um-Brella hat, a novelty hat in the shape of an umbrella which gives the wearer protection on the beach, in the garden and while at play. It adjusts to size easily. The hat may be had in assorted colors with white and is water repellent. Som-Um-Brella retails for \$1.95. Jobbers, distributors and dealers are invited to write for quantity prices.

Optican Bros., Kansas City, Mo., is offering 1,000 pieces of slum at the low price of \$6.75. The assortment includes toys, novelties, gifts and giveaway items for adults and children. In addition, the firm is running specials on dart balloons at 75 cents a gross, Beacon-Mohawk blankets at \$1.80 each, horse clocks at \$6 each and ladies' aluminum identification bracelets at \$3.60 a gross. A free catalog will be sent on request.

Charm Products Company, Cleveland, advises that its new pyramid lamps are receiving wide acceptance. The lamps are made of wrought iron and have a brass trim with beige matted cloth over parchment shade. There are three models: the floor lamp at \$8.95 each in minimum shipments of four, the matching table lamp at \$5.95 each in shipments of six and the matching night table lamp at \$4.50 each in shipments of six.

Plan your parenthood is the suggestion of the Baby Commander firm, Philadelphia. Pitchmen and demonstrators will be sent a complete pitch with every order. The firm says one test sold three gross in a day. The Baby Commander is a scientifically designed plastic indicator complete with instructions in a purse-size case which tells at a glance the days one is most likely to conceive. It is based on the well-known theory of the rhythm system and should be interesting to sophisticated women. A sample will be sent for \$1; a gross for \$50.50. But if an order is received for 10 gross or more, the rate is \$46.80 per gross.

Bingo operators will be interested in the new Speed-Matic with all-metal chute bingo cage offered by the H. A. Sullivan Company, Lawrence, N. Y. This new bingo is compact and sturdy and may be thoroly mixed by turning the cage counterclockwise. Its all-metal cage is rubberized for quieter play and there are no doors to open or close. The manufacturer says it speeds the game because there is no chute to line up. You just press a button for the next game. A catalog will be sent showing the number as well as a complete line of bingo supplies.

## PIPES FOR PITCHMEN

By BILL BAKER

IN THE MAIL BOX... at the Cincinnati office of The Billboard we are holding some mail for the following members of the pitch fraternity: Chic Denton, E. C. Pardee, Phinas Bess, Merton Craig, Steve R. McClain, Ellwyn Sproat and Doc George Blue. If these gentlemen will give us some kind of a permanent address where the mailman can put the finger on them, we would like to send the mail on to them.

OUR OLD FRIEND... Ben (Hobo) Benson, king of the hobos, postaling from Mason City, Ia., says that when the Royal American Shows played in that area recently the boys in the tripe trade were picking up as much loose lettuce as he was with his sketch act and paper. Incidentally, Ben forgot to mention whether or not he abdicated his throne as king when the knights of the road held their convention in Britt, Ia., August 24.

"MOST OF THE BOYS... are at the fairs around here," pens Joe Greenie from Newark, N. J. Seen occupying various portions of real estate in the area were Nate Donner and Mrs. Peggy working rad at Harry's department store, Chris Demovitch getting the dough with coils at the auction sales and John Yarna, working corn punk at one of the other department stores in town.

J. E. TYLER... president of Trade Publications, Inc., Atlanta, letters that the sheet was well represented at the Illinois State Fair, Springfield. Among those getting their share of the long green and cutting up jackpots were Harry Coffey, Bill Dee, L. A. Sweeney, Frank Lindsay, Billy Baldwin, Lee Walters, Joe Weir, Jack Tyler, Charlie Spangler, Eddie Case, R. McDowell, Larry Biggers, Paul Kramer, E. H. Singer, George Fisher, (Continued on page 85)

## MITCHELL "Store Front" MAT PROFIT PACE SETTER FOR '54 EVERY STORE A PROSPECT!



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GARDEN SUPPLIES  
PAINTS TOOLS

### SENSATIONAL FALL MONEY MAKER!

New 2 color "STORE FRONT" Mat Selling like "Hot Cakes" from coast-to-coast!

### FULL OR SPARE TIME—YOU'RE THE BOSS!

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### WILL PAY YOU UP TO \$25,000!

Make 100% profit on every sale. Milton Kaufman, Louisville, Ky., with no previous selling experience made \$140 the first week; Joe O'Connor, Los Angeles, Calif., makes over \$10,000 a year selling Mitchell Mats; Ken Kosrog, Milwaukee, Wis., makes over \$25,000 as crew manager promoting Mitchell Mats.

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KING SIZE 24"x38"—Mat colors are either blue, red, green or black. Store owner can have up to 54 letters (18 per line) in contrasting letter colors of either red, green or white for store name and address or advertising message. Beside beauty and advertising value, the Mitchell "Store Front" mat is practical, too. Over 7,000 scraping rubber fingers and 50 full length blades clean feet completely and automatically. Saves storekeeper many \$5 in cleaning bills. Self draining. Mat is made of tough natural rubber for long life. Weighs 13 lbs.

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One gross asst. styles, \$10 postpaid.

Ladies' Solitaire 1m. Diamonds, \$10 Gr. Also Wedding Bands to match, \$10 Gr.

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**Only \$12.50 each** in lots of three.

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## Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

- ### MAIL ON HAND AT CINCINNATI OFFICE
- 2160 Patterson St. Cincinnati 22, O.
- Parcel Post**
- Admire, Irving, 35¢ Mertie, Martin, 45¢ Due  
Corderly, Jack, 34¢
- Adams, Bonnie  
Aamns, Mrs. E. J.  
Adams, James  
Alcido, Sid & Mrs. (Aerial Alcidos)  
Alland, Maurice  
Allen, Fred Lloyd  
Allen, Roy Lee  
Andrews, Guy C.  
Antelek, Joe Mgr.  
Antrim, Bert  
Archer, H. R.  
Arsenault, Albert  
Arthur, Prophet  
Ashworth, Samuel Lee
- Ayers, C. W.  
Avery, Bud (Star Night Revue)
- Baird, Bill  
Baker, Jimmie  
Bammer, Cliff  
Barrickman, Mrs. F. N.
- Barton, Cecil E.  
Bauman, R. A.  
Beaver, Byron  
Beck, Robt. E. or Mrs.  
Beckwith, Gerald L. (Ace)
- Bell, Jack  
Bennett, C. A.  
Bergman, Arne J.  
Bergman, Leo H.  
Bernstein, Blinky  
Bernstein, Lew  
Bess, Phinas  
Best, Mrs. Skippy  
Bied, Blackie  
Bickett, J. H. & Mrs.  
Blakely, Benton H.  
Blue, Doc Geo.  
Boaz, Howard  
Bonnie, Sig  
Bordman, Ernest  
Bowen, Crip  
Boyd, W. L.  
Bozman, C. R.  
Bracken, John & Mrs.  
Brady, Lorraine  
Brand, Franklin  
Brink, Arthur  
Bristow, Mrs. Dorothy  
Brooks, Arthur  
Browley, Archie  
Brown, Willis  
Bruno, Geo.  
Buck, C. S. (Jerry) +  
Burdette, Mrs. Frank  
Burridge, Mrs.  
Buzella, Ernest  
Cannon, Olie  
Cannon's Tent Show
- Capell, Mrs. Doc  
Caraway, Mrs. Evelyn  
Carey, Frank  
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Carman, James  
Carr, Roy Arthur  
Carvella, Mrs. Frank
- Cearley, Gordon  
Cetarelli, Ed  
Charleston, Mrs. Dolores  
Chastain, Wm.  
Christensen, Dorothy  
Christensen, Mary  
Clark, Eddie  
Clarke, Fred (Red)  
Clareza, Loretta
- Cohen, Mrs. Adas  
Coleman, Johnny  
Coleman, Pat O'Day  
Coleman, Tommie  
Collier, Jos.  
Comstock, Tommy  
Collier Jr., L. N. (c/o Doc Collier Rides)
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Conuk, Red  
Cooke, J. M.  
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Coults, Robt. W  
Cradon, Sam  
Craig, Merton  
Crawford, Red  
Crockett, Miss Lee  
Cunningham, Chas  
Curtis, Glenn  
Curtis, Mrs. Martin  
Cuttler, Mrs. Rosie  
Dales, Dave & Lila  
Dare, Darlene  
Davis, Daryl R.  
Davis, Roland  
DeBald, Eddie  
DeCisare, Pete  
DeLauter, Mrs. Virginia  
Decker, Elmo (Cowboy)
- Deggler, Irving  
Deibert, Mrs.  
Delawater, Mrs. Jerry  
Demetro, Archie  
Demetro, Rose  
Denton, Chic  
Dunn, Jimmy & Mrs.  
Dick, Billy  
Dillow, Loretta
- Dingee, Lester A. (Terry)  
Donaldson, Mrs. Chas.  
Doneho, Mrs. Frances
- Donovan, J. Bob  
Dorner, Mrs. Louise  
Doto, Phil J. (Bandmaster)  
Doubleday, R. (Circus Photographer)  
Dowdy, Onetta B.  
Duncan, Macy G.  
Dunn, Jeff  
Dunn, Jimmy & Mrs.  
Durand, George  
Dyer, Joe G.  
Eddy, Marlon  
Edwards, C. L.  
Eliaman, Mark  
Emerson, Miss Richie
- Conover, Art  
Gardner, Earl  
Garrett, E. & Mrs.  
Gardner, John Milton  
Gates, O. A.  
Getgood, Geo.  
Gilly, Mrs. Ruth  
Gintler, Homer  
Gladden, Jim (Majestic Greater Show)
- Goe, Skinny (Bandmaster)  
Goodman, Wm. S.  
Goodman, Wm. (Spark)
- Gooslin, Douglas  
Goroso, John J.  
Goude, J. E.  
Jowin, D. R.  
Grace, Walter  
Green, Fred  
Groffo, John  
Grubbs, Mrs. Melbert
- Haines, Sara  
Hale, D. D.  
Hale, Ellsworth & Mrs.  
Haley, Joe Donald  
Hall, D. D.  
Hammond, Harry (Bailey & Christian Circus)
- Harden, John H.  
Harps, Curley  
Harr, Geo.  
Harrington, Mrs. Wm.  
Harris, Ed  
Harris, Wally  
Harvey, Arlene  
Hatcher, J. D.  
Hatchler, Ward V.  
Hatfield, Joe  
Haverstick, Edwin G.  
Hazelwood, Mrs. Bery  
Heller, Ervin  
Herron, A. J.  
Heston, Mrs. Margaret
- Hill, Eddie (Show Agent)  
Hill, Edw (Black & White)  
Hilliard, Don E. & Mrs.  
Hoffman, Arthur & Mrs.  
Hoffman, Jos. G. A.  
Hoffman Jr., Jos.  
Hoge, Clarence & Mrs.  
Hogenia Sr., Tom  
Holoboff, Peter P.  
Horton, Mrs. Jos.  
Hos, Lee & Mrs.  
Houghton, Jimmy  
Horwitz, Joe (Coleman Bros. Show)
- Hubbard, Betty  
Hutchins, Carl  
Hysell, Clarence P.  
Igo, George A.  
Ivey, Mrs. James W.  
Jackson, Lloyd (Jack)  
John, Helen  
Johnson, Harry  
Johnson, Richard A.  
Johnson, Mrs. James D.
- Jones, Paul  
Jones, Spider  
Jones, W. P. (Silas Green Co.)  
Joyce, Jack (Tom Circus)
- Keller, Lester  
Kelly, James M.  
Kelly, Mike  
Kelly, Joanne  
Keating, James (Tommy Scott Show)  
King, Mrs. Mary  
Kirkman, Mrs. W. E.  
Knox, Jerry Lafate  
Knox, Clifford R. & G.  
Konyot, Dorita May  
Kos, Bob  
Koskey Jr., John  
Kosterman, Ralph M.  
Krause, Freddie  
Lamb, Sam  
Lambert, Clifford W.  
Lamont, James C.  
Lance, Jack (Silm)  
Lavern, Forrest (or Tavernier)  
Leathers, Douglas  
Lee, Miss Jerry  
Lohman, Herb  
Lott, Mrs. Mrs.  
Lewis, Dixie  
Lewis, Duchene  
Lonney, Larry  
Lott, Marie  
Low, Curly  
Lucas, Mrs. Harold  
Lyber, Mrs. Harold  
McAlister, Tate  
McClain, Steve R.  
McCoy, Duke  
McDermot, Jack  
McIntyre, John W.  
McIntyre, Iham (Bill)  
McIntyre, Riley A.  
McKale, Robt. T. or L.  
McKenna, Edward W.  
Maientisch, Francis A.  
Manstein, William  
Marko, Wm. P.  
Marko, George  
Marsh, Mrs. Danise  
Marsh, J. B. & Mrs.  
Marsh, Mrs. Jane  
Martell, Mrs. Joe  
Martin, Bob  
Maurine  
Martin, Kurt  
Martin, Lawrence A.  
Mason, Forrest  
Maser, Arvillo T.  
Maser, Bob  
Mason, John  
Massey, Herb  
Mayer, Buster  
Mayer, Prof. Livingston
- Mazer, Lewis  
Mercer, Clarence  
Meyerling, Robert A.  
Miller, Ben  
Miller, F. W.  
Miller, Sharon Lee  
Milletta, Mrs. Edna  
Millsap, Mrs. Hazel  
Millsap, M. J.  
Mitchell, Frank C.  
Mitchell, Fred  
Mitchell, James  
Mitchell, Lee & Mrs.
- Mitchell, Steve  
Moore, Steve  
Moorehead, Merle  
Morgan, James N.  
Morgan, Mrs. Renee  
Mott, C. C.  
Murray, Cy  
Nash, Larry (Chew Tobacco)  
Nelsen, Mickie  
Nicholas, Steve  
Nimmers, A. F. & Mrs.
- Nix, Mrs. Sue  
O'Brien, P. J.  
O'Day, Jimmy  
O'Neil, J. J.  
Orlando, Cecil  
Ott, Donald Charles  
Page, Miss Jay  
Palmer, Ivel Monroe  
Palmer, E. C.  
Palmer, Mrs. Minnie Wade  
Pappas, Martin Neuf  
Pardee, E. C.  
Parker, Joe (Dr. Parkers' Life Exhibit)
- Parker, Sue  
Parke, W. C.  
Parry, Elizabeth  
Parsons, Carl  
Pasco, Betty  
Patrick, Judith  
Patterson, Lawrence W.
- Patton, Arnold  
Payne, Jack  
Pearl, Richard  
Pell, Tommy  
Peres, Lolita Martin  
Perez, Mrs. Josephine  
Peters, Frank E.  
Penny, George  
Peterson, Gypsey Pete (Tex)
- Pinnell, Dan  
Pippin, James M.  
Porter, Roland  
Post, Wesley E.  
Prevo, Frank  
Pruitt, Harold  
Raices, Bernard R.  
Raiston, Gloria  
Raudenbush, Robt. A.  
Ray, Joey & Mrs.  
Red Cloud, Chief Jerome
- Reed, Clyde D.  
Rean, Slim  
Reidy, Mrs. E.  
Reilly, Charles  
Renee, Judy  
Rescott, Jos.  
Rice, Mrs. Cecil  
Richards, Earl B.  
Ritter, Art  
Roberts, Jack Jay  
Roberts, Wilburn  
Robinson, Robbie R.  
Rody Bros., Circus  
Rogers, Jess  
Rosenfeld, Jimmie Lou  
Rowe, Dwight  
Ryan, Jack P.  
Ryan, John  
Ryan, Larry  
Sairollo, Norman  
Sakobie, Myrtle  
Schenk, Al  
Schermerhorn, Carleton H.  
Schmidt, Mrs. Stanley  
Schmitt, Walter
- Scott, Al (Duke)  
Screbneff, W.  
Scroggins, Edgar  
Seifer, H. L.  
Seifer, Wm.  
Sharp, Bobby  
Sharpe, Anita  
Sharpton, Mrs. Sheila  
Shelton, Marvin E.  
Sherman, Pat  
Shields, Wilmet (Important)
- Signor, Art  
Simco, Leo (Free Act)  
Six, Wayne L.  
Smiley, Mrs. Harry  
Smith, Mrs. Bert  
Smith, John Leo  
Smith, Bob  
Smother, Pinkey  
Snyder, Art  
Sorel, J. A.  
Sorel, Mrs. Lutie  
Spaulding, Miss La Van
- Spain, Buddy  
Spain, O. E.  
Spillman, Don  
Spillman, E. A. (Concessions)  
Standen, Mrs. Winifred  
Starkey, John  
Stephenson, Geo. L. & Mrs.  
Stewart, Teddy  
Stokes, Eleanor Irene  
Stoltz, Lloyd & P.  
Stone, Al  
Stone, James  
Strode, Philip N.  
Sunderlin, Philip  
Swart, Ernest Benair  
Swart, R. Tommy  
Tate, Lester  
Taylor, Jack R.  
Terrell, Lucky  
Terry, C. H.  
Terry, Duke  
Thacker, Frank  
Theodore, Mack  
Theron, Guy (The 8 Thurons)  
Thompson, Miss Willie  
Thompson, Clarence Eugene (c/o D. S. Miller)
- Thornton, Vera  
Todd, John W.  
Tolliver, Little Jackie  
Tolliver, Jacklin  
Tolliver, Mr. Jacklan  
Tolliver, Mrs.  
Tompkins, J. W. & Mrs.  
Towamanga, Texhon  
Travis, Jimmie  
Tucker, Barbara  
Turbin, Edw. & Mrs.  
Tyndal, Henry & Norman  
Umberger, Chas. Wm  
Villeneuve, Amie  
Villeneuve, Wm. H. & Mrs.  
Von Seggern, Bernard James  
Ward, J. Robt. & Julianne Weekly Jr., William E.
- Weeks, Bill  
Wesse, Ralph  
West, Curtis Edw.  
West Jr., Wm.  
Whelpley, R. J.  
White, Harry  
Whitehead, Eugene  
Whiteside, Tommy  
Williams, Jr. Al  
Williams, Billy  
Williams, Isabella  
Williams, Johnny  
Williamson, George A.  
Witte, Chas.  
Winegarner, Ernest G.
- Woodall, Harold  
Wood, E. E.  
Woods, Bryant  
Woods Jr., Larry  
World Bros. Show  
Wozniak, Frank  
Wright, C. S. & Sliam  
Wozniak, Winnie  
Wright, F. D.  
Ziko, Johnny

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway  
New York 36, N. Y.

Adler, Felix  
Bagdonas, Tony  
Brown, George  
Brown, Whitley  
Carey, Thomas P.  
Casey, Dorothy  
Clark, Eugene  
Dahlsdelt, Arvid  
Davis, Bob  
De Fee, Lois

Evans, Arthur  
Milanese, Joseph  
Meyerhoff, Laurence  
Nearing, Bert  
Nicholls, Ralph  
Pike, Billie  
Ross, Diane  
Swanson, G. M.  
Webber, Eva

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.  
Chicago 1, Ill.

Ashley, Jeanette  
Balmann, Robert  
Chester, Joseph  
Gardner, William  
Goldberg, Morton  
Griffin, J. W.  
Healy, Jack  
Hunt, Roy  
Knodel, E. R.  
Negland

O'hara, Timothy  
Oisin, Paul  
Peterson, Mary  
Rogers, Maurice  
Rooney, Louis  
Schroeder, Roy  
Sherhan, Edward  
Terry, Duke  
Zellock, Ha  
Zelda

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.  
St. Louis 1, Mo.

PARCEL POST  
Boyd, William L., Jr.  
Allen, Robert  
Ammon, Mr. & Mrs. Samuel D.  
Atterbury, Bill  
Augustine, Larry  
Ayers, C. W.  
Bean Jr., Mr. & Mrs. Jesse P.  
Beckner, Cecil E.  
Bell, Mr. & Mrs. Abe  
Bell, Mrs. Ava  
Bennett, Mr. & Mrs. Charles  
Bennett, Albert M.  
Black, Joe  
Blackburn, Marvin H.  
Blake, Bernard  
Blakely, B. H.  
Bly, C. W.  
Boudreau, Mrs. Gilberte  
Bullock, Kenneth J.  
Burke, Lloyd  
Campi, John  
Carl, Robert  
Carpenter, Keith  
Carson, Rex W. (Chick)  
Chidester, Wm. J.  
Class, Jim E.  
Clover, R. E.  
Coleman, Vernon  
Conley, W. I.  
Conlin, Pat  
Cooper, Floyd E.  
Cromby, Bob  
Crosby, Frank J.  
Cullen, Donald L.  
Curt, Robert E.  
Curtis, Mrs. Jane  
Cutter, Robert E.  
Cutler, Louise & Rose  
Davis, V. A.  
Davis, Mr. & Mrs. N. E.

MacMillen, R. R.  
Magid, Charles  
Malenfish, Francis A.  
Mallett, Bonnie  
Maloney, John F. & M. A.  
Mann, Danny M. A.  
Martin, Daniel  
Martin, Tiger  
Martine, Frank B.  
Maser, Bob  
Mayberry, Wayne  
Mayes, Margaret  
Middleton, Mrs. Ann  
Middleton, Odell  
Miller, C. M.  
Miller, Frank  
Moore Jr., Felix  
Moorehead, C. L.  
Muckey, Earl D.  
Naylor, Gilbert John  
Nelson, H. E.  
Nelson, Herbert  
Nettler, Emil  
Nobels, Jackie  
Nobe, Robert H.  
Noite, I. E.  
Norwood, Mrs. Lucille  
Ogliver, L. B. & Mrs. Howard  
O'Reilly, Jerry  
Pall, Fred Whitey  
Parks, Clifford  
Pattit, Doyle  
Payton, Steward Bob  
Pierce, Mr. & Mrs. Carl  
Pilger, Bob H.  
Pruitt, Marion  
Ramsey, Mark  
Ramseyer, Edward  
Randall, Mrs. Goldie  
Raymond, Charles & Betty  
Richardson, Joe  
Ritzheimer, Elmer  
Roberts, Diane  
Roberts, Mickey  
Roser, Roy  
Rowe, Anne  
Rucker, Albert  
Russetto, Emil B.  
Rutherford, Frank  
Salerno, Michael  
Sandusky, A. D.  
Self, Rubin  
Sera, Edward G.  
Shaffer, William  
Shelley, "Heavy"  
Shipley, Leonard L.  
Silver, Antonio  
Stacy, Woodrow A.  
Stafford  
Stanley, Louis & Lucille  
Starr, J. W.  
Stephens, Mrs. F. G.  
Stephenson, Richard  
Sterner, Ernest E.  
Stewart, Bobby Lee  
Studvy, Harry L.  
Swinigan, Mr. & Mrs. Ed

Tarankus, Frank  
Terry, Duke  
Thomas, Ray  
Thomson, (Thommy)  
Thompson, Ethel  
Thorton, Ronald  
Tucker, Mrs. Frances  
Vaughn, Carl  
Wagner, C. W.  
Walker, Benjamin  
Wall, Jack & Jessie  
Wear, Mr. & Mrs. Ben  
Webster, Fred E.  
Wells, Mr. & Mrs. Sam  
Whalen, Mrs. Thomas  
Whelpley, Rancel J.  
White, Fannie Mae  
White, Flash  
Williams, Dempsey G.  
Williams, Orval  
Wilson, James  
Wilson, Vanuand J.  
Winters, Claire L.  
Wolfe, Clyde  
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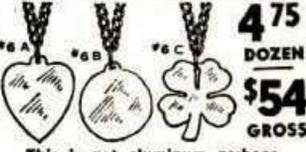
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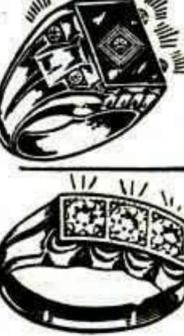
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### Pipes for Pitchmen

Continued from page 83

Ben Landis, Swede Christianson, Sammy Giss, Sam Weilman, Jerry Dillon, Sam Bedrick and Bill Bernstein. Tyler also reports that the spot was off a little from last year but everyone got a little money.

**FRANK CAREY . . .**  
veteran med man (whose pipe incidentally was most welcome), files the following report from somewhere in the vicinity of Dover, N. C. Says Frank: "Broke a little less than even since opening in April. Have carried only five people up to now. Have not missed playing the performance even tho I almost missed a few meals to do so. It seems to me that tips at med shows are not as big these days as they were before the war. We have counted the people at several of our stands and I have touched an average of \$2 per head and so far I'm still in the red. Tobacco crops are good but there are no crowds around the warehouses or in the towns. This rather sad situation exists because the farmer can sell his load within two or three hours and then beat it for home. The whole family doesn't come in and spend the day as they did years ago. Would like to hear from Bill Cathrare, Paul Hauck, Ralph Myers, Dick Sisco, Leo Kadot, Eddie Bristow and Hambone."

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NA 10 SAG  
• BIGGER - TOUGHER FLASHIER  
• AVAILABLE . . . S-T-R-E-T-C-H-E-D FOR BIGGER VALUE AT THE HANDOUT

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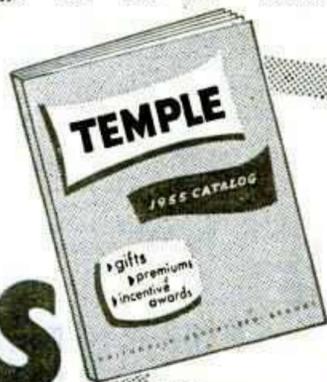
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OAK RUBBER SPECIALS  
Airship Balloons—#1242 . . . \$6.50 gr.  
#NA #10 Balloon—Knobbles . . . 6.00 gr.  
#15 K Balloon . . . 6.00 gr.  
Balloons Hand Pump . . . 3.25 ea.  
25% Dep., Bal. C.O.D.—F.O.B. Chicago  
**BELL SALES CO.**  
1107 So. Halsted St., Chicago 7, Ill.

**OAK BIG FLASH BALLOONS**  
NA 10 Spirals . . . \$6.00 gr.  
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15 Kat Agate . . . 7.50 gr.  
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ALLEN HAS JUST RECEIVED FROM INDIA Cobras, price \$35; Pythons from \$6 to \$14. Wire phone quickly as these won't last long.

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15 DONKEYS BASEBALL TEAM—2 SPOT- ted Donkeys bred to spotted Shetland stud; 4 Shetland Mares, 1 Dapple stud; take all \$2,000.

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TUXEDO COATS, \$4; PANTS, \$2; WHITE Orchestra Coats, \$4; Band Coats, \$3.

WHITE ORCHESTRA COATS, \$4; BALLY Coats, \$5; Crown Wigs, \$5; Costumes, Minstrels, cheap. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FORMULAS & PLANS

ANY FORMULA, \$3; FORMULA CATALOG and Manufacturing Treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

700 RADIO STATIONS WILL ACCEPT ADVERTISING your products on P. 1 Plan, \$3 for list and plan. Box 485, Passaic, N. J.

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INTERNATIONAL TRUCK—BEDS, CABINETS, large tool boxes, Jockey Ball Game, bent framed any other Dip, Milk Bottling Pump, Pitch Coke Bottles; some extra stuff, all for \$2,000.

ARCANE — READY TO GO; TRACTOR, 30x60 Top, Sidewalks, flashy Front, sixty machines, price \$2950 cash.

BUILD KIDDIE RIDES FROM TESTED Plans: Auto, Airplane, Sloping Rocket, \$100. Chairplane, Carrousel, \$5 each.

FULLY EQUIPPED SKOOTER RIDE IN operation. 30 Luse, 1942 cars, perfect condition. Must sell September 18.

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16MM. SOUND FILMS—LOWEST RENTAL rates in history; get our prices now! Rogers Films, Lombard, Ill. sell

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A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog 50¢ wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. oc2

MISCELLANEOUS

JUGGLING CLUBS, ROLLING GLOBES—Made to order. Jack Miller, 1895 North Kansas, Springfield, Mo.
NEW JAZZ RELEASE—DIXIELAND JAZZ. "Battle Hymn of the Republic," "Love at Lunch Time." Great new trumpet star, Dick Reudebusch and his State Street Ramblers; acclaimed by critics and disc jockeys as terrific. 45 r.p.m., \$1. postpaid. Distributors wanted. Write Andoll Records, 532 Oak St., Baraboo, Wis.
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COMPLETE MAJOR 16MM. SOUND PROGRAMS, Westerns, Features, Serials; \$10-\$15 weekly. Postage prepaid anywhere. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.
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PARTNER WANTED—MAN OR WOMAN; can drive traps or fines and assist in dog act. Going at once. Act working. Emma Raymond, 2748 Bankhead Highway, c/o Light Trailer Park, Atlanta, Ga.

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ANYONE KNOWING THE WHEREABOUTS of "Whispering" Mike Tabor, contact Bertha Rogers, Gen. Del., Peru, Ind. Urgent! Emergency?
ARE YOU CONSTIPATED? SO WAS I until I made a simple discovery. No drugs, no equipment, nothing to buy. Send \$1 for complete information. Money refunded if not satisfied. Ann James, P. O. Box, 467, Santa Cruz, Calif.
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COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc30
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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.
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FOR HIGHEST QUALITY AND SERVICE buy Piedmont DP Cameras and equipment. Piedmont Camera Co., 425 S. Worth St., Burlington, N. C. Phone 62701. se18

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PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them, latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.
PHOTOMOUNTS FROM MANUFACTURER: 3x5 folders, \$3; 100 f.o.b. here; 50 free on 1,000 orders. Free samples; cash discounts; fast delivery; 8x7, 8x10, etc., in stock. Penn Photomounts, Glenolden, Pa. sell

PRINTING

150 LETTERHEADS AND 100 ENVELOPES. \$2 postpaid. Save on printing. Samples, price list, 10¢. Bryan, 2547B Fourth, San Diego, Calif.

SALESMEN WANTED

AGENTS, CANVASSERS, SALESMEN—Attention. Attractive deal on Swiss Pin-levier Watches. Extensive looking. Low prices. Transworld, 565-5 Ave., N. Y. C.
COMB VENDORS—IT'S NEW \$11.95 BUY direct. Experienced salesmen wanted. Territories open. M-J Products, Box 111, Dodson, Mo. sell
GET NEW SHIRT OUTFIT FREE—MAKE \$90 weekly on 5 average orders a day. Famous quality made-to-measure dress and sport shirts at \$3.95 up; sell fast to all men; no experience needed; full or part time. Write Packard Shirt Co., Dept. 711, Terre Haute, Ind. np

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.
DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

ACCORDION FOR SOCIETY COMBO—Must be experienced, sober, read, take everything; location work. Send details. Box C-97, c/o Billboard, Cincinnati 22, O. se18
CIRCUS ACTS, CLOWNS—OPENING IN Oct. Send photos; will be returned. Agents contact Walter Bixler, 3503 Lake Ave., Ashabula, Ohio.
GIRL MUSICAL TRIOS-QUARTETS, SINGING Female Pianists, Exotics, Emcees; all kinds of acts. Rush photos. Joseph Martone, Plaza 4-2677, Waterbury 2, Conn. oc2
IMMEDIATE OPENING FOR GIRL PIAN-ist and trumpet. Must read. Girl dance unit working Southern states. Send particulars, photo. Box C-89, c/o Billboard, Cincinnati 22, Ohio. se18
MUSICIANS NEEDED—N.Y. AIR NAT'L Guard Band. Write Plans, Services, exemption, ratings, pension. W.O.J.G. J. Losh, 1115 Bedford Ave., Brooklyn.
WANTED—STRIPS AND EXOTIC DANCERS for vaudeville show. Contact S. L. Burgess, Shelton Hotel, 49th and Lexington Ave., N. Y., N. Y.

ORGANIST OR PIANO SOLOVOX—MALE or female. Play dance music and entertain, with or without instrument. Write give full details. Hi Li Club, Byesville, Ohio. se18
WANTED—TRUMPET MAN FOR TOP territory polka band. Steady; immediately. Write or wire L. A. Berg, Viking Accor-dion Band, Albert Lea, Minn.
WANTED — ACCORDIONIST, VOCALIST; strong vocals, experienced entertainer, musician; write for established long location jobs; no hillbillies; commercial and jazz with fine musicians who double. Box C-94, c/o Billboard, Cincinnati 22, Ohio.
WANTED—EXPERIENCED TENOR MAN, also Drummer for combo. Florida location. Contact Don Berkeley, Gen. Del., Panama City, Fla.
WANTED FEMALE DANCE PARTNERS for theaters, night clubs, also dancer for musical troupe. Orlando Dance Studios, 117 W. 47th St., N. Y., 3d floor. Circle 7-6457.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

AGENT WITH SOLID CONTACTS—Theaters, Circuits, Drive-ins; Texas to Florida. For stage attraction or personal appearances; dates to start October. Box 1191, Dallas, Tex. se18
RECORDS, MUSIC—GOOD BACKGROUND. A&R, sales promotion; consider any legit deal anywhere. Frank Estes, 756 Carondelet, Los Angeles, Calif.

CIRCUS & CARNIVAL

70-FOOT SWAYPOLE ACT — WISH to spend winter in South after my close with Shrine Circus Nov. 15. Consider all offers. Sid Dahl, Gil Gray Circus, c/o Billboard, Cincinnati 22, Ohio. se18

MUSICIANS

ALL GIRL TRIO—BOOKING DIRECT, available early in September. Trumpet, drums, piano; fine vocals and novelties. Nice wardrobe. All inquiries will be answered. Box C-92, c/o Billboard, Cincinnati 22, Ohio.
DRUMMER AT LIBERTY — HILLBILLY, Dixie, Latin shows; all commercials. Have car; small combo; ride, swing, groove; consider all. Billy Scott, Gen. Del., Norfolk, Va.
DRUMMER, 25, WISHES TO JOIN JAZZ combo. Very fine beat; experienced; free to travel. Will take anything. Bill Lowe, 1511 N. Wilcox Ave., Hollywood 28, Calif.
GIRL DRUMMER, VOCALIST—AVAILABLE Sept. 13. Combo preferred. Have own car. Address Box C-91, c/o Billboard, Cincinnati 22, Ohio.
GIRL SAX AND CLARINET AND COMBO drum desires work in Florida with combo. Box C-90, c/o Billboard, Cincinnati 22, O. se18
GIRL TRUMPET AND GIRL BASS—IM-mediately available. Read or fake; work together or separate. Prefer Midwest but will consider all. Box C-93, c/o Billboard, Cincinnati 22, Ohio.
GIRL VOCALIST—INEXPERIENCED. RE-liable, sober. State all in first. Box C-96, c/o Billboard, Cincinnati 22, Ohio.
HAMMOND ORGANIST WITH OWN OR-gan; congenial; location more than salary; dining room or tavern; details. Box C-95, c/o Billboard, Cincinnati 22, Ohio. se25
ORGANIST—HAMMOND, SOLOVOX; PIAN-ist. Experienced. Write M. Ekedahl, 57 Forest Ave., Jamestown, N. Y. Tel. 94-241.
PIANO, ORGAN, ACCORDION—SING, own novacord. Experienced, 34, sober, clean cut. Travel. Combos only; work duo with bassist, singer, male or female; modern style, no shows. Available Sept. 7. Matt Thomas, 9 Graham St., Jersey City, N. J. Journal Square 2-3794.

PIANIST — EXPERIENCED ALL LINES; small combo preferred. Mc's Court, Route 3, Box 102, Panama City, Fla. Telephone Adams 4-9358 days.
RINK ORGANIST — EXPERIENCED ALL dance steps; strict skating tempo; un-lion prefer East. Available immediately. Box C-98, c/o Billboard, Cincinnati 22, Ohio.
TENOR-CLARINET—EXPERIENCED ANY chair; commercial, jazz, read; good tone. Available now, 875 min. Contact Musician, 374 S. Bryant, Denver, Colo. se18
TRUMPET PLAYER—LEAD MAN, DOU-ble slide trombone; read and fake both instruments. Experience in hotel bands and show work; sober, dependable, will travel. J. Reed, 43 Penn St., Steelton, Pa. se11
TRUMPET—LOTS OF EXPERIENCE. PETE Petersen, Blue Mill Cafe, Decatur, Ill.

PARKS & FAIRS

AVAILABLE! WORLD'S GREATEST MAN-to-woman posing, singing, originality artist and her twenty-five-thousand-dollar metal portable theater, the "Million Dol-lar" act. Managing partner wanted who can handle Florida winter season. No drunks, dopes or bluffers tolerated. Also want pianist, transport manager and lecturer. Small company but top person-nel required. Co-operative, profit sharing organization. Marita Dolores, Capitol Hotel, Richmond, Va. No collect messages, please.
BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Clyde L. Shafer, 1041 S. Dennison, Indian-apolis 21, Ind. se11
CHARLES LA CROIX — OUTSTANDING trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.
SENSATIONAL HIGH DIVING FEAT-ured by box promoter and New York Press. Somersaulting backwards, fire; spears; shallow tank, nicknamed "suicide pool"; no body protection or safety de-vices; results impressive; consistently rating 100 per cent on the public applause meter and the cost is just slightly more than the ordinary run of acts. Capt. Earl McDonald, 452 Lamphar Place, Warren, Ohio. Tele- phone 4-5337. se11
THE FOLLOWING UNIT OF ACTS HAS some open time in September for fairs and celebrations: Comedy acrobatic act, foot juggling, big dog act. Miller Troupe, 1895 Fourth and Broadway, Springfield, Mo., Phone 44734.
3 FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act; the attraction worth witnessing. For open time contact Jerry D. Martin, c/o Billboard, Cincinnati, Ohio. se25
VAUDEVILLE ARTISTS
FEMALE IMPERSONATION ACT — OPEN for night club booking. Rhumba, French can-can, bolero and air stewardess acts. Flashy wardrobe; photos for exclusive con-tract agents that will audition act only. Salary, \$150 per week. S. L. Burgess, Shelton Hotel, 49th and Lexington Ave., N. Y. C., N. Y.

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ACE Toy Mfg. Company 122 W. 27th St. N.Y. 1, N.Y.

COMING EVENTS

Continued from page 64

Hartford City—Street Celebration, Sept. 14-18. Mitchell—Persimmon Festival, Sept. 28-Oct. 2.

Iowa Hartley—Diamond Jubilee, Sept. 9-10. Waterloo—National Dairy Cattle Congress, Oct. 2-9. Ed S. Estel, 307 Rainbow Drive.

Kansas Lawrence—Centennial, Sept. 23-28. Wichita—Territorial Centennial, Sept. 19-26. Harry Peebles, 431 S. Main. Wichita—Do-It-Yourself Show, Oct. 20-24.

Kentucky Kentwood—Florida Parish Dairy & Agr. Festival, Sept. 15. Villa Platte—Cotton Festival, Sept. 25-26. Mervin E. Vidrine.

Louisiana Baton Rouge—Dixie Horse Show Jubilee and Livestock Show, Nov. 4-7. Crowley—International Rice Festival, Oct. 27-28.

Houma—Terrebonne Livestock Show, Oct. 10-11. William Lockridge. Kentwood—Pla. Parish Dairy & Agr. Festival, Sept. 15. J. M. Breeden. Leesville—West Louisiana Forestry Festival, Oct. 25-30.

Marksville—Louisiana Livestock & Pasture Festival, Oct. 4-10. K. J. Ducote. New Orleans—Do-It-Yourself Show, Sept. 8-12.

Opelousas—Louisiana Yambilee, Oct. 5-7. Billy Smith. Villa Platte—La. Cotton Festival, Sept. 18-19. Mervin E. Vidrine. Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.

Maryland Elkston—Cecl Co. Breeders Fair, Sept. 11. William Shelton. Princess Anne—Livestock Show, Oct. 1-2. Howard H. Anderson.

Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley. Ionia—Ionia Fat Stock Fair, Nov. 2-4. Abram P. Snyder, Courthouse.

Jackson—Southern Mich. Fat Stock Show, Nov. 9-10. Fred Savage.

Mississippi Aberdeen—Monroe Co. Livestock Show, Sept. 21-25. Robert C. Couch. Ashland—Benton Co. Livestock Show, Sept. 9-11. Blanche E. Hoover.

Belzoni—Humphreys Co. Livestock Show, Oct. 18-23. M. E. Hill. Booneville—Prentiss Co. Livestock Show, Sept. 23-25. W. T. Smith.

Brookhaven—Lincoln Co. Livestock Show, Oct. 8-9. Travis Tadlock. Calhoun City—Calhoun Co. Livestock Show, Sept. 29-Oct. 2. Lee H. Thompson.

Carthage—Leake Co. Livestock Show, Sept. 8-11. B. H. Dixon. DeKalb—Kemper Co. Livestock Show, Sept. 15-18. Jas. S. Overstreet.

Eupora—Webster Co. Livestock Show, Sept. 27-Oct. 2. Cecil C. Randle. Hernando—DeSoto Co. Livestock Show, Sept. 20-24. W. E. Manning.

Houston—Chickasaw Co. Livestock Show, Sept. 30-Oct. 2. Fred Dulaney. Iuka—Tishomingo Co. Livestock Show, Sept. 15-18. Mack Sanders.

Louisville—Winston Co. Livestock Show, Sept. 6-11. E. L. Sessums. Lucedale—George Co. Livestock Show, Oct. 2. B. J. Hilburn.

Lucedale—Jackson Co. Livestock Show, Oct. 27-30. Mrs. A. C. Pedersen. Magnolia—McComb State Dairy Show, Sept. 20-22. J. D. Mann.

Newton—Newton State Dairy Show, Sept. 23-25. W. P. McMullan. Pontotoc—Pontotoc Co. Livestock Show, Sept. 20-25. C. F. Randle.

Poplarville—Pearl River Co. Livestock Show, Oct. 7-9. J. M. Sinclair. Sardis—Panola Co. Livestock Show, Oct. 8. Thatchel Bishop.

Senatobia—Tate Co. Livestock Show, Sept. 20-22. G. W. Weeks. Starkville—Okfuskeena Co. Livestock Show, Oct. 4-9.

Tylertown—Walthall Co. Livestock Show, Oct. 4-6. Ansel Estess. Wiggins—Stone Co. Livestock Show, Sept. 24-25. F. S. Batson.

Missouri Brunswick—Fall Festival, Sept. 23-24. Calhoun—Colt Show, Sept. 10-11. M. L. George.

Gallatin—Jr. Livestock Show, Sept. 8-9. Geo. E. Schmitt. Gault—Celebration, Sept. 8-11.

24" Plush French Poodle Asstd. colors, Chain and collar. \$24.00 dz. 30" GIANT PLUSH BEAR Asstd. colors. 1 doz. \$20.00 to ctn. . . . \$12.00

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Hannibal—Street Celebration, Sept. 20-25. Chamber of Commerce. Joplin—Jr. Beef Show, Sept. 27. Chas. Joffiff, 112 W. Fourth St.

Kansas City—American Royal Stock Show, Oct. 15-24. C. M. Woodward. Kirksville—Celebration, Sept. 23-25. Lamar—Industrial Fair, Sept. 14-18.

Maryville—Baby Beef & Pig Show, Sept. 26. K. Walkup. Milan—Jr. Livestock Show, Sept. 17. Mrs. P. M. Marr.

Monroe City—Lions Club Fall Festival, Sept. 27-Oct. 2. St. Joseph—Buchanan Co. Livestock Show, Sept. 18. Webb Embrey.

St. Joseph—Interstate Baby Beef & Pig Show, Sept. 21-23. H. M. Garlock. St. Joseph—Interstate Home Economics Shows, Sept. 21-23. Webb Embrey.

Tindell—Celebration, Sept. 16-18. Urbana—Four-Co. Dairy Show, Sept. 25. H. R. Klein. Wardell—Cotton Carnival, Sept. 20-25. Rotary Club.

Nevada Carson City—Admission Day Celebration, Oct. 31. New Jersey Atlantic City—Miss America Pageant, Sept. 7-11.

New York Monticello—Sequicentennial, Sept. 8-11. Niagara Falls—Home Show, Sept. 11-19. Anthony P. Soluri.

North Carolina Scotland Neck—Firemen's Peanut Fair, Sept. 20. Ohio Bradford—Pumpkin Show, Oct. 12-16. P. C. Meek.

Cincinnati—Do It Yourself Expo., Oct. 9-13. Jaycees. Portsmouth—Street Fair, Sept. 27-Oct. 2.

Somerset—Pumpkin Show, Sept. 22-25. Toledo—Food Show, Sept. 19-26. Andy Mulligan.

Oregon Portland—Pacific International Livestock Expo., Oct. 19-23. Walter A. Holt. PENNSYLVANIA

Athens—McMinn Co. Fair Assn., Sept. 13-15. Mrs. Jim Buttram. Nazareth—Farm Products Show, Nov. 18-20. Paul R. Seibert.

Tioga—Harvest Festival, Sept. 15-19. Pittsburgh (Heers Island)—Jr. Beef & Lamb Show, Oct. 19-21. Chas. L. McAdams.

Pennsylvania Bridgeport—Celebration, Sept. 13-18. South Carolina Gaffney—Sequicentennial, Sept. 12-18.

South Dakota Kennebec—Lynn Co. Fall Festival, Sept. 17-18. Mitchell—Corn Palace Festival, Sept. 19-26. Leon Harmon.

Sioux Falls—Tepee Days, Oct. 1-3. Sioux Falls—Auto Show, Nov. 24-28. Yankton—Free Pancake Days, Sept. 30-Oct. 2.

Texas Beeville—South Tex. Hereford Show & Sale, Nov. 8-9. Edward M. Neal. Dallas—Allied Gift & Jewelry Show, Hotel Adolphus, Sept. 5-9. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles.

Flores—Peanut Festival, Sept. 24-25. Robert P. Spence. Fort Worth—Home Show, Oct. 16-23. Dudley Foster.

Houston—Do-It-Yourself Show, Sept. 12-19. Bellaire Lions. Houston—Appliance Show, Oct. 2-10.

Kerrville—Southwest Sheep Dog Trials, Sept. 24. Jim Tucker. San Antonio—Expo. of the Americans, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.

San Antonio—Do-It-Yourself Expo., Sept. 8-12. Utah Brigham City—Peach Days, Sept. 10-11. Chamber of Commerce.

Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fieldstead, 506 Kiesel Bldg. West Virginia

Shinnaton—Frontier Days Celebration, Sept. 16-18. Wisconsin Cornell—American Legion Conference, Sept. 25-26.

Wyoming Laramie—Western Square Dance Festival, Oct. 29-30. CANADA Alberta

Calgary—Home Show, Sept. 10-18. George Colours, 1103 1/2 Division St. Edmonton—Home Show, Sept. 24-Oct. 3. Johnny Scallan, 11311 110th Ave.

Ontario Toronto—Royal Agr. Winter Fair, Nov. 12-20. G. S. McKee. Quebec Sherbrooke—Winter Fair, Fat Stock Show & Sale, Oct. 11-14.

Saskatchewan Regina—Home Show, Oct. 14-16. Max C. McAr. Saskatoon—Dairy Cattle Show & Sale, Oct. 14. Saskatoon—A. R. Swine Show & Sale, Oct. 15.

CLOSEOUTS NOVELTY ITEMS

FIRST COME—FIRST SERVED WHILE STOCK LAST THESE PRICES WILL BE WITHDRAWN NOV. 1, 1954



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Table listing various novelty items and their prices, including hats, dolls, and pop guns.

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Advertisement for 'The Billboard' magazine, featuring a sun illustration and subscription information.

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## PROFIT PINCH

### Bulk Ops Eye Two-Cent Vend

CHICAGO, Sept. 4.—Bulk venders, faced with soaring costs and dwindling profit margins, are double checking the actual earning power—for them—in a penny's worth of peanuts or pan candy and taking a good look at 2-cent vending.

A growing number of bulk operators are reasoning that bigger portions will boost patronage despite a higher vend price and result in a better net.

Whether 2-cent vend will be the answer to the bulk operator's

profit problem may soon be determined. In the East and Midwest a few operators have set up 2-cent test routes to find out, a spot-check by The Billboard disclosed this week.

#### Chain Stores

One of their first testing grounds for the 2-cent vend will be the new location field: the chain store. In these locations large traffic volume and big multiple-item purchases by customers may serve to place the 2-cent price in a more favorable position than in smaller retail outlets.

One of the Eastern advocates of 2-cent operation, distributor Sid Rubenstein, of Pioneer Vending Service, New York, points out:

An operator with 300 penny bulk machines must net 60 cents a machine per week after commission to break even, and in 1938 the break-even point was 25 cents.

Rubenstein explained that this means the operator must gross three times as much per machine today than he did in 1938 to maintain the same profit margin. "He just isn't doing that on a penny operation," he said.

#### Mechanical Problems

But there are mechanical problems created by the 2-cent vend. One of these is the use of drop type rather than the present slide or turn-type coin mechanisms on

(Continued on page 104)

## S & S Rolls New Outdoor Milk Vender

Sales Firm Set Up; 500-Qt. Dual Unit Lists at \$3,600

ST. LOUIS PARK, Minn., Sept. 4.—A new outdoor milk vender is being turned out at the rate of one a day by the Dairy Fresh-S & S Company, H. F. Meyer, sales manager, announced this week.

S & S Vending Machine Company, San Jose, Calif., manufactures the unit; Dairy Fresh-S & S was just formed as national sales agency.

The vender is housed in a cabinet resembling a giant milk carton measuring 8 feet wide, 8 feet deep and 2½ feet high, and made of 18 gauge galvanized steel.

It is available in both single and dual-selection models. The dual-selection unit holds 500

(Continued on page 100)

## C-Mat to Debut 500-Cup Hot Drink Vender

ELIZABETH, N. J., Sept. 4.—Coffee-Mat Corporation here is currently working on a six-selection, 500-cup-capacity, hot-drink machine which it hopes to display at the National Automatic Merchandising Association convention in Washington next month.

According to S. W. Small, Coffee-Mat president, the unit will vend four selections of coffee, hot chocolate and either tea or soup. Tentative list price is \$900.

Small said most of the 500-cup capacity would be devoted to coffee. All selections will be liquid concentrates, with the chocolate selection capable of vending the Hershey sirup. The unit will include a change-maker.

Meanwhile Small said sales of the newest Coffee-Mat, a modification of the 240-cup capacity Model J with a hot chocolate selection, are going well, with the plant slightly behind on orders. He added that production capacity will be boosted in the fall.

## IRS Okays Brewers In Soft Drink Field

WASHINGTON, Sept. 4.—A wholesale expansion of brewers into the soft-drink field is expected to follow a ruling of the Internal Revenue Service this week permitting brewers for the first time to produce and bottle non-alcoholic beverages.

Provisions for the precedent-breaking ruling are included in the Internal Revenue Act of 1954 providing for the production of soft drinks on brewery premises

and for soft-drink bottling in brewery bottling houses.

While no exact figures are available on the number of brewers who intend to start up soft-drink operations, an IRS spokesman disclosed that the new provision was included in the Internal Revenue Act at the request of a large number of brewers who were anxious to make maximum use of their expensive bottling equipment.

## Capsules, Charms Boost 5c Vend, Open New Spots

In Supermarkets, Variety Stores; High Prices Stymie 5-Cent Nuts

By BOB DIETMEIER

CHICAGO, Sept. 4.—The nickel vend, via charms and capsules, is expanding bulk vending by moving into new locations, and as a permanent, profitable arm of bulk merchandising, its future seems assured.

That's the consensus of operators surveyed by The Billboard this week.

Altho most of the 5-cent bulk vending is still confined to vending fancy nuts — pistachios, almonds and mixed—in locations such as taverns, gas stations, garages, candy stores, and plants, nickel charms and capsules are

developing rapidly and are finding new locations in supermarkets and variety chain stores.

#### 5-Cent Expansion

Most operators agree that the penny (or maybe the 2-cent) vend will remain the mainstay of bulk vending. But they are expanding their operations with nickel units vending charms and capsules.

New York is a typical example of what's happening. Operators are expanding with nickel charm and capsule units. The penny and nickel units don't compete, but rather supplement each other. And operators continue to bolster their takes with 5-cent nut ma-

chines, altho they aren't expanding these routes. All in all, New York operators see a big future for nickel capsule and charm vending.

But there are exceptions to this general pattern. In Denver operators surveyed reported penny operations more profitable than 5-cent and agreed that capsule experiments resulted in only moderate success. The stand-by in the nickel field, they found: Charms.

Leo W. Weiner, Los Angeles operator, plans expanding his capsule operation because he said it brought gross sales on nickel units 30 per cent higher than last year. Said Weiner: "It has brought gross receipts to a new high which has made location owners more interested in having bluk machines installed."

Paul Sreden, Western Vending (Continued on page 90)

## ROWE TO BUY SPACARB; AGREE ON SALE TERMS

Await Final Stockholder Approval; Houston to Head New Subsidiary

NEW YORK, Sept. 4.—Only a formality remains to complete the purchase of Spacarb, Inc., by the Rowe Corporation. Two sources, one near to the principals of each party, admitted that the directors of both firms had agreed on terms of the sale. It remains now for stockholder approval to make the transaction complete, and this approval is usually automatic.

The firms had been negotiating for several weeks, and the secret was one of the most poorly kept in the industry.

According to a source close to the buyer, I. H. Houston, president of Spacarb, will become head of the new subsidiary, probably to be renamed.

#### Opening Wedge

The move is interpreted as Rowe's opening wedge in the cup drink field. Spacarb has been making cup drink venders for 16 years.

With the purchase of Spacarb, Rowe will have the most complete line of venders in the industry—cigarette, candy, milk, cake and pastry, ice cream, sandwich and cup drink units, with a canned drink vender reported in the planning stage.

What the new subsidiary firm will be called, or what it will produce other than cup drinks, has not yet been decided. It will remain at Stamford, Conn., while the main Rowe plant stays at Whippany, N. J.

## Auto Layoffs Hit Candy Ops In Motor City

DETROIT, Sept. 4.—Summer vend candy bar sales have slipped in the Motor City as much as 50 per cent under last summer, largely because of layoffs in the automobile industry, a spot check by The Billboard revealed this week.

Industrial locations in some cases suffer the most, consequently, since some plants close down for several weeks at a time. Model changes account for much of the industrial inactivity and the slump in candy bar vending.

Some operators welcome the layoffs at this time, simply because it does coincide with the bottom of the candy season. When better candy weather comes in October, it is expected employment will at the same time pick up greatly and candy bar sales thru venders will get a much-needed shot in the arm.

Complicating the present situation is the nickel-dime issue. (Continued on page 100)

## VENDING IN EUROPE

### A Market With Great Potential: Pierson

KANSAS CITY, Mo., Sept. 4.—A market with great potential. A market requiring an entirely new approach. A market which will develop slowly.

That's how John T. Pierson, president of The Vendo Company, summed up his views on vending in Europe after a tour of the Continent.

Said Pierson: "The potential for vending in Europe is great, but fulfillment of that promise will be slow. The European market requires a whole new approach; U. S. sales activities would be ridiculous when applied to that market. People live differently and need a different

kind of automatic merchandising than Americans."

In Paris to attend the Western European Regional Conference and Second International Conference of Manufacturers as a delegate from the National Association of Manufacturers, Pierson prolonged his stay to survey vending in several countries.

He visited Germany, England. (Continued on page 103)

## MEET KEY TALKS SET BY NAMA

CHICAGO, Sept. 4.—Subjects of both the feature and keynote addresses to open the National Automatic Merchandising Association convention were announced this week.

James C. Worthy, assistant Secretary of Commerce, who will deliver the feature address at the October 10 opening session, will give a "Report from Washington."

I. H. Houston, NAMA president, will tell conventioners that "Profits Are Not for the Timid."

Worthy was director of employee relations, Sears, Roebuck & Company before being named to his present post. He is a former president of the Chicago Industrial Relations Association.

## Make Chocolate Unit for Five Coffee Machines

CHARLESTON, W. Va., Sept. 4.—A hot chocolate attachment for coffee machines is being made for four coffee vender manufacturers by Bank & V'lan Manufacturing Company, Inc.

The attachment, formerly turned out only for the Bert Mills Coffee Bar and Rudd-Melikian's two coffee units, is now also available for coffee machines made by Stoner Manufacturing and Mills Industries, Inc.

The basic unit is the same for all models; but each model has its own wiring harness and selector panel.

The attachment lists for \$148.60. It uses liquid chocolate but operates on dry or liquid coffee machines. The stainless steel sirup tank, which uses a modified skinner valve, is available in three sizes: Two, three and four gallons. The 602 cylinder is equipped with a non-creep regulator and works on low pressure (10-15 pound average). The sirup throw is directly into the cup.

## Sets Up Firm To Operate Chip Venders

DETROIT, Sept. 4.—A new field for automatic selling may be opened here with the formation of the Detroit Chip Vending Company, a new firm set up to operate potato chip venders.

An experimental machine has been field-tested for a year.

Norris has converted popcorn-type machines to vend potato chips and has just placed a number of these converted machines on location for testing.

Partners in the firm are Charles W. Norris and Robert Ripstra. Norris took over the Aristocrat Popcorn Company five years ago, operated a popcorn machine route and acted as distributor for Aristocrat.

## ITCDA SKEDS VENDING FORUM

INDIANAPOLIS, Sept. 4.—A vending machine forum is scheduled for the seventh annual convention and merchandising fair of the Indiana Tobacco & Candy Distributors Association to be held September 30 to October 2 at the Hotel Claypool.

G. R. Schreiber, editor of Vend, The Billboard's sister publication, will address the convention forum on "Your Future in Automatic Selling."

## Ideal Offers New Qt. Rack

BLOOMINGTON, Ill., Sept. 4.—Ideal Dispenser Company has developed a new quart carton rack for its selective Model 300-M bottle beverage vender. The regular 300-M rack vends half pints, third quarts and glass containers.

The new quart rack was designed for locations such as apartment houses, motels, tourist courts and apartment hotels, according to a firm official.

The unit has a vending capacity of 90 quarts and a pre-cool compartment which holds 110 additional quarts.

# TOP VALUE CAPSULE ITEMS THAT PAY OFF!

- PIPES (Sensational) ..... \$22.00
- ASST. PHOTOS (Actors and Actresses) ..... 20.00
- ASST. SOUNDS ..... 20.00
- ASST. RINGS ..... 20.00
- ASST. GAMES ..... 20.00
- SPIDERS & LIZARDS ..... 20.00
- BUTTERFLIES ..... 20.00
- TOILETS ..... 20.00
- BLOODY TOOTH (New) ..... 22.00

Send for Our Complete List of Sales Stimulators!

**WRITE, WIRE, PHONE YOUR ORDERS**

**PAUL A. PRICE CO.**

55 Leonard St., New York 13

## Capsules, Charms Boost Biz

Continued from page 89

Company, Los Angeles, is expanding capsule vending (toys) for two reasons: It is profitable and it does not cut down on his penny operation.

On the other hand, Bob Leidenberger, Los Angeles, vends only fancy nuts in nickel units and is not planning to expand. Still he reports that his nickel nut machines have done well in taverns and automobile agencies and feels both types of locations can be expanded with nickel operation.

But high nut prices holds down the profit on nuts and consequently stymies nickel expansion in this field.

But some operators have even considered switching penny nut units to a nickel. A good example is Erich Rakow, head of Canteen in Milwaukee, who is seriously considering upping portions on his penny peanut machines and changing to a nickel. He's been

stymied so far by locations who like the penny vend.

About 85 per cent of Canteen's locations are industrial. Commissions average from 5 to 12 per cent depending on the gross. Rakow said that there is actually no profit on this in a penny operation.

But Rakow pointed out, "If we have to vend proportionately the same amount for a nickel as we do for a penny, we won't be able to make out."

### High Costs

Typical of many operators, Herb Geiger, Geiger Automatic Sales, Milwaukee, said that the big problem with penny nut vending is high costs for equipment, supplies and salaries. As a result, Geiger is cutting the number of bulk units on inventory. He also has penny peanut units only—all in industrials.

Richard Jaswich, Milwaukee operator, operates both penny and nickel nut units and reports that his nickel units don't gross as much as the penny ones.

But the majority of the nation's operators are buying nickel machines, spurred by capsules probably more than anything else.

S. H. Bloom, Operators Vending Machine Supply Company, distributor for Oak Manufacturing Company, reported that nickel machines are currently outselling the penny units two to one. But Bloom expects this to even at 50-50 in another month and by the first of the year settle at a steady clip of two penny units to one nickel.

### "Prime Factor"

Bloom said that he expects capsules "to be a prime factor in the bulk merchandising field for many years to come, but that penny machines will overshadow nickel units since penny vending machines are the only means whereby the child or any person can still get merchandise for the lowly penny."

W. R. Greiner, sales manager, The Northwestern Corporation, said that comparative sales of penny and nickel units have gradually leveled off in the last three years, with nickel units still maintaining a slight edge.

1-Cent 48%; 5-Cent 52%

Greiner reported that during the base period of 1951 and 1952 the firm's Model 49 penny machines accounted for 39 per cent of sales, Model 49 nickel units 61 per cent; during 1952 to 1953, penny units 49 per cent, nickel 51 per cent; and 1953 to 1954, penny machines 48 per cent, nickel 52 per cent.

Commissions paid by operators on nickel equipment range from 20 to 35 per cent, gross margins of profit (without figuring commissions or operating expenses) run between 50 and 65 per cent, running even higher in many cases on capsules.

However, capsule vending is not without its problems, according to some of the operators surveyed. Capsules are broken and the broken pieces clog the mechanism. Valuable time is consumed in filling the capsules. Some operators contend that merchandise in capsules must be changed often to hold steady sales.

But nickel capsule vending is here to stay, the majority of operators agree. Leo Fournier, manager, Weidman National Sales Company, summed up the general attitude: "There's money in it. There is plenty of field for growth in nickel vending, and the minute somebody can develop something satisfactory in dime bulk vending, there will be a terrific potential market, too."

## NAMA FEATHER DRIVE UNDERWAY

CHICAGO, Sept. 4.—The fifth straight Red Feather campaign to be participated in by the National Automatic Merchandising Association is under way, George M. Seedman, chairman of the public relations committee, announced this week.

Seedman said that the national headquarters of the United Community Fund reports that local fund offices are receiving a strong response from operators who are offering their co-operation again this year.

Dixie Cup Company, Lily-Tulip Cup Corporation, Maryland Cup and Maryland Match Companies, Lion Match Company and Universal Match Corporation are producing Red Feather cups and matches for the special use of vending machine operators.

## Dad's in Cans To Bow Oct. 1

CHICAGO, Sept. 4.—Dad's Root Beer Company announced this week that its canned drink line would be introduced October 1. Initially, root beer will be made available in the 12-ounce crown top and flat top cans and in 32-ounce crown top cans.

Six-ounce cans will not be offered, at least at the outset.

Walter Sala, advertising manager, stated that Dad's line of Frutaste flavors, bowed about a year ago, will be a featured item at the firm's National Automatic Merchandising Association convention booth. Lemon-lime, orange, grape and cherry are leading vending flavors, he said, and special flavor strips for venders are being made available to operators.

All fruit flavor sirups are two-way, Sala said, they can be used as a still or a carbonated drink.

## Barth Gets \$60,000 Loan OK'd by SBA

MILLDALE, Conn., Sept. 4.—Barth Engineering and Manufacturing Company received approval for a \$60,000 participation loan from the Small Business Administration, the SBA announced this week.

Barth, a firm manufacturing sheet metal forming and cutting equipment and electronic equipment, last year announced plans for national distribution of its 6-column Video Vender, a frozen food vending machine. The machine was capable of vending frozen ice cream bars and novelties and also frozen vegetables.

However, the firm recently announced that those plans were canceled and that it has no present plans for either manufacturing or selling the machine.

## Charter New Firm

COLUMBIA, S. C., Sept. 4.—Secretary of State Frank Thornton has issued a certificate of incorporation to Bert Mills Vending Distributors, Inc., Greenville, to sell and distribute automatic vending machines; capital stock, \$1,000; president, Eugene Bryant.

## There's GOLD in dem dere 1c Machines

Put your Machines on the GOLD STANDARD. Feature GOLD-PLATED CHARMS as Fill. The cost is low enough; the GOLD STANDARD attractive and appealing.

24K GOLD-PLATED CHARMS, Series No. 2. \$3.75 per 1000

SILVER-PLATED CHARMS, Series No. 2. 3.25 per 1000

COPPER-PLATED CHARMS, Series No. 2. 3.00 per 1000

(Series No. 2 consists of 52 different Big Charms, two-sided, beautiful.)

## ARE YOU VENDING 5c CAPSULES in the CHAIN STORE FIELD?

Make it your business to place your CAPSULE MACHINES in the 5c and 10c Stores, the Drug Chains and the Super-Market Chains.

These are your best outlets for consistent large volume.

The FILLED CAPSULES that SELL BEST in CHAIN STORES and Everywhere are . . .

KEYCHAIN VARIETIES. \$22.50 per 1,000

BADGES with Keychains 22.50 per 1,000

MONKEYS with Keychains . . . . . 21.00 per 1,000

GROCERY CHARMS, Keychains . . . . . 22.50 per 1,000

SPARKLE RINGS . . . . . 20.50 per 1,000

INITIAL RINGS . . . . . 20.50 per 1,000

f.o.b. Jamaica, N. Y. Immediate delivery.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.

## COMING SOON! SUPER-V VICTOR'S NEW CAPSULE VENDOR

## HERE AGAIN!!!



**VICTOR'S TOPPER**  
The world's finest bulk and charm vander  
\$12.00 each 100 or more  
\$12.50 each Less than 100 Packed and sold in cartons of 4.  
Write for low prices on Ball Gum and Charms.

Loaded Capsules, \$20.00 per 1000  
**H. B. HUTCHINSON JR.**  
860 North Ave., N.E. Atlanta 6, Ga. Tel.: Emerson 4300



READY FOR DELIVERY NOW!  
**OAK'S NEW "400" CAPSULE VENDOR**

**T. T. VENDING SALES CO.**  
2659 North Racine Avenue Chicago 14, Illinois

**CAPSULES—(FILLED)**  
Largest Assortment in Middle West  
\$20.00 TO \$22.50 Per 1,000  
**SAMUEL J. PHILLIPS CO.**  
4372 Lindell Blvd. St. Louis 8, Mo. (Phone: OLive 2-6015)

## COMING SOON! SUPER-V VICTOR'S NEW CAPSULE VENDOR

**GIVE TO DAMON RUNYON CANCER FUND**

## CIGARETTE and CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$3.00 additional for 30c vending.)

### SPECIAL THIS WEEK!



UNEEDA Model A 9 Cols., 270 Cap. \$90.00

- UNEEDA CIGARETTE VENDORS**
- Model E, 6 Cols., 180 Cap. . . . . \$ 75.00
- Model 500, 9 Cols., 350 Cap. . . . . 100.00
- DU GRENIER CIGARETTE VENDORS**
- Model S, 7 Cols., 210 Cap. . . . . \$ 85.00
- Model V, 7 Cols., 210 Cap. . . . . 90.00
- Model W, 9 Cols., 270 Cap. . . . . 95.00
- Du Grenier Champion, 9 Cols., 420 Cap. . . . . 100.00
- ROWE CIGARETTE VENDORS**
- Imperial, 6 Cols., 180 Cap. . . . . \$ 85.00
- Imperial, 8 Cols., 240 Cap. . . . . 90.00
- President, 8 Cols., 320 Cap. . . . . 130.00
- Royal, 8 Cols., 320 Cap. . . . . 100.00
- Crusader, 8 Cols., 380 Cap. . . . . 145.00
- Diplomat Electric, 8 Cols., 340 Cap. . . . . 165.00
- CANDY MACHINES**
- Rowe Candy, 8 Cols., 120 Cap. . . . . \$ 85.00
- Uneeda Candy, Wall Model, 5 Cols., 102 Cap. . . . . 65.00
- Stoner Candy, Prewar, 6 Cols., 102 Cap. . . . . 115.00
- Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap. . . . . 165.00

**SODA and COFFEE MACHINES**  
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.  
WRITE FOR INFORMATION

Our Paints Are VENDERIZED Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed Trade Prices. 1/3 Dep. Bal. C.O.D.

**UNEEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW . . . RECONDITIONED LIKE NEW  
250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295



## VICTOR'S Baby Grand Deluxe 5c CAPSULE VENDER

Immediate Delivery!  
Less than 100 cases \$60.00  
100 or more cases \$57.00  
(packed 4 to a case)



**PRESS-ON BASEBALL MASCOT EMBLEMS**  
24 Teams—Asstd. Colors—2 Designs. National, American, International Leagues. Simple directions for applying inclosed in capsule!  
ONLY \$19.00 per 1000 includes emblem and instruction sheets.

**NEW CAPSULE ITEM!! SECRET STAMP PAD RING**  
Remove cap with inked pad to use secret stamp. 18 Different Secret Stamps!  
\$20.00 per 1000 with instruction sheets.

**BABY DOLL & BABY SHOES**  
in Capsules, 500 each item. \$20.00 per 1000.

Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.  
**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y. Phone: PResident 4-5356



## Ready for Immediate Delivery THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD THE OAK "400" CAPSULE VENDOR

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.  
EASY TO FILL: 400 CAPACITY. WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

Eastern Office • National Sales Hdqtrs. **PENNY KING COMPANY** 2538 Mission Street • Pittsburgh 3, Penn.  
Western Sales Offices **OPERATORS VENDING MACHINE SUPPLY** 1023 Grand Avenue • Los Angeles, Calif.

**oak manufacturing company, inc.**  
11421 knightsbridge ave. • culver city, calif.

## Dari-O-Matic Cuts Mach. Price

LOS ANGELES, Sept. 4.—Dari-O-Matic, Inc., reduced the price of its milk-juice vender to \$795. The price was formerly \$900.

Increased sales and a reduction in production costs made the cut possible, according to a company official.

The unit vends four flavors and has a capacity of 500 half-pint cartons. There are 288 cartons in the vending section and storage space for 200.

**COMING SOON! SUPER-V VICTOR'S NEW CAPSULE VENDOR**

**FOR SALE 500 VICTOR BABY GRAND DELUXE 5c Capsule Vendors**  
Write, wire or phone for price IMMEDIATE DELIVERY  
**ACORN 5c Capsule Vender . . . . . 400 capacity**  
**NORTHWESTERN SUPER JET . . . . . 325 capacity**  
**ATLAS DELUXE 5c Capsule . . . . . 275 capacity**  
\$16.00 ea. in case lots  
**THE FINEST SELECTION AND ASSORTMENT OF LOADED CAPSULES \$22.50 per M**  
**CLEVELAND COIN MACHINE EXCHANGE, Inc.**  
2029 Prospect Avenue, Cleveland, Ohio Telephone: Tower 1-6715

## CAPSULES

**The best in filled Capsules from**

### KARL GUGGENHEIM!

## MIXES

per thousand

Toy & Puzzle Mix.....	\$20.50
Novelty Mix.....	21.00
Key Chain Mix.....	20.00

### INDIVIDUAL ITEMS IN CAPSULES

per thousand

Friendship Ring.....	\$20.50
Top with String.....	20.00
Wire Puzzles.....	20.00
Lizards.....	20.00
Spiders.....	20.00
Razors.....	20.00
Maze Puzzles.....	21.50
Yo-Yo's.....	21.00
Balloons.....	21.50
Chicks.....	20.00
Compass.....	22.50

**Karl Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

## VICTOR'S TOPPER

The world's finest bulk and charm vendor at these low prices.



**DELUXE**  
**\$14.25** each  
Cases of Four (Minimum Order)

**\$13.50** each  
100 or more  
HALF CABINET STYLE.  
SAME PRICE AS GLOBE STYLE.

**STANDARD TOPPER**  
**\$12.00** each 100 or more  
**\$12.50** each less than 100  
EQUIPPED WITH LARGE GLOBE.

**Sidmor Vending Co.**  
2127 5th Ave. Pittsburgh 19, Pa.  
Atlantic 1-2540

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

*In Philadelphia or Anywhere*

## FILLED CAPSULES

**Immediate Delivery**  
**Write for Lowest Prices**

**VICTOR'S**  
5c Baby Grand Deluxe  
**CAPSULE VENDOR**  
Immediate Delivery

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

### Supplies in Brief

#### Milk Prices

Prices of fluid milk at both retail and producer levels in June showed a decline for the seventh straight month, according to the Agriculture Department. Retail prices, which have been lagging behind producer prices, are expected to continue to drop during the summer. The milk dealers' average buying price in June was \$4.58 per hundred pounds, 4 cents per hundred pounds less than in May and 29 cents lower than in June last year. Average retail price in June was 22.1 cents per quart, one-tenth cent per quart less than in May. Milk production, however, is continuing to rise. Milk output is expected to reach 124 billion pounds this year, nearly 3 billion pounds over last year's production.

#### Tobacco Situation

Cigarette manufacture for the next 12 months is expected to continue near current levels, according to a forecast by the Agriculture Department. The latest estimate is that cigarette consumption in the current 12-month period ending June 30 will reach 416 billion cigarettes, 4½ per cent below the record consumption in the previous 12 months. Part of this drop is accounted for by a decline in cigarette exports and part by the tendency of smokers to consume fewer cigarettes a day when they switch to king size, according to agency experts. Cigar consumption for the year ending June 30 is estimated at 6 billion, the same as in the previous 12-month period. Agriculture Department predicted that cigar consumption will continue at present levels for the next 12 months.

#### Cocoa Production

World production of cocoa beans in 1953-'54 is estimated by the Agriculture Department at 1,551,000,000 pounds, a 6.1 per cent decrease from the preceding year. The department's estimate also represents a slight decrease from earlier predictions of the 1953-'54 crop. In a "very preliminary" forecast, the department predicted a 1954-'55 output of 1,649,000,000 pounds. This would be a 6 per cent boost over estimates for the 1953-'54 year. A 12 per cent decline in cocoa output in Africa, the major producing area, accounts for most of the drop of the 1953-'54 estimate. Production in South America, next biggest producing region, climbed 14 per cent during the same period.

#### Good Tobacco Crop

This year's tobacco crop will be the second largest on record, according to latest estimates from the Agriculture Department. July rains so improved the crop outlook, that agency experts now expect the total crop to reach 2,105,000,000 pounds, second only to the record crop of 1951.

#### Am. Chicle Net Up For First 6 Months

LONG ISLAND CITY, N. Y., Sept. 4.—An increase in net income of nearly \$1,000,000 for the first six months of 1954 compared with a year ago was reported this week by the American Chicle Company.

The 1954 figure was \$3,120,281, equivalent to \$2.40 a share. A year ago it was \$2,191,067, or \$1.69 a share.

#### New Georgia Firm

MACON, Ga., Sept. 4.—Automatic Dispensers, Inc., has been granted a charter by Superior Court Judge A. M. Anderson to establish, install and maintain vending machines. John L. Bell, Bobby L. Edward and Marvin T. Kenmore were listed as the petitioners.

READY FOR DELIVERY NOW!

**DAK'S NEW "400" CAPSULE VENDOR**

**SPINDLE CITY VENDORS**  
Gastonia, North Carolina

### TORONTO OUSTS TOKEN VENDERS

TORONTO, Sept. 4.—Toronto Transit Commission has decided that automatic merchandising may have its uses, but vending tokens for the Toronto subway system isn't one of them.

Some 24 token venders were installed in the 12 stations of the recently opened Toronto subway. The TTC decided, however, that it is cheaper to dispense the tokens from booths than keep the venders running. When the subway opened and there were reports of trouble with the venders, local operators offered their aid. It was refused.

#### Philip Morris Cuts King Parliaments

NEW YORK, Sept. 4.—Philip Morris cut its wholesale price on king-size Parliament cigarettes. The reduction means that Parliament smokers in this area, for example, will now pay the regular price of 30 or 31 cents for king-size instead of 35 or 36 cents.

The move by the firm's Benson & Hedges division follows similar price moves by P. Lorillard on its king-size Kent brand and R. J. Reynolds and American Tobacco Company in bringing out new filter tip cigarettes to retail at prices only a cent or two above the regular brands.

#### Rowe Sets Dividend

NEW YORK, Sept. 4.—The Rowe Corporation has declared a quarterly dividend of 20 cents a common share payable October 1 to stockholders of record September 10.

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

READY FOR DELIVERY NOW!

**DAK'S NEW "400" CAPSULE VENDOR**

**RAKE COIN MACHINE EXCHANGE**  
605-609 Spring Garden Street  
Philadelphia 23, Pennsylvania

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1r & 5r Comb. ....	\$12.00
N.W. #39 1r Porc. ....	7.95
N.W. #33 1r Porc. B.G. ....	6.50
Master 1r Bulk Porc. ....	6.50
Master 5r Bulk Porc. ....	6.50
Master 1r & 5r Bulk Porc. ....	6.95
Columbus 1r Bulk ....	6.50
Silver King 1r B.G. or Mdse. ....	7.45
Silver King 5r ....	7.45
Exhibit Post Card (Metal) ....	15.00
Advance #D 1r B.G. ....	6.45
Advance #D 1r Mdse. ....	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen .....	\$.75
Pistachio Nuts, Vendor's Mix .....	.48
Pistachio Nuts, Shell .....	.48
Cashew Whole .....	.50
Cashew Butts .....	.48
Peanuts, Jumbo .....	.38
Spanish .....	.28
Mixed Nuts .....	.55
Almonds, 490 ct., 5 lbs., vac. pk. ....	.85
Baby Chicks .....	.32
Rainbow Peanuts .....	.30
Boston Baked Beans .....	.30
Jelly Beans .....	.28
Licorice Lotenges .....	.25
M & M .....	.44
Assorted Fruit Charms, 100 ct. ....	.42

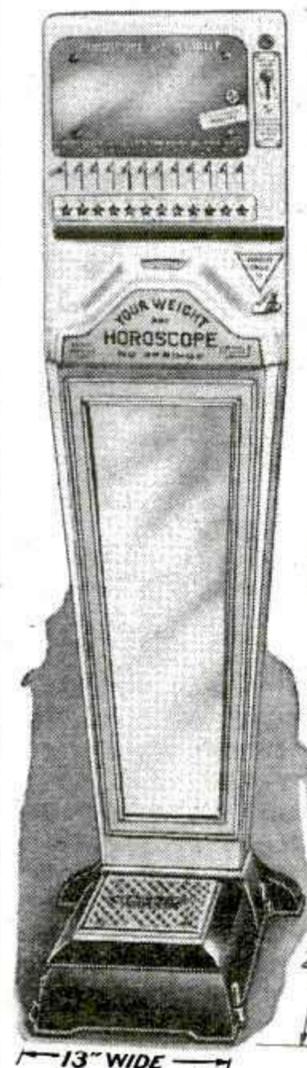
Rain Blo Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. ... \$ .38  
Adams Gum, all flavors, 100 ct. ... .45  
Wrigley's Gum, all flavors, 100 ct. ... .48  
Beach-Nut, 100 ct. .... .48  
Hershey's Chocolate, 200 ct. .... 1.40  
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

# THIS IS NEW!



**5c**  
**HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

**SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH**

**NOT A NOVELTY BUT AN INVESTMENT**  
**WATLING MFG. CO.** 4650 W. FULTON ST. CHICAGO 14, ILLINOIS

# NEW

.... NOTHING ELSE LIKE IT!




**Northwestern**  
**SELECTIVE TAB GUM VENDER with "QUICK CHANGE" MERCHANDISE DRUM**  
Wire or write for details  
**THE NORTHWESTERN CORPORATION**  
EAST ARMSTRONG ST. • MORRIS, ILLINOIS

**MAKE MORE MONEY IN VENDING!**  
**Read The Billboard Every Week**

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

**Enter a Money-Saving Subscription Now!**  
Fill out this coupon and mail today.  
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 794

Name .....

Address .....

City..... Zone..... State.....

Occupation .....



**ELECTRIC MONEY MAKER!**  
**Famous ACME**  
**ELECTRIC**  
**MACHINE**

Sample ..... \$24.35  
2 to 11 .... 19.50  
12 to 49 ... 18.25  
Bracket .... 1.00  
Floor Stand.. 5.00  
1/3 deposit, bal.  
C.O.D., F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery usually good for 1500 to 3000 plays.

**ORDER TODAY!**  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**SPECIAL BUSES**  
**FOR NAMA MEET**

CHICAGO, Sept. 4.—Special bus transportation will be available during the National Automatic Merchandising Association's four-day October meet in Washington, D. C., for the convenience of convention-goers.  
Raymond J. Scheuer, convention activities program chairman, announced this week that Gray Line buses have been reserved to provide service between the official convention hotel, Ambassador Du Pont Plaza, Hamilton, Lafayette, Lee House, Mayflower, Sheraton-Carlton and Statler) and the National Guard Armory.  
Service will be subsidized by NAMA. Cost to riders will be 25 cents a trip. The schedules are timed to enable conventioners to make connections from the hotels to the armory before the morning sessions begin and prior to afternoon opening of exhibits, and also for return trips.

**THE BILLBOARD INDEX**  
**ADVERTISED USED**  
**MACHINE PRICES**  
**VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues are indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	
Acorn Vendor, 1c.....	14.95	14.95		
Acorn Vendor, 5c.....	14.95	14.95		
Advance Model Ball Gum...	6.45	6.45	6.45	\$6.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	8.50 10.00	8.50 10.00	8.50 10.00	10.00
Ajax (8 col.).....				150.00
Andico Coffee Vendors.....	395.00	395.00	395.00	
Atlas Ace 1c Mdse.....	6.50	6.50	6.50	
Bradley Seniors (2 sel.)....	225.00	225.00	225.00	
25c Ball Point Vendor.....	49.50	49.50	49.50	49.50
Cigar Vendor.....	12.00	12.00	12.00	12.00
Columbus 1c.....	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	
Daval Roll Stamp (3 col.)..	25.00	25.00	25.00	
DuGrenier Champion (9 col.)	97.50	97.50	97.50	100.00
DuGrenier Model W (9 col.)..	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
DuGrenier Model S (7 col.)..	85.00	85.00	85.00	85.00
DuGrenier Model V (7 col.)..	90.00	90.00	90.00	90.00
Eastern Electric (8 col.)....	115.00	115.00		
Exhibit Card Vendor, 1c....	15.00	15.00	15.00	15.00
Foot Ease.....	129.50(late)	129.50(late)	95.00	129.50(late)
Hupp Single Drink.....	110.00	110.00	110.00	
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Keeney Electric (9 col.)....	145.00	145.00		
Master 1c & 5c.....	6.95 8.50	6.95 8.50	6.95 8.50	6.95 8.50
Master 1c.....	6.50	6.50	6.50	6.50
Master 5c.....	6.50	6.50	6.50	6.50
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Single Drink.....	150.00	150.00	150.00	
Mills Tab Gum.....	27.50	27.50	27.50	27.50
Mills 3 Drink.....	185.00	185.00	185.00	
National 930.....	95.00 130.00	95.00 130.00	130.00	130.00
National 950.....	110.00 145.00	110.00 145.00	145.00	145.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe				
1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	17.35	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern 40, 1c Mdse..	6.50	6.50	6.50	6.50
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
N. W. 1c & 5c Candy Mdse..	12.00	12.00	12.00	12.00
N. W. 39, 1c Mdse.....	6.50	6.50	6.50	6.50
N. W. Roll-Type Stamp				
(2 col.).....	35.00	35.00	35.00	35.00
Pop Corn Sez.....	69.00	69.00	69.00	69.00
P. X. (10 col.).....	125.00	125.00		
Revco Ice Cream Cup.....	125.00	125.00	125.00	
25c Razor Blade.....	19.50	19.50	19.50	19.50
Rowe Candy (7 col.).....		165.00		
Rowe Candy Merchant,				
(7 col.).....	165.00			
Rowe Candy (8 col.).....	85.00	85.00	85.00	85.00
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Crusader (10 col.)....			155.00	155.00
Rowe Diplomat Electric,				
(8 col.).....	165.00	165.00		
Rowe Electric (8 col.).....	95.00	95.00		
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	90.00	90.00	90.00	
Rowe President (8 col.)....	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00
Rowe President (10 col.)....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Schumack Roll-Type Stamp				
(1 col.).....	15.00	15.00	15.00	
Silver King Coffee.....	125.00	125.00	125.00	
Silver King.....	13.95	13.95	13.95	13.95
Silver King 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut.....	15.00 29.95	15.00 29.95	15.00 29.95	15.00 29.95
Sneads.....	125.00	125.00	125.00	
Stamp (2 col.).....	12.50	12.50	12.50	
Stoner Candy (6 col.).....	115.00	115.00	115.00	115.00
SuperVends (3 sel.).....	265.00	265.00	265.00	
Victor 1c.....	8.50	8.50	8.50	
Victor Baby Grand.....	8.50	8.50	8.50	
Unedea Candy (5 col.).....	65.00(2)	65.00(2)	65.00	65.00
Unedea Model A (9 col.)....	95.00	95.00	95.00	95.00
Unedea Model E (6 col.)....	75.00	75.00	75.00	75.00
Unedea Model 500 (9 col.)..	100.00 110.00	110.00	100.00	100.00
Unedepak Model 500				
(9 col.).....	135.00	100.00 135.00	135.00	135.00
U-Select-It.....	49.50	49.50	49.50	49.50

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

**BALL and VENDING**  
**GUMS**  
New LOW Factory Prices

**BUBBLE • CHICLE**  
**CHLOROPHYLL**  
Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.  
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.  
Clor-o-Vend Chicks, 275 & 320 ct. 40¢ lb.  
Chicle Chicks, 320 & 520 ct. 36¢ lb.  
Bubble Chicks, 320 & 520 ct. 30¢ lb.  
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS  
4th & Mt. Pleasant • Newark 4, N. J.

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

**Tap-A-Cola Taps**  
**Midwest Territory**

NEW YORK, Sept. 4.—The Pabst Brewing Company has extended distribution of Tap-A-Cola, its canned carbonated drink, from the Eastern Seaboard to the Midwest, with the new Milwaukee plant, having a daily capacity of 10,000 cases, supplying Wisconsin and Illinois.  
The product was first introduced in Syracuse and Rochester, N. Y., in March, with New York distribution beginning in June, later spreading to Maryland and the District of Columbia. Eastern markets are supplied by plants in Long Island City, N. Y., and Newark, N. J., of the Hoffman Beverage Company.  
The firm makes a 12-ounce flat-top can, selling at two cans for 25 cents in retail outlets.

**Automatic Names**  
**New Sales Chief**

CHICAGO, Sept. 4.—Automatic Merchandising Company has named William W. Triplett general sales manager, H. G. Winston, president, announced.  
Triplett was formerly general manager of sales and engineering of Szabo Food Service. In that post he supervised the vending operations of the firm in 120 plants.  
From 1938 to 1950 he was plant manager at Peoria, Ill., of the Beatrice Food Company and helped organize new plants for the firm.  
He is 42 years old, lives with his wife in suburban Glenview.

**Northwestern**  
**SUPER JET**  
SENSATIONAL NEW CAPSULE VENDOR

- ★ 325 capsule capacity
- ★ Simple, foolproof mechanism

**\$64.00 PER CARTON OF FOUR**

**VARIETY IS THE SPICE OF LIFE!**  
Rake's Jet Capsule assortment gives you a variety mixture of feature items selected from all popular charms. \$10.50  
Try a sample mixture! For 500 Trial Order

Write for Catalog of New & Used Vendors, Accessories & Supplies  
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**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

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Beverages  
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Articles  
Editorials

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City..... Zone State .....  
Occupation .....

READY FOR DELIVERY NOW!  
**OAK'S NEW "400" CAPSULE VENDOR**  
**BALL NUT AND CANDY COMPANY**  
409 South Beckley  
Dallas, Texas

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

**Lorillard Boosts Trio in Sales Div.**

NEW YORK, Sept. 4.—Bernard J. Regan, John C. Brown and William D. Scholes were promoted this week by Lewis Gruber, vice-president and director of sales of the P. Lorillard Company, maker of Old Gold and Kent cigarettes.  
Regan joined the firm as a salesman in Milwaukee and worked up to division manager in Los Angeles. He becomes special assistant to M. Yellen, West Coast sales manager.  
Brown started as a salesman in Salt Lake City and later became assistant division manager at Seattle. He becomes division manager at Los Angeles.

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**Have Newer**  
**CHARMS!**

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• NEW IDEAS  
• NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

**PENNY KING COMPANY**  
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**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

**CAPSULES (FILLED)**  
ALL ITEMS \$10.00 per 500 ALL ITEMS

**MOVIE STARS**  
39 ASSORTED MOVIE AND WESTERN COWBOY STARS ALL IN ONE CAPSULE.

Location tested to be the Best Selling Capsule in any Vending Machine. Be first with the latest!

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One-Third Deposit on All Orders.

**PARKWAY MACHINE CORPORATION**  
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READY FOR DELIVERY NOW!  
**OAK'S NEW "400" CAPSULE VENDOR**  
**McPHAIL VENDING SERVICE**  
1218 Eglinton Avenue West  
Toronto, Ontario, Canada

READY FOR DELIVERY NOW!  
**1c or 5c ACORN**  
ALL-PURPOSE BULK MERCHANDISER  
Featuring the new Silver Streak BRUSH HOUSING  
**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

**COMING SOON!**  
**SUPER-V**  
VICTOR'S NEW CAPSULE VENDOR

## Calendar for Coinmen

September 7—United Music Operators of Michigan, officer elections, Fort Wayne Hotel, Detroit.  
 September 8—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.  
 September 9—Music Operators of Connecticut, monthly meeting, site to be announced, Hartford.  
 September 11-12—Nebraska Automatic Phonograph Operators' Association, quarterly meeting, Hotel Lincoln, Scottsbluff, Neb.  
 September 13-14—South Dakota Phonograph Operators' Association, quarterly meeting, Salem, S. D.  
 September 14—Western Massachusetts Music Guild, bi-monthly meeting, Highland Hotel, Springfield, Mass.  
 September 16—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.  
 September 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.  
 September 30-October 2—Indiana Tobacco & Candy Distributors' Association, seventh annual convention and merchandising fair, Hotel Claypool, Indianapolis.  
 October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.  
 October 17—Music Operators of New York, Inc., 17th annual banquet, Grand Ballroom of Waldorf-Astoria, New York.  
 October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron.

## Muzak Seeks to Halt Unlicensed Music Use

Continued from page 24

and a "beeper," a device which eliminates all material but the instrumentals, programmed for and copyrighted by Muzak. Thus, he explained, the restaurant, for its own profit, has been using the Muzak service without paying the fee.

A spokesman for the restaurant said he had been served with no legal papers, and, as far as he was concerned, he knew nothing about the Muzak suit. He added that a Muzak representative had at-

## 7 Juke Firms Named in Philly Anti-Trust Suit

PHILADELPHIA, Sept. 4.—An anti-trust suit seeking \$300,000 in triple damages was filed here August 24 by Augustus Lukens against the Atlantic Pennsylvania Corporation; Seaboard Pennsylvania Corporation; Amusement machines Association of Philadelphia, Inc.; Workman's Automatic Music Service, Inc.; Max Bushwick and Herbert Bushwick, individually and trading as Union Automatic Music Company, a partnership; Ben Fireman and Sophie Fireman, individually and

(Continued on page 96)

## Evans Readies New 50-Selection Juke

CHICAGO, Sept. 4.—Distributors of H. C. Evans & Company will get their first look at a new Evans 50-selection phonograph model within the next two weeks, Les Rieck, phonograph sales manager announced Thursday.

Rieck's announcement came as the first confirmation of two-week-old reports (The Billboard, August 28) indicating the firm was ready with a new model.

Rieck said that at present only enough models to supply the firm's distributors were ready, but that regular production would begin before operator showings are held. He added that distributor shipments would begin early next week.

While a description of the machine was not released by officials of Evans, trade circles established the new model as a supplement to the firm's present 100-selection Holiday model. Rieck did, however, reveal that the new 50-selection machine plays 45 r.p.m. disks exclusively.

The purpose of the addition, Rieck said, to give operators with good locations, yet unable to warrant a new 100-selection machine, the opportunity of offering new equipment, but at a lower cost.

tempted to sell him the service a few weeks ago.

Hochhauser said Muzak representatives had visited the restaurant on five occasions to warn against the unauthorized use of its music. The last three times, he added, the restaurant was told that legal action would follow if the practice continued.

**FM Radio**  
 Muzak services its customers in the New York area thru two mediums—leased telephone lines and FM radio broadcasts. FM radio transmission is used to augment wire feeds to areas which otherwise might not be serviced economically.

The crux of the Muzak suit is whether a commercial establishment has the right to install a sound system containing an electronic device to eliminate commercial announcements and other vocal material for the purpose of picking up FM program transmissions using copyrighted Muzak selections.

According to Harry Houghton, Muzak president, the suit is "to put others on notice that action similar to Wiskers is unauthorized and a violation of our rights, and that we will not hesitate to go to the courts."

**"Quite Clear"**  
 "In our opinion, the copyright law and decisions are quite clear in regard to protection issued owners of copyrighted music. We feel sure that the decision that will be rendered in the Muzak vs. Wiskers case will further de-

(Continued on page 101)

## Seeburg Launches New Background Music Drive

### To Use Own 45 R.P.M. Disks, RCA Victor to Press, Bypass ASCAP

Continued from page 19

phonograph, which can play 100 EP's in any pre-set order, or more than 20 hours of music without the repetition of a single tune. Timers will also be provided for locations which want to spell music with periods of silence.

The records, however, will not be sold. Locations will pay the distributor a monthly fee for the use of the records.

Distributors will be liable for royalty payments to BMI. Contracts now being drawn up by the licensing organization call for the payment of 50 cents per month per location, except when monthly billings exceed \$100. In the latter case the charge will approximate 1 per cent of the billings, per month.

It is known that Seeburg attempted to negotiate a deal for the use of ASCAP music, but talks foundered when the performing rights org was said to have demanded three times what it charges Muzak. The music to be used is being recorded in Vienna, Austria, and Munich and Stuttgart, Germany, with etchings also to be made in Hollywood.

**Hi-Fi Quality**  
 Recordings are said to meet high

fidelity standards, and the dynamic range will be such that there will be no extreme peaks or valleys in volume, precluding the need of special adjustment on location.

To provide musical variety on location, the Seeburg plan calls for periodic changes of records and a regular recording schedule for new material.

The initial batch of 400 tunes cut on the 100 EP's in the basic library will be rotated on the following basis, according to present plans:

Thirty days after installation, distributors will replace 25 per cent of the initial library with new disks. This process will be repeated each month until, after the expiration of four months all 100 records will be replaced. Then the monthly rotation will be continued, but records inserted will be those taken out earlier. By that time, however, they will have new freshness for the location, Seeburg believes.

**Finance Firm**  
 A finance plan covering purchase of the equipment, the players, remote speakers, etc., has been worked out with Walter E.

Heller & Company, finance company which long has financed juke box purchases for operators.

The finance company, it is pointed out, will not be involved in the licensing fee picture.

To promote the plan, Seeburg is setting an advertising program which will plug the background music in publications with heavy business circulation. Ad schedules have been set with Fortune, Business Week, The Wall Street Journal, Architectural Forum, Banking, and Savings and Loan News.

## CANADA

### Distrib Offers Juke Coverage For 60c a \$100

TORONTO, Sept. 4.—Something different in the way of protection for music equipment is being offered in Canada by R. C. Gilchrist Ltd., distributor here for Seeburg.

An insurance policy on all Seeburg equipment is being offered operators at a cost of 60 cents a year for each \$100 of value. The policy covers fire, theft, breakage, and transportation perils, anywhere in Canada.

The certificates may be issued for deferred payment or cash sales.

To obtain the insurance policy, the operator supplies Gilchrist, (Continued on page 101)

## MOA Proposals Jell; Urge 3d Copyright

OAKLAND, Calif., Sept. 4.—Four proposals recently adopted by the executive board of Music Operators of America are beginning to jell.



GEORGE A. MILLER

Meeting in Chicago last July, the board elected to support the formation of a third copyright organization, the admission of individual operators to MOA, a nation-wide tax council and a

proposal to put spot commercials on the nation's jukeboxes.

George A. Miller, president and business manager of MOA, told The Billboard this week that letters and bulletins urging support of the third copyright organization would be mailed to approximately 11,000 operators (full and part-time) thruout the country. Miller said that the mailings would get underway immediately.

"At least two records, and possibly four," Miller said, "will be ready for testing purposes in the very near future." He said that while no exact date could be set for their release, it was hoped that they would be ready within the next two months or sooner.

Miller said that the MOA offices were being swamped with hundreds of new tunes, from both hopeful and well-known songwriters, submitted for use on the new disks. He added that many small record companies had indicated their willingness to stamp the disks.

The decision to admit individual members into MOA is also making considerable headway, Miller reported. He pointed out that memberships were coming in from all over the country and that in California alone he expected to add about 250 new operators to the rolls.

The national tax council, which (Continued on page 98)

## Atlas to Sell AMI's Line in New England

BOSTON, Sept. 4.—Atlas Distributing Company, headed by Barney and Louis Blatt, have been appointed New England distributors for the AMI juke box line.

The appointment was announced this week by Jack Mitten, Eastern regional manager for AMI.

Atlas succeeds Reed Distributing Company, which will handle the Wurlitzer line (see separate story in this section).

The Blatts, long-time specialists in music machine equipment, were AMI distributors from 1949 until 1951 when they retired from the business. Prior to 1949 they were distributors for Seeburg in New England.

Atlas' headquarters is at 1024 Commonwealth Avenue.

## COMMERCIALS FOR JUKE BOXES?

### Opposition Develops to Putting Recorded Ads on Phonographs

By DICK SCHREIBER

CHICAGO, Sept. 4.—Most of the nation's juke box manufacturers have grave doubts about the wisdom of placed paid commercial recordings on coin operated phonographs.

But proponents of the idea, which Music Operators of America's executive committee is now studying, argue that the plan will help music operators solve the riddle of rising costs and fixed returns.

R. C. Roling, president of the Rudolph Wurlitzer Company, touched off open debate on the

idea this week when he released a prepared statement to The Billboard. The statement deplored the notion of adding commercials to juke boxes.

After receiving Roling's statement, The Billboard contacted other phonograph manufacturers and likewise talked with George A. Miller, president of MOA, and Rodney Pantages, who made the advertising proposal to the association.

Miller and Pantages both urged opponents of the advertising plan to keep an open mind until the plan is explored and explained further.

Here is the substance of what each individual had to say:

Roling wrote, "Our information on the subject of 'singing commercials' on coin-operated phonographs is confined to what we have read in the trade papers. No representative of the interests who are reported to be promoting this idea have disclosed their plans to us.

"The general idea," Roling continued, "is not a new one. In our opinion it cannot provide a sane or sound basis for additional revenue to music operators. On the contrary, we regard it as (Continued on page 98)

## Star Title Strip Opens Chi Plant

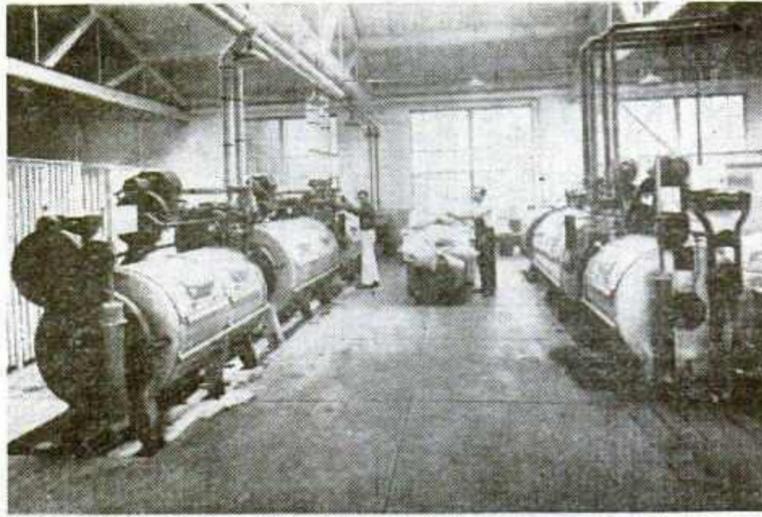
CHICAGO, Sept. 4.—A new branch of Star Title Strip Company, Inc., will begin operations here Tuesday (7). Del Hahn, owner and manager of the firm, announced.

Hahn explained that the Chicago office would handle all orders east of Ohio and would carry the same stock as the main office in Pittsburgh. He pointed out that with this second office, orders mailed from the Midwest would be filled two days sooner than before.

The new offices are at 1825 W. Chicago Avenue.

Hahn added that he hoped some day to open a third office on the West Coast.

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You can be sure because *only* Magnecord's "Packaged" Background Music Service has RCA Planned Music . . . with "the Selvin touch." Yes, Ben Selvin, Manager of Artists and Repertoire for the Custom Record Department of RCA Victor Records, personally sees to it that:

- ... every selection is arranged in the psychologically proper musical key with proper intermissions . . .
- ... every selection is planned with an orchestral arrangement and a studio recording technique in keeping with the special requirements of Background Music . . .
- ... every selection blends perfectly with the mood, the type, and the key of the selection played before and after it . . .
- ... every selection is programmed so that in a cycle of 9 continuous days no single performance is ever duplicated!

You can be sure, too, that this finer RCA Planned Music will be reproduced the modern, high fidelity way. Because, *only* Magnecord's "Packaged" Background Music Service utilizes *both* magnetic tape reels and Magnecord's own, specially-engineered, continuous magnetic tape playback . . . your guarantee of better quality and truer tone than ever before available in a background music service.

So, whether you offer Magnecord's "Packaged" Background Music Service to hotels or motels, retail shops or department stores, offices or factories, showrooms or salesrooms, or any other location, public or private, large or small, you can be sure that America's MUSIC Utility offers you an unrestricted opportunity for continuing income and profit.

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High Fidelity Continuous Reproducer

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## Wurlitzer Appoints Redd 6-State Distrib

NORTH TONAWANDA, N. Y., Sept. 4.—W. S. (Si) Redd, head of Redd Distributing Company, was appointed distributor of the Rudolph Wurlitzer Company this week, covering six New England States.

Bob Bear, phonograph sales manager of Wurlitzer, in announcing the appointment, pointed out that Redd has actively served New England operators since 1942.

Redd's territory will include Maine, New Hampshire; Vermont, except Bennington County; Massachusetts, except Berkshire County; Connecticut, except Fairfield County, and Rhode Island.

Ready to assist Redd in his new job are Robert Jones and Ray Kennedy, sales manager and general manager of Redd Distributing.

## Akron Ops Set Fete for Oct. 25

AKRON, Sept. 4.—Preparations for the annual banquet of the Summit County Music Operators' Association, Inc., pushed ahead this week as operators began lining up top-notch entertainment for the festivities.

The banquet has been scheduled for October 25 and will be held here in the Mayflower Hotel.

Eddie Green, secretary and treasurer of the association, announced that local disk jockey Gene Davis, WAKR, had agreed to emcee the event, and that Don Cornell, Coral recording artist, would be on hand.

Green said that arrangements for an orchestra were under way and that the entertainment expected to complete the transaction sometime next week.

Operators on the banquet committee are Eddie Green, chairman; Tony George, George George, C. L. Hopkins and Eddie Malick, yearbook; Tony Castle, Bill Fellmeth, Eddie Mitchell and George Sydah, entertainment; Charlie Marvin, Jim Fioramonti, Tommy Shannon and Stan Lucas, program, and Miss Yrumeich, ticket distribution and seating arrangements.

## Sage Resigns Mgr. Post at Lynch Branch

HOUSTON, Sept. 4.—A. A. Sage, manager of the S. H. Lynch & Company branch office here, resigned last Wednesday (1) to go into private business. He had been manager of the Houston branch since it reopened after World War II in 1946 and was connected with the Lynch organization approximately 20 years.

H. A. Franz, assistant to Sage since the branch opened, moves into Sage's position. H. Von Reydt, traveling sales representative, moves up to assistant manager.

Both Franz and Von Reydt are veterans in the coin machine industry. Reydt has been connected with automatic phonograph sales and distribution for the past 21 years. He also is credited with the invention and first sales of parking meters. About 1939 Reydt sold his holdings in one of the first organized parking meter manufacturing concerns—Parkite—in the country.

## 5 Down, 1 to Go As Gilchrist Shows Seeburg in Canada

TORONTO, Sept. 4.—Canadian music operators had their pick of five cities in which to see the new Seeburg phonograph, during the past two weeks, as members of the R. C. Gilchrist, Ltd., toured the country with the firm's new model.

Over 100 operators and guests attended the open house here at the firm's main offices, and approximately 300 gathered in the  
(Continued on page 101)

## DOG'S LIFE

### Race Hounds Pace Denver Juke Decline

DENVER, Sept. 4.—The unprecedented popularity of greyhound racing in this area seems to be a major factor in the general slow-down of phonograph and amusement machine play this summer, according to Pete Geritz, head of Mountain Distributors, AMI outlet.

Geritz recently conducted a poll among his customers to determine the dates that juke play began to fall. In almost every instance, he said, the answers coincided with the opening of the summer racing season. Geritz explained that because of the novelty of dog racing here at the Mile-High Kennel Club, the track has pulled larger crowds than anticipated, cutting the tavern trade considerably.

But whatever the cause of the slowdown, Geritz said, operators are fast overcoming the obstacle. Thru location owner co-operation, more frequent record changes have resulted in increased play per customer, offsetting the smaller crowds.

### Op Record Club Bows Two Tunes

LOS ANGELES, Sept. 4.—An association reportedly backed by music machine operators, Juke Box Operators' Record Club, went into action here Tuesday night (31) when two numbers by local songwriters were recorded. Will Kennedy, who directed the event, said the tunes will be released under Juke Box Records labels and cleared thru his publishing firm, Will Kennedy Music, a Broadcast Music, Inc., affiliate.

Kennedy said that member operators would receive records at cost or 21 cents, f.o.b. Los Angeles. The platters will be offered to other operators at fair trade prices. Membership in the group, Kennedy continued, is \$10. Several operators are said to have contributed to the venture as well as for the radio show scheduled to begin September 11 over Station KFI here under the title of "Juke Box Record Prevues."

Scene of the recording session was in the auditorium at 6000 Sunset Boulevard. George Poole, who directed the seven-piece orchestra, announced the titles. Tunes winning were "Two-Timing Baby Goodbye" and "My Heart's Gone Crazy." The first was vocalized by B. J. Baker, fem radio singer, and the second by Bill Lee, a member of the Mello-Men. Buddy Baker, formerly a.&r. for Exclusive Records, conducted the cutting session.

Kennedy described the proposed radio show as being just what the title implied, a preview. While the tunes on Juke Box Records may be played, platters by the majors will be featured.

In attendance at the session was Ben Chemers, local representative of the Los Angeles branch of California Music Merchants' Association. However, the project has not been okayed publicly by the association. Chemers emphasized that he was in attendance only to see what was going on.

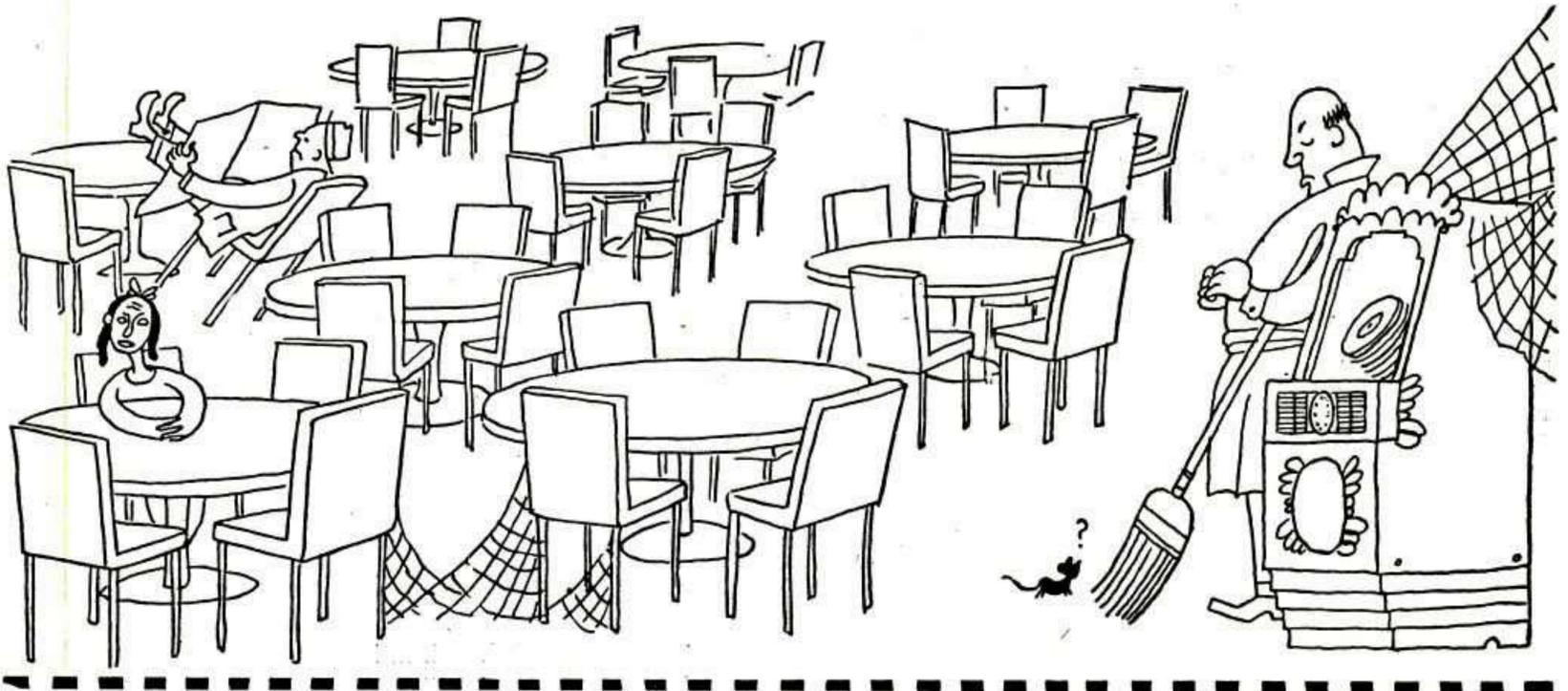
Other operators attending were George Nachtweil, Larry Collins, Ben Korte, Bill Ferguson, Dean Brown and Jess Herman.

### Fred E. Deatsman Joins AMI Staff

GRAND RAPIDS, Mich., Sept. 4.—Fred E. Deatsman has been appointed comptroller of AMI, Inc., juke box manufacturing company, according to an announcement made by John W. Haddock, president.

Deatsman was formerly assistant secretary-treasurer of the Clark Equipment Company, Buchanan, Mich., a post he held for the past nine years. From 1942 to 1945 he was an agent with the FBI and prior to that an accountant with the Wilson Company.

A graduate in accounting from Northwestern University, Deatsman is a member of the Tax Executives Institute and the National Association of Cost Accountants. Married and with two children, Deatsman will make his home in Grand Rapids.



## Never Underestimate the Power of a Model "E"

TRUE-TONE FIDELITY • ALL-ROUND CABINET BEAUTY • MOVING LIGHT AND COLOR • SPEEDY ONE-BUTTON PLAY • UNFALTERING PERFORMANCE • ATTENTION-GETTING DESIGN AND DECORATION  
 WIDE CHOICE OF SELECTIONS • CONVENIENCE OF EYE-LEVEL PLAY • MINIMUM MAINTENANCE

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



# SEE 'n' HEAR EVANS'

100 SELECTION  
**HOLIDAY**

50 RECORDS • 45 R.P.M.

... THE MOST **DEPENDABLE**  
PHONOGRAPH YOU CAN OWN

**SEE 'EM HERE!**

**MIDWEST**

**AUTOMATIC GAMES SUPPLY CO.**  
302 University Ave.  
St. Paul 3, Minnesota

**EMPIRE COIN MACHINE EXCH.**  
1012-14 N. Milwaukee Ave.  
Chicago 22, Illinois

**LIEF MUSIC DIST. CO.**  
1640-42 Payne Ave.  
Cleveland 14, Ohio

**VIC MANHARDT CO., INC.**  
1705 W. Clybourne St.  
Milwaukee 3, Wisconsin

**A. P. SAUVE SON,**  
7325 Grand River Ave.  
Detroit 4, Michigan

**SOUTH**

**DIXIE AMUSEMENT CO.**  
912 Houston St.  
Chattanooga, Tenn.

**H. E. OXFORD**  
Box 517  
Lakeland, Fla.

**DARLINGTON MUSIC CO.**  
132 N. Main St.  
Darlington, S. C.

**EAST**

**CLUB VENDING CO.**  
1817 Maryland Ave.  
Baltimore 1, Md.

**N. J. STEINKE CO.**  
20 E. Tupper  
Buffalo, N. Y.

**HERMAN DISTRIBUTING CO., INC.**  
615 Tenth Ave.  
New York 36, N. Y.

**HERMAN DISTRIBUTING CO., INC.**  
1505 Coney Island Ave.  
Brooklyn 30, N. Y.

**SCOTT-CROSSE CO.**  
1423 Spring Garden St.  
Philadelphia 30, Pennsylvania

**WEST**

**ADVANCE AUTOMATIC SALES CO.**  
1350 Howard St.  
San Francisco 3, California

**DENVER AMUSEMENT CO.**  
1865 Arapahoe St.  
Denver, Colorado

**WESTERN DISTRIBUTORS**  
3126 Elliott Ave.  
Seattle, Washington

**CANADA**

**REGENT VENDING MACHINES, LTD.**  
779 Bank St.  
Ottawa, Ontario, Canada

... YOUR **DEPENDABLE**  
EVANS DISTRIBUTORS

**H. C. EVANS & CO.**

1556 W. Carroll Ave. Chicago 7, Illinois

OPERATORS: If No Distributor in  
Your Territory, Write to Factory  
Direct for Complete Details.



when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

**How Was Your Timing on...**

## "WHAT A DREAM"

PATTI PAGE  
MERCURY 70416

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a  
**Billboard  
BEST BUY**

**JULY  
27, 1954**

Title Strips  
Ready for Top  
**Juke Profits**

**JULY  
27, 1954**

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)....	\$ 9.00	70 (1400 strips)....	\$29.00
30 (600 strips)....	13.00	80 (1600 strips)....	33.00
40 (800 strips)....	17.00	90 (1800 strips)....	36.00
50 (1000 strips)....	21.00	100 (2000 strips)....	39.00
60 (1200 strips)....	25.00		

Sterling Title Strip Co.  
2 E. 45th St., New York 17

Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

## Huey Distrib To Open New Office Bldg.

NEW ORLEANS, Sept. 4.—Huey Distributing Company, recently appointed Rock-Ola distributor in this area, will soon open new offices at 3760 Airline Highway, Vincent Marcello, head of the firm, announced.

Marcello said that an all new building had been purchased and that an operator open house would be held there before the end of September. The new building features a modern showroom, general offices and a large service department. Floor space is over 11,000 square feet. The building will be completely air conditioned.

"Ample parking room is provided outside the building," Marcello said, "which is one main factor for our moving." Marcello explained that in the new offices operators would not be bothered with parking and traffic problems as they had been in the heart of the city.

## AMOA Keglers Roll Sept. 13

MIAMI, Sept. 4.—The newly organized coinmen's bowling league here will be known as the AMOA League, it was announced this week by Roy Gullo, of Marino Music Company, who is handling the arrangements.

Gullo said that Willie Blatt, president of the Amusement Machine Operators' Association of Dade County, had approved the use of the name. Play will get under way at 8 p.m., Monday, September 13, in the Paradise Bowling Lounge, N.W. 36th Street and 27th Avenue.

Eight sponsored teams are ready to go and have already selected their monogrammed shirts, Gullo said. They will represent Taran Distributing Company, Acme Music and Vending Company, Marino Music Company, All-Coin Amusements, Advance Music Company, Radio Center, Supreme Distributors and American Operating Company.

Gullo said that the proprietor of the Paradise, Art Nenizian, is taking a personal interest in the new coinmen's league and has agreed to give coaching lessons to interested tyros. Some of the boys haven't bowled for 10 or 15 years, said Gullo, and may need a lot of conditioning to get the kinks out of their bowling arms.

Accredited by the American Bowling Congress, the AMOA league members will be eligible for some \$1,500 in prizes during the season. In addition, Gullo said that Blatt had indicated that the association would donate prizes to the top performers and possibly a party at the close of the season.

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept 4	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14
<b>AMI</b>				
Model A.....	\$129.00			
Model C.....		\$235.00	\$235.00	\$235.00
Model D-40.....	329.00	350.00	350.00	350.00
Model D-80.....	469.00	495.00	495.00	495.00
<b>MILLS</b>				
Constellation.....				95.00
<b>ROCK-OLA</b>				
Rock Ola Fireball.....		375.00		
1422.....	89.00	175.00	79.00	95.00
1428.....		175.00	175.00	175.00
1434.....		365.00	365.00	365.00
1436 Fireball 45 RPM.....	350.00	395.00	395.00	395.00
<b>SEEBURG</b>				
100.....		65.00	65.00	
M 100 A (78 RPM).....		425.00	395.00	425.00
M-100-B.....		545.00	500.00	545.00
			575.00	595.00
M 100-B1.....		595.00		
M-100-C.....			700.00	
146.....	99.00	99.00	60.00	99.00
147.....	119.00	119.00	75.00	119.00
148.....				165.00
148 M.....	169.00	169.00	169.00	169.00
148 ML.....	189.00	189.00	145.00	189.00
<b>WURLITZER</b>				
1015.....	110.00	125.00	125.00	110.00(2)
				125.00
1080.....	99.00	99.00	90.00	99.00
1100.....	250.00	185.00	250.00	200.00
				225.00
				250.00
H 1217.....	159.00	159.00		
1250.....	265.00	265.00	250.00	265.00
1400.....			425.00	425.00
				465.00

## Juke Firms Named in Suit

Continued from page 93

trading as Automatic Sales Company, a partnership, and David Klein, Max Klein, Louis Klein and Bernard Klein, individually and trading as Premier Automatic Music Company, a partnership.

The suit was filed in U. S. District Court. Defendants in the action have 20 days in which to file an answer.

The complaint charges that the defendants combined in a conspiracy to and did limit the plaintiff's power to compete with them by "inducing distributors of coin-operated phonographs not to sell them to plaintiff and by other unlawful and predatory practices, including the making of false claims as to plaintiff's title to his coin-operated phonographs."

### Limit Competition

The complaint charges that "the primary purpose of the association is to divide territories and limit competition among operators of coin-operated phonographs in the territory of Philadelphia and surrounding areas. Specifically, the operators who are members of said association agree never to solicit or accept the privilege of installing a coin-operated phonograph in an establishment which already contains a coin-operated phonograph by another member of the association."

Plaintiff alleges that before 1950 he was engaged primarily in the business of operating coin-operated phonographs but was not a member of the association. He claims that his income was "drastically limited by the fact that the association members would offer unusually high percentage of income derived from the coin-operated phonographs to proprietors in order to induce them to replace plaintiff's coin-operated phonographs with those of association members."

Plaintiff further avers in his complaint that shortly before 1950 he evolved a plan of selling coin-operated phonographs to proprietors of locations. This proposition included a service agreement and a supply of records for a stated initial period. Plaintiff also arranged for financing the purchase of these coin-operated phonographs on a basis which would allow proprietor to pay for the phonograph out of proceeds as they were earned.

Plaintiff claims that about the same time that he evolved his plan of selling coin-operated phonographs, the Seeburg corporation evolved a "vastly superior coin-operated phonograph" that contained more records, was more attractive, functioned in a superior manner, and required less interruptions of performance for service. These Seeburg machines, it is stated, became so popular among proprietors that more than 80 per cent of coin-operated phonographs placed on location in this territory since then are Seeburgs.

Plaintiff claims that the distributor-defendants refused to sell Seeburgs to the plaintiff due to a conspiracy in which they were joined by the operators.

The complaint claims that these alleged actions and conspiracies deprived plaintiff of substantial profits of at least \$100,000 and on or about June 15, 1952, the plaintiff was forced out of business altogether. Therefore plaintiff is seeking triple damages as provided under the anti-trust laws, as well as cost of suit and reasonable attorney's fee, and that the defendants be enjoined from continuing the unlawful conspiracy.

Franklin Poul and Cormac J. Malloy are attorneys for the plaintiff.

WE ARE PLEASED TO ANNOUNCE THE OPENING OF OUR MIDWEST BRANCH OFFICE

AT  
**1825 W. CHICAGO AVENUE  
CHICAGO 22, ILL.**

TELEPHONE: TAYLOR 9-0550

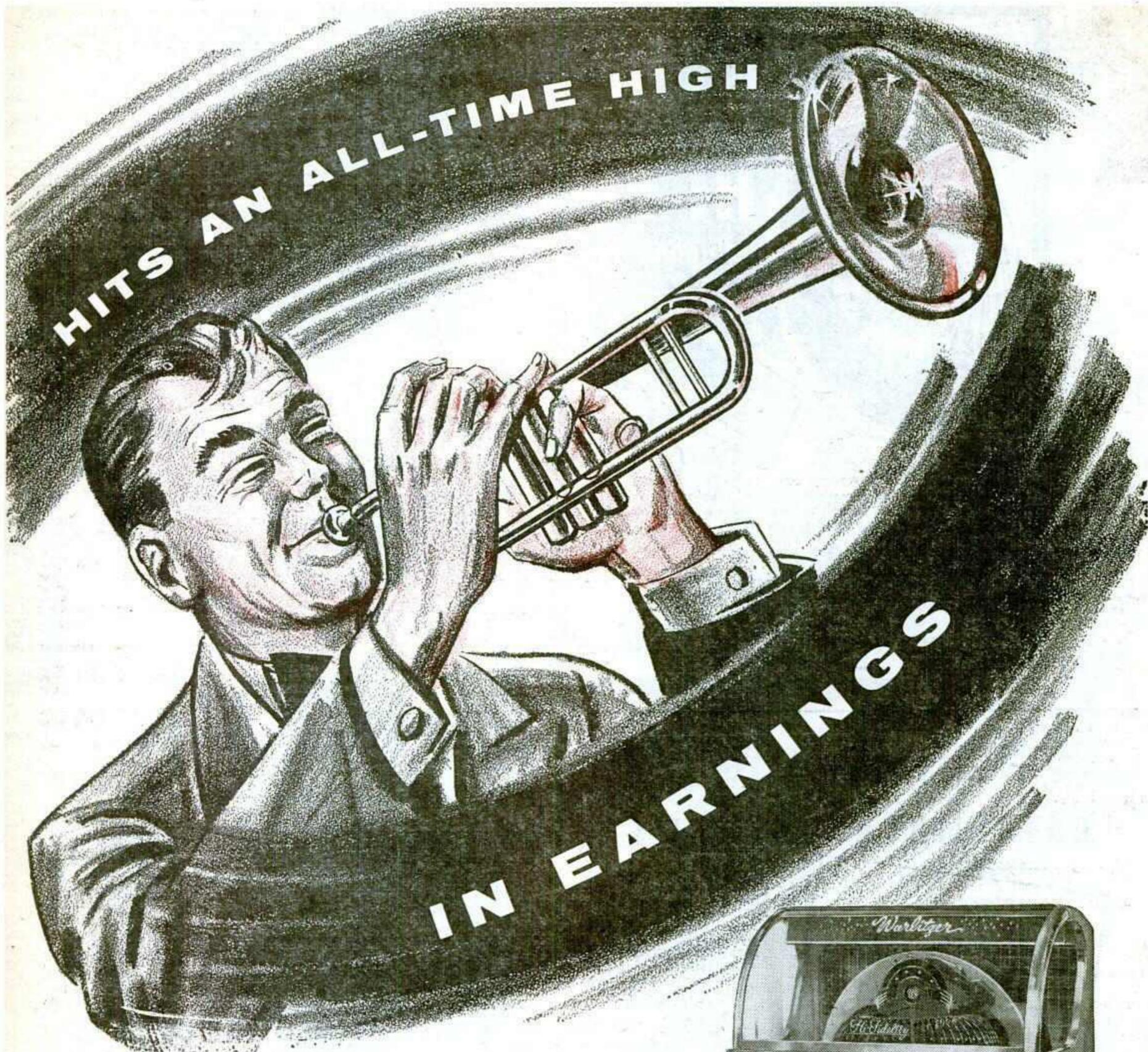
**TUESDAY, SEPTEMBER 7, 1954**

ALL ACCOUNTS LOCATED IN THE MIDWEST STATES WILL PLEASE ADDRESS ALL FUTURE ORDERS TO THAT OFFICE.  
ALL MAIL AND PHONE ORDERS WILL BE FILLED AND MAILED THE SAME DAY RECEIVED.

**Star Title Strip Company, Inc.**

2001 FIFTH AVENUE

PITTSBURGH 19, PA.



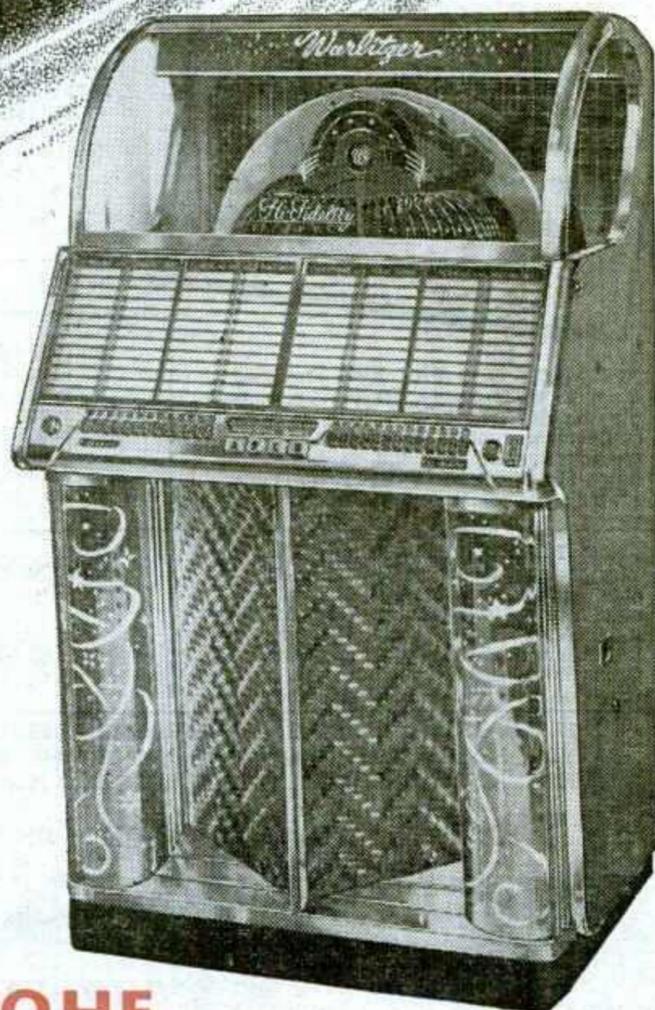
When it comes to collecting cold cash, the hottest thing in the juke box business is the 104-selection, all 45 RPM Wurlitzer 1700HF. It's got what it takes to make patrons stop, look and start playing. As for good listening, the music this beauty turns out makes repeat play a solid certainty.

With the simplest mechanism the industry has ever devised—the Wurlitzer 1700HF turns music into money at a rate faster than any other phonograph in history.

**SEE IT—HEAR IT—BUY IT AT  
YOUR WURLITZER DISTRIBUTOR**

**THE FABULOUS HIGH-FIDELITY**

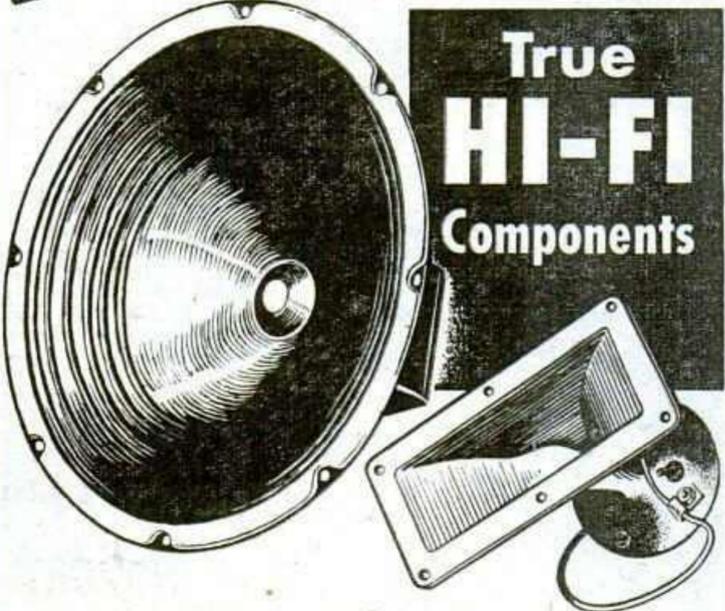
*Wurlitzer* **1700HF**



**TAKES THE MASK  
OFF THE MUSIC**

**THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y. Established 1856**

Another **ROCK-OLA** First



True  
**HI-FI**  
Components

The ROCK-OLA 12" Acoustically matched speaker teamed with the ROCK-OLA heavy-cast 7 1/4" rectangular horn loaded compression driver unit "Tweeter" Speaker.

Get **ROCK-OLA** for  
*Greater Listening*

ROCK-OLA  
Manufacturing Corp.  
800 North Kedzie Avenue  
Chicago 51, Illinois

## COIN MACHINE NEWS QUIZ

Did you read these  
exclusive industry news  
items published in  
The Billboard—  
and only in The Billboard  
—last week?

- **JUKE BOX OPS TRY EP'S** and find them to their liking. Switch to long-playing disks helps ops bring in welcome coin, cement location and customer relations and aid in breaking down resistance to 10-cent play. (Page 11, The Billboard, September 4.)
- **DIME PLAY GIVEN A WHIRL** by Westchester Operators' Guild. Operator groups in Connecticut and upstate New York expected to follow suit. Westchester ops put 10 units on location and in 10 days takes increased from 80 to more than 100 per cent. (Page 65, The Billboard, September 4.)

- **JUKE SINGING JINGLE** proposal gains momentum. Sidney Levine, national counselor of Music Operators of America, readies formal contract between MOA and Rodney Pantages for signing. Copyright attorneys agree ASCAP has no grounds for intervention. (Page 65, The Billboard, September 4.)

- **COIN MACHINE EXPORTS** up 21 per cent in May. Point to \$14 million export year. U. S. Department of Commerce figures just released show juke box exports in May 50 per cent above '53 May totals. Game exports pull ahead of both April this year and May last year to hit \$370,201. (Page 76.)

- **NEW COIN GUN MFR.** turns out pistol device which shoots "bullets" at constantly moving target. First full complete details of Willie Blatt's new Bull's-Eye gun, manufacturing plant, production facilities. (Page 76.)

IF YOU MISSED READING THE SEPTEMBER 4 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of  
**Leadership**  
in **Action**

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**ONE-STOP SAYS NO PLAIN EP COVERS.** Keenholtz points up promotion use of sleeves (Music department).

**BELL EXTENDS COVERAGE.** Label adds promising tunes to line of covers on hits (Music department).

**FOLSOM SEES DEMISE OF 78's.** Urges radio stations to face the move to 45 platters (Music department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

## Commercials for Juke Boxes?

• Continued from page 93

strongly inimical to the best interests of music operators and, accordingly, of the industry. In the coin-operated phonograph we have today the one popular medium for dispensing music entertainment which is entirely free from product commercials. It seems obvious that the public will be reluctant to pay for the privilege of listening to music which is encumbered by repetitive messages advocating the purchase of specific products. We find it difficult to believe that experienced music operators will be receptive to this scheme."

### What Is Proposed

Pantages proposes briefly to make special recordings which will contain a brief (maximum of 30 seconds) commercial at their very end. A timing device would play both the tune and the commercial message at stated intervals unless the phonograph was in use. Pantages hopes to sell the program to national advertisers and to offer the commercial program to MOA members. MOA in turn would receive a percentage of the gross amount paid to its members for using the commercial.

John W. Haddock, president of AMI, Inc., commented only, "We will not express any opinion until our opinion is asked (by the principals) and then only after Mr. Pantages or someone officially representing MOA has had an opportunity to tell us about the plan first-hand."

During the MOA executive committee session in July, the association entertained the four major juke box manufacturers at a luncheon. During this luncheon Miller made reference to an advertising plan which MOA was considering, but no details were presented to the manufacturers.

### "Dead Set" Against

Dave C. Rockola, president of Rock-Ola Manufacturing Company, said he was "dead set" against "anything which turns a juke box into an advertising medium." He added: "That's why people turn radios off."

N. Marshall Seeburg, president of J. P. Seeburg Corporation, was equally emphatic in his opposition to the idea:

"At various times," Seeburg said, "over the past years it has been suggested that advertising commercials, paid for by a sponsor, be introduced on coin-operated phonographs. It is claimed that the money paid for such commercials would increase the revenue of the operator and the location owner.

"We believe that the best interests of the operator, the location owner and the music business as a whole dictate a warning against this shortsighted policy that could react very seriously against the music business.

"At various times and in various places such as railroad stations and busses, promoters have attempted to introduce music interspersed with commercials to what they call a 'captive audience'. The reaction of the public was as unfavorable as it was instantaneous.

"A violent resentment was immediately created and the project was attacked not only by the 'captive audience' but by magazines and newspapers in their editorial columns. Wherever music was combined with commercials in a public place it met with immediate disfavor. The attempt to tie commercials in with coin-operated phonographs is even more dangerous. In the coin-operated music business, where the public pays for its music and is forced to listen to commercials, the resentment would be amplified.

### Public Resentment

"Passengers of necessity have to go into railroad stations or get on busses. Patrons do not have to go into a particular restaurant, tavern or other location. The public would resent the intrusion of plugs for commercial products upon their hours of dining or

relaxation, and their resentment would express itself in loss of business to the location and loss of revenue to the operator.

"We, therefore," Seeburg concluded, "caution operators to think carefully before they consider any plan of treating as a 'captive audience' the men, women and children who make the coin-operated music business the success it is. We believe the introduction of paid commercials would seriously jeopardize or conceivably wreck the entire coin-operated music business."

Following the release of these statements, The Billboard contacted Miller and Pantages for their comments. Both expressed surprise at the opposition of most of the phonograph manufacturers.

### Miller Explains Stand

Miller said, "My stand is the same as it has been from the beginning. If there is anything about the plan which is detrimental I would be one of the very first to oppose it. I will not, however, accept statements merely claiming it is bad. I will want some facts and material to show me that such is the case."

Miller pointed out that MOA's executive board, in voting to explore the advertising plan further, had agreed that the plan should not be pursued if it was discovered that it would be detrimental to the business.

Miller said that MOA has not signed an agreement or contract with Pantages regarding the advertising program.

"We have empowered Pantages to go ahead with his exploring program," Miller declared, "and as soon as he possibly can we expect him to present a complete program to us. It has been our intention that we (MOA) and Pantages would sit down and discuss the plan with the Phonograph Manufacturers' Association."

Pantages, reached at his offices in Hollywood, said that he had told manufacturers that he would be coming back to Chicago to sit down with each company and explain the plan. He added that he has been delayed in making the trip but that he expects to arrive in Chicago within the next two weeks.

Pantages said he had only the highest regard for the opponents of his idea. But he added he thought he could prove: "(1) The advertising plan is a necessary thing for our business; (2) it will not hurt our business and, (3) it will definitely help manufacturers as well as operators."

The high cost of doing business, Pantages said, makes it necessary for music operators to find some additional source of revenue. "All we are seeking to do for the operator is to find some way of finding additional revenue," he said.

Of his trip to Chicago Pantages declared, "I sincerely hope that the manufacturers will listen to us with an open mind. This plan is being put together carefully. We have got a long job ahead of us and months of hard work."

At week's end it was obvious that much of the work ahead would consist of attempting to bridge the rift between the plan's proponents and opponents.

## MOA Proposals

• Continued from page 93

was first proposed at the MOA convention last March, has been scheduled to go into action early next year. Miller explained that tax information from nearly all of the States had been received and all that remained to be done was a compiling job.

Meanwhile, Rodney Pantages, the man behind the mass advertising proposal, announced that as soon as Sidney Levine, legal counselor of MOA, completed drawing up the contract between his firm and MOA, national advertisers would be contacted. He added that research work in the field would begin at the same time.

## Pennies Still Good For Fun, Candy, Gum

Continued from page 1

she told an attendant. "I put a penny in and it says I'm a virgin."

### Gypsy Princess

Another penny game, a Gypsy Princess, tells one's fortune on a printed card. The Princess, a mechanical mannequin dressed in gypsy finery, nods her head, moves her torso from side to side, sighs and, after pondering a bit, hands the patron a fortune card. Attendants at Arcades say that if

a player does not get the answer he wants at one machine, he often goes to another and another, until he gets the right reply. Customers react to the fortune machines with blushes, kicks and smiles of satisfaction.

Pistol games give players five shots for 1 cent. Penny movie machines operated by a hand crank are a big attraction. A penny starts bells ringing on one game. The more chimes, the higher your "love rating." For a penny the Arcade visitor can get an electric shock—it's harmless—set up with a six-volt battery and a small condenser, but on a wet day it hands out a jolt.

The main profit in the penny attractions at amusement parks comes with drawing moppets into the park and keeping them there for the day. Thus at Riverview, Monday, Wednesday and Friday from 11:30 a.m. to 5 p.m., park admission is 2 cents, and most of the park-owned rides go for 2 cents on these days. The boon here is in drawing crowds to the park on a normally quiet day and getting a big take at the hot dog, ice cream and other concessions.

### Picture Cards

Games are not a monopoly in penny amusement operations—penny picture cards also are big business. Millions of these cards are sold at Arcades, amusement parks, beaches, traveling shows,

(Continued on page 100)

## Bally Distribbs Get Variety, New Five-Ball

CHICAGO, Sept. 4.—Variety, a new in-line scoring five-ball game that features a "magic lines" attraction, was shipped to distributors this week by Bally Manufacturing Company.

The "magic lines" feature gives the player the opportunity to manipulate numbers up and down in each of three vertical lines on the backglass for improved chances on in-line scores. Four light-up arrows point the

(Continued on page 105)

## ACROSS STATE LINES

### Slots Increase in Md. Despite Johnson Act

BALTIMORE, Sept. 4.—Law enforcement officers are puzzled over a 500-machine increase since 1951 in the number of slots in two of Maryland's four counties where they are legal.

The slot censor boost comes despite a federal law—the Johnson Act—which bans the movement of the machines across State borders.

Officers have offered the following possible answers to the bell machine riddle:

1. Machines "expelled" from counties where they were illegal have been moved into the Southern counties where they are legal.
2. "Back alley" mechanics have been producing replacement parts, which is a legitimate enterprise.
3. Contraband machines are

being shipped in across State lines in violation of the Johnson Act.

An estimated 800 to 1,000 slot machines disappeared in 1951 from Ocean City where they had been allowed to operate up to that time. Many more disappeared later from Maryland Army posts when military authorities ordered them banned from post recreation clubs.

The number of slot machines has increased in both Charles and St. Marys counties. Charles County reported 881 registered in 1951, compared with 1,323 in 1954. St. Marys County bell units jumped from 840 to 923 in the same period.

The other two counties where slots are legal, Anne Arundel and Calvert, have shown small drops in the number of machines registered. Anne Arundel now has 789 slots, Calvert 473. The take in Anne Arundel County, however, has increased from \$285,681 in 1951 to \$302,220 in 1954.

In Charles County, currently clicking with slot machines, difficulty in getting new slots has reportedly shot up the price per machine from \$500 to \$1,500.

The Johnson Act, passed in 1951, forbids the interstate shipment of slot machines or parts, except to those States that have passed special exemptions to the act. The only State that has passed such an exemption is Nevada.

In Maryland a series of local laws legalizes slot machines in four counties.

### Amusement Game Tax in W. Pa. Brings \$181,659

PITTSBURGH, Sept. 4.—Internal Revenue Service Director A. J. Dudley said this week that Western Pennsylvania coin-operated amusement games which are subject to a \$10 tax brought in more than \$181,000 in revenue during the fiscal year ending June 30, 1954.

The total collection from these amusement games was \$181,659.

(Continued on page 104)

## Coin Business Hurt By Coastal Hurricane

BOSTON, Sept. 4.—The hurricane that lashed the Northeastern States August 31, taking at least 45 lives, hit hard at coin machine operations in the area.

According to reports, not only did play drop off in the flooded areas, but many coin-operated amusement games, juke boxes and vending machines were damaged or put out of commission. Juke boxes were especially susceptible to water damage.

Alvin Gottlieb, of D. Gottlieb & Company, Chicago manufactur-

ers, who was in the midst of the storm when it hit Boston, said, "Our company would like to do anything it can to help distributors and operators who have suffered losses thru the storm."

Gottlieb had been visiting with Dave Bond and Irwin Margold of the Trimount Coin Machine Company, Boston, and Mac Perlman, of the Seaboard Connecticut Corporation, Hartford, Conn.

The hurricane battered Rhode Island, Massachusetts, Connecticut and other coastal areas, causing millions of dollars damage.

## GEN. MOTORS:

### Pinball Test For Artillery Machine Guns

DETROIT, Sept. 4.—General Motors is now in the pinball business, according to an announcement from the AC Spark Plug Division this week.

AC is using an "automatic high potential and continuity tester" to test the Skysweeper—an electronic artillery machine gun to seek out invading planes. Shorter name for the GM gadget is a "hipot," while the statement from GM calls it a "scientific pinball machine."

Resembling a standard pinball in appearance, as did many of the experimental machines developed in this area in the past

(Continued on page 100)

### Gottlieb Ships Lady Luck, New Five-Ball

CHICAGO, Sept. 4.—D. Gottlieb & Company shipped to its distributors this week Lady Luck, a new five-ball game featuring rotation scoring for replays.

A player making numbers 1 thru 7 on the playfield lights up one of the seven numbers for possible replays.

Last-minute action is given the player when his ball reaches the bottom of the playfield where a line of bottom holes offer replays.

Kick-out holes advance the value of a diamond-shaped point target placed between two bumpers near the top of the playfield.

Lady Luck is equipped with two ball flippers operated by buttons, one on each side of the

(Continued on page 104)

### Bally Slates Ohio School

CHICAGO, Sept. 4.—Bally Manufacturing Company has scheduled a service school September 21-22 at the Lake City Amusement Company in Cleveland.

Bob Breither, Bally chief field engineer, will conduct the school, explaining in detail the features of Bally's new in-line game, Variety (see separate story).

Joe Abraham, of the Lake City organization, will act as host of the school, which will offer game operators tips and short cuts for servicing Bally's Jet and Rocket Bowlers, as well as explaining the Variety game.

### Detroit Group Plans Shuffle League Play

DETROIT, Sept. 4.—Renewal of an extensive program of league play for shuffleboard operators was the major item of discussion at the regular September meeting of the Detroit Shuffleboard Association, held Thursday (2) at the Hotel Tuller.

Plans for the resumption of league play were made. League play, thru the association's participation, has kept shuffleboard a recognized recreation in this area. John C. Westerdale is the DSA's director of league play.

Martin (Barney) Burke, DSA president, told the members that it was time to arrange teams for league play, and said, "The best dividend you can insure for the coming year for your business is a more active participation in the DSA. Your membership is not a social function but a necessary adjunct to your business."

## 'MORE REALISM'

### Engineer Sees New Type Arcade Units

CHICAGO, Sept. 4.—"More realistic coin-operated games that give the player more active physical participation" is what P. M. Connelly, electrical engineer at Commonwealth Edison, looks for in the amusement game future.

Actively interested in the development of coin-operated amusement games for more than 20 years, Connelly has ideas for games which on a smaller scale closely represent outdoor sports—getting the players' arms, hands, feet and elbows into action. He believes that such games would stir enthusiasm for Arcade play and also attract play in resort areas.

A coin-operated football game he envisions, for instance, would have the player actually throwing a small-size football at a target.

### Small Basketball

A baseball game, similarly, would require the player to deposit a coin for a chance to pitch balls at a target. Basketball games would feature the player actually handling a small basketball and taking shots at a miniature basket—on coin operation.

Connelly has other ideas for action-operations ranging from golf to horseshoes. An important feature of these games, says Connelly, would be automatic competitive scoring—combined with the coin operation.

Connelly thinks that Arcades

could have more of a clubroom atmosphere, much as bowling alleys have today, and believes that sports games set up on a small scale would do much to effect this.

His busy engineering schedule has kept him from making the most of his amusement game ideas, but Connelly says that he would sometime like to open a

(Continued on page 101)

### Chi Coin Ships Holiday Bowler, Match Shuffle

CHICAGO, Sept. 4.—Chicago Coin Machine Company shipped this week Holiday, a six-player shuffle bowler featuring a new point credit system which registers match scores and carries these over from game to game until a three-way match is made.

Matching features—number, star and crown—are adjustable to come up in the second, fifth or 10th frame, and light up in three columns running vertically on the

(Continued on page 100)

## Variety Hits New High in Shuffles

CHICAGO, Sept. 4.—Bold new ideas have brought to the coin-operated shuffle game field the greatest variety in shuffles the trade has yet seen.

Three new games, all starting off the production lines within the last month, all radically different from previous shuffle games and strikingly different from each other, are paving the way to a fall amusement game market that promises to set a record for its wide choice of games.

Bally Manufacturing Company's Jet and Rocket Bowlers, United Manufacturing Company's Shuffle Targette, and most recently, Chicago Coin Machine Company's Holiday Bowler, are currently setting the pace for new ideas in the shuffle field.

### Electronic Eye

With the Bally shuffle bowling games, an electronic eye, similar to the system used in checking traffic on the highways, clocks the speed of player-aimed pucks (The Billboard, August 7). The feature permits a player to increase the scoring value of strikes and spares by controlling the speed of each shot.

The Bally feature, called the Speed-O-Meter, records electronically the fraction-of-second intervals between the time the puck hits front and rear switches on the playfield, and registers scores in four different strike and spare values, depending on the control of the shot by the player.

Excessively fast or slow puck shots result in low 20-30 strike and spare scores. Well controlled, medium speed shots can register up to 120-90 strike and spare scores.

Herb Jones, vice-president, said that the Speed-O-Meter enables different scoring values to be registered, based on the player's skill, rather than on an arbitrary system.

### Shuffle-Target

United's Shuffle Targette is, as the name indicates, a combination shuffle-target game. The player shoots a metal puck down the Formica board, which slants

(Continued on page 105)

### Gov. Spot Checks Miami Coin Units In Tax Survey

MIAMI, Sept. 4.—Government agents this week were conducting a license spot check of coin-operated machines on location in Greater Miami.

William R. Thompson, agent in charge of the Federal Alcohol and Tobacco Tax Unit, said the inspection was to insure that the proper tax stamp was affixed to each device.

Ten-dollar stamps are required annually for juke boxes and pinball games, \$20 for pool tables and

(Continued on page 104)

## Salt Lake Ops Pull Pins for New Units

SALT LAKE CITY, Sept. 4.—Salt Lake City game operators have moved in gun games, shuffle bowlers and baseball games to fill the spaces formerly occupied by the city's banished pinballs.

The feeling of the city commission was that altho the new batch of games are unlicensed, they will be allowed to remain as long as they are legally operated.

Recent action of the commission repealed the city's amusement game ordinance and outlawed all amusement games effective August 15.

The new crop of games will be

allowed in the city, according to Mayor Earl J. Glade, "as long as they don't lead themselves to gambling."

"If there is any evidence that any amusement games are used for gambling purposes," added Mayor Glade, "they all will have to go."

"It was the intent of the commission in repealing the amusement game license law that all games that lend themselves to gambling must be eliminated," he said.

Under the repeal, no amuse-

(Continued on page 103)

# COINMEN YOU KNOW

## Chicago

Communications to:  
Ken Knauf  
Central 8-8761

## Chi Coin Head: Big Fall Season . . .

Sam Wolberg, co-owner of Chicago Coin Machine Company, this week said that this fall season should be one of the biggest ever for the amusement game trade. He said that the market was ready for new equipment, and there would be a lot of it. Wolberg reported a high initial reception of the new Chicago Coin Holiday Bowler.

Alvin Gottlieb, D. Gottlieb & Company, found himself right in the middle of a hurricane. Alvin was visiting with Dave Bond and Irwin Margold of Trimount Coin Machine Company, Boston, when the big storm hit the East Coast (see separate story).

John Casola and Ken Sheldon, United Manufacturing Company

representatives, returned Thursday (2) from the East for a short visit at the Chicago factory.

Coinmen in need of a real workout can drop over to Leonard Lenit's Super Arcade and go a few rounds with coin-operated Mighty Mike a mechanical sparring partner. The machine is handled by Mike Munves, New York.

Herb Perkins, Purveyor Distributing Company, was busy talking to visitors outside the office entrance during the warm weather. Monte West says Purveyor has hired extra mechanics to help with the heavier fall business.

Irv Ovitz, Acme International Distributors, returned from a business-pleasure trip to Portland, Ore. Irv reports a pick-up in shuffle and bingo business. Frank Werweritch, Acme serviceman, says there is room for a bigger quantity of equipment since Acme moved into its larger quarters about a year ago. Wally

Finke and Joe Kline, First Coin Machine Exchange, were pointing out the added space they have since the merchandise division moved to another location.

First Coin Machine Exchange is still at the same location, says Joe. (Seems some operators were confused by the new developments.) Wally Finke and Joe Kolberg now have private offices of their own. Bob Van Allen, First shop foreman, is on a two-week fishing trip in Wisconsin.

Howard Freer, Empire Coin Machine Exchange, reports a good reception on Shuffle Targette, the new United game. Vince Shay is back from the Wisconsin Northwoods, where he was catching fish and having a big time. Vince says his catch ran to less than a ton.

Paul Golden, La Ru Novelty, in Wisconsin for a vacation breather. Paul's daughter, coming from California on her way east, will spend a few weeks (Continued on page 101)

## Chi. Coin Ships

Continued from page 99

backglass against a background of water skis.

When a player matches his bowling score with a number, one point credit is scored. For each number and star matched, 10 point credits are scored.

The points are carried over from game to game until a number, star and crown match is made. The player making such a three-way match is entitled to all of the point credits registered on the point credit unit.

### Separate Chances

Each player in the matching frame has a separate chance for a number, star and crown arrangement. For example, when two players are playing, as the first player completes his turn, the number, star and crown will appear. Then the second player, upon shooting his first puck, finds that the star, number and crown lights disappear and remain out until he finishes his turn. The match lights then reappear showing a different number, star and crown arrangement. The same procedure continues thru for up to six players.

To add to matching opportunities, stars light up the full length of the column approximately once in every 25 games, giving the player an easy chance to make the number and star match.

Scoring on strikes and spares progresses in each set of three frames from 30-20 to 60-40 to 90-60, to 120-80 in the 10th and extra frames.

Holiday has a newly designed cabinet with wide grooved side moldings that gives greater depth to the bowling pin field without adding weight or size to the eight-foot-long cabinet. The game is available with 10-cent or 10-cent and three-for-quarter chutes.

## S & S Rolls

Continued from page 89

quarts or 400 half-gallons in vending position, and has storage space.

The dual unit lists at \$3,600 o.b. San Jose, Calif.; the single, \$2,700. Shipping weight: 4,500 pounds.

The refrigerated compartment measures 8 feet square and 8 feet high. Temperature is controlled at between 32° and 38° F. by 3/4 h.p. Freon-12, blower evaporator, 110 single phase service.

Cartons are loaded and vended in an upright position.

Features include a removable 10-gallon collecting pan located beneath a drain and trap to catch condensation and wash-down overflow; electrical equipment enclosed in insulated box; interior vapor proof lights; time clock operating exterior flood lights; National Rejector coin mechanism; four-inch fiberglass insulation thruout; heating system to prevent freezing of milk if temperature goes below 32° F. (for winter operation).

The unit is mounted on portable skids measuring 4 inches wide and 6 inches thick.

The firm recommends that for each six units in operation, one complete spare is on hand. Spare parts are: ejection head and electrical controls (\$204.24); National coin mechanism (\$168.50); complete head and electrical delivery mechanism (\$372.74).

Dairy Fresh is selling the unit direct to dairies and distributors. The firm sells the machine at 10 per cent down, 1 per cent in 10 days and balance in 30 days, or on contract with 1/3 down, and the balance in 24 months at 6 per cent.

## Auto Layoffs

Continued from page 97

Some operators contend that the city is not yet ready for dime bars, although others are already changing from nickel to dime operation.

One major operator has been changing most of its locations from nickel to dime operation, but losing some locations to operators because management demanded the nickel bar.

A mixed operation is the satisfactory compromise tried by still other operators who offer both prices in one machine.

Even this operation is not without its difficulties. William S. Emig, Variety Vendors, reported that mixing dime and nickel bars "is not an overnight move. We have been trying it for eight years and we usually wind up selling some dime bars at a nickel to get rid of them."

## Pennies Good

Continued from page 99

novelty stores and school supply stores every year.

Exhibit Supply, Chicago manufacturers, produce both cards and card venders. Card sales of one of the company's distributors on the East Coast exceeds 15,000,000 cards a year. Exhibit prints 50 different series of cards, featuring pictures of movie, TV and radio stars, cowboys and Indians, jet planes, sports figures, scenic views and novelty and gag items. Most of the cards, which are sold at \$3.98 per 1,000, are vended for 1 or 2 cents.

The S. S. Kresge Company store at 95th Street and Western Avenue, Chicago, sold 8,000 penny cards in 20 days—mostly of TV and radio stars. One vender at the Kresge store is set up next to the music department, where record buyers can also get pictures of favorite artists.

### Penny Scales

There are seven major manufacturers of penny-operated scales in the country. While not strictly amusement units, many of these scales combine weight and fortune telling for the penny ante and enjoy a wider variety of locations than their amusement game cousins.

Hot weather, which does little to promote amusement game take, is actually good for penny scale collections. Said one scale operator in Kansas City, Mo., "Hot weather is the best thing in the world for our business, because the minute people start putting on overcoats they stop getting weighed as often. Most of them hate to take off their coats to get weighed, and they don't seem to be much interested in what they weigh with them on."

Penny scales have taken more than their share of rebuffs. Newspaper reporters are quick with stories on how a machine on one end of town will give a different weight than one at another end. One of the more zestful productions on this theme occurred in Portland, Ore., a few years ago, when, armed with a handful of pennies and an urchin, a reporter set out to learn the facts of life concerning honest weight. They checked in at the city sealer of weights and measures and certified the weight of the child at 37 1/2 pounds. On penny scales the child ranged from 19 to 48 pounds. The greatest variation in weight came from insertion of successive pennies in the same scale.

### Candy, Gum, Peanuts

Vending machines cater to the penny market with candy, gum, peanuts, charms and a wide variety of utility items including paper cups and facial tissues.

A hungry moppet with a penny in his pocket has his choice of bubble gum, stick gum, candy coated gum and raisins; Boston baked beans (hard shell coated candy); penny chocolate bars; Virginia, Spanish, jumbo, blanche (white) and other varieties of peanuts.

Vending operators often combine penny gum, nut and candy routes. Many of these machines are placed on location at industrial plants where the workers can get to them during break periods.

While a greater variety of quality items were once marketed by penny venders, most of the machines still give the penny patron a fair shake. The customer will get about a dozen Virginia peanuts, for example, for his penny.

Sid Rubenstein, head of the Pioneer Vending Service, Brooklyn, has advised operators to take a good look at the 1-cent vend and see if a higher tab isn't justified. Rubenstein doesn't suggest that penny vending be discontinued—it's more a matter of which items warrant a 2-cent price and which are low enough in cost to hold the line at a penny. Quality nuts, pistachios, for instance, should not vend for a penny, Rubenstein believes.

## Gen. Motors

Continued from page 99

several years, some of which never reached the market, the hipot has rows of lights mounted on the front which flash on and off as the unit tests the connections in the intricate Skysweeper. In this case, the flashing lights stop when a faulty connection is found.

The GM "pinball" has reduced testing time from 40 hours to one; each unit includes about a half mile of wire, 1,000 connector points, and 525 separate relays.

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COMPLETE ARCADE OR SINGLE MACHINE. Also Mangels Lead Shooting Gallery. Coming store September 26. Arcade Amusement Corp., 1145 Sixth Ave., N.Y.C. se18

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp. 190A Duane St., New York City. se18

COMB VENDORS—IT'S NEW. \$11.95 BUY direct. Exp. Salesman wanted. Territories open. M-J Products, Box 111, Dodson, Mo. se11

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. se25

FOR SALE — ESTABLISHED POKERINO and Arcade combined; including property; completely equipped; fastest growing section of New Jersey coast; price, \$60,000. Beacon Amusements, Inc., Beach Haven, N. J. se18

PARTNER—ACTIVE OR SILENT WITH \$12,000 for highly profitable business of operating vending and amusement machines in certain specified Latin American countries. Box 951, The Billboard, 1564 Broadway, N.Y.C.

## Help Wanted

WANTED—VENDING MACHINE SALESMAN, of the \$25,000 caliber, for our 10-column tab gum machines, sold to and sponsored by civic and service organizations. We have more leads than we can handle. For personal interview write at once to Hughey Enterprises, Inc., 152 Market St., Paterson 1, New Jersey.

## Parts, Supplies & Services

COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. oc16

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1948. se25

STAMP MACHINE FOLDERS DIRECT from our factory; low prices. Braum Mfg., 171 E. 92d St., New York, N. Y. oc16

## Routes for Sale

PERSONAL WEIGHING SCALES—200 ON location in Nebraska; 30 on location in Colorado. All operating and in perfect condition. Sell all or part for low cash price or on deferred payment. Scales have been in operation for several years. Wire, phone or write Bernard K. Blitterman, 4709 East 27th, Kansas City, Mo. Armour 3900.

## Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. What have you to sell.

MACK H. POSTEL Chicago 18, III

ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. oc16

COIN-OPERATED RADIOS — 25 LATE model machines in A-1 condition, \$35 each. Adams, 669 Orange Ave., Winter Park, Fla.

CIGARETTE MACHINES—6 COLS. ROWE Imperial, \$45; 12 cols. E. Uneda Pak, \$60; 9 cols. 500 Uneda Pak, \$60; 7-50 National, \$62.50; 7 cols. VD Dugreniers, \$55; 9 cols. WD Dugreniers, \$57.50. These machines have just been pulled from locations, all set on quarter operation and have at least one King Size Column; one-third deposit with order, bal. c.o.d., E. B. Phila. Central Vending Machine Service Co., 3967 Parrish St., Phila. Pa. EVERgreen 6-4244.

ADVANCE SANITARY MACHINES In original cartons. Automatic Sales Box 1155 Abilene, Texas

DELUXE PHOTOMATIC — LATE MODEL, excellent condition; twenty-five cent framed picture; \$500. Harvey Murphy, 3200 Sixth Ave., Sioux City, Iowa.

## SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders, 21-F's, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES Dept. B-8, 4307 W. Lawrence Ave., Chicago 36 SHIPMAN 5¢ COMBINATION GUM AND Mint Machines. Thirty machines never unpacked. Cost \$29.95 each. Make offer. P. O. Box 126, Princeton, N. C.

WHEEL AND DEAL—TEXAS LEAGUER. Exhibit Love Meter, Jumpin' Jacks, Challengers, Dale Guns, Gum Venders, Pedestal Stands. Trade, 1902 Elm St., New Albany, Ind.

## Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

THE FOLLOWING MACHINES ON OR OFF location: 21F's Ball Gum, and Scales. Box M-83, c/o Billboard, Cincinnati 22, Ohio. se18

WANT PHOTOMATIC OR AUTOPHOTO coin operated in very good condition. Give age, price, full details. Art Cooke, Darby, Pa. se11

WANT TO PURCHASE JUKE BOX-SHUFFLE Alley route in the South or West for cash plus terms. Write to Dwayne Atwill, 1008 Clayton, Artesia, New Mexico. se25

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# COINMEN YOU KNOW

Continued from page 100

with him. Harry Salat, busy with La Ru Novelty operations, reports that the new type gun games now on the market are the best that have come out in that line.

Chicago Music Company's Ed Gilligan and his wife having vacation fun in Wisconsin this week. Eddie Foy is busy meanwhile sparking the music and shuffle game operations.

Low (Colonel) Lewis, of Merit Industries on the South Side, says amusement game players demand variety and he changes games in locations often.

Herb Jones, Bally Manufacturing Company, reports Bob Breither, Bally field engineer, busy with service schools in the East. A new in-line pinball game will hit the market soon.

Ralph Sheffield, Genco Manufacturing & Sales Company, planning a business trip to Florida, says he would really like to stay home in Chicago awhile. Ralph recently got back from a trip to Denver, Salt Lake City; Phoenix, Ariz.; Los Angeles, San Francisco, Seattle, Portland, and Minneapolis, where he has been visiting with operators and distributors.

Avron Gensburg, Genco, in New York on a business and pleasure trip. Avron will visit Baltimore, Philadelphia and Boston while in the East.

## Canada

Continued from page 93

who is working with the Aetna Insurance Company of Hartford, with a list of all his Seeburg equipment to be covered.

Excluded from the risks are damages caused by war, electrical disturbances, wear and tear, mechanical breakdown, gradual depreciation, dishonesty of employees or persons to whom the property is entrusted, marring, chipping, scratching or breakage of tubes or records unless caused by the other perils.

All claims, except by fire, must be for over \$10. The machines are insured for, and valued at, the amounts stated in the certificate . . . for their value.

W. W. McHoull, general manager, pointed out that because of this plan, "the operator now has the opportunity of protecting his investments at a reasonable figure."

Thus far, response has been excellent, he said.

## Muzak

Continued from page 93

fine the area of copyright music protection."

The complaint, itself, is broken down into three charges, each one involving a tune composed by Andrew M. Wiswell. Muzak claims that in each case it holds the copyright, and that in each case the restaurant violated the copyright. The tunes are "Someone Dear to You," "Don't Be So Sure" and "Now That You're Here."

Hochhauser emphasized that the Muzak action is aimed only at commercial establishments which seek to use copyright music for profit, either direct or indirect, without paying the required licensing fee.

He added that if an individual wanted to set up an FM tuner and beeper system for his own amusement, no copyright infringement would be involved.

## 5 Down, 1 to Go

Continued from page 94

Mount Royal Hotel for the showing in Montreal. Following these showings, the firm set up displays in Winnipeg, Vancouver and Calgary.

Reg Gilchrist, head of Gilchrist, Ltd., said that the events were the largest and best in the firm's history.

Another showing of the new model will be held at the Western Fair, London, September 13-18. Gilchrist said that this last showing would give operators in Western Ontario the opportunity of seeing the machine, as well as introducing the juke box business to a number of potential customers in that area.

Joe Schwartz, National Coin Exchange is back from his Florida fun jaunt. Sheldon Spira was telling about a big highway accident he witnessed recently. Sheldon was right on the spot and found things pretty exciting. National's premium business seems to be on the move, with a lot of new merchandise on display.

Ed Levin, Chicago Coin Machine Company, recently visited with Bob Dupuy, general manager of F.A.B. Distributing Company, New Orleans, and John Bosch, General Distributing Company, that city. Ed reports large orders for Super Home Run in the South.

With the end of the United Golf Tournament of United Manufacturing Company, Fred Dohe ended up with the low handicap score. A wind-up shindig is planned at the Highland House in Niles. Johnny Casola and Ken Sheldon, United roadmen, in New York and Al Thoeke in Indianapolis conducting service schools.

## Milwaukee

Communications to:  
Benn Ollman  
Uptown 3-6018

### Music Group Holds First Fall Meet . . .

Members of the Milwaukee Phonograph Operators' Association will hold their first get-together of the fall season Thursday evening (9) at the Joe Deutch restaurant. According to Doug Opitz, organization secretary, no particularly urgent business is on the agenda. Session will mainly be concerned with laying of plans for the group's activities for the balance of the year.

Jack Nelson, Bally vice-president, was a visitor in Milwaukee recently. Nelson spent much of his time visiting with the staffers at Paster Distributors and then made the rounds of some of the key coin operators in the area. He expressed gratitude at the excellent reception the trade has been showing to the new Bally

## 'More Realism'

Continued from page 99

club which would feature these games—all coin-operated.

### Recreation Spot

He thinks that such a club could be self-supporting and an ideal recreation spot, especially for young people. The club could include a separate TV room and be equipped with a number of coin-operated vending machines dispensing coffee, beverages and sandwiches.

Such a spot, says Connelly, would be a wonderful "lounging-around place" and spectator interest would enliven the atmosphere. Graduating with a B.S. in electrical engineering at Illinois Institute of Technology, Connelly has worked with Commonwealth Edison, Chicago, since 1923. At Commonwealth he specializes in line design work, which consists of designing secondary electrical equipment required to supply service to different customers fed from a public utility line.

It has been a pastime and hobby of Connelly's to play all kinds of coin-operated games and he has a particular gift for creative work in this line.

### Indoor Golf Hobby

Years ago he operated an indoor golf course as a hobby on a part-time basis. To boost interest in the place, he moved in several coin-operated golf games which he designed and built. One of the games, 18 feet long and with a wide enough space for the player to swing a golf club, consisted of a canvas target stretched tight by springs, surrounded by a driving net. The impact of the ball as it hit the canvas target was transferred to a recording mechanism that registered the distance of the player's "drive."

Connelly had to give up this hobby when the place he was located in for two years was sold and other business interests kept him from relocating. Especially interested in golf, he has since designed a number of golf specialties, including a golf club with a score tabulator, a golf cart with a seat and several games based on golf. He has just recently drawn up plans for a puck type shuffle unit based on golf.

games and predicted a big fall and winter season ahead for the industry.

Officers of the Milwaukee Phonograph Operators' Association announce that they are not planning any meetings of the group until sometime in September. Several summer gatherings that had been contemplated by the traders didn't come off because the bulk of the membership is too busy to take time off. Vacation periods of routemén make most coin outfits short-handed during the summer, causing tight schedules, they claim.

Jerry Friebert, record counter man at Radio Doctors, is heading for a brief vacation in New York. On his return Jerry plans to return to his studies at Wisconsin State College.

Stopping at Radio Doctors for late wax for their music routes this week were the following out-of-town operators: Leo Bartol, W a s a u; Smith-Cameron Company, Madison, and Johnson Tire Service Company, Ripon.

According to Stu Glassman, operators from upstate are showing a potent delayed interest in the Fontane Sisters' recording of "Happy Days and Lonely Nights," on the Dot label. Also tempting the operators this week were the new Teresa Brewer "Au Revoir" and all the hit versions of "If I Give My Heart to You."

The flying juke box operator, Frank Barink, of Banco Music, is just back from an air trip to his hunting lodge in Canada. Alice Antczak, the Banco music buyer, says that music action perked up slightly. Implementing this boost in business, she informs, were "Skokiaan," by the Four Lads, and the surprise action being received for the flip side of "Sh-Boom," a sleeper called "I Spoke Too Soon."

Herb Geiger, Geiger Automatic  
(Continued on page 103)

## "THERE IS A DIFFERENCE"

IMMEDIATE DELIVERY ON ALL NEW LEADING FACTORY PRODUCTS

### UNITED BOWLERS

- 6 Player DeLuxe . . . \$ 85.00
- 6 Player Super . . . 95.00
- 6 Player 10th Frame . . . 110.00
- 6 Player Cascade . . . 200.00
- 6 Player Stars . . . 135.00
- 4 Player Official . . . 100.00
- 5 Player . . . 60.00

### BINGOS

- A.B.C. . . . \$ 50.00
- Coney Islands . . . 95.00
- Genco 400 . . . 65.00
- Jumpin' Jax . . . 100.00
- Stars . . . 85.00
- Spot Lites . . . 85.00
- Atlantic City . . . 150.00
- Leader . . . 95.00
- Dude Ranch . . . 375.00
- Yacht Club . . . 225.00

### USED VENDORS

- 20 N.W. 2-Col. Roll-Type Stamp . . . \$35.00
- 10 Atlas Ace 1 1/2 Mds. . . 6.50
- 15 N.W. #40 1 1/2 Mds. . . 6.50
- 15 N.W. #39 1 1/2 Mds. . . 6.50
- Plastic Globe . . . 6.50
- 15 Advance 1 1/2 Strick Gum . . . 10.00
- 3 Two-Col. Stamp Folder Type . . . 12.50
- 2 N.W. 1 1/2-5 1/2 Candy-Mds. . . 12.00
- 10 S.K. 5 1/2 Hot Nut . . . 15.00
- 1 10c Cigar Vendors . . . 12.00
- 3 2-Col. Daval Roll Stamp . . . 25.00
- 25 Masters 1 1/2 & 5 1/2 . . . 8.50
- 5 Advance 1 1/2 Gum . . . 8.50
- 350 Victor Baby Grands . . . 8.50
- New Sanitary Napkin . . . 22.50
- New 3 Col. Shipman Stamp . . . 39.50

### DRINK MACHINES

- 6 Supervends, 3 sel. 1000-cup capacity, with change makers \$265.00
- 6 Sneads, single 10-oz. cup, 1000 capacity . . . 125.00
- 3 Mills, single drink, 400-cup capacity, with change maker 150.00
- 6 Hupp, single drink, 400-cup capacity . . . 110.00
- 3 Bradley Seniors, 2 selections, 1000-cup capacity . . . 225.00
- 6 Revco Ice Cream Cup, #400 Model . . . 125.00
- 2 Craig Ice Cream Bar 125.00
- 2 Mills 3-Drink 400 Cups . . . 185.00
- 5 Andico Coffee Vendors . . . 395.00
- 2 Silver King Coffee. 125.00

### COUNTER MACHINES

- Zie Zag . . . \$32.50
- 5 ABT Skill Guns . . . 20.00
- 30 ABT Challengers . . . 20.00
- 4 Genco Pee-Wees . . . 20.00
- 4 Genco Whizz . . . 20.00
- 90 3-Way Grippers . . . 18.50
- Shockers, new . . . 24.50
- 3 Ship, Art Shows . . . 45.00
- 50 Three of a Kind . . . 18.50
- New Kick & Catchers 49.50
- 20 Mer. Count. Grip . . . 20.00
- 17 Wizzards, 5c . . . 18.50
- 4 Target Skill Guns 18.00
- 2 Red, White & Blue Guns . . . 20.00
- 2 Criss Cross . . . 15.00
- 3 Pikes Peaks . . . 18.50
- Zipper Skill . . . 32.50

### MUSIC

- Packard Wallboxes, each . . . \$ 7.50
- Mills Constellation, 40 sel. . . 175.00
- Evans Constellation, 40 sel. . . 240.00
- A.M.I. A, 40 sel. . . 150.00

### ARCADE EQUIPMENT

- ABT & Gun Rifle Range . . . \$550.00
- Bally Big Inning . . . 150.00
- Heavy Hitter . . . 40.00
- Goalie . . . 100.00
- C. Coin Pistol . . . 95.00
- Evans Best-a-Score . . . 145.00
- Evans Ski-Roll . . . 95.00
- Ex. Dale Gun . . . 55.00
- Ex. Gun Patrol . . . 185.00
- Ex. Six Shooter . . . 145.00
- Genco Basketball . . . Write
- Lite League . . . 75.00
- Midget Movies, Latest 185.00
- Q Ball Pool Tables . . . 125.00
- Quizzer With Film . . . 95.00
- Sci. Pitch'm & Bat'm 185.00
- Twin Shoe-Shine . . . 150.00
- Wurlitzer Skee Ball. 150.00
- Supr. World Series. 95.00
- Hayburners . . . 75.00
- County Fair . . . 75.00
- Standard Metal Typewriter . . . 275.00
- Panorams . . . 250.00
- Space Invaders . . . 125.00
- Wms. Del. Baseball. 350.00
- Bal-a-Score Sr. . . 45.00
- Ex. Deluxe Post Card Vendors . . . 50.00
- Jennings Barrel Roll 125.00
- Knotty Peaks . . . 50.00

### HARVARD METAL TYPER

- Typewriter . . . \$150.00
- Balancing Practice. 65.00

### CIGARETTE VENDORS

- 8 10 Col. P. X. . . \$125.00
- 15 8 Col. Eastern Elec. 115.00
- 3 9 Col. Keeney Elec. 145.00
- 4 9 Col. National 90.00
- 2 9 Col. National 950 110.00
- 1 8 Col. Rowe Elec. . . 95.00
- 5 15 Col. U 500 . . . 110.00
- 1 11 Col. Uneda . . . 65.00

All Factory Shopped—25¢ Chute.



Terms: 1/3 deposit with all orders, balance C.O.D.

**AMI**  
NOW DELIVERING MODEL E

## Cleveland Coin MACHINE EXCHANGE, INC.

2029 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

## PENNY ARCADE FOR SALE—100 MACHINES

Now operating in Southern California. Long lease available. Located in population center. Building has concession space under lease. Machines in good condition. Price \$40,000. Will finance 50%. Reason for selling: to settle estate. Contact:

**MRS. DORA ROBIN**

2223 25th ST. SANTA MONICA, CALIF.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

## MR. ADVERTISER:

Are you missing out on new business?

Check these facts:

**The Billboard's OPERATOR CIRCULATION INCREASED 23% in the last 18 months!**

Now—11,862 operators buy The Billboard each week . . . as compared to 9,606 eighteen months ago!

Now—32,027 coinmen read The Billboard each week . . . as compared to 26,936 eighteen months ago!

NOTE: The Billboard's Annual Readership Survey shows that an average of 2.7 coinmen read each bought-and-paid-for copy of The Billboard.



It makes sense, doesn't it, that if you have not recently advertised in The Billboard—then you're missing out on a lot of potential new business!

PLAN A STRONG-SELLING CAMPAIGN NOW . . . START WITH A "FULL STORY" AD IN

The Billboard Annual  
**FALL COIN MACHINE SPECIAL**

Issue Dated—September 25  
Advertising Deadline—September 16

Contact your nearest Billboard office:  
**CHICAGO**  
188 W. Randolph St., Central 6-8761  
**CINCINNATI**  
2160 Patterson St., Dunbr 6450  
**HOLLYWOOD**  
6000 Sunset Blvd., Hollywood 9-5831  
**NEW YORK**  
1564 Broadway, Plaza 7-2800  
**ST. LOUIS**  
390 Arcade Bldg., Chestnut 1-0443

**Let REDD get you READY for BIG FALL PROFITS!**

**KIDDIE RIDES** FULLY GUARANTEED! COMPLETELY RECONDITIONED!

BEAUTIFUL BALLY CHAMPION HORSE ..... \$495  
 BERT LANE MUSICAL MERRY-GO-ROUND ..... 495

EXHIBIT BIG BRONCO only  
 BALLY SPACE SHIP  
 DECO SPACE SHIP (Hydraulic)  
 NYLCO SPACE SHIP (Hydraulic) **\$395**

**ALLEYS** **GUNS**

UNITED CLOVERS ..... \$195 Used EXHIBIT SHOOTING GALLERY. Collect Call  
 UNITED STAR 10th Frame ..... 135 Used UNITED JUNGLE GUN ..... Collect Call  
 Genco Sky Gunner ..... \$145

**LARGEST STOCK IN WORLD OF**

Boats Merry-Go-Rounds Alleys Bingo Machines  
 U-Drive-Its Moon Rides Music Machines Guns

**WRITE—WIRE—CALL TODAY!**

**REDD DISTRIBUTING CO., INC.**  
 298 LINCOLN STREET  
 ALLSTON 34, MASS. AL 4-4040

Exclusive Distributors of **WURLITZER—BALLY—UNITED**

**THE BILLBOARD INDEX**

**ADVERTISED USED MACHINE PRICES**

**AMUSEMENT GAMES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors

	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14
ABC (United) .....	\$50.00 65.00	\$50.00	\$50.00	
Army & Navy .....	125.00		89.50 125.00	\$125.00
Atlantic City (Bally).....	140.00	150.00(4)	150.00(2)	140.00
	150.00(4)	175.00(3)	175.00(2)	150.00(4)
	165.00			185.00(2)
	175.00(2)			
Basketball Champ (Chicago Coin).....	250.00	175.00 250.00	175.00 250.00	175.00 250.00
Battling Practice .....	65.00 89.50	65.00 89.50	65.00 89.50	65.00 89.50
	95.00			95.00
Beach Club (Bally) .....	300.00 325.00	295.00 310.00	310.00	325.00(3)
	355.00(2)	325.00(2)	325.00(2)	345.00
	360.00 375.00	355.00 360.00	355.00 360.00	375.00(2)
		375.00	375.00	385.00(2)
Beauty (Bally) .....	265.00	200.00 265.00	250.00 265.00	250.00(2)
	275.00(3)	275.00(3)	275.00(3)	265.00 285.00
				315.00
Be Bop (Exhibit) .....	84.50	84.50	84.50	84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Blue Skies (United) .....	49.50	49.50	49.50	49.50
Boston (Williams) .....	69.50	69.50	69.50	69.50
Bowling Champ (Gottlieb)...	59.50	59.50	59.50	59.50
Bright Lights (Bally).....	49.50 50.00	50.00 65.00	50.00 65.00(3)	50.00 65.00(2)
	65.00 75.00(2)	75.00 90.00	90.00	90.00 95.00(2)
	90.00			95.00 145.00
Bright Spot (Bally) .....	75.00 85.00(2)	75.00 85.00	55.00 90.00	95.00(2)
	89.00 90.00	90.00	95.00(2)	
	95.00(2) 99.50	95.00(2)		
Buffalo Bill (Gottlieb).....	59.50	59.50	59.50	69.50
Cabana (United) .....	175.00(3)	175.00(2)	175.00(2)	175.00 235.00
		195.00 225.00	195.00(2)	
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco) .....	59.50	59.50	59.50	59.50
Champion (Bally).....	89.50	89.50	89.50	89.50
Citation (Bally).....	79.50	79.50	79.50	79.50
C.O.D. (Williams).....	95.00	95.00	95.00	95.00
Coney Island (Bally).....	75.00 80.00	85.00(2)	85.00(2)	75.00 85.00
	85.00 95.00(5)	95.00(5)	95.00(3)	95.00(2)
	99.50			110.00 130.00
County Fair .....	75.00	75.00	75.00	75.00
Circus (United).....	150.00			
Dallas (Williams).....	69.50	69.50	69.50	69.50
Dealer (Williams).....				195.00
Deluxe Baseball (Williams)...	250.00 350.00	350.00	350.00	250.00 350.00
Dew-Wa-Ditty (Williams)...	49.50	49.50	49.50	49.50
Disc Jockey .....	79.50	79.50	79.50	79.50
Double Feature (Gottlieb)...	79.50	79.50	79.50	89.50
Double Shuffle .....	59.50	39.00 59.50	39.00 59.50	59.50
Dreamy (Williams).....	79.50	79.50	79.50	79.50
Dude Ranch (Bally).....	325.00 345.00	325.00(2)	325.00 345.00	350.00(2)
	365.00(2)	345.00	350.00	365.00
	375.00	365.00 375.00	365.00(2)	375.00(2)
			375.00	395.00
8 Ball .....		75.00	75.00	75.00
Fairway .....	95.00		79.50 110.00	110.00
Floating Power (Genco).....	49.50	49.50	49.50	49.50
Flying High (Gottlieb).....	129.50	129.50	129.50	149.50
400 (Genco).....	50.00 65.00(2)	65.00 69.50	40.00 65.00	69.50
	69.50			69.50
Football (Chi Coin).....			39.00	39.00
Four Horsemen (Gottlieb)...	79.50 99.50	79.50 99.50	99.50	109.50
Frolic (Bally).....	195.00 225.00	195.00 225.00	195.00 200.00	185.00 195.00
			225.00	225.00
Gizmo (Williams).....	49.50	49.50	49.50	49.50
Globe Trotter (Gottlieb)...	109.50	109.50	109.50	109.50
Gold Cup (Bally).....	45.00 59.50	45.00 59.50	45.00 59.50	45.00 59.50
Golden Nuggett (Genco).....			50.00	
Grand Champion (Williams)...	110.00	110.00	99.50 110.00	110.00
Green Pastures (Gottlieb)...	195.00	195.00	195.00	195.00
Guys-Dolls (Gottlieb).....	135.00	135.00	135.00	135.00
Happy Days (Gottlieb).....	109.50	109.50	109.50 110.00	129.50
Havana .....	325.00 395.00	375.00	395.00 425.00	435.00(2)
	415.00	395.00(2)	425.00	
Hawaiian Beauty (Gottlieb)...	235.00		225.00	
Hayburner .....	69.00 75.00(2)	75.00(2)	69.00 75.00(2)	75.00(2)
Hit 'n' Run (Gottlieb).....	79.00 109.50	79.00 85.00	79.00 85.00	85.00 129.50
		109.50	109.50	
Holiday .....	60.00 75.00	75.00		75.00
Ice-Frolics .....	400.00 410.00	400.00 420.00	400.00 420.00	400.00 420.00
	425.00(2)	425.00(2)	425.00(2)	
	445.00	440.00 445.00		
Jockey Specials (Bally).....	45.00 54.50	45.00 54.50	45.00 54.50	45.00 54.50
Joker (Gottlieb).....	89.50	89.50	89.50	89.50
Judy (Exhibit).....			100.00	94.50
Jumping Jack (Genco) .....	100.00	100.00	100.00	100.00
Just 21 (Gottlieb).....				59.50
Knock Out (Gottlieb).....	79.50	55.00 79.50	55.00 79.50	55.00 89.50
Lazy Q .....	175.00		139.50 175.00	185.00
Leader (United).....	49.50 65.00		75.00	
	75.00 89.00			
Lite-o-Line (Keeney).....				50.00
Long Beach (Williams).....	85.00 95.00	95.00	95.00	95.00
Lovely Lucy (Gottlieb).....		195.00	195.00	
Lucky Inning (Williams).....	59.50	59.50	59.50	59.50
Merry Widow (Genco).....				49.50
Mexico .....	425.00 470.00			
Minstrel Man .....	65.00			
Monterrey (United).....	49.50	49.50	49.50	49.50
Mystic Marvel (Gottlieb)...	195.00	195.00	195.00	
Nine Sisters (Williams).....				185.00
Oklahoma (United).....	69.50	69.50	69.50	69.50
Olympics .....			75.00	

**NEW-RECONDITIONED METAL TYPER MACHINES**

We Carry a Complete Line of Parts in Stock

**WRITE FOR PRICES**

**NOW!** Buy Your Aluminum Discs in Rolls of 100.



**STANDARD METAL TYPER CO.**  
 1318 N. Western Ave., Chicago 22, Ill.

**FINEST BINGOS**

FACTORY RECONDITIONED

Like \$50 In Your Pocket

Returnable 3rd Day—Full Refund

ICE FROLICS (almost new) ... \$410.00  
 PALM SPRINGS (almost new) ... 410.00  
 YACHT CLUB (new superline freq.) ... 220.00  
 PALM BEACH ... 150.00  
 DUDE RANCH ... 375.00  
 BEACH CLUBS ... 355.00  
 ATLANTIC CITY ... 150.00  
 LEADER ... 65.00  
 CONEY ISLANDS ... 80.00  
 BRIGHT SPOTS (6 card) ... 75.00  
 GENCO 400's (percentaged right) ... 65.00

Want Bingos—Mail Your List

**W. E. Keeney Mfg. Co.**  
 5231 S. Kedzie Chicago 32, Ill.  
 Hemlock 4-3844

**BARGAINS**

UNITED 6 PLAYER ..... \$ 50.00  
 UNITED 6 PLAYER DELUXE ..... 50.00  
 UNITED 6 PLAYER SUPER ..... 75.00  
 UNITED 6 PLAYER OFFICIAL ..... 95.00  
 UNITED 5 PLAYER ..... 25.00  
 C. C. 6 PLAYER ..... 40.00  
 KEENEY 4 PLAYER ..... 25.00  
 KEENEY 6 PLAYER ..... 35.00  
 KEENEY 10 PLAYER TEAM BOWLER ..... 100.00  
 KEENEY 10 PLAYER CLUB BOWLER ..... 150.00  
 KEENEY CARNIVAL & DOMINO ..... 195.00  
 KEENEY PACEMAKER, like new ..... 250.00  
 KEENEY MAINLIER, like new ..... 325.00  
 KEENEY BONUS, like new ..... 350.00  
 KEENEY DIAMOND, like new ..... 375.00

Keeney Century & Bikini, new, write

**J. M. NOVELTY CO.**  
 5534 Mahoning Ave.  
 Youngstown, Ohio

**MAKE US AN OFFER**

**BOWLERS WITH MATCHING**

2 CRISS CROSS (FREE PLAY)  
 1 GOLD CUP, 9' (FREE PLAY)  
 5 NAME BOWLER  
 4 10TH FRAME STAR  
 1 CLOVER  
 1 DOMINO

**BOWLERS WITH HIGH SCORE**

3 DE LUXE SA  
 1 SUPER SA  
 1 5-PLAYER SA  
 2 BOWL-A-BALL

**T & L DISTRIBUTING CO.**  
 1663 Central Parkway  
 Cincinnati 14, Ohio  
 Main 8751

**SHOOTING MACHINES**

Exhibit Six Shooter ..... \$145.00  
 Exhibit Shoot-a-Line ..... 185.00  
 Exhibit Space Gun ..... 185.00  
 Exhibit Dale Gun ..... 95.00  
 Seeburg Chicken Sam ..... 110.00  
 Seeburg Bear Gun ..... 195.00  
 Bally Defender ..... 125.00  
 Rapid Fire ..... 125.00  
 Bally Torpedo ..... 95.00  
 Mutoscope Sky Fighter ..... 125.00  
 Mutoscope Ace Bomber ..... 125.00  
 Keeney Air Raider ..... 145.00  
 Keeney Submarine ..... 95.00  
 Chi. Coin Pistol Pete ..... 95.00  
 August Bargain List FREE

Machines Reconditioned the Munves Way Work and Look Like New. 32-Page 200 Illustrations Catalog Free.

**MUNVES**

577 Tenth Ave. (at 42nd St.)  
 New York 36, N.Y. BRyant 9-6677  
 42 YEARS SERVICE • EST. 1912

**ATTENTION OWNERS OF BELL TYPE MACHINES**

We are in the market for brand new Mills Bells. Write, giving full description, price, etc., to

**MILLS SALES COMPANY, LTD.**  
 ATTN: E. STEWART  
 Bender Warehouse Reno, Nevada

Exclusive Distributors for **BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**NEW EQUIPMENT—Now Delivering**

Bally Variety  
 Bally Jet and Rocket Bowler  
 Bally's Complete Line Kiddie Rides  
 Exhibit Star Shooting Gallery

Chicago Coin Holiday Bowler  
 Chicago Coin Playtime Bowler  
 Rock-Ola Comets, 45 RPM, 120 Selection  
 Rock-Ola 1442 Hi Fidelity, 50 Selection, 45 RPM

**USED EQUIPMENT—Ready for Location**

**MUSIC** **SHUFFLE ALLEYS** **BINGOS**

United Team ..... \$ 60.00  
 Double Chute ..... \$400.00  
 United Imperial ..... 325.00  
 United Clover ..... 200.00  
 Keeney Pacemaker ..... 275.00  
 Keeney Bonus Bowler 349.50  
 Chicago Coin Advance Bowler .. 325.00  
 Chicago Coin Criss Cross Bowler .. 345.00  
 Bally Champion ..... Write  
 Bally Victory ..... Write

Brite Lite ..... \$ 60.00  
 Bright Spot ..... 95.00  
 Spot Lights ..... 85.00  
 Atlantic City ..... 150.00  
 Ice Frolics ..... 415.00  
 Yacht Clubs ..... 250.00  
 Surf Clubs ..... 495.00  
 Hi Fi ..... Write  
 Variety ..... Write

Rock-Ola 1436 Fireball, 45 RPM, 120 Selection ..... \$395.00  
 Rock-Ola 1434 Rockets, 78 RPM, 50 Selection ..... 325.00

**CALDERON DISTRIBUTING Co.**  
 450 Massachusetts Avenue Indianapolis, Indiana

**WURLITZER 1250 ..... \$265**  
**WURLITZER 1500 ..... \$575**

RECONDITIONED AND REFINISHED LIKE NEW!

Terms: 1/3 Deposit, Bal. C.O.D.



**ATLAS MUSIC COMPANY**  
 A Quarter Century of Service.

2120 N. Western Ave., Chicago 47, Ill., U. S. A. ARmitage 6-5005

**OPERATORS—A PERFECT COIN BOX FOR YOUR LOCATIONS**

Owners, managers and money handlers in arcades, rides, shows, banks, theaters and all locations are enthusiastic about the "CHOICE" Coin Box. This 9"x3 1/2" coin box holds \$60 in dimes or \$20 in nickels or \$5 in pennies, or combinations. Made of shockproof plastic which lasts indefinitely and will not cut hands. Better spacing design makes easier, faster, better handling. Can be used with or without nickel nudge. Eliminates coin counting and saves cost of wrappers. Convenient for storing coins in safe. Price—\$1.00 each F.O.B. Salt Lake City. Sample sent on request. Distributors and agents wanted.

**GRAY MANUFACTURING CO.**  
 P. O. BOX 2335 SALT LAKE CITY, UTAH  
 Phone: AM 6-7106

**WANTED—GOOD BINGO MECHANIC**

Must furnish reference. Good pay.

Write The Billboard, Box D-56, Cincinnati 22, Ohio.

**SALE OR TRADE**

15 HAVANAS .. \$325.00 | 7 MEXICOS ..... \$425.00 | 9 TAHITIS ..... \$195.00

Will trade for Panorams, American or National Shuffleboards, regular or bank scoring units.

**WESTERN DISTRIBUTORS**  
 3126 ELLIOTT AVE. SEATTLE 1, WASHINGTON

**WANTED FOR CASH**

United Circus—Frolics—Rodeos—Show Boats—HIGHEST PRICES PAID

**ADVANCE AUTOMATIC SALES CO.**  
 1350 Howard St. Phone: HEMlock 1-1750 San Francisco 3, Calif.

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

Europe

Continued from page 89

France and Spain. In France and Spain, vending "hardly existed."

Coinage Problem

Coinage and voltage are high on the list of European vending problems. Not only must a coin mechanism be supplied to accept coins from one country, it must also include a slug rejector that will reject coins from surrounding countries which will surely be tried in the machine. Thus size, shape, weight of coins in each nation make it necessary to use specially made mechanisms for most venders that are exported, Pierson explained.

In Europe electric voltage varies from country to country, often from city to city. It would be difficult to design electrically operated equipment that could be used universally without extensive and expensive alterations.

Adding up the problems and requirements of European vending, Pierson holds that there is no immediate large-scale market for the vending machines now being produced in the U. S.

"However, I feel the day will come when we can look to Europe as a substantial market for the machines we produce," he stated.

Salt Lake Ops

Continued from page 99

ment games are licensed and none are to be, without a new city ordinance, according to Frank K. Arnold, head of the city license division.

A city survey indicated that all pinball games had been removed following the repeal of the ordinance legalizing operation of the games. Nearly 500 pinballs had been bringing the city about \$27,000 annually in license fees.

The games had been operated in Salt Lake City for 20 years.

The city ban brought reaction from Salt Lake County and other Utah counties. Licensing of pinballs by Utah counties is gradually being discontinued.

Salt Lake County Commission, following the city's action, banned pinball games from the unincorporated areas. The Ogden City Council also passed an ordinance outlawing pinball games which are "used for gambling." (The Billboard, September 4.)

COINMEN YOU KNOW

Continued from page 101

Sales, is expecting to make the visit to Washington, D. C., this coming October for the NAMA show along with his wife and eldest son. Another prominent vender anticipating the pleasure of attending the big annual trade show, is Nick Novacic, head of County Venders. Nick says, "I would never think of missing an NAMA show—even if it were held in Hong Kong."

Ann Ritz, front office girl for United, Inc., is leaving her job in September when she takes marriage vows. Ann plans to move down to Oklahoma to establish her home.

United, Inc., executive, Harry Jacobs Jr., spending two weeks at his favorite summer spot in Minocqua. Don Jacobs spending the next several weeks around the Milwaukee headquarters before heading up north again to contact music operators.

Johnny O'Brien's Major Distributors is still riding high on sales to music men of the biggest hit they've had in many months, "Sh-Boom" by the Crew Cuts. Upcoming disk, says O'Brien, is the new Gaylord waxing of "Veni, Vidi, Vici."

Mrs. Ray Lax, in charge of the front office for Ray's Amusements, reports that coin business has turned slack suddenly the past month or so. Short hours in the West Allis factories may account for the drop in tavern attendance, she opines.

Charley Shlick, the Magnecord district sales manager, spent a day in town visiting with the lads at Vic Manhardt Company, distributor for Magnecord in Southern Wisconsin. Manhardt office girl, Hazel Gaugher, who also is the firm's bookkeeper, away on vacation. Both Vic Manhardt and Elmer Engel are arranging to spend the last part of August out in the State territory.

Braves' baseball games are still the main diversion of Joe Pelligrino, of P. & P. Distributors. Joe suggested that it might be a good idea next summer to buy a block of good seats for the members of the coin machine industry so that

they could all attend a game in

Richard Jaswich, bulk operator, recently bought out the equipment and locations of the E. & H. Venders firm from Harry Munkonen. All of his stops are filling stations.

Canteen Corporation sales manager, Erich Rakow, is back at his office following a long, enjoyable trip with his family thru Canada.

Pending revival of the bowling alleys in South Milwaukee territory will give the G. & W. Novelty Company routes a much-needed shot in the arm, according to Herb Wagner. "We're always slow during the summer," says Wagner.

Glenn Gaedtke, partner of G. & W. Novelty Company, is recuperating from injuries sustained in a recent automobile crash. Gaedtke spent four weeks in the hospital. He suffered four broken ribs and head injuries.

Matt Schaefer, still recuperating from his stroke, reports vast improvement. After Labor Day he plans to go up north for some fishing. Currently he is spending several hours each day on the routes, along with his routemen, Ray Schwartz and Steve Pagach.

Influx of migratory farm laborers from Mexico has spurred tavern business and juke box takes up around Kaukauna, says Edward C. Schmidt, of L. & S. Novelty. Business has been good for both music and games departments, adds Schmidt, who was in town with his partner, William Lucassen. They were making the rounds of record and machine distributors. Plans also included a visit to Milwaukee County Stadium to catch the Braves in action.

Lloyd Bristol, Madison coinman who came into the business two years ago from the retail toy business, reports excellent progress. Tourist traffic thru Madison this summer has been heavy, says Bristol, resulting in lots of coin action in resort spots.

Ted Curro, in charge of Metro Amusement's cigarette route, sent his favorite boxer dog up north to a friend's summer camp for a few weeks. While there the dog rescued a woman from a drunken molester. Now the dog is a big hero up in the north woods, proudly boasts dog fancier Curro.

Richmond, Va.

Communications to: Ban Eddington 3-7290

Corp. Chartered For Electronics ...

Meridian Electronics, Inc., received a charter this week from the Virginia Corporation Commis-

insion. Authorized to do business in electronic equipment, the concern has a maximum capital of \$100,000. Officers for the first year are Abraham J. Dere, president; Emil B. Dere, vice-president and treasurer, and Albert S. Katz, secretary and comptroller.

Bob LeRoy has given up his Richmond operations and is establishing himself in Galesburg, Ill.

Dan Wertz, Wertz Music Company, Rock-Ola distributors, made a nice co-operative tie-in with Loew's Theater exploiting the music from M-G-M's "Seven Brides for Seven Brothers" during its showing here.

Eddie Dabash has moved from Seventh and Broad streets to 824 W. Grace Street, where he has larger quarters.

Vital Statistics Births

A daughter to Mr. and Mrs. Joseph Goodstein August 18 in Knoxville. Mother is the former Marion Hurvich, daughter of Mr. and Mrs. Max Hurvich of Birmingham. Hurvich is president of the Birmingham Vending Company, that city.

Dan R. Wilkinson will head the committee for the 1954 campaign of the Richmond Area Community Chest.

According to John E. Raine, general manager of Richmond Arena Corporation, the organization is about ready to let the contract for vending machines at the new building due to open later this fall.

Edith Lindemann and Carl Stutz admitted to membership in ASCAP following their initial efforts as songwriters. Pair, well known to coinmen, penned the recent hit "Little Things Mean a Lot" which has been on The Billboard charts for weeks.

Profitable Locations Everywhere



for Mutoscope's

DRIVEMOBILE

Trademark—U.S. Patent 2,265,598

Thrilling Drive Yourself Road Test

Most exciting amusement machine introduced in years... now earning amazing profits on location. Appeal for both adults and children... tests skill, reflexes and grades performance. Is highly competitive and lots of fun too.

Driver sits behind real steering wheel, inserts coin, and he's on the road with a feeling of actual driving. Road swings in unpredictable fashion, scenery and cars sweep by. At end of one minute driver is rated from "creeper" to "wizard"



An Open Highway To SURE PROFITS

INTERNATIONAL MUTOSCOPE CORP.

44-02 Eleventh Street, Long Island City 1, N. Y. Stillwell 4-3800

	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14
Palisades (Williams).....	\$110.00	\$110.00	\$99.50	110.00
Palm Beach (Bally).....	140.00(2)	140.00	145.00	145.00
	150.00(2)	150.00(3)	150.00(2)	185.00(2)
Palm Springs (Bally).....	175.00(2)	175.00(2)	175.00(2)	
	375.00	375.00	395.00(3)	375.00
	395.00(2)	395.00(4)	400.00	425.00
Paradise (United).....	410.00	450.00	450.00	445.00
Pin Wheel (Gottlieb).....	49.50	49.50	49.50	49.50
Pikes Peak.....	165.00	195.00	175.00	195.00
Poker Face (Gottlieb).....	18.50	18.50	18.50	18.50
Puddin' Head (Genco).....	135.00	135.00	135.00	
	54.50	54.50	54.50	54.50
Quarterback (Williams).....	75.00	65.00	75.00	65.00
Queen of Hearts.....			110.00	115.00
Quintette.....	125.00		125.00	135.00
Rag Map (Williams).....	89.50	89.50	89.50	89.50
Red Shoes (United).....				79.50
Rio (United).....	345.00	375.00	345.00	385.00
Rondeevoo (United).....	49.50	49.50	49.50	49.50
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Saratoga.....	49.50	49.50	49.50	45.00
Screwball (Genco).....	49.50	39.00	49.50	39.00
Shanty Town (Exhibit).....		39.00	39.00	39.00
Shindig.....	165.00	165.00	165.00(2)	165.00
Shoo Shoo (Williams).....		55.00	55.00	55.00
South Pacific (Genco).....		39.00	39.00	39.00
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot-Lite (Bally).....	69.50	75.00(2)	75.00	85.00(2)
	85.00(3)	85.00(4)	95.00(3)	95.00(2)
	89.00	95.00	95.00(2)	110.00
Stars (United).....	85.00	125.00	85.00	125.00
		125.00		125.00
Stardust (United).....	49.50	39.00	49.50	39.00
Struggle Bugay.....	165.00		139.50	165.00
Summertime (United).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....	195.00(2)	195.00	195.00	195.00
Sweep Stakes (Williams).....		75.00	75.00	75.00
Tampica (United).....	69.50	69.50	69.50	69.50
Tahita (United).....	195.00	300.00	245.00	295.00
		300.00	300.00	325.00
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Texas Leaguer (Keeney).....	50.00	69.50	69.50	50.00
Three Feathers (Genco).....	54.50	54.50	54.50	
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb).....	69.50	69.50	69.50	79.50
Thrill (Chicago Coin).....	49.50	49.50	49.50	49.50
Times Square.....		69.50	69.50	
Tropic (United).....	240.00	260.00	275.00	295.00
	295.00	295.00	295.00	315.00
Tumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	45.00(2)	35.00	45.00(2)	45.00(2)
	109.50	109.50	109.50	109.50
Twenty Grand (Williams).....			59.50	95.00
Utah (United).....	74.50	74.50	74.50	74.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Winners (Universal Industries).....				45.00
Yanks (Williams).....				49.50
Yacht Club (Bally).....	185.00	190.00	185.00(2)	185.00
	195.00	200.00	225.00(3)	215.00
	220.00	225.00	225.00(3)	235.00
	250.00(3)	250.00(3)	250.00(3)	250.00(3)
Zingo.....	65.00	65.00	65.00	65.00



- ★ Mechanism overhauled
- ★ Worn parts replaced
- ★ Amplifier reconditioned
- ★ Speaker inspected
- ★ Tonehead renewed
- ★ Cabinet professionally refinished

WALL BOXES  
—Reconditioned and Rebuilt—  
Seeburg W1-L56, 5c, wireless .....\$3.95  
Seeburg 3W2-L56, 5c, 3 wire ..... 6.95  
Wurlitzer 2140, 5c ..... 3.95  
Wurlitzer 3031 ..... 3.95  
Wurlitzer 3020 ..... 9.95  
Wurlitzer 3025, 5c ..... 5.95  
Wurlitzer 219 Stepper ..... 14.95  
Wurlitzer 4204, 104 selection...\$69.00

TAG ON TO THESE VALUES FOR INCREASED PROFITS

DAVIS FULLY GUARANTEED PHONOGRAPHS

SEEBURG	WURLITZER
146.....\$ 99	148M.....\$149
147..... 119	148ML..... 169
AMI	
D-40.....\$329	D-80.....\$469
"A".....\$129	H1217..... 159

32 Stations Pantages Music Equipment Complete, Good Operating Condition. Write for Bargain Price

WANTED TO BUY  
SEEBURG ... M-100A  
SEEBURG ... M-100B  
WURLITZER ... 1250  
WURLITZER ... 1600  
WURLITZER ... 1650  
WURLITZER ... 1500  
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And all other late model phonographs  
WRITE OR CALL US FOR PRICES

We Specialize in Export Trade Cable Address: "DAVDIS"  
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EXHIBIT'S GUNS-  
PROVEN  
MONEY-MAKERS  
FOR  
MANY YEARS!

EXCITEMENT

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TARGET SETUPS  
FOR EACH GAME!

24 Hits sets up Jeweled  which scores 30 points for perfect score.

For Optional use: Built-in Selector · For Choice of Free play or dime return on perfect score or match score · Various other combinations to suit any location · All targets are in view when game is at rest.

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4218 WEST LAKE STREET · CHICAGO 24, ILLINOIS

**"FIRST WITH THE MOST FOR OVER 50 YEARS"**

## WURLITZER 1500

### \$475.00

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1327 Capitol Ave.  
MElrose 4-3571

**THOROUGHLY RECONDITIONED BINGO GAMES OF ALL TYPES—WRITE**

RECONDITIONED EQUIPMENT		MISCELLANEOUS			
Un. Leaders .....	\$395	Un. Cascade .....	\$210	Ex. Rabbit Ride .....	\$295
Un. Imperials .....	350	Un. DeLuxe .....	95	Ex. Rudolph .....	295
Un. Classics .....	250	Un. Super .....	110	Ex. Six Shooter .....	125
Un. Clover .....	225	Bally Bright Spot .....	85	Ex. Gun Patrol .....	165
Un. Team .....	410	Genco 3 Pl. Basketball .....	Call	Seeburg Bear Gun .....	169
Un. League .....	395	Bally Champion Horse .....	395	Pop Corn Sez Vendor .....	69
Chicoin 6-Player .....	95	Gottl. 4 Horsemen .....	79.50		

**QUICK DELIVERY—WRITE!** Variety, Genco Rifle Gallery, Evans Saddle & Turf, United Banner & Speedy, Keeney Century, Chicoin Holiday & Feature Bowler, Chicoin Home Run, Zig Zag, Gottlieb Gold Star, Wms. Skyway & Big League Baseball.

**CLAYT NEMEROFF · CHARLEY PIERI** Write for Latest List.  
**Monarch Coin Machine, Inc.** 2257-59 N. Lincoln, Chicago 14, Ill.  
Lincoln 9-3996-7-8

### THE BILLBOARD INDEX

## ADVERTISED USED MACHINE PRICES

### ARCADY EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors

	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14
ABT Challenger .....	\$20.00 25.00 75.00	\$20.00 25.00 75.00	\$20.00 25.00 75.00	\$20.00 25.00 75.00
Barrel Roll (Jennings) .....	125.00	125.00		
Baseball (Scientific) .....	79.50	79.50	75.00 79.50	79.50
Basketball (Scientific) .....			75.00	
Bat-a-Score (Evans) .....	135.00 150.00 165.00 250.00	165.00 250.00	135.00 165.00 250.00	150.00 165.00 250.00
Bat-a-Score Sr. ....	65.00	65.00		
Best Hand .....	19.00	19.00	19.00	10.00 19.00
Big Inning (Bally) .....	150.00(2)	150.00	150.00	140.00 150.00
Card Vendor (Exhibit) .....	49.00	49.00	49.00	49.00
Chicken Sam (Seeburg) .....	65.00	65.00	49.50 65.00	65.00
Cross Cross .....	15.00	15.00	15.00	
Date Gun (Exhibit) .....	55.00(2) 94.50	55.00(2) 94.50	55.00(2) 94.50	55.00(2) 94.50
Deluxe Card Vendor (Exhibit) .....	50.00	50.00	50.00	
Drivemobile (Mutoscope) .....	195.00	195.00	195.00	195.00
Flash Hockey (Coinex) .....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope) .....	159.00	159.00	159.00	159.00
Goatee (Chicago Coin) .....	75.00 100.00(2) 119.50	75.00 100.00 119.50	75.00 100.00(2) 119.50	75.00 100.00 119.50
Gun Club .....	135.00		129.50	
Gun Patrol (Exhibit) .....	155.00 165.00 185.00	155.00 165.00 185.00		165.00(2) 185.00
Heavy Hitter (Bally) .....	40.00 69.50	40.00 69.50	40.00 69.50	40.00 69.50
Hi-Ball (Exhibit) .....	75.00	75.00	75.00	75.00
Horse Feathers (Williams) .....	34.50			
Hot Rod (Bally) .....	39.50		50.00	
Jet Gun (Exhibit) .....	175.00 195.00	130.00 175.00 195.00	175.00 195.00	175.00 195.00
Knotty Peaks .....	50.00	50.00		
Lite League .....	75.00(2) 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Mercury Counter Gripper .....	20.00	20.00	20.00	20.00
Metal Typer (Roovers) .....	195.00	195.00	250.00	250.00
Metal Typer (Standard) .....	275.00	275.00	275.00	275.00
Midget Movies .....	175.00 185.00 295.00	175.00 185.00 295.00	185.00(2) 295.00	185.00(2) 295.00
Miss America Boat .....			250.00	
Night Fighter (Genco) .....	275.00 295.00	275.00 295.00(2)	275.00 295.00(2)	275.00 295.00(2)
Panoram (Mills) .....	250.00	250.00	250.00(2)	250.00
Pee Wee (Genco) .....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope) .....	250.00	250.00	250.00 595.00	250.00
Pistol Pete (Chicago Coin) .....	55.00 85.00 95.00 99.50	85.00 95.00 99.50	85.00 95.00(2) 99.50	85.00 95.00 99.50
Pitch 'Em & Bat 'Em .....	145.00 185.00	185.00	185.00	145.00 185.00
Play Poker .....	19.00	19.00	19.00	19.00
Pop Up .....	24.00 24.50	24.00 24.50	24.00 24.50	18.50 24.00 24.50
Q Ball Pool Table .....	125.00	125.00	125.00	125.00
Quizzer .....	95.00	95.00	95.00	95.00
Red, White & Blue Guns .....	20.00	20.00	20.00	
Rifle Range Ray Gun .....	65.00	65.00	65.00	65.00
Rudolph the Red Nose Reindeer (Exhibit) .....	325.00			
Shocker (Acme) .....	24.50	24.50	24.50	24.50
Shipman Art Show .....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shoot the Bear (Seeburg) .....	155.00 169.00 195.00	155.00 169.00 195.00(2)	155.00 169.00 195.00(2)	155.00 169.00 195.00(2)
Silver Bullets (Exhibit) .....	115.00	115.00	115.00	125.00(2)
Silver Gloves (Mutoscope) .....			145.00	
Silver Skates .....			59.50	
Six Gun Rifle Range (ABT) .....	550.00	550.00	550.00	550.00
Six Shooter (Exhibit) .....	125.00 135.00 145.00	125.00 135.00 145.00	125.00 135.00 145.00	125.00 145.00(2)
Skee Ball (Williams) .....	150.00	150.00	150.00	150.00
Ski Roll (Evans) .....	95.00	95.00	95.00	95.00
Skill Gun (ABT) .....	20.00	20.00	20.00	18.00 20.00
Sky Fighter (Mutoscope) .....			125.00	
Sky Gunner .....	159.50 250.00 275.00	195.00 250.00(2)		250.00(2) 275.00
Space Invader .....	125.00	125.00	125.00	125.00
Spark Plug .....	75.00	75.00	75.00	75.00
Star Series (Williams) .....	24.50 109.50	75.00 109.50	75.00 109.50	75.00 109.50
Target Skill Gun .....	18.00	18.00	18.00	
Telequiz .....	125.00 169.00	125.00 169.00	125.00 135.00 169.00	125.00 169.00
Ten Strike (Evans) .....		65.00	65.00	65.00
Three Way Gripper (Gottlieb) .....	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
13-Way Athletic Scale (Mercury) .....	85.00 89.50	85.00 89.50	89.50	89.50
Twin Shoe-Shine .....	150.00	150.00	150.00	150.00
Undersea Raider .....	64.50 150.00	150.00	150.00	150.00
Voice-o-Graph (Mutoscope) .....	525.00	525.00	525.00	525.00
Whizz (Genco) .....	20.00	20.00	20.00	20.00
Wizzard .....	18.50	18.50	18.50	18.50
Zoo Rides .....			175.00	

### Charter New Firm

RALEIGH, N. C., Sept. 4.—The secretary of state has issued a charter to L. & R. Sales Corporation, Charlotte, to own and operate coin-operated devices.

Authorized capital stock is \$100,000. Subscribers were listed as Bruce Gebhardt, J. Spencer Bell and Mildred Reid, all of Charlotte.

### Gottlieb

Continued from page 99

cabinet, which the player presses for action.

The game has four bumpers, high scoring features, and a backglass decorated with a boating scene. Operation is on nickel play.

### Profit Pinch

Continued from page 89

most bulk equipment as now designed. To accommodate the drop-type mechanism, machine bases will have to be made higher, both to provide a drop channel for the coins and to make space for the larger coin boxes needed to hold the greater amount of pennies.

This would add \$3 or \$4 to the cost of each vender and take the present \$15 to \$17 bulk model off the market.

Those bulk models adaptable to the 2-cent vend with present turn-type coin mechanisms (allowing 2 pennies to be placed in the wheel and one turn to complete the delivery) would also require bigger coin boxes. This would possibly mean a larger base and would consequently mean a price increase.

On the surface, the 2-cent operation offers more profit—thru a better margin gained by bigger—yet not actually double portions than at the penny vend. But at the 2-cent price, volume could slip to the point where net was not better—and maybe leaner—than at the penny.

Also the matter of depositing two coins instead of one may act as a sales deterrent. Impulse sales are not helped when a customer must search for necessary coins after deciding what to buy.

### Amusement

Continued from page 99

Dudley said. The \$250 slot machine tax brought only \$3,625; \$50 occupational wagering tax stamps brought \$18,008.

Just seven \$250 gambling tax stamps required for slot machines were issued here since July 1; the slots have practically vanished from Western Pennsylvania.

A 10 per cent excise tax on operations of numbers, punchboards, lotteries, football and baseball pools produced \$85,950.

### Spot Checks

Continued from page 99

various charges for other types of units.

Thompson said Florida has been singled out by the Internal Revenue Service for the current test check, which is expected to provide a sampling of tax stamp enforcement for all parts of the country.

Background of the inspection, it was indicated, is a desire of Internal Revenue officials to find out whether enough tax revenue is being lost to make an annual check worthwhile.

### CENTRAL OHIO SPECIALS

New United Shuffle Alleys for Prompt Shipment

**"SPEEDY"**  
**"BANNER"**  
Sensational—New  
**TARGETTE**  
**BINGO GAMES**

Ice Frolics .....	\$400.00
Palm Springs .....	395.00
Dude Ranch .....	345.00
Beach Club .....	325.00
Beauty .....	265.00
Yacht Club .....	185.00
Cabana .....	175.00
Spot Lite .....	95.00

**CENTRAL OHIO COIN MACHINE EXCH.**  
225 S. High St. Columbus 15, Ohio  
CApital 4-7254

**For Everything You Need in new and used equipment**

Write for Our Lists

### DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**WANTED BALLY**

## CHAMPION HORSES

Advise serial numbers. Quote best price.  
BOX D69, The Billboard  
Cincinnati 22, Ohio

### MECHANIC WANTED

Thoroughly exp. in all types Phonos, Pinballs, etc. Permanent. No drifters or drinkers. References.

**Jax Phonograph Co.**  
1432 Main St., Jacksonville, Fla.

SAY YOU SAW IT IN THE BILLBOARD!

# SHUFFLE GAMES

	Issue of Sept. 4	Issue of Aug. 28	Issue of Aug. 21	Issue of Aug. 14
Advance Bowler (Chicago Coin)	\$275.00 355.00	\$355.00 365.00	\$350.00 365.00	\$350.00 365.00
Big League Bowler, 4 player (Keeney)	65.00	65.00	65.00	69.00
Bonus Bowler (Keeney)	375.00(2)	375.00(2)	375.00(2)	375.00 395.00
Bowl-a-Ball (Chicago Coin)				135.00
Bowl-a-Matic (Universal)	325.00	325.00	325.00	345.00
Bowling Alley (Chicago Coin)	39.50	39.50		59.50
Carnival Bowler (Keeney)	205.00	215.00	215.00	199.00 225.00
Cascade Shuffle Alley 6 player (United)	195.00 200.00	195.00 200.00	195.00 210.00	210.00 215.00
Classic Shuffle Alley, 6 player (United)	250.00	265.00(2)	265.00(2)	265.00 270.00
Clover Shuffle Alley, 6 player (United)	225.00(2)	195.00	225.00(2)	225.00 235.00
Club Bowler, 10 player (Keeney)	175.00	175.00	185.00	195.00
Cross-Cross Bowler (Chicago Coin)	400.00	400.00	400.00	400.00
Crown Bowler (Chicago Coin)	230.00 235.00	230.00	230.00	245.00 255.00
Deluxe League Bowler (Keeney)		85.00		
Domino Bowler (Keeney)	215.00	225.00	235.00	250.00
Double Header (Williams)				50.00
Double Score Bowler 10th Frame (Chicago Coin)	200.00 220.00	195.00 220.00	140.00 220.00	140.00 200.00
Five Player Shuffle Alley (United)	55.00 60.00(2)	60.00(2) 79.50	60.00(2)	60.00(2) 99.50
Four Player (Keeney)	45.00	45.00	45.00	45.00 75.00
Four Player Shuffle Alley (United)	50.00 69.50	50.00 69.50	50.00(2) 69.50	50.00(2) 89.50
Gold Cup Bowler (Chicago Coin)	300.00	300.00	260.00 300.00	260.00 300.00
High Speed Triple Bowler (Chicago Coin)				300.00
Hook Bowler (Bally)	35.00			
Imperial Shuffle Alley (United)	325.00 349.00	325.00 349.00	325.00 349.50	325.00 350.00
League Bowler (United)	395.00	395.00(2)	365.00 370.00	369.50 375.00
Leader Shuffle Alley (United)	395.00	395.00	395.00 425.00	385.00
League Bowler, 6 player (Keeney)		65.00		
Matched Bowler, 6 player (Chicago Coin)	125.00	125.00	95.00 125.00	95.00 140.00
Name Bowler (Chicago Coin)	165.00	165.00	165.00	185.00
Official Shuffle Alley, 4 player (United)	100.00	100.00 115.00	110.00	110.00 115.00
Olympics Shuffle Alley (United)	249.50	235.00 249.50	245.00 249.50	245.00 250.00
Pacemaker Bowler (Keeney)	300.00 325.00	300.00 325.00	300.00 325.00	300.00 325.00
Royal Shuffle Alley (United)	329.50	329.50	325.00 329.50	325.00 345.00
Shuffle Alley, 2 player (United)	25.00			
Shuffle Alley Deluxe (Chicago Coin)	100.00	100.00	100.00	110.00
Shuffle Alley, 6 player (Chicago Coin)	95.00(3)	95.00(2)	95.00 110.00	95.00 110.00
Shuffle Alley Deluxe, 6 player (United)	80.00 85.00	80.00(2)	60.00 75.00	75.00 80.00
Shuffle Alley, 6 player (Keeney)	65.00 69.50w/p	69.50w/p	69.50w/p	70.00 85.00
Shuffle Alley, 6 player (United)	70.00 85.00	70.00 85.00	70.00 85.00	70.00 85.00
Shuffle Alley, 10 player (Keeney)	89.50 95.00		150.00(2)	150.00
Six Player 10th Frame (United)	125.00	125.00	125.00	140.00 150.00
Star Bowler (United)				125.00
Star 6 Player (United)	125.00 135.00	125.00 135.00	135.00 145.00	130.00 135.00
Star 10 Frame, 6 player (United)	160.00 175.00	150.00 185.00	150.00 160.00	150.00(2)
Super Frame Bowler (Chicago Coin)	395.00	395.00	395.00	
Super Matched Bowler (Chicago Coin)	145.00	145.00	145.00	155.00
Super Six Shuffle Alley (United)	110.00(2)	110.00(2)	115.00(2)	115.00(2)
Target (Genco)		60.00		
Team Bowler (United)	410.00	410.00(2)	410.00(2)	415.00
Team Bowler, 10 player (Keeney)	145.00	145.00 175.00	145.00	175.00
Tenth Frame Special Bowler (Chicago Coin)	185.00	185.00	185.00 225.00	195.00
10th Frame Super Shuffle Alley (United)	140.00(2)	140.00 165.00	140.00 145.00	185.00 189.50
10th Frame Bowler (Chicago Coin)	140.00	140.00	140.00	140.00
Triple Score Bowler (Chicago Coin)	200.00 265.00	265.00(2)	265.00 275.00	265.00(2)
Twin Rotation			125.00	125.00

## Variety

Continued from page 99

upward at the end, dropping the puck into a molded rubber target area (The Billboard, August 21). The main target is a 21-size center hole which scores 70 points. Surrounding this target are four other holes on the inner ring scoring 20, 30, 40 and 50 points. Three additional holes in an outer ring score 10 points each. Scoring for each of the holes progresses from frame to frame. The eight-foot-long game has six-player scoring reels and a belt puck return that quickly feeds pucks to the player from an extension at the end of the cabinet. The game is available in a deluxe model with a triple match feature. Chicago Coin this week began shipping Holiday, a new six-player shuffle bowler featuring a new point credit system which registers match scores and carries the scores over from game to game until a three-way match is made (see separate story). Matching features are a number, star and crown which light up in three vertical columns during the match frame of the bowling game. Different point credits are registered for various matchings, until a player makes a three-way match—number, star and crown, entitling him to all of the point credits registered.

## Bally Distribs

Continued from page 99

way to the magic lines feature. When this lighted the player is able to turn any of three separate knobs located on the near edge of the cabinet to line up numbers for in-line play. Scoring features are made on a large 25-number center card, corresponding to the 25 holes on the playfield, and two smaller cards. A knob is turned by the player before his fourth or fifth shot, depending on indications from light-up signs on the backglass. Two star-shaped roll-overs near the bottom of the playfield spot numbers 10 and 25 on the center and smaller cards. Besides in-line scores, scores are made for getting all four corners on any of the cards. Variety operates on nickel play, is decorated with a "show business" background, and offers up to three extra balls per game. The game contains many other Bally in-line features.

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- LEADER...395
- IMPERIA...345
- CLASSIC...265
- CLOVER...235
- STAR 10TH FRAME...175
- STAR 6 PLAYER...135
- OFFICIAL...115

### UNITED-REGULAR

- CHIEF...\$385
- ROYAL...329
- OLYMPIC, Jumbo Pins...259
- OLYMPIC...249
- CASCADE...195
- SUPER 6 PLAYER...125
- DELUXE 6 PLAYER...95
- 6 PLAYER w/form...75
- 5 PLAYER w/form...65

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- SUPER FRAME BOWLER, 10/25¢...\$395
- ADVANCE...355
- CROWN (Match)...265
- TRIPLE SCORE...245
- DOUBLE SCORE...210
- SIX PLAYER...85

### KEENEY

- BONUS (Match), 10/25¢...\$365
- PACEMAKER...315
- DOMINO (Match)...215
- CARNIVAL...195
- CLUB 10 PLAYER...145
- TEAM 10 PLAYER...135

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NEW Bally HI-FI Bally VARIETY United NEVADA "First-Conditioned"

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- ATLANTIC CITY...150
- CONY ISLAND...95
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- UNITED...95
- RIO...365
- LEADER...75
- WILLIAMS...75
- LONG BEACH...65

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Coney Island...95  
Spot Lite...95  
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United Super 6 Player, S.A...129.50  
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United 6 Player w/Formica, 7-10...89.50  
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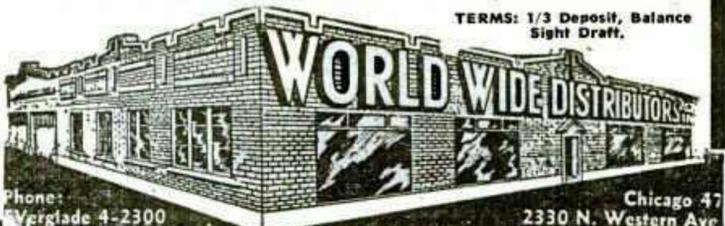
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**ROCK-OLA FIREBALL, 45 RPM, very clean** .....\$382.50  
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A REAL  
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Beautiful Extravagantly  
Handsome Colorful  
Cabinet



LOOK AT THIS  
BRAND NEW COMBINATION  
OF SCORING PRINCIPLES THAT  
"ON TOP" IN ANY  
LOCATION. IT DEFIES  
COMPARISON!

- Making 1 to 8 rollovers scores 1 replay and lites all 1 to 8 rollovers for replays.
- Making 1 to 8 lites button to advance "Special Bonus Score".
- Bonus Score builds up and remains on until made.
- Ball in top center area is kicked onto elevated track to advance balls progressively along kickout pockets on right side of playfield.
- Additional balls over elevated track, or thru left bottom rollover, advance balls in kickout pockets on right side until ball in bottom pocket goes thru return hole.
- Ball thru return hole lites button to advance "special bonus" and lites center kickout pocket to collect "special bonus".
- Making 1 to 8 lites bottom left and right side rollovers for "special".

**IF YOU WANT TO GET  
AND HOLD CHOICE  
LOCATIONS, YOU CAN  
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**Williams SKYWAY**  
See Your Williams Distributor  
without delay...today!



CREATORS OF DEPENDABLE PLAY APPEAL  
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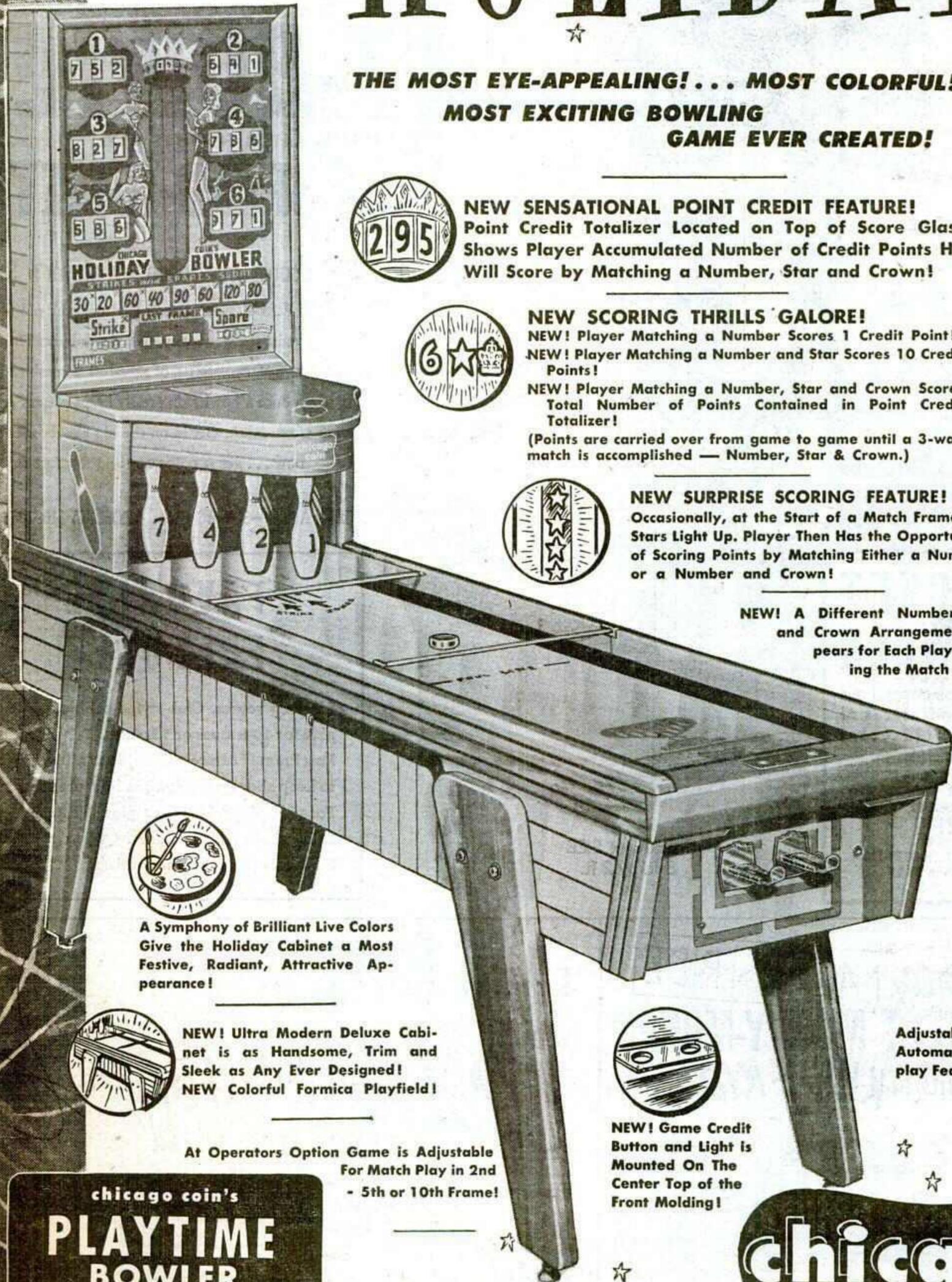
Occupation .....



**...WOW!...  
WHAT AN  
ATTRACTION!**

# ★ **chicago coin's** ★ **HOLIDAY** ★

**THE MOST EYE-APPEALING!... MOST COLORFUL!...  
MOST EXCITING BOWLING  
GAME EVER CREATED!**



**NEW SENSATIONAL POINT CREDIT FEATURE!**  
Point Credit Totalizer Located on Top of Score Glass Shows Player Accumulated Number of Credit Points He Will Score by Matching a Number, Star and Crown!



**NEW SCORING THRILLS GALORE!**  
NEW! Player Matching a Number Scores 1 Credit Point!  
NEW! Player Matching a Number and Star Scores 10 Credit Points!  
NEW! Player Matching a Number, Star and Crown Scores Total Number of Points Contained in Point Credit Totalizer!  
(Points are carried over from game to game until a 3-way match is accomplished — Number, Star & Crown.)



**NEW SURPRISE SCORING FEATURE!**  
Occasionally, at the Start of a Match Frame All Stars Light Up. Player Then Has the Opportunity of Scoring Points by Matching Either a Number or a Number and Crown!

**NEW! A Different Number, Star and Crown Arrangement Appears for Each Player During the Match Frame.**



A Symphony of Brilliant Live Colors Give the Holiday Cabinet a Most Festive, Radiant, Attractive Appearance!



**NEW! Ultra Modern Deluxe Cabinet is as Handsome, Trim and Sleek as Any Ever Designed!**  
**NEW Colorful Formica Playfield!**



**NEW! Game Credit Button and Light is Mounted On The Center Top of the Front Molding!**

**Adjustable for Automatic Re-play Feature!**

At Operators Option Game is Adjustable For Match Play in 2nd - 5th or 10th Frame!

At Players Option He Start A New Game After The Match Frame or Continue to Play for Score!

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PLAYTIME  
BOWLER**

Companion to HOLIDAY!

For locations desiring a straight match game with an entirely new "Super Crown" Feature.

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coin**

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**MACHINE COMPANY**

NOW...ever popular **BOWLING SKILL**

AIM CONTROL

plus old favorite **SKEE-BALL SKILL**

SPEED CONTROL



# Bally JET-BOWLER

WITH TRIPLE-MATCH FEATURE AND SKILL-SHOT SPEED-O-METER

STRIKE and SPARE scores controlled by player's SKILL

NOW . . . ever-popular BOWLING PLAY-APPEAL is combined with the old favorite SKEE-BALL PLAY-APPEAL in the greatest shuffle money-maker ever built. Thanks to new Skill-Shot Speed-O-Meter, SPEED-CONTROL SKILL of skee-ball is combined with AIM-CONTROL SKILL of bowling to produce a bowler that really keeps players coming back day after day, month after month. Get in on the big new bowler boom now . . . get JET-BOWLER and ROCKET-BOWLER!

MODEL JET-325: 10¢ A PLAY—3 PLAYS 25¢ MODEL JET-110: 10¢ A PLAY

## ROCKET BOWLER

All the play-appeal and favorite features of JET-BOWLER . . . but without Triple-Match.

MODEL ROCKET-325  
10¢ A PLAY  
3 PLAYS 25¢

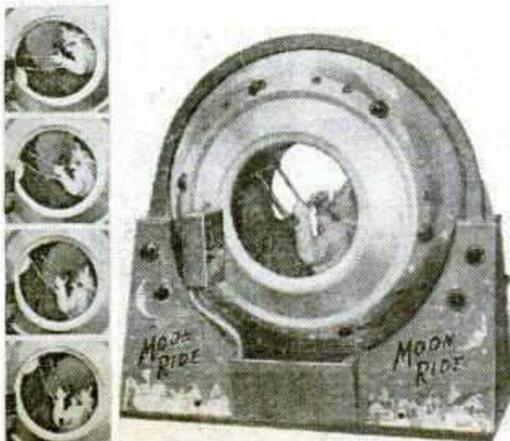
MODEL ROCKET-110  
10¢ A PLAY

POPULAR SIZE  
8 ft. by 2 ft.

## FAVORITE FEATURES

Light-up scores. Club-styled cabinet. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Hinged playfield, pin-hood and doors. Quiet operation. Sturdy, trouble-free mechanism.

## Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS



**FLASHY EYE-APPEAL**  
Blue tracer, blue base, rotating lights. Score and rotates wheel by coin-mechanism.

**SPACE-GUN SOUND-EFFECTS**

**POSITIVELY SAFE**

**ADJUSTABLE RIDE-TIME**

**ALL-METAL CONSTRUCTION**

**NATIONAL COIN-MECHANISM**

35 IN. BY 22 IN. BY 16 IN. HIGH

**RETRACTABLE CASTERS**

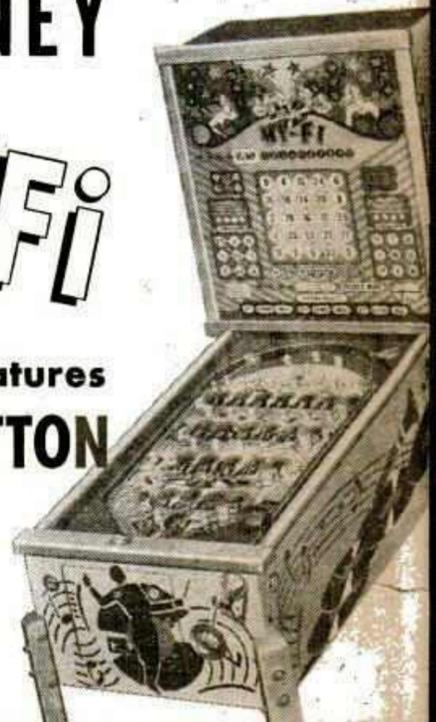
## EARN MORE MONEY

WITH

# Bally Hi-Fi

## Famous IN-LINE SCORING Features Plus Exciting BUMP-BUTTON

Famous IN-LINE Score Features plus exciting BUMP-FEATURE that allows player to bump or jiggle game without lighting "tilt" result in biggest earnings reported since days of BEACH CLUB. And Hi-Fi is actually beating BEACH CLUB records in many spots. Get your share . . . get Hi-Fi today!



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

# UNITED'S DELUXE SHUFFLE TARGETTE

## 6 PLAYER SHUFFLE TYPE SKEE-TARGETTE GAME

GREATEST COMPETITIVE GAME OF ALL TIME!



SINGLE, DOUBLE, TRIPLE, QUADRUPLE, QUINTUPLE SCORING  
**TERRIFIC SUSPENSE FINISH**  
LAST 3 SHOTS QUINTUPLE (5X) SCORE

INTRIGUING  
**SKEE-TARGETTE**  
TESTS PLAYERS' SKILL  
MADE OF  
**HEAVY DUTY DURABLE  
MOLDED RUBBER**

12 Shots  
10¢  
•  
**EXTRA  
FAST  
PLAY**

**SMOOTH,  
QUIET  
OPERATION**

POPULAR  
**TRIPLE MATCH  
FEATURE**

UNITED'S FAMOUS E-Z SERVICE FEATURES

**SEE YOUR DISTRIBUTOR  
NOW!**

**UNITED'S  
SHUFFLE  
TARGETTE**

Same as Deluxe  
**SHUFFLE  
TARGETTE**  
without  
**TRIPLE MATCH  
FEATURE**

CONVENTIONAL SIZE 8 FT. BY 2 FT.

ALSO  
AVAILABLE  
WITH  
TWIN CHUTES  
10¢ and  
3 for 25¢

UNITED'S  
**NEVADA**

Fast Action In-Line Game

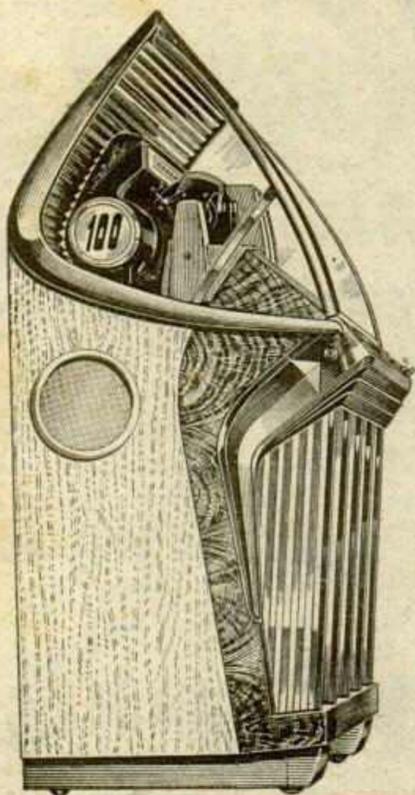
With  
**NEW  
SPELL-NAME  
CARRY-OVER  
Feature**



STANDARD PINBALL  
CABINET SIZE



**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



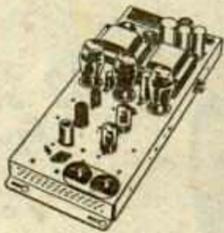
# THE *Select-O-matic* 100

...THE

# COMPLETE MUSIC SYSTEM

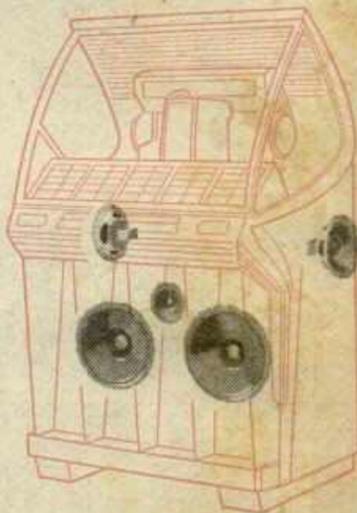
## FULL-SPECTRUM HIGH FIDELITY

Faithful reproduction of every tone in the musical spectrum . . . from the lowest lows to the highest highs. The lightweight, spring-tension magnetic pickup has a range of 15 to 25,000 c.p.s. The amplifier is the finest ever built into a coin-operated music system.



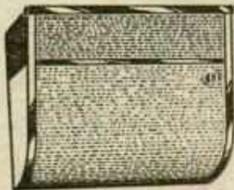
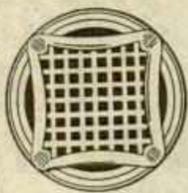
## OMNI-DIRECTIONAL SOUND

Music in all directions . . . beautifully and faithfully reproduced at the same tonal level in all directions. To make this new concept of listening pleasure possible, Seeburg has designed and built an electro-acoustical system that integrates five speakers into the acoustical chamber of the Select-O-Matic "100".



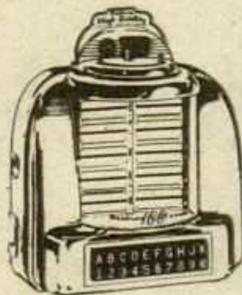
## SCIENTIFIC SOUND DISTRIBUTION

A complete new line of Seeburg high fidelity remote speakers including recessed, wall and corner models. All these new speakers are constant voltage type, permitting complete interchangeability without accessories. Particularly adaptable to multiple speaker installations.



## REMOTE CONTROL

The Wall-O-Matic "100" is an electronic achievement overshadowed only by the Select-O-Matic "100" itself. Catalogs the five basic musical classifications . . . places them at arm's reach of guests. Put the "champion music salesman" to work for you.



## MASTER REMOTE VOLUME CONTROL

For complete control of speakers in phonograph and all remote speakers. Automatically maintains bass and treble balance at all stages of volume.



# Seeburg

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J. P. SEEBURG CORPORATION  
Chicago 22, Illinois



*America's finest and most complete music systems*