

# The Billboard

SEPTEMBER 10, 1955 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

## GM's 'Powerama's' A Real Eye-Popper

23-Acre Spectacle Outspets Any Other in Showmanship, Selling Force

By HERB DOTTE

CHICAGO, Sept. 3.—General Motors' outdoor spectacular—its mighty "Powerama"—outspets any show-casing of products ever made outdoors by one company.

Occupying some 23 acres on Chicago's lakefront, "Powerama" offers a vast array of diverse products certain to bug-eye the 2,000,000 or more persons expected to see it before it ends its 26-day run September 25.

Outstanding on many counts, "Powerama," as seen from the eyes of pros in outdoor show business, is remarkable because there is no charge of any kind within the brilliantly illuminated, gaily decorated, hard-surfaced show site.

The exhibits, demonstrations and attractions are many and they are superbly presented.

### Chief Show

Chief among them is "More Power to You," a truly gigantic show that dramatizes the importance and development of diesel power and is staged four times daily in front of a specially built 7,000-capacity grandstand from a 200-foot wide stage and a large earthen apron separating the stage from the stand.

Produced and directed by Richard and Edith Barstow, famed for their work with the Ringling-Barnum circus and also their stage-shows with GM's annual "Motoramas," the show is tagged "the world's first technological circus." It combines some 65 dancers, 8 elephants, an aerial act, a 10-horse gal riding troupe, and a clown with huge earth movers, trucks, cranes and automobiles.

The production, judged strictly as a show, is strong. And, viewed as a demonstration of diesel power, it carries tremendous impact—and sends spectators away deeply impressed with diesel power, GM and the future of this country.

### Demonstrations

Quite apart from this show, there are many demonstrations and exhibits which together would be well worth—and would get—the price of admission.

## World's Fair Gains Push

CHICAGO, Sept. 3.—Another Chicago World's Fair looms as an increasing possibility as a result of the smash reception given General Motors' "Powerama."

GM's big lakefront show pulled 73,000 Thursday (1), its opening day, lending support to the forecasts that it would pull in excess of 2,000,000 for its 26 days.

This response, coupled with the enthusiastic press, radio and TV send-off, is expected to give added ammunition to those civic leaders who have been plugging for another World's Fair here.

They have been maintaining that Chicago always has demonstrated itself the best city in the country for a World's Fair. They cite the success of the Century of Progress in the depression '30's, of the Chicago Railroad Fairs in '48 and '49, the Chicago Fair of 1950—and now they point to "Powerama."

## JAZZ TAKES TO CONCERT HALL, BUT SOLID, MAN

NEW YORK, Sept. 3.—Jazz plans to make the concert halls really ring this fall in the form of a concert tour by Dave Brubeck and his Quartet, along with the Gerry Mulligan Sextet, the Australian Jazz Quartet and Carmen McRae.

The new concert package, booked by Associated Booking here, will start a 30-day tour November 2, playing one-nighters for \$2,500 and up, plus a percentage of the gate. The first date is Philadelphia. This same talent package was assembled before when it was booked into Carnegie Hall here last March where it is said to have grossed \$18,000 for two performances.

Meanwhile, Associated is also booking Brubeck's group in a new field as a result of successful "test" dates with the Buffalo Symphony and the Chicago Symphony. The Chicago engagement at Ravenna, Ill., drew 7,500 for a gross of \$17,000, and a capacity crowd of 2,700 to the Kleinhans Auditorium, Buffalo, has prompted a re-engagement with the longhair outfit for September 6.

The repeat Buffalo date will give the Brubeck group an increase of \$250, and Associated Booking has decided to schedule similar classical guest shots for them on a regular basis. The tab is for \$1,250 to \$1,500 per concert.

Brubeck, for his current nine-day Basin Street run (see Digest department), is getting \$7,500. Three years ago the group played Birdland here for \$600 a week.

Not the least of these are: A high-speed diesel locomotive, so mounted that visitors are invited to the controls to "run" it. A huge saw mill cutting up giant logs.

Oil drilling rigs actually at work. A lightweight train. A working demonstration of an aluminum foundry.

The "Kitchen of Tomorrow." A crane with which visitors can lift an 8,000-pound ball.

A 15-inch model automobile, powered by sunlight, simulated for exhibit purposes by light from electric lamps.

An XP-21 Firebird, first gas turbine automobile built and tested in the U. S.

### Defense Exhibits

And, among defense exhibits, there are: An F-89 Scorpion fighter plane. Navy and Air Force Guided Missiles.

An 85-ton atomic cannon. And, most notable perhaps in this class, a demonstration of the maneuverability and high speed of massive tanks on a specially built obstacle course.

No little of the attraction lies on the lake. Docked there are a submarine of World War II fame, the largest tug on the Great Lakes, a shrimp boat and a yacht—and visitors are invited to board them.

Unusual methods of presentation underscore the exhibits. For instance, the world's largest dump truck was converted into a swimming pool and divers plunge into it from a platform mounted on the

(Continued on page 52)

## Bevy of Newcomers Test TV Stardom's Wings; Vets, Also

Fall Viewers to See Flock of New Stars Take Off; Where to Land?

By BOB SPIELMAN

HOLLYWOOD, Sept. 3.—A flock of newcomers are being offered starring opportunities and a number of veterans will have a chance to hypo their careers in TV series debuting this fall. Without exception the shows are on film.

Actually the so-called newcomers are nearly all veteran actors, but most of them are in lead roles for the first time, or else are being offered their first crack at a national audience. In this regard they're following in the footsteps of Lucille Ball, Jack Webb, Richard Boone, George Gobel, et al for all of whom TV proved the road to fame and fortune (literally).

Some of the players now known only in trade circles will, undoubtedly, be national figures by the time the new year rolls around. Some will have the misfortune to be caught in flops (Celeste Holme and June Havoc were probably the most unlucky last season). CBS, which has the greatest number of new programs, is also banking the heaviest on the new faces of 1955 in TV.

If anyone is to be given an edge in the race for stardom, it would have to be James Arness, a protege of John Wayne, who's cast in the role of Matt Dillon in "Gunsmoke." The web has newcomers in two other Westerns also. Keith Larsen, who's been seen in "Foreign Intrigue" on TV, and Bert Wheeler, an old-time vaude actor,

star in "Brave Eagle." Richard Simmons, who comes from theatrical pix, is Sgt. Preston of "Sgt. Preston of the Yukon."

"My Friend, Flicka" has a 10-year-old Canadian youngster, Johnny Washbrook, who was signed by 20th Century-Fox after an appearance on the "U. S. Steel Hour" this spring. The series also spotlights two vets, Gene Evans and Anita Louise.

Brian Keith gets his big chance in "The Crusader," altho he's been a motion picture actor for many years. An English actor, Richard Greene, appears in the role of "Robin Hood." "Joe and Mabel" features Larry Blyden and Anita Talbot, who made a hit on several of the spectaculars.

In a somewhat specialized category is Vanessa Brown, well known around Hollywood and New York, where she played the lead in "The Seven-Year Itch," but still not a star as far as the national audience is concerned. She's replacing Joan Caulfield in the top role of "My Favorite Husband." In a like position is Janis Paige, star of "The Pajama Game," who gets her own show, "It's Always Jan."

Phil Silvers, whose career has boomed outside motion pictures, gets his chance to go to the top in the film medium with "You'll Never Get Rich."

Warner Brothers, in its "Presents" series for ABC-TV, will present a batch of new faces. Jack Kelly, who's receiving plaudits for "The Night Holds Terror," just released, stars in "King's Row," with Nan Leslie playing opposite him.

A newcomer from Nevada, where he was a deputy sheriff, Clint Walker has been handed the lead in "Cheyenne." His sidekick is L. Q. Jones, who made his debut in "Battle Cry."

Charles McGraw takes the starring role in "Casablanca," originally created by Humphrey Bogart. Warner Brothers is also hoping that

(Continued on page 13)

## TV Ups Actor Value to B. O.

HOLLYWOOD, Sept. 3.—Motion picture actors—who may or may not be in the star category—whose careers have reached plateaus are becoming more and more inclined to seek lead roles in TV series as the proven way to hypo their box office value.

Just how much a boost the actor is given depends a good deal on the success of the program itself, with the prices of Preston Foster (Waterfront), Gale Storm (My Little Margie), Richard Boone (Medic), Reed Hadley (Public Defender), Danny Thomas (Make Room for Daddy), Mark Stevens (District Attorney), Robert Young (Father Knows Best), Eve Arden (Our Miss Brooks) all having risen tremendously.

## NEWS OF THE WEEK

CBS-TV 90-Minute Specs Lure \$\$; Web Plans Borge, Gleason Shows . . .

CBS-TV's move into the programming of 90-minute specials this season seems to be scoring a success among sponsors. It is now planning two Victor Borge and one Jackie Gleason spectaculars. The network has reserved the right to pre-empt regular shows' most prime periods in order to insert these special attractions. . . . Page 2

Col. Records Bears Mail Order Plan For Dealer Benefit; Dealers Protest . . .

Columbia Records inaugurates some changes in its mail-order club plan to steer more subscribers thru dealer channels. At the same time a record dealer meeting in New York blasts the program as threatening to destroy established distribution methods. . . . Page 19

Screen Gems-TPA Merger Rumor Cues Distributor Consolidation Trend . . .

A rumor that Screen Gems and Television Programs of America were merging, tho unsubstantiated by the end of the week, served to point up the current prospect for further consolidations in the TV film distribution field in the near future. Merger conversations have recently been rampant among company presidents. . . . Page 10

Teamsters Picket Ringling Show; Little Effect Seen at Outset . . .

The Teamsters' Union began picketing the Ringling-Barnum circus as the show opened its four-day stand at the Cow Palace, San Francisco, Friday (2). But at the outset there seemed to be little effect. The afternoon show was given for about 3,000 people, and only a few employees were reported refusing to cross the picket line. . . . Page 70

Minnesota State Fair Likely to Break All Attendance Records . . .

The Minnesota State Fair at St. Paul this week gave every indication it would break all past attendance records, and possibly hit the 1,000,000 mark for the first time in its long history. . . . Page 52

Bill Randle to Syndicate Packaged Disk Jockey Show; Picks Spinners . . .

A packaged deejay show will be syndicated to local radio stations across the country, starting January 1, by one of the industry's leading jockeys, Bill Randle, of WERE, Cleveland, and WCBS, New York. . . . Page 19

200-Selection Juke Box Model Introduced by Seeburg Corporation . . .

The J. P. Seeburg Corporation, major juke box manufacturer, has introduced two new juke box models, one of which will play 200 selections. The move marks the first major change in the number of tunes offered to the public on automatic phonographs in nearly eight years. . . . Page 80

### DEPARTMENTS AND FEATURES

Amusement Games . . . . .	92	Music . . . . .	51
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## Selling TV Specs Like Mad, CBS May Do More in 1956-'57

NEW YORK, Sept. 3.—The 1955-'56 TV season does not get into full swing for another week or so, CBS-TV's newly adopted policy of programming spectaculars can be termed a success, at least from the sales point of view.

At least two-thirds of the web's spectaculars, which includes the 10 Saturday night "Jubilee" series, as well as approximately 12 mid-week specials, are now sold, tho the buyers of several of them are still being kept under wraps. In addition to the automotive buys by Ford of the Saturday night series, and this week's purchase by Pontiac of two "See It Now" superdocumentaries, the web is understood to have lined up bankrollers for two midweek Victor-Borge specials, also for a Jackie Gleason special which is still in the planning stage.

The network's plans for spec-

tacular programming, as currently mapped, call for a total of approximately 12 of the giant shows programmed on midweek evenings at irregular intervals either for 60 minutes or 90 minutes of air time. Six of these shows will be the "See It Now" specials, two of them will star Borge, and one will star Gleason. The others will include two Orson Welles films being shot in England, and a Sam and Bella Spewack creation set to Tchaikovsky's "Nutcracker Suite." Plans for these and other productions are still in a state of flux, and changes in the line-up will probably take place.

### KCCC-TV Merges With KTVU-TV

SACRAMENTO, Sept. 3.—KCCC-TV here is merging with KTVU-TV, Stockton, Calif., and the two stations will be linked to carry the same programs. The Central Valleys market area which the combined operation will cover is said to be one of the largest in the West. Both are UHF stations.

KCCC-TV claims over 92 per cent conversion here.

However, the extent to which the network is embracing its new spectacular concept of programming is indicated by the fact that it is anxious to include in all new sponsor contracts a clause giving it the right to pre-empt the period twice during the course of the year. The 12 or so midweek specials that are on the agenda for this coming season will be aired in time periods that the web is already able to pre-empt on this twice-yearly basis.

These periods are: Monday—10-11 p.m.; Tuesday—all time slots except 10-10:30 p.m.; Wednesday—9-10 p.m.; Thursday—all time slots except 8:30-9:30 p.m.

As time passes, the web will gradually be enabled to pre-empt more and more of the time periods, and consequently will find it possible to program more specials than it plans to do this coming season.

The success that it has had to date in selling the specs, despite the fact that few of them have definite time slots or format, has whetted the network's appetite for the 1956-'57 season, when it will be in position to go all-out in combatting NBC's lead on what now has become a highly important area of TV programming.

### 11TH-HOUR ACTIVITY

## Some Web Deals Still Unsure at Gong Time

NEW YORK, Sept. 3.—The peace and quiet that ordinarily descends upon the network sales scene at this time of year is still nowhere in evidence. Tho the new programming season is all but under way, there still is heavy traffic of bankrollers seeking time and programs, and network sales execs beating their way to advertisers' doors.

Philco, which dropped its Sunday night "Playhouse" on NBC-TV three weeks ago, is still deep in talks with network sales brass in an effort to come up with suitable representation on the networks this coming season. A.T.&T., similarly, is still on the prowl for a good time period in which to put the "Passing Parade" film stanza it recently acquired. Toni and Brown & Williamson, who last week struck out on NBC's Sunday, 10:30-11 p.m. period because of poor station clearance, are also understood ready, willing and able to spend money on network TV at present, tho they reportedly have washed their hands of the Louella Parsons film show.

Among the other bankrollers that are reported still seeking network berths are Ralston-Purina, which beamed out of NBC's Wednesday, 10:30-11 p.m. period last week; Pepsodent, Oldsmobile, Swift and Nabisco.

Among the Webs  
On the network side, NBC is the closest to achieving the cherished goal of a complete sell-out of prime

time. The only nighttime period still available for sale as of this writing is Wednesday, 10:30-11. Additionally, it still has a piece of the Perry Como stanza available for bankrolling.

Close behind is CBS, whose Wednesday and Friday 7:30-8 p.m. periods have taken on the appearance of problem children. Half of "Wanted" is also still officially available, tho unconfirmed reports have it that it's all but sold.

ABC, whose line-up has never before had so many sponsors as are currently on it, is nevertheless the network that still has the most prime time periods left—six, to be exact: Monday, 9-9:30 and 10-10:30 p.m.; Tuesday, 10-10:30 p.m.; Thursday, 10-10:30 p.m.; Saturdays, 7:30-8 p.m. and 10:30-11 p.m.

Additionally, ABC still has half of "Topper," and one-fourth of both "Stop the Music" and "Ozzie and Harriet" to sell, as well as its entire schedule of participation spots on "Famous Film Festival," the Sunday night feature film stanza.

## Nabisco Continues With King; McCann Orders 20 More

NEW YORK, Sept. 3.—The McCann-Erickson ad agency has named McGowan Productions to film another 20 episodes of "Sky King" for Nabisco. It is expected to continue to spot book the show in upward of 25 markets, tho no comment was forthcoming from the agency this week.

Nabisco began spot booking "Sky King" early this year in a test campaign. It used the same 19 episodes that Jack Chertok had produced in 1951 for Derby Foods. When Derby quit McCann-Erickson, the agency retained the rights to the show.

During the test run, it was a question whether McCann would seek a new show or order more of the same after the new ad approach had been proven.

When the agency decided upon the latter course early this summer, the bidding among producers became spirited.

## STUDIOS SHOOT SIZZLERS AT 110

HOLLYWOOD, Sept. 3.—With the mercury sizzling around 110 Thursday (1) and Friday (2), recording the warmest days in Los Angeles history, TV film production continued without interruption as directors lensed their hottest shots.

Cooling systems managed to keep most stages around the 100 degree mark despite the hot lights. The only place where production was called off was on one stage at Motion Picture Center when the air-conditioning failed and the temperature climbed above 120 degrees.

### COALS TO—

## Now Admen, Too, May Win Loot

NEW YORK, Sept. 3.—ABC-TV is launching a contest among agency media and research personnel, in which prizes of \$1,000, \$500 and \$250 will be given to those who come closest to estimating the actual Nielsen ratings that its "Famous Film Festival" will get.

ABC's purpose in running the contest, the brainchild of Chick Abry, ABC-TV's sales director, is to get the agency people to give close study to the rating potential the feature film show has. Once they do so, the web feels, they'll be convinced that the feature stanza would be a good buy for the advertisers they represent.

Tho there's been considerable interest in the show, no sales have yet been made. Advertisers apparently are waiting until the stanza hits the air, and rating reports on it start coming in.

ABC's "Famous Film Festival" rating contest is open only to agency personnel who are invited to enter.

## Dukoff Doing 'African Beat'

HOLLYWOOD, Sept. 3.—Television film series titled "African Drum Beat" is being produced in South Africa and Great Britain by Edward Dukoff in conjunction with the Schlesinger organization.

First three pictures of the adventure series, starring Kevin McCarthy, have been completed, and Dukoff will screen them in London later this month. In the meantime, he is dissolving his business association with Dann; Kaye, whose manager he has been for the past 16 years.

Clark Paylow will produce the 20 segments for McGowan at the Kling Studios in Hollywood. Shooting begins September 12. Kirby Grant and Gloria Winters star in the show.

## KFXJ Plans New Satellite Installation

GRAND JUNCTION, Colo., Sept. 3.—Rex Howell, president of KFXJ here, is planning installation of satellite TV transmitters on high peaks thruout Western Colorado to bring TV to the remote hill-bounded areas of the Rocky Mountain region. Howell plans on utilizing his station to transmit TV to Montrose and Durango, Colo., 200 miles away. Both areas are situated in the uranium country of the West and experiencing tremendous growth.

### LICENSING

## Character to Handle 'Hood' Merchandise

NEW YORK, Sept. 3.—"Robin Hood," which debuts on CBS-TV, Monday, September 26, 7:30-8 p.m., will be merchandised by Character Merchandising, Inc., a Philadelphia-based outfit headed by Stanley Berger. He obtained the rights from Official Films. He is understood to have issued eight licenses already.

His only restriction is on premiums and paper merchandising that the sponsors, Wildroot and Johnson & Johnson, may want to use themselves. The sponsors are understood to have allocated a tremendous budget to promote the show.

Character Merchandising has been licensing the "Hansel and Gretel" puppet movie on rights obtained from Michael Myerberg Productions. It has never previously handled a TV show.

Berger is working closely with Official's promotion direction, John Newman. This move is understood to portend further merchandising ventures by Official. The distributor will soon start to syndicate "The Scarlet Pimpernel," which will probably be the next property for which it will issue licenses.

## Bowman Biscuits Sponsor 'Hudson'

HOLLYWOOD, Sept. 3.—Bowman Biscuit Company will sponsor "Dr. Hudson's Secret Journal" in 16 markets in Texas, Colorado, Wyoming and New Mexico, beginning September 19.

It had previously been reported that National Biscuit Company would sponsor the show in the same area.

## The Billboard

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## Ed Friendly Exits Barry, Enright Firm

NEW YORK, Sept. 3.—Ed Friendly this week moved out of the package firm of Barry, Enright & Friendly, selling his stock in the company, because of differences in policies between himself and the two other principals.

The package house, which produces "Life Begins at 80," "Juvenile Jury," and "Winky Dink and You," will now be called Barry & Enright Productions, the name it went under before Friendly joined. Friendly will retain a financial interest in "Winky Dink and You" and two new series currently in pilot form, "The Gillmen" and "Conflict."

## Guild Films Probes for New Fields

NEW YORK, Sept. 3.—Guild Films has established an Advisory Committee on New Business and Corporate Expansion to investigate areas in which the firm can branch out.

It's understood one area the firm is considering moving into is the production of industrial films. It recently established a department to produce TV commercials.

The new committee will have as its chairman Joseph M. McDaniel Jr., secretary of the Ford Foundation, and formerly dean of Northwestern University's School of Commerce. Other members include David Van Alstyne, an officer of the stock brokerage firm that underwrites Guild's stock issue; Reub Kaufman, Guild's president, and Aaron Katz, Guild's treasurer.

## Cosmetics Pretty Up NBC-TV; Coffee, Toy Trains Also Buy

NEW YORK, Sept. 3.—NBC-TV found itself exceedingly beauty-conscious this week, with three rival cosmetics firms picking up three nice chunks of time.

Hazel Bishop bought the Sunday, 10:30-11 p.m. period, where it will program "Arthur Murray Party Time," a stanza that's been airing Tuesday nights on the web this summer for other sponsors. Helene Curtis gobbled up one-third of the Sid Caesar show, which was vacated two weeks ago by Speidel. And Charles Antell firmed up a deal with the web to bring an Ern

Westmore daytime stanza in at 10:30-11 a.m. across the board. Antell will sponsor the show Mondays, Wednesdays and Fridays, while the web will sustain it or perhaps sell it to a non-competing sponsor for the other two days.

Among the other deals made by the web this week was the sale of 51 participations in "Today," "Home" and "Tonight" to Maxwell House Coffee, all for the month of September, and a sale to Lionel Toys of seven Paul Winchell-Jerry Mahoney weekend stanzas for a special pre-Christmas campaign.

**THE BILLBOARD SCOREBOARD**

**New TV Spot Campaigns—  
Who Bought Them Where**

A guide for TV stations and advertisers on new contracts set from August 14 thru 20.

The following data is tabulated from a weekly survey of all U. S. TV stations made by The Billboard. It shows the new national spot commercial campaigns set on those stations during the survey week, regardless of the starting air date of those campaigns.

**NATIONAL SUMMARY**  
(Campaigns placed in more than one region)

**Product and Advertiser**  
All Laundry Detergent, Monsanto Chemical  
Alliance Antenna Rotor, Alliance Mfg.  
Analist, Analist Co.  
Bab-O, B. T. Babbitt  
C D R Rotor, Radiart Corp.  
Coty Perfume, Face Powder & Lipstick, Coty, Inc.  
Deodorant, Pharmacrast  
Dyanshine Oil Glow Shoe Polish, Barton Mfg.  
Fletcher's Castoria, Centaur-Caldwell  
Florida Valencia Oranges, Florida Citrus Commission  
Ford Cars & Trucks, Ford Motor  
Four Way Cold Tablets, Grove Laboratories

**Product and Advertiser**  
Griffin Shoe Polish, Griffin Mfg.  
Luden's Menthol Cough Drops, Luden's, Inc.  
Motorola Radio & Television, Motorola, Inc.  
Peak Anti-Freeze, Commercial Solvents  
Post Sugar Crisp, General Foods  
Post Toasties Cereal, General Foods  
Purina Chow, Ralston Purina  
Raleigh Cigarettes, Brown & Williamson  
Salad Mixer, Grant Co.  
Scott's Emulsion Medical, Harold F. Ritchie  
Vaporub Salve, Nose & Throat Drops, Vick Chemical  
Whitman Chocolates, Whitman & Son

**REGIONAL SUMMARIES**

**Eastern**

All Laundry Detergent, Monsanto Chemical  
Analist, Analist Co.  
Bab-O, T. Babbitt  
Benrus Watches, Benrus Watch Co.  
C D R Rotor, Radiart Corp.  
Cameo Cigarettes, R. J. Reynolds  
Coca-Cola, Coca-Cola Co.  
Coty Perfumes, Face Powder & Lipstick, Coty, Inc.  
Fifth Avenue Candy Bar, Luden's, Inc.  
Florida Valencia Oranges, Florida Citrus Commission  
Ford Cars & Trucks, Ford Motors  
Four Way Cold Tablets, Grove Laboratories  
Instant Luzianne Coffee & Tea, Reily & Co.

Ivory Snow, Procter & Gamble  
Johnson Glo-Coat Polishing Wax, Johnson & Son  
Luden's Menthol Cough Drops, Luden's, Inc.  
Motorola Radio & Television, Motorola, Inc.  
Old Spice Men's Shaving Lotion, Shulton  
Post Sugar Crisp, General Foods  
Purina Chow, Ralston Purina  
Salad Mixer, Grant Co.  
Sealy Mattress, Sealy, Inc.  
Sta-Nu Dry Cleaning Process, Sta-Nu Corp.  
Toys, Toy Guidance Council  
Vaporub Salve, Nose & Throat Drops, Vick Chemical  
Whitman Chocolates, Whitman & Son

**Southern**

Alliance Antenna Rotor, Alliance Mfg.  
B C For Headaches & Neuralgia, B. C. Remedy  
Dyanshine Oil Glow Shoe Polish, Barton Mfg.  
Fletcher's Castoria, Centaur-Caldwell  
Griffin Shoe Polish, Griffin Mfg.  
Motorola Radio & Television, Motorola, Inc.

Purina Chow, Ralston Purina  
Red Band Flour, General Mills  
Scott's Emulsion Medical, Harold F. Ritchie  
Super Lanolin, Charles Antell  
Vaporub Salve, Nose & Throat Drops, Vick Chemical  
Virginia Dare-Extracts, Virginia Dare Extract

**Midwestern**

All Laundry Detergent, Monsanto Chemical  
Alliance Antenna Rotor, Alliance Mfg.  
Anacin, Whitehall  
Analist, Analist Co.  
Bab-O, B. T. Babbitt  
C D R Rotor, Radiart Corp.  
Carnation Instant Milk, Carnation Co.  
Coco Wheats, Flour, Little Crow Milling  
Coty, Perfume, Face Powder & Lipstick, Coty, Inc.  
D-X Oil, D-X Sunray Oil  
Drewry's Ale & Beer, Drewry's, Ltd.  
Dromedary Food Products, Hill Bros.  
Durkee Famous Foods, Durkee Div.  
Fletcher's Castoria, Centaur-Caldwell  
Ford Cars & Trucks, Ford Motor  
Four Way Cold Tablets, Grove Laboratories  
G E Portable TV Sets, General Electric  
Griffin Shoe Polish, Griffin Mfg.  
Hekman Saltines & Honey  
Graham, Hekman Biscuit  
Italian Swiss Wine, Italian Swiss Colony  
Lan-O-Sheen Cleaner, Lan-O-Sheen, Inc.

Luden's Menthol Cough Drops, Luden's, Inc.  
Manor House Coffee, McLaughlin  
Motorola Radio & Television, Motorola, Inc.  
Mounds Candy Bar, Peter Paul  
Nestle Instant Coffee, Nestle Co.  
No Bugs M' Lady Shelf Paper, Paper Products  
Paints & Varnish, Cook Paint & Varnish Co.  
Post Sugar Crisp, General Foods  
Post Toasties Cereal, General Foods  
Raleigh Cigarettes, Brown & Williamson  
Salad Mixer, Grant Co.  
Sakrete Dry Mix Cement, Harry T. Campbell Sons  
Sara Lee Cakes, Kitchens of Sara Lee  
Sea Pak Frozen Fish, Sea Pak Corp.  
Scott's Emulsion Medical, Harold F. Ritchie  
Speed Queen Washers, Speed Queen Corp.  
Toni Tip Home Permanent, Toni Co.  
Vaporub Salve, Nose & Throat Drops, Vick Chemical  
Whitman Chocolates, Whitman & Son

**Southwestern**

Analist, Analist Co.  
Burlison Honey, T. W. Burlison & Son  
Coors Beer, Adolph Coors Co.  
Deodorant, Pharmacrast  
Dyanshine Oil-Glow Shoe Polish, Barton Mfg.

Ford Cars & Trucks, Ford Motors  
Four Way Cold Tablets, Grove Laboratories  
Peak Anti-Freeze, Commercial Solvents

**POSTPONED**

**FCC Delays Rule on VHF Tall Towers**

WASHINGTON, Sept. 3.—Bowling to a rain of protests from such diverse sources as the Ultra-High-Frequency Industry Committee, the Defense Department, and the Air Transport Association, the Federal Communications Commission has postponed the effective date of a new rule to permit higher towers coupled with maximum power for East Coast VHF Television stations. Aftermath: Brickbats for all those protesting were filed this week at FCC by WBEN, Inc., Buffalo, the original petitioner for the tall-towers rulings.

UHF Industry Co-Ordinating Committee filed the bitterest comments against the "incredible" ruling which would allow Eastern zone VHF's to raise towers 250 feet higher than the current 1,000 permitted with maximum power. (The rule was scheduled to take effect August 31, but is now postponed to October 1.) Station WNHC, Elm City Broadcasting Corporation, New Haven, protested that the rule would permit New York stations to swap part of its local service.

Further lambasting the FCC's delay in forming a nationwide deintermixture policy, the committee terms it "incredible" that the antenna rule was voted by "only three out of the seven commissioners." (Commissioners Doerfer and Lee, and Chairman McConaughy voted, with new Commissioner Mack abstaining, and Bartley dissenting.)

The original proponent of the ruling (which asked for a 2,000-foot tower height at maximum power), WBEN, took on all comers this week for upsetting a blanket ruling because of their "individual" claims. Asserting that public interest would be served better by the new ruling, WBEN invited everyone from the assistant secretary of defense, T. P. Pike, to the lone Connecticut VHF'er, to let the ruling go thru and let the FCC decide individual cases on their merits.

**Frank Smith Veep Of Cinema-Vue**

NEW YORK, Sept. 3.—As expected, Frank Smith was this week named vice-president and sales manager of the newly re-activated Cinema-Vue. But there is yet no determination as to what will happen to the product controlled by Cinepix, which he heads.

**Bankrollers Gobble Jumbo Documentaries**

NEW YORK, Sept. 3.—Increasing interest on the part of sponsors in the mammoth documentaries that both CBS-TV and NBC-TV plan to produce this season was highlighted this week by three major buys. Pontiac signed for three NBC-TV "Project 20" shows and two of the CBS-TV "See It Now" specials. And General Motors expanded its purchase of NBC's "Wide, Wide World."

General Motors' large-scale buying of the super-documentaries reflects a growing feeling on the part of the big advertisers that these stanzas offer both the audience drawing power and the prestige factors they're looking for. Never before, it's felt, has the American public in peacetime been as keenly interested in national and international diplomatic and social affairs as it is now. Both CBS and NBC, recognizing this, are programming the documentaries on a scale unmatched in previous seasons.

There are indications that Pontiac may purchase still more of the mammoth documentaries from one or both of the networks. NBC plans to produce six "Project 20" stanzas, and CBS figures on the same number of the "See It Now" specials. Both shows would be programmed by the respective networks at irregular intervals on various nights of the week.

General Motors' expansion of its "Wide, Wide World" buy came in the form of the purchase of an additional quarter-hour of the 90-minute show on behalf of its power steering division. The firm previously had bought two-thirds of the show.

Its latest purchase leaves NBC with only a quarter-hour period remaining to be sold. General Motors reportedly may gobble that piece up as well. "World" will be aired every fourth Sunday afternoon.

Philco, meanwhile, is understood to be interested in buying some or all of the remaining "See It Now" specials. The firm is unable to commit itself yet because its budgetary set-up for TV advertising doesn't permit it to make long-term commitments quickly.

**Tyrone Power Replaces Flynn In Legion Tales**

HOLLYWOOD, Sept. 3.—CBS Film Division has begun negotiations with Tyrone Power to replace Erroll Flynn as star of its "Tales of the Foreign Legion" series (previously titled "March or Die.") It's believed the talks will culminate in the signing of Power. Flynn bowed out of the program after the filming of the pilot in Spain earlier this year.

**MCA-TV Shifts 2 Into Syndication**

NEW YORK, Sept. 3.—MCA-TV has moved two of its top film salesmen on its national level into its syndication operation. Carroll Bagley and Kirk Torney will work on syndication sales out of New York. At the same time, John Dalton was moved from New York to Philadelphia.

No explanation was given for the moves, but it is understood there were four dismissals at MCA-TV this week, and these new assignments may be intended to close the gaps.

Joe Smith, president of Cinema-Vue, is now touring the country to line up salesmen for the 12 regional offices he plans.

**New TV Spot Campaigns—**

**Rocky Mountain & West Coast**

Albers Cereal & Feed, Albers Milling  
Bayer Aspirin, Bayer Co.  
Centennial Pancake & Waffle Flour, Centennial Flouring Mills  
Deodorant, Pharmacrast  
Fisher Blend, Fisher Flouring Mills  
Fletcher's Castoria, Centaur-Caldwell Div. Sterling Drug  
Florida Valencia Oranges, Florida Citrus Commission  
Ford Cars & Trucks, Ford Motor  
In-Sink Erator, Garbage Disposer, In-Sink Erator Mfg.  
Ivalon Miracle Sponge, Ivano, Inc.  
Leslie Salt, Leslie Co.  
Maxwell House Coffee, General Foods

Mirro-Matic Pressure Pan, Aluminum Goods Mfg.  
Motorola Radio & Television, Motorola, Inc.  
Paper-Mate Pens, Paper-Mate Co.  
Peak Anti-Freeze, Commercial Solvents  
Petri Wines, Petri Wine Co.  
Post Sugar Crisp, General Foods  
Post Toasties Cereal, General Foods  
Raleigh Cigarettes, Brown & Williamson  
Snow Crop, Frozen Foods, Snow Crop Div. of Minute Maid Corp.  
Wonder Bread, Continental Baking

**MONEY-SAVING SUBSCRIPTION ORDER**

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

Payment enclosed

Bill me

863

Name \_\_\_\_\_  
Occupation or Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

**AMERICA'S 10<sup>TH</sup> TV MARKET**

**MR. CHANNEL 8**

**316,000 WATTS**

**WGAL-TV**  
LANCASTER, PENNA.  
NBC and CBS

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have \$5½ billion to spend each year—America's 10th TV Market.

STEINMAN STATION  
Clair McCollough, Pres.

Representatives:  
**MEEKER TV, INC.**  
New York Chicago  
Los Angeles San Francisco

This One



7WZK-CRB-8LGX Copyrighted material

## Newspapers Vs. Syndicated Vid Films

The following compares the use of top circulation newspapers in five markets selected at random against the use of the average half-hour syndication programs on stations in Class A time. The survey was made as of December, 1954, by the NBC Film division for its account executives.

	Circulation vs. Homes Reached	Paper Readers vs. Program Viewers	Full Page Ad Noticers' Cost vs. Commercial Viewers	Cost/M People Reached
<b>SAN FRANCISCO</b>				
Examiner .....	224,128	560,320	184,906	\$1,792.00
KRON-TV .....	174,452	453,575	287,113	567.37
<b>DENVER</b>				
Post .....	236,366	590,915	195,002	1,388.80
KLZ-TV .....	51,509	123,622	78,253	194.71
<b>ATLANTA</b>				
Constitution Journal .....	430,171	1,075,428	354,891	2,408.00
WSB-TV .....	140,311	364,809	230,924	294.19
<b>DAYTON</b>				
News Journal Herald.....	299,775	574,438	189,565	1,429.12
WLW-D .....	77,170	185,208	117,237	288.99
<b>PROVIDENCE</b>				
Bulletin Journal .....	192,210	480,525	158,573	1,144.32
WJAR-TV .....	288,158	593,211	375,503	307.47

## On Cost-Per-Thousand Basis TV Commercials Outstrip Newsprint

NEW YORK, Sept. 3. — The NBC Film division has ventured into the thorny realm of media cost-per-thousand comparison in an endeavor to get some advertiser money out of newspapers and into syndicated TV film.

The distributor two months ago handed its salesmen a five-market study comparing the cost of a full page ad against the cost of a commercial minute on a typical half-hour show. (See chart on this page.) The newspaper cost-per-thousand was three to nine times more than that of TV.

Jason Lane, NBC Film's research chief, followed this up a month ago with a memo stating, "No matter what size ad is compared to it, the syndicated program commercial delivers a better cost per thousand."

This study comes on the heels of a survey done by Daniel Starch and staff for NBC Film showing that on the average 63.3 per cent of a program's viewers can recall having seen the commercials. The Lane study applies this factor to a projection of the average syndi-

ated program rating to get an estimate of the number of persons that see the average commercial.

**Starch Studies**

The Lane study gets its estimates of the penetration of newspaper ads also from Starch studies. The Starch compilation indicates that 33 per cent of a newspaper's readers notice a full-page ad.

A top agency media man here who saw the Lane study told The Billboard he did not expect research of this kind would convince many advertisers to take money out of newspapers to put into TV. He said that, by and large, advertisers who use the two media, use it in different ways for different purposes, and cost per thousand was usually not the deciding factor.

What this study does accomplish, he said, is to show advertisers that TV, on the pay-off, is not so expensive as they might have thought when they saw the bill. "We agencies know that the broad use of newspapers nationally is expensive as hell," he said.

He added that the Lane

study contained every safeguard possible, the Starch averages on ad noticing are quite hazardous. "There isn't a lot of Starch data on newspaper ads," he said. "Other studies we have seen show a wide range of estimates on how many readers notice an ad."

**San Fran Paper**

Using the same yardstick, Lane also figured the cost per thousand for an ad of 450 lines in The San Francisco Examiner. It came to \$5.84, which was still almost three times the cost of the TV commercial.

Lane noted that on smaller ads the Starch factor falls off sharply. On the average ad of 300 to 600 lines, Starch estimates 11 per cent of the readers notice it. Lane took the median size in this range, 450 lines, which the Examiner sells for \$360, and estimated it draws 61,635 noticers.

Lane got the TV commercial costs listed in the chart by adding half-hour rate and typical syndicated film cost and dividing by three (the number of commercials in a half-hour show).

## News in Brief

### LONGINES SEEKS CLEAR CBS TIME FOR SPECIALS . . .

Longines-Wittnauer this week was negotiating with CBS-TV to clear four Saturday 11 p.m.-midnight time slots. The bankroller wants to air a combination live-film stanza, "Conquest—Man's Fight for Progress" directly after each Ford monthly "Jubilee" show aired between September 24 and Christmas. Consummation of the deal hinges on the web's ability to clear stations.

### COWAN GIVEN CBS JOB OF 'MORN SHOW' REVAMP . . .

Lou Cowan, who recently moved into CBS-TV, has been assigned the task of revamping the network's "Morning Show." CBS' first move has been to cut down the "Morning Show" to one hour. A new kiddie series, "Captain Kangaroo," starring Bob Keeshan, will air 8-9 a.m.

### LEVER'S BUY OF MOORE LEAVES 2 QUARTERS . . .

Lever Brothers this week bought a quarter hour of CBS-TV's Garry Moore show, leaving the web with only two quarter hours per week of the stanza available for sale.

### JET SPEED

## Motorcycle Tune Gets Video Rush

NEW YORK, Sept. 3. — The increasing importance of TV plugs in the record field was again illustrated here this week on Vaughn Monroe's Thursday night (1) NBC-TV show. The baritone cut some sides for RCA Victor the night before the program, and one tune, "Black Denim Trousers," was regarded as a standout.

Victor's artist and repertoire chief Joe Carlton decided to rush out the disk (a cover of Capitol's Cheers platter) right away, and talked Monroe's TV producer Don Appell into discarding a production number already set up, substituting "Black Denim Trousers."

During the next 24 hours, Carlton supervised pressings of the disk, huddled with Appell on a TV arrangement of the tune, and finally—bleary-eyed but blissful—made an appearance on the program that night to register a personal plug for the platter.

## Ziv's Spanish Dubbing 450G

NEW YORK, Sept. 3.—Ziv-TV expects to spend \$450,000 for more Spanish dubbing in the coming season. Its new "Highway Patrol" series will be ready for Spanish telecasting by January 1. The second year of "Mr. District Attorney" will be in Spanish this year, as will be another 26 episodes of "Cisco Kid."

### WCPO on Mutual

CINCINNATI, Sept. 3.—Station WCPO here concluded an agreement Wednesday (31) with the Mutual Broadcasting System to become exclusive Mutual radio outlet for the Cincinnati area. TV schedules will not be affected.

The agreement, which becomes effective September 4, replaces a contract under which WCPO radio and WLW radio shared the programming on the Mutual Network. WLW has resigned its share, effective September 3.

WCPO's disk jockeys will not be displaced by the changes, but their broadcasting time will be cut down.

## RESTLESS PEOPLE

Robert Sarnoff, exec veepee of NBC, has accepted the chairmanship of the Advertising Federation of America's committee for National Advertising Week, February 19 to 25, 1956. . . . The Pulse, research firm, has opened a branch office in Los Angeles for sales and service under Edwin Cahn, previously with Avery-Knodel, stations reps. The new branch is located at 6399 Wilshire Boulevard. John Eckstein, ABC-TV adver-

tising exec, has a new addition to his family, a girl, Allison Carter. . . . Jim Ferber, former writer of "Gang Busters," has moved to KFJZ, Fort Worth, as promotion manager.



Mr. Daniels was willing to be bombed

ADMIRALS smiled when, in 1921, he claimed air power could sink battleships. Josephus Daniels, the Navy secretary, said he was "prepared to stand bareheaded on the deck of a battleship and let General Mitchell take a crack at me with bombing airplane."

But in an actual test, the most heavily armored dreadnaught ever built sank in minutes under the sledgehammer blows of the world's first 1-ton bombs—bombs built to Billy Mitchell's order.

In his early fight for a strong air force, Mitchell eventually saw very dark days. Yet he never lost faith in the American people, nor they in him. For they recognized his clear foresight and great fighting heart as part of the real American spirit.

It is this courageous spirit that makes America strong—so strong, in fact, that our country's Savings Bonds are regarded as one of the finest, safest investments in all the world.

Why not take advantage of that strength? Use United States Savings Bonds to guard your future, and your country's future. Invest in them regularly—and hold onto them.

★ ★ ★

It's actually easy to save money—when you buy United States Series E Savings Bonds through the automatic Payroll Savings Plan where you work! You just sign an application at your pay office; after that your saving is done for you. And the Bonds you receive will pay you interest at the rate of 3% per year, compounded semiannually, for as long as 19 years and 8 months! Sign up today!

Safe as America—U.S. Savings Bonds

The U. S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.



## August 27, 1955 THE BILLBOARD MUSIC-RADIO

# RIDDLE LEADS PACK

## Arranger Is Unsung Hero

By JUNE BUNDY

New York, August 20—Capitol's NELSON RIDDLE scored more records in the top 10 best selling categories this year than any other arranger, according to a survey of arranger credits on records that have appeared in the top 10 slots of The Billboard's pop best selling retail record charts since January 1.

Five out of 52 records in the top 10 this year were arranged by RIDDLE.

# NELSON RIDDLE

Scoring and Conducting

## THE BETTY HUTTON SHOW

NBC-TV Network—8-9 P.M. Tuesday, 1955-'56 Season

our sincere thanks  
to the television industry  
for selecting



NO. 1  
Public Service  
Program

NO. 1  
Network  
Dramatic Film

*As MEDIC starts its second year, let's look at the script of its own case history to see how it all started for The Dow Chemical Company*

**MEDIC THEME MUSIC UP AND UNDER—**

C.U. FULL SCREEN MAJOR AWARDS AND 12 ADDITIONAL PROGRAM AND TALENT LAURELS IN THE BILLBOARD'S THIRD ANNUAL TV FILM PROGRAM AND TALENT AWARDS COMPETITION. FADE OUT—  
FLASH BACK TO 1954 MEETING BETWEEN DOW AND AGENCY PERSONNEL—VOICE OVER . . .

In the summer of 1954, The Dow Chemical Company and its agency, MacManus, John & Adams, began the search for a new network television program. The requirements were clear, but tough to fill: The program should have mass appeal to help push volume sales of Saran Wrap and other Dow products. *Equally important*, this program must reflect the dignity and character of the Dow organization. Every known source was contacted. Dozens of properties were discussed and screened.

**ZOOM MEDIC TITLE UP AND HOLD**

Then NBC revealed plans for a program to be called *MEDIC*, which would tell the story of the medical profession with dignity and authenticity. Its high moral purpose was underscored by the fact that it was being produced in collaboration with the Los Angeles County Medical Association. The agency was interested; Dow was interested—and finally after much planning, discussing and negotiating, the pattern was set, station lineups

approved and contractual arrangements worked out. In short, the search for a program was ended.

**DISSOLVE BACKGROUND—**

HOLD MEDIC TITLE OVER STACKED SARAN WRAP AND OTHER DOW PRODUCTS

Now commercials had to be prepared which would meet the same requirements as the program itself. And again, this was no small chore; to remain dignified yet exciting, hard-hitting yet restrained. The balance was achieved however—and how well it worked! *MEDIC* commercials have been praised in the press as well as by wholesalers and retailers of Dow products across the country—

**DIMINISHING STACKS  
INDICATED WITH STOP MOTION**

*MEDIC* proved to be a highly effective complement for Dow's already aggressive sales operations, and this double-barrelled impact stimulated sales all along the line!

**DISSOLVE BACKGROUND—**

HOLD MEDIC TITLE OVER BACKGROUND OF PUBLICITY, CRITICS' COMMENTS AND AWARDS

And *MEDIC* has created more than a demand for products. It has helped make Dow one of the best-known and respected names in the country. It has caused more comment and received more publicity than any new dramatic program in years. In 1954, *MEDIC* received

the Sylvania Grand Award as "the outstanding program on television", an honor that has been given only once before. In addition, *MEDIC* was nominated on seven counts for the famous TV "Emmy" awards and received one "Emmy" *first!* And now the television industry itself has cited *MEDIC* for its excellence with 14 awards in *THE BILLBOARD's* third annual competition!

**MEDIC MUSICAL THEME COMES UP SLOWLY  
NEAR END AS BACKGROUND FADES OUT**

In every way, *MEDIC* has been a successful venture. It has won awards; it has given the television audience an authentic view of the medical profession; it has gained new national recognition for its sponsor; and it has sold the products which it advertised.



**MacManus,  
John & Adams, INC.**

ADVERTISING

Bloomfield Hills, Michigan  
New York • Los Angeles • Baltimore  
Miami • Toronto

# NOW **3<sup>rd</sup>** Record in production!

*Making TV History!*

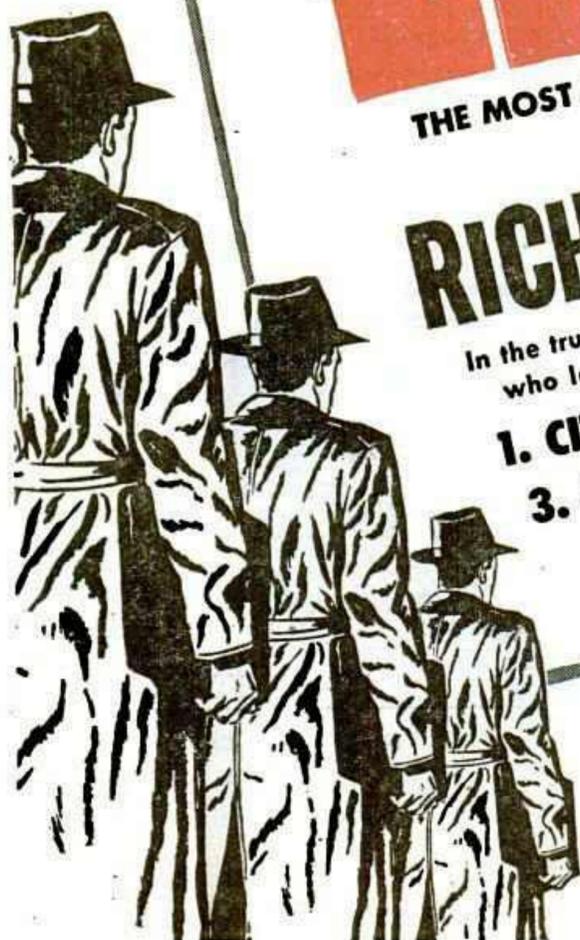
# "I LED 3 LIVES"

THE MOST PROMOTABLE SHOW ON TV!  
STARRING

## RICHARD CARLSON

In the true-life story of a patriotic young American  
who led 3 lives in the service of our country!

- 1. CITIZEN!
- 2. COMMUNIST!
- 3. COUNTERSPY FOR THE FBI!



**TREASON** on our  
doorstep . . . this man  
slammed the door.





SEE THE U.S.A. IN YOUR CHEVROLET



# Dinah Shore

**NBC TV NETWORK**  
 TUESDAYS AND THURSDAYS  
 7:30 TO 7:45 PM, EASTERN TIME  
 FOR  
**CHEVROLET**

*Back Again*  
 BEGINNING  
**SEPTEMBER**

**13**

**RCA VICTOR**  
 Records

## SCREEN GEM-TPA IMPORT

# Distributors' Talk Predicts Merger Trend in the Wind

By GENE PLOTNIK

NEW YORK, Sept. 3.—The real significance of the rumor of a Screen Gems-Television Programs of America merger, which burst upon the trade this week, was not that this deal was actually on but that this type of development can and very likely will occur in TV film distribution in the next year or less.

Six distributor heads queried this week conceded that the time was ripe for further mergers. One company president stated, "Consolidations of important film inventories is probable and imminent. You will see such moves within the next six or even three months."

All but one of the distributors queried predicted that the firms merging will not necessarily do so out of distress. All but two of them admitted that their own doors were open to any sound merger proposition.

Milton Gordon, TPA president, while admitting that he had recently had some conversation with Screen Gems officials, commented that there was actually nothing unusual about this. He said in recent months he had had phone

calls and visits from heads of three other major distributors to discuss some kind of merger.

### Tighter Grip

For stations and local and regional sponsors this development will mean a quicker end to the buyer's market in first-run syndicated film shows. As it is, the number of new syndicated shows due for the next year is less than the year before. A further consolidated industry would undoubtedly be able to keep a tighter grip on the number of new shows released.

Gordon and Ralph John, head of Screen Gems, told substantially the same story about what had occurred between their two firms.

While Edward Small, TPA board chairman, was here (he left for the West Coast last week after a stay of three months), he one day ran into a Columbia Pictures topper he knew. They decided to get together to explore the possibilities of a merger of their TV film operations. Two meetings were held. It quickly became apparent that any merger would not be feasible, the major stumbling block was said to be tax problems.

### Two Talks

The second meeting was held more than two weeks ago. At its wind up, all parties said goodbye and made no arrangement to carry the discussion any further.

The deal that was discussed, according to reports, would have involved Small's selling out his interest in TPA entirely. He is understood to own approximately 50 per cent of it. Gordon would have got some of his initial investment back, but would have been kept on salary as administrative head of the TPA branch. Mickey Sillerman, TPA exec vice-president, according to these reports, would have been kept on in a top sales post.

Speculation persisted this week that the deal is still being studied by tax lawyers, but there wasn't a shred of confirmation of this.

### No TPA Deal

Gordon, while admitting that consolidations are very much in the wind these days, declared that he was confident TPA could maintain a top position in the industry without making such a step. He added that he definitely was not courting any such deal.

The drive toward bigness via consolidation, according to those queried, was inevitable from the very infancy of the TV film business. The entry of the Hollywood majors into TV production was seen as accelerating the trend by the consensus of these industry toppers. But even if this had not happened, TV film distribution was bound to go the way of the motion picture and auto industries, namely, to a level at which three to five firms are dominant.

## Dead 'Magician' May Pull Miracle

NEW YORK, Sept. 3.—"Mandrake, the Magician," the TV film series that died a-borning in Bermuda early this year, may be reincarnated. Talks were held last week between John Gibbs, who would produce the property, using RKO Pathe facilities in Bermuda, and ABC Film Syndication, which would distribute it. However, nothing definite has yet been decided.

## Interstate Expands in Properties, Personnel

HOLLYWOOD, Sept. 3.—Expansion of Interstate Television, thru acquisition of new properties and hiring of new personnel, will be mapped out in detail next week in New York, where the firm's executives and sales force are gathering for a series of conferences.

One of the properties the firm is adding to its list is the "Public Defender" series, consisting of 69 episodes, which Hal Roach Jr. produced for airing the past two seasons on CBS-TV.

The company is also negotiating for still another rerun series, believed to be a comedy. The stanza could be "I Married Joan," which has been available for distribution since it went off the NBC-TV network last spring. Interstate also is adding 32 Allied Artists Westerns to its library.

The firm is hiring four new salesmen to handle the increased roster of properties, which includes the tremendously successful "Little Rascals" series.

## RKO-Selznick Deal Points to GT Emphasis on Theaters as of Now

NEW YORK, Sept. 3.—The three-year production deal signed by RKO Radio and David O. Selznick this week serves to point up that RKO's emphasis for the time being will be entirely on theatrical production. According to the best estimates around the trade this week, General Teleradio will not begin to put any of RKO's backlog of feature films into TV for another nine months to a year.

Most competent observers here discounted the possibility that GT would sell out the TV rights to any large hunk of RKO backlog as reported last week. At least this will not be done at this time. For one thing, it is considered possible that Tom O'Neil's deal with Howard Hughes, by which the former acquired RKO from the latter, prohibits any sellout of this kind. It is understood that O'Neil, by the terms of the agreement, cannot make any move with RKO that would upset Hughes' tax base under the law.

But an even more important bar to TV distribution now is the possibility of incurring the wrath of theater men. Of all the motion picture companies, RKO is considered to be the most vulnerable to exhibitor wrath. The other majors could ward off exhibitor complaints about their TV activities by referring to their record of supplying top box office attractions recently. RKO can make no such claim.

It is understood that certain factions in the General Teleradio Film Division have been campaigning to their record of supplying top few of those old RKO pictures for TV. Sales manager Pete Roebeck is said to be one of these. But every indication is that the parent company intends to hold them off until RKO solidifies its position in the theatrical field.

Those close to RKO say that the spirit in the organization is such as to re-establish the company as one of the majors, and quickly. Dan O'Shea, new presi-

## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Men

#### and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standings of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers, and children.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Men Per 100 Homes	Avg. July Rtg.
1	Foreign Intrigue (Official)	89	9.3
2	Ellery Queen (TPA)	86	8.7
2	Boston Blackie (Ziv)	86	9.8
2	Inner Sanctum (NBC)	86	4.6
5	Mr. and Mrs. North (ATPS)	85	5.6
6	Colonel March of Scotland Yard (Official)	83	4.6
6	Waterfront (MCA)	83	11.8
8	The Whistler (CBS)	81	10.2
8	City Detective (MCA)	81	13.4
8	Counterpoint (MCA)	81	4.4
8	Dangerous Assignment (NBC)	81	5.4
8	Death Valley Days (Pacific Borax)	81	12.4
8	The Falcon (NBC)	81	9.3
8	Guy Lombardo (MCA)	81	7.7
15	City Assignment (MCA)	80	4.0
15	I Led Three Lives (Ziv)	80	13.4
15	I Am the Law (MCA)	80	9.3
15	Mr. District Attorney (Ziv)	80	12.3
19	Amos 'n' Andy (CBS)	79	9.1
19	Inspector Mark Saber (Koch)	79	5.3
19	Life of Riley (NBC)	79	16.4
19	Racket Squad (ABC)	79	9.2
19	Sherlock Holmes (UM&M)	79	8.2
24	Facts Forum (Forum)	77	1.0
24	Lone Wolf (MCA)	77	9.8
24	Badge 714 (NBC)	77	15.4

## '3 Lives' Given 3d-Year Renewal

NEW YORK, Sept. 3.—Phillips Petroleum this week signed a three-year renewal of Ziv-TV's "I Led Three Lives." Phillips, the largest regional sponsor on "Lives," is planning to increase its spread from 36 to about 70 markets. During its first year it rode the show in 21 markets.

Production of the third group of 39 episodes is well under way. "Lives" will be one of the few syndicated shows that will have gone as far as 117 segments. Ziv-TV recently signed a new 10-year deal with Richard Carlson, star of the series, which is understood to call for another show when "Lives" production is completed.

Figuring Phillips for the same 38 markets as last year, the third year of "Lives" is now sold in a total of 67 markets. During its first two years, "Lives," which is considered one of the most successful properties of Ziv's vast output, was placed in around 200 markets. In addition to Phillips, it is sold to Narragansett Brewing for Boston, to Pfeiffer Brewing for Detroit and South Bend, and to stations in New York, Los Angeles, Philadelphia and San Francisco.

Meanwhile, sale of Ziv's new "Highway Patrol" with Broderick Crawford are apparently proceeding apace. Between this show and the "Lives" renewals, Ziv claims to have racked up its biggest volume last month in all its history.

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## Fox Severs Partnership With Reed

HOLLYWOOD, Sept. 3.—"Waterfront" producer, M. Bernard (Ben) Fox, will conclude his production partnership with Roland Reed when the Tugboat series winds up, at the end of the 78 pictures, in mid-September. It's expected that Fox will join one of the top independent production companies in an executive capacity at that time.

Deal now in the works would have Fox producing two theatrical features and two TV series, one a sequel to "Waterfront" called "Harbor Inn," in conjunction with his new association. Fox, in addition, has three other TV packages, and expects to begin a "Waterfront" feature as an independent venture before the end of the year.

With the completion of "Waterfront," of which Fox owns 50 per cent, Roland Reed Productions will apparently concentrate on its industrial and commercial film activity, centered at California Studios. Reed, however, has two pilots in the can and has other shows in the planning stage.

## Wormser Resigns MCA-TV P.R. Post

NEW YORK, Sept. 3.—Howard Wormser this week resigned as director of public relations for MCA-TV. His replacement has not, as yet, been named.

## TPA Acquires 'Secretary' as 'Susie' Rerun

NEW YORK, Sept. 3.—"Private Secretary" will be put into syndication by Television Programs of America. TPA this week completed a deal with Chertok Productions to buy the negatives of the 104 episodes which have already run on network. TPA is retitling the reruns "Susie."

The situation comedy starring Ann Sothern made its debut on CBS-TV in February, 1952. It has been running three out of every four weeks. This coming season it will run every other week, alternating with Jack Benny.

It was not indicated when TPA would start selling "Susie." It has only just begun to sell "The Count of Monte Cristo." It is TPA's policy to concentrate on the sale of only one series at a time, and it will probably be at least another month before the "Cristo" sales effort begins to level off.

Chertok Productions is headed by Jack Chertok and Paul MacNamara.

## Writer Training By Latourette

HOLLYWOOD, Sept. 3.—Writer-trainer program has been instituted by Frank Latourette, producer of "Medic," in conjunction with possible expansion of the production organization. Company is negotiating for filming of a feature based on the TV show, and is prepping two other series.

One would deal with aviation, and Latourette plans to film the pilot of this as part of "Medic," tying the two together by doing a half hour on aviation medicine. Other show would be an anthology.

So far the training program has produced "Medic" scripts from two writers, both completely new to the medium.

Feature would be released thru Allied Artists, altho 20th Century-Fox is still in the negotiations also. Latourette, however, is balking at Fox demands that the pix be produced in Cinemascope.

# SOLD!

**BIG MARKETS! SMALL MARKETS! ALL MARKETS!**

## MOVIELAND



**HURRY! HURRY! HURRY!**

Frankly, we're overwhelmed!

The response to MOVIELAND has been great... far greater than even we expected.

Within ten days after our opening announcement, dozens of contracts have been signed!

So hop on the MOVIELAND bandwagon — it's really rolling! Station after station is getting associated with ASSOCIATED. Put Your Order In NOW! Wrap Up Your Market!

**ASSOCIATED ARTISTS' JUST RELEASED NEW GROUP OF FIRST-RUN FEATURE MOVIES FROM 5 MAJOR HOLLYWOOD STUDIOS!**



**LI-TV**  
into



**CKLW-TV**  
Detroit



**WABI-TV**  
Bangor, Maine



**KOIN-TV**  
Portland, Oregon



**WT**  
Wat



**KDAL-TV**  
Duluth, Minn.



**KPIX**  
San Francisco



**KVOS**  
Bellingham, Wash.



**WMBR-TV**  
Jacksonville, Fla.



**WI**



**IV-TV**  
oin



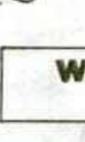
**WFAM-TV**  
Lafayette, Ind.



**KMBC-TV**  
Kansas City, Mo.



**WGBI-TV**  
Scranton, Pa.



**WI**



**KTVH-TV**  
Hutchinson, Kan.



**WHO-TV**  
Des Moines, Iowa



**WXEX-TV**  
Petersburg, Va.



**WKRC-TV**  
Cincinnati, Ohio



**WI**



**30-TV**



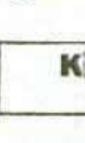
**KONA-TV**  
Honolulu, Hawaii



**WATR-TV**  
Waterbury, Conn.



**WISH-TV**  
Indianapolis, Ind.



**KA**

**NEW YORK**  
345 Madison Ave.  
MUrray Hill 6-2323

**CHICAGO**  
203 North Wabash  
Dearborn 2-4040

**DALLAS**  
310 So. Harwood St.  
Randolph 7736

**LOS ANGELES**  
1908 So. Vermont Ave.  
Republic 2-3016

**ATLANTA**  
Barbizon Towers,  
35 Lombardy Way N. E.  
Elgin 3028



ASSOCIATED ARTISTS  
PRODUCTIONS

—and they're still rolling in!

## LOVE THAT NEW PROMOTION LOOK

## Feature Film Distributors Pour Out Kits, Trailers, Mats—The Works

NEW YORK, Sept. 3.—With the new and better look in feature films, the distributors have come to the realization that they have to brighten up their promotion services. The basic promotion kit, which has long been the standard in half-hour syndication, will shortly become a standard for feature films also. Two major feature distributors are planning to begin this type of service in the next few weeks.

General Teleradio's Film Division, which is generally credited with the programming revolution in features, also pioneered the new promotion approach. With the tremendous resources of the Mutual radio network at its command, GT's Film Division backed up its 30 big pictures of last year with the fanciest promotion that stations had ever seen on features.

Aside from the big brochure that both distributor and station were able to use for sales promotion, each station got a kit containing one slide, two ad mats, a basic press release, the story line and a music cue sheet on each picture. In addition, the kit contained 15 still photos, with an offer of five photos on each picture at cost.

Further, GT made up a one-minute trailer on each picture. These were offered to stations at cost, said to be \$3 each.

This type of promotion service was unheard of in the old days. In the 18 months since this broke, every major feature distributor has increased its promotion service, but only in a sporadic way.

**Old Mainstays**

The mainstay of the distributors' promotion work has been the press sheet, containing cast, credits and synopses as well as a selection of cuts that the station could reproduce for its own advertising. Also, whenever they've been able to get a hold of them, distributors have been giving stations the original press books that had been prepared for the theatrical release of the pictures. But it has been rare that the distributor could get a substantial quantity of these.

The distributor thinking behind this service was that it was up to the station to tailor its own promotion, that there were no basic materials that every station could be counted on to use. But the pressure of the GT competition, and station complaints, have now convinced every major feature house that it has to go a step further and give the station stuff it can put into direct use for on-the-air and newspaper promotion.

The distributors have found that most stations are reluctant to go to the trouble and expense of designing their own promotion. Another obstacle to the success of this line of attack was National Screen Service.

**Heavy Charges**

National Screen, the largest supplier of promotion materials to motion picture theaters, was not opening its doors more than a crack to TV stations. While its charge of 11 cents to 26 cents for small ad mats was okay, its charge of \$25 per print on trailers was prohibitive.

On trailers, the most potent form of promotion for features, National Telefilm Associates has gotten the jump on all the other distributors. For its "Fabulous 40" package, NTA managed to get hold of the original theatrical trailers. It put

them all together on one reel, which it gives to stations on a free loan basis for the run of the contract. The stations, of course, can use this reel for its sales promotion as well as for on-the-air promotion.

**Big Basic Kits**

Now the basic promotion kit is the coming thing in the feature field. According to present plans, they will rival if not excel the kits stations are accustomed to get from half-hour distributors.

Hygo Television Films intends to

put out a kit for its next package of features, which it expects to release in another month or so. On each picture, Hygo plans to include a set of stills, one to three ad mats, a slide, and possibly a trailer.

Associated Artists Productions is planning a kit for its new Movie-land package. This will include two to four ad mats per title, a set of glossies, and a kick-off press release.

NTA is giving all its "Fabulous

40" customers a bound brochure of press sheets. But instead of sending out a kit, it sends a covering letter offering the stations mats, cue sheets and stills on request. NTA promotion director Marty Roberts says there has been an increase in the requests for mats. But for on-the-air promotion he finds balops or still photos with suggested over-frame copy more practical than slides.

General Teleradio is still preparing its kit for its current package of 17 pictures. They predict it will be even more elaborate than the one covering the original 30-title package, and that they may offer trailers at no charge.

In addition to these audience promotion aids, most of these distributors send their customers a steady stream of research material

**'Intrigue' Feature Done**

NEW YORK, Sept. 3. — The feature length version of "Foreign Intrigue" starring Robert Mitchum wound up shooting on location in Paris on Thursday (1). The Sheldon Reynolds production will be released theatrically by United Artists.

that they can use for sales promotion.

Most of these distributors admit they are still foggy as to just what materials the stations need, want or can use to best advantage. They say they would like to see some minimum standards set down. But they are not waiting for the final word before beginning to ship out the tools.

**The Greatest Hero of**

*the immortal classic*

**THE ADVENTURES OF THE SCARLET PIMPERNEL**

starring **Marius Goring**  
outstanding International star of stage and screen  
Produced by Towers of London, Ltd.

*The flower of success...*  
known and loved by millions in the theatre,  
in books, in movies, on radio and Now...  
on TV to a pre-sold audience!

**ROMANCE! MYSTERY!**

a top  
quality  
film show for  
**Every Product,  
Every Market,  
Every Budget**

Offices in  
principal cities  
throughout the  
United States

**MCA-  
TV**  
Film Division

## REVOLVING DOOR

Mickey Sillerman, exec veepee of Television Programs of America, is back at work after four weeks in the Caribbean. Kurt Blumberg, of the same company, took up residence in a newly purchased Stamford, Conn., home. . . . George Vaughan, formerly with MCA-TV, has joined Official Films' New York sales force as a senior account exec. . . . Pierre Crenesse, director of the French Broadcasting System in North America, will leave for Paris on Saturday for a series of conferences on possible TV program exchanges between French TV and the U. S.

Harry Saltzman, producer of

"Captain Gallant," returned to New York after a long stay in Europe. He went right on to the West Coast for conferences with CBS-TV on stores and shooting schedules of the Orson Welles film shows. . . . Morton Schwartz, talent scout, has joined Henry C. Brown Agency as a commercial casting agent for television. . . . Anthony Z. Landi, exec veepee of Parsonnet & Wheeler, left for Munich this week to set up further production plans on "Brother Mark," which stars Richard Kiley.

## ALARMING IF IT GETS OUTA HAND

CISCO, Tex., Sept. 3.—This ranching town of 5,000 is gradually going to be whittled away if a new merchandising gimmick conceived for Ziv-TV's "Cisco Kid" show goes too far. Members of the newly formed Cisco Ranchers Club will receive an authentic deed to a square inch of land in this thriving community. They will also be made honorary citizens of the town.

Ziv launched this new promotion for its sixth year sales drive on the veteran Western series.

## Flock of Tyros, Vets in Other Fields to Test TV Star Wings

• Continued from page 1

the series will give Anita Ekberg a boost. Hugh O'Brian in "Wyatt Earp" is another of the top choices for stardom.

Veteran Jackie Cooper gets "The People's Choice" as his vehicle, and provides the only NBC entrant. NBC Film, however, has "The Great Gildersleeve," which could hypo Willard Waterman, as well as starlet Stephanie Griffin.

In the syndicated line-up, "Dr. Hudson's Secret Journal" should do things for the career of John Howard. Paul Coates, about as

well known in Southern California as Dwight Eisenhower, gets national airing for his "Confidential File." Irish McCalla may or may not make something out of "Sheena, Queen of the Jungle."

Other nationally sponsored programs have Willard Parker and Harry Lauter, vet Western stars, in "Tales of the Texas Rangers," and Peter Graves and Bobby Diamond in "Fury."

## Guild's 'Looney Tunes' Produce Hot Competition

NEW YORK, Sept. 3.—A number of stations are killing the competition with Guild Films' "Looney Tunes," it was revealed in a survey the distributor just made of the American Research Bureau's July reports. The Guild study covers six major competitive markets in which the cartoons are the rating leader in their own time slot.

In every one of the markets the films are run multi-weekly or strip. It so happens that the All-Star Game was telecast Tuesday of the rating week and cut into or edged out the cartoons on the multi-weekly average. But eliminating the Tuesday ratings, "Looney Tunes" was the winner every time.

In Los Angeles as KTLA's "Cartoon Carousel" it pulled an 8.1 the first half hour and 7.6 the second. The closest to it was a 4.2.

In Milwaukee, where on some days it faced other cartoon shows, "Looney Tunes" pulled 5.1 against 3.3 and 3.6.

### New York Score

In New York "Looney Tunes" tied WABD with WCBS-TV's "Early Show" for a top slot rating of 5.5. In Philadelphia, WCAU-TV's "Willie and Carney" drew 6.9 against "Howdy Doody's" 5.6 with these subjects.

The most impressive story Guild had was on a station on which the cartoons did not get the highest rating. In April, KSD-TV, St. Louis, drew only 3.8 against the competition's 26.5 for "The Little Rascals." In July, after two weeks of using the "Looney Tunes" as its "Cartoon Club," KSD drew 13.1 against the "Rascals" 14.4. That was the first quarter hour. The second it had 14.1 against 14.3.

## Carol Levine Goes to AAP

NEW YORK, Sept. 3. — Carol Levine, film director of WPIX here, is resigning from the station to join Associated Artists Productions as director of publicity and promotion. She'll report to Bob Rich, under whom she worked at WPIX before he joined AAP as sales manager.

## Storyboard in New York

HOLLYWOOD, Sept. 3.—Storyboard, commercial film production company, opened New York offices at 35 W. 53d Street this week. William Bernal and Gene Deitch are in charge.

# Historical Fiction comes to TV!

## Magnificent Costume-Action . . .

### 39 First-Run half-hour programs



Phone, Wire or Write . . . Now!



## OFFICIAL FILMS, INC.

25 West 45th St., New York 36, N. Y.  
PLaza 7-0100

Chicago, Ill. 760 N. Michigan Ave.	Phila., Pa. 1420 Walnut St.	Memphis, Tenn. 2254 Madison Ave.
Beverly Hills, Calif. 121 South Lapeer Drive	Minneapolis 15, Minn. 3100 Raleigh Ave.	Dallas, Texas Sepent Unit Santa Fe Bldg
St. Louis, Mo. 415 N. 12th Blvd.	Boston, Mass. 419 Boylston St.	San Francisco, Calif. 150 Font Blvd.

Atlanta, Ga. 1299 W. Peachtree St., N.E.

# COMEDY! SUSPENSE!

### OFFICIAL FILMS, INC. Dept. B

Gentlemen: I am interested in further details of your latest television series, "The Adventures of The Scarlet Pimpernel."

- Please have your representative call on me.
- Please mail me full details.

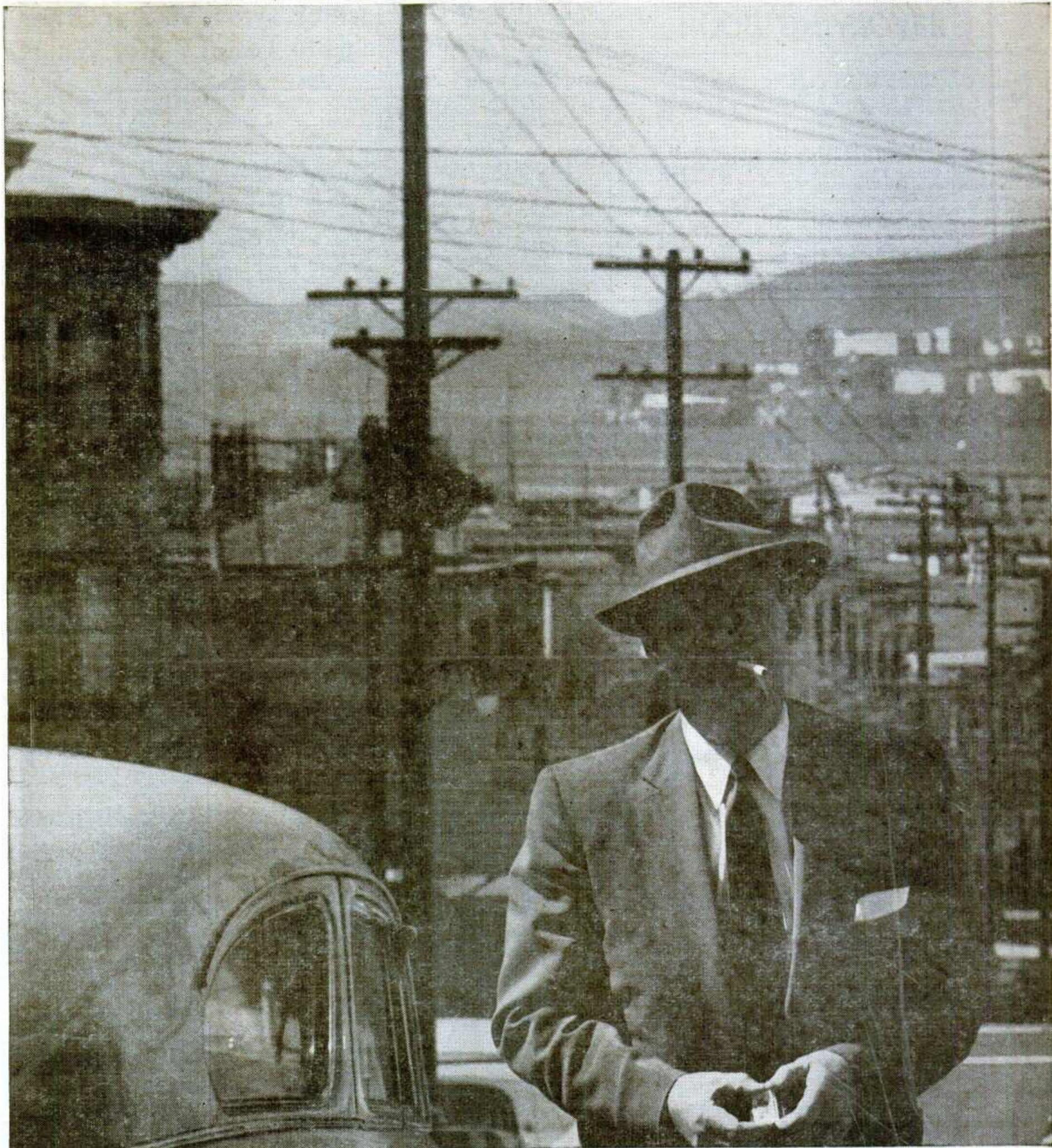
NAME \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ PHONE \_\_\_\_\_ STATE \_\_\_\_\_

### you'll love "Eddy Arnold Time"



A thrilling half-hour musical show with Eddy Arnold and his all-star group—26 films in the can.

**Walter Schwin - Co.**  
75 E. Wacker Drive, Franklin 2-



# SAN FRANCISCO

\*Nielsen, June 1955 - second report



# BEAT!

Investigate at once...**"San Francisco Beat"**...39 exciting, authentic half-hour detective dramas from CBS Television Film Sales.

A network-proven show, this series stands up under any investigation. As **"The Line-Up,"** it was number one in its time period on the CBS Television Network...rated 62% higher than the average nighttime network program—43% higher than the average network mystery program.\*

**"San Francisco Beat"** co-stars Warner Anderson and Tom Tully...in powerful, fast-moving drama based on actual cases. Produced **"on location,"** it's a vivid portrayal of big-city police in action, filmed by famed Desilu Productions under the supervision of the San Francisco Police Department.

**"San Francisco Beat"** is available to all stations for the first time...subject to prior sale. Get all the facts first-hand from...

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

THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

THE TV INDUSTRY'S MOST COMPLETE GUIDE SHOWING TOP 10 PROGRAMS IN EACH CITY AND ALL TV FILM SERIES IN ALL MAJOR MARKETS

This chart shows the latest ratings of TV programs in all markets covered by American Research Bureau's monthly reports. The complete study is published over a four-week span with all cities covered as the ARB reports become available.

The 10 top-rated shows are listed first for each market, followed by every non-network film series playing in that market. Listings are by rank order, according to rating.

All film shows listed are sold on a syndicated basis unless the title is preceded by a dagger (†),

in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF. The symbol "&" preceding the rating indicates the show was received from a station in another market, and that this audience supplements the viewers attracted in the originating market.

For complete program rating and audience composition information on a national or individual market basis, please consult ARB, National Press Building, Washington 4; 551 Fifth Avenue, New York; or P. O. Box 6934, Los Angeles 22.

MINNEAPOLIS-ST. PAUL 4 STATIONS

THE TOP 10 TV SHOWS IN MINNEAPOLIS-ST. PAUL (\* Indicates Non-Network)

- 1. \$64,000 Question, WCCO...38.9
2. Best of Groucho, KSTP...35.1
3. \*Today's Headlines, KSTP...28.9
4. Godfrey's Talent Scouts, WCCO...28.5
5. Lux Video Theater, KSTP...27.6

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Mr. District Attorney (Mys.), Ziv...27.5
2. Badge 714 (Mys.), NBC...23.6
3. Lone Wolf (Mys.), MCA-TV...18.3
4. I Led Three Lives (Adv.), Ziv...15.3
5. Your Star Showcase (Drama), TPA...15.1

DENVER 4 STATIONS

THE TOP 10 TV SHOWS IN DENVER (\* Indicates Non-Network)

- 1. Toast of the Town, KLZ...31.8
2. Best of Groucho, KOA...31.0
3. Dragnet, KOA...30.6
4. Disneyland, KBTB...30.2
5. \*Boston Blackie, KOA...29.2

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Boston Blackie (Mys.), Ziv...29.2
2. I Led Three Lives (Adv.), Ziv...26.7
3. Mr. District Attorney (Mys.), Ziv...25.6
4. Science Fiction Theater (Drama), Ziv...22.5

ATLANTA 3 STATIONS

THE TOP 10 TV SHOWS IN ATLANTA (\* Indicates Non-Network)

- 1. \$64,000 Question, WAGA...64.8
2. I've Got a Secret, WAGA...37.2
3. \*Favorite Story, WAGA...35.5
4. Robert Montgomery, WSB...34.0
5. Best of Groucho, WSB...31.6

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Favorite Story (Drama), Ziv...35.5
2. Racket Squad (Mys.), ABC...29.1
3. Ellery Queen (Mys.), TPA...25.9

SEATTLE-TACOMA 4 STATIONS

THE TOP 10 TV SHOWS IN SEATTLE-TACOMA (\* Indicates Non-Network)

- 1. \$64,000 Question, KNTN...52.0
2. Disneyland, KING...44.2
3. The Medic, KOMO...38.9
4. \*Death Valley Days, KING...37.5
5. Best of Groucho, KOMO...35.3

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. \*Death Valley Days (West.), Pacific Borax...37.5
2. Mr. District Attorney (Mys.), Ziv...24.4
3. I Search for Adventure (Adv.), Bagnall...24.2

SALT LAKE CITY 3 STATIONS

THE TOP 10 TV SHOWS IN SALT LAKE CITY (\* Indicates Non-Network)

- 1. Disneyland, KUTV...32.2
2. The Millionaire, KSL...30.7
3. \*Cloveleaf Theater, KSL...30.6
4. Dragnet, KTVT...30.5
5. \*Waterfront, KTVT...30.0

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Waterfront (Adv.), MCA-TV...30.0
2. Mr. District Attorney (Mys.), Ziv...29.3
3. \*Death Valley Days (West.), Pacific Borax...28.5

## THE GAMUT

### Col Rampant With Every Type of Jazz

NEW YORK, Sept. 3.—Columbia Records' Fall jazz program will be launched this month with a unique promotion combining the merchandising talents of Dave Brubeck and Helena Rubenstein. Jazzman Brubeck has produced an album entitled "Jazz—Red, Hot and Cool," and Mme. Rubenstein has produced a lipstick with the same title. Needless to say, they will be plugged mutually.

The Brubeck LP cover will feature a photo by fashion photographer Richard Avedon, which also will be used in the Rubenstein ads and displays. The lipstick ad copy will also mention the Brubeck package. The lipstick itself will come packed in a specially shaped box which will contain two lipsticks, "Red, Hot and Cool" and one other style, plus a six-inch 33 1/2 r.p.m. disk with four brief excerpts from four different Columbia jazz albums. Two examples will be of "hot" jazz, and two of "cool." The labels will plug the complete LP's from which the examples have been borrowed. The artists reportedly have waived their royalties on these promotion sam-

(Continued on page 24)

## DIZZY FIZZ

### Soda Clerk Tunessmith Rises Again

NEW YORK, Sept. 3.—It's typical of the music world that its citizens may run the gamut from rags to riches several times in the course of a single career. The latest prominent example would be tunesmith Don George, whose "Yellow Rose of Texas" has two versions in the top 10 best selling records, with one, the Mitch Miller Columbia version, riding the No. 1 spot for the second consecutive week. Two years ago, George was jerking sodas for Howard Johnson.

Actually, George was a high-riding cleffer in the late '40's. His lyrics were used in a number of Hollywood films, including such big ones as "With a Song in My Heart" and "Roadhouse," among others. But his fortunes took a bad turn, and he took up the ice cream scoop. Last year, briefly, he was employed as a salesman of juke boxes.

Now, besides "Yellow Rose," George is riding as writer of "Slowly With Feeling," recorded by Sarah Vaughan; "A Touch of the Blues," by Rosemary Clooney; "I Can't Put My Arms Around a Memory," by Al Hibbler, and several other items scheduled for early release. And everything with George is really "George."

### Bell Issues 8 New Disks

NEW YORK, Sept. 3.—Bell Records, Pocket Books' 39-cent pop record line, this week will issue eight new disks, its first release in several months. According to Bell's top exec, Arthur Shimkin, the new line will appear for the first time in the Bell operation with different illustrated jackets for each tune title, replacing the standard uniform sleeve.

Shimkin maintains that the label will stick to covering established hits, but definitely will not imitate other versions. Name talent will be featured wherever possible, including such orksters as Sy Oliver, Larry Clinton and Jimmy Carroll.

### ANYBODY FOR A FLYING SAUCER?

HOLLYWOOD, Sept. 3.—Capitol Records have cornered the transportation market—musically that is.

Firm currently has in release five platters with a traveling mood to them. If you're a motorcycle fan, there's "Black Denim Trousers," by the Cheers and Les Baxter; for stock-car fans there's Merrill Moore's "Hard Top Race"; horse-drawn transportation is via Gordon MacRae's "Surry With the Fringe on Top," from "Oklahoma"; "Take the A Train" in the new Milt Buckner album, and air travel is available via Ray Anthony's "DC-7."

### Heller Opens Pubber, Cuts Disk Prices

NEW YORK, Sept. 3.—Eddie Heller, head of Rainbow and Riviera Records here, has opened up a separate music publishing operation with headquarters in Philadelphia. The firm is Nassau Music, Inc. Simultaneously, Heller has cut the prices of his record package line across the board, and strengthened the Latin accent of his diskery.

Rainbow's 10-inch LP's, which sold formerly for \$3, have been reduced to \$1.95. Twelve-inch LP's, all of which will be new issues, will be released at \$3.50. Rainbow EP's have been cut from \$1.47 to \$1.19. Contemplated for the 12-inch line is a new merengue series, including instruction booklets.

The Nassau operation has been activated to promote two items currently making a splash on Rainbow disks, "I'm So Glad" and "Piano Merengue." The former, recorded originally by Mickey and Sylvia, was covered this week by Johnny Desmond on Coral.

### 5 'Cruises' Mark Ritmo Tape Entry

NEW YORK, Sept. 3.—Entry into the pre-recorded tape field was marked this week by Ritmo International, independent diskery specializing in Caribbean folk music. The initial release consists of a series of five "Caribbean Cruises," featuring folk music of Haiti, Dominican Republic, Puerto Rico, Cuba and the Virgin Islands.

All are on five-inch reels and include some commentary in addition to the music.

### M-G-M Offers New 'Lucky 7' LP Plan

NEW YORK, Sept. 3.—M-G-M is following up its successful "Baker's Dozen" promotion with a "Lucky Seven" plan, whereby dealers will receive one free LP for every seven ordered out of a special list of 10 sound track albums. The promotion starts September 15 and runs thru October 31.

Each 12-inch LP features material taken from two 10-inch sound track packages previously released by M-G-M. The 10 sound track LP's retail at \$4.98 each, and dealers will be offered their choice of any assortment of this group on the "one free for every seven" basis. M-G-M's "Baker's Dozen" plan (one free LP for every 12 purchased), went into effect last month, has been so successful that

## Columbia Modifies Club Plan; N. Y. Dealers Take Up Arms

### Change Made To Aid Store Subscriptions

NEW YORK, Sept. 3.—Columbia Records this week inaugurated several important modifications to its LP mail-order club, all aimed at increasing the number of consumer subscriptions handled by established retailers.

President Jim Conkling and Director of Sales Hal Cook used the forum of a special dealer meeting (see adjoining story) to bow the innovations, with stores generally to hear of the changes by bulletin next week.

Of top interest was a mechanism set up whereby dealers could recapture the club memberships of consumers who have already signed up direct with the diskery.

Until October 1, any dealer who is able to get "direct" members to sign up again thru the stores will be credited with full commissions on all mail purchases. After October 1, such re-signings will be credited to dealers only after the members have already received and paid for their first four selections, with dealer commissions awarded for all subsequent purchases.

In another significant move, Columbia followed thru on its previously announced intention of controlling the use of premiums or other giveaway gimmicks on the

### ARTISTS THREAT PROMPTS CLUB

NEW YORK, Sept. 3.—Columbia President Jim Conkling this week disclosed some details about bids to artists by mail-order record clubs, competition which had much to do with the diskery's decision to enter the field.

One club (presumably Music Appreciation Records) offered the New York Philharmonic a guarantee of \$500,000 in royalties for 12 LP's, or an amount Columbia couldn't normally match in seven years, he said. Pianist Rudolf Serkin was offered \$25,000 for two LP's. Others sought with heavy guarantees included the Philadelphia Orchestra, Andre Kostelanetz and Benny Goodman, Conkling declared.

part of some dealers to attract subscribers.

### Lures Forbidden

Conkling asserted that a legal ruling has been obtained which will enable Columbia to force dealers to offer the product as advertised. The diskery believes it has the right to cut off any dealer from club privileges if the offending dealer used free LP's or other unauthorized inducements as competitive lures.

This right will be vigorously exercised, Conkling stressed. Club agents (dealers) will be policed. (Continued on page 24)

## Randle to Syndicate DJ Show Nationally

Maps Package for Station in Each Area With Full Control; It's Planned for Jan.

By JUNE BUNDY

NEW YORK, Sept. 3.—Deejay Bill Randle (WERE, Cleveland, and WCBS here) is mapping out a plan for syndicating a packaged deejay show to local stations across the country. Starting January 1, the series will be offered to an initial group of five stations, with Randle handpicking a deejay for each outlet and programming each show personally, via a central office.

The package will be offered on a year's contract for an average annual fee of \$25,000, out of which Randle will pay the jockey, supply the platters (shipping them out to each station from his own office) and provide special merchandising kits. In line with this,

he will also arrange benefit shows and record hops in each city, lining up special guest recording artists and tutoring his deejay stable in proper procedures for emceeding the affairs.

### One Per Area

The service (limited to one station in each area) will be launched first in five key cities—one on the West Coast, one down South and three on the East Coast, including Chicago and Philadelphia. Among the jockeys Randle has in mind for his spinning-stable are Bob Terry, Detroit; Maurice Jackson, Columbus, O.; Fred Mitchell, Toledo, O., and Bob Collins, Erie, Pa. To date he has auditioned about a 100 jockeys on tape for the service.

Altho the format of the deejay package will be a duplicate of that which has made Randle the top-rated jockey in the country, the syndication business will be oper-

(Continued on page 24)

### WRCA Hunt Down to Four

NEW YORK, Sept. 3.—The country-wide hunt instigated by WRCA here this summer to find a "fresh" deejay personality to fill the station's early-morning show spot has narrowed down to four candidates — Bobby Nicholson, Walter Kiernan, Bill Bivens and Bill Wendell.

All four finalists are putting their best formats forward this month, with each artist taking over the show for a two-week "on the air" audition period. Currently featured in the 6:30-9:30 a.m. time slot is Nicholson, an arranger-composer-comic. He plays Mr. Nick on the "Howdy Doody" NBC-TV program and arranges and writes the music for RCA Victor's "Howdy Doody" records.

### Whole Project Must Be Ours, Say Retailers

By IS HOROWITZ

NEW YORK, Sept. 3.—An estimated 50 metropolitan area dealers raked Columbia Records over the coals at a protest meeting this week designed to show their opposition to the diskery's recently introduced mail-order club plan.

With about 100 persons in attendance, invited guests Jim Conkling, Columbia prexy, and Hal Cook, sales chief, were told that the only thing that would really satisfy the dealers, if the club must be, is to make all memberships funnel thru retailer hands.

The conclave was called by the Long Island Record Dealers' Association, an eight-month-old org headed by Vic Levy, of Garden City, N. Y., Music Center. The issue already seems well on the way to serve as the impetus for

(Continued on page 24)

## BLATANT PHONY

### Cha-Cha-Cha Old Hat, Says Perez Prado

HOLLYWOOD, Sept. 3.—Labeling the cha-cha-cha as a blatant phony, mambo king Perez Prado this week offered \$5,000 to the person or persons who can prove there is any difference between the mambo and the "so-called new rhythm."

Thru manager-interpreter Miguel Baca, Prado asserted the cha-cha-cha to be a slow mambo, claiming he had recordings made for RCA in Mexico dating back to 1948, which are similar to those being cut today.

According to Prado, one of his first hits, "Mambo Baklan," is a slow mambo which duplicates the rhythm and beat of "what some people are now calling the cha-cha-cha." Prado further took exception to RCA Victor's announced policy of recording more cha-cha-cha, as the "upcoming Latin beat of the day."

Prado, meanwhile, had trouble from another quarter, claiming that his brother Panaleon has been passing himself off as Perez to European theater and concert bookers. Perez reported a booking in Belgium with billing which read "the premiere appearance of the first mambo band of Cuba, Perez Prado," and asserted that legal action will be taken to stop his brother.

### Merc. to Ship New Players

NEW YORK, Sept. 3.—Mercury will start deliveries on its new line of phonos and tape recorders next week, with two 45 playing units, three portable phonos, one table model phono and two high fidelity, two-speed tape recorders included in the first shipment. The line will be handled thru the label's own branches and its regular independent distributors.

The sets range in price from \$29.95 for a 45 player to \$129.95 for a three-speed, high-fidelity table model phono with three speakers. Mercury is currently readying special promotion, merchandising and advertising materials, which will be released to distributors and dealers simultaneously with the new line of phonos and tape recorders.

# Small Labels Expected to Top \$20 Million Gross of 1954

## Continued Expansion and Launching Of New Subsidiaries Boom Indie Disk Biz

By JOEL FRIEDMAN

HOLLYWOOD, Sept. 3.—The continued expansion of independent record manufacturers and the organization of still more indie subsidiary labels is expected to result in the biggest year ever for the small labels. Exactly how much volume will be achieved at year's end still remains to be seen, though there exists little doubt that the indies will better the estimated \$20 million gross of 1954.

Chiefly accounting for the difference is the wide popularity of rhythm and blues music and its exposure to the pop market; the tremendous strides made by the indies in the package goods field, particularly jazz, and the trend toward organization of subsidiary labels.

The most important move by far appears to be the latter, inasmuch as it expresses complete faith in both product and in the financial status of the vast indie network of distributors.

The primary reason for one firm releasing under a number of labels appears to be the advantages gained in having a separate set of books as well as a potentially new set of accounts receivables. In most cases, the indie firms have avoided duplicating distributors by appointing a completely new set of distributors for their branch label. In so doing, the firm not only stimulates competition, but actually opens the door toward additional revenue. The new label is often necessary, too, to adequately handle what appears to be an unlimited source and supply of talent. Disk jockeys are known to favor programming of a large number of labels rather than restricting their spins to the

rather limited number of indies who dominate the field.

The move in recent weeks on the part of Atlantic in establishing Atco, and previously Cat, and this week's announcement by Imperial Records concerning the formation of Post Records (see separate story), are further indications of the trend.

With few exceptions, virtually all of the old-line, established indies currently sport branch labels. The move is by no means new, dating back in recent disk history to the King-Federal firms. Other indies releasing a myriad number of labels

include Modern (RPM, Flair, Crown), Savoy (Regent), Chess (Checker), Peacock (Duke), Aladdin (Intro), United (States), Jubilee (Josie), Clef (Norgran), Abbott (Fabor), Four-Star (Gilt-Edge), Good-Time Jazz (Contemporary), Specialty (Fidelity).

The indies have apparently lost little strength in offering distributors more than one label. If anything, it adds to the diversification of the company. The more successful companies also gain a most important tax advantage, though they hardly boast about this.

## FOR UNDERSTANDING

# Thiele Details A&R Man's Many Jobs

NEW YORK, Sept. 3.—The maintenance of amicable relations between diskery a.&r. men and publishers has always been difficult. It is more than ever a problem in today's music business, owing to the publisher's great dependence on a record for exposure and performance money. In view of the existing sensitive state of affairs, Bob Thiele, Coral's a.&r. director, pointed out several facts in modern a.&r. operations with which publishers should be familiar, facts which he believes they should bear in mind before accusing any particular a.&r. man of having a personal dislike to or antagonism toward any publisher.

Firstly, says Thiele, the record business is a business. Whereas a.&r. men strive to make an artistic product, they are also under pressure to produce a salable record—one that the consumer wants. Therefore, in addition to originals, a diskery must release cover records on tunes which are high in public favor. Publishers, and sometimes jockeys, Thiele notes, deplore the release of covers. Publishers feel they'd have more sides if only originals were issued.

From a business standpoint, this cannot be done, Thiele says. He also notes that in many instances, cover disks irritate only the Broadway-oriented publishers. Often, the tune was started on a small out-of-town label, and the diskery owner is likely to be the owner of the song. Many of these publishers ap-

preciate the covers, and in these cases covering means servicing a wider geographical spread of publishers.

### B'way Pubs

The sensitivities of Broadway publishers, of course, have been injured by two factors—the decline in sheet sales which forces the publisher to depend more and more on disks and the incursions of rhythm and blues material in the pop field. Most of the pop-styled r.&b. sides put out by the diskeries use material not controlled by Broadway publishers. It is often controlled by publisher-affiliates of indie diskeries. This situation, Thiele points out, cannot be laid at the door of the pop a.&r. man. Rather, the diskery, to meet public demand, goes far afield to

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# Charges Fly as ASCAP Groups Keep Fighting

NEW YORK, Sept. 3.—There was no slackening this week in the running battle between the Lengsfelder and Stoner factions of the American Society of Composers, Authors and Publishers over the Society's methods of distribution and logging. Mickey Stoner answered the latest charges of Hans Lengsfelder, covered in earlier stories. Meanwhile, Guy Freedman, vice-president of Alec Templeton Music, issued a statement expressing his belief that Lengsfelder was sincere (see companion story).

Stoner stated it is untrue that non-committee ASCAP members

(Continued on page 22)

## STONER DETAILS SONG VALUES

NEW YORK, Sept. 3.—Mickey Stoner this week expressed himself in trenchant, philosophical terms on the subject of relative values of songs. In his answer to Hans Lengsfelder (see separate story) he pointed out that there is nothing naive in thinking that a "Stardust" is worth more than a run of mill tune.

Music stores charge more for "Stardust." The mediocre and cheap they do not carry, says Stoner. "Only in the American Society of Composers, Authors and Publishers do the mediocre and cheap get the same price as the precious and dear." He concluded: "If they ever change this, Lengsfelder might wind up with a tin cup, and I might be doing the same on the other side of the street."

## HALEY COMETS AREN'T FLYING NO AUSSIE TOUR

PHILADELPHIA, Sept. 3.

—Fear of airborne flight made it necessary for Bill Haley and the Comets to nix a fat Australian tour. Thru Art Weems, the Jolly Joyce Agency here, the "rock and roll" unit was offered a string of 15 dates in Australia at a guarantee of \$2,000 per day. In addition, the offer included plane travel to and from for eight men, taking in their managers. With some of the boys nixing air travel, the entire junket had to be dropped.

It would have marked the first time that their brand of "shake, rattle and roll" music would be heard outside these borders. Instead, the Comets will spend the September 19 week in New York City for a marathon record session for Decca under Milt Gabler's direction. They are skedded to cut no less than 20 sides, including a Christmas album.

## Chudd Imperial Launches Subsidiary With Post Label

HOLLYWOOD, Sept. 3.—The continued growth of subsidiary labels was further evidenced this week with the announcement of the formation of Post Records by Lew Chudd, president of Imperial Records.

Prominent among independent platteries, Imperial has had repeated success in both the rhythm and blues and country fields for a number of years. The move to form a subsidiary label is predicated on the need to expose additional talent and music according to Chudd.

The Post label is expected to make its bow September 10 with

(Continued on page 22)

## AIR PROBLEM

# Spier to Meet On ASCAP's BMI Stand

NEW YORK, Sept. 3.—Publisher Larry Spier, for 30 years a member of the American Society of Composers, Authors and Publishers, will meet with a group of attorneys Tuesday (6) to consider what action may be taken to combat the Society's policy of refusing to credit performances on songs written in collaboration with Broadcast Music, Inc., writers.

Spier will peg his case to a large extent on what he considers unfair treatment accorded Ulpio Minucci, Italian writer whose compositions are published by Spier. Minucci is the writer of the recent hit "Domani" and is currently getting a promotional build-up via the Decca LP "Gina Lollobrigida Presents Music by Minucci." He is regarded as one of the important new cleffers.

Spier claims that Minucci writes material of show calibre, that it would be natural for him to collaborate with top show writers who are members of ASCAP—such as Dorothy Fields, E. Y. (Yip) Harburg, etc.—but that such ASCAP writers shy away from working with Minucci inasmuch as ASCAP

(Continued on page 22)

# 'Yellow Rose' Pubber Slaps Music Jobbers

NEW YORK, Sept. 3.—Planetary Music, publisher of the smash recorded version of "Yellow Rose of Texas," this week slapped back at music jobbers who have undertaken to print their own versions of the song, a portion of which is in the public domain (The Billboard, September 3).

According to Morris Levy, who with Phil Kahl heads the Planetary firm as well as Patricia and Kahl Music, the main offender, whom he accuses of "unethical" business practice, is Music Sales. This outfit, which operates music concessions in a large number of chain and department stores, has published its own "Yellow Rose" thru its Lewis Music firm. Levy insists that his firms will never ship another copy of music to Music Sales, altho the latter outfit is a big user of such Levy-controlled items as "Lullaby of Birdland" and the current "Slowly With Feeling." ("They ordered 200 copies of this today, and we refused to ship") "You Wanted to Change Me" and "Come Spring."

Levy claims that Music Dealers' Service, biggest of the jobbers, is pushing his version and already has accounted for over 100,000 of the 210,000 copies sold by Planetary to date.

# Injection Ups Cadet Waxing

HOLLYWOOD, Sept. 3.—A further increase in disk production on the Coast can be expected soon, with the purchase of injection pressing equipment by Cadet Records Company and Superior Recording Company.

Jules Bihari, president of Cadet, revealed the purchase of four Reid-Prentiss injection machines, while Jack Rosen, of Superior, disclosed the purchase of one machine.

Equipment is currently being readied for production with 45 r.p.m. record dies and is expected to be in operation within three weeks. Each machine is capable of producing two 45 r.p.m. records every 22 seconds, with labels and center-punch operation to be performed after the finished product.

Other injection equipment on the Coast includes machines operated by Columbia Records and Monarch Record Manufacturing Corporation.

## Goody Plans Big Expansion

NEW YORK, Sept. 3.—A major expansion move for Sam Goody was blueprinted this week when the giant record discounter signed a long-term lease for 15,000 square feet of additional floor space in a store across the street from his midtown headquarters.

The move will also mark Goody's re-entry into the pop singles retail business, long absent from his operation. Goody's present store will continue as a predominantly classical outlet. It will also devote more space to hi-fi components. The new facility, due to open early in November after alterations are completed, will house the pop operation, commercial phonograph lines and Goody's mail-order operation.

It is expected that singles will be sold at the usual Goody discounts.

## PUBLIC WARNED VS. CATERERS

NEW YORK, Sept. 3.—Local 802, American Federation of Musicians, this week went straight to the public in its perennial battle against profiteering caterers. As the first shot in a new campaign against "chiselers" and kick-back operators, the Local ran a full page ad Friday (2) in The New York Post, advising music buyers to contact the musicians directly and to resist interference from caterers and banquet hall managers in the selection and engaging of musicians.

The ad voiced complaints against "package deals" which include music. "If you are offered such a proposition, please turn it down for your own protection. It comes from a chiseler."

Several similar ads will follow as funds are made available.

## Hudson Plans Discount for Disk Retailing

NEW YORK, Sept. 3.—Hudson Electronics, large hi-fi and electronics supplier, is set to enter the record retailing business with a discount price policy competitive to large Manhattan dealers. The firm is also expected to put a strong effort behind a mail-order disk operation.

Hudson's West 48th store is now being remodeled to accommodate record racks. Its record department is slated to be in full operation within 10 days.

The firm has earmarked \$50,000 for advertising during the next three months. Radio, newspapers and its electronics mail-order list, said to hold 250,000 names, will be used.

Mike Levin, record critic, has been hired as consultant and will also handle promotional chores. Store manager Sol Baxt said a full line of pre-recorded tape will be stocked in addition to records.

Baxt explained that Hudson's decision to enter the record field came about as a "natural" follow-up to the handling of hi-fi equipment.

# Wing to Enter Pkg. Field With Kidisks

NEW YORK, Sept. 3.—Mercury's new subsidiary label Wing will make its entry into the packaged record field this month with a 49-cent line of 10-inch 78 r.p.m. kidie records. The disks will be marketed under the trade name Blue Ribbon and packaged in special four-color jackets.

The Blue Ribbon platters will

## Barney Rapp on Own

CINCINNATI, Sept. 3.—Band-leader Barney Rapp, who for the last three years handled club and convention bookings with the Frank Sennes Agency in the Gibson Sheraton Hotel here, resigned Wednesday (31) to go it on his own. Rapp, who will continue jobbing in the area with his own band, has opened booking offices in the Sinton Hotel here.

eventually be packaged as EP's, but the label has no plans at the moment to issue them on 45 singles in line with Mercury President Irving B. Green's thinking that the children's single record field is still primarily a 78 business.

Wing's Blue Ribbon line will be distributed thru the label's regular distribution group on a 100 per cent exchange basis, with a suggested price to dealers of 32 cents. The line, produced by Mercury's Eastern artist and repertoire execs Hugo Peretti and Luigi Creatore, includes new material, as well as items culled from Mercury's Playcraft and Childcraft catalogs, and sides previously recorded but never released by Mercury. The first Blue Ribbon release will spotlight 24 platters, including "Little Bo Peep," "Play Party Songs," "Rudolph the Red-Nosed Reindeer" and "Cinderella."

## 8 DITTIES NET PORTER 250G

HOLLYWOOD, Sept. 3.—Cole Porter will receive a reported \$250,000 for penning eight songs for the musical remake of M-G-M's "The Philadelphia Story." Sum is reputed to be the highest Metro has ever paid a songwriter for tuning a film.

Porter has already turned in five of the eight songs for the picture, which will be retitled because of the Newport locale given the remake.

## Marlong, RCA Services Sign 'Days' Deal

NEW YORK, Sept. 3.—Marlong Music, the Dave Dreyer-Gerald Marks publishing firm, has made a deal with RCA's Recorded Program Services which will insure heavy nationwide plugs to the publisher on or about 100 days of the year. Marlong has supplied the idea and the appropriate songs for a series entitled "Great Days We Honor," while RCA's Ben Selvin has commissioned special script material to round out a 15-minute program for each of 40 religious holidays and the Jewish Sabbath.

The series, which is now being shipped to stations, is based on four Marlong disk albums, each of which is sold by a different veterans or religious group as a fund-raising device. "Ten Patriotic Holidays," which is narrated by Gen. Omar Bradley, supplies royalty money to the Paralyzed Veterans of America. The Christophers benefit from the "Ten Catholic Holidays" group, which is narrated by Father James Keller. Various Protestant and Jewish charities share the royalties from two other packages. The former is narrated by Ray Middleton and the latter by Henry Hull.

All of the original musical material for these series has been composed by Gerald Marks.

the publisher was listed erroneously as Kassner. Actually, the tune is published by Ample Music, with Kassner as selling agent. . . . Irwin Zucker, who recently opened a branch office in Hollywood, is handling publicity for Rush Adams. (Continued on page 51)

## MUSIC AS WRITTEN

### Joe Budin Heads Up Bar Assn. Committee . . .

Joseph S. Budin, chief studio counsel at Universal-International, Hollywood, has been appointed chairman of the Copyright Sub-Section of the American Bar Association Section on Patents, Trademarks and Copyrights. He is the first major studio representative to be honored with chairmanship of the committee, whose work is so vital to the entertainment industry. Long active in Bar Association affairs, Budin has served as a member of the copyright committee, member of the committee for revision of the copyright law, and chairman of the committee on international copyrights. He played an important role in the recent Geneva Copyright Convention.

### Mort Hillman Joins E. B. Marks Corp. . . .

Mort Hillman joins E. B. Marks Music Corporation, September 6, as the firm's Midwest representative, headquartered in Chicago. In addition to contacting deejays in Chicago and other key cities in his territory, Hillman will screen songs and submit material to recording firms located in his area. Hillman, who reports to Marks general professional manager Arnold Shaw, succeeds the late Larry Norrett. He formerly worked in production for CBS-TV in Cincinnati and New York, and more recently was associated with deejay Art Ford of WNEW, New York.

### Frankie Lester Has Own Disk Band . . .

Frankie Lester, for 10 years a band vocalist with Hal McIntyre and Buddy Morrow, but most recently a solo act, is forming his own band for disks, and eventually expects to take the 14-piece unit on the road. Altho the first release, out this week on Label "X" features Lester's singing, future issues will include instrumentals, too. The orkster is managed by Bernie Woods, who also handles Richard Maltby and Russ Case.

### Error on Percentage; Gil Buys Tune . . .

In a story that appeared in The Billboard last week, it was erroneously stated that 70 per cent of Storecast Corporation of America's supermarkets have music. The statement should have read that 70 per cent of the markets do not have music. . . . Gil Music has purchased the tune "No Arms Can Ever Hold You" from Betmar Music. Records lined up on the new song include Pat Boone, Dot; Georgie Shaw and Jack Pleis; Decca; Nick Noble, Wing, and Jimmy Young, London. . . . Les Elgart orchestra reopens the Cafe Rouge of the Hotel Statler, New York, September 9.

Capitol artist and repertoire exec Dave Cavanaugh has signed two new artists, canary Anita Tucker and the Ques, a vocal group, for his rhythm and talent roster. . . . Mercury's Eastern a.&c. exec Hugo

Peretti and frau June have adopted a baby girl, Cathy Ann. . . . Julius La Rosa has signed for his third appearance at the Chicago Theater, opening a two-week date there September 30. Following Chicago, the singer will play his first Las Vegas, Nev., engagement, opening at the El Rancho Vegas November 9. . . . Wing's canary Lola Dee winds up an appearance at the Chez Paree in Chicago September 6. Miss Dee's real last name, incidentally, is Ameche, while her husband's true moniker is Rudolph Valentino.

### New York

Turk Murphy brings his San Francisco "New Orleans" jazz band into Basin Street Friday (9). . . . Woddy Hinderling, co-owner of Riviera Music, has formed his own rhythm and blues label, Bullseye Records. The first release features blues singer Lorraine Ellis. . . . Warbler Johnny Parker, a former Coral pactee, has signed with Kapp Records. His first effort for the Dave Kapp diskery will be a 12-inch LP. . . . Tunemsmiths Allen Swift and Horace Linsley are turning out new song material for the "Howdy Doody" shows. Hal Webman's Marguerita Music firm is publishing.

Last week, in reviewing the Alma Cogan record of "Give a Fool a Chance," on RCA Victor,

## 'COOL' IN ANY LINGO

# European Pop Stars Get Big Epic Boost

NEW YORK, Sept. 3. — Epic Records, the American releasing agent for the European Philips diskery, is virtually ready to break with a new campaign designed to build foreign pop stars for the American market. In the last few months, Epic's artists and repertoire chief Marv Holtzman has been holding long confabs with visiting Philips execs from several countries, laying plans for the push, which will be launched in October.

According to Holtzman, there will be a regular schedule of releases for the European-cut wax, attended by special ads in consumer publications, including The New York Sunday Times.

Among the artists already selected for the local build-up are the British pianist Bill McGuffie and Dutch thrush-pianist Pia Beck. McGuffie, a jazzman who has only three fingers on his right hand, will be coming to the States this year to accept a job as staff arranger with M-G-M Pictures. Miss Beck, who sings in English, will be back for her second time, and is booked by Shaw Artists.

In November, Epic will bring out an LP of "cool" jazz from Hol-

land. And not too far in the future, Holtzman plans to market five 12-inch LP's featuring as many French chanteuses. The idea will be to let the public select the next big Gallic import from this crop. Efforts are being made currently to find a British pop artist who can duplicate the Stateside success of a David Whitfield. Epic will continue to issue new diskings by British orksters Wally Scott and Geraldo, several of which are current in the local market.

The visiting Philips brass, each of whom spent three weeks here, were Cun Solleveld, international sales manager from Holland; Georges Meyerstein, French artists and repertoire head, and John Franz, British a.&c. chief.

Epic already has released a large catalog of Philips' classical recordings here, but has issued only a few pop packages from the European reciprocal to date. The material is available to Epic, of course, thru Philips' affiliation with Epic's parent company, Columbia. Philips also releases Columbia recordings in many countries.

Next year, Holtzman plans to visit Philips' various European offices.

# VOX JOX

By JUNE BUNDY

**CAPTIVE COLLEAINS:** Bev Barge, deejay-manager of WFDD, Wake Forest, N. C., thinks the industry should pay more attention to the college radio station, since the scholastic outlets are frequently the "proving grounds for young deejay talent." Barge avers, "We have taken vast strides in transmission quality and production, and we have done all this on unbelievably low budgets. Most of us are commercial, and, believe it or not, we are able to sell. By reaching college students we sell to a select audience. Our station has an almost captive audience, since we are the only outlet in a town of some 7,000 (2,000 of them students)."

Specifically, Barge wonders, "Why can't the larger stations look on us as the proving grounds we are, and give us a little help? Why couldn't they send an announcer or an engineer to the stations for an evening per month to teach us technique and equipment repair. Initial outlay on equipment is terribly high for us. Why couldn't stations either give or sell at 'cost' old or outmoded equipment that they have sitting around in store-rooms?"

Barge also has a gripe about record service, pointing out that WFDD has to "pay for the deejay record service. With a limited budget, we can only afford two or three services, which limits our supply of records. We can push records, because we program about 80 per cent music. If you check the one-nighters played by the bands from September to June, you'll find that quite a few of them are playing at colleges. We can help the individual bands by pushing the artists' disks before and after they appear at the campus. Certainly that will increase record sales."

**SURFACE CHATTER:** Kent Burkhardt, KXOL, Fort Worth, has started a two-hour remote platter show from a local drive-in on Sunday nights. He interviews customers, and each patron is given a special car-menu, which lists titles of 60 records, so they can make record requests while the show is on the air. . . . Jack Oswald, Carbondale, Pa., writes to explain that "Your Saturday Night Dancing Party" over WCDL in his city features five deejays rather than just Mark Fields. The other spinners—each with

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# DEALER DOINGS

By GARY KRAMER

**NEW STORES:** A new store, to be called The Music Shop, will be opened on South Claiborne Street in New Orleans sometime in September. The owners are Macy O. Teetor Jr., who operates Custom Electronics, a custom hi-fi business, and Nancy Jones, record manager at Radio Center until recently. The Music Shop will handle phonograph records, phonographs and custom high-fidelity installations. . . . Sid Horowitz, of The Music Box, Washington, D. C., opened his fourth record outlet in the capital September 1. It will be a department within Boyd's, an appliance store. All categories of records will be handled. . . . Sam Goody, of New York, has acquired a loft and store opposite his present one to handle 78 and 45 r.p.m. records. Opening date is planned to be November 1. In New York, Hudson Electronics also will enter the retail field around September 15. (See separate stories for details on both.)

**SALES IDEAS:** Komarek Music Company, Great Bend, Kan., writes: "We have a stairway leading down to our store. We have lined the stairs with children's records, making the pictures easily seen by the small fry. Since the stairway is where the children of our customers spend their time while mother shops, this has proved a natural sales inducement." . . . R. R. Rogers, of Whiteside Brothers, Corvallis, Ore., notes: "In our store we prominently feature two separate pop record racks. One is entitled 'Corvallis Hit Parade' and the other 'Hit Parade—Moving Up Fast.' The 15 best selling records in town are in numbered bins under the first title; we use The Billboard's 'Coming Up Strong' chart (8 to 10 listed) to stock the second. By tying in the latter with radio advertising, we can 'create' a local hit to some extent."

Billy Fields, M-G-M recording artist, will headline Gertz' Department Store annual "Teen Age Frolic" to be held September 17 at the store in Jamaica, L. I., N. Y. The artist will be heavily advertised in store ads and store displays. The promotion will pinpoint Fields' latest record release, "The Girl Upstairs" and "Simpatico." . . . Mr. Glassman, record buyer for Radio Doctors in Milwaukee, is the proud father of a boy.

# JUKE BOX WRAP-UP

The J. P. Seeburg Corporation, major juke box manufacturer, unveiled a 200-selection juke box to its distributors during Chicago meeting. New model represents first major change in the number of selections offered to the public by the automatic phonograph industry in nearly seven years. First 100-selection mechanism hit the trade late in 1948.

Increased activity in Music Operators of America's third performance rights society was vowed by executive advisory board of MOA following special meeting in Oakland, Calif. George A. Miller, president, hopes to see flurry of new tunes released by national juke box music in near future, possibly as many as four or five a month. Action represents juke box industry hedge against possible change in 1959 Copyright Act, which exempts juke boxes from royalty payments.

Music operators' association in South Bend, Ind., sponsors radio

show to tell the juke box operators' side of the story to the public. Group hopes to eliminate opposition to dime play in the area and build better public relations while doing it. Commercials used, and costs involved, are cited.

Detroit operators team up with local television show in search for new talent. Bob Maxwell Show, WWJ-TV, features amateur talent selected by ops once a week. Talent picked at teen-age dances sponsored by ops.

For full details on these stories see Music Machine Department on page 88.

**THE NEW SONG SENSATION**

**"SUDDENLY THERE'S A VALLEY"**

Recorded by:

JULIUS LaROSA ..... Cadence  
 PATTI ANDREWS ..... Capitol  
 JO STAFFORD ..... Columbia  
 GOGI GRANT ..... Era  
 KAY ARMEN ..... MGM  
 MARTHA LYNN ..... RCA Victor

\*Records listed alphabetically by companies

**HILL & RANGE SONGS**

**BIG HIT!**

**Eddie Fisher's**

**DON'T STAY AWAY TOO LONG**

BOURNE, INC. 136 W. 52 St. N. Y. C. N. Y.

**Angel Bells**

MILLS MUSIC, INC.

From The 20th Century-Fox CinemaScope Production

**LOVE IS A MANY-SPLENDORED THING**

MILLER MUSIC CORPORATION

**BILLBOARD SAYS "WATCH IT!"**

THE SHEPHERD SISTERS'

**"Love's Not A Dream"**

Benida Record #5034

BAKER MUSIC, INC. 146 W. 54th St., N. Y. C.

WATCH FOR

**"ROCK-A-WAY"**

RUSTY KEEFER and his GREEN LIGHTS featuring RITA DELMAR on CORAL RECORDS

MYERS MUSIC, INC. 122 N. 12th St. Phila. 7, Pa.

**THE LUCKY LITTLE BELL**

*Will Bring You Luck*

**WATCH FOR IT!**

**Thiele Details A&R Man's Job**

• Continued from page 20

find the material, and if Broadway cannot produce it, it is obtained elsewhere.

Hits come from all over the country. A.&r. men must lend an ear to reports outside of New York; a.&r. men must glean material from far-flung indie labels whose publishers are not New York-based. These are factors which, in Thiele's mind, Broadway publishers overlook when they personalize their dissatisfaction with a.&r. men.

There are others. Thiele notes that today the a.&r. function demands that a.&r. men spend much time in promotional activity—road trips to see deejays, etc. "We try to see as many publishers as possible," Thiele points out, but adds that it is impossible to keep everybody happy when return calls mount up to 75 per day—all this in addition to the a.&r. man's recording chores, his promotional activity, contractual negotiations with artists, his search for material from all over the country, etc.

Coral, of course, has been notably successful in the pop field, and Thiele notes that the label has had its share of original as well as cover hits. But nobody, neither publisher nor jockey, who disregards basic business principles has the right to tell a diskery what to record, Thiele says. The principle that business practices must be observed is basic and is true in all show business fields, Thiele observes. Legitimate theater producers, while they strive for an artistic success, cannot overlook the factor of consumer demand; ditto the film and, of course, the record business.

A look at the pop charts in recent weeks will show multi-versions of tunes. Three "Seventeens," several "Yellow Rose of Texas," etc. This is not unhealthy, because it reflects public demand and acceptance of versions by many artists. What is unhealthy, in Thiele's view, is domination of the best-selling charts by few labels.

In short, the a.&r. man today produces as many originals as he can and as many good covers as consumer demand merits. He sees as many publishers as he can, but cannot restrict himself to New

York-based material when the demand exceeds such geographical limits.

**Spier to Meet**

• Continued from page 20

would refuse to credit them with performances on such material.

"Who are they," says Spier, "to tell a man whom he can write with?" Spier, who considers the ASCAP attitude "high-handed," added, "What right have they to tell me they won't collect?" Spier noted that when an ASCAP writer collaborates with a British clef, there is no difficulty. Performance Rights Society, thru its reciprocal arrangement with ASCAP, is able to credit the British writer. Why not have a reciprocal arrangement with BMI, Spier queries, so that no injustice is done to American writers?

The hardship resulting from the ASCAP policy not only affects writers such as Minucci, Spier claims. It also hurts ASCAP clef-holders who would collaborate if they could be credited by the Society.

Spier, who incidentally has sounded out BMI as to its attitude in the matter, has himself collaborated with Minucci in the composition "Make Me."

**Imperial's Post**

• Continued from page 20

a release of four records. Talent includes veteran T. Bone Walker, Earl Curry, the Hawks and the Kids. New label will also have a completely new set of independent distributors with Chudd and repertoire assistant Eddie Ray scheduled to make a tour of the country soon and make appointments.

Firm is expected to sign additional talent for the Post label, with negotiations for several artists currently under way. Label will feature rhythm and blues initially, tho it is expected to delve into the pop and country and western fields in future releases.

**ASCAP Fighting**

• Continued from page 20

came to meetings uninvited and voted. "I ask him (Lengsfelder) to name those who did," said Stoner.

At one meeting on a discussion of averages, Stoner claims there was a majority to go along on the final figures. "Because Lengsfelder didn't get his way . . . he told the committee members that he resigned and was going to walk out," Stoner said, asking whether this is the kind of democracy Lengsfelder wants. Stoner also reiterated that eight of 10 members resigned, and asked Lengsfelder to name those who did not. He charges Lengsfelder asked nobody to resign, as the latter states he did. As witnesses, Stoner names John Redmond, Jimmy Eaton, Lou Singer, Lou Handman and Maurice Baron.

Stoner says Jeff O'Hara was 2,000 miles away and J. Fred Cotts was also not at the meeting, adding "How could they be asked to resign."

Stoner also doubts that a number of Lengsfelder's old committee members share his views, and asks him to name those who do. Stoner also names the aforementioned witnesses as backing his charge that Lengsfelder would not show statistics. As for the personal income of board members, Stoner says Lengsfelder used this as a gossip topic on street corners. He also asks Lengsfelder why he did not speak of the Ahlert award at one of the meetings.

Stoner disputes Lengsfelder's claim that the facts and figures contained in Lengsfelder's circular letter were given to the general membership meeting 18 months ago.

With regard to Lengsfelder's claim that he worked at his own expense, Stoner says: "I like to stick to facts. When the original committee was first formed . . . the chairman's first order of business was to collect \$10 from each committee member for expenses." Stoner claims he still has not had an accounting.

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

**MAYBELLENE**

Recorded by

CHUCK BERRY . . . Chess  
 RALPH MARGERIE . . . Mercury  
 JIM LOWE . . . Dol  
 JOHNNY LONG

ORCH. . . . . Coral

Published by

**ARC MUSIC CORP.**

*a Great New Song!*

**"The LONGEST WALK"**

recorded by

**J.P. Morgan**

RCA #20/47-6182

ADVANCED MUSIC CORP.

**FOLK TALENT & TUNES**

By BILL SACHS

**Around the Horn**

Carl Smith and His Tunesmiths were in Nashville last week for a bit of relaxation after winding up on 57 consecutive fair dates—10 in Canada and the remainder in the Midwest. The fair trek proved a bonanza, according to Hal Smith, Carl's personal manager. Carl will make two auditorium tours and two ballroom jaunts of 10 days each to finish out his personal appearance sked for 1955.

Ferlin Huskey and Hawkshaw Hawkins swing out next week on a tour of fairs thru Pennsylvania and Virginia. Ferlin's wife is back at their Nashville home after a brief stay in the hospital. . . . Mae Moren Axton has just ended her association with Hank Snow as public relations director. Pressure of other business was given as the reason. . . . WLW's "Midwestern Hayride," seen each Friday night, 7-7:30, EST, on the NBC-TV network, has been chosen by the New Jersey State Fair, Trenton, to receive the annual's Blue Ribbon Award for 1955 as being the "most popular program of its kind during the past year." Award will be presented during the fair's run September 27-October 2.

"Big D Jamboree," Dallas, celebrates its 10th anniversary September 17, when Webb Pierce comes in as special guest, with the whole affair being hyped by a special promotion drive. The ninth anniversary celebration last year, with Faron Young and Tex Ritter as guests, attracted more than 6,000 ducat buyers to the Sportatorium. In a deal just consummated with the Dallas transit company, "Big D Jamboree" officials are paying the patrons' bus fare home. In exchange, "Big D" is mentioned in all of the transit firm's advertising.

Bob Neal, personal manager to Elvis Presley, reports that the "Louisiana Hayride" youngster and his show play a series of Mid-South dates this week, opening Monday (5) with a big outdoor jamboree at Forrest City, Ark. The package played Bono, Ark., Tuesday (6), and moves to Sikeston, Mo., Wednesday (7), and Clarksdale, Miss., Thursday (8), winding up in McComb, Miss., Friday (9). In addition to Presley, unit features Johnny Cash, new Sun record artist; Bud Deckelman (M-G-M), and Eddie Bond, new on Ekko Records. From McComb, Presley's men drive to Norfolk, with Elvis flying in from the "Hayride" to join them Sunday (11) to start a series on the West Coast.

Roy Acuff and his troupe played the Tabor Theater, Denver, for five days ended August 30, pulling fair business in the afternoons, with night play ranging from good to packed. With Acuff were his Smokey Mountain Boys, Kitty Wells, Johnny and Jack, Benny Martin, and Ken Marvin and His Tennessee Mountain Boys. . . . Martha Carson, Bill Carlisle and Ferlin Huskey head up a country troupe skedded to play the Atlanta Crackers Ball Park, Atlanta, for Bill Lowery, Sunday, September 18. It will be designated as Martha Carson Day. Others in the line-up will be Simon Crum, George and Earl, and Kenny Lee. Disk jockeys in the area are co-operating in the promotion.

Sonny James played Kermit, Tex., Friday (2), hopped to Hendersonville, N. C., for Saturday (3), returned to Kermit Sunday (4), and wound up the marathon with a stand at Abilene, Tex., Monday (5). Next Saturday (10), Sonny joins up with the Maddox Brothers and Rose, Tommy Collins and Ernest Tubb at Lubbock, Tex., for the A. V. Bamford package, which is set for a swing thru California, Oregon, Idaho, Montana and Iowa. . . . Ken Smith, former head of WLW Promotions, Inc., booker of "Midwestern Hayride" and other WLW country talent, has partnered with Tommy Reynolds, San Antonio radio and TV personality, in the formation of Allied Productions, TV producing firm. Currently in Hollywood, where he was called recently (Continued on page 50)

**RHYTHM-BLUES NOTES**

By PAUL ACKERMAN

Lou Krefetz' Top Ten Show, with Joe Turner, the Clovers, etc., booked by the Shaw office, started its tours with very strong returns at the box office. Opener at St. Louis, August 26, racked up a net (after taxes) of \$8,856. In Memphis, where the package played two shows on the 27th, the total net bounced to \$11,342; and in New Orleans, on the 28th, the net was \$9,104.

The Rhythm and Blues national best selling chart this week highlights two significant developments. First, solo vocalists have come back strongly. A short time ago, it will be recalled, groups dominated the chart. The groups are still in there with solid records; but just take a look at the solo vocalists: Chuck Berry's in top spot with Maybellene on Chess; Fats Domino, No. 2, with "Ain't That a Shame" on Imperial; Louis Brooks is No. 3 with his Excello waxing of "It's Love, Baby"; the Count Basie Clef record, "Everybody," with Joe Williams soloing, is fifth; Jack Dupree is seventh with his King disk, "Walking the Blues." Other solo vocalists on the chart are Smiley Lewis' "I Hear You Knocking" on Imperial; Ray Charles' "Fool for You" on Atlantic; Joe Turner's "Hide and Seek" on Atlantic; and Earl King's "Don't Take It So Hard" on King.

A second interesting aspect of the current chart is the wide spread of labels. Nobody is dominating the r.&b. disk business. No less than 13 labels are represented by the 15 best selling disks. The only labels with more than one disk on the chart are Imperial (Fats Domino and Smiley Lewis); King (Jack Dupree and Earl King), and Atlantic (Ray Charles and Joe Turner).

Hugh Williams, at WTNS, Coschocton, O., has joined the staff as a full-time member. He'd like very much to hear from distributors. He pens: "I'm having a fairly rough time getting hold of new things before they sprout whiskers." Roger Kent at KSTP, Minneapolis, has been giving a heavy ride to the Thunderbirds' disk of "Blueberries," on ERA, but claims the dealers haven't got it in stock. . . . Jack (Hound Dog) Gale, WTMA, Charleston, has syndicated his "Hound Dog Show" and it is now available to other cities on tape and transcriptions. The deejay has set up his own corporation, Hound Dog Enterprises, which includes his disk shop. . . . Bristoe Bryant celebrates his fifth anniversary over WJLB, Detroit, during the entire month of October. Several events are planned, the highlights of which will be an award to Bryant presented by Michigan's Gov. G. Mennen Williams.

Norman Fitz, WOOK, Washington, let us know that the Capitol Transit strike in Washington gave a big push to Jack Dupree's "Walking the Blues" disk. Fitz, incidentally, is playing a lot of modern jazz in addition to his r.&b. sides.



A Really **BIG** One\*

# PAULETTE SISTERS

singing

# “you win again”

capitol-3186

\* Going Great Guns in New Orleans,  
Charlotte, N. C., and Boston



# JAZZ ON THE UPBEAT

By BILL SIMON

## SAVOY THROWS JAZZ INTO HIGH GEAR . . .

Savoy Records has speeded up its jazz program and expects to have 50 12-inch LP's on the market before the first of the year. Twenty already have been issued. Some of the material was issued previously in 10-inch LP's, but all of the older diskings, according to Herman Lubinsky, have been revitalized by engineer Rudy Van Gelder. Meanwhile, Savoy is cutting new sessions "like mad" and has disks on the way by Coleman Hawkins, Frank Wess, Ernie Wilkins, the Kenny Clarke Trio, "Cannonball" and his brother Nat Adderley, and Eddie Bert. Trombonist Bert has been signed by the label.

Savoy also has in the can a set of "Jazz at the Cafe Bohemia," recorded on location at the Village niter, with cover photograph supplied by shutterbug Lubinsky himself. Also coming is a set of Eddie Sauter arrangements as cut several years back by the Ray McKinley band. Many of these reportedly have never been released, while others were on the late Majestic label.

## VICTOR SIGNS LEVY TO 6-YEAR CONTRACT . . .

RCA Victor's deal with Birdland impresario Morris Levy, forecast in *The Billboard*, August 27, was signed this week. It's a six-year paper, calling for a minimum of four 12-inch LP's per year, all bearing a special "Birdland" identification. The exact style has yet to be set, with this pact, Levy will make available to Victor's jazz wing all otherwise unsigned talent from his annual "Birdland Tours" and other packages. Working on a long-range plan, Levy hopes that within two years his tours will feature his Victor talent exclusively.

The Dizzy Gillespie-Charlie Parker concert

package, which has been some of Levy's prime bait in his recent diskery negotiations, will now be issued by Victor in January as one of the first releases in the Birdland series.

## LULLABY OF BIRDLAND? A PUBBER'S JOY . . .

This has nothing to do directly with the above-mentioned Birdland series, but in December RCA Victor's jazz wing, headed up by Jack Lewis, will release its "Lullaby of Birdland" LP, which should be subtitled "A Publisher's Delight." This 12-incher will carry no less than 12 versions of the title tune, which is published by Levy's Patricia Music firm. The last three versions were cut last week by Billy Byers, Ernie Wilkins and Quincy Jones. Earlier editions were recorded by Barbara Carroll, Tony Scott, Dick Collins, Milt Bernhardt, Joe Newman, Al Cohn, Charlie Barnet, Pete Jolly and the Shorty Rogers-Andre Previn unit.

## PASSING NOTES AND ADDED LICKS . . .

June Garrett, of "The Record Rack," WAHR, Miami Beach, writes that a Jazz Association of Miami (JAM) was formed several weeks ago. The gal, who spins jazz, tells us that she's partial to the flute as a jazz instrument. . . . Leon Bailey, at WDBC, Escanaba, Mich., is giving his afternoon listeners a running history of modern jazz. . . . Bob Armstrong at WCIL, Carbondale, Ill., says, "If we got service from all the jazz companies like we get from EmArcy, we'd be on Cool Street." . . . And Roy Nestor, of WFDF, Flint, Mich., informs us that he'd expand his various jazz shows if he could get enough records. He has one regular seg every Thursday eve and would run it other evenings, with individual sessions devoted to blues, Dixieland, etc.

## Retailers Ask Whole Project

Continued from page 19

launching a more representative group, with future meetings to be held under the aegis of a new org to be called the Greater New York Record Dealers' Association.

While practically unanimous opposition to the club was vociferously voiced at the get-together, held at the Garden City Hotel Thursday (1), the meeting could not provide an accurate gauge of general dealer reaction in this city. Protest nature of the event limited attendance to the opposition.

The most obvious fear expressed by the dealers was that Columbia's move into mail order would signal similar steps by other major diskeries. This could cut so deep into retailers volume, they said, that many would be forced out of business.

Allied to this fear was the conviction that such clubs, when entered into by established major diskeries, would at best trim store impulse buying, a source of income that all said was vital in retail economics.

The Conkling and Cook were invited to answer specific questions, a prepared agenda was not followed, and angry charges of bad faith bubbled to the surface every so often. Heated exchanges and oratory occasionally obscured the issues, but several topics were nevertheless explored with some thoroughness.

### Ellis Farber

Ellis Farber, ad chief of the Liberty Music Shops, was given a strong mitt when he leveled the charge at Columbia that the diskery is building a mailing list for their own use and can use this later to destroy the dealer. This, despite Cook's opening statement that "we are absolutely convinced that the dealer is the backbone of the business."

Farber also raised the point as to why a club is necessary. He asserted that since the beginning of this year London has doubled its business. RCA Victor has jumped its sales by 30 to 40 per cent and Angel has moved up fast. In this rising market he questioned the need of a move that threatens to destroy established record industry practices.

In reply, Conkling said it is incumbent on all factors of the industry to try to increase consumption of records. Only 13 per cent of all American homes now buy 80 per cent of disk production, he noted. A club is Columbia's way (and the dealers' also, he hoped) of increasing use of disks.

Conkling further stated that the medium of the club would be used to stimulate dealer traffic. He

pointed out that much of the promotion which would reach subscribers would plug LP's available only thru stores.

A point frequently raised during the course of the long evening was that Columbia should divert all subscriptions thru stores. Some dealers said they would be willing to accept a smaller commission, as low as 15 or 16 per cent, instead of the established 20 per cent, if this would be effected.

To this the Columbia execs replied that without the maintenance of a four-to-one ratio of store-to-direct subscriptions Columbia could not finance the heavy advertising required to promote the club. If all subs were handled by dealers, the commissions would be cut to a maximum of 6 or 7 per cent, or not enough to elicit dealer support.

### OK for All

In answer to dealer complaints that success of the Columbia club would cause other majors to jump in the mail-order swim, Conkling voiced the opinion that dealers could survive if all manufacturers did part of their business thru clubs.

Much of the discussion revolved around comparisons of the record business to the book business. To Columbia's claim that book clubs have stimulated the sale of books at retail, some dealers replied that book sales may have increased, but that fewer stores were selling those books than before the day of the book club.

Ending on an indecisive note, the meeting voted a resolution that a committee be formed to explore the issue further and report with recommendations at a later date. On the committee are Levy, his partner in Garden City Music, William Swenton; Farber, of Liberty; Sam Wall, of Wall's Music Center, Great Neck, N. Y.; Aaron Wall, of Radio City Music, and Julian Halpern, of Halpern Music, Brooklyn.

## Columbia Jazz

Continued from page 19

ples, the publishers will be paid for tune use as usual.

The Brubeck package was recorded on location at Basin Street here during the artist's two appearances at the spot in October of last year, and this July.

Next month the Columbia jazz wing, headed by George Avakian, will release its first volume by Jay and Kai, entitled "Trombone for Two," and at the same time will issue two college jazz volumes; one by Eli's Chosen Six, a Dixie-

land group from Yale; and the other by Johnny Eaton's Princetonians, a modern group actually consisting of the Stan Rubin rhythm section plus vibes. (Rubin's Tiger-town Five is a Dixie group which records for RCA Victor.)

In November, Avakian will ready releases by the Calvin Jackson Quartet and the Lenny Hambro Quintet. Jackson's is a swing unit, while Hambro's is described as "progressive."

## Change Made

Continued from page 19

and offenders will be cut off. Some notices have already gone out, he added. It was explained, however, that subscriptions already garnered by gimmick dealers would have to be honored.

Columbia is currently mulling the framing of a warranty insuring that certain basic facets of the club blueprint would not undergo drastic change, working against the best interests of dealers, Conkling and Cook noted.

Among the points that such a warranty may cover are the maximum number of LP's to be made available for club promotion, and a guarantee that Columbia would not sell phonographs or accessories thru the mails. Columbia would not be able to guarantee that the 20 per cent commission to dealers on club sales would not undergo some change at a future time.

Meanwhile, latest tabulations have shown that club orders have been forwarded to Columbia by over 2,000 dealers. This number covers first eight days of operation only, it was pointed out.

## Randle Syndicates

Continued from page 19

ated entirely separate from his WERE and WCBS programs. A feature of the package will be Randle's personal computation of the top 10 record hits each week.

Randle's contracts with stations will stipulate that he be allowed complete control over the selection of music used on the show, and that he be allowed to play a record as many times a day as he chooses. Pacts will also specify that the shows be aired across the board for at least an hour and a half daily, with the time period falling sometime between 2 p.m. and 7 p.m. when the biggest teen-age audience is listening. This parallels Randle's own broadcasting schedule over WERE.

Stations will receive a list of disks to play in order, with Randle sending out the platters from his central office, thereby setting himself up as a prime target for publishers and record outfits in search of mass platter plugs.

## Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
3. MOUSSORSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
4. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann) . . . . . Capitol P 8302
5. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
6. THE ART OF THE ORGAN—E. Power Biggs . . . . . Columbia SL 219
7. THE FAMILY ALL TOGETHER — Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1879
8. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4983
9. TCHAIKOVSKY: ROMEO AND JULIET OVERTURE—FANTASY; 1812 OVERTURE; MARCHE SLAV—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4997
10. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) . . . . . RCA Victor LM 1005
11. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
12. J. STRAUSS: WALTZES—Kostelanetz Orchestra . . . . . Columbia ML 4993
13. ORFF: CARMINA BURANA — Bavarian Radio Orchestra (Jochum) . . . . . Decca DL 9706
14. DVORAK: SYMPHONY NO. 5 ("New World") — NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
15. MUSIC FOR A SUMMER NIGHT—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1910
16. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4895
17. VERDI: AIDA SUITE—Kostelanetz Orchestra . . . . . Columbia CL 755
18. STRAVINSKY: PETROUCHKA; LE SACRE DU PRINTEMPS—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5030
19. TCHAIKOVSKY: SWAN LAKE—Minneapolis Symphony (Dorati) . . . . . Mercury OL 3-103
20. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) . . . . . Columbia ML 4965

## Reviews and Ratings of New Popular Albums

### THE POPULAR GERSHWIN . . . . . 86

(2-12")  
RCA Victor LPRM 6000  
RCA Victor has a shrewd packaging gimmick in this collection of George Gershwin standards culled from catalog waxings by Eddie Fisher, Eartha Kitt, Sauter-Finegan ork, Jaye P. Morgan, Lou Monte, June Valli, Hugo Winterhalter, Henri Rene, Frankie Carle, Glenn Miller, Dinah Shore and the Melachrino Strings. As a companion piece to Victor's "The Serious Gershwin" LP, the album spotlights 28 memorable Gershwin melodies, including "A Foggy Day," "I've Got a Crush on You," "Liza," "Swanee," "S'Wonderful" and the delightful "Of Thee I Sing" score. A picture-story book on the composer is also a big sales plus for the package, with Arthur Schwartz contributing a fascinating text. The nostalgic LP can't help but be a big seller, but it's difficult to understand why Victor failed to list the album's impressive line-up of big name artists. They certainly pack a potent combined sales punch.

### MOOD FOR 12 . . . . . 80

Paul Weston and his ork (1-12")  
Columbia CL 693  
Paul Weston has a new gimmick for mood music packages, in this collection of pop standards, with each of the 12 sides featuring a solo "improvisation" by a topflight soloist. Thus, in addition to the name value of Weston, the LP boasts excellent solo performances by Ziggy Elman, Clyde Hurley, Babe Russin, Eddie Miller, Paul Kessel, Ted Nash, Matty Mallock, George Van Eps, Joe Howard, Paul Smith, Stanley Wrightsman and Bill Schaefer. Selections include "My Funny Valentine" with guitar solo by Kessel; a fine Elman trumpet stint on "Confessin'"; and stand-out piano work by Paul Smith on "Nice Work If You Can Get It." A come-hither photo of a curvaceous sweater girl on a couch gives the cover striking display value. Deejays in search of a new slant for mood music programming should find the LP particularly useful.

### NEW YORK, NEW YORK . . . . . 75

Harry Geller and his ork (1-12")  
RCA Victor LPM 1032  
Geller, an RCA Victor musical director, composed and conducted this suite of 12 vignettes descriptive of the New York City scene. Examples would be "The Rivers," "Subway Polka," "Statue of Liberty," etc. The music, which is pretty conventional stuff, never lives up to the Meyer Berger prose that describes it on the cover. It just rambles and never really comes to life as did "Manhattan Tower," the big hit package of several years back. An unusual package may add some sales.

### FRENCH AND AMERICAN MILITARY MARCHES . . . . . 74

Batterie et Musique de La Garde Republicaine; Francois-Julien Brun, Cond. (1-12")  
Angel 35260  
This is the second album release by Angel of this brilliant band organization. The performances are thrilling. American consumers, particularly in the educational field—are becoming more band conscious. This package will attract such buyers, particularly in view of the fact that one side of the disk is made up of noted American band pieces—four of them by Sousa.

### DOWN TO EARTHA . . . . . 74

Eartha Kitt (1-12")  
RCA Victor LPM 1109  
Mixed in with examples of typically smart Kitt LP material are an equal number of unfortunate erstwhile attempts to produce a pop singles hit. The real Kitt fans may find the cost of the set justified by the inclusion of such as "The Day the Circus Left Town" and "Apres Moi," and these are the sides to demonstrate. It's an uneven collection, but beautifully packaged, as is Miss Kitt.

### CHARLES LAUGHTON IN A READING OF "THE NIGHT OF THE HUNTER" . . . . . 74

(1-12")  
RCA Victor LPM 1136  
This is something special—a masterful reading by Charles Laughton of "The Night of the Hunter," the best selling suspense novel recently presented as a movie with Robert Mitchum in the leading role and Laughton making his debut as a director. Laughton has recorded impressive dramatic material in the past (e.g., "Don Juan in Hell") on Columbia and a collection of Bible stories for Decca) but this is by far the finest thing he has done on wax. Backed by Walter Schumann's brilliant original score for the picture, Laughton paints a vivid word picture of the terrifying story of a fanatical preacher in the backwoods of West Virginia. Laughton's spell-binding performance and extensive promotion on the picture, make this an excellent sales bet in its field.

### GINA LOLLOBRIGIDA PRESENTS MUSIC BY MINUCCI . . . . . 73

(1-12")  
Coral CRI 57010  
Italy's lush movie queen Gina Lollobrigida is the mute star of this LP, which features the equally lush instrumentals of the talented young Italian composer Ulpio Minucci. The sound commercial gimmick is that the actress is sponsoring Minucci's career, thereby enabling Coral to use an eye-catching portrait-painting (a photo would have been even more effective) of Miss Lollobrigida on the cover as a sales-boost. Buyers, won't be disappointed by the con-  
(Continued on page 28)

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in Television*

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and His Orchestra

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B/W NEXT TIME YOU FEEL IMPORTANT #1431

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# LONDON RECORDS



## Reviews and Ratings New Classical Releases

**A TOSCANINI OMNIBUS (1-12)**—NBC Symphony; Arturo Toscanini, Cond. RCA Victor LM 6026 .....88

There's little doubt that this attractive package will reap some of the heaviest classical sales of any LP entry this fall. Its trappings are lush, and the selection of items likely to interest a broader base of collectors than normal. Included are 14 works taken from NBC broadcast tapes of varying vintage, but all sufficiently recent to produce better than acceptable sound. There are three popular Weber overtures, plus items by Bizet, Berlioz, Verdi, etc. The cut-out on the box reveals a color portrait of Toscanini, and an elaborately illustrated booklet offers an appreciation of the Maestro by long-time associate Samuel Chotzinoff. Despite its plush attributes the price for the set equals that of any two Victor 12-inchers.

**COLORATURA LYRIC (1-12)**—Maria Callas; Philharmonia Orchestra; Tullio Serafin, Cond. Angel 35233 .....82

Lovers of coloratura art will be attracted to this collection by the listing of arias from operas rarely heard here, including "Adriana Lecouvreur," "Andrea Chenier," "La Wally," etc. The artist is a remarkable technician who sings with power, agility and authority. Dealers who are still selling generous amounts of Callas' "Puccini Heroines" set are advised to move quickly. Here's another sure money-maker.

**DEBUSSY: PRELUDES, BOOK TWO (1-12)**—Walter Gieseking, Piano. Angel 35249 .....80

An older reading of the Preludes by Gieseking was a treasured item in almost all collectors' libraries. This new recording will replace that one, not because the pianist has outdone himself so much from the interpretive point of view, but that this new album does complete justice sound-wise to Gieseking's subtle shading of these evocative pieces. "La Puerto del Vino" and "Ondine" might be sampled for proof that Gieseking's remarkable sense of color and his amazingly controlled dynamic range are that of old. This should be the definitive recording for a long time to come, and it will take little persuasion to make this point on the customer.

**MOZART: COSI FAN TUTTE (3-12)**—Elizabeth Schwarzkopf; Nan Merriman; Philharmonia Orchestra and Chorus; Herbert von Karajan, Cond. Angel 3522 .....80

In current popularity, this Mozart opera rates No. 4 or 5 among the composer's stage works. It's a major opera, and unusual in that its first act features more ensemble than solo singing. In both solos and ensembles, the singers here are excellent. Von Karajan's conducting emphasizes the symphonic aspects of the composition, which to many will represent the proper Mozartian approach. Columbia's version, with a Metopera cast, is the principle competition. This new issue, beautifully recorded, should enjoy a healthy run.

**ROSSINI: IL TURCO IN ITALIA (3-12)**—Maria Callas; La Scala Chorus and Orchestra; Giannandrea Gavazzeni, Cond. Angel 3535 .....79

Any first recording of a work by a popular operatic composer faces good initial sales and this should be no excep-

tion. A youthful effort by Rossini, the story is no great shakes, but the music bubbles with his characteristic joyful vitality, melody and sentiment, and more than most can give the listener pleasure without reference to the action. Maria Callas' inclusion in the cast, buttressed by other singers even more at home in the florid Rossini style, figures to steer extra consumer play to this one. A solid package for classical stores.

**MOZART: SINFONIA CONCERTANTE IN E FLAT (K. 364); HANDEL: VIOLA CONCERTO IN B MINOR (1-12)**—Albert Spalding, Violin; William Primrose, Viola; New Friends of Music Orchestra; Fritz Stiedry, Cond. Camden CAL 262 .....76

These two works, featuring the peerless Primrose, were among the finer offerings of Victor's shellac catalog, performance and recording-wise. The Camden reissue on LP is a rare bargain, and an especially attractive retail item in that it uses the artists' true names. This would be competitive even at a higher price. Connoisseurs know the performances well, but many others will buy if exposed to these great works.

**EMMERICH KALMAN: HIGHLIGHTS FROM THE GYPSY PRINCESS AND COUNTESS MARITZA (1-10)**—Wilhelm Schuchter, Cond. Angel 64026 ...75

In these grooves are captured a glittering, past period of operetta. The vocal performances, in German and featuring Sari Barabas, Rudolf Schock, Herta Staal and Rupert Blawitsch, are excellent. Package is not for a mass market, but distinctly attractive for lovers of the genre, including, of course, the blue seltzer bottle set.

**MOZART: VIOLIN CONCERTO NO. 2 IN D; VIOLIN CONCERTO NO. 5 IN A (TURKISH) (1-12)**—Arthur Grumiaux, Violin; Vienna Symphony; Bernhard Paumgartner, Cond. Epic LC 3157 .....74

Bracketing of a relatively unknown concerto with the ever-popular "Turkish" makes good sense and many Mozart collectors should find this an appealing disk. Grumiaux's polish and elegant style is beautifully exhibited here and the recording is clear and resonant. As a follow-up to the same artist's earlier Mozart concerto coupling (No. 3 and No. 4), it stands to pull moderately well in any disk outlets.

**ENCORES (1-EP)**—William Primrose, Viola. Camden CAE 244 .....74

Camden has started using artists' real names where possible, but in any case, it would be difficult to disguise the supreme artistry of Primrose. These short, light encore pieces, three of which were written or arranged by Kreisler, should have wide appeal, especially at Camden's bargain price. Should sell easily on recommendation.

**SIX OVERTURES (1-12)**—Festival Concert Orchestra. Camden CAL 250 .....70

Here's a lot of repertoire at a price. The overtures, well-performed, include Wagner's "Rienzi," Glinka's "Russian and Ludmilla," Thomas' "Mignon," Suppe's "Fatinizza," Boildieu's "The White Lady" and Beethoven's "Consecration of the House." The orchestra is actually the Boston "Pops," under Fiedler.

## Reviews and Ratings of New Popular Albums

Continued from page 24

tents, since Minucci serves up a thoroughly listenable band of warm, richly melodic mood music on 12 of his own tunes, including "Domani," "My Love's a Gentle Man," and "My Impression of Janie."

**ARTHUR MURRAY PRESENTS DANCE AND DREAM TIME (1-12)** .....72

Capitol T 641  
The 14th in a series of Arthur Murray dance albums on the Capitol label spotlights 12 standards wrapped up in a mood-music-with-a-beat manner by the Keith Textor Singers. The results generally are both listenable and danceable, altho occasionally a tempo conflict arises between lush orchestra effects and the need for a steady, decided terp beat. Each album carries its own sales insurance in the form of a certificate for two free lessons at local Murray dance schools across the country. Selections are arranged in waltz, fox trot, samba, rumba and tango time.

**COMES THE DOM (1-EP)** .....69

Dom Trimarkie (1-EP)  
Jem 622  
Accordion fanciers should grab this one up. Trimarkie plays a fast, flashy and tasteful brand of popular, sometimes modern-style jazz, with enough technical display to attract even the squarest squeeze-box tyros. Accordion shops should pile this up on the counter. Naturally, over-all sales will depend on the distribution power of the diskery.

**MEL TORME (1-12)** .....69

Coral CRL 57012  
Deejay Gene Norman recorded most of what's on this disk at The Crescendo, Hollywood nitery, in 1954. Torme sings 14 songs, a flock of standards as "That Old Black Magic," "Blue Moon," "Mountain Greenery," etc. He's backed by a

rhythm section and clarinet—making a neat, trim accompaniment. Much of the spontaneity of a live performance is captured here.

**ISRAELI SONGS (1-12)** .....68

Sharon Aron (1-12)  
Angel 65018  
The Israeli writers apparently are quite prolific in what seems to be a truly indigenous folk vein. Miss Aron has put together a thoroughly charming collection, which she sings with great warmth and simplicity. She accompanies herself on guitar. Should do well in metropolitan areas.

**ODD SONGS AND A POEM (1-10)** .....66

Dolphin 1  
Cyril Ritchard (1-10)  
This is the first in the Dolphin line, label manufactured by Doubleday. Material is esoteric; will appeal to a limited audience; more likely to a book-buying rather than a regular record-buying group. Cyril Ritchard is a comedian of the elegant type, and in his satiric style he does such pieces as "You're So Much a Part of Me," "The Old Gavotte," "Put It Away 'Till Spring," etc.—and he declaims a poem of the society verse genre by Ella Wheeler Wilcox.

### Jazz

**THE NATURAL SEVEN (1-12)** .....77

Al Cohn and His Natural Seven (1-12)  
Victor LPM 1116  
Al Cohn has combined the "big beat" of the old Basic Kansas City Seven with modern harmonic ideas. Guitarist Freddy Greene, long-time Basic regular, gives with that light, swinging, delicately persuasive strumming that was a hallmark of the old septet and is solidly backed by bassist Milt Hinton and drummer Osie Johnson. The rhythm is the distinctive thing about this set and provides some real  
(Continued on page 45)

## Pubbery Hit Hard by Flood

NEW YORK, Sept. 3.—Music publishers here this week were asked by the Charlton Publishing Company, Derby, Conn., to accept part payment on sums due them until the firm—publishers of "Hit Parader," "Best Songs," "Country Song Roundup" and "Song Hits" magazines—recovers some of its losses suffered in the big flood last month.

In a letter to publishers here this week, Charlton reported all of its paper supply was destroyed August 19, and its printing plant was submerged by more than 15 feet of water, with losses (not covered by insurance) amounting to "several hundred thousand dollars." Charlton toppers Ed and Bert Levy said they "hope to resume partial operation during September, and be fully in production early next year." Meanwhile, they asked publishers to accept 50 per cent of sums due them,

## Merc, Ballroom Ops in Tie-In

NEW YORK, Sept. 3.—Mercury is working on a tie-up promotion with the National Ballroom Operators Association to push three new dance band LP releases by Ralph Marterie, David Carroll and Buddy Morrow (on Wing) this month.

The 12-inch albums will be backed by extensive promotion, including co-op advertising, display material and special attention to deejays. In addition to sending jockeys the LP's, Mercury will make special deejay releases of previously unreleased singles by the Marterie and Carroll orchestras. The instrumentals will be shipped to stations, but will not be offered for retail distribution unless a demand is created by air play.

Mercury is also readying a special campaign to push the albums in high schools and colleges.

and promised to resume full contractual payments on March 1, 1956.

## Delira Campaigns On Hickok Album

HOLLYWOOD, Sept. 3.—An extensive merchandising campaign, designed to tie in with the forthcoming release of Sunset Records' Wild Bill Hickok album, is currently being set by the Delira Corporation, merchandising arm of the Hickok firm.

The album, to be released November 1, will be a musical-narrative entitled "On the Santa Fe Trail." Guy Madison, as Wild Bill Hickok, and Andy Devine, as Jingles, will recreate the roles they portray on television for the narrative portion. A 12-inch LP album carries a story and photo layout of Hickok and Jingles and retails at \$4.95.

Plans are currently being worked out to tie in the album with network teleshow, produced by William F. Broidy.

NEWARK, N. J., Sept. 3.—The Plastalite Corporation of Paterson, N. J., has filed a reorganization petition in Federal Court here to approve a plan to pay its creditors

## 'ROLL' RATTLES SHAKY NERVES

LONDON, Sept. 3.—Rock and Roll, which has been slow to catch on with the traditionally reserved natives suffered a severe setback here last week. Mrs. Mary Jane Andrews complained in court that she heard Sidney Adams Turner say "I will drive you mad," after which he played "Shake, Rattle and Roll" continuously for two and a half hours, from 2 until 4:30 p.m.

Another neighbor described the noise as so bad that neighbors' windows were flying open, women were screaming, children crying, and men shouting for peace and quiet.

The judge said he was satisfied that Turner was creating an "abominable" noise, and fined him \$8.40.

25 cents on the dollar.

This is not the same pressing company as Plastyte, of Plainfield, N. J., which last month filed a suit against Plastalite to restrain the latter from use of the similar name.

## Bennett Starts New Pop Line

NEW YORK, Sept. 3.—A new promotional pop record line, Hallmark Records, has been set up here with George Bennett at the helm. The line will be aimed specifically at rack jobbing operations.

According to Bennett, who also heads Jaguar Records, Hallmark will release packages of four records each, with each disk containing two songs per side. Each package will retail for \$1.89, and they'll be available on both 78 and 45 r.p.m. The first release will be out late this month.

The recordings themselves, says Bennett, will be purchased masters featuring name talent. No current hits will be included in the early releases, but several categories will be covered, including dance, pop classics and country.

Hallmark will operate as a separate corporation, not affiliated with Jaguar.

The **Billboard**

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# 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

## HONOR ROLL OF HITS

TRADE MARK REG.

**THE NATION'S TOP TUNES** For survey week ending August 31

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Yellow Rose of Texas</b>		<b>1 6</b>	<b>6. Learnin' the Blues</b>		<b>5 17</b>
By D. George—Published by Planetary (ASCAP) BEST SELLING RECORDS: M. Miller, Col 40540; Johnny Desmond, Coral 61476. OTHER RECORDS AVAILABLE: I. Fields Trio, Tico 273; T. B. Strength, Cap 3217; E. Tubb, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Dolores Vicki Silvers—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102. RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; J. Valino, Gold Star 253; B. Ward-Dominoes, King 1492. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>2. Ain't That a Shame</b>		<b>2 9</b>	<b>7. Hummingbird</b>		<b>7 9</b>
By D. Bartholomew and A. Domino—Published by Commodore (BMI) BEST SELLING RECORDS: P. Boone, Dot 15377; Fats Domino, Imperial 5348; R. Gaylord, Wing 90000. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Don Robertson—Published by Ross Jungnickel (ASCAP) BEST SELLING RECORD: L. Paul & M. Ford, Cap 3165; F. Laine, Col 40526. RECORDS AVAILABLE: Chordettes, Cadence 1267; R. Maddox, Col 21419; Don & Lou Robertson, Epic 9110. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		
<b>3. Rock Around the Clock</b>		<b>3 16</b>	<b>8. Hard to Get</b>		<b>6 12</b>
By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124. RECORDS AVAILABLE: S. Doc, Arcade 123; C. Wolcott, M-G-M 12028.			By Jack Segal—Published by Witmark (ASCAP) BEST SELLING RECORD: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>4. Seventeen</b>		<b>4 6</b>	<b>9. Bible Tells Me So</b>		<b>9 6</b>
By Young-Gorman & Bennett—Published by Lois (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15386; B. Bennett, King 1470; R. Draper, Mercury 70651.			By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) BEST SELLING RECORD: Don Cornell, Coral 61467. RECORDS AVAILABLE: K. Armen, M-G-M 12045; M. Jackson, Col 40554; N. Noble, Wing 90003; Weatherford Qt., Vic 20-6218.		
<b>5. Wake the Town and Tell the People</b>		<b>8 6</b>	<b>10. Maybellene</b>		<b>12 4</b>
By Gallop & Livingston—Published by Joy (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3120; M. Carson, Col 40537. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Chuck Berry—Published by Arc (BMI) RECORDS AVAILABLE: C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterie, Mercury 70682.		
<b>Second Ten</b>					
<b>11. Love Is a Many-Splendored Thing</b>		<b>20 3</b>	<b>16. Autumn Leaves</b>		<b>23 3</b>
By Sain Webster—Published by Miller (ASCAP) RECORDS AVAILABLE: D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; Four Aces, Dec 29625; W. Herman, Cap 3202; D. Rose, M-G-M 30883.			By J. Mercer; J. Prevert, J. Kosma—Published by Ardmore (ASCAP) RECORDS AVAILABLE: S. Allen & G. Cates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; J. Gleason, Cap 3223; V. Young, Dec 29653; R. Williams, Kapp 16.		
<b>12. Tina Marie</b>		<b>16 5</b>	<b>16. It's a Sin to Tell a Lie</b>		<b>14 14</b>
By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: J. Desmond, Coral 61436; S. Smith & the Redheads, Epic 9093. ELECTRICAL TRANSCRIPTIONS: Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus.		
<b>13. I'll Never Stop Loving You</b>		<b>9 9</b>	<b>18. Longest Walk</b>		<b>17 5</b>
By Kahn and Bradszky—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; D. Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			By Eddie Pola-Fren Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		
<b>14. Man in the Raincoat</b>		<b>15 9</b>	<b>19. Song of the Dreamer</b>		<b>21 5</b>
By W. Webster—Published by BMI Canada (BMI) RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; L. Roza, London 1589; P. Wright, Unique 303; Bonnemere, Roost 608.			By Eddie (Tex) Curtis—Published by Ludlow RECORDS AVAILABLE: E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528.		
<b>15. Unchained Melody</b>		<b>13 23</b>	<b>20. Domani</b>		<b>17 9</b>
By Hy Zaret and Alex North—Published by Frank (ASCAP) RECORDS AVAILABLE: C. Atkins, Vic 20-6018; L. Baxter, Cap 3055; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; R. Hamilton, Epic 9102; A. Hibbler, Dec 29441; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; C. Powell, Groove 111; J. Valli, Vic 20-6078. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI) RECORDS AVAILABLE: J. La Rosa, Cadence 1265; T. Martin, Vic 20-6167; Minucci Ork, Coral 61450. ELECTRICAL TRANSCRIPTION: Larry Faith Ork, Standard.		
<b>Third Ten</b>					
<b>21. Gum Drop</b>		<b>22 4</b>	<b>26. Kentuckian Song</b>		<b>25 4</b>
By Rudy Toombs—Published by Toombs (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70668; Gum Drops, King 1496; O. Williams, DeLuxe 6090.			By Irving Gordon—Published by Frank (ASCAP) RECORDS AVAILABLE: E. Arnold, Vic 20-6139; B. Benton, Okeh 7058; B. Bregman, Era 1002; J. Brown, M-G-M 12011; G. Cherney, Mercury 70637; Hilltoppers, Dot 15375; B. Sherwood, Coral 61439; P. Weston, Col 40527; M. Wiseman, Dot 1262.		
<b>21. Blossom Fell</b>		<b>11 18</b>	<b>26. Suddenly There's a Valley</b>		<b>- 1</b>
By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: V. Barrett, London 1566; Nat (King) Cole, Cap 3095; D. Valentine, London 1554. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By C. Meyer & B. Jones—Published by Warman (BMI) RECORDS AVAILABLE: P. Andrews, Cap 3228; G. Grant, Era 1003; J. La Rosa, Cadence 1270.		
<b>23. I Want You to Be My Baby</b>		<b>29 2</b>	<b>28. Moments to Remember</b>		<b>- 1</b>
By John Hendricks—Published by Victory (BMI) RECORDS AVAILABLE: L. Briggs, Epic 9115; G. Gibbs, Mercury 70685.			By Stillman & R. Allen—Published by Beaver (ASCAP) RECORD AVAILABLE: Four Lads, Col 40539.		
<b>23. House of Blue Lights</b>		<b>24 8</b>	<b>28. Pete Kelly's Blues</b>		<b>- 1</b>
By Freddie Slack & Don Raye—Published by Robbins (ASCAP) RECORDS AVAILABLE: C. Miller, Mercury 70627; M. Moore, Cap 2574; P. Morrissey, Dec 29594; E. M. Morse, Cap 1605.			By Ray Heindorf & Sammy Cahn—Published by Mark VII Music, Inc. (ASCAP) RECORDS AVAILABLE: R. Anthony, Cap 3176; J. Christy, Cap 3213; E. Fitzgerald, Dec 29609; R. Heindorf, Col 40533.		
<b>25. Something's Gotta Give</b>		<b>19 15</b>	<b>30. Cherry Pink and Apple Blossom White</b>		<b>16 24</b>
By Johnny Mercer—Published by Robbins (ASCAP) RECORDS AVAILABLE: R. Anthony, Cap 3096; F. Astaire, Vic 20-6140; L. Brown, Coral 61425; S. Davis Jr., Dec 29484; R. Gaylord, Wing 90000; McGuire Sisters, Coral 61423; S. Powell, Groove 111. ELECTRICAL TRANSCRIPTION: Larry Faith Ork, Standard.			By Louiguy and Mack David—Published by Chappell (ASCAP) RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; P. Prado, Vic 20-5965; T. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.		

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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.

# KEEP THE POPS ALIVE IN '55



the  
**most**  
 Kay Starr  
 you  
 ever heard!

**WITHOUT  
 A SONG**

HOME SWEET HOME  
 ON THE RANGE

20/47-6247

"New Orthophonic" High Fidelity Recording



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending August 31

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. <b>YELLOW ROSE OF TEXAS</b> (ASCAP)—M. Miller.....	1	6	
Blackberry Winter (BMI)—Col 40540			
2. <b>AIN'T THAT A SHAME (BMI)</b> — P. Boone.....	2	9	
Tennessee Saturday Night (BMD)—Dot 15377			
3. <b>ROCK AROUND THE CLOCK</b> (ASCAP)—B. Haley.....	3	18	
Thirteen Women (BMI)—Dec 29124			
4. <b>LOVE IS A MANY-SPLENDORED THING</b> (ASCAP)—Four Aces.....	17	2	
Shine On, Harvest Moon—Dec 29625			
5. <b>MAYBELLENE (BMI)</b> —C. Berry.....	7	4	
Wee Wee Hours (BMI)—Chess 1604			
6. <b>YELLOW ROSE OF TEXAS</b> (ASCAP)—J. Desmond.....	6	5	
You're in Love With Someone (ASCAP)— Coral 61476			
7. <b>AUTUMN LEAVES (ASCAP)</b> — R. Williams.....	11	4	
Take Care (BMI)—Kapp 16			
8. <b>SEVENTEEN (BMI)</b> —Fontane Sisters.	9	3	
If I Could Be With You (ASCAP)—Dot 15386			
9. <b>SEVENTEEN (BMI)</b> —B. Bennett.....	5	10	
Little Old You-All (BMI)—King 1470			
10. <b>HARD TO GET (ASCAP)</b> — G. MacKenzie.....	8	15	
Boston Fancy (BMI)—X 0137			
11. <b>WAKE THE TOWN AND TELL THE PEOPLE</b> (ASCAP)—L. Baxter..	10	5	
I'll Never Stop Loving You (ASCAP)—Cap 3120			
12. <b>TINA MARIE (ASCAP)</b> —P. Como....	14	4	
FOOLED (ASCAP)—Vic 20-6192			
13. <b>LEARNIN' THE BLUES (ASCAP)</b> — F. Sinatra.....	4	18	
If I Had Three Wishes (ASCAP)—Cap 3102			
14. <b>GUM DROP (BMI)</b> —Crew Cuts.....	15	3	
Present Arms (ASCAP)—Mercury 70668			
15. <b>HUMMINGBIRD (ASCAP)</b> — L. Paul & M. Ford.....	13	8	
Goodbye My Love (ASCAP)—Cap 3165			
16. <b>BLOSSOM FELL (ASCAP)</b> —Nat (King) Cole.....	12	19	
IF I MAY (BMI)—Cap 3095			
17. <b>LONGEST WALK (ASCAP)</b> — J. P. Morgan.....	—	1	
Swanee (ASCAP)—Vic 20-6182			
18. <b>SONG OF THE DREAMER (BMI)</b> — E. Fisher.....	18	3	
DON'T STAY AWAY TOO LONG (ASCAP)—Vic 20-6196			
19. <b>MOMENTS TO REMEMBER</b> (ASCAP)—Four Lads.....	21	2	
Dream On, My Love, Dream On (ASCAP)— Col 40539			
20. <b>BIBLE TELLS ME SO (ASCAP)</b> — D. Cornell.....	—	1	
Love Is a Many-Splendored Thing (ASCAP)— Coral 61467			
21. <b>WAKE THE TOWN AND TELL THE PEOPLE</b> (ASCAP)—M. Carson.	20	3	
Hold Me Tight (ASCAP)—Col 40537			
22. <b>HOUSE OF BLUE LIGHTS</b> (ASCAP)—C. Miller.....	16	13	
Can't Help Wonderin' (ASCAP)—Mercury 70627			
23. <b>I'LL NEVER STOP LOVING YOU</b> (ASCAP)—Doris Day.....	19	8	
Never Look Back (BMI)—Col 40505			
24. <b>AIN'T THAT A SHAME (BMI)</b> — F. Domino.....	—	8	
La La (BMI)—Imperial 5348			
25. <b>SEVENTEEN (BMI)</b> —R. Draper.....	23	4	
Can't Live With 'Em, Can't Live Without Them (BMI)—Mercury 70651			

## • THIS WEEK'S BEST BUYS

**THE SHIFTING, WHISPERING SANDS** (Galatin, BMI)—Billy Vaughan Ork—Dot 15409

Many were the skeptics when this two-sided talking disk first appeared, but most of them are keeping quiet now that it is developing into a very big seller. Now appearing on the Seattle and Cleveland territorial charts, the disk is also spurring unusually heavy sales in Boston, New York, Philadelphia, Pittsburgh, Chicago, Milwaukee, St. Louis, Durham and Nashville. A previous Billboard "Spotlight" pick.

**HAWK-EYE** (Showcase, BMI)—Frankie Laine—Columbia 40558

In this tune Laine seems to have found some congenial material, and his following is rallying quickly to put it over. First week sales found an exceptionally wide-spread acceptance of this record, and this will give him an initial edge over other versions of the tune

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

now available. Boston, Philadelphia, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis, Atlanta were among the areas reporting good sales. Flip is "Your Love" (Evergreen, BMI). A previous Billboard "Spotlight" pick.

**GIVE ME LOVE** (Hill & Range, BMI)

Sweet Song of India (BVC, ASCAP) — McGuire Sisters—Coral 61494

With the kind of batting average that these girls have, it is no surprise to find this disk taking off with the speed that it is. Wherever it has been delivered, little time was lost in selling the customers on it. Best reports this week were received from Boston, Philadelphia, Cleveland, Chicago, and St. Louis. Initial preference is for "Give Me Love," but in some areas "Song of India" is also coming in for a good share of attention. A previous Billboard "Spotlight" pick.

## • Most Played in Juke Boxes

For survey week ending August 31

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. <b>ROCK AROUND THE CLOCK</b> (ASCAP)—B. Haley.....	1	13	
Thirteen Women (BMI)—Dec 29124			
2. <b>AIN'T THAT A SHAME (BMI)</b> — P. Boone.....	2	9	
Tennessee Saturday Night (BMD)—Dot 15377			
3. <b>YELLOW ROSE OF TEXAS</b> (ASCAP)—M. Miller.....	4	4	
Blackberry Winter (BMI)—Col 40540			
4. <b>LEARNIN' THE BLUES (ASCAP)</b> — F. Sinatra.....	3	13	
If I Had Three Wishes (ASCAP)—Cap 3102			
5. <b>HARD TO GET (ASCAP)</b> — G. MacKenzie.....	5	10	
Boston Fancy (BMI)—X 0137			
6. <b>YELLOW ROSE OF TEXAS</b> (ASCAP)—J. Desmond.....	8	3	
You're in Love With Someone (ASCAP)— Coral 61476			
7. <b>BLOSSOM FELL (ASCAP)</b> —Nat (King) Cole.....	6	16	
IF I MAY—Cap 3095			
8. <b>SEVENTEEN (BMI)</b> —Fontane Sisters.	15	4	
If I Could Be With You (ASCAP)—Dot 15386			
8. <b>MAYBELLENE (BMI)</b> —C. Berry.....	11	2	
Wee Wee Hours (BMI)—Chess 1604			
10. <b>HUMMINGBIRD (ASCAP)</b> — L. Paul & M. Ford.....	7	7	
Goodbye My Love (ASCAP)—Cap 3165			
11. <b>SEVENTEEN (BMI)</b> —B. Bennett.....	10	3	
Little Ole You-All (BMI)—King 1470			
12. <b>TINA MARIE (ASCAP)</b> —P. Como... 17	2		
Foiled (ASCAP)—Vic 20-6192			
13. <b>AIN'T THAT A SHAME (BMI)</b> — Fats Domino.....	11	7	
La, La (BMI)—Imperial 5348			
14. <b>LONGEST WALK (ASCAP)</b> — J. P. Morgan.....	16	3	
Swanee (ASCAP)—Vic 20-6182			
15. <b>IT'S A SIN TO TELL A LIE (ASCAP)</b> — S. Smith & the Redheads.....	9	15	
My Baby Just Cares for Me (ASCAP)—Epic 9093			
16. <b>CHERRY PINK AND APPLE BLOSSOM WHITE</b> (ASCAP)— P. Prado.....	13	23	
Marie Elena Rumba (ASCAP)—Vic 20-5965			
17. <b>HUMMINGBIRD (ASCAP)</b> —F. Laine.	18	2	
My Little One (BMI)—Col 40526			
17. <b>SOMETHING'S GOTTA GIVE</b> (ASCAP)—McGuire Sisters.....	14	14	
Rhythm 'n' Blues (ASCAP)—Coral 61423			
19. <b>HOUSE OF BLUE LIGHTS (ASCAP)</b> — C. Miller.....	—	1	
Can't Help Wonderin' (ASCAP)—Mercury 70627			
20. <b>UNCHAINED MELODY (ASCAP)</b> — A. Hibbler.....	—	19	
Daybreak (ASCAP)—Dec 29441			

## • Most Played by Jockeys

For survey week ending August 31

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

This Week	Weeks on Chart	Last Week	Chart
1. <b>YELLOW ROSE OF TEXAS</b> — M. Miller.....	1	6	
Blackberry Winter—Col 40540—ASCAP			
2. <b>AIN'T THAT A SHAME</b> —P. Boone... 3	18		
Tennessee Saturday Night—Dot 15377—BMI			
3. <b>ROCK AROUND THE CLOCK</b> — B. Haley.....	2	16	
Thirteen Women—Dec 29124—ASCAP			
4. <b>YELLOW ROSE OF TEXAS</b> — J. Desmond.....	4	4	
You're in Love With Someone— Coral 61476—ASCAP			
5. <b>LEARNIN' THE BLUES</b> —F. Sinatra.. 5	19		
If I Had Three Wishes—Cap 3102—ASCAP			
6. <b>TINA MARIE</b> —P. Como..... 8	4		
Foiled—Vic 20-6192—ASCAP			
7. <b>HARD TO GET</b> —G. MacKenzie..... 6	11		
Boston Fancy—X 0137—ASCAP			
8. <b>SEVENTEEN</b> —Fontane Sisters..... 10	4		
If I Could Be With You—Dot 15386—BMI			
9. <b>LONGEST WALK</b> —J. P. Morgan..... 7	4		
Swanee—Vic 20-6182—ASCAP			
10. <b>WAKE THE TOWN AND TELL THE PEOPLE</b> —L. Baxter..... 14	5		
I'll Never Stop Loving You—Cap 3120—ASCAP			
11. <b>LOVE IS A MANY-SPLENDORED THING</b> —Four Aces... 11	3		
Shine On, Harvest Moon—Dec 29625—ASCAP			
12. <b>SEVENTEEN</b> —B. Bennett..... 9	5		
Little Old You-All—King 1470—BMI			
13. <b>HUMMINGBIRD</b> —L. Paul & M. Ford. 12	10		
Goodbye My Love—Cap 3165			
14. <b>GUM DROP</b> —Crew Cuts..... 18	2		
Present Arms—Mer 70668—BMI			
15. <b>MAYBELLENE</b> —C. Berry..... 13	2		
Wee Wee Hours—Chess 1604—BMI			
16. <b>SONG OF THE DREAMER</b> — E. Fisher.....	16	2	
Don't Stay Away Too Long—Vic 20-6196			
17. <b>DOMANI</b> —J. LaRosa..... 15	7		
Mama Rosa—Cadence 1265—BMI			
18. <b>WAKE THE TOWN AND TELL THE PEOPLE</b> —M. Carson..... 20	2		
Hold Me Tight—Col 40537—ASCAP			
19. <b>BIBLE TELLS ME SO</b> —D. Cornell... —	1		
Love Is a Many-Splendored Thing— Coral 61467—ASCAP			
20. <b>AUTUMN LEAVES</b> —R. Williams..... —	1		
Take Care—Kapp 16—ASCAP			

## DEALERS AND OPERATORS . . .

Top Ten Tunes Poster

is on page 38

Tomorrow's Hits . . . Today

Poster is on page 44

# MERCURY'S 3 GREAT HITS!



## GEORGIA GIBBS

### "I Want You To Be My Baby"

COUPLED WITH

"COME RAIN OR COME SHINE"

MERCURY 70685

*THE GREATEST RECORD HE EVER MADE!*

## RUSTY DRAPER

### "The Shifting, Whispering Sands"

COUPLED WITH

"TIME"

MERCURY 70696



*The Famous Hit Makers of "House Of Blue Lights"*

## CHUCK MILLER

### TRIO

### "HAWK-EYE"

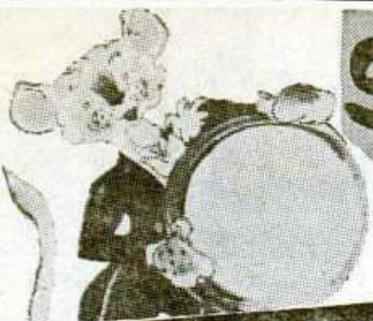
COUPLED WITH

"SOMETHING TO LIVE FOR"

MERCURY 70697



CHICAGO 1, ILLINOIS



# SPOTLIGHTS on M-G-M

**JONI JAMES**

**THE MOMENT  
I SAW YOU**

and  
**WHERE IS  
THAT  
SOMEONE  
FOR ME**

MGM 12020 • K 12020

**ART MOONEY**

**20 TINY  
FINGERS**

and  
**A HAPPY SONG**  
MGM 12039 78 rpm • K 12039 45 rpm

**ACQUAVIVA  
and His Orchestra**

**PRAYER  
FOR PEACE**

and  
**ALONE WITH YOU**  
MGM 30338 78 rpm • K 30338 45 rpm

**BETTY MADIGAN**

**TEDDY  
BEAR**

and  
**PLEASE BE KIND**  
MGM 12022 78 rpm • K 12022 45 rpm

**DAVID ROSE AND ORCHESTRA**

**SUMMERTIME  
IN VENICE**

and  
**VIOLIN (Let Your Song Begin)**  
MGM 30882 78 rpm • K 30882 45 rpm

2  
BIG  
RECORDS

**LOVE IS A  
MANY-  
SPLENDORED  
THING**

and  
**YOU AND YOU ALONE**  
MGM 30883 78 rpm • K 30883 45 rpm

**THE FOUR  
JOES**

**WHILE  
YOU'RE  
AWAY**

MGM 12053 • K 12053

**BILLY ECKSTINE**

**PASS THE WORD  
AROUND**

and  
**SEPTEMBER  
SONG**

MCM 12055 78 rpm • K 12055 45 rpm

**PAT O'DAY**

**SOLDIER  
BOY**

and  
**REWARD! REWARD!**  
MGM 12025 78 rpm • K 12025 45 rpm

**ROBBIN  
HOOD**

**DANCIN'  
IN MY  
SOCKS**

and  
**HAPPY IS MY HEART**  
MGM 12046 • K 12046

SOCK  
HIT!

**RUSH ADAMS**

**HOW  
CAN I  
FORGET**

**AT LAST  
WE'RE  
ALONE**

MGM 12051 78 rpm • K 12051 45 rpm

**SHEB WOOLEY**

**IT TAKES  
A HEAP  
OF LIVIN'**

**LISTENING  
FOR YOUR  
FOOTSTEPS**

MGM 12060 78 rpm • K 12060 45 rpm

**FLOYD CRAMER (at the piano)**

**JEALOUS, COLD,  
CHEATIN' HEART**

**PIANJO  
RAG**

MGM 12059 78 rpm • K 12059 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending August 31

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

#### Atlanta

1. Yellow Rose of Texas, M. Miller, Col.
2. Ain't That a Shame, P. Boone, Dot
3. Seventeen, Fontane Sisters, Dot
4. Tina Marie, P. Como, Vic.
5. Rock Around the Clock, B. Haley, Dec.
6. Longest Walk, J. P. Morgan, Vic.

#### Baltimore

1. Seventeen, B. Bennett, Kng.
2. Ain't That a Shame, P. Boone, Dot
3. Yellow Rose of Texas, M. Miller, Col.
4. Yellow Rose of Texas, J. Desmond, Cor.
5. Song of the Dreamer, E. Fisher, Vic.
6. I Want You to Be My Baby  
L. Briggs, Epi.
7. Maybellene, C. Berry, Chs.
8. Hard to Get, G. MacKenzie, X
9. Wake the Town and Tell the People  
L. Baxter, Cap.
10. Rock Around the Clock, B. Haley, Dec.

#### Boston

1. Love Is a Many-Splendored Thing  
Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, M. Miller, Col.
4. Gum Drop, Crew Cuts, Mer.
5. Moments to Remember, Four Lads, Col.
6. Tina Marie, P. Como, Vic.
7. Longest Walk, J. P. Morgan, Vic.
8. Maybellene, C. Berry, Chs.
9. I'll Never Stop Loving You  
Doris Day, Col.
10. Rock Around the Clock, B. Haley, Dec.

#### Buffalo

1. I Want You to Be My Baby  
G. Gibbs, Mer.
2. Yellow Rose of Texas, J. Desmond, Cor.
3. Gum Drop, Crew Cuts, Mer.
4. Yellow Rose of Texas, M. Miller, Col.
5. Autumn Leaves, R. Williams, Kap.
6. Ain't That a Shame, P. Boone, Dot
7. Hummingbird, L. Paul & M. Ford, Cap.
8. Tina Marie, P. Como, Vic.
9. Day by Day, Four Freshmen, Cap.
10. Love Is a Many-Splendored Thing  
Four Aces, Dec.

#### Chicago

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Moments to Remember, Four Lads, Col.
4. Rock Around the Clock, B. Haley, Dec.
5. Ain't That a Shame, P. Boone, Dot
6. Bible Tells Me So, N. Noble, Wng.
7. Love Is a Many-Splendored Thing  
Four Aces, Dec.
8. Seventeen, B. Bennett, Kng.
9. Longest Walk, J. P. Morgan, Vic.
10. Gum Drop, Crew Cuts, Mer.

#### Cincinnati

1. Ain't That a Shame, P. Boone, Dot
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing  
Four Aces, Dec.
4. Gum Drop, Crew Cuts, Mer.
5. Wake the Town and Tell the People  
L. Baxter, Cap.
6. Kentuckian Song, Hilltoppers, Dot
7. I Want You to Be My Baby  
L. Briggs, Epi.
8. Hard to Get, G. MacKenzie, X
9. Rock Around the Clock, B. Haley, Dec.
10. Seventeen, B. Bennett, Kng.

#### Cleveland

1. Autumn Leaves, R. Williams, Kap.
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing  
Four Aces, Dec.
4. Gum Drop, Crew Cuts, Mer.
5. Maybellene, C. Berry, Chs.
6. Only You, Platters, Mer.
7. Moments to Remember, Four Lads, Col.
8. Wake the Town and Tell the People  
L. Baxter, Cap.
9. Shifting, Whispering Sands  
B. Vaughn, Dot
10. Learnin' the Blues, F. Sinatra, Cap.

#### Dallas-Ft. Worth

1. Yellow Rose of Texas, M. Miller, Col.
2. Maybellene, C. Berry, Chs.
3. Rock Around the Clock, B. Haley, Dec.
4. Gum Drop, Crew Cuts, Mer.
5. Ain't That a Shame, Fats Domino, Imp.
6. If I May, Nat (King) Cole, Cap.
7. Seventeen, Fontane Sisters, Dot
8. Ain't That a Shame, P. Boone, Dot
9. Ridin' on a Train, Commodores, Dot
10. Hummingbird, L. Paul & M. Ford, Cap.

#### Denver

1. House of Blue Lights, C. Miller, Mer.
2. Gum Drop, Crew Cuts, Mer.
3. Seventeen, R. Draper, Mer.
4. Ain't That a Shame, P. Boone, Dot
5. Love Is a Many-Splendored Thing  
Four Aces, Dec.
6. Rock Around the Clock, B. Haley, Dec.

#### Detroit

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Love Is a Many-Splendored Thing  
Four Aces, Dec.
4. Moments to Remember, Four Lads, Col.
5. Maybellene, C. Berry, Chs.
6. Wake the Town and Tell the People  
M. Carson, Col.
7. Rock Around the Clock, B. Haley, Dec.
8. Day by Day, Four Freshmen, Cap.
9. Ain't That a Shame, P. Boone, Dot
10. Bible Tells Me So, D. Cornell, Cor.

#### Kansas City

1. Maybellene, C. Berry, Chs.
2. Yellow Rose of Texas, M. Miller, Col.
3. Bible Tells Me So, D. Cornell, Cor.
4. Seventeen, B. Bennett, Kng.
5. Love Is a Many-Splendored Thing  
Four Aces, Dec.
6. Tina Marie, P. Como, Vic.
7. Wake the Town and Tell the People  
M. Carson, Col.
8. House of Blue Lights, C. Miller, Mer.
9. Ain't That a Shame, P. Boone, Dot
10. Walking the Blues, W. Dixon, Cbe.

#### Los Angeles

1. Yellow Rose of Texas, M. Miller, Col.
2. Rock Around the Clock, B. Haley, Dec.
3. Blossom Fell, Nat (King) Cole, Cap.
4. Love Is a Many-Splendored Thing  
Four Aces, Dec.
5. I'll Never Stop Loving You  
Doris Day, Col.
6. Hard to Get, G. MacKenzie, X
7. Suddenly There's a Valley  
G. Grant, Era
8. Seventeen, Fontane Sisters, Dot
9. Unchained Melody, L. Baxter, Cap.

#### Milwaukee

1. Yellow Rose of Texas, M. Miller, Col.
2. Gum Drop, Crew Cuts, Mer.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Seventeen, R. Draper, Mer.
5. Autumn Leaves, R. Williams, Kap.
6. Moments to Remember, Four Lads, Col.
7. Rock Around the Clock, B. Haley, Dec.
8. Tina Marie, P. Como, Vic.
9. Wake the Town and Tell the People  
L. Baxter, Cap.
10. Bible Tells Me So, D. Cornell, Cor.

#### Mpls.-St. Paul

1. Ain't That a Shame, P. Boone, Dot
2. Yellow Rose of Texas, J. Desmond, Cor.
3. Autumn Leaves, R. Williams, Kap.
4. Seventeen, Fontane Sisters, Dot
5. Love Is a Many-Splendored Thing  
Four Aces, Dec.
6. Yellow Rose of Texas, M. Miller, Col.
7. Rock Around the Clock, B. Haley, Dec.
8. Wake the Town and Tell the People  
M. Carson, Col.
9. Wake the Town and Tell the People  
L. Baxter, Cap.
10. Something's Gotta Give  
McGuire Sisters, Cor.

#### New Orleans

1. Yellow Rose of Texas, M. Miller, Col.
2. You Win Again, Paulette Sisters, Cap.
3. Rock Around the Clock, B. Haley, Dec.
4. Song of the Dreamer, E. Fisher, Vic.
5. Popcorn Song, C. Stone, Cap.
6. Seventeen, B. Bennett, Kng.
7. Maybellene, C. Berry, Chs.
8. Love Is a Many-Splendored Thing  
Four Aces, Dec.
9. Hard to Get, G. MacKenzie, X
10. Fooled, P. Como, Vic.

#### New York

1. Yellow Rose of Texas, M. Miller, Col.
2. Rock Around the Clock, B. Haley, Dec.
3. Seventeen, B. Bennett, Kng.
4. Hard to Get, G. MacKenzie, X
5. Learnin' the Blues, F. Sinatra, Cap.
6. Ain't That a Shame, P. Boone, Dot
7. Domani, J. La Rosa, Cdc.
8. Sweet and Gentle, A. Dale, Cor.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Bible Tells Me So, D. Cornell, Cor.

#### Philadelphia

1. Ain't That a Shame, P. Boone, Dot
2. Yellow Rose of Texas, J. Desmond, Cor.
3. Autumn Leaves, R. Williams, Kap.
4. Wake the Town and Tell the People  
M. Carson, Col.
5. Rock Around the Clock, B. Haley, Dec.
6. Yellow Rose of Texas, M. Miller, Col.
7. Seventeen, Fontane Sisters, Dot
8. Bible Tells Me So, N. Noble, Wng.
9. Tina Marie, P. Como, Vic.
10. Love Is a Many-Splendored Thing  
Four Aces, Dec.

#### Pittsburgh

1. Maybellene, C. Berry, Chs.
2. Yellow Rose of Texas, M. Miller, Col.
3. Rock Around the Clock, B. Haley, Dec.
4. Longest Walk, J. P. Morgan, Vic.
5. Love Is a Many-Splendored Thing  
Four Aces, Dec.
6. Tina Marie, P. Como, Vic.
7. Yellow Rose of Texas, J. Desmond, Cor.
8. Autumn Leaves, R. Williams, Kap.
9. Only You, Platters, Mer.
10. Fooled, P. Como, Vic.

#### St. Louis

1. Yellow Rose of Texas, M. Miller, Col.
2. Maybellene, C. Berry, Chs.
3. Autumn Leaves, R. Williams, Kap.
4. Longest Walk, J. P. Morgan, Vic.
5. I Want You to Be My Baby  
L. Briggs, Epi.
6. House of Blue Lights, C. Miller, Mer.
7. Yellow Rose of Texas, J. Desmond, Cor.
8. Ain't That a Shame, P. Boone, Dot
9. Hard to Get, G. MacKenzie, X
10. Rock Around the Clock, B. Haley, Dec.

#### San Francisco

1. Ain't That a Shame, P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Yellow Rose of Texas, M. Miller, Col.
4. Learnin' the Blues, F. Sinatra, Cap.
5. Hard to Get, G. MacKenzie, X
6. Blossom Fell, Nat (King) Cole, Cap.
7. Hummingbird, L. Paul & M. Ford, Cap.
8. Seventeen, B. Bennett, Kng.

#### Seattle

1. Yellow Rose of Texas, M. Miller, Col.
2. Ain't That a Shame, P. Boone, Dot
3. Love Is a Many-Splendored Thing  
Four Aces, Dec.
4. Seventeen, Fontane Sisters, Dot
5. Rock Around the Clock, B. Haley, Dec.
6. Green Eyes, Ravens, Jub.
7. Verdict, Five Keys, Cap.
8. Man in the Raincoat, P. Wright, Unq.
9. Shifting, Whispering Sands  
B. Vaughn, Dot

#### Toronto

1. Ain't That a Shame, P. Boone, Dot
2. Learnin' the Blues, F. Sinatra, Cap.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. Rock Around the Clock, B. Haley, Dec.
6. Seventeen, B. Bennett, Kng.
7. Unchained Melody, A. Hibbler, Dec.

# GROUP HITS are a habit on



*A Hit Record!*

THE  
**THREE DONS**  
AND  
**DEENA**



*sing*

# TAKE ME BACK IN YOUR ARMS

CORAL 61492 (78 RPM)  
and 9-61492 (45 RPM)

*A New Hit  
by a New Group*

THE  
**THREE  
KITTENS**



*sing*

# LOVE BUG

b/w WISHING WELL

with **BOB CROSBY'S BOB CATS**

CORAL 61469 (78 RPM)  
and 9-61469 (45 RPM)

**CORAL RECORDS**  
*America's Fastest Growing Record Company*

**THE ORIGINAL RECORD  
THAT STARTED THE BALL  
TO ROLLING!**

**ABBOTT  
RECORDS  
TOP POP SMASH**

*A Hit in Dallas!  
Breaking in Cleveland!*

**AND SPREADING FAST**



**LAFAWN  
PAUL**

Sings

**"LEARNING  
TO LOVE"**

B/W "MON CHER AMI"  
ABBOTT 3009

INTRODUCING—

**BRAD  
MARRO**



**"A MAN CAN ONLY  
FLY SO HIGH"**

B/W "HEART OF GOLD"  
ABBOTT 3010

**ABBOTT RECORDS, INC.**

BOX 38, MALIBU, CALIFORNIA

Distributed in Canada by Quality Records, Ltd., Toronto

**The Billboard Music Popularity Charts  
POPULAR RECORDS**

**• COMING UP STRONG**

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. I Want You to Be My Baby . . . Georgia Gibbs  
(BMI) Mercury 70685
2. I Want You to Be My Baby . . . Lillian Briggs  
(BMI) Epic 9115
3. Only You . . . The Platters  
(BMI) Mercury 70633
4. Same Ole Saturday Night  
Fairy Tale . . . Frank Sinatra  
(ASCAP) Capitol 3218
5. Goodnight,  
Sweet Dreams . . . Gordon Jenkins Ork  
(ASCAP) "X" 159
6. The Shifting, Whispering  
Sands . . . Billy Vaughan Ork  
(BMI) Dot 15409
7. Hawk-Eye . . . Frankie Laine  
(BMI) Columbia 40558
8. He . . . Al Hibbler  
(BMI) Decca 29660
9. Give Me Love . . . McGuire Sisters  
(BMI) Coral 61494

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

**• Tunes With Greatest Radio-TV Audience**

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	Television
A Blossom Fell (R)—Shapiro-Bernstein—ASCAP	A Chance at Love (R)—Feist—ASCAP
Satisfied Mind (R)—Peer—BMI	Ain't That a Shame (R)—Commodore—BMI
Ain't That a Shame (R)—Commodore—BMI	Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	Ballerina Boogie (R)—Studio—ASCAP
Blue Star (R)—Young—ASCAP	Dance With Me Henry (F)—Modern—BMI
Foiled (R)—Harms—ASCAP	Foiled (R)—Harms—ASCAP
Hard to Get (R)—Witmark—ASCAP	Hawk Eye (R)—Showcase—BMI
He (R)—Avis—BMI	Heart (R) (M)—Frank—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	Hot Cha Cha With Me (F)—E. B. Marks—BMI
I'll Never Stop Loving You (R)—Feist—ASCAP	I Love You Fair Dinkum (R)—Mills—ASCAP
It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP	I'll Never Stop Loving You (R)—Feist—ASCAP
It's All Right With Me (R)—Buxton Hill—ASCAP	Kentuckian Song (R) (F)—Frank—ASCAP
Kentuckian Song (R) (F)—Frank—ASCAP	Learnin' the Blues (R)—Barton—ASCAP
Learnin' the Blues (R)—Barton—ASCAP	Longest Walk (R)—Advanced—ASCAP
Longest Walk (R)—Advanced—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Love Is a Many-Splendored Thing (R) (F)—ASCAP	Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP	Maybellene (R)—Arc—BMI
May I Never Love Again (R)—Broadcast—BMI	Rock Around the Clock (R) (F)—Myers—ASCAP
Piddy Patter Patter (R)—E. B. Marks—BMI	Seventeen (R)—Lois—BMI
Rock Around the Clock (R) (F)—Myers—ASCAP	Something's Gotta Give (R) (F)—Robbins—ASCAP
Seventeen (R)—Lois—BMI	Song of the Dreamer (R)—Ludlow—ASCAP
Something's Gotta Give (R) (F)—Robbins—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Sweet and Gentle (R)—Peer—BMI
Sweet and Gentle (R)—Peer—BMI	Teddy Bear (R)—Brighten—ASCAP
Tina Marie (R)—Roncom—ASCAP	Tina Marie (R)—Roncom—ASCAP
Toy Tiger (R) (F)—Northern—ASCAP	Unchained Melody (R) (F)—Frank—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP	What Is the Secret of Your Success (R)—Harms—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	When You Wish Upon a Star (R)—Bourne—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP	Yellow Rose of Texas (R)—Planetary—ASCAP
You Are My Sunshine (R)—Southern—ASCAP	Young and Foolish (R) (M)—Chappell—ASCAP
Young Ideas (R)—Harms—ASCAP	

**• 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	on Chart
1. Yellow Rose of Texas . . . Planetary	1	5
2. Wake the Town and Tell the People . . . Joy	8	4
3. Seventeen . . . Lois	2	3
4. Bible Tells Me So . . . Paramount-R. Rodgers	5	4
5. I'll Never Stop Loving You . . . Feist	3	8
6. Ain't That a Shame . . . Commodore	4	3
7. Man in the Raincoat . . . Canada, Ltd.	10	6
8. Rock Around the Clock . . . Myers	6	12
9. Unchained Melody . . . Frank	9	22
10. Hummingbird . . . Ross Jungnickel	13	7
11. Hard to Get . . . Witmark	7	12
12. It's a Sin to Tell a Lie . . . Bregman, Vocco & Conn	11	13
13. Learnin' the Blues . . . Barton	14	13
14. Domani . . . Montauk	12	2
15. Love Is a Many-Splendored Thing . . . Robbins	—	1

**BIG** hits are a habit on...



And Hits Are a Habit With

# Johnny DESMOND

Here's  
His Latest . . .



**I'M  
SO  
GLAD**

Chorus and Orchestra Directed by **DICK JACOBS**

CORAL 61503 • 9-61503

**CLIMBING on all Charts**

Johnny Desmond's Best-Selling Version of

**THE YELLOW ROSE  
OF TEXAS**

Chorus and Orchestra Directed by **DICK JACOBS**

**CORAL RECORDS**  
America's Fastest Growing Record Company

CORAL

61476

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PUSHPOP POSTER SHEET NO. 1

# HONOR ROLL OF HITS

TRADE MARK REG.

## *The Nation's 10 Top Tunes*

FOR THE WEEK ENDING— SEPTEMBER 3, 1955

... based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators

- |            |  |
|------------|--|
| <b>1.</b>  | <b>YELLOW ROSE OF TEXAS</b>                    |
| <b>2.</b>  | <b>AIN'T THAT A SHAME</b>                      |
| <b>3.</b>  | <b>ROCK AROUND THE CLOCK</b>                   |
| <b>4.</b>  | <b>SEVENTEEN</b>                               |
| <b>5.</b>  | <b>WAKE THE TOWN AND TELL THE PEOPLE</b>       |
| <b>6.</b>  | <b>LEARNIN' THE BLUES</b>                      |
| <b>7.</b>  | <b>HUMMINGBIRD</b>                             |
| <b>8.</b>  | <b>HARD TO GET</b>                             |
| <b>9.</b>  | <b>BIBLE TELLS ME SO</b>                       |
| <b>10.</b> | <b>MAYBELLENE</b> <i>First time in Top Ten</i> |

George Cates Says: There'll be a **BIG**

**TURN-OVER**

when the country hears ...



**CHAMP**

SING

**'SOMEONE ON YOUR MIND'**



#9-61496

# The Billboard Music Popularity Charts POPULAR RECORDS

## • Review Spotlight on . . .

### RECORDS

NAT (KING) COLE . . . Capitol 3234 . . . . . SOMEONE YOU LOVE  
(Bradshaw, BMI)

... FORGIVE MY HEART (Bregman, Vocco & Conn, ASCAP)  
Nat Cole makes the best selling charts with more consistency than practically any other pop artist today, and his new platter will undoubtedly move right along up the ladder and take its place with Cole's current wax click, "A Blossom Fell." Both sides feature lovely ballads beautifully showcased in Cole's soft, soothing vocal style and fine phrasing. "Someone You Love" has a particularly poignant lyric.

KAY STARR . . . RCA Victor 6247 . . . . . WITHOUT A SONG  
(Miller, ASCAP)

... HOME SWEET HOME ON THE RANGE (Starstan, BMI)  
Kay Starr hasn't had a big one in some time now, but her new release may turn the trick. She has a sock rhythm treatment of two familiar oldies with showmanly vitamin-packed thrushing and a pounding, driving beat. Should get plenty of spins on the deejay and juke box circuits.

AL HIBBLER . . . Decca 29660 . . . . . HE  
(Avas, BMI)

Al Hibbler contributes a warm, sincere warbling job on an effective ballad with a strong sacred theme, similar to "I Believe." Hibbler is a big favorite with deejays, and the disk should stir up some action in the r.&b. field as well as pop. Flip is "Breeze" (Shapiro-Bernstein, ASCAP).

## • Reviews of New Pop Records

### RATINGS—COMMERCIAL POTENTIAL

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

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

SARAH VAUGHAN  
Johnny, Be Smart . . . . . 82

MERCURY 70693—Watch this one. Miss Vaughan has a piece of appealing material—a smart lyric backed by solid instrumentation. Her performance is excellent. (Stratton, BMI)

Hey Naughty Papa . . . . . 79  
This side's a blues, traditional in construction, with a lively lyric. It rocks right along and makes a strong coupling. (Leeds, ASCAP)

PEGGY KING  
Learning to Love . . . . . 82

COLUMBIA 40562—The LeFawn Paul waxing of this exuberantly paced love song is showing some territorial action, and the tune has been covered by several other artists. This version should more than hold its own, and it could move out in front. An artful reading by pretty Peggy King of the seductive lyric. (Trinity, BMI)

Song of Seventeen . . . . . 76  
Sweet, tender thrushing on a delicate ballad with sentimental lyrics. Deejays should go for this one, particularly those with teen-age followings. (April, ASCAP)

JONI JAMES  
You Are My Love . . . . . 82

M-G-M 12066—Joni James augments her own distinctive vocal style with some Ivory Joe Hunter phrasing on the title sentence. A pretty ballad which should get plenty of spins.

I Lay Me Down to Sleep . . . . . 76  
The disk star contributes her usual commercial stylized vocal treatment to a pleasant ballad.

JACK PLEIS ORK  
Lies . . . . . 80

DECCA 29664—A fem chorus and the Four Aces (coily billed on the label as "Four Guests") sing up a bouncy vocal storm on the catchy standard with nostalgic-type swingy backing. Could catch on big with jukes. (Shapiro-Bernstein, ASCAP)

Hey, There . . . . . 75  
An interesting fox trot instrumental treatment of the "Pajama Game" hit, with a fine dance beat and stand-out piano work. Good jockey and juke wax. (Frank, ASCAP)

DINAH WASHINGTON  
I Concentrate on You . . . . . 79

MERCURY 70694—Rich, sensuous thrushing in the inimitable style of Dinah Washington on the fine oldie. A sure-fire jockey favorite. (Crawford, ASCAP)

Not Without You . . . . . 76  
An ear-caressing, tasty interpretation of a sultry ballad with effective lyrics. (Admont, ASCAP)

SAMMY DAVIS JR.  
It's Bigger Than You and Me . . . . . 78

DECCA 29649—A sock performance by Sammy Davis Jr. on a relaxed, showmanly rhythm-ballad from the new Columbia musical version of "My Sister Eileen." Plenty of plays in store for this one, both on the basis of strong movie promotion and Davis' personal popularity. (Columbia Pictures, ASCAP)

Back Track! . . . . . 78  
An infectious beat and a hard-drivin', exuberant reading by Davis makes this fast-moving love song an exciting wax entry. (Duchess, BMI)

THE MARINERS  
I Love You Fair Dinkum  
(Dinky Di I Do) . . . . . 78

CADENCE 1272—The Mariners belt out a bright novelty with interesting lyrics based on Australian slang. The boys' first Cadence release has a zingy tempo, which should strike play-dirt on the boxes and with the jocks.

Steamboat River Ball . . . . . 76  
The ex-Godfrey group romps thru a lively rhythm tune with a bouncy, old-fashion beat. Solid juke wax, with strong nostalgic appeal.

PAUL WESTON ORK  
A Chance at Love . . . . . 77

COLUMBIA 40561—A lush, listenable treatment of a lovely ballad, with a creamy-smooth vocal midway thru the platter by Bernadine Read. The tune was introduced as the theme on CBS-TV's "Studio One" drama Monday (29), which could help. (Feist, ASCAP)

Nice Work if You Can Get It . . . . . 75  
A tasteful instrumental treatment of the great old Gershwin standard. Ideal deejay programming fodder. (Gershwin, ASCAP)

THE PEPPERMINTS  
Shuf-A-Lin' Shoes . . . . . 77

MERCURY 70681—This contest-winning girl group should have a bright future, and this contagious material should help them along. The side deserves plenty of spins. (Columbia, BMI)

Be a Little Delicate, Hey . . . . . 74  
Another cute novelty, with a bouncy rhythm. Should get spins. (Weiss & Barry, BMI)

(Continued on page 42)

This Weeks  
Best Buys!  
SMILEY  
LEWIS

# HEAR YOU ROCKIN'

#5356

Imperial Records

6425 Hollywood Blvd.  
Hollywood 28, Calif.

A  
Smash!  
FATS  
DOMINO

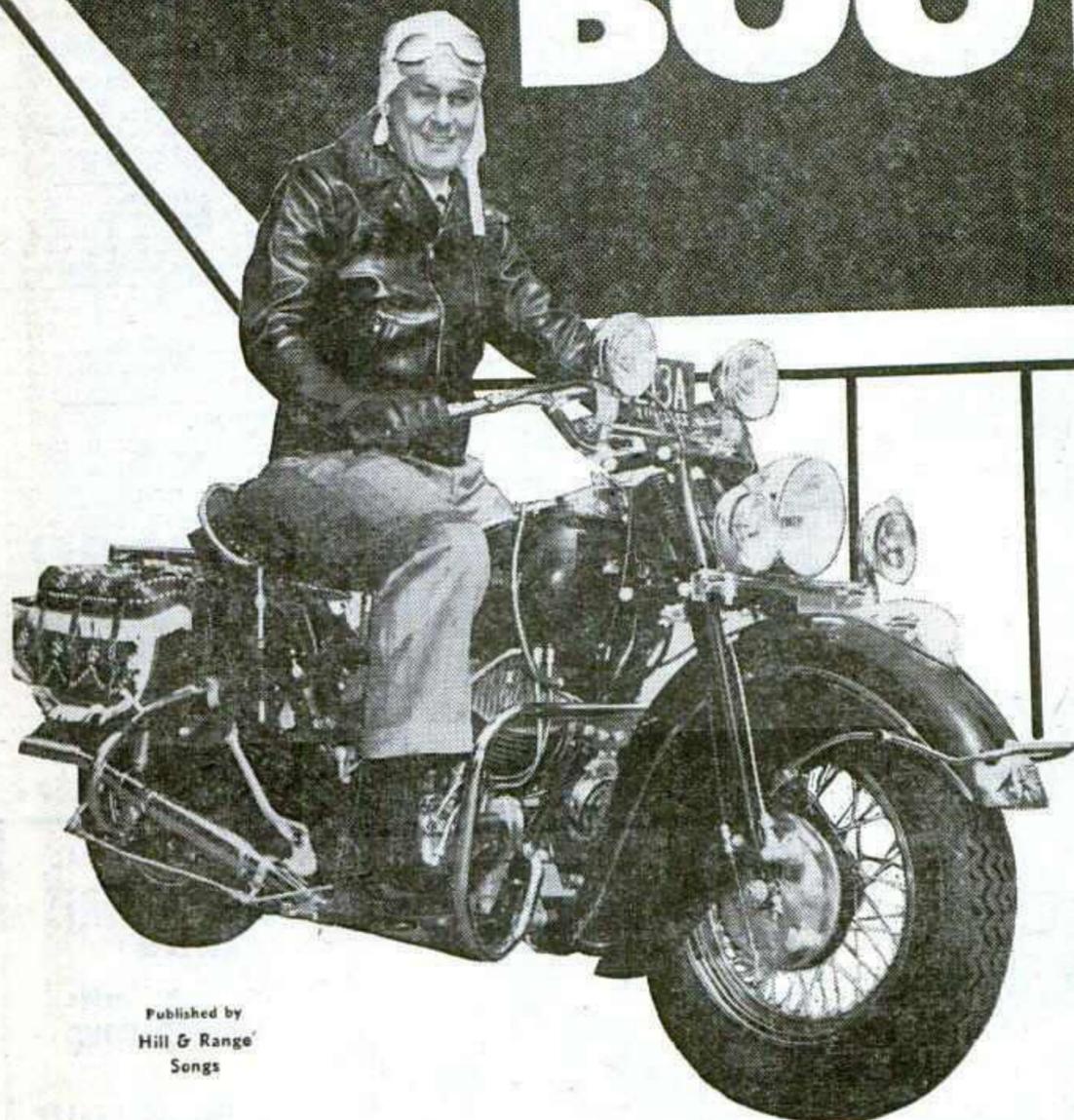
# BY MYSSELF

#5357

Imperial Records

6425 Hollywood Blvd.  
Hollywood 28, Calif.

# BLACK DENIM TROUSERS AND MOTORCYCLE BOOTS



RCA 20/17 6260

**JUST  
RECORDED —  
JUST  
RELEASED  
ON**

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



**BY**

# VAUGHN MONROE

Published by  
Hill & Range  
Songs

# Lola Gets A Hit!

# LOLA DEE

Sings

## "PAPER ROSES"

COUPLED WITH

"ONLY YOU"  
WING 90015



# A Great New Voice! BOB ANDERSON

"What's The Difference  
WHAT THEY  
SAY"

COUPLED WITH

"UNDERSTAND"  
WING 90025



# WING RECORDS

A SUBSIDIARY OF MERCURY RECORD CORP.

## The Billboard Music Popularity Charts POPULAR RECORDS!

### • Reviews of New Pop Records

• Continued from page 49

#### CHUCK MILLER

**Hawk-Eye** ..... 77  
MERCURY 70697 — Another contender for the loot on this lively tune. It's a solid vocal, with a boogie beat in the arrangement, a la "House of Blue Lights." (Showcase, BMI)  
**Something to Live For**....73  
This side's a ballad, rendered with a rhythmic arrangement. (Robbins, ASCAP)

#### STEVE LAWRENCE

**My Impression of Janie**.....76  
CORAL 61486—Lawrence is singing better than ever, and this lovely ballad (by Minnicci, who also clefted "Domani") is an ideal showcase for his smooth, romantic warbling style. Deejays should give it a ride. (Montauk, BMI)  
**Open Up the Gates of Mercy**....75  
A strong, sincere reading of a moving love song with a semi-sacred melody line and pacing. (Tee Kaye, ASCAP)

#### EARTHA KITT

**Sho-Jo-Ji (The Hungry Raccoon)** .....76  
VICTOR 6245 — The exotic canary wraps up a cute Walt Disney tune in a saucy Japanese dialect. Once Disney starts plugging the tune on TV, this disk could catch on big as a kiddie item, as well as in the pop field. (Disney, ASCAP)  
**Nobody Taught Me**....74  
Miss Kitt purrs seductively on an okay blues with knowing lyrics. A plus for the platter is a special sleeve, highlighting Eartha Kitt's career in comic-strip style. (Feather, ASCAP)

#### BEASLEY SMITH ORK

**Goodnight, Sweet Dreams** .....76  
DOT 15410 — The Gordon Jenkins waxing of this folksy tune is showing some action; so this version should grab off some plays on the strength of the material. A vocal chorus sings pleasantly, and backing is leisurely paced and enjoyable. (Rogers, ASCAP)  
**Parisian Rag (Fleur de Papillon)** .....70  
A gallic-flavored instrumental with an infectious ragtime beat. (Biem)

#### KEN CARSON

**Hawk-Eye** .....75  
MEDIA 1015—Still another entrant on this flashy ditty. Carson's lively chanting is backed by a bright arrangement. (Showcase, BMI)  
**I've Been Working on the Railroad**....75  
The old melody gets a fine performance here. Carson's vocal is supported by a chanting chorus. It's done in stirring march tempo, gang-sing fashion. Has a good chance.

#### JOANNE WHEATLEY AND HAL

**As Long as I Live** .....75  
KAPP 122 — The canary and her husband Hal Kanner blend vocally on a moving theme with appealing lyrics. The simple sincerity of the vocal duo is highly effective. The couple formerly chipped with Fred Waring. (Barclay, BMI)  
**Summer Storm**....74  
An attractive reading by Joanne Wheatley of a dramatic ditty, with effective backing, highlighted by instrumental reproduction of a storm. Unfortunately, the intricate backing sometimes overwhelms the vocal performance. (Burke & Van Heusen, ASCAP)

#### BRAD MARRO

**Heart of Gold** .....75  
ABBOTT 3010—The film tune, which has already been done on other wax, gets a forthright vocal by Marro, likely to get good exposure. (HR, ASCAP)  
**A Man Can Only Fly So High**....74  
Folk-flavored material, with a flashy and at times philosophical lyric. Some deejays will like Brad Marro's intense vocal. (Farmer, ASCAP)

#### PEARL BAILEY

**He May Be Your Man but He Comes to See Me** .....75  
CORAL 61487—A highly suitable slice of material for the lusty-voiced

thrush. The oldie, as she does should stimulate many of the recalcitrant Bailey fans. (Lincoln, ASCA)  
**I Ain't Got Nobody (And Nobody Cares for Me)**....67  
This tune, especially as sung by thrush in her sometimes old-time vaude style, harks back to a long gone day. It's not alluring as a singles entry. (Vogel and Mayfair, ASCAP)

#### THE CHAPPAQUA HIGH SCHOOL KIX

**A Happy Song** .....76  
CORAL 61488—A rousing tune, by an Egyptian clefter, has been turned into an appealing gang-sing affair. The youngsters have a refreshing air of informality. Disk is a good change of pace from much of the slick, stylized spin fare now extant. (Ludlow, BMI)  
**Sweet Leontine**....72  
A rhythmic Creole-style ditty is chanted with flavor by soloist Stuart Foster, along with the charming, energetic teen-age chorus, directed by Jimmy Leyden. (Essex, ASCAP)

#### KITTY KALLEN

**Come Spring** .....76  
DECCA 29663—A very pretty new ballad gets an affectionate reading by the thrush. The material will require great plug effort, however. (Planetary, ASCAP)  
**Only Forever**....72  
A sweet, sensitive rendition, of the one-time hit. Miss Kallen's many deejay friends should find plenty of use for it. (Joy, ASCAP)

#### MARY KAYE TRIO

**Mad About the Boys**.....76  
DECCA 29622 — With exciting fast rhythm backing, a la Peggy Lee's "Lover," Miss Kaye makes the Noel Coward item into an interesting entry. Should get plenty of plays, tho its best sale ultimately may be in an LP or EP. (Chappell, ASCAP)  
**My Funny Valentine**....70  
The umpteenth disk of the once obscure Rodgers and Hart tune is truly listenable thanks to Miss Kaye's smart vocal, but today this fare is more salable in a package. Jocks should like it. (Chappell, ASCAP)

#### LOU MONTE

**King of the River**.....73  
VICTOR 6246—Another "Disneyland" entry, with the Paul Bunyon-Davy Crockett type lore. Young "Disneyland" followers could cotton to this.  
**Yaller Yaller Gold**....72  
A right catchy folk-type tune from the "Disneyland" TV series. It's a verse-and-refrain item which could catch hold the public's fancy. (Wonderland, BMI)

#### LAURIE JOHNSON ORK

**Song of the Pearl Fishers** .....73  
M-G-M 12069—This, of course, is the noted classical aria. This instrumental arrangement features mandolins at the beginning and lush violins throughout. (Picadilly, BMI)  
**Letter to Virginia**....73  
Instrumental. The piece has a romantic melody, and it's arranged nicely. Good for mood programming. (Good, ASCAP)

#### THE COMMANDERS

**Birmin'ham** .....73  
DECCA 29652—The Dave Lambert Singers give out with enthusiasm and a lively beat on a swiny ditty from Rosalind Russell's new musical movie, "The Girl Rush." Extensive promotion behind the film and a good performance assure the disk of a gratifying amount of spins on the deejay circuit. (Saunders, ASCAP)  
**A Dixie Flyer**....72  
A bright, danceable instrumental fox trot with a solid beat and considerable juke appeal. (Englewood, BMI)

#### THE CHANTERS

**Lonesome Me** .....71  
KEM 2740—This bluesy side, featuring chanter Tabby Calvin, has style. Jazz aficionados are likely to dig this. (Markwood, ASCAP)

(Continued on page 43)



NEW SENSATIONAL  
**BERNIE ROBERTS**  
RELEASE

Outstanding Version  
**PRETTY RED WING**  
and  
**AT THE SPRING WALTZ**

PAGEANT RECORD NO. 701

STILL GOING STRONG

OVER THREE HILLS and DRIFTING & DREAMING

DISTRIBUTORS WANTED OUTSIDE WIS.

DISC JOCKEYS, SEND FOR FREE SAMPLES. WATCH FOR FUTURE RELEASES.

PAGEANT RECORDS

JUNEAU, WIS.

# The Billboard Music Popularity Charts POPULAR RECORDS

## • Reviews of New Pop Records

• Continued from page 42

**The Golden Apples...70**

Good material—folk and country in type—with a pleasant melodic line. The warm chanting features Sheri Barton. Nice for deejays. (Markwood, ASCAP)

**THE MARION SISTERS**

**Two Thirds of the Tennessee River...71**  
M-G-M 12070—The pretty melody—a three-beat ditty—is chanted tastefully. (Planetary, ASCAP)

**Baby Me...70**

The oldie is chanted by the Sisters to a smart backing featuring guitar. (ABC, ASCAP)

**CLAIRE HOGAN**

**Gone and Forgotten...71**  
M-G-M 12061—The one-time Jimmy Dorsey thrush chants a piece of smart material here and turns out a fine job. Watch it. (Mecca, ASCAP)

**I Don't Know—I Don't Care...69**

The material is not as attractive as the flip, but the thrush has plenty of style. (Leeds, ASCAP)

**THE THREE DONS AND DEENA**

**Take Me Back in Your Arms...71**  
CORAL 61492—A marked, almost martial, rhythm effectively sets off this pleasant pleader. (Simon, BMI)

**Why Did You Kiss Me?...67**

The quartet gives a competent rendition of a run-of-the-mill cornball waltz. (Blue River, BMI)

**OSCAR KAPUTT**

**Sugar on the Applesauce...71**  
MERCURY 70690—A polka novelty, with German dialect, this has a different sort of lively charm which should get good Midwestern action. (Pure, BMI)

**When We Sing Together...64**

This is supposed to be a gang-sing in which the director gets by-passed, despite heavily accented protestations. The comedy doesn't come off. (Pure, BMI)

**LES BROWN ORK-MODERNAIRES**

**The Milkman's Matinee...70**  
CORAL 61490—Here's a new version of the swiny item which has been the long-time theme of WNEW's all-night show and probably lots of others thruout the land. The modernaires cut the original with Glenn Miller, too. (Mayfair, ASCAP)

**Wake Up the Place...68**

A familiar hunk of Americana is the basis for this swiny little ditty, warbled with charm by the Modernaires. Should get fair air play. (Klive, BMI)

**THE ENCORES**

**Happy Little Lovers...65**  
M-G-M 12067—The group chants a novelty which attempts to be sprightly. (Newman, ASCAP)

**Sabre Dance...65**

Katchaturian would be right to resent the addition of lyrics to his melody. (Leeds, ASCAP)

**RUTH WALTERS**

**Put a Nickel in the Jukebox...62**  
Monarch 3008—What if it's a box with 10-cent plays? At any rate, the thrush sings nicely on this face.  
**Heaven Ain't Your Destination...56**  
An energetic, but unlikely issue.

**SEXTET FROM HUNGER**

**What Kind of Sweetheart Are You?...60**  
MONTE CARLO 001—Dottie O'Brien is the vocalist on this ragtime ditty. Lively, but routine. (Koss, BMI)

**Bo-Do-Do-Dee-O Daddy...60**

A similar effort by Miss O'Brien and the Dixie-styled six. (Koss, BMI)

## • Other Records Released This Week

### Popular

- Autumn Leaves; Finger-Snappin'—Maynard Ferguson Octet, Mercury 70686
- Ballads, Boogie and Blues; For Favor (Please)—The Nocturnes, M-G-M 12057
- Come and Get It; I Want You to Be My Baby—Louis Jordan Ork, Decca 29655
- Hornet's Nest; Rose of Tangler—The Bu Bu Turner Group, Fortune 823
- Learning to Love; Lonesome Road—Jean Dinning, Essex 401
- Life Is Just a Bowl of Cherries; Just a Gigolo—Jay P. Morgan, Decca 29611
- Miami Beach Rhumba; The Firehouse Polka—Louie Bashell Ork, Victor 6330
- Shuf-a-Lin' Shoes; Be a Little Delicate, Hey—The Peppermints, Mercury 70681
- Tall Teller of Tall Tales; The Band Played On—The Happy Harts, Kapp 120
- The Banjo Rock; You Gotta Go—Mike Pedicin Quintet, Victor 6235
- The Blue Sioux City Five; Oh, Didn't He Ramble—Poppa John Gordy and His Dixielanders, Victor 6240
- The Music Goes 'Round and 'Round; Just Because—Jules Herman Ork, North Star 2014
- Where Ya Gone Baby?; Rock Candy—Ronnie Aldrich and the Squadronaires, London 1595
- Yes, We Have No Bananas; That Old Gang of Mine—Lou Brownie, Wing 90022
- You Are the One; Tears, Tears, Tears—Tommy Prisco, President 1000

### Country & Western

- Cincinnati Rag; Red Apple Rag—Buck Ryan, Mercury 70670
- Cold, Cold Ways; Some How—Shelly Lee Alley, Jet 1916
- Darlin', I Love You; You Broke My Heart—Ann and Tommy, Jet 1917
- Girl From Nowhere; I'm a Hillbilly at Heart—Gene Dunn, Fox 403
- I'm Gonna Roll and Rock; Foolish Me—Eddie Zack and Cousin Richie, Columbia 21441
- The Night Before Xmas, Caramba!; When Davy Crockett Met the San Antonio Rose—Red River Dave, TNT 1017
- We're Not in Love; I Saw You Crying—The Rhythm Ramblers, Hillie 108
- Why Look for Sugar?; You're a Living Doll—Randy Atcher, M-G-M 12058

### Rhythm & Blues

- Annie Met Henry; Keep a Rockin'—The Champions, Chart 602
- I Wish I Was a Catfish; I Believe My Time Ain't Long—Elmore James, Ace 508
- One Monkey Don't Stop No Show; Whole Lotta Shakin' Goin' On—Big Maybelle, Okeh 7060
- The Rocket; Night Life—Jesse Stone, Atco 6051



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PUSHPOP POSTER SHEET NO. 2

**The Best of the****NEWEST TUNES****FOR THE WEEK ENDING—SEPTEMBER 3, 1955**

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **Billboard** Music Popularity Charts***THE LONGEST WALK****I WANT YOU TO BE MY BABY****SAME OLE SATURDAY NIGHT****FAIRY TALE****THE SHIFTING, WHISPERING SANDS****DAY BY DAY****GOODNIGHT, SWEET DREAMS****SUDDENLY THERE'S A VALLEY****HAWK-EYE****HE**



**BOYD BENNETT**  
**SEVENTEEN**  
LITTLE OLD YOU-ALL  
KING 1470

**BOYD BENNETT**  
**MY BOY-FLAT TOP**  
**BANJO ROCK AND ROLL**  
KING 1494

**OTIS WILLIAMS**  
and His New Group  
**GUM DROP**  
SAVE ME, SAVE ME  
DE LUXE 6090

**LITTLE WILLIE JOHN**  
**ALL AROUND THE**  
**WORLD**  
DON'T LEAVE ME, DEAR  
KING 4818

**JACK DUPREE**  
**WALKING THE BLUES**  
DAYBREAK ROCK  
KING 4812



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on  
**Flashback Label**  
with  
**Speakeasy Symphony**

**SUDDENLY**  
**JULIUS LA ROSA**  
**SUDDENLY THERE'S A VALLEY**  
#1270  
**cadence RECORDS**

# VOX JOX

Continued from page 21

a half hour of his own to program on the three-hour show—are Tut Perry, John Cheslo, Paul Oles and Ken Fried.

Lou Tomasi, CJSP, Leamington, Ontario, probably has some irate parents after his scalp as a result of a promotion he engineered for the local Crewcuts fan club. Tomasi had a hair stylist invent a "crew-sa-der cut" coiffure for the fem fan club members, with Mary Anne Parchewski, publicity manager of the club, volunteering to be the first shorn lamb. The club prexy gets the shears next week, and Tomasi hopes jocks will encourage Crewcut fans in other cities to adopt similar hairdos.

**CHANGE OF THEME:** Singing deejay Bill Bennett, WAND, Canton, O., appeared at the sixth annual Nimishillen Grange Fair last week. . . . Sammy David, KALB, Alexandria, La., has moved from KAPK, Minden, La., to KALB, Alexandria, La., where he is handling a 7 p.m. to midnight show on a nightly basis. He and Ted Crays, KRMD, Shreveport, La., collaborate on a plug record-of-the-week promotion, with each station giving a chosen disk 70 spins each week. . . . Tom Estes, formerly with WLSM, Louisville, Miss., has joined WMAG, Forest, Miss., as program director. He also has a regular deejay show and would appreciate receiving new releases.

Music librarian Julie Gosey, WCPO, Cincinnati, visited Manhattan last week on vacation. She reports that WCPO's new staff man, Ken Jones, is "doing a grand job substituting for Roy Dunn, who has been away from the mike due to illness." . . . Jim Allwood, ex-staffer at KGBX, Springfield, Mo., has joined KICK, Springfield, while Dave Hunter, former South Florida spinner, has moved over to

Sound" shows were formerly aired over KOCY, Oklahoma City, and KTLW, Texas City. . . . In addition to his regular deejay duties, Elby Stevens has been appointed record librarian of WTVN, St. Johnsbury, Vt. Stevens says service in general is good, but he's in the market for more kiddie disks for his "Kiddieland" show, which is aired over WTVN and WIKE, Newport, Vt.

Jan Rice has replaced Jan McKnight at WTVN. . . . Blackie Brent has a new morning show tagged "Brooms Away" on WILB, Birmingham. . . . Sam Price, WPMP, Pascagoula, Miss., has started a new program, "Teen-age Record Hop," featuring disks, giveaways and special live performances by visiting artists. . . . Bob Linville, WCOL, Columbus, O., is doing a "first of its kind" three-hour remote from a local driving range with several thousand people attending each Saturday night broadcast.

## 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.

- Unchained Melody—Frank (Frank) Evermore—Kassner (Piccadilly)
- Everywhere—Bron (Mills)
- I Wonder—Macmelodies (Sanson)
- Dreamboat—Leeds (Leeds)
- Learnin' the Blues—Campbell, Connelly (Barton)
- Every Day of My Life—Robbins (Miller)
- Stranger in Paradise—Frank (Frank)
- Where Will the Dimple Be?—Cinephonic (Rogers)
- Stowaway—Morris (Melrose)
- Cherry Pink and Apple Blossom White—Maddox (Chappell)
- Stars Shine in Your Eyes—Maurice (\*)
- You My Love—Dash (\*)
- John and Julie—Toff (Leeds)
- Softly, Softly—Cavendish (Sherwin)
- Don't Worry—Wright (Williams)
- Mama—Macmelodies (Southern)
- Blue Star—Victoria (Young)
- That's How a Love Song Was Born—Chappell (Chappell)
- Under the Bridges of Paris—Southern (Hill & Range)

## Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	—	—
BULLSEYE	—	—	1
CADENCE	1	—	—
CAPITOL	—	1	—
CHESS	—	—	1
COLUMBIA	2	—	—
CORAL	5	—	—
DECCA	8	—	—
DOT	1	—	—
EXCELLENT	—	2	—
FABOR	—	1	—
FEDERAL	—	—	1
HERALD	—	—	1
HICKORY	—	1	—
KAPP	2	—	—
KEM	1	—	—
KING	—	1	2
MEDIA	1	—	—
MERCURY	6	—	—
M-G-M	5	3	—
MONARCH	1	—	—
MONTE CARLO	1	—	—
OKEH	—	—	1
SHOW TIME	—	—	1
SPECIALTY	—	—	2
VICTOR	5	2	—
WING	—	—	1
TOTAL	40	11	11

## Cap Ties In Album With 'Naked Sea'

HOLLYWOOD, Sept. 3. — Capitol Records will release an album of guitar-harmonica music from the score of the RKO film "Naked Sea," with both studio and plattery combining its promotion forces to type the wax.

Music from four sequences of the Allen H. Miner production has been recorded by Laurindo Almeida and George Fields, who also recorded the film sound track. Album is slated for September 19 release, in advance of the premiere showings of the "Naked Sea" early in November.

Capitol meanwhile rushed into release a package of songs by Frank Sinatra to be heard on the upcoming "Our Town" stanza of "Producers' Showcase" on NBC-TV.

## Reviews and Ratings of New Popular Albums

Continued from page 28

kicks, when Cohn and Joe Newman (currently Basie's trumpet soloist) improvise modern figures over it. This music has a common denominator with some of the greatest music-making of the past, and its commercial appeal should overstep some of the usual boundaries.

**TOO MUCH PIANO** .....71  
Dick Marx, Piano, John Frigo, Bass (1-12")  
Brunswick BL 54006

Marx plays good jazz when he plays jazz, but much of his effort here is spent on carefully over-arranged things. Pop piano fanciers should go for the latter, but Marx may lose them when he goes into the Bud Powell stuff. At any rate, there's a lot of talent here, and dealers who push it won't get anybody really upset. In fact, plenty of sales could result. Frigo, the old bass man with the erstwhile Soft Winds Trio, reveals a new facet of his considerable talent: He plays a very competent cocktail-jazz fiddle on two of the standards.

**BASSES LOADED!** .....67  
Milt Hinton, Wendell Marshall, Bull Ruther (1-12")  
Victor LPM 1107

The idea of a 12-inch LP devoted to string bass playing is unlikely to prove appealing except to earnest devotees of the instrument, even tho' virtuoso jazz bass men abound today in remarkable numbers. Each of the three men represented here is thoroughly competent, tho' only Hinton offers truly distinguished and absorbing music. All three, however, have been showcased very neatly in swinging colorful arrangements by Al Cohn, Billy Byers and Manny Albam.

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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • This Week's Best Buys

**IF YOU WERE ME** (Cedarwood, BMI)  
**LOVE, LOVE, LOVE** (Cedarwood & Babb, BMI)—Webb Pierce—Decca 29662

The consistent performance of Pierce in the past makes sales reports on a new disk a foregone conclusion. While this record has been out only a week in most territories, reports unanimously indicate that he has another big one started here that will probably not stop until it reaches the top of the charts. The preferred side a this stage is "If You Were Me," tho Pierce fans are keen on both. A previous Billboard "Spotlight" pick.

**I FORGOT TO REMEMBER TO FORGET** (Hi Lo, BMI)  
**MYSTERY TRAIN** (Hi Lo, BMI)—Elvis Presley—Sun 156

With each release, Presley has been coming more and more quickly to the forefront. His current record has wasted no time in establishing itself. Already it appears on the Memphis and Houston territorial charts. It is also reported selling well in Richmond, Atlanta, Durham, Nashville and Dallas. Both sides are moving, with "I Forgot" currently on top. A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . .

### RECORDS

#### MARTY ROBBINS

Maybellene (Arc, BMI)

This Broken Heart of Mine (Acuff-Rose, BMI)—Columbia 21446—Robbins wraps up a bright bouncy country and western version of the r.&b. hit "Maybellene" in a sock vocal treatment and a great beat. Flip is an effective weeper sung with plenty of feeling and heart. Both sides should grab off considerable play, with "Maybellene" apt to pull the most spins.

#### FERLIN HUSKEY

Dear Mister Brown (Central, BMI)—Capitol 3233—Here's a plaintive, tender vocal on a moving weeper with stand-out lyrics. Theme revolves around Huskey's magnanimous plea for his ex-sweetheart's new fellow, "Mr. Brown," to treat his little girl right of else. Good juke and jockey material. Flip is "I'll Be There for a Lifetime" (Central, BMI).

## • C & W Territorial Best Sellers

For survey week ending August 31

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 Care, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. Yellow Roses, H. Snow, Vic.
4. Cattle Call, E. Arnold, Vic.
5. That Do Make It Nice, E. Arnold, Vic.
6. Making Believe, K. Wells, Dec.

### Charlotte

1. I Don't Care, W. Pierce, Dec.
2. There She Goes, C. Smith, Col.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. All Right, F. Young, Cap.
5. Satisfied Mind, R. & B. Foley, Dec.
6. Satisfied Mind, P. Wagoner, Vic.
7. Cattle Call, E. Arnold, Vic.
8. There She Goes, C. Smith, Col.
9. Blue Guitar, R. Foley, Dec.
10. When I Stop Dreaming, Louvin Brothers, Cap.

### Cincinnati

1. I Don't Care, W. Pierce, Dec.
2. There She Goes, C. Smith, Col.
3. Satisfied Mind, P. Wagoner, Vic.
4. Cattle Call, E. Arnold, Vic.
5. Yellow Roses, H. Snow, Vic.

### Dallas-Fort Worth

1. Satisfied Mind, R. & B. Foley, Dec.
2. I Don't Care, W. Pierce, Dec.
3. There She Goes, C. Smith, Col.
4. Kentuckian Song, E. Arnold, Vic.
5. In the Jailhouse Now, W. Pierce, Dec.

### Houston

1. Just Call Me Lonesome, E. Arnold, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Satisfied Mind, P. Wagoner, Vic.
4. Blue Darlin', J. Newman, Dot

5. That Do Make It Nice, E. Arnold, Vic.
6. Hurry Back Home, C. Walker, Dec.
7. I Forgot to Remember to Forget, E. Presley, Sun
8. Season's of My Heart, G. Jones, Sdy.
9. We're on the Main Line Now, L. Payne, Sdy.
10. So Lovely Baby, Rusty & Doug, Hic.

### Memphis

1. Cry, Cry, Cry, J. Cash, Sun
2. I Forget to Remember to Forget, E. Presley, Sun
3. I Don't Care, W. Pierce, Dec.
4. Satisfied Mind, R. & B. Foley, Dec.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. I Just Dropped in to Say Goodbye, C. Smith, Col.

### Nashville

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. All Right, F. Young, Cap.
4. That Do Make It Nice, E. Arnold, Vic.
5. Satisfied Mind, J. Shepard, Cap.
6. Satisfied Mind, R. & B. Foley, Dec.
7. There's Poison in My Heart, K. Wells, Dec.
8. There She Goes, C. Smith, Col.

### New Orleans

1. Satisfied Mind, P. Wagoner, Vic.
2. Cattle Call, E. Arnold, Vic.
3. I Don't Care, W. Pierce, Dec.
4. Yellow Roses, H. Snow, Vic.
5. All Right, F. Young, Cap.
6. Blue Darlin', J. Newman, Dot
7. There She Goes, C. Smith, Col.
8. Cryin', Prayin', Waitin', Hopin', H. Snow, Vic.
9. I Just Dropped in to Say Goodbye, C. Smith, Col.
10. In the Jailhouse Now #2, J. Rodgers, Vic.

### Richmond, Va.

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. Cattle Call, E. Arnold, Vic.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. Popcorn Song, C. Stone, Cap.
6. So Lovely Baby, Rusty & Doug, Hic.
7. That Do Make It Nice, E. Arnold, Vic.
8. Your Good for Nothing Heart, W. Pierce, Dec.

### St. Louis

1. Satisfied Mind, P. Wagoner, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Baby Let's Play House, E. Presley, Sun
4. Cattle Call, E. Arnold, Vic.
5. In the Jailhouse Now, W. Pierce, Dec.
6. Kentuckian Song, E. Arnold, Vic.

### Denver

Josephine Baker made a week's stay at the Tabor Theater. Gordon MacRae and Gisele MacKenzie were guest artists with the Denver Symphony conducted by Saul Caston. . . . The Continentals pulled good crowds into the Top of the Park, which has a flesh act policy on-again-off-again procedure. . . . Judy Garland is slated for a Denver appearance September 10 under the auspices of the Hugh Hook concert agency.

## • Reviews of New C & W Records

### TEX RITTER

**Gunsnake** . . . . . 79  
CAPITOL 3230—The theme of the popular Western air show, soon to appear as a film, has a properly atmospheric lyric and proper "old-timer" projection by Ritter. It's possible that this, like "High Noon," could develop into a big one pop-wise. (Fiesta, BMI)

**Remember the Alamo** . . . . . 74  
This one's more for the kids who continue to ride the Davy Crockett trails.

### ARTHUR SMITH

**Your Way** . . . . . 75  
M-G-M 12064—There's a solid beat and attractive riff to this side. Arthur Smith and his boys chant it well. Construction-wise, it is straight r.&b. blues material. Good for boxes. (Lynn, BMI)

**Yes, Sir, That's My Baby** . . . . . 73  
The oldie, still pretty, makes a lively instrumental—featuring the currently popular banjo sound. Nice for boxes. (Bourne, ASCAP)

### MARVIN RAINWATER

**Albino (Pink Eyed) Stallion** . . . . . 74  
M-G-M 12071—Rainwater wrote this exciting ditty about a wild supernatural steed, but his platter version of it is a late entry, which may limit its play. Nevertheless, it's a fine performance of an outstanding tune. (Montauk, BMI)

**Sticks and Stones** . . . . . 73  
Warm warbling by Rainwater on another of his songs. It's a gently paced little item, with a philosophical lyric line based on the familiar "but words will never hurt me" retort of childhood. This is the artist's first M-G-M platter. He formerly recorded for Coral. (Montauk, BMI)

### JACK VALENTINE

**Gunsnake** . . . . . 74  
M-G-M 12063—This tune, theme of a film and airshow, is distinctly Western in flavor, rather than country. As chanted by Valentine, it has plenty of mood. (Fiesta, BMI)

**Reckon I'm Homesick** . . . . . 73  
Good song material, with pop as well as a c.&w. appeal, chanted tastefully. (Catawba, ASCAP)

### DIDO ROWLEY

**A Square of Gingham** . . . . . 73  
FABOR 4006—The lyric tells a story neatly. Nice material. (Dandelion, BMI)

**My Little King** . . . . . 73  
Plaintive lullaby-type tune, with attractive sound in Dido Rowley's vocal. (Dandelion, BMI)

### DAVE WOOLUM

**WITH NOAH CRAASE**  
**I Ain't Gonna Let Her Do It Anymore** . . . . . 73  
EXCELLENT 224—A fine mountain-style vocal by Woolum on a catchy, light-hearted hunk of material. Good banjo support too. (Kentucky Folk, BMI)

**Single Girl, Married Girl** . . . . . 68  
In just a few revealing phrases, Woolum draws his sharp comparison, assisted by some outstanding five-string banjo by Craase. A fine item for folk collectors, but perhaps not too commercial.

### PEE WEE KING BAND

**Farewell Blues** . . . . . 72  
VICTOR 6233 — A smooth, saucy instrumental treatment of the Dixie oldie with a solid dancing beat. Good deejay and juke potential. (E. H. Morris, ASCAP)

**Seven Come Eleven** . . . . . 72  
An urban c.&w. instrumental version of the Benny Goodman oldie. Pee Wee King's popular ABC-TV show should hypo counter sales for both these sides. (Regent, BMI)

### CHARLES SIDEBOTTOM

**Your Love Is the Key** . . . . . 72  
EXCELLENT 221—His heart's the lock; her love's the key. Pappy Tipton, the chanter, does the weeper with a sprightly beat. (Peer, BMI)

**Water Over the Dam** . . . . . 71  
Conventional country weeper chanted by Pappy Tipton. (Peer, BMI)

### HOWARD WHITE

**The Steel Guitar Swallow** . . . . . 71  
HICKORY 1032—Virtuoso steel guitar performance. (Acuff-Rose, BMI)

**Rosette** . . . . . 71  
Another example of nice guitar work. (Acuff-Rose, BMI)

### ELTON BRITT

**The Alpine Milkman** . . . . . 71  
VICTOR 6232—This one moves along at a bright, lively pace, with happy warbling and effective yodeling. (Famous, ASCAP)

**Shame** . . . . . 70  
A plaintive reading of a nice weeper with sincere lyric imagery. (Peer, BMI)

### HARVIE JUNE VAN

**I Found Out** . . . . . 70  
KING 1497 — King's teen-age lark sings with warm feeling and pathos on a commendable weeper about a gal who finds out her lover is unfaithful and won't take him back. (Tree, BMI)

**False or True** . . . . . 69  
Personable piping on an okay ballad. Gal vocalizes about giving her boy friend a "true or false" test to see if he's serious or just playing around. (Markay, BMI)

## • Best Sellers in Stores

For survey week ending August 31

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. <b>I DON'T CARE</b> (BMI)—W. Pierce . . . . .	1	11
Your Good for Nothing Heart (BMI)—Dec 29480		
2. <b>SATISFIED MIND</b> (BMI)—P. Wagoner . . . . .	2	16
Itchin' for My Baby (BMI)—Vic 20-6105		
3. <b>CATTLE CALL</b> (ASCAP)—E. Arnold & H. Winterhalter . . . . .	3	12
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
4. <b>JUST CALL ME LONESOME</b> (BMI)—E. Arnold . . . . .	7	4
THAT DO MAKE IT NICE (BMI)—Vic 20-6198		
5. <b>SATISFIED MIND</b> (BMI)—R. & B. Foley . . . . .	5	12
How About Me? (BMI)—Dec 29526		
6. <b>ALL RIGHT</b> (BMI)—F. Young . . . . .	8	6
GO BACK YOU FOOL (BMI)—Cap 3169		
7. <b>SATISFIED MIND</b> (BMI)—J. Shepard . . . . .	4	12
Take Possession—Cap 3118		
8. <b>IN THE JAILHOUSE NOW</b> (BMI)—W. Pierce . . . . .	6	32
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
9. <b>YELLOW ROSES</b> (BMI)—H. Snow . . . . .	11	23
Would You Mind? (ASCAP)—Vic 20-6057		
10. <b>MAKING BELIEVE</b> (BMI)—K. Wells . . . . .	10	27
Whose Shoulder Will You Cry On? (BMI)—Dec 29419		
11. <b>THERE SHE GOES</b> (BMI)—C. Smith . . . . .	9	18
Old Lonesome Times (BMI)—Col 21382		
12. <b>THERE'S POISON IN YOUR HEART</b> (BMI)—K. Wells . . . . .	13	7
I'm in Love With You (BMI)—Dec 29577		
13. <b>CRYIN', PRAYIN', WAITIN', HOPIN'</b> —H. Snow . . . . .	12	8
I'm Glad I Got to See You Once Again (BMI)—Vic 20-6154		
14. <b>MOST OF ALL</b> (BMI)—H. Thompson . . . . .	—	3
Simple Simon (BMI)—Cap 3188		
15. <b>BABY LET'S PLAY HOUSE</b> (BMI)—E. Presley . . . . .	14	9
I'm Left, You're Right, She's Gone (BMI)—Sun 217		

## • Most Played in Juke Boxes

For survey week ending August 31

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. <b>I DON'T CARE</b> (BMI)—W. Pierce . . . . .	1	11
Your Good for Nothing Heart (BMI)—Dec 29480		
2. <b>SATISFIED MIND</b> (BMI)—P. Wagoner . . . . .	2	10
Itchin' for My Baby (BMI)—Vic 20-6105		
3. <b>CATTLE CALL</b> (ASCAP)—E. Arnold & H. Winterhalter . . . . .	3	7
Kentuckian Song (ASCAP)—Vic 20-6139		
4. <b>SATISFIED MIND</b> (BMI)—R. & B. Foley . . . . .	6	10
How About Me? (BMI)—Dec 29526		
5. <b>SATISFIED MIND</b> (BMI)—J. Shepard . . . . .	4	8
Take Possession (BMI)—Cap 3118		
6. <b>YELLOW ROSES</b> (BMI)—H. Snow . . . . .	5	18
Would You Mind (ASCAP)—Vic 20-6057		
7. <b>THAT DO MAKE IT NICE</b> (BMI)—E. Arnold . . . . .	10	2
JUST CALL ME LONESOME (BMI)—Vic 20-6198		
8. <b>MAKING BELIEVE</b> (BMI)—K. Wells . . . . .	8	24
Whose Shoulder Will You Cry On? (BMI)—Dec 29419		
8. <b>ALL RIGHT</b> (BMI)—F. Young . . . . .	—	1
GO BACK YOU FOOL (BMI)—Cap 3169		
10. <b>YONDER COMES A SUCKER</b> (BMI)—J. Reeves . . . . .	9	2
I'M HURTIN' INSIDE (ASCAP)—Vic 20-6200		

## • Most Played by Jockeys

For survey week ending August 31

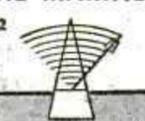
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. <b>I DON'T CARE</b> —W. Pierce . . . . .	1	12
Dec 29480—BMI		
2. <b>SATISFIED MIND</b> —P. Wagoner . . . . .	2	14
Vic 20-6105—BMI		
3. <b>ALL RIGHT</b> —F. Young . . . . .	3	5
Cap 3169—BMI		
4. <b>THAT DO MAKE IT NICE</b> —E. Arnold . . . . .	5	4
Vic 20-6198—BMI		
5. <b>CATTLE CALL</b> —E. Arnold & H. Winterhalter . . . . .	4	9
Vic 20-6139—ASCAP		
6. <b>THERE SHE GOES</b> —C. Smith . . . . .	10	15
Col 21382—BMI		
7. <b>BABY LET'S PLAY HOUSE</b> —E. Presley . . . . .	9	7
Sun 217—BMI		
8. <b>DADDY, YOU KNOW WHAT?</b> —J. Wilson . . . . .	14	7
Mercury 70635—BMI		
9. <b>YELLOW ROSES</b> —H. SNOW . . . . .	7	20
Vic 20-6057—BMI		
10. <b>JUST CALL ME LONESOME</b> —E. Arnold . . . . .	6	2
Vic 20-6198—BMI		
11. <b>MOST OF ALL</b> —H. Thompson . . . . .	—	1
Cap 3188—ASCAP		
12. <b>MAKING BELIEVE</b> —K. Wells . . . . .	11	27
Dec 29419—BMI		
13. <b>WHEN I STOP DREAMING</b> —Louvin Brothers . . . . .	—	1
Cap 3177		
14. <b>BLUE DARLIN'</b> —J. Newman . . . . .	13	8
Dot 1260—BMI		
15. <b>SATISFIED MIND</b> —R. & B. Foley . . . . .	—	9
Dec 29526—BMI		

NOT FAIR DINKUM BUT GREAT!

I LOVE YOU FAIR DINKUM THE MARINERS

#1272



cadence RECORDS

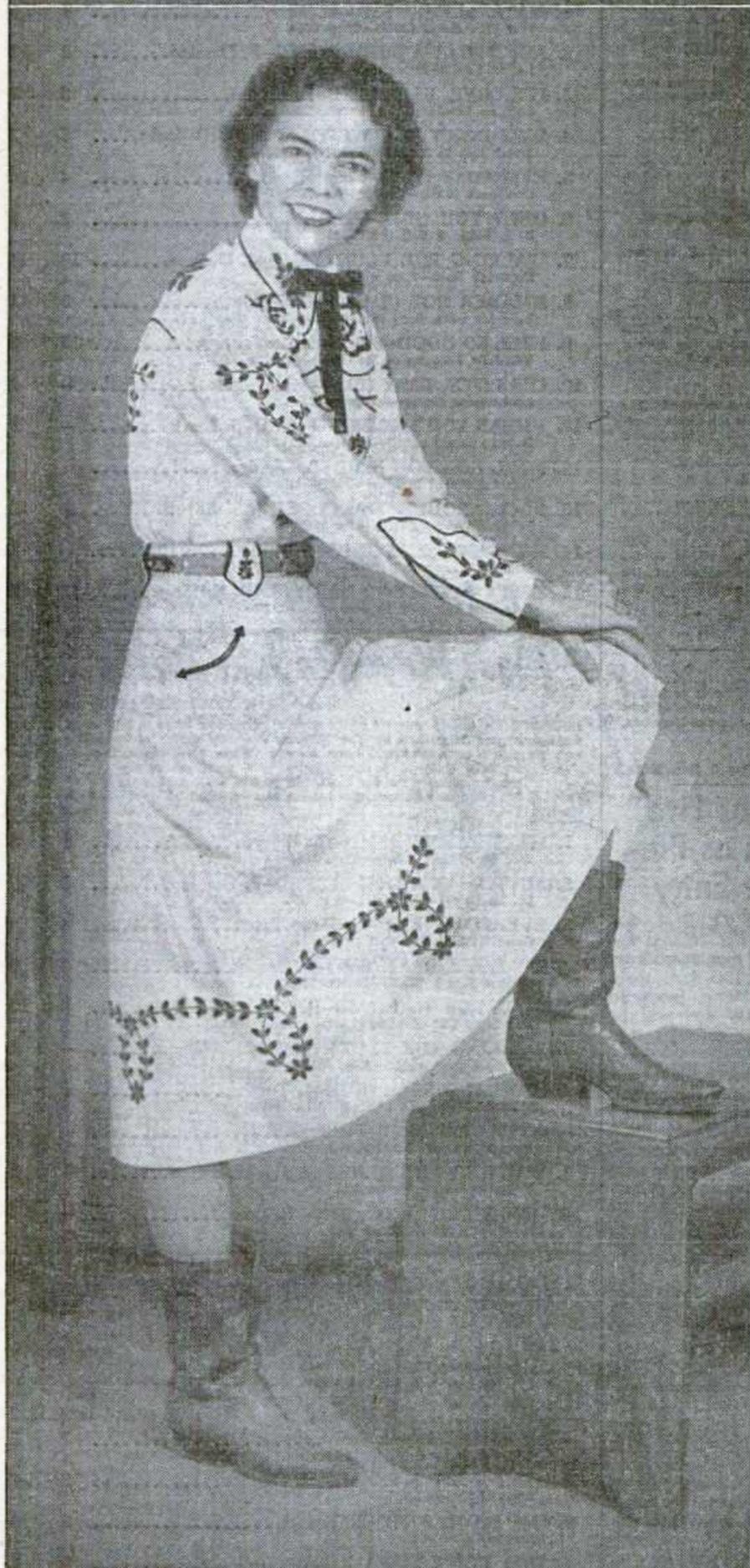
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LEFTY FRIZZELL

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GOLDEN WEST MELODIES, Inc. 6920 Sunset Blvd., Hollywood

*"...her greatest release of all!"*



# CHARLINE ARTHUR

*going Pop and Country with...*

**KISS THE BABY GOODNIGHT  
HONEY BUN**

20/47-6204

RCA VICTOR



*The Sides You've All Waited for...*



# WADE RAY

*grandest since "Ghost Riders"*

**THE ALBINO STALLION  
I'LL KEEP ON BEING A FOOL**

20/47-6219

RCA VICTOR



DOOTONE HAS 5 BIG ONES!

- 1- "EDNA" The Medallions #364
- 2- "ALWAYS & ALWAYS" The Meadowlarks #367
- 3- "REELING & ROCKING" Roy Milton #369
- 4- "WETBACK HOP" Chuck Higgins #370
- NEW RELEASE!  
5- "DON'T TAKE YOUR LOVE" The Calvanes #371

DOOTONE RECORDS

Beautiful Listening THE SENSATIONAL NIGHTINGALES

I'M SERVING THE LORD b/w Go Where Jesus Is Peacock #1739

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

"SPECIAL RELEASE"

Can't Keep From Cryin' Baby, Baby, What's Wrong

EARL GAINES Louis Brooks and His Hi-Toppers EXCELLO 2063

Western trade—order from Monarch in Los Angeles, Calif.

NASHBORO RECORD CO., INC. 177 3RD AVE., N. NASHVILLE 3, TENN. Wire or Phone 42-2215—Shipments also made by Plastic Products, Memphis, Tenn.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

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We can help you CARRY THE BALL to big, new FALL PROFITS... with



This is the big Dealer Issue of the fall for you. The nation's top record and phono dealers have learned to look for it every year. Why...? Because it's packed with tested promotion, selling and merchandising ideas they use to sell more records and phonographs in the year's biggest selling period. It adds up to More Dealers—Extra Help for their selling efforts—Extra Selling Power for your ad...

Yet low, regular-issue ad rates apply!

ISSUE DATED OCTOBER 1 | ADVERTISING DEADLINE SEPTEMBER 22 Call or Write Your Billboard Man TODAY!

The Billboard Music Popularity Charts

Reviews of New R & B Records

MOONGLOWS In Love...82 CHESS 1605—Tricky phrasing and a strong beat characterize this promising blues-ballad rendition. Could click. (Arc, BMD) Starlite...78 Tho this r.&b. ballad is quite routine, the group projects it with great feeling, behind a strong lead voice. (Arc, BMD) FAYE ADAMS Same Ole Me...79 HERALD 462—Miss Adams' potent pipes add great weight to this blues-ballad. Should get some action, tho the thrush has had stronger entries. (Monument, BMI) No Way Out...74 With rich, almost religious fervor, the fine thrush gets all that can be gotten from some slim material. (Angel, BMI) THE EMPIRES I Want to Know...78 WING 90023—A poignant delivery of a plaintive weeper with a big-spin potential. (Munson, BMI) Shirley...77 Wing's new group whips up an exuberant treatment of a fast-moving rhythm-novelty with a good beat and faintly suggestive lyrics. (Munson, BMI) THE CHIMES Tears on My Pillow...74 SPECIALTY 555—A strong reading by the boys on an effective weeper with moving lyrics. (Venice, BMI) Zindy Lou...73 A catchy rhythm item that moves right along, with a personable warbling stint by the chimers. (American, BMI) BUBBER JOHNSON There'll Be No One...74 KING 4822—Johnson belts out a side with a persuasive lilt here. It's taste-

ful material, too. (Jay Cee, BMD) Come Home...70 Johnson chants a ballad on this side, with a "fancy schmancy" philosophical lyric. (Jay & Cee, BMI) THE FEATHERS Love Only You...74 SHOW TIME 1021—A standard group r.&b. ballad type, competently rendered. (Golden State, BMI) Crashing the Party...66 An up-tempo novelty, this one is too ragged to register. (Golden State, BMI) THE SHEIKS So Fine...73 FEDERAL 12237—His baby, that is. She also drives him out of his mind. Routine blues material, well chanted. A relaxed side. (Gallo-Otis, BMI) Sentimental Heart...70 This side is a slow ballad. Routine. (Gallo-Otis, BMI) LORRAINE ELLIS Piano-Player-Play-a-Tune...72 BULLSEYE 100—Lorraine Ellis chants a sad love story. She does it with plenty of style and warmth. (Republic, BMI) Perfidia...71 This side is not well recorded. The high-pitched voice of the thrush, however, is effective with this noted Latin tune. (Peer, BMI) RED SAUNDERS ORK Hey, Bartender...71 OKEH 7061—These Chicago sides were cut several years ago when Joe Williams, the new vocal rage with Count Basie, was a member of the Saunders crew. New fans of the warbler may want to pick up this coupling. (Spa, BMI) Mistreatin' Woman Blues...68 As above. (Langley, BMI) DOC BAGBY QUARTET I Want a Little Girl...69 KING 4823—The oldie is performed as an instrumental, slow-paced and with good sound. (Shapiro-Bernstein, ASCAP) Soft One...69 Same comment. (Jay & Cee, BMI)

Fantasy Has Five Jazz Reels as Pre-Tape M'kt Entry

SAN FRANCISCO, Sept. 3.—Fantasy Records has entered the pre-recorded tape market with an initial release of five jazz reels. The tapes are being produced directly by Fantasy and will be marketed thru the diskery's own distributors. Price of the five-inch, dual-track reels is \$5.95. Among the current items converted from the Fantasy catalog are Dave Brubeck's "Jazz at Oberlin" and "Jazz at the College of Pacific," in addition to reels featuring Paul Desmond, Gerry Mulligan and Cal Tjader.

RHYTHM & BLUES RECORDS

Best Sellers in Stores

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 R&B records for the week ending August 31.

Most Played in Juke Boxes

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 R&B records for juke boxes for the week ending August 31.

Most Played by Jockeys

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 R&B records for jockey radio for the week ending August 31.

**SAVOY SAVOY**  
 Another 2-SIDED SMASH!  
 PICKED BY BILLBOARD and  
 CASHBOX  
**NAPPY BROWN** Savoy 1167  
 "Well, Well, Well, Baby-La"  
 "Just a Little Love"  
 Bigger than "Piddily" and  
 "Don't Be Angry"  
 Watch Next Issue for  
 Our September Releases!  
**SAVOY** RECORD CO  
 58 MARKET ST  
 NEWARK, N. J.

THIS IS  
 THE **BIG ONE**  
**NIP SIP**  
 by  
 THE CLOVERS  
 Atlantic 1073  
**Atlantic** RECORDING  
 CORP.  
 214 WEST 54th STREET  
 NEW YORK 19, N. Y.

The Billboard Picks!  
**B. B. KING**  
**TEN LONG YEARS**  
 RPM #437  
**RPM** RECORDS  
 5317 W. Washington Blvd. • Culver City, Calif.

**SMASH HIT!!**  
 #6 on Al Jarvis Survey—  
 after only 2 weeks on the air!  
**"DEATH OF AN ANGEL"**  
 Flip #306  
**FLIP RECORDS, INC.**  
 618 So. Ridgeley Dr., L. A. 36, Calif.  
 Phone: WE 4-4033

Admen of every kind  
 Endorse The Billboard as a  
**TOP SELLING FORCE**

The Billboard Music Popularity Charts  
**RHYTHM & BLUES RECORDS**

**This Week's Best Buys**

**HAND CLAPPIN'** (Brent, BMI)—Red Prysock—Mercury 70674  
 The sensation of the week in the rhythm and blues field has been the way this disk zoomed off in several Eastern cities. These included Boston, New York and Philadelphia and quickly sparked fire in Cleveland, Detroit, Buffalo, Pittsburgh and several Southern territories as well. Flip is "Shoe String" (Brent, BMI). A previous Billboard "Spotlight" pick.

**Review Spotlight on . . .**

- RECORDS**
- THE SPANIELS**  
**Painted Picture** (Tollie-Tawny, BMI)—Vee Jay 154—A moving reading of a lovely ballad with excellent lyrics and soft, relaxed pacing. The lead singer's sensitive piping and delicate phrasing are particularly outstanding. Flip is "Hey Sister Lizzie" (Tollie, BMI).
- EARL KING**  
**I Get So Happy** (Jay & Cee, BMI)—King 4824—King vocalizes with energetic charm and drive on a brightly paced, happy rocker with an infectious beat. Great play-potential for jocks and jukes. Flip is "Someone Who Cares" (Wemar, BMI).
- MOONGLOWS**  
**Starlite** (Arc, BMI)  
**In Love** (Arc, BMI)—Chess 1605—The boys come thru with showmanly vocal performances on two fine songs. "Starlite" is dreamy ballad with a poignant warbling stint by the group's lead singer. "In Love" is a delightful rhythm-ballad, highlighted by a fascinating phrasing gimmick on the title. The platter has a bright future.

**R & B Territorial Best Sellers**

- For survey week ending August 31  
 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.
- |  |   |
|--|---|
| <p><b>Atlanta</b></p> <ol style="list-style-type: none"> <li>1. Maybellene, C. Berry, Chs.</li> <li>2. Ain't That a Shame, Fats Domino, Imp.</li> <li>3. Hide and Seek, J. Turner, Atl.</li> <li>4. Ain't That a Shame, P. Boone, Dot</li> <li>5. Don't Take It So Hard, E. King, Kng.</li> <li>6. I Hear You Knocking, S. Lewis, Imp.</li> <li>7. Walking the Blues, J. Dupree, Kng.</li> <li>8. Why Don't You Write Me? Jacks, RPM</li> <li>9. It's Love, Baby, L. Brooks, Exc.</li> <li>10. Those Lonely, Lonely Nights, J. Watson, RPM.</li> </ol> | <p><b>Chicago</b></p> <ol style="list-style-type: none"> <li>1. Walking the Blues, J. Dupree, Kng.</li> <li>2. It's My Life, Baby, B. B. Bland, Duk.</li> <li>3. It's Love Baby, L. Brooks, Exc.</li> <li>4. Maybellene, C. Berry, Chs.</li> <li>5. Fool for You, R. Charles, Atl.</li> </ol>   |
| <p><b>Charlotte</b></p> <ol style="list-style-type: none"> <li>1. Maybellene, C. Berry, Chs.</li> <li>2. Ain't That a Shame, Fats Domino, Imp.</li> <li>3. Why Don't You Write Me? Jacks, RPM</li> <li>4. I Hear You Knocking, S. Lewis, Imp.</li> <li>5. Everyday, C. Basic, Clf.</li> <li>6. Feel So Good, Shirley &amp; Lee, Ala.</li> <li>7. Rock Around the Clock, B. Haley, Dec.</li> <li>8. Don't Take It So Hard, E. King, Kng.</li> <li>9. Only You, Platters, Mer.</li> </ol>  | <p><b>Cincinnati</b></p> <ol style="list-style-type: none"> <li>1. Why Don't You Write Me? Jacks, RPM.</li> <li>2. It's Love Baby, L. Brooks, Exc.</li> <li>3. Ain't That a Shame, F. Domino, Imp.</li> <li>4. Everyday, C. Basic, Clf.</li> <li>5. Maybellene, C. Berry, Chs.</li> <li>6. Fool for You, R. Charles, Atl.</li> </ol>  |
| <p><b>Detroit</b></p> <ol style="list-style-type: none"> <li>1. Maybellene, C. Berry, Chs.</li> <li>2. Gum Drop, O. Williams, Del.</li> <li>3. Everyday, C. Basic, Clf.</li> <li>4. Ain't That a Shame, F. Domino, Imp.</li> <li>5. It's Love Baby, L. Brooks, Exc.</li> <li>6. Walking the Blues, J. Dupree, Kng.</li> <li>7. It's Love Baby, Midnighters, Fed.</li> </ol>  | <p><b>Los Angeles</b></p> <ol style="list-style-type: none"> <li>1. It's Love Baby, L. Brooks, Exc.</li> <li>2. Maybellene, C. Berry, Chs.</li> <li>3. Only You, Platters, Mer.</li> <li>4. Walking the Blues, J. Dupree, Kng.</li> <li>5. Soldier Boy, Four Fellows, Gly.</li> <li>6. Ain't That a Shame, F. Domino, Imp.</li> <li>7. Emily, Turks, Mon.</li> <li>8. All by Myself, F. Domino, Imp.</li> <li>9. Everyday, C. Basic, Clf.</li> <li>10. I Hear You Knocking, S. Lewis, Imp.</li> </ol> |
| <p><b>New Orleans</b></p> <ol style="list-style-type: none"> <li>1. Maybellene, C. Berry, Chs.</li> <li>2. All by Myself, F. Domino, Imp.</li> <li>3. Those Lonely, Lonely Nights, E. King, Ace</li> <li>4. Soldier Boy, Four Fellows, Gly.</li> <li>5. Walking the Blues, J. Dupree, Kng.</li> <li>6. I Hear You Knocking, S. Lewis, Imp.</li> <li>7. All Around the World, Little Willie John, Kng.</li> <li>8. Ain't That a Shame, F. Domino, Imp.</li> <li>9. Hide and Seek, J. Turner, Atl.</li> <li>10. Only You, Platters, Mer.</li> </ol>      | <p><b>New York</b></p> <ol style="list-style-type: none"> <li>1. Maybellene, C. Berry, Chs.</li> <li>2. Why Don't You Write Me? Jacks, RPM</li> <li>3. Everyday, C. Basic, Clf.</li> <li>4. Only You, Platters, Mer.</li> <li>5. Story Untold, Nutmegs, Her.</li> <li>6. Ship of Love, Nutmegs, Her.</li> <li>7. Seventeen, B. Bennett, Kng.</li> <li>8. Painted Picture, Spaniels, VJ.</li> <li>9. Life Is But a Dream, Harptones, Pds.</li> </ol>   |
| <p><b>Philadelphia</b></p> <ol style="list-style-type: none"> <li>1. Feel So Good, Shirley &amp; Lee, Ala.</li> <li>2. It's Love Baby, L. Brooks, Exc.</li> <li>3. I Hear Those Bells, D. Washington, Mer.</li> <li>4. Maybellene, C. Berry, Chs.</li> <li>5. Why Don't You Write Me? Jacks, RPM</li> <li>6. Everyday, C. Basic, Clf.</li> <li>7. Ain't That a Shame, F. Domino, Imp.</li> <li>8. God Gave Me You, R. Berry, Fla.</li> <li>9. Painted Picture, Spaniels, VJ.</li> </ol>  | <p><b>St. Louis</b></p> <ol style="list-style-type: none"> <li>1. Maybellene, C. Berry, Chs.</li> <li>2. It's Love Baby, L. Brooks, Exc.</li> <li>3. Everyday, C. Basic, Clf.</li> <li>4. Why Don't You Write Me? Jacks, RPM</li> <li>5. At My Front Door, Eldorados, VJ</li> <li>6. Soldier Boy, Four Fellows, Gly.</li> <li>7. Life Is But a Dream, Harptones, Pds.</li> <li>8. Fool for You, R. Charles, Atl.</li> </ol>   |
| <p><b>Washington, D. C.</b></p> <ol style="list-style-type: none"> <li>1. Maybellene, C. Berry, Chs.</li> <li>2. Feel So Good, Shirley &amp; Lee, Ala.</li> <li>3. Ain't That a Shame, F. Domino, Imp.</li> <li>4. Seventeen, B. Bennett, Kng.</li> <li>5. Only You, Platters, Mer.</li> <li>6. Fool for You, R. Charles, Atl.</li> <li>7. Ain't That a Shame, P. Boone, Dot</li> <li>8. It's Love Baby, L. Brooks, Exc.</li> </ol>  | <p><b>Vee-Jay 154</b><br/> <b>"YOU PAINTED PICTURES"</b><br/>             b/w<br/> <b>"HEY, SISTER LIZZIE"</b><br/>             by<br/> <b>The Spaniels</b></p>   |

**Rec-Cards Bows Greeting Disks**

**HOLLYWOOD, Sept. 3.**—Greeting card records designed for children and set to retail at \$1 are scheduled to make their bow in chain and department stores throughout the nation this month. Product is being released by Rec-Cards, Inc., headed by Edwin Delaney, president; Don Rave, secretary-treasurer, and Bill Nichols, sales manager.  
 Disks are six-inch, 78 r.p.m. polystyrene and are enclosed within the greeting card. Present plans call for distribution thru greeting card representatives only, tho record distributors are expected to be added soon. First six releases are birthday greetings for children, with future releases for all occasions to be made for adults as well. Wire display racks are being made available to the trade.

**Hwd. Palladium Sets Name Sked**

**HOLLYWOOD, Sept. 3.**—The Hollywood Palladium has abandoned the idea of using a house band, for the time being at any rate, with the announcement of the booking of the Jerry Gray ork beginning September 14.  
 Sterling Way, managing director of the Palladium, also announced the booking of the Perez Prado ork for three weeks starting September 28, and the Harry James ork for three frames, starting November 9. Other name bands will be used to round out a full schedule thru the Christmas holidays, during which the Palladium traditionally uses a local band for private-party dates.

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**NATURALITY**  
 #5362  
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 6425 Hollywood Blvd.  
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**GROOVE IS HOT!**  
 A PRODUCT OF THE RADIO CORPORATION OF AMERICA

The Original With . . . The Exciting NEW Hit!!  
**COME BACK MAYBELLENE**  
 Sung by **John Greer** GROOVE 4G/G 0119

With . . .  
**PIANO RED'S SIX O'CLOCK BOUNCE**  
 b/w  
**GOODBYE**  
 GROOVE 4G/G 0118

With . . .  
**THE GYPSIES' 1-2-3 GO!**  
 b/w  
**GOOD TO YOU, BABY**  
 GROOVE 4G/G 0117

**GROOVE RECORDS • 155 EAST 24TH ST., NEW YORK, N. Y.**

**Vee-Jay 154**  
**"YOU PAINTED PICTURES"**  
 b/w  
**"HEY, SISTER LIZZIE"**  
 by  
**The Spaniels**  
**VEE-JAY Records, Inc.**  
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 Phone: CAUmel 5-6141

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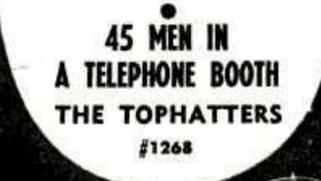
**SPECIAL MONTHLY RATES!**  
Air-conditioning & television available



**Hotel BEACON**  
Broadway at 75th St., New York  
Oscar Wintrab, Managing Director

**SHAW QUALITY RECORD SERVICE**  
PLATING PRESSING ALL SIZES and SPEEDS  
FLEX and VINYL  
Specializing in Custom Work Only  
PROMPT SHIPMENT STUDIO AVAILABLE  
SHAW RECORD PROCESSING, INC.  
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**Essex RECORDS**  
THE LABEL WITH A FUTURE...  
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**IN ST. LOUIS IT'S PREMIER**  
Complete recording facilities for phonograph sessions  
MODERN STUDIOS • FINEST EQUIPMENT  
MUSICAL ENGINEERING KNOW-HOW  
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Write for full particulars BEST PRESSING DEAL ANYWHERE  
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1450 Broadway New York 19, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

## FOLK TALENT AND TUNES

Continued from page 22

by the death of his father, Smith is slated to plane into New York late this week.

Minnie Pearl and Lonzo and Oscar set for next Sunday (14) at Rising Sun, Md. . . . Carl Smith, Lew Childre and the Duke of Paducah set for the same day in Omaha, while Ferlin Huskey puts in the Sabbath (11) at Bean Blossom, Ind. . . . Deejay copies of Elvis Presley's new Sun record release, "Mystery Train" b.w. "I Forgot to Remember," are available free to any deejays who may have been overlooked in the sampling. Shoot your requests to Presley's manager, Bob Neal, at 160 Union Avenue, Memphis. . . . Don Reno and Red Smiley and the Tennessee Cut-Ups (King), now working out of WRVA, Richmond, Va., have added a half hour show on Saturday afternoons over WXGI, that city. Meanwhile, they continue their Thursday stint on WLEX-TV, Petersburg, Va., and their Saturday night slot on WRVA's "Old Dominion Barn Dance." Lads are handled by Herb Clarke.

Hill and Range's Grelun Landon typewrites from New York under date of August 31: "Just caught part of the Charlie Holmes WOR show and heard and interviewed with Texas Tony Merrill. Tony was hot and heavy in defending country music from some pretty pointed comments leveled by Bill Leonard, local commentator. Also ran into Tony over at the Terrace in Newark, N. J., where Ernest Tubbs played to a dandy house at \$2 a head. Billy Byrd, of the Texas Troubadours, played the new Martin guitar which he designed with Hank Garland. Sounded good, with fine, defined resonance. Tubbs brought down the house with 'Yellow Rose of Texas' (not c.r.s.). It was an enthusiastic crowd all around. Good response from the jockeys on Red Foley's 'Blue Guitar' and Lefty Frizzell's 'I'm Lost

Between Right and Wrong.' Foggy River Boys are also getting up some fast action on their new 'Glory, Glory, Clear the Road'."

Jimmy Newman has just concluded a two-week tour of Texas and a swing thru Florida, which also included a stop-off at Carlsbad, N. M. En route to and from Florida, Newman and his personal manager, Slick Norris, visited with the following deejays: Jack Cardwell (WAIP), Tom Jackson (WKAB) and Happy Wainwright (WKRK) in Mobile, Ala.; LeRoy Morris (WEAR), Pensacola, Fla.; Dan Brennan (WBAM) and Fred Wamble (WBAM), Montgomery, Ala.; Jim Owen (WDEB), Gulfport, Miss.; Charlie Stokely (WWEZ) and Red Smith (WBOK), New Orleans; Lou Millet (WLCS), Dean Evans (WXOK) and C. B. Cutler (WIBR), Baton Rouge, La. While in Montgomery, Jimmy and Slick were guests of Fred and Bunny Wamble. Jimmy and his wife, Elva Mae, and Slick were also guests recently of Paul and Ann Kallinger in Del Rio, Tex. Paul spins the platters each night over XERF, Del Rio.

October 3 will be an important date for country music. On that date Station XEG, Fort Worth, goes all out to promote country music all night long, seven nights a week. On October 17, a number of top country and western names will visit XEG to participate in the all-night festivities. . . . Werly Fairburn's "I Guess I'm Crazy" is reported looking good in the Southern States. Ditto on J. E. and Maxine Brown's Fabordisk, "Here Today and Gone Tomorrow." Fairburn is the most recent addition to the "Louisiana Hayride," Shreveport. . . . Rex Allen winds up a six-week tour of the West and Midwest with the annual Rex Allen Day observance in his hometown, Willcox, Ariz., Saturday (10).

Bob (Luke Knucklehead) Jones informs that Tex Daniels and the Lazy H Ranch Boys are working a three-month fair tour thru Pennsylvania, Virginia and New York State for the George A. Hamid office, New York. Trek began August 1. Tex and the boys temporarily suspended their TV chores in Baltimore to make the fair jaunt. However, they are transcribing their daily radio show over WBMD, Baltimore, while on the road. . . . Ozark Red Murrell, of Station KYA, San Francisco, has inked a recording pact with Cavalier Records, that city. C.&w. deejays may obtain sample copies of the Murrell releases by writing to Tom Spinosa, president of Cavalier Records, 298 Ninth Street, San Francisco. . . . Bill Carter (4 Star) is currently featured with the Hometown Gang thru Northern California. . . . Diahl Graham, banjo-guitar, appeared recently with Curley Gold and His Texas Tune Twisters in a show at the Marine Hospital, San Francisco.

Bill Martin, president of the Country Fans' Club Association, who reported last week that the CFCA will meet in Nashville, November 10-12, in conjunction with the annual country music disk jockeys conclave sponsored by Station WSM, says that all fan club

presidents and secretaries whose artists will be present at the convention will be invited to participate in the various business sessions. They will also be invited to meet with the representatives of the various recording companies. Martin warns that Nashville doesn't have the housing facilities to accommodate all country fans who may want to attend.

Texas Tony Merrill is back in Goldsboro, N. C., after a jaunt to New York and a stop-off in Nashville for a visit with Ernest Tubbs. . . . Helen and Toby Price have been operating a show-dance trick out of Huron, S. D., the last three months, while continuing their daily broadcast over KIJV, Huron. On personals, they do a two-hour show plus a two-hour dance, with just two of them whipping up the melodies. They expect to add several supporting acts in the fall. The Prices report that the Tommy Scott western show recently played to a full house at Huron's College Auditorium.

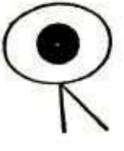
Billy Worth, now working under the personal management of Doug Williams, has been visiting deejays in parts of Tennessee and Alabama to promote his initial M-G-M platter, "There's Good in Everybody" b.w. "Because I Cared." Billy does a repeat on Ernest Tubbs' "Midnight Jamboree" from Nashville September 10. . . . Hank Thompson and band played Joe Lehr's Rainbow Ballroom, Denver, last Friday and Saturday (2-3). . . . Helen Hall is back in full stride on "Big D Jamboree," Dallas, after several months' layoff as the result of injuries sustained in an auto crash which almost put her away for keeps.

The Commodores Quartet, appearing at a Dallas nitery, were special guests on "Big D Jamboree" August 27. Their latest Dot waxing, "Uranium" b.w. "Riding On a Train," is reported riding high in the Dallas sector. Artie Glenn wrote "Uranium," and collaborated with Marvin Montgomery on "Rain." Artie and Marvin are members of "Big D's" Country Gentlemen band. . . . Decca's Wanda Jackson is now a regular on Red Foley's "Ozark Jubilee," heard Saturday nights over the ABC-TV network from Springfield, Mo. . . . WBFD, new radio station in Bedford, Pa., is direly in need of country & western records. . . . Jim Reeves and Tom Perryman, country spinner at KSIJ, Glade-water, Tex., and their wives indulged in a bit of deep-sea fishing recently at Galveston, Tex., and came off with some 50 pounds of red snapper.

Hank Snow is sporting a new album labeled "Just Keep A'Movin'." . . . Elvis Presley was guestar with "Big D Jamboree," Dallas, last Saturday (3). . . . Joe Bill (Imperial) is celebrating the recent arrival of another heir. Meanwhile, he's keeping busy at his new Dallas recording studio and on his Sunday TV seg over KRLD, that city. . . . Dick Carson has reorganized his Prairie Partners and has moved with the unit into Dutch's Log Cabin, Port Huron, Mich., set by the Gus Sun Agency. . . . Faron Young's personal manager, Hubert Long, is making merry in merry Mexico, while Faron makes in front of the cameras there in the filming of his second motion picture.

George Morgan has a new sacred (Continued on page 92)

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# HOCUS-POCUS

By JAY MARSHALL and FRANCES IRELAND

This is the seventh in a series of articles by Jay Marshall, well-known American magician, emcee and comedian, and his wife, Frances Ireland, operator of the L. L. Ireland Magic Company, Chicago, who recently flew to London for the International Magic Conclave sponsored by the London Magic Circle. They later toured the Continent and returned to the States early in June. In this and succeeding articles, Jay and Frances will relate their experiences with theatricals in England and on the Continent.

THE Magic Circle Jubilee Celebration was one of the high spots of our stay in London. Another delightful memory is that of the party given by Lieut. Comm. Robert De Pas, an equerry of the Duke of Edinburgh, and a magical enthusiast, who had as guest of honor Lord and Lady Mountbatten. These people loved magic.

The only professional magician working in London was Tommy Cooper, in a revue, "Paris by Night." He does burlesque magic, unlike any other act of that type, and a number of bits that bring down the house. Cooper is very tall and large, with a striking, rugged face. People recognize him everywhere and he is most popular in England. We went to the Chiswick Empire, suburban variety house, to see Benson Dulay and Company do a solid magic act, with Terry Hall, the vent, on the same bill, plus Max Wall, the comic. Wall is well known on English radio, and they tell us he uses Orben material extensively, but almost line for line.

We spent a weekend on the Isle of Wight, guests of Jimmy Findlay, inn-keeper and show-business book collector. His guests were all book collectors of the most rabid sort, so that discussion went on far into the night and all thru meals. It was a real opportunity for us to meet this group, Jay Marshall being one of America's most greedy collectors.

The work now finished, we left England for a short holiday. We flew to Rome, which proved to be Los Angeles all over again, with climate, Hollywood-type homes, pretty girls and roses. The Hollywood-made movies were billboarded all over but we could find no live show business, no circuses, no fairs. One club featured a singer but the floorshow business seemed scarce. However, we had a great time seeing sights, including the Coliseum, where show business got its big start when the Christians were thrown to the lions.

While they may lack show business as we know it, they practice it widely among the guides to the cathedrals and palaces, among the priests who show you thru the Catacombs, the gondoliers we saw in Venice, and even the conductors

on the Italian railways. They all kept us highly amused, at a price, of course.

At Florence, where there was no live theater of any kind, we came across a neighborhood circus. This tiny, traveling circus took over several corner lots, threw up a ring, aerial props, a few rows of chairs, and a portable stage, and were in business *al fresco*. They had about eight acts. Performers doubled in everything, and it wasn't bad at all. A chair cost a few pennies, but a crowd stood outside the ring of chairs, and between every few acts the show girls threw on kimonos and passed plates among the crowd. Performing dogs were their only animals, but they had some very funny clown numbers, and what must have been their hilarious gag men if we could have understood Italian. The crowd roared.

In Zurich, however, we were lucky enough to see the Knie Circus, a true, Continental, one-ring affair. The tent was packed, and they played to sell-out houses every night of their two-week stay. We saw at least three acts who had toured with American circuses, including "the Man in the Moon." We have never been so intimate with lions, tigers, elephants, ponies and clowns. The first rows of seats touch the ringside boards. The Knie Family runs the circus, and members of it do more than half the acts. It was very good, with a fine program featuring ads of all the Zurich stores and restaurants. Between halves, there appeared a movie screen on which colored display ads of various establishments were thrown, accompanied by a record explaining in Swiss the merits of the various advertisers.

An elephant typed on a huge model of a popular Swiss type-writer, and other acts worked in advertising plugs, all gracefully done, and no doubt counting big in the financial end of the business. We saw ads for several other Swiss circuses in that small country. So, in Switzerland, at least, the circus still has it made.

All advertising signs in Italy, posters in railway cars, etc., have to bear a tax stamp. Let that idea get loose in advertising-conscious America and we will hear some loud lamentations!

# BURLESQUE BITS

By UNO

Helene Fuller, singer of operatic and pop songs who just returned from a tour of Army bases in Germany, is on her way back to Wichita, Kan., where she will remain until mid-winter filling local musical engagements. . . . Harold Minsky, at his Adams Theater in Newark, N. J., is starting on September 16 a unique contest for the selection of a stage name for a brand new strip who calls herself "The Girl with the Purple Hair," an Eddie Kaplan booking. . . . Bob Goodman, of the Milt Schuster Chicago booking office, who recently reported the death of Carol Shannon, writes, "Would appreciate it if you would let it be known that Carol is very much alive. I have since found out this was a rumor." . . . Gloria O'Shane has been booked into the Aeroplane Club in Southwest Denver where exotic Kathy Lynn has been held over. Crowds have been fair to good at the suppers where Leo Crisp and his band hold forth and back three shows nightly. . . . Mickey Owens, back to New York from a lengthy stay in Miami Beach, has opened the Paradise

nitery in the Bronx and has for talent Bobbie Morton, Kyra, the Fabulous Ramon, Lili Dawn, Irving Selig, Conchita Lopez and Donna Marlene. Skedded to open after Labor Day are Winnie Garrett and Slapsie Maxie Rosenbloom. . . . Booked in at the Band Box nitery in Hurley, Wis., for an indefinite stay is Bonnie Bonay. . . . Darlene Drake with Al Anger and Mac Dennison headlined the bill for the second week of the 1955-'56 season, starting August 28, at the Hudson, Union City, N. J. . . . Charlie A. (Kid) Koster, well-known advance man, is now ahead of "Moulin Rouge" and Teddy Martin's ork on a coast to coast tour.

Al Barbieri and Doris Keller, New York agents, have Cynthia booked for two weeks at the Log Cabin, Staten Island, and Flash O'Farrell at Tony Pastor's in Manhattan. Following her Log Cabin stay, Cynthia, who recently closed a successful engagement at the Gayety in Norfolk, goes to the Hirst circuit as a feature strip. . . . Among the large gathering of mourners on August 25 at Campbell's Funeral Parlor, New York, attending the funeral services for Henry Nias, 77, financial backer of the late Billy Minsky in the operation of the Republic theater, Manhattan, in 1931, were George Finch, Eddie Goodman and attorney Paul Weintraub. Nias, who was an exec in the firm manufacturing and dealing in Lily cups,

# Music as Written

Continued from page 21

young M-G-M recording artist. . . . Paul Marshall, former house attorney for London Records, is now associated with Harold Orenstein's law firm. . . . Trumpeter-band leader Claude Gordon has signed an exclusive contract with Accent Records. The maestro is booked by General Artists Corporation.

Wesley Smith's Musart Distributing, which has handled classical and LP merchandise only, has taken on its first pop-jazz-rhythm and blues line, Jaguar Records. . . . Altho thrush Karen Chandler reportedly has signed a new management deal with Wynn Lassner Associates, Fred Amsel claims that his contract with the Coral artist is in effect until 1959. . . . Epic's Four Coins are at the Brown Derby in Honolulu.

# Hollywood

Arranger-conductor Phil Moore, who penned Julie Wilson's "Pagliacci's 'Got Nothin' on Me" for the singer's current stand at the Mocambo, has been inked to write additional material for Miss Wilson's September stint at New York's Copacabana. . . . Maestro Jerry Gray opens an eight-week stand at the Moulin Rouge September 27. . . . Brandie Brandon, singing pianist at Art Williams' Eladorado, will record four sides for Marquee Records next week. . . . Joe Castro combo off to New York for record dates. . . . Jimmy Hilliard scheduled to confer with chirp Helen Grayco during the latter's stand at the Riviera Hotel with the Spike Jones troupe. . . . Hal Levy continues with his popular lyric writing course at UCLA, with guest speakers for the coming season slated to include Victor Young, Harold Arlen, Margaret Whiting, Sammy Fain, Sonny Burke, Mitch Miller and Henri Rene. . . . Franz Waxman will compose the score for Warner Bros.' "Miracle in the Rain."

Fred Stryker, Fairway Music, leaves on a nationwide tour this week and is expected to be away from the home office for at least 10 weeks. . . . Fabor Robison, Abbott Records, recorded the De-Castro Sisters here last week. . . . Freddy Martin ork recorded four sides for RCA Victor. . . . Ted Lewis revue opens a four-week engagement at the Coconut Grove September 14. . . . Columnist Tom Danson used his radio-controlled plane to send promotion records to Station KBIG on Catalina Island. . . . Louis Armstrong opens a nine-day stand at the Crescenda this week. . . . Errol Garner goes into the Black Hawk, San Francisco, September 6 for a three-week run.

died at his home in the Hotel Pierre, New York, from a heart attack. . . . The Grand, St. Louis, reopened for the season September 1 with Gay Dawn (feature), Milton Douglas, Mac Dennison, Priscilla, Benny Melton, house vocalist and two vaude acts. House staff includes Dick Zeisler, manager; Ralph Lai, treasurer and producer; Judge Reidelberger, ork leader; George Bower, stage manager; Joseph Fritz, head doorman, and Bill Berger, concessionaire. . . . Essex County Superior Court Judge Howard Ewart on August 30 ordered Newark city officials to issue a license to the Empire theater, saying the city had technically violated the statutes by failing to act on the license application within 30 days. Manager Jess Myers had applied for a 1955-'56 license on July 7. . . . Brandt's New York movie houses, those on West 42d Street, have given employment to two more old-time burly comics. One is Harry Jackson, now a doorman at the Empire, formerly the Eltinge, and the other, Danny Evans, is in a similar capacity at the Victoria, formerly the Republic. Harry Bentley continues as chief doorman. . . . Regardless of who is billed first, lovely Donna and her electric accordion continues to add the necessary touch of finesse to what could easily become another bump and grind club at the Tropics in Denver.

# THE FINAL CURTAIN

**AUGUSTINE—Henri,** 55, a leading Haitian percussionist, August 29 in Brooklyn. He had been one of the original members of the Katherine Dunham Dancers and was an authority on Haitian music and folklore.

**BALE—John William,** 72, in St. Louis September 1, of a heart attack. He was for many years operator of his own carnival and in late years had operated rides in and around St. Louis. Survived by his widow, Minnie; two sons, John and LeRoy; a daughter, Eunice; a sister, Mrs. Ann Kelly. Services September 6 from Kulis Funeral Home St. Louis, with interment at Showmen's Rest Memorial Park there.

**BRESTOFF—Sara,** 82, mother of Phil Brestoff, program manager and musical director of stations WXYZ and WXYZ-TV, Detroit, August 30 in that city. A daughter, Mrs. Louis Goodman, also survives. Burial in Macleah Cemetery, Detroit.

**BUCKLEY—Robert P.,** 73, for 20 years secretary of the Huron County (Mich.) Fair, August 27 in Bad Axe, Mich., of a heart attack. He was also a past president of the Michigan Association of Fairs. Survived by his son, Spencer, and a daughter, Mrs. Dorothy Douglas. Burial in Bad Axe.

**CROSSWHITE—Richard L.,** 47, news editor for Station KOA, Denver, recently in General Rose Hospital, that city. For many years he had worked on newspapers in the Rocky Mountain area, including The Rocky Mountain News and a news service. A veteran of World War II, he joined the staff of KOA in 1946. Survived by his mother. Burial in Fairmount Cemetery, Denver.

**DERICKSON—Mrs. Ida Mae,** 93, mother of Charles Derickson, a member of the old vaude team of Brown and Derickson, recently in Meadville, Pa. Survived by her son, Earl, Pittsburgh, and a daughter, Mrs. Myron Kemp, Meadville. Burial in Greendale Cemetery, Meadville.

**GOOD—Mrs. Lulu J.,** 78, wife of Robert P. Good, an official with the Great Allentown (Pa.) Fair, August 26 in Allentown. In addition to her husband, she is survived by two sons, Robert D., former trouper with the Ringling Bros., and Barnum & Bailey Circus, and Dr. Harry S., and two sisters, Mrs. Frances Crilly and Mrs. Margat Hottenstein.

**GREENBAUM—Mrs. Ethel Leah,** mother of Robert M. Greenbaum, orchestra leader, August 17 in Bridgeport, Conn. Two other sons and three brothers also survive. Burial in Ahavath Achim Cemetery, Fairfield, Conn.

In Loving Memory of My Mother **MOTHER HUNTER** who passed away Sept. 7, 1940. Years may wipe out many things, but can never wipe out memories of Mother's love when we stood side by side till death parted us. Loving Daughter, **BABE HUNTER**

**LEVESQUE—George P.,** 65, veteran circus strong man, August 13 in Henry Haywood Hospital, Gardner, Mass., of a heart ailment. At one time he had his own attraction, known as Bishop's Show, and toured the Southern, Midwestern and New England States for many years. Survived by his widow, Clara; two brothers and two sisters. Burial in Notre Dame Cemetery, Gardner.

**LOEB—Philip,** 61, veteran actor-producer, September 1 in New York, apparently a suicide. From his Broadway debut in 1916 in "If I Were King," he had appeared in more than 30 productions and several movies. Listed in "Who's Who in the Theater," Loeb made his last major appearance as Papa Goldberg on TV's "The Goldbergs," from which he was dropped because of another listing, this time in "Red Channels," a privately printed, anti-Communist booklet. Despite his denial of affiliation and the defense of Actors' Equity and Mrs. Gertrude Berg, creator of "The Goldbergs," he all but vanished from the public except for a brief appearance in "The Three Sisters" at the Fourth Street Theater, New York.

**MARION—Daisy,** 37, member of the Sky Devils, high performers, August 29 in Dixon, Ill. (Details in Outdoor section.)

**MEACHEN—Monte,** 46, veteran actor, August 26 in West Chester, Pa., of injuries sustained in an automobile accident on the Pennsylvania Turnpike. He was one of a group of six actors who were members of the Children's World Theater Troupe. Two other members, James Buys, known on the stage as Jimmy Powell, and George Curtis Paul also were killed, as reported last week.

**MILLER—Bob,** 59, composer of cowboy and hillbilly songs and head of the Bob Miller Enterprises, Inc., and the Bob Miller music publishing firm, August 26 in Nyack, N. Y. Among his songs is "There's a Star-Spangled Banner Waving Somewhere." He used some 12 pseudonyms for his songwriting which he started when he was 11. At 13 he formed his own orchestra, and opened his music firm in 1933.

**MORRISSEY—Tex,** 54, of the Bank, the Mule, act, September 1 in St. Petersburg, Fla. (Details in General Outdoor section.)

**PALMER—Allen George,** 76, circus poster designer and property man, August 28 in Yonkers, N. Y.

**ROCKWELL—James A.,** 57, former musician with the George Olsen and Ted Weems orchestras, in an auto accident August 27 near Mercer, Pa. He had been working for the National Tube Company. A son survives.

**SATER—Henry William,** veteran outdoor showman and musician, August 8 in Four Oaks, N. C., of a heart

ailment. A trombone player, he worked in bands with the Al G. Field Minstrels and Ringling Bros., Barnum & Bailey, Hagenbeck & Wallace and Gollmar Bros. circuses. Survived by his widow, Jean, and a daughter, Neva, Wellsburg, Ia.

**SHUBERT—Harold,** 55, retired actor, September 1 at Colorado Springs, Colo. Among his roles was Abie, which he played for five years on Broadway in "Abie's Irish Rose."

**STENIUS—Olga,** mother of George Seaton, motion picture writer, producer and director and 1955 Motion Picture Academy Award winner, August 19 in Beverly Hills, Calif. She was also the mother of the late Dr. Arthur Stenius, head of the audio-visual department of Wayne University, Detroit. A daughter, Mrs. Ruth S. Roberts, also survives.

**STERLING—Andrew B.,** 80, composer of many popular songs, August 11 in Stamford, Conn. Burial in St. John's Cemetery, Stamford.

**THOMPSON—Woodman,** 66, a leading New York stage designer, August 26 in New York. He had been scenic director for several theater groups, including the Theater Guild, the Actors' Theater and the Equity Theater, and also designer of sets for the Ballet Theater. Thompson had collaborated with Arthur Hopkins, producer, on "What Price Glory?" and "The Magnificent Yankee." He was the stage designer for "Smilin' Thru," a Gilbert and Sullivan series, and "The Warrior's Husband." A former president and vice-president of the United Scenic Artists, Local 829, he was its treasurer at the time of his death. Recently he had been teaching stage design privately and lecturing at the School of Dramatic Arts at Columbia University.

**THORNHILL—Ellis B.,** veteran concessionaire at Lincoln Park, Chattanooga, August 23 in that city. Survived by his widow; three sons, Thomas, Ellis Jr. and Daniel, all of Detroit; and two daughters, Mrs. Catherine Potts and Mrs. Parris Jones, both of Buffalo. Burial in Pleasant Garden, Charleston, S. C.

**THURSTON—Harry,** 81, advertising man and former actor known in private life as Marcus Cowan, September 2 in Red Bank, N. J. He had also written and produced plays and radio shows in London, where he was born, and in Australia. His first big role as Ole Bill in "The Better 'Ole," led him to extensive vaudeville tours. Recently he was associated with the Advertising Corporation of America. His widow, a daughter, a brother and two grandchildren survive.

**TORPEY—William M.,** 79, stage manager, actor and doorman known as Lucky Billy, August 25 in New York. A colorful figure in legit for 67 years, he boasted that he was never associated with a failure during his career, which began in 1886. As a stage manager, he preceded over such hits as "1492," "The Great Waltz," "Roberta," "The Cat and the Fiddle," "Follies of 1907," "Pink Lady," "DuBarry Was a Lady," "Panama Hattie" and "Catherine Was Great." During his many years in show business he served only five top producers—George W. Lederer, Klaw & Erlanger, Charles B. Dillingham, Florenz Ziegfeld and Max Gordon. Survived by his son and two brothers.

**TYE—Louis,** veteran outdoor showman and musician, recently in Ehrhardt, S. C. He last worked as a tuba player in the band with Bunt's Amusement Company.

# BIRTHS

**DAMONE—** A son to Mr. and Mrs. Vic Damone August 21 in Cedars of Lebanon Hospital, Los Angeles. Father is the recording artist for Mercury Records and under contract with M-G-M Studios. Mother is actress Pier Angeli.

**DYHDALH—** A daughter, Pamela Ann, August 18 to Mr. and Mrs. Adrian Dyhdahl. Mother is the former Patricia Rogers, daughter of Mr. and Mrs. D. C. Rogers, owners of Rogers Bros.' Shows. Father is Tilt-A-Whirl foreman on the show.

**HARBISON—** A daughter to Mr. and Mrs. Gerald Harbison, August 13 in Valparaiso, Neb. Parents are concessionaires with the Strong Amusement Company.

**LARKEE—** A son, David Alan, to Mr. and Mrs. Charles Larkee July 26. Father is assistant manager of Tip Top Shows.

**MOHR—** A daughter, Debra Lynn, July 22 to Mr. and Mrs. Lynn (Spooks) Mohr. Parents are touring with the Gem City Shows.

**THUMBERG—** A daughter to Mr. and Mrs. Fred C. Thumberg August 9 in Mt. Carmel Hospital, Columbus, O. Parents are kiddie ride operators with the Gooding Amusement Company.

**WEBER—** A son, Herbert Joseph, to Mr. and Mrs. Herbie Weber August 8 in Beverly Community Hospital, Montebello, Calif. Mother is the former Chata Escalante. Father is the featured wire walker with the Clyde Beatty Circus.

**WOOD—** A son, Michael Patrick, to Mr. and Mrs. Jimmie Wood August 14 in St. John's Hospital, Santa Monica, Calif. Father is general manager for Pan American Amusement Company.

# MARRIAGES

**ANTHONY-VAN DORAN** Ray Anthony, band leader, and Mamie Van Doran, screen actress, August 29 in Toledo.

**LONDON-BLAU—** Edmund London, part owner of the London Theater Circuit, Detroit, and Susanne Blau, non-pro, August 28 in New Castle, Pa.

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## MINN. STATE FAIR RACES TOWARD NEW GATE MARK

Draws 562,962 First Four Days; Total Receipts Surpass Year Ago

ST. PAUL, Sept. 3.—The Minnesota State Fair was headed for a new attendance record here this week, but it appeared doubtful as of Wednesday night (31) if the coveted one million mark would be reached when the exhibition closes at midnight Labor Day.

Thru Thursday (2), total attendance was 562,962, compared with 557,352 to the same point last year when the all-time attendance high of 965,535 was set. Thursday's gate of 103,353 set a new one-day record for that day and was the first time a Thursday crowd ever exceeded the 100,000 mark.

Starting with a new opening day mark of 88,813 Saturday (27), the fair also set a new Kids' Day of 88,377 Monday. Sunday attendance, thru the everyone pays 50-cent gates, hit 129,251, up over last year's comparable figures of 128,673 but considerably under the record of 146,790 set in 1951.

Cool, gusty weather Tuesday resulted in the first decline from a '54 figure. The turnstiles clicked 71,216 times against 76,520 a year ago. All-time high for the day is 100,606 set in 1939. Wednesday was also under a year ago with 81,952 in 1955 against the peak 84,580 set last year.

"Given a good break in the weather," said Doug Baldwin, Minnesota Fair Board secretary. "I think we can beat the 1954 all-time attendance mark. We still have Saturday, and Sunday and Labor Day to go and traditionally those are our best days when the weather is good."

### Receipts Up

With financial recording lagging behind attendance compilations by several hours, Baldwin said money-wise thru Tuesday night the run was \$800 ahead of last year on the same day. In 1954 the fair made \$165,000 profit and Baldwin foresaw this year's date soaring ahead, again if weather holds out.

The half-way mark record was

more remarkable in view of the fact that while rain or hot weather didn't actually clobber the fair, early-morning downpours and late-night storms at least twice served to affect attendance. Tuesday-Wednesday night runs were hit by 50-degree chilly weather, which discouraged many from night grandstand for Barnes-Carruthers show.

Baldwin said day and night grandstand attendance and receipts

figures were matching last year when peak marks were set. Concessions were more numerous than '54 with Harry Frost, concession superintendent, forced to turn down applicants because of lack of space.

Along concession row business was reportedly mixed. Some operators expressed themselves as well satisfied, others said fair patrons were keeping their wallets

(Continued on page 76)

## Ohio in Strong Run; Tops 1954 by 25%

Cashman Hypoes Columbus Event; Name Talent Clicks; Peak Midway Gross Set

By HERB DOTTEN

COLUMBUS, O., Sept. 3.—Ohio State Fair, with Sam C. Cashman at the managerial reins, had one of the most successful runs in its long history.

The eight-day event closed Friday night (2) with total estimated attendance of 500,000, a gain of about 25 per cent over last year, plus an all-time midway gross and a financial statement that reflected excellent grandstand patronage.

### Weather Ideal

Weather thruout was ideal, something the 1954 fair didn't have. However, the sharp increase in attendance and the generally better business reported by practically all segments of the fair were attributed only in a measure to the weather. Most of the credit went to changes made under Cashman's directions.

Cashman, who became the fair's director four months before the '54 run, has been a very busy man since last year's event, judging by the many varied and worth-while changes made.

He broadened participation in the fair, added numerous new features, up-dated others, reshuffled the attraction program and built up excellent public and press relations, all of which served to give the fair a shot in the arm that promises to be more than temporary.

For the night grandstand show, he went in heavily for names. And

(Continued on page 55)

## POLIO THREAT CITED

### Brockton to Run Without Kid Day

BROCKTON, Mass., Sept. 3.—The polio-menaced Brockton Fair got the okay to run this week, but it was decided the event would not hold its usual children's day. Indications were that there would be little kiddie business at the fair, which is scheduled to open an eight-day run next Saturday (10).

A meeting was held this week at which the situation was discussed by Dr. Boris Asiaf, local health officer, and Dr. George A. Buckley, president of the agricultural society. The city's high polio incidence had resulted in Dr. Asiaf urging in previous weeks that the fair be canceled or postponed. As of this week Brockton has had 61 cases and six fatalities.

Dr. Buckley, new manager Carlton Larsen, and other fair executives met Tuesday (30) and decided

## NOW IN EAST

### Lucky Dogs Romp Way To Success

ESSEX JUNCTION, Vt., Sept. 3. — Jack Kochman's new grandstand feature, Lucky Dogs, a racing greyhound presentation, is clicking in the East after a successful run at Illinois and Ohio fairs, unit manager Art Hoard reported this week during showings at the Champlain Valley Exposition.

The new entertainment has attracted the interest of a large number of fair officials, Hoard said. Altho premed this season and only now making its first Eastern appearances, considerable interest in dates for next year has already been shown, Hoard said.

Peak crowds were reportedly attracted by the dogs to the Columbus, Anderson and Boonville, Ind., fairs and to the fairs at Washington Court House and Celina, O.

### Daisy Marion, Aerialist, Dies

DIXON, Ill., Sept. 3.—Daisy Marion, 37, of the Sky Devils, high act, died here Monday (29) of injuries suffered in a 75-foot fall August 23 (The Billboard, September 3). She is survived by her husband, Ray, manager of the act, and a three-year-old daughter.

## Canada B Loop To Sign Shows October 10-12

SASKATOON, Sask., Sept. 3.—The Western Canada Fairs Association will award midway and grandstand contracts for its 14 members at a meeting to be held here October 10-12. This announcement was made at a recent meeting, also held here, at which '56 dates were set and the addition of three members to the loop was voted down.

A proposal to admit three new fairs to the circuit and then break it into two units was discussed for several hours but was turned down by a majority of the representatives.

Mayor A. W. Shackelford, president of the Lethbridge (Alta.) and District Exhibition Board, criticized the mid-August dates allotted his fair and complained they came in the middle of the harvest. George K. Ross, Lloydminster, Sask., and secretary of the circuit, said the '56 dates had been settled once and for all.

Dates set are: Moose Jaw, Sask., June 28-30; Weyburn, Sask., July 2-4; Estevan, Sask., July 5-7; Portage la Prairie, Man., July 9-11; Carman, Man., July 12-14; Yorkton, Sask., July 16-18; Melfort, Sask., July 19-21; Lloydminster, July 23-25; Vermilion, Alta., July 26-28; Vegreville, Alta., July 30-August 1; Red Deer, Alta., August 2-4; North Battleford, Sask., August 6-8; Prince Albert, Sask., August 9-11; Lethbridge, August 14-16.

J. P. (Jimmy) Sullivan's World's Finest shows provided the midway attractions for the circuit this year and the Sun-Grossman Agency, Des Moines, produced the night grandstand show.

## Michigan State Gets Away to Bang-Up Start

DETROIT, Sept. 3.—The 106th Michigan State Fair opened here Friday (2) to a 50 per cent increase in attendance over last year's opening day. This year 23,292 attended the first day, as compared to last year's 14,259. Midway gross was up 86 per cent opening day, with the same weather conditions as last year, clear and warm. Figures this year totaled \$20,392, as compared to last year's \$10,899 for opening day.

The Rotor out-grossed everything opening day, with a take of \$1,693, as compared to \$1,233 last year. The Sky Wheel, here for the first time, followed closely with \$1,533. Saturday's business was considerably better than last year, exact figures not being available at press time.

An exceptionally powerful midway was furnished by the W. G. Wade Shows, their fourth consecutive year at the fair. Twenty-five major rides, 18 kiddie rides and 26 shows graced the midway.

## Tex Morrissey Dies at 54

CHICAGO, Sept. 3.—Memorial services will be held here at the Country Church of the City Monday (12) for Tex Morrissey, 54, of the Hank, the Mule, act, who died Thursday (1) in St. Petersburg, Fla., after a prolonged illness.

Mr. Morrissey's remains were to be cremated in Florida and brought here for burial.

Surviving are his daughter, Joy, who was also in the act, and three grandchildren.

## Wagner Cites Increases for Thrill Grosses

KEENE, N. H., Sept. 3.—Promoter Buddy Wagner claims a large increase over last year for the 1955 still date grosses, and views a banner season. Wagner and his staff are scheduled to go into Cuba in October for 12 performances, and later to join Bill McGraw's Tournament of Thrills western unit for a tour of Australia.

Good afternoon and night business was recorded in Keene on opening day Thursday (25) of the Cheshire Fair, Wagner said, with heavy turnouts also being drawn at the state fair in Plymouth on Thursday (18) and Saturday (20). Biggest grosses for the thrill show were said to have been at Riverside Park in Agawam, Mass., Heidelberg Raceway in Pittsburgh, New London, Conn., Washington, and Baltimore.

Two units are being fielded, the Stunt Capades and Tournament of Thrills. Staff includes Wagner, publicist, Johnny Purtil, Fred Kenny and Bob Williams, with personnel consisting of Bob LaBay and Bill Ward, ramp-to-ramp; Larry Shaw, Larry O'Brien, Buddy Triplet, Johnny Bruno, Chuck Gordon, Ace Emmonds, Al Adams, Whitey Martin, Terry George, Leo Luchi, and clowns Tommy (Crash) Chapman and Buzz the Midget.

## Gabby Wendt Hurt in Fall

WAUSAUKEE, Wis., Sept. 3.—Gabby Wendt, of the Aero-Stylites, high act, suffered a broken pelvis while doing his act at the Marinette County Fair here Sunday afternoon (28). Wendt lost his hold while descending from his apparatus following the act and fell a reported 25 feet to the ground.

## General Motors' 'Powerama' Hailed as Top Show of Kind

• Continued from page 1

truck cab. And a moving sidewalk is used to convey visitors to the viewing deck of a towering oil rig.

### Crane for Rigging

In "More Power to You" a huge crane is used to bring on and hold the rigging of the Three Arteries, French aerial act; the clown, Al Ross, opens the show on a novel note, emerging from the bucket of a power scoop after first being lifted high in the air, then lowered; eight large tractors give a version of the Hoe Down.

The "Powerama" layout, designed by GM's Styling Division, is, to quote one visiting fairman, a "knockout." Hard-surfaced thru-out, with exhibits well spaced, the

area provides a sense of airy openness. Most of the exhibits are open on all sides, many of them uncovered, with some topped by pastel shaded canvas.

The streets are lined by many lights and the poles for these are set in flower boxes filled with gay colored fall flowers. Adding considerably to the color is canvas used to decorate light poles and fencing.

### No Concessions

No concessions of any kind are operated, but there appears to be ample drinking fountains, all giving out with ice water.

Consolidated Concessions, operator of the food and drink concessions at adjacent Soldier Field,

that if the Board of Health would give the okay, they would cut out the children's day.

### Urges Kids Stay Away

The health officer said he advises parents not to take children to the fair. One factor in the decision to permit the fair was a policy statement from Dr. Roy Fecmster, head of the State Division of Communicable Diseases, as follows: "We have not recommended fairs be closed because of polio since the large percentage of patrons are adolescents or adults. Parents of small children would not be so apt to take them to a fair."

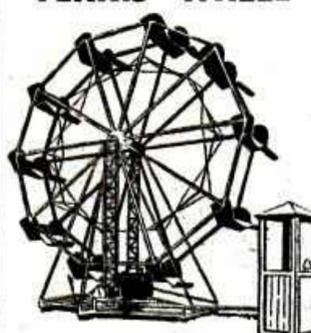
The polio situation is expected to take a toll at the gate since children are instrumental in drawing family groups to the grounds. The midway will be the World of Mirth Shows.

have come into a windfall. They have opened up concession stands on the street facing the "Powerama" site and also are operating some of their concession stands under the Soldier Field Stadium.

To GM, which is picking up the tab for staging the show, the absence of concessions and of any charges is consistent with its public relations policy.

And GM is picking up a whopping tab, for besides the show itself the corporation went all out in advance with a large scale and intensive campaign not only in newspapers but over TV, radio and outdoors. All of the Chicago dailies carried fat advertising-heavy "Powerama" special sections.

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**PROJECTS SCENERY**

**Slides on Screens Introduced by MCA**

INDIANAPOLIS, Sept. 3.—Novel scenery for a night grandstand show was unveiled here tonight at the Indiana State Fair by the Music Corporation of America.

Five large screens, each 17 feet long and 11 feet wide, were set pyramid fashion, one alongside the other, to form a flat inverted V, and colored slides were projected from backstage upon the screens to provide scenic changes at intervals throughout the show.

The screens were trimmed by large, black borders, and blue drapes were hung between the screens and stage level. Slides used included depictions of skyscrapers, mountains, musical instruments and flowers, keyed to numbers or acts in the show.

The effect of the slides was good, but the over-all effect was not as effective as scenery generally used at major fairs. The five screens were not enough to mask the wings, and to overcome this some canvas was utilized.

**Follows Vaude Pattern**

A 5,000-watt projector was employed for each screen. The stage used was the permanent one on the grounds, contrasting with the general practice of setting up a stage platform in front of the permanent stage.

The novel scenic treatment was the highlight of the show, which is to run thru Friday (9), the fair's closing night.

The show itself departs from customary night grandstand shows which are produced as revues. In it, Ted Weems' orchestra works on stage. Method of presentation is like a vaude show, rather than a revue, with the acts and the line, the Manhattan Rockets, coming on at the emcee's introductions.

The 24 Rockets are good-looking, excellent steppers, and well costumed. The acts are of good quality, tho they hew largely to singing and are confined, with one exception, to the male sex.

**Crew Cuts Score**

The Crew Cuts headline and the Mercury recording artists scored heavily opening night. Of the other acts, the Therons, a nine-people cycle act, which has six fem members, including an accomplished six-year-old gal, registered next best.

Other acts are Hubert Castle, wire-walker; the Amin Brothers, acrobats; Dorman Brothers, comic singers; Stan Fisher, harmonica; Uncle Willie, in music pantomime. Members of Weems' orchestra also do specialties.

**Monticello, Ia., Attendance Count Jumps 19 Per Cent**

MONTICELLO, Ia., Sept. 3.—The Great Jones County Fair closed the gates on its 102d run here Saturday (27) with a total attendance figure that showed a whopping 19 per cent increase over last year.

Claude Appleby, secretary, said each day was a record in itself with the Saturday crowd reaching upward of 27,000. Fair's attraction program, most of it provided thru the Sun-Grossman Agency, Des Moines, featured five complete changes of attractions, which drew praise from patrons. Pulling strong grandstand crowds were Pee Wee King, harness racing. Tournament of Thrills, stock car races and a stage revue with acts. Ken Garman's Sunset Amusement Company did well on the midway.

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Castle's wire-walking act is presented on the track, a scant few feet away from spectators, and because this part of his work is lost to those sitting high in the stands. The mugging and lip work of Uncle Willie in his musical pantomime loses sharpness in the upper reaches of the stands.

The emcee chores are handled by Charles Dorman.

Eldred Stacey booked the show for MCA and was on hand directing it. For MCA, the offering here is its first major show-casting of what it has to offer major fairs in the way of a night grandstand show.

And to MCA's credit, it came up with a strikingly different scenic treatment. Herb Dotten.

**Sullivan and Allen Shows Sign 'Waters'**

NEW YORK, Sept. 3.—Dancing Waters will make its first television appearances this month, promoter Sam Shayon reports, with one of them being from a fair location.

The water spectacle will be seen for 30 seconds on the Ed Sullivan show, "Toast of the Town," next Sunday (11). It will be part of the Lincoln automobiles commercial and will be introduced by Sullivan with special music written by Victor Young. The segment was filmed some time ago with a Dancing Waters unit in Detroit.

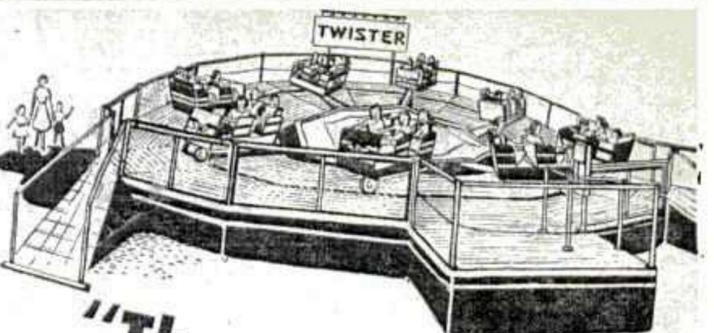
On the following Friday (16) Dancing Waters will also be seen as background for a vocal number on the Steve Allen show, "Tonight." This will originate from the Eastern States Exposition in West Springfield, Mass., where Allen and his cast will appear and the water show will be on the independent midway for the third year.

Shayon said he and his associates have turned down numerous TV and film offers for the entire display, for fear of hurting the live showings of nationwide parts of the routine and are viewed as good advance publicity for the units and the fairs into which they are booked.

**Annie Oakley Niece May Sell Collecton**

GREENVILLE, O., Sept. 3.—A large collection of material pertaining to Annie Oakley may be sold and moved from here to museums in Wyoming and Kansas.

The collection belongs to Mrs. Annie P. Swartout, niece of the Wild West show sharp-shooter and author of "Missie, the Life and Times of Annie Oakley." It is at her home and the Darke County Historical Society's museum. She said it may go to the new Buffalo Bill Museum, Cody, Wyo., and the Conroy Hall of Fame, Dodge City, Kan.



**"The Twister is here to stay"**

So says Larry Kane of Ronnie Amusements, Revere Beach, Mass., who got the first Twister, Allan Herschell's new major ride. "It's much more than a flash-in-the-pan success," he says. "It's a good stabilized ride that will go on year after year."

Mrs. Mildred Eldred, Clemon Lake Park, N. J., declares: "All ages stand in line to repeat on our Twister. It more than holds its own against strong competition from our 11 other major rides. I love to stand at the side of our Twister and watch the people have a good time."

"Lots of repeat rides," says James E. Mulhern, Lake Quassapaug, Conn. "Some riders say it's more fun than a roller coaster. Grosses get better and better and they were good to start."

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### ROGERS FEATURED

## Rodeo Talent Repeats For N. Y. Garden Run

NEW YORK, Sept. 3. — Roy Rogers is repeating as name attraction of the World's Championship Rodeo, but without the assistance this year of Dale Evans. The Madison Square Garden event will begin its 28-performance run on Wednesday, September 28.

Most of the talent aspects will be repeated from last year and the competitive side will, of course, offer the customary events. Prize monies will total \$75,600 which is some \$1,200 over last year's figure, to which is added entry fees amounting to \$25,000.

Supporting Rogers will be Pat Brady, comic sidekick with his jeep "Nellybelle"; the singing Sons of the Pioneers, and Byron Hendricks with two animal acts. Hendricks will offer his Hollywood Dogs and a mule act entitled "Scotch and Soda." To round out his performance Rogers is bringing in eight Palomino Liberty horses, a new act this year. He will also work his mounts Trigger and Trigger Jr.

Also returning this time will be cowboy comics Buck LeGrand and D. J. (Kajun Kid) Gaudin. The dude ranch barrel race will be repeated, featuring girls from Eastern ranches who will go thru eliminations on Tuesday (27). Five fastest girls over the route will compete at every performance for prizes. Some 45 entrants are expected in this event.

The rodeo will run for 17 nights and 11 matinees which are scheduled for Wednesdays, Fridays, Saturdays and Sundays. The show loses an afternoon performance this time since Columbus Day falls on a Wednesday, which would have been a matinee day anyway. The arena will be closed on the two Mondays of the engagement.

Admission prices will again be scaled from \$1.50 to \$6, with children under 12 years of age getting in at half price to the Wednesday and Friday matinees.

After skidding from top gross money of \$1,300,000 in 1946 and an engagement of four and even five weeks over the years, the event slashed its operating days severely in 1954 winding up with 18 days. From the years preceding World War II it had settled on a comfortable 26 days but a decline set in over recent years. The 18-day run was about as short as the management could schedule without antagonizing the cowboy entrants, since their union demands that at least six competitive events be held. At least 18 days are needed to pare down for the finals.

## Cedar Rapids Cut to 7 Days

CEDAR RAPIDS, Ia., Sept. 3.—The All-Iowa Fair in 1956 will be a seven-day affair instead of eight days as it has been the last several years, it was decided by the executive committee of the All-Iowa Agricultural Association. Dates for the 1956 fair will be August 13 thru August 19.

## No. Platte, Neb., Holds Up Well Despite Heat Wave

NORTH PLATTE, Neb., Sept. 3. — The Lincoln County Fair wound up its five-day run here Thursday (25) with an attendance count 800 below last year despite 100 degree heat every day and the fact that no carnival was on the grounds. Total attendance was estimated at 24,200 by H. B. Manners, secretary-manager.

While the attendance cut was small, receipts were below last year due to the absence of rides and shows. Forsythe and Dowis were unable to appear and a suitable replacement was not available.

Grandstand patronage was strong with 10 different shows appearing. Pee Wee King and his troupe drew well opening night. A "Grand Ole Opry" troupe with Minnie Pearl topped the grandstand on Wednesday evening with 3,200 coming out for the one performance. An estimated 2,000 turned out for the final grandstand feature, a sale of 4-H livestock.

Demand for commercial exhibit space was the largest on record. Due to the fact that many applicants were turned down, fair officials are planning additional buildings next year. Livestock barns were also jammed and expanded facilities are being discussed for '56.

## 43,188 Turn Out For New Record At Anderson, Calif.

ANDERSON, Calif., Sept. 3.—The four-day Shasta County Fair closed Sunday (28) with a new record attendance of 43,188. The new high is 4,714 above the '54 mark of 38,475.

Under the secretary-managership of Joseph J. Speer, the event featured logging contests and hardtop auto races before the grandstand on the closing day. A vaudeville show Saturday night was staged by Isabelle Whall, of Fun Unlimited Productions, San Francisco. Talent line-up was Phil Arden and orchestra (9); Johnny Matson, emcee; Francesca and Dancing Debs; Ford and Harris, rhythm dancers; Royal Whirlwinds, skating team; Boxley and Marie, illusions; the Frank Wheeler Marimba Trio, and Woo Woo Stevens, comic.

### AUDITORIUMS-ARENAS

## Special Events Set to Cure Chi's Ailing Rodeo Date

By TOM PARKINSON

There is an ailing rodeo date in Chicago, but its in for heavy doses of promotion and special events designed to make it a going concern again.

This is the Western contest staged in conjunction with the International Dairy Show at the International Amphitheater, and owned by Gene Autry and Harry Knight since the death of Leo Cremer. Called in to doctor it into a healthy state is Jack Reilly, special events specialist, who was active in "A Century of Progress" and subsequent expositions in Chicago.

First comes a new name. Heretofore known as the World's Championship Rodeo, it now has a more distinctive tag—Chicago's Golden Spurs Rodeo. Reilly points out that all RCA rodeos are world's championship events. He recalls that Golden Gloves boxing was originated in Chicago and says that now the Golden Spurs Rodeo also is to become a Chicago institution with a wide reputation. Golden spurs will be awarded to the champion riders, ropers and bulldoggers.

Reilly puts it bluntly. The date has not been profitable; this year it must be a winner if it is to survive. He is out to make Chicago realize that "Rodeo Is Big." It could mean 100,000 visitors to the city, each spending about \$25, he is telling merchants. He recalls that "A Century of Progress" rodeo was a "lemon," but he is sure that such an event can succeed in the Windy City.

He is hoping to set up the Chicago show as something with Madison Square Garden Rodeo's size and prestige and Cheyenne's "Frontier Days" spirit and enthusiasm.

The special events campaign will be built around the rodeo's top attractions, Gene Autry and Gail Davis, the "Annie Oakley" of TV. A girls' marksmanship contest will be climaxed when "Annie" presents the trophy at the Amphitheater. Another contest will select "Miss Durette" from among beauty contestants entered by any dude ranch or working ranch in the country. Reilly has lined up a horse dubbed "Miss Chicago (Equine)" and credited with throwing 21 men. It will be presented as a challenge mount to the rodeo contestants.

Mayor Richard Daley, one-time cowhand at the Chicago Stockyards, has been invited to head the rodeo parade. Reilly plans to invade the downtown district at State and Madison Streets with a full set of rodeo-styled street stunts "just like in Cheyenne." There will be more special events designed to put and keep this event on the rodeo map.

Reilly is working with business leaders to give the rodeo top attention during its run. He is aiming at Western window decorations in stores, Western wardrobe for waitresses or clerks, Western twists to advertising copy and Western merchandise on the counters. Letters and promotion pieces are going out to merchants and business leaders in this connection and results are shaping up.

Copies of The Wall Street Journal's July 29 feature article about the rodeo business have been mailed to business people, with the Journal's prestige expected to go a long way in attracting attention and support of Chicago business for the Golden Spurs Rodeo.

Actual ticket sales also are part of Reilly's project. He is contacting 2,000 firms which employ more than 250 persons each with a block ticket proposition. This step is being taken with co-operation of the National Industrial Recreation Association, group of employee association directors and company entertainment leaders. Reilly speaks at a meeting of local NIRA members September 12 to build enthusiasm among them for the rodeo.

While skipping u.p.c. promotion, he is singling out certain firms and individuals to contact in connection with their buying blocks of tickets for children in various types of homes and institutions.

By the time the Golden Spurs Rodeo opens October 7, it is likely that Chicago and elsewhere will be much more aware of the event than in past seasons. Arena managers and others in show and publicity fields will be looking at it as a two-headed contest—one for rodeo point, the other as a test of what can be done with a hefty promotion campaign.

## Unique Canvas Houses Fest At Ellenville

NEW YORK, Sept. 3.—Ex-showman Julius Kuehnel, local representative of B. W. Sanders' American Tent and Awning Corporation, scored a prize contract in the structure housing the Empire State Music Festival at Ellenville, N. Y. The month-long pageant received rave reviews upon its opening August 4.

Bulldozed out of a hillside, the site contains a large white canvas top with blue trim. Sidewalls are white with yellow design. The structure's ground dimensions are 120 feet by 160 and it contains one set of 12 quarter poles plus two center poles, all metal, and steel cable is used thruout.

Seating capacity is 2,000 within and some 4,000 outside the tent, which is arched and open at one end. The tent was designed by F. Kiesler and Victor Harrison, built by Sanders, and erected under supervision of Kuehnel and Setlow, who are partners in Allset Associates. They do canvas work of all kinds and provide staging and seats for all purposes.

The canvas rode out the recent storms and flood well and the layout was undamaged, altho virtually the entire population of Ellenville

## Advance, Promotion Salvage Mass. Date For Mills, Auspices

LEOMINSTER, Mass., Sept. 3.—Business for Mills Bros.' Circus, as reflected by attendance here, was off, and a polio scare took the blame. However, the date was in the black for show and auspices alike because of the advance sale and promotion. Recreation Center was the auspices. Afternoon drew about 1,600 and the night performance at about 600, it was reported by the auspices.

was evacuated. One matinee was canceled and the series resumed with attendance holding up okay since then.

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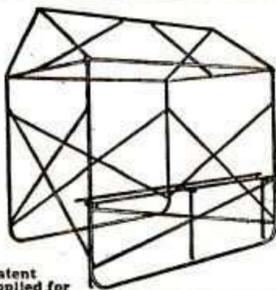
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# Ohio State Tops '54 by 25%

Continued from page 52

they paid off. The talent, booked thru Bob Shaw, of the Gus Sun Agency, consisted chiefly of TV performers.

Lassie, the Dog, was in for two nights and one matinee, along with a rodeo. Snooky Lanson headed the bill one night, Bill Hayes three nights and Peggy King another night. Supporting acts, which varied, included Eddie Peabody and the Chordettes. The Billy May ork was in for the run.

All of the pro talent shows were enthusiastically received and drew good to excellent crowds, with Snooky Lanson, in Sunday, always a big night, and Peggy King, in Monday, proving the strongest draws of the singers. Hayes, the only one in three nights, pulled well, getting his biggest crowd Wednesday night.

### Tries Amateur Show

As what he termed a test, Cashman staged an all-Ohio talent show, backed by the May ork, Thursday night, but the simon pures failed to show anywhere near the pulling power of the pros. On closing night, wrestling with both men and female grapplers, drew a strong grandstand crowd.

The Diamond Horseshoe Rodeo, with which Lassie appeared, drew extremely well the first two nights and opening matinee, with Saturday night's (27) performance a sell-out. Harness horse races staged four afternoons were held before light crowds. Stock car races, presented by the Marc Enterprises, Columbus, were staged before a good grandstand crowd closing day. The other matinee program, Sunday's, was devoted to an Armed Forces demonstration, with admission free.

### Intros New Features

Thruout the grounds and in the buildings especially there were

many evidences of the changes made by Cashman. Among them were a new meat exhibit, a new electrical exhibit, a new do-it-yourself show and a new farmer-built equipment show.

The entire farm equipment show was greatly expanded and a wool style review was added. A marmoth chicken barbeque, staged by a poultry growers' group, was another added feature. Livestock entries were increased sharply from a year ago.

The only partially completed, a new \$1,000,000 Youth Building was used for a limited number of events, chiefly in the auditorium and the large dining hall. When completed, the building also will have dormitories for boys and girls.

On the midway, the Gooding Amusement Company set an all-time high gross for the fair. In doing this, it topped its '54 gross here by 20 per cent. (For details, see separate story in Carnival section.)

## Plymouth, Calif., Counts 10,500

PLYMOUTH, Calif., Sept. 3.—The Amador County Fair pulled an estimated 10,500 attendance to beat its 1954 paid admissions by one-third during its three-day run which ended here Sunday (28).

The entertainment program included Crafts 20 Big Shows, Sam Bocklich's Tom Thumb Circus, and a stagershow presented by Isabelle Whall, of Fun Unlimited Productions, San Francisco. On the show were Boxley and Marie, illusionists; the Frank Wheeler's Marimba Trio, and Kathryn Kay, organist. The show was to have been emceed by Jack Reese Jr., who was killed in an automobile-train crash two weeks ago.

## SMACKERS

# Mock Auctions Hype Turnouts For Compounce

BRISTOL, Conn., Sept. 3.—The Budweiser team of draft horses is appearing at Lake Compounce Amusement Park for five days, ending on Labor Day. Manager Julian Norton said the appearance was arranged when fair appearances for the team were canceled due to last week's floods.

The Bristol area was hard hit altho the part was not damaged. Norton reported. Heavy rainfall washed out weekend business and a major outing scheduled for last Saturday (27) was called off so the sponsors could donate the money they would have spent toward disaster relief.

An attendance stimulus during the season has been the series of Hillbilly Auctions conducted by auctioneer Slim Cox, who leads a country music group at other times at the park. The program has play money, special "Humky Dory Smackers," distributed with ride tickets. Patrons save up the phony bucks and bid for merchandise prizes every Sunday at 5:30 p.m. Prizes totaling \$100 are "sold" to high bidders.

Entertainment during the season has been provided largely thru the Gordon Entertainment Bureau of Hartford.

## 100,000 View Fest Parade

WARWICK, R. I., Sept. 3.—An estimated 100,000 persons, largest gathering in this community's history, attended Sunday's (28) pa-

# CONEY ISLAND, N. Y.

By UNO

A feature story that broke in most of the dailies on August 20 to the effect that the old Luna Park site was proposed as a location for a Dodger baseball stadium by the Sheepshead Bay Chamber of Commerce had all Coney excited. Many expressed the hopes that such an event would become a reality. This is not a first reference to the subject. A similar trend of talk happened about 10 years ago. A baseball field together with an Oceanarium would indeed make for a bigger and better transformation, a dire necessity for Coney. Rudolph E. DeVito, prexy of the Sheepshead org, said the Luna site is large enough for a ballpark and could provide parking facilities for 5,000 cars. And John C. Ward, Coney's Chamber of Commerce prexy, in a telegram to Mayor Wagner, said "The use of the Luna Park site as a home for the Brooklyn Dodgers would be a natural. It would be in keeping with Coney's slogan as the "Playground on the World."... Al Carto, of the Carto Bros. family, operators of kiddie and adult rides in Wonderland Park, took the marriage vow on August 11 in Brooklyn's City Hall. Wife's first name is Sally.

Dominick Ciambone is partnered with Nick Garrow, of the sign-painting Garrow Bros., in four concessions in Wonderland Park, the Giant Loop-O-Plane, Looper, Shooting Gallery and Archery Range. Chief operator is Benney Paolillo. Assistant operated on the

rade of the Warwick Festival. It was the third day of the nine-day event which was due to end last night.

The hour and a half march covered some three miles and had all the usual parade trimmings from bands to floats to pretty girls. A week-long program has athletic events, fireworks, 500-person pageant, exhibits and amusements.

Loop-O-Plane is Jack Martarano. Ticket sellers are Hughie Flaherty, a former burly comic, and Maddie Mason. Five brothers of Nick, all Coney workers, are John, operating a Fun House in Wonderland Park when he is not sign painting; Ralph, an electrician; Leo, in a commercial line, and Joe and Bob, alteration experts.... The Bat-A-Way range was the scene of another beauty contest August 20, when Judges Harry Szerlip, magician; Jay Sharp, Frank Sola and Morris Kirsch, the sponsor, awarded the title of Junior Miss America to Betty Rhyr, of West Orange, N. J. Runner-ups were Jackie Corey and Penny Lake, of Brooklyn.

Morris David and his frozen custard and food concession under the Cyclone ride, a rental from the Seacoast Holding Corporation, of which Christian Feucht and George Kister are the execs, at Surf Avenue and West 10th, are completing a 3th season in this one spot. For Morris it is his 30th year on the Island. Helpers are his wife, Eva; Mollie Lipschitz, Max Lewis and Stanford Patters.... Herman Beyer is celebrating his 43d year as a Coney operator at his Fun House and shooting gallery on the Bowery, corner West 12th. In charge of the rifle range is Bill Kent, a Beyer employee the last 30 years.... Police Sgt. Benjamin Klein was a busy official last week handing out 12 summonses for violation of sidewalk obstruction to operators on Surf Avenue and side streets. Operators on the Bowery were not on the receiving end, that thoro fare being private property. Ticket booths extending beyond the regulation limit were the chief causes for the ticket distributions.... Edward Vogel, leader of the 16th Assembly District which takes in Coney, is a returned resident of Sea Gate with his family, consisting of his wife, two sons and a daughter.

# SPOTLIGHT YOUR ADVERTISEMENT

IN

The Billboard's Annual

# AUDITORIUM-ARENA SPECIAL

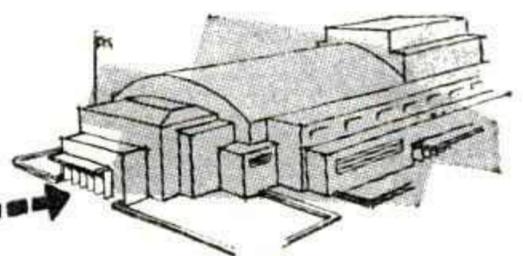
DATED OCTOBER 1, 1955

The annual edition of The Billboard devoted primarily to the needs and interests of the entire AUDITORIUM-ARENA FIELD and those directly connected with it... Acts, Attractions, Promoters, Concessionaires, Equipment Manufacturers, Suppliers, etc.

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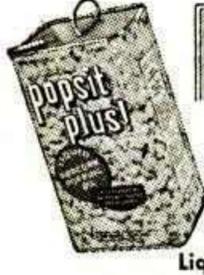
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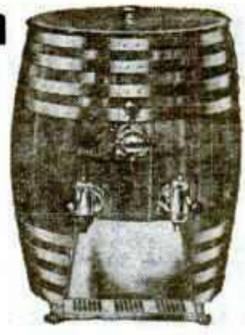
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**PNE Rides, Shows Win  
Despite Patron Dip**

VANCOUVER, B. C., Sept. 3.—Midway business at the Pacific National Exhibition this week was up as much as 30 per cent over 1954 on some rides and shows. In the concession division, pitch joints were up 25 per cent, money and bingo games down from 5 to 20 per cent, depending on locations, and eating spots up, according to Dave Dauphinee, midway superintendent.

There were only four shows on the midway this year and "Star-time," owned by Joe Cowan was 30 per cent ahead of the previous year. China Doll Revue, owned by Tom Ball of Hollywood, and booked in here by Joe Cowan, was holding its own with "Harlem Star-time." Both shows seat 500 and are scaled from 35 cents to \$1. Norman Anderson, former owner of the Wallace & Clark Circus, has a hippo and baby elephant on exhibit, brought in here from Alaska when the Ward-Bell Circus folded. Mrs. Anderson, who is in the cashier's box, stated business was splendid.

Dick Crawshaw's Funhouse, with a new front, was up 20 per cent; an Arcade, owned by Jerry Crawshaw, was also in top money.

Of the rides Royal Canadian Shows have 5 major, Bob Bollinger of Portland, 7, Happyland, 10. Walker Le Roy is again manager for the Bob Bollinger Rides. Of the Royal Canadian Shows rides, the Tilt-a-Whirl and Octopus were leading at 20 per cent up, Bollinger's Looper was tops and up about 25 per cent. In the Kiddieland, Fat Hayworth of Portland has 8 rides and 2 floss machines, Royal Canadian Shows, 3, and

Virgie Waters, 2. They were all up and some surpassing last year's business.

Nellie Vaughan, talent booker and Viola MacLeod, secretary of Polack Bros.' Chicago office, came in by plane Friday (2) to spend the holiday weekend at the PNE.

**Montreal Sets  
Record for GM  
Traveling Show**

DETROIT, Sept. 3.—The Parade of Progress, a General Motors traveling tent show, set a new attendance record when it played to 312,135 people in a five and a half day stand at Montreal. Presentation of the show in both French and English, appealing to all residents of the bi-lingual metropolis, was largely responsible for the exceptional figures. Further new records of 38,126 attendance on opening night, and a single-day record of 70,038, were set.

The Montreal total is more than double the previous record for a comparable five and a half day stand, set at Boston in July, 1954, and is topped only by 10 days at the Michigan State Fair here in 1953, when it played to 395,329.

The show, carrying a poleless tent seating 1,250, travels in 50 vehicles, and has been on tour in Canada since July 23, showing at Windsor, London, St. Catharines, Hamilton and Toronto, Ont., before Montreal. Subsequent engagements included Ottawa, Sudbury and Sault Ste. Marie, Ont., before re-entering this country to open at Green Bay, Wis., on September 3. Total attendance record for the Parade of Progress since its opening in April, 1953, is over 5,650,000, according to General Motors spokesmen.

**Midland Sets New  
Gate, Midway Highs**

MIDLAND, Mich., Sept. 3.—Attendance of 84,000 reported by Secretary H. D. Parish for Midland County Fair here, August 18-20, was up 17 per cent over the previous high of 70,000 people attracted at the 1953 annual, said Harry Whittaker, president. The record was set in 95-degree temperatures.

Other departments of the fair also did well, it was reported. Opening Tuesday night's grandstand attraction, the Canadian Daredevils, drew a sellout house, as did Saturday night wrestling. Gross of the Happyland Shows was 20 per cent above that of any previous year.

New this year were three exhibition barns with a capacity of 150 horses. They were filled to overflowing. Plans are under way to offer horse racing next year on a track that is to be built during the off season. The fairgrounds is on an 80-acre site to which it moved seven years ago. The old one had 20 acres.

**Stockton Good  
For Foley-Burk**

STOCKTON, Calif., Sept. 3.—Foley & Burk Combined Shows garnered satisfactory business here at the 10-day San Joaquin County Fair, which closed Sunday night (28). Attendance at the exposition was down 8 per cent under its 97,000 in 1954.

The carnival has been featured at the fair each year that it has run since 1919. F.&B. is the only railroad carnival on the West Coast.

According to L. G. Champman, owner-manager, the show featured 24 rides, 50 concessions and 5 shows. Included in the show lineup were A. W. McAskill's new illusion attraction, Palace of Wonders, and Cal Lipes' Monsters.

F.&B., which usually confines its route to California, is set to play the Washoe County Fair in Reno, returning to California for celebrations and later the Ventura County Fair in Ventura.

**Barnum Fest  
Names Ganum**

BRIDGEPORT, Conn., Sept. 3.—The board of management of the Barnum Festival Society, the organization that conducts the annual five-day celebration in honor of P. T. Barnum, this week named Joseph W. Ganum as ringmaster for the eighth annual Barnum Festival to be held next year.

Also named to key posts in the celebration were David E. Cunningham, grand marshal of the parade; William I. Hawkins, marshal of the Parade of Champions show, and Ned Tobin, manager of the Ballyhoo show.

**Merced Fair  
Yields \$\$  
For O. N. Crafts**

MERCED, Calif., Sept. 3.—Orville N. Crafts marshalled his 20 Big Shows and Exposition Shows into position in this area this week for the 11-day run starting Thursday (1) at the California State Fair & Exposition in Sacramento.

Crafts Exposition Shows played a successful five-day run here at the Merced County Fair and closed Sunday night (28). For the stand here, Crafts used 12 major and 10 kid rides and 50 concessions. In addition to these there were A. W. McAskill's "Hell's Belles," expose, and Side Show. Eighteen neon towers and two searchlights added to the flash.

Business was reported as good by both the show owner and concessionaire. Al (Moxie) Miller, with a Coke bottle stand, told The Billboard he was off the nut the first day.

Frank Warren, manager, directed the 20 Big unit at the Amador County Fair in Plymouth. He used 4 major and 3 kid rides and 20 concessions. At the close of the exposition here Sunday night, he began moving equipment into Sacramento, about 40 miles to the east.

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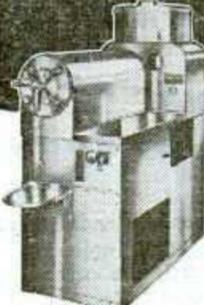
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# Storms Foul Va. Greater Fair Opener

KELLER, Va., Sept. 3. — Wind and rain marred the fair opener of the Virginia Greater Shows, and the carnival was forced to pass up its second fair in favor of a hastily booked still date.

The fair in Weirwood, Va., was to be played August 8-13 but the approach of Hurricane Connie forced an early teardown on Thursday (11) in a heavy rainstorm. All hands were kept busy getting wagons loaded and there was no physical damage altho three good days of fair action had to be sacrificed. Grounds had several inches of water in places when the show was loaded and some trucks had to be winched off the lot.

Manager Rocco Masucci passed up the Tasley, Va. Fair and made for Easton, Md., because of the storm. The show then moved into Pocomoke City, Md., under American Legion auspices where the opening day on Monday (22) was washed out. The weather cleared after that and fair business was experienced for the remainder of the week.

The Keller Fair here is being staged and operated by Virginia Greater Shows management in all its departments. Grandstand will offer stage and hillbilly talent, Rogers Bros. three-ring circus for two days and nights, auto racing two days, and wrestling and boxing two nights. Wrestling is promoted by Ed Contos and the boxing by Jack Portney, both of Baltimore.

Scheduled for "Super Circus" September 11 are Tony Diano's Elephants (3), the Farias rolly-bolly act, Shyrettos' cycle act, and the Delmont Brothers, juggling.

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## Carnival Routes

Send to  
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- A-1 Amusements: Charleston, Mo.
- Alamo Expo.: Norman Okla.; Duncan 12-17.
- American Beauty: (Fair) Fayette, Mo., 6-9; (Fair) Paragould, Ark., 12-16.
- A. M. P.: Gretna, Va.; Hillsville 12-17.
- Am. Co. of America: Louisville 9-17.
- Bayou State: Samtown (Alexandria), La.
- Beam's Attrs.: Franklinton, N. C.; (Fair) Dunn 12-17.
- Bee's Old Reliable: (Fair) Horse Cave, Ky.; (Fair) Booneville 12-17.
- Belle City: (Fair) Weyauwega, Wis., 8-11; (Fair) Reedsburg 16-18.
- Bernard & Barry: Windsor, Ont., 5-7; Welland 12-17.
- B. & H. Am. Co.: (Fair) Moncks Corner, S. C.; (Fair) Ellmore 12-17.
- Big State: Granger, Tex.; (Fair) Bryan 12-17.
- Big Four Amuse.: Kenosha, Wis., New Madrid, Mo., 12-17.
- Blue Grass: Mattoon, Ill. (Fair) Cape Girardeau, Mo., 12-17.
- Bogle, F. C.: Ft. Scott, Kan.; Butler, Mo., 13-16.
- Borderland: Sierra Blanca, Tex.; Van Horn 12-17.
- Biggs, A. R.: Oakwood, O., 5-6; Ridgeway 7-10.
- Brodbeck & Schrader: Ulysses, Kan., 5-7.
- Buck, O. C.: (Fair) Salisbury, N. C., 12-17.
- Burdick's Greater: Lott, Tex.
- Burke, Harry: Arnaudville, La., 6-11; (Fair) Port Allen 12-18.
- Capital City: (Fair) Dalton, Ga.
- Caravella Am.: (Fair) Hollidaysburg, Pa.
- Carroll's Greater: (Fair) Guthrie Center, Ia., 6-9.
- Calett Greater: Pauls Valley, Okla., 7-10; Ada 12-17.
- Central Am. Co.: (Fair) Whiteville, N. C., 12-17.
- Central States: (Fair) Caldwell, Kan., 7-10; (Fair) Pawhuska, Okla., 12-16.
- Cetlin & Wilson: (Fair) Indianapolis, Ind., 5-9; (Fair) Reading, Pa., 11-18.
- Chanos, Jimmie: Medina, O.; Muncie, Ind., 12-17.
- Cherokee Am. Co.: Chandler, Okla., 7-10.
- Coleman Bros.: Fonda, N. Y.; Greenfield, Mass., 9-14.
- Collins, Wm. T.: (Fair) Lincoln, Neb., 5-9; (Fair) Spencer, Ia., 12-17.
- Continental: (Fair) Trumansburg, N. Y., 14-17.
- Cote Am. Co.: Pinconning, Mich., 8-11.
- Crafts Expo.: (Fair) Sacramento, Calif., 5-11.
- Cumberland Valley: (Fair) Sparta, Tenn.; (Fair) McMinnville 12-17.
- Davis Am. Co.: Klamath Falls, Ore., 7-11.
- De Gaynor's Kiddieland: Plattville, Wis., 16-18.
- Del Fiore Am.: Youngstown, O.; Campbell 12-17.
- Desbro: Rochester, N. Y., 5-11.
- Dickson United: Binger, Okla.; Frederick 12-17.
- Dixie Expo.: (Fair) Vernon, Ala.; Centreville 12-17.
- Dobson's United: (Fair) Sauk Center, Minn., 8-11.
- Douglas Greater: Elma, Wash.
- Down River Am. Co.: River Rouge, Mich., 5-11; Belleville 15-18.
- Drago, No. 2: Markle, Ind.
- Drew, James H.: (Fair) Pennington Gap, Va.; (Fair) Hendersonville, N. C., 12-17.
- Dudley, O. S.: Beaver, Okla.; Clovis, N. M., 12-17.
- Dumont: Maynardville, Tenn.
- Dyer's Greater: (Fair) Lancaster, Wis., 7-11.
- Eastern Am. Co.: (Fair) Litchfield, Me., 8-10; (Fair) South Paris 12-17.
- Eddie's Expo.: Claysville, Pa.; Jamestown 12-17.
- Emshoff: Muscoda, Wis., 7-8.
- Evans United: Cole Camp, Mo., 7-10; Lexington 12-17.
- Fair & Exposition: (Fair) Livingston, Tenn.; (Fair) Dayton 12-17.
- Frame's Greater: (Fair) Waterford, Pa.
- Franklin, Don, No. 1: (Fair) Texarkana, Tex., 9-17; (Fair) Wharton 20-24.
- Franklin, Don, No. 2: (Fair) Enid, Okla., 9-16.
- Frontier: Hotchkiss, Colo., 7-9.
- Funland: (Fair) Ava, Mo., 7-10.
- G. & B.: Davis, W. Va., 6-10.
- Gem City: (Fair) Clarksville, Tenn. Columbia, Tenn., 12-17.
- Gentsch, J. A.: Louisville, Miss.; McComb 5-10.
- Georgia Am. Co.: (Fair) Calhoun, Ga.; (Fair) Cumming 12-17.
- Glades Am. Co.: Orange, Va.
- Gladstone Expo.: (Fair) Centerville, Tenn. (Fair) Savannah 12-17.
- Gold Medal: Port Royal, Pa. (Fair) Rutherfordton, N. C., 12-17.
- Grain Belt: Scribner, Neb., 13-16.
- Grand American: (Fair) Unionville, Mo., 7-9; (Fair) Audubon, Ia., 12-16.
- Greater Dixieland Expo.: (Fair) Palmyra, Mo., 7-10; Lonoke, Ark., 14-17.
- Hale's Shows of Tomorrow: Olathe, Kan., 9-10; Humboldt, Neb., 13-16.
- Hames, Bill: Marshall, Tex.; Tyler 12-17.
- Hammond, Bob, No. 1: (Fair) Tomball, Tex.; (Fair) Hempstead 12-17.
- Hammond, Bob, No. 2: (Fair) Cleburne, Tex.; (Fair) Stafford 12-17.
- Hannah's Am.: Republic, Pa., 6-10.
- Hannum, Morris: (Fair) Ebensburg, Pa.
- Happy Attrs.: McConnellsville, O., 7-10; Wooster 12-17.
- Happyland: (Fair) Cadillac, Mich., 5-9.
- Hartscock Bros.: Galt, Mo.; Gilman City 12-17.
- Hartscock, Roy: New Cambria, Mo., 9-10.
- Heller's Acme: (Broome & Montgomery) Newark, N. J., 7-17; Hoboken 19-24.
- Heth, L. J.: (Fair) Winder, Ga.; Marietta 12-17.
- Hill's Greater: (Fair) Bethany, Mo.; (Fair) Roswell, N. M., 13-17.
- Holiday Am. Co.: (Fair) Calhoun, Mo., 8-10.
- Holly Am. Co.: (Fair) Jasper, Ga.; (Fair) Jonesboro 12-17.
- Hottle, Buff, No. 1: Metropolis, Ill.; Jackson, Tenn., 12-17.
- Hottle, Buff, No. 2: Trenton, Tenn.; Kenett, Mo., 12-18.
- Hottle, Buff, No. 3: Metropolis, Ill.; Leesville, La., 12-17.
- Howard Bros.: Phillipi, W. Va.
- Howard, Ray S.: (Fair) Marietta, O., 5-7; (Fair) St. Clairsville 8-10.
- Hugo's Novelty Expo.: (Fair) Richmond, Mo., 6-8; (Fair) Carrollton 13-16.
- Ideal Rides: McLean, Ill. (Fair) Nashville, Ind., 21-24.
- Imperial, No. 2: (Fair) Rock Falls, Ill.; (Fair) Bourbon, Ind., 12-17.
- Interstate: Winchester, Tenn.
- Johnny's United: (Fair) Athens, Ala.
- Johnny's United: Athens, Ga.; Covington, Tenn., 12-17.
- Jolly: Richmond, Va.
- Key City: Monmouth, Ill., 8-10.
- Kille, Floyd O.: (Fair) West Plains, Mo.; Melbourne, Ark., 12-17.
- King Bros.: Eads, Colo., 6-10; Gothenburg, Neb., 15-16.
- King Shows, Ltd.: (Fair) Ingersoll, Ont., 6-7; (Fair) Beamsville 8-10; (Fair) Orangeville 13-14; (Fair) Brampton 15-17.
- Lake Shore Am.: (Fair) Melvin, Ill., 7-10.
- Lane, Leo: (Fair) Waynesboro, Ga., 12-17.

- Lee Amuse.: (Fair) Clanton, Ala., (Fair) Decatur, 12-17.
- Lewis, Ted: Easton, Pa.
- McKenna's Rides & Am.: (Fair) Friendship, Wis., 8-11; Montello 16-18.
- Majestic Greater: Jamestown, Tenn.; (Fair) Woodbury 10-17.
- Manning, Ross: (Fair) Christiansburg, Va.; (Fair) Madison, N. C., 12-17.
- Marion Greater: McColl, S. C.; Dillon 12-17.
- Marks, John H.: (Fair) Burlington, N. C.; Gastonia 12-17.
- Marvel: Prairie City, Ill., 8-10.
- Maryland Bazaar: Branchville, Md.; Leonardtown 12-17.
- M. D. Am.: Kenneth Square, Pa., 7-10.
- Meeker's: Lewiston, Idaho, 6-11; (Fair) Colfax, Wash., 15-18.
- Merriam's Midway: Merville, Ia., 7-10; Albion, Neb., 13-16.
- Metropolitan: (Fair) Dyersburg, Tenn.
- Midway: Belle, Mo., 8-10; Lebanon 12-16.
- Midway of Mirth: Monette, Ark., 6-10; (Fair) Jonesboro 12-17.
- Mighty Hoosier State: (Fair) Bremen, Ind.; (Fair) Jeffersonville 14-18.
- Mighty Interstate: (Fair) Winchester, Tenn.; (Fair) Aberdeen, Miss., 12-17.
- Moore's Modern: Mitchell, Neb., 5-8; (Fair) Lovington, N. M., 10-17.
- Motor State: (Fair) Wauseon, O., 5-8; (Fair) Water Valley, Miss., 12-17.
- Mound City, No. 1: (Fair) St. Charles, Mo., 7-11.
- Mound City, No. 2: (Fair) Rolla, Mo., 7-10; Springfield 12-17.
- Murphy's Tri-State: (Fair) Wheaton, Minn., 8-11.
- Nelson, Geo. W.: Merrill, Ia., 6-8; Solan 9-10; Emerson, 12-14; Schleswig, 16-17.
- Nolan Am. Co., No. 1: New London, O., 5-7; Montpelier 11-17.
- Nolan Am. Co., No. 2: Junction City, O., 7-10.
- North Star: Morrilton, Minn., 9-11; Somerset, Wis., 16-18.
- Norton's Rides: Kallispell, Mont., 8-13.
- Oklahoma Expo.: Ozark, Okla.
- Page Bros.: (Fair) Waverly, Tenn.; (Fair) Springfield 12-17.
- Page & Ferris Combined: (Fair) Dunkirk, N. Y.
- Pan American: Sevierville, Tenn.
- Penn Premier: Bridgeton, N. J.; Fredericksburg, Va., 12-17.
- Pennsylvania Greater: Crestline, O., 7-10; Cadiz 13-17.
- Pell's Broadway: Washington, N. C.
- Priddy: (Fair) Edna, Tex., 13-15; Ganado 16-18.
- Puska, A. H.: Garden Prairie, Ill., 10-11.
- Raines Am.: (Fair) Idabel, Okla.; (Fair) Mensa, Ark., 12-14.
- Rainier: Salem, Ore., 5-11.
- Raley Bros.: (Fair) Murfreesboro, N. C.; (Fair) Clayton 12-17.
- Rocky Mountain Empire: Arvada, Wyo., 8-10; (Fair) Farmington, N. M., 13-18.
- Rogers Bros.: Cass Lake, Minn., 7-10.
- Rose City: Farmington, Mo.
- Royal American: Topeka, Kans.
- Royal Expo.: (Fair) Milledgeville, Ga.; (Fair) Lincolnton 12-17.
- Royal United: Colchester, Ill., 5-6; Toulon 7-8; Matherville 9-11; Atkinson 12-13; Forreston 14-15.
- Rumble Greater: West Baden, Ind.; Vevay 12-17.
- Santa Fe: Port Isabel, Tex., 5-8.
- Schafer's Just for Fun: Warren, Ark.; Camden 12-17.
- Shamrock: Larned, Kan.; Guymon, Okla., 13-16.
- Shan Bros.: (Fair) Athens, Tenn., 12-17.
- Shoemaker's Tri-State: Millersburg, Pa.; Penbrook-Harrisburg 12-17.
- Shorter's: Spillville, Iowa, 9-10.
- Scott, Turner: Daytona Beach, Fla., 5-8; Waynesboro, Ga., 12-17.
- Smith, Geo. Clyde: (Fair) Warsaw, Va.; (Fair) Pittsboro, N. C., 12-17.
- Snapp's Greater: Miami, Okla.
- Southern States: (Recreation Center, 13th & Cove Blvd.) Panama City, Fla.; Port St. Joe 12-17.
- Southern Valley: (Fair) Benton, Ark.; (Fair) Hamburg 12-17.
- Star Am. Co.: (Fair) Pochantons, Ark., 6-10.
- Stephens, C. A., No. 2: (Fair) Rutledge, Tenn., 7-10.
- Stephens, C. A.: Erwin, Tenn.; West Jefferson, N. C., 12-17.
- Stephen's, Otto: Mercer, Mo., 5-6; Moravia, Ia., 8-10; Queen City, Mo., 15-17; (season ends).
- Stipe's: Somerset, Wis., 16-18.
- Strates, James E.: (Fair) Syracuse, N. Y., 5-9; (Fair) York, Pa., 13-17.
- Strong's Am. Co.: Hugo, Okla., 8-10.
- Sunset Am. Co.: (Fair) Carthage, Mo., 5-8; (Fair) Lamar 13-17.
- Tassel, Barney: Portsmouth, Va.; Maxton, W. Va., 12-17.
- Tatham Bros.: Mount Pulaski, Ill., 7-10; Wapella, Ill., 14-17.
- Thess United: Golden, Ill., 7-10.
- Thomas, Art B., No. 1: (Fair) Huron, S. D.; (Fair) Waterloo, Neb., 14-17.
- Thomas, Art B., No. 2: Marcus, Ia., 6-8; Dunlap 9-11; Kennebec, S. D., 16-17.
- Thomas Joyland: Dunbar, W. Va.
- Tidwell, T. J.: (Fair) Clinton, Okla.; (Fair) Perry 12-17.
- Tinsley, Johnny T.: Gainesville, Ga.; (Fair) Lawrenceville 12-17.
- Tip Top: Lewisburg, O.
- Tivoli Expo.: (Fair) Bowling Green, Mo., 6-7; (Fair) Pigot, Ark., 12-17.
- 20th Century: Ft. Smith, Ark., 8-16; Muskogee, Okla., 13-24.
- United States: (Fair) Webster Springs, W. Va.; (Fair) Lebanon, Va., 12-17.
- Victory Expo.: Alva, Okla., 7-10; (Fair) Cherokee 12-15.
- Virginia Greater: Suffolk, Va.; (Fair) Hertford, N. C., 12-17.
- Volunteer: (Fair) Hartford, Ky.; (Fair) Erin, Tenn., 12-17.
- Wade, W. G.: (Fair) Detroit, 5-11.
- Wallace Bros.: Beaver Dam, Wis.; Monticello, Ark., 14-17.
- W. B. J.: Woodburn, Ind., 8-10.
- West Coast: Redwood City, Calif., 5-11; San Jose, 12-18.
- Western: Cashmere, Wash., 7-11; Waterville 14-18.
- Wilbers Wolverine: (Fair) Onekama, Mich.
- Wilcox, Dick: (Fair) Gullford, Me.; Cherryfield, 13-15.
- Wilson Famous: (Fair) Sandwich, Ill., 7-11; Canton, 14-17.
- Wolfe Am.: (Fair) Martinsville, Va.
- World of Mirth: Rutland, Vt.
- World's Finest: (Fair) Quebec City, Que., 5-11; (Fair) Renfrew, Ont., 12-17.

## Circus Routes

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- Bailey Bros.-Cristiani: Salem, Ore.; Prineville, Sept. 12; Twin Falls, Idaho, 14; Littleton, Colo., 17-18.
- Betty, Clyde: Winnipeg, Man., Sept. 6-8; Grand Forks, N. D., 9-10; Bemidji, Minn., 11.
- Cole Geo. W.: Waverly, Ill., Sept. 8; Mt. Olive, 9; Nokomis, 10; St. Elmo, 11; Neoga, 12; Greenup, 13; Martinsville, 14; Palestine, 15; Bridgeport, 16; West Salem, 17.
- Gould, Jay: Newman Grove, Neb., Sept. 6-7; Russel, Ia., 9-10; Knox City, Mo., 11-13; Windom, Minn., 14-17.

- Hagen Bros.: Frederick, Md., Sept. 8; Emmitzburg, 9; Hanover, Pa., 10; Uniontown, 12.
- Hunt Bros.: Waynesboro, Va., Sept. 8.
- Kelly-Miller: Warsaw, Ind., Sept. 6; Rochester, 7; Wabash, 8; Hartford City, 9.
- King Bros.-Cole Bros.: Greensboro, N. C., Sept. 6; Durham, 7; Tarboro, 8; Petersburg, Va., 9; Norfolk, 10; Portsmouth, 11; Newport News, 12; Franklin, 13; Emporia, 14; South Boston, 15; Lynchburg, 16; Roanoke, 17; Martinsville, 19; Reidsville, N. C., 20.
- Mills Bros.: Long Branch, N. J., Sept. 6; Trenton, 7; Burlington, 9; Camden, 10; Norristown, Pa., 12; Pottstown, 13; Lebanon, 14; Middletown, 15; Lancaster, 16; Coatsville, 17; West Chester, 19; Chester, 20; Wilmington, Del., 21.
- Polack Bros.: Eastern: Meridian, Miss., Sept. 5-6; Dothan, Ala., 12-13; Augusta, Ga., 15-16; Mobile, Ala., 19-21; Phenix City, 23-24; Montgomery, 26-28.
- Polack Bros.: Western: Kennewick, Wash., Sept. 9-11; Eugene, Ore., 15-17; Roseburg, 18-19; Medford, 20-21.
- Ringling Bros. and Barnum & Bailey: Fresno, Calif., Sept. 6; Bakersfield, 7; Los Angeles, 8-11; Van Nuys, 12; Pasadena, 13; Long Beach, 14; East Los Angeles, 15; Los Angeles, 16-18; San Bernardino, 19; Phoenix, Ariz., 20-21; Tucson, 22; El Paso, Tex., 23-24.
- Von Bros.: Budd Lake, N. J., Sept. 6; Walnutport, Pa., 7; Hamburg, 8; East Greenville, 9; Southampton, 10; Salem, N. J., 12.

## Ice Shows

- Holiday on Ice, International, No. 1: Oslo, Norway, Sept. 6-10; Stockholm, Sweden, 11-25.
- Holiday on Ice of 1955: Sioux City, Ia., Sept. 6-8; Butte, Mont., 10-14; Salt Lake City, 15-25.
- Holiday on Ice: Lincoln, Neb., Sept. 6-9; Wichita, Kan., 10-15; Topeka, 16-18.

## Miscellaneous

- Hitler's Armoured Limousine: LaSalle, Ill., Sept. 6-10.
- Hitler's Official State Car: Jack W. Burke, Mgr.: (Fair) Detroit, Sept. 6-11; Hamilton, O., 13-15; Madison, Ind., 16-17.
- Holter, Gene, Animal Show: Lincoln, Neb., Sept. 7; Madison, Minn., 9; Lancaster, Wis., 10; Wooster, O., 13; Marysville, 14; Upper Sandusky, 15.
- Levolo, Pat and Willa: Toulon, Ill., Sept. 7-8; Matherville, 9-11; Atkinson, 12-13; Forreston, 14-15.
- O'Day, Marie, Palace Car: Logan, W. Va., Sept. 6-7; Holden, 8; Williamson, 9-10.
- Rabbit Foot Minstrels: Stuttgart, Ark., 8; DeWitt 9; Altheimer 10; Pin Bluff 12; Dumas 13; Durmott 14; Lake Village 15; Eudora 16.

## Black Lioness Fund Continues to Grow

MIAMI, Sept. 3.—The Black Lioness Fund is growing, Alberta Mack, fund chairman, reported this week. The fund now has over 100 members and more are joining each week, she said.

Set up to give immediate cash aid to the next of kin of deceased members, the fund draws its members solely from the Ladies' Auxiliary of the Miami Showmen's Association.

Initial assessment upon joining is \$3.30, with subsequent assessment of \$1.10 made upon the death of a fund member.

Besides Alberta Mack, other members of the fund committee are Ann Whitehead, Ethel Weer, Elsie Keeler and Sidney Thomas.

Louis Berger, special agent for Amusement Company of America, spent a day in Chicago last week en route from the Des Moines fair to the Kentucky State Fair, Louisville.

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## Iowa State Lags Behind Centennial, Keeps Pace With '53

### Heat, Farm Problems Hold Gate To 294,579 During First 6 Days

DES MOINES, Sept. 3.—The Iowa State Fair, dependent upon the corn dollar, was having a struggle competing with records set during its centennial run last year, but was running on a par with previous years despite a heat wave and farmers worrying over farm prices.

A terrific heat wave sweltered out the customers at the start but with arrival of cooler weather this week and a strong finishing card, the Iowa exposition was expected to exceed the 500,000 attendance mark and rack up profit by the end of its 10-day run on Labor Day.

Total attendance thru Thursday (1), after six days, was 294,579, compared with 353,965 at the same time the previous year. The 1955 fair figures are hard as a comparison due to it having been centennial year, plus the appearance of President Eisenhower. And compared with previous years the exposition this year was doing okay.

Only six other previous Iowa fairs have hit the 500,000 attendance figure and with 254,579 going thru the front turnstiles at the half-way mark, Secretary Lloyd

Cunningham, of the fair board, was confident this year's show will again pass the half-million mark handily.

#### Heat Hurts

Starting out with 100-degree weather, which had been consistent for weeks, the fair got off to a slow start with Al Sweeney's auto races the first three days and harness running the next two with Barnes-Carruthers musical revue at the night shows.

The opening Saturday figure was 67,713, compared with the heavy 85,378 on the opening day last year. Sunday's attendance was 57,708, compared with 67,863 the previous year.

Monday attendance was 32,442 as compared with 50,794 on Ike day in 1954. On Tuesday cooler weather arrived and 37,818 attended, still short of 41,374 the previous year. During the first half of the fair, attendance had fallen short each day of the record-breaking 1954 show.

The fair's only thrill show. (Continued on page 76)

## COPS HAVE EASY TIME AT OTTAWA

OTTAWA, Sept. 3.—The Central Canada Exhibition, which set a gate record last week with 431,797, may also have established a mark for such a large event in that not a single person was arrested during the seven-day run. Not a single accident of consequence was reported although first aid was administered to nearly 1,000.

## Escanaba Gate, Grandstand Hit All-Time High

### Attendance Up 10%; Attractions, Midway Race Ahead of '54

ESCANABA, Mich., Sept. 3.—The Upper Peninsula State Fair drew the curtain on one of its most successful runs on record here Sunday (28), a six-day fair that saw record attendance thru the free outside gate up and grandstand receipts a whopping 25 per cent ahead of '54 figures.

Ray LaPorte, secretary, esti- (Continued on page 76)

## CNE GATE DOWN, GRANDSTAND UP

### Sullivan Show Gross Tops '53; Conklin Midway Runs 27% Ahead

TORONTO, Sept. 3.—Attendance at the Canadian National Exhibition this week was held down somewhat by inclement weather but midway business was up a thumping 27 per cent and grandstand receipts were 10 per cent ahead of 1953, best comparable year. The drop in outside gate traffic, with three of the first five days running behind last year, caused fair officials to revise their thinking on a 3,000,000 attendance figure for this year.

The weather failed to co-operate. Rain, in scattered formation, broke around the supper hour on several evenings discouraging night attend-

ance. Despite the lower attendance, CNE officials reported spending was up all over the grounds.

Attendance figures thus far, with last year's comparable count in brackets were: Friday, 126,500 (130,000); Saturday, 293,000 (296,500); Monday, 173,500 (161,000); Tuesday, 183,500 (178,500), and Wednesday, 219,000 (235,500).

The grandstand show, headed up by Ed Sullivan, was 10 per cent ahead of both '52 and '53. No comparison was made with last year due to the musician-performer union split. The matinee this year was, however, running steadily behind '54 when the show was headed up by Roy Rogers.

Publicity on the CNE's 25-mile Lake Ontario swim, with its \$25,000 jackpot, continued to mount. Some 40 newspapers and 15 radio and TV stations indicated to publicity director Bert Powell their interest in the coverage of the event.

## Good Crowds Attend Event At Essex Jct.

ESSEX JUNCTION, Vt., Sept. 3.—The Champlain Valley Exposition kept up a good pace this week despite considerable threatening weather and some rain. A peak one-day attendance of 21,000 was announced for Wednesday (31), Burlington Day.

A crowd of about 5,000 attended the opening. The second day was more than double with 12,500 reported on the grounds.

The World of Mirth Shows on the midway was reported doing well altho rain washed out most activities in the late working hours Tuesday night. The event was more fortunate than a year ago, however, when hurricane winds completely disrupted operations.

A George A. Hamid revue played to good crowds. Jack Kochman's Lucky Dogs and auto thrill show were also strong grandstand features.

## Merced, Calif., Draws 65,689 To Pass 1954

MERCED, Calif., Sept. 3.—Marking the centennial anniversary of the county, the five-day Merced County Fair, which closed here Sunday (28), showed an increase in attendance of 1,850 over last year with a total of 65,689. Exposition's record mark is 66,911 set in 1952.

Under the direction of W. C. Woxberg, the fair staged the Merced County Centennial Pageant in front of the grandstand to fill the 3,230-seat and 1,000 bleachers the first three days. Admission was free in the generals with 448 boxes selling out at \$1 per person.

The pageant featured local talent with James M. Flynn, radio announcer, doing the narration on tape. The actors and actresses pantomimed with the tape recording adequately amplified to fill the area. Movie sets were used in a line with the spotlight shifting to the one in use. The turn came off well but there were times of lack of synchronization.

The Saturday night rodeo drew a reported 4,000 and another 3,000 for the Sunday afternoon performance. Tickets were \$1.50 for reserves and \$1 for the blues.

Kayletta was featured as a free attraction with her high act. The Plaza stagemat was booked by Jo (Continued on page 76)

## CUTS COSTS

### Each Fair Gets Special Wirth Sets

NEW YORK, Sept. 3.—Special, permanent grandstand stage sets for each of the fairs he services are being planned by booker Frank Wirth. The units, which will be redesigned in part and repainted each year, will eliminate costly transportation costs.

Other advantages, Wirth said, are the elimination of the need for winter quarters space and covering insurance. The sets, which will be built to fit each stage, will be repainted by a scenic artist in the three-week period preceding the opening.

New scenery for the York (Pa.) Interstate Fair is now nearing completion. Wirth also announced the addition of the Four Aces vocal group to the grandstand program at York.

## Cox Joins Winston-Salem Bally Effort

NEW YORK, Sept. 3.—Richard Cox, World of Mirth Shows publicist, will join in the pre-opening campaign of the Winston-Salem (N. C.) Fair beginning next week.

Cox said he would stress promotional efforts. Several possible tie-ins designed to develop interest thruout a wider area will be plugged immediately. He will also direct the advertising, press, radio and television campaigns.

At the completion of the assignment Cox will rejoin the World of Mirth which holds the Winston contract. Gerald Snellens, general representative, will direct the show's publicity efforts in his absence.

## 431,797 Sets New Ottawa Gate Mark

OTTAWA, Sept. 3.—Seven free automobiles, the most generous bill of free entertainment ever offered here, multiple top acts presented by George A. Hamid & Son, the largest and most pretentious midway ever presented by the World of Mirth shows and perfect weather on all seven days were the principal factors that helped to chalk up for 1955 a record attendance for the Central Canada Exhibition. Total attendance for the seven days, August 20-27 with Sunday excluded, was 431,797.

Biggest attendance for one day was Wednesday (24) with 69,954. Lowest tally was on opening Saturday (20) with 52,366, when rain fell for about an hour starting at six p.m. Friday (26), always a slim day, drew 53,974. All other days topped by a good margin the 60,000 mark.

Altho all children were admitted free daily, there were two special children's days, Monday and closing Saturday, when all rides and shows were priced at 10 cents. On Monday the World of Mirth gave \$700 worth of prizes. On that day the kids were also admitted to the grandstand for 10 cents. About 10,000 packed the stand to capacity.

#### Show for Patients

Thursday morning Hamid, the World of Mirth, the stagehands and the musicians' unions co-

operated in staging a free grandstand show for shut-ins from various hospitals and institutions. All youngsters were given dolls by the World of Mirth. This treat for the handicapped was inaugurated in 1950.

Coin turnstiles were not used this year. Admission tickets, costing 50 cents and containing stubs, were used. Ticket holders were (Continued on page 76)

## Ronceverte Total Near 200,000; Weather Good

LEWISBURG, W. Va., Sept. 3.—Good weather attended the six-day State Fair last week, and with this most welcome of all visitors on the grounds the annual event wound up close to the 200,000 mark. Last year's running was marred by rainfall somewhat with a resultant attendance of about 186,000.

Manager C. T. Sydenstricker reported a gain of several percentage points over the 1954 tabulation. Sharing in the good business reported for all aspects of the fair was the Johnny Denton Gold Medal Shows which was up and running on time for the Monday (22) opener.

Gold Medal was new this year but other elements were repeats, such as the Tony Vitale fireworks, Joie Chitwood drivers and a Hamid revue, all of which had satisfactory results. The revue was put on twice nightly on three occasions, and once on other nights. Chitwood showed twice on opening day before the 4,500-seat stands.

Turnouts were reported very good for the daily harness races, and some \$40,000 in premium money was awarded. Among the week's features were appearances of Miss West Virginia and Little Gloria Lockerman, Baltimore schoolgirl who had spelled her way to \$16,000 on the "\$64,000 Question" video show.

Sydenstricker reported that uniformed personnel of the Anderson-

Boswell Patrol of Greensboro, N. C., manned the gates for the first time with encouraging results. It is intended to add a pair of horse barns for the 1956 event, raising the number of such structures from the present total of nine.

Employment and industrial conditions in the area were good, with the general public in a fair-going and spending mood, it was noted.

## Strong Attractions Win for Colo. State

PUEBLO, Colo., Sept. 3.—Aided by one of the strongest attraction programs ever offered here, the Colorado State Fair closed its six-day run Sunday (28) after establishing a new attendance record. The annual, which this year operated with a free outside gate for the second year, drew an estimated 240,000 people, topping last year's all-time high by upward of 22,000.

Secretary W. H. (Bill) Kittle said that the advance sale of show tickets was 25 per cent ahead of last year and per capita spending was well ahead of '54 figures.

Under the increased attraction budget the fair featured name entertainers in addition to the traditional rodeo. Grandstand attraction the final three days, both mati-

nee and night, was a variety show wrapped around Rex Allen, Tony Bennett, Polly Bergen, the Harmonicats, Sam Howard's "Aqua Follies" and skier Hank Hansen. The rodeo, which ran the first days of the fair both afternoon and evening, was provided by the Autry-Cremer Rodeo Company and listed \$5,000 in prizes. "Dancing Waters," set up in a tent, pulled strong crowds all week.

Brodbeck & Schrader reported good ride and show grosses despite a late afternoon shower on two days. There were no games operated on the fun zone.

Also credited for the big turnouts was a series of street parades that were held in Pueblo and spotlighted a number of dignitaries.

## Madera, Calif., Names Dixon

MADERA, Calif., Sept. 3.—E. W. Dixon, formerly associated with the Solano County Fair in Vallejo, has been named acting manager of the Madera District Fair here. He succeeds Marshall Finstad, manager, who died suddenly July 23.

Finstad, a former newspaperman, was named to the post March 4 to replace Joseph T. O'Shaughnessy, who resigned after serving in the top capacity for seven years.

# PNE GATE LAGS, SPENDING CLIMBS

### Polack Circus Scores Sellouts; 'Dancing Waters' Reaps Big Takes

VANCOUVER, B. C., Sept. 3.—On the first seven days of operation the Pacific National Exhibition was running 37,682 behind the attendance figures racked up in '54 despite fine weather. General Manager V. Ben Williams stated the drop was expected when the government banned the sale of advance admission tickets on downtown streets which included chances on automobiles and other prizes.

While attendance was down, spending was up. A unit of "Dancing Waters," under canvas north of the Forum Building, opened slow but continued to build daily with a reported \$7,000 take Saturday (27). Sam Shayon is general manager. The unit moves to the Pomona (Calif.) Fair from here.

Polack Bros.' Circus, under Shrine-PNE auspices in the Forum Building, was pulling capacity audiences. Publicity Director Justus Edwards made the front page of

the dailies with circus layouts daily till a big downtown bank holdup Wednesday (31) pushed him off.

#### Calypso Clicks

The free attraction, Danny Sailor, World Champion Tree Climber, is doing his stuff twice a day in front of the New Manufacturers' Building. The Calypso Band from Jamaica, playing on oil drums, was also a big draw for free, located on the walk toward the new buildings. The Vancouver Lions' Club Crime Show, under canvas, was 35 per cent down in its take over last year despite a good location between "Dancing Waters" and the Calypso Band.

The Hobby Show, with a magic contest, was even with last year's business. Outdoor theater was improved and the continuous performance at this spot had capacity audiences. "Almanac," a popular daily TV show on CBU-TV, is another free attraction at the film theater in the B. C. Building. Under the emceeing of Bill Bellman and Allen Miller, different acts from various shows are interviewed and strut their stuff. On the show caught, Goldilocks (Herta Klausner) and her bears from the Polack Bros.' Circus, were featured. Bob Fortune, on the same show, gives a daily weather report in a light vein.

#### Army Pulls

The Canadian Armed Forces, Army, Navy and Air, were attracting plenty of visitors to their various demonstrations in their location on the east side of the park. To mark locations of the new buildings and their displays, blimps suitably inscribed float over them high in the air.

Free fashion shows in the Home Arts Building were drawing well while exhibits in the various buildings were all well patronized.

Washington State Day, Friday (2), saw judging of light horses and Canadian-American saddle horses; Palominos, saddle, harness and jumping classes in the Livestock Building. Daily horse racing on the Little Saratoga Track was attracting capacity crowds with the mutual take some days exceeding 1954.

Free fashion shows in the Home Arts Building were drawing well while exhibits in the various buildings were all well patronized.

Washington State Day, Friday (2), saw judging of light horses and Canadian-American saddle horses; Palominos, saddle, harness and jumping classes in the Livestock Building. Daily horse racing on the Little Saratoga Track was attracting capacity crowds with the mutual take some days exceeding 1954.

The Wyoming event, one of the oldest State fairs in the West, this year had more livestock entries than ever before. A total of \$5,200 in prize money was awarded rodeo winners, with \$1,200 of the cash going to the State's amateurs.

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# OTTAWA NIXES TICKET MIX BY SCRATCH START

OTTAWA, Sept. 3.—Possible confusion resulting from the use of tickets left over from year to year has been completely eliminated by the Central Canada Exhibition. After the final auditing of each event, all remaining tickets in all categories from gate to midway are destroyed and an entirely new set is ordered for the upcoming event. The start from scratch each year makes it comparatively easy to keep a running count on the effectiveness of all attractions.

# Hefty 50,000 At Rocky Hill

EAST GREENWICH, R. I., Sept. 3.—Some 50,000-odd persons attended the six-day Rocky Hill Fair here which ended Sunday night (28), officials estimated. The closing day was benefitted by cool weather which drew throngs which would otherwise have gone to beaches.

There were 87 entries in the goat show, the ninth annual summer exhibit of the Rhode Island Goat Association. On the closing day a feature was the official show of the American Milk Goat Record Association, in the cattle ring.

Midway attractions were booked by Joe Venditto, brother of John Venditto, who owns Venditto Bros. Shows.

# New Rhinebeck Dates Pay Off With Record

RHINEBECK, N. Y., Sept. 3.—New operating days paid off handsomely for the Dutchess County Fair this week, which tried out a five-day run starting Sunday (28) and ending Thursday (1). Manager Richard C. Murray reported that favorable weather graced the engagement and an admission total of 75,825 exceeded any figure of past seasons.

Several encouraging results were noted and the annual may extend its run in 1956 altho following the same general pattern. Formerly a five-day fair running the customary days of the week, the annual was placed in an awkward position.

The closing Saturday in the past matched the opening day of the State Fair in Syracuse, and the mid-week days paralleled those of the fair in Chatham, only 35 miles away. A change was strongly urged by cattle exhibitors who desired to show at all three dates without the attendant confusion.

Murray noted that the cattle people now are able to get in a session at Chatham and still make the Syracuse opening.

Opening Day Big  
Opening day this year was described as phenomenal, with some operators of food and other

# Du Quoin Backs Up Hefty Gain Over '54

### George Gobel Advance Sales Zooms; McGuire Sisters, Gem City Ahead

DU QUOIN, Ill., Sept. 3.—The Du Quoin State Fair went into the sixth day of its nine-day run here Friday (2) with a sizable attendance bulge over last year and every assurance that it would top '54 when the gate count was a hefty 403,000. Ideal weather with sunny days and cool evenings boosted attendance thru Thursday night some 5,600 ahead of the same period a year ago.

The big Labor Day weekend, with George Gobel featured on the holiday and auto racing on three afternoons was expected to push total turnouts well past last year's figures. Advance sale for the Gobel show on Monday evening were exceptionally strong, reflecting the comic's big TV appeal. Fair officials said that by Friday of this week only a limited number of seats were available. The 10,000-seat grandstand, plus 7,000 bleacher seats, was re-scaled for the performance to \$4.50, \$4, \$3.50, \$3 and \$2.50. The top figure was a new one and most of this year's \$4 seats sold at 50 cents less a year ago.

#### McGuires Pull

Main night grandstand attraction during the week was a variety show headed up by the McGuire Sisters, which opened Monday night and was scheduled to run thru Saturday evening. The show started out a little slow, attendance-wise, but by mid-week had built swiftly and Thursday night over 8,500 customers were in the

stands. Supporting the gal trio were Leo de Lyon, Chiquita and Johnson, Homer and Jethro, Francis Brunn, Vernon Bumpy and Company, Johnny Bachemia, Baudy's Greyhounds, the Ambassadors, Hal Sand's Manhattan Rockets (24) and Lou Breese and his orchestra. Danny Graham, Chicago, produced the show.

The program of AMA motorcycle races, brought in by Buck Kidd Sunday afternoon, was slightly ahead of last year, attendance-wise. Grand Circuit Harness Racing, the afternoon program on five afternoons, pulled strong crowds, drawn out by the \$150,000 in purses.

At track ceremonies Wednesday afternoon, the Hayes Farm's leading money-winner, Pronto Don, was retired. Don and Gene Hayes, fair's co-managers, and the McGuire Sisters placed a blanket of red roses on the veteran horse's back. During his racing career he won an all-time record \$332,000.

#### Auto Races

In addition to the Gobel show Monday, three afternoons of weekend AAA auto races were skedded, all under the management of Kidd. A 100-mile stock race was set for Saturday, big car sprints Sunday and a national championship 100-mile big car meet Labor Day. The horse show, held in the outdoor arena, drew good turnouts during the week.

Gem City Shows, the midway attraction here for the first time, aided by the big turnouts and good weather, was doing strong business thruout the week. Ride and show grosses were reported to be 14 per cent ahead of last year.

A check of commercial exhibitors on the grounds indicated a record number and many of them reported business and sales were topping any other recent year.

Act scheduled to support Gobel on Monday evening included Monica Lewis, Bud and Cece Robinson, Sensational Denvers and Dieter Tasso. Free acts between the races were Sven Cresso, Les Hildaleys, and Hilda and Kurt Oranto. Lyle Lees and his Aqua Daredevils performed between the motorcycle races and were again set to do their act between the weekend auto races.

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# Stockton Gate Falls Off 8%, Mutuels Dip

STOCKTON, Calif., Sept. 3.—The 34th annual San Joaquin County Fair, which added a day to its usual 9-day run here, ended Sunday night (28) with its attendance down 8 per cent and pari-mutuel betting off 6 per cent.

The fair was staged under difficulties with Manager E. G. Vollmann, veteran fair man, working out problems to attract people to both the old and new sections. With a building program to continue, the exposition is expected to stage the 1956 event in its new structures and location.

With the new section adjacent to the old, Vollmann supplied three tractor drawn trams to ride the patrons free from one to the other. In the new section, which included modern exhibit buildings, Foley & Burk Combined Shows, which have played here since 1919, installed a Kiddieland. Ice-O-Rama, a rink attraction, was given three times daily in the recently completed exhibit hall. Chico Dell and his chimps worked both sections, as did Hindra, the mechanical man.

#### Grandstand Draw

In front of the grandstand, pari-mutuel racing pulled a total of \$1,348,384, compared with \$1,434,904 a year ago. The eight days of racing pulled an estimated 25,000 payees. Other grandstand attractions included four horse show performances with a paid draw of 2,000 people and six rodeo performances staged by Christensen Bros. with 9,000 attendance. Bill McGaw's Tournament of Thrills, featuring a bloodless bull fight, was the closing Sunday attraction.

Last year's total attendance was 97,000 in nine days.

Concessionaires included Archer Enterprises, salt water taffy; Edward B. Lang, strollers, and Pat Treanor, novelties. Hal Harper played the fair with his lost child car.

# 25,000 Pay At St. Stephen

ST. STEPHEN, N. B., Sept. 3.—The St. Stephen Exhibition ended a week's run August 27 with 25,000 paid admissions. Last year's attendance was 16,000. The run was made in spotty weather marked by sudden winds and rain.

Harness racing was a feature. The Bill Lynch Shows were on the midway.

# Douglas, Wyo., Pulls 35,000

DOUGLAS, Wyo., Sept. 3.—The 1955 Wyoming State Fair closed this week after the biggest crowds in years poured thru the turnstiles. More than 35,000 people jammed the grounds, booths and exhibits during the four-day affair that saw night rodeo at the fairgrounds for the first time in its 43 years.

The Wyoming event, one of the oldest State fairs in the West, this year had more livestock entries than ever before. A total of \$5,200 in prize money was awarded rodeo winners, with \$1,200 of the cash going to the State's amateurs.

# Lavish Grandstand Program Is Scheduled for Reading

READING, Pa., Sept. 3.—A broad sampling of entertainment has been lined up for the Reading Fair, with one of the elements being Jack Kochman's Lucky Dogs attraction, scheduled for the first two nights. The fair will open on Sunday (11) and run for eight days and seven nights, with Cetlin & Wilson Shows on the midway.

Fair officials claim the advance front gate ticket sales have passed 30,000 in a program of offering reduced rates to tickets bought in blocks of 100 or more.

Entertainment will have the Lucky Dogs sharing billing the first Sunday and Monday with preliminaries of the Miss Reading Fair

beauty contest, with \$2,300 in cash prizes being awarded. Nightly grandstand shows Monday thru Saturday will be the Hamid "Fantasies of '55" revue.

Afternoons before the grandstand, Tuesday thru Friday, will be the customary Grand Circuit harness racing. Kochman's Hell Drivers will perform on opening Sunday afternoon, and the Joie Chitwood drivers on closing Saturday. On closing Sunday (18) there will be AAA big car auto racing. Final judging in the beauty contest is scheduled for Saturday night (17).

The fair will continue its free (Continued on page 76)

**THE GREAT HAGERSTOWN FAIR**  
September 19-24  
**100th ANNIVERSARY**  
CONCESSIONS—Hanky Panks and Stock Stores or any Legitimate Concessions.  
RIDES—Contact Thompson Bros., Altoona, Pa.  
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\* **Currently: Grandstand Attraction East Texas Fair, Tyler, Texas, Sept. 12-17.** \*  
\* **Publicity: J. Brandon, 430 W. 24th St., New York, N. Y.** \*  
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# Sedalia, Mo., Draws 542,175 for Record

### Cetlin & Wilson Business Up 20%; Night Grandstand, Auto Races Strong

SEDALIA, Mo., Sept. 3.—The Missouri State Fair closed its biggest run on record here Sunday (28), not only topping all past attendance marks but going over the half million mark for the first time. Final figures showed a total of 542,175 people came thru the outside gate, compared with last year's all-time high of 497,316.

New highs were set every day of the nine-day run with the exception of Sunday (21) when afternoon and evening showers cut down attendance but weren't enough to hurt the grandstand shows or midway play.

Cetlin & Wilson Shows, with a strong array of attractions on the midway, took advantage of the big crowds and the fair reported ride and show grosses beat '54 by a whopping 20 per cent.

Grandstand patronage was strong all week. A Barnes-Carruthers' revue with acts was sold out for nearly all the six nights it was

scheduled. "Stars Over . . ." produced by the Hunt-McCafferty Agency, played to good crowds in a side-walled arena. Four days of auto racing provided by Al Sweeney's National Speedways, Inc., drew full or overflow crowds. A 100-mile big car futurity on Saturday (27) was sold out long before the event was set to run. And on Sunday (28) when Sweeney had a 100-mile stock car race there were 2,000 in the infield when they stopped selling tickets. The Aut Swenson Thrillcade closed the fair Sunday evening with a strong turnout.

## PUBLICITY AID

# State Agency Distributes N. H. Annuals

CONCORD, N. H., Sept. 3.—A unique and highly attractive promotional aid has been put out for fairs by the State Planning and Development Commission. Presented as a small folder, it opens to an eight-by-10 yellow sheet, with the legend "Visit a Colorful Country Fair" emblazoned across the top.

Listed are all 1955 fair dates in the state. That side of the sheet also has a full-color photo of folks at a roadside fruit stand, and the legend: "Sun-Ripened Quality Produce, Fresh from New Hampshire Farms."

The other side of the sheet has another full-color reproduction showing Mount Chocorua, one of the State's attractions. The folded sheet is distributed free by the State and in great quantities, both in the mail and at many State Planning and Development Commission exhibits.

## 'Midwestern Hayride' Wins Jersey Award

CINCINNATI, Sept. 3.—WLW-TV's "Midwestern Hayride," currently seen on the NBC-TV network each Friday night, 7-7:30, EST, has been awarded the New Jersey State Fair's Blue Ribbon Award for being the "most popular program of its type during the past year."

H. S. Somson, executive vice-president for the Crosley Broadcasting Corporation, was notified this week the award will be presented during the New Jersey State Fair in Trenton, September 27-October 2.

Sol Abrams is chairman of the fair's radio and TV committee, which made the award.

# MANAGER BEAMS AS SPACE GOES A YEAR AHEAD

RHINEBECK, N. Y., Sept. 3.—Business done at virtually every aspect of the Dutchess County Fair was at record proportions this year due to the new operating days, it was reported. It was so good, manager Richard C. Murray noted, that every foot of concession space in five exhibit buildings had been contracted by the occupants by the time the fair ended Thursday (1). "I may have trouble getting used to it, not having to sell space," Murray said. "What a feeling!"

# Rocky Mount's Program Given By Chambliss

ROCKY MOUNT, N. C., Sept. 3.—The six-day Rocky Mount Agricultural Fair will again feature a thrill show, a grandstand program and the Prell's Broadway Shows, manager Norman Chambliss Sr. reports. The Sunday, September 25, preview will offer the Joie Chitwood drivers at 3 p.m.

There will be free grandstand acts daily except Monday at 4 p.m., and a nightly Hamid show. On opening Monday night the Kochman "Lucky Dogs" attraction will be offered. Fireworks will follow the nightly grandstand shows, shot off by Fireworks Corporation of America.

Two bicycles will be given away on each of three mid-week days, to school children who will have been given free tickets. Bikes will be displayed at the Montgomery-Ward store and drawings will take place on the midway. There will be three children's days.

Chambliss is again aiming at the 100,000 attendance mark. A \$4,000 premium list is being offered. Chambliss is also manager of the fair at Greenville, N. C., is associated with the Beaufort County Fair at Washington, N. C., and is president of the North Carolina Association of Agricultural Fairs.

# Skowhegan Held Equal To Last Year

SKOWHEGAN, Me., Sept. 3.—Skowhegan's eight-day State Fair, which closed Saturday (20) opened with fair-to-hot weather until the middle of the week, when it was foggy and misty. Friday was cloudy, hot and muggy while Saturday was clear and hot. When results were compiled the main gate and grandstand attendance were about equal to that of 1954, but pari-mutuel play was \$23,000 under that for last year.

Biggest day at the main gate was Tuesday (16) when the Miss Maine finals were held. This was a sell-out.

King Reid Shows held down the midway and a Hamid revue, described by press and fair people as one of the best in recent years. Fair manager Roy Symons said the Reid Show was again signed to play the date in 1956, for the eighth straight year.

TALLAHASSEE, Fla., Sept. 3.—The North Florida Fair is in the process of erecting the first permanent building on its fairgrounds here. The structure, 60 by 200 feet, will cost \$26,000. Attractions for the October 25-29 run will include the Gooding Amusement Company on the midway and "Dancing Waters."

# Altamont Clicks But Misses '54 Mark as Weather Hits

ALTAMONT, N. Y., Sept. 3.—The Altamont Tri-County Fair made a strong bid for a new record at the gate with giveaways every afternoon and night after Monday, but missed the 1954 mark by 1,142. The total attendance was 70,021.

Three days of perfect weather in the middle of the week, August 22-27, jammed the grounds on those nights. High wind, super lightning, some rain and a heavy storm in Schenectady 10 miles away cut into the gate on opening night when the Chitwood thrill show played the grandstand.

Rain late Tuesday afternoon, the first of two Young America Days, and again Saturday after a threatening morning, cut big holes in attendance that seemed sure.

Despite the free grandstand and giveaways Coleman Bros.' Shows reported an excellent week. On midweek nights when the weather was perfect, the 3,200-seat grandstand was filled virtually to capacity and at the same time the midway was crowded. All exhibits and buildings were open until 11 p.m.

Joe Basile led the band for the Al Martin 10-act revue which worked to near capacity afternoons and nights except Saturday. The high act single, Honey B., narrowly averted a serious accident Tuesday afternoon when the post to which her slide-for-life wire was anchored pulled from the ground during her descent. She hit the ground 75 feet from the stop point but suffered only bruises. Honey B. worked that night.

The experiment in raising the gate to an even dollar from 75 cents; opening the grandstand free; giving two bicycles and 15 dolls in the daily afternoon giveaways; giving blankets, electrical appliances, food and household articles

# Farm Exhibits Decline to 1 At Topsfield

TOPSFIELD, Mass., Sept. 3.—Topsfield Fair will have but one exhibit of farm machinery when it opens for the 131st season September 4-10. It has had as many as a dozen in other years. Warren Rockwell, vice-president of the sponsoring Essex Agricultural Society, says it appears farmers in the area are well equipped with farm machinery and so will be buying principally replacement parts, not investing in new machinery.

Rockwell said next year, it is hoped to have heavy emphasis on food.

The toughest blow suffered by the event was on closing day last year, when Hurricane Edna did damage amounting to \$75,000. That was the only day in the fair's history when the gates didn't open. All damage has been repaired and this year there is an expected attendance of more than 100,000.

Many new industrial exhibitors have brought about plans for a second industrial building. Prize money is in excess of \$12,000. An innovation will be the selection of a Miss Essex County.

# Sandusky, O., Fair Closes Okay Run

SANDUSKY, O., Sept. 3.—Another successful Erie County Junior Fair concluded here Sunday night (21). No exact attendance figure could be given by Art McCall, secretary, as the event operated with a free gate.

Motor State Shows of Detroit had its No. 2 unit on the ground with the Big Eli Wheel being the best crowd puller. Livestock and commercial exhibits were up considerable from previous years and board members and county commissioners are now scouting for grounds to establish a permanent site for the annual.

nightly to the grandstand spectators, with an outboard motor boat thrown in Saturday night for extra measure, was watched with keen interest by other fairs. Seven sent representatives.

## Other Free Shows

Demonstration flights by an Army helicopter, two daily Stars of Tomorrow amateur talent shows and horse shows were tossed in to fill what normally would be a gap between the afternoon and night grandstand shows. Visiting fairmen said they were surprised by the constant free attraction activity, in some cases overlapping because of the crowded schedule.

Children under 12 were always free but 40,500 grade and high school pupils received school tickets by mail in envelopes addressed to them before schools closed. Slightly less than 29,000 were used, Tuesday's weather threat accounting for most of the difference. Normally more than 90 per cent are returned.

Officials said the free grandstand and giveaways will be continued with the latter expanded. All concessions reported an excellent week.

# Casper, Wyo., Pulls 100,000 Between Runs

CASPER, Wyo., Sept. 3.—The Central Wyoming Fair here was visited by over 100,000 people attending non-fair events between the '54 and '55 fairs, Bob Latta, manager, stated in his annual report. The figures do not include the attendance at either fair.

Chief reason for the sharply increased non-fair activity was the \$200,000 Industrial Building constructed three years ago and which is available for a wide variety of events, Latta pointed out.

Topping the list this year was the Rocky Mountain Oil Show in June, which featured Dick Jurgens' orchestra, acts provided by Ernie Young and pyro displays by Thearle-Duffield Fireworks, Inc. Other events included two major livestock sales, nine dances, trade and dog show, stock car races, a Shrine circus, "Grand Ole Opry" and a number of parties and meetings.

This year's fair, held August 10-13, went to straight rodeo for entertainment, increased its purses and added Rex Allen as a name attraction. Show pulled four full stands in four nights. Midway grosses by Brodbeck-Schrader Shows was off because of light afternoon patronage and the fact the fair was cut from five to four days.

# Ice Show Tops Entertainment For Trenton

TRENTON, N. J., Sept. 3.—George Hamid has booked an ice presentation as his grandstand feature at the New Jersey State Fair, it is reported. The show will be "Ice Varieties of 1955" and will feature Evelyn Chandler, Betty Jane Rieker, Manuel Del Toro, Eileen Meade, Ronnie and Boots Roberts, George Von Bergelin, Dick Burns, and the Ice-Ettes chorus line. Jack Cross and his orchestra will back the show.

Other attractions include the Jack Kochman stunt unit on Sunday and Monday, September 25-26, the Irish Horan drivers on Saturday, October 1, big car racing on closing Sunday, October 2, and harness racing on mid-week afternoons. The ice show will start Monday night.

# Weather, Autos Produce Record \$ At Bellefontaine

BELLEFONTAINE, O., Sept. 3.—Ideal weather and an overhauled grandstand attraction policy teamed up to make this year's Logan County Fair the most profitable in its 106 years. C. Emery Johnson, secretary, this week said final figures for the August 22-26 run were not yet available, but he believed net profits would top any previous year.

Auto racing, under the Central States Racing Association banner, replaced two afternoons of horse racing this year and pulled strong turnouts. The Jimmie Lynch Death Dodgers, brought in by Bill Reed, played to an overflow grandstand Wednesday evening (24) and the WLW "Barn Dance" was forced to give two shows to accommodate the crowds the next night.

As a result of the profitable run, fair executives are already discussing plans for a general plant refurbishing in time for next year's event.

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## Holiday Looms Vital For N. E. Locations

BOSTON, Sept. 3.—The weather and the polio epidemic continued to be a factor in reducing grosses this week at parks and beaches in and around the Hub. The season, which started out to look like the best in many years, trailed off in many spots to be one of those "lucky to break even" ones. The final holiday's business is awaited more anxiously than in quite a few years, and operators concede that polio will discourage many families from attending public gathering places.

Last weekend found crowds small as rain poured down Saturday and a chill wind came up Sunday, with intermittent showers thru the week. Those who didn't stay away because of the polio incidence, which went to 2,225 in the State, were discouraged by the weather. Boston had 612 polio cases, with cities situated near beaches and parks having nearly as many percentage-wise.

At Norumbega Park in Newton, Roy Gill had lost some big outings, but felt business could have been a lot worse. On one of the rainiest nights of the season Ray Anthony's band drew surprisingly well.

Gill reports his Kiddieland is doing fairly well and is happy over a new dark ride, called "Davy Crockett's Nightmare." At a quarter a throw it is taking in good money.

### Revere Spotty

Revere Beach was spotty with some operators finding business far off, altho others were holding their own. At Nantasket, Paragon Park operator Larry Stone was doing

## A. C. Slates Glass Tunnel For Bathers

ATLANTIC CITY, Sept. 3.—A new-type tunnel to the beach will be constructed under the Boardwalk at Virginia Avenue, Director of Public Works William F. Casey says. It will have corrugated glass walls to retain the sand as the bathers walk over a concrete corridor to the beach. The tunnel will be eight feet wide and limited to use of the bathers. It will be constructed next to another tunnel used for automobiles driven on the Steel Pier, Casey said. A double cyclone wire fence will be installed in the tunnel ends to keep out debris and shut it off during the resort's winter season.

This tunnel will be constructed as part of the luxury tax-financed capital improvement program.

fairly well, but at Funland, Dave Baker found the going rough. Lincoln Park in Dartmouth was off some, especially in the kiddie ride department, since cities like Fall River and New Bedford had a high percentage of polio cases.

Things were brighter at Salisbury Beach near the New Hampshire border, where the polio scare was not as bad. Roger Shaheen, one of the bigger concessionaires, felt he would wind up with an excellent season. Dennie Mulcahy was happy over business at the Salisbury Beach Frolics. Because of a higher quality of entertainment, he said, business was up at least 20 per cent over last year. Sammy Davis Jr. is having a record-breaking week, while last week the McGuire Sisters had the record up until then. Business on the midway is always helped when there is a big draw at the Frolics and this season saw many such occasions.

In New Hampshire and Maine, neither of which suffered from storms and polio, business was

(Continued on page 76)

## Mayor Confers High Post on A. Jos. Geist

NEW YORK, Sept. 3.—A key honorary appointment to a city position has been conferred by Mayor Robert Wagner upon A. Joseph Geist, president of Rockaways' Playland in Queens. Geist, a prominent attorney and civic figure, was named to the board of Higher Education.

The 21-member board administers New York's four municipal colleges. Geist, former president of the Chamber of Commerce of the Rockaways, succeeds New York Enquirer publisher Generoso Pope Jr. The term runs until June 30, 1959.

Geist's son, Richard, is vice-president of the park who concerns himself with most of the operating problems.

## Supermarkets Outings Jam Denver's Lakeside Funspot

DENVER, Sept. 3.—One of the big money makers for Ben Krasner's Lakeside Park this season is the number of large picnics. Starting off early in the season with more than a dozen school picnics that included from 500 to 2,000 youngsters, to last Thursday's (25) King Super Market picnic that jammed the park with more than 22,000 people, the park has received heavy picnic trade.

Krasner pointed out that King Super Markets bought the entire park for the day and issued free books of rides on everything in the park to each customer who bought \$20 worth of merchandise in one of the stores. This crowd was one of the largest in the history of Lakeside, Krasner asserted.

More than 40 buses have been chartered by the Star Super Markets and Gazette-Telegraph in Colorado Springs to bring customers to Lakeside for a day's outing next week. This will be followed by Denver Post Family Day sponsored by the newspaper and providing free rides and food for anyone clipping the necessary coupons from the newspaper.

A fortnight ago, 13,000 employees and friends of Gates Rubber factory took over the park for the day and other groups, such as the Union Pacific Railroad with 7,000 people, Safeway stores with another 5,000 in attendance, and the Gas and Electric Company with 7,000 customers, boomed

## KC's Fairyland Water Revue, 'Fun Sale' Win

KANSAS CITY, Mo., Sept. 3.—For the closing week of a highly successful season, Fairyland Park, this city's biggest amusement resort, featured a water ballet at its pool and a "Fun Sale."

Billed as "The Sea Sprites," the pool attraction was performed by a troupe of 20 girls in synchronized swimming and dancing feats. Marilyn Bondurant was featured. Others included Judy Clarke, Pat Feagans, Carol Flynn, Patty Lou Kelly, Dolores McMullin, Glenna Downs and Dusene Vunovich.

During the "Fun Sale," special prices were in effect on all rides and admittance to all fun houses.

Kiddieland and all concessions at the big park have operated at full tilt all season and Fairyland officials predicted this year's business would surpass 1954's record-breaking season.

The park's huge picnic facilities have done heavy business and were reserved by the Southeast Community Council for a post-season event September 6, 7 and 8 to close that operation for the summer.

If weather permits, the park's pool will be kept open during September.

## EDDIE FISHER, SARAH VAUGHAN

### Strong Talent List Set For Finale at Palisades

PALISADE, N. J., Sept. 3.—A week full of personal appearances is scheduled for the final session at Palisades Amusement Park, owner Irving Rosenthal notes. Final day will be next Sunday (11) when the gates will close on the 1955 season.

On Tuesday evening (6) the park will feature Eddie Fisher, Sammy Davis Jr., Hugo Winterhalter and Susan Hunter. They will appear with disk jockeys Bill Silbert and Murray Kaufman, who have been broadcasting from the park thru the season.

## MELTS SEASON \$\$

# Record Weather Has Adverse Effect

NEW YORK, Sept. 3.—Amusement park and shore operators generally are only moderately happy as they head into the final weekend of the season and the last of the three holiday sessions.

Altho the nation's income is held to be at a record level, the dollars counted by many of the operators fell below expectations and, for some, early season indications.

Nature, as usual, played an important role. Seemingly more perverse this year than ever before, the many clear days which ordinarily should have stimulated interest to near peak proportions had an adverse effect, because they were accompanied by blistering heat.

Hurricane winds which whaled the lower Eastern shore and record floods which ravaged many sections in the Northeast cut heavily into anticipated income and promised to tax the surplus funds and credit of those installations suffering major damage.

Polio again reared its ugly head. Altho it was hoped this spring that the dread disease would be well on its way to becoming an unhappy remembrance, it reached epidemic proportions last month in parts of

New England, and in Eastern Massachusetts in particular, an area that is heavily populated with permanent outdoor amusement installations.

The record heat, which sent the temperatures into the 90's on 25 or more days in some localities, left the public lethargic and interested only in relief. Many nights continued uncomfortably hot and crowd movement during the darkened hours also seemed to be quelled.

### Pools Do Well

Water was the big attraction and many pools had their finest season altho an anxious public often found the water tepid and unrefreshing. Operators of shore installations, in particular, counted record crowds on the beaches and in the water but could only moan the lack of activity for their own operations.

Ballroom business, none too healthy to begin with, suffered additionally at many spots as the humid nights dulled even the interest of the sweat and stomp tribe.

While the consumption of cooling drinks often hit a record pace, the earnings from their sale held small promise of overcoming the lesser grosses of high profit rides and other units.

Good weather thru the early part of the season gave many operations a banner start. But rueful appraisals as the season progressed showed that the old equalizer in the form of uncontrollable factors was catching up.

Kiddielands, in some instances, suffered even more than their big brother operations. Often lacking both shade and water, the miniature spots were even more vulnerable when the sun was working up its record heat waves.

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## RAS Rides, Shows Threaten '47 Mark At Minn. State Fair

Dick Best Side Show Up 50%; 20 Attractions Top 1G Daily

ST. PAUL, Sept. 3.—Royal American Shows, playing the Minnesota State Fair here, was upward of 20 per cent ahead of last year's gross by mid-week and, with continued good weather, appeared heading for a new all-time gross, beating the 1947 mark.

"We've got nearly 20 shows and

rides doing better than \$1,000 a day," one official said. "What's more, four shows are taking in more than \$2,500 daily each."

Top money-maker was the Side Show, managed by Dick Best, which was up close to 50 per cent over last year's gross. Sunday (28) alone the take was in excess of \$4,300.

In No. 2 spot was Leon Claxton's "Harlem in Havana," running 15 per cent ahead of last year. "Flashes of 1955," managed by Leon Miller, was third, 10-12 per cent better than 1954. "Dancing Waters" with Kenny Revling of Minneapolis at the mike was fourth, about 10 per cent better than a year ago. Crowding just behind was Bill Kemp's Motorcycle Drome.

Hal Hall's Funhouse had its biggest day in history Monday (29), Kids' Day, when \$1,800 was rung up in the till.

### Rides Score

Other big money-makers were the Monkey Show, Dodgem, Roller Coaster, Round-Up, Ferris Wheels. (Continued on page 68)

## Don Franklin Pacts 3 Minn., 1 Wis. Fairs

BELLEVILLE, Kan., Sept. 3.—Don Franklin, owner of the show bearing his name, this week announced he had signed to return to three Minnesota fairs and one Wisconsin fair in 1956. Minnesota annuals signed include those at Faribault, for the fifth year, New Ulm and the previously announced Austin event. Contract was also recently closed for the Stoughton, Wis., annual.

Show had a Round-Up in action at the fair here this week. Show jumps to Texarkana, Tex., from here and then plays six additional Texas fairs in that State. The Franklin No. 2 unit was at Coffeyville, Kan., this week and heads into Texas next week for fairs.

## Gold Coast Does Okay At Gridley

GRIDLEY, Calif., Sept. 3.—Gold Coast Shows, headed by William Meyer, has six weeks to go on its current season before the owner sets up Kiddielands atop two department stores in the San Francisco area.

The organization played the Butte County Golden Feather Fair which closed its four-day run here Sunday (28). Meyer said that the take was satisfactory. Booking was on a per capita basis on paid attendance only.

Meyer used 5 major and 3 kid rides and 15 concessions on the midway.

The show has been out 19 weeks. Winter quarters are Palo Alto.

Following the tour, Meyer sets up rides atop the Emporium in San Francisco and has a similar set up in Stonestown, a suburb. Operation is from Thanksgiving until Christmas, giving ample time for preparation for the fair route.

## ACA MATCHES '53 AT IOWA STATE

Tirza Show Gross Leads All Units; Rotor, Round-Up, Skooter Top Rides

DES MOINES, Sept. 3.—The Amusement Company of America, with one of its strongest attraction line-ups on record, was doing good business this week at the Iowa State Fair. But trying to compete with last year's record-breaking centennial run and a heat wave would be asking too much.

Despite the fair's weak start, however, the rides and shows were on a par with 1953, the last regular run, and with a strong weekend

## GOODING SHATTERS OHIO MIDWAY MARK

Surpasses '54 Columbus Gross by 20% In Setting New High; Other Fairs Up

COLUMBUS, O., Sept. 3.—The Gooding Amusement Company shattered its own all-time midway gross record at the Ohio State Fair, which closed its eight-day run Friday night (2).

Rides and shows piled up a total take 20 per cent higher than last year, as the Gooding unit, consisting of 15 major rides, 10 kiddie riding devices, and 8 shows, turned in the fattest gross in the 33 years it has provided the midway attractions here.

### Earning Power Up

The fair's own upped percentage—25 per cent greater than last year—accounted in part for the record-breaking business. Increased earning power of the Gooding unit played a large part, too, for it enabled the midway to cash in on the bigger turnouts.

Two rides never seen here before, the Scrambler and the Twister, were in the line-up, and they placed second and third, respectively, among the top-grossing rides. The No. 1 honors went to three Giant Ferris Wheels.

### Lash Larue Scores

Lash Larue, with a Western Show, turned in a thumping gross to pace the shows. The Western star, whose films have been tele-

finish expected, could easily top the gross registered two years ago.

Outstanding, was the heavy play given the rides. From ACA standpoint it appeared the play was going to the rides with shows down. The new rides, especially the Rotor and Round-Up, with flashy colors at night, added to the ACA layout on the Iowa fair midway. In fact, Paul Olson and Noble Fairly had to squeeze in the shows due to the

(Continued on page 68)

## CHAMPAGNE'S NEW JAGUAR A SHOW-TOPPER

CHATEAM, N. Y., Sept. 3.

—Owner Roland Champagne not only claims his fair business up 20 per cent for Continental Shows, but last week took action calculated to show he means it. At the Olin De Forge agency in Rutland, Vt., Champagne traded in his 1955 Ford Thunderbird for a spanking new Jaguar, making him probably the only show operator to pilot one of the snazzy foreign sport cars. The car promises to become an attraction in its own right.

## Vernon Scores At Illinois Cele

LE ROY, Ill., Sept. 3.—C. A. (Curley) Vernon's United Exposition Shows hit a winner here this week at the Le Roy Centennial Celebration, which opened Wednesday (31) and winds up Sunday (4). Show had 6 rides and 5 shows on the lot here and several dozen independent concessions were in operation in addition to those with the show. Mary Ann Vernon, daughter of the show's owner, visited here for the week. Show makes a circus jump out of here, closing Sunday night and opening Labor Day in Champaign, Ill.

## Conklin Fun Zone Up 27% at Toronto

Flyer Sets Record-Breaking Pace; Girl Shows Lead Backend Units

TORONTO, Sept. 3.—Despite a drop-off in attendance at the Canadian National Exhibition, rides and shows on the Conklin Bros. midway here this week were getting a big play and thru Friday (2) were reported to be a strong 27 per cent ahead of last year.

Ride business contributed strongly to the bulge in grosses. New records were being set by the Flyer, with ticket sales reported up 20 per cent. Also running strong was the Dark Ride and Scooter with the Scrambler and Twister, both new this year, showing surprising strength. The Whizz Bang, in its ninth year here, was expected to wind up among the top five gross-wise. Twin Ferris Wheels and the Rotor both continued to demonstrate the strength of previous years.

### Kid Rides Big

The Kiddieland, according to M. M. (Neil) Webb, had a whopping Kid's Day on Monday of this week, selling over 100,000 tickets before 6 p.m. Webb said that at the height of the business, another person couldn't have been fitted into the area.

Shows as a whole were also doing strong business. Harry Seber's girl units, Casino of Paris and Pigalle, topped the list. Pete Kortez' Side Show edged in behind with Alfie Phillips' water unit and Alberta Slim's Circus close on its heels.

Visitors here included Mr. and Mrs. Mickey Doolan and daughter of Chicago; Clif Wilson and Bob Parker and board members from the Regina, Sask., and Calgary, Alta., fairs and the Central Canadian Exhibition, Ottawa.

20th Century Wins At Freeborn, Minn.

MARSHFIELD, Wis., Sept. 3.—The 20th Century Shows continued its winning ways at the Freeborn County Fair, Albert Lea, Minn., where rides and shows were 30 per cent over last year. Jess Wrigley reported here this week that rides and shows chalked up the biggest gross there in the five years 20th Century has played the fair. Organization was re-signed for '56.

## WOM Sets Ottawa Mark, Dips at Essex

Canadian Date Appraised; Weather Hurts Vt. Date; Brockton Nixes Kids

ESSEX JUNCTION, Vt., Sept. 3.—Going into last night midway business at the Champlain Valley Exposition was trailing slightly the same period a year ago. A big windup today, however, could even things up for Frank Bergen's World of Mirth Shows.

The Bergen organization trained in here after hitting a record gross at the Central Canada Exhibition, Ottawa, last week. The gross at the seven-day Canadian event was estimated to run close to the \$175,000 mark. Bernard (Bucky) Allen's concession line also had a banner week.

It was estimated that the opening on the Ottawa midway represented \$1 each for some 65 per cent of the area residents. Fair attendance sailed well past the 431,000 mark.

### Car Drawing Hurts

Additional money might have been earned by the midway units except for the timing of the nightly car giveaways. While the awarding of seven cars was credited with building attendance to a new high, the drawings, which required the presence of the winner, were staged around 10 o'clock. The comparatively early hour meant that potential patrons left the grounds immediately thereafter. This and other factors were studied by fair and show officials on closing Saturday and it is likely that the drawing scheduled will be rearranged next year. The show has two years remaining on its present five-year contract.

Threatening weather here has hurt both the gate and midway spending. Also affecting earnings is the strike of about 1,000 workers locally. Show officials estimated that the workers incomes left some 5,000 persons short of entertainment dollars.

### Brockton Nixes Kids

Show officials learned here that the Brockton (Mass.) Fair, which follows the Vermont State Fair at Rutland next week, will operate despite a serious polio situation in the area but that no children's days will be held. Health authorities will urge parents to keep their children away from the fair.

Bergen said the Brockton edict would make it possible for him to send considerable equipment to the Allentown (Pa.) Fair early. Altho the fair does not open officially until Tuesday, the complicated rail movement from Brockton, involving the barging of equipment across the East River in New York, poses a serious time problem. There are excellent grosses possible on Monday night, a pre-venue session with a free gate, if some of the equipment is up and ready to go.

### STRONG START

## Cetlin & Wilson Takes Big Lead At Indianapolis

INDIANAPOLIS, Sept. 3.—Cetlin & Wilson Shows got off to a flying start at the Indiana State Fair.

Back for the eighth year after a year's lapse, it was holding a huge lead tonight, the fourth of the 10-day fair, over its ride and show gross to the same point in 1953.

On Wednesday (31), an added day this year, the show picked up \$6,998.80. On Thursday it grossed \$16,315.90, up almost \$10,000 from the same day two years ago. On Friday it piled up \$11,800.70, as compared to \$8,988 in '53.

The fair's attendance today was big, and C.&W. continued to race ahead of its 1953 take, with show execs figuring the show would sur-

(Continued on page 68)

## Jacksonville Contracted by Dolly Young

JACKSONVILLE, Fla., Sept. 3.—Dolly Young signed contracts Wednesday (31) for the Greater Duval County Fair to be held here October 31-November 5. John Morrison, president, signed for the fair association. Harry Grafton, veteran outdoor special-event promoter, has also been engaged by the fair.

The location of the annual will be the same as in previous years, Normandy Boulevard and Lennox Avenue. A rodeo has been engaged for two days, with a car giveaway as a gate prize.

The James E. Strates Shows played the date last year, when the concession midway was managed by Miss Young.

## Death Claims Father of Paul La Cross

ST. ALBANS, Vt., Sept. 3.—Burial services were held at the family lot in Mount Calvary Cemetery here last week for Moses La Cross, 76, father of Paul La Cross, general agent of the Continental Shows.

La Cross, a retired railroad man, had traveled five years with his son when the latter had a show on the road from 1947-'51. For the past year and a half he had been in ill health, confined to a nursing home. Besides Paul, survivors include a daughter, Mrs. Ella Frost; three grandchildren, Robert, Betty and Paula; a great-grandchild, Bonnie Lee; a sister and a brother.

## MIDWAY CONFAB

Janice Schafer, of Schafer's Just for Fun Shows, celebrated her 11th birthday recently when the show played the Buffalo County Fair, Mondovi, Wis. Jean Spivy celebrated her first birthday when the show played Wilmot, Wis., recently. . . . Pete and John Glynn were given a going away party in the Blue Room of the Lee Hotel, Newark, N. J., recently by members of the New Jersey Showman's Club, of which John is president. Bess Heller presented them with a bon voyage basket from the Ladies' Auxiliary. Peanuts Baker was toastmaster. Bob McCarthy also reports that Vic Veniero, of the Gomes Interests, of Newark, N. J., operators of midway stands and hotels, is leaving for Caracas, Venezuela, where the Gomes Interests plan on opening a new park. Ten new rides have been purchased and are ready for shipment.

Sandra Berkley, formerly with the Girl Show on the Eastern Amusement Company, infos that she'll wed Capt. Lee Hummel, fishing boat owner of Portland, Me., October 2. . . . Zola Williams writes that because of a skin condition on her face she was forced

to shave her beard and thus didn't make the road this season. However, she looks forward to being with a show again next year. . . . Robert (Slim) Curtis, talker and lecturer, reports that he is still in Weimar Sanitorium, Weimar, Calif., recovering from serious arm injuries sustained May 30.

Prof. Willie J. Bernard, of Hancock, N. H., informs that he has left his camp in South Hope, Me., to join the Playtime Amusement Company at the Plymouth (N. H.) Fair. Bernard will sell ride tickets on the show for the remainder of the fair season. . . . Charles and Gee Gee Raymond have sold their Girl Show, known as "Gee Gee's Club Midway," to Charles Sheansy. The Raymonds sold out because of a leg fracture sustained by one of the owners when two youths from Billings, Mont., attacked them. If the injury heals properly, they expect to come out next season with a concession. . . . Brown City Free Fair, which will be held September 7-10 in Brown City, Mich., has completed a fair program that will include free attractions, fireworks, a Canadian Thrill Show, kiddies' day, farm implement displays and agricultural exhibits. The Mosher Amusement Company will be on the midway, and Floyd B. Walters will act as midway manager.

Shan Wilcox writes from Panama City, Fla., that he has had a satisfactory season with his rides at Long Beach there, despite the weather factor. There was overabundance of rain during the season. Ralph Endy, who had his Skooter booked with Wilcox at the park, recently left to join the John H. Marks Shows for the fair. . . . Hattie Wagner, who has been residing in Mobile, Ala., since the closing of Cavalcade of Amusements last year, recently received a visit from Leo Bistany, who was in town looking over the new location for the Mobile Gulf Coast Fair, which the combined Buff Hottle Shows will play next October.

Mr. and Mrs. Bob Robertson worked candy floss at the West Virginia State Fair, Ronceverte, marking the first time the refreshment was permitted on the grounds in five years. A. W. Hymes, who had novelties at Ronceverte, suffered a heart attack there and was confined to a local hospital. Mrs. Irene Denton and children visited the fair. Mrs. Denton is operating Joyland Park in Charleston, W. Va.

Aaron Hymes, prominent novelty concessionaire, reports he is a patient at the Greenbrier Valley Hospital in Ronceverte, W. Va. He suffered a heart attack while working the West Virginia State Fair and this occasioned the first major interruption in his 46 years in outdoor show business. At this point his stay in the hospital is indefinite but, he notes, his operations at fairs and other events will continue without interruption with Mrs. Hymes and capable help carrying on. Shows and rides were up at Ronceverte, he said, altho his own operation fell off. He would like to hear from friends.

Phil Cook, who spent the first part of the season selling jewelry and merchandise, is now with the Lassie concession on the World of Mirth Shows. Cook tramped with the WOM and other shows for many years before becoming executive secretary of the Miami Showmen's Association, a post he relinquished last spring. . . . John Lentz, an exec of the Young & Rubicam ad agency, visited the World of Mirth at the Ottawa Exhibition as the guest of Gerald Snellens.

David Thomas, son of Mr. and Mrs. Lloyd I. Thomas of the Thomas Joyland Shows, left the show recently to return to school at Akron. . . . Lloyd Thomas reports that his season has been spotty. The show still-dated in West Virginia, then moved into Indiana fairs, and back into West Virginia for more fairs. It resumed in West Virginia at the Southern West Virginia Fair, Charleston, September 2, and after

(Continued on page 68)

# GOLD MEDAL Shows

## 55 RAILROAD CAR SHOW ON TRUCKS

Want for Spindle County Fair, Rutherfordton, N. C., next week and 6 other outstanding fairs including Anderson, S. C., and Petersburg, Va.

CONCESSIONS: All kinds of Hanky Panks, Long and Short Range, 6 Cats, Buckets, Popcorn, Apples, Chocolate Dip, etc. No flats or gypsies.

SHOWS: Glass House, Fun House, Wildlife, Monkey Show. Have complete, beautiful Minstrel Show setup, outstanding front for any A-1 operator. Must have an outstanding Show.

RIDES: Can place Rock-o-Plane, Roll-o-Plane, Dark Ride and Scrambler.

HELP: Want Foremen for Rocket, Octopus and Twin Wheels. Can use Second Men for all Rides. Alton Sparks wants Cigarette and Pan Game Dealers. Can use Girls for Girl Show Revue. Contact Clyde Davis. Dave Fineman can use a couple of Percentage Concessions.

All address

JOHNNY J. DENTON, Port Royal, Pa., all this week.

## JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT

FOR FOLLOWING DAY AND NIGHT FAIRS:

Gastonia, N. C., Fair, Week of Sept. 12.  
Albemarle, N. C., Fair, Week of Sept. 19.  
Hickory, N. C., Fair, Week of Sept. 26.

Fayetteville, N. C., Fair, Week of Oct. 3.  
Wilson, N. C., Fair, Week of Oct. 10.

AND ALL FAIRS UNTIL MIDDLE OF NOVEMBER

CONCESSIONS: Legitimate Merchandise Concessions of all kinds, no exclusives. SHOWS: Any high-class Grind Show with or without equipment. Jimmy Simpson wants Trumpet and Drummer for Minstrel Show. Good salary. RIDES: Rock-o-Plane or any other Ride not conflicting. Have opening for Ride Foremen and General Ride Help. Foreman for Ferris Wheel wanted. Top salary. All replies to

JOHN H. MARKS

BURLINGTON, N. C., THIS WEEK; THEN AS PER ROUTE.

## THE GREAT DANBURY FAIR

OCTOBER 1 to OCTOBER 9 INCLUSIVE, 2 Saturdays—2 Sundays

### WANT SHOWS

Side Show. Must be good looking front and have the goods. Exclusive to right party. Also Fun House, Glass House, Monkey Show, Snake Show.

Real good Fair for shows as midway is not overloaded with too many attractions.

Will be at Danbury Fair Grounds week before Fair opens. Write or call now:

PHIL ISSER, GEN. MGR., I. T. SHOWS

1916 Avenue K, Brooklyn, N. Y.

Phone: SHeepshead 3-2702

## CONEY ISLAND ROAD SHOWS

WANTS

### 5 SENSATIONAL FREE ACTS

FOR WINTER BOOKING IN CUBA, DEC., '55, THRU APRIL, '56.

Send photos and press. Miss Luxem-Zacchini Double Cannon, please contact.

ALSO WANT OUTSTANDING SHOWS & ATTRACTIONS. Write

GENE BEECHER, Gen. Mgr.

BOX #1123, SOUTH MIAMI 43, FLA.

Phone MIAMI: MOHAWK 7-3217

### BINGO CALLERS and COUNTER MEN

needed. All round Bingo Help, reliable men only. Contact by wire or phone

DANIEL DORSO  
Fairgrounds, Dunkirk, N. Y.

Thank You  
BOBBIE COOPER  
Cookhouse, Popcorn, Candy Apples  
GOLD MEDAL SHOWS  
For your Pontiac station wagon purchase.  
"Save Money With Johnny"  
JOHNNY CANOLE  
Altoona, Pa.  
Phones 9347 or 3-0003

### FRONTIER SHOWS WANT

For Fair at Hotchkiss, Colorado, Sept. 7-9.

All kinds of Stock Concessions including Balloon Store, Novelties, Photos, String Game, Lead Gallery, Ball Games, Slum Spindle, etc. Show will double with Monty Young at Utah State Fair at Salt Lake City thru Sept. 25; then Needles, Calif., Boat Regatta, Sept. 30-Oct. 2. Out till late November in Arizona.

### RIDES FOR SALE

1955 HIGH MODEL SCHIFF MIAMI PORTABLE COASTER, NEW IN JUNE, PRACTICALLY NEW EVERLY SUPER ROLL-O-PLANE, \$3450.00 CASH.  
F. HOLLINGSWORTH  
c/o HOLLY AMUSEMENT CO.  
JASPER, GEORGIA, NOW; THEN PER ROUTE.

## HANKY PANKS

### MONEY-MAKING HANKY PANKS READY FOR IMMEDIATE DELIVERY

Beautiful Six Cats, Ea. . . . \$12.00  
Polka Dot Six Cats, Ea. . . . 10.00  
11" Punks, Doz. . . . 30.00  
12" Punks, heavier style, Doz. . . . 36.00  
We have about 12 dozen Short Wool Punks, Doz. . . . 24.00  
(First come, first gets)  
Spot the Spot Games, masonite boards, set of 3 Spot Boards with Plates, Set . . . . 25.00  
36" Slot Roll-down, using 1" Plastic Marbles, 4 to a case, Ea. . . . 25.00  
Roll-down Tables, Ea. . . . 25.00  
Country Store Wheel, Ea. . . . 150.00  
Sponge Rubber Dart Board with Chart, Ea. . . . 20.00  
Beaverboard type Add-Em-Up Dart Board with Chart, Ea. . . . 5.00  
Hoop-La Boxes, 30 boxes, 3 sizes. Set of 30 . . . . 50.00  
Huckley Buck Kogs, Ea. . . . 30.00  
Dam Family Ball Game, Ea. . . . 60.00  
Spindle Game with Bumper Attachment, Ea. . . . 60.00  
Our famous Pop-In Bucket, hexagon shape, Ea. . . . 65.00  
Now repeating our Penny Pitch Boards, Ea. . . . 60.00  
We ship same day orders received. Send deposits with orders.

RAY OAKES & SONS  
P. O. BOX 4344 - TAMPA, FLORIDA  
Telephone: Tampa 75-1121

## PARAKEETS

\$1.00 EACH

Shipped Daily—F.O.B. Los Angeles

Durkee's Bird Farm  
8967 E. Gallatin Rd. Pico, Calif.  
Phone: Oxford 9-5210

### GOING SOUTH

WANT Hanky Panks of all kinds, privilege reasonable. Shows with own equipment, low percentage. Ride Help who can drive and stay sober. Sure pay and good treatment. Agents for office-owned Concessions. Bowman, N. D., Fair this week; Belfield and Beach, N. D., Fairs next week; then Fairs and Cotton Festivals in Western Oklahoma and Texas. Show open until December. Wire, write, phone as per route.  
J. R. LEERIGHT  
LEERIGHT'S MIDWAY SHOWS

### HI-BALL RIDE

In excellent shape. For sale or trade. Original cost \$15,000.00. No reasonable offer refused.

FRED LE GRAND

Coaster Park Jacksonville Beach, Fla.

### CARNIVAL WANTED

for HARDEE COUNTY CUCUMBER EXPOSITION  
November 7-12 inclusive.  
EARL A. RUMBLEY, secy.  
Wauchula, Florida

### FOR SALE

Sit-Down Grab, 12x12, new top and frame, fully equipped, deep freeze, 1948 Chev. truck, 14-ft. aluminum body, all in A-1 condition. Owner must sacrifice. Can be seen at Pinconning Homecoming.  
JOHN CUTLER  
Pinconning, Mich.

# SOUTHEAST MISSOURI DISTRICT FAIR

CAPE GIRARDEAU, MO., SEPT. 12 THRU 17

TWO BIG CHILDREN'S DAYS; FOLLOWED BY COLUMBUS, MISS., FAIR WEEK OF SEPT. 19 THRU 24, NEW FAIRGROUNDS; AUTOMOBILES GIVEN AWAY; THEN CORINTH, MISS., FAIR, SEPT. 26 THRU OCT. 1; FOLLOWED BY CHEROKEE, N. C., INDIAN FAIR, AND A CONTINUOUS ROUTE OF THE BETTER SOUTHERN FAIRS UNTIL ARMISTICE WEEK, AND ALL WINTER AT FLORIDA FAIRS.

CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds. Six Cats and Buckets for stock if you have Hanky Panks to go with same. Derby Racers, Bear and Glass Pitches, Bird Pitch, Grab, Cookhouse, Auction Sales, Direct Sales and Catering Concessions of all kinds.

SHOWS: Snake, Wildlife, Monkey, Motordrome or any good non-conflicting Show with own equipment. Want Manager for Geek Show, will furnish complete outfit. Must be experienced Operator with Geek.

HELP: Carpenter with own hand tools, Assistant Mechanic with own tools and Help on all Major Rides. All must be licensed semi drivers. Highest salaries paid with bonuses and guaranteed winter's work in Florida. All wires to

C. C. GROSCURTH, GENERAL MANAGER

## BLUE GRASS SHOWS

MATTOON, ILL., ALL THIS WEEK

## Harris Preps Barrington Fun Zone

GREAT BARRINGTON, Mass., Sept. 3.—Jeff Harris surveyed and tentatively laid out the midway at the Barrington Fair this week. The Boston promoter, who is handling the event for the second year, said that concession space is virtually gone and that only a little space remains for shows and major rides.

The presentation, which clicked last year, is expected to do even better, Harris said, in view of the fact that fair manager Edward Carroll has announced that a free gate will prevail after 5 p.m. each day. A sports show, located in the fun zone, is also expected to hypo the midway.



### JAMES H. DREW SHOWS

Cleanest  
Finest  
Most  
Dependable

WESTERN NORTH CAROLINA FAIR, HENDERSONVILLE, N. C., all next week, Sept. 12 to 17; NEWPORT, TENN., FAIR, Sept. 19 to 24

SHOWS: Will place one more clean and entertaining Show. RIDES: Will place Train, Round-Up, Spitfire and Rock-a-Plane. CONCESSIONS: Will place Hanky Panks and Prize-Every-Time Concessions of all kinds, Bear Pitch, Long and Short Range, Ball Games, Arcade, Hats, Novelties, Bobo, Derby and outright sales of all kinds. All address this week:

JAMES H. DREW SHOWS  
FAIRGROUNDS, PENNINGTON GAP, VA.

### WANTED

Capable, sober Bear Pitch Help.

Relief Bingo Caller who can drive semi.

JOHN MULDER  
Fairgrounds Office  
Saginaw, Mich.

### MISSISSIPPI-ALABAMA FAIR AND LIVESTOCK SHOW

MERIDIAN, MISSISSIPPI

Week October 10 or 17

Want organized Carnival for the revival of a Fair on the type of the old well recognized Meridian, Mississippi. Fair managed by the late A. H. George. The JUNIOR CHAMBER OF COMMERCE has full public support—NEWSPAPER—RADIOS—beautiful new modern Fairgrounds, concrete Exhibit Buildings—GRANDSTAND with SPECTACULAR GRANDSTAND SHOW—large well lighted parking area—bona fide AGRICULTURAL—LIVESTOCK—COMMERCE EXHIBITS—2 BIG DISTRICT SCHOOL DAYS—12 COUNTY EXHIBITS. The JUNIOR CHAMBER OF COMMERCE offers a good contract to a REPRESENTATIVE CARNIVAL.

FRED H. JOHNSON, Chairman  
Carnival Committee—Phone 2-2463 days—Phone 2-3623 nights

### WANT FOR GREATER DUVAL COUNTY FAIR

Jacksonville, Florida, Oct. 31 thru Nov. 5—Day and Night SHOWS—RIDES—CONCESSIONS

Will sell exclusive on Bingo, Glass Pitch, Six Cats, Derby, Auction. DEMONSTRATORS, PITCHMEN AND OUTRIGHT SALES Space in building limited. Contact now.

Don't be misled, this is the only bona fide county fair to be held in Jacksonville. Last year's attendance over 35,000.

All answers to  
DOLLY YOUNG, Mgr.

Greater Duval County Fair Assn.  
311 W. Bay St., Mayflower Hotel Bldg. Jacksonville, Fla.  
Phone: Elgin 6-7786

### FOR SALE

32-ft. Spillman Merry-Go-Round, No. 1 shape, 20 horses, 2 chariots, tops, side wall A-No. 1, 5 h.p. electric motor, Wis. V.E. 4 h.p. motor (gas), crates for horses, 100 electric lights, red-white picket fence; price \$4,300. Now running at Playway Park. Phone after 6 p.m. 4-2027. Owensboro, Ky. Telegraph any time.

Larry L. Loughran  
922 Maple Street Owensboro, Ky.

### DAYTON, TENN., FAIR

Sept. 12 thru 17th

WANT WANT WANT

CONCESSIONS—Want legitimate Concessions of all kinds. Want Bingo, Photos, Age and Scales, Diggers, Popcorn, Candy Apples, Frozen Custard, Ice Cream, Jewelry, Lead Gallery, Novelties, Pitch-Till-U-Win, Fish Pond, Duck Pond, Hi-Striker, Ball Games, Glass Pitch, Penny Pitch, Six Cats, American Palmistry or any Concession that works for stock. No Flaties.

SHOWS—Want Fun House, Glass House, Snake Show, Wildlife or any Grind Show with own equipment.

HELP—Want Second Men on all Rides. Tiny Orlando wants Geek for Geek Show. Want Agents for Buckets and Swinging Ball. All wires and replies to

William O. Hammontree  
FAIR & EXPOSITION SHOWS

Livingston, Tenn., Fair now; Dayton, Tenn., Fair next week.

### JIMMIE CHANOS SHOWS

Want legitimate Concessions for Muncie, Ind., Sept. 12 to 17; then Winchester, Ind., on the street American Legion Celebration.

Popcorn, Candy Apple and Floss for Muncie.

Cookhouse or Grab Stand, Snow Balls, Pitch-Till-You-Win, Fish Pond, Balloon Dart, Basketball. Use Shows with own outfits.

All replies to

JIMMIE CHANOS

c/o MEDINA FAIRGROUNDS MEDINA, OHIO

### SOUTHERN STATES SHOWS

Want first-class Ride Men, especially Wheel and Jenny Man; Semi Drivers with license given preference. On account of disappointment want Free Act; 8 weeks' work starting Sept. 12 at Port St. Joe, Fla. Legitimate Stock Concessions of all kinds. Need Penny Pitch Operator. All answers to

JOHN B. DAVIS, MGR.

Recreation Center, 13th St. & Cove Blvd., Panama City, Fla., this week; Port St. Joe, Fla., next week.

### WANT FOR 6 GOOD BONA FIDE COUNTY FAIRS AND CELEBRATIONS IN THE COTTON COUNTRY

Stock Concessions except Grab, Dish, Snow, Popcorn, Floss.

Choctaw Co. Fair, Lisman, Ala., this week; Kemper Co. Fair, De Kalb, Miss.; Neshoba Co. Colored Fair, Philadelphia; George Co. Fair, Lucedale; American Legion on the Streets, Hickory Fair and Centennial, Aliceville, Ala. If weather permits will stay out later.

MARIE K. SMUCKLER

As per Route or P. O. Box 1607 Phone 5881 Meridian, Miss.

### RIDES AVAILABLE

After Labor Day for Virginia, North Carolina and South Carolina spots. Eli Ferris Wheel, Allan Herschell Kiddie Auto Ride and Train. All Rides have own transportation. Write

### SCOTLAND RIDES

Box 207, Fayetteville, Pa., until September 12, 1955; after that Box 91, Ellore, S. C.

### WANTED

### TWO MEN

Second Men on new Scrambler Ride. Salary \$50.00. Long season to Dec. 1. Write C. S. PECK  
Ceflin & Wilson Show  
Indianapolis, Ind., this week; Reading, Pa., next week.

### PARAKEETS

G. E. DIXON

303 North Eighth St. Paducah, Ky.  
Phone 2-8055

### COMPLETE MOTORIZED CARNIVAL FOR SALE

With or without route of 20 Fairs for 1956, Middle West. 8 modern Rides, 8 Semi-Trucks and Trailers, Transformers, Truck and Wire, everything in A-1 condition, good rubber. This is not junk. Cash sale only. No deals. \$30,000 takes it all and a buy. Inquire now if you mean business. BOX D-145, c/o The Billboard, Cincinnati 22, O.

### FOR SALE

1948 18-Car Caterpillar, all stainless steel cars, in first-class condition, complete with tunnel and two semi-trailers with tractors, excellent shape. 1947 Spitfire, in good operating condition, complete with semi-trailer and tractor, ready to go. Everything, \$12,000 cash, no deals. Rides are now operating. This is not junk. BOX D-146, c/o The Billboard, Cincinnati 22, O.

### 10-CAR EYERLEY RACER RIDE

FOR SALE CHEAP FOR QUICK BUY

Can be seen in operation

Call TWIN Harbors 5-3516, Bayville, N. Y.

### J. A. GENTSCH SHOWS

WANTED FOR MISSISSIPPI'S BEST AND LARGEST COUNTY AND DISTRICT FAIRS

STARTING LOUISVILLE, MISS., THIS WEEK.

No X. Hanky Panks that work for stock, Candy Apples. RIDE: Dark Ride. Side Show, Fun House, Miniature City, Motordrome. Ride Help: Second Men on all Rides, also Ferris Wheel Foreman. Jim Dunlap wants Grill Man, Counter Girl for Cookhouse, Man or Woman for Grab. Also Hanky Pank Agents, Sammy Craden, capable Six Cat and Bucket Agents. No broken down drunks.

J. A. GENTSCH

### FRONTIER DAYS CELE.

SHINNSTON, W. VA., SEPT. 13-18

CONCESSIONS WANTED

Will place Scales, Guess Your Age, Duck Pond, Ball Games, Fish Pond, Hoopla, Pitch-Till-You-Win, Short and Long Range Galleries, High Striker and all Hanky Panks. Positively no grift or gypsies.

All wires to

HOWARD BROS.' SHOWS OR TED COLE  
at Phillipi, W. Va., this week.

### GIRLS - - - GIRLS

For large Dancing and Posing Show. Top salary. Wardrobe and transportation furnished. This is a high-class show. No blow-offs. Also want Candy Helpers, Canvasmen and Semi Drivers. Wire

MIKE MILLER

Western Union, Lincoln, Nebr., until Sept. 9; then care Bill Hames Shows, Tyler, Tex., Sept. 12-17.

### G. & B. SHOWS WANT

One or two Girl Shows for Davis, W. Va., this week; Oakland, Maryland, September 19-24.

Can place Concessions of all kinds. Joe Reynolds needs Agents. All replies to  
GEO. BROAS, Davis, West Va.

### WANTED WANTED WANTED

Hanky Panks that work for stock, Punk Rack, Milk Bottles, Photos and any other Hanky Panks.

Kenosha, Wis., this week; New Madrid, Mo., Sept. 12-17; Malden, Mo., Sept. 19-24; Leachville, Ark., Sept. 26-Oct. 1. Then per route.

BIG FOUR AMUSEMENTS

### WANT FOR UNIT No. 1 AT THAYER, KANSAS

All Stock Concessions and two Side Shows open. For Unit No. 2 at Barryville, Ark., all Stock Concessions open. Can use Side Shows, Ride Help and Kiddie Rides.

### BURKHART SHOWS

Barryville, Ark., this week; Harrison, Marshall follow; all Fairs.

### Hartford City, Ind., Pioneer Days Street Festival

NEXT WEEK, SEPTEMBER 13-17

Some choice locations available for Concessions and Shows that can set on streets.

Contact

TOM L. BAKER

257 MADISON AVE., INDIANAPOLIS, IND. PHONE: GARFIELD 4584.  
P.S.: Need one medium-to-large Cook House.

**W.G. WADE SHOWS**

We are happy to announce the midway of the Michigan State Fair at Detroit opened Friday, September 2, with the greatest array of rides and shows and earning power in the fair's entire history.

Opening day's midway gross was up 86% over a very successful 1954 opening day.

We are very pleased and proud to be able to offer such an outstanding presentation of midway attractions and cordially invite YOU to visit us during the fair, now thru Sunday, September 11.

Sincerely,  
D. WADE, Gen. Rep.  
W. G. WADE SHOWS

**ROYAL EXPOSITION SHOWS**

Want for eight weeks choice fairs, Lincoln County Fair, Lincoln, Ga., next week. Make your reservations now for Kingstree, S. C., Colored Fair week of September 26th and Orangeburg, S. C., Colored Fair week of October 3d. No exclusive sold at either of these fairs.

WANT CONCESSIONS: Hanky Panks of all kinds including Long and Short Range Galleries, Age and Scales, Jewelry, Balloon Darts, Pitch-Till-Win, Ball Games, Diggers, Coke Bottles, Penny Arcade, etc. Good opening for Bingo. SHOWS: Side Show, Monkey, Big Snake, Wildlife, Fun House, Geek Show, Al Bellows, answer.

AGENTS: Splinter Royal wants for Count Store, Pins, Six Cats, Buckets and P. C. Agents.

RIDE HELP in all departments who drive semis. All address Milledgeville, Georgia, this week; Lincoln, Georgia, following; then us per route.

All answers to **SPLINTER ROYAL**

**RALEY BROS.' EXPO.**

No grift anytime. Place set of Kiddie Rides for balance of season. Place any family type Show not conflicting, also Bally Shows wanted. Stock Concessions always welcome. Place Spitfire Foreman and Second Men on all rides, must drive. Sell exclusive on Custard. Murfreesboro, N. C., this week; Clayton, N. C., next week.

**HAROLD RALEY, Mgr.** **ETHEL RALEY, Secy.**  
**FRANK DICKERSON, Gen. Agent.**

**WILLIAMS COUNTY FAIR**

MONTPELIER, OHIO, SEPT. 11-17. DAY AND NIGHT

WANT CONCESSIONS, SHOWS — RIDE HELP.  
RIDE HELP, First Second Men.

**NOLAN AMUSEMENT CO.**  
Montpelier, Ohio, Fairgrounds.

**DUE TO DISAPPOINTMENT**

Can use Minstrel Show Manager with people for the nicest framed show on the road. Long season, good proposition. Must open Waynesboro, Ga., Sept. 12, or can use Chorus Girls, Musicians, Dancers and Comics. Rucker, call me at once. Also Man to up and down front and top, must drive semi.

**LEO LANE**

Phone 379, Savannah Beach, Ga., until Friday, Sept. 9; then Fairgrounds, Waynesboro, Ga.

**JOLLY SHOWS**

CHESTERFIELD COUNTY (NEAR RICHMOND, VA.), COURTHOUSE FAIR, ALL NEXT WEEK

Can place all Concessions, Games, Eats, Drinks, Scales, Novelties. Merry-Go-Round, Coaster, Dark Ride, Glass House. All fairs until November. What have you? Answer. On Sat Saturday.

**JOLLY SHOWS**

CHESTERFIELD COUNTY FAIR GROUNDS

**WANT RELIEF DERBY CALLER**

\$50.00 a week plus bonus if you can cut it, also two Alibi Agents for new Concession getting top money and four Agents for Nickel Pitch. Cream of Texas spots. Marshall, Texas, now; then Tyler, Amarillo, Lubbock, Abilene and five others.

**GEO. JONES**

BILL HAMES SHOWS, FAIRGROUNDS, MARSHALL, TEX.

**DIXIE EXPOSITION SHOWS**

Want for Pickens County Fair, Centerville, Ala., Sept. 12-17. Any worth-while Shows for committee money. Will book Concessions of all kinds. Good proposition for Bingo. Will book or buy Flat Ride. Want Count Store and Skillo Agents. Need Ride Help for Jenny and Eli Wheel. Mack Hoge and Hubert Clark, come on. All Fairs in Alabama and Florida until Dec. 1. All replies: Wire care Lamar County Fair, Vernon, Alabama, this week.

**DIXIE EXPOSITION SHOWS**  
M. M. ROLAND or M. J. MILLSAP

**THE MIGHTY GEM CITY SHOWS**

WANT FOR MAURY COUNTY FAIR, COLUMBIA, TENN.  
BEGINNING SEPT. 12, 6 BIG DAYS AND NIGHTS.

THOSE WHO JOIN NOW WILL GET PREFERENCE AT SUCH TOP SOUTHERN FAIRS AS TUSCALOOSA, ALA.; ROME, GA.; ALBANY, GA., STATE FAIR AND THE FORT BENNING SOLDIERS' FAIR INSIDE THE GOVERNMENT INSTALLATION, BEGINNING FIRST WEEK IN NOVEMBER. SPACE IS LIMITED AT SOME SPOTS, SO JOIN NOW TO ASSURE BOOKINGS AT THE BIG ONES.

**CONCESSIONS**

Want Derby, Sno Cones, Ice Cream, Jewelry, Pronto Pups, Grab, Custard, Water, String and Ball Games, all types of legitimate Concessions that work for stock.

**KIDDIE RIDES**

Want Set of Kiddie Rides that does not conflict with what we have. (Slavin from Chicago and Les Colliers, get in touch.)

**MAJOR RIDES**

Round-Up, Scrambler, Caterpillar, Roll-o-Plane, Fly-o-Plane or any Ride not conflicting.

**SHOWS**

Want Fun House, Glass House, Monkey Show, Animal Shows, Ding and Grind Shows of merit.

CONTACT

**DON GRECO**  
Royal York Hotel, Clarksville, Tenn.

**TOM HICKEY or SAM GRECO**  
MONTGOMERY COUNTY FAIR, Clarksville, Tenn.

**JOHNNY T. TINSLEY SHOWS**

*America's Most Modern Midway*

WANT FOR FOLLOWING FAIRS

**BINGO**

**LAWRENCEVILLE, GA.**  
SEPT. 12-17

**BINGO**

**NEWNAN, GA.**  
SEPT. 19-24

**BINGO**

**ANNISTON, ALA.**  
SEPT. 26-OCT. 1

**GRIFFIN, GA.**  
OCT. 3-8

**THOMASTON, GA.**  
OCT. 10-15

**EASLEY, S. C.**  
OCT. 17-22

**CONCESSIONS**

Can place Grab, Novelties, High Striker, Custard, Nut Bar, French Fries, Long Range Gallery, Hanky Panks of all kinds.

**SHOWS**

Side Show, Monkey Show, Monkey Drome, Freak Show, Illusion, any Shows with own outfits. (No Girl Shows or Sex.)

**HELP**

Want Foremen for Rock-o-Plane and Fly-o-Plane.

**RIDES**

Kiddie Rides, Boat, Round-Up, Train, Coaster, Sky Fighter, Dark Ride.

All Replies: **JOHN T. TINSLEY, MGR., Gainesville, Ga.**

**WALLACE BROS. SHOWS INC.**

CAN PLACE SHOWS, RIDES AND CONCESSIONS

SHOWS: Want Athletic, 10-in-1, Minstrel, Illusion, Motordrome, Fun House, Wildlife, Girl Show.

RIDES: Can place Rock-o-Plane, Dodgem, Dark Ride, Round-Up and Caterpillar.

KIDDIE RIDES: Can place Boats, Train and Live Ponies.

CONCESSIONS: Can place all Hanky Panks, Popcorn, Eats, Six Cats, Buckets, Knife Rack and Frozen Custard. All replies to:

**E. E. FARROW, Mgr.**

Beaver Dam, Wis. (Fair), Sept. 7-11; followed by Monticello, Ark., Sept. 14-17; El Dorado, Ark., Sept. 19-24; Kosciusko, Miss., Sept. 26-Oct. 1.

**HILL'S GREATER SHOWS**

WANT FOR EASTERN NEW MEXICO STATE FAIR

ROSWELL, NEW MEXICO, SEPT. 13-17 (200,000 ATTENDANCE LAST YEAR)

CONCESSIONS: Will sell "EX" on Glass Pitches. Will book Custard, Foot Longs, Pronto Pups. Have opening for one more Cookhouse. Will book Six Cats, Buckets, Swingers, Set Outfits, Pitch-Till-You-Win and One-Block Cigarette. Will book Love Bird Pitch, Bear Pitch and all Hanky Panks, no Exclusives. SHOWS: Want Fun House, Glass House, Snake Show, Mechanical, Wildlife, Animal and Motordrome. RIDES: Will book Round-Up, Scrambler, Spitfire, C-Cruise, Sky Fighter and Pony Ride. Want Ride Men in all departments for 22 Rides. WILL BE ON FAIRGROUNDS IN ROSWELL WEDNESDAY, SEPT. 7. THREE LARGE TEXAS FAIRS FOLLOWING ROSWELL. SHOW STAYS OUT UNTIL ARMISTICE DAY, NOV. 11.

ALL ADDRESS:

**H. P. HILL, Mgr., as per route**

**HUTCHENS MODERN MUSEUM**  
WANTS TO JOIN AT ONCE

One more Attraction, Musical Act, Impalement, Sword Swallower or any Freak. Long season south, all Fairs. Also Girl for Bally, Man and Wife preferred. Good salary; pay every Wednesday. Address: c/o GEM CITY SHOWS Clarksville, Tenn., this week

**GIVE TO DAMON RUNYON**  
**CANCER FUND**

**WANTED FOR**  
**NINE GEORGIA AND FLORIDA FAIRS**

Starting Sept. 12, Burke County Fair, Waynesboro, Ga.; Hancock County Fair, Sparta, Ga., follows.

Hanky Panks of all kind, Custard, Candy Apples and Grab open; Long and Short Range Galleries, High Striker, African Dip, Novelties and any Prize-Every-Time Concession. Will book Six Cats and Bucket for stock only. SHOWS catering to entire family. Want two Girl Shows for Waycross and Brunswick. Want Agents for Stock Wheel and P.C. Tables. Fly-o-Plane Foreman and Second Men on all Rides. Man for Front Gate and Tower. All address:

**LEO LANE SHOWS**

Savannah Beach, Ga., or come on to Waynesboro, Ga.

## CRAFTS 20 BIG SHOWS, INC.

NOW BOOKING

### SHOWS AND CONCESSIONS

FOR THE FOLLOWING FAIRS

LODI—SEPTEMBER 14-18 . . . WATSONVILLE—SEPTEMBER 21-25

**TULARE FAIR** SEPT. 20-25      **FRESNO FAIR** SEPT. 30-OCT. 9  
**HANFORD, OCT. 12-16—RIDGECREST, OCT. 12-16**  
**FIREBAUGH COTTON CARNIVAL, OCT. 19-23**  
**YUMA, ARIZ., OCT. 19-23—BLYTHE, OCT. 26-30**  
 THEN

**ARIZONA STATE FAIR**  
 NOVEMBER 4-13—SPACE \$15 PER FOOT

Roy Shepherd, our Ride Supt., can use Foremen and Second Men for most all rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed Semi-Drivers. Contact Mr. Shepherd at once.

PHONE, WIRE OR WRITE AS PER ROUTE OR

**CRAFTS 20 BIG SHOWS, Inc.** 7283 Bellaire Ave., No. Hollywood, Calif.  
 Phone: Popular 5-0909

## CLUB ACTIVITIES

### Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Sept. 3.—The clubrooms are open during the summer with activities going on, but on a scale smaller than in the winter. The Board of Governors meets each Monday night.

A life membership application has been filed by Eddie Hellwig, manager of the West Coast Shows. New member applications were received from George E. Truman, Henry C. Wedges, Edwin E. Kemp and Peter Puzak of the West Coast Shows. An application for I. B. McCoy, of Long Beach, is also on file.

Several members are on the sick list and include Bobby Irwin in the General Hospital here; George Moffett at his home in Malibu, and Jack Dykers in the Veterans Hospital, Long Beach. Harry Merkel, now with the Douglas Greater Shows, expects to enter the hospital for surgery following the Western Washington Fair in Puyallup.

Visitors included Doc McCullough, Meyer Schloem, Ted LeFors, Ed Brown, S. L. Cronin, Eddie Tait, Al Weber, Bob Matthews, Harry Quillen, C. E. Moore, Harry LeMack, Harry Phillips, Eddie Roth and Sam Abbott.

## Max Cohen Marries in Philadelphia

ROCHESTER, N. Y., Sept. 3.—Marriage vows were said on Sunday (28) by Max Cohen, secretary of the American Carnival Association, and Mrs. Sara Shuman Druy at Temple Judea in Philadelphia.

It was the second marriage for Cohen, active in local civic affairs and who has long been well known in carnival circles. After their honeymoon, expected to end September 10, the couple will be at home here at 47 Culver Road. Cohen maintains a law office and ACA headquarters in this city.

## NOLAN SHOWS

#2 UNIT

Junction City, Ohio, Sept. 7-10; Peebles, Ohio, Sept. 12-17. All Annual Celebrations on the streets.

Want Concessions of all kinds. Come on, no X. Want Ride Help: First and Second Men on Wheel, Jenny, Chairplane and Kid Rides. No drunks or chasers. Contact Manager, per route.

Permanent Address:

**Moxahala Park**  
 South Zanesville, Ohio

## Long Range Gallery

FOR SALE

New, special built on 25-ft. trailer; looks and pulls like house trailer. Has complete, modern living quarters. Beautiful frame-up all the way through; can pay itself out yet this season. Also 5000 watt Neon Light Plant for sale. Contact K. L. TAYLOR, Coleman Bros.' Show, Fonda, N. Y., Sept. 2 to 7; Greenfield, Mass., follows.

## COLOR DART AGENTS

WANTED

Call

**ROSE MERROW**

c/o Siebrand Bros.' Shows, as per route

## FOR SALE

Globe of Death, dramatic new show device — available immediately. Rotor, almost new, the best decoration in its field. Both available for very reasonable price. Contact

**FRITZ VOGELMANN**

4554 Franklin Ave., Western Springs, Ill.

## BUFF HOTTLE SHOWS #2

Want for eight more Fairs, starting at Kennett, Mo., Fall Festival, Sept. 12-17; National Soybean Festival, Portageville, Mo., Sept. 20-24; Middle Tennessee District Fair, Lawrenceburg, Sept. 26-Oct. 1, and four more Fairs in Louisiana, including the South Louisiana State Fair, Donaldsonville.

CONCESSIONS: Can place Concessions that work for stock. All Science and Skill Games will work at Louisiana Fairs. Want Ball Games, Short Range Gallery, Break-the-Record, Hoop-La, String, High Striker, Ice Cream, Bowling Alley and Balloon Darts.

SHOWS: Girl Show, Snake Show, Motordrome, Fun House, Fat Show and Illusion.

RIDES: Will book any Ride not conflicting. Want Caterpillar, Looper, Moon Rocket, Silver Streak, Rock-o-Plane. Especially want Tube-o-Fun and Pony Ride. All replies:

**ROMEO DUNN, Mgr., Trenton, Tenn., this week**

## WANTED

Hanky Panks of all kinds. No Mitt Camps or P. C.

For Sauk Centre, Minnesota, Fair, Sept. 8-11.

**Dobson's United Shows**

## A FEW CHOICE LOCATIONS LEFT

Ideal location for Bear or Glass Pitch for York Fair, Sept. 13-17.

**HARRY MODELE**

Care Yorktowne Hotel York, Penn.

## Want For Big Morgan COUNTY FAIR

Decatur, Ala., next week, Sept. 12-17 and balance of Fair season.

SHOWS—Side Show, Fat Show, Midgels, Snake Show, etc. Want Ride Help.

Contact N. L. CRESON or TOMMY THOMPSON

**LEE AMUSEMENT CO.**

Fairgrounds, Clanton, Ala., this week.

## CAN USE

Hanky Panks starting week of Sept. 12, Branchville, Md.; Leonardtown, Md., Fair, week of Sept. 19; La Plata, Md., Fair, week of Sept. 26. No Mitt Camps. Ride Help: Second Man on Jenny; Foreman for Ferris Wheel, also Second Men. Out all winter in Florida. Ride Men do not have to drive.

**JERRY GERARD**

MARYLAND BAZAAR CO.

## WANT

Merry-Go-Round Foreman and Second Man. Must drive. Want Agents for Hanky Panks.

**JERRY COTTRELL**

Care Imperial Shows #2 Rock Falls, Ill., this week; Bourbon, Ind., next week.

## PARAKEETS

Shipped daily f.o.b. Los Angeles. Cash, bank check or money order. Phone Oxford 6-4739

**MURRAY'S**

**Bird & Animal Farm**

13133 East Ranier, Whittier, Calif.

## WANT

For Frederick County Free Fair, September 12-17. Concessions, Shows, Rides. What have you? Want Wheel Man. Going to cotton country. Have Eli #5 Wheel for sale.

**DICKSON SHOWS**

Binger, Okla., this week; Frederick next.

## WANTED

Side Show Acts of all kinds. Also Talkers, Ticket Sellers, Lecturers, Fire Workers, Girls for Bally, Glass Blower, Good Freak to feature, Alligator Boy or Girl for Annex. (Sailor West, contact me.)

Address **MILO WESTONY**  
 General Delivery, Marshall, Texas, this week; Tyler, Texas, next.

## \$25.00 REWARD

For information enabling us to personally contact—

**WALTER S. (GINZY) McNEICE**

Write GENERAL MOTORS ACCEPTANCE CORP., 110 E. 7th St., Little Rock, Ark., or phone collect Franklin 5-0136—Mr. Martin or Mr. Brockman.

## WANTED

Good Carnival for the WAYNE COUNTY SESQUICENTENNIAL CELEBRATION at Jesup, Georgia, during week of September 19 to 24. Contact

**BILL HARRELL**

c/o Wayne Freezer Locker, Jesup, Ga.

## SEARCHLIGHTS

Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$250. Brand-new Generators, still crated, 16.5 k.w., \$350. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, \$100.00.

**J. PILE**

825 Becker Road, Glenview, Ill.  
 Glenview 4-1240 or Mulberry 5-3510

# L.J. HETH Shows

WANT FOR THESE THREE BIG FAIRS AND SEVEN MORE TO FOLLOW  
 MARIETTA, CARTERSVILLE AND CARROLLTON, GEORGIA.

SHOWS: Side Show, Motordrome, Monkey Show with own outfits, any Grind Show not conflicting. (Harry Fee, confirm.)

RIDES: Boat Ride, Scrambler. Want Long and Short Range Lead Galleries.

HELP: Ride Help who are sober, licensed semi-trailer drivers. Floyd Heth wants Agent for Six Cats and Mouse Game, Nathaniel Gray wants Musicians and Chorus Girls for Colored Minstrel Show.

CONCESSIONS: Grab Stand, Diggers, Arcade, Age & Scale, Glass Pitch, High Striker, Derby Racer, Custard, Hanky Panks of all kinds. All replies

WINDER, GEORGIA (FAIR), NOW; MARIETTA, GEORGIA (FAIR), NEXT WEEK

## FOUR COUNTY FAIR—DUNN, N.C.

All Next Week—September 12 thru 17

CAN BOOK ALL KINDS OF LEGITIMATE CONCESSIONS FOR THIS OUTSTANDING FAIR. ADDITIONAL SHOWS CAN BE PLACED.

WANT CHAIRPLANE FOR THIS FAIR AND FOR BALANCE OF SEASON.

HELP—NEED EXPERIENCED CATERPILLAR AND FLY-O-PLANE MEN.

SUNNY BULLOCK CAN PLACE CONCESSION AGENTS. JIM BICKLY NEEDS COOKHOUSE HELP. CAPABLE CARNIVAL WORKERS CAN ALWAYS BE PLACED.

The Wilson, N. C., Colored Fair has been canceled as the fairgrounds have been flooded by four days of torrential rains. We are, therefore, remaining in Franklinton, N. C., week of Sept. 3 to 10, where all communications should be sent.

**STEVE DECKER**

**BEAM'S ATTRACTIONS**

FRANKLINTON, N. C., THIS WEEK

## D. S. DUDLEY SHOWS

WANT FOR

CLOVIS, NEW MEXICO, FAIR, SEPT. 12-17; LAMESA, TEXAS, SEPT. 19-24; POST, TEXAS, FAIR, OCT. 3-8; THEN STANTON, BROWNFIELD, TAHOKA AND BIG SPRING, ALL TEXAS

Want Shows that don't conflict.

Want Hanky Panks, Hats, Novelties, Jewelry or any other Concessions that don't conflict. Also need Agents for Hanky Panks.

Ride Help: Foreman for Spitfire, Eli #5 Wheel, new Tilt and Mix-Up. Also extra Men on 15 Rides. Wives on Tickets. Semi drivers preferred.

All answer Beaver, Oklahoma, Sept. 5-11. Wire or phone

**D. S. DUDLEY**

## IDEAL RIDES PAUL T. ROBERTSON

WANTED FOR FOLLOWING BIG DATES:

Centennial, McLean, Ill., one square uptown, Sept. 6-10; Brown County Fair, Nashville, Ind., a good one if there ever was one, Sept. 21-24; Woodlawn, Ind., Festival, Fountain Square, Indianapolis, on streets, sponsored by S. S. Exchange Club. Ones playing this date last year know what it is. 50,000 ride tickets sold in advance. Space limited, Sept. 30, Oct. 1 and 2; Rising Sun, Ind., Fall Festival, on streets, Oct. 4-8; then South.

CONCESSIONS: Any working for stock except Glass Pitch, Popcorn and Floss. Jewelry and Photos wanted. Also Six Cats. No racket or near-racket wanted.

No Shows of any kind wanted.

RIDE HELP: Ferris Wheel Foreman and Merry-Go-Round Foreman, Man and Wife for Kid Rides; also General Help who drive semis.

Agents for Hanky Panks. Charlie, get in touch with Billy Shaffer. All replies to

**PAUL T. ROBERTSON**

Wires only, please.

**BUFF HOTTLE SHOWS #3**  
**WANT FOR 6 OUTSTANDING LOUISIANA FAIRS**  
**STARTING LEESVILLE, LA., SEPT. 13**

CONCESSIONS—Can use any type Hanky Pank that works for stock and has an element of skill, such as Glass Pitch, Bear Pitch, Balloon Darts, Cigarette Shooting, Lead Gallery, Ball Games. Can use nicely framed Cookhouse. SHOWS—Want One or Two Grind Shows. Especially want Girl Show for Leesville, opening Sept. 13. Many soldiers at Camp Polk now. RIDES—Will book One Flat Ride if you can join at Leesville. Want Tub-O-Fun, Rock-O-Plane and Roll-O-Plane.

All replies for this unit to:  
**BUFF HOTTLE**  
 Metropolis, Ill., this week.

**SHORTER'S SHOWS**

Want Ride Help with chauffeur's license. Want Concessions of all kinds. Playing two and three a week. Need Agents. A. J. Bernard wants Acts for Ten-in-One, Fire Eater, Sword Swallower, Tattoo Artist, Midgits, Glass Blower and good Side Show Talker. Get set now for the National Dairy Cattle Congress, Waterloo, Iowa, Oct. 1 thru 8. Only Ten-in-One there. Contact **MANAGER**.

**SHORTER'S SHOWS**  
 SPILLVILLE, IOWA, SEPT. 9-10.

P.S.: Billy Craig needs Agents for Pin Store.

**WANT FOR MAXTON, N. C., TOBACCO FESTIVAL, WEEK OF SEPT. 12;**  
**RED SPRINGS, N. C., TOBACCO FESTIVAL, WEEK OF SEPT. 19**

THESE ARE MONEY SPOTS. DON'T LET SIZE OF TOWNS FOOL YOU.

Rides not conflicting and Shows of all kinds. Strictly legitimate Concessions including Cork Gallery, Photos, French Fries, Coke Bottles, Fish Pond, Age & Seales, Hoop-La, Short and Long Range, Jewelry, Custard, etc. Can use Ride Help of all kinds and Man to take charge and call Bingo. Can also use Sound Truck. Wire what you have on deal. Julius Reithoffer, please contact as messenger got town wrong.

**BARNEY TASSELL SHOWS**  
 c/o WESTERN UNION, PORTSMOUTH, VA.

**F. C. BOGLE SHOWS, INC.**

WANTS FOR THE BIG ONES, BUTLER, MO., FAIR, SEPT. 13-16; NEOSHO, MO., FAIR, SEPT. 20-24; OTHERS TO FOLLOW.

CONCESSIONS: Any that can work for stock, Six Cats, Buckets, Coke Bottles, Long and Short Range, Fish Pond, Mitt Camp, Sing, Fians, Popcorn, No. 2 but will not overload. RIDE MEN: Want Wheel, Octopus, Spitfire and Mix-Up Foremen. Will pay you \$10 more per week than you are worth. SHOWS with own equipment. Any except Athletic. Contact

F. C. BOGLE, MGR., FT. SCOTT, KANSAS, NOW; OR AS PER ROUTE.  
 P.S.: Ferris Wheel for sale, \$1800.00. Will trade Spitfire for Kid Rides or will sell.

**MAJESTIC GREATER SHOWS**  
**CANNON COUNTY FAIR, WOODBURY, TENN., SEPT. 12-17; AND SIX MORE SOUTHERN FAIRS.**

Can place all types of Hanky Panks, Photos, Ball Games, Galleries, Balloons, Scales, Pitches, etc. Swingers and Buckets with other stands. Shows with own equipment, Side Show, Snake, Monkey or Glass. Ride Help who drive semis. Bingo Counterman.

All replies to  
**SAM GOLDSTEIN**  
 MAJESTIC GREATER SHOWS, JAMESTOWN, TENN.

**SHAMROCK SHOWS**

Want for Western Oklahoma's biggest Fair, Guymon, Okla., Sept. 13-16; followed by Stillwater Fair and Fall Celebration; then Cotton Towns.

Seales, Grab, Floss, Clothes Pin, Glass Pitch, Jewelry, Coke Bottles, Basket Ball, Photos, Milk Bottles, Short Range or any others not conflicting. Want Six Cat Agents, no flaties. SHOWS: Motordrome, Big Snake and Mechanical. Want nicely framed Girl Show for Stillwater Fair, Sept. 19-22. Want Fun House Operator who can drive semi. RIDES: Live Ponies, Tractor or any Ride not conflicting. Ride Help who drive. Clarence Hackensack, please phone collect.

Address: Show Manager, Larned, Kansas, Sept. 7-10.

**SCHAFFER'S JUST FOR FUN SHOWS**  
**WANT FOR WARREN, CAMDEN AND PINE BLUFF, ARK.**

Can place High Striker, Bumper, Pitch-Till-You-Win, Fish Pond, Basket Ball, Long Range, Short Range, Dart Games; all Hanky Panks, come on. SHOWS: Big Dog and Pony, Monkey, Motordrome. HELP: Want Foreman for Tilt-a-Whirl, Second Men on Scooter. Top salary, long season. WANT FOR CARTER COUNTY FAIR, ARDMORE, OKLA., SEPT. 19-24: Roll-o-Plane, Rock-o-Plane, Fly-o-Plane. Also Snake and Grind Shows. Contact

**W. A. SCHAFFER, Mgr., Warren, Ark., this week**

**AMERICAN BEAUTY SHOWS**

WANT WANT WANT

Concessions of all kinds, no "Ex." Especially want Long Range, P.C., Jewelry. Can place Ride Help on all Rides. Concession Help: Need P.C., Slum and Stock Wheel Agents. Must stay sober and drive. Meet us at Fayette, Mo., if your show is closing, we have a long season in the cotton. Contact

**H. W. BARTHOLOMEW or PAT BALES**  
 Fayette, Mo., this week; then Paragould, Ark. Our midway is not overloaded.

**HELLER'S ACME SHOWS**

Want for Big Mt. Carmel Celebration, Hoboken, N. J., Sept. 19-24; now playing Abyssinian Baptist Church Celebration, Broome and Montgomery Sts., Newark, N. J., Sept. 7-17. Repeat date, a real hot one!

Want Merry-Go-Round and Ferris Wheel Foremen. CONCESSIONS—Hanky Panks, Custard and Cookhouse, Ball Games, Buckets and Six Cats and all Concessions that work for stock. **HARRY HELLER, Mgr., 9 Virginia Ave., Phone Orange 4-3447, Newark, N. J., 10 a.m. to 4 p.m., then after 11 p.m.**

**MOUND CITY SHOWS**  
**WANT CONCESSIONS FOR STRONG SOUTHERN ROUTE**

Can place Hanky Panks of all kinds. Age, Weight, Popcorn, Snow Cones, Candy Floss, Short Range, Mug, Bingo, any Stock Concession.

Address: **BOB ALSOBROOK, c/o Mound City Shows, St. Charles, Mo. (Fair), next week.**

**BUFF HOTTLE SHOWS**

Will book complete Side Show with own equipment if you can join in Jackson, Tenn., Sept. 12. Alfredo wants attractions for Annex. Girls to work inside and Ticket Seller. Contact Alfredo in Trenton, Tenn. Others reply to

**BUFF HOTTLE, Metropolis, Ill.**

**C. A. STEPHENS SHOWS**

WANTED FOR ASHE COUNTY FAIR, WEST JEFFERSON, N. C., SEPT. 12-17; FOLLOWED BY SCOTT COUNTY FAIR, DUNGANNON, VA.

CONCESSIONS—Cigarette Gallery, Long Range, Ball Games, Pitch-Till-U-Win, Blower, Bowling Alley, Glass Pitches, Six Cats and Buckets. SHOWS—Can use two Girl Shows with own equipment, Side Show and Grind Shows with own equipment.

**ERWIN, TENN., THIS WEEK.**

**THE CAMPAIGN'S HOT!**  
**VOTE NOW ... for ...**

*Outdoor Show Queen Of The Golden West*

Sponsored by the  
**PACIFIC COAST SHOWMEN'S ASS'N**

The candidates shown here are going all out for the title . . . and they are helping a most worthy project . . . the PCSA Welfare and Hospital Fund. Needy showmen get a helping hand from the money raised during this contest.

Write for your book of votes . . . or see any of the contestants. Don't delay—you may keep your favorite from being crowned at the Coronation Ceremonies during the PCSA annual Banquet and Ball at the Biltmore Hotel, Los Angeles, December 13.

★  
**SUPPORT YOUR CANDIDATE -- SUPPORT THE CLUB VOTE TODAY\*** . . . See any Contestant or contact:  
**MIKE DOOLAN, Chairman**  
**HARRY SEBER, LUCILLE DOLMAN, MICKEY WEXLER, Deputy Chairmen**

**PACIFIC COAST SHOWMEN'S ASS'N**  
 — FRANK WARREN, Pres. AL FLINT, Exec. Sec'y —  
 1235 South Hope Street, Los Angeles 15, Calif. Phone Richmond 7-2521  
 (\*Stuff the Ballot Box by buying more votes for your Favorite).



**FLOSSIE FITZGERALD**  
Foley & Burk Shows



**FAY PROSSER**  
Ladies' Auxiliary PCSA



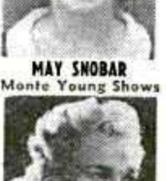
**JULIA LE DOUX**  
Cavalcade Show



**MARGIE LATIKER**  
West Coast Show No. 2



**MAY SNOBAR**  
Monte Young Shows



**GINNY LOWRY**  
Polack Bros.' Circus



**JUNE SUTTON**  
Crafts No. 1 Show



**MARY HELEN GRAHAM**  
Doolan Kiddie Land



**ALICE MILLER**  
West Coast Show No. 1



**PEGGY STEINBERG**  
Siebrand Show



**MARY BACIGALUPI**  
Bacigalupi Organ Co.



**EVELYN LANTZ**  
Crafts No. 2 Show

**CONCESSIONS FOR SALE**  
**American Legion 1955 National Convention**  
**OCTOBER 9-13 MIAMI, FLORIDA**

★ **OVER 200,000 VISITORS** ★

Pitchmen — Novelties — Specialties — Canes — Hats — Balloons — Pictures — Jewelry — Walking Privileges, etc., etc.

(Will sell some concessions exclusive)

This will be the largest Legion Convention in history—Parades — Shows — Special Events, etc.

—GET YOUR WINTER BANK ROLL IN MIAMI—  
**WIRE—WRITE—PHONE—BUT HURRY**

★ **SAM CROWELL** ★  
**CONCESSION MANAGER**

**AMERICAN LEGION NATIONAL CONVENTION HEADQUARTERS**  
 146 Biscayne Blvd., Miami, Florida—Phone 84-5780

**FAIRS FAIRS FAIRS FAIRS FAIRS**

**CUMBERLAND VALLEY SHOWS**

WANT FOR THE NEXT THREE BIG FREE FAIRS: Sparta, Tenn.; McMinnville, Tenn., and Manchester, Tenn. These are not week-end Fairs, they are all-week Fairs. Then the Big Dalton, Ga., Fair with Summerville, Ga., following

CONCESSIONS—All legitimate Concessions open. No exclusive at fairs. SHOWS—Fathead Williams needs Musicians and Performers for his Minstrel Show. Salaries guaranteed. RIDES—Will book any major Ride not conflicting with what we have. RIDE MEN—Can always use good, reliable Ride Men. AGENTS—Can use capable Agents for stock stores. We have the fairs where you can make money. Address all mail and wires to

**LAVOY WINTON, Sparta, Tenn.**

# BUFF HOTTLE SHOWS NO. 1

**NOTHING LEFT BUT THE CREAM**  
A ROUTE OF 8 MORE OUTSTANDING FAIRS

WEST TENNESSEE DISTRICT FAIR, Jackson, Tenn., Sept. 12-17  
NORTH ALABAMA STATE FAIR, Florence, Ala., Sept. 19-24  
MADISON COUNTY FAIR, Huntsville, Ala., Sept. 26-Oct. 1  
MISSISSIPPI-ALABAMA FAIR AND DAIRY SHOW, Tupelo, Miss., Oct. 4-8  
WASHINGTON PARISH FREE FAIR, Franklinton, La., Oct. 12-15  
BAY COUNTY FAIR, Panama City, Fla., Oct. 17-22  
GREATER GULF STATES FAIR, Mobile, Ala., Oct. 24-29  
NORTHEAST FLORIDA FAIR, Jacksonville, Fla., Nov. 2-12

**CONCESSIONS** NEED STOCK CONCESSIONS. ESPECIALLY WANT PENNY ARCADE, CUSTARD, DERBY RACER.  
**SHOWS** ANY GRIND SHOW NOT CONFLICTING.  
**RIDES** WILL BOOK TUBS-O-FUN, ROUND-UP OR ROCKET.  
**RIDE HELP** NEED FOREMEN AND SECOND MEN FOR LONG SEASON, CLOSING NOV. 15. HIGH WAGES AND BONUS TO THOSE WHO CAN HANDLE RIDES, STAY SOBER AND DRIVE SEMI TRAILERS. ALL REPLIES TO:  
**BUFF HOTTLE, Mgr., Metropolis, Ill., this week**

## ATTENTION, SHOWMEN

LOOK THESE DATES OVER FOR STAR-STUDDED ROUTE IN DIXIELAND. LARGEST TOBACCO CROP IN THE HISTORY OF THE SOUTH  
**PLAYING ALL LARGE BONA FIDE FAIRS**  
Next week, FREDERICKSBURG AGRICULTURAL FAIR, Fredericksburg, Va., followed by MT. AIRY, N. C., FAIR; then DAVIDSON COUNTY FAIR, Lexington, N. C.

**CONCESSIONS** Can place Glass Pitches, Hats, Novelties, Fish Pond, Ball Games, Lead Gallery, Derby Racer, Coke Ring, Palmistry, Cigarette Gallery, Eating and Drinking Concessions.  
**SHOWS** Can place any good Grind Show not conflicting. Want Girls, Band, Comic and Working People for Minstrel Show. We have complete outfit. Salary paid out of office. Want Acts for Side Show, Girls for Girl Show.  
**RIDES** Wanted for best ride territory in SOUTH: Looper, Caterpillar, Fly-o-Plane, Live Pony Ride, Scooter, Ralph Endy, Pete Joseph and Thompson, get in touch with me.  
**HELP** Can place good, sober Men on Tilt-a-Whirl, Octopus, Rolloplane and Kiddie Ride; Semi Drivers preferred. Can use Wives as Ticket Sellers. Long season with high salary and bonus. Arthur McIntyre can place Griddle Men and Waiters for Cookhouse.  
Address all mail and wires to **LLOYD D. SERFASS, Gen. Mgr.** c/o FAIRGROUNDS, BRIDGETON, N. J.  
All phone calls to **HARRY (BUSTER) WESTBROOK** CUMBERLAND HOTEL, BRIDGETON, N. J.

## 20th CENTURY SHOWS

WANTED—FOR THE FOLLOWING FAIRS—WANTED

ARKANSAS-OKLAHOMA LIVESTOCK SHOW AND FREE FAIR, FORT SMITH, ARK., OPENING SEPT. 10; OKLAHOMA STATE FREE FAIR, MUSKOGEE, OPENING SEPT. 18; HEART O' TEXAS FAIR, WACO, TEXAS, OPENING OCT. 1.  
**RIDES**—Scrambler, Spitfire, Fly-o-Plane, Caterpillar, Dark Ride and any other major ride not conflicting. **SHOWS**—Can place Fun House.  
**CONCESSIONS**—Want Cookhouse, Foot Longs, Popcorn, Custard, Photos, Scales, Novelties, High Striker, Nickel Pitch, Joints, Cigarette Block, Six Cats, Buckets and any other Hanky Pank.  
**WANT** for Muskogee only—Can use Two Grind Stores, must have Hanky Panks. Call or wire:  
**JESS WRIGLEY or CHARLIE TRAVERS**  
FAIRGROUNDS, FT. SMITH, ARK., SEPT. 8-16.



NOW PLAYING THE HEART OF THE COTTON BELT. FINEST COTTON CROPS IN TEN YEARS. TIPTON COUNTY FAIR, COVINGTON, TENN., NEXT WEEK; JACKSON, TENN., A. M. & I. FAIR; THEN THE CARROLL COUNTY FAIR, HUNTINGDON, TENN.

WANT first-class Aerial Free Act for six weeks' work.  
**CONCESSIONS**—Six Cats, Photos, Floss, Ball Games, Cork Gallery, High Striker, Hit & Miss, Basketball, Dart Game, Bumper Heart Pitch and Coke Bottles. **SHOWS**—Monkey, Illusion, Freak or any clean Grind Shows. **HELP**—Want Girl Show Operator. Frank Aschey wants Agents, Eddie Daniels, contact. Marshall Thompson, contact Lloyd Kelly. All replies to **JOHNNY PORTEMONT, Athens, Ga.**

## A. M. P. SHOWS

Want for the Following Fairs:  
CARROLL CO. FAIR, Hillsville, Va., Sept. 12-17; followed by Bennettsville, S. C.; then DURHAM, N. C., COLORED FAIR and Kenansville, N. C.  
**CONCESSIONS**: Especially want Hanky Panks of all kinds, Lead Gallery, High Striker, Glass Pitch and Ball Games. Everything open except Bingo, Popcorn and Candy Apples.  
**SHOWS**: Colored Girl Show, Animal, Monkey, Snake, Fun House or any other worth-while family attraction.  
Want Ferris Wheel Foreman and Second Men who drive semis. Interested in Free Act. Good proposition.  
**A. M. PODSOBINSKI, A. M. P. SHOWS**  
GRETNVA, VA., THIS WEEK

## COUNTRY FAIR SHOWS

New Paris, Ohio, Sept. 7-10; Dillsboro, Ind., Homecoming, Sept. 14-17; then south to the Cotton Fields in Arkansas, Mississippi and the sugar cane in Louisiana. Get with a show that stays out the year round, never closes.  
Can place Hanky Panks of all kinds, Age & Scales, Ball Games, Short Range, Hoop-La, Coke Bottles, Add-Em-Up Darts, Sno Balls, Popcorn, etc. **SHOWS**—Girl Show, Illusion, Snake, Side Show or any Shows with own equipment. **RIDES**—Can place set of Kid Rides and any Major Rides not conflicting. Want Help for Merry-Go-Round, Ferris Wheel, Tilt and Rolloplane. Jimmy Aekley can place Agents for Swinger, Nail, Buckets, Count and Peek Stores. Also Man and Wife for Cookhouse. Address all mail and wires to  
**J. R. JACKSON, Mgr.; JIMMY ACKLEY, Concession Mgr.**

## MARION GREATER SHOWS

Want for eight Fairs: Dillon, S. C., Fair, Skillet Fairgrounds, Sept. 12-17; Kings-tree, S. C., 19-24; Mannings, S. C., 26-Sept. 1.  
Want Cookhouse and Grab, Custard, Bingo; also legitimate Concessions of every description. Will book Minstrel Show troupe and Shows of every description. Ride owners, contact us. We have good territory for same. Can use Ride Help. All wires and mail to  
**M. H. SPILLERS, McColl, S. C.**  
Phone F. E. SPAIN, Tobaccoland Hotel, Dillon, S. C.

## FOR SALE

1 RIDE-O RIDE ..... \$3,500.00  
1 DARK RIDE ..... 6,000.00  
Can be seen at Michigan State Fair, Detroit, Mich., now.  
**EDWIN INGALLS**  
Box 257 Coldwater, Mich.

## HELP WANTED

Want Foreman for Auto Scooter Ride and Foreman for Tilt-a-Whirl; also Second Men on all Rides. Must be sober and reliable and drive trucks.

## Tivoli Expo. Shows

Bowling Green, Mo., Fair, this week, Sept. 7-10, and then as per route.

## WANT FOR GREGG COUNTY FAIR

Longview, Texas, Sept. 26-Oct. 1. NOVELTY ACTS. Contact  
**WILLIE WILLIAMS**  
910 E. Pacific Ave. Longview, Texas

## RAS Threatens Minn. Mark

Continued from page 62

Kiddieland, Tilt-a-Whirl, Merry-Go-Round, Caterpillar, Scrambler, Rocket, Looper and Glass House. Children's Day was the biggest in RAS history, with a \$36,000 estimated gross reported. Saturday, opening day, and Sunday also were top five-figure days.  
For the second consecutive year, RAS ran a prevue night Friday eve. Frank Morrissey, the press agent, said the take Friday night more than doubled the '54 gross and that the prevue showing apparently is becoming a fixed part of the Minnesota run.  
Reports were that concessions were up by 10 to 15 per cent.  
A first American Shows was part of a royal here Wednesday when The Minneapolis Star, evening newspaper, ran the first Camerama picture in color of a midway. Picture ran 16 columns across the top of the front page and backed up on joining sheet.  
**Host Press, Radio**  
Carl J. Sedlmayr and C. J. Sedlmayr Jr., joined with Douglas K. Baldwin, fair secretary, in playing host to the second annual press party Friday night before the opening. Press, radio and television men from the Twin Cities were guests at a buffet dinner, then ducated free for all shows on midway.  
Mrs. Sedlmayr Sr., here with her family, left Wednesday for Tampa. Last week the RAS Shriners, headed by Sedlmayr, C. J. Jr., and Bob Lohmar, threw the annual party at Shriners Hospital here and gave away more than 800 toys to hospitalized kids. Frank James, one-legged member of three-leggers act in "Harlem in Havana," Claxton's Band and several Side Show acts entertained moppets.  
Morrissey said television and radio coverage this year exceeded anything in past history, with at least a dozen TV stints, both live and on film; 30 radio shows emanating from the midway as well as special appearances in studios.  
Newspaper coverage from the Twin Cities press, he said, was bigger and better than ever, with all newspapers in St. Paul and

Minneapolis giving heavy play to midway features.  
Visitors included Mr. and Mrs. Wilfred Walker, of the Canadian Lakehead Exhibition, Fort William, Ont.; Matt Dawson, of St. Louis; Gordon Love, Calgary; Ned Torti, of Milwaukee, president of Showmen's League of America; Bill Carsky, of Chicago, and Mr. and Mrs. Bernie Mendelson, of Chicago.  
Reports from Side Show operators indicated that total gross for run, with weather break, could approach \$30,000.

## Gooding Socks 'Em

Continued from page 62

Show finished in third position, behind "Dancing Waters." Other shows were a little horse-big dog, also owned by Carroll; Harvey Wilson's Glasshouse, the Harris Motor-drome, Joe Stiy's Funhouse, and a Gooding-owned Mechanical Circus.  
**Holds to Pattern**  
The Gooding business here was in line with that which the Columbus-based organization has registered at close to 40 fairs already played this year.  
"We haven't had a single fair that didn't show at least some slight increase over last year. Most have been up 10 per cent and some as high as 30 per cent," Floyd E. Gooding, head man in the Gooding operation, observed.  
He expressed much gratification over the increased business because "last year was the best in our many years."  
Commenting further, Gooding said patrons seem to be "ride crazy everywhere we have been."  
New rides, such as the Scrambler and Twister, have proved a strong stimulant to increased business, Gooding said.  
"We added to our usual number of rides at quite a few fairs, and this also enabled us to increase our business," Gooding stated.  
This week Gooding, with his nine units, had a total of 110 rides in operation at various fairs. Of the total, 90 are Gooding-owned, 20 are booked on.

## ACA at Iowa

Continued from page 62

added rides on the fairgrounds. Also, the layout of the rides spread over the midway seemed to help out by distributing the crowds.

### Tirza Scores

Tirza and her wine bath at a buck a throw was doing top business with the Scooter and the Velare Rotor following in that order. Also, the Round-Up and Dudley's Heat Waves were doing a nice business while "Dancing Waters," the Ferris Wheels and the other rides were not idle despite the warm weather. The eight kiddie rides likewise were doing business with the young folks.  
The Rotor got some nice publicity as a result of the wedding of William Wells and Mary Marie Zepinc, both with the ride, and with the ceremony performed within the rotating cylinder.  
While TV newsreel cameramen ground away, George J. Hahn, local justice of the peace, read the service while the couple whirled around and spectators applauded. Lynn Carsky, 11, daughter of William Carsky, was the ring bearer and Noble Fairly gave the bride away. Also watching the ceremony were Mrs. Harry Hennies and Mrs. J. C. McCaffrey.

## Cetlin & Wilson

Continued from page 62

pass its Saturday's take of two years ago by at least \$5,000.  
C.&W., it was reported, was not only far surpassing its 1953 take but was running substantially ahead of midway receipts last year, when another show held down the midway.  
Visitors to the show lot included Ted Chapeau, James E. Gorman and C. E. Loriner, officers of the Greater Jacksonville (Fla.) Fair & Industrial Exposition, which C.&W. plays November 10-19.

## MIDWAY CONFAB

Continued from page 63

that stand plays two weeks of still dates and then fairs at Kingwood, W. Va., and Elkins, W. Va., before closing.  
The "Ebony Club" of the King Reid Shows gave a matinee at the State Prison recently in Windsor, Vt., and the cast was hosted at a buffet supper after the 40-minute show. Owner King Reid for several years has been a member of the Vermont State Prison Board.

## JACK FLYNN AND LEO BISTANY WANT

3 or 4 Girls who can work Six Cats for stock. Also want Bucket Agents who can stay sober. Will book nicely framed Six Cats that uses stock.  
Wire: c/o Show, Metropolis, Ill.

## PAN AMERICAN SHOWS

Can place A-1 Mechanic with tools. Top salary. All winter's work. Also want Tilt Foreman. Long season in Florida.  
**Ted Woodward, Seey.**  
or care Pan American Shows  
Sevierville, Tenn., Fair now

## PRIDDY SHOWS

Need Hanky Panks all kinds for Cotton Season. Edna, Tex., Fair, Sept. 13-14-15; Ganado, Tex., Fiesta, Sept. 16-17-18; Tahoka, Tex., Sept. 22 to Oct. 3; Lamesa, Tex., Oct. 5-17; Slaton, Tex., Oct. 20-31. No 49pplies. Wire Edna, Tex., for location. Out all winter in lower Rio Grande Valley.  
**F. B. PRIDDY, Mgr.**

# READING FAIR

Reading, Pa., Sept. 11 to 18 inclusive.

# VIRGINIA STATE FAIR

Richmond, Va., Sept. 20 to Oct. 1 inclusive.

CAN PLACE all Eating and Drinking Stands.

CAN PLACE all legitimate Merchandise Hanky Panks.

CAN PLACE all Experienced Ride and Show Help in all departments.

All address

## CETLIN & WILSON SHOWS

This week INDIANA STATE FAIR, Indianapolis, Ind.



### "VETERANS JUBILEE"

At the Gates of Patuxent Naval Base, Lexington Park, Maryland, Sept. 12 thru 17. 3 big Paydays with thousands of Naval and Civilian Personnel and their families within walking distance.

Can place Hanky Panks of all kinds. Peek Store Agents. Grind Shows.

Ride Help who drive semis. Address

**JOHN VIVONA** Leighton, Pa., this week.

THIS IS THE BIG ONE!



### LAMAR, MO., CENTENNIAL AND FAIR ON THE SQUARE, SEPT. 12 TO 17

Can place Side Show, Fun House, Mechanical and Athletic Show.

Opening for Scales, Hats, Six Cats, Custard, Ice Cream, Hanky Panks and Ball Games.

Need Tilt Foreman who can drive and Ride Men who can drive.

Now booking Concessions for S. W. District Fair, Hope, Ark., and American Legion Fair, Caruthersville, Mo.

Carthage, Mo., Fair until Sept. 8; Lamar, Mo., after that.

P.S.: Can book Cookhouse, Grab, Foot Longs or Pronto Pup equipped to play Missouri.

### FLOYD O. KILE SHOWS

NEVADA CO. FAIR, PRESCOTT, ARK., SEPT. 19-24; POPE CO. FAIR, RUSSELLVILLE, ARK., SEPT. 26-OCT. 1. FAIRS TILL NOV. 1.

CONCESSIONS: Stock Concessions of all kinds, Cats, Buckets for stock, Foot Long, Custard, Photos, Pitches of all kind, Age, Coke, Targets, Short and Long Range, etc.

SHOWS: Animal, Snake, 10-in-1, Mechanical, Fun House, 25%. HELP: Eli and Caterpillar Foremen, name your salary (if you can cut it, we will pay; if not, you pay us as we are tired of paying out to "supposed to be's"). Second Men on all Rides, you get CASH here, spend it where you want. Must have license to drive semi and be semi-drivers. No drunks, please. O. C. McClain, Cat Foreman, contact immediately. All replies:

FLOYD O. KILE, Mgr., West Plains, Mo., this week; Melbourne, Ark., next week.

### WANTED FOR

## WILSON COUNTY COLORED FAIR

LEBANON, TENN., SEPT. 12-17.

Bingo, Glass Pitch, Hanky Panks of all kind, Percentage, Mitt Camp, Photo, Fish Pond and Ball Game. Rides and Grind Shows that do not conflict. Wire

MANAGER OF B.A.E. SHOWS, c/o WESTERN UNION, FROM SEPT. 7.

### SHOEMAKER'S TRI-STATE SHOWS

Want for DAUPHIN CO. FAIR, GRATZ, PA., Sept. 20 thru 24.

Can use any Concessions and any Shows with own outfits. Will book one more Major Ride.

This is Gratz Centennial year and the fair will be the biggest yet. Buck Steel's Frontier Days, Grand Old Opera, Thrill Shows all week. Big Kiddie Day on Friday.

Wire **BILL SHOEMAKER**, 3117 Old Berwick Road, Bloomsburg, Pa.

Will be in Penbrook (Harrisburg), Pa., week of the 12th.

### MOTOR STATE SHOWS

Want for Tri-Lake Fair & Livestock Show, Water Valley, Mississippi, Sept. 12-17, and continuous route of bona fide Fairs in Tennessee and Mississippi.

High Striker, Cookhouse, Coke Bottles, Dart Games, Bumper, String Game, Ice Cones, etc. We book two of a kind. No open midway. Ray Clayton, wire me here at Wauseon, Ohio, Fairgrounds till Sept. 9.

SHOWS: Mechanical, Snake, Wildlife, etc.

Second Men on Rides, must drive; no drunks or chasers wanted. You want last. Can place one more Ride such as Chairplane or Tilt.

All wires Fairgrounds, Wauseon, Ohio, until Sept. 9, then Water Valley, Miss. **JOE FREDERICK**

## HOLLY AMUSEMENT CO.

HELP: WHEEL FOREMAN, \$50.00 per week; Second Men on all Rides, come on; Geo. Kellan, answer.

CONCESSIONS: Non-conflicting Hanky Panks, WELCOME.

**JASPER, GEORGIA, FAIR, THIS WEEK;**

**JONESBORO, GEORGIA, FAIR, NEXT WEEK.**

### "HAIL KING COTTON"

Ferris Wheel Foreman, Tilt Foreman, Second Men on all Rides. If you have license and drive semi, do as much work as any one of my eight old men, a very lucrative salary. Clean Shows and Concessions wanted, no monstrosities or Girl Shows, please. Drunks, stay away. Want First Man for Bingo; should know how to drive truck and knowledge about Bingo. Open Sept. 14, Tiptonville, Tenn., Ben (out till Xmas) Walters wants Cook, Griddle Man, Dishwashers for Cook House. Contact

**DYER'S GREATER SHOWS**, Lancaster, Wis., this week; then south.

## PARAKEETS BABIES \$1.25

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-Hour Service  
Phone Elliott 9-4591

## WELLS BIRD FARM

2143 South Myrtle Avenue  
Monrovia, California

## T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

## AMERICAN TENT CORPORATION

America's Largest Builders of Fine Show Tents

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Representative G. C. Mitchell

**BILL SANDERS**

## FOR SALE

32 ft. Merry-Go-Round, above average condition, good Wurlitzer Band Organ for same. Can be seen in operation at Olathe, Kansas, Sept. 9 and 10; Humboldt, Neb., Sept. 13 to 16; Plattsmouth, Neb., Sept. 22 to 24.

**W. T. HALE**  
HALE'S SHOWS OF TOMORROW

### RABBIT FOOT MINSTRELS

Greatest Colored Show on earth, enlarging show for extended season, wants Musicians who can read music and cut it, all Instruments except drums and bass; young, neat, experienced Chorus Girls, Exotic Dancer, Specialty Act, must be new and novel. Punch Miller, Gene Harris, Shaky Wilson, come on. Wire **EARLE HENDREN**, c/o Rabbit Foot Show, Stuttgart, Sept. 8; Dewitt, Sept. 9; Altheimer, Sept. 10; Pine Bluff, Sept. 12; Dumas, Sept. 13; Durmott, Sept. 14; Lake Village, Sept. 15; Eudora, Sept. 16; all Arkansas. Permanent address **CAPITOL AMUSEMENTS, INC.**, Irwin, Tenn. P.S.: Not interested in drunks, trouble makers or amateurs.

## HELEN GOLDEN

### WANTS

Side Show Acts and Help. Care Siebrand Bros.' Circus and Carnival Blackfoot, Idaho, Sept. 12-17; Albuquerque, New Mexico, Sept. 24 to Oct. 2.

### RALPH R. MILLER WANTS

Diesel Electrician, No. 5 Eli Wheel, Allan Herschell Little Beauty Swing Foreman and General Help of all kinds. Opening Colored Fair, Kentwood, Louisiana, week Sept. 12.

Want Cookhouse, Stock Concessions, \$20.00 a week. Glass Pitch and Photos are sold. Frank Sparks wants Concession Help. All address

**RALPH R. MILLER**  
Route 1, Box 351 Baton Rouge, La.  
Phone: Walnut 15068

## DERBY CALLER

### WANTED

Good salary. Prefer experienced. Long season.

### FLAKE'S DERBY

Care Coleman Bros. (Fairgrounds) Greenfield, Mass., Friday, Sept. 9, thru Wednesday, 14.

## WANT AGENTS

Hanky Pank, Six Cats and Peek Store; only grind store on show.

### SAM TUCKER

Pocahontas, Ark., this week; Star City next.

## MR. A. J. GREY

Please get in touch with

### C. H. DAWSON

Very urgent business

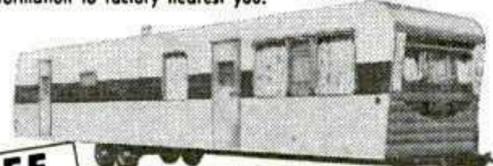
## More than 1000 NASHUAS owned by Show Folks!

Preferred by show people—because NASHUA gives you more of everything you want... for less! Look at the big 42' Nashua, for instance. Where else will you find another mobile home like this within a thousand dollars of Nashua's low, low price? A huge living room with giant, eye-level picture windows. Extra-large doors. Modern dinette. Two big bedrooms with built-in dressing table. Giant-size forced air furnace with floor registers. Tiled floors. Tile bath with tub. Automatic deluxe range with timer, glass front oven plus service and oven lights. And five huge closets to hold all the clothes, costumes and props you can stuff in them.

Best of all—Nashua tows like a dream! It's perfectly balanced. A heavy "I" beam frame and sturdy construction promise you thousands of miles of travel over any kind of roads. See NASHUA today—or write for full information to factory nearest you.

**LOWEST-PRICE, QUALITY-BUILT MOBILE HOME ON MARKET!**

**LOW DOWN PAYMENT! EASY TERMS!**



**FREE** Send for new folders on all models.

The king-size 2-bedroom Nashua 42' with 3 "wall-of-glass" picture windows!

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ALSO AVAILABLE IN 35', 28' AND 24' SIZES!

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Dept. BB Montoursville, Pa. 18 Clees Ave., Box 175

**TERRIFIC - OUTSTANDING**

**NEW ANCHOR TENT FRAMES**

for CONCESSION and 4-WAY TENTS

Engineered For 2 Years to Assure the BEST for SHOWMEN

WRITE FOR INFORMATION

- OFFERED IN STOCK SIZES
- DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2"x2")
- HINGED LEGS, SLIP JOINTS
- NO SCREWS, BOLTS, NUTS OR KEYS.

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MFRS. OF CANVAS TENTS FOR ALL PURPOSES

## CAN PLACE

Games and Bingo for Parkersburg, West Va., Sept. 12-17, City Festival, choice location. Very reasonable privilege.

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WANT ALL KINDS OF LEGITIMATE CONCESSIONS FOR LITITZ, PA.

OPENING SEPT. 12 THRU SEPT. 17

Phone Pat Reithoffer, I.B.M. Country Club, Binghamton, N. Y.

or call Mrs. Reithoffer at Dallas, Pa. Phone 4-4686

## WANT GIRL SHOW PEOPLE

Want Dancers of all kind—\$100.00 a week; strippers, Hula, Rumba, Fan, etc. Also want Bally Girls.

Want two Girl Show Talkers, \$125.00 a week. No drunks.

Want Ticket Sellers and Grinders, prefer Semi Drivers.

Want all People to join on or before Saturday, Sept. 10, Saginaw, Mich. (Fair); then long season south. I will be on Fairgrounds from Tuesday, Sept. 6, to 17. Call or wire me care Fairgrounds.

### F. W. MILLER

SAGINAW, MICH.

## GRAND AMERICAN SHOWS

WANT FOR AUDUBON COUNTY FAIR, AUDUBON, IOWA, SEPT. 12 THRU 16

WANT: Girl Show and Athletic Show with own equipment. Also any Grind Show with equipment.

WANT CONCESSIONS: Grab, Juice and Ice Cream, Photo, Glass Pitch, Hi-Striker, Hanky Panks (no griff, no count stores). (Everything open except Floss, Snowcone, Popcorn and Lead Gallery.) This is a big fair, a good concession spot. We will have a place for you at Unionville, Mo. Also Audubon, Iowa.

WANT: Second ride help who drive trucks. Unionville, Mo., fair now, Audubon fair next. Monroe City, Mo., Fair to follow.

**L. O. WEAVER, Mgr.**

### STOCK TICKETS

1 Roll ..... \$ 1.50  
5 Rolls ..... 4.50  
10 Rolls ..... 8.25  
25 Rolls ..... 18.75  
50 Rolls ..... 24.00  
100 Rolls ..... 44.00

ROLLS 2,500 EACH

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### SPECIAL PRINTED

Cash With Order. Prices

2,000 ..... \$ 6.90

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10,000 ..... 10.50

30,000 ..... 15.50

100,000 ..... 33.00

500,000 ..... 132.00

1,000,000 ..... 250.00

Double coupon, double price

## Teamsters Picket Ringling-Barnum

Karsh-Led Union Tells Organizing Aim; Few Refuse to Cross Line at Matinee

SAN FRANCISCO, Sept. 3.—Ringling Bros. and Barnum & Bailey Circus began its four-day run at the Cow Palace here with customers and employees crossing a picket line set up by representatives of a local of the International Brotherhood of Teamsters.

The Friday (2) afternoon show was given for an estimated 3,000 persons. Pickets had appeared about 9 a.m. but were few in number throughout the day.

It was reported that a spotlight worker, parking lot attendants and janitors had refused to cross the line to reach their jobs at the Cow Palace. Some local musicians approached the line and then went away to get instructions. Show musicians and all other employees

were reported in action as usual.

There was no immediate indication that executives of the union and circus have been in contact with each other, altho both were in the same hotel here. John Ringling North and his brother, Henry, along with Michael Burke, executive director, were reported in conference at the St. Francis Hotel.

### Kane Charges Unions

Harry Karsh, whose Carnival and Allied Workers Union 447 has organized the Royal American Shows, also was at the hotel, having come there some days ago to await the show's arrival.

With him, it was reported, was Joe (Killer) Kane, former Ringling usher who sought earlier to organize Ringling working men in the AFL Retail Clerks' Union. As a representative of the Retail Clerks' Union, Kane, along with others, picketed the Ringling show in Ohio, Indiana and Illinois stands earlier.

Kane did not follow the show beyond Chicago, but conferred there with Karsh, and transferred his affiliations to the Karsh union. It was at that time that they began pointing for the San Francisco stand.

As early as Wednesday (31) evening, Joseph Diviny, Teamsters Union vice-president, announced intentions of picketing the show here. He said the aim of the union was to organize all Ringling employees other than performers and musicians. He said the picketing started in San Francisco would be continued in subsequent stands. The show plays Los Angeles starting Thursday (8).

## Beatty Finding Canadian Takes Less Than '54's

EDMONTON, Alta., Sept. 3.—Business for Clyde Beatty Circus in Canada has totaled less than last year's, it was reported this week, as the show headed for its final Canadian stand, Winnipeg.

In Edmonton for two days, the show had a half-house afternoon and three-quarter house at night on Wednesday (24). The second day (25) brought a pair of three-quarter houses.

At Vermillion on Friday (26), the circus had light business, neither house touching the one-quarter mark, because of harvest work for farmers.

The show is scheduled to re-enter the United States to play Grand Forks, N. D., on September 10. Another two weeks will put the show deep into Oklahoma.

## Cristianis Play Oregon Fair; Add Aerialists

SALEM, Ore., Sept. 3.—The Bailey Bros. and Christiani Circus is appearing here today thru next Saturday (10) as a feature of the Oregon State Fair. Show jumped 277 miles to open its engagement in Salem.

Business was reported fair for the show in California. The Flying Roberts, a three-people flying act, has joined. Flora Zucchini is still out of the show because of an injury received in her human cannonball act.

## Diano Considering New Show for '56

MACON, Ga., Sept. 3.—Tony Diano, one-time owner of Diano Bros. Circus, said here last week that he is contemplating a return to circus business next season.

He said his experience with the 1953 show was "costly but valuable," and that he might frame a new show to operate under canvas and move on 25 to 30 trucks. At present he has an animal show with the World of Mirth Shows in the East, and it includes his rhino, giraffe, hippo and elephants. He was in Georgia on business.

Attractions at Liseberg Park in Sweden include Barbour Bros. and Jean, stilt dancing; Truxa, wire walker; Yves Joly, marionettes; Nemece and Violet, novelty contortion; Alma Piaia, web; Frank Eders, strong man.

## RUMOR FACTORY PROMISES EARLY WINTER ACTION

CHICAGO, Sept. 3.—While the circus season moved toward the weary final weeks, the makings of an active winter and new year have started to appear.

Somewhere between rumor and fact, negotiating and finalized, are deals that would: Put an all-new show on the road.

Sell an inactive show to a former showman with a new backer.

Revive another inactive outfit.

Sell control of a going concern to a new operator.

Put a present show owner on the road this fall with a new partner and different style of show.

## Davenport Gets Good Grosses, Adds Penguins

ROSEVILLE, Ill., Sept. 3.—B. C. Davenport's Merchants Free Circus played here this week. It has been getting good business in recent weeks. The line-up has been augmented thru the addition of the McLaughlin Penguin Show. Included also are Davenport's Liberty and bull acts and the Plunkett dogs, chimp and seal. There is an annex and a midway of kid rides and concessions.

Recent visitors included Billy and Jackie Wilcox, advance for the George W. Cole Circus, who had not seen Davenport since they were on his Dailey Bros., and Glen J. James, who caught the show in Ossian and Monona, Ia.

## Ringling Business Fair in Northwest

Portland Heads List With Two Good Days; Other Washington, Oregon Stands Mediocre

KLAMATH FALLS, Ore., Sept. 3.—Business for Ringling Bros. and Barnum & Bailey Circus in the Pacific Northwest was only fair, with the two days in Portland shining out as the high point. There were several performances for houses of less than half of capacity in other stands.

At Spokane (20-21) the Saturday gave half and near-full houses while the Sunday matinee only brought three-fourths of capacity. Seattle was a four-day stand, Wednesday (24) thru Friday (26). It was reported that afternoon houses were under the half mark and that night business ranged from half to three-quarters.

Portland came up with a three-quarter afternoon and full house at night on Saturday (27). On Sunday (28) in Portland, the show had another three-quarter afternoon plus a near-full night.

At Klamath Falls the afternoon and night shows each brought less than one-quarter of capacity Tuesday (30).

### New Portland Lot

At Portland the show used the Portland Meadows track for a lot for the first time and show officials said it worked out well.

Show executives said there that no decision had been reached about whether the circus would go into Mexico. The route was announced thru September 24, when the circus is scheduled to be in El Paso, Tex.

The past week was another of long jumps for the circus. The 159-mile move into Seattle was followed by 186 miles to Portland, 124 miles to Eugene, 194 miles

to Klamath Falls and the king-sized 385-mile run from there to Richmond, Calif., with Wednesday (31) spent en route.

Reports from the Northwestern stands were that the new ticket scale for adults and children was continuing. Those adults, accompanied by children, are admitted to the blues for \$1 and those without children are charged \$1.50. Further, those with children are seated at one end of the top and those without kids are directed to the other end. Come-in action centers at the blues section with kids, according to one report.

## Kelly-Miller Loses Truck, Show; 1 Hurt

ALLEGAN, Mich., Sept. 3.—Al G. Kelly & Miller Bros. Circus lost a truck and blew a performance but came away free of more serious results as a series of mishaps unwound here. One employee was injured later.

The show played Paw Paw, Mich., for a matinee-only Sunday (28), and a Liberty horse died there. En route from Paw Paw to Allegan Monday (29) the pole truck caught fire. While the tractor was a total loss and the trailer was damaged, the tent poles, marquee and sidewalls were saved and minor repairs were made by Pearly Houser. A new truck was purchased.

Weather in Allegan was windy and rainy. The afternoon house was one-half filled. At night a

## King-Cole Gives Three at Knoxville

Greenville, Tenn., Also Pans Out Well; Week's Gross Adds Up to Big One

BRISTOL, Va., Sept. 3.—King Bros. & Cole Bros. Circus hit a winning streak in Tennessee and scored a strong week's business.

Taking the high point was Knoxville, where the circus gave

three performances in order to handle the crowds.

At Greenville, Tenn., Thursday (25), the Floyd King-Arnold Maley show played to a pair of full houses. Then came the big Knoxville stand. The Friday (26) afternoon house was big; at night the first show was a turnaway, and an extra evening performance was given to accommodate the overflow.

Saturday (27) brought the circus to this State line city. Because of a late arrival the street parade was canceled. The afternoon performance was three-quarters filled. At night the house was nearly filled. Auspices here was the Moose Lodge.

## Gould Nearing Season's End; Yule Unit Set

JACKSON, Minn., Sept. 3.—The Jay Gould Circus is scheduled to close its regular season here September 19. Some personnel is booked for indoor shows. H. N. (Doc) Capell is reportedly planning to put out a show of his own again after completing his stay on the Gould show with horses, ponies, elephants and other acts.

Owner Jay Gould is making plans for trouping his Christmas parade unit as usual in November, after skipping last season. Recent visitors included Allbright's Attractions, Ruby and Harry Haag and the L. R. McNeeces.

## Geo. W. Cole Plays to Big Amish Crowds

CERRO GORDO, Ill., Sept. 3.—The George W. Cole Circus played to good business at near-by Arthur, Ill., Thursday (25), when the afternoon house was three-quarters and the night was near-full.

Large part of the audience was made up of members of the Amish religious sect centered at Arthur. While the group does not approve of attending movies, it looks with favor on circuses.

In Cerro Gordo, the afternoon was only one-quarter filled because farmers were held to the fields by harvesting chores. The night show was near-full. Three elephants and a sound truck made town bally.

## Circus Collection Filmed for TV Use

SAN ANTONIO, Sept. 3.—The Walter Lewisohn firm, filers of educational TV movies, have been working on a film based on material at the Harry Hertzberg Collection of circuses at the San Antonio Public Library.

## Carson Playing Oregon Trails

SPRAY, Ore., Sept. 3.—Tex Carson Circus has succeeded in finding fresh territory. The show has been so far off the beaten path recently that stores in one town had no bananas for the monks and it was a 50-mile trip to buy ice.

Circus, managed by Jack Moore, has five show-owned trucks, an elephant, mule, camel, midget cow, four bears, ten ponies, lion, monkeys, chimp, one ring under a 60 with two 30's, electric organ, snake pit, Side Show top for animals, and grease joint. Outfit reportedly is considering wintering on the Coast.

## Powerama Acts Include Import

CHICAGO, Sept. 3.—The Antares (3), French aerial act, are making their first appearance in the U. S. in "More Power to You," spec at the General Motors Powerama, which opened here Wednesday (31) for 26 days.

Eight elephants are worked in the show by Slivers and Jo Madison. Five are owned by Tom Packs, two by Tony Gentry and one was booked in thru Bill Horstman. Jinx Hoaglan's 10-gal riding troupe and Clown Al Ross also are in the show, which is produced and staged by Edith and Richard Barstow, who stage the Ringling circus and produce the General Motors Motorama.

## Gosh Contracts Southern Spots

ANNISTON, Ala., Sept. 3.—A string of Southern stands contracted by Byron Gosh's All-American Circus is sponsored mostly by Lions clubs, Junior Chambers of Commerce, Band Parents' Associations, and PTA groups.

Towns will include Anniston, Gadsden, Alexandria City, Thomasville, Lineville, Dadeville, Fort Payne, Collinsville, Oxford, Decatur and Huntsville, Ala.; Rome, Cedartown, Summerville, Douglasville, Griffin, Carrollton, Cartersville, Barnesville and Jackson, Ga.

## Mills Bros. Idles 2 Days in Jersey

TRENTON, N. J., Sept. 3.—Mills Bros. Circus will lay over two days, according to advance route plans learned here. After playing Mine Hill on Friday (2), the show was expected to be inactive until Monday (5), when it appears at Hightstown. After the Tuesday (6) stand at Long Branch, its next scheduled stand is Trenton on Thursday (8).

# UNDER THE MARQUEE

By TOM PARKINSON

Floyd Bernard and his family were written up in the Tampa and Lakeland, Fla., newspapers recently. The yarn recalled his start in show business as a child in 1885 and his trouping with such shows as Ringling, Forepaugh, Main, Robinson, Campbell, Howe's, Lowande and others. The act was the Original Bernards until 1927, then Merrill Brothers and Sisters and later the Four Merrills. Bernard's son, Howard, and family make up the Bernardinos, now with Barnes-Carruthers.

Clowning at Frank Hildebrand's recent Buffalo show were Grover O'Day, Crits and Gravy, Ike and Spike, Bozo Brenner, Rayford and Willi Swain. . . . Bill Bailey is producing clown at the Memphis zoo and works with Johnny Gibson and Peewee Wayne. Tommy O'Brien produces the show.

Officers of the Campbell Bros.' Top, CFA, Omaha, are Glenn Trump, chairman; Keith L. Fay, vice-chairman; Maxine Trump, secretary-treasurer, and John Graf, historian. . . . Floyd and Mary Jane Henton caught Ringling at Norfolk, Neb. He is director of the Omaha zoo. They visited the Rev. Clement Flannery, J. Wilbur Trosi, John Ringling North, Mrs. James Ringling, Dr. J. Y. Henderson, Hugo Schmitt, Robert (Smokey) Jones, Trevor Bale, Paul Fritz, Ricky Dawn, Josephine Berosini, Dick Anderson, Frieda Pushnik, Albert White, Ernie Burch, Gene Lewis, Arthur Burson, Myron Orton, Frank Saluto, Frank Cromwell, Owen McQuade and Walter Guice.

The Buffalo, N. Y., Optimist show was booked by Ray S. Kneeland and Al Martin. . . . Billy Wilson has been in Mississippi a couple of weeks and plans to re-join Clyde Beatty Circus as a press-radio-TV agent early in September. . . . Making the circus package for the fair at Davenport, Ia., were Pickard's Seals, Ridolas, Frank Noel's Liberty horses, the Sensational Eriksons, the Evans wire act, Lucky Miller, Chico, and Clown Frank Cain, under direction of Frank Shortridge.

R. M. Harvey caught the Gene Holter Wild Animal Show at Denison, Ia., recently. Show moves on seven trucks. Cowboy Bud Jones is one of the acts. The show includes Luke Anderson's elephant, worked by Wally Ross. . . . Clarence C. Parker, Los Angeles, reports building a new structure to house the concession department of Penny Parker's Humpty-Dumpty show, which plays Los Angeles area schools. Show has added a pony and monkey. . . . Bill Diedrick is adding two ponies to his drill. He bought the stock in Missouri a year ago. . . . Lou Johnson framed a dog and pony show to play a party in San Diego, Calif., recently.

Acts at the Shade Gap, Pa., picnic included the International Rollos, skating; Betty Pasco, high act; Jimmy Johnson, dogs and doves; the Original Barretts, and the Sensational Siegrist flying act. The Hawaiian Sharps also played the date.

Henry Vonderheid stopped off at the Catskill Game Farm at Cairo, N. Y., last week and bought a guanaco and alpaca from owner Roland Linderman, for his Von Bros.' Circus. Show was visited in Westbury, N. Y., by Charles Bochart, manager of the Mineola Fair. Clown Red Gallagher's picture appeared in The Newsday, Long Island daily, to ballyhoo the Von Bros.' date under Lions Auspices.

Charles Davitt and Joseph Beach visited the personnel of Mills Bros.' Circus in Springfield, Mass., and Ring Bros.' Circus in Ludlow, Mass.

Bill Kay, advance promotion manager for Polack Bros.' Eastern unit, scribes from Mobile, Ala., that the dates for the Polack annual Shrine Circus there this year will be September 19-21, and the location will again be Ladd Stadium. Incidentally, this will be the org's fifth annual Mobile date, and Kay's fourth consecutive handling of the engagement.

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## Attendance Tops 100 at Greeley Skating Clinic

GREELEY, Colo., Sept. 3.—More than 100 delegates from 18 States attended the recent 10-day Skating Institute at Warnoco Rink here. In addition to the classroom work and practice sessions, Mr. and Mrs. J. W. Norcross, Warnoco owners, arranged special activities that included mountain trips, picnics, swimming and horseback rides.

Faculty members included C. J. (Satch) Wilkins, Elmont, N. Y.; Dick McLaughlen, Fort Lauderdale, Fla.; Jerry Nista, Bridgeport, Conn.; John Montgomery, Cheyenne, Wyo., and Jay Norcross, Greeley, back after a stint in the service.

At the close of the clinic, tests were given to skaters, operators and professionals who wished to take them.

Enrolled were:

California: Mr. and Mrs. Tommy Lane, North Sacramento. Colorado: Robert Monical, Suanan Cowan, Marilyn LaPorte, Gall Gibson, Henry Werner, J. W. Norcross, Mrs. Harold Monical, Harless Monical and Kathy Miller, all of Greeley, Connecticut: Jerry Nista, Bridgeport, Florida: R. H. McLaughlen, Fort Lauderdale. Illinois: Martin Anderson, Larry Anderson and Anna Anderson, all of Aurora; Edwin Johnson, Metamora, and Larry Sage, Berwick. Iowa: Kenton Kinney, Eva Jean Kinney, all of Ottumwa; Mrs. Cecil N. Spoor and Joan Spoor, Fort Madison. Kansas: Mr. and Mrs. W. E. Wilson, Billie Sue Wilson, Esther Bennett, Brenda Bennett, Rex Bennett, Mr. and Mrs. D. Kunkler, Mary Adele Kunkler, Don Paxson, Lewis C. Shoemaker, Grace M. Steves and Francis Pieukonis, all of Topeka; Maureen Busbee, Independence; Larry, Godfrey, Pat and Bob Soukup, all of Ellsworth.

Missouri: Charles Tyler, Rolla; Lowell Gosser, Kirksville; Norma Lee Johnson, St. Joseph; Paula and Dick Illmer and Mr. and Mrs. Herman Illmer, Kansas City; Allan Novak, St. Louis, and Wanda Young, Lebanon.

Nebraska: Kenneth Sherman, Lincoln. New York: Clifford J. Wilkins, Elmont. North Dakota: Doralyn L. Brown and Barbara Sys, Minot. Oklahoma: Mrs. George Sherrill and Betty and George Sherrill, Newkirk; Mr. and Mrs. Pat Fitzpatrick, Sue, Ann and Kit Fitzpatrick, Chickasha. Pennsylvania: Mr. and Mrs. K. D. Strayer, Johnstown. South Dakota: Mary and Jay Cole, Karen Collins and Stan Seymour, all of Spearfish.

Texas: Mr. and Mrs. S. A. Stribling and Albert Stribling, Miami; E. S. Eddie, Barbara and E. L. Beakley; Mr. and Mrs. H. J. England, Betty Jo England, Bob Cagle, Betty Kent, Vance Robertson, Marjorie Plattor, Mrs. D. Kent and Mary Kent, all of Borger; Kevin Baker, Odessa; W. H. Ingie, Plainview, and Mr. and Mrs. Floyd Robertson, Sanford. Utah: Christie Tolman, Layton, and Sandra Lee Chapman, Gary Gale, Mrs. Des Gale, Bren Gale, Carol Ann Grose, Judy Jay, Barbara Metheny and Mrs. Virginia Metheny, all of Ogden. Washington: Tom Torgesen and Bob Babbitt, of Tacoma. Wyoming: Mrs. W. E. Fipps and Beverly and Jackie Goff, all of Casper, and John Montgomery, Cheyenne.

## Racing Season Set by AOW in North, South

ELIZABETH, N. J., Sept. 3.—Schedule of inter-rink racing competitions in the America on Wheels chain was announced this week by Jack Edwards, AOW director of speed.

In the Northern division the chain's league kicks off the season September 24 at Twin City Arena here. Succeeding competitions will be held October 8 at Mount Vernon (N. Y.) Arena; 22, Boulevard Arena, Bayonne, N. J.; November 5, Levittown (L. I.) Arena; 19, Florham Park (N. J.) Rink; December 3, Hackensack (N. J.) Arena; 17, Paterson (N. J.) Arena; January 14, Capitol Arena, Trenton, N. J.; 28, Twin City Arena; February 11, Mount Vernon Arena; 25, Boulevard Arena; March 10, Levittown Arena; 24, Hackensack Arena; April 7, Florham Park Rink; 28, Paterson Arena, and May 12, Capitol Arena.

The season bows October 1 in the Southern division at Alexandria (Va.) Arena. Future contests will be held October 15 at National Arena, Washington; 29, Bladensburg (Md.) Arena; November 12, Sinking Spring Rink, Reading, Pa.; 25, Alexandria Arena; December 10, National Arena; January 7, Bladensburg Arena; 21, Alexandria Arena; February 4, National Arena; 18, Sinking Spring Rink; March 3, Bladensburg Arena; 17, Alexandria Arena; April 21, Bladensburg Arena; May 5, Sinking Spring Rink, and 19, Alexandria Arena.

## Denver Gets Year-Round Ice Skating

DENVER, Sept. 3.—Year-round ice skating will be available to enthusiasts in the Denver area for the first time, as the result of the new Hedy Stenuf Ice Skating Studio at 1238 South Broadway here.

Miss Stenuf was a five-time competitor in World Skating Championships in various countries, and a participant in the 1936 Winter Olympics. She will head a staff of three professionals who include Mrs. C. H. McLauthlin, 1945 National Junior Ladies Champion skater, and Meladee Hughes, for more than three years a skating instructor on open lakes in the Denver area and winner of the intermediate Ladies Free Skating Championship of Chicago in 1948.

Austrian-born Miss Stenuf drew top billing in a New York theater production from 1939 to 1942, and after retiring from this effort, instructed at many resorts including Lake Placid and the Broadmoor Ice Palace in Colorado Spring.

The new rink is a 45 by 80-foot size and one of the largest studios for formal instruction and figure skating in the country. The opening session includes an eight-week summer session which offers patch skating and class sessions, in morning and afternoon classes. Adult instruction is provided from 8 to 9 o'clock each night.

## Op Seeks to Restrain City On Rigid Law

DETROIT, Sept. 3.—Legal action to restrain the City of River Rouge from enforcing requirements considered too restrictive of operation were sought this week by the Skateland Rink in that down river suburb operated by Frank T. Tighe.

The city ordinance imposes a 10 p.m. closing hour and requires the operator to engage both a policeman and a fireman during operating hours in what is said to be a move to curb "potential rowdyism."

Tighe contends the ordinance is discriminatory since no other show enterprise in the city is affected by it, and that it makes operation virtually impossible. He is asking the Wayne County Circuit Court for an injunction.

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## ROADSHOW REP

The roster of the Jack and Lucille Collier rep, currently celebrating its 25th season in the Midwest under the Collier Players banner, its 15th season under canvas in Illinois, is as follows: Jack Collier, tobies and general manager; Lucille Collier, orchestra and characters; Don Elwood Davis, orchestra, heavies, general business and magic; Margaret Collier Davis, orchestra, leads and general business; Wally Marks, general business and characters, and Nan Wilson, as c.s.t. Diversified specialties are offered by all members of the cast. Recent visitors to the show at Noble, Ill., were John D. and Meredith Finch and George and Goldie Shedelhower, of Olney, Ill. Finch reports the outfit stacked up neat as a pin and business was jam-up. Advertising banners were not in evidence, but paid announcements were given over the public address system by Mrs. Collier prior to the beginning of the show. The customary candy sale and concert, were offered. The Colliers play dances during the winter, working out of their home base, Farmer City, Ill.

Writing from Thomaston, Me., J. J. Langley says that he has just been idling along. "There is little or nothing here for a singing entertainer, or for any other type of entertainer, as business is down in the manufacturing towns, and the coast towns are no better," he says.

P. H. (Pete) Carr writes that he is trying to get out of the panhandle of Oklahoma, an area which is the worst he has encountered this year. "This used to be good country, but the natives don't seem to have any money now," he says. Carr and his wife work both outdoor and indoor shows.

W. L. (Bill) Swain II, seven-year old-son of Kennedy Swain and Snooks Plunkett, made his professional debut with a song and dance at Kadoka, S. D., August 27. Reports have it that he stopped the show.

Writing from New Orleans, Arthur Freely pens: "There seems to be a lull in the news coming from tent minstrels and tent rep shows. I will be busy as usual the coming fall and winter with amateur promotions and, while the professional roadshow, both tent and indoor, may be petering out, you can count on one thing, the amateurs are busy from fall until spring, and many of them give a real talented performance. Freely has recently leased two drama bills for the coming season and will try out the idea of taking on two amateur promotions at the same time and not have the locations too far apart. In this way he will be able to cover both promotions. Freely believes that the time may come when the amateur groups will take over what is left of the small drama showbiz."

## Drivin' 'Round the Drive-Ins

Near Reading, Pa., the enormous new Sinking Spring Drive-In opened recently. Frank C. Kennedy is manager of the elaborate new ozoner, which is owned by Pavilion Drive-Ins, Inc., a York corporation associated with Dipson Theaters, Inc., Buffalo and Batavia. Officials of both companies here for the opening included Richard T. Kemper, secretary, Pavilion; William Dipson, executive vice-president, Pavilion, and Leo Bauman and B. R. De Witt. Others on hand were Leo Karz, president, Western Automatic Vending Corporation, Buffalo, which has the refreshment concession, and Joseph

Denzak and Kenneth Hamilton, Automatic Vending district supervisors. Orchid corsages, flown from Hawaii, were given the first 1,000 women attending the opening shows. . . . Sam Yakish Jr. has purchased the Auto Drive-In, Titusville, Pa., from Art Kunes.

The West Side Drive-In, Kingston Corner, Pa., between Kingston and Plymouth, Pa., on Route 11, was opened recently. It has a 1,000-car capacity and is operated by Tom Walker, Comerford Theaters, Robert Rowland and Charles Stecker. National Theater Supply equipped the open-airer. . . . Savar Amusement Corporation opened the new Circle Drive-In, located on Route 38 near Camden, N. J., recently. The spot has a 1,200-car capacity.

A new screen has been erected at the Hillcrest Drive-In Theater at Ballinger, Tex., according to Jack Scales, manager. It replaced one recently destroyed in a windstorm. . . . A careless masked robber held up the Gulf Drive-In at Corpus Christi, Tex. and made off with \$50, overlooking most of the evening's receipts, according to Jeff Wolf, manager. . . . The Plaza Drive-In at Borger, Tex., is offering 10 free round-trip educational tours via Central Airlines to Amarillo Air Force Base at Amarillo. Each Thursday night the trips are given away to youths between the ages of 8 to 18 years. . . . Clarence McNeil has opened the new Chief Drive-In Theater at Abilene, Tex. It has a capacity of 450 cars. . . . A new second screen has been installed at the Don Drive-In, Port Arthur, Tex. New lamps were also recently installed. . . . (Pop) Elgin, formerly manager of the King Drive-In, San Marcos, Tex., has been named manager of the Starlight Theater, Schertz, Tex. . . . Vandals recently entered the Fiesta Drive-In, San Antonio, and stole several cartons of cigarettes.

### Wanted for TILTON COMEDIANS

Leading Man, Leading Woman and Ingenue; preference for specialties or orchestra.

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1,600 pr Shoe Skates, rental, Hyde Shoes, Chicago Skates, Men's and Ladies' . . . \$7.00 pr.  
400 pr. Rental Shoe Skates, Men's and Ladies' . . . 5.00 pr.  
1,800 pr. Clamp-on Skates . . . 2.50 up  
1,100 sets Cottrell plastic ball bearing reject wheels 1.50 set  
400 sets Raybestos ball bearing reject wheels . . . 2.10 set  
300 sets 87F reject wheels . . . .75 set  
300 sets Heel Straps, almost new . . . .87 ea.

OTHER MERCHANDISE  
2 Gleba Grinders, deluxe  
1 Chicago Grinder  
22 Fire Extinguishers  
2 Ticket Machines and Changers  
1 Spencer Floor Sweeper  
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48 Chrome Chain Seats  
300 Theatre Chairs  
3 Fans  
2 Complete sets Program Skating Signs  
12 Fireproof Drapes, 25 ft. high  
6 Rubber Floor Mats  
24 Lobby Disposal Cans (white)  
Other Miscellaneous items

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## MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

"The 1956 edition of the Temple catalog is the greatest yet," says Irwin H. Fisher, firm treasurer, "as it reflects the vast expansion in our merchandise offerings and services during the past year." The line which has made money for Temple customers in the past has been broadened, Fisher says, and many new lines have been added. Among the new items featured, says Fisher, will be mattresses, bedding, household items, musical instruments, room dividers, fireplace accessories and what-not-shelves, sewing machines, vacuum cleaners and floor waxers, perfumes and jewelry, trophies, tables and chairs and many more. The firm's other lines have been extended. The 1956 edition of the Temple catalog comprises 136 pages, is easier to read, and contains order blanks and code information which may be detached. The phone and pick-up service inaugurated by Temple some months ago has proved a big success and facilities have been expanded to take care of the fall and Christmas rush.

The Christmas tree and its decorations has become an important factor in nearly every home. Now, a distinctive tree-top ornament for the remembrance of His birthday is available. This new item emphasizes the true meaning of Christmas and takes the form of a transparent star measuring 7 1/4 inches in diameter. It is metalized with silver plate and features a full color picture transparency of Sallman's famous copyrighted "Head of Christ." There is a clip behind the star for attaching a tree light. The star is injection molded plastic and is easily attached to any tree. Packaged in an attractive display box, it retails for \$1.89. Write Kriebel & Bates, Indianapolis, for quantity prices.

Harris Novelty Company, Philadelphia, is introducing for the first time its copper-clad, fully automatic Auto Magic cooker-fryer, which retails at \$39.95. Equipped with Westinghouse thermostat and Fire King See-Thru glass cover, the Auto Magic cooker-fryer roasts, cooks, fries, stews, blanches and casseroles. It is also a bun warmer and all-purpose food warmer. It is approved by underwriters and nationally advertised in Life and Good Housekeeping magazines. Auto Magic is large enough to hold two disjointed frying chickens and may be used effectively for display purposes by users of prizes and premiums, bingo operators, concessionaires and auctioneers. It is offered to the trade for \$8.50 each, or \$8 each in lots of three or more.

Micro Sign three-dimensional plastic letters and numbers in six sizes (from 1/4" up to 2") and eight colors, make it easy for anyone to produce professional-looking display and price cards, desk plates, door plates, name and address panels, and many specialized signs for business, home, factory or workshop. A special method of application makes these new plastic letters easy to use. Once arranged in place, one drop of Micro Magic Solvent touched to the edge of each letter or number will fuse it to paper, wood, fabric, plaster or any porous surface. Dramatic effects and color combinations are virtually unlimited, as these letters and numbers are available in black, white, yellow, green, blue, red and metallic gold and silver. Prices range upward from 60 cents, with a complete font of standard, quarter-inch letters and numbers containing 150 characters, priced at only \$1.50 retail. Manufacturer is Micro Sign Products, Santa Monica, Calif.

## PIPES FOR PITCHMEN

By BILL BAKER

SOME WHILE . . . back our friend H. Worthy lettered that he and T. O. Duncan were working down in Georgia in the region of Marietta and Austell. At the time of his report, it seems that business wasn't any too robust in that area so we wonder how the boys made out.

WE IMAGINE . . . that several of you boys wonder once in awhile how come that some of your pipes don't show up in this corner for several weeks after you send them in. It frequently happens that we are a little pressed for space on this page which means that we can handle only a few of your reports in some issues. Remember, however, that we are always glad to hear from you so keep the stuff rolling in and we'll get around to stickin' 'em in here just as soon as we possibly can.

IN THE LAST REPORT . . . that we had from Leo Heller, the genial gent from Romeo, Mich., he included these jottings of what he has seen and heard in the vicinity of Detroit during the past several weeks. He was doing a pretty good job for himself with a tubed foot cream in Mike Devine's new joint. He saw Red McCool who, at the time, was grabbin' off some heavy gravy working factory gates with an auto polish. Peco and Jack Hess were in town with Gus Young's polish. Jack David and Al Roth breezed thru with the plastic towel. Marty Halloran and Ray Gottlieb were operating their own foot joint. He had received a letter from Ray and Anita Bossi who had just completed a successful stand at Grant's in Indianapolis with the plastic towel. They were scheduled to go to Mexico to lay plans for their entry in the Pan American

Road Races this fall. Ray's entry is to be a car that he is building from the ground up. According to Happy, they drove the race three years ago.

WE'RE GLAD TO HEAR . . . that our old friend Merton Craig has been receiving his regular copy of The Billboard on time every week. Mert is the retired med man who now is languishing in the lap of leisure in Illion, N. Y. We had a letter from him a couple of weeks ago and he reports that business in Central New York has been on the booming side all summer. He also mentioned that every now and then he runs across Glen Payne who is practically his neighbor living in nearby Mohawk, N. Y. According to Mert, Glen has become a forty-miler. However, he still makes a specialty of covering only special events and always with a new gadget. Now that Mert doesn't have too much on his mind we hope that he'll be piping our way again real soon.

FROM HARRISONBURG, VA. . . Jack Bottles Stover pens, "I made the Poultry Festival at Moorefield, W. Va., to good takes. Met my old friend George Stacey who also seemed to be gathering plenty of moola. I am making all the nearby spots and am waiting for the big one on Labor Day. My old pal Dietrich was sighted invading the valley at Woodstock and Front Royal, Va., and E. C. Pardee is operating around this neck of the woods because he dropped me a card from Summersville, W. Va. Glad to hear that Heavy Forkner is back on the road. Would like to read pipes from Hank Nier, Phil Babcock, E. C. Pardee, Jimmie Waugh, Eddie Brownfield and all the boys who are hittin' the highways."

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**COMING EVENTS**

**Alabama**  
Huntsville—Sequitennial, Sept. 11-17.

**Arkansas**  
England—Fall Festival, Oct. 17-22.  
Port Smith—Arkansas-Oklahoma Livestock Expo. Free Fair, Sept. 10-16.  
Harrison—Harrison Rodeo, Sept. 15-17.  
Little Rock—Ark. Livestock Show, Oct. 3-8. Clyde Byrd.  
Little Rock—Parade of Homes, Sept. 11-18.  
Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.

**California**  
Barstow—Barstow Rodeo, Sept. 24-25.  
Chula Vista—Mounted Police Horse Show, Oct. 1-2.  
Chula Vista—Fiesta de la Luna, Oct. 1-2.  
Julian—Apple Days, Oct. 1-2.  
Lancaster—Lancaster Rodeo, Sept. 11.  
Oakland—N. Calif. Electrical Bureau Show, Oct. 1-8.  
Pittsburg—Columbus Day Celebration, Oct. 4-9.  
San Diego—San Diego Rodeo, Sept. 24-25.  
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 6. Nye Wilson.  
Ventura—Ventura Rodeo, Oct. 8-9.

**District of Columbia**  
Washington—Food Show, Nov. 12-20. Saul Menick, Washington Food Show Corporation, 145 Kennedy St., N. W.

**Florida**  
Bonifay—Holmes Co. Livestock Show, Oct. 8. D. P. Grant.  
Chipley—West Fla. Dairy Show, Nov. 5. J. E. Davis.  
Opa Locka—N. Dade County Home Progress Expo., Oct. 26-30. Joseph Behoff.  
Live Oak—Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.  
Wauchula—Hardee Co. Cucumber Expo., Nov. 8-15. Addison Whitman.

**Georgia**  
Atlanta—Do-It-Yourself Show, Sept. 24-29. George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.  
Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.  
Woodbury—Pimento Festival, Oct. 12.

**Idaho**  
Lewiston—Lewiston Rodeo, Sept. 9-11.

**Illinois**  
Chicago—General Motors Powerami, Aug. 31-Sept. 18.  
Chicago—International Dairy Show and Rodeo, October 7-16.  
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.  
Mount Carmel—Championship Boat Races, Sept. 17-19. Steve Bellingier.  
Peoria—Antique Show, Sept. 9-12.

**Indiana**  
Hartford City—Fall Festival, Sept. 13-17.  
Lagrange—Corn School—Golden Anniversary—Street Fair, Sept. 12-17.  
Mellott—Persimmon Festival, Sept. 26-Oct. 1.  
Salem—Fall Festival, Sept. 19-24.  
South Bend—Antique Show, Oct. 17-20.  
Wabash—Diamond Jubilee & Nat'l Plowing Contest, Sept. 12-17.  
West Baden—Fall Festival, Sept. 5-10.

**Iowa**  
Port Madison—Port Madison Championship Rodeo, Sept. 9-11.  
Waterloo—National Dairy Cattle Congress, Oct. 1-8.

**Kansas**  
Baxter Springs—Lions Club Carnival, Sept. 15-17. G. H. Beck.  
Wichita—Jaycee Frontier Days, Sept. 22-25.

**Louisiana**  
Amite—Amite Rodeo, Oct. 7-8.  
Baton Rouge—Dixie Horse Show Jubilee & Livestock Show, Nov. 3-8. Mrs. Helen F. Cobb.  
Crowley—Int'l. Rice Festival, Oct. 19-20. J. W. Barnett.  
DeRidder—DeRidder Rodeo, Oct. 5-8.  
Leesville—West La. Forestry Festival, Sept. 12-17. Pinley Stanley Jr., Rt. 4.  
Marksville—La. Livestock & Pasture Festival, Oct. 7-9. Kermit J. Ducote.  
Natchitoches—Louisiana Broiler Festival, Sept. 28. L. J. Pleasant.  
Opelousas—Yambilee, Inc., Oct. 4-6. Billy M. Smith.  
Ville Platte—La. Cotton Festival, Oct. 1-2. D. M. Laflaur.  
West Monroe—N. Louisiana Rodeo, Sept. 6-9.  
Winfield—La. Forest Festival, Oct. 12-15. L. L. Brewton.

**Maryland**  
Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.  
Timonium—Eastern National Livestock Show, Nov. 12-18. Joseph Vial.  
Vista—Ths Knights of Pythias Horse Show, Oct. 15. David Tomkins, Mgr.

**Massachusetts**  
Boston—Boston Garden Rodeo, Oct. 19-30.

**Michigan**  
Alton—Laird Twp. Dairy Show, Sept. 2. Mrs. Anne Pirhonen.  
Plint—Antique Show, Nov. 7-10.  
Plint—Centennial, Aug. 27-Sept. 11.  
Goodells—Thumb Dist. Plowing Match, Oct. 6. Irving R. Wyeth.  
Grand Rapids—Antique Show, Nov. 14-17.  
Ionia—Ionia Pat Stock Fair, Oct. 31-Nov. 2. Abram P. Snyder, Court House.  
Newaygo—Celebration, Sept. 5.

**Mississippi**  
Newton—Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

**Missouri**  
Bloomfield—Fall Festival, Sept. 12-17.  
Brunswick—Brunswick Horse Show, Sept. 17. Lucilla Hayden.  
Cameron—Boots & Saddle Horse Show, Sept. 9-11.  
Charleston—Fall Festival, Sept. 19-24.  
Chillicothe—Eagle Club Rodeo, Sept. 16-18.  
Joplin—Joplin Jr. Beef Show, Oct. 10-11.  
Rufus D. Brown, 112 W. 4th St.  
Kansas City—American Royal Livestock Show, Oct. 15-22. C. M. Woodard.  
Maryville—Baby Beef & Pig Club Show, Sept. 19. Kenneth Walkup.  
Milan—Junior Livestock Show, Sept. 16.  
Mrs. Margaret Marr.  
Monett—Lawrence-Berry C. Dairy Show, Sept. 9-10. Helen Sager.  
Palmira—Fall Festival, Sept. 7-10. Mildred Briscoe.  
Pickering—Nodaway Co. Horse & Mule Show, Sept. 9-10. C. A. Birkenholz, Box 91.  
Pierre City—PA Stock Show, Sept. 15-16. Wayne Bowen.  
Queen City—Schuyler Co. Corn & Stock Show, Sept. 15-17. Geo. McCluskey.  
Sikeston—Bootheel Rodeo, Sept. 15-16.  
St. Joseph—Buchanan Co. Interstate Home Economics Show, Sept. 21-23. Webb Embrey.  
St. Joseph—Buchanan Co. Livestock Show, Sept. 18. Webb Embrey.  
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.

**Montana**  
Kallispell—Northwest Mont. Rodeo, Sept. 9-10.

**Nebraska**  
Gordon—Sheridan Co. Rodeo, Sept. 9-11.  
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg.  
Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.

**New Jersey**  
Westfield—Town and Country Home Show, Oct. 11-16. Martin Wallberg Post, American Legion.

**New Mexico**  
Las Cruces—Dona Ann Co. Jr. Livestock Show, Oct. 6-8. W. A. Gunsch, Box 457, State College.  
Roswell—Eastern N. M. State Fair Rodeo, Sept. 13-17.

**New York**  
Syracuse—Antique Show, Sept. 27-29.  
Utica—Home Projects Show, Sept. 28-Oct. 2.

**North Carolina**  
Charlotte—Charlotte Rodeo, Oct. 4-8.  
Raleigh—Raleigh Rodeo, Oct. 18-22.  
Shelby—Shelby Rodeo, Sept. 20-24.

**North Dakota**  
Bowman—Bowman Co. Rodeo, Sept. 10-11.

**Ohio**  
Ironton—Festival of the Hills, Oct. 12-15.  
Nelsonville—Parade of the Hills, Sept. 5-10.  
Seaman—Fall Street Festival, Sept. 21-24.

**Oklahoma**  
Ardmore—Ardmore Rodeo, Sept. 20-23.  
McAlester—Prison Rodeo, Sept. 8-11.  
Oklahoma City—Home Fashion Show, Sept. 11-14. Jack Wright, Dir.

**Oregon**  
Pendleton—Pendleton Round-Up, Sept. 15-17.  
Portland—Expo. of Progress & Pacific Int'l. Livestock Assn., Oct. 15-22. Jack Matlack, 402 Times Bldg.  
Portland—KWG Kitchen Carnival, Oct. 1-8. Jack Matlack, 402 Times Bldg.

**Pennsylvania**  
Easton—Holy Cross Celebration, Sept. 1-10.  
Holidaysburg—Blair Co. Lions Fair, Sept. 4-10. Frank Caravella.  
Kenneth Square—Centennial, Sept. 7-10.  
Littitz—Littitz Community Fair, Sept. 12-17. John W. Keehn, Sec'y.  
McClure—Bean Soup Celebration, Sept. 14-17.  
Philadelphia—Gift Show, Oct. 1-8. Donald C. Little, 200 Fifth Ave., New York.  
Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.

**Rhode Island**  
Bristol—Anniversary Celebration, Sept. 17-24.

**South Dakota**  
Huron—Powwow Day, Oct. 1.  
Mitchell—4-H Pat Stock Show and Sale, Sept. 13-14.  
Mitchell—Corn Palace Festival, Sept. 18-24.  
Sioux Falls—Viking Days, Oct. 7-9.  
Yankton—Pancake Days, Oct. 6-8.

**Tennessee**  
Cleveland—Bradley Co. Jr. Dairy Show, Sept. 9. W. M. Hale.  
Madisonville—Legion Fall Festival, Sept. 19-24.  
Memphis—Memphis Rodeo, Sept. 23-30.  
Somerville—Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.

**Texas**  
Aransas Pass—Legion Celebration, Nov. 4-12. Jack Edwards.  
Cleburne—N. Central Tex. Rodeo, Sept. 7-10.  
Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 428.  
Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2.  
Dallas—Allied Gift & Jewelry Show, Sept. 4-9. Mrs. M. Dalton, 3822 Wilshire Blvd., Los Angeles.  
Dallas—Southwestern Gift Show, Sept. 4-9. Fred Sant' 3108 S. Joplin, Tulsa, Okla.  
Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Expressway.  
Dublin—Dublin Rodeo, Aug. 31-Sept. 1.  
Floresville—Peanut Festival, Sept. 23-24.  
Galveston—Better Homes Exposition, Sept. 28-Oct. 2. Patrick J. O'Toole, Pleasure Pier.  
Galveston—Better Homes Exposition, Nov. 2-6. Pat O'Toole, Pleasure Pier, Galveston.  
Ganado—Fiesta, Sept. 16-18.  
Gorman—First Annual Peanut Festival, Sept. 8-10. Arlton E. Smith.  
Iowa Park—Texas-Oklahoma Fair & Southwestern Oil Exposition, Sept. 26-Oct. 1. T. Leo Moore.  
Kaufman—Kaufman Co. Livestock Show, Sept. 8-10. Ernest Bauerle.  
San Antonio—Charro Celebration, Sept. 15-16.  
San Antonio—Expo. of Modern Living, Sept. 25-29.  
San Antonio—VFW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg.  
Stafford—Oaks Fiesta, Sept. 12-18. Leon Broughton.  
Texarkana—Fall Rodeo, Sept. 13-17.  
Tyler—Tex. Rose Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce.  
Waco—Heart of Tex. Fair Rodeo, Oct. 3-8.  
Waxahachie—Ellis Co. Rodeo, Sept. 23-24. E. J. Fieldstedt, Kiesel Bldg.

**Utah**  
Bingham—Galena Days, Sept. 26-Oct. 1.  
Bingham City—Box Elder Co. Peach Days, Oct. 10-11. D. N. Mason.  
Cedar City—Southern Utah Livestock Show, Sept. 9-11. Alex Williams, Mgr.  
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fieldstedt, Kiesel Bldg.

**Virginia**  
Richmond—Do-It-Yourself, Photo and Hobby Show, Nov. 2-7. Henry S. Bradley, 12 W. 22d St., Baltimore 18, Md.  
Suffolk—Peanut Festival, Sept. 5-10.

**Washington**  
Moses Lake—Columbia Basin Rodeo, Sept. 10-11.

**West Virginia**  
Clarksburg—Police Safety Fair, Sept. 5-10.  
Elkins—Mountain State Forest Festival, Oct. 6-8. Wood Crawford.  
Kingwood—Buckwheat Festival, Sept. 29-Oct. 1.  
Kingwood—Preston Co. Buckwheat Festival, Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

**Wisconsin**  
Seattle—Washington Jr. Poultry Expo., Oct. 4-5. John G. Wilson.

**CANADA**

**Ontario**  
Dundalk—Dundalk Centennial, Sept. 16-17. Mrs. A. D. Koehler Sec'y.  
Leamington—Tomato Festival, Sept. 9-10.  
Toronto—Royal Winter Fair, Nov. 11-19.

**Ottawa**  
Blytheswood (Leamington)—Int'l. Plowing Match & Farm Machinery Demonstration, Oct. 11-14.  
Ottawa—Winter Fair, Oct. 25-29.  
St. Catharines—Niagara Grape & Vintage Festival, Oct. 1.

**Prince Edward Island**  
Dundas—Provincial Plowing Match, Sept. 14-15.

**Quebec**  
Montreal—Eastern Canada All Electrical Show, Sept. 19-23.  
Montreal—Food Show, Oct. 13-18.

**Saskatchewan**  
Regina—Sask. Wheat Pool, Nov. 1-12.  
Saskatoon—Dairy Cattle Show & Sale, Oct. 13.  
Saskatoon—A. R. Swine Show & Sale, Oct. 14.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.  
Cincinnati 22, O.

#### Parcel Post

Qualls, Mrs. Bee (Magazine), 97

- Aaronson, Joan
- Adams, Richard
- Alderman, Ralph E.
- Alexander, L. Chas.
- Aiford, Joe
- Allard, Mitchell
- Allen, Capt. Frank
- Allen, Phil
- Allen, Tommy M.
- Almanza, Fred J.
- Anderson, A. W.
- Ansher, Joe
- Ayers, Maurice C.
- Babbitt, Jesse
- Balby, David
- Balby, Mrs. Kay L.
- Bain, Bill
- Barbee, Bill
- Barr, Carl
- Barror, W. L.
- Baron's Ideal Comedy Co.
- Bays, Dick
- Bennett, Jack
- Berry, Ed. & Mrs. (Circus)
- Blackburn, Mrs. E. J.
- Blackman, Jos. M.
- Bluestein, Morris
- Byden, Frank
- Boudeau, Mrs. Marie
- Bourassa, Charles
- Bower, Roy
- Bradley, Lee
- Brady, F. J.
- Brady, Mike
- Bragg, George M. & Mrs.
- Branch, Curtis
- Brennaman, Vines
- Branko, Mr. Abbe
- Braunstein, Benj. F.
- Brewer, Marilyn
- Brown, Carols (Chick)
- Brown, Erwin Mr.
- Buckman, Mary
- Burch, Kenie
- Burton, Geo.
- Burton, Harry R.
- Burton, Howard (Red)
- Butterbaugh, Geo.
- Byrd, Thos. C.
- Campbell, Charlie
- Candrea, Joseph
- Cane, Mrs. C. A.
- Caron, Geo.
- Chambers, Mrs. Patsy
- Cheminant, Mrs. D.
- Chiado, Mrs. J. J.
- Chisto, Leo
- Clark, Mrs. W. K. or Alma Arnold
- Cole, Fred R. (Smoker)
- Cole, Sam
- Collins, Floyd Lee
- Corcoran, Mrs. Jackie
- Costa, Geo. or Zeke
- Costa, Steve
- Coutts, Jr. Robert
- Cox, Loftin
- Crawford, Jack
- Cruz, Ed. Mido
- Curtis, C. T. (Hal)
- Curtis, Victor Richard
- Cushway, Warren
- Cuthbert, Charlie
- Davenport, E. C.
- Davidson, James
- Davidson, J. E.
- Davis, Daryl R.
- Davis, Speedy
- De Legel, Tony
- De Long, Wilma
- Dean, Mildred
- Dellabate, Ernest
- Demetro, John
- Dianne, Ed. (Blackie)
- Donovan, W. M.
- Donnelly, Mrs. Betty
- Doss, Benny
- Dotz, Phil (Magician)
- Dowdy, Onetta B.
- Drake, Robt. B.
- Dugan, Robert
- Dulen, Jules V.
- Dunlap, E. (Cookhouse)
- Dunn, Chester H.
- Dunn, Jeff & Betty
- Eakin, Jr. Robt. F.
- Edwards, Winnie
- Engle, Okie
- Evens, Patsy
- Evens, Sam
- Everett, Dos
- Fairchild, Edna E.
- Farmer, Roy O.
- Ferguson, Pete
- Ferron, James
- Finn, James
- Fisher, Tat M.
- Fowles, Clarence J.
- Fox, Betty & Bonny
- Frank, Tennis
- Frazier, Harold
- Frazier, Sr. Harold
- Frazier, Bill
- Frits, W. R.
- Frost, Mrs. Joe
- Gallagher, Jack
- Gallagher, C. T.
- Gallagher, John & A.
- Gallagher, Lucila
- Galloway, Tappan
- Gallew, Marie
- Gates, O. A.
- Gatta, Roxy
- Geiger, Bob
- Geiger, Josephine
- Geiger, William
- Gentry, Mrs. Dorothy
- Gibbison, Gilbert
- Gibson, Glen G. & Mrs.
- Goad, Raymond
- Goe, Skinny (Band Leader)
- Goldsberry, Robert Nelson
- Gonzales, Jose
- Good, Oran
- Goodman, Richard E.
- Griffin, Ella
- Griffith, Pee Wee
- Grimes, James Robt.
- Groatzinger, Harry
- Hall, Marie
- Hall, Paul L. & Barbara
- Hand, Thomas
- Hatchett, Mr. Billy
- Haverstick, Ed & Mrs.
- Healy, Martin J.
- Hebert, Emery
- Hendy, Robert C.
- Henley, A. P.
- Hermes, Toney
- Higgins, Ray & Mrs.
- Hilsinger, Floyd E.
- Hines, Eddie
- Hinkle, Milton David
- Hogerman, Jake & June
- Holden, Edw. J.
- Hornfield, Jack
- Hos, Mrs.
- Inscoc, Douglas E.
- Jablonski, Francis
- Jackson, B. C.
- Jay, Edith
- Jenkins, R. A. (Doc)
- Jett, Robt. Keiton
- Johns, F.
- Johnson, Harry Lee or Edith M.

- Whitaker, Betty
- White, Michael R.
- Whiteside, Tommy
- Wicks, Robert Bobbie
- Williams, J.
- Williams, Mrs. L. L.
- Willis, Mrs. Mark
- Willis, Miser
- Wilson, Burke
- Wilson, Jack
- Wilson, John
- Witherspoon, The Magician
- Wood, Larry
- Woodin, H. M. (Hank)
- Wright, Joe
- Yotas, Jimmy & Mrs.
- Yuen, Kenneth Lanj
- Zomp, Mr.
- Zorn, Martin

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway  
New York 36, N. Y.

- Applebaum, John
- Barbieri, Al
- Brandon, Lee
- Brent, Tommy
- Brunette, Gerald H.
- Carrington, Mrs. H. K.
- Clair, I.
- Claxton, Leon
- Coleman, Miss
- Cote, Roland
- Cotton, Ray
- Crawford, James
- Crawford, John H.
- Davies, John I.
- Dexter, Lois
- Denning, Elaine
- Diaz, Don Luis
- Dias, F. P.
- Douglas, Roy
- Elkins, E.
- Fialkoff, Herman
- Fisher, Vesta
- Fried, Carl
- Fuller, Dorothy M.
- Gardner, Sol
- Gilbert, Sadie
- Gordon, Fran
- Goldstein, Hymie
- Goodfeaf, Mrs. T.
- Goulde, Murray
- Hayward, Aurora Lee
- Hornfeld, Jack
- Hunter, Stanley E.
- Ireland, Nellie E.
- Jackson, R.
- Jackson, William
- King, Eco
- Kosterman, R. H.
- LaMore, Grant
- Lee, Sandra
- Lester, Noel
- Levine, Mr. & Mrs.
- Benny & Mickey
- Levien, Mrs. Henry
- Lobel, Mrs.
- McAvyl, Jim
- McLaughlin, Andy
- Mantel, Billy
- Marks, Wasso
- Martin, George
- Maxwell, Charles D.
- Milnesse, Giuseppe
- Miles, Frank E.
- Mitchell, Pearl R.
- Morales, Pedro
- Murno, James J.
- Phillips, William
- Proper, Russell
- Ravell, Rita
- Rappaport, Is
- Reynolds, Larry Lee
- Reed, Johnny
- Rohlfed, George
- Robbins, Charles H.
- Rodriguez, Rod
- Romaine, Julie
- Ross, Charles
- Sherwin, Albert
- St. Leon, John
- Savitz, John
- Schermerhorn, Alan
- Schnieloreh, Virginia
- Schaffer, Nathaniel
- Schrott, Gene
- Schwartz, Laura
- Sherwin, Albert
- Sheridan, Carolyn Lee
- Sicard, Arthur
- Sniffen, Mr. & Mrs.
- Charles

- Simpson, Miss
- Snyder, Thomas F.
- Spiegel, Maurice W.
- Spitzer, Happy
- Spitzer, Mrs. John
- Slack, Dick
- Stoll, Hank
- Teitlebaum, Rose
- Thomas, Johnny
- Toops, Roy
- Van Aken, Alexander
- Vlado, Robert
- Wahnish, Rose
- Wallace, J. B.
- Waller, C.
- Wally, Mr.
- Willis, Tex
- Wolfe, Herman (Slim)
- Wood, Marjorie
- Wrubleski, J.
- Wolff, W. L.
- Young, Yvonne S.

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.  
Chicago 1, Ill.

- Ard, Richard
- Anderson, Paul
- Armstrong, Virginia
- Averill, William
- Baily, Mrs. M.
- Bierback, Frank
- Bierke, Gerry
- Demitro, Eli
- Derita, Mr. F.
- Garrison, Dru
- Grove, Walker's
- Harter, Lewis
- Hawthorne, Jack
- Lumsden, Robert
- Newman, Wayne
- Payne, Jack
- Reynolds, P. C.

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.  
St. Louis 1, Mo.

- Albert, E. J.
- Asburg, Howard
- Baker, Mrs. Gene
- Bean, Mr. and Mrs. (Rabbit)
- Bennett, Elbert M.
- Bierley, D. L.
- Bluams, Joe
- Boicourt, Ace
- Borwald, A. E.
- Boudreau, Mr. and Mrs. A. A.
- Bouillion, Mrs. Betty
- Boone, Virgil W.
- Burns, W. J.
- Burrill, Gauf
- Campi, John
- Cantrill, Mr. and Mrs. Dean
- Carl, Mrs. Robert
- Carlson, James
- Carpenter, Mr. & Mrs. William
- Carsey, Gwen & Bee
- Cash, John S.
- Chapman, James D.
- Clayton, Ray
- Cluckey, Earl S.
- Coyle, Jack
- Cozart, John
- Crider, Robert L.
- Crinford, Curtis
- Crowe, W. J.
- Crumly, Bob
- Cutshall, Mr. and Mrs.
- Daun, James
- Davis, Mrs. Irene
- Decker, Robert C.
- DeWitt, Mr. and Mrs. Ted R.
- Dexter, Claude
- Dondineau, Louis
- Dukes, D. T.
- Edwards, G. A.
- Elima, Mar
- Faquest, Clarence
- Farmer, Roy Odell
- Felix, Mrs. Andrea
- Fineman, Dave
- Finley, Mrs. Evelyn
- Fisher, Earl
- Fraker, Russell
- Gardner, Bill
- Gerard, Edna B.
- Gibson, Mr. & Mrs. Clifford
- Glassburn, J.
- Glosser, Ephraim
- Goldberg, Irving
- Good, Mrs. Nade
- Goodman, Dave
- Goodrich, Mrs. O. S.
- Gordon, Maxine
- Goss, Charles T.
- Grutzel, Alfred
- Green, Joe

- Gullford, L.
- Hall, D. D.
- Hamm, Miss Julia
- Hama, Warren
- Hall, Ward
- Hallock, W. A.
- Harrison, Mrs. Vera
- Helton, Robert A.
- Hightower, H. D.
- Holcomb, C. W.
- Holston, Mrs. Rose
- Horn, Gurrell
- Hunt, Allan E.
- Hutchinson, Homer
- Ishenower, George
- Jennings, H. F.
- Jones, Mrs. J. R.
- Jurden, Mr. & Mrs. Don
- Kelley, Rough House
- Kelly, Kitty
- Kirk, Francis Helen
- Korie, Jack
- LaMont, Robert E.
- Lee, Sandra
- Liles, Mr. E. P.
- Lindermann, Guslay
- Little, Mr. & Mrs. Curley
- Long, Bud
- Longmore, Lloyd
- Low, Mary & Stan
- Lutz, Chas. (Whitey)
- Lynch, Rosalie
- McCabe, Mrs. Ruth
- McClain, O. C.
- McGaw, William
- McLean, Clarence R.
- McMahan, Morris
- McMillan, Mrs. Anni
- Masiello, Anthony
- Mathews, Mr. & Mrs. Sport
- Melbye, Vizgo
- Merrill, Kitty Ruth
- Middleton, Odell
- Miller, C. M.
- Miller, John P.
- Miller, Thomas
- Minser, C. C.
- Moore, Mr. & Mrs. Harvey
- Moore, Juanita S.
- Mortensen, Arthur H.
- Nielson, Henry N.
- Nielson, Judy
- Nix, Mr. & Mrs. C. L.
- Noite, Mrs. Marie
- Nordyke, Dorothy
- Nordyke, Patrick
- O'Connell, Jack J.
- Ord, Mr. & Mrs. Bob
- Patkot, Fernando R.
- Payton, Jess
- Perry, Al
- Peterson, James
- Grant
- Peyton, Ron
- Pierce, Mr. & Mrs. Carl
- Pierce, W. R.
- Posey, Bailey Dexter
- Powell, H. P.
- Raccacorte, Raymond
- Re, John J.
- Re, Mickie
- Redlund, Mrs. Mary
- Ethel
- Rochman, Albert
- Rooney, Frank & Lois
- Sands, Billy G.
- Schotte, Mrs. Mae
- Fowler
- Schmuddle, Frank
- Sheldorf, Dick
- Shelford, Mr. & Mrs. Wm
- Shipley, Leonard L.
- Silvestri, Antonio
- Simmons, Mrs. Joe
- Smith, Mr. & Mrs. Hoyt
- Smith, J.
- Smith, Mrs. Stella
- Specht, Lowell
- Stanley, George
- Steinfeldt, Mr. & Mrs. Walter J.
- Stephenson, Richard
- Swan, W. L.
- Taylor, Mrs. Pat
- Taylor, W. E.
- Tiemann, William
- Turner, Mr. & Mrs. Albert
- Turner, Mrs. Marie
- Vaughn, Carl E.
- Walton, Robert S.
- Ward, Dennis R.
- Warren, Rev. Walter
- Roiland
- Wetherbee, Anna Lee
- Wetherbee, Harold
- Widaman, Arzetta
- Wilder, Hugh L.
- Wilks, Cash
- Williams, Mark
- Williams, Orval
- Zimmer, Fern M.
- Zion, Russell

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**COOK BROS.** 916 S. Halsted Chicago, Ill.

## Iowa Keeps Pace With 1953

• Continued from page 58

Trans-World, took over on Thursday and helped to swell the crowd over the 40,000 figure.

The Gene Autry rodeo and three nights of auto racing, however, was expected to give the exposition a strong finish. Last year, auto racing was held under the lights for the first time at the Iowa fair and it proved successful so fair officials put in three nights of car racing to wind up the grandstand shows.

**Receipts Okay**

Financially the fair was not doing too bad, with around \$400,000 in the till Thursday night and it was expected the \$600,000 budget would be met by Saturday with possibly Sunday and Monday's receipts to mean the profit which should exceed \$100,000 easily.

Cunningham announced that Trans-World thrill show had agreed to put on a special flood-relief show Sunday morning at 10 o'clock with all receipts from the grandstand to go into Eastern flood relief.

The receipts for the 1955 exposition were holding up with 1953, which was the year fair officials were comparing. Actually total revenue was within a few thousand dollars of the 1953 show. Grandstand receipts likewise were running about even with that year. Amusement Company of America on the midway was likewise doing a business comparable with 1953 and with a strong finish expected it could easily run ahead of that year.

The ACA's stronger line-up on the midway, with the new Rotor and Round-Up showing up clearly all over the grounds, brought forth compliments from the fair execs.

Likewise many of the fair officials felt the 1955 exposition was one of the top shows for the Iowa fair with better and more livestock exhibits, an outstanding exhibit of farm machinery and concession space at a premium.

Fair execs were everything but optimistic when the exposition started with the extreme heat not only drying up the State's bumper corn crop but making it unlivable from the customer's standpoint. In addition, farmers are complaining about farm prices and when the Iowa farmer complains—business isn't good.

Farm machinery exhibitors pointed out the farmers were a different crowd this year—not buying, just looking around.

In view of this picture, the Iowa fair was doing right well by being able to hold its head above water and with a break in the weather it could put on a strong finish and surprise just about everyone.

## Minnesota Fair

• Continued from page 52

and change in their pockets more this year than ever before.

**Rides, Shows Big**

Royal American Shows midway was heading for good run with RAS officials so optimistic that at least one predicted the 1947 all-time record gross would be broken if the weather held up. He said the midway was up "at least 20 per cent" over a year ago and "well ahead" of the 1947 all-time peak.

Sunday afternoon a free Gene Autry Show in the Hippodrome drew 15,000 kids, largest number since the end of World War II.

Monday, kids' day, 87 school administrators from throughout Minnesota, representing more than 2,000 principals and school superintendents, were honored by the fair in its third annual program of paying homage to the leaders in education. Guests were housed in the Leamington Hotel, Minneapolis, breakfasted at the hotel Monday morning, and were taken for a tour of the fairgrounds during the afternoon. After their return to the hotel for dinner, they were brought back to view the night grandstand show at which they were introduced.

**Races Pull**

IMCA auto racing, directed by Frank Winkley before the afternoon grandstand, drew well all week. Saturday afternoon's opener in which 42 stock cars participated in a 100-lap race, wound up with three new track records. Sunday's big car race was marred by an accident when Harry Kern, St. Paul, hit the inside retaining wall, flipped over his car, yet walked away uninjured.

Don White, Keokuk, Ia., on Monday set a new world's record for one lap on a half mile oval. Harold Burns suffered a broken nose and cuts on Wednesday when he hit the wall.

Tuesday afternoon's heavy winds necessitated canceling of the Sky Kings during the races, but they went on that night in the revue. Kings and Queen of the Sky, doing a sway pole, joined Barnes-Carruthers Show for this date.

Ray and Dave Speer, in charge of fair publicity, reported that the American Dairy Association booth inside bus terminal gate in Conservation Park, serving "all the milk you can drink for a dime" as borrowed from the '54 Milwaukee Fair, did huge business. Saturday, 810 gallons or three tons of milk were dispensed. Sunday figures ran to 1,005 gallons or more than four tons. Ruth Peterson, of Lansing, Minn., crowned Saturday night as 1955 "Princess Kay of the Milky Way" showed up at the booth Sunday for routine introductions, found the customer demand for milk so great, she spent an hour behind the counter selling it.

**Navy Participates**

Military participation, especially by the U. S. Navy, hit a new peak this year, Dave Speer said. Navy brought in a dirigible from Lakehurst, N. J., and it has been flying over the fairgrounds daily as well as thruout the Twin Cities, today a banner "See State Fair Today."

In addition, a team of five Navy deep-sea divers were putting on three-quarter hour shows four times daily in Plaza Park demonstrating diving techniques and equipment.

In the east room of the grandstand building was the first showing of the Terrier, ground-to-air guided missile sponsored by the Navy. Wave drill team from Great Lakes Training Station appeared at the fair opening night.

Army presentation included, in co-operation with National Guard, a display of prototypes of guided missiles, two light tanks, a helicopter and other ordnance. In addition, the Army also installed a "Mars" Radio Station to send free messages to military men with APO numbers overseas or to personnel in the States.

Speer said cattle, swine and horse shows were biggest on record. More than 1,100 head of cattle, 1,400 head of hogs and 900 horses were exhibited with 20 exhibitors turned away because of lack of space.

## Ottawa Record

• Continued from page 58

entitled to a chance on a car, offered every night. The holder had to claim the car by 11 p.m. or it was awarded to one of the other nine tickets drawn.

Officials noted success in every department. Entries in all competitive classes were at an all-time high. Exhibitors shared \$50,000 in prize money.

This year the pure food building had a \$70,000 extension. Capacity crowds attended and exhibitors did big business.

The horse show and the World of Mirth turned in record totals. The Hamid shows played to big crowds both afternoon and night.

Altho expenses of the exhibition were high due to the advancing cost of goods and services, it is expected the final balance sheet will show a good surplus.

**SAVE \$34 ON THIS SPECIAL DEAL...**

**BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES**

10 Ass't. with Yellow Exp. Band

**\$75**

For men and women. New model cases and dials. Reconditioned and guaranteed like new.

Sample Watch, \$9.95  
Sample Band, 95c

Send for Our New Big 100-page 1955 catalog, only 25c (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

**JOSEPH BROS.**  
5 S. Wabash Ave. Chicago 3, Ill.  
"The Watch and Diamond House"

## Escanaba Gate

• Continued from page 58

mated that attendance was well over the 100,000 mark and was around 10 per cent ahead of a year ago. He also pointed out that the sharp increase in grandstand receipts was made with no increase in admission; in fact, a few small decreases were put into effect on some shows. The midway story was much the same. W. G. Wade Shows, here for the first time, was loaded with strong attractions, and wound up with a 19 per cent surplus over '54 on ride and show grosses.

**Attractions Draw**

LaPorte credited the strong attraction program, the return of harness racing and expanded agricultural exhibits for the success of this year's fair. The trotters and pacers performed on two afternoons and pulled strong crowds. A variety show, produced by Val Campbell, Detroit, was the night grandstand fare on three evenings and did strong business. Other night attractions that pulled well were the Pee Wee King Show on Saturday night (27), and two different units of "Grand Ole Opry." The latter drew fair crowds to its Sunday night show but had a good turnout on Friday.

Stock car races, the Sunday afternoon (28) feature, ran to a capacity crowd. The Congress of Canadian Daredevils, in its two matinees, Friday and Saturday, proved strong lures.

Sales of commercial exhibit space broke all past records this year and many applicants had to be turned down, LaPorte said. New this year, in addition to a complete paint job, were new stage settings, designed and built by the fair board, which drew many compliments and added to the effectiveness of the shows.

## Reading's Show

• Continued from page 59

preview day started in 1954, and will hold this event on Saturday (10) the day before the fair opens. The attraction at noontime is a coast-to-coast radio broadcast by the 101 Ranch Boys. Acts lined up for the fair include Leon and Eleanora's Dane Circus, the Honey Girls, Sanger, Ross and Andre; the Grimaldis, the Lacy Troupe, La Blonde Trio, Two Williams, Yokoi Troupe; Willie, West and McGinty, and the Sensational Albon.

Rainfall last year had a disturbing effect on fair attendance.

There will be a kiddie day each day during the week, featuring awarding of prizes on the grandstand stage. Area school kids to be hosted include, Monday, Schuykill and Chester counties; Tuesday, Reading; Wednesday, Montgomery and Lebanon counties; Thursday, Lancaster County; Friday, Rural Berks County. In addition there will be a Pepsi-Cola pony giveaway on closing Saturday afternoon.

Fair prices will be 75 cents at the gate for adults and 15 for kids 6 to 12 years old. Parking on the ground will be 50 cents. Afternoon grandstand prices will be \$1 on Monday; \$1.75 to \$2.75 on all other afternoons. Nights, \$1.75 to \$2.50 on Saturday, and \$1.50 to \$2 all other evenings. Paddock prices range from 75 cents to \$1.25 for harness racing.

## Merced, Calif.

• Continued from page 58

and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency in Hollywood. Dr. Giovanni headlined with the program including the South Islanders, musical quartet; Wally Blair, and Kermit Dart, organist, completing the line-up.

Publicity for the event was handled by Charlotte and Bob Maxwell. Working for the Centennial Committee, they were loaned by this group to the fair.

Crafts Exposition Shows played the midway.

## Here's the Pitch

CEL-MAX SENSATIONS

Discovery A New Note in PERFUME

Name patented in France • Advertising sheets furnished, distinctive globe-crowned bottle

**97 1/2c**

Beautifully boxed. Minimum order 12. Sample \$1.50. A sensational seller!

Knights

World's Famous **PERFUMES**

that sell at \$3 to \$6 per 1 1/2 dram

**REPRODUCED FOR YOU** by outstanding Parisian Chemist in beautiful gold-top bottles—gift boxed—for only

**60¢ A BOTTLE—** \$7.00 a Dozen

We defy you to tell the difference.

**TREMENDOUS PROFITS** can be yours! C. M., Pittsburgh, Pa., made \$4,500.00 in 3 mos.

TRIAL SAMPLE FREE. Write—**EXCLUSIVE IMPORTS, Dept. BB-54** 1139 So. Wabash Chicago 5, Ill.

## Reading's Show

• Continued from page 59

preview day started in 1954, and will hold this event on Saturday (10) the day before the fair opens. The attraction at noontime is a coast-to-coast radio broadcast by the 101 Ranch Boys. Acts lined up for the fair include Leon and Eleanora's Dane Circus, the Honey Girls, Sanger, Ross and Andre; the Grimaldis, the Lacy Troupe, La Blonde Trio, Two Williams, Yokoi Troupe; Willie, West and McGinty, and the Sensational Albon.

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## N. E. Labor Day

• Continued from page 61

good at Hampton Beach, Old Orchard and York beaches. Only complaint was terrific heat that kept customers in the water. But these sunspots expect to end the season well up on the good side.

Hopes are high in all New England sunspots for a big Labor Day weekend.

Handsomely Boxed 6-Pc.

**WATCH SETS \$5.15**

Jew'd Swiss watch with sweep s. h. and ex. b. • Gold plate cuff links • Tie holder • Money clip • Collar holder!

Beautifully Boxed **Jewelry SETS \$9.60 DOZ.**

Sparkling hand-set stones. Assorted colors and black cameo. Satin-lined gift boxes. Send \$1.00 for sample set and be convinced! 25% with order, balance C.O.D.

**CEL-MAX, INC.** IMPORTERS & DISTRIBUTORS  
582 So. Main St. (Dept. 10) Memphis, Tenn.

**KIPP BROTHERS'**

**1955 Carnival Catalog**

Write for the new 75th Anniversary Edition Carnival and Novelty Catalog.

Please state your business

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

## SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

## Merced, Calif.

• Continued from page 58

and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency in Hollywood. Dr. Giovanni headlined with the program including the South Islanders, musical quartet; Wally Blair, and Kermit Dart, organist, completing the line-up.

Publicity for the event was handled by Charlotte and Bob Maxwell. Working for the Centennial Committee, they were loaned by this group to the fair.

Crafts Exposition Shows played the midway.

## 36" CLOWN

Full size body and face. All taffeta, pifofilm bag. Minimum order: 2 doz. at \$12 dz. \$11.40 in 6 dz. lots. Limited amt. at this price!

**\$5.50 SPECIALS**

any number listed below. Minimum order: \$6.00 dz. 3 dozen at \$18.00

★ 22" CLOWN ★  
★ 12" PLUSH SCOTTY DOG ★  
★ 12" PLUSH BEAR ★

FOB N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

**ACE Toy Mfg. Company**  
122 W. 27th St. N.Y., N.Y.

**SOMETHING NEW UNDER THE SUN**

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW

For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes ☐ Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 855

Name .....  
Address .....  
City ..... Zone ..... State .....  
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Low subscription rates save you more than 20% on the newsstand price.

**NEW!**

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

**MYRLO COMPANY**  
Dept. B  
2168 W. 25th Cleveland 13, Ohio

# HERE'S THE ISSUE WITH ALL THE EXTRAS

## The Billboard's Annual

# CHRISTMAS MERCHANDISE SPECIAL

DATED OCTOBER 8

... Sure To Make This a Big "Extra Profit" Year for You

### EXTRA

In addition to the regular weekly distribution of The Billboard, the MERCHANDISE SECTION of the Christmas Merchandise Special will be reprinted and mailed to 25,000 OTHER ACTIVE BUYERS OF CHRISTMAS MERCHANDISE. . . . Bazaar and Variety Stores, Gift and Novelty Shops, Jewelers, Independent Retail Drug Stores and General Stores rated \$5,000 and up, in towns of 50,000 or less that have daily newspapers. These merchants are seldom contacted by salesmen and are therefore accustomed to "mail order" buying. The towns selected represent 65% of the population of the United States.



### EXTRA

Advertisers using at least 3 inches (42 lines) of space in the Christmas Merchandise Special Section will be entitled to a FREE 50-WORD WRITE-UP on any one product, no illustration. Advertisers using 1/5 page (220 lines) or more will be entitled to a FREE 100-WORD WRITE-UP AND ILLUSTRATION, 1 1/2" deep by 2" wide, on any one product. Copy and cut, or suitable photo or artwork for making cut, must be sent with your advertising copy instructions. Halftone cuts must not exceed 65-line screen.

Dated October 8, the Christmas Merchandise Issue and the special reprint will reach this vast market of active buyers 2 1/2 months BEFORE Christmas . . . to give you full benefits of ALL THE BIG INITIAL BUYING as well as the IMPORTANT, LUCRATIVE REPEAT BUYING.

**RESERVE SPACE TODAY • AD DEADLINE—SEPT. 28**

Cincinnati 22, Ohio  
2160 Patterson St.  
DUbar 1-6450

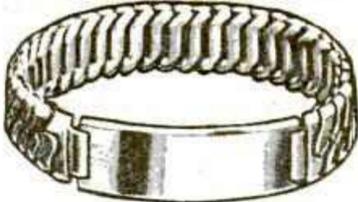
Chicago 1, Ill.  
188 W. Randolph St.  
CEntral 6-8761

New York 36, N. Y.  
1564 Broadway  
PLaza 7-2800

St. Louis 1, Mo.  
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CHestnut 1-0443

Hollywood 28, Calif.  
6000 Sunset Blvd.  
HOLLYwood 9-5931

OVER 600 PINS AND IDENTS FOR ENGRAVING



Expansion Idents, Doz. .... \$ 4.00
Photo Expansions, Doz. .... 5.00
Pearl Anklets, Gr. .... 32.00

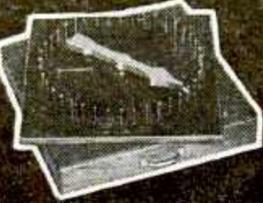
DEXECO, INC.

Manufacturers of engraving jewelry
191 SOUTH STREET, PROVIDENCE 3, R. I.

1955 CATALOG WITH NEW CATALOGS READY FOR ENGRAVERS & DEMONSTRATORS
State your business

FREE - Frisco Spindle Wheel - FREE

Write for complete details on how to obtain one of these combination Spindle Wheels and Bumper Game free of charge



WE CARRY A COMPLETE LINE OF PHOTO IDENTS - EXPANSION IDENTS - IDENTS - RINGS - LOCKETS - CLOSE-OUT MERCHANDISE, ETC. SEND FOR YOUR FREE COPY OF OUR 1955 CATALOG LISTING THESE ITEMS. PLEASE STATE YOUR BUSINESS.

HAND POLISHED IDENTS FROM \$7.50 PER GROSS AND UP. RINGS FROM \$5.50 PER GROSS AND UP.

"FOR SAME DAY SERVICE THAT CAN'T BE BEAT. CALL"

FRISCO PETE Franklin 2-2567, 226 S. Wells St., Chicago 6, Ill.



FOR LOWEST PRICES!

6 PC. WATCH SET

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band... \$5.15 SET

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST.

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order, F.O.B. Boston.

EST. 1914 H. STONE, INC., 74 Hanover St., Boston 13, Mass.

HEART DISC CLOVER NECKLACES



\$16.50 Gross and up

Miller Creations

Originators of the All-Aluminum Idents

7739 50. AVALON AVE. CHICAGO 19, ILLINOIS

Phone Waterfall 8-8855

DAY AND NIGHT SERVICE

FREE! SEND FOR NEW 1955 CATALOG

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready - Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 1111 South 12th St. Louis 4, Mo.

To Order Classified or Display-Classified Ads

USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- Acts, Songs, Parodies
Agents and Distributors
Animals, Birds, Pets
Business Opportunities
Costumes, Uniforms, Wardrobes
Food and Drink Concession Supplies
Formulas
For Sale - Secondhand Goods
For Sale - Secondhand Show Property
Help Wanted
Instructions, Books, Cartoons
Magical Apparatus
Miscellaneous
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies and Developing
Printing
Salesmen Wanted
Scenery, Banners
Tattooing Supplies
Wanted to Buy

3 Indicate below the type of ad you wish:

- REGULAR-CLASSIFIED AD - 15¢ a word. Minimum \$3.00.
DISPLAY-CLASSIFIED AD - \$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name .....
Address .....
City ..... State.....

CLASSIFIED SECTION A Market Place for Buyers and Sellers ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word - Minimum \$3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line - \$14 per inch

CASH WITH ORDER

(unless credit has been established)

ACTS, SONGS & PARODIES

CHALK TALK SUPPLIES. RAG PICTURES, books on entertaining, Black Light Novelties. Send \$1 for catalog. Balda Art Service, Oshkosh, Wis. oc8

GAG FILES AVAILABLE! COMPILED BY comedy experts. Write for information or send \$2 for sample "Comicollection" Showbiz Comedy Service, Dept. B33, 1613 E. 29 Street, Brooklyn 29, N. Y. ja14, '56

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doubled 1,600 pages. For free comedy catalog write Robert Orben 73-11 Bell Boulevard, Flushing 64, N. Y. ja14, '56

AGENTS & DISTRIBUTORS

AMERICAN FLAGS

Beautiful large 9x17 ft. U. S. Flag. New, wool, finest quality, with rope, snap hook. \$75.00 value. Only \$12.50 postpaid.

Box 150 Ogden, Utah oc-29

AAA AMAZING CLOSEOUTS - \$3,000 monthly, 900% profits. Rush \$1 (deposit) for samples, instructions. Satisfaction guaranteed. AAA, 100 Airport, San Antonio 9, Tex. se24

A BEST-SELLER - WORLD'S FAMOUS FRENCH-TOILET PERFUMES. Reproductions 5 costly fragrances that sell at \$10 to \$40. Individually gold boxed. \$1 sellers. Costs you \$4 dozen. Mammoth Treasure Presentations - containing 3 thrilling fragrances in one fabulous gold box. \$3 sellers. Costs you \$8 dozen. \$1 brings samples of both prepared. "Husk O'Hare, 5732 North Kenmore, Chicago 40, Ill. se24

A CHRISTMAS FIRST-NEW AND DIFFERENT 12 assorted Ornaments, beautifully packaged, non-breakable, fire resistant, easily stored. Outsell Christmas cards 4 to 1. You can be first as shipping starts September 18th. Sells for \$1.25 per package of 12 with Big Profit. Send \$1 for sample. Advance Merchandising, Box 305, Toledo 1, O. se24

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. .... \$15.00
Stone earrings, asst. gr. .... 18.00
Stoned and tailored pins, asst. gr. .... 16.50
Rhinstone neck and earrings, boxed, asst. dz. .... 7.20
Bracelets, round and link, asst. gr. .... 24.00
Tailored tieside sets, boxed asst. dz. .... 4.00
Stones, Tieside Sets, boxed asst. dz. .... 5.00
Ropes, all beads, asst. dz. .... 2.00
Ropes, chain & bead, asst. dz. .... 2.00
Men's Rgs., asst. boxed, dz. .... 2.95
3 piece pearl set, boxed, dz. .... 16.50
Try a sample dozen of any items listed above at reg. prices. 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS

124 Empire St. Prov., R. I. se17

AMAZING TALL-GLOW, KODACHROME Cards sell swiftly. Free samples. \$52.50 profit on 50 boxes easy! Many Cards, Stationery, Novelties. Profits to 100%. gift bonuses. Samples on approval. Hurry - get sensational Mail Minder free. Creative, 4401 Cermak, Dept. 502-B, Chicago 23, Ill. se17

AT LAST! THE CREAM OF THE NEW AND SENSATIONAL in latest Fall Christmas Cards. Make extra money fast! Show satins, velours, metallics. Gets easy orders. Pays up to 100% profit. 30 free samples. With name, \$5 for \$1.50. Big time. Amazing convertible Pen-Pencil, Napkins, Gifts, Stationery. Seven \$1 boxes on approval. Pure Greetings, 2801 Locust, Dept. 5131-L, St. Louis, Mo. np

ATTENTION - HOSIERY; LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylon's, \$1 dozen up; sample order one dozen slightly marked Nylon's, packaged beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (G-1741), 1258 Market St., Chattanooga, Tenn. oc1

CASH IN ON TREMENDOUS DEMAND FOR new, cheap, Burglar Alarm for automobiles, homes, stores. Nothing like it. Everybody wants one. 300% profit. Unique sample offer. Northwest Electric Co., 383-L Main, Mitchell, S. Dak. ch

CLEAN UP! SELL OUR REFLECTORIZED auto safety "ID" plates - "Clergy," "Police," "Press," "Dim Lights," etc. Fast sellers; big profits! Write Jim Trippe Co., 215 1/2 Ferry St., Decatur, Ala. se10

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

DEMONSTRATORS! PITCHMEN! PROMOTE! Crewmanagers! Salesmen! Television-Radio Pitchmen! Tremendous potentials! Rush \$1 for samples and various sales plans! Hurry!!! "Talking Toys" P. O. Box 892-B, Hollywood 28, Calif. no26

EARRINGS - ASSORTED STONED AND tailored \$8 per gross plus postage, c.o.d. Gross Inc. only. New England Jewelry, 124 Empire St., Providence, R. I. oc1

FAMOUS CELLINI BANGLE BRACELETS - All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. se24

FLASHY, NEW, TERRIFIC, HEART-shaped, plastic box, containing beautiful pearl and rhinestone combination Scatter Pin. Assorted styles to dozen, 3 dozen minimum. \$5.80 per dozen. Sample, \$1; 25¢ with order, balance c.o.d. Order today. Empire, 186 Monroe, Memphis, Tenn., Dept. 1054.

FUR AND PLUSH POODLES, UNIQUE, decorative, 18"x11" \$18 dozen. Sample order, 3 pieces, \$6. Large fur and plush poodles \$25 and \$30 dozen, 25¢ deposit. Philip Honor, 63 Suffolk Street, New York 2, N. Y.

GENUINE PEARL EARRINGS - FRESH-water Pearl, Novelty Earrings, thirty styles. Dozen, \$4, \$4.50, \$6, \$6.75, \$7.50, \$10.50, \$12. Jos. Fleischman, 211 Linda Tampa 4, Fla. se24

HAIR STRAIGHTENING COMBS, CURLING Irons. Complete line for salesmen working colored areas. Ellis Rand Co., 2349-B Milwaukee Ave., Chicago 47.

JOKERS FUN SHOPS - FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. oc28

LOOK AGENTS - SELL TV COLOR Screens. Puts television in color in two minutes. Sample only \$1, jobber's prices. Murphy, 3028 Mesquite Rd., Ft. Worth 11, Tex. se10

NATIONAL FAMOUS CLOSEOUTS

This is not junk jewelry or heavy cast.

- (a) Tailored earrings asst. .... \$1.50 doz.
(b) Tailored earrings & pins ..... 1.50 doz.
(c) Charm bracelets asst. .... 2.00 doz.
(d) Genuine cultured pearl pins & earring ..... 2.50 doz.
(e) Pierced earrings, Rhodium, hand set ..... 1.50 doz.
(f) Rhinestone earrings, Rhodium, hand set ..... 2.50 doz.
(g) Enamel on copper pins & earring ..... 2.50 doz.
(h) Hand set pierce set in box, Reg. \$3.95 list now ..... 7.20 doz.
(i) Stone pin & earrings boxed ..... 4.00 doz.

20% deposit with order, balance c.o.d.

Karen Originals, 45 No. Main St., Bristol, Conn.

NEW COMEDY, RELIGIOUS, GENERAL 7"x11" signs, 2000 different slogans, 7¢ for sample. Koehler, 355 Goetz, St. Louis 23, Mo. se24

NEW LOW PRICES - LIGHT REFLECTING signs. Red hot and sensible. 7x11" illustrated color blended; 2,000 varieties. 10¢ for sample. Koehler, 355 Goetz, St. Louis 23, Mo. se24

NEWLY FOUND MONEY IN WHITEHALL'S fascinating photo line of Christmas and Everyday Cards, Jewelry, Gift Items, Personalized Stationery and Napkins. Send for free samples. You too can make big money with Whitehall's line. Whitehall Studios, 39 Main St., Elmira, N. Y. ch-np

ORIENTAL FINISH COATING - THE MOST beautiful finish in the world. Can be applied instantly to leather, plaster, wood, metal or paper. Free literature. U. S. Distributor, P.O. Box 321, Waterloo, Iowa se10

PITCHMEN - MALE, FEMALE, WORK STORES. Know what the pitchmen help you essential. Will train. Short pitch, new item, exclusive rights, dollar turn, dollar refresh tie-in item. Give away pitch similar pens, working pens too. Immediate through Christmas. Present workers running highest figures for any hair joint. Volume sales, big money. Contact Wayne Murray, Way-Mar Sales Company, 21 West 74th Street, New York 23, N. Y. TRafalgar 4-3397 or Kilpatrick 2-9882.

PREMIUMS, GIFTS, PRIZES - ALL nationally popular name brand items of Jewelry, Appliances, Housewares, Watches, Radios, Hi-Fi! Phonographs, etc. Send \$1 now for big catalog. Refund on first order. Haten, Inc. 125 Fifth Ave., Dept. B, New York, N. Y. ch-1fn

PREMIUMS, GIFTS, PRIZES - BIG PROFIT, making wholesale profit. No investment. Dept. B, Jay Norris, 445 Broome St., New York City, N. Y. ch-1fn

PUNCH BOARD CLOSEOUT - VARIOUS 400 to 5,000 hole, about 600 Ticket Boards, about 250. Cost over \$1,000 wholesale. Best offer for total stock, or will trade for late model bingo games or shuffle boards. Silent Sales System, Hyattsville, Md. Warfield 7-3000. se17

RAZOR BLADES - "EXTASE" IMPORTED from Germany. Unbeatable. Send 10 cents for samples or \$1.50 for 100 blade display carton. Retailer, \$3.50. Herbie's Barber Supplies, Dept. B-10, 1709 East 55th Street, Chicago 15, Ill. ch

REAL DIAMOND RINGS, SELL DIRECT. Make big wholesale profit. No investment. Experience unnecessary. Free catalog, details. Gleam-light, 111-P No. Columbus, Mount Vernon, N. Y. oc1

FAMOUS MFR. CLOSEOUTS

- Stoned or tailored Earrings ..... \$2.00 dz.
Pierced Earrings on display ..... 1.50 dz.
Charm & Link Bracelets, asst. .... 2.50 dz.
Lord's Prayer Necklaces, boxed asst. dz. .... 2.50 dz.
Pin & Earrings, boxed ..... 4.00 dz.
Pearl Necklaces ..... 1.00 dz.
Children's Jewelry, boxed, asst. .... 2.00 dz.
Ropes, assorted ..... 2.00 dz.
Shorty Tie Slides, carded ..... 1.45 dz.
Cufflinks, Carded ..... 2.00 dz.
Cufflinks & Tie Slides boxed ..... 5.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO.

1820 Westminster St. Providence, R. I.

TERRIFIC NEW INVENTION - EVERY house-wife's dream, much needed item. Curtain Shade & Drape Holder (no screws, nails or glue) Good commission, plenty repeats. Sales assured. Get your sample and details, \$1.50 refundable. Ideal for direct or mail order sales. Smith International, Mount Vernon, N. Y. oc1

"TIRE-GLOW" - MIRACLE WHITEWALL "Tire Cleaner. Spray on, rinse off! Also cleans, polishes chrome, removing rust, corrosion, like magic! Given's, Chemist, Orrville, O. se17

WAGON JOBBERS, ROUTE MEN, DISTRIBUTORS Make \$10,000 year and more with our (2) Great Wholesale Catalogs (64 and 300 pages Appliances, Housewares, Jewelry, Furniture, Sporting Goods, Toys! Free catalog Plans! General Wholesalers, Box 3058CH, San Francisco se17-np

WANTED - RELIABLE TRADE PAPER independent subscription agents. Sell leading national dealer publication and tractor repair manuals through your present calls. Good volume and commissions. Must be bondable, list references, territory and other papers. Implement and Tractor, Graphic Arts Bldg., Kansas City 5, Mo.

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Nathan Portnoy Associates, 1218 AF, South Jefferson, Chicago. ch-np

60¢ PROFIT ON \$1 SALES - AMAZING Automatic Cleaners. Your name on package. Free sample. Glazite Mfr., Box 572, Dayton 1, O. se17

\$7.50 SPREADS, \$3.95; LADIES' NYLONS, \$3.50 doz.; Pillow Cases, \$2.95 doz. We are so busy shipping orders inquiries cannot possibly be answered. However, your sample c.o.d. order with 25% deposit will be filled promptly. Sibert Jobbers, Chattanooga 4, Tenn. ch-np

5,000 GROSS ASSORTED EARRINGS AND Neckties. While they last, \$7.80 per gross. Samuel Silverman & Co.; 1820 Westminster St., Providence, R. I.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ANIMALS, BIRDS, PETS

A MUCH LARGER DEN OF SNAKES, \$25 - Poisonous, harmless or mixed; state which. C. C. McClung, Telephone 5411, Snake Farm, LaPlace, La. se24

A SHIPMENT OF 500 HOODED COBRAS arrived by plane. Best I ever saw, \$35 each. Telephone 5411, C. C. McClung, LaPlace, La. se10

BIG FRESH WATER TURTLES, \$35 - LIVE for months without food or water. Good feeders. 200 pounds crated. C. C. McClung, LaPlace, La. se10

CALIFORNIA SEALS, SEA LIONS - WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. se10

HEALTHY SNAKES - ARMADILLOS, Iguanas, Texas Horned Toads, Boas, Beards, Lizards, Rats, Tropics, Copper Toads, Terrapins, Alligators, Coatiandis, Pacas, Agoutis, Adorized Skunks, Monkeys, Ferrets, Baboons, Emus, Badger, Panda Cubs, Baby Black Bear Cub, pair Baby African Lions, Peafowl, White Doves, Hawks, Guinea Pigs, Orange Squirrels, African Porcupines. Phone 141, Otto Martin Locke, New Braunfels, Tex. se17

MINIATURE MUMMIFIED HEADS - MADE by secret process by Jibaro Indian Headhunters of South America. 5", packed in casketlike bals boxes, \$14.95. Tico Tico, 1754 St. Charles, New Orleans 13. se24

PARAKEETS - G. E. DIXON, 303 North Eighth St., Paducah, Ky. Phone: 2-8055.

REPTILES - BABY GREEN IGUANAS, FOR pets, \$60 per snake; baby Dragons on hand native Snakes, S. A. Boas, Rock Pythons, 4,000 baby Caimans, Golden Monitor Lizards, \$35; Indian Monitor, \$65; large green Iguanas, baby Tortoises, Copperheads, \$4.50. Telegraph Ross Allen, Miami, Fla. Phone 3-4806.

SPECIAL THIS MONTH - BOBACATS, \$15 each; Pigmy Skunks, \$8; Raccoons, \$4; in quantity. Barred Owls, \$9; Screech Owls, \$9; Opossum with young, \$3.50; assorted small Turtles, \$4 doz; giant land Tortoise; leather backs, \$2; Woolly's \$75. Parakeets, \$17 doz. Snake dens, Animals, Birds, Reptiles, all kinds. Free price list. Thompson Wild Animal Farm, Clewiston, Fla. se24

TALKING MYNAH BIRDS, \$30; CINNAMON-Whiteface Ringtails, \$35; Spiders, \$30; Ovis-Squirrel Monkeys, \$25; Woolly's \$75. Bronzo Bird, 149B Fort George, New York 40, N. Y. Lorraine 9-9040. se24

BUSINESS OPPORTUNITIES

BIG MONEY ON "SHOESTRING" - NOTED advertising authority says: "Only really outstanding deal we've seen in 18 years." Ambitious, lazy man's dream! Write Maxson Products, Fall Church, Va. se10

DISTRIBUTORS WANTED FOR METAL, Die-cast pens, six disks to \$25.00 each, over two feet apart. Ideal for car lots, drive ins. \$3 for 50 feet. Also carded air fresheners, trees, panties, girls, \$2.80 per card, count 24, 35¢ sellers. Pryor Novelty Co., 407 1/2 North Bishop, Dallas, Tex. se24

DOLLARS DAILY! NO CANVASSING! Free proof! Mailmart, Cincinnati 36-K, O. se10

FORTUNE POSSIBLE - RAISING FISH - worms and crickets. Sell by mail, millions used yearly. Free literature, write today. Carter, Farm-F, Plains, Ga. se10

NEW ELECTRIC MACHINE BAKES - weightless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. oc1

START A MAIL ORDER BUSINESS - Small capital required. Details, \$1. Fred Hettick, Mgr., Bismarck, N. Dak. se10

THEATRE - ONLY ONE IN TRADE AREA of 7,500. Located in good Kansas farm community. Good gross with low overhead. Will lease to responsible operator. Continental, 804 Grand, Kansas City, Mo. se10

COSTUMES, UNIFORMS, WARDROBES

NEW CLOWN SUITS, \$10; NEW SATIN Bally Capes, \$5; Girl Show, Minked, Strip, Bally Costumes and Wigs, Tuxedos, Tails, Orchestra Coats, Derbies, Top Hats, Plumes, Rhinestones. Cheap. Free list. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS - CARAMEL Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. 1fn

FLOSS MACHINE - USED ONLY TWO hours as demonstrator. New machine guaranteed. Double spinnerhead and brushes. Heavy duty collector rings. Fast producer. Price \$145. L. B. Ambler, Jones Equipment Co., 330 Mattison Ave., Ambler, Pa.

G12 MINIATURE TRAIN, WHIP CAROUSEL, Pinto Dry Boat, Airplane Ride. All A-1 condition. Very reasonable. Winter, 104-27 49th Ave., Corona, N. Y. Tel., DE 5-6054, or IL 7-3275.

TRAILER - SUITABLE CARNIVALS, FAIRS, 9 1/2' long, 5 1/2' wide, 5'5" height. Opens 3 sides. Reasonable. Wein, 2848 West 22 Street, Brooklyn, N. Y. ES 3-3262.

150 PAIR CLAMP-ON SKATES - SIZES 1 TO 10. Must sell. Price, \$1.50 per pair. George Worsham, Gallinburg, Tenn. Phone 1823.

FOR SALE - SECOND-HAND SHOW PROPERTY

AIR CALLOPE - WITH 42 BRASS PIPES. First \$1,000 takes it. Keyboard only. Cozzatt Organ Co., Danville, Ill.

A MINIATURE STEAM LOCOMOTIVE, excellent condition; pulls 30 adult or 60 children; five coaches and 1/4 mile track. Details on request; to settle estate. Roy Thurston, 142 Driving Park, Rochester, N. Y.

MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order -balance C.O.D.

Only \$12.50 each in lots of three.

\$13.95 for sample.

NATIONAL DIST. CO.

222 Calumet Bldg. Miami, Fla.

DIRECT FROM MFR. 3-PIECE RETRACTABLE SET



Writes Red, Blue and Green. \$54.00 per gr. 10 Gross Lots \$52.00 per gr. \$6.00 sample doz.

RETRACTABLE BALL PENS CLOSEOUT

1st GRADE 10 GROSS LOTS ONLY Sample Gross Order \$17.28 plus postage

Refills-4 1/4" Long \$8.64 per gross 1000 lots \$50 per thousand

MODERN PEN MFG. CO., INC. 395 Broadway, New York 13, N. Y.

ATTENTION! SALESMEN-DEALERS-JOBBERS

Hottest selling items in the country today. '55 Model 17 jewel Watches, waterproof, shockproof steel case, \$8.50 each with band; one jewel Watches, \$2.85 each; original factory Models 17 and 21 jewels, Bulova, Elgin, Benrus, Gruen, slightly used, guaranteed like new, with gold expansion band, \$7.75 each; Bulova Bands, \$1.65 each boxed; Bulova Ladies' Bands, \$1.50 each; \$1.29 Retractable Pens, \$1.75 per doz.; Windproof Lighters, \$6.00 per doz.; Leather Bands, \$1.00 per doz.; Steak Sets, \$1.35 per set; Shaving Kits, \$5r each; 24-Piece Set Wallace Silver, boxed \$2.50 each; \$29.95 Pearl and Rhinestone Sets, beautifully boxed, \$1.40 set; \$3.95 Billfolds, \$6.00 per doz.; new Bulova Watches, \$14.00 each; beautiful Necklaces, rope type, \$3.75 per doz.; 96c earrings, \$2.50 per doz.; Knives, \$1.35 per doz.; \$4.95 boxed Dolls, 90¢ each; Table Covers, \$4.25 per doz.; Scatter Pins, \$3.00 doz.; Four Day Alarm Clocks with guarantee, \$1.95 each; three-piece Comb and Mirror Sets, \$6.00 per doz.; Children's Handbags, retail \$9r, \$2.90 per doz. We ship same day as received. Sorry, no catalog on these items. Money back guarantee on all merchandise. Send check or 10% with order, balance C.O.D.

Gene Golden National Distributing Co. OCEAN DRIVE, S. C.

- PUSHCARDS
SALESBOARDS
JAR GAMES

S & S MFG. CO.

660 N. Dearborn St. Chicago 10, Ill.

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES
Beacon Mohawk Blanket... Ea. \$ 1.85
Horse Clock... Ea. 6.50
Hurricane Lamps... Dz. 15.00
Aluminum Tea Kettle... Dz. 7.20
Flash Lite, 2 cell... Dz. 3.75
25% deposit with order, bal. C.O.D. Send for FREE C-55 Carnival Catalog.

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

NATIONAL DIRECTORY OF DISCOUNT DEALERS

Contains 2500 names and addresses from coast to coast. Price \$10 postpaid.

MAX SALTZMAN 7635 Hinds Ave., North Hollywood, Calif.

CITY CONDENSERS SOUTH BEACH. MUST sell, 8 U-Drive II boats, 12 motors, spare parts, e.o. Cudde, U.S. Ride, 140 Roosevelt Boardwalk, Staten Island 5, N. Y.

BUILD ILLUSIONS-PLANS FOR COFFIN blade box, \$5; doll house, \$3; headless, \$3; sawing woman, \$3. Four bigger illusions, \$5; 6 platform illusions, \$5; lensless fish-bowl, \$5; four escapes, \$5; No-Middle-Mytile, \$5; pit show (Spidora, Turtle Girl), \$8. All for \$47, \$25. Free circular. Brill, Box 875, Peoria, Ill. se17

CHAIRPLANE-SMITH, ADULT SIZE \$475. Trailer, 2 wheel, 6 x 8; custom made for hot dogs and drinks, new cond. \$235. W. R. Aley, 3337 Middleton Lane, S. E. Wash. 22, D. C.

COMMUNIST WAR-CRIME SHOW-COM-plete. Booked on good route. Have other interests. See on Cellin and Wilson Shows, Indianapolis, Ind., State Fair, or per route. O. G. Oakleaf.

CORNELIA, MONOGRAM HAT MACHINE. complete with top frame, enough stock to more than pay for the outfit. \$395. J. Trelli-mer, 122 North 5th Street, Lewisburg, Penn.

FOR SALE - CONCESSION TRAILER. floos, popcorn, sno balls stock. A real buy \$550. 319 Indiana Ave., Jeffersonville, Ind.

FOURTEEN BY FOURTEEN FOOT FRAME-Anchor Top, center joint practically new. Phone Leo Brenner, 2811 Ruscombe Lane, Baltimore 15, Md.

KID RIDES-AIRPLANE, PONY CART, Flying Horses, Streetcar, Steam Train. Factory built. Now operating. Roller Coaster Track, 90x140, cheap. 12345 Carson Artesia, Calif. se16

MANGELS SHOOTING GALLERY, 12 FOOT, 6 Remington Automatic Rifles, \$500. October first delivery. Excellent condition. Suburban Park, Manlius (Syracuse), New York.

MANUFACTURER, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. no12

MONKEY SPEED WAY CARS, MONKEYS PA System, Tractor and Trailer. Must sell. Ethel Underwood, 13 Cleveland Street, Cortland, N. Y. se24

NEW KIDDE HAND CAR RIDE, 16 SEC-tions of Track, \$75. Floss Machine, new stand and supplies, all \$150. Jungle Show, \$75. Kiddie Ride, Organ, Amplifiers, \$25. Ride Timers, \$5 ea. Jewelry Wheel and Merchandise. Other items. Selling every-thing, come get them. Beebe, 1732 Sylvan, Glen Keego Harbor, Mich. se16

NEW PARKER, 30 FOOT, BABY AND teenager, carry all Merry-Go-Round, with transportation. 28 foot Fruehauf Trailer and F6 Ford Tractor, \$8,000 dollars. Reason for selling, ill health. This ride will be set up at Leona, Illinois, Sept. 8, 9, 10; or write William Thiering, Waco, Iowa, Phone Davenport, Iowa, 84-2781.

ONE TWELVE FOOT PHOTOGRAPHIC Trailer, with sleeping quarters. New P. D. Q. Cameras, 31x35 with f 4.5 corrected lens, 11x2 with f 2 corrected lens. Oper-ated only one month. Called home. Lee Earl Haugen, c/o Dobson Shows, or 1406 Irving St., Alexandria, Miss. se17

ORGAN, MILITARY BAND, ARTIZAN AIR pressure, Bass and snare drums, Rolls, motor. Also Wurlitzer Organ Calliole, G. T. Merriken, 112 Lynnmoore Drive, Silver Springs, Md. se17

PHOTO STUDIO, 1936, ATTRACTIVE, fully equipped, horse and buggy, cottage, bar, etc. in New England's most popular amusement park. Photo exclusive, on call-ings, midway, dance hall, large dinner hall, pool, etc. Should double quick sale price first season. Big money-maker. Do-mestic reasons. Box C-288, c/o Billboard, Cincinnati 22, O. se17

SHORT RANGE TARGETS - NEW SAM-ples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

TRAIN, SUNSHINE CHOG-CHOO, KING-Rocket Ride, lights and fences included, both perfect condition. \$775 cash each ride. Carnival, 7436 Georgia Ave., N. W., Wash., D. C.

WANTED-STUFFED BUCKING HORSE. Must be in good condition and reason-able. Write Hub's Ranch Wear, Lake Luzerne, N. Y. se16

1 BISCH ROCCO STREET CAR AND Tracks, 1 Hodges Hand Car Ride, 8 Cars and Tracks, 1 Boat Ride, 5 Boats less tank. Hollywood Kiddieland, 3366 N. Pulaski Rd., Chicago 41, Ill. se17

2 MINIATURE TRAINS-SELL ONE, \$1,500. Want Boat Ride, Skee Ball, Arcade. Ranger Hal, 1102 Highland Ave., National City, Calif.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG-MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated ca-talog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. oc1

SUB MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices, Nelson Enterprises, 336 South High St., Columbus, Ohio. oc1

MISCELLANEOUS

FIND URANIUM-GIEGER SCOPES PRE-paid sample \$3; dozen \$15. Jewelry Sets, samples, \$1, \$1.50; Dozen \$10, \$15, prepaid. Goldenwest Specialty, Wilder, Idaho. se10

NEED PRIZES FOR YOUR MIDWAY? THE largest collection of premium and prize merchandise in Alabama. The Feldstein Company, 2312 1st Avenue, North Birming-ham, Ala.

WE MAKE ALL KINDS OF FIGURES AND animals. Custom built in papier-mache; celestials; weather-proof; for fairs, kiddie parks, carnivals, circuses, parades; from our sketches or yours. Call, write, or drop in to see us at our showroom. Staples-Smith, 44 W. 33 St., N. Y. 22, N. ch

M. P. FILMS & ACCESSORIES

16MM. SOUND FILMS-LOWEST RENTAL rates in history, get our prices now. Rogers Films, Lombard, Ill. se10

16MM. 5000 SOUND REELS, NEW LIST Features, Westerns, Serials, War Films. Excellent condition. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE-SIX SONG HAND ORGAN. Made by Molinary; in good condition. Price \$275. B. Maesser, 7240 West 107 St., Worth, Ill.

PERSONAL

ANYONE KNOWING THE WHEREABOUTS of Ray Roehat, or his brothers, Bennie, Plassas, Write W. L. Grant, c/o The Bill-board, St. Louis 1, Mo.

BOB, WE ALL NEED YOU AND WANT you. We couldn't see you in person, so we place and talk things over. Susie, Donato Eunice, Zumbo. se24

3RD SEX EXPOSED: STARTLING! EDUCA-tional magazine. Every parent should read. Mailed in sealed envelope \$1 postpaid. Berea Photo, Berea, O. np

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds. Direct Positive Cameras, Papers, Chemicals, Glass, Prints, Frames, Photo Novelties, Miller, Supplies, 1535 Franklin St. Louis 8, Mo. se24

DIRECT POSITIVE PHOTOGRAPHERS-We supply everything you need; reason-able prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1151 North Cleveland Ave., Chicago 11, Ill. ch-ff

PHOTO BOOTH OUTFITS CHEAP - ALL sizes; drop in and see them; latest im-provements; real bargain. PDQ Camera Co., 1151 North Cleveland Ave., Chicago 11, Ill. ch-ff

PRINTING

ALWAYS FASTEST SERVICE-QUALITY Posters, Three colors, 14x22 Window Cards, \$8 hundred; larger, 17x26 size, \$12.50 hundred. Cards for all amusement occasions, many illustrated. Tribune Press, Dept. 50-55, East Park, Ind. oc29

100 #12x11 20 LB. BOND LETTERHEADS, 100 #4 Envelopes, \$2.50 prepaid. Other printing. Stanley Koski Printing Co., 1506 Franklin, St. Louis 8, Mo. se10

200 #12x11 LETTERHEADS, 200 #4 Envelopes, both for \$3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. se21

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS. 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every busi-ness a prospect. Low prices for high quality. Repeats, start without experience. Men, women; full, part time. Buy nothing; Sales kit furnished. Match Corp., Dept. D-84, Chicago 32, Ill. np

AD MATCHES SELL AMAZING DESIGNS. 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every busi-ness a prospect. Low prices for high quality. Repeats, start without experience. Men, women; full, part time. Buy nothing; Sales kit furnished. Match Corp., Dept. D-84, Chicago 32, Ill. np

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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 Thursdays for the Following Week's Issue

ANIMAL SPECIALTY ACTS FOR NET-work Television show, originating from Chicago. Box C-287, c/o Billboard, Cincinnati 22, O.

BAND DIRECTOR FOR SMALL, HIGH school. Write, giving full details, refer-ences and salary expected to P. O. Box 702, Charleston, S. C.

COMMERCIAL PIANO MAN FOR TOP associated booking corp. trio. Must have all essentials. Box C-285, c/o Billboard, Cincinnati 22, O. se17

LADY 20-35 YEARS Assistant to Entertainment Mgr. Must have smart appearance and wear clothes well. Interested in Show Biz and help plan routines. No Experience neces-sary; will train. Year round; North sum-mers. South winters. Wages plus expenses. Write fully, and Photo. BOX C-286 c/o Billboard, Cincinnati 22, Ohio se17

MUSICIANS - FOR SEMI-NAME BAND. Write Box C-283, c/o Billboard, Cincinnati 22, O. se16

PIANO PLAYER-SINGER-WANTED FOR cocktail lounge, five nights weekly. Small town, pleasant conditions. Start \$100 weekly. Write no phone or wire, Bill Baer, KWOR, Worland, Wyo.

TENOR AND CLARINET MAN-FOR MID-west traveling orchestra. Contact Jess Gayer Orch., 1612 N. Broadwell, Grand Island, Neb.

WANT ASSISTANT LEARNER TO UNDER-stand Prof. Pamashaska, Birds, Dogs, Famous Act. To Geo. Roberts, 3504 N. 8th Street, Philadelphia 40, Pa.

WILD ANIMAL TRAINERS AND CAGE Men. Permanent jobs for sober, reliable men. Answer immediately. Airmail full de-tails, photo, age. World Jungle Compound, Thousand Oaks, Calif. se17

WANTED, DRUMMER - FOR MIDWEST polka band, immediately. L. A. Berz, 214 N. 2d Ave. W. Albert Lea, Minn.

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 Thursdays for the Following Week's Issue

BANDS & ORCHESTRAS ATTRACTIVE GIRL DUO-ACCORDION and Trumpet, Vocals, suitable for dance or show bar. Desire Florida location. Union. Write Musicians, 102 W. 7th, Hialeah, Fla. Or Call: Miami 80-8772.

CIRCUS & CARNIVAL HEAD MECHANIC - HAVE TOOLS, 15 yrs' experience, maintenance, semi driver. Wife, tickets, stand, or concession. Write Chas. T. Osburn, c/o Billboard, Cincinnati, O.

MISCELLANEOUS HYPNOTIST - FOR STAGE PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Of-fice Box 2002, Seattle, Wash. mh17'56

MAGICIAN WILL JOIN AGENT, BOOKER, promoter, contractor, sponsor, publicity director or girl partner. Horace Rose, 412 Reservoir Ave., Meriden, Conn. se17

RESPONSIBLE MAN SEEKING ROLLER Rink connection. Twenty years as rink owner, manager and professional. Available short notice. Box C-271, c/o Billboard, Cincinnati 22, O. se10

MUSICIANS A-1 RINK ORGANIST - 15 YEARS' EX-perience, best rinks, locate anywhere. Available short notice. Box C-282, c/o Bill-board, Cincinnati 22, O. se10

AVAILABLE SEPT. 10-2 GIRLS, TENOR-clarinet; drums-vocals. Prefer resort or location playing for dancing, show. Sherry Dixon, Log Lodge, Lucerne-In-Maine. se10

CHROMATIC HARMONICA PLAYER-POP-ular or country and western. Would like trial with harmonica band. George Freuden-ger, 1526 Waverly, Cincinnati 14, O. Phone Grandview 1-6132.

DRUMMER, BARITONE, VOCALIST-PLAY your style, experienced, age 27, neat, de-pendable, travel anywhere. Contact Jimmy Blake, c/o Erie 34 Club, Detroit Lakes, Minn. Phone 734. se17

DUO-THE SISK BROS., LEFT HAND fiddler and banjo-mandola player. Desires work with western band. TV, radio, show experience. Union. Elmer Sisk, 1115 Grand-view Ave., South Bend 19, Ind.

PIANIST - AVAILABLE IMMEDIATELY; age 30; reliable; union; sober, all around. Fast butterfly style; prefer society or tenor bands; cut shows; experienced. Double or-gano, celeste. Joe De Gregory, 534 Linden Ave., Steubenville, O. se10

PIANIST - DOUBLE RHYTHM OR LEAD electric guitar, vocals. Read or fake, solo or small combos. On location preferred. Jack B. Martin, Gen. Delivery, Pleasantville, N. J. oc8

SINGER-LYRIC TENOR VOICE, 32 EX-perience on Minirel, and Gay Ninety Shows, Etc., Singing Soloist, and Classical Numbers. Seeks Job as Soloist in The-ater, Radio and Television. Mr. Leonard G. Zanca, 1620 Mermaid Avenue, Coney Island 24, N. Y. se17

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. 104, Terre Haute, Ind. np

MAKE \$2 HOURLY, SELL RA-GLO SIGNS; bars, stores, restaurants. Brilliant Ra-Glo signs, 17 signs, 7x11, \$1 postpaid, 110 Signs \$8 postpaid. Sell 35¢ ea. 90% deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago 6, ch-np

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owon Jensen, 120 West 83rd St., Los Angeles 3, Calif. oc1

REAL TATTOO MACHINES - NEW DE-signs; outfits \$19 and up; ready mixed colors, =12 needles. Mill Zeis, 728 Lesley, Rockford, Ill. se24

WANTED TO BUY OLD PENNY ARCADE EQUIPMENT-INDI-vidual pieces or complete set-up. Write stating condition and price. Storytown, U. S. A., Lake George, N. Y.

PHOTO BOOTH, D. P.; MERRY-GO-ROUND. late model; Floss. No junk please. Jimmie J. G. Conklin's World's Largest Shows, Quebec City, Canada; After October, Box 517, Mount Hayes, Md. Phone Mudock 66874, U.S.A.

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## Unveil 200-Selection Juke At Seeburg Distrib Meeting

CHICAGO, Sept. 3.—A 200-selection juke box has been unveiled by the J. P. Seeburg Corporation. During a private meeting at the Drake Hotel here Sunday, Monday and Tuesday, the entire Seeburg distributor organization was introduced to two new Seeburg coin-operated phonographs: A 100-selection and a 200-selection model.

The introduction of the 200-selection model marks the first major change in the number of selections offered by the automatic

phonograph industry in almost seven years. Seeburg introduced the first juke box mechanism to play 100-selections in December, 1948, and a 200-selection non-coin-operated unit for background music use in 1947.

Operator showings of the new models and the new auxiliary equipment are expected to be held during the week of September 18.

Big changes are reported in the 200 model. The selector panel operates on a revolving drum, 50 tunes to each panel, four panels. The buttons on the selector panel have also been changed, incorporating what is called the "magic

eye selector panel," which reportedly operates on a touch system.

The coin mechanism has also been altered considerably, reportedly accepting 15 cents (presumably for use with EP records) and half-dollars in addition to normal nickel, dime and quarter play.

Illumination of the new models is with multi-colored lights that shine down the front of the grille. More light has been added.

Other changes were reported in the amplifier, cartridge, needle, tone arm, and credit accumulator.

Cabinet of the 200-selection model is reported to be approximately the same size as the 100-R.

## Bally's Miami Beach Feature Is Magic Card

CHICAGO, Sept. 3.—Miami Beach, a new in-line game featuring a new "magic card," was announced by Bally Manufacturing Company this week.

In describing the "magic card" innovation, Jack Nelson, general sales manager, said that at the start of the game a standard five-line card is visible. As coins are deposited, a "magic curtain" rolls back revealing first, two extra lines, then three extra lines, and finally four extra lines, offering the player a choice of ways to score on one big "magic card."

In addition, there is a super-card play appeal with red and yellow super-lines, boosting three-in-line to four-in-line, plus a new super-X, boosting three-in-line to five-in-line.

Built into Miami Beach is the old favorite select-a-spot feature combined with a new type X corners—the four numbers at the ends of super X on backglass. X corners may score 100 or 300. Advancing scores and extra ball also are included.

Nelson stated that all Bally distributors have the game for immediate delivery.

## Open Drive On Payoff Pins in Ill.

CHICAGO, Sept. 3.—The U. S. government opened a drive in Northern Illinois this week against pinball machines that pay off in cash or merchandise and don't carry a \$250 federal tax stamp.

Undercover agents for the Internal Revenue Department found cash payoffs on at least seven pinball machines in Lake and McHenry counties.

Assistant U. S. Attorney William Reeb charged that "There are hundreds of pinball machines being

## 5 Mfrs. Ship Coin Pool Games to List Under \$300

By BILL MASLOWE

CHICAGO, Sept. 3.—Nation-wide shipments of the low-priced, coin-operated pool games—kept under cover for the past several months on test locations—began this week.

Announcement of the mass shipments was made simultaneously by five Midwest manufacturers of coin-operated games. Blanketing of distributors across the country was to begin after the Labor Day weekend, they reported.

Shipping games are J. H. Keeney & Company, Inc., Williams Manufacturing Company, Exhibit Supply, all of Chicago; Fischer Sales & Manufacturing Company, Tipton, Mo., and Edolite Products, Detroit, Mich.

Cost Under \$300

Forerunner in the re-introduction of pool games was the Valley Manufacturing Company of Bay City, Mich., which brought out the game last May (The Billboard, May 28).

Stressing simplicity in play and operation, the games in the opinion of manufacturers, will cost little to maintain, as breakdowns are virtually impossible.

Most reported the price tags will be under \$300, with Keeney setting a price of \$279.50 f.o.b. factory.

From test site observance, Paul Huebsch, general sales manager at Keeney stated:

"The game has an appeal that seems to fascinate the beginner as well as experienced player, prob-

ably because it is manually, rather than electrically operated, and requires skill on the part of the player."

### Challenges Skill

Art Weinand, sales manager at Williams, reported: "This is a game that definitely requires two players. It is a competitive contest that challenges individual skill, plus attracting the attention of others."

Each stressed the fact the game should click in taverns and because of its size, approximately 3 feet by about 52 inches, should find additional outlets in restaurant and other route outlets.

## Move UMO Meet To September 9

DETROIT, Sept. 3.—The United Music Operators of Michigan's monthly meeting, originally slated for Monday (5), has been rescheduled for the following Friday to avoid the Labor Day holiday.

Roy Small, conciliator, announced that the meeting would be held at the Fort Wayne Hotel in the association's headquarters. The meeting has been skedded to get underway at 8 p.m.

Expected to be on hand for the event are Bob Maxwell, WWJ-TV star, and Lillian Briggs, of Epic Records. Maxwell and UMO have joined forces in a search for new recording, radio and television talent (See separate story).

## RE-SKED NCMDA MEET TO NOV. 7

CHICAGO, Sept. 3.—The National Coin Machine Distributors' Association will hold its meeting Monday, November 7, instead of September 12.

The meeting was re-scheduled so it would coincide with the National Automatic Merchandising Association's convention November 6-9 at the Conrad Hilton Hotel.

## Oregon Judge Rules Coinless Pins Are Legal

PORTLAND, Ore., Sept. 3.—A city court judge Thursday ruled that pinball games that operate without coin chutes are legal. He thus gave the green light to operators who sought that means of avoiding prosecution under the recently upheld 1951 Portland ordinance that bans games.

Municipal Judge John J. Murchison declared that the ordinance—reading "coin-in-the-slot or any other type of operating machine"—did not cover the case of a person arrested for operating a key-operated game.

The city's legal department had contended the ordinance did apply to all type pinball games. But the judge ruled that if it covered all types, it would simply have said so without use of language dealing with "coin-in-the-slot."

### City To Appeal

The office of City Attorney Alexander Brown indicated its intention to appeal from the ruling.

By using machines without coin chutes, operators attempted to remain in business after the U. S. Supreme Court refused to interfere with a State Supreme Court ruling that the 1951 pinball ban was legal.

The City Council, meanwhile, fearing just such a ruling as that of Judge Murchison, enacted an amendment that specified all types of pinball games in the ban. Endorsement of that provision was delayed until at least next May, when the voters will decide whether they want such a prohibition. The issue was placed on the ballot thru efforts of the committee to tax pinballs, which obtained enough signatures to obtain the referendum action. Petitions bore nearly 30,000 signatures, with 12,211 required to place the issue on the ballot. The committee is headed by Joe Dobbons, a used car dealer.

## Silco Files Suit to Recover Locations

N. J. Cig Operator Names Abco, 50 Stops; 30 More Cases Due; Legal Battle Looms

JERSEY CITY, N. J., Sept. 3.—A situation which has been simmering in Hudson County for one year this week exploded in a legal action involving the Silco Cigarette Service here, the Abco Vending Service and more than 50 locations.

Plaintiff in the actions is Silco; defendants are Abco and the locations. Background is this:

Abco, operating from West New York for about a year, is one of the fastest growing cigarette and juke box operators in North Jersey. Silco claims a lot of this growth in the cigarette field has been the result of Abco's jumping Silco locations—stops which were under contract.

### Suit Filed

This week, in Superior Court of New Jersey, Chancery Division, before Judge Nicholas A. Tomasulo, Nathan Silverstein, Silco head, filed suit to recover losses which allegedly occurred during the time his machines were pulled out. The suit also calls for the Silco machines to be returned to the locations for the balance of the contract.

In a companion action, Silco asked for—and was granted—an ad interim restraint. This provides that until the cases are resolved, Silco can move back into the locations which were allegedly jumped.

On Friday (9), before Judge Stanton at Superior Court here, Abco will have the opportunity to show cause why the temporary injunction should not be granted.

### Third Part

A third part of the suit by Silco against the locations provides that they be prohibited from selling cigarettes except thru vending machines operated by Silco for the balance of the contracts.

On the main suit, Silco charges that Abco conspired to force the plaintiff out of business by inducing the locations to break contracts and promising to back them in any

legal difficulties which might arise from these contract breaches.

If the temporary injunction is upheld, Silco will maintain the locations until a final judgment is handed down. At any rate, Silco will have the locations until Friday, unless Abco files for a hearing before then, giving Silco two days' notice. To date no such notice has been given.

### Silco Attorneys

Attorney of record for Silco is Sol Schulman, with Maurice C. Brigadier and Seymour Margulies (Continued on page 88)

## N. O. Coin Op Wins Aid in Game Fight

NEW ORLEANS, Sept. 3.—New Orleans civic, veteran, labor and business organizations are giving their full support to an amendment stipulating coin-operated amusement games of skill are not in violation of the city's gambling law.

The proposed amendment was suggested and drawn up by members of the city council following a police raid on amusement games at Pontchartrain Beach. The concessions are operated by Harry J. Batt, president of Playland Amusement, Inc., and a prominent civic leader.

In urging passage of the proposed amendment, Batt won the praise of several clergymen for the marvelous job he is doing at the Beach, and that they along with their families have enjoyed visiting the beach.

However, they urged caution and a thoro study of the effect of such a change in the law, along

with Aaron Kohn, managing director of the Metropolitan Crime Commission.

Kohn explained he was not speaking "against" the proposal but "on the subject," asserting it might open the door for undesirable operations.

Urging the adoption of the amendment were Henry Bush, president of the Young Men's Business Club; Floyd Reed, First District Command, American Legion; A. P. Harvey, president, and Anthony H. Buckley, vice-president, Central Trades and Labor Council; Joseph Henderson, national managing director, American Association of Small Business; Herbert Matrangola, Veterans of Foreign Wars; William C. Fletcher and Earl Smith.

In supporting the action and urging approval of the measure, Reed declared:

"The Young Men's Business Club (Continued on page 94)

## Ambrose Loses Bid to Throw Out Slander Suit

MINEOLA, L. I., N. Y., Sept. 3.—Dominick Ambrose, formerly Long Island's largest juke box operator, this week lost his bid to have a \$100,000 slander suit against him dismissed.

R. Ford Hughes, local Republican leader, has charged that Ambrose had wrongfully accused him, Supreme Court Justice L. Barron Hill and former Suffolk County District Attorney Lindsay R. Henry of taking part in a bribe plot.

The suit came out of a recent court case involving Ambrose and Sanford T. Moore, former New York policeman who purchased Ambrose's Suffolk-Nassau Amusement Company.

### Won Injunction

Moore had won an injunction to

keep Ambrose out of the juke box business after testifying that he had paid Ambrose nearly \$500,000 for exclusive rights.

During the course of the trial, Carl Furano, a juke box serviceman, claimed he overheard Ambrose charge that Hughes, Henry and Hill split a \$4,000 bribe in return for Hill's granting a temporary injunction which benefited Moore.

Later, before a grand jury, Ambrose said he didn't recall making the charge, adding that if he did, he was drunk and didn't know what he was saying. The grand jury termed the accusation false.

Moore will appear here before Referee Frank F. Adel, September 13, to assess the amount that Ambrose owes him because of his actions.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated August 27, 1955)

ARCADE EQUIPMENT

- 1. GENCO—Rifle Gallery
2. EXHIBIT—Sportland
3. EXHIBIT—Shooting Gallery
4. SEEBURG—Coon Hunt
4. EXHIBIT—Da'e Gun
4. CHICAGO COIN—Goalie

MUSIC MACHINES

- 1. SEEBURG—M-100-A (78 RPM)
2. SEEBURG—M-100-B
3. AMI—Model C
4. AMI—Model A
5. WURLITZER—1500

SHUFFLE GAMES

- 1. UNITED—Chief Shuffle Alley
2. UNITED—Royal Shuffle Alley
2. CHICAGO COIN—Super Frame Bowler
4. UNITED—Cascade Shuffle Alley, 6 Player
5. UNITED—Imperial Shuffle Alley

VENDING MACHINES

- 1. ADVANCE—D 1c B/G
1. NORTHWESTERN—39 1c
1. NORTHWESTERN—33 Ball Gum
1. SILVER KING—5c
5. KEENEY ELECTRIC—9 Col.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Surf Club
2. Beauty
3. Beach Club
3. Palm Spring

GOTTlieb

- 1. Guys & Dolls
2. Lovely Lucy
3. Diamond Lill

UNITED

- 1. Nevada
2. Cabana
3. Tropics

WILLIAMS

- 1. Army & Navy
2. Struggle Buggie
3. Singapore

PINBALL GAMES

Table with columns: HIGH, LOW, Times Adv'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists various pinball games like Army & Navy, Big Ben, Cinderella, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists various pinball games under 'MANUFACTURERS NOT LISTED'.

Table with columns: HIGH, LOW, Times Adv'd. Lists various pinball games under 'ARCADE EQUIPMENT'.

Table with columns: HIGH, LOW, Times Adv'd. Lists various pinball games like Gun Patrol, Gypsy Fortune, Teller, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists various pinball games like Super Jet, Swamies, Target Skill Gun, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Adv'd. Lists various music machines like AMI Model A, Model B, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists various coin machines like Banner Shuffle Alley, Bikini (Keeney), Bonus Bowler, etc.

(Continued on page 82)

**Assorted  
KIDDIE  
RIDES  
FOR SALE**

**Cheapest in  
the Country  
\$25.00 up**

SEND FOR LIST TODAY

**DAVID ROSEN**

Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**United Skeds Op  
Service Schools**

MILWAUKEE, Sept. 3.—Harry Jacobs Jr., head of United Distributors, Inc., Wurlitzer outlet, announced this week that Ried Whipple, factory field engineer, would hold operator service schools in this area beginning next Tuesday.

The school sessions are expected to be conducted at the headquarters of United, Inc., and at various operator offices in the area thruout the week.

Jacobs also announced that regional sales manager Bert Davidson was scheduled to visit the United offices later this month. According to Jacobs, Davidson will tour the area with Woody Johnson, United salesman.

**BINGO MECHANIC WANTED**

Good pay and regular hours.  
Write Box 818  
Care The Billboard, Chicago, Ill.

**WANTED**

First-class Pin Ball Mechanic—good pay  
Write **SUNSET SUPPLY CO.**

333 N. MICHIGAN

CHICAGO, ILL.

**MONARCH RECONDITIONED BUYS**

**BOWLERS**

Un. Banner	3315	SKEE-SKILLS	CIGARETTE MACHINES
Un. DeLuxe Mars	245	Un. DeLuxe Targette	Uneeda 15 Col.
Un. DeLuxe Mercury	245	Un. DeLuxe Comet	Uneeda 9 Col.
Un. DeLuxe Lightning	285	Un. DeLuxe Venus	Uneeda 8 Col.
Chicago Coin Thun-	400	(New) WRITE	Rowe 10 Col.
derbolt	400	Un. DeLuxe 5th Inning	DuGrenier 7 Col.
Bally Magic	400	(New) WRITE	DuGrenier 9 Col.
Bally Gold Medal	450	Genco Rifle Gallery	DuGrenier 11 Col.
Keeney Palisade	435	3225	

CHARLEY PIERI

Write for Latest List

**Monarch Coin Machine, Inc.**

Lincoln 9-3996-7-8  
2257-59 N. Lincoln, Chicago 14, Ill.

Joe Ash says...

When you compare quality with price, Active is never undersold!



Joe Ash says...

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolas (pin games) y veloneras (music machines) nuevas o reconstruidas listas para operacion.

**ACTIVE**  
AMUSEMENT MACHINES CO.

666 N. Broad St.  
FRemont 7-4495 Phila. 30  
Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

**WANTED FOR CASH**

**UNITED'S ABC'S, BOLEROS, SHOWBOATS,  
LEADERS, ZINGOS, STARS.**

**BALLY'S BRIGHT LITES, BRIGHT SPOTS, CONEY  
ISLANDS and ATLANTIC CITY.**

**UNIVERSAL'S FIVE STARS.**

We will pay cash for any quantity of the above games.

**ADVANCE AUTOMATIC  
SALES CO.**

1350 Howard St.

San Francisco 3, Calif.

**"CONVENTION-in-PRINT"**

ADVERTISING DEADLINE  
September 16

ISSUE DATED  
September 24

SEE DETAILS ELSEWHERE IN THIS SECTION

**67,000 ACTIVE BUYERS** read  
The Billboard Classified columns each week

**COINMEN YOU KNOW**

**Chicago**

**CONVENTION TIME IS EXHIBIT PREPARATION TIME.** The boys at Mills Industries, Inc., are putting their heads together in coming up with display ideas for the convention season. Three are on schedule: National Automatic Merchandising Association, Chicago, November 6-9; American Bottlers of Carbonated Beverages, Miami, November 14-17; Air Conditioning & Refrigeration Industry, Atlantic City, November 28-December 1.

Currently in production on four bowling games—Bull's-Eye, Blinker, Hollywood and Bonus Score—Chicago Coin Machine Company reveals it produced more complete units for week ending August 20 than in any corresponding week in history. Reason: "Vacations caught us short of games on hand," Samuel Wolberg, president, stated. "Had to go all out on production to fill orders."

"At the Drop of a Coin," NAMA's sound-and-color film, is winning industry and public response. Record discloses 1,700 vending operators and representatives viewed it; 297 showings presented to general public; 6,000,000 viewers saw black-and-white version over 60 TV stations, and additional 50,000 saw it in industrial plants, service clubs and at civic and education meetings.

Starting her 36th year of service at Exhibit Supply this week, Mrs. Marge O'Brien, secretary to Sam Lewis, executive vice-president, was as punctual as ever. Of course she was wearing the watch presented to her last week in recognition of her services.

**Cincinnati**

By ELINOR BATTE

**AUTOMATIC PHONOGRAPH OWNERS' ASSOCIATION** announces a new member, A. & M. Enterprises, 755 E. McMillan Street. Company is owned and operated by Alex Zaretsky and Mitchell Zaret. Mr. and Mrs. Joe Weinberger are spending a week in Sudbury, Ont., a resort they visit each summer for its excellent fishing. Weinberger operates Southern Automatic Music Company.

Lawrence A. Kane, association attorney, is vacationing in North Carolina with his wife and granddaughter, Joan. He is expected to return about September 7. . . . Charley Kantor, who owns and operates the Ace Sales Company, has returned from a month's visit in Miami Beach, Fla. . . . Mr. and Mrs. William Marmer are enjoying a three weeks' vacation in Miami Beach, Fla. Marmer owns and operates the Marmer Distributing Company. He is expected to return about September 6.

**Charlotte, N. C.**

**TOBACCO CROP GOOD, BUSINESS BOOMS.** C. C. LeSturgeon, top man at LeSturgeon Distributing Company, Rock-Ola distributor, reports one-third of North Carolina jukes on 10-cent play. Distribs working hard with operators in outlying territories promoting dime play with good results. Area as a whole doing well with music—games are not allowed.

The outstanding tobacco crop thruout South this year is a big boom to business. Salaries have been increased, and with money more loose, a lot of dimes are being dropped in jukes. LeSturgeon favors a 50-record player since he has definitely seen an increase in take when these machines are placed in locations.

C. B. Brady, of Brady Distributing Company here, is also happy about the "money crops" this season. Selling more Wurlitzer 1800's than ever due to the pickup in location takes. Brady reports a 50 per cent changeover to dime play in his area, and is spending much time promoting the 10-cent play. "Operators soon find that dime play is much to their benefit," he stated, "and the job becomes a bit easier."

Ray Haire, office manager, Music Distributors, Inc., reports 75 per cent conversion to dime play in most areas. Collections definitely on the increase, with business ahead of last year's mark. Mike Malkin, bossman at Music Distributors, is back from his New Jersey vacation. Most of the staff is back with only one or two yet to enjoy a rest.

**Atlanta**

**DRIVEMOBILE UNITS CLICK.** Variety Distributing disclosed it's doing a terrific business with International Mutoscope's Drivemobile unit. C. O. Moon states operator takes are up, and the future looks rosy. Crops, he says, are at their peak, and that peach freeze hurt business only temporarily. Saddened by the passing of Ben Becker, United Rep, Moon treasures the picture taken of Ben and himself at a gathering in Chicago just before Becker's death.

Alan Hawes, president of Alan Hawes Manufacturing and Display Company, is raving about the backlog of orders on his popular Davy Crockett See-Saw ride. "If and when the Davy Crockett name loses its magic power with the kids, we'll just find a substitute for our other pieces," he remarked.

Jack Lovelady is still convinced that to keep business humming, something new and different is always needed. The Hawes plant, he disclosed, is busy with its latest production, "Little Showboat," an outdoor ride sans coin slot. The ride is a startling replica of the original Mississippi showboats, even to the Confederate flag atop the smokestack. The ride, built to float smoothly on lakes or ponds, is powered by a water wheel.

The Hawes operation with a staff of 10 is looking for larger quarters in an expansion move.

Mrs. Juanita Hutchinson, charming wife of H. B. Hutchinson Jr., telling all of the wonderful vacation they enjoyed in Havana, Cuba. Jack Friedman, Friedman Amusement Company, up to his neck in mail, says business is good in his territory, due primarily to this year's successful crop. . . . Jack Geldbart, Friedman's sales manager, claims "business is definitely picking up." Reason: Let up in hot weather. Many of the firm's locations are not air-conditioned as yet, and the weather does affect business. . . . Bob Ozburn, Friedman's field rep, says DuGrenier is a fast mover. Bob has just returned from a road trip and is getting set to leave again. The record department, it is reported, is also doing great. Ozburn mentioned that the new Wurlitzer distributor in Macon, Ga., Peach State Distributors, is manned by Albert Hawkins and Dykes Hawes.

Jack Harris, Sparks Specialty, Seeburg Distributor, relates that C. P. Dinwiddie is enjoying his vacation touring Northeastern U. S. while Bobby Dinwiddie helped him hold down the fort. Flora Kennerly, hospitable executive v.-p. working thru the hot weather these

(Continued on page 83)

**Price Index**

Continued from page 81

	HIGH	LOW	Times Adv'd
Super Deluxe (Keeney)	75.00	75.00	1
Super Frame Bowler (Chicago Coin)			
(3/54)	325.00	245.00	16
Super Match Bowler (Chicago Coin)			
(10/52)	85.00	75.00	4
Super Six Shuffle Alley (United)			
(3/52)	65.00	55.00	2
Targette (United)			
Deluxe (8/54)	350.00	325.00	6
Targette (United)	350.00	335.00	4
Team Bowler (United) (1/54)	260.00	245.00	9
Tenth Frame Bowler (Chicago Coin)	75.00	75.00	2
Triple Score Bowler (Chicago Coin)			
(6/53)	125.00	125.00	4
Triple Striker Bowler (Chicago Coin)	435.00	435.00	4
Thunderbolt (Chicago Coin)	435.00	400.00	3

**VENDING MACHINES**

Acorn 5c or 1c	\$ 10.00	\$ 10.00	1
Advance D 1c B/G	6.45	4.95	6
Advance No. 11			
Mdse.	5.95	5.95	4
Ajax 3 col. Hot Nut	25.00	25.00	2
Columbus 1c Bulk	6.50	6.50	4
DuGrenier (7 col.)	45.00	45.00	4
DuGrenier (9 col.)	65.00	65.00	4
DuGrenier (11 col.)	85.00	85.00	4
DuGrenier Tab Gum (4 col.)	14.50	14.50	2
DuGrenier Tab Gum (6 col.)	17.50	17.50	2
DuGrenier Model W (9 col.)	95.00	82.50	4
Electro (8 col.)	125.00	125.00	4
Exhibit Post Card	15.00	15.00	4
Keeney Electric (9 col.)	135.00	135.00	5
Master 1c & 5c Bulk	6.95	6.95	4
Master 1c Bulk	6.50	6.50	4
Master 5c Bulk	6.50	6.50	4
Mills Candy (5 col.)	55.00	55.00	4
Mills Tab Gum (6 col.)	17.50	17.50	2
National Candy (6 col.)	65.00	65.00	4
National 9M	165.00	165.00	1
National 918	115.00	115.00	4
National 930	95.00	95.00	4
National 950	115.00	110.00	4
Northwestern 39, 1c	7.95	7.50	6
Northwestern 33, Ball Gum	7.50	6.50	6
Northwestern Deluxe, 1c & 5c	12.00	12.00	4
Northwestern 49, 1c	12.50	12.50	2
Northwestern Dual	19.50	19.50	1
Northwestern 10 Col. Tab Gum	19.50	19.50	1
103-col. Shipman Stamp Vendor	23.50	23.50	4
PX (10 col.)	115.00	115.00	4
PX Electric	85.00	85.00	4
Rowe (10 col.)	65.00	45.00	4
Rowe Candy (5 col.)	55.00	55.00	3
Rowe Candy Merchant (7 col.)	165.00	165.00	4
Rowe Crusader (8 col.)	150.00	150.00	4
Rowe Crusader (10 col.)	160.00	160.00	4
Rowe Diplomat Electric (8 col.)	160.00	145.00	3
Rowe Imperial (8 col.)	90.00	90.00	4
Rowe Imperial (6 col.)	85.00	85.00	4
Rowe President (8 col.)	135.00	135.00	4
Silver King	8.50	8.50	1
Silver King, 1c	8.50	8.50	2
Silver King, 1c Ball Gum	7.45	7.45	4
Silver King 1c Mdse.	7.45	7.45	4
Silver King, 5c	8.50	7.45	6
Silver King Fot Nut	9.50	9.50	2
Stoner Candy (6 col.)	135.00	135.00	4
Uneeda (8 col.)	35.00	35.00	4
Uneeda (9 col.)	45.00	45.00	4
Uneeda (15 col.)	65.00	65.00	4
Uneeda Model A	92.50	92.50	4
Uneeda Candy (6 col.)	65.00	65.00	4
Uneeda Model E (6 col.)	75.00	75.00	4
Uneeda Model E (8 col.)	80.00	80.00	4
Uneeda Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Model V, 1c Cabinet	9.50	9.50	2
Victor Model V, B/G Wheel	8.50	8.50	2
Victor 1c Baby Grand	8.50	8.50	1

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.



**WANTED AT ONCE**  
350 Late Model Mills Machines.  
Also new parts.  
Highest prices paid  
**MILLS COIN MACHINE EXCHANGE**  
254 Lake St. Reno, Nevada  
Phone: 3-7887

**FOR SALE**  
100 Music Machines, 150 Wall Boxes,  
50 Speakers and lots of other equipment.  
Have complete shop with good, competent help. This route can be bought at a bargain. Reason for selling have other business.  
**BOX D-147**  
c/o The Billboard Cincinnati 22, O.

**GENEROUS TRADE-IN ALLOWANCE**  
For Your Old Typewriter on a  
**NEW IMPROVED HARVARD METAL TYPER**  
Discs to fit Standard Machines,  
\$10.95 per thousand rolled.  
**HARVARD AUTOMATIC MACHINE CO.**  
1605 E. 28th St. Lorain, Ohio

**NEW two-fisted action game**  
**K. O. CHAMP**  
SEE AT YOUR DISTRIBUTOR  
or write to  
**INTERNATIONAL MUTOSCOPE CORPORATION**  
44-02 11th St., Long Island City 1, N. Y.

**We Have Exhibit's Sensational New Game**  
Thoroughly location tested for months  
Come and See It Today!  
**MIKE MUNYER**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE - EST. 1912

Every conceivable kind of  
**EQUIPMENT, SUPPLIES AND SERVICES**  
has been sold in The Billboard.  
**What Do You Have To Sell?**  
Write BOX 666  
2160 Patterson St. Cincinnati, Ohio

**persistent hoarseness or cough**

...is one of the seven commonest danger signals that may mean cancer...but should always mean a visit to your doctor.

The other six danger signals are  
—Any sore that does not heal  
—A lump or thickening in the breast or elsewhere...Unusual bleeding or discharge...Any change in a wart or mole... Persistent indigestion or difficulty in swallowing...Any change in normal bowel habits.

For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

**American Cancer Society**

**COINMEN YOU KNOW**

• Continued from page 82

days in comfort with the help of a new air-conditioner. Dewey Corley, ex-submariner and service manager at Sparks, claims his vacation is just a memory. R. M. Sparks, top man at the firm and veteran coinman, still living in his favorite spot. Soperton, Ga. He still is very interested in his coin-operative pool tables and has special models for home use.

R. R. Whitehead, Columbus, Ga., vending distributor in Georgia, North and South Carolina, Eastern Tennessee and Northwest Florida, reports the new Acorn, "Goldmine," a tab gum machine, is moving well in all areas.

**Boston**  
By CAMERON DEWAR

**TORRENTIAL RAINS AND FLOODS HIT OPS.** Anthony Grazio, of the Globe Automatic Vending Company, Quincy, one of dozens of operators swamped by the deluge that hit a wide area of New England. Tony and his men worked three days and nights pumping water out of his plant. Tony recently returned from a trip to New Orleans where he looked at methods in the South. Came back full of praise for Louis Boasberg, of the New Orleans Novelty Company, who impressed Tony as one of the finest men in the business.

Things were hopping this week at Redd Distributors. Thieves broke into the building and got away with \$300. The money was taken from the parts department. Couldn't get out, so broke glass in Si Redd's office for an exit. . . . Si entertained world traveler Jack Rooklyn, an operator from Singapore, who is touring the U. S. . . . A sad note was the death this week of the mother of Redd's bookkeeper, Helen Ford. . . . Bob Jones, Redd's sales chief, off to see what can be done for the operators stricken by floods in Western Massachusetts.

Irwin Margold, of Trimount Automatic Sales Corporation, finding things rough around Springfield where floods devastated the area and left operators in a sorry plight. Many have lost everything. . . . Trimount men working around the clock trying to put some of the equipment back in shape. . . . Reports say loss to operators in this flood were much greater than last year's two hurricanes. . . . Ed Ravreby, World Fair & Associated Amusements, off again to scout the Vermont territory. . . . Operators in that area seemed to have missed most of the havoc.

Many operators are pouring into the Hub to see about replacements and new equipment. Among those around the distributors this week were: Martin Oliver, of Portland, Me.; Kenny Progin, of Fitchburg; Joe Doherty, of Worcester; Jack Graiver, of Falmouth; Jack Rondeau and Leo Glosband, of Lynn; George Marks, of Hampton; John Perry, of Stoughton, and Jack Turcotte, of Williamansett.

**Birmingham**

**SWEATING IT OUT.** Harry Clarkson, branch manager of Wolfe Distributor, who handles Seeburg, is sweating it out between road trips here. His home is being air-conditioned, and he is living at a motel until the job is completed. Harry, who handles the Birmingham branch for Si Wolfe, reports business on the new Seeburg model is "terrific," and in general ahead of last year.

With Birmingham Vending Company's Max Hurvich out checking locations, Harry informs there is virtually no dime play in his area. Business is good, and a positive pickup is predicted after Labor Day. Birmingham, Harry states, is a "non-tourist" town. With the town's vacation spell ended, business, naturally, picks up, he says.

Harry is becoming a student of psychology now that his son, Marvin, is studying for his Ph.D. at the University of Pennsylvania, after graduating from the University of Alabama. Marvin intends to go into the industrial end of psychology after graduation.

Albert Toronto, Max's son-in-law, is being groomed for the management spot at Birmingham Vending. After several months, he is reported coming along nicely.

**Detroit**  
By HAL REVES

**NEW VENDING FIRM OPENS.** A new firm which will specialize in the cigarette and candy vending field has been set up by one of the few feminine entrants in the business, Barbara L. Chutjian. Firm, named Uptown Vending Company, will be managed by her brother, John Paxton, with Jack Vance as salesman. . . . Carl Angott, head of Angott Distributing Company, headed north for a vacation. . . . Charles Andrews, covering Southern Michigan territory for Angott, and his wife, the former Madeline Angott, made a trip to the Lake Michigan territory.

Bill Hall, head of Hall Vending, has returned from two weeks in the Copper Country in Northern Michigan. . . . Warren Ayers, of Vendo Cigarette Company, is back on the job after a vacation. . . . Max Koeppel, of General Coin Machine Sales and Service, is busy with the new application of hammertone finishes his firm is featuring. . . . Paul Gold, of Michigan Vending, is refurbishing some of the cigarette equipment which he and his associates recently took over from Ben Okum's O-Kay Vending.

**Kansas City, Mo.**  
By BOB TATUM

**FALL PLANS SPUR BUSINESS PICK-UP.** With school resuming, many operators have been reworking routes, installing new equipment and games. An unusually, severe late summer heat wave kept activity spotted in some sections, but a feeling of optimism for a good winter season is beginning to prevail.

Out-of-town visitors in the last few days have been in a buying mood with sales taking an upward swing at distributors here. Among familiar faces at the W B Music Company, Inc., have been Sonny Nelson, Service Novelty Company, Richmond, Mo.; Joe Claypool and four children from Garden City, Mo.; Johnny Stimpfl and his daughter, Bobbie, from Kansas City, Kan.; Paul Macelli, Frontenac, Kan.; Charley Newkirk, Parson, Kan.; Johnny Williams, General Novelty Company, Chanute, Kan.; Mrs. Roy Jones, Mercury Music Company, Olathe, Kan.; Mr. and Mrs. Ed Upshaw, Junction City, Kan.; Joe Shelton, Cardinal Service Company, Garnett, Kan.; George Glick, Springfield, Mo.; Jim Whitting and Bill Coder, Pierce City, Mo.; Pete Hubbel, Eureka Coin Company, Eureka, Kan.; Gerald Knost, of the Baker-Knost Company, Pittsburg, Kan.; Claude Cooper, Chillicothe, Mo.; Bill Whitsell and Bill Taylor, of Melody Music Company, St. Joseph, Mo.; Walt Cobb,  
(Continued on page 85)

**Rock-Ola Prepares For Holiday Gifts**

CHICAGO, Sept. 3.—Rock-Ola Manufacturing Corporation is taking distributor orders now for Christmas promotion gifts for operators.

The item is a desk pen set, mounted on an onyx stand that measures 7 by 2 3/4 inches and equipped with a ball point and fountain pen.

NEW YORK, Sept. 3.—Completing 10 years of dividends, directors of Standard Factors Corporation voted its 41st consecutive quarterly common stock dividend. The 7 1/2-cent dividend is to be paid on common stock, and an 18 3/4-cent dividend on preferred, payable September 30 to shareholders of record as of September 20.

**COBRA CARTRIDGES**  
Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.  
**ELECTRONIC INDUSTRIES**  
P. O. Box 2008 Mesa, Arizona

**FOR SALE**  
Auto Photo Machine, in good condition.  
Write, phone or wire  
**KRUSE NOVELTY CO.**  
2852 Sidney St. St. Louis, Mo.  
(Phone: P ROspect 1-9982)

**FOR SALE**  
80 Unit Music and Games Route in Northern Minnesota; includes truck and spare parts. Will sacrifice due to ill health, \$15,000.00—50% down.  
**BOX D-136**  
c/o The Billboard Cincinnati 22, O.

**BINGO CHEAPIES**

BRIGHT LITES	\$ 55.00	BRIGHT SPOT	\$ 65.00
ATLANTIC CITY	75.00	SPOT LITE	75.00
PALM BEACH	75.00	BEACH CLUB	165.00
YACHT CLUB	100.00	BEAUTIES	125.00
CIRCUS	85.00	TAHITI	115.00
HAVANA	125.00	RIO	125.00

One-third deposit required with orders. All games finished, mechanically good, fast delivery.  
**CROWN NOVELTY CO., INC.,** 920 Howard Ave., New Orleans, La. Ph.: Canal 7137.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"  
**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**  
ESTABLISHED 1923  
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

**PUT NEW LIFE INTO YOUR OLD SHUFFLE ALLEYS**  
**SPARKLER CONVERSIONS for Classics, Olympics, Clovers and Cascades,**  
**FLASHER CONVERSIONS for Leader, Chief, Royal and Imperial.**  
4 Drum Synchro-Flash Scoring, New Attractive Back Glass

One 22-ft. Rock-Ola Shuffleboard	\$179.50
One 21" 4" Monarch Shuffleboard	149.50

(The above have refinished playfields and cabinets. New pucks. Price incl. crating.)  
Shuffleboard Adjusters, Set of 2 . . . \$12.00  
Polished Chrome Pucks, Set of Eight . . . \$10.00  
Fluor. Shufflb. Lights, Set of 2 . . . \$12.50  
Wax, Doz. Cans . . . \$3.00

**NEW ELECTRIC SCOREBOARDS**  
SLIM JIM MODELS (Overhead), 15-21 pts. and 15-21 and/or 50 pts. . . . \$139.50  
WALL MODELS, same type scoring as above. . . . 95.00

**USED OVERHEAD SCOREBOARDS**  
2 Monarch 15-21 & Frames . . . \$ 75.00  
1 Marvel, Wall 15/21 . . . 59.50

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.  
**MID-STATE COMPANY**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickens 2-3444

AUSLANDISCHE KAUFER in . . . WESTEUROPA SUDAMERIKA AFRIKA—ASIEN

Setzen sie sich mit uns in Verbindung wegen aller.

**BALLY MASCHINEN**  
Gegenwartig liefern wir die folgenden, Aufsehen erregenden, Geld einbringenden Maschinen!  
BALLY HOT ROD KIDDIE RIDE  
BALLY BULL'S EYE GUN  
BALLY ABC BOWLER  
BALLY CONGRESS BOWLER  
Wir halten jederzeit eine grosse Anzahl wiederhergestellter Bally-Bingo-Maschinen und Schiebepieltische auf Lager.  
Schreiben oder drahten Sie wegen Sonderpreise an

**INTERNATIONAL AMUSEMENT CO.** 1423 SPRING GARDEN STREET Rittenhouse 6-7712 PHILADELPHIA 30, PA.  
**SCOTT-CROSSE COMPANY**

**SPECIAL ANNOUNCEMENT**  
**National Shuffleboard Co.**  
of Orange, N. J., is pleased to announce the appointment of  
**STANLEY KOLITZOFF & GEORGE SELLERS**  
of the STANLEY AMUSEMENT CO., Tacoma, Wash., as exclusive distributors of National Shuffleboards in the State of Washington.  
The New Distributorship will operate as  
**THE NATIONAL SHUFFLEBOARD SALES COMPANY OF TACOMA**  
1115 TACOMA AVENUE, TACOMA, WASHINGTON  
PHONE: BROADWAY 3663

## CASH VIA AUTOMATIC SELLING

### Vending Units Answer \$ Question With \$5 Certified 'Vend-A-Check'

NEW ORLEANS, Sept. 3.—An answer to the nation's most popular \$5 question—"Can you let me have five bucks 'til pay day?"—has been answered with vending machines, so claims Vend-A-Check, Inc., of this city.

Vend-A-Check, divorced entirely from the loan business, simply answers the question, it claims, with a vended certified check for \$5 for a 50-cent service charge.

"The five-spot loan is payable payday, or within 15 days," Philip J. Ragusa, president, explained.

#### Loan Steps

Needed cash is available instantly thru the vender, according to Ragusa. Only three steps are required:

1) Drop a 50-cent coin, or two quarters, in a Vend-A-Check machine in any place you're known, or can be readily identified. Press the lever, and bang, out comes a certified check for five bucks.

2) Simply sign the certified check in the cashier's presence and get the cash.

3) Be sure to redeem your check for the \$5 within 15 days after using the service, otherwise—

The "otherwise" bears the provision the purchaser agrees to payment of interest after maturity; at the rate of 8 per cent per annum, plus \$25 legal fees to effect collection.

#### Based on Honesty

Vend-A-Check proudly proclaims its business is based upon the honesty of Americans, at least to the extent of \$5 or \$10. Each purchaser must also certify, in writing (signing of a statement accom-

panying each check), he has not purchased more than two checks in any 15-day period, otherwise it may constitute fraud.

The firm has been in business about five months, during which, it reports, it has vended thousands of checks, and verified thru actual experience every phase of operation.

Vend-A-Check is a "neighborhood" or local operation, Ragusa stated. Vending units are placed in business establishments and industrial outlets where customers are known.

Since checks must be approved at locations where they are obtained, the purchaser is readily identified and his credit rating known. Endorsement requirement is printed on the face of check. So should checks be stolen from a machine, they would be worthless, since they lack endorsement.

According to Ragusa, Vend-A-Check operators are never liable for checks sold by the machines and cashed by him, except in cases of forgery or fraud. However, they must exercise the same discretion. (Continued on page 92)

## Wittenborg Distrib To Open NY Office

### Danish Mfr. Preems 2-Column Vender; Unit Has 4-Price Range, Refrigeration

NEW YORK, Sept. 3.—Jack B. Low, U. S. distributor for the Wittenborg line of vending machines, announced that he will shift his headquarters from Portland, Ore., to this city about January 1.

Low was in New York this week conferring with Bill Brady, Brady Foods, Long Island City caterer. Brady has purchased a new two-column unit as has G. B. Macke, Washington operator.

According to Low, the Danish manufacturer is now making a new two-column refrigerated unit, and the first shipment has arrived in this country.

#### 12 Compartments

Each column has 12 compartments, and from 48 to 192 items may be vended, depending on the size tray used. The trays are not adjustable; to change to a different-size vending item, a different tray must be substituted.

Unlike the older models which required door-by-door servicing, the new unit has column-by-column servicing. A door swings open for each column, allowing the serviceman to fill a column at a time.

The two-column vender will sell at four different prices, in multiples of 5 cents from \$1.25 and taking nickels, dimes and quarters. A National Rejector mechanism has been substituted for the old Wittenborg coin system.

#### Center Panel

Coin mechanisms for both columns may be serviced by swinging out a center panel which is hinged at the bottom. Storage space is in the rear of the machine. Each window has an identification slot.

The refrigeration unit is a Nash-Kelvinator at the bottom of the machine.

Low said the two-column refrigerated unit will list for \$1,395,

with a non-refrigerated version selling for \$1,195. A hot plate unit will be available soon; it will sell for more than the refrigerated machine.

#### NAMA Showing

Low said the machine will be exhibited at the annual convention of the National Automatic Merchandising Association in Chicago, and that Erik Wittenborg, president of the firm, has made tentative plans to attend the meet.

According to Low, the unit is being used in West Coast bowling alleys as a substitute for the snack bar. Low added that Cliff Bergerson's Cigarette Service in Seattle has several such locations.

The theory is that in industrial and office leagues, bowlers come right from work to the alleys and eat on the premises. Bergerson has been offering sandwiches, salads and pastries in his machines.

## Operating Firm Enters Full-Line Office Field

NEW YORK, Sept. 3.—The Hot Coffee Vending Service, which for eight years had specialized in full-line vending in industrial and coffee and snack vendors in Manhattan office buildings, has entered the full-line office vending field.

The Wolff brothers, Irving, Bert and Seymour, have been operating an automatic cafeteria at the main office of Burlington Mills, in the lower Times Square area, since August 1.

The stop includes the following equipment behind an Auto-Snak front: two four-column Rowe sandwich machines, a Rowe pastry vender, a three-flavor Spacarb cup drink unit and a Rudd-Melikian coffee vender. Detached from the Auto-Snak unit are a Vendo ice cream machine, a Vendo milk machine and a Juice Bar.

#### 900 Customers

From 600 to 900 employees of Burlington Mills and subsidiaries in the building are authorized to use the cafeteria, according to Seymour Wolff.

Wolff says that in the first three weeks of operation, an average of 150 employees buy lunches, spending about 55 cents each. Sandwiches vend from 25 cents to 40 cents. They are delivered daily by Jack Rosenthal's Chesterfield catering, with the selection ranging from simple ham sandwiches to triple-deckers.

Two lunch periods are from 12 to 1 and from 1 to 2. Altho seating capacity at the lunchroom is only 92, a lot of employees buy sandwiches, dessert and drink and take them to their desks.

Change is also a problem. Wolff

## 1,000 BUSINESS EXECS to VISIT '55 NAMA SHOW

CHICAGO, Sept. 3.—Arrangements for approximately 1,000 members of the American Society for Personnel Administration to visit exhibits at the National Automatic Merchandising Association's convention here November 6-9 were discussed by the Association's committee on co-operation.

Purpose of the visit, NAMA officials said, was to acquaint personnel executives, who will be meeting here, with the vending industry's diversified service for industrial plants.

The association committee is comprised of William S. Fishman, Chicago, Automatic Merchandising Company; J. R. Howard, Indianapolis, Ind., Howard Vending Service, and Nick Novasic, Milwaukee, Wis., County Distributor.

## Barvend Picks Nu-Matic Firm Eastern Distrib

NEW YORK, Sept. 3.—Nu-Matic Machines, Inc., this week was named Northeastern distributor for Barvend, Inc., San Marcos, Calif., manufacturer of a six-selection beverage vender. Nu-Matic also represents McCann's Engineering & Manufacturing Company, hot dog vender maker, in the East.

Currie Armstrong, in charge of Barvend sales east of the Mississippi, spent this week with Harry Gerstein and Dick LaVoie, Nu-Matic executives, mapping out a sales program.

He said the Barvend unit had been modified recently and now can vend 475 cups of coffee (four selections), 200 cups of soup in (Continued on page 98)

## Canteen Sales Net Up 5.6% For 3 Quarters

CHICAGO, Sept. 3.—Automatic Canteen Company of America announced consolidated net income of \$363,047 on sales of \$12,265,198 (which includes its wholly-owned subsidiaries) for the third quarter of its fiscal year, 12 weeks ended June 11, an increase of over 10 per cent above the same period last year.

Nathaniel Leverone, board chairman, said that consolidated sales for the three quarters were \$35,796,013, an increase of \$1,989,465 or 5.6 per cent over consolidated sales of \$33,806,548 for the three quarters of the preceding fiscal year. Sales for the third quarter last year were \$11,030,620.

Net for the third quarter (after provisions for federal income taxes of \$439,000) were equivalent to 53 cents per share on the 684,227 shares outstanding at June 11, compared with consolidated net income of \$226,207 or 42 cents a share on the 544,186 shares outstanding June 12, 1954.

Canteen's consolidated net income for the three quarters of this year's fiscal year was \$983,323, equivalent to \$1.44 per share on the 684,227 shares outstanding June 11, compared with net income of \$687,161 or \$1.22 per share on the 544,186 shares outstanding June 12, 1954.

## British Movie Execs Eye \$\$ From Venders

LONDON, Sept. 3.—Vending machines are to play a big part in the sales policy of British theaters. Theater owners are realizing that carefully placed vending units can bring in additional income with no additional staff.

The Granada Circuit installed Coca-Cola machines in three of its provincial theaters. It is reported that machines are to be installed in its other provincial houses. The company then plans to approach authorities for their views on installations in London cinemas.

Says John Roberts, Granada's sales manager: "I'm going out for automatic selling."

Granada is looking for a confectionery machine that gives change as well. No British product is suitable, but a Swedish machine, now coming slowly into the country under license, may be the answer.

The J. Arthur Rank organization, Britain's largest film-industry, is also considering automatic vending for its circuit.

Drink and ice cream vendors have been tried by the circuit— (Continued on page 98)

## Mills Produces Combination Hot Drink Machine

CHICAGO, Sept. 3.—Production of a combination coffee and chocolate vending machine by Mills Industries, Inc., was announced this week by Jack Patten, sales director, coffee division.

The combination unit has a capacity of approximately 500 cups. All dry mixes are used. The firm will continue making its vender for coffee only, Patten disclosed.

Mills is also producing a chocolate unit for conversion for its own coffee machine in the field, Patten reported, adding that both had an "excellent acceptance" on test locations.

Deliveries are scheduled for this week, it was announced, with initial orders bearing out the firm's expectations.

## Foodco Announces Sales Campaign: 30 Distribs

MANCHESTER, N. H., Sept. 3.—With national promotional plans for the 7A Cup-O-Matic bulk milk vender completed, D. W. Brous, president of Food Engineering Corporation, announced 30 all-dairy supply firms would handle distribution.

Six factory-trained sales engineers, he stated, would work with distributors and sales forces in demonstrating the new model vender to dairies, operators and health authorities.

The firm's engineers will be in the field for about six months. Two already are co-operating with distributors in the East and Midwest with demonstrators. They are

traveling by station wagon, setting up demonstrators in distributor's showrooms.

#### Deliveries Set

Deliveries of the 7A Cup-O-Matic are scheduled for October, Brous disclosed. Distributors will receive model units in advance of regular orders.

Sales of the new 200-cup vender, incorporating the economic advantages of cup handling on an even footing with soft drinks, will be directed principally at vending operators. Distributors, Brous said, are to arrange operator financing.

Largest distributor is Meyer Blanke, of St. Louis, who has ap- (Continued on page 92)

## Flower Vender, Ticket Unit Make Copenhagen Debuts

COPENHAGEN, Denmark, Sept. 3.—New developments here are the introduction of a flower-vending machine, and the installation of seven ticket-selling machines, of German make, in the Central Railway Station.

Of course, almost any of the standard type merchandise vendors in Denmark could be used for dispensing short-stemmed flowers, but recently a florist, Aksel Barrit, constructed a 12-compartment vending machine expressly for sale of bouquets after store-closing hours. Compartments were higher than those of standard vending machines but otherwise resembled the usual Danish vendors.

At the same time, the Witten-

borg Company has set up, in another part of town, a more compact and versatile coin-operated vending machine, which is designed to vend 24 bouquets, at three different prices, and also has space for display, but occupies no more frontage than the 12-compartment machine.

#### Modification

The ironical part of this is that the Wittenborg machine is simply a very slight modification of the super-size nylon stocking vendors which Wittenborg and other firms have made. The nylon machines are made up of two standard 12-compartment units and, in the center, a display cabinet of the (Continued on page 99)

# COINMEN YOU KNOW

Continued from page 83

Acme Music Company, St. Joseph, Mo., and Charles Turner, of Turner Amusement Company, Topeka, Kan.

W. B. reports its Skill Pool, an Exhibit game, is going great with numerous sales. . . . Bryant Reynolds, W B parts manager, is back from a vacation in Springfield, Mo.

At the Mid-West Distributors, Mrs. Beulah Curtis, bookkeeper and secretary, returned from a week in Winterset, Ia., where she visited her mother. . . . John Balk, the manager of Mid-West, has been on a sales trip in Topeka.

Jack Jones, salesman at Uni-Con Distributing Company, is back from a selling trip in Northern Kansas. . . . He tells of stopping at a filling station in Washington, Kan., and while waiting for gasoline, walking over to a thermometer. He says it read 128 degrees, and we are inclined to believe him. . . . Operators up there, according to Jack, are watching the weather as a clue to future business. Heat and drought have hurt the corn crop, and business in general has been down.

Mike Quinlen, of Seneca, Kan., stopped by Uni-Con to talk to Fred Lamb, manager. . . . Lamb reports the new Williams Smoke Signal pinball machine is in, and it looks like a good game. Several were sold the first day.

Out in Fort Scott, Kan., business is picking up, Stan Tennant reports. Tennant was by the Uni-Con Company where he looked over some new bowlers.

## Milwaukee

By BENN OLLMAN

**HEAT TAKES \$ TOLL.** "Spotty" is the best description of August coin machine business, according to a majority of the operators in this area. Joe Pelligrino, of the P. & P. Distributors, said: "August is usually a fairly slow month, but the terrible heat we had slowed many of our stops down to a walk. Oddly enough, some of our locations enjoyed a lot of action, so the over-all picture was not too bad." Biggest news at the P. & P. headquarters, says Pelligrino, is the recently acquired truck with a hydraulic lift. The quarter-ton Chevrolet makes loading and unloading music and game equipment faster and easier, saving time and money, he said.

Vacation time has left the Hastings Distributing Company short-handed, reports owner Sam Hastings. Result is a lot of extra work and long hours for those still on the job. August business, tho somewhat slower than usual, saw a nice demand from operators for used game equipment, according to Hastings. Particularly strong sellers were recent models of bowling games. Up-State operators stopping by for equipment and premium merchandise early this week were Emil Kroening, Sheboygan; N. C. Tompkins, Manitowoc, and Roger Bookmeier, Green Bay.

Bob Markwardt, former Mercury Records stockman and salesman, has set his wedding date for September 10. Markwardt is now a road salesman for an upholstering firm. . . . Les Reder keeping busy this week covering the L. R. Distributing Company routes while Carl Staska winds up his summer vacation. Strongest results on the L. R. juke boxes last week, says Reder, came via the new Frank Sinatra waxing, "Same Old Saturday Night" and "Autumn Leaves," by Roger Williams.

Back from his vacation to the West Coast, Carl Happel, Badger Novelty Company, reports that all is well with his brother, Bill, who heads a coin machine distributing firm in Los Angeles. Orville Carnitz, in charge of the office while Happel was away, took off to Canada for his two-weeker. . . . Bob Blic, manager of the Decca Records office here, reports that the heaviest demand from coinmen is for the new Four Aces number, "Love Is a Many-Splendored Thing," and Bill Haley's new "Razzle Dazzle." Charles Henschel, assistant branch manager, is home after spending six weeks in the hospital.

Harry Jacobs Jr., head of United, Inc., reports a great deal of excitement concerning the mink stoles and coats offered by Wurlitzer during August. Interest in getting the fur prizes as Christmas presents for the wives has boosted operator purchases during a normally dull period. Rush of business has kept Harry from practicing his golf game at a crucial time. He is entered in the finals of the championship rounds at the Bluemound Country Club. . . . Miley Graham Jr., veteran candy salesman, has been named Midwest sales manager for the Walter Johnson Candy Company. He will office in Chicago, but continue to maintain his home in Milwaukee. . . . The big cigars being passed out at Radio Doctors this week are from Stu Glassman celebrating the birth of a son. He now has a son and a daughter.

## Los Angeles

By JOEL FRIEDMAN

**CELEBRATE 38TH WEDDING ANNIVERSARY.** Mr. and Mrs. Paul Laymon, Bally and Rock-Ola distributors here, celebrated their 38th wedding anniversary with a party at the Beverly Hilton here last week. . . . Ray Moloney, Bally Manufacturing Company, also feted the Laymons while en route to Chicago. . . . Pert Barbara Chandler visiting with Mary and Kay Solle at Bill Leuenhagen's Record Bar again this year. . . . Hymie Rosenberg and Al Shifrin, H. Rosenberg Company, report sales of their Riviera are way beyond their own expectations. Firm plans on adding to its growing list of personnel to keep up with the demand. . . . Music operator Oscar Tetzloff made the trek into town last week from Banning.

Hank Tronick, Wayne Davis, Ed Wisler and other Minthorne music staffers returned from Chicago, with the announcement of the new Seeburg developments to be made within the next two weeks. . . . Al Silberman, Badger Sales Company, reports sales of the firm's AMI are at an all time peak, with the expectation that sales will continue to climb this month. . . . Paul Laymon Company planning a formal showing of the Rock-Ola phonograph this month, tho no date has as yet been determined. . . . Jack Simon, Simon Sales Company, returned from a brief vacation spent with his sister of the Sicking Company, in Cincinnati.

## New York

By AARON STERNFIELD

**DIME PLAY STABILIZES.** Ten-cent play situation in the New York area is getting better. During mid-summer, a few juke box operators were switching back to 5-cent play on converted locations due to falling grosses and location pressure. Many have gone back to the dime during the last two weeks, and takes on stops that stayed 10 cents are improving. Apparently, the line has been held and the tide is turning in favor of the dime.

New members of the Associated Amusement Machine Operators of New York are College Amusements, Jack Meyers; F & S Amusements, Fred Kraft; McCann Amusement Machine Company, J. G. McCann, and Jaybee Enterprises, Joe Bossolina Jr.

Bernie Boorstein, Leslie Distributors, local one-stop, reports that the firm has sold 600 Edu-Craft three-speed record players since the end of April. Purchasers are mostly game operators who use them as prizes on shuffle alley tournaments. Lou Boorstein's son, Martin Barry Boorstein, has a Bar-Mitzvah on October 2.

Ted (Champ) Seidel, local route broker, returns from his Long Beach summer vacation this week. Tiny Schirmer, Schirmer National Alarm Company, Bergenfield, N. J., has been spending a lot of time on 10th Avenue recently. The firm is selling operators a burglar alarm system which is designed for coin games.

(Continued on page 92)

## Missouri May Get First Cig Tax: 2c

KANSAS CITY, Mo., Sept. 3.—Vending machine operators and other businessmen here are faced with the unhappy prospect of an increase in the price of cigarettes, threatened in a special referendum election to be held in Missouri, October 4.

The election includes a school foundation program designed to raise the level of education in the State and partly finance the process by a 2-cent-a-pack cigarette tax. Missouri at the present time has no tax on cigarettes altho many cities and towns in the State use this method as a revenue source.

Barring an upset or unpredictable action at the polls, the tax is expected to pass despite an intensive last-ditch fight to prevent it.

Milton Just, president of the Missouri Association of Tobacco Distributors, said "the wisdom of placing a 2-cent tax on each package of cigarettes is questionable in view of the fact that the federal government already imposes a tax of 8 cents a package and more than 100 municipalities in the State of Missouri also at the present time are levying an average tax of 2 cents a package.

"In addition to these excises," Just continued, "the State sales tax amounting to 1 cent per package also applies. The total of these taxes amounts to 13 cents on a product retailing generally for 25 cents or less. Even products recognized as being unquestionably in the luxury class do not bear taxes that approximate this 100 per cent levy on cigarettes."

NEW YORK, Sept. 3.—Four vice-presidents were elected by Pepsi-Cola Company to head divisional offices, Herbert L. Barnett, president, announced. As vice-president for the Western Division, John L. Bate will continue his office in San Francisco; William C. Durkee, vice-president, Central Division, will maintain his headquarters in Columbus, O.; Eugene B. Gilbert, vice-president, Southern Division, will have offices in Dallas, and Carl B. Salts, vice-president, Eastern Division, currently has headquarters in Washington.

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Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c (Metal)	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1c B.G.	6.45
Advance #11 Mds.	5.95

## MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	55
Pistachio Nuts, Vendor's Mix	52
Pistachio Nuts, Sheik	45
Cashew Whole	57
Cashew Butts	55
Peanuts, Jumbo	45
Spanish	36
Mixed Nuts	55
Almonds, 480 ct., 5 lbs.	85
Tabby-Lets, 528 ct.	38
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	38
Licorice Gems	38
Leaflets (similar to M & M), 550 ct.	42
Assorted Fruit Chams, 100 ct.	42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	28
100 ct.	30
Adams Gum, all flavors, 100 ct.	50
Wrigley's Gum, all flavors, 100 ct.	50
Beach-Nut, 100 ct.	50
Harshy's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Chams. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

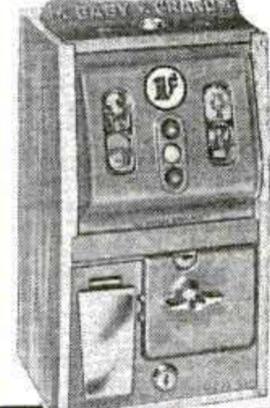
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**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Crusaders, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusaders, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
Diplomat, 8 Cols., 340 Cap., Vends 25¢ & 30¢	160.00
DuGRENIER MODEL W, 9 COLS., 270 CAP.	95.00

**UNEDA CIGARETTE VENDORS**

Model A, 8 Cols., 240 Cap.	\$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Uneda Model E, 8 Cols., 240 Cap.	80.00
Model 500, 9 Cols., 350 Cap.	100.00

**CANDY MACHINES**

U-Select-It, 74 Cap., Wall Model \$ 52.50

Stoner Candy Pre-war, 160 Cap. 135.00

Rowe Candy Merchant with Change-maker, 7 Cols., 158 Cap. . . . 165.00

**SPECIAL!! ROWE PRESIDENT**  
8 Cols., 340 Cap. VENDS AT 25¢ & 30¢  
**\$135.00**

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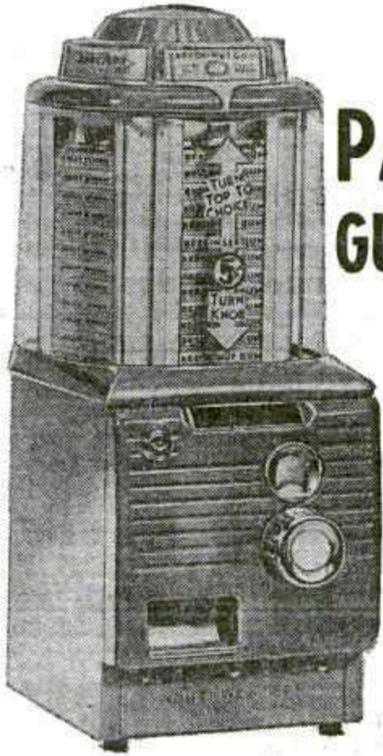
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NEW! Red-Hot "Ball o' Fire" Bubble Gum!

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860 North Ave., N.E.  
Atlanta, Georgia

# English Industry Gets New Coca-Cola Machine

By LEIGH VANCE

LONDON, Sept. 3.—Coca-Cola bottling companies in Britain are now concentrating on the industrial field with new British designed and produced bottle vending machines.

Bottling companies are installing the new machines in factories, offices and other industrial outlets, as well as military camps and schools.

Specially designed to meet the requirements of the British Coca-Cola market, the new machine, called the Hall "99," holds 104 bottles. Eighty-eight of these are automatically vended, with 16 in storage.

### Several Methods

There are several methods under which these machines are installed in industrial outlets. Most popular are the "Full Service" and "Dealer Service" plans. Under the former, the Coca-Cola bottler keeps the venders fully serviced and maintained on a daily basis. Under the second plan, the outlets fill the units themselves from bulk supplies, with the bottler maintaining the machines. Obviously the requirements of industrial organizations vary, and where necessary special self-service cooler schemes are devised in conjunction with the management.

Retail price of Coca-Cola is fixed

at 5d per bottle, and a sliding scale of commission is paid to the industrial organization. This commission, based on quantity sales, varies according to the bottler's territory and corresponding distribution problems and, of course, on the particular type of self-service scheme in operation.

### Coin Chutes

The coin mechanism of the machines is adapted to receive sixpences and give a penny change.

Refilling is already in many cases occurring several times daily, particularly in plants where they have been installed on the factory floor. It has been found that where factory floor installations have been made, beverage sale receipts in canteens and from trolley services have not declined. Sales from the venders have been particularly promising on factory floors with night shift workers.

Commissions from these self-service sales are being used by industrial organizations in various ways such as management subsidies on catering, welfare funds, athletic equipment and Christmas parties for employees' children.

### Bottle Collection

By confining this self-service operation to outlets which Coca-Cola is consumed in the "at work" market, the problem of empty bottle collection is solved; empty bottle racks are provided at strategic points and no difficulty is experienced on this score provided the housekeeping of the company concerned is in good order.

Altho still in its infancy, this approach to the "at work" market is becoming popular with industrial managements and is indicating that where workers can refresh themselves on the job there is an increase both in welfare and efficiency.

The British Productivity Council confirms this. For in one of its reports it says, "Automatic vending machines in easily accessible positions around a factory are a distinct asset."

"We do not wish to argue against breaks during the working day, but the time spent is sometimes out of proportion to their advantage. Accessible vending machines would avoid much of it."

CHICAGO, Sept. 3.—Public Service Awards for contribution to national defense thru participation in the Civil Defense Atomic Test Program at the AEC Nevada Test Site last April have been presented to the Paul F. Beich Company, Bloomington, Ill., and the National Confectioners' Association.

# Coffee Vender Carrier Bows; \$19.95 List Set

NEW YORK, Sept. 3.—Automatic Coffee Service of Connecticut, Coventry, Conn., has begun production on a coffee machine servicing carrier which will list for \$19.95 and will be distributed by the Superior Vending Company, with offices in Harrison, N. J., and Pittsburgh.

The all-aluminum 8¾-pound carrier has two decks and four separate compartments, three on the four-inch top shelf. The top shelf, measuring 14½ by 11 inches, is the ingredient compartment which holds three pounds of coffee, two cans of cream and 10 pounds of sugar.

### Compartments

A 4 by 7-inch compartment is for sponge and cloth, while the 6½ by 7-inch materials compartment holds wax, detergent, soap powder, oil can, filters and light bulbs.

The lower shelf, which is full length and end loading, holds six boxes of cups. Over-all dimensions are 21 inches long, 11 inches wide and 11 inches high.

Dexter Wheelock, ACSC executive, was in New York this week to promote sales. He said the unit had been field tested by his operating firm.

# Kolodny TMVA Key Speaker At Sept. Meet

DALLAS, Sept. 3.—Joseph Kolodny, managing director of the National Association of Tobacco Distributors, will speak at the opening day luncheon of the Texas Merchandise Vendors Association meeting at the Adolphus Hotel here Sept. 23-25.

The association gathering is being held in conjunction with the Texas Tobacco Distributors' convention, and the exhibit will be jointly sponsored.

Showing of "At the Drop of the Coin," and a round-table discussion of business will follow the election of officers. The banquet and dance to be held in the evening. The board of directors meeting September 25 will conclude the meeting.

### Correction

There were several discrepancies in the story announcing the new Cole Products Corporation three-product hot beverage vender, Hot-Spa, last week. Price of the machine is \$564.50, and deliveries will initially be made this month, not in October.

The Hot-Spa is being produced for Cole Products in the firm's Mayville, Wis., facilities, and not by Oneida Products, Canastota, N. Y. Oneida formerly was a contract-producer for Cole.

First 20 production models of the Hot-Spa have been field tested for the past two months, following almost three years of development and testing with early hand-built models. Successful tests of the production units, according to Richard Cole, vice-president, mean the dies and design with only minor changes can be used on the regular line-produced models.

HELENA, Mont., Sept. 3.—Automatic vending of refrigerated live fishing bait was disclosed here when Ross E. Allen Jr. and Bernard M. Chaffin filed their trademark with the secretary of State. The bait dispensing machine is labelled "Worm-O-Mat" and "Bait-O-Mat."

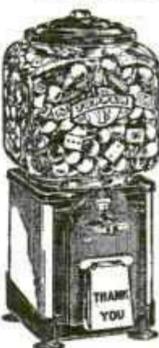
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- DuGreniers—9 columns 1953 and 1954 Models
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A typical product by Advance known the world over for the best in venders. Provides a highly appreciated location service and fits in well on location with other venders. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

**SPECIFICATIONS**

Sturdy all steel construction; fine white synthetic enamel finish, silk screened in blue lettering; height 33½"; width 4¾"; shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4¼" long, 1½" wide, 7/64" thick.

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

**PRICE OF MACHINE**  
10¢ Operation— Each  
Single ..... \$24.10  
2 to 11 ..... 19.30  
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**PRICE OF COMBS**

1 to 24 gross	Gross \$3.50
25 to 49 gross	3.25
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**BULK VENDORS**

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Silver King 1¢ or 5¢	8.50
Silver King—Charm Machine	8.50
Victor V—Cab. type	9.50
Victor V—Globe type	8.50
Victor 1¢ Baby Grand	7.50
Topper—HMS 1¢ & 5¢	11.50
Acorn 5¢ or 1¢	10.00
N.W. 10 Col. TAB	19.50
DuGrenier, 4 Col.	14.50
DuGrenier, 6 col.	17.50
Mills, 6 Col.	17.50

**SPECIAL CLOSEOUTS**

Advance Ball Gum	\$ 4.95
Cash Trays	2.95
N.W. Model 39	7.50
N.W. 33—Bulk or B/G	7.50
Master—1¢ New	8.50
Silver King Hot Nut	9.50
Zig Zag—New	19.50
Ajax 3 Col. Hot Nut	25.00

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**\$17.50 Per 1,000**  
F.O.B. Jamaica, N. Y.  
Immediate Delivery.

Nothing, but nothing compares to this, comes up to this, or approaches this for Variety and Value. BUT THE BEST.

**SAMUEL EPPY & CO., INC.**  
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**THEY'RE HOT!**  
**COLLEGE PENNANT CAPSULES**  
 Real felt pennant, 4" long, assorted college names, colors, with copper football charm included. Use this hot capsule in your machines now.  
 Bag of 250 capsules, \$4.50 prepaid. Pennants only, bulk, \$8.25 M.  
 Write for free samples.  
**OHIO GUM SUPPLY CORP.**  
 Wickliffe, Ohio



**VICTOR STANDARD TOPPER**  
 Case of 4, \$50  
 4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms... \$61.00

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.  
**Pioneer Vending Service**  
 590 Albany Ave., Brooklyn 3, N. Y.

**BALL and VENDING GUMS**  
**LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. . . . . 25¢ lb  
 Chicle Ball Gum, 130 ct. . . . . 34¢ lb  
 Chloro-Vend Ball Gum, 40¢ lb  
 Chloro-Vend Chicks, 320 ct. . . . . 40¢ lb  
 Chicle Chicks, 320 & 520 ct. . . . . 36¢ lb  
 Bubble Chicks, 320 & 520 ct. . . . . 27¢ lb  
 Tab (short stick), 100 ct. . . . . 38¢ box  
 5-Strick Gum, 100 packs . . . . . \$1.90  
**F.O.B. Factory, 150 Lb. Lots**

**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant • Newark 4, N. J.

**STILL GOING STRONG**  
 call PRICE for DAVY CROCKETT ITEMS!!

**RING SERIES #3**—A complete assortment of six rings characterizing the story of Davy Crockett.

**AVAILABLE IN:**  
 Copper Inlay . . . . . \$13.25 M  
 Nickel Inlay . . . . . 13.50 M  
 Simulated Gold Inlay . . . . . 13.75 M

**RINGS, SERIES #1 and #2, Assorted.**  
**AVAILABLE IN:**  
 Copper Inlay . . . . . \$13.75 M  
 Nickel Inlay . . . . . 14.00 M  
 Simulated Gold Inlay . . . . . 14.25 M

**CHARM SERIES**—Beautifully designed and detailed charms relating the Crockett story in ten phases.

**AVAILABLE IN:**  
 Copper Inlay . . . . . \$ 5.50 M  
 Silver Inlay . . . . . 6.00 M  
 Simulated Gold Inlay . . . . . 6.25 M

**PADLOCK**—Opens and closes without key. Has many uses for kiddies.

**AVAILABLE IN:**  
 Two Tone Plastic . . . . . \$12.00 M  
 Copper Plated . . . . . 16.00 M  
 Nickel Plated . . . . . 16.35 M  
 Simulated Gold . . . . . 16.85 M

Operators from all over the country continue to write that the PRICE CROCKETT CHARMS are keeping volume up.

**IMMEDIATE DELIVERY! ORDER TODAY!**

**paul a. PRICE co. inc.**  
 55 Leonard St., N. Y. 13, N. Y. COlllandt 7-5147-8

**VEND—PUBLISHED BY THE BILLBOARD**  
**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!  
 Fill in—tear out—mail today!

**VEND Magazine**, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$8.  
 (Foreign rate, one year, \$8) 870

Name . . . . .  
 Address . . . . .  
 City . . . . . Zone . . . . . State . . . . .  
 Occupation . . . . .

**50 CITIES**  
**Newspapers On Venders Pro & Con**

CHICAGO, Sept. 3.—The pros and cons of newspaper vending from a circulation manager's viewpoint, highlighted an article this week in Editor & Publisher magazine.

As reported in The Billboard, the article stated that major newspapers thruout the country were quietly experimenting with newspaper venders, with some seeing great possibilities and others not so enthusiastic, having found the machines comparatively expensive to purchase and operate.

According to the article, September marks the end of one year of experiments in a two-year shake-down. It referred to test installations made in 50 cities across the country last September.

But one thing which stands out in the newspaper vending field, the article points out, is that the expected boom of these machines has turned out to be "a new rustle." He adds, however, that two principal manufacturers of newspaper vending machines are not disturbed about the situation and report good sales to date.

In fact, the manufacturers pointed out that instead of a "cooling off" attitude on the part of circulation executives, the past year proved to be a year of "settling down," a period in which the "pioneers" have had a chance to learn the economics of vending.

John L. Wisler, president of United Sound & Signal Company, Inc., Columbia, Pa., manufacturers of NewsVend, reported that his firm had "manufactured and shipped slightly over a quarter million dollars' worth of NewsVend equipment. This is scattered across 26 States and the District of Columbia, and is in the hands of about 100 newspapers."

Wisler went on to explain that the average order was for about five machines, which was exactly what his firm wanted to give circulation managers the opportunity of learning how to use the machine effectively.

Robert E. Sprowl, vice-president of Automatic NewsVending Corporation, St. Louis, reported: "We are now in the middle of a production run of 55 machines, the majority of which are being placed with the six newspapers with which we originally started last year."

Circulation managers, while more conservative in their estimates of the potentialities of newspaper vending machines, are beginning to admit that vending is gradually

**HEADQUARTERS FOR VENDING MACHINES & MERCHANDISE**

We carry the full line of VICTOR machines and LEAF gum

DELUXE CHARM MIX, latest items, \$3.20 per bag—postpaid. (450 to 500 charms per bag.)

**HEAVY PIPE STANDS:**  
 Flat base . . . . . \$ 4.50 ea.  
 Round base . . . . . 4.50 ea.  
**LIGHT PIPE STANDS . . . . . 4.00 ea.**

**CARRYING DEVICE FOR TOPPER . . . . . 2.95 ea.**

**STAMP FOLDERS, plain . . . . . 3.75**  
 White . . . . . per 5 M

**ALUMINUM COIN COUNTERS 1.25 ea.**  
**HANSON SCALE, with carrying case, weighs pennies & nickels . . . . . 19.50 ea.**

**ROY TORR**  
 LANSDOWNE, PA.

**FTC Charges Filed Against Chi Companies**

WASHINGTON, Sept. 3.—Charges of "false advertising" have been lodged against Tropic Industries, Inc., and Tropical Trade Company of Chicago, by the Federal Trade Commission.

In charging the firm with unfair trade practices, the Commission's complaint stated that rather than advertising for employees, the firms are seeking purchasers of food vending machines.

The Commission alleges the firms' newspaper ads were misleading. The ads offered employment to persons with a car and money to invest, secured by merchandising inventory. No selling was required of the person, who "would earn 20 per cent each month on an investment, or \$6,000 to \$12,000 annually."

Investments, the complaint charged, were not secured by inventory, and the purchaser undertakes considerable risk, further increased by little or no resale value of merchandise.

The complaint further charged a purchaser was required to do extensive selling, that earnings were small, and that no financial assistance was given those wishing to expand.

Included in the complaint as respondents are the firms' officers: Gilbert Courshon, G. C. Burd and Cecil Weiss, who have 30 days in which to file an answer. A hearing has been scheduled for October 18 in Chicago before an FTC hearing examiner.

fitting into the circulation pattern of many newspapers.

The article went on to give the views and experimental results of nearly a dozen leading newspapers in the country. Representatives from The New York Herald Tribune, The New York News, The New Orleans Times-Picayune, The Denver Post, The Chicago Tribune, The Chicago Sun-Times, The St. Petersburg Times, The Washington News and other high ranking executives gave their views of newspaper vending.

The biggest problem, and the one most often mentioned, is the same problem facing all vending machine operators, that of volume locations. Costs and mechanical problems were touched, but nearly every spokesman commented that the machines would become much more widely used when the trick of knowing where to place them is solved.

**DAIRYMEN, OPS TO MULL MODEL MILK VEND LAW**

NEWARK, N. J., Sept. 3.—Vending operators and dairymen will meet 7:30 p.m. Thursday (8) in the Douglass Room of the Hotel Douglass here to discuss a model milk vending ordinance for New Jersey. The meeting was called by the New Jersey Automatic Merchandising Association.



**VICTOR'S TOPPER**  
 1¢ Ball Gum Machine, \$12.50 each, \$12.00—100 or more.

**VICTOR'S FIVE STAR BABY GRAND**  
 \$12.50 each

Write today for FREE Price Lists on other Victor products. Liberal allowance on trade-ins.

**GARDNER & LOSE**  
 2611 Hale Ave. Louisville 11, Ky.  
 EM 6-6838

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

**News Briefs**

NEW YORK, Sept. 3.—Directors of Pepsi-Cola Company this week declared a regular quarterly dividend of 20 cents a share payable September 30 to stockholders of record as of September 15.

WASHINGTON, D. C., Sept. 3.—The U. S. Department of Commerce this week reported grindings of cocoa beans declined 18 per cent in the first quarter of 1955. It based its findings on information supplied thru industry surveys. At the end of 1954, manufacturers' inventories had increased 38½ million pounds.

Comparing the grind figure for the 1955 first quarter with imports during that period, it appears there has been a further buildup in inventories, slightly under 30 million pounds.

NEW YORK, Sept. 3.—Continental Can Company's Paper Container Division will display its complete line of new and standard products at the National Paper Trade Association's show in Chicago, September 18-21.

**FEATURES and FILL**

In recent talks with operators we've had numerous discussions on "Fill"—whether to use it at all, and, if so, how much and what kind?

Your customers—the kids—want value with every penny and when they get it—they come back for more. You owe it to them—and yourself to extend your mixture with good FILL CHARMS.

We recommend our SUPER SERIES

**GOLD VACUUM PLATED**  
 \$3.75 per M

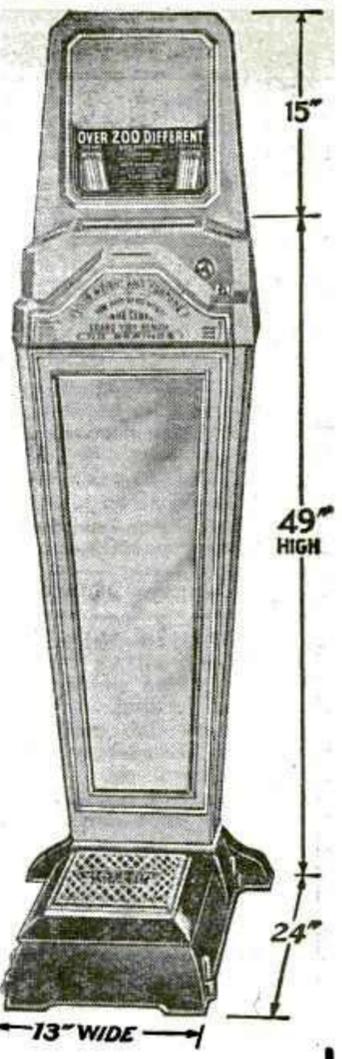
**SILVER VACUUM PLATED**  
 \$3.75 per M

**PLASTIC**  
 \$1.25 per M

**FEATURE MIX—only special items**  
 \$12.50 per M

AT YOUR DISTRIBUTOR OR

**Guggenheim**  
 33 UNION SQUARE  
 N. Y. C. 3, N. Y. • AL 5-8393



**WEIGHT 165 LBS.**

**\$25 DOWN**

**Balance \$10 Monthly**

**400 DE LUXE PENNY FORTUNE SCALE**

**NO SPRINGS**

*Invented and made only by*

**WATLING**

**Manufacturing Company**

4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago

Are you **SHORT** on TIME but **LONG** on coins to SORT?

Then you need a

**KING KOIN SORTER**

Are you ready for the big summer business? Let us help you with your coin sorting problem. THREE models to choose from:

All steel at . . . . . \$24.75  
 Steel case with plastic drawers at . . . \$27.50  
 All plastic interlocking sorter at . . . \$27.50

Used successfully by hundreds of operators. May we send you one on approval?

**KING KOIN SORTER COMPANY**  
 Department "B"  
 Box 1043 Lincoln, Nebraska

**oak's GOLDMINE**  
**TAB GUM MACHINE**

the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.

**GOLD MINE MAKES IT EASY to sell**—and you can convert your Acorns into Gold Mine Tab Gum Venders

Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

**oak** **MANUFACTURING CO., INC.**  
 11411 Knightsbridge Ave., Culver City, Calif.

**SAY YOU SAW IT IN THE BILLBOARD!**

## 3d Copyright Org Sparks MOA Confab

Sked Nat'l Exec Meet November 8-10; 5,000 Goal Set for Membership Drive

OAKLAND, Calif., Sept. 3.—An accelerated 3d performance rights society program for Music Operators of America dominated the three-day meeting of MOA's advisory committee held here August 26-28.

Starting Friday and running thru Sunday afternoon, MOA delegates:

1. Spent the greater portion of their time outlining a plan calling for considerably more National Juke Box Music copyrighted tunes.

2. Studied MOA's national membership drive and set 5,000 members as the goal.

3. Increased the number of members on the advisory committee from three to six.

4. Scheduled a national executive meeting in Chicago at the

Morrison Hotel for November 8-10. 5. Prepared a tentative list of operator mailings and set September 15 as the date for the last non-member mailing of news.

### 5-Man Committee

Members of the advisory committee responsible for the five-point program were George A. Miller, president and general business manager; Harry Snodgrass, secretary; and Martin Britz, treasurer. Newly appointed members are Al Denver, vice-president; Les Montooth, vice-president, and Sidney H. Levine, national legal counselor.

Miller said that altho MOA's 3d performance rights society program was still in the stage of exploration, it was expected to see a

(Continued on page 92)

## Silco Files Suit to Recover Locations

• Continued from page 80

acting as counsel for Schulman.

Meanwhile, it was learned that 30 more cases—all involving locations of Silco which were allegedly taken after the stops had entered into contracts with the operator—will come up for trial in the next month or so.

Silco enters the Abco case fresh from a legal victory in an action against Patrick Keane, a local tavern owner. The suit, involving breach of contract on the part of the location, went thru the courts to the New Jersey Supreme Court and was won in Hudson County District Court. Here's what happened:

### Suits Consolidated

When locations owned by Patrick Keane, Frankie Nelson, Charles Rovengo and Arthur Palmieri had Silco machines removed and brought in vendors operated by competitors, Silco instituted four separate actions against the location owners. The four suits were later consolidated into one suit.

A motion by Keane to dismiss the case was granted in Hudson County District Court. The defendant had contended that since no commissions were provided for in the contract, the pact lacked mutuality and hence was not valid. The judge agreed.

Silco appealed the ruling to the Superior Court of New Jersey, Appellate Division, which ruled that a new trial be held in District Court.

### Decision Reversed

In winning its appeal in Superior Court, Silco maintained that the lower court erred in concluding that mutuality was lacking because no commission was specified.

The plaintiff pointed out that a bonus and commission had been paid in previous contracts and that it was a reasonable assumption that such an arrangement would be con-

tinued. Moreover, Keane had cashed a \$25 bonus check from Silco.

Keane then filed a petition of certification to the Supreme Court of New Jersey, and it was granted. The Supreme Court upheld the ruling of the Superior Court, and a new trial was held in District Court.

In August the District Court ruled that Keane must pay Silco \$483 plus court costs—the total will be about \$1,000—to cover Silco's loss of profit for the three-year contract.

The figure was determined by figuring average sales, commissions and operating costs. The other three cases have not yet been heard.

This ruling comes in the wake of a recent Supreme Court decision which held that a juke box operator is entitled to recover damages from a location when the location signed a contract, then had another operator move in before the first operator could get his equipment on the premises.

### Supply and Demand

The location had charged that since the first operator had found another location for his box, there was no revenue loss. The court, however, ruled that as long as locations were more in demand than juke boxes—and that an operator could always get the equipment if he could get the locations—the operator was entitled to recover whatever normal profits he would have made for the tenure of the contract.

Up till now few coin machine operators have aired breach of contract suits in New Jersey courts. With the rash of cases in Hudson County, however, it is a safe bet that operators will become more likely to seek redress thru the law and locations will view the contracts with added reverence.

## Rock-Ola Unveils 2 Hi-Fi Speakers

CHICAGO, Sept. 3.—Two new high-fidelity wall speakers were introduced at the Rock-Ola Manufacturing Corporation plant here this week, with distribution slated to get under way early next week.

The speakers, Models 1615 and 1616, feature volume control and matching transformers, as well as eight-inch extended range speakers.

Model 1615, the smaller unit, is 13½ inches wide, 8¼ inches deep

and 16 inches high. List price was quoted at \$25.50 f.o.b. Chicago. It is finished in blond pebble.

Model 1616, called the "De Luxe Hi-Fidelity Speaker," is 21 inches wide, 10¼ inches deep and 25 inches high. List price was quoted at \$39.50 f.o.b. Chicago. The De Luxe model is finished in blond oak.

The speakers were designed for corner mountings, altho both can be used on walls equally as well.

## UNITED NATIONS BUY BACK'ND MUSIC SET-UP

LONDON, Sept. 3.—An \$1,850 background music installation has been purchased by the United Nations headquarters in Geneva.

The E.M.I. Company, of Hayes, Middlesex, made the installation. Between conference sessions delegates retreated to the music room where they heard records and tapes piped thru two consoles equipped with 12 speakers.

The installation was so well received that the United Nations purchased the equipment after its first official tryout. Furthermore, E.M.I. officials said that the firm had received inquiries for similar installations in other countries.

## DIVERSITY

### Juke Op Adds Disks, Radios For Steady \$

MONTGOMERY, Ala., Sept. 3.—Because juke box collections varied from one season to the next, Raymond Cohen, head of Cohen Amusement Company, decided to try his hand at diversification—to smooth out income dollars over a 12-month period.

He turned to the record business, opening a small retail store which offered used records only, records that came off of his juke box route. "We originally got started in our downtown record office," Cohen explained.

The side line began to grow and before long Cohen was forced to expand to new records. Still later, new quarters were required. Today, the Cohen Amusement Company occupies a modern 2,500-square-foot shop facing on the city's busiest street.

In addition to records, the firm now handles radios and high-fidelity equipment as well. The record end of the business is patterned after a self-service chain store, which makes it possible for two salespeople to handle even the heaviest rush.

While revenue from the record store still leaves much to be desired Cohen is convinced that it is proving a big boost for the juke box route, enough, in fact, to more

(Continued on page 90)

### BB Coin Editor On Agenda for Neb. Op Meet

CHICAGO, Sept. 3.—R. L. Dietmeier, coin machine editor of The Billboard, has been scheduled to be the feature speaker at the Nebraska Phonograph Operators Association's fall quarterly convention September 10-11.

Dietmeier will talk on "The Price of Sound Business" during the Sunday (11) session.

The meeting will be held at the Yancy Hotel in Grand Island, Neb.

### NEW BRITISH JUKE TESTED

LONDON, Sept. 3.—A new British juke box, as yet unnamed, is being tried out by the Samson Novelty Company at its Battersea Park Arcade.

The new phonograph offers 10 selections. The customer's pick is made easy. An arrow is turned on a disk to point to the selection desired before the coin is inserted.

## 30 MINUTES OF P-R

### Op Assn. Sponsors Weekly Radio Show

SOUTH BEND, Ind., Sept. 3.—How do music operators go about sponsoring a radio program?

What goes into an operator sponsored radio commercial? How much does it cost?

These were questions music operators in the South Bend area were asking two months ago. Their during a meeting of their local association, Music Operators of St. Joseph Valley, they decided to find the answers. They decided to have a show of their own—if they could afford it.

"We wanted a show that would enable us to tell the public why dime play was necessary, to tell of the improvements being made in the automatic phonograph industry and to give us a chance to build good will for our business," explained Carl Zimmer, president of the organization.

Zimmer said that altho nearly all of the phonographs in the St. Joseph Valley had successfully been converted from nickel to dime play with little or no opposition, operators felt that some kind of explanation was in order. He explained that the association considered radio, television, newspapers and magazines in an effort to pick the right media for telling the juke box story, finally decided upon radio.

### Easy to Check

According to Al Evans, director of the association, "Getting the necessary information on radio program sponsoring is as simple as ABC." Evans said that the group called the radio station, explained their problem and at the next meeting a representative of the station was on hand to answer questions, outline costs and list what programs and hours were available.

The association decided on a summer Saturday evening disk jockey show, aired from 10:30 to 11. "To our surprise," Evans said, "we found that the cost of the program was only \$45 a week, with an eight-week contract."

The cost was divided equally among members of the association, Evans said.

Operators were allowed three three-minute commercials on each show. Commercials were written by the station per the association instructions, no additional costs involved.

### Commercial Vary

"We vary each commercial," Evans said, "sometimes covering the reasons behind our changeover to dime play, sometimes pointing out the music to be found on local juke boxes that week and sometimes calling attention to donations and civic campaigns carried on by the association."

The program sponsored by the operators originates in New York, with cut ins for local announcing. The local radio station carrying the program is WSBT.

Following are actual commer-

cials used by the Music Operators of St. Joseph Valley:

### On the Air

Local announcer: "A welcome to you from the Music Operators of St. Joseph Valley. The music operators' association is the organization of men who provide the recorded music of juke boxes, the music so readily available for you to enjoy as you spend the hours away from home and your business. Thru this program, the music operators' association will preview the pop tunes of the week, the same tunes you'll find on the juke boxes in the St. Joseph Valley.

"If you take juke box music for granted, consider the amount of work and effort expended by the coin machine operators so that you may enjoy the recorded music wherever and whenever you wish. You'll find your favorite music on the juke boxes in the St. Joseph Valley—popular music, semi-classics, folk songs, old standards and the new top tunes of the week. Your favorite recording stars are yours to enjoy when you play the juke boxes. . . . This program will bring you the top tunes of the week. As you spend the weekend and the week to come, look for the music on the juke boxes in the area—you'll find it there. Now, here are more "Top Tunes of the Week!"

The following commercial was (Continued on page 90)

## UMO, WWJ-TV Team Up in Talent Hunt

DETROIT, Sept. 3.—The United Music Operators of Michigan has teamed up with Bob Maxwell, star of the Bob Maxwell Show, WWJ-TV, in a search for young radio, television and record talent.

Maxwell's show normally features live professional talent, but thru a co-operative tie-in with UMO, one amateur act will now be scheduled every week. UMO, via its "Teen-Age Record Hop" will supply the amateur talent.

The teen-age record dances were launched last spring with both music for dancing and live talent—both amateur and professional. The best amateur act each week will appear on Maxwell's show.

The hops have been pulling approximately 1,500 teen-agers every week.

The first UMO selected talent to appear on Maxwell's show was a 30-piece accordion band. The band was televised last Saturday.

This afternoon, the Three Starlets, vocal group from Americana Studios, will be featured.

## RENEW ANTI-TRUST QUIZ; CALL 10 DISTRIB FIRMS

CHICAGO, Sept. 3.—The federal grand jury investigation into charges of anti-trust activities in the juke box industry was resumed here Wednesday, with the appearance of representatives of 10 firms. The investigation was postponed during the summer months.

Harold E. Bailey, local anti-trust attorney, said that the 10 representatives served with subpoenas for Wednesday's hearings were juke box distributors. He added that the subpoenas were served during a distributor meeting held at the Drake Hotel by the J. P. Seeburg Corporation.

The investigation, an outgrowth of charges of monopolistic practices, restraint of trade and price fixing in the juke box industry, is headed by Earl Jinkinson, local anti-trust chief. To date, records of manufacturers, distributors and operators from 20 cities have been subpoenaed.

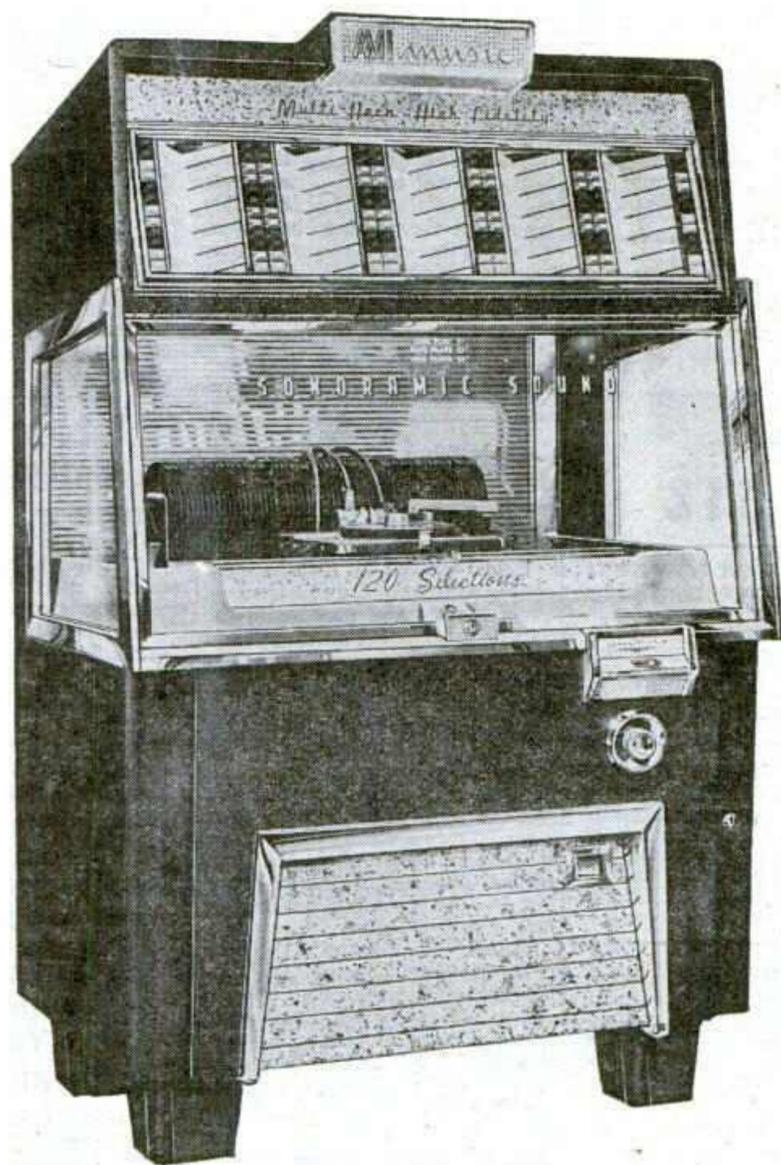
Bailey, altho declining to announce the dates of future grand jury hearings, said that additional subpoenas would be issued this month.

The investigation was launched early last May.

AMI Model "F" is the

# first

phonograph in the world with a self-contained multi-horn sound system



Only the most expensive custom-built high fidelity sound systems are comparable to the Model "F"—and they cost as much or more than the entire AMI juke box itself!

Full Range Multi-Horn High Fidelity

Sonoramic Sound

120, 80, and 40 Selections

Choice of 8 Spectacular New Colors:

Tahitian Brown, Firecracker Red, Happy Blue, Paddy's Green, Bright Sand, Sunburst Yellow, Atoll Coral, Embered Charcoal.

*Originator of the Automatic Selective Juke Box in 1927*

**AHEAD THEN—AHEAD NOW**

## AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark  
 Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

**THE MARKET PLACE**  
for the  
**COIN MACHINE INDUSTRY**

The National Exchange  
for Coin Machine  
Personnel, Products,  
Services and  
Opportunities

**CLASSIFIED  
ADVERTISING**

**ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15¢ a word—Minimum \$3.00.  
**CASH WITH ORDER**

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1.00 a line—\$14.00 per inch.  
**CASH WITH ORDER**  
Unless credit has been established.

**IMPORTANT INFORMATION**  
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.  
When using a Box Number in Care of The Billboard allow for 6 additional words.  
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

**ADDRESS ALL ORDERS AND INQUIRIES TO:**  
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

**Business Opportunities**

**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. oc8

**WE NEED ROUTE OPERATORS AND DISTRIBUTORS** for our Selecto-Pencil Vending Machine. Over 100,000 public schools need a coin-operated pencil vending service. Set up a fast paying route of schools within seventy-five mile radius of your city. Write for prices and particulars. Matthews Specialty Co., Star Route A, Austin, Tex. se10

**Help Wanted**

**FIRST CLASS AMP AND JUKE BOX MECHANIC** know sound systems. Thoroughly experienced steady work, best of pay. No floaters. Box M-143, c/o The Billboard, Cincinnati 22, O. if

**Salesmen Experienced**  
in Selling

**INTANGIBLES or FRANCHISES**

to sell a brand-new type of business. **THIS IS NEW—NO COMPETITION—TOP COMMISSION.**  
We have many successful satisfied customers which may be verified by anyone, including prospects. Company sets up full operation for purchasers. You only sell. For full information on our program, you must give your complete sales history.  
Write  
**Miller Distributing Company**  
Bank & Insurance Bldg.  
Dubuque, Iowa se24

**THIS IS A 10-LINE AD**

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

**Parts, Supplies & Services**

**COIN-OPERATED TIMERS—ELECTRONIC,** automatic; no buttons to push or mechanical lever 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. oc8

**STAMP FOLDERS DIRECT FROM MANUFACTURER,** unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcst 7-1448. se24-ch

**Used Coin-Operated Equipment**

**A-1 CIGARETTE AND CANDY MACHINES** \$25 and up. Other vending machines, \$5 up. Established over 28 years.  
**MACK H. POSTEL**  
2952 Milwaukee Ave. Chicago 18, Ill. se10

**FOR SALE**

- 1 United DeLuxe 2-Player DERBY ROLL, New .....\$425.00
- 1 United DeLuxe DERBY ROLL, Used 2 Weeks ..... 395.00
- 2 Genco Bingo Rolls ..... 125.00
- 1 Space Gun ..... 95.00
- 1 Genco Night Fighter ..... 145.00
- 1 Six Shooter ..... 125.00
- 2 Dale Guns ..... 35.00
- 1 Chicago Coin Roll-a-Ball, 6 Player ..... 95.00
- 1 Exhibit Star Shooting Gallery 195.00
- 3 Binks Conversion ..... 90.00

**FIRST DISTRIBUTING COMPANY**  
707 South Broadway St.  
Green Bay, Wisconsin

**CIGARETTE MACHINES—DU GRENIER** 7 col. S. \$45; 7 col. V. \$50; 9 col. W. \$55. Rowe Imperial, 6 col. \$45; 8 col. \$50; Unedapak E. 6 col. \$45; 8 col. \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia. Pa. EVERgreen 6-4244. ch-19

**LEASE EXPIRED FOR SALE**

- COIN OPERATED**
- 16 3-in-Line, brand new, Scientific
  - 8 Pokerino, good condition, Scientific
  - 1 Shoot the Bear, good condition
  - 1 Exhibit Luger Pistol
  - 1 Midget Movie Pistol
  - 1 Penny Grip Pistol
  - 1 Grandma Horoscope
  - 5 Coin operated Kiddie Rides
  - 1 A.B.T. Gun
- Also other Misc.—Inquire.

**GAME EQUIPMENT**

- 14 Ft. Duck Pond, excellent cond., fully equipped, motor.
  - 8 Ft. Revolving Hoop-La, fully equipped with blocks and motor.
- Also other Misc. Equipment—Inquire. Must sell at once! Highest offer takes it.  
**BOX M-145**  
c/o The Billboard, Cincinnati 22, Ohio

**SHIPMAN TRIPLEX STAMP MACHINES—**

Like new, \$29.50. Duplex, \$15. Folders, factory prices. Candy, peanut, gum and sanitary machines, U.S.P. 100 Grand Street, Waterbury 2, Conn. oc1

**VENDING MACHINES, PARTS, ALL SUPPLIES,** Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small-Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill. tin

**Wanted to Buy**

**CIGARETTE, CANDY AND OTHER VENDING** machines: give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. tf

**MUSIC THIS WEEK**

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

**EPIC RECORDS IS PREPPING** a campaign to build up English artists featured on the label in this country. The sides are acquired by Epic from the European diskery Philips, which has a reciprocal deal with Epic's parent Company, Columbian Records.

**INDIE RECORD COMPANIES LOOK** to bigger sales volume, and are making greater use of subsidiary firms to handle the extra load: Imperial Records is the latest to add a subsid.

**WING RECORDS ENTERS THE PACKAGE FIELD** with a 49-cent kiddie line. Many of the items are taken from the Playcraft and Childcraft catalogs.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

**Ops Sponsor Radio Show**

*Continued from page 88*

used to explain the move to dime play:

**5c Coffee Gone**

Local announcer: "A 10-cent cup of coffee—not too long ago coffee sold for a nickel, in some cases coffee was given free as part of the meal. A local phone call made from a telephone booth now costs a dime—again, not too long ago, telephone calls were priced at 5 cents. So it goes, all increases in cost reflect an increase in service. So it is with the cost of recorded music.

"Every item relative to the operation of a juke box has been increased; in a majority of instances, juke box operation costs have tripled.

"Your cost of playing the juke boxes has not tripled. The music operators of the St. Joseph Valley have kept the playing cost intentionally low. You can still enjoy juke box music for less than a cup of coffee or the price of a telephone call.

"The St. Joseph Valley music operators maintain their own business economy—the operators continue to place service to their customers as their primary business goal.

"It's fun to play the juke boxes. Play them every chance you get."

**Divide Low Cost**

The cost of the program to operators is low, \$45 divided equally among each operator. According to Evans, the good will gained from the show is worth untold dollars.

Does it help operators switch to dime play? Evans said: "Juke boxes in the St. Joseph Valley are approximately 90 per cent converted to dime play, and operators have met no strong opposition yet."

Evans explained that the cost of a radio program is bound to vary, according to the size of the listening audience and the type of show involved, but added that all the shows studied by the association here ranged from \$1 to \$2 per minute. South Bend has a population of approximately 116,000.

Operators also plan to use the show to call attention to future activities planned by the association.

**COIN MACHINE NEWS QUIZ**

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **DIANE WRECKS HAVOC ON NE. COIN-MEN.** Coin machine manufacturers, distributors and operators in a five-State Northeast area feel effects of Hurricane Diane. Article details areas, firms hit, extent of the damage and plans of firms to repair. (Page 74, The Billboard, September 3.)
- **JUKE OP FINDS \$ IN DRUGSTORES.** Detroit operator details costs and procedures involved in operating in large drugstores, important factors behind a good drugstore installation. (Page 82, The Billboard, September 3.)

- **MFRS. STEP UP WORK ON LOW-COST GAMES.** Latest developments reported by manufacturers in their moves to design brand-new types of coin-operated amusement games with lower price tags. Story explains what manufacturers are currently doing to develop the equipment. (Page 74, The Billboard, September 3.)
- **BLUEPRINT COSTS, COVERAGE OF MOA INSURANCE.** The Joseph K. Dennis Company, Inc., group insurance administrators, blueprints the Music Operators of America's group insurance program, its coverage, restrictions, basic contracts and costs. (Page 82, The Billboard, September 3.)
- **BIG 4TH QTR. FOR JUKES.** Distributors and operators report on what's ahead for remaining months of 1955, what factors have been important in their sales for the year to date, what they expect in the coming months. (Page 1, The Billboard, September 3.)
- **CIG OPS REPORT SALES RISE.** Cigarette vending sales on a per-machine basis is up across the country, operators reported this week. Altho nationwide cigarette consumption rose 2 per cent in June, operators report vending sales up at least that much, and in some areas, notably New York, well beyond. (Page 78, The Billboard, September 3.)

**IF YOU MISSED READING THE SEPTEMBER 3 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**

ABCP BUSINESS BARRIED CIRCULATION

**Juke Op Adds**

*Continued from page 88*

than offset a record loss if such a situation should arise.

Cohen pointed out that the mere presence of the record store lends a lot of dignity and prestige to the phonograph operation. He pointed out that locations were favorably impressed when they learned that the record store and the juke box operation were one in the same.

"Naturally, ownership of the record shop insures us that we have the maximum choice in labels and individual tunes," Cohen said. "Our juke box customers are forever asking for out of the ordinary, unusual selections which we could not possibly provide if not for our record shop inventory."

Cohen Amusement Company currently operates more than 150 phonographs within a 60-mile radius and an equal number of vending machines. The combination of the two, plus the record shop, have resulted in an unusually smooth sales balance the year around.

**Seek New Methods To Sell Juke Music**

**MOBRIDGE, S. D., Sept. 3.**—A search for new methods of advertising and publicizing juke box music is expected to key the business sessions of the South Dakota Phonograph Operators' Association's fall quarterly meeting September 11-12 at the Franklin Hotel in Deadwood, S. D.

Tony Trucano, director of the association, is in charge of the event.

**ROCK-OLA**

**MODEL 1448**

**Worth More When You Buy It**

**Worth More When You Trade It**

**Seeburg \$59.50 Conversion**

**CONVERT NOW!**  
with the **NELSON MODERNIZATION KIT**

Change Over Your Seeburg M100 A's to 45 R.P.M. Records and Watch Your Profits Grow! Easy Installation. Complete Kit, No Special Tools Needed. Takes Only One Hour.

Clip and Mail This Coupon Today!

D. W. Price Corp., Mfrs., 11167 W. Pico Blvd., Los Angeles 64, Calif.  
1—1/2 deposit, balance C.O.D.  2—Check in advance, kit shipped prepaid.   
KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature & guar. blank.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**"CONVENTION-in-PRINT"**

**ADVERTISING DEADLINE**  
September 16

**ISSUE DATED**  
September 24

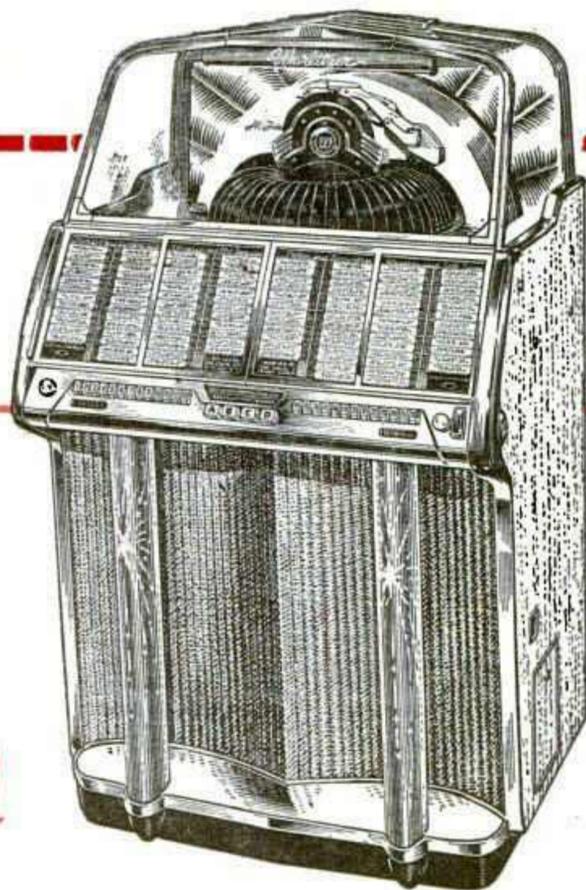
**SEE DETAILS ELSEWHERE IN THIS SECTION**



Not all the beauty of a Wurlitzer 1800 is evident to location patrons. It's visible only to the eyes of the operator when he opens the back of the phonograph—or when he opens the cash box door.

It's the beauty of Wurlitzer 1800 precision engineering that means trouble-free operation, perpetual peak performance, low operating overhead—more of the "take" to take home.

# Wurlitzer 1800



THE YEAR'S TOP PHONOGRAPH  
IN BEAUTY - IN TONE - IN EARNINGS



The Official  
Musical  
Instruments in

# WURLITZER Disneyland

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

September 7—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

September 8—Massachusetts Music Operators' Association, monthly meeting, Hotel Kenmore, Boston.

September 8—Recorded Music Service Association, annual golf outing, Bunker Hill Country Club, Niles, Ill.

September 10-11—Nebraska Automatic Phonograph Operators' Association, fall quarterly meeting, Yancy Hotel, Grand Island, Neb.

September 11-12—South Dakota Phonograph Operators' Association, quarterly meeting, Deadwood, S. D.

September 12—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

September 12—National Coin Machine Distributors' Association, general meeting, Morrison Hotel, Chicago.

September 13—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

September 14—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

September 19—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

September 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 20—California Music Merchants' Association, Los Angeles division, monthly meeting, Los Angeles.

September 24—Texas Association of Tobacco Distributors, annual convention, Hotel Adolphus, Dallas.

October 8—Music Operators of New York, 18th annual banquet, Grand Ballroom, Waldorf-Astoria Hotel, New York.

October 13—Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

September 9—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, 8 p.m., Detroit.

## Cash Via Automatic Selling

• Continued from page 84

tion in handling Vend-A-Check as in their own enterprise.

Vend-A-Check proclaims it is not in the loan business, but merely provides a service to tide men and women over the "pre-pay day shortage period."

The firm is selling franchises, Regusa said, under which it contracts to furnish the machines, which are purchased from established manufacturers.

Modifications of existing conventional machines are used to vend checks. The De Luxe model, a modification of a conventional cigarette machine, dispenses about 300 checks, requiring the use of a 50-cent coin for purchase of a check.

The Junior unit is a modification of the conventional sanitary item vending machine, dispenses approximately 40 checks, and is operated by the insertion of two quarters.

Checks from the De Luxe model are dispensed in recoverable containers about the size of a king-size cigarette package, while those from the Junior are flat containers made of pasteboard or aluminum.

Each contains an identification slip bearing the number of the check, which must be returned when making payment in a prepaid envelope supplied at the time of purchase.

The vending price of 50 cents was fixed arbitrarily due to the complete lack of available statistical figures. However, the company may lower, or raise the cost, as it accumulates experience, Ragusa disclosed.

Operators receive 20 per cent of the purchase price, or 10 cents on each check, with Vend-A-Check realizing about 4 cents profit per

check before taxes.

There is no investment on the part of operators, who must pass rigid inspections for financial stability, honesty and integrity, and maintain the firm's ethical principles and uniformity of procedures, Ragusa stated.

Losses suffered to date, the firm stated, were two checks. However, it reported, more important was the question of delinquency in payments. It has always had delinquents, varying from a minus 10 to 12 per cent on the 2d, 3d, 4th, 16th, 17th and 18th of the month, to a plus 12 to 14 per cent on the 13th, 14th, 15th, 27th, 28th and 29th of each month.

Taking an arbitrary number of paid checks from the files, 116 Ragusa revealed, the firm's statistician found a gain by prepayment of 497 days with 96 lost delinquency. Net gain, 401 days.

"With the checks sold on an open account, payable in 15 days," he said, "we always have a minus delinquency figure resulting in an astonishing profit ratio."

By projecting the firm operation to a national basis, Ragusa claims there is a market for 25 million Vend-A-Checks each week, which he says means doubling of the number of all vending machines now in operation in the U. S.

In addition to Ragusa, other officers of Vend-A-Check are: Abraham Solomon and James Wilson, vice-presidents; Bernadette C. O'Dowd, secretary; and Lester R. Steckler, treasurer. Board of director members include W. T. Barker, Robert Benson Jr., Theodore Connor, Theodore L. Machado, Lucien W. Rolland, Frank Roder Smith, Leon Sorci, Charles W. Tschirn and Jack A. Wilson.

## ON THE ROUTE

An "on location refinishing kit," which saves miles of driving, has been devised by Harrison Abrams, of the Harrison Novelty Company, pinball operator in Washington's suburban Chevy Chase. Carried by servicemen, the kit contains a small, atomizer-type spray gun; a variety of quick-drying lacquers to match paint jobs on games, plus lightweight cardboard stencils, keyed with pinball game patterns. So when a five-ball game is found in need of a paint job, it requires only a few moments to tape stencils in place and spray on paint right "on the spot."

Because his route covers widely separated communities in the Rocky Mountains, Orin H. Yeager, head of Fairplay Music Company, Lakewood, Colo., has enlisted the aid of location operators in servicing juke boxes. Pointing out losses of sales can be heavy when a machine is in need of repairs, Yeager instructs the location operator and his help in simple repairs, thus eliminating machine idleness due to blown fuses, circuit breaker trouble, and clogged coin chutes. He also leaves a mimeograph sheet of "better maintenance hints" and general phonograph operation.

## 3d Copyright Org

• Continued from page 88

flurry of action in the near future. He said that the program adopted at the advisory meeting calls for NJBM record releases at a much faster clip and better co-ordination between NJBM and MOA.

National Juke Box Music, a third copyright organization headed by Barney Young, was formally launched last March during the MOA convention. Young presented the program to operators as a hedge against the possibility of a future change in the juke box exemption in the 1909 Copyright Act.

The program adopted at the meeting calls for as many as four and five record releases a month.

The goal for the current national membership drive has been set at 5,000. The committee also adopted a proposal calling for three full-time employees to be added to MOA's staff. The new employees would travel across the country, in an effort to sign up new members. The proposal will be submitted to the executive board in Chicago for final approval.

The 1955 annual executive meeting will be held at the Morrison Hotel, November 8-10. The group will vote on the program drawn up by the advisory committee and would begin preparations for the next MOA convention. Also expected to key discussions at the executive meeting is Capitol Hill copyright legislation deemed detrimental to the juke box industry.

Three mailings have been scheduled to go out on MOA stationery this month plugging the latest NJBM tune, "Rocky Trail to Peaceful Valley," M-G-M, by Leroy Holmes. The first mailing went out Wednesday.

The committee, however, decided to stop blanket mailings to all operators as of September 15. After that date, "only MOA members will receive correspondence, news and bulletins regarding the activities of the national association."

The advisory committee would be called to meet three or four times a year.

## FOLK TALENT AND TUNES

• Continued from page 50

recording on Columbia entitled "You Don't Have to Walk Alone" b.w. "Jesus Saviour, Pilot Me." . . . Carl Smith highlighted the Prince Albert portion of "Grand Ole Opry" last Saturday (3), when Martha Carson appeared as special guest. . . . Eddie Hill will handle the commercials when "Grand Ole Opry" makes its bow on the ABC-TV network from Nashville October 15. . . . Fred Stryker, of Fairway Music, left Hollywood September 1 on a five-week promotion tour covering 15 key cities to hustle the following five ditties: "I Thought of You," by Jean Shepard; "Too Much," by Sonny James; "The Record," by Bill Walker; "No Thanks to You," by Freddie Hart, and "You Can't Get There From Here," by Charlie Walker.

New RCA Victor releases have Anita Carter singing "The Mask On Your Heart" b.w. "Here We Are Again"; Rita Robbins warbling "Lonely Heart" b.w. "You're Still a Part of Me," and Nita, Rita and Ruby harmonizing on "But I Love You Just the Same" b.w. "Whose Baby Are You?" . . . WLW's "Midwestern Hayride," highlighting Bonnie Lou, the Midwesterners, Rudy Hansen and the Kentucky Boys, set for two performances at the Kentucky State Fair, Louisville, next Saturday (10). . . . Ernest Tubb played Huntington, W. Va., Monday (5), and then made the long hop to Lubbock, Tex., where he plays Friday (9). He follows with Albuquerque, N. M., Saturday (10), and Denver, Sunday (11).

According to Sammy Barnhart, KLRA, Little Rock, Ark., Alvadean and Sandy Coker (Abbott Records) are currently appearing on the "Barnyard Frolic," Arkansas' own big Saturday night country show.

Barnhart, (Decca) handles the emcee chores on the show.

## COINMEN YOU KNOW

• Continued from page 85

Clarence Adelberg, vice-president of the Stoner Manufacturing Company, visited local distributors Bill Furst and Bill Schwartz last week. Furst & Schwartz will show the Stoner line September 22-24 at the Bellevue-Stratford Hotel, Philadelphia.

John Bullock, Loch Sheldrake, N. Y., operator, was on 10th Avenue last week. Hank Peteet, Wurlitzer field engineer, was in town visiting Joe Young and Abe Lipsky last week. Peteet was in charge of a service school for Long Island operators Thursday (1).

Doc Shapiro, local juke box operator, returned from Denver to take care of arrangements following a family tragedy. His mother and father were involved in an automobile accident in which Mrs. Shapiro was killed and Mr. Shapiro was seriously injured.

Al Bloom is back at work after a heart attack. Sandy Moore, Peninsular Vending, has recovered from his back operation. Walter Milz, Forest Hills Automatic Music, is out of the hospital following an operation.

Irving Fenishel, Janels Music, is back on the route following an illness. Al Denver, head of the Music Operators of New York, is back from his vacation in the Catskills.

## Miami

By RAOUL SHAPIRO

**PARTNERSHIP CHANGES HANDS.** Buster Anchell announced this week that he had sold his share in American Operating Company to Music Makers, Inc. Dave Friedman, Buster's former partner, will continue operating under the name of the American Operating Company, but will move his office to the premises occupied by Music Makers. Dave has leased the store formerly occupied by King Records for storage of his game equipment.

Bill Turner, of Palm City Music Company in Fort Meyers, had his share of tough luck in the past couple of weeks. Bill's dad passed away and the body was shipped to Michigan for burial. In Michigan Bill was pretty badly burned on the leg when a stove exploded. We hope he recovers quickly and returns home.

August was a good month for Willie Blatt, of Music Makers. Willie and his wife, Sydelle, took their vacation during the month; celebrated birthdays, and to top it all off, Willie's son, Marty, became a pappy. His pretty wife, Pat, gave birth to a girl, Karen. Marty was a mechanic for his dad here a couple of years ago. He's now connected with Harry Siskind, of Brooklyn. Congratulations to a couple of nice kids. (Who got the cigars that Willie passed around?)

Marvin Novak, manager of King Records branch, has put on 20 pounds and looks wonderful. He attributes the gain to the fact that he quit smoking. We think he's just eating regularly now that King has had a half dozen hits in a row.

Ron Rood, Southern Music Machine Distributor, Orlando, in town, is making the rounds with Bob Norman, his Miami branch manager. Can't think of a time Ron didn't make you feel as if he really enjoyed meeting you. Also in town was E. C. Rogers from Fort Meyers, loading his car with enough records to keep all his customers happy. Ted Bush, of Bush Distributing Company, presented his son, Teddy Jr., with a beautiful fiber glass boat and outboard motor. Teddy Jr. will be starting the fall semester at the Admiral Farragut School in St. Petersburg.

Lucky Skolchik, of Music Makers, off on his well earned vacation with his family, will spend a couple of weeks in New York. Lucky will attend two weddings in the big city. . . . Joe Mangone, of Mangone and Mangone, says he is feeling fine after his recent illness. Joe looks good and says he can't complain about business. Says his music and game routes have held up well this summer.

## Foodco Announces Campaign

• Continued from page 84

proximately 70 sales and servicemen operating from 19 offices and warehouses in 14 Midwest and Southern States.

### Distributors

Other distributors include: American Dairy Supply Company, of Cincinnati, covering South Ohio, East Kentucky, East Indiana, and West Virginia; Bingham and Risdon, Green Bay, Wis., covering Wisconsin and upper Michigan; and Certified Products Company, Birmingham, covering Alabama, Mississippi, Northwest Florida, West Georgia, and Southern Tennessee.

Comanche Supply, Tulsa, Okla., covering Oklahoma, Arkansas, Texas, New Mexico, Missouri, and Kansas; Dairy Supply and Equipment, Pittsburgh, covering Central and Western Pennsylvania, Northern West Virginia, and part of Ohio; Dietrick Supply, Syracuse, covering New York and Northern Pennsylvania.

Fort Wayne Dairy Equipment, Fort Wayne, Ind., covering Indiana, Northwest Ohio and Southern Michigan; Fulton Supply, Fort Worth, covering Texas, Louisiana and Southern Oklahoma; Girton Sales, Millville, Pa., covering Pennsylvania, Maryland, Virginia, West Virginia, New York and New Jersey.

I. W. Hardy and Company, Norfolk, Va., covering Southeast Virginia and Northeast North Carolina; Heerema Company, Paterson, N. J., covering Northern New Jersey, Southern New York

and Long Island; Hughes Sales, Los Angeles, Calif., covering California, Arizona and Nevada.

Inter-State Dairy Supply, Seattle, Wash., covering Washington, Idaho, Western Montana, and Alaska; Carl Kaster Company, Louisville, covering Kentucky and Indiana; Kennedy & Parsons Company, Sioux City, Ia., covering Iowa, South Dakota, Minnesota, and Nebraska; Manton Gaulin, Everett, Mass., covering six New England States; Michigan Dairy Equipment and Supply, Detroit, covering lower peninsula of Michigan and Northwest Ohio.

Monroe Dairy Machinery, Portland, Ore., covering Washington, Oregon, Utah, Idaho, Western Montana, and Alaska; M. G. Newell Company, Greensboro, N. C., covering North and South Carolina, Virginia, Tennessee, and Georgia; Pfaudler Sales Company, of San Francisco, Calif., and Portland, Ore., covering Washington, Oregon, California, Nevada, Arizona, New Mexico, Colorado, Utah, Wyoming, Idaho and Montana.

United Dairy Machinery, Buffalo, covering Western New York and Northwest Pennsylvania; Universal Dairy Equipment, Dayton, O., covering Ohio, Indiana, Kentucky, and West Virginia; Wisner Manufacturing Corporation, New York City, covering New York, New Jersey, Pennsylvania and Connecticut.

M. and H. Dairy Supplies, St. Louis, covering Missouri; Howard Whillans Company, Toronto, covering Canada.

# FULL COVERAGE FOR COIN MACHINE ADVERTISERS



\*

... provides every manufacturer, supplier and distributor of Coin-Operated Equipment a truly low-cost means of reaching 36,000 Coin Marketers thruout the United States, Canada and other foreign countries.

## FACT NO. 1

Within weeks, Coinmen everywhere will be starting to spend millions of dollars for new and used coin-operated equipment, parts and supplies. They'll want to be ready for what promises to be a "better-than-average" Fall Season.

## FACT NO. 2

No longer is there a convention where manufacturers and suppliers can gather under one roof to display the latest equipment and supplies to distributors and operators.

## FACT NO. 3

Therefore, Billboard has inaugurated a "CONVENTION in PRINT" issue which is TIMED RIGHT for FALL SELLING to coinmen in the United States, Canada and other foreign countries.

## FACT NO. 4

"CONVENTION in PRINT" will be filled with information that will prove invaluable to Coinmen, now, and in the months to come. You'll find a listing of manufacturers, distributors and suppliers, articles by leaders in the Coin Industry, showing of new games and music machines introduced since January 1; plus dozens of other features.

## FACT NO. 5

Advertisers can reach 36,000 coinmen in "CONVENTION in PRINT." It's a once-in-a-year opportunity to reach coinmen when they WANT and MUST BUY to prepare for their big Fall Season.

## FACT NO. 6

Advertising deadline is September 16.  
Issue dated September 24.

PLAN NOW TO DISPLAY YOUR PRODUCTS IN THE "CONVENTION-in-PRINT" ISSUE. WRITE, WIRE OR PHONE THE NEAREST BILLBOARD OFFICE LISTED BELOW FOR ADDITIONAL INFORMATION.

### CHICAGO 1, ILL.

188 W. Randolph St.  
Central 6-8761

Jack Sloan

Dick Ford

### HOLLYWOOD 28, CALIF.

6000 Sunset Blvd.  
HOLLYWOOD 9-5831

George Kelley

### CINCINNATI 22, OHIO

2160 Patterson St.  
DUnbar 6450

Lou Schochet

### NEW YORK 36, N. Y.

1564 Broadway  
PLaza 7-2800

Ron Carpenter

Martin Toohey

### ST. LOUIS 1, MO.

390 Arcade Bldg.  
CHestnut 1-0443

Frank Joerling

### SAM SOLOMONS BUYS!

Keeney Cigarette Vendors \$135.00  
 National 950 w/King  
 Size Col. .... 115.00  
 Feature Bowlers ..... 250.00  
 Super Frame Bowlers ..... 225.00  
 Advance Bowlers ..... 150.00

**UNIVERSITY COIN MACHINE EXCHANGE**  
 858 N. High St. Columbus 8, Ohio  
 Tel.: AXminster 4-3529

## N. O. Coin Operator Wins

• Continued from page 80

has passed a resolution recommending the adoption, and if the city strictly enforces the present anti-gambling law, passed in 1947, the operators and sponsors of some school and church fairs would be penalized."

Speaking in behalf of the labor council, Harvey asserted: "We support the revision and amendment to the ordinance."

Adding to Harvey's remarks, Buckley stated:

"Pontchartrain Beach provides a world of pleasure for very little money. I think I speak for more than 1,000 bakery workers of this city who are also strongly in favor of the amendment."

**Business View**

Explaining small businesses' view, Henderson stated: "The people in general are in favor of the proposed classification of the present ordinance. Many businesses are hesitant about giving a basket of groceries or offering an inducement thru contests."

Clergymen joined in pointing out that more organizations have used the facilities of the beach than any other place which could be named.

Councilman Moore blasted the police raid, declaring:

"I think it is unfair to swoop down and bring in Mr. Batt in a net like a criminal when he was in conference with the proper authorities concerning the legality of his games."

### Supreme Court

In his successful plea for a temporary restraining order from the Civil District Court prohibiting police from further interference with operation of games at the beach, Batt pointed out the status of the seven devices, which police alleged were in violation, was being studied by the district attorney's office thru mutual agreement.

Batt had sought an injunction. However, upon learning that matter was being carried to the Louisiana Supreme Court, Judge Walter Hamlin issued the temporary order, pending the high court's decision.

The district attorney's office, it was reported, refused to accept the charges in connection with the raid, which the city attorney's office then filed in Municipal Court.

## 5 Mfrs. Ship

• Continued from page 80

coin-operated pool games on a continuous basis for over 10 years.

However, he pointed out, about 95 per cent of their Cue-Ett games were and are being shipped abroad in spite of the fact that European copies enjoying favorable exchange rates have entered the market.

The new bumper pool games are made of a hard wood construction, standing over 30 inches in height. Table coverings are of rubber-backed, green billiard cloth; rails are live rubber.

Five red and five white snooker sized balls are lined up on the opposite sides of the playing table, the objective being to shoot each in the cup of corresponding color at the opposite end of the table.

Strategically spotted in the central area are bumpers, with others placed about the cup set in at each end of the table. The legs are adjustable. The table must stand perfectly level. Tables are equipped with four cues.

### General Consensus

The general consensus as to time to play the game is between five and ten minutes.

All manufacturers are urging distributors to push league and tournament play in an effort to spur the games popularity. The aim is to build up neighborhood, city, State, and finally, national play-offs.

Keeney's game is called "Fascination Pool"; Exhibit Supply's is "Skill Pool"; Valley's "Bumper Pool"; William's "Bank Shot"; and Fischer's, "Cue Star."

At the Genco Manufacturing & Sales Company, Ralph Sheffield, director of sales, disclosed the company in all probability will produce a pool game. They produced two different games, Shuffle Pool and Match Pool, in 1953.

## N. C. Vend Assn. Names Officials; Deacon President

ASHEVILLE, N. C., Sept. 3.—Edward F. Deacon, Asheville, was elected president of the North Carolina Automatic Merchandising Association at its annual meeting at Grove Park Inn.

He succeeds P. W. Bullock, Greensboro, who becomes an ex-officio member of the board of directors.

Other officers include T. P. Nance, Sanford, vice-president; Alton Ward, Goldsboro, treasurer, and James Saxon, Charlotte, secretary.

Named as directors were E. B. Grady Jr., Concord, director-at-large; Gordon Scott, Forest City, director for Western North Carolina, and S. V. Bowen, Jacksonville, director for Eastern North Carolina. David Henderson, Charlotte, was named legal counsel.

Speakers included Dr. Walter McFall, Asheville; G. R. Schreiber, Chicago, Ill., publisher and editor of Vend Magazine, and Clinton Darling, Chicago, executive director of the National Automatic Merchandising Association.

— POOL GAME —  
**POOL GAME**  
 — POOL GAME —  
 WRITE OR CALL NOW FOR THE LATEST COIN MACHINE SENSATION!  
**POOL GAME**  
 at (ASCME)  
 ALL STATE COIN MACHINE EXCHANGE  
 2317 North Western Ave. Chicago 47, Illinois  
 — POOL GAME —

FOR A STEADY INCOME

OPERATE 100% LEGAL

**STANDARD METAL TYPER**

NEW & USED

High quality, straight discs, packed 100 to a roll.

Complete line of parts.

WRITE FOR PRICES



**STANDARD METAL TYPER CO.**  
 1318 N. Western Chicago 22, Ill.

**ATTENTION!**  
 N. Illinois and Iowa Operators!  
 We're Delivering Gottlieb's 2-PLAYER TOURNAMENT

Sensational New **BUMPER POOL**  
 Immediate Delivery!

Reconditioned Buys!  
**5-BALLS**

SUPER JUMBO	.....\$335
DELUXE DUETTE	.....263
SLUGGIN' CHAMP	.....250
GOLD STAR	.....190
DRAGONETTE	.....180
HAWAIIAN BEAUTY	.....160
JOCKEY CLUB	.....155
MYSTIC MARVEL	.....145
LOVELY LUCY	.....135
GREEN PASTURES	.....135
PINWHEEL	.....130
SHINDIG	.....130
MARBLE QUEEN	.....115
QUEEN OF HEARTS	.....95
CORONATION	.....90

**SHUFFLE GAMES**

UNITED DELUXE MARS	.....\$395
UNITED SPEEDIE	.....310
UNITED BANNER	.....345
UNITED ACE	.....325
UNITED DELUXE MERCURY	.....345
UNITED CLASSIC	.....125
UNITED 10TH FRAME STAR	.....95
UNITED CLOVER	.....170
UNITED CLIPPER	.....445
UNITED CHIEF	.....250
C.C. DeLUXE CRISS-CROSS	.....200
TARGETTE	.....200

Write for Complete List

**NATIONAL Coin Machine Exchange**  
 1411-13 Diversey Blvd. Chicago 14  
 Phone: BUCKingham 1-6466

**MUSIC**  
 9 AMI E-120 \$525  
**SPECIALS**  
 5 United Carnival Guns (New) \$350  
 70 Swamles Ea. \$9  
 United Super Sluggers (New) . Write or Call

**BINGOS**  
**TROPICANA (New) \$295**  
 Beauty .....\$125  
 Dude Ranch ..... 225  
 Hi-Fi ..... 225  
 Ice Frolics ..... 225  
 Palm Springs ..... 225  
 Surf Club ..... 300  
**GAYETY ..CALL COLLECT**

Largest Stock in the World of **KIDDIE RIDES**

- New and Used
- 100% Guaranteed
- Send for Complete List

WE WILL ACCEPT IN TRADE SEEBURG 100 A-B-C, DL-6-R, WURLITZER 1100, 1500, 1250, 1500A, 1400, 1450. WANTED: LATE USED UNITED & BALLY SHUFFLE ALLEYS

**Kedd DISTRIBUTING CO.**  
 WRITE-WIRE-PHONE (Collect)  
 298 Lincoln St., Allston 34, Mass.  
 ALgonquin 4-4040

WE WILL SHIP ANYWHERE

Exclusive distributors for **WURLITZER — BALLY — UNITED**

**CLOSEOUT SPECIAL!**  
**UNITED FIFTH INNING**  
 Match or Non-Match  
**Priced Below Factory Cost**  
**CALL TODAY!!**

**WANTED**  
 Bright Spots, Bright Lights, Coney Islands, Atlantic City.

**5-BALLS**  
 WMS. 3-DEUCES  
 WMS. SMOKE SIGNAL

**GOTTLIEB**

Green Pastures	.....\$195.00
Lovely Lucy	.....175.00
Flying High	.....150.00
Shindig	.....150.00
Guy and Dolls	.....150.00
Grand Slam	.....140.00
Queen of Hearts	.....135.00
Chinatown	.....125.00
Quartet	.....120.00
Coronation	.....99.50
Knockout	.....49.50
Joker	.....49.50

**UNITED**  
 Summer-time .....\$49.50

**WILLIAMS**

Skyway	.....\$165.00
9 Sisters	.....140.00
Dealer	.....140.00
Lazy Q	.....135.00
Grand Champ	.....125.00
Army & Navy	.....120.00
Hayburner	.....99.50
Twenty	.....95.00
Times Square	.....89.50
Four Corners	.....89.50
Saratoga	.....49.50
Samba	.....49.50
King Arthur	.....49.50
College Daze	.....49.50
Cinderella	.....49.50

**GENCO**  
 Floating Power .....\$49.50

**BINGOS**  
**UNITED TRIPLE PLAY BALLY GAYTIME**

Gayety	.....\$475	Tahiti	.....\$175
Variety	.....425	Beauty	.....150
Saddle & Turf (Club Model)	.....375	Frolics	.....130
Havana	.....195	Yacht Club	.....100
Surf Club	.....260	Palm Beach	.....100
Nevada	.....245	Atlantic City	.....110
Palm Springs	.....235	Golden Nugget	.....95
Rio	.....185	Bright Spot	.....95
Ice Frolics	.....235	Bright Lights	.....95
Dude Ranch	.....220	Coney Island	.....95
Beach Club	.....190	United Stars	.....85
		Spot Lite	.....75
		Genco 400	.....55

**BASEBALL**  
**WILLIAMS KING OF SWAT**  
**GENCO CHAMPION BASEBALL**  
**UNITED SUPER SLUGGER**

Chicoin Super Home Run	.....\$275.00
Wms. Deluxe Baseball	.....195.00
Wms. Super World Series	.....99.50
Wms. Star Series	.....79.50

**ARCADE**  
**UNITED DERBY ROLL**

**SIDEWALK ENGINEER**  
**ROUND THE WORLD TRAINER**  
**AUTO PHOTO**  
**HARVARD METAL TYPER**  
**HYDRO DUCK GUN**  
**EXHIBIT VACUUMATIC CARD VENDOR**

Set Shot Basketball	.....\$345.00
Phonomatic, Lite	.....445.00
Voice-o-Graph	.....495.00
Williams Super Jet	.....295.00
3D Theatre	.....199.50
Chi. 4-Player Derby	.....195.00
Ev. Bab-Score	.....175.00
Muta. Drivemobile	.....145.00
Telegiz and Film	.....100.00
Auto. Flying Saucer	.....149.50
Goatee	.....99.50
Chi. Pistol	.....99.50
Exh. Date Gun	.....89.50
Scientific Baseball	.....79.50
Flash Hockey	.....75.00
Wms. Quarterback	.....75.00
Exh. Hi-Ball	.....75.00
Anti-Aircraft	.....99.50
Deco. Space Ranger	.....325.00
Royal Mustang Horse	.....375.00
Exh. Big Bronco	.....375.00

**GUNS**  
**GENCO SKYROCKET.**

Williams Polar Hunt	.....\$435.00
Genco Wild West	.....395.00
Williams Safari	.....375.00
Un. Del. Bonus	.....395.00
Genco Sky Gunner	.....135.00
Shoot the Bear	.....145.00
United Deluxe Carnival	.....325.00
United Carnival	.....275.00
Genco Rifle Gallery	.....250.00
Williams Super Jet	.....295.00
Exh. Sportland	.....245.00

**PHONOGRAPHS**  
**SEEBURG** **AMI**

M100C	.....\$435.00	D-80	.....\$395.00
M100B	.....545.00	D-40	.....295.00
M100A	.....299.50	Model A	.....125.00

**PENNIES PAY OFF**

with greatest money making scale on the market

\$20 deposit puts it to work for you

Good indoors or out

Produces up to 200% profit

Wins Customers for Locations

Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
 Dept. B  
 3206 Grace St. N.W., Washington 7, D. C.

Send more details  Send scale   
 \$20 deposit enclosed

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT**

**CHICAGO COIN BOWLERS**

BLINKER BOWLER	..... Write
FLASH BOWLER	.....\$365.00
SUPER FRAME	.....295.00
ADVANCE	.....185.00
DOUBLE SCORE	.....100.00
10TH FRAME SPECIAL	.....85.00
NAME	.....85.00
SUPER MATCH	.....85.00
MATCH BOWLER	.....60.00

**UNITED BOWLERS**

OLYMPIC	.....\$110.00
CASCADE	.....90.00
10TH FRAME STARS	.....95.00
10TH FRAME	.....75.00
STARS	.....60.00

**BINGOS**

ABC	.....\$ 50.00
SPOT LITES	.....65.00
ATLANTIC CITY	.....90.00
BEAUTY	.....165.00
BEACH CLUB	.....185.00
YACHT CLUB	.....110.00
VARIETY	.....425.00

1/3 Deposit With Order—Balance C.O.D. or Sight Draft.

**GUNS**  
 Genco Sky Rocket  
 Exhibit Treasure Cove

WE HAVE A COMPLETE SELECTION OF ARCADE EQUIPMENT.

**BASEBALLS**  
 GENCO CHAMPION ..... Write  
 CHICAGO COIN BULLS EYE ..... Write  
 CHICAGO COIN HOME RUN .....\$250.00

**MUSIC**

AMI-A	.....\$125.00
AMI-B	.....175.00
AMI-D-80	.....395.00
AMI-E-120	.....565.00
Seeburg 46-47	.....79.00
Seeburg M100-A	.....275.00
Seeburg M100-B	.....90.00
Seeburg HF100-G	.....825.00

**RIDES**  
 LITTLE WHIP .....\$375.00

**Empire COIN MACHINE EXCHANGE**  
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-7600

**Monroe COIN MACHINE EXCHANGE, INC.**  
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ Tel.: SUPERior 1-4600

**FOR ROUTE SUCCESS**

**Op Gives Stops Ideas For Upping Receipts**

WASHINGTON, Sept. 3.—One of the most costly errors the amusement machine operator can make is to "take a location for granted," according to A. Cicala and E. Bruegge, partners in Atlas Amusement Company here.

Active in all phases of the amusement industry, including phonograph, pin games and vending to some degree, Atlas Amusement Company uses scheduled fol-

low-ups to discuss the location with the owner, and ideas for improving returns.

While such discussions may take the form of simply inviting the location owner out for a cup of coffee, they are usually effective. They show the location owner that Atlas is concerned with his individual problem.

Often the owner who has little say in choice of music, or the type of amusement machines installed, becomes somewhat aggrieved with the operator, Cicala and Bruegge found.

If, on the other hand, the location owner is asked to air his own opinion on better location management, choice of music and amusement machines, he becomes more interested in the operation, and its eventual profit increase is insured.

Such routine follow-up on location owners likewise have the effect of keeping up a close contact with the performance of employees, Atlas reported.

For example, a tavern operator who had a phonograph and five types of amusement machines, complained, the serviceman was deaf to suggestions. He insisted upon installing whatever records appealed to him, rather than the location owner's requests. In this case, a personality conflict was discovered which might have eventually led to the loss of the stop.

Closer investigation disclosed there was a fancied slight against the serviceman by location management. It was rectified with a face-to-face discussion.

The routine follow-ups can be spaced from 90 days to six months apart, depending upon the num-

ber of units involved, and take, and works two ways, according to Cicala.

Where it is found the location owner has steadfastly refused to allow the routeman to install his equipment in an obviously strategic point, "a talk with the boss" may influence him enough to produce the desired change.

Location owners are always impressed with the fact the head of a large organization is calling upon him personally, and usually results in an opportunity to improve the situation at the local level.

Cicala and Bruegge leave plenty of time thru each week to permit personal follow-up calls of this sort, and thru the course of the year, every location owner is visited.

WURLITZER 1500 .....\$295  
A. M. I. MODEL "C" ..... 175  
A. M. I. MODEL "D-40" (45 or 78 RPM) ..... 275

RECONDITIONED—REFINISHED LIKE NEW!  
Terms: 1/2 Dep., 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



**ONLY THE BILLBOARD—**

among over-all entertainment weeklies—is a member of the  
**AUDIT BUREAU OF CIRCULATIONS.**

**WANTED—ROADMEN**  
Calling on Coin Machine Distributors and Operators  
**M & T Sales Company**  
2847 W. Fullerton Chicago 47, Ill.  
Tel.: Dickens 2-2424

**"LITTLE CHOO-CHOO"**

Designed by  
World Famous Manufacturer of Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

Use The Billboard classified pages for  
**RESULTS!**

**Williams SIDEWALK ENGINEER**

BE A SIDEWALK ENGINEER!  
FUN FOR ALL AGES

SIZE:  
48" long  
28" wide  
54" high

**THE OUTSTANDING MONEY MAKER of 1955**

Just ask the fortunate operator who owns Williams SIDEWALK ENGINEER

**Williams SIDEWALK ENGINEER** does a tremendous money-making job in arcades, drugstores, supermarkets, kiddielands, bowling alleys, dime stores — everywhere!

Also delivering Williams Great Baseball Game King of Swat and Three Deuces

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**COMPLETE LINE BALLY BINGO PARTS**

SHUFFLE ALLEYS	ARCADE
Bally Blue Ribbon ..... Write	Keeney Sportsmen (Moving Target) ..... \$249.50
Bally Gold Medal ..... Write	Williams Safari ..... 425.00
Chi. Coin Bonus Score Bowler ..... Write	Palomino Kiddy Horse ..... 165.00
Bally Magic Bowler ..... Write	<b>PINBALLS</b>
Bally Jet Bowler ..... \$375.00	GAYTIME ..... WRITE
Chicago Coin Starlight ..... 295.00	GAYETY ..... \$445.00
United Cascade ..... 100.00	Variety ..... 425.00
Keeney Pacemaker ..... 165.00	Atlantiety ..... 95.00
Chi Coin Criss Cross Target ..... 235.00	Palm Spring ..... 250.00
<b>ARCADE</b>	Surf Club ..... 285.00
Bally (Kiddie Gun) Bulls Eye ..... Write	Ice Frolic ..... 250.00
Chicago Coin Deluxe (Baseball) Bulls Eye ..... Write	United Star ..... 80.00
Bulls Eye ..... Write	United Rio ..... 125.00
Chicago Coin (Baseball) Bulls Eye ..... Write	<b>MUSIC</b>
Bally Hot Rod ..... Write	Rock-Ola 1448 ..... Write
Bally Champion ..... Write	Rock-Ola Hi-Fi Select ..... \$725.00
Exhibit Sportland (Moving Target) ..... \$225.00	Rock-Ola Comet 1438, 120 Select ..... 599.50
Genco (Moving Target) Rifle ..... 249.00	Seeburg M-100A ..... 295.00
	Wurlitzer 1100 ..... 125.00

**CALDERON DISTRIBUTING Co.**  
450 Massachusetts Avenue ME-Irose 4-8465 Indianapolis, Indiana

**SERVICE MANAGER WANTED**

Long established southern distributor looking for Service Manager. Must be first class sound and installation mechanic and thoroughly familiar with shuffle alley, pins and bingos. Write, giving experience, last previous position and reference. All replies strictly confidential. Top paying position. No drunkard or shifters need apply.

**BOX D-148**  
c/o THE BILLBOARD CINCINNATI 22, O.

**VALLEY WAS FIRST TO MANUFACTURE AND ADVERTISE THE EXCITING PROFIT-MAKER SHOWN BELOW.**  
IT'S THE HOTTEST GAME TODAY. WATCH THE OTHERS FOLLOW

**LOCATION TESTED AND PROVEN ... AND IT'S SERVICE FREE!**

**VALLEY'S SENSATIONAL BUMPER POOL IS A SURE FIRE MONEY-TAKER and MONEY-MAKER FOR YOU!**  
2 or 4 Can Play

**CHECK THESE OUTSTANDING FEATURES**

- Positive Ball, Trip-Cheat Proof
- Hard Maple Construction
- Easy Assembly. No Electrical Hook-Ups
- Valley's Self-Storing Cue Stick Holder
- Live Rubber for More Action
- A.B.T. Double 10¢ Coin Chute

**Dimensions**  
36" wide  
52" long  
32" high

Genuine Rubber Billiard Cloth for long wear. Service Free.

**WRITE OR PHONE FOR COMPLETE DETAILS TODAY!**

**VALLEY MANUFACTURING CO.** 333 Morton St. Bay City, Michigan Phones: 8587 or 8588

DISTRIBUTORSHIPS OPEN IN CERTAIN TERRITORIES.

WE ARE NOW DELIVERING  
EXHIBIT'S  
NEW SENSATION—  
**SKILL  
POOL**  
BE "FIRST" IN YOUR AREA  
WITH THIS PROFIT-MAKER!

**TARGET GUNS**

**EXHIBIT**

**NEW  
TREASURE COVE**

**FIRST-Conditioned**

- 500 GALLERY ..... \$355
- SPORTLAND S.G. .... 265
- SHOOT. GALLERY .. 175
- JET GUN ..... 125
- SIX SHOOTER ..... 95
- SILVER BULLETS .. 95
- DALE GUN ..... 65

**GENCO**

- WILD WEST ..... \$425
- RIFLE GALLERY ... 215
- SKY GUNNER ..... 145

**UNITED**

- CARNIVAL DELUXE \$305

**SEEBURG**

- COON HUNT ..... \$215
- SHOOT THE BEAR.. 150
- CHICKEN SAM ..... 95

Exclusive  
Distributors for

**CHICAGO  
COIN**

**BULL'S EYE  
BOWLER**

**BLINKER  
BOWLER**

**HOLLYWOOD  
BOWLER**

**EXHIBIT  
SUPPLY**

Exclusive  
Distributor for  
Illinois

**SHUFFLE GAMES**

**FIRST-Conditioned**

**CHICAGO COIN**

- TRIPLE STRIKE .... \$435
- FLASH ..... 350
- STARLITE ..... 275
- SUPER FRAME ..... 275
- TRIPLE SCORE ..... 125

**UNITED**

- MARS DELUXE ..... \$395
- MERCURY ..... 365
- BANNER ..... 325
- ACE ..... 295
- LEADER ..... 245
- TEAM ..... 245
- LEAGUE ..... 245
- CHIEF ..... 245
- ROYAL ..... 195
- OLYMPIC ..... 135
- OFFICIAL ..... 75
- DELUXE ..... 75

**GENCO**

- MATCH POOL ..... \$145
- SHUFFLE POOL ..... 95

**KEENEY**

- CENTURY ..... \$310
- BIKINI ..... 275
- DIAMOND ..... 245
- BONUS ..... 195
- PACEMAKER ..... 165
- DOMINO ..... 125
- CARNIVAL ..... 110
- CLUB 10 PLAYER .. 95
- 4 PLAYER ..... 75

**BIGGEST BARGAIN  
IN YEARS!**

Brand New  
Factory Closeout!

**CHICAGO COIN  
CRISS-CROSS  
TARGET**

**SHUFFLE GAME**

Now at less than half  
of original price! In  
original crates!

Only **\$249.50**

**COIN MACHINE  
EXCHANGE, INC.**

Joe Kline & Wally Finke

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

SAY YOU SAW IT IN THE BILLBOARD!

**Detroit Op Moves  
To New Building;  
Has 500 Cig Units**

DETROIT, Sept. 3.—Continuing a steady program of expansion, Central Vending Company has opened its own new building here. It is a one-story brick structure, 30 by 100 feet, erected to meet the company's specialized requirements. The building includes warehouse space for stock, offices and a display room for showing the new cigarette venders which the company operates.

Central Vending is concentrating today exclusively on cigarette vending, with some 500 active units—approximately one-half the goal set for the company, according to Mervin S. Jacobson, one of the partners.

The company is perhaps unique in the business in that it has followed a consistent policy since it was organized in 1946 of not placing any machines in new locations, but rather buying up existing routes exclusively. In the past decade, it has bought up approximately a dozen routes, which have been integrated into a single operation.

Recently the firm bought the Cox Vending Company and the City-Wide Vending Company, formerly operated by Bill Cox and Joseph Carra respectively, discontinuing both names and absorbing the routes into their own business.

Establishing and soliciting new locations is incidental to the Central Vending operation. No salesman has ever been employed for this purpose.

Jacobson believes that this offers a different opportunity to build the firm. "This way we acquire an established business, and pay

so much for the good will," he says. It's a policy followed with 90 per cent of their present locations. This serves to eliminate much of the headache of pioneering and establishing a new business, by buying only tested locations, and creates a favorable investment opportunity for growth.

Central was established in 1946, after Mervin Jacobson had been in the vending business for some years on a small scale as the Jacobson Vending Company, with a new partnership which also included his

father, Isadore Jacobson; his father-in-law, Nathan Schreiber, head of Midwest Theaters, and Ben Flaisher.

An affiliated firm, Industrial Automatic Merchandising Company, was established some time ago, going into the juice bar operation in industrial locations. However, it was found that this did not work out effectively in connection with the company's basic cigarette interest, and this firm has been dissolved, following disposition of its equipment.

**COIN-O-RAMA SPECIAL**  
Seeburg M100B—100 selections—45 rpm.....\$485.00

BINGOS		SHUFFLEBOARD SUPPLIES	
Surf Club .....	\$235.00	Shuffleboard Game Wax, Case (12) \$	3.50
Hi Fi .....	215.00	Pucks (Set of 8)	12.00
Nevada .....	225.00	Fast Wax, Case (12)	4.50
Beach Club .....	175.00	Score Sheets, 10 Pads	7.50
Beauty .....	140.00	Fluorescent Lights, Pr.	22.50
Palm Beach .....	100.00	Adjusters	18.50
Yacht Club .....	95.00		
Atlantic City .....	75.00		
Spot Light .....	70.00		

WRITE FOR COMPLETE LIST OF COIN MACHINES.

**PURVEYOR  
DISTRIBUTING COMPANY**  
4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 2-1814

**Earn More Money  
with Bally  
Kiddie-Fun Equipment**

**HOT-ROD  
COIN-OPERATED AUTO-RIDE**



Miniature replica of early vintage automobile in eye-catching colors... with real horn and headlights... HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road... an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

**BULL'S EYE  
COIN-OPERATED JUNIOR SHOOTING-GALLERY**



**THE CHAMPION  
COIN-OPERATED HORSE-RIDE**



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic... with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

**BATTING 1000  
IN EVERY  
LOCATION!**

**GENCO'S  
NEW 2-PLAYER  
CHAMPION  
BASEBALL**

① Balls are hit in MID-AIR!  
① Balls soar approximately 5 FEET through the air!  
① SINGLE BALL can score up to 100 RUNS! Keeps game "alive" until last out!  
① 3 OUTS per Inning—adjustable to 1, 2, or 3 innings!  
① Adjustable for MULTIPLE or SINGLE REPLAYS!  
① Exciting MATCH PLAY and HOLD-OVER feature!

**PLAYERS  
ACTUALLY HIT  
HIGH FLY BALLS  
WITHOUT  
RAMPS!**

**COMPACT!**  
80" long  
25" wide

- King-Size White Plastic Balls!
- REALISTIC Wooden Bat
- FULL-VIEW Glass Sides and Top!
- LIFELIKE 3-Dimensional Players

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue Chicago 14, Illinois

when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

**Lorillard Names Perkins to Board**

NEW YORK, Sept. 3.—Thomas L. Perkins, member of Perkins, Daniels & Perkins, P. Lorillard Company's general counsel, has been elected to the board of the tobacco firm.

Perkins has been associated with Lorillard since 1940. He is also a director of the American Cyanamid Company, a member of the advisory board of the Rockefeller Center Branch of the Chemical Corn Exchange Bank, and a director of the Webric Steel Corporation.

**Atlanta Mulls Op Plea to Cut Fees**

ATLANTA, Sept. 3.—Atlanta's finance committee is reconsidering a plea by the city's vending operators to lower license fees, H. B. Hutchinson Jr., local Victor Vending distributor, reported this week.

Current fees are 50 cents per machine for operators with penny machines; \$5 per unit for operators with nickel units.

Nickel operators have requested a flat \$100 annual license, penny operators a \$50 annual fee regard-

less of the number of machines operated.

Hutchinson said the committee reversed its earlier decision to require operators to place decals on machines and submit to the committee lists of machines and locations. (The Billboard, August 27).

**"CONVENTION-in-PRINT"**

ADVERTISING DEADLINE

September 16

SEE DETAILS ELSEWHERE IN THIS SECTION

ISSUE DATED

September 24

**TRIMOUNT**  
AMERICA'S LARGEST EXPORTERS OF RECONDITIONED COIN OPERATED EQUIPMENT

SEEBURG M100A, B, BL  
WURLITZER 1015, 1100, 1250, 1400, 1500  
AMI MODEL B, C, D  
ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436  
COMPLETE SELECTION OF 5 BALL PIN GAMES, BINGO GAMES AND ONE BALLS.  
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148ML.....	\$129	1400—1450 .....	\$325
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H146 HIDEAWAY .....	50	1650 .....	395
H147 HIDEAWAY .....	65	<b>ROCK-OLA</b>	
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<b>WALL BOXES</b>		1436 Fireball, 120 Selections ..	335
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SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless .....		A MI 40 Selections Steppers .....	
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IF PUCK IS THROWN TOO HARD, LITE GOES ABOVE 800 MARK. IF THROWN TOO EASY, LITE DOES NOT REACH 800 MARK.

**STRIKES** **REGULAR X**  
**SUPER X** **SPECIAL X**

**Keene's 6-PLAYER CHALLENGE BOWLER**  
with STEPPING LITES on playfield for SUPER, SPECIAL and REGULAR STRIKES!

“SUPER” STRIKES score up to 800 points each

“SPECIAL” STRIKES score up to 600 points each

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PUCK THROWN AT RIGHT SPEED SCORES 800 ON STRIKE HIT WITH RED LITE STOPPED ON PLAYFIELD!

PLAYER TRIES TO "TIME" HIS THROW TO STOP TRAVELING LITE IN RED STRIKE AREA

**TOP SCORE: 9,600** 10TH FRAME SHOTS AGAIN FOR THREE TIMES OR AS LONG AS PLAYER KEEPS STRIKING. (adjustable)

**HIGHEST SCORE** is determined by

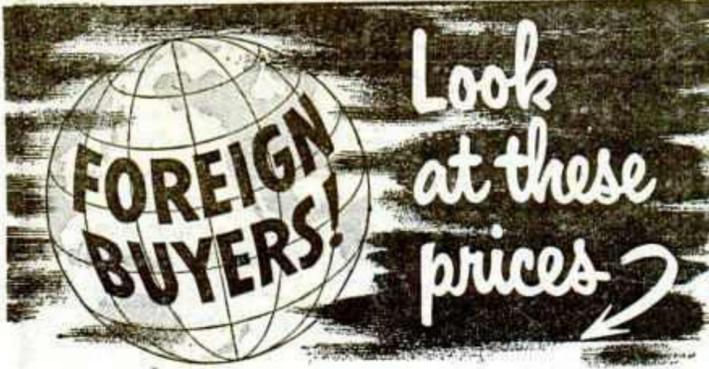
1. Accuracy of throw
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● Regulation 10 Frames plus "shoot as long as you Strike in 10th Frame!"  
● Plexiglass covers all rollover switches  
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● Covered Cash Box with Extension Floodlite  
● Custom Finished Cabinet

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M100B	510.00	Model B	175.00
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M100C	625.00	Model D-40	250.00
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**WURLITZER**  
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**"CONVENTION-in-PRINT"**

ADVERTISING DEADLINE **September 16** ISSUE DATED **September 24**  
SEE DETAILS ELSEWHERE IN THIS SECTION

**Barvend Picks**

• Continued from page 84

each of three selections, 160 cups of hot chocolate and 350 cups of hot tea. The vender holds 475 cups.

Armstrong said that 600 units are now on location—mostly on the West Coast—and that current production is 250 a month.

He added that on his current sales trip, the All-State Coin Machine Company in Chicago purchased 110 units and Milton Cole, Cincinnati, bought 127 units.

Gerstein said the Nu-Matic firm will get warehouse space for a parts and service department.

The machine sells for \$595 cash or \$615 on time, with \$120 down and 24 months to pay.

**British Movie**

• Continued from page 84

so far unsuccessfully. The company is still seeking machines for experiment in its theaters.

One of the big problems, however, is that American machines cannot be imported, and there are not enough suitable machines being produced by British factories.

The Associated British theater group has not decided on policy or type of machine to be used for its circuit, but it is planning to vend drinks and possibly confectionery items.

This company too is faced with the problem of obtaining the right type of machine. One suggestion being considered is the possibility of making American machines over here under license.

**NOW DELIVERING UNITED BONUS AND PIXIE—GOT. TOURNAMENT**

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
Atlantic City .....\$ 90.00	5 Player .....\$ 40.00	Bally Big Inning .....\$125.00
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Dude Ranch ..... 265.00	Olympic ..... 110.00	Spark Plug ..... 75.00
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Ice Frolics ..... 250.00	Chief ..... 265.00	Bat-A-Score Sr. .... 65.00
Nevada ..... 295.00	Ky. League Bowler... 40.00	C.C. Basketball ..... 195.00
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Hi-Fi ..... 250.00	Ky. Dominoes ..... 100.00	Ex. Six Shooter ..... 110.00
Singapore ..... 325.00	League Bowler ..... 245.00	Evans Bat-A-Score ... 165.00
Tropicana ..... 350.00		Evans Ski-Roll ..... 95.00
Tropics ..... 175.00		Flying Saucers ..... 95.00
Yacht Club ..... 110.00		Life League ..... 75.00
		Midget Movies, latest 135.00
		Quizzer with Film ... 95.00
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		Wurlitzer Skee Ball . 150.00
		Wurlitzer Skee Ball . 150.00
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		Space Ship ..... 325.00
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		Goalie ..... 95.00
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		Bingo Roll ..... 65.00
		Rock-Ola Scales ..... 50.00
		Mills Scales ..... 80.00
		Wallie Scales ..... 95.00
		Rocket Ship ..... 325.00
		Super Jets ..... 325.00
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		<b>FIVE BALLS</b>
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		Four Corners ..... 75.00
		Guys & Dolls ..... 95.00
		Just 21 ..... 25.00
		Rose Bowl ..... 50.00
		Struggle Buggy ..... 125.00
		Mermaid ..... 65.00
		<b>NEW</b>
		ABT Challenger .....\$49.50
		Advance Shockers ... 24.50
		Kickers & Catchers ... 49.50
		Ship, 3¢ Wizard Card
		Vendor ..... 19.50
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PLEASE ADD 25 MORE TO SHIP  
DOUBLE MY ORDER SHIP VIA  
CAN USE 200 RIGHT AWAY  
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IMMEDIATELY  
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THESE AND MANY, MANY MORE ARE THE ANSWER TO THE REASON WHY EXHIBIT'S NEW, EXCITING, LOW-PRICED GAME IS CLICKING EVERYWHERE!

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IT'S THE ANSWER TO BIGGER, BETTER, STEADIER PROFIT! HURRY!

**EXHIBIT SUPPLY**  
(Established 1901)

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### IPA Skeds Candy Talk at Conclave

CHICAGO, Sept. 3. — Candy vending will be included in the three-day session of panel discussions at the International Popcorn Association-National Allied-Tesma-Teda convention November 6-9 at the Morrison Hotel.

Chief topic of discussion will be

refreshment merchandising as it concerns concession management for conventional and drive-in theaters. Lee Koken, RKO Theaters, New York, senior director of IPA's theater concession segment, will serve as program chairman, and IPA President Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, will participate as a moderator and discussion leader.

### Flower Vender

Continued from page 84

same size as the other units. Thru clever use of rear mirrors, the display cabinets appear to have twice the depth of the vending units. The Wittenborg flower vender differs only in that all compartments and the display unit actually are twice as deep as those of the stocking vendors. No change has been made in the appearance of the front of the complete machine, but a light metal box has been bolted to the back of the standard cabinet frame.

The two vending units and the display section are twice as deep, from front to back, as the standard units. This makes it possible to dispense the bouquets horizontally instead of placing them in vases, while three glass shelves in the display unit provide space for a good display. One side unit operates with two 1-krone coins; the other has six compartments calling for three-krone pieces, and six (lower) requiring 5 kronen—but each unit operates thru a single coin slot.

The irony in ticket vendors is that the Danish national railways have installed machines displaying the name plates of Mako (Fritz Bede), Offenbach, Main, (Germany), plus the firm's phone number. This is rather confusing, as a bit more than a year ago (The Billboard, August 14, 1954) a machine bearing the name plate of V. M. Christensen, Copenhagen, which outwardly resembled in every way the present machines, was given a lengthy try-out and then disappeared.

## SHAFFER SPECIALS

Fully Reconditioned—Ready for Location

#### ROCK-OLA

1438 Comet.....\$549.00  
1436 Fireball..... 319.00  
1428 Magic Glo.... 99.00

#### WURLITZER

1500.....\$339.00  
1250..... 179.00  
1100..... 99.00

#### SEEBURG

M100-B.....\$565.00  
M100-A..... 299.00  
148ML (Blonde).... 99.00

#### AMI

Model D-40.....\$199.00  
Model C..... 179.00  
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### SHUFFLE BOWLERS

DELUXE CAPITOL.....WRITE  
DELUXE CLIPPER.....\$425  
DELUXE LIGHTNING..... 385  
DELUXE MERCURY..... 350  
DELUXE COMET TARGETTE .. 355  
DELUXE TARGETTE..... 325  
DELUXE 11TH FRAME..... 335  
ACE..... 275  
10TH FRAME STAR..... 95  
Genco MATCH POOL..... 125  
C.C. ADVANCE..... 165  
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### WANTED:

AMI-B  
AMI-C  
ROCK-OLA 1426  
ROCK-OLA 1428  
ROCK-OLA 1434  
ALL TYPE GUNS  
BALLY BINGO GAMES

### UNITED BINGO

NEVADA.....\$210  
HAWAII..... 175  
RIO..... 135  
TROPICS..... 125  
CABANA..... 95

### 5-BALLS

STAGECOACH.....\$185  
GUYS & DOLLS..... 85  
CHINATOWN..... 75  
PIN WHEEL..... 125  
JOCKEY CLUB..... 145  
HAWAIIAN BEAUTY..... 140  
LOVELY LUCY..... 135  
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### NEW GAMES

Bally GAYTIME  
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SPECIAL  
Seeburg SHOOT THE  
BEAR GUN.....\$125

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- Popular rotating score rollover.
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Available with twin chutes 10c-3 for 25c

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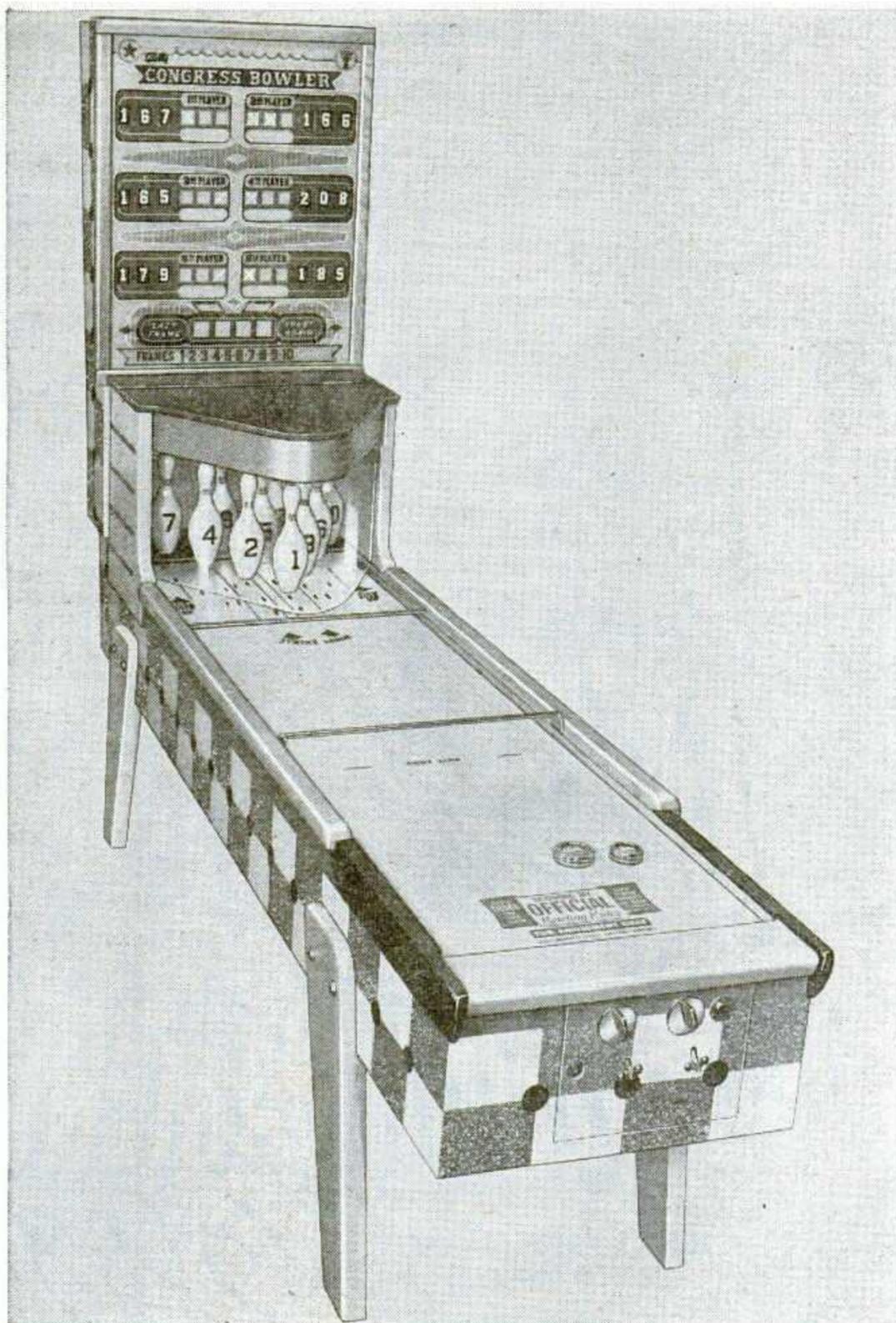
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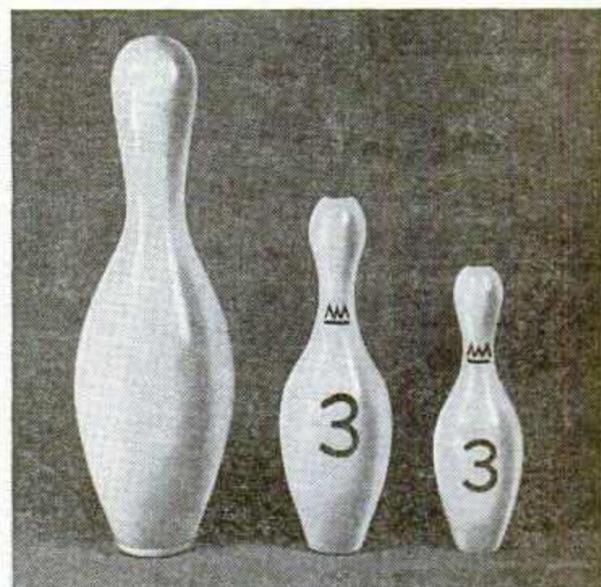
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Cash in on ever-increasing popularity of bowling. 15,000,000 bowlers will keep coin-chutes busy and cash-boxes full for all operators who get in on the ground floor with first **6-PLAYER\***



**OFFICIAL BOWLING\*\***  
shuffle-bowlers. Order  
new Ballybowlers now!



*New* **KING-SIZE Pins**  
*New* **OVER-SIZE Puck**

New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play appeal of new Ballybowlers. Pin at left is official pin. Pin at right is ordinary shuffle-bowler pin. Center pin is new Bally king-size pin. Matching the new king-size pin is the new Bally over-size puck with a hefty, healthy feel that adds to thrill of skill-shooting. New over-size puck is larger puck on playfield at left. Compare size with smaller old-fashioned puck.

**SPECIFICATIONS:** Overall size 8½ ft. long, 25 in. wide. Available in straight dime play or one play for a dime, 3 plays for a quarter. Light-up scores with speedy totaling. Club-styled cabinet. 7-10 pick-up. Genuine Formica playfield. Hinged pin-hood, doors and playfield with easy-up elevator on playfield. Speedy pin re-set. Quiet operation. Sturdy, trouble-free mechanism.

\*Fun for one player... more fun for competitive teams of 2 to 6 players.  
\*\*Scoring for strikes, spares and blows is according to Official Bowling Rules.

ABC-BOWLER and CONGRESS BOWLER are out-earning all other bowlers in side by side competition. Get your share. Get ABC BOWLER or CONGRESS BOWLER on location now.

# ABC bowler

WITH MATCH-SCORE FEATURES  
**Congress bowler**

by **Bally**®

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**Exciting NEW Action-Packed Feature!**  
Player by Simply Matching a Number Only  
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**Colorful  
Traveling  
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speed along  
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A 100% REPLAY GAME  
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★ NEW TOURNAMENT STYLE  
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All Steel  
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PLUS!

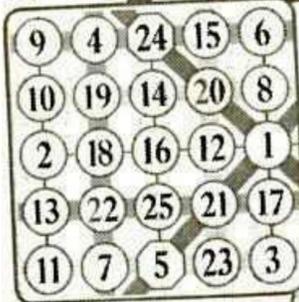
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Time-tested play-appeal of triple cards is built into the amazing new MAGIC CARD that expands from 5 lines to 7 lines, then to 8 lines, finally to 9 lines, as MAGIC CURTAIN folds back, revealing extra lines and giving players widest choice of ways to score. See the new MAGIC CARD and see why MIAMI BEACH is breaking records for earning-power from coast to coast.

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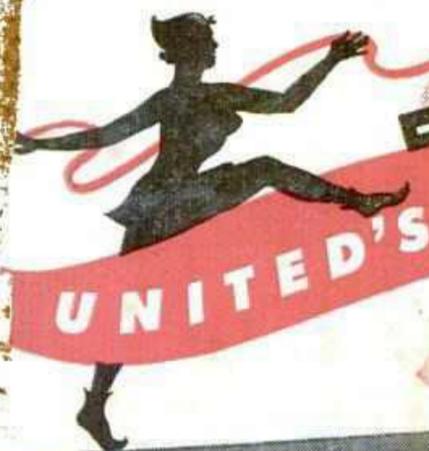


**SUPER-X**  
BOOSTS 3-IN-LINE  
TO 5-IN-LINE  
RED AND YELLOW  
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BOOST 3-IN-LINE  
TO 4-IN-LINE

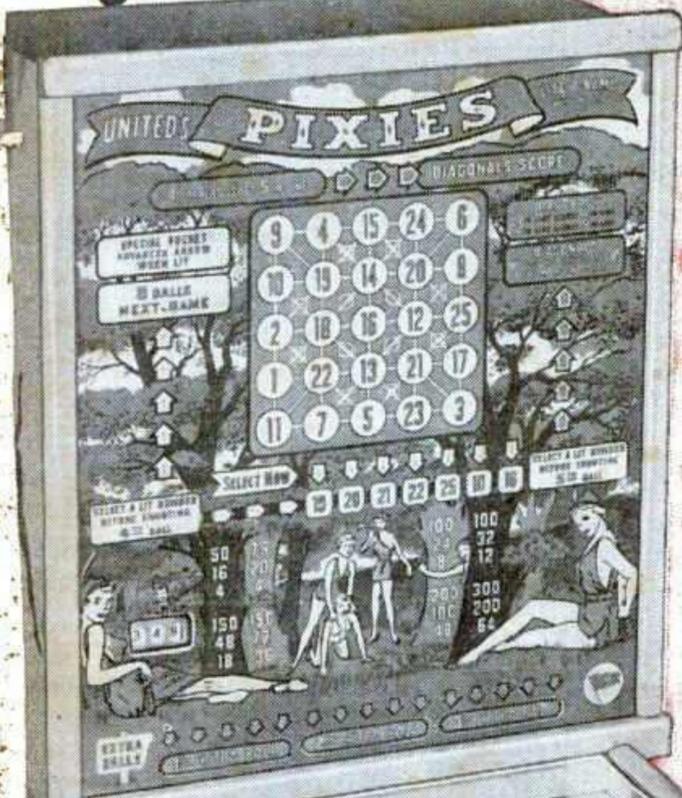
**SELECT-A-SPOT**  
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SCORE 100 OR 300  
ADVANCING SCORES  
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# PIXIES



**BIG, NEW  
BUILD-UP  
FEATURE**

**8** BALLS  
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## New, Double-Scoring DIAGONAL FEATURE

First coin lites large card  
Second coin lites diagonals

With Diagonal Panel lit  
Player can obtain Regular Card  
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Player can score up to

**12**

3-IN-LINE SCORES  
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4-IN-LINE SCORES

3-IN-LINE SCORES 4-IN-LINE  
4-IN-LINE SCORES 5-IN-LINE

Lite-A-Name Feature  
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