

featuring  
1954 FAIR DATES  
and  
SPECIAL EVENTS



# The Billboard

JUNE 26, 1954

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

## Music Rises in Air, But Fewer Play It

Mechanical Devices Supply Public Quest For Song, as Live Musician Jobs Decline

By IS HOROWITZ

NEW YORK, June 19.—More music will be introduced by fewer musicians this year for Americans who enjoy popular tunes. This is a trend that has been building over the past several years and still shows no signs of leveling off. What it means for the working musician is less opportunity for employment, while the music he plays is heard by more and more persons, primarily thru records spun on radio, television, in the home and on the nation's 450,000 juke boxes. This technological development, most evident in the popular end of the musical spectrum, has also had its effect on the classical side. Jobs here have not diminished; in fact they are still increasing, but they have not kept pace with the tremendous boost in the demand for more serious music, either longhair or medium-bob.

### Job Opportunity

There is a shift taking place in job opportunities for musicians. In some cases the potential has dried up to the point where only an elite group can expect to earn a comfortable living at the art. And for them the returns are high indeed.

In others, new areas are opening up, and while income may not be comparable to that expected in other professions requiring similar training, the chance to feed one's family by fiddling or tooting is still there for the taking.

One of the most significant areas of expansion is the educational field. Youngsters taking up instrumental training in schools are a growing army needing many new teachers. And not only in the school systems. Competent teachers are in increasing demand for private instruction.

Music publishers have learned this fact and are reporting yearly expansion in the market for standard and educational material. For many publishers this phase of their operations has become the steady revenue producer, not subject to the whims of the pop market.

### Difficult Living

But for the professional musician, the traditional means of earning his livelihood is becoming more difficult. International membership in the American Federation of Musicians, which just completed its annual convention in Chicago (see separate

stories), currently totals about 249,000. But only a little more than half earn a significant part of their support from music.

Fewer than 2,270 musicians earn their living as members of the 32 active major symphony orchestras in the United States and Canada. About 2,200 have staff jobs in radio and television. Less than 4,000 are used with some regularity in single broadcast engagements. Theaters provide jobs for some 2,000.

In movies, some 250 have staff jobs, with another 4,000 working occasionally. Perhaps 50,000 traveling musicians work a good part of the year.

And from the groups already mentioned come most of the 60,000 musicians who make phonograph records.

The AFM estimates that the total number of its members who receive the bulk of their income from the practice of music is about 72,000.

### Petrillo Plan

James C. Petrillo, AFM president, hopes to regain part of the lost ground by a continual hammering away at employers for

(Continued on page 12)

## WEATHERMAN SLAPS GABBY ANNOUNCERS

NEW YORK, June 19.—It's not the weather that upsets the outdoor amusement and sports industries as much as its the gabby radio and TV announcers who distort the forecasts. Altho conceding that predictions which prove wrong can cost outdoor operators untold patronage and receipts, the forecasters say the finger of guilt can oft-times be pointed at the announcer.

Ernest J. Christie, Meteorologist in charge of the U. S. Weather Bureau here, says the four-times-daily predictions that his office issues are frequently garbled over the air.

"We may say there will be a slight chance of scattered showers on a particular day or for the weekend, which is a cautious but faithful report," he says.

### Cites Disk Jockey

"But the next thing we know some bright disk jockey will be saying: 'Tsk, tsk, looks like a miserable weekend. I'd stay home if I were you.'"

Millions of radio listeners daily are alert to every mention of weather, since for some unaccountable reason

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## U. S. Folk to Tie On \$200,000,000 Feed Bag at Funspots

Outdoor Joy Seekers to Stow Away Tons of Food From Soup to Nuts

By CHARLIE BYRNES

CHICAGO, June 19.—Fun seekers at outdoor amusements, distinguished by whopping appetites, this summer will spend over \$200,000,000 to satisfy their food, drink and refreshment wants.

An estimated 500,000,000 people will eat their way thru this kind of money at fairs, amusement parks, kiddielands, carnivals, circuses, drive-in theaters, etc. Actually, the number and the food tab of outdoor pleasure seekers of all kinds will be double that amount as another 500,000,000 will shell out money for refreshments at sporting events, county, city and State parks, zoos and commercial resorts.

Long rated big—and profitable too—the refreshment field is growing constantly due to shorter work weeks, more leisure time, improved transportation, higher incomes and increased population. This constant, sturdy,

growth has sparked an increasing number of food and drink producers and equipment manufacturers to go after the outdoor amusement food-and-drink concession business.

### Concession Importance

The importance of such concessions was demonstrated at the 1953 State Fair of Texas in Dallas. The 2,383,712 people who attended the 66-day event consumed 3,200,000 cold drinks, 510,000 hot dogs, 270,000 hamburgers, 44,600 pounds of fried chicken, 317,619 packages of potato and corn chips, three carloads of potatoes for French fries, and 2,052 gallons of mustard and pickles. And this is only a partial list of the many eat-and-drink items sold on the grounds.

Concession sales are affected by many factors. The foremost, quite logically, is the time a patron puts in at an event. For instance, the average fair-goer is on the grounds six to eight hours and experienced concessionaires figure he will spend about 90 cents on food and drink during that period.

In contrast, the drive-in patron averages two hours and spends 30 cents. Grandstand events average out at 45 cents per capita, but here, too, the consumption curve varies considerably between a 200-mile auto race and a horse show.

Old hands in the concession game peg the nation-wide average for food and drink sales at an outdoor-type event at 40 cents per capita. Top eaters and drinkers are auto race fans who normally consume soft drinks, beer and food on a higher per capita basis due to the lengthy program, heat, waiting periods between events and dust.

### Soft Drinks

Soft drinks are far and away the biggest sellers at outdoor amusements. Each patron downs 1.25 drinks of pop each time he visits an open-air amusement, a national survey of concessionaires shows. Beer is invariably a big seller—where sales are permitted.

Next to soft drinks, the traditional hot dog ranks supreme. National averages at fairs, for instance, show two weiners sold to every three persons. Its cousin, the hamburger, is second with

(Continued on page 59)

## NEWS OF THE WEEK

### NBC-TV Pitch to Clients:

Get Into Color by Fall . . . NBC-TV is readying a sales drive to get its advertisers into color TV this fall. The network's new production for the first time establishes production rates for color telecasting. . . . Page 4

### Eddie Cantor's TV Film Deal a Milestone: Top Talent Watches . . .

Eddie Cantor's deal to produce, direct and star in a new TV film series for Ziv-TV may have profound repercussions among other top talent names. The seven-year deal may have as much effect in bringing more big names into syndicated vidfilm as Bing Crosby's switch to tape had in moving stars out of live radio some seasons back. . . . Page 7

### Musicians Wind Up Annual Meet: Petrillo Sounds Off . . .

Fifty-seventh annual convention of the American Federation of Musicians—one of the chief events of the year in music—winds up in Milwaukee. For complete coverage see Music, Radio-TV and Night Clubs-Vaude departments. . . . Page 11

### Widest Classical Disk Market Is Aim of 'Listeners Digest' . . .

The "Listeners Digest," a giant promotion to build consumer acceptance of classical music thru tying-in condensed versions of the classics with 45 r.p.m. phonographs, may enlarge the disk market by more than 500,000 consumers by the end of the year. RCA Victor unveils the plan next week. . . . Page 11

### Country Jockeys Plan Annual

Affair to Aid Rural Music . . . The Country Music Disk Jockeys Association is planning an Annual Country Music Day affair, in a move to curb exploitation of national country music functions by outside interests. . . . Page 12

### Pittsburgh Show Business Hit

Hard by Trolley Strike . . . Pittsburgh trolley strike hit the city so hard that only one major night club and two lounges remained in business when it was settled. Outdoor parks and legit theaters tried to make a go of it. . . . Page 42

### Good Business Forecast

For Outdoor Season . . . Most branches of the outdoor show business see a good summer, and even better fall ahead. Profit margins are expected to be higher than in '53 as the industry is unfettered by the 20 per cent federal amusement tax for the first time since before World War II. . . . Page 46

### Future Brightens for N. Y. Bingo Operators . . .

Seat charges instead of gate admissions and voluntary contributions approved by the State Supreme Court for upstate New York bingo operators who had been charged with felony lottery indictment. Road now is clear for continued operations. . . . Page 46

### Coin Phono Industry Launches

"Play Your Juke Box Week." . . . A national public relations drive to promote juke box play gets underway as operators and distributors launch industry publicity project. . . . Page 101

### Juke Box Operators Diversify;

Expand With Continuous Music . . . New markets open to music operators who combine non-coin and coin-operated endeavors. Background music opens new locations, puts music into swank bistros and restaurants. . . . Page 101

### DEPARTMENTS AND FEATURES

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## Petrillo Does About Face

MILWAUKEE, June 19.—James C. Petrillo's attack this week on the musicians' stand-by rule—which he criticized as detrimental to employment of name orchestras—represents a sharp switch in traditional American Federation of Musicians thinking. The stand-by rule had always been controversial. It received sharpest criticism from employers before passage of the Lea Act, which outlawed "featherbedding," and has always had strong local AFM backing. Petrillo's "What are we waiting for?" attitude is covered in the lead convention story in the Music department.

An OPERATOR PUSHPOP Message

Especially for DISK JOCKEYS and OPERATORS!

SEE PAGE 34

## Assoc. Checks Food Handling

NEW YORK, June 19.—Cognizance of the continuing growth of the sale of food and beverages at outdoor events is contained in the current project of the American Public Health Association, Inc. This national organization is composed of 12,000 doctors, public health and sanitary engineers and is designed to formulate a uniform set of dispensing regulations for mobile outdoor units for voluntary adoption by communities thruout the land.

Currently, States and communities set up their own regulations, with North Carolina judged to have the strictest code of all.



## Remedial Action by FCC Seen An Outgrowth of UHF Hearing

### Agency May Meet With Committee to Map Plans Requiring No New Laws

WASHINGTON, June 19.—The lengthy Hill hearing on UHF will reach a wind-up next week in a heated clash by major protagonists before the Senate Communications Subcommittee which is likely to call on the Federal Communications Commission to draft some immediate remedies.

The subcommittee, headed by Sen. Charles E. Potter (R., Mich.), is shaping plans to invite the FCC to meet en banc with the Potter group to weigh a plan of action which won't necessitate new legislation.

The Commission, which is in a "no man's land" in the controversy over UHF's plight, is certain to stand firmly (albeit with a dissent from Commissioner Frieda Henneck) against UHF proposals to impose a freeze on new VHF grants and an early move of TV into the UHF area of the spectrum.

With organized VHF interests having received their first major opportunity at this week's sessions to air their views, the issues are already resolved before the subcommittee goes into next week's final proceedings, which will be highlighted by testimony from National Broadcasting Company, followed by rebuttals by a spokesman from each of the major groups which have testified—the VHF-ers, the UHF-ers and the FCC.

Highlights are as follows:  
1. The network rivalry for TV superiority is undiminished, Columbia Broadcasting System and American Broadcasting Company stand together with National Broadcasting Company against UHF proposals to a freeze VHF grants, move TV to ultra-high, and cut VHF coverage by decreasing power and antenna heights. At the same time, CBS and ABC favor the FCC exploring the possibility of eliminating UHF-VHF intermixture in some markets.

2. The most bitterly worded charges by any witness against network "anti-UHF discrimina-

tion" came from Noran E. Kersta, vice-president and general manager of UHF Station WFIL-TV in Fort Lauderdale, Fla., and a former NBC executive. Kersta leveled his criticism specifically against ABC and NBC.

3. Key spokesmen for VHF-ers—George B. Storer, president of Storer Broadcasting Co., and W. Theodore Pierson of the D. C. legal firm of Pierson and Ball—declared their support for the present TV allocations system as "the best" that could be contrived to provide immediate service and they opposed suggestions aired before the subcommittee by Dr. Allen B. Du Mont, head of Du Mont net-

work, for the Du Mont allocations plan.

Ernest Lee Jahncke Jr., ABC vice-president, warned the subcommittee that unless prompt remedial action is forthcoming, UHF in most intermixed markets is closer to the same fate as FM than is generally realized.

Jahncke said UHF is a major problem "facing ABC as the growing third network and is the principal problem facing the fourth network. While two networks can exist and prosper without UHF, the third, fourth and other potential networks will have great difficulty becoming fully competitive (Continued on page 45)

## KGUL-TV PUSH IS ULTRA-HIGH

NEW YORK, June 19.—The Billboard, in the May 29 issue inadvertently referred to KGUL-TV, Galveston, Tex. as a UHF station. The fact of the matter, of course, is that the station is a VHF outlet which operates on channel 11 in the area.

Its only UHF connection is its ultra-high promotion which won a Billboard Promotion Competition award this year.

## CBS Names Faust Web Sales Mgr.

NEW YORK, June 19.—Dudley W. Faust has been named network sales manager, CBS Radio, effective July 5.

He replaced W. Eldon Hazard who is resigning to join J. Walter Thompson's Detroit office to handle the Ford account. Faust has been with CBS Radio for 17 years.

## UHF-VHF-RADIO BOX SCORE

### Highlights of Testimony Given In Hearing Before Senate Group

WASHINGTON, June 19.—As the Senate Communications Subcommittee moved toward a wind-up of its UHF hearings (see separate story), facts drawn from testimony so far (including a new study tossed into the hearing record this week by the Federal Communications Commission) add up to the following box score of current UHF, VHF and radio standings:

TV ownership: About 487 different companies or individuals own the 570 TV stations authorized as of May 1, with 51 companies or individuals having "either majority or substantial minority interests in more than one station." About three out of every four TV stations are owned by people with financial interests in radio also.

Profits: In the first quarter of this year, profits were chalked up

by a third of the post-freeze VHF stations, compared to an eighth of the UHF-ers.

Dropouts: Five times more UHF permittees than VHF have canceled authorizations so far. Ten of the UHF-ers, compared to two of the VHF-ers, were on the air before they dropped out.

TV sets: A fifth of TV set sales the first four months of this year were UHF-VHF combinations, although combination sets accounted for a third of manufacturers' inventories. Average life of a TV set is estimated as six or seven years.

Network TV outlets: Networks have VHF-ers as primary outlets in 62 of the 100 top markets, compared with 20 UHF affiliates.

Competition: Two-thirds of UHF stations are without any VHF competition in the same community; a fourth compete with one VHF station; 6 per cent compete with two or more VHF-ers.

UHF's and networks: According to FCC studies, the average UHF station in cities of 250,000 and over carried 19 hours of network programs in a single typical week; the average post-freeze VHF-er in cities of that size carried 37 hours of network programs. In cities under 250,000, 14 hours of network programs by UHF-ers, as against 15 hours by average post-freeze VHF-er.

Costs of building stations: Average construction cost (FCC figures) of the 109 VHF stations was \$376,000, compared to \$300,000 for the average cost of 100 UHF stations.

## SKY-HIGH HASSLE

### 7 Stations Dispute Empire State Rents

NEW YORK, June 19.—Seven TV stations here have gotten into a dispute with the Empire State Building about the new rents to be charged for their TV antennae on top of the skyscraper. The stations went to court this week to try to get the rent control law applied. The building management regards the court action as a tactic to delay the arbitration proceedings which, according to contract, are supposed to set the new rates.

The stations' leases run until 1959, but the rates they have been paying expired this past April 30. The complaint revealed that the annual rent formerly paid by each of the stations was as follows: WCBS-TV—\$85,670; WNBT—\$105,000; WABD—\$102,500; WABC-TV—\$90,000; WOR-TV—\$108,000; WPIX—\$80,000; WATV-TV—\$85,670. These rates include whatever office, studio

and transmitter space occupied each of the stations. In all, the seven stations were paying the Empire State \$657,279 annually.

In their plea before the New York Supreme Court, the stations asked for an order restraining the Empire State from having the new rents fixed by arbitration until the court makes a declaratory judgment regarding the application of the rent control law.

The stations charge that the building has defaulted in providing them with a statement of their maximum rent under the law, as a result of which no rent is currently collectable. They also asked the court to determine if they are entitled to recover any excess rent that might have been paid under maximum fixed rent.

The Empire State claims that the rent control law is not applicable to the TV antenna. The stations' motion is due to be heard later this month.

## Exquisite Bra 'Dance Party' For ABC-TV

NEW YORK, June 19.—ABC-TV's Tuesday night 10:30-11 time slot has been picked up by Exquisite Form Bra, which will put the Arthur Murray "Dance Party" into the period starting September 7. The show, which has been seen on every network except ABC-TV, currently is berthed on NBC-TV, 8:30-9 Tuesday nights, under the summer aegis of Five Day Deodorant Pads.

ABC-TV also picked up another piece of business this week as Minute Maid, currently sponsoring "Super Circus" alternating weeks for the summer, decided to take over the show on an every week basis for the remainder of its summer contract.

On the other side of the web's ledger sheet, ABC-TV this week marked down the withdrawal of Hazel Bishop in the next few weeks from "Dr. I. Q." The cosmetic firm is pulling in its sails in preparation for embarking on an expensive trip on NBC-TV's Sunday night spectaculars this fall.

## Madigan Quits ABC-TV Post

NEW YORK, June 19.—John T. Madigan this week resigned his post as manager of special events at ABC-TV to become program director of New England's newest video outlet, WMTW, Poland Springs, Me. Madigan joins the new outlet, which will transmit from atop Mount Washington, N. H., on July 6. The station will be airborne about August 15.

One of Madigan's outstanding achievements at ABC was his planning which enabled the web to beat its competition to the air with films of the recent Coronation in England by using a microwave link to Canada. He had been with ABC since August 1943.

## GE Eyes Liberate Buy

NEW YORK, June 19.—General Foods this week was close to purchasing the transcribed Liberate radio series for about 12 markets. The buy would be made thru Young & Rubicam for an unset product.

## CBS-RADIO SKEDS 3 EVENING STRIPS

### Jack Carson, 'Mr. Keen' Set for Summer, With 'Luigi' Planned for Fall Bow-In

NEW YORK, June 19.—CBS-Radio is going in for a policy of using evening strips in the last portion of its network programming schedule. This summer Jack Carson goes into 9:30-9:55 (EDT) across the board to be followed by "Mr. Keen," in the 10:10-10:15 slot as a strip. In the fall it plans to use the 10:15-10:30 time period for another across the board show, which may be "Life With Luigi."

Its most ambitious project of this nature, however, is likely to be a completely new half-hour strip based on "Amos 'n' Andy," which is tentatively ticketed for 9:30-10 next fall unless Carson does very well during hiatus

time. The strip version of "Amos 'n' Andy" will not interfere with the Sunday evening show, which will go on as before with a new bankroller taking over, Rexall having bowed out.

Should Carson make good "Amos 'n' Andy" may very likely go into the 9-9:30 p.m. time on days when that time is un-sponsored. The network's program heads are high on its new strip format for several reasons: they are cheaper to produce, and for that reason cheaper to sell and cheaper to sustain, if sustained they must be. Web program toppers also seem to feel they build a following via their cliff-hanger technique of programming.

## Bit of Reynolds To Quit Seeds?

NEW YORK, June 19.—Reports this week were that the Russell Seeds agency would lose its part of the Reynolds Metals account. The agency has been handling the servicing of Reynolds Metals radio and TV properties, a \$3,000,000 bit of business.

Expected to get the billings are the Buchanan Agency, which now handles print media for Reynolds, and the Chicago office of J. Walter Thompson, which may come in for a small slice of the plum. Seeds originally got the account because it was responsible for selling Reynolds on the use of TV as opposed to print.

## TV Managers Vote 15-1 to Continue BMI Video Clinics

NEW YORK, June 19.—TV managers, by an overwhelming vote of 15 to 1, have asked that the TV clinics of Broadcast Music, Inc., be continued, and have also made suggestions to a clinic planning committee.

The first of these clinics is to be held in New York, at the Biltmore Hotel, August 2 and 3; in Chicago, at the Hotel Sheraton, August 5 and 6; in Los Angeles, at the Hotel Statler, on August 9 and 10.

Meanwhile, the second and final swing of the 1954 BMI Radio Program Clinics will get under way Monday (14) at the Hotel Finlen, Butte, Mont. Seven additional clinics will follow.

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Founded 1894 by W. H. Donaldson

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Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1954 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends; one year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.

Vol. 66 No. 26



Your Lucky Strike Hit Parade says:

# "So long for a while"

And presents a special summer service

During its 12-week hiatus Your Hit Parade will list in this space the seven top tunes from Your Hit Parade Survey

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



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  2. Little Things Mean a Lot
  3. Wanted
  4. Hernando's Hideaway
  5. Young at Heart
  6. Make Love to Me
  7. Answer Me, My Love
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**P.S.** Be sure to watch Your Hit Parade's summer replacement  
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 Saturdays at 10:30 P.M. (N.Y.T.)  
 NBC Television Network





# NBC Sees Sell-Out of 12-15 Color Hours Weekly by Fall

By LEON MORSE

NEW YORK, June 19.—After issuing its first color TV production rate manual this week, NBC's sales force was preparing to start full blast pitches to its advertisers to use at least some color next season. Web officials are confident that they will shortly have most, if not all, of their 12 to 15 available hours of weekly color time fully scheduled.

Their confidence is based on the fact that costs for color transmission are likely to be reasonable enough to justify the expenditure of additional sums by sponsors to get color franchises and to get further color experience with their properties. For example, in the new production manual the only facilities and service rate differentials for color are for studios, mobile units and extra equipment.

It has been estimated by network brass that it would cost, at most, 10 per cent more for clients to produce their shows in color. There is also likely to be a color

networking rate, as yet undecided, to cover the handling and transmitting of color to stations but that, too, is expected to be held to a reasonable figure.

### Making It Painless

It is plainly evident that NBC is doing its best to make it as painless as possible for sponsors to get into the medium so that it can offer attractive programing to sell color sets. If it fails, the web will have to pay for color programing. The NBC studio capacity to program color will be increased to about 20 hours a week by the end of 1954, when the Burbank, Calif., studios get into action.

Which of the NBC sponsors will go into color first is not yet set. The bankrollers of the spectacu-

lars—Oldsmobile, Sunbeam, Reynolds Metals, Hazel Bishop, Ford and RCA—of course will have their products exposed in color, as that is the plan for these shows. NBC is also certain to approach sponsors whose particular properties—such as American Tobacco's "Hit Parade"—are unusually suited to the medium. Such clients will naturally get first crack, and others whose properties have not as much to offer colorwise may have to wait until more studio space opens up.

### CBS Also Busy

CBS-TV, meanwhile, is tooling up considerably for color. Its color studios on the Coast are in work, as is the Colonial Theater here. During the fall, all of the CBS advertisers will get a chance to see their shows in color. All of the Westinghouse extravaganzas will be seen in color as will 10 of the hour shows presented by Chrysler. It is estimated that as much as two hours a week of CBS color will be seen during the fall, with this amount gradually being increased as time rolls on.

There will be 43 NBC affiliates ready to receive color by July 1 of this year, 62 by October 1 and 75 by the end of the year.

While the sale of color sets has not been setting any records, some localities have been buying better than others. Oklahoma City, for example, is said to have 300 sets in homes because of the amount of local color shows presented by Buddy Sugg over WKY-TV. And it has also been recommended that all Ford dealers buy color sets so they can see their spectaculars in color next fall.

## FCC Issues Video Grant; Total 689

WASHINGTON, June 19.—The Federal Communications Commission issued one TV grant this week, bringing total authorizations to 689, of which 581 are post-freeze grants, including 30 non-commercial, educational grants. With 85 grants canceled, outstanding authorizations now number 604.

This week's grant went to Milwaukee Area Television Corporation, Channel 12, Milwaukee. In making the grant, the Commission denied a petition by Midwest Broadcasting Company for a rehearing and reconsideration of the Commission's earlier decision to deny its application for the same facility.

## Ex-Lax to Nix 'Romance'

NEW YORK, June 19.—ABC radio suffered a major setback this week with Ex-Lax set to ankle the morning "Modern Romance" series, which it sponsors Tuesday thru Friday.

The web, meanwhile, pulled in an undisclosed bankroller to take over the show on Mondays, which currently is carried sustaining.

## BINGO GOES TO TELE VIA KTTV

HOLLYWOOD, June 19.—Bingo is coming to TV.

The game that has captured the fascination of countless numbers of persons makes its debut here on Paramount's KTLA in early July, it was announced by Klaus Landsberg, vice-president and general manager. The way the station will present the game permits viewers to participate. A million cards will be distributed thruout the greater Los Angeles area. Nine phones will be in use on the stage which will permit home viewer-players to call in if they get bingo, and win a prize.

A station spokesman said that approval had been given from Washington officials for telecasting of the game some quarters consider gambling.

## CBS, Wrigley In 5-Wk. Plan

NEW YORK, June 19.—The P. K. Wrigley Company this week purchased a five-week saturation plan on the CBS radio network. The sponsor is buying 16 half-hour shows, including six of "FBI in Peace and War," six of "Gangbusters" and four of "Broadway Is My Beat."

The Wrigley Company, in the past several summers, also purchased saturation deals on CBS radio. Last week the network also closed another such saturation purchase but on a smaller basis when the Chevrolet dealers bought 12 five-minute newscasts for 13 weeks. Most of the newscasts will be concentrated on the weekends.

## NBC Color TV Manual Unique

NEW YORK, June 19.—The new NBC-TV color TV production manual which was introduced this week is unique in several respects. For example, it reverses the usual method of charging for such items as manpower, studios and extra equipment.

Instead of selling the service as a package, it is being sold on the basis of hourly rates for studios and technical personnel. It is also unique because it is the industry's first rate structure to cover both black and white and color TV production and service facilities.

Contained in the new production manual is the opportunity to control and reduce TV production costs by an efficiency in usage and the simplification of the rate structure by eliminating former separate charges for camera rehearsal and dry rehearsal.

Hourly charges apply to total time in the studio, regardless of whether it is camera or dry rehearsal. A small charge for film originations has also been established.

## May Postpone Lamb Hearing

WASHINGTON, June 19.—The Federal Communications Commission may call off at least tentatively its July 28 hearing in the case of publisher-broadcaster Edward Lamb. The hearing will be held up for at least a few weeks and maybe indefinitely as a result of a pending appeal by Lamb from Federal District Court Judge Edward A. Tamm's decision last week which gave a green light for the FCC hearings (The Billboard, June 19).

Lamb has been given 20 days to carry his fight against the FCC over renewal of his broadcast license to the Circuit Court of Appeals. Lamb's attorney, former U. S. Attorney General J. Howard McGrath, will ask the higher court to require the FCC to hold up action of any kind until the Circuit Court renders a decision. Meanwhile the Commission has been advised by one of its members, Commissioner Edward Webster, to have the commissioners sit en banc when the Lamb hearing is staged. The Commission previously had assigned examiner Herbert Sharfman to handle the hearings.

## Court Okays Zenith's Suit

CHICAGO, June 19.—The Zenith Radio Corporation and the Rauland Corporation may proceed with their \$16,000,000 anti-trust suit against the Radio Corporation of America and other defendants, according to a ruling by Federal Judge Michael L. Igoo.

Judge Igoo rejected arguments of RCA that trial of Zenith's treble damage anti-trust case should be further postponed pending disposition of patent litigation between Zenith and RCA in another court, and overruled an RCA contention that Zenith was bound by a consent decree entered in a government anti-trust suit in 1932.

Zenith and Rauland charged that since 1919 RCA and others conspired to monopolize the radio and television business, excluding them from foreign markets.

## Lee Questions Education TV

WASHINGTON, June 19.—A new battle over reserved educational TV allocations is brewing as aftermath of a speech by Commissioner Robert E. Lee of the Federal Communications Commission raising the question whether educators might find more feasible to buy time on commercial stations rather than sink money into educational stations.

Lee's comment, which came as a surprise in a speech before the Maryland-D. C. Broadcasters' Association in Ocean City, Md., last night (18), appears to have touched off anew a furor that last reached a major climax on Capitol Hill in 1953 when the late Sen. Tobey (R., N. H.) was chairman of the Senate Interstate and Foreign Commerce Committee.



### Use the NEW Underwood "150" Standard Typewriter

The Underwood "150" is completely new from every angle... with everything your operators have ever looked for in typing ease and efficiency.

There's new Triple Touch Tuning... new Diamond Set Margins... a new Color Control Keyboard... a wide choice of type styles... and many other new features.

You'll get better letters every time... clear, clean, uniform impressions.

We'll gladly arrange, without obligation, to let your secretary try a new Underwood "150" on her own work.



### Use the NEW Underwood Sundstrand Adding Machine

Make figure-facts roll with new Multi-Flex Control... available to you only in the new Quiet Underwood Sundstrand Adding Machine.

No matter what kind of figures you want, you'll get them faster... with less effort... by using this superbly quiet machine.

New, advanced design, plus the famous Underwood Sundstrand 10-key Touch Method Keyboard, brings you these important advantages:

... greater cycle speed... new Multi-Flex Bar for all calculations... multiplication made easier and faster... easier correction of errors with new electric correction key.



### Use the NEW Underwood Sundstrand Payroll Machine

that produces the most complete yet smallest Pay Statement ever... only 3 1/2" wide... it eliminates the s-p-r-e-a-d type statement form.

It simultaneously and automatically selects earnings and deductions registers while listing amounts vertically on the Pay Statement and horizontally on the Employee's Earnings Record and Journal (columnar form).

The automatic controls of this ingenious machine print everything automatically... Date—Check No.—Gross Pay—Net Pay—Taxable Earnings—Quarterly Totals—Yearly Totals, etc., without any attention from the operator.

It provides the most complete records beyond that of any present standard—The New Underwood Sundstrand brings remarkably new advantages to payroll accounting—no other machine like it.

## Underwood Corporation

Typewriters... Adding Machines... Accounting Machines  
Carbon Paper... Ribbons... Punched Card Equipment  
Electric Computers

One Park Avenue, New York 16, N. Y. Underwood Limited, Toronto 1, Canada

Sales and Service Everywhere

Call your nearest Underwood representative



# BILL RANDLE

*HIGHEST RATED RADIO PERSONALITY  
IN THE U.S.!!\**



\*In the top ten markets surveyed by C. E. Hooper, Inc., February-April, 1954, there were no higher daytime Hooperatings than the WERE Bill Randle Show's peak audience. The markets surveyed were New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit, St. Louis, San Francisco, Cleveland and Baltimore. Bill Randle broadcasts 2 to 7 PM every day.

# WERE

**— CLEVELAND, OHIO —**

RICHARD M. KLAUS, SEN. MGR.

STATION REPRESENTATIVES, VENARD, RINTOUL, & MCCONNELL



## WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, June 19.—A faster-moving team of experts to sleuth deceptive advertising practices on TV and radio can be expected from an overhaul at the Federal Trade Commission July 1. The FTC will hire three lawyers to replace seven clerks who've been handling the job. The shift is aimed to speed investigations.

### WHAT D'YA MEAN PUBLIC SERVICE? . . .

This week's hearing on UHF's plight provided an inconspicuous warmup for Sen. Charles Potter's (R., Mich.) "somebody's lying" statement which brought the televised McCarthy-Army shindig to a close. Potter, chairman of the Senate Communications Subcommittee studying UHF, made it clear at the UHF hearing that he's been taking a dim view of some of the antics in the McCarthy-Army circus before the Senate Investigating Subcommittee (Potter is a member of the latter subcommittee).

When Harry Tenebaum, of Station WTVI, Belleville, Ill., mentioned in testimony before the Communications Subcommittee that his station had been presenting the McCarthy-Army hearings "as a public service," Senator Potter interrupted with a wry smile, "I don't know if carrying the McCarthy hearing was a public service or not." Tenebaum assured the senator that the station has received approval from a lot of viewers, including a woman who said she hoped the hearing telecasts would be continued since "so many people want to see their government in action." Potter quipped mournfully, "I hope they don't think that's typical of our government in action."

### SOLONS STILL PUZZLED ABOUT TV EFFECTS . . .

The Senate Juvenile Delinquency Subcommittee figures it's got a lot more to learn about TV and radio programming. The Senate group's recent hearing in New York merely scratched the surface of the question of whether TV and radio is influencing juvenile crime, according to subcommittee members who now are planning to call up industry spokesmen and experts in human behavior for further hearings. Although the subcommittee doesn't expect the probe to turn up revolutionary findings, they hope to discover whether there's any reason for concern expressed by some folks over radio and TV program effects.

### THAT BROKEN RECORD AGAIN? . . .

Next week's hearing on the Langer Bill to ban TV-radio liquor commercials will sound like a playback of last month's subcommittee hearing by a House Subcommittee on the counterpart Bryson Bill. Most of the witnesses slated to testify before the Senate Interstate and Foreign Commerce Subcommittee are the same ones who sounded off last month on the House side, the dregs supporting the legislation are trying to muster a bigger turnout. The ar-

ray against the bill will include the National Association of Radio and Television Broadcasters and the American Association of Advertising Agencies.

### DOERFER'S TURN FOR SENATE QUIZ . . .

The Federal Communications Commission's chairmanship will be a not-so-hidden stake in the Senate Interstate and Foreign Commerce Committee's hearing Wednesday (23) on the renomination of Commissioner John C. Doerfer to a full seven-year term (The Billboard, June 19). President Eisenhower last year designated Rosel Hyde as chairman for a period ending last April 18, and Hyde subsequently has been serving as chairman by vote of the commissioners themselves. Doerfer, a Wisconsin Republican, has been labeled a "McCarthy man" because of the controversial Wisconsin Senator's approval of him. One Democratic member of the Senate Interstate and Foreign Commerce Committee headed by Sen. John W. Bricker (R., O.) has indicated he intends to question whether Doerfer might become FCC chairman.

## CLEARANCES

### Firestone Gets 79 for ABC Stanza

NEW YORK, June 19.—ABC-TV's station clearance problem was nowhere in evidence so far as the "Voice of Firestone" was concerned, as the web hauled in 79 stations for the first week. The station line-up gave a coverage factor of over 87 per cent of the nation's TV homes. The figure compares with a 93.5 per cent coverage factor that "Voice" reportedly was getting on NBC-TV via a similar number of stations.

The coverage would probably be even greater were it not for the fact that the show is being sent out on a live basis only. The audio quality of kines, while satisfactory for dialog shows, leaves much to be desired for musicals, causing Firestone to bypass d.b. telecasts of the stanza. To be taken into consideration, however, is the fact that ABC-TV is probably clearing a number of the stations that carried the show on NBC-TV. The Monday night time slot is the same.

## AFM Relents in Battle Against Recorded Voice Tracks on Radio

MILWAUKEE, June 19.—Despite the union's long-standing battle against "canned music," the American Federation of Musicians this week eased its restrictions against recording voice tracks for radio station use. Upon recommendation of the union's international executive board, the delegates at the AFM convention here approved a new and looser wording to the AFM's bylaws.

Under both the new and old regulations recorded interviews are permitted if the local in whose

jurisdiction the broadcast of the recording is to originate approves. But the laws now prohibit a local from withholding such approval if the local has a working agreement with the station. The new regulation also notes that such recordings shall not be distributed unless the artist making them is scheduled to appear in a specific locality or if the local's permission is obtained.

Before the assembled delegates

### BMI Offers 'Am. Story' To Stations

NEW YORK, June 19.—A program series of unusual interest to stations in that it combines class material with low-cost production was unveiled by Broadcast Music, Inc., at a cocktail party in the Netherlands Club Tuesday (15). The series, titled "American Story" and prepared with the cooperation of the Society of American Historians, highlights American history from the age of discovery to the age of the atom. The series is being made available to stations without cost.

A preview performance of one of the first programs of the series was given, featuring commentator Ben Grauer, actor William Marshall and ballad singer Tom Scott. Allan Nevins, president of the Society of American Historians, discussed the significance of the series. Broadcasters may present the programs by using a narrator and either live or recorded music.

### Alien Newsmen to Bow on NBC-TV

NEW YORK, June 19.—A new panel show, in which four correspondents for foreign newspapers will discuss how America's policies appear to other nations, will make its debut via NBC-TV next Sunday (27), 3-3:30 p.m.

Packaged by Pierre Crenesse, U. S. chief of Radiodiffusion Francaise and correspondent here for Parisien Libre, the stanza will feature on the panel, besides Crenesse, an Italian, British and Indian newsmen. John Wingate will be the moderator.

### Wolf Replaces Slates at R&R

NEW YORK, June 19.—George Wolf this week was named veepee and head of the New York radio-TV department of the Ruthrauff & Ryan ad agency, effective June 22. He replaced Tom Slater, who resigned recently after eight years with the agency. Wolf currently is veepee and radio-TV chief for Geyer Advertising, Inc., and previously had been with NBC and with Foote, Cone & Belding. He is 1954 radio-TV chairman of the New York City Cancer Crusade.

## Vox Jox

By CHARLOTTE SUMMERS

### Surface Noises

Tom Edwards, WERE, Cleveland, has a suggestion for the record companies on the change to 45 r.p.m. samples: "Why not make the disks seven inches, playing at 33 or 78? Or another way to do it is to make a 33 10-inch record with four tunes on each side. Many of the hillbilly labels are doing it now. Trend label is also doing the same with its releases, and the records don't have to be played with a special head. I hope the record companies will come thru with a plan other than that of having 45's. Mitch Miller agreed with me on this subject, too. He said that one station had ordered the special equipment several months ago, and it still doesn't have it. Honestly, this is a matter that has many of us deejays up in the air."

Lou Barile, WKAL, Rome, N. Y., has this to say about the change to 45's: "If the record companies would delegate their distributors to send out deejay samples, the distributors would know what stations to cover, and the costs wouldn't be as much as

mailing the copies from the company factory. Therefore, all this talk about rising costs of sending records at 78 r.p.m.'s would take a different turn."

### Jox Trix

Bob Curtin, KLYN, Amarillo, Tex., has just started a "Collectors' Corner" to which listeners are invited on Saturday afternoons. . . . Tut Perry, WHLM, Bloomburg, Pa., featured June Winter's birthday by interviewing her fan club and playing special musical salutes. . . . Dick Braun, WWNR, Beckley, W. Va., tells us that he believes this is the first time that two competitive stations engaged in a softball game for charity. Braun writes, "They called a truce long enough to engage in competition of another kind. Proceeds from the game go to 'Teentown,' a community project set up to provide wholesome entertainment and a place to go to for Beckley's teenagers."

Joe Hyder, WADK, Newport, R. I., reports that the deejay contest sponsored by Ralph Flanagan and Lincoln Park, North Dartmouth, Mass., is going great, and post cards voting for the favorite deejay are flowing into the park. . . . Dennis Hancock, WCLD, Cleveland, Miss., is very pleased at the results obtained with the free sheet music giveaway provided by Star Records. Hancock used the promotion on both his hillbilly and pop show and more than doubled his mail in one week.

Audry Humanson, KING, Seattle, reports on Operation "D" Day at the city dump. "The first week in May was clean-up in Seattle and to promote this day, Gil Henry, Alan Cummings and Jim French, deejays, competed in attendance at the three main dumps of the city. Ten thousand people attended, and a point system was set up to determine the winner. One point for a car, two for a trailer and three points for a truck were given."

"Pan-American Airlines flew in orchids for all the ladies and a local florist gave carnations to the men. A local merchant contributed a garbage disposal to be raffled off and noted personalities from KING-TV were on hand to hostess. The competition was close, with Henry winning with 1,277 points; Cummings close with 1,246, and French trailing with 1,148. An on the spot broadcast originated from each of the locations, and the local newspapers gave the promotion a big play."

Owen Lackey, WJVA, South Bend, Ind., has just organized an Arm Chair Disk Jockey Association. Decca records is the foster mother of the org furnishing membership cards for all listeners who feel they can play better records than the deejays.

Bill Gibbons, WFGN, Gaffney, S. C., is giving away the top seven records each week to the listener who picks them closest to the order they fall in by popular request. . . . Scott Muni, WSMD, New Orleans, gives away an album a day to the listener who racks the top six closest to the way they fall by letter point system. . . . Johnny, of Philip Morris fame, popped into Jefferson City, Mo., a few weeks ago to help the opening of the three-day bloodmobile visit. With local

(Continued on page 34)

## FOLLOW THE LEADER

### Dow Success Lures Monsanto Into TV

NEW YORK, June 19.—Monsanto Chemical may be the second important plastics company to use network TV on a wide scale. The company is on the verge of following in the footsteps of Dow Chemical, which bought "The Medic" on NBC-TV Mondays thrice monthly for next fall, after one season's success in the medium. Dow is also a sponsor on "Home" and "Today."

Monsanto is close to the purchase of 102 participations in CBS-TV's "Morning Show," an expenditure of \$300,000. The advertiser is also nearing daytime purchases on another web, said to be NBC-TV. Monsanto has already bought participations in the

latter web's "Today" for its folium division.

The amazing success of Dow Chemical with network TV is told in its new promotion booklet. Under its sales plan, Dow's Saran-Wrap was advertised nationally almost entirely on network TV. A leading research organization reported that the product had gained 70 per cent national distribution in the short time of two months, "the fastest distribution established for any consumer product we have ever seen."

The promotion booklet also states that after a decade of advertising in national magazines, Dow's Styron Wall Tile was promoted in a single daytime program this past February. Dealer sales, for example, were up 75 per cent above quota for February. The company also experienced the same sort of astonishing sales results with its Styron housewares on TV, after a decade of fair-to-middling results in magazines.

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

## L. A. Stations 50-50 in Views On 45 R.P.M. Releases to DJ's

HOLLYWOOD, June 19.—Los Angeles radio stations appeared equally divided in opinion as to whether or not the impending switch to 45 r.p.m. records for disk jockey release by the major record companies would present problems of an insurmountable nature.

The situation flared here this week with the disclosure of a letter from Mark Haas, director of broadcasting at KMPC here, to Irving Green, president of Mercury Records. Haas expressed dissatisfaction at the move the record industry is taking July 1, pointing out that the radio industry represents the "greatest promotional vehicle available to recording companies."

Harry Maizlish, owner-operator of Station KFVB here, opined, "The question of expense involved in getting necessary equipment to play 45 r.p.m. records is of sec-

ondary consideration. The first consideration is whether or not 45 r.p.m. records will improve the quality of broadcasting. If it does, then by all means we are for it. The record companies have been nice to us, and if their switch to 45's will save them some money, then why shouldn't we cooperate?"

Mort Hall, owner-operator of music Station KLAC indicated dissatisfaction with the impending move, saying, "It's a very unfortunate situation. However, if it does make for better programming, we'll go for it. I am satisfied with the fidelity of 78 r.p.m. records and will continue to play 78's until we've worn them out."

Peter Potter, KLAC disk jockey, pointed out that the use of 45's would make the cuing of records and the ability to make segues difficult. Potter declared, "The use of 78 r.p.m. records on present

(Continued on page 11)



## TELE SCORE

### Cap to Issue Spectacular Tune Album

HOLLYWOOD, June 19.—Capitol Records will issue an album of the original score from the upcoming Max Liebman 90-minute color spectaculars latter is producing for NBC-TV.

Show, set for telecasting on September 12, will star Betty Hutton, a Cap recording artist. Music for the show is being penned by Jay Livingston and Ray Evans, who also scripted the vaude act Miss Hutton did at the Palace in New York.

Cap's move marks the debut of an album whose score is especially being inked for television. Action is also an indication of the importance and emphasis being placed on television as a medium of sales promotion. The previously issued Ethel Merman-Mary Martin album of the Ford TV show hit the market after the original airing on video. Cap's album is being planned to hit disk stalls in advance of the first Liebman spectacular, which with extensive drum-beating from both NBC-TV and Capitol is expected to create a market for the album.

### Coast Station Views Divided On 45 Release

Continued from page 6

vinylite pressings as we get them now are satisfactory. Record companies might do well to cut down somewhere else.

A majority of stations contacted were not equipped to play 45 r.p.m. records, and indicated that the switch would necessitate an investment of approximately \$3,000. Station execs further opined that the cuing and handling of 45's was of chief concern to station engineers and announcers.

Robert Sutton, program director at KNX, a CBS-owned-and-operated station here, stated, "I'm concerned about the problem present-

(Continued on page 17)

### BMI Files Reply to \$150,000,000 Suit

Answer to Songwriters of America Denies Violation of Laws on Anti-Trust

NEW YORK, June 19.—Broadcast Music, Inc., this week filed in Federal Court here an answer to the \$150,000,000 suit of Songwriters of America (The Billboard, November 14) denying the songwriters' allegations that BMI had in any way entered into a conspiracy to violate the anti-trust laws.

The BMI document, drawn up by Rosenman, Goldmark, Colin & Kaye, BMI counsel, lists 15 defenses which deny specific charges in the songwriter suit, the sum of these charges being that BMI, with the aid of the networks, RCA Victor, Columbia Records and the National Association of Radio and Television Broadcasters, operated to the detriment of the proper exploitation of the plaintiffs' songs on the air and on records.

The songwriters' suit, in addition to damages, asked that BMI be divested from control by the broadcasting industry.

In addition to a general denial of violation of the anti-trust laws, the BMI document charges that the plaintiffs have no status to sue and the plaintiffs are members of a covenant entered into by the broadcasters and the American Society of Composers, Authors and Publishers — and considered binding upon songwriter members of ASCAP —

### WNEW DEEJAYS BACK PUSHPOP

NEW YORK, June 19.—WNEW deejays Jerry Marshall and Bert Wayne are getting behind The Billboard's "Operation Pushpop" with special air gimmicks of their own to help hypo summer record sales.

Marshall's stunt calls for him to select the top records out of the new releases and suggest that his "Make Believe Ballroom" listeners go out and buy the disks as a form of support for the artists. His first "rave" is for Patti Page's "Steam Heat." Choice is based solely on Marshall's personal opinion. Wayne is running a similar gimmick on his afternoon show, using The Billboard's "bests" lists, and suggesting listeners purchase one or two of them that day.

### Victor's 'Listeners Digest' Bow to Tie-in 45's, Phonos

Big Promotion Sets Goal for New Classical Customers at 500,000

NEW YORK, June 19.—RCA Victor next week will unveil its "Listeners Digest," an ambitious promotion aimed at furthering acceptance of classical music and enlarging the market for 45 r.p.m. records by at least 500,000 new consumers before the end of the year.

The campaign, carefully mapped for more than a year, joins records and a 45 r.p.m. phonograph as an integral merchandising unit. This will be sold as a package including 13 EP's and a phonograph for the price of the phonograph alone.

While even partial success of the plan can only greatly expand the market for all 45 disks, regardless of musical category, its basic concept is concerned with making classical music more acceptable to the average American.

For the first time it brings to the record industry a sustained move to condense classical compositions to acceptable doses in a similar fashion to the book and magazine trend pioneered by The Readers Digest. However, the program in no way will limit the regular output of Red Seal vinyl

by Victor for the conditioned good music lover.

#### Dept. Co-operation

Altho "Listeners Digest" in its musical aspects is the brainchild of RCA Victor Records, marketing of the package is in the hands of the firm's newly created radio and phonograph division. But both departments will co-operate in what promises to shape up as the company's greatest merchandising program since its introduction of the 45 system five years ago.

Three complete packages will be offered, each to contain the identical set of 10 EP's. The only difference will be in the accompanying player. Consumers may purchase the \$39.95 self-contained 45 machine, the \$54.95 portable or the \$54.95 table model, together with the record library, at no increase in list price.

First view of the "Digest" by dealers will take place next week when the phonograph division begins showings of its new line. Deliveries to retailers will begin late in July, with national consumer promotion to begin in mid-August.

The latter drive will kick off with a double-page spread in The Saturday Evening Post, issue dated August 18, with similar ads scheduled to run in Life, Parents Magazine and other mass circulation media. Heavy use will be made of radio and television time also.

#### 12 Favorites

The 10 EP's, containing con- (Continued on page 40)

### Capitol Seeks New Foreign Pact Clause

NEW YORK, June 19.—In a move to facilitate record releases in foreign markets, Capitol Records this week asked all publishers to incorporate a new foreign distribution clause in future licenses. The clause provides that the recording may "be released without restriction by any foreign associate of Capitol Records throughout the world."

This action is undoubtedly (Continued on page 17)

### Major Trade Issues Put AFM On Defensive at Milwaukee

By JOE MARTIN

MILWAUKEE, June 19.—The wind-up of the four-day convention of the American Federation of Musicians staged here this week pointed up several dramatic changes in long-standing traditions of the Federation. These and other highlights were:

1. The AFM and its president, James C. Petrillo, have backed down from the fight for stand-by musicians.

2. The musicians' president advised his members to stay out of court, stop placing too many people and places on the "unfair" list, avoid strikes whenever possible and try to compromise with employers.

3. There is no effective opposition to Petrillo and his executive board.

4. The union can only hope for retaining the status quo in regard to employment of musicians.

5. There is no possibility of working out a pension plan for musicians.

6. The union will continue to fight for repeal of the Taft-Hartley Act, the Lea Act and excise taxes on amusements.

In general, Petrillo took the position that the musicians had better be satisfied with what they have, hope to keep it and forget about increasing employment to

any great extent. "It's not in the cards," he said.

On the subject of stand-by musicians, Petrillo told the delegates that a firm stand on this matter only worked to the disadvantage of the musicians. He said, "If you walk into a grocery store for bread and the guy says you can't get it unless you buy three other things—well, you know what you'll tell him."

He pointed out that the laws specifically forbid featherbedding. He said, "Don't do anything to keep the traveling bands from coming into your territory. These bands make work for you. If you insist that additional men must work or standby for them, you'll regret it."

Petrillo also effectively stifled several attempts to raise the 10 per cent surcharge on traveling bands (as presented in several

resolutions) by pointing out that such additional tax would only serve to cut employment.

In his plea for "compromises," Petrillo pointed out that the Hollywood local acted wisely in agreeing to a cut in minimum salaries in order to keep 35 men working at RKO studios for two more years. "That was a good deal," he said.

Petrillo used the battle between the networks and the American Society of Composers, Authors and Publishers as an example of what can happen thru unnecessary strikes. "So they settled with the networks," he pointed out, "at the same amount of money they would have gotten in the first place, but now they got BMI for competition."

Other remarks made by Petrillo on a variety of subjects, were: "Why should a boss pay for men he don't need or want? Would you do it?"

"The laws have reversed us. My wrists are shackled. We just don't have any work. We need more patience than ever in our history."

"Three big problems are the secondary boycott, featherbedding and the Trust Funds. All three are regulated by the law. Under the rules we must feed a struck station or violate the secondary boycott provisions. We've always had hiring minimums, but the (Continued on page 17)

#### RESEMBLANCE

### La West Asks Discontinue of 'Muriel' Tune

NEW YORK, June 19.—One of the country's best-known personalities, with one of the country's best-remembered voices, rose up to protest in ladylike fashion to the Freddy Martin record of "Muriel" on RCA Victor. The protestor is Mae West, she of the voice that goes with "Come Up and See Me Sometime," and the shape that caused the Air Force to dub its life preservers as "Mae West's" years ago.

Said Miss West, thru her solicitor: "Reference is made to your record . . . entitled 'Muriel' and the advertising thereof. . . (Continued on page 17)

### Columbia Readies 100 'Hall of Fame' Series

NEW YORK, June 19.—Columbia Records is now readying the first 100 singles in its new standard series, called "Hall of Fame." The series, which is under the direction of a.&r. staffer Gene Becker, will consist of pop, country, sacred and jazz sides previously issued on the label but not now available. They will be shipped to distributors in August

and will be available to dealers in September.

The pop sides in the series will consist of hit waxings by Frankie Laine, Rosemary Clooney, Doris Day, Jo Stafford, Johnnie Ray, Guy Mitchell and others. Items slated for release include Laine's "Jezebel" and Miss Clooney's "Come On-a My House."

In addition, pop hits of many years ago, by the Berny Goodman, Harry James and Les Brown orks, plus others, will also be issued under the Columbia "Hall of Fame" imprint. James' "Sleepy Lagoon" is on the forthcoming release.

In the country and sacred idiom the series will consist of older hit slicings by Carl Smith, Stuart Hamblin, the Chuck Wagon Gang, Marty Robbins, Roy Acuff and many more. Stuart Hamblin's "It Is No Secret" will be on the release for the sacred trade.

Some of the jazz re-issues may prove of high interest to collectors. For these disks, the firm is dipping into the Okeh and Vocalion masters of the 1930's. Artists like Pine Top Smith, the Jimmie Lunceford crew and others of the swinging 1930 era will be included in the jazz releases.

Columbia will add records to the series on a regular basis, probably every quarter or so. They will sell for 89 cents, including tax, and will have a different colored label than the regular Columbia single record label.

### Just a few of the key features in The Billboard NAMM Convention Number

- ... dated July 17
- ... out July 12
- ... deadline July 8

**The Billboard**  
NAMM Convention Number

The Music-Record Industry's Leading Newsweekly

30 AND WRONG  
ROSE QUITS

CBS-TV Lures  
Top Scripters

STORMS TAKE  
HEAVY TOLL  
OF SHOWBIZ

Top Field Tops '99  
In 4 Fiscal Months

**Singles—Backbone of the Record Business:**—Much-maligned at times, single records still represent the biggest chunk of the total record business—and make a vital contribution to the sales of other types of records. This feature details the promotable values in singles and points up the ways in which dealers can put the "glamour" features of singles to work to build sales of other records.

**The Packaged Record Market—A Bright Past and a Brighter Future:**—The growth of the market over the past seven years . . . changes since introduction of 45 and 33 rpms . . .

**Promotion is a Big Part of the Answer:**—Here's how dealers manage to get their share—and more—when there is not enough business to go around.

**Point-of-Sale and Display Equipment Suppliers:**—A brand-new "where to buy it" directory.

**Price-Cutting and the Record Retailer:**—How is price-cutting actually affecting the record dealer . . . on records . . . on hi-fi components? What can be done to fight price-cutting and the price-cutters?

**Where to Buy Records:**—A complete list of record labels and their distributors.



## MORE MUSIC FROM LESS

# Public Taste for Longhair Grows, While Musicians' Jobs Get Bobbed

• Continued from page 1

more live music. And for his longhair members his union is battling for government subsidies of symphony orchestras and opera.

In New York City, the major center of musician employment, comparative figures illustrate the decline of employment over the years. Local 802, AFM, which levies a 1 per cent tax on wages, collected \$290,411 from this source in 1947, representing more than \$29,000,000 in salaries. In 1953, the same tax produced \$300,152, a small increase.

However, in the same period, minimum salaries increased 20 per cent. Fewer musicians split the \$30,000,000-odd melon in 1953.

Al Manuti, 802 president, views the trend of employment in the New York area veering from steady employment to casual jobs. And the evidence indicates that experience here can safely be projected nationwide.

### Single Jobs

Some 30,000 contracts for single engagements were signed with Local 802 last year, with heavy competition for the one-to-three days per week such employment might provide. Here the increase in the number of engagements has been largely at the expense of the reduction in full-time jobs.

Another growing employment segment, in relation to the overall total, involves recording. New York City, a recording center, provided some 20,000 single mansessions last year.

In New York Manuti's program calls for strict control of casual engagements to spread the available work more equitably and to institute a five-day week for night clubs.

Of Local 802's membership of about 30,000, less than 6,000 are gainfully employed in music.

Despite this attrition of the job situation, educators look with a good deal of optimism on the future. Take William Schuman,

president of the Julliard School of Music here.

### Julliard Grads

Schuman reports that graduates have no trouble securing employment. But he quickly resolves the seeming paradox by noting that a large percentage of the jobs are in education, either in schools or in private, with a growing number available among fledgling symphony orchestras.

This latter group, the many hundreds across the country rated among the minor symphonic leagues, however, rarely provide enough remuneration for the support of even a modest family. Teaching must be done on the side, or other jobs secured.

Requests for musicians by small orchestras often contain the guarantee of additional employment in the community, Schuman notes. And this situation is reflected in the training process.

It is a rare Julliard student today who doesn't take a full academic course of study along with

his music. With a bachelor's degree, the chance of another job is enhanced if the top-level spot proves unavailable.

### Opera Potential

For the future, Schuman sees the field of opera full of potential opportunity. Small opera companies, still hustling for the means to survive, are gaining roots in many communities and sooner or later look to the employment of a pit orchestra. For many years this may also be in the part-time category, but opera will contribute to the total of jobs available, asserts Schuman.

Meanwhile, Schuman and other educators, too, are looking to the day when subsidies to the arts, music among them, will be considered a proper government function.

"Private patronage and the box office have failed to support live classical music," he stated, putting the problem of nurturing good music in America in the lap of Washington.

## Country Music DJ Org Holds Session

Plans Annual Day, Raps Outside Interests Taking Part, Denounces Bad Taste Disks

NASHVILLE, June 19. — The Country Music Disk Jockeys Association held a board of directors meeting here recently to discuss plans for an Annual Country Music Day, in a move to curb exploitation of national country music functions by "outside interests."

The deejays also discussed ways and means of combating what they term "the increasing trend toward record releases which include lyrics objectionable to country music listeners."

In announcing its Annual Country Music Day plan, the group said it was of the opinion that "interests other than those connected with country music were entering the Meridian, Miss., picture," obviously a reference to the strong political nature of the National Hillbilly Music Day there last month.

In line with this, the deejay board opined that neither the CMDJ nor its individual members should be called upon to

help publicize and promote any effort which could possibly be construed as other than a definite music venture."

They further declared that any such attempt to exploit future country music activities should be thoroughly investigated by the board.

### "Music Day" Plan

The "music day" plan, which will be submitted to the CMDJ membership for ratification at a general meeting in November, (Continued on page 17)

## THREE ON ONE

### Pubs Claim Ownership Of 'Wonder'

NEW YORK, June 19. — Chris Forde, owner of Tuxedo Records, an independent label, is trying to figure out how three publishers can own one copyright. He is rather confused, because three firms are claiming royalties on the tune "He Is a Wonder," which was issued on Tuxedo recently with Prof. Charles Taylor.

The tune was penned by Alex Bradford, who records for Specialty Records. Forde took out his mechanical license for the ditty from Martin & Morris Music of Chicago. Forde says that Bradford himself told him Martin & Morris publish the tune.

About two weeks after the disk was released Forde received a letter from Bess Music, Apollo Records' publishing firm, and another from Hill & Range. Both claimed ownership of the song, and both asked him to take out a license.

Forde, who already has a license on the tune, wants to know what he should do next. He hasn't been in business too long, but Forde says he never knew that he had to take out more than one license on any one song.

## Diskers Pitch for Pact With Garner

NEW YORK, June 19. — Erroll Garner is getting pitches from a number of record firms now that he is free of his Columbia Records wax contract. Garner had been with Columbia for the past four years, and his last contract, which expired this month, was a two-year term. He has not yet decided whether to rejoin Columbia or make a new affiliation.

Garner recently changed his booking agency from the Gale Agency to Shaw Artists. He starts a concert tour, which will take him to Bermuda on July 13, booked by Shaw artists. Right now the pianist is at the Copa in Buffalo.

## Settle Dispute On 'Sweetheart'

NEW YORK, June 19. — The hassle over the new tune, "Goodnight, Sweetheart, Goodnight," between Arc Music, publisher of the tune, and Robbins Music was settled yesterday (18). The tune is now cleared for performance by Broadcast Music, Inc.

The settlement comes at an opportune time since the tune is showing action in the pop as well as the r.&b. fields.

The dispute between Robbins and Arc came up because of the title similarity of the Arc tune to Robbins' "Goodnight, Sweetheart," penned by Ray Noble years ago. BMI withdrew clearance on the tune when Robbins complained about the title duplication five weeks ago. Robbins and Arc have since been in consultation looking toward a settlement.

The settlement of the dispute is rather unusual. It works as follows: A percentage of the net income from the song will be paid to Robbins Music by Arc, up to December 31, 1954. After that date, which is about a year from the time the song was issued, Arc will change the title of the song to "Goodnight, It's Time to Go." From that time on Arc will not be required to pay any percentage of the profits to Robbins.

Selling agency for "Goodnight, Sweetheart, Goodnight" is Regent Music. Harold Orenstein was the lawyer for Arc Music in the hassle. Arnold Bernstein represented Robbins.

## LIBERACE FAILS AFM DELEGATES

MILWAUKEE, June 19. — The plan of the Milwaukee local of the American Federation of Musicians to present localite-member Liberace in a personal appearance during the AFM convention here took two successive and complete set backs.

The personal appearance plan came a cropper when Liberace notified the local that he was flying to England for a command performance. He agreed, however, to cut a special film to be presented at an AFM delegates party.

When the time came to run the film, electrical problems upset both the sight and sound equipment and the convention never got to see Liberace—despite the valiant efforts of 10 electricians.

## YES AND NO

### Kay Starr May Shift To Victor

NEW YORK, June 19. — The music industry this week was abuzz with rumors that Kay Starr might join RCA Victor Records after her current contract with Capitol Records expires shortly. High Victor brass, however, denied that the thrush had discussed a pact with the label.

Whether Miss Starr will leave Capitol to join Victor or any other label will probably not be known until July when the singer returns to the United States. She is currently in Europe on a holiday.

Another important record thrush, Doris Day, arrived here this week with her manager, Marty Melcher, to discuss renewal of her contract with Columbia officials. Altho Melcher has stated that the thrush will not return to Columbia after her contract expires next year, he is discussing terms for continuing Miss Day on the label. Melcher has also discussed possible contract terms for the thrush with RCA Victor and Capitol Records.

## CONVENTION COLOR

### Fireworks Provided, As Usual, by Petrillo

MILWAUKEE, June 19. — The four-day convention of the American Federation of Musicians, which ended here on Thursday (17), wasn't a clambake for the delegates, but there was plenty of outside activity, name guests and on-the-floor humor to give the musicians' reps amusement, entertainment and laughs. High-light event, of course, was the arrival of former President Harry S. Truman and the piano-trumpet duet which he played with AFM president James C. Petrillo.

Most of the laughs were supplied by Petrillo during his colorful talks to the convention. Following the speech by Senator Wayne Morse, for example, the AFM chief told his assembled delegates, "After hearing the Senator make such a wonderful speech I don't know what's left for me to say, but I'll scrape around a little and find something. I won't use any big words because I might misplace them, but I know what I'm talking about. You go'ta figure that the guy can't be so dumb if he got to be president of the Federation."

In referring to the battle for the reduction of amusement industry excise taxes, Petrillo

called the hotel managers "our partners in crime," and when talking about night club owners, he said, "I'm told only 10 per cent of them show a profit and then only by misuse of tax funds and strong-arm methods — whatever that is."

While detailing some of the history of the battle between the AFM and the American Guild of Variety Artists, Petrillo touched on a story about a specific musician but without naming the locale or time of the event. He (Continued on page 17)

## BRITAIN STARTS PUSH FOR NEW POP STARS

LONDON, June 19. — The British record industry, sparked by Decca Records here, is on a push to develop British pop stars. The reasons for the drive are two-fold, the first, that a need exists and the second, that the firms feel there are many youngsters of talent who can be developed into big record stars.

Over the past few years, with the large influx of American records, due especially to the Philips-American Columbia exchange pact, American artists have captured a huge share of the pop market. This has led to a diminution of effort on developing new British singers and groups, since the American disks have sold so well.

However, the expanding disk market here and the realization that there were many artists here who could sell records even with the American competition have sparked the drive on home-grown talent.

## Thumbs Down On Resolutions Curbing J.C.P.

MILWAUKEE, June 19. — Only a few of the 48 resolutions presented to the American Federation of Musicians' conventions here this week were adopted. An expected battle over two resolutions which would curb James C. Petrillo's power as president of the AFM didn't materialize when the law committee reported one unfavorably and the other was withdrawn.

One was submitted by Local 47, Hollywood, but local president John te Groen told the convention that his delegation did not favor the resolution. For the third consecutive year delegate A. A. Tomei of Philadelphia also submitted a resolution. Tomei eventually withdrew his resolution on the condition that he could submit it again in the future. In all instances, the delegates agreed that Petrillo never had and never would abuse the absolute powers given the AFM president.

A ruling that booking agents be made to stamp all contracts with "at no time will the commission be figured on the gross contract price" was referred to the union's executive board.

A resolution to repeal the 10 per cent tax on traveling bands was unfavorably reported. A proposal for a small per capita tax on musicians was withdrawn. Several similar proposals to dispense with the distribution of badges to delegates at future conventions was passed.

A potential "hot potato" was withdrawn when a resolution to hold conventions every other year failed to reach the floor. Resolutions to have the Trust Fund pay administrative expenses for local officials handling concerts under Trust Fund grants were also defeated. A resolution by Local 802, (Continued on page 17)

## Capitol Forms Canuck Subsid

HOLLYWOOD, June 19. — Capitol Records this week disclosed the formation of a new subsidiary corporation, Capitol Records Distributors of Canada, Ltd., with the firm's main office in Toronto scheduled to open July 1. Company will also have a branch office in Montreal.

Capitol's new company-owned subsid replaces Capitol Records of Canada, an independent organization operating under Cap franchise. Additional distribution thruout Canadian provinces will be provided by independent distributors, operating under Capitol jurisdiction.

Officers in the new corporation are Glenn E. Wallich, president; Harold S. Smith, vice-president and general manager, and Leonard H. Monroe, secretary-treasurer. Smith will actively helm the operation of the company's Toronto headquarters.

## BRITAIN STARTS PUSH FOR NEW POP STARS

English Decca has been foremost in the drive, having introduced over the recent past new names like Joan Regan, the Star-gazers, Dickie Valentine, Jimmy Young, David Whitfield and others. Columbia's Dinah Decker and HMV's Alma Cogan are two other new British artists who have been grabbing attention and sales.

The British manufacturers have found that the quick release of a British artist on an American hit, at the same time as the American platter is issued here, can rack up substantial sales. For instance, David Whitfield's "Answer Me" hit 150,000 records, in spite of about a 250,000-record sale on the Frankie Laine waxing of the tune.

To help spur the drive on British artists, the Musical Express, British trade paper, has started a new chart listing best-selling disks by British artists in addition to an all inclusive best-selling chart. Manufacturers and publishers have greeted this move with much acclaim.





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KALLEN**

sings

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and

## TAKE EVERYTHING BUT YOU

29130-9-29130



**GEORGIE SHAW**

sings

## SOMEBODY ELSE'S LOVE SONG

and  
WONDERFUL

29160-9-29160



**LOUIS ARMSTRONG** and **GORDON JENKINS**  
and His Chorus  
and Orchestra

The Whiffenpoof Song  
**THE BOPPENPOOF SONG**  
and  
**BYE AND BYE** 29153-9-29153



**GUY LOMBARDO**

and His  
Royal Canadians

## HERNANDO'S HIDEAWAY

and  
VAS VILLST DU HABEN?

29173-9-29173



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# Jocks to Get Cue Disks With Capitol's 45's

HOLLYWOOD, June 19.—Capitol Records will supply disk jockeys throuth the nation with a set of specially designed cueing records to better facilitate the handling of 45 r.p.m. promotion records. Move is being made in conjunction with the firm's recently announced policy of furnishing d.j.'s with 45's instead of the previously used 78 r.p.m. records.

The cueing disks are being supplied to radio stations at absolutely no cost. Two 12-inch records, counter-sunk so that the 45 r.p.m. disk can be played on the larger record, will be provided. Cue disk takes into consideration technical differences between the 45 and 78 r.p.m. disk, i.e., the fact that the 45 has a thinner outer edge than does the center of the record.

Lloyd Dunn, vice-president, in disclosing the company move, declared, "We realize that cueing can be a problem, and therefore are supplying disk jockeys with a set of cueing disks which should make the cueing job even easier than it was with 78 r.p.m. records."

In its monthly news bulletin to disk jockeys, Capitol airs some of the queries resulting from the industry-announced switch to 45 r.p.m. records. Firm details the prevailing questions raised thruout the trade dealing with cueing, quality, library filing, service, warpage and playback equipment.

# AM Net Plan May Up Work For Musicians

MILWAUKEE, June 19.—When the International Executive Board of the American Federation of Musicians meets in Chicago next Monday (21) and Tuesday (22) it will receive a proposal which may result in more radio jobs for musicians. The proposal is reportedly being offered by the radio networks — particularly CBS.

The plan calls for establishing a new local rate for musicians in radio in addition to the current, and higher, network rate. The union now has both local and network rates for musicians working on TV.

# HOT FLACKERY FEATURES AFM MILW'KEE MEET

MILWAUKEE, June 19.—There was a general feeling here that the American Federation of Musicians convention staged in this city this week was the most heavily and best publicized labor convention in many years.

In addition to the near-fabulous coverage accorded the piano-trumpet duet by former president Harry S. Truman and James C. Petrillo, there was heavy newspaper and radio-TV play accorded the addresses by Sen. Wayne L. Morse, Secretary of Labor Joseph P. Mitchell and Robert H. Saunders, president of the Canadian National Exposition and a leading advocate of the St. Lawrence Seaway.

Petrillo and several delegates noted the value of the public relations work being done for the Federation by Hal Leyshon & Associates.

# Petrillo, Other Incumbents Are Elected Again

MILWAUKEE, June 19.—The American Federation of Musicians, in convention here this week, returned to office all incumbent officers and members of the international executive board without any opposition. The ballots on which the assembled delegates marked their choices listed no opposition candidates, following unanimous nominations of the present office holders to succeed themselves. James C. Petrillo will now enter his 15th year as president of the AFM.

Other officers re-elected were Charles L. Bagley, of Los Angeles, as vice-president; Leo Cluesmann, of Newark, N. J., as secretary; Harry J. Steeper, of Jersey City, N. J., as treasurer. Re-elected as members of the executive board were Stanley Ballard, of Minneapolis; Herman D. Kenin, of Portland, Ore.; George V. Clancy, of Detroit; William J. Harris, of Dallas; Walter M. Murdoch, of Toronto.

From a field of 16 nominees, the following six were elected to be delegates to the convention of the American Federation of Labor: Ed Charette, Montreal; Edward P. Ringius, St. Paul, Minn.; Harry J. Steeper, Jersey City, N. J.; Frank B. Field, South Norwalk, Conn.; Charles L. Bagley, Los Angeles; Hal C. Davis, Pittsburgh. The seventh delegate will be Petrillo, who attends as president of the AFM in accordance with AFL procedures.

# London Firms Reactivated

NEW YORK, June 19.—London Records has named Irwin Dash general manager of its two publishing firms here in a move to run them as active operations. Until now, Burlington Music, an affiliate of the American Society of Composers, Authors and Publishers, and Felstead, licensed thru Broadcast Music, Inc., have been inactive, each the possessor of but a single copyright.

Dash, who takes over July 1, will run the firms from London's headquarters here. The deal calls for him to seek out material which might be especially suitable for artists on the London roster. The label, of course, will be given first refusal of any ditties accepted by Dash. This, however, will not limit placement elsewhere, Dash stressed.

Tunes acquired by either Burlington or Felstead will be promoted abroad thru tie-ins with foreign publishers on a deal-to-deal basis. British Decca, London's parent company, operates no publishing firms in Europe. Dash, active in the music business for many years, for a long time was head of the English pubbery bearing his name.

# BUDDY BAER TO VITO DISKERY

HOLLYWOOD, June 19.—Former heavyweight boxer Buddy Baer joined the growing throng of athletes who perhaps think this record business is a pushover. Baer inked a wax pact with indie Vito Records this week, with his first sides, "Too Much Competition" and "It's That Feeling," slated for early release.

Previously wrestler Sandor Szabo etched for indie Hammerlock Records, and golf champion Babe Didrickson for Mercury.

# TIT FOR TAT

## Bans Cloud French and Eng. Orks

LONDON, June 19.—To clear his position in view of the cloudy state of affairs between the British and French musicians' unions over reciprocal exchange, band leader Edmundo Ros cabled the Sporting Club, Monte Carlo, this week for confirmation of the five-week contract he has signed to play there this summer.

The hassle between the unions arose when French leader Bernard Hilda claimed that the resident British players he employs all year in his band should entitle him to bring the remaining French members of the team into Britain for a short tour without a British union ban. The BMU, however, refused him permission to import the French players, and the subsequent dispute has been interfering with plans on both sides of the Channel.

At press time Ros' cable had not been answered. Altho the contract was signed by the Sporting Club manager, it has not been ratified by the French Ministry of Labor, which may revoke it as a tit for the British MU's tat.

# H&R Acquires 'Sh-Boom'

NEW YORK, June 19.—Hill & Range Music acquired the r.&b. ditty, "Sh-Boom," this week from Progressive Music for a substantial sum of money. The tune started via the Chords' Cat Record of the tune, and it has moved out in both the r.&b. and pop fields. It has also been cut by the Crewcuts on the Mercury label.

Cat Records is the subsidiary label of Atlantic Records, and Progressive Music is Atlantic's publishing firm. Progressive will continue to have a participating interest in the song.

Brenner Music, owned by Hill & Range, will publish "Sh-Boom."

# AFTRA-Music Talks Continue

NEW YORK, June 19.—Negotiations between the American Federation of Television and Radio Artists and the record manufacturers entered their second week Thursday (17). At this, the second meeting, the record companies had a chance to sound off.

At the first meeting (10) the union, thru prexy George Heller, presented informal demands for a scale increase, a minimum call per record session and a "continuing interest" in records made with AFTRA people. The record companies this week said they were not prepared to accept these union suggestions, and complained that the increases and changes asked were excessive.

The union then asked the diskeries to come up with a series of counter-proposals by the next meeting so that both sides could have something to bargain about. Diskery representatives said that they would, and both sides parted amicably. Next meeting between the union and the companies will be held shortly.

# BBC Bans 2 More Tunes

LONDON, June 19.—The British Broadcasting Corporation's ban on hit records continues to baffle publishers and the public here. Most recent additions to the list are two Capitol disks—Kay Starr's "The Man Upstairs," and 14-year-old Molly Bee's "In the Pyrenees," the latter based on a well-known theme from Grieg's "Peer Gynt" suite.

Luckily Capitol has the limited Luxembourg commercial radio outlet over which to plug the sides, but this increasingly BBC attitude toward hit tunes is worrying publishers who see their best-selling disks denied the largest slice of "plug" time.

A BBC spokesman says they will continue to blacklist records which are likely to "offend large numbers of listeners." Since they will not define how many make a "large number," publishers have little chance of estimating the fate of any particular record.

# Distributors Get 'X' Bonus to Pass On to Dealers

NEW YORK, June 19.—Distributors for Label "X" this week were given their first crack at the company's summer promotion for packaged records. Benefits they will receive in the form of bonus merchandise will be passed on to dealers in the form of a straight 10 per cent discount.

Made available for the deal are the label's 23 LP's and 47 EP's already issued, plus eight new LP's, also offered in EP splits, to be released in July. Featured in the July batch will be the "Sleepy Serenade" set by Russ Case and two new "Vault Original" re-issues, featuring Jean Goldkette and King Oliver.

Distributors will get their second and last chance to order under the plan July 15. A 100 per cent exchange privilege will obtain, but all exchanges must be completed before December 31.

Special merchandise will be distributed to dealers to help display the "X" albums. Promotion plans include a consumer advertising in the fall. The label's first catalog, listing all albums released to date, is, meanwhile, being readied for early distribution.

# 'Howdy Doody' Catalog to Trinity Music

NEW YORK, June 19.—Trinity Music this week took over the Kagan Corporation's "Howdy Doody" catalog in a deal which, at a conservative estimate, should bring the publishing outfit 20,000 extra radio and TV performance credits a year. The catalog, heretofore cleared directly thru Broadcast Music, Inc., presently includes about 50 songs written specially for "Howdy Doody" broadcasts by the show's scripter, Eddie Kean.

Since the kid show is aired over NBC-TV on a daily half-hour basis 52 weeks a year, and over NBC-Radio on a weekly hour schedule, also 52 weeks per annum, Trinity automatically receives substantial benefits from the radio-TV performance rights alone.

In addition to the Kean properties, a joint promotion effort—utilizing the radio and TV shows—will be made on certain pop kiddie songs published by Trinity during the year, with Kagan participating on the returns. However, Trinity prexy Joe Csida emphasized that these promotions will always be subject to the approval producer Roger Muir and restricted to the show's format limitations.

Csida and Kagan exec Ed Justin also stressed that the deal in no way conflicts with Kagan's "Howdy Doody" record pact with Victor.

# 5 Latin Crews Set By Granz for Big Coast Mambo Bash

HOLLYWOOD, June 19.—Promoter Irving Granz has set five name Latin orks in a mammoth concert billed as "Mambo Jumbo" at the Shrine Auditorium, June 28.

Granz has inked the Perez Prado ork, Tito Rodriguez, Noro Morales, Chico O'Farrell and Tony Martinez for the Latin bash. House will be scaled to a \$3.50 top.

In Granz's first stint as a promoter since leaving the Jazz at the Philharmonic firm, he pulled a gross of \$5,000 in a concert at the Embassy Auditorium here. Tagged "Jazz a la Carte," bill featured Dave Brubeck and played to 2,100 payees.

# PUBS OBSERVE McHUGH MONTH

HOLLYWOOD, June 19.—The firms of Robbins, Feist & Miller; Shapiro-Bernstein, and Mills Music celebrate the month of July as "Jimmy McHugh Month" in a salute to the veteran composer.

McHugh notches his 59th birthday July 10. Publishing firms will place special emphasis behind a heavy log of tunes penned by McHugh.



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SKY'S THE LIMIT

Delegates Guests of Chi's Local

CHICAGO, June 19.—Following the four-day convention in Milwaukee, the entire group of delegates of the American Federation of Musicians were invited to a two-day celebration here at the expense of the Chicago local, which James C. Petrillo also heads.

The two-day event which ends here tonight (19) with a mammoth show and dance, included a brunch, theater party, tickets to the White Sox-Yankees baseball game, etc. Stars of the shows include the Harry James band, Tony Martin, Ames Brothers, Bob Crosby and other top acts.

The party here also followed the paying out of some \$200,000 in per diem expenses to the delegates attending the Milwaukee convention. Expenses of the delegates are paid for by the Federation—not the locals.

Edward R. Goetz Dies in Greenwich

GREENWICH, Conn., June 19.—Edward Ray Goetz, veteran Broadway producer and a charter member of the American Society of Composers, Authors and Publishers, died here last Sunday (13), after a long illness, on his 68th birthday.

Goetz, who produced such hits of the 1920's as "Fifty Million Frenchmen" and "Hitchy Koo," was the writer of "For Me and My Gal," "Who'll Buy My Violets" and "In the Shadows," among others. The late Irene Bordoni was his former wife.

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THAT sensational RECORD YOU'VE HEARD SO MUCH ABOUT

FRANK SINATRA

DON'T WORRY 'BOUT ME



MILLS MUSIC, INC.

MUSIC AS WRITTEN

VICTOR STEPS AHEAD IN SOFTBALL LEAGUE . . .

RCA Victor's softball team this week won one of the most important games of the season when it snapped Columbia Record's four-game winning streak Tuesday (15), and jumped into first place in the music softball league. The Victor-"X"-Groove victory was by the tight score of 3 to 1. Joe Delaney, throwing nothing but "junk," held the tame Columbia Lions to only three hits. Danny Kessler hit a homer for the Victors.

On that same day the Decca-Coral Tigers defeated the London Grays by the horrendous score of 25 to 17. And on Wednesday (16) the Victors won again, this time beating the Decca-Coral team 11 to 10. Next week games are scheduled between Victor and Allied, and between Victor and Columbia.

Here is the standing of the teams as of June 19: RCA Victor, two wins, no defeats; Columbia, four wins, one defeat; Decca-Coral, two wins, three defeats; Allied, no wins, one defeat, and London, no wins, three defeats.

JEFF CHANDLER SINGS HIS SONG . . .

Hollywood actor Jeff Chandler, who recently branched out as a pop singer on the Decca label, turns up as a triple-threat man on his new release, "That's All She's Waiting to Hear." The tune is published by his new firm, Chandler Music, and the movie star himself is credited as the lyric writer.

WAYNE, SCHOLL PUSH CORAL 'BROADWAY' . . .

Coral's push on Bernie Wayne's new "Broadway Story" album was hyped this week, with Wayne making the deejay circuit in Detroit and Philadelphia, and Danny Scholl, featured singer on the album, plugging the LP in Washington and Baltimore. Coral also sent special display easels on the album to local dealers.

SAMMY DAVIS CUTS 2 DECCA SIDES . . .

Sammy Davis Jr. cut his first two sides under his new Decca contract this week. The tunes, both from current Broadway musicals, are "Hey There," from "The Pajama Game," and "This Is My Beloved," from "Kismet." Decca is rushing out an early release on the disk.

WANDA MERRILL IN PACT WITH RCA . . .

Thrush Wanda Merrill was signed this week to a record contract by RCA Victor Records. This marks the night club thrush's first waxing contract. She has been singing in clubs around the country for the past few years.

DELANEY LEAVES ON LONG 'X' TRIP . . .

Joe Delaney, sales manager of Label "X," leaves on an extended business trip July 4 that will keep him away from the New York headquarters of the diskery until after Labor Day. During the junket he'll visit with the firm's 32 distributors in confabs to include an outline of fall sales plans.

WESTLAKE COLLEGE AWARD TO MANSFIELD . . .

The Westlake College of Music award of 1954 for the best radio program of recorded popular music will be presented to Andy Mansfield, of KFI, Hollywood, Monday (21). Fete will be attended by a host of music trade personalities, honoring Mansfield for his d.j. airing of "America's Popular Music." Among those slated to attend are Stan Kenton, Les Brown, Lawrence Welk, Paul Weston, Bill Finnegan, Billy May, Jane Russell and Xavier Cugat.

JIMMY HILLIARD A GRANDPAPPY . . .

That cloud of smoke surrounding Jimmy Hilliard, Label X artist-repertoire director, results from an over indulgence of cigars last week. Hilliard became a grandfather Saturday (12) with the birth of a grandson, James Gregory Hilliard, at Ravenswood Hospital, Chicago. Hilliard's son, Thomas, is a musician-arranger in Chicago. Mother, Beverly, and the six-and-three-quarter pound arrival are doing fine.

New York

Paul Wexler, Columbia sales chief, left town this week for a cross-country tour on which he will visit many of the firm's distributors in major markets. . . .

Debbie Ishlon, Columbia publicity head, flew to the West Coast on Friday (18) for a two-week business trip. . . . Sam Butera, of Groove Records, opens at the Rendezvous in Philadelphia June 21.

Folk warbler Bascom Lamar Lunsford will be the official rep of Gov. William Umstead of North Carolina at the "Hillbilly Homecoming" to be held at Knoxville, June 30 thru July 5. Lunsford is a ballad singer and scholar of mountain songs. . . . Thrush Ione Cordova has been set for 10 weeks at Wentworth Hall in Jackson, N. H., starting next week.

The Decca album reviewed this week under the title "Until the Real Thing Comes Along" features the Larry Elgart ork, not the Les Elgart crew. The latter band is with Columbia. Les Elgart's ork is now at the Surf Club in Virginia Beach, Va. . . . Deejay Sid Dickler is now running his show over WEDO, Pittsburgh, every night from 7:30 to 8:45 from the record department of Ralph's Appliance Store.

Guy Lombardo is set for Rhodes on Pawtuxet Ballroom in Cranston, R. I., on June 30, to be followed by the Freddie Martin ork. Ralph Marterie, the Commanders and Buddy Morrow's crew during July and August. Abe Feinberg is the booking representative of the terp hall.

Ray McKinley started a five-minute, twice-daily TV show over WNBT here this week. The drummer man is on the air with his drums to tap out commercials for Tap-a-Cola Beverage. . . . BBS Records has signed pianist Jackie Burns and the Modern Symphony ork of Philadelphia, under Joseph Leahy's baton.

Marco Polo, who just returned from a deejay expedition plugging his new Coral release, "What Are You Doing the Rest of Your Life?" leaves this week on a similar plug-mission to Detroit. . . . Singer Val Anthony marries a non-pro this weekend. . . . Coral's chief, Norman Weinstroer, trekked to Cleveland this week, where he conferred with Elliot Blaine on opening up an office there for Cosnat Distributors this month. Edward Kleinbaum will head it.

M-G-M Records publicity-promotion chief, Sol Handwerker, is

ADAPTER CHECK FOR CONVERSION

NEW YORK, June 19.—On July 1 almost every large manufacturer will start to ship all single deejay copies on 45 r.p.m. records rather than 78's.

For those radio stations which may have to convert their equipment to play 45 records, here is information on 45 conversion equipment for radio stations, together with approximate prices. Additional information can be obtained from the manufacturers.

Turntable adapters are available from the RCA Engineering Products Department for \$8.50.

Fairchild model 524 can be converted to three-speed by means of kit 817 for \$290. Presto model 10A can be converted from 78-33 to either 78-45 or 45-33 for \$17.50. Presto model 64A can be converted to three-speed thru factory modification for \$125.

RCA turntable models 70C and 70D can be converted to three speeds with MI-11893 for \$85. Rek-O-Kut turntable models G, G deluxe, T-12, TR-12, T-12H, TR-12H and V Deluxe can be converted from 78-33 to 45-33 for \$15.50 for the conversion elements.

A disk jockey cuing adapter for 45 r.p.m. records has been introduced by the Rek-O-Kut Company. It sells for \$5.95 and is now available from the company.

sending regular monthly program-card listings of top M-G-M pop and country and western disks to station record librarians, starting this month. Cards list standard program fare (e.g., Lennie Hayton's "Slaughter on 10th Avenue," etc.) as well as new releases.

Philadelphia

Joe Frasetto, with the closing of the Latin Casino for the summer, will take his band to the 500 Club in Atlantic City—his seventh consecutive season at the nitery. . . . Charlie Ventura Jr., takes over the bandstand for his father at the Open House at Lindenwald, N. J., with Charlie Ventura Sr., taking off on a Midwest tour. . . . Dick Mulliner will return his music making to the Warwick Room of the Hotel Warwick. . . . WDAS deejay Eddie Newman joined with Leon Paul for the staging and promotion of a "Mambo, Jambo and Jazz" concert on July 4 at Convention Hall in near-by Atlantic City, with Dizzy Gillespie, Joe Looco, George Shearing and Gene Krupa among the headliners offered. Two evening shows will be presented. . . . Neil Lewis, with the shuttering of the Celebrity Room for the summer, will move his mambo combo to the Bamboo Room of Atlantic City's Warwick Hotel.

Cincinnati

Dick Noel, Decca baritone under the personal management of Harry Carlson, is winding up a two-weeker at the Towne Club of the Towne Hotel, Milwaukee, and next week begins a like stint at Alpine Village, Cleveland. He follows Cleveland with a three-day stand at Johnstown, Pa., and a week in Syracuse. GAC made all the bookings. . . . Frank Hanshaw, local GAC nabob, due back at his desk Monday (28) after a fortnight's vacation with the Mrs. in Florida. . . . Larry Vincent, co-writer with Moe Jaffe of "If I Had My Life to Live Over," says they have another "Life" in "I Loved Her Then and I Love Her Now." . . . Bill Harding, formerly with Mid-States Records, is covering Columbus and Dayton, O., territory for Coral Records.

Detroit

Harry Ross, veteran songwriter, has taken over as sole owner of the Wolverine Record label, which he formerly owned in partnership with J. Wilfred Harrison and Carroll W. Kennedy, the latter a former sideman in the Guy Lombardo ork.

Hollywood

Composer Dmitri Tiomkin starts work this week on the film bio of the late John McCormack. . . . Jack Wagner, KHJ disk jockey, back on his show after a three-week vacation. . . . Dick Noel, lead trombonist with the Les Brown band for the past four years, leaves the ork at the end of its run at the Hollywood Palladium to form a group of his own backing Lucy Ann Polk. Latter will bow as a single. . . . Disk jockey Alex Cooper emcees the giant teen-age dance in behalf of the Parent-Teachers' Association at the Palladium June 24. . . . Ray Anthony ork starts its summer run tagged "TV's Top Tunes" on July 5, replacing the Perry Como Show for the second successive year. Show is sponsored by Chesterfield Cigarettes. . . . Marilyn Maxwell inked into the Last Frontier, Las Vegas, starting August 2, her third return engagement within a year. . . . Diahann Carroll made her local night club debut at the Bandbox last week. Chirp is to be featured in the upcoming "Carmen Jones" picture. . . . Leonard Rosenman signed to pen the score for "East of Eden." . . . The Ink Spots inked into the Trocadero, new Sunset Strip nitery, July 1. Deal was handled thru the Ben Waller office. . . . Peggy Lee playing to peak grosses during her stint at the Fairmont Hotel, San Francisco. . . . Jan Garber ork bows at the Palladium June 25. . . . The Sons of the Pioneers, now tagged the Aristocrats of Western Music, signed to an exclusive agency pact with RPM Enterprises. Group is currently at the Trails, Hollywood. . . . Mercury Records' new group, the Eagles, sprouting wings via their release of "Please, Please."

Recording Re-Use Payments Subject To Tax, IRS Rules

WASHINGTON, June 19.—Payments made to commercial recording artists for the re-use of recordings or transcriptions are considered as wages and are subject to withholding income taxes, according to a ruling of the Internal Revenue Service this week.

Internal Revenue said the question came up since in most cases the artist receiving these payments no longer are employees of producers who hired them to make the original recordings or transcriptions.

In making its ruling, however, Internal Revenue pointed out that the Code of Fair Practice, which governs minimum terms and conditions for employment of recording artists, provides both for payment for making the recordings and transcriptions and for additional fees to be paid the artists when the recordings and transcriptions are re-used.

Since the additional amounts paid to the recording artists are covered in the original employment agreements, it was ruled that under the Internal Revenue Code they would have to be considered as wages subject to withholding taxes "regardless of whether or not the artist is still in the employ of the producer at the time the wages are paid."

802, Music Hall Sked Negotiations

NEW YORK, June 19.—Local 802, American Federation of Musicians, is scheduled to begin negotiations with the Radio City Music Hall for a new contract. The talks are expected to begin early next month. The current contract with the Music Hall expires in September.

In view of the warnings by AFM President Petrillo against strikes and "pushing bosses too hard," the contract is expected to be signed after little negotiating.

Never Better!  
**TONY BENNETT**  
**UNTIL YESTERDAY**  
on COLUMBIA RECORDS  
LUDLOW

**WHO'S AFRAID**  
(Not I, Not I, Not I)  
**ELLA FITZGERALD & GORDON JENKINS**  
on Decca  
Advanced Music Corp.  
488 Madison Ave.,  
New York 22, N. Y.

A Solid Ballad Hit!  
From M-G-M's "FLAME AND THE FLESH"  
**NO ONE BUT YOU**  
LEO FEIST, INC.

"BLUEBIRDS KEEP SINGING IN THE RAIN"  
recorded by  
**RUSH ADAMS**  
King #1321  
"SOMEBODY BIGGER THAN YOU AND I"  
Fred Waring - Vocal Frank Davis  
Decca #29026  
**BULLS-EYE MUSIC, INC.**  
6526 Selma Ave.  
Hollywood, California



# AFM on Defensive in Milw'kee

Continued from page 11

anti-featherbedding laws stop us now. The rules about the Trust Funds are such that it now costs us five times as much to operate as when we handled the money ourselves. I don't say we'd fire the guy (Samuel Rosenbaum, trustee of the Music Performance Trust Funds), but we can't fire him now if we wanted to. He tells us what to do with our money.

"Even tho we are the best organized union in the country we're on a unionizing campaign. Any local which wants help on this matter should call me and I'll send my field men into your jurisdiction to help you organize.

"The transcription business is a dying business, but we made a good deal for our members.

"These recording musicians who holler about not getting raises are phoney. There's no such thing as a recording musician. He makes a record today and then maybe doesn't make another one for weeks or months.

For the first time the record companies didn't question the legality of the Trust Fund. Now they agree that it's a necessary thing.

"Throw these ideas about pension plans out the window every time they come up. Pension plans mean money and we haven't got it. I can't do anything about it and neither can the locals.

## Roberta Lee Inks Label X Contract

HOLLYWOOD, June 19.—Thrush Roberta Lee inked a three-year recording contract with Label X here this week. Jimmy Hilliard, a.&r. chief of the firm, negotiated the contract. Miss Lee formerly recorded for Decca Records.

## Country Music DJ Org Meets

Continued from page 12

calls for the event to be held annually on the same day of the same week, but in a different locale each year. The affair would be "strictly a non-commercial venture," said the jocks, with artists invited to perform gratis and no admission charge to the public.

Also under consideration by the CMDJ is a movement to enlist

## Resemblance

Continued from page 11

My client objects to the simulation of her voice and mannerisms, the use of her likeness and other methods employed of portraying her characteristics. Such action on your part seriously interferes with her rights of privacy and is of a defamatory nature.

"Moreover, the public is given the impression that she is actually performing in the rendition of the number. Accordingly, I must ask you to discontinue the further distribution of this record and advertisements thereof..."

This was a letter that would have brought tears to the eyes of any gentlemen in the front row, to think that he had defamed a lady. But Victor refused to view it that way. The gents sitting in the legal department replied: "It is our opinion that nothing in the record or in the advertisement interferes in any way with Miss West's right of privacy and that nothing contained therein is of a defamatory nature... We do not plan to discontinue the distribution of this recording."

## Capitol Seeks

Continued from page 11

linked with The Billboard's London date-lined story of June 12, wherein Capitol's European representative, Bob Weiss, protested the barrier which blocks the pre-release of top American show tunes in England and on the Continent until the shows actually open abroad.

However, Capitol veepee Alan Livingston offers the publishers an "out," in that he suggest they block out the clause "where there is good reason, such as a motion picture or New York show which must be taken into consideration." Nevertheless, this looks like the first step in what may develop into an industry move to ease the publishers' present restrictions on release dates for show tunes abroad.

"The smart labor leader today is one who takes the very best he can get for his members without getting in a bloody fight and losing everything. Stubbornness is not the way to win. Go along with those who will compromise with you and get the best deal you can for your men. Don't pull them off jobs because you're stubborn.

"Don't place any restrictions on the traveling bands. They create work. They attract crowds. Give the theater owners a chance to play these bands and they'll make work for you too.

"What good does it do to put an employer on the unfair list? That's just another place where union men can't work and scabs can."

## Petrillo Provides Fireworks

Continued from page 12

said, "So they (AGVA) start out and make a fiddle player who tells a joke or two, or makes like an emcee, join their union and pay \$100. So we pull out all the music in the town until this poor guy gets back his 100 bucks."

### Acceptance Speech

Upon receiving the nomination for the presidency, Petrillo's acceptance speech contained a few choice remarks on several subjects. He first noted that he wasn't surprised at the nomination because "no one else would take it except myself."

"Sometimes," said Petrillo, "my patience is exhausted and I can't take it any more when some bum says I sold the musicians down the river. I could walk into that local and make a bum out of the guy and bring the members to their feet by telling them the truth."

At another point he said, "I

the co-operation of the country music industry as a whole—artists, record companies, publishers, etc.—in the establishment of a country music museum and hall of achievement at Nashville. This also will be proposed at the November meet.

Altho the CMDJ's stand against "objectionable" country record lyrics is not characterized as a "censorship" plan, the board opined that "any record which could not be played in a living room before an assembled family would be a record unfit for country music radio audiences."

### Trounce Trend

The deejays said they realized these tactics have been used for some time by small independent labels, but saw new cause for concern in the "fact that some big name stars on major labels had lately swung over to this practice."

While at this time no names of offending artists or labels will be published by CMDJ, the board said it "felt certain that once the trade was appraised of the association's stand, recording sessions would be more closely supervised to effect the elimination of such material."

President Nelson King of WCKY, Cincinnati, presided at the board meeting, the first since the association's formation last year. The next general membership meeting of the CMDJ will be held here November 18 at the Andrew Jackson Hotel, the day before the opening of WSM's 29th anniversary celebration of the "Grand Ole Opry" and Dick Jockey Festival.

## AFM by Resolution Favors Howell Bill

MILWAUKEE, June 19.—The American Federation of Musicians this week went on record in favor of the Howell Bill (H.R. 7185) and a similar bill introduced in the United States Senate. The AFM convention here unanimously adopted a resolution urging the passage of either of these bills, which provide for Federal fine arts subsidy, including music. Local delegates are instructed to urge passage thru contacting their Senators and Congressmen.

The resolution was jointly introduced by the Trenton and Atlantic City, N. J., locals.

## Thumbs Down

Continued from page 12

New York, to raise pay scales for musicians playing ballet engagements was favorably referred to the executive board.

Also approved was a resolution which will in effect eliminate the publication of "bookers licenses revoked," "defaulters list" and "unfair list" in the union's magazine, "International Musician." The lists, with regular additions and deletions, will now be furnished directly to the locals. The proponents of this measure pointed out that widespread publication of the lists only enabled "scabs" to find jobs.

A proposal that a method be devised in which sidemen could participate in royalty payments from recording companies was referred to the executive board.

understand that there's a resolution coming up for us to get together with the actors' unions. That's all we need! You do that and you can hang up your fiddle—that's the end. Anyway, you don't need any more resolutions, you got enough laws now to hang anybody."

### Many Free Events

The delegates and their wives were offered all sorts of events and trips during the four days. The city's breweries all played host to large groups, band concerts were offered in outdoor parks and hotel lobbies had small instrumental groups. Sightseeing tours and other programs were offered.

All delegations were given the opportunity of being photographed at no charge while posing in front of a special backdrop designed for the convention. All delegates were also given free photos taken of the entire convention in session. And with the first two days spent in listening to welcoming addresses and waiting for Truman, the actual business of the convention didn't really begin until Wednesday. And it ended on Thursday so the delegates could go to Chicago as guests of that city's (and Petrillo's) local for a series of free parties.

## BMI Replies to \$150 Mil Suit

Continued from page 11

the statute of limitations, noting that "some of the claims, if such claims exist, did not accrue within six years next before the commencement of this action and are barred by the statute of limitations of the State of New York. Some of the claims... arose outside of the State of New York, and did not accrue within the time limited for the commencement of this action by the applicable statutes of limitations both of the State of New York and of the respective States or countries where such claims or parts thereof arose, and consequently are barred... by the statute of limitations of New York or by the statute of limitations of the respective States..."

With regard to the claim that the plaintiffs have lost the status to sue, BMI predicates this argument upon the contention the songwriters have assigned their rights to other parties, such as ASCAP or the Songwriters' Protective Association.

### Rights Transfer

"Plaintiffs have transferred to various firms, persons, associations and corporations the copyright and all rights existing under the copyright in all of their musical compositions which are available to the public or these defendants in recorded or published form and in many of their other musical compositions.

"With respect to compositions other than the foregoing, plaintiffs have transferred to various persons, firms, associations and corporations at least the radio and television performing rights and, as to most of the plaintiffs, the recording rights. As to the rights so transferred, plaintiffs have no property or business susceptible of injury under the anti-trust laws.

"The only right, if any, possessed by the plaintiffs... is the right to receive compensation from third parties; such a right... does not constitute business or property within the meaning of the anti-trust laws, and any alleged injury thereto is remote and indirect. Plaintiffs are not the real parties in interest and are not entitled to relief under the anti-trust laws by reason of any alleged violation of the anti-trust laws by the defendants."

With regard to the covenant binding ASCAP not to sue BMI, and the broadcasters from suing ASCAP, this understanding was entered into on or about October 30, 1941, shortly after ASCAP and the networks ended the music war which led to the formation of BMI.

Altho ASCAP as an organization has held itself aloof from the songwriters suit, BMI contends that the covenant is binding not only upon the society, but upon its members, many of whom are among the 33 plaintiffs. Mentioned in the BMI document, for instance, are L. Wolfe Gilbert, George Meyer, Paul Cunningham, etc., writers who have been, or are, members of the society's board.

The BMI answer was entered in the name of BMI; BMI Canada, Ltd.; Associated Music Publishers, Inc.; Carl Haverlin, Sydney H. Kaye, Merritt E. Tompkins, Robert J. Burton, Glenn Dolberg, Roy Harlow, Harry P. Somerville, and Charles A. Wall.

## Coast Station

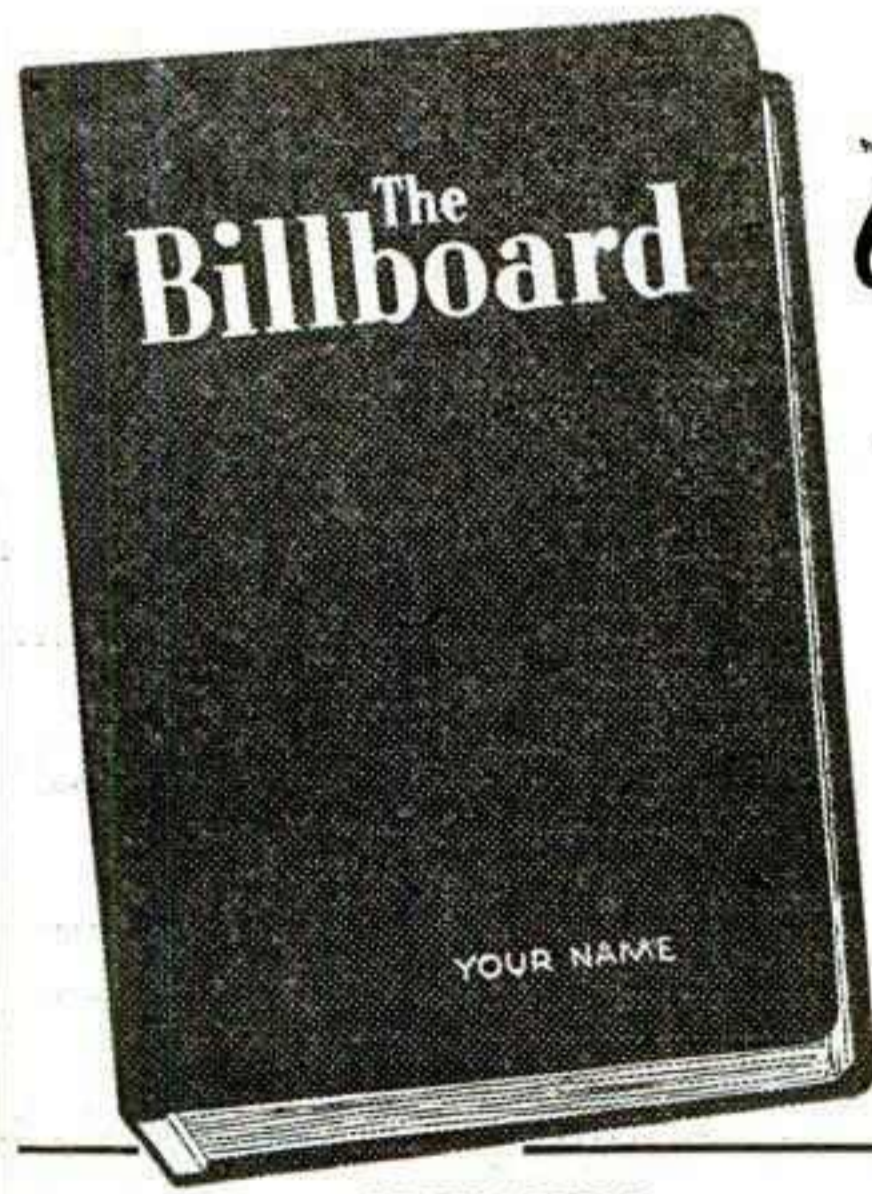
Continued from page 11

ed in cuing and handling 45's. Our engineers tell us they'll jump lines, and that the grooves are hard to find. We're not set up for 45's now, and will get the equipment at such time as it becomes necessary."

Pat Kelly, program director at KFI, NBC affiliate here, indicated that the switch to 45 r.p.m. presents no problem, inasmuch as the station has had 45 r.p.m. equipment for the past two years. Kelly declared that their engineers and announcers had made adjustments in making the change, and altho "we weren't overcome with joy at the outset, we are quite satisfied now."

Other indie stations who largely rely upon the programing of music for the bulk of their broadcast hours agreed that the technical problems presented to engineers and announcers were of paramount concern, altho they acknowledged that some of the advantages in using 45 r.p.m. records, i.e., storage, better service and fidelity, weighed heavily in favor of the disk industry move.

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BINDERY The Billboard 2160 Patterson Street Cincinnati 22, Ohio Price List 1 copy \$4.00 2 copies 7.00 Each additional copy over 2, \$3.00 ea. Please send me binders for which I have enclosed payment of (See price list above.) Imprint my name, or company's name, exactly as follows: (PLEASE PRINT CLEARLY) Signature Address City Zone State



RECORDS, ALBUMS AND SHEET MUSIC — POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

# The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

## Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. Three Coins in the Fountain	1	5
2. Little Things Mean a Lot	2	8
3. Hernando's Hideaway	7	3
4. Happy Wanderer	5	7
5. Wanted	3	16
6. Answer Me, My Love	4	14
7. If You Love Me (Really Love Me)	9	7
8. Isle of Capri	—	3
9. Cross Over the Bridge	8	17
10. My Friend	15	2
11. I Understand Just How You Feel	10	4
12. Young at Heart	6	18
13. Oh, Baby Mine	10	16
14. Man Upstairs	13	6
15. Here	12	11

## Tunes with Greatest Radio-TV Audiences

Radio
Alone Too Long (R)—E. H. Morris—ASCAP
Answer Me, My Love (R)—Bourne—ASCAP
Cross Over the Bridge (R)—Laurel—ASCAP
Don't Worry 'Bout Me (R)—Mills—ASCAP
Dream, Dream, Dream (R)—Feist—ASCAP
Green Years (R)—Harms—ASCAP
Happy Wanderer (R)—Fox—ASCAP
Hernando's Hideaway (R)—Frank—ASCAP
Hey There! (R) (M)—Frank—ASCAP
I Could Have Told You (R)—United—ASCAP
I Get So Lonely (R)—Melrose—ASCAP
I Speak to the Stars (R) (F)—Witmark—ASCAP
I Understand Just How You Feel (R)—Jubilee—ASCAP
If You Love Me (Really Love Me) (R)—Duchess—BMI
I'm a Fool to Care (R)—Peer—BMI
Isle of Capri—T. B. Harms—ASCAP
Knock on Wood (R) (F)—Famous—ASCAP
Lazy Afternoon (R) (M)—Chappell—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP
Make Love to Me (R)—Melrose—ASCAP
Man Upstairs (R)—Vesta—BMI
Man With the Banjo (R)—Mellin—BMI
My Friend (R)—Paxton—ASCAP
Steam Heat (R) (M)—Frank—ASCAP
Sway (R)—Peer—BMI
There Never Was a Night So Beautiful (R)—Broadcast—BMI
Three Coins in the Fountain (R) (F)—Robbins—ASCAP
Wanted (R)—Witmark—ASCAP
Wedding Bells (Are Breaking Up That Old Gang of Mine)—Mills—ASCAP
Young at Heart (R)—Sunbeam—BMI

Television
Answer Me, My Love (R)—Bourne—ASCAP
Down by the Riverside (R)—Spier—ASCAP
Happy Wanderer (R)—Fox—ASCAP
Here (R)—Hill & Range—BMI
Hernando's Hideaway (R)—Frank—ASCAP
Hit and Run Affair (R)—Paxton—ASCAP
I Can't Believe That You're in Love With Me (R) (F)—Mills—ASCAP
I Could Have Told You (R)—United—ASCAP
I Get So Lonely (R)—Melrose—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP
I Really Don't Want to Know (R)—Hill & Range—BMI
I Speak to the Stars (R) (F)—Witmark—ASCAP
I Want'cha Around (R)—Joy—ASCAP
If There's Anybody Here (R)—Promenade—ASCAP
If You Love Me (Really Love Me) (R)—Duchess—BMI
I'll See You in Hawaii (R)—Criterion—ASCAP
In the Chapel in the Moonlight (R)—Shapiro—Bernstein—ASCAP
It's Great to Be in California (R)—American Academy—ASCAP
Joey (R)—Lowell—BMI
Knock on Wood (R) (F)—Famous—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Lullaby of Birdland (R)—Patricia—BMI
Make Love to Me (R)—Melrose—ASCAP
Man Upstairs (R)—Vesta—BMI
Oh, My Papa (R)—Shapiro—Bernstein—ASCAP
Steam Heat (R) (M)—Frank—ASCAP
There Once Was a Man (R) (M)—Frank—ASCAP
Three Coins in the Fountain (R) (F)—Robbins—ASCAP
Wanted (R)—Witmark—ASCAP
Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP
Young at Heart (R)—Sunbeam—BMI

# HONOR ROLL OF HITS

## The Nation's Top Tunes

For survey week ending June 16

This Week	Last Week	Weeks on Chart
1. Little Things Mean a Lot	1	9
2. Three Coins in the Fountain	2	6
3. Hernando's Hideaway	5	5
4. Wanted	3	17
5. Happy Wanderer	4	8
6. If You Love Me (Really Love Me)	6	9
7. I Understand Just How You Feel	12	5
8. Cross Over the Bridge	8	17
9. Young at Heart	7	19
10. Oh, Baby Mine	9	21

### Second Ten

11. ANSWER ME, MY LOVE	11	17
12. ISLE OF CAPRI	16	7
13. MAN UPSTAIRS	10	9
14. MY FRIEND	—	1
14. MAN WITH THE BANJO	14	14
16. MAKE LOVE TO ME	13	21
17. HERE	15	12
17. STEAM HEAT	20	3
19. CRAZY 'BOUT YOU, BABY	18	4
20. GREEN YEARS	18	2

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

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## The Music Corner

One of the noticeable things about the music industry, from the publisher and the record company angle, is the constant use of figures in stories and press releases. Diskeries rarely speak of an artist's latest record without mentioning the total sales of all records he made up to that time; publishers always mention the sheet music figures when they speak of their latest hit songs, etc. Total sales, records shipped, dollar volume, the price paid for a copyright, jobber orders, are just some of the figures a reporter has to contend with when he gets his stories for the week.

We say contend with for the simple reason that most of the figures handed out — by record companies or publishers — are somewhat inflated. They are not inflated out of a desire to deliberately falsify them, but due to such things as social pressure, anticipation and honest miscounts. By social pressure we mean "keeping up with the Joneses." If labels "Z" and "Q" claim their key releases sold 100,000 records the first week out, firm "Y" finds it extremely difficult to say that their key records only sold 75,000 the first week out. And so firm "Y" rounds off the figure at 100,000.

The same thing happens in the publishing field. Publisher "B" claims he paid an advance of \$1,500 to a writer for a new tune; publisher "A" feels he has to equal or better that sum to maintain his social position in the industry.

What this all comes down to is that a reporter covering this industry has to keep on his toes when the figures or sums are thrown at him by various people in the trade. Having had a long relationship with most companies in the business, we have been able to sift the wheat from the chaff in most instances. Some firms will give an honest count at all times, others have to be discounted by 10 to 20 per cent. One company, which believes in rounding all figures to the nearest 100,000, has a habit of overestimating all sales by 50 per cent. In this case we just divide by two.

We are not certain what record companies gain by giving out bloated figures in the place of real ones, but we assume it keeps up their morale. We find we keep up our morale by checking every figure or sum we are told about. When we find it true we print it, when exaggerated we forget it. This may seem hard and cruel, but, truthfully, we think artists and publishers are happier when they get paid fully on what they see reported in The Billboard, rather than paid on only half of what is documented.

## 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.

Secret Love—Harms, Connelly (Remick)
Friends, Neighbors—Michael Reine (Ross Jungnickel)
Happy Wanderer—Bosworth (Fox)
Heart of My Heart—Francis Day (Robbins)
Someone Else's Roses—John Fields (Leeds)
The Little Shoemaker—Bourne (Bourne)
I Get So Lonely—Edwin H. Morris, Ltd. (Melrose)
Changing Partners—Robt. Mellin (Porgie)
Cross Over the Bridge—New World (Laurel)
Wanted—Harms, Connelly (Witmark)
Don't Laugh at Me Cause I'm a Fool—David Toff (Leeds)
Young at Heart—Victoria (Sunbeam)
Such a Night—Sterling (Raleigh)
Bimbo—Macmelodies (Fairway)
The Book—Kassner (Kassner)
Idle Gossip—Bron (Redd Evans)
I See the Moon—Feldman (Plymouth)
Make Love to Me—Morris (Melrose)
Little Things Mean a Lot—Robbins (Feist)
Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)

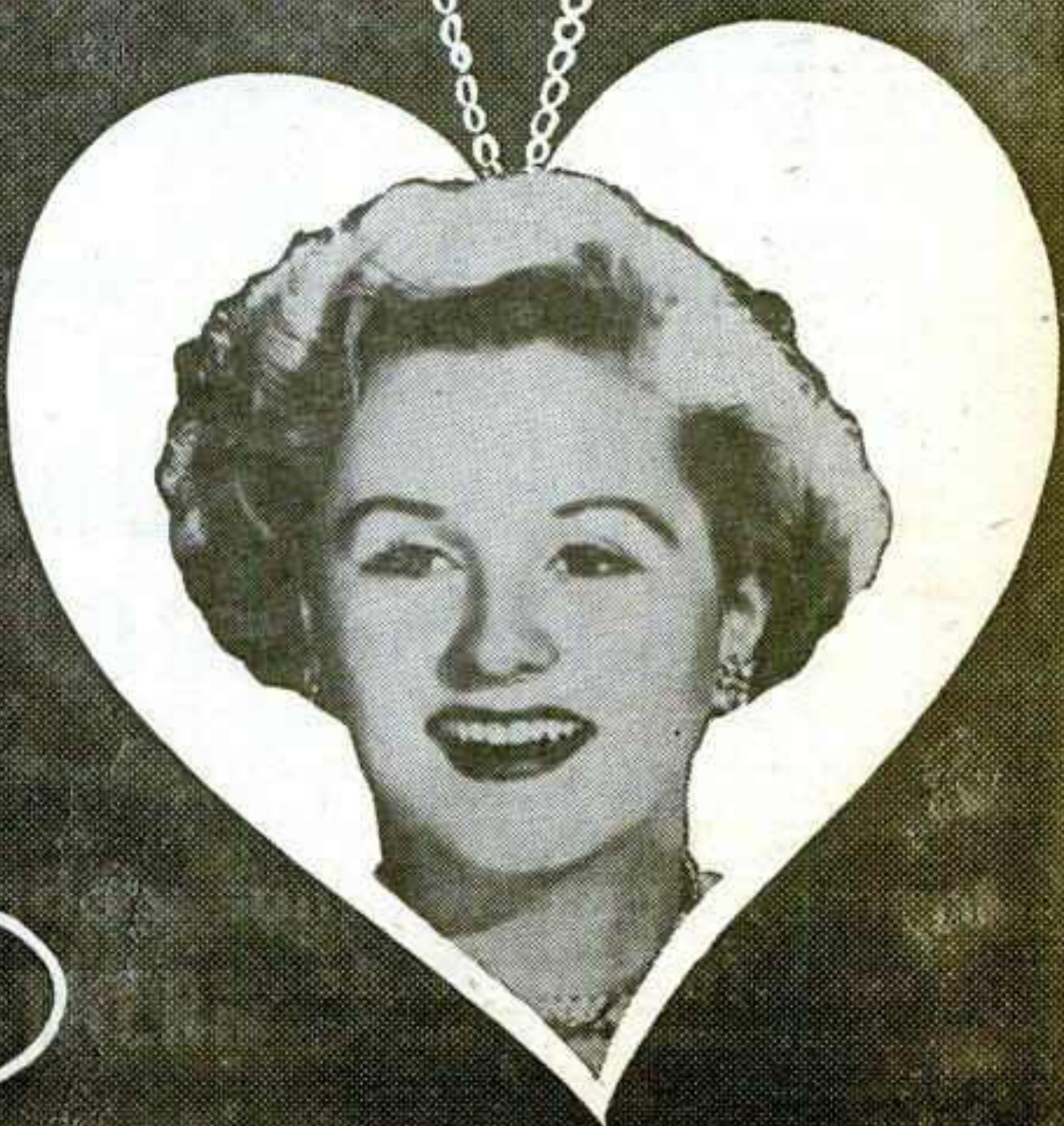


With Five Out of the Top Ten Best Sellers, Capitol continues to lead the pop parade with a sensational new recording

# JOEY

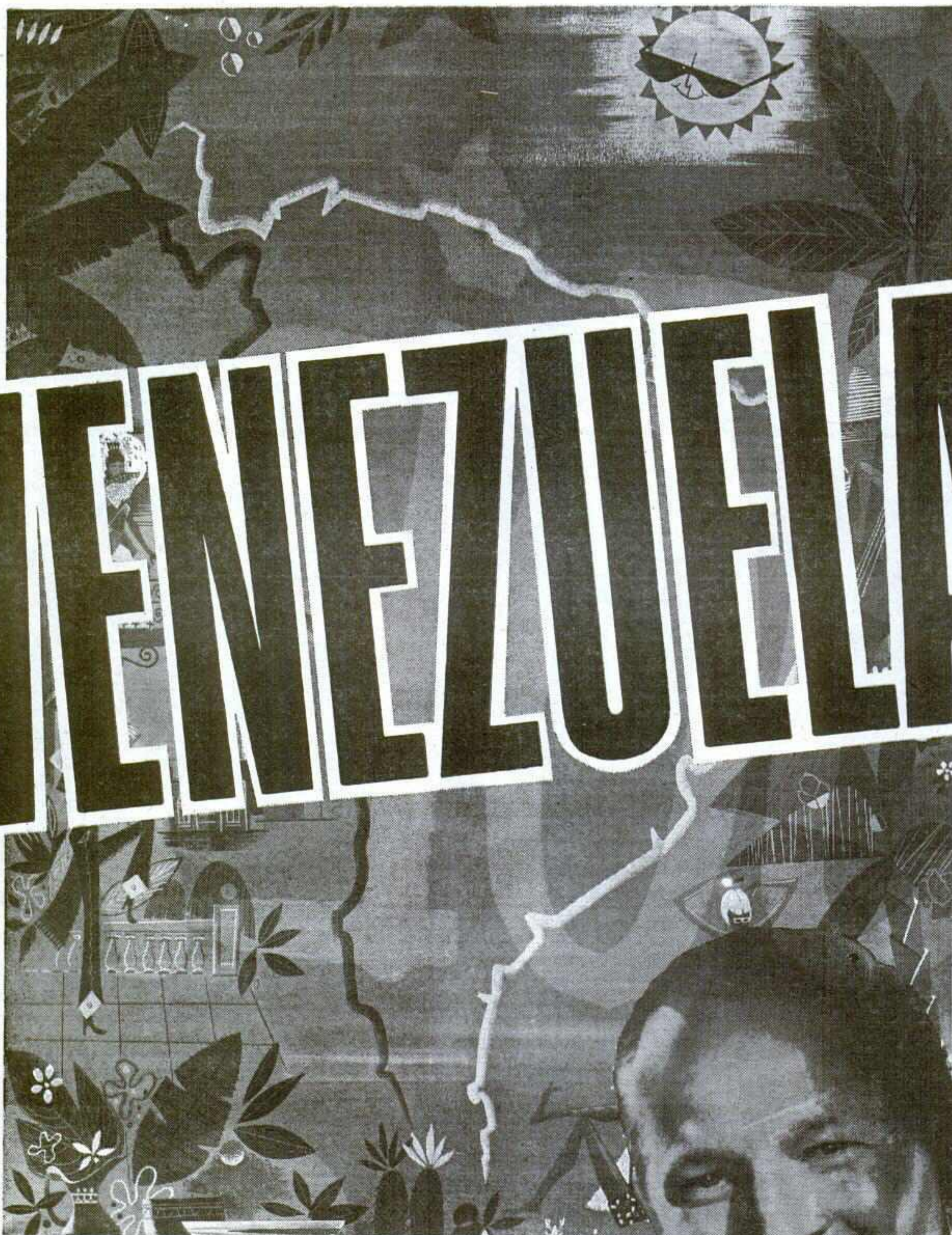
#2853 78 rpm • F-2853 45 rpm

*Margaret Whiting*





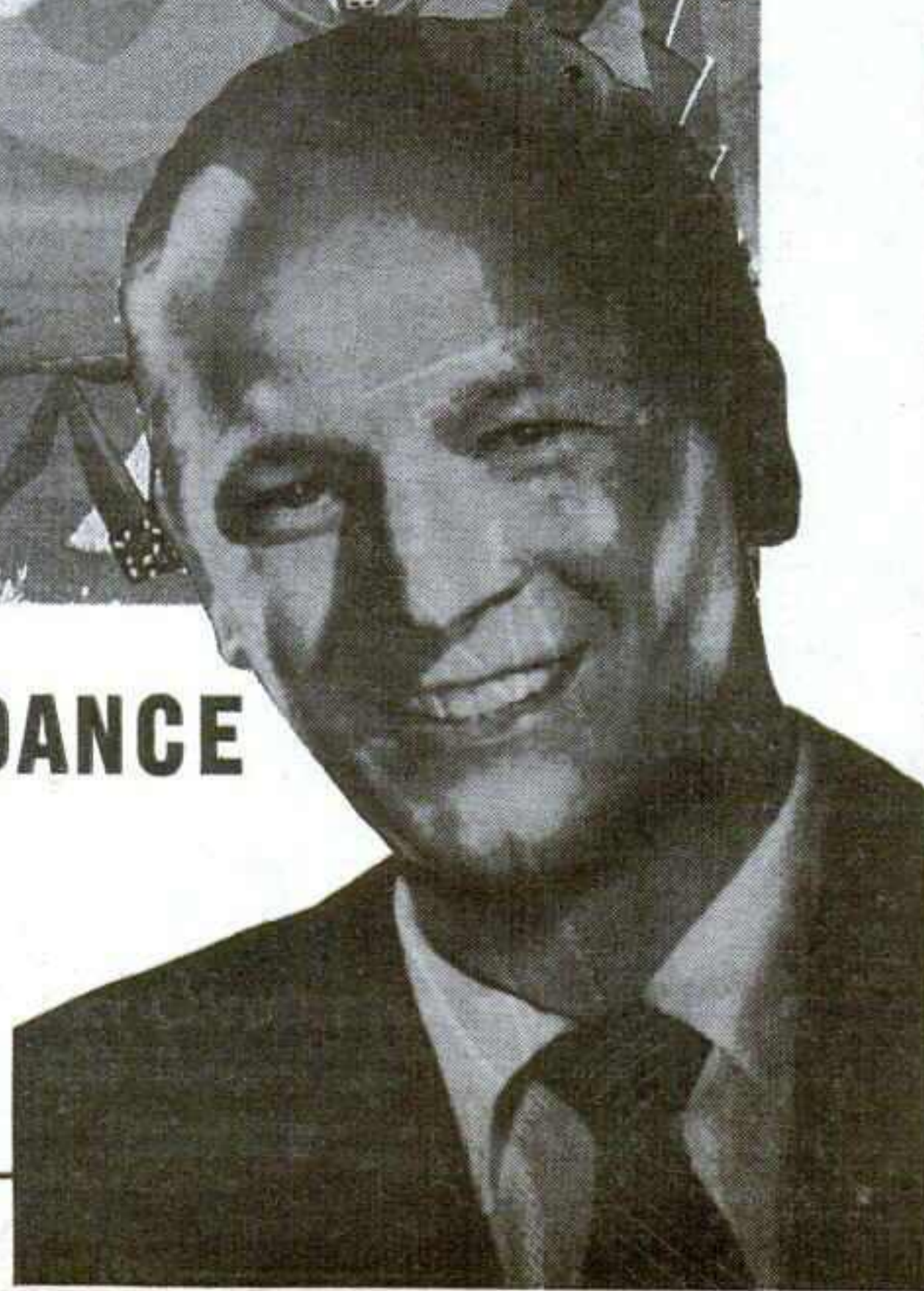
# Les Baxter puts the "whee" in



# VENEZUELA

**THE SEASON'S TOP DANCE  
BAND RECORDING**

CAPITOL 2799





*Today's Hits are  
on CAPITOL!*

**LES  
BAXTER**

**BILLY  
MAY**



*"The High  
and the  
Mighty"*  
•  
*"More Love  
Than Your Love"*

From the Broadway show "By The Beautiful Sea"

Record No. 2845

*"Hernando's  
Hideaway"*  
•  
*"Anything  
Can Happen  
Mambo"*

Record No. 2840





# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending June 16

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parentheses after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1		11	LITTLE THINGS MEAN A LOT—K. Kallen	ASCAP
2		6	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
3		5	HERNANDO'S HIDEAWAY—A. Bleyer	ASCAP
4		9	HAPPY WANDERER—F. Weir	ASCAP
5		17	WANTED—P. Como	ASCAP
6		10	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	BMI
7		4	THREE COINS IN THE FOUNTAIN—F. Sinatra	ASCAP
8	15	7	HAPPY WANDERER—H. Rene	ASCAP
9	13	14	HERE—T. Martin	BMI
9	17	8	CRAZY 'BOUT YOU, BABY—Crew Cuts	BMI
11	11	17	ANSWER ME, MY LOVE—Nat (King) Cole	ASCAP
12		5	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	ASCAP
13		19	YOUNG AT HEART—F. Sinatra	BMI
14		11	MAN UPSTAIRS—K. Starr	BMI
15		4	STEAM HEAT—P. Page	ASCAP
16		13	MAN WITH THE BANJO—Ames Brothers	BMI
17		3	MY FRIEND—E. Fisher	ASCAP
18		21	OH, BABY MINE—Four Knights	ASCAP
19		18	CROSS OVER THE BRIDGE—P. Page	ASCAP
20		1	POINT OF ORDER—S. Freberg	BMI
21		3	GREEN YEARS—E. Fisher	ASCAP
21		7	ISLE OF CAPRI—J. Lee	ASCAP
23		7	ISLE OF CAPRI—Gaylords	ASCAP
23		3	I UNDERSTAND JUST HOW YOU FEEL—J. Valli	ASCAP
25	30	3	HERNANDO'S HIDEAWAY—J. Ray	ASCAP
26		4	JOEY—B. Madigan	BMI
27		2	THANK YOU FOR CALLING—J. Stafford	BMI
28		21	MAKE LOVE TO ME—J. Stafford	ASCAP
29		1	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	BMI
30		14	A GIRL, A GIRL—E. Fisher	ASCAP
30		3	LOVE I YOU—Gaylords	ASCAP
30		4	WEDDING BELLS (ARE BREAKING UP THAT OLD GANG OF MINE)—Four Aces	ASCAP

## • This Week's Best Buys

THE LITTLE SHOEMAKER (Bourne, ASCAP) —The Gaylords—Mercury 70403

A battle is in progress between the competitive recorded versions of this tune, with the Gaylords taking an early lead in the second week since the record has been available on the market. The territories varied as to preference, two-thirds of those areas checked indicated that the Mercury record has the edge at this time. Boston, Cleveland, Chicago, Milwaukee, St. Louis and Atlanta reported especially strong action on this disk during the past week. Indications are that more than one version of the tune could make the charts. The flip of the Mercury disk is "Mecque, Mecque" (B & F, BMI). A previous Billboard "Spotlight" pick.

IN THE CHAPEL IN THE MOONLIGHT (Shapiro-Bernstein, ASCAP)

TAKE EVERYTHING BUT YOU (DeSylva, Brown & Henderson, ASCAP)—Kitty Kallen —Decca 29130

With "Little Things" hugging the No. 1 slot on the national retail chart, Miss Kallen has come forward with another strong seller. Early reports from Boston, Providence, Philadelphia, Buffalo, Atlanta, Durham, St. Louis, Chicago and Milwaukee indicated immediate customer acceptance. Both sides showed good action, with "Chapel" decisively in the lead, however. A previous Billboard "Spotlight" pick.

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

GOODNIGHT, SWEETHEART, GOODNIGHT (Arc, BMI) — The McGuire Sisters — Coral 61187

This tune, a hit in the r.&b. field, is doing extremely well in the pop market also. The record by the McGuire Sisters is on the Cincinnati and Cleveland territorial charts and is a top seller in Atlanta, St. Louis, Milwaukee and Buffalo as well. In some territories, the Sunny Gale version or the Spaniels version is doing well too. Flip of the Coral disk is "Heavenly Feeling."

MAKE HER MINE (Bregman, Vocco & Conn, ASCAP)

I ENVY (Duchess, BMI)—Nat (King) Cole—Capitol 2803

Cole's latest release is building quietly but solidly in most markets of the country. Strongest reports came from New York, Buffalo, Milwaukee, St. Louis and Atlanta. Disk was also doing good business in Philadelphia, Cincinnati, Cleveland, Chicago, Durham and L. A. Side preference is split but inclines toward "Make Her Mine" at this point. A previous Billboard "Spotlight" pick.

SOMEBODY ELSE'S LOVE SONG (Rush, BMI) —Georgie Shaw—Decca 29160

This record has been coming up steadily in the three weeks since release and is now reported strong in Providence, Philadelphia, Buffalo, Cleveland, Atlanta and St. Louis. Other territories indicating profitable sales included Milwaukee, Chicago and Durham. Flip is "Wonderful" (Pickwick, ASCAP). A previous Billboard "Spotlight" pick.

## • Most Played in Juke Boxes

For survey week ending June 16

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

This Week	Last Week	Weeks on Chart	Title	Label
1		7	LITTLE THINGS MEAN A LOT—K. Kallen	ASCAP
2		16	WANTED—P. Como	ASCAP
3		6	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
4		16	CROSS OVER THE BRIDGE—P. Page	ASCAP
5		20	OH, BABY MINE—Four Knights	ASCAP
6		4	HERNANDO'S HIDEAWAY—A. Bleyer	ASCAP
7		21	MAKE LOVE TO ME—J. Stafford	ASCAP
7		15	MAN WITH THE BANJO—Ames Brothers	BMI
9		7	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	BMI
10		8	MAN UPSTAIRS—K. Starr	BMI
11		16	YOUNG AT HEART—F. Sinatra	BMI
12		7	HAPPY WANDERER—F. Weir	ASCAP
13		3	STEAM HEAT—P. Page	ASCAP
14		7	ISLE OF CAPRI—Gaylords	ASCAP
15		9	JILTED—T. Brewer	BMI
16		14	ANSWER ME, MY LOVE—Nat (King) Cole	ASCAP
16		2	HONEYMOON'S OVER—T. Ernie Ford	ASCAP
18		4	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	ASCAP
19		1	THREE COINS IN THE FOUNTAIN—F. Sinatra	ASCAP
20		2	HAPPY WANDERER—H. Rene	ASCAP
20		13	HERE—T. Martin	BMI

## • Most Played by Jockeys

For survey week ending June 16

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

This Week	Last Week	Weeks on Chart	Title	Label
1		11	LITTLE THINGS MEAN A LOT—K. Kallen	ASCAP
2		6	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
3		17	WANTED—P. Como	ASCAP
4		6	HERNANDO'S HIDEAWAY—A. Bleyer	ASCAP
5		6	THREE COINS IN THE FOUNTAIN—F. Sinatra	ASCAP
6		9	HAPPY WANDERER—F. Weir	ASCAP
7		10	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	BMI
8		20	YOUNG AT HEART—F. Sinatra	BMI
9		4	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	ASCAP
10		2	I UNDERSTAND JUST HOW YOU FEEL—J. Valli	ASCAP
11		5	CRAZY 'BOUT YOU, BABY—Crew Cuts	BMI
11		17	CROSS OVER THE BRIDGE—P. Page	ASCAP
13		2	GREEN YEARS—E. Fisher	ASCAP
14		8	HAPPY WANDERER—H. Rene	ASCAP
15		1	STEAM HEAT—P. Page	ASCAP
16		23	MAKE LOVE TO ME—J. Stafford	ASCAP
16		18	ANSWER ME, MY LOVE—Nat (King) Cole	ASCAP
18		14	HERE—T. Martin	BMI
18		11	MAN UPSTAIRS—K. Starr	BMI
20		16	OH, BABY MINE—Four Knights	ASCAP



# FROM A GREAT HIT-MAKER! TWO GREAT SIDES!

better than  
his best!

# SAMMY KAYE

with his Swing and Sway Orchestra



# FRIENDS AND NEIGHBORS

Vocal by the Kaye Choir  
and Jeffrey Clay

(How Can You Say We're)

# THROUGH

Vocal by Jeffrey Clay

Columbia 40269  
4-40269







**TOP ARTIST**

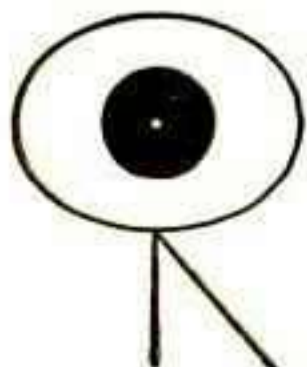


**JOHNNIE  
RAY**

**TOP TUNE**

**"TO EV'RY GIRL  
TO EV'RY BOY"**

**HIT RECORD**



**COLUMBIA**

40252 (78 rpm) • 4-40252 (45 rpm)

b/w Going, Going, Gone

"Columbia," Trade Mark Reg. U.S. Pat. Off. Marcas Registradas, Printed in U.S.A.



**A HIT ... TUNE!  
 ... SHOW!!  
 ... RECORD!!!**

**ROSEMARY  
 Clooney**  
*sings*



**WHEEY  
 THERE**

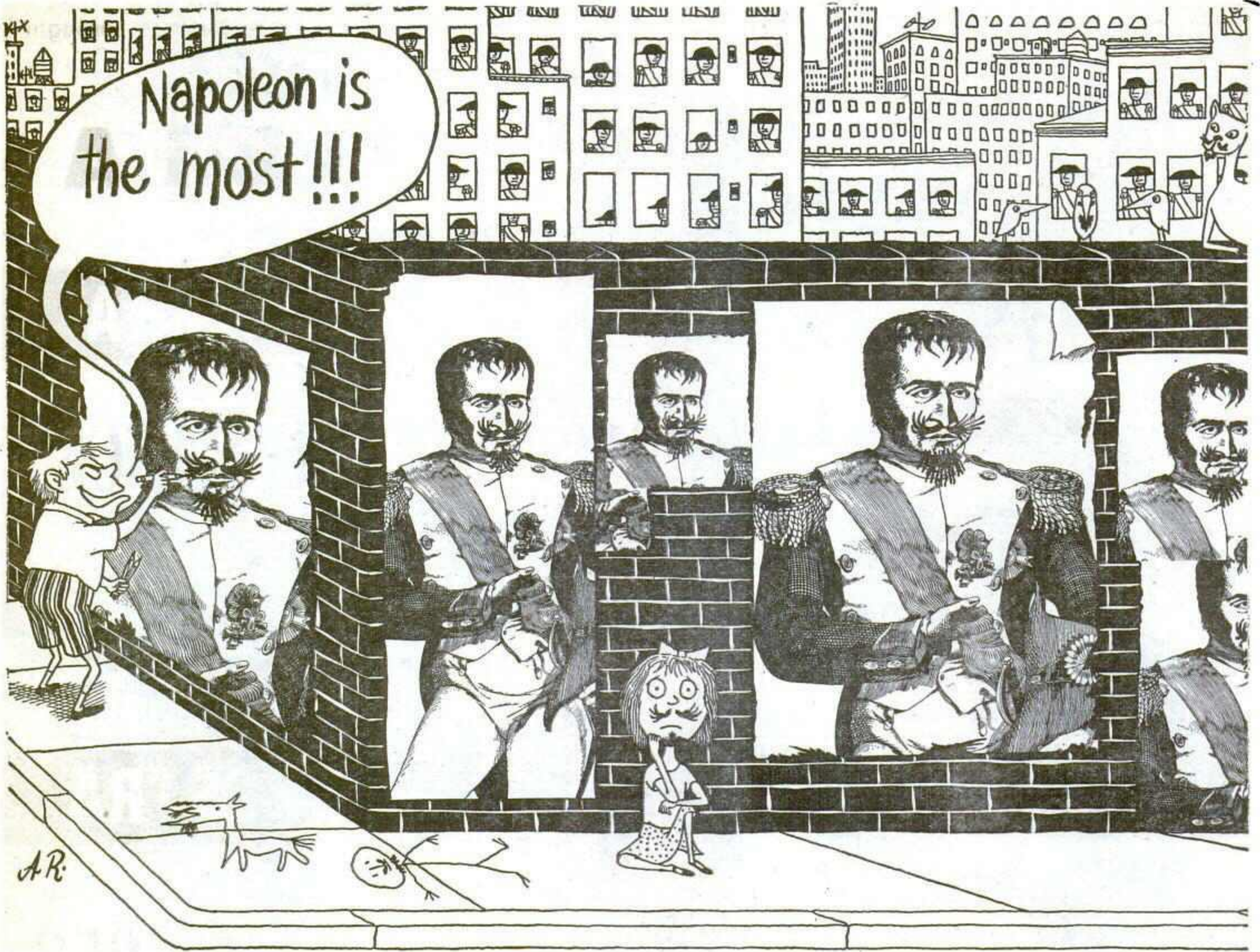
*from The Pajama Game  
 Biggest Musical  
 to Hit  
 Broadway  
 in Years!*



"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.

**Columbia 40266 • 4-40266**





Mitch  Miller  
and Napoleon  
on Columbia Records 

"Columbia," Trade Mark Reg. U.S. Pat. Off. Marcas Registradas, Printed in U.S.A.



COLUMBIA 40261 • 4-40261

backed with MONDAY SERENADE



the three most exciting new bands in the business brought  
to you by

# COLUMBIA

to keep business exciting!

## LES ELGART AND HIS ORCHESTRA



### JUST ONE MORE DANCE

Meet Me Tonight in Dreamland ★ Cuddle Up a Little Closer ★ I Don't Know Why ★ Darn That Dream ★ Dream ★ I'll Be Seeing You ★ For Me and My Gal ★ I'll See You in My Dreams ★ Goodnight, Sweetheart

10-inch "LP" CL 6287 ★ Extended Play Set B-413

## PETE RUGOLO AND HIS ORCHESTRA



### Introducing PETE RUGOLO

That Old Black Magic ★ Early Stan ★ Bazaar ★ California Melodies ★ You Stepped Out of a Dream ★ 360 Special ★ Laura ★ Come Back, Little Rocket

10-inch "LP" CL 6289 ★ Extended Play Set B-145

## DAN TERRY AND HIS ORCHESTRA



### TEEN-AGE DANCE SESSION

Teen Ager ★ Denim Blues ★ Saddle Shoe Shuffle ★ Sloppy Joe ★ Jelly Bean ★ Seventeen ★ Goofin' Blues ★ Terry's Tune

10-inch "LP" CL 6288 ★ Extended Play Set B-414

all on



**COLUMBIA**  **RECORDS**

"Columbia,"  and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.



## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending June 16

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

#### Atlanta

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Three Coins in the Fountain  
Four Aces, Dec.
3. Wanted, P. Como, V.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. If You Love Me (Really Love Me)  
K. Starr, Cap.
6. Thank You for Calling, Jo Stafford, Col.
7. Here, T. Martin, V.
8. Happy Wanderer, F. Weir, Lon.

#### Boston

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain  
Four Aces, Dec.
4. Three Coins in the Fountain  
F. Sinatra, Cap.
5. Point of Order, S. Freberg, Cap.
6. Green Years, E. Fisher, V.
7. Thank You for Calling, J. Stafford, Col.
8. My Friend, E. Fisher, V.
9. Happy Wanderer, F. Weir, Lon.

#### Buffalo

1. Three Coins in the Fountain  
Four Aces, Dec.
2. Love I You, Gaylords, Mer.
3. Wanted, P. Como, V.
4. Little Things Mean a Lot  
K. Kallen, Dec.
5. Happy Wanderer, F. Weir, Lon.

#### Chicago

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Three Coins in the Fountain  
Four Aces, Dec.
3. Little Things Mean a Lot  
K. Kallen, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. If You Love Me (Really Love Me)  
K. Starr, Cap.
6. Crazy 'Bout You, Baby  
Crew Cuts, Mer.
7. Isle of Capri, J. Lee, Cor.
8. Wanted, P. Como, V.

#### Cincinnati

1. Three Coins in the Fountain  
Four Aces, Dec.
2. Little Things Mean a Lot  
K. Kallen, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. If You Love Me (Really Love Me)  
K. Starr, Cap.
5. Happy Wanderer, F. Weir, Lon.
6. Crazy 'Bout You, Baby  
Crew Cuts, Mer.
7. Wanted, P. Como, V.
8. Man With the Banjo  
Ames Brothers, V.
9. Happy Wanderer, H. Rene, V.
10. Goodnight, Sweetheart, Goodnight  
McGuire Sisters, Cor.

#### Cleveland

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain  
Four Aces, Dec.
4. Sh-Boom, Chords, Cat
5. Happy Wanderer, F. Weir, Lon.
6. Steam Heat, P. Page, Mer.
7. Goodnight, Sweetheart, Goodnight  
McGuire Sisters, Cor.
8. Isle of Capri, J. Lee, Cor.
9. Point of Order, S. Freberg, Cap.

#### Dallas-Ft. Worth

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Three Coins in the Fountain  
Four Aces, Dec.
3. Wanted, P. Como, V.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Here, T. Martin, V.
6. If You Love Me (Really Love Me)  
K. Starr, Cap.

#### Denver

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Happy Wanderer, F. Weir, Lon.
4. If You Love Me (Really Love Me)  
K. Starr, Cap.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Three Coins in the Fountain  
F. Sinatra, Cap.
7. Three Coins in the Fountain  
Four Aces, Dec.
8. Happy Wanderer, H. Rene, V.

#### Detroit

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Three Coins in the Fountain  
Four Aces, Dec.
3. Little Things Mean a Lot  
K. Kallen, Dec.
4. Answer Me, My Love  
Nat (King) Cole, Cap.
5. I Could Have Told You, F. Sinatra, Cap.
6. Happy Wanderer, F. Weir, Lon.

#### Kansas City

1. Three Coins in the Fountain  
Four Aces, Dec.
2. Little Things Mean a Lot  
K. Kallen, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. If You Love Me (Really Love Me)  
K. Starr, Cap.
5. Wanted, P. Como, V.
6. Happy Wanderer, F. Weir, Lon.
7. Here, T. Martin, V.
8. Happy Wanderer, H. Rene, V.

#### Los Angeles

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Three Coins in the Fountain  
Four Aces, Dec.
3. Wanted, P. Como, V.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. If You Love Me (Really Love Me)  
K. Starr, Cap.
6. Happy Wanderer, H. Rene, V.
7. Answer Me, My Love  
Nat (King) Cole, Cap.
8. Point of Order, S. Freberg, Cap.
9. Happy Wanderer, T. Leonetti, Cap.
10. Sh-Boom, Chords, Cat

#### Milwaukee

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Three Coins in the Fountain  
Four Aces, Dec.
3. Happy Wanderer, F. Weir, Lon.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Joey, B. Madigan, M-G-M
6. Crazy 'Bout You, Baby, Crew Cuts, Mer.
7. If You Love Me (Really Love Me)  
K. Starr, Cap.
8. Here, T. Martin, V.
9. Du Bist Mein Liebshoen, V. Lynn, Lon.

#### New Orleans

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Three Coins in the Fountain  
F. Sinatra, Cap.
3. Wanted, P. Como, V.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Happy Wanderer, F. Weir, Lon.
6. Thank You for Calling, J. Stafford, Col.
7. Man Upstairs, K. Starr, Cap.
8. If You Love Me (Really Love Me)  
V. Lynn, Lon.
9. If You Love Me (Really Love Me)  
K. Starr, Cap.
10. Three Coins in the Fountain  
Four Aces, Dec.

#### New York

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Happy Wanderer, F. Weir, Lon.
4. Three Coins in the Fountain  
Four Aces, Dec.
5. Wanted, P. Como, V.
6. If You Love Me (Really Love Me)  
K. Starr, Cap.
7. Three Coins in the Fountain  
F. Sinatra, Cap.
8. Cross Over the Bridge, P. Page, Mer.
9. If You Love Me (Really Love Me)  
V. Lynn, Lon.
10. Crazy 'Bout You, Baby, Crew Cuts, Mer.

#### Philadelphia

1. Three Coins in the Fountain  
Four Aces, Dec.
2. Little Things Mean a Lot  
K. Kallen, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Sh-Boom, Chords, Cat
5. Happy Wanderer, F. Weir, Lon.
6. Wanted, P. Como, V.
7. Point of Order, S. Freberg, Cap.

#### Pittsburgh

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Three Coins in the Fountain  
Four Aces, Dec.
3. Little Things Mean a Lot  
K. Kallen, Dec.
4. Happy Wanderer, H. Rene, V.
5. Hit and Run Affair, P. Como, V.

#### St. Louis

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Three Coins in the Fountain  
F. Sinatra, Cap.
3. Little Things Mean a Lot  
K. Kallen, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. If You Love Me (Really Love Me)  
K. Starr, Cap.
6. Crazy 'Bout You, Baby, Crew Cuts, Mer.
7. Three Coins in the Fountain  
Four Aces, Dec.

#### San Francisco

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Happy Wanderer, F. Weir, Lon.
4. Three Coins in the Fountain  
F. Sinatra, Cap.
5. Wanted, P. Como, V.
6. Point of Order, S. Freberg, Cap.
7. Three Coins in the Fountain  
Four Aces, Dec.
8. Here, T. Martin, V.
9. If You Love Me (Really Love Me)  
K. Starr, Cap.

#### Seattle

1. Little Things Mean a Lot  
K. Kallen, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Three Coins in the Fountain  
Four Aces, Dec.
5. Young at Heart, F. Sinatra, Cap.
6. Wanted, P. Como, V.

#### Balti.-Wash.

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Three Coins in the Fountain  
Four Aces, Dec.
3. Little Things Mean a Lot  
K. Kallen, Dec.
4. Point of Order, S. Freberg, Cap.
5. Happy Wanderer, F. Weir, Lon.
6. My Friend, E. Fisher, V.
7. If You Love Me (Really Love Me)  
K. Starr, Cap.
8. Steam Heat, P. Page, Mer.

# 3 for the money from "X"

Country &  
Western  
Hit  
Breaking  
in Pop

★ Terry Fell

## DON'T DROP IT

b/w  
Truck Driving Man  
X-10

★ Stewart Rose

## I COMPLAINED

b/w  
I Want You  
X-27

★ Dick Maltby

## BLACK PEARLS

b/w  
Meadowlark  
X-0016

**XTRA** New X's Just Released

★ BILL DARNELL  
YOU CAN BETCHA  
LIFE | TEARDROP  
AVE.

X-0031

★ SMITH BROTHERS  
WHO'S GONNA BE AT  
THE DOOR | IF YOU TOOK  
YOUR LOVE FROM ME

X-0032

# "X"

A Product of Radio Corporation of America

## RECORDS MARK THE HITS!





**DRIVING HOME  
ANOTHER WINNER!**

# Perry Como

*Singing*

**"THERE NEVER  
WAS A NIGHT SO  
BEAUTIFUL"**



20/47-5749

**THE BILLBOARD**

"... can make it quickly..."  
**BEST BUY & REVIEW SPOTLIGHT**  
—The Billboard

**CASH BOX**

"... another big one for Perry that  
should be up there in short order..."  
**DISK OF THE WEEK**—Cash Box

**VARIETY**

"... top-grade ballad and belts it  
with his surefire technique..."  
**BEST BET**—Variety

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE  
NEW YORK 17, N. Y.

JULIE STEARNS, Gen. Prod. Manager

New York  
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RECORDS MARK THE HITS!



"THE ORIGINAL HIT RECORDING OF A HIT SONG"

**billy  
duke  
and his  
dukes**



sing...

**1  
CRIED**

**CORAL**  
61203 (78 rpm)  
and  
9-61203 (45 rpm)



**CORAL RECORDS**

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

**The Billboard Music Popularity Charts  
POPULAR RECORDS**

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

**ROSEMARY CLOONEY**

**Hey There** (Frank, ASCAP)—Columbia 40266—Here is one of the loveliest waxings by the warm-voiced thrush in a long time. The tune is from the musical "The Pajama Game" and it is sung with feeling by the canary over simple combo backing. Could put her back on top again. Flip is "This Ole House" (Hamblin, BMI).

**TONY MARTIN**

**Boulevard of Nightingales** (Criterion, ASCAP) **Angels in the Sky** (Ridgeway, BMI) — RCA Victor 20-5757—Tony Martin, who has been coming up with solid selling wax lately, has two more good items here. "Boulevard" is a romantic ballad, and the flip is in the religious vein. Martin sings them in big-voiced fashion and they should get action.

**• Reviews of New Pop Records**

**KITTY KALLEN**

**In the Chapel in the Moonlight** ..... 87  
DECCA 29130—A Billboard "Spotlight" 6-19-54. (Shapiro, Bernstein, ASCAP)

**Take Everything But You**... 85  
A Billboard "Spotlight" 6-19-54. (De Sylva Brown & Henderson, ASCAP)

**THE GAYLORDS**

**The Little Shoemaker** ..... 87  
MERCURY 70403 — A Billboard "Spotlight" 6-12-54. (Bourne, ASCAP)

**Mecque Mecque**... 75  
Rhythm novelty has a good Gaylords standard. (B. & F. Music, BMI)

**LOU MONTE**

**Vera's Veranda** ..... 85  
V 20-5778—A Billboard "Spotlight" 6-19-54. (Bragman, Voce & Conn, ASCAP)

**Chain Reaction**... 75  
Rapid rhythm opus is sung gayly by Monte for a pleasurable side that could attract fair numbers of juke nickels. (Pincus, ASCAP)

**ROSEMARY CLOONEY**

**Hey There** ..... 85  
COLUMBIA 40266 — Lovely ballad from the hit musical "The Pajama Game" is handed a mighty warm and tender reading by the thrush over a simple choral backing. The canary handles it in fine style, and it could break thru into the big time. It's her best record in a long time. Watch it. (Frank, ASCAP)

**This Ole House**... 78  
New ditty penned by Stuart Hamblen and now a hit in the sacred field receives a bright, bouncy rendition from the thrush, supported solidly by an unbillied male singer and the Buddy Cole ork. Tho not as strong as the flip, it has a sparkle that could make it grab juke loot. (Hamblen, BMI)

**TONY MARTIN**

**Angels in the Sky** ..... 85  
V 47-5757—Martin comes thru with a lovely, full-voiced reading of a new western-type semi-sacred tune over a warm backing by a large chorus and the Henri Rene ork. With exposure it has a chance for action. Watch it. (Ridgeway, BMI)

**Boulevard of Nightingales**... 86  
Here's another suave rendition by Martin, this time on a story ballad about love in Paris. Again the Rene ork comes thru with an outstanding backing. This side, too, should pull jock spins. (Criterion, ASCAP)

**JERRY VALE**

**Go** ..... 79  
COLUMBIA 40260 — The soaring longhair melody receives a solid reading by Vale, who sells the lyrics with much emotion. Vale appears to be on the edge of cracking thru and this cutting could be the one to do it for him.

**I'll Follow You**... 77  
This wafle of true love is negotiated smoothly by Vale. A good song and another impressive interpretation by the singer. This side, too, is slated for action.

**THE PLUNKETT FAMILY**

**Friends and Neighbors** ..... 79  
ESSEX 361 — The strong, old-fashioned ballad gets a somewhat hokey performance in gang-sing style, with banjos in the backing helping to set the mood. If the tune makes it, this disk will share loot. (Ross Jungnickel)

**Shine On, Harvest Moon**... 73  
Performance of the evergreen is in the mood of flip and likely to impel listeners to join in song. Smart coupling. (ASCAP)

**BOB MANNING**

**I Wasn't There With You** ..... 78  
CAPITOL 2831—Pretty ballad sung softly and with considerable tenderness by the chanter. Should get spins from jocks, particularly on romantic-type platter shows. (Gold, ASCAP)

**Why Didn't You Tell Me?**... 75  
Same comment. (United, ASCAP)

**BEN LIGHT ORK**

**Georgia on My Mind** ..... 77  
"X" 4x-0030—Ben Light bows on the label with a first-rate juke box styled reading of the oldie. Little question

that the side should pull in coins on boxes from here to Timbuctu. Light plays his piano with sparkle over good rhythm backing. (Peer, BMI)  
**Deep in the Heart of Texas**... 77  
Same comment. (Melody Lane, BMI)

**SMITH BROTHERS**

**Who's Gonna Be at the Door?** ..... 77  
"X" 4x-0032—Bouncy rhythm ditty receives a warm vocal by the Smith Brothers. Side is catchy, and it could catch loot with exposure. (General, ASCAP)

**If You Took Your Love From Me**... 75  
The boys sing this well, but the material doesn't help too much. Could get spins tho. (Kellam, Miller Music, ASCAP)

**JIMMY BOYD**

**Ma, I Miss Your Apple Pie** ..... 74  
COLUMBIA 40253—Cute ditty about boy's summer camp blues. Boyd sings it capably. (Blossom, ASCAP)

**Shepherd Boy**... 74  
The teen-ager warbles sweetly and sincerely on a lovely sacred item. The Norman Luboff chorus supports him nicely. Side should pull many spins. (Miller, ASCAP)

**LOUIS ARMSTRONG ORK**

**Bye and Bye** ..... 76  
DECCA 29153 — Armstrong's many fans are going to flip over this one, as it's his best wax in a long time. The tune was penned by Armstrong and Gordon Jenkins, and it's in the mood of the New Orleans marches. It features a vocal and some fine trumpet work by Stachmo, over large chorus and ork backing. Solid wax. (International, ASCAP)

**The Whiffenpoof Song**... 76  
This happy parody of the college song is handled very brightly by Stachmo, as he tells of the tables down at Birdland, and turns in a few bop phrases as well. He is backed by the Jenkins ork and chorus with charm. Should pull spins, especially with the hip jocks. (Miller, ASCAP)

**THE FOUR FRESHMEN**

**Please Remember** ..... 76  
CAPITOL 2832 — The group pleads for recall of pleasant memories in a sick treatment of the ballad. Arrangement is somewhat on the contrived side, but the boys sell it strongly for a likely entry. (Interlude, ASCAP)

**I'll Be Seeing You**... 74  
The Four Freshmen are joined by the Stan Kenton ork in a re-creation of the classic oldie. As may be expected, the reading shows lots of ingenuity. Many will like to hear it spin, getting kicks from the unexpected harmonies. (Williamson, ASCAP)

**JOE (FINGERS) CARR**

**Riviera Rag** ..... 75  
CAPITOL 2834—Admirers of the old-time ricky-tick piano will flip on this flashy performance by Carr and his Carr-Hops. They work up a heavy, bouncy beat and hold it all the way. Good juke item. (Fox, ASCAP)

**Picadilly Rag**... 74  
A similarly styled opus served with the same old-fashioned razz-matazz. (Chatsworth, ASCAP)

**THE MULCAYS**

**You Can't Be True, Dear** ..... 75  
CARDINAL 1020 — Melodious old-world waltz is played attractively by the Mulcay harmonicas. A listening treat and jockeys could find the side useful on many occasions. (Biltmore, ASCAP)

**Beer Barrel Polka**... 73  
The Mulcays have the chance to show off their skill on their instruments, and they come thru with flying colors. A good juke box side. (Shapiro-Bernstein, ASCAP)

**FRED WARING ORK**

**My Friend** ..... 75  
DECCA 29192—The Waring glee club has a steady following, with whom this excellent cover-job should find favor. Nice work by the chorus. (Paxton, ASCAP)

**He Was There**... 72  
Another well-executed choral treatment of a sacred tune. Effective pairing for flip. (Alamo, ASCAP)

(Continued on page 32)

**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





*Bustin' Wide Open!*

**EILEEN  
BARTON**  
*singing*

**SWAY**

CORAL 61185 (78 rpm)  
9-61185 (45 rpm)

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



# A BOUQUET OF M-G-M HITS!



## JONI JAMES IN A GARDEN OF ROSES EVERY DAY

MGM 11753 78 rpm | K 11753 45 rpm

**INTRODUCING**

**MITZI MASON**  
WHO CAN SAY?  
and  
SO MUCH MORE

MCM 11760 78 rpm  
K 11760 45 rpm

**TOMMY EDWARDS**  
LINGER IN MY ARMS  
and  
IF YOU WOULD LOVE ME AGAIN

MCM 11763 78 rpm  
K 11763 45 rpm

**THE CAT MEN**  
featuring Sam (The Man)  
Taylor on tenor sax

**THIS CAN'T BE LOVE**  
and  
**PLEASE BE KIND**

MCM 11758 78 rpm  
K 11758 45 rpm

**BILLY ECKSTINE**

**TEMPORARILY BLUE**  
and  
**BELOVED**

From the MCM Film "The Student Prince"  
MCM 11744 78 rpm  
K 11744 45 rpm

**SEABREEZE**  
and  
**NO ONE BUT YOU**

From the MCM Technicolor Film "Flame and the Flesh"  
MCM 11712 78 rpm  
K 11712 45 rpm

**BETTY MADIGAN**



MGM-11716 78 rpm  
K-11716 45 rpm

and AND SO I WALKED HOME

**DEAN PARKER**  
I'LL NEVER BE THE SAME  
and  
**SIMPATICO ROMANTICO**

MCM 11764 78 rpm • K 11764 45 rpm

**ANN BLYTH**  
DEEP IN MY HEART, DEAR  
and  
**STUDENTS MARCH SONG**

MCM 30853 78 rpm  
K 30853 45 rpm  
from the MGM Picture "The Student Prince"

### The Billboard Music Popularity Charts POPULAR RECORDS

#### • Reviews of New Pop Records

• Continued from page 30

**CATHY BRYAN**  
Crying My Heart Out for You .....75  
CARDINAL 1017—The pretty and sentimental ditty has strong impact in this persuasive reading by the thrush. Cathy Bryan sings it with an appealing catch to her voice. Side has sleeper potential and could push out into the money if exposed adequately. (Blasco, ASCAP)  
Until Sunrise... 69  
Another sensitive warble by the singer, this, too, could win some attention. (Leeds, ASCAP)

**JOHNNIE RAY**  
To Ev'ry Girl, To Ev'ry Boy .....74  
COLUMBIA 40252—Ray warbles a routine ballad with a philosophical theme pleasantly. Could get spins, altho it is not up to previous releases. (Goday, BMI)  
Going, Going, Gone!... 72  
Singer duets nicely with himself on rather somber ballad about an old guitar on the auction block. (Bourne, ASCAP)

**ETHEL SMITH**  
Hernando's Highway .....74  
DECCA 29186—The organist is at her flashy best on a tune that is still hot. Effective castanet backing. (Frank, ASCAP)  
Three Coins in the Fountain... 71  
A melodic version of a top tune. However, Smith fans prefer their gal on fast rhythm numbers like the flip. (Robbins, ASCAP)

**JACK LA DELLE**  
When My Baby Smiles At Me .....74  
COLUMBIA 40267—Multi-track banjo strumming invests the cute oldie with huge amounts of corny charm. Tavern jukes might do some business with this side. Good debut wax by LaDelle. (Von Tilzer, ASCAP)  
Forever... 71  
Here the multi-track technique is attractively applied to a simple and retentive ballad. Good listening. (Kohn, ASCAP)

**GARY MANN**  
Little House .....74  
MERCURY 70402—Ballad about the virtues of home and the things it contains is sung with feeling and vocal warmth by Mann. Should get spins. (Raphael, ASCAP)  
Who Cares?... 70  
Gary Mann, an ultra-smooth warbler, handles the pretty ballad with care. Nice listening. (Advanced, ASCAP)

**BILL DARNELL**  
You Can Betcha Life .....73  
"X" 4x-0031—The singer has some attractive material here, and he presents it in his own special style. The tune is made more salable by virtue of its bouncy beat. (Garlock-Sherer, BMI)  
Teardrop Avenue... 72  
Darnell sings out his blues with more than usual spirit and emotion. As on the flip, he gets good support from Danny Mendelsohn and the ork. (Frank, ASCAP)

**MARIO LANZA**  
Serenade ..... 72  
V 10-4218 — Beautiful ballad from Romberg's "Student Prince" is projected in soaring fashion by Lanza. A fine legit-type etching. (Harms, ASCAP)  
Deep in My Heart, Dear... 71  
Lanza is assisted here by Elizabeth Doubleday in a boy-girl treatment of the "Student Prince" excerpt that seems better suited for the package market. (Shubert, ASCAP)

**JERI SOUTHERN**  
The Man That Got Away .....72  
DECCA 29184—Tune is due for big build-up when Judy Garland's new "Star Is Born" picture bows next month. However, Jeri Southern doesn't have the showmanship to sell it. She's still better on after-hour stuff. (Harwin, ASCAP)  
Joey... 70  
The canary is miscast again on this cover job of the upcoming tune. She's the sexy whispering type, but needs the right material to put it over. (Lowell, BMI)

**KEN GRIFFIN**  
Ferry Boat Serenade .....72  
COLUMBIA 40254 — Organist Ken Griffin has a jolly, up-beat piece of material here that he plays with pleasing style. A waxing that will more than satisfy Griffin fans. (Robbins, ASCAP)  
My Best to You... 70  
Griffin switches to a more sentimental mood here, setting this pretty melody to a slow, lilting waltz tempo. This side makes an appropriate complement to the flip. (Forster, ASCAP)

**THE OBERKIRCHEN CHILDREN'S CHOIR**  
The Happy Wanderer .....72  
DECCA 29193—This is the original German recording of the hit tune. The other versions of the tune have already mopped up the lion's share of the business, this is pretty and unusual enough to get some action. (Fox, ASCAP)  
Evensong... 60  
A quiet, meditative song harmonized prettily by the children. Lyrics are in German.

**SERENA SHAW**  
St. Louis Blues .....69  
JUBILEE 5147—Here is the perennial as you might expect Yma Sumac to sing it. Miss Shaw, aided by exotic sounds from drums, organ and echo chamber, soars up and zooms down a two-octave range at a dizzying pace, working up to a frantic pitch at the end. It's pretty far out, but deceays

might find it unusual programming.  
**The Coach... 68**  
(ASCAP)  
A novelty-type ballad with humorous lyrics and brightened with ingenious sound effects. Miss Shaw does a more conventional reading here than on the flip, bringing it off with persuasive charm. The girl certainly has a voice, all she needs is the right material or arrangement. (Jubilee, ASCAP)

**TONY DE SIMONE**  
Little Things Mean a Lot .....69  
EPIC 9059—Attractive organ solo by de Simone on cover job of top tune. Good for jock and jukes. (Feist, ASCAP)  
Oriental Blues... 67  
A bouncy blues item wrapped up in old-time player piano style by de Simone, with Morris Spector bearing down hard on the drums. Should get play from jukes. (Top Tunes, ASCAP)

**BILLY ECKSTINE**  
In the Still of the Night .....68  
EMARCY 16010 — These re-issues from the old National label feature Mr. B. when he was just beginning his meteoric rise. He sings the Porter tune in fine fashion, tho the recording is not up to snuff. (Chappell, ASCAP)  
Sentimental Mood... 65  
Same comment. (American Academy, ASCAP)

**SOMETHIN' SMITH**  
Oh! Jane .....68  
EPIC 9048—Smith's intimate, half-whispered vocal style is well-suited to this sexy material. Could make good programming for late evening shows. (Jefferson, ASCAP)  
If I Could Be With You... 65  
The Redheads blend prettily with Smith's reedy whisperings here. The total effect is a little on the pretentious side, however, with Smith pushing for effect. (Remick, ASCAP)

**BILLY DUKE AND HIS DUKES**  
I Cried .....55  
CORAL 61203 — Coral bought the master and signed the Duke vocal quartet on the strength of this waxing. Tune is pretty but weak. (Meadowbrook, ASCAP)  
Love Ya, Love Ya, Love Ya... 52  
Neither tune nor group shows up well here. (Mellin, BMI)

#### • Reviews of New Jazz Records

**PAUL GONZALES**  
It Don't Mean a Thing .....76  
EMARCY 16008 — Here's a bright rendition of the riff effort, with Gonzales blowing some sharp phrases on sax all the way, supported well by the brass. Good wax. (Gotham, ASCAP)  
Don't Blame Me... 73  
Listenable sax work by Gonzales on the new release. He does a pretty job on the standard, soloing on sax thruout over smooth backing. (Robbins, ASCAP)

### Other Records Released This Week

#### Popular

Malaguena; Where Will I Find You?—Songsmiths-Dick Taylor, Master 373  
Man Love Woman; Wino's on Parade—Marga Benitez, Decca 48318  
Sweet Perfumed Letters; Come Out Wherever You Are—Bob Marshall, Dawn 207

#### Rhythm & Blues

Decatur Street Blues; Big Rock Joe From Kokomo—Piano Red, Groove 0023  
Don't Hold It; Street of Sorrow—The Blue Dots, De Luxe 6055  
Every Dog Has a Day; Do Unto Others—Pee Wee Crayton, Imperial 5288  
Wine, Women, Whiskey; Mean Old Train—Papa Lightfoot, Imperial 5289

#### Country & Western

Face in the Clouds; Washing on the Line—Chuck Mayfield, Starday (45) 140  
First on Your List; Love With Such a Past—Fred Crawford, Starday (45) 145  
I'll Live That Name; What Will the Future Bring?—Jimmie Walton, Starday (45) 144  
Mister Hillbilly; First You Buy the Beer—Pat Patterson, Starday (45) 142  
Old Heart; Santa Caught Me Peeping—Esther R. Casteel, Western Ranch 20  
Take Your Time; Does Anybody Know?—De Wayne Higdon, Starday (45) 149  
Two-Toned Love; 3-D Dora—Elwa Carver, Pat Kingery, Kentuckians, Goldentrod (45) 103  
Too Much Pride; Lonely Heart Waltz—Les Chambers, Starday (45) 137  
You Remind Me So Much; I'm Still Yours, Sweetheart—A. C. Lynch and The Drifters, Canmark 502

#### International

Goffy Polka; Good Luck to You—Johnny Vadaln Ork, V 20-5747  
I Wish I Was Back in Milwaukee; More Wine Fraulein—(Whoopie) John Wilfahrt Ork, Decca 29171  
Ocean Waves; Casey's Old Time Waltz—Six Fat Dutchmen, V 20-5684

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

**LEROY HOLMES**  
and  
his  
Orchestra

# THE HIGH and the MIGHTY

Whistling  
by FRED LOWERY

b/w LISA

MGM 11761 78 rpm - K 11761 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT





# SIZZLERS!



**"The Little Shoemaker"**

COUPLED WITH  
**"MECQUE, MECQUE"**

**The Gaylords**

MERCURY 70386 • 70386X45



**"Sh-Boom"**

COUPLED WITH  
**"I SPOKE TOO SOON"**

**The Crew-Cuts**

MERCURY 70404 • 70404X45



**"Steam Heat"**

COUPLED WITH  
**"LONELY DAYS"**

**Patti Page**

MERCURY 70380 • 70380X45



**"Wait For Me Darlin'"**

COUPLED WITH  
**"WHISTLE AND I'LL DANCE"**

**Georgia Gibbs**

MERCURY 70386 • 70386X45

## GOING STRONG!

**"ISLE OF CAPRI"**  
AND  
**"LOVE I YOU"**  
**THE GAYLORDS**

MERCURY 70350 • 70350X45

**"CRAZY 'BOUT CHA BABY"**  
AND  
**"ANGELIA MIA"**  
**THE CREW-CUTS**

MERCURY 70341 • 70341X45

**"CUDDLE ME"**  
AND  
**"OH, AM I LONELY"**  
**RONNIE GAYLORD**

MERCURY 70285 • 70285X45

**"DON'T WORRY BABY"**  
AND  
**"VIENI SU"**  
**EDDY HOWARD**

MERCURY 70388 • 70388X45



# A GREAT NEW VOICE!

# TOMMY PRISCO

SINGS

## "FRIENDS and NEIGHBORS"

AND

## "My Love Is Yours"

MERCURY 70396 • 70396X45

## NEW RELEASES



**GARY MANN**  
**"Who Cares"**

AND

**"Little House"**

MERCURY 70402 • 70402X45



**DICK CONTINO**  
**"Bella, Bella, Bella"**

AND

**"Midnight In Paris"**

MERCURY 70393 • 70393X45



**BOBBY WAYNE**  
**"They Were Doin' The Mambo"**

AND

**"String Of Broken Hearts"**

MERCURY 70401 • 70401X45



**LOLA DEE**  
**"You're The One"**

AND

**"Altar Of Love"**

MERCURY 70409 • 70409X45



**TINY HILL**  
**"Don't Do It Darling"**

AND

**"On The Uppermost Branch"**

MERCURY 70395 • 70395X45

## BIG R & B HIT! THE EAGLES

### "Please, Please"

AND

**"Tryin' To Get To You"**

MERCURY 70391 • 70391X45

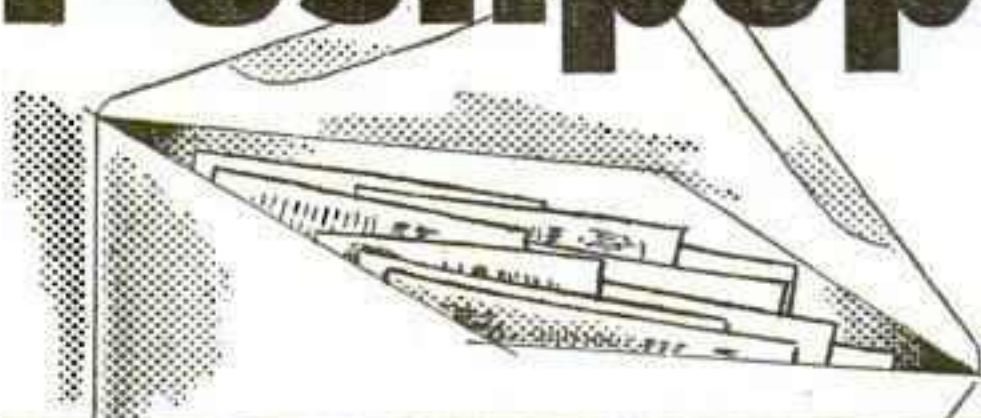




# Attention

## Disk Jockeys and Juke Box Operators participating in . . .

# Operation Pushpop



This week you will receive the fifth and last kit in the OPERATION PUSHPOP program.

Enclosed with it is a brief questionnaire which is designed to find out just how valuable the OPERATION PUSHPOP material has been to you.

Please help us to measure the strengths and weaknesses of this type of merchandising program by completing your questionnaire and returning it promptly.

OPERATION PUSHPOP has been costly to The Billboard. If it has proved valuable in your record programming—either on the air or in juke boxes—the cost will have been justified. The only way we can find out is thru your co-operation.

Your answers and suggestions will help determine the pattern of future promotions by The Billboard in the interests of disk jockeys, juke box operators and record dealers everywhere.

Sincerely,

THE BILLBOARD STAFF



IN KEEPING with the American Federation of Musicians' long-time battle against canned music was this display in Convention Hall in Milwaukee. Examining the display are John te Groen, president of Local 47, Hollywood, and George Clancy, member of the AFM's international executive board.

## Vox Jox

• Continued from page 6

KWOS deejay, **Dick Chapman**, Johnny spun requests and autographed records for those calling in a pledge of one pint. Results—36 pints in one hour, as compared with only six pints the following hour.

### Change of Theme

**Ted La Grosse** and **Joan Williams** began a six-night-a-week stint on KBLA, Burbank, Calif. The show is a combination deejay and movie news show, titled "Rhythm Serenade." . . . **Tom Cuff** has moved from KLTI, Longview, Tex., to KGRI, Henderson, Tex. . . . **Jim Gosa** will take over as program director for KJAY, Topeka, Kan.

As of last week, **Jack Clifton** at WCUE, Akron, added another half hour to his AM show which now runs from 7 to 9:30 a.m. . . . **Ron Lindawood**, WLSL, Roanoke, Va., has moved his afternoon show, "Encore," to a new sidewalk studio. The public is invited to drop in and **Londawood** reports 450 visitors the first two hours.

**Jack French**, KNOX, Grand Forks, N. D., tells us that after five years of broadcasting on KNOX with 250 watts, the station has increased its power to 5,000 watts. . . . **Michael Gail**, WHHH, Warren, O., has just returned from a four-week vacation. . . . **Skip Erwin**, WTMV, East St. Louis, Ill., is planning a July vacation in New York City.

**Art Rekedal**, KRUM, Ballinger, Tex., has moved to KLTI, Longview, Tex. . . . **Dick Gilbert**, KTYL, Phoenix, Ariz.; started his third weekly TV show on KTYL-TV on June 9. Gilbert is now commuting 1,000 miles weekly doing five KTYL-AM shows each week, one KTYL-FM show, one KOPO-TV show in Tucson, Ariz., and two KTYL-TV shows weekly.

**Nick Nickson**, WBBF, Rochester, N. Y., is in New York City this week with his family. . . . **Bill Dodson**, formerly with KICK, Springfield, Mo., has joined KGCU, Mandan, N. D. . . . **Steve Cannon**, WMIN, St. Paul, Minn., will emcee the **Duke Ellington** concert at the Minneapolis Lyceum Theater on June 25.

### This 'n' That

**Merrill G. Smith**, WWNH, Rochester, N. H., is pleased to see the growing interest among the adults at the recent record hops. . . . **Sherm Olson**, WMAY, Springfield, Ill., would like to know what happened to **Jan Garber** and his vocalist, **Roy Cordell**. . . . **Jackson Lowe**, WUST, Washington, became the father of a seven-pound boy on May 27.

**Jerry Kay**, WTIK, New Orleans, is getting married on July 31. . . . **Phil Petty**, WDWS, Champaign, Ill., would like to locate his old buddy **Marvin Anderson** with whom he worked at WTIM, Taylorville, Ill., some time ago. . . . **Roger Clark**, WNOR, Norfolk, reports that the home furniture companies of Norfolk and Portsmouth, Va., have extended their daily all-night deejay program from six to six and one-half hours a day, making a weekly total of 45½ hours commercial time on Clark's show.

**Gene Larsen**, KFMA, Davenport, Ia., did an on-the-spot coverage on a phone transmitter hook-up from the scene of a hold-

up and shooting, within 18 minutes of the start of the robbery. . . . **Bob E. Lloyd**, WAVZ, New Haven, Conn., has been appointed to the radio-TV publicity committee for the New Haven Symphony's summer pop series. . . . **Ken Blevins**, WTH, Port Huron, Mich., writes us that he is trying to start a "back to the bands" movement. . . . **Lanny Lipford**, KFYN, Bonham, Tex., doesn't think that **Patti Page's** new re-

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JUNE 24, 1944:

1. I'll Get By
2. I'll Be Seeing You
3. Swinging on a Star
4. I Love You
5. Amor
6. Long Ago and Far Away
7. San Fernando Valley
8. G. I. Jive
9. You Always Hurt the One You Love
10. It's Love, Love, Love

JUNE 25, 1949:

1. Riders in the Sky
2. Again
3. Some Enchanted Evening
4. Forever and Ever
5. "A"—You're Adorable
6. Baby, It's Cold Outside
7. Bali Ha'i
8. Cruising Down the River
9. I Don't See Me in Your Eyes Anymore
10. A Wonderful Guy

lease, "Steam Heat," will go anywhere. . . . **Ronnie Desjardin**, WCOU, Lewiston, Me., is a senior high school student who spins seven and one-half hours of music every Saturday.

**Norman Lee**, KGB, San Diego, Calif., writes, "Hats off to Columbia and Capitol for the good dance instrumentals by **Dan Terry**, **Les Elgart**, **Pete Rugolo**, **Stan Kenton**, **Duke Ellington** and **Dick Stabile**." . . . **Bruce Miller**, KGAR, Garden City, Kan., is happy to see **Fran Warren** back on the musical scene. . . . **Gene Piatt**, KELO, Sioux Falls, S. D., reports that **Eddie Fisher's** new disk, "My Friend," is his nomination for the top record of 1954. . . . **Ray Golden**, KSTN, Stockton, Calif., would like you fellows to give "Sas Transfer" on the new Major label a ride. He says, "This is another great lyric from the pen of **Bob Russell** . . . one of the very fine people in the business."

### Atcher Heading Up C.&W. for Tiffany

CHICAGO, June 19. — **Bob Atcher** became artist and repertoire head of a newly formed country and western department of Tiffany Records here this week. Pact also calls for his services as a performer, President **Henry E. Downey** said.

Atcher is one of the names that built Columbia's domination of the country and western field years ago under Art Saterly. His "Thinking Tonight of My Blue Eyes" and "You Are My Sunshine" have long been standards.

First releases will be cuttings by **Capt. Stubby** and **His Buccaneers** scheduled for July 1 release. His own initial Tiffany recordings are set for mid-July.



# THE NATION'S BEST SELLING RECORDS ON *Dot*...



**THE HILLTOPPERS**

*Sweetheart*  
*The Old Cabaret*  
15201



**JAN GARBER**

*Doll Dance*  
*Love Tales*  
15202



**THE FONTANE SISTERS**

*Happy Days & Lonely Nights*  
*If I Didn't Have You*  
15171



**JIMMY NEWMAN**

*Cry Cry Darlin'*  
*You Didn't Have To Go*  
1195



**MAC WISEMAN**

*I Saw Your Face In The Moon*  
*You Can't Judge A Book*  
1202



**JOHNNY MADDOX**

*Peg O' My Heart*  
*Teddy Bear Blues*  
15169



**AL LOMBARDY**

*The Blues*  
*The Boogie*  
15143



**BOB EBERLY**

*I'm A Sentimental Fool*  
*You're The Only Star*  
15172

**THE COUNTS**

*Darlin' Dear*  
1188  
*Hot Tamales*  
1199



**LORRY RAINE**

*I'll Tell The World I Love You*  
*I'm Only Human*  
15173



**JIMMY SACCA**

*Alone With My Heart*  
*Mansion On The Hill*  
15163

**RUSTY BRYANT**

*Pink Champagne*  
*Slow Drag*  
15164  
*All Nite Long*  
15134

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- COSNAT DIST. CO. 1710 North St. Philadelphia, Penna.
- COSNAT DIST. CO. 270 Halsey St. Newark, New Jersey
- DAVIS SALES CO. 1724 Arapahoe St. Denver, Colorado
- ERNIE'S RECORD MART 179 3rd Avenue North Nashville, Tenn.
- FAYSAN DIST. CO. 7th and Jersey Albany, New York
- GENERAL DIST. CO. 2329 Pennsylvania Avenue Baltimore, Md.
- HERMITAGE MUSIC CO. 74 Lafayette St. Nashville, Tenn.
- HIT RECORDS 1043 Central Avenue Cincinnati, Ohio
- INDIANA STATE DIST. CO. 505 E. Washington St. Indianapolis, Ind.
- M. B. KRUPP DIST. CO. 309 S. Santa Fe St. El Paso, Texas
- LIEBERMAN MUSIC CO. 257 Plymouth Avenue N Minneapolis, Minn.
- MALLORY DIST. CO. 630 Baronne St. New Orleans, La.
- MANGOLD DIST. CO. 2212 W. Morehead St. Charlotte, N. C.
- JAMES H. MARTIN 1310 S. Michigan Avenue Chicago, Ill.
- MUSIC CITY DIST. CO. 80 Lafayette St. Nashville, Tenn.
- MUSIC SUPPLIERS OF NE 263 Huntington Avenue Boston, Mass.
- MUSIC SALES 1117 Union Avenue Memphis, Tenn.
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- SUNLAND MUSIC CO. 1310 S. New Hampshire Avenue Los Angeles, Calif.
- STANDARD DIST. CO. 1705 Fifth Avenue Pittsburgh, Penna.

*Dot* RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 880-881



# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## Best Sellers in Stores

For survey week ending June 16

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow.. 1	5	5
My Arabian Baby—V 20-5698—BMI		
2. ONE BY ONE—K. Wells-R. Foley.... 2	6	6
I'm a Stranger in My Home—Dec 29065—BMI		
3. EVEN THO—W. Pierce..... 4	4	4
Sparkling Brown Eyes—Dec 29107—BMI		
4. SLOWLY—W. Pierce..... 3	21	21
You Just Can't Be True—Dec 28991—BMI		
5. I REALLY DON'T WANT TO KNOW—E. Arnold..... 5	25	25
I'll Never Get Over You—V 20-5525—BMI		
6. ROSE MARIE—S. Whitman..... 6	9	9
We Stood at the Altar—Imperial 8236—ASCAP		
7. SPARKLING BROWN EYES—W. Pierce..... 8	3	3
Even Tho—Dec 29107—BMI		
8. BACK UP BUDDY—C. Smith..... 9	9	9
If You Tried As Hard to Love Me—Col 21226—BMI		
9. I'LL BE THERE—R. Price..... 7	17	17
Release Me—Col 21214—BMI		
10. YOU BETTER NOT DO THAT—T. Collins..... 10	17	17
High on a Hilltop—Cap 2701—BMI		
11. RELEASE ME—R. Price..... 10	10	10
I'll Be There—Col 21214—BMI		
12. CRY, CRY, DARLING—J. Newman... 2	2	2
You Didn't Have to Go—Dot 1195—BMI		
13. AS FAR AS I'M CONCERNED—R. Foley..... 1	1	1
Tennessee Whistling Man—Dec 29060—BMI		
14. THANK YOU FOR CALLING—B. Walker..... 1	1	1
Pretend You Just Don't Know Me—Col 21256—BMI		
15. MUCH TOO YOUNG TO DIE—R. Price. 1	1	1
I Love You So Much I Let You Go—Col 121249—BMI		
15. A FOOLER AND A FAKER—H. Thompson... 1	1	1
Breakin' the Rules—Cap 2758—ASCAP		

## Most Played in Juke Boxes

For survey week ending June 16

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce..... 1	18	18
Dec 28991—BMI		
2. I REALLY DON'T WANT TO KNOW—E. Arnold..... 2	24	24
V 20-5525—BMI		
3. ONE BY ONE—K. Wells-R. Foley.... 3	3	3
Dec 29065—BMI		
4. ROSE MARIE—S. Whitman..... 4	7	7
Imperial 8236—ASCAP		
5. I DON'T HURT ANYMORE—H. Snow. 7	4	4
V 20-5698—BMI		
6. RELEASE ME—R. Price..... 6	9	9
Col 21214—BMI		
7. YOU BETTER NOT DO THAT—T. Collins..... 5	17	17
Cap 2701—BMI		
8. BACK UP BUDDY—C. Smith..... 9	7	7
Col 21226—BMI		
9. EVEN THO—W. Pierce..... 7	3	3
Dec 29107—BMI		
10. JILTED—R. Foley..... 1	1	1
Dec 29100—BMI		

## Most Played by Jockeys

For survey week ending June 16

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow.. 6	3	3
V 20-5698—BMI		
2. EVEN THO—W. Pierce..... 5	4	4
Dec 29107—BMI		
3. BACK UP BUDDY—C. Smith..... 3	7	7
Col 21226—BMI		
4. ONE BY ONE—K. Wells-R. Foley.... 7	3	3
Dec 29065—BMI		
5. OH, BABY MINE—Johnnie & Jack... 1	12	12
V 20-5681—ASCAP		
6. SLOWLY—W. Pierce..... 4	20	20
Dec 28991—BMI		
7. I'LL BE THERE—R. Price..... 2	16	16
Col 21214—BMI		
8. CRY, CRY, DARLING—J. Newman... 2	2	2
Dot 1195—BMI		
9. I REALLY DON'T WANT TO KNOW—E. Arnold..... 9	23	23
V 20-5525—BMI		
10. ROSE MARIE—S. Whitman..... 4	4	4
Imperial 8236—ASCAP		
11. LOOKING BACK TO SEE—Maxine & J. E. Brown..... 1	1	1
Fabor 107—BMI		
12. SPARKLING BROWN EYES—W. Pierce..... 1	1	1
Dec 29107—BMI		
13. MY EVERYTHING—E. Arnold..... 8	8	8
V 20-5634—BMI		
14. THANK YOU FOR CALLING—B. Walker..... 1	1	1
Col 21256—BMI		
15. THEN I'LL STOP LOVING YOU—J. Reeves..... 1	1	1
Abbott 160—		

## Reviews of New C & W Records

**JOHNNIE AND JACK**  
Honey, I Need You ..... 85  
V 20-5775—A Billboard "Spotlight" 6-19-'54. (Hill & Range, BMI)  
Goodnight, Sweetheart, Goodnight ..... 84  
A Billboard "Spotlight" 6-19-'54. (Arc, BMI)

**BOBBY DICK**  
A Prisoner of a Broken Heart ..... 79  
HICKORY (45) 1011 — Here's a powerful reading of a touching new weeper by Bobby Dick as he tells of the love he lost. The warbler sings with feeling, and with exposure the side has a chance to break thru. Both Dick and the side are worth watching. (Acuff-Rose, BMI)  
I Feel Lucky, Yes I Do ..... 76  
Bouncy ditty receives another persuasive warble from the chanter as he tells his girl that he hopes there will soon be a wedding. This side, too, should pull spins. (Milne, ASCAP)

**SID ERVIN**  
Who Put the Turtle in Myrtle's Girdle? ..... 78  
STARDAY (45) 147—Here's a bright side with a chance for spins and coins. The novelty concerns Myrtle and her turtle, and it's sung brightly by the warbler and the group. Lyrics are cute, and the song makes use of the "Dragnet" dum-de-dum-dum. Watch this one. (Starrite, BMI)  
If Tears Could Cry ..... 68  
Ervin turns in a fair reading of this weeper effort. The imagery here is rather far-fetched. (Starrite, BMI)

**FERLIN HUSKEY**  
The Drunken Driver ..... 77  
CAPITOL 2835—A sad and almost macabre story of how a drunk at the wheel hit a couple of kids, one his son. Huskey's sympathetic reading may bring tears to listeners. Not entertainment, but a moving recitation that preaches safety. Sure to get many air spins this summer. (Beechwood, BMI)  
Homesick ..... 75  
Ferlin Huskey underplays the moody lyrics, but it's all the more convincing. A fine waxing, whose sentiment will please many. (Central, BMI)

**RUBY WELLS**  
Lookin' Back to See ..... 77  
V 20-5770—The thrush is joined by Grandpa Jones in a mighty happy rendition of the powerful ditty. There's lots of listening pleasure grooved here. The side could grab loot. (Dandellon, BMI)  
Back Up Buddy If You Don't Want a Whippie ..... 72  
Ruby Wells warns a suitor away until the time is more propitious. Cute ditty is sung well by the country thrush, and it should get some spins. This is the female version of the current country hit. (Tannen, BMI)

**DON PAYNE**  
Pogo the Hobo ..... 77  
STARDAY 150—This attractive tune, reminiscent of the recent hit "Bimbo," makes very potent material for Payne, and he sells it with persuasive style. This could get some action due to the tune and performance. Watch it. (Starrite, BMI)  
Forever ..... 70  
Payne pledges his girl undying love in this tuneful ballad. The backing is quiet and relaxed, but with a steady beat that would make for good dancing. (Starrite, BMI)

**BONNIE LOU**  
Wait for Me, Darling ..... 77  
KING 1365—Happy hand-clapper is sung with infectious charm by the thrush. Many will like the side, and it could do lots of juke business. (Herb Reiss, ASCAP)  
Blue Tennessee Rain ..... 70  
Bonnie Lou warbles the slow waltz ballad sweetly. A real listenable etching. (White Oaks, BMI)

**COWBOY COPAS**  
Returns to Sender ..... 76  
KING 1359—Copas pours out his heart on this bright weeper, singing the tune with authority and sincerity. The tale concerns letters that he sent his girl that have been returned. Material is strong, and so is Copas' vocal. Good wax here. (Shapiro-Bernstein, ASCAP)  
It's Waltz With You in My Dreams ..... 74  
Another good performance by Copas, this time on a tune in the waltz tradition. Tune is attractive. (Nashville, BMI)

**EDDIE ZACK**  
Positively No Dancing ..... 76  
COLUMBIA 21261—Country version of the attractive ballad is sung with great tenderness by Cousin Richie, as the Eddie Zack ork, helped by an organ, sets a sentimental backdrop. Mighty easy listening here. Could grab plenty of juke coin. (Weiss & Barry, BMI)  
Dancing Country Style ..... 70  
Title describes this effort aptly. It's a joyful waxing with rapid fiddle work and close harmony by Babs and Maril. Good for the boxes. (Peer, BMI)

**TEX RITTER**  
The Best Time of All ..... 76  
CAPITOL 2836—Bright and snappy new novelty-ballad receives a good reading from the deep-voiced chanter as he tells of the best time of all—the time when he is with his girl. Pretty tune and easy lyrics could make this good juke wax. (Tex Ritter, ASCAP)  
Lovely Vell of White ..... 70  
Ritter sings of his wedding day and

## Review Spotlight on... RECORDS

**SLIM WHITMAN**  
Beautiful Dreamer — Imperial 8257 — Slim Whitman should have another hit with this warm rendition of the Stephen Foster tune over simple piano backing. His fans will certainly want it. Flip is "Ride Away" (Jamboree, BMI).

**THE CARLISLES**  
If You Don't Want It (Cedarwood, BMI)—Mercury 70405—The Carlisles turn in a spirited and happy rendition of a bright new novelty and they sell it with solid rendition. Should grab sales thru the entire market. Flip is "Moody's Goose" (Acuff-Rose, BMI).

## This Week's Best Buys

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

**THANK YOU FOR CALLING** (Blackwood, BMI)—Billy Walker—Columbia 21256  
This tune which is coming up on the pop charts in the Jo Stafford version is proving to be a potent country tune for Columbia also. The Billy Walker disk this week placed 14th on the national c.&w. retail chart and on the New Orleans and Richmond territorials. Atlanta and Dallas also reported the record to be strong. Flip is "Pretend You Just Don't Know Me" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.  
**THE TOUCH OF GOD'S HAND** (American, BMI)  
**THE CHAPEL ON THE HILL** (Acuff-Rose, BMI)—Eddy Arnold—RCA Victor 20-5753  
A sacred record that all country & western (and a large percentage of pop) dealers are moving profitably. Like so many other sacred waxings of Arnold's, this will probably become a standard that will sell steadily over a long period of time. Among the territories returning good sales reports were Philadelphia, Chicago, Nashville, St. Louis, Dallas, Richmond, Atlanta and L. A. A previous Billboard "Spotlight" pick.

## C & W Territorial Best Sellers

For survey week ending June 16

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. Slowly, W. Pierce, Dec.
2. Release Me, R. Price, Col.
3. I Really Don't Want to Know E. Arnold, V.
4. Sparkling Brown Eyes, W. Pierce, Dec.
5. As Far as I'm Concerned, H. Foley, Dec.
6. I Don't Hurt Anymore, H. Snow, V.
7. Even Tho, W. Pierce, Dec.
8. There Stands the Glass, W. Pierce, Dec.
9. My Everything, E. Arnold, V.

### Charlotte

1. I Don't Hurt Anymore, H. Snow, V.
2. One by One, K. Wells-R. Foley, Dec.
3. Sparkling Brown Eyes, W. Pierce, Dec.
4. I Really Don't Want to Know E. Arnold, V.
5. Make Love to Me, G. Hill, Dec.
6. Even Tho, W. Pierce, Dec.
7. Rose Marie, S. Whitman, Imp.
8. Slowly, W. Pierce, Dec.

### Cincinnati

1. I Don't Hurt Anymore, H. Snow, V.
2. One by One, K. Wells & R. Foley, Dec.
3. I'll Be There, R. Price, Col.
4. Rose Marie, S. Whitman, Imp.
5. I Really Don't Want to Know E. Arnold, V.
6. Slowly, W. Pierce, Dec.
7. Back Up, Buddy, Carl Smith, Col.
8. I Saw Your Face in the Moon M. Wiseman, Dot.
9. Even Tho, W. Pierce, Dec.
10. Shake a Leg, Carlisles, Mer.

### Dallas-Ft. Worth

1. I Really Don't Want to Know E. Arnold, V.
2. Even Tho, W. Pierce, Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. One by One, K. Wells-R. Foley, Dec.
5. I'll Be There, R. Price, Col.
6. Slowly, W. Pierce, Dec.
7. Sparkling Brown Eyes, W. Pierce, Dec.
8. House of God, H. Williams, M-G-M.
9. Bimbo, J. Reeves, Abb.
10. Back Up, Buddy, C. Smith, Col.

the beauty of his bride in her veil of white. Pleasant vocal in Ritter's usual style. (Tex Ritter, ASCAP)

**CHUCK MURPHY**  
Hocus Focus ..... 75  
COLUMBIA 21258—A happy bouncer is sung with brightness by the chanter. The tune is infectious, and the lyrics are cute. Could catch juke loot. (Driftwood, BMI)  
Hard Headed ..... 74  
This side's cute, too, and Murphy sells the ranchero effort with a lot of charm, with the help of a male quartet. Two good sides for the boxes. (Driftwood, BMI)

**AL ROGERS**  
The Mirror 'Cross the Bar ..... 74  
Clever lyric relates story of boy who picks up a gal in a bar, only to lose her. Weeper gets a plaintive note in vocal. (Fairway, BMI)  
The Hydrogen Bomb ..... 70  
"X" (45) 4X-0029—The H-bomb inspires some strange gayety as Rogers chants briskly. "Ho, Hi, Ho, Bless Us All, Let It Fall." Curiosity could help business in juke. (Mellin, BMI)

**SUNSHINE SUE**  
Blackberry Winter ..... 74  
DECCA 29156—Pleasant ballad with interesting choral treatment. Canary sings simply and sincerely. Deejays should appreciate it. (Acuff-Rose, BMI)  
Please Don't Spoil Me ..... 73  
Attractive vocal on weepy torch ditty. (Hill & Range, BMI)

### Houston

1. Even Tho, W. Pierce, Dec.
2. One by One, K. Wells-R. Foley, Dec.
3. Slowly, W. Pierce, Dec.
4. I Don't Hurt Anymore, H. Snow, V.
5. Cry, Cry Darling, J. Newman, Dot.
6. I Love You So Much I Let You Go R. Price, Col.
7. Pretty Words, M. Robbins, Col.
8. Wrong About You G. Jones-S. Burns, Sdy.

### Memphis

1. Much Too Young to Die, R. Price, Col.
2. I Don't Hurt Anymore, H. Snow, V.
3. One by One, K. Wells-R. Foley, Dec.
4. I'll Leave the Door Open York Brothers, King.
5. End of the Rainbow, M. Mullican, King.

### Nashville

1. One by One, K. Wells-R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Sparkling Brown Eyes, W. Pierce, Dec.
4. Even Tho, W. Pierce, Dec.
5. Cry, Cry Darling, J. Newman, Dot.
6. I'll Be There, R. Price, Col.
7. Slowly, W. Pierce, Dec.
8. Lookin' Back to See G. Hill & J. Tubb, Dec.
9. Lookin' Back to See Maxine & J. E. Brown, Fab.
10. Back Up, Buddy, C. Smith, Col.

### New Orleans

1. One by One, K. Wells & R. Foley, Dec.
2. Even Tho, W. Pierce, Dec.
3. Thank You for Calling, B. Walker, Col.
4. I Don't Hurt Anymore, H. Snow, V.
5. Cry, Cry Darling, J. Newman, Dot.

### Richmond, Va.

1. I Don't Hurt Anymore, H. Snow, V.
2. Thank You for Calling, B. Walker, Col.
3. I Love You So Much I Let You Go R. Price, Col.
4. Hokey Toak Girl, H. Thompson, Cap.
5. One by One, K. Wells-R. Foley, Dec.

**THE CARTER SISTERS—MOTHER MAYBELLE**  
My Destiny ..... 74  
COLUMBIA 21262—Helen and Anita blend their voices in close harmony as they lament romantic disappointment. A really fine weeper, it's sung with simple and effective feeling. Could attract lots of attention. (Acuff-Rose, BMI)  
Well, I Guess I Told You Off ..... 72  
Novelty opus is sung happily by the Carter Sisters, with gag effect. Spanking beat by the string band will help this entry win air spins. (Tannen, BMI)

**WILBURN BROTHERS**  
If You Love Me ..... 74  
DECCA 29190—The boys wrap up the pop hit with a bright parody with a weeper-style group vocal. Comic side has a chance for spins and loot. (Duchess, BMI)  
A Little Time Out for Love ..... 71  
Some happy group warbling on jig-time ditty. Infectious fiddle work. (Cedarwood, BMI)

**TOMMY HILL**  
Say It Now ..... 74  
HICKORY (45) 1010—Hill sells this bouncer with spirit as he tells his girl to say what she has to say right now or not at all. Good juke wax. (Milne, ASCAP)  
Bright Lights Is Your Heaven ..... 71  
Bright lights and money is all his girl thinks of, claims the singer, but  
(Continued on pag 39)



**Folk Talent and Tunes**

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Texas Jim Robertson made the trek to New York for a recording session last week. . . . Merv Shiner opened for six weeks at Paterson, N. J. Zeb Turner followed him into Shorty Warren's Copa Club in Secaucus, N. J. . . . The Pinetoppers setting up a schedule of park dates thru the summer. . . . Wilf Carter set for a Canadian tour this summer, in addition to three months of work in Australia this fall. . . . Vaughn Horton getting in shape again after a siege of illness last winter. He had double pneumonia and pleurisy, and is on the mend. . . . Texas Jean Valli signed for her routine with the Milton Berle show at Las Vegas again this year. . . . Ray Smith appearing at the Wagon Wheel in New York with the Trail Blazers. . . . Jack Hunt and the Rhythm Ranch Hands from "Louisiana Hayride" guests at Merl Alexander's Picnic Park near Waco, Tex. on the 20th, along with the Gay Brothers and the Oklahoma Drifters. . . . Slim Whitman due for a guest shot there shortly. . . . Rex Allen concluded a four-day personal appearance engagement at Lubbock, Tex., last week, setting a record gross of \$37,500 for the annual rodeo. Allen planned to Edmonton, Alta., for a six-day stint at their annual roundup celebration. New England's Carl Stuart starred at the annual "Hayloft Jamboree" in Boston last week, along with Hank Thompson and Elton Britt. Stuart is set with a string of dates thruout New Eng-

Merle Kilgore, "the Tall Texan," has his first Imperial Records release out. Merle airs via KNOE-TV, Monroe, La. . . . Wayne Walker signed with Jiffy Records. . . . Al Compton's "Family Night" via WMFD, Wilmington, N. C., making a strong bid for top country and western audiences in the area. Headlining are Bob Hix and his Rhythm Range Riders, Tommy Hayseed, the Perry Sisters, Jackie Butler and the Silver Star Quartet. . . . Leo Greco moving into a daily disk jockey stint at KOEL, Oelwin, Ia., in addition to his Saturday show. . . . Chuck Neer, formerly the Honshu Cowboy of the Far East Network, now spinning country wax at WIAM, Williamston, N. C. Chuck is in need of d.j. releases from record companies. . . . Hank Zero and His Pioneers now airing via WNET-TV, in addition to the radio show via WALE, Fall River, Mass. . . . Lon Backman, WVOT, Wilson, N. C. continuing to expand c.&w. programing thruout the day at the station. . . . The Gay Brothers, KCLW, Hamilton, Tex., now making regular appearances at the "WFFA Shindig" in Dallas. . . . Bert Prince handling c.&w. chores on the "Heber Springs Hour" via KWCB, Heber Springs, Ark. . . . Tommy Trent and His Dixie Mountaineers recently played the Heber Springs show, and drew 3,000. . . . Thirteen-year-old Mike Post did guest shots at Bob Strack's show on KTEM and Clyde Chesser's ainer at KCEN-TV, both in Temple Tex. Tho a youngster, Mike is making quite a name for himself in East Texas.

The Billboard's chart coverage of the country and western field stands substantially improved as of this week's issue. The national disk jockey and best-selling lists have been extended from 10 to a new high of 15 places. And added to the six regular territorial charts are tabulated reports from Birmingham, Ala.; Richmond, Va., and Charlotte, N. C.

The improved coverage will increase the value of the charts for dealers and juke box operators, since newer records edging up the best-seller lists are now spotlighted. It has been made possible by increasing the number of disk jockeys and stores surveyed weekly.

land for the summer, in addition to his daily radio chores at WCOP, Boston. . . . Tillman Franks has discontinued his management of the Carlisles, and is now handling Jimmy Newman. . . . Webb Pierce Day in Monroe, La., drew a total of 75,000 people at the parade honoring him, and 8,000 paid admissions at the shindig that night (5). . . . Jimmy Dawson now at KBMI, Henderson, Nev. . . . Sam Nichols spinning country wax at KVOA, Tucson, Ariz. . . . Johnny Horton touring thruout Texas, taking time out to cut some television film. . . . Tomie Thompson, of the Lonie and Thompson team, formerly on the "Grand Ole Opry," hospitalized at Veterans' Hospital, Little Rock, following removal of a spinal disk. . . . Jinnie Rodgers, recently signed to an M-G-M Records pact, working out of Hammond, Ind., in addition to club dates in the Chicago area. Jinnie sends a hello to Tex and Fay Ritter.

Jerry Casselman named program director at KAVR, Apple Valley, Calif. . . . Norm Perry, M-G-M Records, working a series of dances with disk jockey Ward Goodrich, WMOP, Ocala, Fla., prior to returning to Fort Worth. . . . Sammy Lillibridge, KFRO, Longview, Tex., closed the "East Texas Hillbilly Jamboree" last week, with Bob Stegall as guest. Show will return in the fall. . . . Jimmie Heap on tour with the "Grand Ole Opry" unit, closing June 19 in Amarillo, Tex. Unit includes Ray Price, Marty Robbins and Carl Smith. . . . Sheldon Horton, WVAM, Saxton, Pa., named "honorary mayor" of the city to officiate at all activities of the up-coming Centennial Anniversary. . . . Slim Everheart, WOW, Omaha, working up a fall series with Harry Peebles out of Wichita. Slim will vacation thru July. . . . Curtis Gordon, WABB, Mobile, Ala., just concluded a tour with Jim Wilson, of WHOO, Orlando, Fla. . . . Lee Nichols, KWBB, Wichita Falls, Tex., still raving about the "RCA Victor Caravan." . . . Ed Chapman, WKAB, Mobile, Ala., back from the Meridian, Miss., shindig where he met with all the top c.&w. talent. . . . Johnnie and Jack, Kitty Wells, Jimmie Dickens and Dell Wood broke the house record at Wichita Falls, Tex., auditorium recently. Bill Mack, of KWFT, promoted the show. . . . Gordon Price, WIBB, Macon, Ga., just returned from Nashville where he took in the "Grand Ole Opry" and Ernest Tubb's "Midnight Jamboree." While in Nashville, he was the guest of his friend, Boudeleaux Bryant. . . . Glenn Ladd, Oak Ridge, Tenn., handling a new group headed by up-coming Bud Bradshaw. . . . Neal Burriss visiting with Otis Blanton, WLBJ, Bowling Green, Ky., recently.

**HITTING LIKE CRAZY!!!**

**2 BIG SIDES**



**JIM REEVES**

**"BEATIN' ON THE DING DONG"**

b/w

**"MY RAMBLING HEART"**

(Dandelion Music)

ABBOTT 164

Still Climbing . . .

**"THEN I'LL STOP LOVING YOU"**

b/w

**"ECHO BONITA"**

ABBOTT 160

Holding On . . .

**"BIMBO"**

ABBOTT 148

**HEADING FOR THE CHARTS . . .**



**"THE HAUNTING WATERFALL"**

b/w

**"DANCERETTE"**

ABBOTT 162

**MITCHELL TOROK**

**A GREAT INSTRUMENTAL . . .**



**"JOLLY CHOLLY"**

b/w

**"OH! SUZANNA"**

ABBOTT 159

**FLOYD CRAMER**

**NEW SENSATION . . .**



**"SUGAR DOLL"**

b/w

**"WITCH'S WALTZ"**

(Dandelion Music) ABBOTT 163

**ALVADEAN COKER**

**ANOTHER "I LOVE YOU"**



**GINNY WRIGHT**

**"YOUR EYES FEASTED UPON HER"**

b/w

**"INDIAN MOON"**

FABOR 110

Still Going Strong . . .

**"I SAW E'SAU"**

(Dandelion Music)

FABOR 105

**HITTING ON CHARTS . . .**

A GREAT BROTHER AND SISTER ACT



**JIM EDWARD BROWN and MAXINE BROWN**

**"LOOKING BACK TO SEE"**

b/w

**"RIO de JANEIRO"**

(Dandelion Music)

FABOR 107

**TOM TALL**

**"I GAVE MY HEART TO TWO PEOPLE"**

b/w

**"PLEASE BE CAREFUL"**

(Dandelion Music)

FABOR 108

**JERRY ROWLEY**

**"MATE OF THE WIND"**

b/w

**"WEE WILLIE"**

(Dandelion Music)

FABOR 109

**SHIRLEY BATES**

**"CARLOS YBARRA"**

b/w

**"THE EU-CAL-Y-PI-TUS TREE"**

FABOR 106

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CHESS NO. 4858

★ ★ ★

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**FABOR RECORD CO.**

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Hollywood 28, Calif.



# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## Best Sellers in Stores

For survey week ending June 16

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	10	WORK WITH ME ANNIE—Midnighters	Federal 12169—BMI
2	3	2	HONEY LOVE—C. McPhatter	Atlantic 1029—BMI
3	2	8	SHAKE, RATTLE AND ROLL—J. Turner	Atlantic 1025—BMI
4	8	19	YOU'LL NEVER WALK ALONE—R. Hamilton	Epic 9015—BMI
5	6	4	JUST MAKE LOVE TO ME—Muddy Waters	Chess 1571—BMI
6	4	3	IF I LOVED YOU—R. Hamilton	Epic 9047—ASCAP
7	4	15	LOVEY DOVEY—Clovers	Atlantic 1022—BMI
8	7	9	GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels	Veeco Jay 107—BMI
9	9	14	LITTLE MAMA—Clovers	Atlantic 1022—BMI
10	10	2	PLEASE FORGIVE ME—J. Ace	Duke 128—BMI

## Most Played in Juke Boxes

For survey week ending June 16

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	7	SHAKE, RATTLE AND ROLL—J. Turner	Atlantic 1026—BMI
2	2	17	YOU'LL NEVER WALK ALONE—R. Hamilton	Epic 9015—BMI
3	4	6	WORK WITH ME ANNIE—Midnighters	Federal 12169—BMI
4	3	14	LOVEY DOVEY—Clovers	Atlantic 1022—BMI
5	5	8	GEE—Crows	Rama 5—BMI
6	7	13	SUCH A NIGHT—C. McPhatter	Atlantic 1019—BMI
7	—	1	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	Jubilee 5132—ASCAP
8	6	3	JUST MAKE LOVE TO ME—Muddy Waters	Chess 1571—BMI
9	—	1	GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels	Veeco Jay 107—BMI
10	—	1	HONEY LOVE—Drifters	Atlantic 1029—BMI

## Rhythm & Blue Notes

By BOB ROLONTZ

The Gale Agency will present the second annual "Rhythm and Blues Show" this summer starting in August. The show will run for five to six weeks and will play one-nighters in baseball parks, arenas and auditoriums in major cities throughout the East, Midwest, South and Southwest. Talent lined up for the show to date includes Roy Hamilton, the Drifters, the Spaniels, the Counts, Faye Adams, Laverne Baker, King Pleasure, the Erskin Hawkins ork and the Rusty Bryant ork.

Dinah Washington is now on a one-nighter tour thru the Midwest with the Earl Bostic ork. They play Kansas City and St. Louis this weekend. On June 29 the thrush opens at the Patio in Las Vegas, Nev., for a two-week stand. Then she is set for two weeks at the Oasis in Los Angeles starting July 16. The thrush will play one-nighter and location dates on the West Coast until the end of September.

The Earl Bostic crew heads east following the one-nighters after a mighty successful four-month tour on the West Coast. Bostic will work July 1 in Rochester. On July 2 the ork will play the Hotel Bradford in Boston, then New London, Conn. (3); Taunton, Mass. (4); Bridgeport, Conn. (5); York, Pa. (9); Saratoga Springs, N. Y. (10); Annapolis, Md. (11); Cape Cod, Mass. (14). The ork is set for location dates in Atlantic City and Philadelphia thru July and August. The Bostic band will make its first New York appearance at the Basin Street Club starting September 28 for two weeks. The ork's latest King recording, "Mambolino," features the entire rhythm section of the Perez Prado band swinging behind the Bostic crew.

Sil Austin, saxman and composer formerly with the Cootie Williams and Tiny Bradshaw orks, has formed his own band and has been pacted to a wax contract by Jubilee Records. Universal Attraction is booking the Austin crew. Austin is the composer of "Ping Pong" and "Later."

## Review Spotlight on... RECORDS

### EARL BOSTIC ORK

Blue Skies (Berlin, ASCAP)—King 4723—This is one of the most exciting records issued to date by the swinging Earl Bostic crew. And well it might be, for on the mambo side the Bostic ork includes five men from the Perez Prado ork rhythm section, who can really go. "Blue Skies" is in a quieter tempo, but also fine for dancing. Two potent sides that could break pop too.

### THE SPIDERS

I'm Slippin' In (Commodore, BMI)—Imperial 5291—The fine vocal group turns in a smart reading of a zingy new tune that could pull a lot of juke coins. The boys invest the tune with excitement over a real beat. Flip is "I'm Searching" (Commodore, BMI).

## This Week's Best Buys

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

**SEXY WAYS** (Armo, BMI)—The Midnighters—Federal 12185  
With "Work With Me, Annie" still at the top of the r.&b. retail chart, this group's most recent release moved out slowly in the first three weeks of release, but is now breaking rapidly. Areas where the record was reported having most strength included Philadelphia, Buffalo, Cincinnati, Atlanta and St. Louis. Volume was good in Detroit, Nashville and Durham also. Flip is "Don't Say Your Last Good-Bye" (Armo, BMI). A previous Billboard "Spotlight" pick.

**I CRIED—The Velvets—Robin 127**  
A sleeper that is coming up fast. New England, New York, Philadelphia, Chicago, St. Louis and Los Angeles reports were good to strong and indicated excellent potential for further growth.

## Reviews of New R & B Records

### TINY BRADSHAW

Spider Web ..... 84  
KING 4727—A Billboard "Spotlight" 6-19-54. (Jay & Cee, BMI)

### The Gypsy..... 75

Bradshaw himself handles the vocal in pleasant style on this version of the standard. Flip side, however, has the power. (Leeds, ASCAP)

### LITTLE JUNIOR PARKER

Sittin', Drinkin' and Thinkin' ..... 80  
DUKE 127—Little Junior is meditating on how his gal up and left him. He does a fine job in the chant department, while the ork weaves a moody backdrop. A good blues etching that can easily move into the money. (Lion, BMI)

### Please Baby Blues..... 74

The lyrics are on the sad side, but Parker's chanting is carefree, and the solid beat in the ork conveys a happier spirit. Good jump wax. (Lion, BMI)

### THE PLATTERS

Love All Night ..... 79  
FEDERAL 12188—A wild rocker is sung with plenty of vitality and zip by the Platters. This one has a chance for juke loot. Watch it. (Personality, BMI)

### Tell the World..... 73

This is a routine ballad, semi-pop in style. Flip is a stronger side, altho the group sings it pleasantly. (Personality, BMI)

### THE SULTANS

Good Thing Baby ..... 78  
DUKE 125—Rumba blues is warbled effectively by the group. They have a good sound with effective interplay between lead and supporting voices. This side could pull juke coin. (Lion, BMI)

### How Deep Is the Ocean?..... 75

The Sultans sing the ballad smoothly and with feeling. Good listening. (Lion, BMI)

### SHIRLEY & LEE

Keep On ..... 78  
ALADDIN 3244—Shirley and Lee come thru with a sock reading of a new rocker over a solid beat by the ork. The tune jumps, and the duo sells it with spirit. If the side is exposed, it has a chance for spins and juke loot. Good wax. (Aladdin, BMI)

### Confessin'..... 69

Shirley confesses that she's been untrue to Lee, and Lee confesses the same thing to Shirley. It doesn't matter too much, tho, as neither Shirley or Lee seem to be sincere about it, and the material and arrangement are routine. (Aladdin, BMI)

### JIMMY ROGERS

Sloppy Drunk ..... 77  
CHESS 1574—This enthusiastic eulogy of the product of the grape makes an ideal juke box record. Not merely its theme, but the driving dance beat, gives it good potential for the market. (Arc, BMI)

### Chicago Bound..... 74

A Southern-styled recital of the singer's wanderings until he found happiness with a woman in Chicago. (Arc, BMI)

### TAB SMITH

How Long Has It Been? ..... 76  
UNITED 178—The extended melody of this opus hands Smith the chance to show his ability at unwinding a phrase on the alto. Jockeys ought to find the side good program material. Good wax here. (Pamlee, BMI)

### Ace High..... 73

Solid jump beat and clean sound of the ork will appeal to dancers. Fine for jukes in locations which permit dancing. (Pamlee, BMI)

### ROY BROWN

Don't Let It Rain ..... 76  
KING 4722—Brown puts plenty of heartache emotion into this blues. An effective performance which should get spins from deejays and jukes. (Lion, BMI)

### No Love at All..... 73

Same comment. (Lion, BMI)

(Continued on page 39)

Papa and Mama Parker are mighty proud of

**LITTLE JUNIOR PARKER**

and his

"PLEASE BABY BLUES"

b/w

"SITTIN', DRINKIN' AND THINKIN' "

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**THE SPIDERS**

"I'm Slippin' In"

b/w

"I'm Searchin' "

5291

**Imperial Records**

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## R & B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

- Honey Love, Drifters, Atl.
- Just Make Love to Me Muddy Waters, Chs.
- Shake, Rattle and Roll, J. Turner, Atl.
- Work With Me, Annie Midnighters, Fed.
- Little Mama, Clovers, Atl.
- I Understand Just How You Feel Four Tunes, Jub.
- Money, Honey, C. McPhatter, Atl.
- Please Forgive Me, J. Ace, Duk.
- Gee, Crows, Rma.
- Lovey Dovey, Clovers, Atl.

### Charlotte

- Work With Me, Annie Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- Lovey Dovey, Clovers, Atl.
- Little Mama, Clovers, Atl.
- Don't Stop, Dan, Checkers, Kng.
- Honey Love, Drifters, Atl.
- If I Loved You, R. Hamilton, Epl.
- I Smell a Rat, W. M. Thornton, Pea.
- I Feel So Bad, C. Willis, Oke.
- You'll Never Walk Alone R. Hamilton, Epl.

### Chicago

- Gee, Crows, Rma.
- Work With Me, Annie Midnighters, Fed.
- Just Make Love to Me Muddy Waters, Chs.
- Honey Love, Drifters, Atl.
- If I Loved You, R. Hamilton, Epl.
- Such a Night, C. McPhatter, Atl.

### Cincinnati

- Honey Love, Drifters, Atl.
- Shake, Rattle and Roll, J. Turner, Atl.
- Sexy Ways, Midnighters, Fed.
- Work With Me, Annie Midnighters, Fed.
- If I Loved You, R. Hamilton, Epl.
- Lovey Dovey, Clovers, Atl.
- I Need One More Chance C. Willis, Oke.
- Please Forgive Me, J. Ace, Duk.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ.
- Things That I Used to Do Guitar Slim, Spe.

### Detroit

- Work With Me, Annie Midnighters, Fed.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ.
- Honey Love, Drifters, Atl.
- Just Make Love to Me Muddy Waters, Chs.
- You'll Never Walk Alone R. Hamilton, Epl.
- I'm Stuck, Five Jets, Del.
- Shake, Rattle and Roll, J. Turner, Atl.

### Los Angeles

- Honey Love, Drifters, Atl.
- Sh-Boom, Chords, Cat.
- Lovey Dovey, Clovers, Atl.
- Sugar Lump, Four Tunes, Jub.
- Forever, Rivileers, Btn.
- Shake, Rattle and Roll, J. Turner, Atl.

### New Orleans

- Work With Me, Annie Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- Baby, Please, Fats Domino, Imp.
- Just Make Love to Me Muddy Waters, Chs.
- Honey Love, Drifters, Atl.
- You'll Never Walk Alone R. Hamilton, Epl.
- A Mother's Love, E. King, Spe.
- Please Forgive Me, J. Ace, Duk.

### New York

- Honey Love, Drifters, Atl.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ.
- You'll Never Walk Alone R. Hamilton, Epl.
- I Understand Just How You Feel Four Tunes, Jub.
- Shake, Rattle and Roll, J. Turner, Jub.
- If I Loved You, R. Hamilton, Epl.
- Work With Me, Annie Midnighters, Fed.
- Gee, Crows, Rma.
- Sh-Boom, Chords, Cat.
- Such a Night, C. McPhatter, Atl.

### Philadelphia

- Honey Love, Drifters, Atl.
- Work With Me, Annie Midnighters, Fed.
- If I Loved You, R. Hamilton, Epl.
- Sh-Boom, Chords, Cat.
- Shake, Rattle and Roll, J. Turner, Atl.
- Lovey Dovey, Clovers, Atl.
- Sugar Lump, Four Tunes, Jub.

### St. Louis

- Just Make Love to Me Muddy Waters, Chs.
- No Place to Go, H. Wolf, Chs.
- Please Forgive Me, J. Ace, Duk.
- Shake, Rattle and Roll, J. Turner, Atl.
- Work With Me, Annie Midnighters, Fed.
- Hot Tamale, Counts, Dot.
- If I Loved You, R. Hamilton, Epl.

### Balti.-Wash.

- Work With Me, Annie Midnighters, Fed.
- Honey Love, Drifters, Atl.
- I've Lost, Scarlets, RR.
- Please Forgive Me, J. Ace, Duk.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ.
- Hold Me, Baby S. Allen-O. Black, Grv.

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b/w "My Heart's Got the Blues"  
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three years. Inventory main-  
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of all brand records, radio ac-  
cessories, sheet music, blank  
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The Billboard, Cincinnati 22, Ohio

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• Reviews of New C & W Records

• Continued from page 36

she will face a reckoning some day.  
Hill sings it pleasantly. (Acuff-Rose,  
BMI)

DON RENO, RED SMILEY TENNESSEE  
CUTUPS

Emotions ..... 73  
KING 1360—Attractive ballad sung  
with plenty of feeling by Reno and  
Red Smiley. Good for jukes and  
jocks. (Lois, BMI)

Tally-Ho... 70  
Bouncy little item with spirited group  
vocal and effective banjo solo by  
Reno. (Lois, BMI)

JIMMY LITTLEJOHN

Tequila Mama ..... 73  
COLUMBIA 21259—Cute patter ditty  
about a gal from Mexico with lots of  
talent is handed a bright reading by  
Littlejohn. Brisk backing by the  
string band makes the slicing a prob-  
able coin-grabber on country jukes.  
(Blackwood, BMI)

No Parkin' Here... 68  
The chanter warns other fellows in  
pleasant manner to steer clear of his  
gal. (Blackwood, BMI)

DUSTY OWENS

Just Call on Me ..... 72  
COLUMBIA 21260—A smooth and  
tasteful rendition of a tuneful roman-  
tic ballad. Good listening, and dance-  
able, too. Dusty Owens injects lots of  
warmth into his chanting. (Acuff-  
Rose, BMI)

Somewhere She's Waiting... 70  
Owens warmly warbles about his  
romantic ideal. Ditty is kinda cute,  
and the side ought to pull some de-  
cay exposure. (Acuff-Rose, BMI)

BOB JONES

You Better Behave, Baby ..... 72  
STAR 148—The singer gives his  
wife fair warning that he won't put  
up indefinitely with her foibles. A  
good waxing. Jones is a good singer.  
(Starrite, BMI)

I Got By... 68  
Jones is handicapped in this weeper  
by routine material, which he never-  
theless succeeds in giving considera-  
ble emotional impact. The bouncy  
beat of the backing makes this a  
more than acceptable juke box item.  
(Starrite, BMI)

GENE TABOR

Country Saturday Night ..... 71  
STAR 141—Tabor describes the  
pleasures of a small country town on  
a Saturday night. Pleasant listening  
that could bring back nostalgic mem-  
ories to many. (Starrite, BMI)

• Reviews of New  
Polka Records

ART FITCH ORK

Kapootzer Polka ..... 68  
NORTH STAR 2002—Swiny polka  
tune receives a pleasant instrumental  
reading from the ork, with the tuba  
sounding off thruout. Should please  
polka fans in the Midwest (BMI)

Lapaloma... 60  
Fair rendition of a new polka effort  
by the Fitch crew. It drags a bit.  
(BMI)

• Reviews of New R & B Records

• Continued from page 38

GUITAR SLIM

Cryin' in the Mornin' ..... 75  
IMPERIAL 5278—This okay rhythm  
blues is projected convincingly by the  
chanter. Not one of his best efforts,  
it still should attract moderate busi-  
ness. (Commodore, BMI)

Woman Troubles... 71  
Guitar Slim conveys a sad, sad mood  
in this lament of the hard luck which  
is his lot. These sides were probably  
cut before the singer left the label.  
(Commodore, BMI)

EDDIE BOYD

Came Home This Morning ..... 75  
CHESS 1573—Swinging rumba blues  
receives a strong rendition from  
Boyd as he asks his baby to return  
home to him. The tune is nothing  
unusual, but Boyd's vocal and the  
arrangement could help it get some  
action. (Arc, BMI)

Hush, Baby, Don't You Cry... 69  
Routine jump blues is handed a good  
reading by Boyd over warm backing  
by the combo. (Arc, BMI)

JALACY HAWKINS

Baptize Me in Wine ..... 74  
TIMELY 1004—Hawkins dramatizes  
a winthead's last wishes in this hu-  
morous material. It's a strong per-  
formance, with Hawkins singing it to  
the hilt. Solid, rhythmic backing by  
the band. (Simek, BMI)

Not Anymore... 73  
The singer has taken all the insults  
and lies from his girl that he can  
stand, and now he is putting her  
down. Hawkins belts out the message  
with convincing style. (Simek, BMI)

JUNIOR WELLS

Lawdy! Lawdy! ..... 74  
STATES 139—The warbler signs this  
down home blues in solid fashion,  
and in many Southern areas it is sure  
to catch loot. It is a lively hunk of  
wax with a big beat, and it really  
goes. (Pamlee, BMI)

'Bout the Break of Day... 68  
Wells turns in a listenable reading of  
this slow-blues effort, with the guitar  
and mouth organ filling in behind  
him. (Pamlee, BMI)

JIMMY WITHERSPOON

Oh Boy ..... 73  
FEDERAL 12189 — Old-fashioned  
jump blues is sung with a lot of life  
by Witherspoon, still one of the best

AL PETTY

Steel Guitar Special... 67  
Petty solos on steel guitar in this  
spirited instrumental. The material is  
pretty. (Starrite, BMI)

DICK STUBBS

Wired for Sound ..... 72  
STAR 143—Here's a zingy  
instrumental side, played with a spar-  
kle by Stubbs and his combo. With  
some exposure it could grab some  
coins. (Starrite, BMI)

Hillbilly Swing... 70  
Stubbs gets a fine sound out of the  
steel guitar on this swinging instru-  
mental effort. Tune goes, and it  
could get spins in the market. (Star-  
rite, BMI)

BONNIE OWENS

I Traded My Heart for His Gold ..... 70  
"X" (45) 4X0028—Canary explains it  
isn't fun to marry for money. Good  
meaningful vocal on the weeper  
by the thrush. (Ridgeway, BMI)

Take Me... 69  
Attractive love ditty is sung appeal-  
ingly by Bonnie Owens at a faster  
tempo than the flip. (Ridgeway, BMI)

AUDIE ANDREWS

Take This Pain Out of My Heart ..... 69  
V 20-5774—Andrews cries on this  
new weeper about the pain in his heart.  
He sells it well, and the material is  
enough above average to get spins.  
(American, BMI)

A Fool Who Loves You... 65  
Even tho his girl has run around he  
loves her still, sings Andrews on this  
doleful weeper. Okay wax, tho not  
out of the ordinary. (Personality,  
BMI)

BUD ISAACS

Steelin' Away ..... 69  
V 20-5771—Spirited steel guitar solo  
on pleasant rhythm tune. Jukes  
should play. (Athens, BMI)

Indian Love Call... 65  
V 20-5771—Plaintive steel guitar gives  
the lyrical evergreen an intriguing  
Hawaiian flavor. Nice performance.  
(Harms, ASCAP)

TOMMY TRENT

MOUNTAIN VALLEY TRIO  
It's My Turn to Cry Over You ..... 62  
CAMARK 501 — Trent projects the  
weeper ably over a few "boo hoos"  
by fem voices. A pleasant slicing.  
Truck Driver Roll... 59  
Virginia Brannon is the songstress,  
and she puts energy behind her ren-  
dition of the rhythm item. Roadside  
juke spots might use.

• Reviews of New  
Sacred Records

TIM SPENCER

What Would I Do Without Jesus? ..... 72  
SACRED 465—Loretta Spencer war-  
bles a sweet and clear solo on this  
tender sacred number. Tim Spencer  
joins in on the chorus. Good wax  
here. (Fiesta, BMI)

Christ Is a Wonderful Savior... 70  
A sincere vocal with tasteful sacred  
lyrics written to the oldie, "Room  
Full of Roses." Listenable side. (Hill  
& Range, BMI)

blues shouters around. He is backed  
solidly by the combo with a big beat.  
Should please his fans. (Armo, BMI)

I Done Told You... 73  
On this slow blues Witherspoon gets a  
chance to show off his fine style. The  
tune is of the 1930 era, but the war-  
bler's vocal makes it mighty listen-  
able. Good jock wax. (Armo, BMI)

THE JETS

Got a Little Shadow ..... 73  
ALADDIN 3247—A smooth reading  
of some appealing material with rather  
unusual lyrics. The harmonizing of  
the group and the solid, relaxed beat  
make for pleasant listening and dan-  
cing. (Aladdin, ASCAP)

I'll Hide My Tears... 69  
The group is not quite as effective in  
this sentimental pop ballad type of  
material. (Guld, ASCAP)

OTIS HINTON

Walkin' Down Hill ..... 73  
TIMELY 1003—Southern blues fans  
should enjoy this bright reading of a  
bouncy down-home effort sung by  
Otis Hinton. He accompanies himself  
solidly on the guitar. Side could  
catch loot in the South. (Simek, BMI)

Emmaline... 68  
Slow Southern blues is sung nicely by  
the chanter over a slow beat. (Simek,  
BMI)

BILL DAVIS TRIO

Wallin' for Moondog ..... 72  
OKEH 7033—A wild blustery opus  
that makes up in enthusiasm and  
rhythmic drive what it may lack in  
finesse. For Davis fans. (Berkshire,  
BMI)

Come Rain or Come Shine... 70  
A quiet version of the Mercer-Arlen  
classic. Pop and r.&b. deejays will  
find this tastefully arranged material  
great programming, as background or  
late-evening music. (De Sylva, Brown  
& Henderson, ASCAP)

THE FIVE KEYS

How Do You Expect to Get It? ..... 72  
ALADDIN 3245—Ditty out a few  
months ago receives a lively reading  
by the boys over a good beat by the  
ork. Could get box plays.  
Deep in My Heart... 69  
The Keys do an okay job here with a  
pop-styled ballad. The group backs  
the lead singers smoothly.

Four Pubbers  
Sue Magazine

CINCINNATI, June 26. — Four  
publishers, Acuff-Rose, Cedar-  
wood Music, Nat Tannen, and  
Fairway Music, Inc., have filed  
suits against the magazine Coun-  
try and Western Hoedown and  
owner Thurston Moore for al-  
leged unauthorized parodies of  
copyrights. The suits are for a  
total of \$300,000 and were filed  
in the U. S. District Court in the  
Southern District of Ohio.

According to the plaintiffs,  
Moore's magazine printed paro-  
dies of four tunes, "I Forgot More  
Than You'll Ever Know," "It's  
Been So Long," "Hey Joe" and  
"Weary Blues From Waiting."  
The publishers claim that they  
did not authorize the parodies,  
which appeared in Country and  
Western Hoedown last winter.  
Since then the magazine has sus-  
pended publication, tho it is un-  
derstood that Moore is trying to  
revert it. The suit is expected to  
come to trial in the fall.

Mills Sets Europe  
Trip to Bolster,  
Enlarge Affil Net

NEW YORK, June 19.—Jack  
Mills will sail for Europe later  
this month to strengthen and fur-  
ther enlarge the net of Mills Mu-  
sic affiliates abroad. Main em-  
phasis will be on the London op-  
eration, where Mills Music, Ltd.,  
will be urged to seek out and ex-  
ploit more English material. The  
firm will hold a directors meeting  
July 5, with Jack Mills in attend-  
ance.

In England, Mills will also re-  
new contracts with firms he now  
represents here, such as Francis,  
Day & Hunter, and others strong  
in the educational and standard  
fields. Stopovers are also planned  
in France, Belgium, Holland,  
Italy and Denmark, with one or  
more new affiliate deals expected  
to be set before Mills' return late  
in August.

Danish Firms Merge

COPENHAGEN, Denmark,  
June 19.—Four of Denmark's big-  
gest music publishing firms—  
Iacapo, Engstrom & Sodring,  
Imudico, and Morck — have  
merged under the name of Danish  
Music Publishers. As these four  
firms represent more than 50 per  
cent of the royalty collectors here,  
the newly formed group will seek  
admission to KODA (the ASCAP  
of Denmark) on the same footing  
as other big music publishing  
establishments.

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SPRING  
TONIC

BILLY WARD  
and His Dominoes  
THREE COINS IN THE FOUNTAIN  
LONESOME ROAD  
KING 1364

THE MIDNIGHTERS  
SEXY WAYS  
DON'T SAY YOUR LAST GOODBYE  
FEDERAL 12185

BONNIE LOU  
WAIT FOR ME, DARLING  
BLUE TENNESSEE RAIN  
KING 1365

YORK BROTHERS  
DEEP WITHIN MY HEART  
I'LL LEAVE THE DOOR OPEN  
KING 1351

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King RECORDS  
AVAILABLE IN CANADA ON  
Quality KING RECORDS

FOUR TUNES

singing  
"SUGAR LUMP"  
and  
"I UNDERSTAND JUST  
HOW YOU FEEL"  
#5132

JOE FOLEY  
"ALL OR NOTHING  
AT ALL"  
and  
"MY HEART TELLS ME"  
#5146

BOB CREWE  
"CHANGE OF HEART"  
and  
"CASH REGISTER  
HEART"  
#5148

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## 'Listeners Digest' to Tie-in 45's, Phonos

**Aims for 500,000 New Customers  
12 Major Works Reduced on 10 EP's**

• Continued from page 11

condensations of 12 perennial classical favorites, come boxed in a package that also holds a 40-odd-page illustrated brochure with commentary on the music and composers. A special label on the records tags them as "Digest" products.

Artists featured on the records are among the top names on the Victor classical roster. They include the conductors Arturo Toscanini, Leopold Stokowski, Pierre Monteux and Arthur Fiedler, and the pianists Artur Schnabel, Artur Schnabel and Ania Dorfman. Orchestras include the NBC, San Francisco, Boston Pops and the Chicago symphonies.

Compositions include Beethoven's Fifth Symphony, Brahms' First Symphony, the Cesar Franck Symphony, Dvorak's "New World" Symphony, Rimsky-Korsakoff's "Scheherazade," the Grieg Piano Concerto in A Minor, the Beethoven Fifth ("Emperor") Piano Concerto, two Beethoven piano sonatas ("Pathetique" and "Moonlight") and Tchaikovsky's "Nutcracker Suite," "1812 Overture" and "Capriccio Italien."

### Specially Arranged

In no case has the music been specially arranged to fit the reduced time scale of EP. What Victor has done is to edit tapes of the performances, all of which are or have been available on standard LP's on the Red Seal or Bluebird labels. The editing has been accomplished to retain the sense of continuity, including all the most important themes and relevant development.

Thus, for instance, the Beetho-

ven "Fifth," which has a normal running time complete of about 32 minutes, has been reduced in its "Digest" version to 15 minutes, 41 seconds. In all, the 12 works would take almost five and a half hours playing time in their complete treatments. Total "Digest" time is two hours, 35 minutes and 16 seconds.

Artists in all cases (except for the deceased Schnabel and Frederick Stock, conductor of the Chicago Symphony) agreed to the condensations, with most lending their assistance to the editing process.

### Dealer Push

Victor is setting plans to include players already in dealers' hands in the "Digest" promotion. Separate libraries of records will be made available to complete the packages at a cost still to be determined.

At a later time, when the results of the initial campaign are assayed, subsequent "Digest" libraries may be issued. Altho the current pitch is to sell both machine and disks as a unit, some quantity of the library in special de luxe packages will be made available, but at a cost of \$39.95, which is the exact cost of the cheapest combination offer.

Victor executives are known to look on the "Digest" promotion as speeding the obsolescence of the 78 r.p.m. single. With so many new 45 players absorbed by the market—more than 500,000 if it catches on as hoped for—the demand for 45 singles, too, should skyrocket, execs feel.

However, main purpose of the program is to spur interest in classical music by removing what many consider the bars of length and cost to mass appeal of good music. (See Liner Notes column.)

## EQUIPMENT NEWS

The AMPRO Corporation unveiled two new AM radio-tape recorder combinations this week in Chicago. The portable combos are listed at \$264.45 for the Celebrity and \$274.45 for the High Fidelity model. A matching console speaker cabinet is available as an optional accessory for either combo at \$59.95. Both combinations have electro-magnetic piano key controls and their built-in radios use the tape recorder's sound system. . . . Spencer Cardinal is marketing a new modern record cabinet in mahogany with brass hairpin legs and in white oak with black wrought iron legs, listed at \$39.95.

### TRADE NOTES . . .

B & R Electronics has been appointed exclusive distributor in the New York metropolitan area for Peter Pan kiddie phonos and radios. . . . Richard Guilfoyle is new district sales manager in central Pennsylvania, portions of Maryland, West Virginia and New Jersey for Magnavox. . . . Stan Meyer has joined Gerald O.

## COL'BIA ISSUES 2-IN-1 RECAPS OF CLASSICS

NEW YORK, June 19.—Classical customers will be able to purchase more music for less money via a series of LP recouplings being issued by Columbia Records this month. The firm has recoupled a score of its fastest-selling LP's, and has compressed two previously issued 12-inch LP's to fit on one 12-incher, with a variable pitch cutting technique.

Gershwin's "Rhapsody in Blue," "American in Paris" and the "Concerto in F" are now on one LP, where they were previously on two. The Tchaikovsky Piano Concerto and the Grieg Piano Concerto played by Oscar Levant are also now on one LP instead of two. Other sets in the "Two-in-One Recap" include the Stravinsky "Firebird" and the "Rite of Spring" on one LP, "Peter and the Wolf" backed by "Carnival of the Animals," Shostakovich's Fifth Symphony backed by Sibelius' Fifth and others.

## Angel Offers 'Extended Pay' Stocking Plan

NEW YORK, June 19.—Angel Records will make its fall stock plan available to dealers next week, more than a month before other firms are expected to direct similar pitches at the trade. The plan, under the tag phrase "extended pay," offers dating benefits terminating December 10.

Dealers must order a minimum of 150 LP's, either factory-sealed or Blue Label, Angel's pop series, to become eligible for all plan benefits. These include 100 per cent exchange rights, to be completed by January 15, dating benefits calling for three equal monthly payments beginning October 10, and pre-payment of shipping charges.

Unique facet of the plan will entitle dealers to receive one thrift package LP free for every five factory-sealed records ordered. The free records are to be used as store samples and all titles requested must be different.

For dealers who elect to order a minimum of 75 records, rather than 150, all benefits will apply except the bonus of free store samples. Deadline for ordering under the plan is August 1, but orders will be shipped as soon as received.

Kaye & Associates, New York distributor of Crosley and Bendix appliances, as electronics district manager in Nassau County, N. Y. . . . The National Radio Distributors Corporation will open its third store this week in Manhattan. . . . Music House, Niagara Falls, N. Y., has lost the lease on its local branch store and is selling out. Its main store and two other branches in Buffalo will be retained.

## Steelman, Roland Plan NAMM Show of Lines

CHICAGO, June 19.—Among the new phono models scheduled for introduction at the National Association of Music Merchants' convention here next month will be Steelman Phonograph and Radio Company's complete new line and Roland Radio Corporation's new high fidelity radio-phono console.

Steelman's new phono models include an economy-priced, hi-fi, three-speed table model with automatic changer and a new hi-fi console. Models feature newly developed hi-fi cartridges. In ad-

dition, Steelman will show a full phono line of manual and automatic three-speed portables, table models and consoles, as well as its complete Bozo line of children's phonos.

Roland will feature a new hi-fi radio-phono console model, with a fully automatic, three-speed record changer, push-pull amplification, with coaxial woofer and tweeter loudspeakers installed in a specially designed labyrinth chamber. Roland will also show a complete line of portables and radio-phono combinations.

## Dealer Doings

By JUNE BUNDY

### IN THE FIELD

Charles Eisner opened a new record shop in San Antonio this week. The store, completely air-conditioned, has custom-built, high fidelity listening booths. A focal point of interest is a special self service record display system. . . . V. J. Sanborn, owner of the Sanborn Music Company, distribution outfit, Cincinnati, has set up a new branch in that city. It handles both M-G-M and London releases, but ultimately will handle London on an exclusive basis, dropping M-G-M as soon as a new distributor is appointed for the label in the Cincinnati area. Sanborn also maintains London distributorships in Cleveland and Pittsburgh, as well as a complete accessory store in Detroit.

Savoy Records has appointed three new distributors. The label will be handled by Amann, New Orleans, for the Louisiana territory; M. S. Distributing Company, Chicago, for Illinois, Northern Indiana and Wisconsin, and Big State, Dallas, for that city and the Texas Panhandle area.

### JUST BROWSING

The Oklahoma Music Merchants' Association was formed in Chicago this month, with 15 music dealers from the State in the group. Al Hubbard, Hubbard Music, Altus, Okla., is prexy of the new association, with James G. Saied, Saied Music, Tulsa, Okla., vicepre, and Bill F. Sharp, Sharp & Nichols, Oklahoma City, secretary-treasurer. The board of directors includes Oliver Jones, Jenkins Music, Oklahoma City, and Herb Kroh, Music, Muskogee, Okla.

Sixteen nominees for directorships of the National Association of Music Merchants will be up for election July 13 when the NAMM holds its annual breakfast meeting at the Chicago Music Show next month. The group, from which eight will be chosen to fill vacancies of retiring directors, include S. H. Almanrode, J.&S. Music, Inc., Shreveport, La.; William Howard Beasley, Whittle Music, Dallas; B. F. Becker, Becker Music Store, Huntington, W. Va.; J. Robert Butler, Butler's, Marion, Ind.; L. A. Chenoweth, Chenoweth & Green Music, Enid, Okla.; R. Gregory Druham, Lyon & Healy, Chicago; J. D. Hobbie III, Hobbie Brothers, Roanoke, Va.; Ted Korten, Korten's, Longview, Wash.;

Donald D. Lowmiller, Cressey & Allen, Portland, Me.; J. A. McClanahan, the Williams Music Company, Columbus, O.; Laurin A. Mueller, Redewill Music, Phoenix, Ariz.; George M. Reese Jr., Gewehr Piano Company, Wilmington, Del.; Lowell D. Samuel, Samuel Music, Effingham, Ill.; H. A. Schroeder, Schroeder Piano Galleries, Pittsburgh; Willis W. Sellers, Sellers Piano Company, Philadelphia; Clay Sherman, Sherman Clay & Company, San Francisco.

### THE SHREVEPORT STORY

"Stan the Record Man," Stan's Record Shop, Shreveport, La., writes that he is doing a thriving business in hillbilly, pop, and rhythm and blues, with r.&b. accounting for his largest sales volume. In addition to the store, Stan has a big r.&b. mail-order business and "a one-stop service for operators" covering all three record categories. He pushes the platters on four sponsored radio shows—one a nightly affair—and "makes all the record conventions. In other words," says Stan, "I eat, sleep and live the record business."

### LIBERTY JUMPS

In a move to put more life into its summer business, Liberty Music Shops, New York City, this week launched a special sale offering 40 per cent off on LP platters. The offer excludes only fair traded items and Angel records.

Among the "10,000 selections" offered by Liberty in local newspaper ads were such labels as RCA Victor, Columbia, London, Westminster, Decca, Capitol, Vox, Urania, Haydn Society, Mercury and Concert Hall.

Earlier this month Liberty offered to give away \$29.74 worth of 12-inch LP's with every purchase of a \$198.50 Magnavox hi-fi console phono, and \$23.80 worth of LP's with every purchase of a \$119.50 Magnavox hi-fi table phono.

Still another Liberty promotion took place this month, when the Manhattan firm staged an exhibition of water colors painted backstage at 19 hit Broadway shows by Milton Marx, Alfred Drake and Doretta Morrow and other cast members of the "Kismet" musical were on hand for the affair which, of course, was a rich source of promotion for Liberty's legit show albums trade.

## Hwd. RCA Replaces Meyberg as Distrib

HOLLYWOOD, June 19.—The RCA Victor Distributing Corporation, Southern California division, has been appointed distributor of RCA and RCA Victor consumer products in the Los Angeles area. The organization, a wholly owned subsidiary of RCA, will serve in the market previously represented by the Leo J. Meyberg Company of Los Angeles, which has relinquished distribution in this area.

Harold R. Maag, vice-president and Western manager for RCA, will until further notice have full responsibility for the operation of the new company. L. E. Starkweather, general manager of Leo J. Meyberg, will continue in that capacity, as will Art DePaul, manager of the distributing company's record division.

The Leo J. Meyberg Company of San Francisco is not affected by the change.

## Just a few of the key features in The Billboard NAMM Convention Number

... dated July 17  
... out July 12  
... deadline July 8

Records and Phonographs—An Inseparable Profit Partnership:—Irrefutable statistics point up the sensational growth of the market for record playing equipment, with emphasis on better sounding equipment. Recording and production techniques by record manufacturers have played an important part and are making a continuing contribution to the success story. Illustrated with phono models in all price ranges.

Does Your Basic Stock Permit You to "Sell Up":—"Selling Up" is an accomplished and profitable fact in most fields, and can readily be applied in the record-phonograph field. This article tells how . . . offers practical examples . . . presents profitable "how to do it" tips.

Who Makes What in Phono Equipment:—A directory of manufacturers, with supplementary buying data.

Sell Phonographs With Records as a Single Unit:—There is promotion history that points up the genuine profit value and practicability of combining these two "inseparables" into a single unit sale. How this can be done in all price ranges, and including all speeds, will be detailed in this outstanding "idea-producer" feature.

## Magnavox for NAMM Show

FORT WAYNE, Ind., June 19.—The Magnavox Company will introduce its first complete integrated line of high fidelity components at the National Association of Music Merchants show in Chicago next month.

The line reportedly will be completely matched and balanced—both electrically and acoustically—for buyers who wish to custom build equipment into their homes.

The company is also contemplating the inclusion of tape recording equipment as an optional item in some of its top end instruments.

## Collins and Center For Victor Posts

NEW YORK, June 19.—Louis J. Collins this week was named sales manager of RCA Victor's recently formed radio and victrola division. James M. Toney, division general manager who made the appointment, at the same time announced the appointment of Orlo D. Center as controller.

The new division was established earlier this month to permit greater specialization on phonographs and radios, as distinct from television.

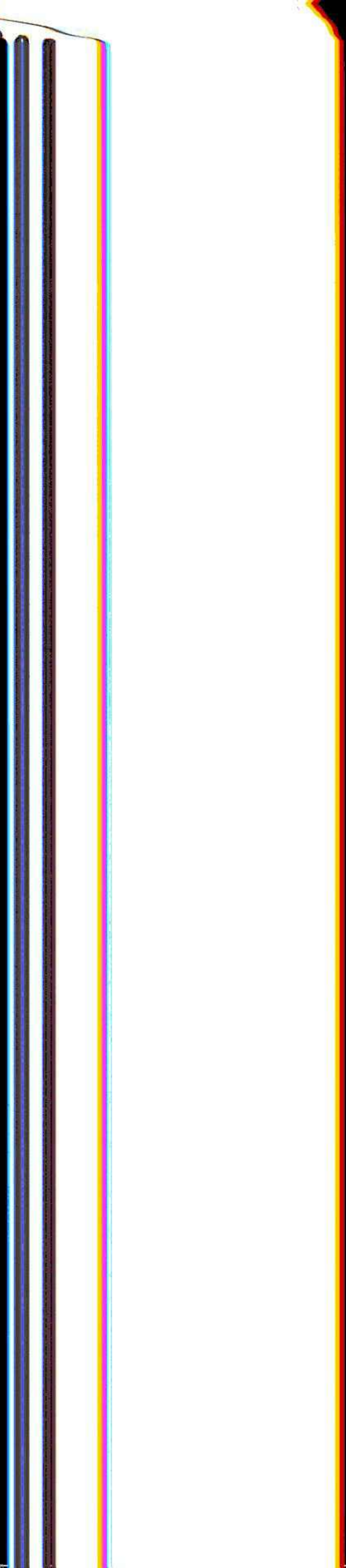
Collins was formerly staff assistant to Joseph B. Elliott, RCA executive vice-president. Center's most recent post with the company was manager of the budgets and pricing section of the home instrument division.

## NYC Center Ballet Ork to Cut for Vox

NEW YORK, June 19.—Vox Records has signed the New York City Center Ballet Orchestra, under its regular conductor, Leon Barzin, to an exclusive recording contract. The three-year pact calls for a minimum of three LP's a year.

First sessions will be held this fall, with many compositions associated with the ballet company due for etching. Initial disks will move out to dealers before the end of the year.











# The Billboard Music Popularity Chart **PACKAGED RECORDS**

## • Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level as determined by a survey of top dealers in all key markets.

1. **GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"**—RCA Victor LPT 3057, EPBT 3057
2. **MUSIC FOR LOVERS ONLY**—Jackie Gleason  
Capitol H 352, EBF 352
3. **THE GLENN MILLER STORY**—Sound Track  
Decca DL 5519, ED 2124-5
4. **SONGS FOR YOUNG LOVERS**—Frank Sinatra  
Capitol H 488, EBF 488
5. **ROSE MARIE**—Ann Blyth, Howard Keel, M-G-M E 229, X 229
6. **LIBERACE BY CANDLELIGHT**—Liberace  
Columbia CL 6251, B 336
7. **TAWNY**—Jackie Gleason  
Capitol H 471, EBF 471
8. **KISMET**—Original Cast  
Columbia ML 4850, A-1100
9. **MUSIC TO MAKE YOU MISTY**—Jackie Gleason  
Capitol H 455, EBF 455
10. **THAT BAD EARTHA**—Eartha Kitt  
RCA Victor LPM 3187, EPB 3187
11. **LIBERACE AT THE PIANO**—Liberace  
Columbia CL 6217, B 308
12. **CONCERTOS FOR YOU**—Liberace  
Columbia CL 6269, B 345
13. **I BELIEVE**—Perry Como  
RCA Victor LPM 3188, EPB 3188
14. **TWO IN LOVE**—Nat (King) Cole  
Capitol H 420, EBF 420
15. **MUSIC FOR DINING**—Melachrino Strings  
RCA Victor LPM 1000, EPB 1000

## • "Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

1. **RUBINSTEIN PLAYS BRAHMS**—RCA Victor LM 1787
2. **MENDELSSOHN: SYMPHONIES NOS. 3 AND 5**—New York Philharmonic (Mitropoulos)  
Columbia ML 4864
3. **TCHAIKOVSKY: THE NUTCRACKER**—Minneapolis Symphony (Dorati)  
Mercury OL 2-101
4. **BRAHMS: ALTO RHAPSODY**—Kathleen Ferrier, London Symphony Orchestra (Krauss)  
London LL 903
5. **ORFF: CATULLI CARMINA**—Soloists, Vienna Kammerchor (Hollreiser)  
Vox PL 8640

## • Reviews and Ratings of New Classical Releases

**A CONCERT BY THE VIENNA CHOIR BOYS (1-12)**—Friedrich Brenn and Peter Lacoovich, Conds. Columbia ML 4873  
An altogether delightful recital by the famous choir. On one side of the LP it is heard in a selection of familiar works by Schubert, Mozart and Johann Strauss. Flip, tho, has the greater charm as the group sings earlier motets and madrigals a cappella. Disk should have wide appeal and prove of interest to both the seasoned collector and the quondam buyer.

**GOUNOD: ROMEO ET JULIETTE (COMPLETE) (3-12)**—Janine Micheau, Raoul Jobin, Soloists; Chorus and Orchestra of the Theatre Nationale de l'Opera; Alberto Erede, Cond. London LLA 18  
Strange as it may appear this is the first appearance of the complete opera on LP, despite the esoteric byways of the literature that have been explored by many companies in their search for original disk material. As such, this sympathetic performance by soloists and a company well-schooled in the tradition will find ready reception among many collectors. But the work is not one that is looked on with unalloyed appreciation by most opera lovers. Look, therefore, for good initial sales with response tapering off to a moderate plateau rather quickly.

**THE THREEPENNY OPERA (1-12)**—Original cast as presented at the Theatre de Lys, New York City. Lotte Lenya, others; Samuel Martilowsky, Cond. M-G-M E 3121  
M-G-M Records is putting a big promotion drive behind this original-cast album of the off-Broadway hit and the LP might be a sleeper sales-wise for more than one reason. This is the first English version of the late Kurt Weill's composition, and Miss Lenya and the other singers on the LP are excellent. The album should also have special interest for those interested in drama, since the off-Broadway presentation received unprecedented notices from first-string drama critics, and the opera itself is based on John Gay's "The Beggar's Opera," which recently created quite a stir here as a Laurence Olivier movie.

**BACH: CONCERTOS FOR THREE HARPSICORDS NOS. 1 AND 2; CONCERTO FOR FOUR HARPSICORDS IN A MINOR (1-12)**—Pro Musica String Orchestra, Stuttgart; Rolf Reinhardt, Cond. Vox PL 8670  
Tho all the concertos grouped on this disk are already available, some are in piano versions, including a previous Vox coupling of two. But no other LP has all three. Add to this the beautifully outlined performances and the intimate presence of the sound, and the package becomes a real buy for Bach enthusiasts. Set should have a good sale and remain active for a long time.

**DYORAK: QUINTET IN A MAJOR FOR PIANO AND STRINGS (1-12)**—Chifford Curzon, Piano; Budapest String Quartet. Columbia ML 4825  
Tho not a work of great popular appeal and already available in several earlier readings, this performance of the Dyorak Quintet will undoubtedly pull the bulk of future sales. Couplings the names of Curzon and Budapest adds commercial strength quite apart from the excellence of interpretation and realistic sound captured on this disk. Should sell well over the long stretch.

**HOLIDAY IN VIENNA (1-12)**—Alexander Schneider String Ensemble. Columbia CL 556  
Light, romantic string music in the tradition of the continental cafe, with violinist Schneider contributing a gay yet nostalgic reconstruction of the way Josef Lanner and Johann Strauss might have played their own compositions when they were part of a musical quartet entertaining the crowds in Vienna's Prater amusement park, circa 1819. Also offering good listening on the LP are "Country Dances" by Mozart. Fine as background music, with extra sales to come from those familiar with Schneider's many recordings of more serious music.

**RICHARD STRAUSS: ELEKTRA HIGHLIGHTS (1-12)**—Christel Goltz, Elisabeth Hongen; the Bavarian State Orchestra; Georg Solti, Cond. Decca DL 9723  
In the absence of a definitive complete "Elektra," opera fans will welcome the best recorded excerpts from the opera to become available to date. Christel Goltz has earned a fabulous reputation abroad in the title role, and here she gives a reading of the opening monolog and two other scenes with Elisabeth Hongen (Klytemnestra) and Ferdinand Frantz (Orestes) that are models of musical and dramatic excellence. The two other soloists and the orchestra also adhere to high standards.

**RICHARD STRAUSS: AUS ITALIEN (1-12)**—Vienna Philharmonic; Clemens Krauss, Cond. London LL 969  
Early Strauss, evocative of the impressions of an Italian holiday. The main distinction here is the authoritative performance by the late Clemens Krauss, a Strauss specialist. Disk, then, has the added virtue of a possible collector's item. Browsers can have their decision focused by a sampling of the joyful last band on Side 2, with its quote of the familiar "funiculi funicular" melody.

**BETHOVEN: SYMPHONY NO. 3 (EROICA) (1-12)**—Stadium Concerts Symphony Orchestra of New York; Leonard Bernstein, Cond. Decca DL 9697  
The orchestra that plays for New York's summer concert series in Lewisohn Stadium is composed almost entirely of regular players of the New York Philharmonic Symphony. These fine instrumentalists were recorded—not in the noisy Stadium—but in Carnegie Hall, and we have therefore an opportunity to judge Bernstein's interpretation of the "Eroica" under almost ideal circumstances. While his reading may not be the monumental achievement of Toscanini, it is spacious and dynamic, evenly paced and builds to climaxes of great power. An excellent recording that will suffer commercially only because of rough competition.

**ORGAN REVERIES (1-12)**—Richard Ellsasser, Organ. M-G-M E 3120  
Richard Ellsasser does a first-rate job with this collection of lighter classical works. Compositions include "Valse Triste," Greig's "Morning Mood" and "Nocturne," Debussy's "Sunken Cathedral"; "Lotus Land" by Cyril Scott and Massenet's "Angelus." The repertoire is good for popular consumption and some organ fans and students should also be interested.

## LINER NOTES

By IS HOROWITZ

Elsewhere in this issue the promotion ready to break on RCA Victor's "Listeners Digest" is discussed fully. While the commercial impact of the campaign can not be judged for some time, the implications are weighty and the potential, staggering. The effect on dealers can be far-reaching.

If Victor's hope of popularizing classical music by condensing the perennial favorites and making their purchase painless by tying the sale of playback equipment to records is even partially realized, a tremendous number of new phonographs will reach the consumer level. This in itself can only benefit the industry. It's simple enough: more players, more records.

For those concerned with serious music, tho, there may be more at stake. Some of the basic thinking that has gone into plan—some of the top brainpower has so been employed at Victor for more than a year—has been directed at stripping from classical music the factors that restrict its enjoyment to a relatively small percentage of Americans.

Those not exposed to serious music in childhood, and over a long period, do often resist later exposure. A symphony is too long, it is too involved, it is too expensive. These are some of the complaints of those who even take the trouble to register an opinion. Whether Victor can eliminate some of these bars to mass appeal by condensing a large work to no more than 15 minutes and making it easy to buy is something to watch. It is a challenging prospect.

And what of the new converts to classical music via the digest route? How many will then take the next step and begin to buy full-length versions of the music they have come to like?

### News and Comment . . .

Capitol Records will halt all new classical releases in the month of July. This has become standard practice at the company. One of its first new packages after the temporary lull will be a new recording of the Tchaikovsky Violin Concerto, played by Nathan Milstein and the Pittsburgh Symphony under William Steinberg. . . . RCA Victor has withdrawn plans to release its binaural tape set of Richard Strauss' "Also Sprach Zarathustra" as part of its first batch of pre-recorded tapes. The performance was by Fritz Reiner and the Chicago Symphony. But the Chicago orchestra remains under contract to Mercury until September. Issue of the tape is now being rescheduled for the fall.

Angel Records is readying two memorial albums featuring the late French violinist GINETTE NEVEU. They will be released in September. In France, meanwhile, an association has been formed to perpetuate Miss Neveu's memory. She was killed in a plane crash in 1949. . . . The Oberkirchen Choir has been set for a six-week tour in the fall. The children's group gained renown as the first performers of "The Happy Wanderer," current hit tune. Concert management is by Columbia Concerts.

Decca will release two separate albums on Guy Lombardo's forthcoming Jones Beach, New York, production of "Arabian Nights." One will feature the original cast, and the other the Lombardo orchestra itself. . . . Tital Records has made its bow in the classical field with an EP disk of 12-year-old pianist Linda Babits playing Mozart and Chopin selections.

**FRANCAIX: THE EMPEROR'S NEW CLOTHES; NICODE: CARNIVAL SCENES (1-12)**—Saxon State Orchestra; Kurt Striegler, Cond. Urania UPLP 7122

Jean Francaix in the past two decades has given the ballet world several of its most enchanting scores. Among these the "Emperor's New Clothes" ranks right at the top. It is a witty, elegant score, richly orchestrated in sparkling modern fashion. Striegler and the Saxon State Orchestra bring this work with impressive lightness and spirit. The Nicode coupling is a late romantic work in pleasing sentimental style. From the point of view of sound, this is one of the label's finest achievements to date, and would make an impressive hi-fi demonstration disk.

## • Reviews and Ratings of New Popular Albums

**MANTOVANI PLAYS THE MUSIC OF SIGMUND ROMBERG (1-12)**  
London LL 1031

This new set by the Mantovani orchestra could easily turn into one of the top selling albums of the season. The rich, full-stringed orchestra does a magnificent job on a collection of the best-loved tunes of Sigmund Romberg, playing them all in lush, warm style. Selections include "Wanting You," "Stout-Hearted Men," "One Alone," "Lover Come Back to Me," "Softly as in a Morning Sunrise," "Will You Remember?" and many more. Romberg fans, Mantovani fans and those who enjoy rich instrumental music will want this set. A powerful package.

**ROMANTIC MELODIES OF MANTOVANI (1-12)**  
London LL 979

Between lush interpretations of Victor Herbert and Sigmund Romberg works, the Mantovani orchestra also turns out recordings of lighter and current pop hits. This new set is a collection of records originally issued as singles and it includes "Swedish Rhapsody," "Moulin Rouge Theme," "Suddenly," "We'll Gather Lilacs," "Jamaican Rhumba" and others. They are played with precise skill that marks the Mantovani crew and the arrangements feature the well-known multi-fiddle sound. Steady sales are in store for this set.

**EVENING IN PARIS (1-12)**  
Frank Chacksfield Ork (1-12)  
London LL 997

Chacksfield has built quite an American following with his recordings of "Lime Light" and "Ebb Tide," so his first LP should create some interest. Unlike his former disks, tho, this album is made up of French standards, which may limit its market somewhat, since there are already many versions of the tunes available. The lush instrumentals, excellently arranged and performed, include such familiar items as "Mademoiselle de Paris," "Valentine," "Pigalle," "La Seine" and "Can-Can."

**ECHOES OF LATIN AMERICA (1-12)**  
George Feyer, Piano (1-10)  
Vox VX 670

Feyer plays a sedate brand of Latin-American rhythm—tasteful, albeit none too exciting. However, the album's primary sales target will be Feyer fans anyway, rather than Latin-American collectors, and as such, it should do well in its chosen market. The LP is the fifth in a series of "Echoes" albums by Feyer, others being "Echoes of Paris," "Echoes of Vienna," etc. Selections include most of the popular standards—"Siboney," "Linda Mujer," "La Cumparsita," "Jarabe Tapatio," "Cielito Lindo," "Tico-Tico" and 12 equally familiar tunes. Good stock for many dealers.

**MANHATTAN SERENADE (1-10)**  
Joe Lipman Ork (1-10)  
M-G-M E 238

Acc-arranger Joe Lipman's first album for M-G-M is nice light summer fare and could make good late-night, romantic programing for deejays. His instrumental arrangements here are on the conservative side but eminently listenable. Tunes include pop standards with Manhattan themes "Street Scene," "Park Avenue Fantasy," "Autumn in New York," "Central Park Romance," "Manhattan Serenade," "Harlem Nocturne," "Penthouse Serenade" and of course, "Manhattan." The Manhattan album theme is an old one, but nonetheless commercial.

### Jazz

**JAZZ MOODS BY ILLINOIS JACQUET (1-12)**  
Clef MGC 622

An album that must have been a gratifying one for Jacquet to make, offering, as it does, a wonderful opportunity to display the many facets of his style. It is particularly noteworthy that so few selections are of the hysteria-inducing type identified with him since his Lionel Hampton days. Here the public has a chance to see how capable he is of creating emotion by varying moods of music. He swings in a very relaxed, unforced way here—on some selections with big band, some with small groups, some with regular rhythm section and occasionally with organ instead of piano. In all of them, Jacquet blows good jazz—a fact that will not be lost on the majority of jazz and r.&b. customers.

**HORACE SILVER TRIO, VOL. 2 (1-10)**  
Blue Note 5034

This new set by the Horace Silver Trio is one that is certain to attract many modern jazz fans. It contains six piano solos played stylishly by Silver and backed brightly by Percy Heath on bass and Art Blakey on drums. Tunes include three standards and three originals penned by Silver. Best of these, some of which were issued singly, include "Opus De Funk," "Silverware" and "How About You." In addition to the trio

sides, drummer Art Blakey teams up with conga drummer Sabu for an exciting side, "Message From Kenya," and then turns in a technically sharp drum solo on "Nothing But the Soul." Good wax for the cool fans.

**JUMPING MOODS BY FLIP PHILLIPS (1-10)**  
Clef MG C 158

Flip Phillips comes thru with some exciting tenor sax work on this collection of standards and originals, two of which were penned by Phillips himself. He is backed on these jumping tunes by a group of top jazzmen including Oscar Peterson, Charlie Shavers and others. On this group of tunes the tenorman gets a chance both to swing and to play slowly and soulfully and his many followers will be interested in his work on this set. Some of the tunes have been released as singles previously. Tunes include "Cottontail," "Blues for Midgets," "If I Had You" and "Singing in the Rain."

**BUD SHANK QUINTET (1-10)**  
Nocturne NLP 2

Bud Shank, altoist formerly with Stan Kenton, is the star of this new release from the West Coast diskery. He has a style and he can swing, and backed by a group of first-rate cool men on this disk, he and the group come thru with some interesting music that should appeal to the modern crowd. All of the tunes were penned by arranger-trumpeter Shorty Rogers who also performs on this disk. Other musicians include Jimmy Rowles on piano, Harry Babasin on bass and Roy Harte on drums. Outstanding sides are "Casa De Luz," "Lotus Bud" and "Shank's Pranks."

**THE AMAZING ARTISTRY OF LOUIS BELLSON (1-10)**  
Norgran MGN 7

It's rare that a drummer gets a whole LP to himself, but Louis Bellson is considered one of the top drummers around today and he gets a chance to show off his skill on this new release. The set contains five tunes, including three originals, "Percussionistically Speaking," "A Pearl for Louie" and "Copasetic," plus two standards, "Fascinatin' Rhythm" and "All God's Chillun Got Rhythm." Bellson comes thru brilliantly on drums, helped by a group of fine musicians, including Ralph Martin, Don Elliot, Bob Paterson and Joe Puma. For fans of the drummerman.

**WILLIS CONOVER'S HOUSE OF SOUNDS (1-12)**  
Brunswick BL 54003

If imitation is the sincerest form of flattery, then a lot of contemporary orchestra leaders will be pleased with this new set. For the sounds of the band on this album are the sounds of a number of top orks like Woody Herman, Count Basie, Duke Ellington, Stan Kenton, etc. Not that that makes it bad—since the men in the orchestra here are all good musicians—but it does make it unoriginal. Willis Conover, who presents the orchestra on this set, is a Washington deejay, and he helped organize the part-time band back in 1951. It is still not an organized crew, but the men get together for week-end dates. Selections here include a group of standards and some originals by arranger Bill Potts. It should interest Washingtonians, and it will also interest fans of some of the country's top orks, since it imitates all of them at least once on the collection.

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## Pittsburgh Showbiz Crippled by Strikes

PITTSBURGH, June 19.—The receding wave of strikes has left in its wake the most disastrous show business debris Pittsburgh has ever seen.

The major losses were the permanent closing of the Carousel and the Monte Carlo as night clubs. The Carousel has been the outstanding club here for eight years. After being saddled with a local amusement tax for the last few years, the trolley strike scored the knockout blow when the ops learned that half of their customers came into town on buses and street cars.

This week, when the strike ended and familiar faces were being seen around again, a survey showed that the trolley cars brought in the bulk of the city's nitery trade. Parking in Pittsburgh has been an expensive proposition for years. Many people will gamble on the two dollar ticket rather than go for the six bit parking tab. They figure if they get away once they're even.

The two parks, Kennywood and West View, which depend to a great extent on public transportation, were hit especially hard. West View got the flash when they didn't make the cost of a Sammy Kaye one-nighter so all the band bookings for more than scale were cancelled. Kennywood has the largest picnic business in the United States and all of it comes by trolleys. The hastily formed motorcades and bus tours didn't fill the need at all, and the park's losses must have run into an easy six figures.

Cinerama advertised free cab rides to help falling business but the night clubs couldn't do this because of a State liquor law. The closing of the Carousel and Monte Carlo left the Copa as the only major night spot in town. The Midway and Carnival stayed in business with reduced budgets. These three spots represent the entire after-dark entertainment in the downtown area of over two million people.

### Musicians Hard Hit

The musicians were hit about as hard as the ops. In one week,

the Bobby Cardillo Trio, the Hugh Tully Trio, the Al DiLernia Trio, the Deuces Wild and Herman Middleman's orchestra found themselves out of jobs that had lasted as long as seven years in some cases. A few of the group have caught on in other spots now that the strike is over but the security they enjoyed when they were on the steady job is gone.

The economic stranglehold started to creep out into the suburbs. It hit the huge Vogue Terrace and Twin Coaches. On Monday night before the strike ended, the Vogue Terrace with a \$5,000 (Continued on page 45)

## DOUBLE-TAKE ON TAKE-OFF

NEW YORK, June 19.—Spike Jones' top request on personal appearances is his record arrangement of "I'm in the Mood for Love" involving a Liberace take-off. When Jones hit Cedar City, Utah, he was concerned about keeping the number in the show. He figured without local TV, nobody would know Liberace. But Jones discovered the town did know Liberace—from records. "Which records?" asked Spike. "Well, I dunno the name of it," said a Cedar City authority, "but its where Liberace says, 'George, you're blowing out the candles.'" P. S.—It's Jones' own version!

## HOT WAR BREWING

### Petrillo to Make Pitch For AGVA's Members

MILWAUKEE, June 19.—The possibility of a settlement of differences between the American Federation of Musicians and the American Guild of Variety Artists are slimmer than ever. James C. Petrillo, AFM president, this week said he would ask all members of AGVA to join his union and that he would not meet with AGVA execs Jack Irving or Jackie Bright.

Following the close of the AFM convention here Thursday, Petrillo told The Billboard, "I'm gonna send out a letter to all AGVA people telling them to

come into our union—and it may not be an auxiliary union like we started in Canada."

He also said that he would not meet with either Irving or Bright (as they had requested in a telegram) because, "Irving is not an elected official and Bright is only looking to have his picture taken for publicity. I'd rather take a picture with Truman."

According to Petrillo the only way to settle the differences between the two performers' unions is for AGVA's officials to sign a new five-year agreement with the AFM similar to the one which was in force for several years. "Like the deal I had with Gus Van," said Petrillo.

The AGVA-AFM hassle came in for much discussion during the four day convention, the most of the comment came from either Petrillo or Walter Murdoch, AFM executive board member who heads the musicians' union in Canada.

The very last talk delivered to the convention was by Murdoch, who Petrillo introduced as a "great, fighting labor leader." In introducing Murdoch, Petrillo said, "This fight with AGVA is one I don't like but can't avoid." Murdoch detailed the history of the battle with AGVA in Canada (a locale chosen by AFM because there is no restrictive legislation against the musicians comparable to the Taft-Hartley or Lea acts).

Murdoch told the delegates that the AFM's auxiliary union for AGVA members now had 500 members who pay only a \$10 initiation fee and dues when we catch up with them." He said that every nickel collected in dues was being held in escrow to be turned over to the auxiliary when it organizes itself into a "decent union."

"AGVA," said Murdoch, "is nothing but a dues-collecting agency in Canada—one of their locals up there got \$100 initiation fee and \$36 a year in dues for which the members got absolutely no protection."

Murdoch pointed out that many of the top touring shows which AGVA had threatened to keep out of Canada had played their bookings successfully. He said that AGVA's attempts to keep actors from working at the Canadian National Exposition would be a complete failure because "the singers and dancers are all now members of the AFM auxiliary here and if AGVA wants to toss away \$125,000 worth of employment—let them do it." (Continued on page 45)

## SPOTLIGHT REVIEW

### Myron Cohen Heads Up Delightful Package at Chicago's Chez Paree

By MAYNARD REUTER

It was 4 a.m. Monday when Dave Halper of Chicago's Chez Paree, hung up the phone. The Red Caps were staying over at the Rancho Vegas. Opening of his new show starring Myron Cohen was 17 hours away. Many phone calls and a few hours later Diosa Costello and her troupe had been booked by General Artists' Pat Lombard and were on their way from New York.

At 7:30 p.m. Diosa, costumes and all arrived at the Chez. A hurried walk-thru of the music and routine with Brian Farnom and his orchestra in the Key Club followed and shortly after 9 the gal and her gang went on to deliver a performance that for costuming, pace, dancing and singing was solid entertainment all the way. In fact, this group needs only the addition of a comic to be a first-class package show.

The troupe gives the present Chez show a needed balance

spotted between Betty Luster's teetering opener and Cohen's story-telling stint.

Diosa in a flaming orange gown topped by white fox furs is brought on by two of her male dancers with a singing intro. Her rich voice scored well with two Spanish numbers, "Negra Soy" and "Granada," with boys doing a Spanish cape routine as accompaniment to the latter. Diosa then introduced Don Reynolds, who piped "Lullaby of Broadway" and "Begin the Beguine" to a good hand. Wound up with "Luck Be a Lady" with the Dale dance duo again contributing some well

done interpretative work that enhances the lyrics.

Diosa returns garbed in red, green and white sequined treader pants topped with mid-riff salmon sweater for her peanut vander dance. This is the Latin bombshell at her best in a routine that mixed samba, bolero and mamba beats with mugging, whistles and audience bits into 15 minutes of sheer fun and showmanship.

Roberto and Alicia, young Spanish dancers, project their enthusiasm with "Serenata" and a graceful concerto medley to the (Continued on page 43)

## Sennes to Close Moulin Cafe If Union Doesn't Back Up Rio

HOLLYWOOD, June 19.—Frank Sennes has threatened to close up his Moulin Rouge cafe in Hollywood if the American Guild of Variety Artists goes back on an arrangement made by Eddie Rio, No. 2 man in the union.

When Sennes opened the club he obtained concessions from the stagehands and musicians. The chorus line scale at the time of opening was \$75 a week. Sennes offered to pay girls \$85 if AGVA would permit some extra rehearsal time. Eddie Rio, AGVA West Coast head, agreed.

Subsequently, Dewey Barto, an AGVA board member, decided that Rio's arrangement was "illegal" and demanded Sennes pay up. Sennes said if he was forced to do that, he would pay girls only AGVA scale, \$75, and asked for a return of the \$10 extra. Jack Irving, AGVA head, objected.

Rio said his arrangement was in line with union policy to encourage operators to open clubs, and implied that Barto's interference was his desire for Rio's job.

Sennes, here last week, claimed he was told by Jack Irving, union head, "If you don't pay the overtime it will mean Rio's job."

Sennes said, "I'll do better than that—I'll put all the girls on

notice—and as far as Rio's losing his job, that's your affair."

Meanwhile, Sennes is planning a theater package tagged "Moulin Rouge" to go into cities with large theaters. The deal will call for \$25,000 guarantee plus a percentage. Package will carry about 75 people plus music.

Sennes said he had originally received an okay from Irving. Irving told me, "If it's okay with Rio it's okay with me." What's a businessman to do when he has to deal with such people. I asked Irving if he was making decisions or was it Dewey Barto. If AGVA wants to throw 300 acts out of work it's okay with me."

## SPEAKING OF LEGIT

By BOB FRANCIS

Peter Larkin, Donaldson Award winner for set designs for "Teahouse of the August Moon" is hotter than a dollar pistol. Larkin is currently at work in L.A. on sets for the musical version of "Peter Pan," unveiling at the Curran in San Francisco July 19.

The designer is verbally committed to set and costume chores for a song-and-dancer, "Miss Dilly," and will likely do the backgrounds for "Under the Sycamore Tree." Larkin, however, will sign for no show until he has finished a current assignment. He will hire no assistant. Does all his own draughting and sees his drawing personally thru the works.

Having demonstrated via his sock hit, "The Fifth Season," that he can be just as funny in English as he has been over the years in Yiddish, Menasha Skulnik, like all great comedians, yearns to do something serious. Accordingly, after taking leave of "Season" for a summer vacation Saturday (26), he will start practice sessions in September for "The Flowering Peach," the new Clifford Odets play which skeds a mid-October unveiling under the auspices of Roger L Stevens, Robert Whitehead and Robert W. Dowling. Plot of "Peach" stems from the Old Testament account of the flood. Skulnik will play Noah, "a serious role with humorous overtones."

The Ensemble, newly formed group which plans to give the Stem a permanent rep theater in the fall, has lined up an impressive list of prominent players. Signed to take part in the project, as and when other commitments permit, are Karl Malden, Eli Wallach, Larry Gates, John Cromwell, Joseph Anthony, Will Kuluva, Norman Lloyd, Kendall Clark, Phillip Abbott, Anthony Ross, Robert Emmett, Arnold Moss, Jack Manning, Beatrice Straight, Maureen Stapleton, Susan Douglas, Anne Jackson, Pazy Wilson, Sarah Anderson,

Isabel Bonner, Carmen Mathews, Kim Hunter, Jane Seymour, Dolly Haas, Eva Marie Saint, Joan Copeland, Lois Wheeler, Janice Rule and Mildred Dunnock. Signing, of course, for any particular play will have to be covered by individual Equity contracts, such to run for a season but with a four-week notice clause to permit a player to accept other offers if he wishes. The Equity minimum salary, \$86 a week, will prevail. The group, under management of Leo Kertz and Joseph Kramm, begins operations at the Bijou Theater in October with O'Neills "A Moon for the Misbegotten." . . . Charles Gaynor, who six years ago wrote the sock revue, "Lend an Ear," practically single-handed, has come up with another. Titled "Between Friends," it had a try-out last month at the Pittsburgh Playhouse. Now comes word that William Eythe (triple-threat man of "Ear" as co-producer, director and actor) and Lon McAllister will sponsor "Friends" for a Broadway unveiling in the fall.

Primarily a writer, Charles Lederer explains that "producing is not my racket." So the producer and co-author of "Kismet," one of the Stem's smash song-and-dancers, prefers to let someone else take over sponsorship of the musical elsewhere than on Broadway. Rodgers and Hammerstein will produce it in London, and a deal is pending with Cy Feuer and Ernest H. Martin to take over a road production. The chief considerations in the latter project are casting and physical production hurdles to trim the huge musical to trekking proportions. "Kismet," as it is on its home base, would be a tough show to tour.

Hot weather playhouses are beginning to burgeon. Margot Stevenson, British actress, arrived in Denver this week to rehearse the title role of "Sabrina Fair" with which the celebrated Elitch (Continued on page 45)

## Sponsors for Service Shows

HOLLYWOOD, June 19.—Sponsorship by both commercial firms and home-town organizations of entertainers at Armed Forces installations is currently being negotiated by Col. Joseph Goetz, chief of the Armed Forces Entertainment Bureau.

After discussions with execs at the American Guild of Variety Artists here, Goetz is known to have received the approval of the Department of Defense for the sponsorship of paid entertainers at posts thruout the world. Initial package gets under way this fall, when the Las Vegas Hotel Association will put together a troupe skedded to make a three-way tour of Army posts in this country. Goetz disclosed that a similar plan is in the works with Cincinnati civic organizations.

## ACTS AND ATTRACTIONS

Perry Como, Patti Page, Julius La Rosa, Nat Cole, Jill Corey, Sarah Vaughan, Archie Bleyer, Ray Anthony, Ralph Marterie and Mitchell Ayres will all be on the big "Star Night" show at Briggs Stadium, Detroit, July 23 to 25. The General Artists Corporation promotion is sponsored by Bud Arvey, fronting a Chicago business group. Arvey is the son of Jake Arvey, well-known Democratic politico. Big promotional tie-ups are backing the show. Six surrounding States are being flooded with promotional material.

The Don Cornell-the Gaylords-Jerry Fielding package, with 16 one-nighters already played, has grossed over \$70,000 so far. . . . Jack Bertell is leaving the personal management business to go into TV film production. . . . The Riitz Brothers say a sponsor is ready to put up the dough for their pilot TV films. . . . The Canadian National Exposition will go on as originally planned. CNE execs have agreed to sign with the American Guild of Variety Artists that all grandstand acts shall be members of that union. . . . Max Lieberman is dickering for Frank Sinatra. . . . Bea Kal-must will emcee and be entertainment director for the Hollywood Hotel, West End, N. J., all summer. . . . The Rustic Cabin, near George Washington bridge

(Jersey side), is starting with names; Jack Carter will be the first.

"Petrillo did something he doesn't permit his members to do," said AGVA's Jack Irving, looking at a news photo of Petrillo and ex-President Truman playing together. "Harry Truman has been a life member of AGVA for the past five years."

The Paul Whiteman package will play at the Italian Village, September 23, preceded by a date at the Mapes, Reno, Nev. The package will carry Dick Coleman and Andy Griffith. . . . A personal management firm currently being complained about by indie agents is charging 25 per cent and upward. One act that got \$250 salary ended up with \$30 after paying off various "charges."

Kathy Nolan is rehearsing as Wendy for "Peter Pan," the forthcoming Mary Martin musical which opens July 19 in San Francisco's Curran Theater. . . . Paul Valentine announced his opening at Brooklyn's Club Elegante in a novel fashion.

New York's Paramount Theater now has two disk jockeys working alternately from the mezzanine's Music Room. Fridays from 1:30 to 2:30 p.m. Mort Lindsey is on. Saturday nights from midnight to 12:30 Patti Rhodes takes over. Both spinners are aired over WABC.



The Saturday Night Revue (TV)

Cast: Eddie Albert, Ben Blue, Pat Carroll, Lou Willis Jr., The Sportsmen, Peggy Ryan and Ray McDonald, Betty Bruce, Hoctor and Byrd, Carole Richards, the Sauter-Finegan orchestra. Producer, Ernie Gluckman. Director, Jim Jordan. Writers, Jack Ellinson, Milton Geiger, Phil Shukin, Snag Werris, Jerry Seelin. Participation sponsorship.

(NBC-TV, 9-10:30 p.m., EDT, June 12.)

As summer shows go, "The Saturday Night Revue" is better than most, with smooth production, effective sets and plenty of talent. It is blessed with an excellent host (Eddie Albert), two seasoned comics (Ben Blue and Alan Young on alternate weeks) and a progressive group of young singers, dancers and musicians.

The first telecast had its dull stretches, but the over-all effect was one of beguiling nonchalance, in refreshing contrast to the painful punching which usually pervades video's "new talent" summer showcases.

This free and easy atmosphere was directly traceable to Albert and Blue, both of whom are talented and show-wise enough to keep an audience with them over a 90-minute period, be their material good, bad or indifferent.

None of the material on the opening show was downright bad, but some of it was indifferent—chiefly an over-produced musical sequence, "Ham Bone," with Peggy Ryan and Ray McDonald and a pointless dramatic sketch featuring Albert.

On the credit side was Albert's moving "John Henry" recitation, Ben Blue's wonderful Paris tramp pantomime and a striking dancer's jam session staged by Betty Bruce, Lou Willis Jr. and the Ryan-McDonald team.

Carroll

Come that Carroll was better than material in a Beguine-parody number, while canary Carole Richards contributed a seductive vocal on the standard "Temptation." The Sauter-Finegan orchestra gave the terp sessions additional lift with its ultra-modern musical backgrounds. The Sportsmen scored with a special material ditty about their life with Jack Benny.

Most of the participation sponsors were hold-overs from the late "Show of Shows," and their plugs were on film. The Lemon Products Advisory Board's spot was amusing but hardly plausible. It featured a tiny three or four-year-old girl who stirred up a batch of lemonade while she lisped thru a complicated endorsement of a canned lemonade product, using words like "carbonated," etc. June Bundy.

ADVENTURE (TV), CBS-TV, Sunday (13), 5-6 p.m., EDT. (Caught Again)

"Adventure," which has done an exemplary job of applying TV showmanship to informational material, suffered a lapse in its dignity this week. It opened with two teddy bears frisking around a log cabin and breaking up the joint in the well-known slapstick manner. The sequence was thoroughly unamusing and out of place, and could have cost the show some of its loyal following. The rest of the show was more to the point, but could not wipe out all memory of the overly cute teddy bears.

One portion dealt with the whaling industry, and was fruitful enough to warrant a full hour by itself. The old whaling was illustrated by studio props, and the modern industry was shown in an exciting film.

Another feature of the show, however, was a sequence dealing with the development of antibiotics at a laboratory in Brooklyn. Time-lapse shots were used to show bacteria multiplying, but apart from them and despite the important story the show had to tell, there was a lack of visually compelling material.

In view of the increasing consciousness of the nation of wonder drugs and techniques designed to lengthen life, there is a vast TV void to be filled by this type of material if it's presented properly and takes full advantage of video's impact to put across the vital points. Gene Plotnik.

SAVE MORE MONEY—MAKE MORE MONEY. Subscribe to The Billboard TODAY!

ON THE CAROUSEL (TV), WCBS-TV, New York, 9-10 a.m., EDT. (Caught Again)

Paul Tripp, of "Mr. I. Magination" fame, this week took over as producer and emcee of this early Saturday educational show. Tripp's gentle charm and good spirit give a nice flavor to the show. "Carousel" is about half information and half entertainment. Tripp's ready smile made it all easy to take.

He wandered from one scene to the next while various children and adults briefly demonstrated such diverse subjects as Swiss cheese production, folk singing, butterfly collecting and aviation training.

Buddy LaFarge, a clown, did a good job on the trampoline at the wind-up, but his earlier goldfish swallowing bit might have been too gruesome for kids, even tho Tripp later revealed they really weren't fish. Gene Plotnik.

YOUR PLAY TIME (TV Film), Sunday (13), 7:30-8 p.m., EDT. (Caught Again)

Lucky Strike is using 13 dramatic films bought from MCA-TV as the summer replacement for "Private Secretary" and Jack Benny. "The House Nobody Wanted," which kicked off the series this week, had its first appearance in "Pepsi-Cola Playhouse" on ABC-TV this season.

It is the familiar situation of a young wife (Marilyn Erskine) suspecting her husband (Craig Stevens) of being a killer. The husband buys them a dream house for a mere \$8,000 with the knowledge that the previous occupant, a middle-aged woman, had been murdered by her young husband. The woman's money was known to be the motive, but the murderer never found it.

"House" had three sets (cellar, living room and kitchen) and a cast of five. But with these unpretentious tools, it built an extremely chilling climax in which the young wife, in the house alone at night—the husband has gone to get a gun to protect them—discovers the loot tacked to the bottom of a shelf in the basement. Gene Plotnik.

Gary Crosby Show (Radio)

Cast: Gary Crosby, Jane Russell, Rhonda Fleming, Connie Haines, Beryl Davis, Music, Billy Mays, the Four Knights. Director, Murdo MacKenzie. Producer-writer, Bill Morrow.

(CBS Radio, 8-8:30 p.m., EDT, June 13.)

In launching his first show of his own, 21-year-old Gary Crosby had all the cards stacked in his favor: His name is Crosby, he sounds like Crosby and the show is slotted in the time usually occupied by Crosby. And young Gary carried off the first stanza in the well-known and well-liked suave and frisky Crosby manner.

As his first quest he had the famous and well-shaped religious quartet of Jane Russell, Rhonda Fleming, Connie Haines and Beryl Davis. The four gals gave out with three of the Coral recorded spirituals, winding up with help from Gary on "Do Lord." Because of who they are, the girls gave the show a lot of sparkle. But the best of the show's music came from the regular staff. Young Crosby was at his best on the new "Angelamia." Gene Plotnik.

Lucille Norman

Wally Boag, The Three Hous, Garr Nelson, Hal Derwin ork.

(Biltmore Bowl, Hotel Biltmore, Los Angeles, June 8.)

Lucille Norman's local nitery bow is a pleasant combination of pop song fare and the heavier classical material for which she's widely known. Tho not possessive of a styling the usual cafe singer offers, Miss Norman's choice of repertoire is adequately balanced to satisfy all tastes. Her purring of such items as "Three Coins in the Fountain" and a medley of oldies are ear-filling, altho the "La Boheme" aria is the stand-out. Her stage savvy and costuming leave little to be desired.

Wally Boag's turn, solely consisting of his ability to blow up balloons and shape them in a motley array, drew polite applause. His not-too-glib patter could stand sharpening. The Three Hous rate highly via a dazzling display of juggling that draws repeated gasps from ringsiders.

Three Moro Landis production numbers by the Biltmore Starlets are both colorful and appealing. Hal Derwin's ork cuts the show and plays the dance sets. Joel Friedman.

Joe E. Lewis

Austin Mack, Paul Hebert ork. (Mocambo, Hollywood, June 15.)

Ribaldry, a polite word for obscenity, has returned to the Sunset Strip in the person of Joe E. Lewis. In this annual appearance at the Mocambo, almost a year to the day since his last turn, Lewis is no better nor any worse than usual. His routine is the same; his topics no different—sex and booze; and there certainly is little discernable change in the muffled, garrulous manner in which he presents his material. Despite this, or because of it, the Stem crowd loves him.

In 35 minutes of lampooning and salty take-offs on Rodgers and Hammerstein and other hits, the vet showman indulges in no pretensions to excellence of taste and thereby must hang the affection of Lewis admirers. The bluish barbs are acceptable here only because they're made by Lewis, tho the less prudish even may dispute the point.

As usual Austin Mack is at the piano, tho hardly noticeable. Paul Hebert orchestra isn't given much opportunity to backstop the show, but more than compensates with excellence for the dancing chores. Ed Velarde.

Jimmy Kirkwood

Jenny Collins, Bob Downey, Hal Fonville, Hazel Webster.

(Number One Fifth Avenue, New York, June 1.)

Jimmy Kirkwood's bow as a single—he's rejoining partner Lee Goodman in August—showed him experimenting with a load of comedy material, most of it in the chi-chi vein. Slim, clean-cut, good-looking lad worked with a great deal of assurance. Even when he flubbed, he ad libbed in a pro manner for added laughs.

Once he shakes his material down he can become a real funny lad. He projects well enough to interest musical comedy and TV producers looking for new people.

Jenny Collins (see New Acts) has improved remarkably since first caught some years ago. She always had a voice, but she is now a seller as well.

Basically, the show is an intimate package backed by the expert pianistics of Bob Downey and his partner Hal Fonville (they work on twin pianos.) Hazel Webster, another long holdover here, spells Downey and Fonville on the keys. Bill Smith.

Myron Cohen

Diosa Costello, Don Reynolds, Roberto and Alicia, Betty Luster.

(Chez Paree, Chicago, June 21.)

Continued from page 42

themes of Grieg, Tschaiakowsky and Warsaw piano numbers.

The mood changes sharply as Diosa in her Bloody Mary costume and make-up comes on with the men garbed as sailors to do the excerpt from "South Pacific" which she played here for two years. Winds up with her and Reynolds singing "Bali Hai" to a terrific hand.

Roberto and Alicia wind up with some fancy spins, pistol shot heel work to bolerias in which the girl in gleaming silver sequined Spanish gown and Roberto in black take solo turns to the other's soft hand clapping that gives the whole dance an a cappella effect. Diosa in her final change to short formal brings on the whole troupe for introductions. This hep opening-night crowd showed its appreciation by bringing her back from the wings for an extra bow. Unnoticed but contributing much to the success of the troupe is an unbilled drummer, Abreu, who fed the complicated beats to Brian Farnom's crew in faultless fashion.

Myron Cohen has reduced story telling to a delightful art. In a relaxed manner he weaves one yarn into another with just enough dialect mixed in to add punch. With him the story is the thing. He introduces each carefully, weaves the plot subtly and never telegraphs the point nor let's it dangle. Crowd kept him on a good half hour and he left them wanting more.

Betty Luster's toe spins open the show. Pert figure, cute looks and interesting steps got her a good hand. Of three numbers, her fire ritual in which she couples some flashy cape work with her toe dancing scores best.

Jane Morgan

The Bernard Brothers, Francois and Gisell Szony, The Ashtons, The Debonairs, The Catron Brothers, The Golden Mermaid, Tony Volpe, Pirooska, Ralph Young.

(Latin Quarter, New York, June 8.)

Lou Walters' new show, "Made in France," does not have very much Frenchness about it. But titles aside, it's another big entertainment buy for this spot. At the opening, it had an initially lethargic week-night audience responding with cheers and roars in the right places.

The French identification resided entirely with Jane Morgan and the opening and closing productions. The European atmosphere had done well for Miss Morgan, because she looked terrific. Her verve and kittenish charm had the audience loving her. And her material, risque ditties and American pop and Western songs in French, brought a number of call-backs, especially on "Fancy Livin'," story of an innocent Kentucky girl hustling in Paris.

The opening production put forth a general Parisian atmosphere. The big closing, labeled "Bal d'Or," was a gold-tinted artists and models ball with a can-can routine. Miss Morgan perhaps looked her best in this one, with a gold gown offsetting her silver hair.

Getting away from the French theme, the mid-show production, to a Stephen Foster medley, had the gals in farmerette costumes and such. The costuming generally was Freddie Wittop's usual various and luxurious eyeful.

The run of acts gave the customers a good selection of acro, dance and comedy. The Ashtons (six men and a gal) drew a tremendous response with their rough, fast moving Risley routine. Following with a change of pace was Charles Rayburn's "Golden Mermaid" doing the familiar underwater strip in a fishbowl above the bandstand.

The Debonairs, five lads in formal wear, stepped things up again with their "Machine Age" song and dance routine with good comedy touches. Following the Foster medley, Francois and Giselle Szony came on with their swanky terp act.

While Giselle was beautifully poised and fetchingly intense thruout their difficult performance, her brother appeared overly pre-occupied with the tricks of their trade. This, however, only seemed to sell the act better, for they drew one of the biggest hands, especially on their adagio to Tchaikovsky's "Swan Lake."

The Catron Brothers did well with their comedy routine. (See New Acts.) The Bernard Brothers, back here again after a European tour, drew squeals and shrieks on their record-panto act.

Ralph Young's vocals and occasional emseing tied the whole show together smoothly. Art Waner's background music was fine on everything from ditties to classics. Gene Plotnik.

Bill Carey

Anne Clark, the Haydens, Danny Crystal, the Kovacs. (Blinstrub's Village, South Boston, June 7.)

Bill Carey tops the bill at Stanley Blinstrub's mamoth hub nitery in fine style. The RCA Victor recording baritone nabs heavy mitting for a songalog which mixes up oldies and classics for a nice change of pacing. Even within the echoing stretches of Blinstrub's he can belt out a song, and wisely, for this date. He keeps the chatter to a minimum, projecting solely with the pipes.

"Deed I Do" shows his technique with a bounce tune is good, followed by "Three Coins," "Big Mamoo," a Latin specialty and winding up with "Old Man River." Perhaps in the future he might consider more emphasis on the ballads since he has appeal and know-how in their particular mounting, which sets him off better than say, "There'll Be No Teardrops Tonight," a hillbilly number.

The surrounding show is good, with Anne Clark doing slick terping in a can-can, the Haydens registering solidly with ballroom and a charleston and Danny Crystal in adequate but not earth-shaking mimicry. The Kovacs, three gals and a guy, perform in top-drawer fashion on trampoline and illuminate drum, an act for which the room is well suited. Mike Gaylord's ork backed up the show neatly. Bob Taylor.

Sam Levenson

Joanne Wheatly, Sonny Howard, Hal Kanner, Bob Warren, Kathy Collins, Ramona Lang, Jack Purcell, the Doug Coudy line, Michael Durso's ork, Frank Marti's band.

(Copacabana, New York, June 15.)

This isn't the typical summer layout. It costs real money. There are three productions with expensive looking costumes, new girls, new music and a star who gets real top dough.

Sam Levenson has a ready-made audience here, plus many who seem strangers to the Copa. Levenson's reminiscences of what he calls "family-type" humor is as hilarious as it is poignant. The fact that Levenson laughs at his own yarns doesn't detract from their basic application. The audience identification is immediate and sharp.

Levenson doesn't use any tricks or gimmicks. He just stands up there and tells yarns with his moon-faced, bespectacled mug beaming at what most of the time was a delighted audience. The fact that he worked to a beg-off (after almost 45 minutes) was a tribute to his stories and delivery.

Joanne Wheatly, working with her husband Hal Kanner, is a strange act. She punches so heavily that she overpowers and breeds resentment.

On the night caught the gal's pipes were in bad shape. But it wasn't the quality of the singing but the over-arranged, over-gimmicked bits—"Dancing in the Dark" with Kanner coming in was almost ludicrous. Strangely enough Miss Wheatly's best was "Ricochet," indicating a voice that would be ideal for country and western music. The act is probably great in the corn belt. With less punching, fewer gimmicks and less schmaltz, it could be equally great here.

Sonny Howard

Sonny Howard fits the bill nicely. His take-offs preceded by off-stage intros, gets pleasant results. Oddly enough his Eddie Jackson impression, that segued out of a Durante bit, got the biggest mitt. Probably on the theory that nobody does Jackson; everybody does Durante.

Productions are excellent. Doug Coudy must have worked hard on this one. The middle production has the kids in plunging neckline sequin gowns that plunge about as far as the law allows. That number will give the lads plenty to bet on.

Bob Warren and Kathy Collins handle the production singing chores in pleasant fashion. The production dance team of Ramona Lang and Jack Purcell, playing a return date, do very well. The Norman Gimble score has a couple of tunes that might make it. These are "Chuck-a-Walla-Bird" and "Summer Love."

Mike Durso's band—the leader is still out ill—does a nice show backing job. Frank Marti's Latin beats make for solid customer dance appeal. Bill Smith.

Sabrina Fair

A comedy by Samuel Taylor. Staged by H. C. Potter. Setting by Donald Oenslager. Costumes by Bianca Brock. General manager, Victor Samrock. Stage manager, David Gray Jr. Press representatives, William Fields, Reginald Dennenholz. Presented by the Playwrights' Company.

Maude Larrabee ..... Cathleen Nesbitt  
Julia Ward McKinlock ..... Luella Gear  
Linus Larrabee Jr. .... Tod Andrews  
Linus Larrabee ..... Frederic Worlock  
Margaret ..... Katharine Raht  
David Larrabee ..... Scott McKay  
Gretchen ..... Jaynehel Ler  
Sabrina Fairchild ..... Leora Dana  
Fairchild ..... Russell Collins  
A Young Woman ..... Joan Morgan  
A Young Man ..... Ray Parker  
Another Young Woman ..... Julia McMillan  
Another Young Man ..... Michael Steele  
Paul D'Argenson ..... Robert Duke

(Royale Theater, New York, Wednesday, June 16.)

Last November this department reported that Samuel Taylor's completely escapist fable about a fabulously rich family in Long Island's North Shore was a practically continuous delight. It also reported that Margaret Sullivan was at her shining best in "Sabrina Fair," as the naive Cinderella in a household where practically everybody has made his (Continued on page 44)

DRAMATIC & MUSICAL ROUTES

King and I: (Philharmonic) Los Angeles.  
Picnic: (Biltmore) Los Angeles.  
Porgy and Bess: (Curran) San Francisco.  
Seven-Year Itch: (Orpheum) Kansas City, Mo.  
South Pacific: (National) Washington.  
Time Out for Ginger: (Harria) Chicago.



# HOCUS-POCUS

By BILL SACHS

THE MAGIC fraternity lost two veteran performers with the recent passing of David B. Coleman, whose death was announced in the Final Curtain in last issue, and Dr. Carl S. Frischkorn (Karland the Great), who died recently in a Norfolk hospital after an illness of two years. Coleman, with his wife, Pauline, toured for many years in lyceum and chautauqua, vaudeville and schools with their own magic turn. He was well and favorably known in magic circles from coast to coast. Frischkorn toured for many years over the old Keith and Orpheum circuits, and prior to that had trouped with the Hagenbeck & Wallace Circus. In more recent years he had toured in the Southeast with a magic-circus combination known as Karland's Magic Circus. He was a member of numerous magic societies, including the International Brotherhood of Magicians, and the Tidewater Ring 103, IBM, of Norfolk, was recently renamed the Karland-Frischkorn Ring in his honor. . . . Members of the magic-mental fraternity in attendance at the recent AGVA convention held in Montreal were Jessie Scott, Cleveland; Lester Lake, Cincinnati; Jack Gwynne, Harry King and Al Sharpe, Chicago; Bob Damon, New York; Harry Mendoza, California; Rajah Raboid and A. Mack, Florida, and Don Genge, Seattle. . . . Jack Gwynne and Company begin a string of 27

fair dates in the Central States in July. . . . Roy Benson is in the midst of a two-weeker at the Mount Royal Hotel, Montreal. . . . Lady Frances (Frances R. Francis) is back in New York dickering for a permanent post in color television. She was a guest last week of Vance Hallack, granddaddy of NBC color television, on a color TV viewing from St. Louis. Miss Francis worked for Hallack in Washington recently in presenting color TV for the FCC and also co-operated with Hallack in several New York production tests.

## 'Sabrina Fair'

Continued from page 43

first million before he was 35, even including her father, the family chauffeur. It further stated that Joseph Cotten made a most welcome and auspicious return to Broadway as the un-marriage-minded son of the house who finally found that he couldn't get along without her.

It seemed at the time that no one else could ever play Sabrina like Miss Sullivan and that Cotten was exactly right for the elder scion of the Larrabees. However, both having departed the play, this reporter stopped in this week with some misgivings to see Leora Dana and Tod Andrews who have taken over the roles.

The misgivings lasted all of five minutes. Leora Dana has done some fine things, but her assignments have never run to the glamor side. However, she has certainly got it this time. She fairly radiates charm and warmth in everything she says and does from the moment she comes on stage. It is a captivating performance from beginning to end. And Tod Andrews partners her admirably. He, too, is an up-and-coming young player, obviously gaining in projection and stagecraft each time out. They are a fine combination.

So it may be reported that "Sabrina Fair" is still a great show. It is a cock-eyed, romantic fable, happily told and spiced with real wit. Audience seemed to live it just as much as it did on opening night.

Bob Francis.

## Xavier Cugat Ork

Abbe Lane, Eddie Garson, Los Barrancos, Roxana & The Martins, Joe Wong, Juan Manuel.

(Ciro's, Hollywood, June 8.)

Xavier Cugat's annual pilgrimage at Ciro's is largely patterned after his established format, one that has consistently proved its mettle at the box office. Current turn is no different and it should put mileage on the waiters here.

That Cugie is a master in presenting a colorful Latin review is easily seen in the troupe assembled for this stint. All veteran's of the Cugat school, their routines are staged skillfully with the maestro holding the show to a 45-minute limit. Abbe Lane headlines as usual, warbling the standard Latin clicks, in addition to a medley from "Can-Can." Her voice is secondary to her hip-shaking turn.

Eddie Garson's vent work with Chico-Chico is clever and draws yocks. Los Barrancos displays the mambo as it's never been done, with Roxanna and The Martins (two) handling flamenco chores ably. Comedy is further offered in Joe Wong's impressions of Billy Eckstine and the Ink Spots, while Juan Manuel tenor's "Guadalajara" and "Granada."

Joel Friedman.

# BROADWAY SHOWLOG

Performances Thru June 19, 1954

## DRAMAS

Anniversary Waltz	4-7, '54	85
Caine Mutiny Court		
Martial	1-20, '54	173
King of Hearts	4-1, '54	92
Oh, Men! Oh, Women!	12-17, '53	212
Ondine	2-18, '54	140
Praise of Folly	2-23, '54	119
Sabrina Fair	11-11, '53	252
Tea and Sympathy	9-30, '53	300
The Fifth Season	1-23, '53	590
The Remarkable Mr. Pennypacker	12-30, '53	197
The Seven-Year Itch	11-20, '52	662
The Solid Gold Cadillac	11-5, '53	260
The Teahouse of the August Moon	1-15, '53	287

## MUSICALS

By the Beautiful Sea	4-8, '54	84
Can-Can	5-17, '53	468
Carousel	6-2, '54	21
Comedy in Music	10-2, '53	299
John Murray's Almanac	12-10, '53	220
Kismet	12-3, '53	228
Pajama Game	5-13, '54	44
The Golden Apple	3-10, '54	117
Wonderful Town	2-25, '53	548

## Charlotte Rae

Mae Barnes, Jimmy Komack, Noreen Tate, Jimmy Daniels, the Three Flames.

(Bon Soir, New York, June 15.)

This live little operation is feeding its patrons heavy doses of sock entertainment. Judging from the business at the club, the customers must be passing the word around to their friends.

Now in "Golden Apple" on Broadway, Charlotte Rae is moving up fast into the big time, and with good reason. The pint-sized comedienne gets her laughter at will as she tears the singing styles of opera stars to shreds. Her impressions of several members of the Milwaukee garden club is equally strong. She could have stayed on as long as she wanted.

On her return engagement to her old headquarters after clicking in "By the Beautiful Sea," Mae Barnes literally rocks the rafters with her stomping and singing. The dynamic vocalist injects her own snatches of lyrics into such standards as "Summertime," "Old Man Mose" and others.

Her best was an oldie, "Nagasaki," but the others were also good. Jimmy Komack's clowning and singing unveiled a newcomer with tremendous potential. (See New Acts.)

The Three Flames register solidly all the way. Whether they're backing the acts or doing their own numbers, the combo is hugely entertaining. Noreen Tate sings and spells them occasionally. Smooth emseeing is by Jimmy Daniels. Leon Morse.

## Palace, New York

Mage and Karr, the Varju Brothers, Kaye and Aldrich, Eddie Erickson, Stump and Stumpy, Reba Monness and Company, Archie Robbins, the Atomics, Jo Lombardi and his ork.

(Reviewed June 18)

Seven acts out of eight add up to good booking this week. Archie Robbins tops the bill in next to closing and, per usual, builds to a big reception. Robbins knows all the answers to the throwaway gag technique, and his material continues bright and original. Standard also are the contributions of Stump and Stumpy. The Negro comics have never been better and rate every bit of the solid hand they get.

The bill clicks off to a fast start via the stepping of Mage and Karr, who were on the agenda back in 1949 when the house put vaude back on its stage. The duo scores solidly again. The Varju Brothers, harmonica duo; Kay and Aldrich, comedy acros, and Eddie Erickson, singer, are reviewed elsewhere under new acts. The Atomics, acro sextet (four gals and two boys) provide a flash finish to an over-all good bill.

## Ho Hum

Perhaps it is because he is allergic to table tennis, even when demonstrated in championship form, but this reporter is left singularly cold by the virtuosity of Reba Monness and her partner with ping-pong balls and paddles. Skillful they may be, but the act seemed interminable and the efforts of a referee-announcer to hypo audience enthusiasm is considerably less than successful.

Pic, "Tanganyika."

Bob Francis.

# BURLESQUE BITS

By UNO

Harold Minsky and Joe Ross his partner at the Adams, N. J., have acquired the Savoy in Asbury Park, N. J., for a summer stock policy. The house is due to open July 2 with Patti Waggin as feature. Minsky and Ross will assume the out front management of both the Adams and Savoy, with Chuck Gregory producing for both houses. . . . Hale and Arlen's 13-girl line-up that com-

prised the chorus at the now closed Colony in Union City, N. J., has been transferred to the Carmen, Philadelphia. . . . Tommy King and His Musical Gadgets opened June 24 at the Palace, Buffalo, thru Jack Fauer, who also has Diane Cyrr and Lillie White set for a return date at the Carmen, Philadelphia, in August. . . . Jack Montgomery is booking talent for a tank act to be titled "2,000 Legs Under the Sea," which is being readied to start in July for the James E. Strates carnie show. . . . Eddie Sullivan, former New York burly house treasurer and since then ticket seller at all Eastern race tracks, is recovering from a recent operation at his Long Island home. . . . From Jamaica, N. Y., comes this tribute signed by Miss C. Anas: "I can't tell you how delighted I was to read about Gypsy Nina's comeback. I've been a fan of hers for a long time, and an announcement such as this will make Broadway light up with Miss Nina's charm and grace in her performance. I'm sure many of her fans, as well as I, will be impatiently waiting for her opening night. Good luck to all and especially to Nina." . . . Vivienne Morgan opened at the Boulevard Chale, North Bergen, N. J., and Naomi at the Red Mill in the Bronx, N. Y.

## Horace Heidt Ork

(Terrace Room, Hotel Statler, Los Angeles, June 14)

The professional-amateurs that maestro Horace Heidt trots out on the Statler floor don't fare too poorly, tho Heidt may have done well to leave his Americana spiel back on the "basketball courts and gymnasiums toured in the past year and a half."

There's little doubt that Heidt's corn has payed off handsomely, a fact to which 'e attests. His bank-roll, tho, doesn't give him license to subject bistro patrons to a lecture on the virtues of our way of life, to the accompaniment of tinkling highballs.

Taking top honors in Heidt's troupe are tenor Ralph Sigwald and impressionist Dick Kerr. Sigwald's booming of "The Song Is You" and "The Lord's Prayer," latter presented as a production number with a line of eight girls, is especially well received. Kerr's trick voice, ranging from the falsetto of Rose Murphy to the raspy Louis Armstrong, with comic patter interspersed, draws a heavy mitt.

Twelve-year-old Allen Brenne-man gets the show rolling with some fancy drum work. The piping of Lizbeth Lynch and Lila Jackson, and the hoofing of Russ Budd with a takeoff of Ray Bolger, is adequate. Heidt's turn at vocals results in the observation that he should stick to emseeing.

Three production numbers are well staged, with the line of young fems accented by good costuming. Their routines could be sharper, tho.

Joel Friedman.

## NEW ACTS

JIMMY KOMACK (comedy) Bon Soir, New York, June 15.

Loose-limbed, plastic-faced, youthful Jimmy Komack has the comedy talent to move up fast. The tall entertainer sings well, can act and has a frantic comedy quality that is salable. Two of his bits were especially outstanding; his take-off on the Gabor clan, "The Hungarian Rhapsody," and setting the Daily News to music, a brash satire of the tabloid's news items and advertisements. His present act is slanted for East Side crowds, but with a little changing it could be made acceptable in the big clubs.

L.M.

EDDIE ERICKSON (singer), Palace Theater, New York, June 18.

When this lad gets a bit more experience in showmanship he should be a comer. At present his delivery stamps him an exceptionally talented amateur. However, he is vocally quite sensational, with a quality that is reminiscent of a young Morton Downey. He is obviously at his best with a ballad, such as "Jeanie With the Light Brown Hair" and "Rose of Tralee." He could cut a good record with either right now.

B.F.

KAYE AND ALDRICH (comedy acros), Palace Theater, New York, June 18.

This is a good acro novelty. Pair, lad and fem, have some slick tricks, which come across all the better for being clowned-up. Lad is considerable of a limberback, and gal ditto both as a looker and comedienne. Routine has been well thought out and is excellently projected.

B.F.

VARJU BROTHERS (harmonica duo), Palace Theater, New York, June 18.

Pair have achieved the hook-up of mouth organ virtuosity with comedy, which is a decided novelty for this type of act. Lads have everything it takes for harmonica harmonizing, really going to town on an arrangement of "Tiger Rag." However, their novelty interpolations, such as an imitation of a railroad train in full action, are the real act-sellers. Boys get and rate a solid hand.

B.F.

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# Remedial Action by FCC Seen

Continued from page 2

unless we have UHF or unless means are found to expand the number of VHF stations."

Commenting that also many proposals had been made to minimize intermixture of UHF and VHF in the same markets, Jahncke pointed out that so far little evidence had been produced to show whether or not it would be practical. He added: "ABC therefore recommends that this committee request the Commission to prepare as soon as possible a report on a revised plan utilizing both VHF and UHF but reallocating to cure UHF trouble areas in intermixed markets without impairing the long-range development of a national competitive television service."

CBS President Frank Stanton told the subcommittee that there was no doubt that a number of UHF station operators were losing money, but added that this was not in itself enough to warrant government intervention.

"After all," he said, "only a few of these UHF stations have been on the air for more than a year; most of them have been operating for less than 12 months. It is unrealistic to assume that any new service or any new business would automatically and immediately prosper."

Stanton said UHF was hobbled by the lack of TV sets equipped to receive UHF signals and by the engineering fact that UHF stations cannot equal VHF coverage.

Condemning proposals to move all TV stations to the UHF spectrum, limiting present VHF coverage, and imposing a freeze on further VHF grants as measures "of cutting everyone down to the smallest size," Stanton went on to urge the subcommittee to begin immediately to explore the advantages of eliminating the intermixture of UHF and VHF stations in the same markets.

Stanton said he still held to the view CBS expressed during the 1950-52 allocation hearings that "the UHF portion of the spectrum should not be used in such a way as to require it to compete with the VHF portion of the spectrum in the same markets."

President Storer, of Storer Broadcasting Company, told the Potter subcommittee that his company "strongly supports" the FCC's TV allocation plan "and, in fact, commends it for having accomplished a superlative job in the face of most difficult and complex circumstances." He said that this doesn't imply that the allocation plan can't be improved upon, but, he added, "the all-important fact is," that only by an allocation plan which includes mixing UHF and VHF channels "could the best possible television service be made available uniformly to the greatest number of people in this country in the shortest possible period of time."

"Moreover, I deem it a public trust to protect the tremendous investment—probably exceeding \$6,000,000,000—that the public has made in 30,000,000 television receivers." "It has been proposed by the UHF group, supported by Madam Commissioner (Frieda) Hennock, that on a certain day these 30,000,000 VHF set purchasers be denied a VHF service, based upon the theory that by that date their VHF sets will be obsolete, worn out, or otherwise of no value," he said, Storer described this as impractical for the public, and he added that no other interest is of any real significance except that of the public.

## SPEAKING OF LEGIT

Continued from page 42

Gardens will open its 63d consecutive season of summer stock. Larry Hugo will be her leading man. . . . Central City (Colo.) Opera House lights July 3 with "Faust," featuring Mimi Benzell, Theodore Upman, Jon Crain, and Eva Likova. Season closes September 1 with Paul Douglas and Wendell Corey topping an edition of "Caine Mutiny Court Martial" under Charles Laughton's direction. . . . Zasu Pitts opens 22d season of Kennebunkport (Me.) Playhouse July 5 in "Miss Private Eye." . . . Lakewood (Me.) Players continue a 54th season Monday (21) with "Buy Me Blue Ribbons." Michael Sivy and Nancy Cushman play the key roles. . . . Likewise, Monday (21) the vet Valley (Holyoke, Mass.) Players unveil their silo season with "The Moon Is Blue."

W. Theodore Pierson, who said his firm, Pierson & Ball, represented 135 VHF-TV stations, permittees and applicants, told the subcommittee that "The free enterprise system under which broadcasting operates gives everyone a fair chance to compete in serving the public's needs."

Former NBC executive Kersta, who is part-owner of Tri-County Broadcasting Company, operators of UHF Station WFTL-TV and radio station WFIL in Fort Lauderdale, Fla., complained to the subcommittee that his UHF station has had an underdog role in competing against VHF stations in the area for network programs, although his station's UHF installation is "recognized by many as being among the most efficient" in operation. He told of his station's efforts to get network affiliation, first with Du Mont, then with ABC and finally with NBC.

ABC, he said, refused to negotiate until a second UHF station had announced a starting date. Kersta said that both UHF stations were then informed by ABC "that whichever of us would bid the most would get the ABC affiliation." Kersta said he refused to negotiate under those terms.

Kersta said that his station obtained a "secondary interim affiliation" with NBC. He said that a stipulation in this agreement calls for a 90-day cancellation.

"The agreement stated that we were liable for \$1,083 a month against possible network compensation after foregoing 24 free hours to the network per month," he said. "It was further stipulated that our competition, the local VHF station, would have first call and first choice over all NBC programs in our area, and again there was no guarantee of traffic. This has put us in a position where our competition has the power of life or death over us in regard to carrying national features."

Harold E. Fellows, president and board chairman of the National Association of Radio and Television Broadcasters, told the subcommittee that both UHF and VHF stations will be needed to provide a national television service. He added that the industry's responsibility now indicates that we should combine our voluntary contributions of know-how and planning to solve the two really outstanding problems of securing more adequate and attractive program service to aid all stations in enlarging their listening audiences and to put as many all-channel TV receivers in the hands of the public as possible.

## Pittsburgh

Continued from page 42

show put on a performance to no—that's right—no people. The waitresses sat in the ringside so the comic could time his laughs. At the Twin Coaches last year Tony Martin was the room's top grosser. This year he came back during the strike and owner Tony Calderone took a nice bath.

The trolley strike is over but the city still has a department store strike now in its sixth month. The relatively short, for Pittsburgh, that is, trolley strike has left a dent, however, that will take a year of wartime spending to straighten out.

Legit shows, scheduled to open, were hurriedly canceled. The "closed for the summer" signs which usually show up at the end of June went up earlier.

## Hot War

Continued from page 42

He also told the assembled delegates, "I have no quarrel with the 4A's, it's the AGVA's unionism which stinks."

At other times during the four-day convention Petrillo took additional pot-shots at AGVA. He called it a "racket union," said that Irving "got his job with a pistol," and noted that "AGVA even has a board member who started a new union in Newark." Petrillo also told the delegates that he had decided to stop all musicians from playing for AGVA acts, but that the AFM lawyers had prevented him from calling such a strike.

Petrillo noted that there had been submitted a resolution that "we get together with the actor unions." "You just do that," he said, "and you can hang up your fiddle—that's the end; don't pull your men out for another union until you talk to me. There are too many phony unions."

**AUBETTE—Raymond,** 57, animal trainer, June 6 in Convalescent Home, Albion, Mich., of a heart ailment. In outdoor show business most of his life, he was last with McIntosh Monkey Circus. Burial in Burr Oak Cemetery, Athens, Mich.

**BARKER—Fred,** former billposter and agent, recently in Johnstown, Pa. (See Outdoor section for details.)

**BAYARD—George E.,** 57, executive vice-president of the Russell M. Seeds Company, advertising agency, June 12 in Chicago. Prior to joining the Seeds company 13 years ago, he had been an account executive for CBS. His widow, two sons and two daughters survive.

**BEDFORD—George E.,** 62, widely known in theatrical circles as a stagehand and electrician, June 3 in Williamsport Hospital, Williamsport, Pa. At one time he played clarinet in the band on "Gus Hill Minstrels." Survived by his parents, Mr. and Mrs. Bedford, South Williamsport, Pa. Burial in Wildwood Cemetery, Williamsport.

**BELLE-ISLE—Armand G.,** 47, chief engineer and vice-president of WSYR and WSYR-TV, June 12 in Syracuse.

**BOOTH—Mrs. Edna Marie Dellinger,** 81, writer of adventure novels in the early 1890's under the name of E. M. Dellinger, June 16 in Columbia, S. C. The widow of Hilliard Booth, a Broadway playwright, she collaborated with him on plays, short stories and novels. Their light opera libretto on the story of Jean Lafitte won the Reginald de Koven Prize. A son and a daughter by a previous marriage survive.

**BORELLY—Mrs. Martha (Mattie),** widow of the late Arthur Borelly, famous clown on the Ringling Bros. and Barnum & Bailey Circus, June 9 in Greensburg, Pa. Survived by a sister, Mrs. Elizabeth Rodehaver. Burial in St. Clair Cemetery, Greensburg.

**SEYDON—Ray Marsh,** 55, Side Show operator and former circus owner, June 16 in Indianapolis. (Details in General Outdoor section.)

**CLEARY—Michael H.,** 52, composer of many popular songs, June 15 in Westport, Conn. A former organist and journalist, he turned to song writing some time around 1928, contributing to editions of Earl Carroll's "Vanities," "London Midnight Follies," "Monte Carlo Follies," "Midnight Follies," "Kay Parsons' Show Boat Revue" and many New York night club shows. Among songs he composed are "The Tutch Pitcha in the Papers" from "The Third Little Show," "Is There Anything Wrong in That?" "Hello, Baby," "Here It Is Monday and I've Still Got a Dollar" and "When a Lady Meets a Gentleman Down South." He had been a member of the American Society of Composers, Authors and Publishers since 1929.

**COLLINS—Helen,** wife of Walter B. Collins, salesman for Warner Bros. Pictures, Detroit, June 8 in that city. Burial in Woodlawn Cemetery, Detroit.

**DIOKIO—John,** 71, retired French horn player who appeared with the Philadelphia Orchestra many years, June 5 in Hahnemann Hospital, Philadelphia. He also played with the Cleveland Orchestra and with several opera companies. Surviving are two daughters. Services June 10 in Philadelphia, with burial in Holy Cross Cemetery there.

**DUNCAN—Harry,** 72, veteran showman and for the last 25 years manager of Fairland Park, Kansas City, June 10 in that city. Widely known in outdoor show business, he was a member and former president of the National Association of Amusement Park Managers. Survived by his widow, Myrtle, three sons, Rev. Herbert E., Harold and Dr. William H., and a brother, Taylor, Los Angeles, and a sister, Miss Edith Duncan, also of Los Angeles.

**EDWARDS—Ben,** 70, veteran music publisher, June 17, in Flower-Fifth Avenue Hospital, New York. He was brother of the late Gus Edwards, well-known stage figure earlier in the century. He was a top booker during the lush days of vaudeville and had headed the Peist Music Company, the Edwards Music Company, which he sold last year, and the Commercial Music Company, a new firm which he had organized. Survived by his widow, Ethel; a son, Jack; a brother, Leo, and a sister, Dorothea, a singing star in the late '20's.

**ERNST—Otto,** member of the Four Pentinos, aerialists, May 26 in New York. His widow, a brother-in-law and a sister-in-law, of the Pentino troupe, survive.

**EUBANKS—Wilfred,** 28, saxophone player, June 11 in New York. He had played with Cozy Cole and other jazz organizations. His mother and stepbrother survive.

**FALK—Myron (Mike),** 49, for many years a leading Detroit booking agent and orchestra leader, June 14 in Leamington, Ont. He was at one time manager of the Detroit office of Music Corporation of America, past president of the Michigan Theatrical Booking Agents and a member of the Detroit Federation of Musicians. Survived by his widow, Kathryn. Burial in Lakeside Cemetery, Port Huron, Mich.

**FERRUCCI—William,** 58, veteran radio orchestra leader, June 16 in East Haven, Conn. Among the first musicians to lead an orchestra on radio, he had his own program in 1925 over the now defunct Station WRNY, New York. Three daughters, a sister and four brothers survive.

**FOX—Stanley J.,** widely known Detroit musician, June 10 in that city. Survived by a daughter, Marcia. Burial in Evergreen Cemetery, Detroit.

**FREEMAN—Mrs. Carlotta Thomas,** 77, actress and widow of H. Lawrence Freeman, operatic composer, June 11 in New York. She made her debut in 1905

# THE FINAL CURTAIN

and her first stage appearance in New York in 1912 as one of the first Negro women in the legitimate theater. She was a member of the Anita Bush Stock Company, a leading woman with the Lafayette Players, and a star in "Vendetta," "Voodoo" and "The Martyr," operas written by her husband. A son survives.

**FREEMAN—Mrs. Mary E.,** 61, widely-known outdoor show personality, June 12 in Shreveport, La. During her 46 years in show business, she trouped with many different organizations including Morris & Castle, Dodson, C. A. Vernon and other shows. For the past five years and until shortly before her death, she was with the Grand American Shows. Survived by her son, Harold G., two brothers, Nathan Webb, Ona, W. Va., and Jasper Webb, Huntington, W. Va., and a sister, Mrs. Anna Gibson, Gallipolis, O. Burial in Greenwood Cemetery, Shreveport.

**GRAHAM—J. D.,** 41, member of the Rainier Shows, recently of electrical shock near Bellingham, Wash. (Details in Carnival section.)

**HAMILTON—John E.,** for many years chief electrician at the old St. Clair and Keaggy opera houses, Greensburg, Pa., June 9 in Westmoreland Hospital, Greensburg. Survived by two sisters, Irene, and Mrs. Carl Bishop, Turtle Creek, Pa. Burial in Ligonier Valley Cemetery, Greensburg.

**HOPKINSON—Frederick,** 56, radio personality known professionally as St. Hopkins, June 1 in Calgary, Alta. He had the "Bronco Buster" program heard over the Canadian Broadcasting Corporation and later organized the St. Hopkins old-time orchestra heard weekly over Station CFCN, Calgary. He was also manager of the Elks Auditorium, Calgary. Survived by his widow, a son, a brother and two sisters. Burial in Calgary.

**ISENHOWER—Mrs. Anna Mae,** 40, widely known concessionaire, June 8 in St. Michaels Hospital, Texarkana, Ark., of injuries sustained in an automobile accident. Survived by her husband, George; her mother, six brothers and one sister.

**LAMBERT—Otis,** 87, former vaude performer, June 10 in Rochester, N. Y. At the turn of the century, he had traveled the major vaude circuits as a strong man. After retiring from the stage, he served as a model at art schools.

**LONG—Harry J.,** 70, veteran med show and circus performer, known professionally as Bert Francis, June 11 in Indianapolis. He first started out as a troupier with A. H. Reed's one-ring circus and later performed with med shows for many years. Survived by a brother, Frank, and a sister, Florence, who are known professionally as Leo and Ann Francis. Burial in St. Mary's Cemetery, North Vernon, Ind.

**MANEY—John A.,** 77, veteran pitchman and concessionaire, June 13 in Cleveland. As early as 1901, he operated a concession at the Buffalo Exposition, where President William McKinley was assassinated. For many years, he held the patent and United States sales rights on the gyro top, a unique toy which he demonstrated at scores of fairs and expositions throughout the country. At the time of his death, he was operating a novelty store in Cleveland. Survived by his widow, Sabina, a brother and one sister. Burial June 6 in Calvary Cemetery, Cleveland.

**MILLER—Virginia (Ginger),** 35, concessionaire and wife of Jimmie Miller, electrician and the Sterling Crown Show, May 2 in Alton, Ill., of injuries sustained in an automobile accident.

**MONTESANTO—Luigi,** 66, Italian baritone, June 13 in Milan, Italy.

**MOORE—A. L. (Dinty),** 59, former concessionaire and carnival operator, recently in Gardendale, Tex., of a heart attack. Born in Jacksonville, Fla., where he was in the restaurant and carnival business, he later operated concessions in Dothan, Ala., and Galveston, Tex. Survived by his widow.

**MOSS—Paul FINDER,** 44, theatrical and movie producer, June 13 in New York. His wife, actress-playwright Thelma Schaefer, had just given birth to a daughter in London on June 5. She flew to her husband but arrived in New York after he had died. The couple had been residing in England while filming "Father Brown," starring Alec Guinness. Mrs. Moss had adapted the film from G. K. Chesterton's books; Moss was the producer. Moss' career was a varied one. He wrote film scripts in Hollywood, one with Jerry Wald, "Twenty Million Sweethearts." He managed boxer Billy Soose, world middle-weight champion. He co-produced with Walter Fried "The Whole World Over," which played 100 Broadway performances. He was the vice-president of Theater Associates, Inc., a theatrical syndicate organized in 1947, and was co-producer with John Kieran of "Kieran's Kaleidoscope," 52 short-subject movies for TV. A son, his parents, a brother and three sisters also survive.

**MOTT—John E.,** 17, member of the Rainier Shows, recently of electrical shock near Bellingham, Wash. (Details in Carnival section.)

**MURPHY—Donald,** 49, well-known concessionaire, June 13 in Indianapolis after a long illness. Survived by his widow, Elizabeth, also active in the field. Services June 18 in Goshen, Ind. (Details in the Carnival section.)

**O'BRIEN—James J. (Obie),** 56, widely known in outdoor show business for his displays of mechanical devices at fairs and expositions, May 30 in Niles, O. Survived by his widow, Cecelia, and two sisters, Mrs. Lee Hart and Mrs. Leo Henry, both of Springfield, O.

**QUALLS—Knox,** 53, widely known concessionaire on circuses and carnivals, June 6 in Lexington, Ky. Burial in Dukedom, Tenn.

**RABE—ROBERT H.,** 67, former sales manager for the Theodore Presser Company, music publishers, Philadelphia, June 10 in Collingswood, N. J. He had been associated with the Presser company 30 years until his retirement about four years ago. Surviving are his widow, Mary; a son and four daughters. Services June 14 in Haddon Heights, N. J., with burial in Calvary Cemetery, Delaware Township, N. J.

**RAINS—Leon,** 83, pioneer opera singer and one-time member of the Metropolitan and Damrosch-Ellis Opera companies, June 11 in Los Angeles. A native of New York, he was one of the first Americans to study and sing in Europe. Before World War I he was 20 years with the Dresden Royal Opera Company as leading basso. He also held the honorary role of court singer to the king of Saxony. He began his singing career in vaudeville as a boy and later sang in all the leading opera houses in Europe and America before his retirement from active opera and concert singing at the age of 45. In later years he was musical director for several opera reading organizations. He moved to Los Angeles 30 years ago. Survived by his widow, Mrs. Florence Joy Rains; a daughter, Mrs. Attilio Rins Riley, Freeport, Me., and a brother, Sol B., Pen Argyle, Pa.

**RILEY—Charles E.,** 57, veteran outdoor showman, June 5 in Palmetto, La., of a heart attack. He was at one time owner of Shamrock Shows and in later years was legal adjuster on numerous other shows. At the time of his death, he owned the DeLux Theater, Palmetto, La.; Chacaboula Theater, Chacaboula, La., and two drive-in theaters. Survived by his widow, Gussie. Burial June 7 in Palmetto.

**ROGERS—Hugh M. Jr.,** 38, director of TV production for BBD&O in Norwalk (Conn.) Hospital. A graduate of Syracuse University in 1938, he became a writer and assistant to the managing editor of Life magazine. From 1948-49 he was a producer-director for the Columbia Broadcasting System. He joined BBD&O in 1949. During the 1952 presidential campaign he handled network television shows of President Eisenhower. He was also a producer for the Blackfriars Guild and the Christophers. Survived by his widow, Beverly; two sons, Hugh and Timothy, and a daughter, Tamsen Ann.

**SAYERS—Jerry V.,** 33, member of the Rainier Shows, recently of electrical shock near Bellingham, Wash. (Details in Carnival section.)

**STOVER—James,** 41, concessionaire on the Cettin & Wilson Shows, June 14 in East Liverpool, O., of a heart attack. Services June 17 in Richmond, Va. Survived by his widow, Nettie; his mother, Mrs. E. C. Stover, Middletown, Va., and a brother, Nelson, Washington.

**TRAPP—August,** veteran Detroit organist and choir director, June 8 in that city. Survived by his widow, Bertha, and four daughters. Burial in Roselawn Park Cemetery, Detroit.

**TROUT—Catherine,** 63, veteran outdoor show personality, June 14 in Ridgeland Hospital, Coosawhatchie, S. C., of cancer. For many years she and her husband, J. E. Trout, trouped with World of Mirth, Harry Heller, George Travers, Ben Williams and various other shows. In addition to her husband, she is survived by several brothers and sisters all of Indianapolis.

In Loving Memory of  
**Melvin H. Vaught**  
DIED JUNE 27, 1948  
SADLY MISSED BY  
**PEARL VAUGHT**

In Memory of  
Our Friend and Pal  
**MELVIN H. VAUGHT**  
Who passed away  
June 27, 1948  
MARGARET PUGH  
and  
JOE and SALLY MURPHY

**WILD—Roy J.,** prominent orchestra and band leader throughout Ohio June 14 in Canton, O., of a heart attack. Identified with dance bands and orchestras for many years he was best known for his Circus band in which his musicians dressed as clowns and rode in a circus wagon. Survived by his widow, Ethel, a son, Roy G. and a brother, Charles W. Wild, Cleveland. Services June 16 with burial in West Lawn Cemetery, Canton.

**WILSON—Gariand,** 45, American pianist, May 31 in Paris. He had been playing in the Grand Eoart Room of the Bouffes Sur le Toit Restaurant for a short time and collapsed while appearing there the night of May 30 and succumbed early the next morning. He worked as a vaude cabaret act and had been accompanied of Nina Mae McKinney, well known in London.

**YOUNG—**



## GOOD-TO-EXCELLENT YEAR IS SEEN FOR OUTDOOR OPS

### General Business Conditions, Fed. Admission Tax Repeal Are Cited

By HERB DOTTEN

CHICAGO, June 19.—Outdoor show business, with the vagaries of spring weather behind it, is looking forward to a good summer and an even better fall. Probability of slightly bigger profits than in '53 are expected, a survey of the carnival, amuse-

ment park, Kiddieland, circus and fair field discloses.

This expectation is based in part on the demonstration this spring that people generally not only have money to spend for outdoor amusements but are willing to spend it. Most showmen report that whenever they were given good weather in the past few months, they experienced good business.

A large number of operators expect further loosening of purse-strings as the season progresses. Most observe that the general economy will continue to get stronger with the passing of each month.

#### Biz Improving

A factor in this, they point out, is that general business is showing steady improvement and, just as important, public psychology on whether or not to spend is showing a marked swing toward spending.

This being election year—a crucial one at that—showmen figure that the administration will take measures to insure mounting prosperity as the day of balloting nears. Showmen believe that there will be more "pointers-with-pride" at business conditions than

"viewers-with-alarm" and this they maintain will increase the disposition of the public to spend for outdoor amusements.

A deep-seated reason for showmen's optimism lies in the fact that the business operates this year for the first time since before World War II unfettered by the 20 per cent federal admission tax.

#### Tax Change

The tax change, which lifted the levy from all admission fees under 50 cents and cut in half the levy on admissions priced at more than 50 cents, gives operators considerable more money personnel.

The effect of the tax repeal extends thru all of outdoor business down to the snow cone concessionaire, the novelty vender, and the hanky pank games operator. They figure—and rightly—that they'll come in for a slice of the 20 per cent that formerly was funneled to Uncle Sam.

With the general economy looking up, the public getting increasingly optimistic, and the federal tax off, most showmen sum up the outlook with, "All we need is weather. Given that, we're in for a year that should yield anywhere from good to excellent profits."

## AFM's Murdoch Says CNE Will Have Full Show

MILWAUKEE, June 19.—The Canadian National Exhibition at Toronto will have a full complement of singers, dancers and variety acts for its grandstand show, Walter M. Murdoch, of the executive board of the American Federation of Musicians and president of the union's Canadian branch, announced. Murdoch made this statement at the AFM convention held here this week in the Schroeder Hotel.

He said that since AFM opened its rolls to members of the American Guild of Variety Artists in Canada, upward of 500 actors have joined the musicians' union, including those scheduled to be in the CNE show.

As a result of the musicians opening their ranks to variety performers in Canada, there has been a controversy between the two unions over jurisdictional rights at the CNE. Due to the fight, officials of the expo had gone so far as to set tentative plans for a substitute show to be made up of leading figures in the sports world.

## Wilmington, N. C., Okays Auto Races

WILMINGTON, N. C., June 19.—The City Council has agreed unanimously to permit Sunday afternoon auto races to continue here at Legion Stadium despite protests of some residents in the track area. Representatives of the auto racing group pointed out that most church services are over by the 2:30 p.m. starting time of the races and the program is completed by 5 p.m.

## N. Y. Operator Wins Two Bingo Tests

DUNKIRK, N. Y., June 19.—Henry K. Leworthy and Carleton Larson have been freed of felony lottery indictments involving their long-operated bingo games here. The dismissal came from State Supreme Court Justice W. H. Munson after County Judge Hugh Bodine disqualified himself, since the defendants have been active in the Chautauqua County Fair, of which Judge Bodine is a director.

The game in question was a second test case. Police Chief Robert Rahn last month had said he would enforce strictly the laws against gambling, including bingo. The game was sponsored by the local Knights of St. John, the Murray Hose Company No. 4 drum corps and the County Fair.

Leworthy was first arrested May 12 after three policemen played bingo in the Leworthy building, one of them winning a \$4 cash prize on his first try. A City Court jury acquitted him. He was arrested again two days later.

Leworthy has been an operator of traveling bingo units and rides and was a participant in several Eastern carnival set-ups.

"Not a Lottery"

Judge Munson dismissed the indictments and discharged both defendants. He ruled: "A careful reading of the minutes of the grand jury indicates no person paid or agreed to pay a valuable consideration for a chance to win a prize.

"Charges were made for use of chairs and donations were accepted for certain 'special' games, but any person was allowed to participate in both regular and special games without payment

(Continued on page 51)

## Orangemen's Fete Books Van Hooten

BROCKVILLE, Ont., June 19.—Herbert Payne, operator of the Van Hooten Amusement Enterprises, has been granted total concession privileges in connection with the July 12 125th anniversary observation here of the founding of Orangism in Canada. The show will be in here for the entire week, July 12-13, said Arch Miller, chairman of the sponsoring committee. The showmen are expected to participate in both regular and special games without payment

## THEY DON'T FOLLOW SCRIPT

### Blame Extra-Verbose Announcers For Showmen's Weather Gripping

Continued from page 1

By IRWIN KIRBY

the description of atmospheric conditions to come always strike an attentive ear. On television, however, the weather announcer is fast moving to the top ranks of favorite personalities.

Extremely choice time slots are held down by network and local outlet announcers who discuss coming weather with friendly, knowing attitudes. But there is danger in becoming too casual with what is the end product of hours of laborious technical work: The weather prediction.

#### Easy to Make Slip

An easy-going discussion of the official report can easily wind up as a forecast completely different that is intended by its originators. And the public has great faith in its favorite announcers, whose prediction can keep them indoors

in great numbers when the parks, resorts, carnivals, sports events, rodeos, fairs and other outdoor amusements are waiting for customers to come walking in.

That sort of thing can give the screaming meemies to outdoor show people. A somber warning of gloomy atmosphere for a weekend, or even a single Saturday or Sunday, that fails to come true necessarily results in revision of thousands of plans. And there is the resultant loss of crowds and revenue to operators whose only canopy is the sky.

Sometimes, of course, the governmental people are left holding the bag when a prediction goes astray. Pointing up the damage that can be done was a complaint registered with the U. S. Weather Bureau in Boston.

John C. Van Arsdale, president of the Provincetown-Boston Airlines and a meteorologist himself, took the bureau to task for forecasting rain for the Memorial Day weekend.

Oscar Tennebaum, chief of the bureau, said, "We owe it to the public to warn of the approach of bad weather rather than to lean toward favoring one particular class.

"We feel the public would much rather be prepared for bad weather than be left wondering by a vague forecast of possible outs."

He said the only error in the holiday prediction was the timing, which in this case happened

## New 6-Rider Opens in Conn.

STRATFORD, Conn., June 19.—Kiddie Town, Inc. opened last week in the Avon Park section of town with six kiddie rides.

In operation are a Merry-Go-Round, Roto-Whip, Car Ride, Fire Engine, Pony Cart and boats. To be added soon are a kiddie Roller Coaster, Ferris Wheel, Airplane Ride and an additional Merry-Go-Round.

Owners and operators are Dan Cappola, Stanley Milwe, Jack Milwe and Joseph Lupe. On Fridays, Saturdays and Sundays, spot will be open 2 to 9 p.m.; other days, 5 to 9 p.m. All rides are 10 cents, with book of 12 rides selling for \$1.

## WEYMOUTH, MASS., FAIR PLANS INT'L PIXIE AWARD TO WELCH

WEYMOUTH, Mass., June 19.—Joseph N. Welch, special counsel for the Army in the McCarthy-Army hearings, will receive the first International Pixie Award at the Massachusetts State Fair and Weymouth State Fair combined here August 14-21.

The directors of the fair in voting the award conceded they were undecided as to the form the award will take because the board seems divided as to the true nature of a pixie. They plan to seek advice from Welch and if necessary will invite suggestions from the public.

Subject to Welch's convenience, the presentation will be made on Sunday, August 15, the second day of the eight-day fair and at a time during the Third International Pipe Smoking Contest. The ceremonies will be under the direction of Newland H. Holmes, senior Massachusetts State Senator and one of the Commonwealth's outstanding parliamentarians. Senator Holmes also acts as chief judge of the pipe smoking contest.

Milton Danziger, executive vice-president of the State Fair, in commenting upon the planned pixie award pointed out Welch's legal residence is in Norfolk County, the home county of the fair.

## RAY MARSH BRYDON DIES IN INDIANAPOLIS

### Succumbs at 55 After Long Illness; One of Most Colorful Outdoor Showmen

INDIANAPOLIS, June 19.—Ray Marsh Brydon, one of the most colorful personalities outdoor show business has known, died here early Wednesday morning (16) at the age of 55 after a long illness.

Death of a heart attack came in

the Veterans Hospital, to which he had been readmitted four days earlier. He had been hospitalized here and at Coral Gables, Fla., almost constantly since early last fall, suffering from kidney and heart ailments.

Funeral services were held here this afternoon at the Conkle Funeral Home, with burial in the



RAY MARSH BRYDON

Brydon family plot in Crown Hill Cemetery. Survivors are his 85-year-old mother, Mrs. Lula T. Brydon, this city; two sisters and two brothers.

#### Vet of 44 Years

For most of his 44 years in the outdoor business, Brydon, who first broke in as an usher on the Sells-Floto Shows at the age of 11,

(Continued on page 51)

## SLEEPY HOLLOW STORY

### Eats, Drinks, Names Country Park Formula

PENNSBURG, Pa., June 19.—The Newman brothers and Murray sisters are working on a plan to return to two-day hillbilly shows, Saturdays and Sundays, at their Sleepy Hollow Ranch on Route 663.

Located on the highest level of Bucks County, between Pennsburg and Quakertown, Sleepy Hollow Ranch got its 1954 season rolling early in May with a typical six-act vaude line-up featuring a name western artist.

Altho the park opened in 1940, its story goes back before that time. The Sleepy Hollow Ranch Gang was sponsored for 10 years on radio by Drug Trade Products, of Chicago, from where it broke away to form the hillbilly park.

#### Eight in Newman Clan

There are eight Newmans, all active in the management and entertainment offered at Sleepy Hollow. Ken (Pancake Pete) and Dan (Elmer) Newman are married to Sophie and Julie Murray, each couple having two children. Ken and Sophie have Kenny and MaryEva, and Dan and Julie have Danny and Charlie. Kenny and Danny, each 16, have developed

as performers in recent years, as have 13-year-old MaryEva and Charlie.

Rounding out the gang are accordionist Monty Rosci and comic Hank Harrigan, of Fairmount, W. Va., who has been with the gang since 1940.

Sleepy Hollow Ranch has pioneered in virtually every phase of western entertainment in the Philadelphia area. Its Saturday "Hayloft Hoedown" show, a barn-dance affair, was one of the first of its kind to be televised and broadcast on the networks. Since 1940 the gang's doings have been broadcast by WCAU, WFIL and the ABC network.

The park opened May 4, 1940, with name acts every Saturday and Sunday, with the Saturday nights being broadcast from the ranch. During the 1943 pleasure-driving ban, the ranch was closed, and the gang went on USO tours.

#### New Bar Operation

Offered for the public's entertainment are kiddie rides and free dancing. Newly added is the selling of alcoholic beverages, for

(Continued on page 51)



'ONE-HUMP CAMEL WASHER'

# Bally-Conscious N. J. Kiddie Zoo Wins With TV and Press Coverage

By IRWIN KIRBY

FAIRLAWN, N. J., June 19.—The crowds that jam the entrance and every nook of Dietch's Farm, much-publicized kiddie zoo just 15 minutes from New York via the George Washington Bridge, are far from being an accident. Nor are the profits accruing to the zoo's concessionaires who run the rides and food stand.

Altho word of mouth helped in the building of a good trade in three seasons, a major assist was gotten from Bob Dietch's fertile brain. It is no mishap that every now and then something takes place at Dietch's that lands the place in the metropolitan area's press and radio reports.

Last year, for example, a penguin disappeared from the zoo and was found several days later on a porch in the Bronx, quite a few miles from Dietch's as the bird waddles.

**Camel Washer Stunt**

This year Dietch's One-Hump Jiffy Camel Washer was played up in many newspapers. Dietch, truck farmer turned showman, erected the tubular rack which surrounds the camel much like an auto washing unit goes over a car. When the water is turned on a thoroly rinsed camel is the result.

"It was just a stunt," Dietch says. "Figured we might get some attention with a gadget like that."

Not disappointed with the excellent results, he is now showing a baby elephant that he claims eats dirt. "Good old Jersey dirt,"

he explains, with tongue in cheek. Many papers have carried stories on the animal. And when Henry Trefflich, New York importer, had a hippo on his hands with no place to store it, Dietch took the assignment gladly and saw to it that the papers soon learned of his 1,200-pound guest.

Dietch doesn't work out publicity campaigns or spend big budgets in promotional activities. He just gets ideas and, like an industrious fellow, sets to work.

**Lambs by Caesarian**

One of his ideas, tho, almost proved too much for him. It was when Klein's department store in Newark was displaying several Dietch animals on a promotion of its own. Dietch knew one of his sheep was expecting and might deliver while he was away in Denver. But he hadn't expected a Caesarian. With Klein's footing the bill and the newspapers right on hand reporting the developments, two lambs were born, one of them surviving.

A couple of years ago Dietch and his brother could have been found working at their usual occupation, farming. Dietch kept the customary barnyard animals which he rented out from time to time for various purposes.

"One day the Catskill Game Farm asked if I could break a pair of llamas so they could be used as riding animals for kids. I didn't know from nothing but I said sure."

Dietch did okay on that project and it was followed by others. Before he knew it he had many kinds of animals in his barn, being stored or trained. Trefflich has used Dietch's to put up surplus animals.

**Zoo 3 Years Old**

Soon some customers started renege on their deals and Dietch was left holding the bag, which in this case amounted to some pretty odd animals for a farm. Three years ago he set up as a commercial zoo.

Dietch had possessed the property he uses, but much of the 10½ acres was swamp. He has expanded twice since the first season, and now his original site, fronting on Saddle River Road, is the 500-car parking lot. The second year he was forced to move back further off the road, leaving behind an area which became a kiddie ride part of the zoo.

Dietch's crowning achievement to date is a large artificial lake at the current rear of the property. With the little Saddle River running thru the grounds, he scooped out about 200 feet into which the river emptied. Now he has a river and a lake, to boot.

Still a farmer at heart, Dietch does virtually all work around the zoo by himself. There are two full-time helpers, and the staff reaches a dozen during the peak of the season. As well as having a large barn containing partitioned stalls and cages, Dietch's has a large number of animal enclosures scattered around the farm.

**Plenty of Variety**

As far as the animals are concerned, Dietch's offers more than the average kiddie zoo, as for variety. There are more than 100 monkeys of several types, baby and grown bears, ocelots, seals, horses, sheep, the camel, two baby elephants, cows, pigs, barnyard fowl and peacocks, foxes, horses, virtually everything but reptiles.

As for layout, there are better-designed operations, Dietch concedes, but he has had to move so fast as the place has grown that the only thing to do has been to move steadily back from the road, taking his sheds, cages and other enclosures with him.

The result is that the parking lot is on Saddle River Road. Then comes Van Walsh's railroad ride, then Kas Ulaky's kiddie rides, and finally, stretching far into the woods, are Dietch's animals.

The rides and Jack Roland's food stand give Dietch's a rounded content which provides a wide diversity of entertainment at moderate cost to the patron. Admission to the zoo, for example, is 20 cents for adults, a dime for children. The train goes for 20 cents for adults, 14 cents for kids. And kiddie rides are a dime, six for 50 cents. Concessionaires pay a flat rental with no percentage involved.

Dietch has what seems to him to be a perfectly good reason for the flat rental: "I have all I can do with the animals. Can't be

bothered with rides or figuring percentages. Less headaches this way."

**5,000 on Good Days**

With the zoo handling 4,000 to 5,000 customers on a good day, these have been found to be pretty good spenders, indicative of the young, fairly well-off families that are populating Northern New Jersey.

Ulaky set up last year with four kiddie rides. This year he added a Sky Fighter and Roto-Whip and plans to surface the now-graveled ride area for 1955. Dietch also has plans, this time for another parking site in the rear of the zoo.

One of the most interesting phases of the operation is Van Walsh's narrow-gauge railroad which until recent years was in log-hauling service in Maine. An engineer with a bug for railroads, Walsh bought out the line, scrapped all but two pre-1900 Baldwin engines, some cars and a mile of track, and started on his hobby.

The engine now used is an 1895 model which Walsh converted to gas power when the boiler was condemned. He will convert it back to steam, probably next year. Brilliantly painted, it hauls two old rebuilt logging flatcars and a scarlet red caboose, the whole having a capacity of over 80 persons. He spends his week-ends at the zoo, getting ready to install a modern Studebaker fluid drive unit in the other engine, an 1893 model. He gives a half-mile ride around the zoo and estimates he has carried 100,000 paying customers since putting his hobby on a paying basis in 1951.

**3,000 a Week**

Presently the train carries about 3,000 riders weekly. With about \$14,000 invested in his Saddle River Railroad Company, Inc., Walsh estimates he has paid off nearly half that amount. He is a project engineer doing government rocket engine work.

Best day on the railroad has been 1,600 kids, Walsh estimates. Half the week's average usually occurs on Sundays.

Ulaky generally shuts his kiddie park around 9 p.m. and then bucks traffic to Staten Island, where he and his wife operate a Skee Ball spot.

Dietch owns virtually all his animals, altho some are stored for other people, and Will Hill's Society Circus parks its two trailers on the grounds and allows Dietch to show the Hill animals.

Outside of the gate admission, taken as a rule by Dietch's wife, Ethel, income accrues from live pony, camel and elephant rides, the last two at a quarter and the ponies at 14 cents.

**Winter Business**

During the winter all the animals are moved into the barn and business is carried on during weekends. The season opens on a daily basis as early as February and runs thru December.

"I don't know where they come from sometimes," Dietch wonders. "In cold weather the moment it stops raining they're at the gate."

One reason for this is that Dietch's is not as obscure to the public as it originally was. What with publicity stunts, brilliant bumper strips, and his animals having appeared on the Sense and Nonsense, Bob and Ray, Manhattan Honeymoon, Howdy Doody, Ed Sullivan, Arthur Godfrey, Carousel, Garry Moore and Rocky King television programs, Dietch's is really on the map now.



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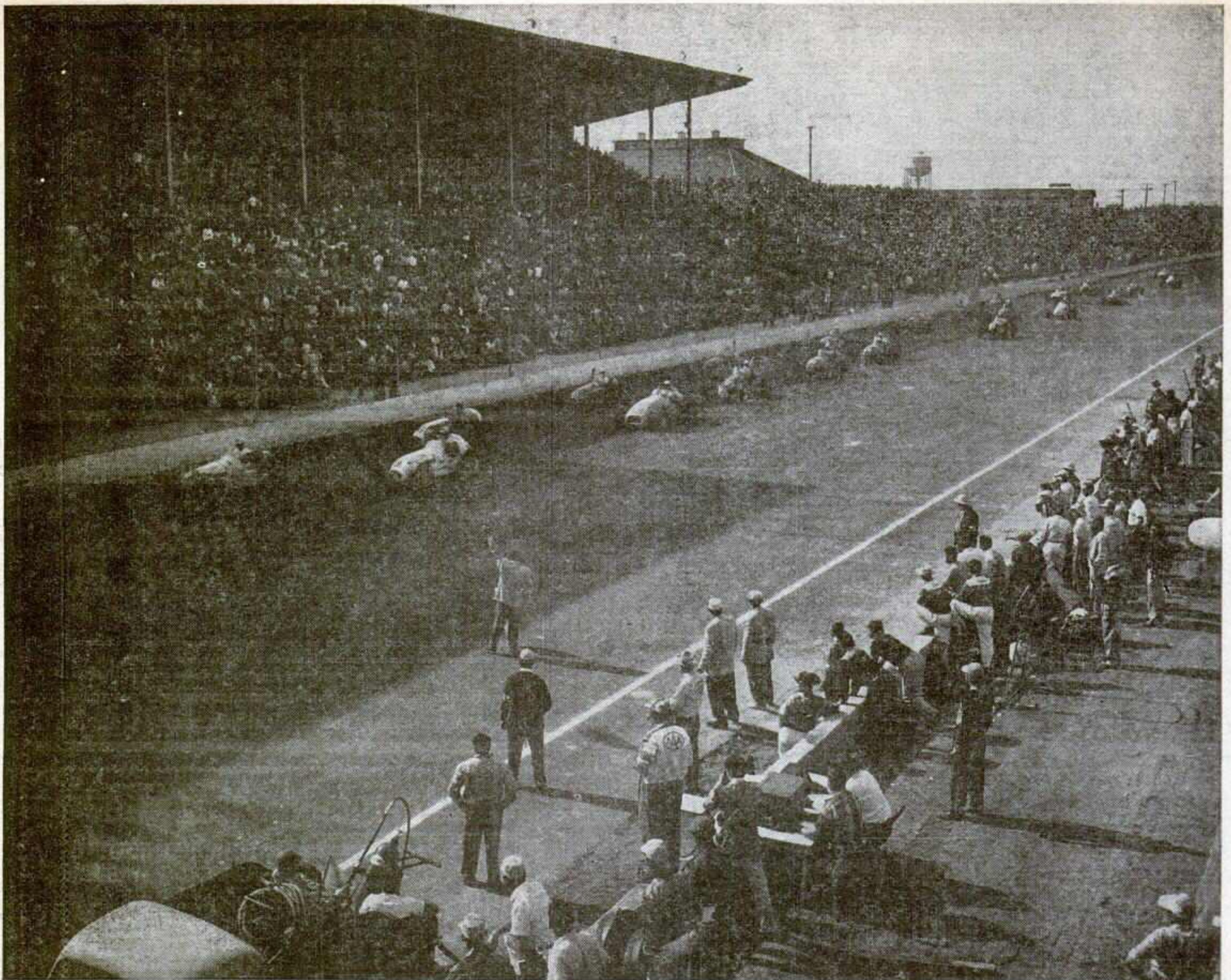
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ADDS TO REP!

# Wis. State Fair Hard Surfaces Its Race Track

FOR many years the Wisconsin State Fair, Milwaukee, has ranked second only to the Indianapolis speedway among the nation's auto race centers. For 50 years it used a mile dirt track. But recently the fair assured its popularity with the speed-minded, hard surfaced its mile track, and the result, judging by the inaugural program June 6, is certain to continue Milwaukee as the country's second-ranking speed center.

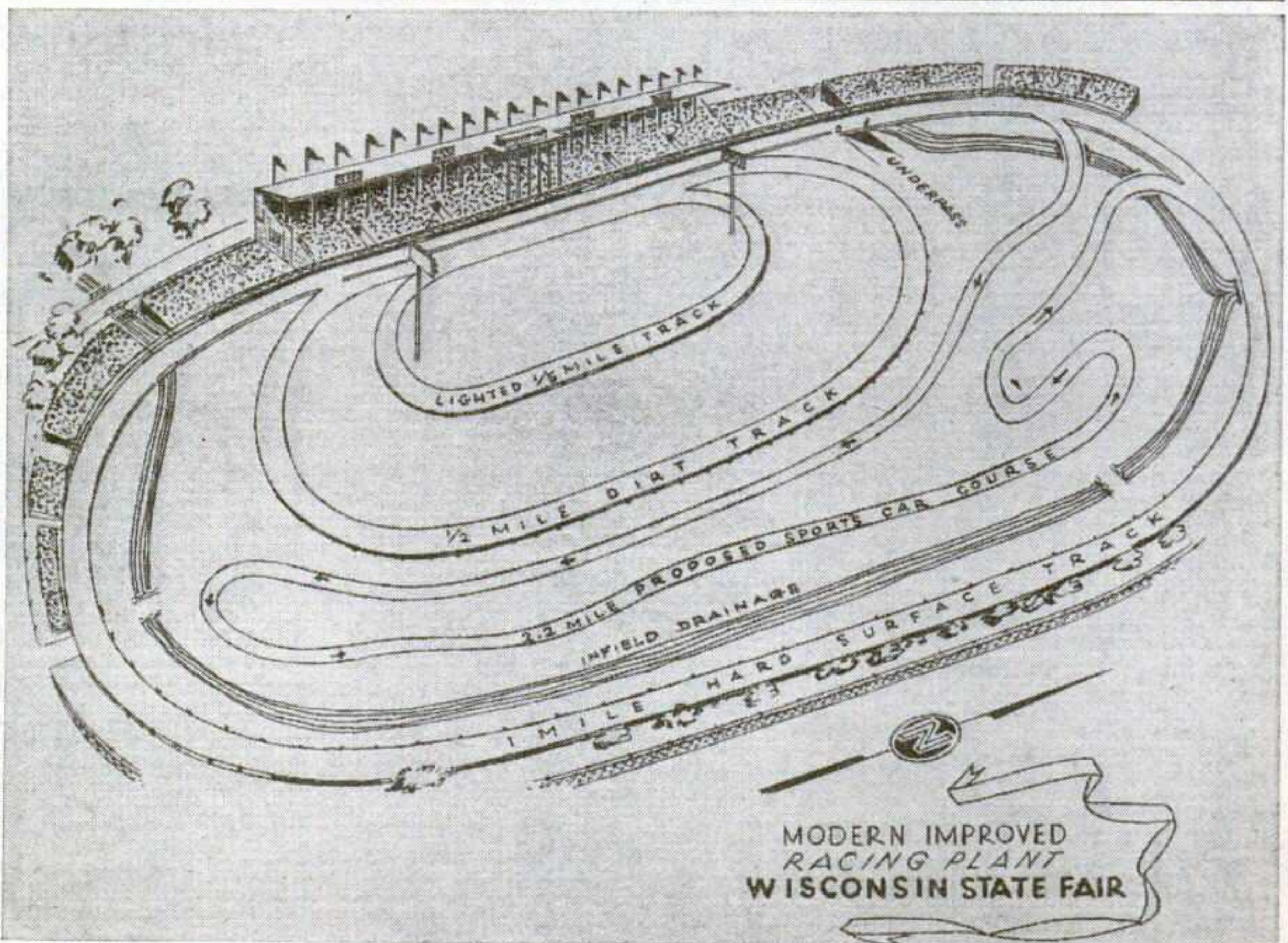
A throng of 31,725 turned out for the baptismal of the track, and this was a particularly good turnout, for the speed program had opposition from the Milwaukee Braves playing on their home grounds. The speed was the best ever attained at Milwaukee; the winner averaged 97.53 miles per hour.

The hard surface track, besides enabling greater speed, minimizes the effects of bad weather, obviating, of course, the ironing out of the track after heavy rains, and at the same time eliminates dust and the expense of treating the track against dust.

Bill Masterson, manager of the fair, who pushed for the hard surfacing, is pleased with the reception given the hard track.

"Everybody I talked to was happy with the new advantages that the track has," he declared. "Spectators were especially pleased with the absence of dirt and dust, and the drivers were unanimous in praise of the new speedway."

The project, Masterson said, cost \$175,000. Crushed stone was before the bituminous con-



Hard surfaced at a cost of \$175,000, the mile race track at the Wisconsin State Fair, Milwaukee, is certain to assure the fair's position as second only to the Indianapolis speedway among the nation's auto racing centers. Top photo shows part of the June 6 crowd of 31,725 persons who saw races staged over the track for the first time. Hard surface enables greater speed, eliminates dust and minimizes the effect of bad weather. The Milwaukee plant now has three tracks—a light fifth-of-a-mile track and a half-mile dirt track, as well as the hard surfaced mile track. But still another track, a 2.2-mile sports car course, is planned. Sketch shows location of the present tracks and that planned for the sports car course.

crete was applied.

Masterson said that with the completion of the hard surfaced track the fair now will push its plans for a 2.2-mile sports car

course. Such a raceway, which would tie in with the mile track, would give the fair four tracks, as it now has a half-mile dirt track and a lighted fifth-of-a-mile

course in addition to the hard surfaced mile track. Construction of the sports car track would give the Milwaukee plant facilities for a greater range

of speed events than any other track in the country and go a long way to guarantee that it remains second only to Indianapolis, the home of the 500-mile race.



# COMING EVENTS

**Arizona**  
Flagstaff—Southwest Indian Pow Wow, July 3-5.  
Flagstaff—Celebration, June 26-July 4.  
Glendale—State Melon Growers' Festival, July 9-10.  
Globe—Junior Rodeo, June 26-27.

**Arkansas**  
Caraway—Picnic and Celebration, July 5.  
J. C. Gildewell.  
Lake City—Watermelon Festival, Aug. 30-Sept. 4.  
Portia—Celebration, July 1-4.  
Tuckerman—Celebration, July 5-10.

**California**  
Long Beach—International Association of Auditorium Managers' Convention, July 18-22.  
Los Angeles—California Gift Show, Biltmore and Alexandria hotels, July 25-30. Chamber of Commerce.  
San Francisco—Flower Show, Aug. 25-26. Alfred Stettler, Room 278, City Hall.

**Colorado**  
Boulder—Celebration, July 4.  
Brighton—Adams Co. Open Horse Show, July 24-25.  
Colorado Springs—Jr. League Horse Show, July 9-11.  
Colorado Springs—Pikes Peak Quarter Horse Show, June 25-26.  
Delta—Delatado Days, July 30-31.  
Denver—Antique Show, July 22-25. L. Verne Stout, Vermontville, Mich.  
Fairplay—Gold Days Celebration, July 30-Aug. 1.  
Greely—Horse Show, June 26-27.  
Idaho Springs—Gold Rush Days, July 2-10.  
La Junta—Koshare Indian Spring Festival, July 16-18.  
Limon—Celebration, July 5.  
Meeker—Meeker Massacre Pageant & Homecoming, July 3-5.  
Salida—Shavano Days of '49, July 4.  
Springfield—Celebration, July 3.  
Walsenburg—Spanish Peaks Fiesta, July 28-31.  
Woodland Park—Ute Train Stampede, July 24-25.

**Connecticut**  
Stamford—Lions Club Expo., June 21-26.

**Georgia**  
Atlanta—Southeastern China, Glass & Gift Show, July 18-21. Foster B. Steward, 1401 Peachtree St., N. E.

**Idaho**  
Emmett—Cherry Festival, June 21-26.

**Illinois**  
Avon—Fat Steer Show, Aug. 19-21. Nick Vacca.  
Chebanse—Centennial, July 2-5.  
Chicago—Italian Festival (Grand & Crawford), July 21-Aug. 1.  
Chicago (Soldier Field)—Celebration, July 4.  
Chrisman—Homecoming, July 7-10. Stanley R. Kent.  
Dwight—Centennial, Aug. 16-22.  
El Paso—Sweet Corn Festival & Centennial, Aug. 23-28.  
Farmersville—Irish Day Picnic, July 23-24.  
Flora—Centennial, July 5-10. George Cooper.  
Galva—Centennial, July 28-Aug. 1. C. F. Bailey.  
Hardin—Celebration, July 3-5. Arthur F. Kamp.  
Iroquois—Celebration, July 3-5.  
Kewanee—Centennial, July 15-18.  
LaPorte—Homecoming, July 21-24.  
Oney—Am. Legion Celebration, July 2-5. Vincent Van Cleave.  
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Lick, Am. Legion.  
Palmyra—Terry Park Industrial Fair, July 26-29.  
Pecatonica—Celebration, July 3-5.  
Rantoul—Centennial, Aug. 2-7.  
Roodhouse—Jaycee Homecoming, Aug. 19-21.

Salem—Soldiers & Sailors Reunion, June 21-26.  
Shelbyville—Celebration, June 30-July 5.  
Stockton—Street Celebration, July 15-17.  
Frank C. Niemer, Lions Club.  
Summer—Centennial, July 2-5. Phil H. Heyde, Olney.  
Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.

**Indiana**  
Brazil—Celebration, July 5.  
Huntington—VFW Homecoming & Street Fair, Aug. 2-7. Max A. Patten.  
Linton—Celebration, July 5-10.  
Logansport—Lions Club Celebration, July 4-10.  
Martinsville—Celebration, July 3.  
Milan—American Legion Homecoming, June 21-26. Howard Hempfling.  
Montezuma—Street Fair, June 22-26.  
Nashville—Bend Boosters Festival, June 22-26.  
New Palestine—Lions Club Celebration & Fish Fry, June 23-26.  
North Webster—Mermaid Festival, June 28-July 3. J. G. Herrman.  
Salem—FWF Celebration, July 12-17.  
South Marion—Street Fair, July 12-17. Don Marshall.  
Spencer—Celebration, June 28-July 3.  
Veedersburg—Am. Legion Fair, July 13-17.  
Walkerton—Celebration, July 4.  
Warraaw—Centennial, July 5-10.  
West Baden—Am. Legion Celebration, July 4.

**Iowa**  
Algona—Centennial, July 5-6.  
Clinton—Celebration, July 4.  
Calumet—Pan Cake Day, June 25.  
Creston—Celebration, July 3-5. Chamber of Commerce.  
Dixon—Centennial, July 2-5.  
Fairfield—Centennial Celebration, June 28-30. George Hemm.  
Newton—Celebration, July 5-7.  
Pocahontas—Pow Wow Days, June 22-23.  
Red Oak—Celebration, July 3-5.  
Seymour—Celebration, July 5.  
Washington—Celebration, July 1-3.  
Waterloo—Centennial, June 29-26.

**Kansas**  
Chanute—VFW Celebration, July 5.  
Ogden—Centennial, July 3-5.  
Pittsburg—Celebration, July 5.

**Kentucky**  
Eminence—Celebration, July 4.  
Greenup—Celebration, June 28-July 5.  
Hopkinsville (Camp Campbell)—Soldier Fair & Expo., June 28-July 4.  
Renfro Valley—Homecoming, Aug. 30-Sept. 6.

**Maryland**  
Oakland—Celebration, July 4.

**Massachusetts**  
Gloucester—Am. Legion Celebration, June 29-July 4.  
Lowell—Celebration, June 30-July 5.

**Michigan**  
Ann Arbor—Gladious Show, Aug. 8-9.  
Baraga—Baraga Co. Dairy Show, Aug. 12.  
Theodore Sadelin.  
Calumet—Am. Legion Carnival, June 21-26.  
Charlotte—Mich. Swine Breeders Show, July 21. H. F. Moxley.  
Coloma—Gladious Show, Aug. 21-22.  
East Lansing—Gladious Show, Aug. 7.  
Glenn—Pancake Festival, June 25-27.  
Grand Rapids—Guernsey Breeders Show, Aug. 1. Raymond Jost.  
Hillsdale—S. Eastern Mich. Guernsey Breeders Show, Aug. 12. Bill Bradstreet.  
Imley City—Mich. Ayrshire Breeders Show, Aug. 4. Alice Taylor.  
Ishpeming—Centennial Celebration, July 25-31. Howard Varvill, Woolworth Bldg.  
Jackson—Freedom Festival, July 4-10. James W. Kling.  
Lakeview—Lakeview Jr. Livestock Show, Aug. 10. H. W. Reading.  
Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury.  
Manistee—Celebration, June 30-July 5.  
Menominee—Menominee Dairy Show, July 31. Gall E. Bowers, Courthouse.  
Midland—Mich. Gladious Show, Aug. 15-16.  
Millington—Millington Centennial, Aug. 11-14. Dale F. Stewart.  
Mount Clements—Amvets Fiesta, July 1-5.  
Plymouth—Celebration, July 5.  
Port Huron—Blue Water Festival, July 12-18.  
Rudyard—U. P. Jr. Fat Stock Show, Aug. 12-13.  
St. Clair—Water Festival, July 14-15.  
Sand Lake—Celebration, July 4.  
Stambaugh (Iron River)—Celebration, July 2-5.  
Tecumseh—Homecoming, June 30-July 3.

**Minnesota**  
Caledonia—Centennial, July 16-18. M. A. Duxbury.  
Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.  
Hastings—Celebration, July 3-5. Herbert P. Koch.  
Lake Benton—Diamond Jubilee, July 9-11.  
New Prague—Celebration, July 2-4.  
Revere—Ice Cream Days, June 26-27.  
Rothsay—Celebration, July 3-5. D. Lindberg.  
Rushford—Centennial, July 3-5.  
St. Cloud—Am. Legion Celebration, July 3-5. Frank Murphy.

**Mississippi**  
Tupelo—Home & Industrial Show, July 1-3. Joe C. Williams, Box 150.

**Missouri**  
Albany—Old Soldiers' Reunion, July 7-10. Junior Clark.  
Buffalo—Reunion, June 24-26.  
Cabool—Dairy Show, June 21-26.  
King City—Tri-Co. Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154.  
Licking—Celebration, July 1-3.  
Marceline—Celebration, July 5-10.  
Maryville—Horse Show, July 21-22. Mrs. Lester Swaney.  
Plattsburg—Jr. Livestock & Home Economics Show, Aug. 22. Paul Lineberry.  
Rich Hill—Celebration, July 3.  
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.  
Salem—Celebration, July 5.  
Skidmore—Pumpkin Show, Aug. 26-28. Sam R. Albright.  
Tarkio—Livestock Show, Aug. 27-28. Rankin Sheets.  
Union—4-H Livestock & Home Economics Show, Aug. 3-4. Albert Schulte.

**Nebraska**  
Omaha—St. Alfio Festival, June 19-27.  
A. J. Alexander, 3411 N. 16th.  
Omaha—Centennial, May 31-Sept. 6.  
Superior—Celebration, July 3-5.

**Nevada**  
Ely—Nevada Fair of Industry, Aug. 24-26. P. P. Hoover.

**New Hampshire**  
Keene—Celebration, June 28-July 5.

**New Jersey**  
Hammonton—St. Johns Celebration, June 21-26.  
Hammonton—Feast of the Lady of Mount Carmel, July 12-17.  
Hammonton—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 211 French St.  
Wharton—Celebration, July 26-31.

**New York**  
Allegany—Firemen's Celebration, June 28-July 3.  
Cherry Valley—Celebration, July 10.  
Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest.

Lancaster—Spring Festival, June 21-26.  
New York—International Gift Show, Astor Hotel, Aug. 22-27.  
Oxford—Centennial, June 21-26.  
Pheips—Celebration, July 4-10.  
Toughnioga—Toughnioga Carnival & Fair, Aug. 19-22. Ray Wells.  
Waverly—Centennial, June 26-July 5.

**Ohio**  
Ashville—Celebration, July 3-5.  
Cincinnati—Food and Home Show, Aug. 16-29. G. J. Fredriks.  
Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson.  
Elvria—Grotto Celebration, July 1-3.  
Elvria—Lions Club Festival, June 21-26.  
Fort Recovery—Harvest Jubilee, July 5-11. B. B. Burke.  
Fostoria—Centennial, July 12-17.  
Groveport—Firemen's Street Fair, June 29-July 2.  
New Riegel—Firemen's Celebration, July 5-9. Harold Burkett.  
North Industry—Homecoming, June 20-24.  
Twinsburg—Homecoming, July 7-10.  
Waco—Homecoming, June 22-26.  
Wauseon—Centennial, Aug. 16-21.  
Woodville—Am. Legion Celebration, July 1-5. Henry Jerkel.

**Oklahoma**  
McCloud—Blackberry Festival, July 3-5.  
Pawhuska—Osage Co. Cattleman's Convention & Ranch Tour, June 25-26.  
Pawhuska—Intl. Roundup Club Cavalcade, July 23-25.

**Oregon**  
Portland—Am. Legion Celebration, July 3-5. Monte Brooks.

**Pennsylvania**  
Arnold—Old Home Week, July 11-17. Arthur F. Fleeger.  
Carlton—American Legion Fair, June 21-26.  
Coudersport—Potter Co. Sesquicentennial, July 18-24.  
Ebensburg—Cambria Co. Am. Legion Celebration, July 5-10. F. H. Caravella, Box 294. Sunbury.  
Erie—Am. Legion Celebration, July 5-10.  
Irvona—Old Home Week, June 28-July 3. W. E. LaSalle, Tipton.  
Latrobe—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.  
Latrobe—Centennial, June 21-26.  
Mapleton Depot—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton.  
Philadelphus—Cahill Fields Fair, June 21-26.  
Pittsburgh (Herrs Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.  
Pittston—Centennial, June 21-26.  
Punxsutawney—Old Home Week & Firemen Celebration, July 5-10.  
Saxton—Saxton-Liberty Centennial, July 18-24. W. E. LaSalle.

**South Dakota**  
Burke—Homecoming Days, Aug. 20-21.  
Brexford—Annual Horse & Buggy Days, July 2-3.  
Custer—Gold Discovery Days, July 26-27.  
Elkton—75th Anniversary Celebration, July 27-28.  
Groton—Harvest Festival, Aug. 20-21.  
Hartford—Celebration, July 3-5.  
Lennox—Diamond Jubilee, June 22-24.  
Madison—Yankee Doodle Days, July 30-31.  
Marion—75th Anniversary Celebration, July 28-29.  
Mobridge—Celebration, June 30-July 5.  
Parkston—Community Days, Aug. 30-31.  
Rapid City—Shrine Circus, July 9-11.

(Continued on page 62)

## 11,000 LIONS' CLUBS NEED

### 75,000 ACTS AND FUND RAISING IDEAS

#### THIS YEAR

- \* Speakers
- \* Stunts and Acts
- \* Carnivals
- \* Pageants
- \* Circuses
- \* Minstrels
- \* Vocal Groups
- \* Coin Machines
- \* Money-Making Devices
- \* Decorations
- \* Home Talent Shows
- \* Fireworks



— THEY LEAD THE WORLD!

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- GRANTS, 2 females, 2 years old . . . each \$1,250.00
- GREVYS, 3 years old, perfect condition . . . each 2,000.00
- 1 CHEETAH, perfect specimen, playful as a kitten, three years old, this is an outstanding animal . . . 1,500.00
- RHINOCEROS, young male and females . . . each \$5,000.00
- ZEBRAS  
Grants, 1 breeding pair, 4 years old . . . Pair \$3,000.00
- CHIMPANZEES . . . \$750.00 each and up
- ORANCU-TANS . . . each 2,500.00

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## BROADWAY gallery operator finds

# EXTRA WHAMMO in REMINGTON AMMO is SMASH BIZ!



"THE WHAM OF those new Remington 'Spatter-Less' cartridges is a good 'bally,'" says Howard Schork, who often does a 500-tube-a-day business on Broadway in New York City. "We find the louder 'crack' of the new Remington cartridges definitely helps bring in the business," he declares.

Remington gallery cartridges are available in two bullet styles . . . the 15-grain composition bullet with loud report, and the 29-grain lead bullet. Both are "Spatter-Less" for easy break-up. Ask your wholesaler for Remington "Spatter-Less" gallery cartridges. Stock up now for the big season ahead.



**FREE TARGETS PLUS RIFLE INFORMATION**

For a free supply of Standard Short Range Targets, shown at left, plus free information on the Remington Model 550-2G autoloading gallery rifle chambered for 22 shorts only, clip and mail this coupon to Rifle Promotion Manager, Dept. B-6 Remington Arms Company, Inc., Bridgeport 2, Connecticut

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Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



"Spatter-Less" is a trade-mark of Remington Arms Company, Inc.

**NEW!**  
*Equipment*

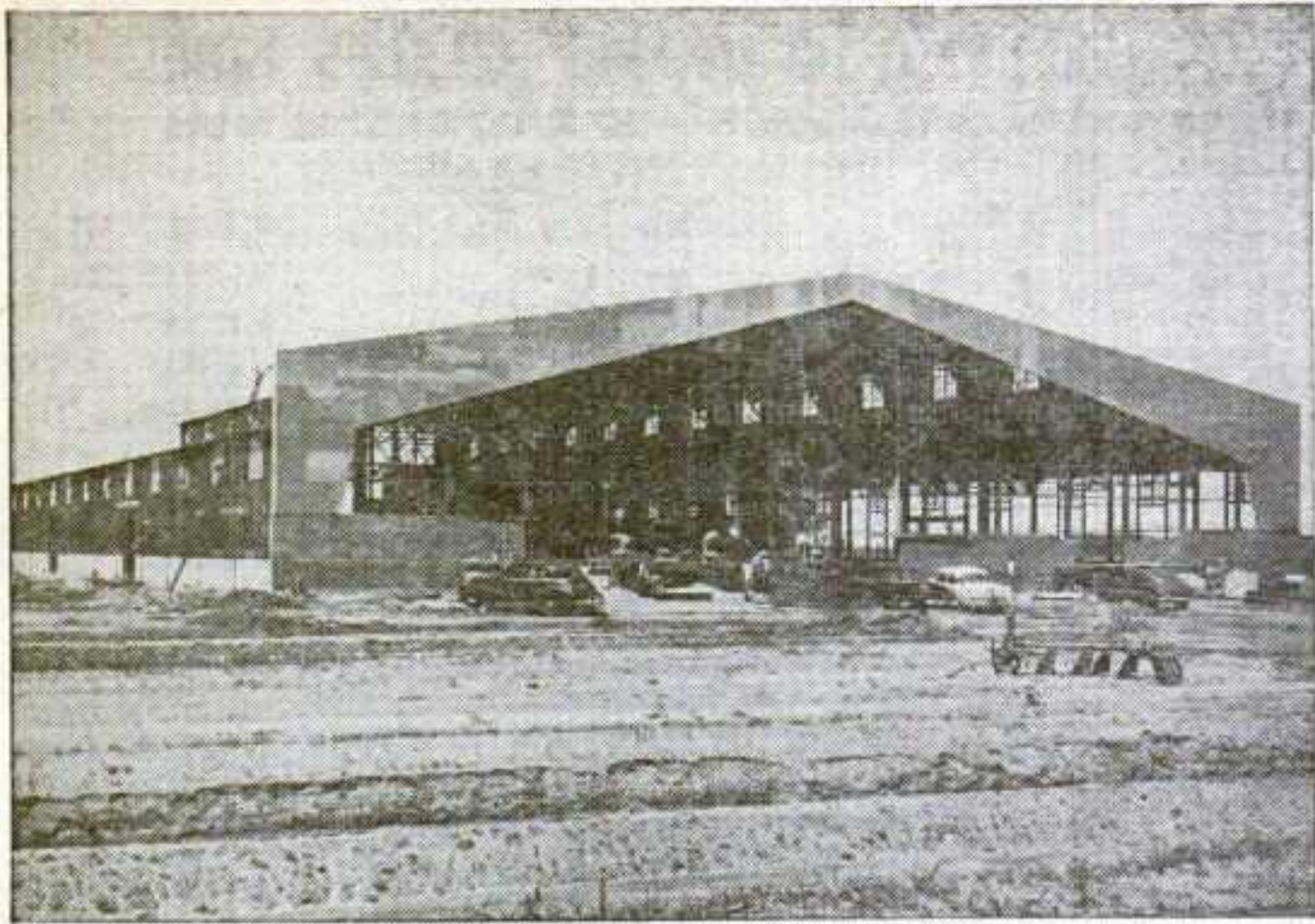
- \* Rodeo Ride
- \* Choo Choo Ride
- \* Speed Boat Ride
- \* Kiddie Auto Ride
- \* Rocket Ride
- \* Pony Cart Ride
- \* Army Tank Ride
- \* Miniature Trains
- \* Kiddie Coasters
- \* Shooting Galleries

TERM PAYMENTS  
**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

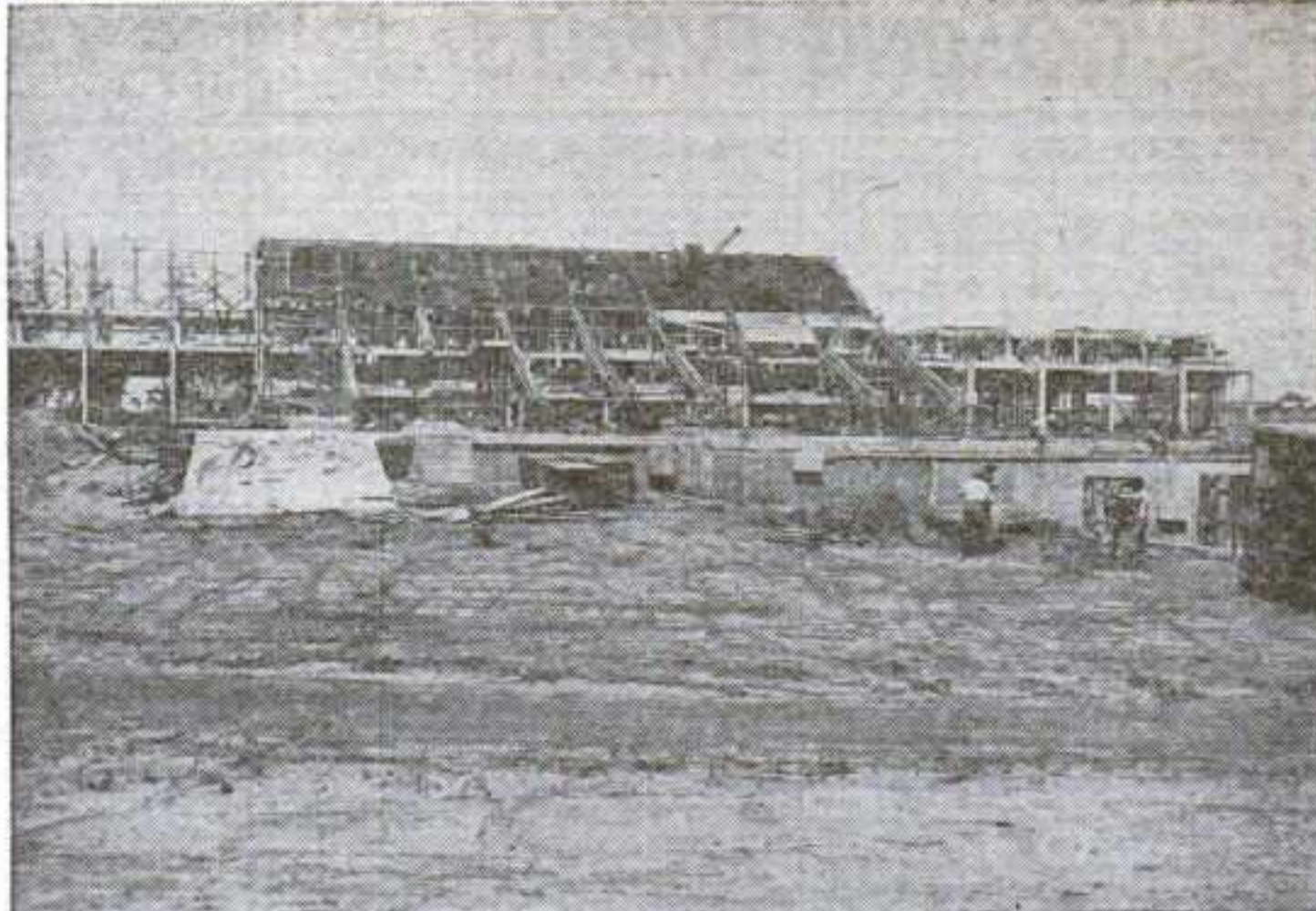
**GARBICK wheels**  
for the fair season.  
**Garbrick Engineering**  
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**RIDE TIMERS**  
Complete with magnetic motor starter and jog switch for positioning Ride, conveniently housed in one rain-proof cast aluminum box, together with all electrical controls for the Ride.  
**ALLAN HERSHELL COMPANY, Inc.**  
NORTH TONAWANDA, N. Y.  
"World's Largest Manufacturer of Amusement Rides"





Four livestock buildings, under construction, are included in the Oklahoma State Fair's initial \$5,000,000 building program at its new site. Above is one of the structures.



The 10,000-capacity grandstand will face three tracks—five-eighths mile horse track, half mile auto race track and a quarter mile track for other motor speed events.

**\$5,000,000 START**

**Readying Okla. City Plant for Fall Opening**

**M**ORE than a score of new buildings, complete in every detail, plus a 10,000 capacity grandstand, will be ready when the Oklahoma State Fair opens September 25 on its new site in Oklahoma City.

The construction of these buildings will cost \$5,000,000 and comprise the first phase of a \$20,000,000 long-term construction program planned for the fair. All of structures are at focal points from a spacious plaza—the center of all attractions.

To be ready this fall will be a \$1,500,000 youth 4-H and FFA Center north of the plaza consisting of seven buildings with two-story dormitories, cafeterias, exhibit halls, offices and meeting rooms.

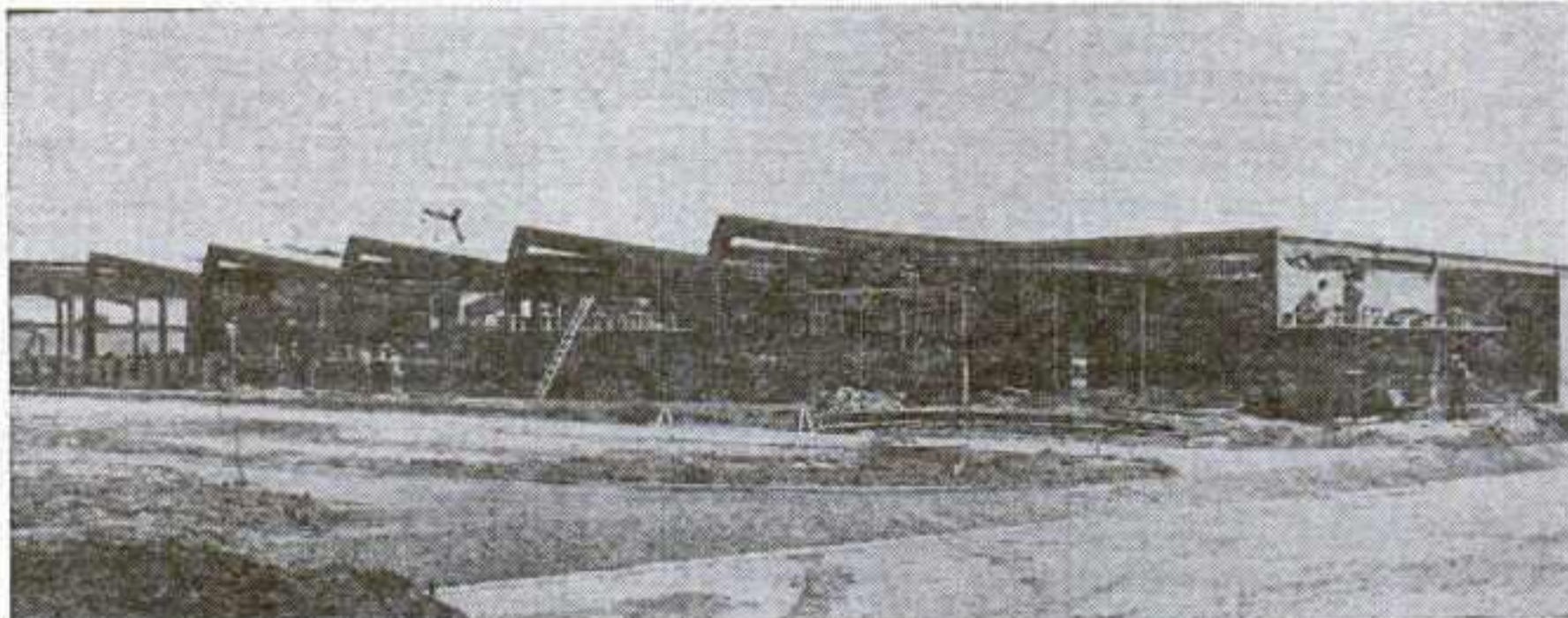
Also to be completed will be a \$155,000 Agricultural Building, across from the plaza, facing the main entrance. It will be 372 feet long and house poultry, agricul-

ture and dairy products. Four huge livestock buildings also will be up, southwest of the plaza.

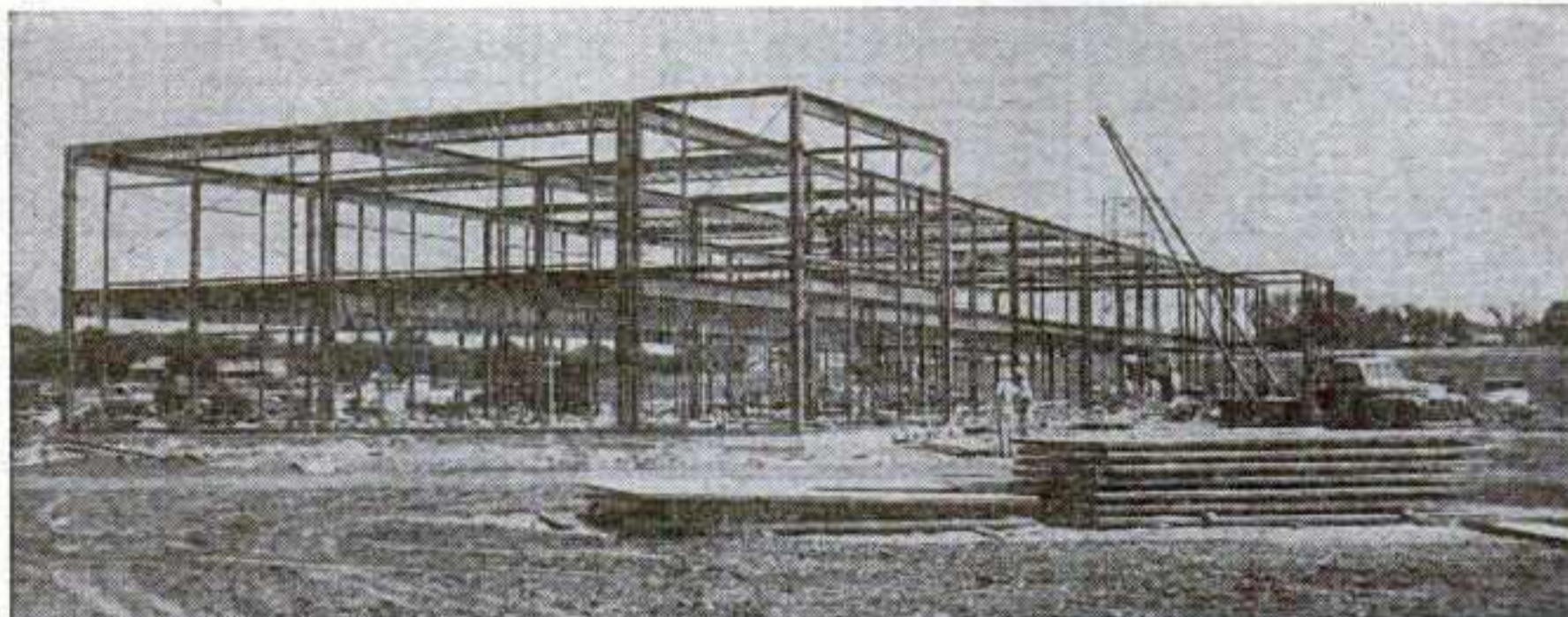
A women's building also will be finished. It will connect with a 350-foot long General Exhibit Building, already practically sold out of space for this year. Fronts of these two buildings join in a convex corridor, which also will connect with large public rest rooms. A modern appliance building, 120 by 240 feet, is under construction. This building will not contain a single supporting post.

The 10,000-capacity grandstand, construction of which is now in advanced stage, faces three race tracks built into one. The design contains a five-eighth of a mile horse track, a half-mile auto race track and a quarter-mile oval for special auto race events. Offices of Pete Baker, fair secretary, and other officials will be housed in the first floor of the grandstand.

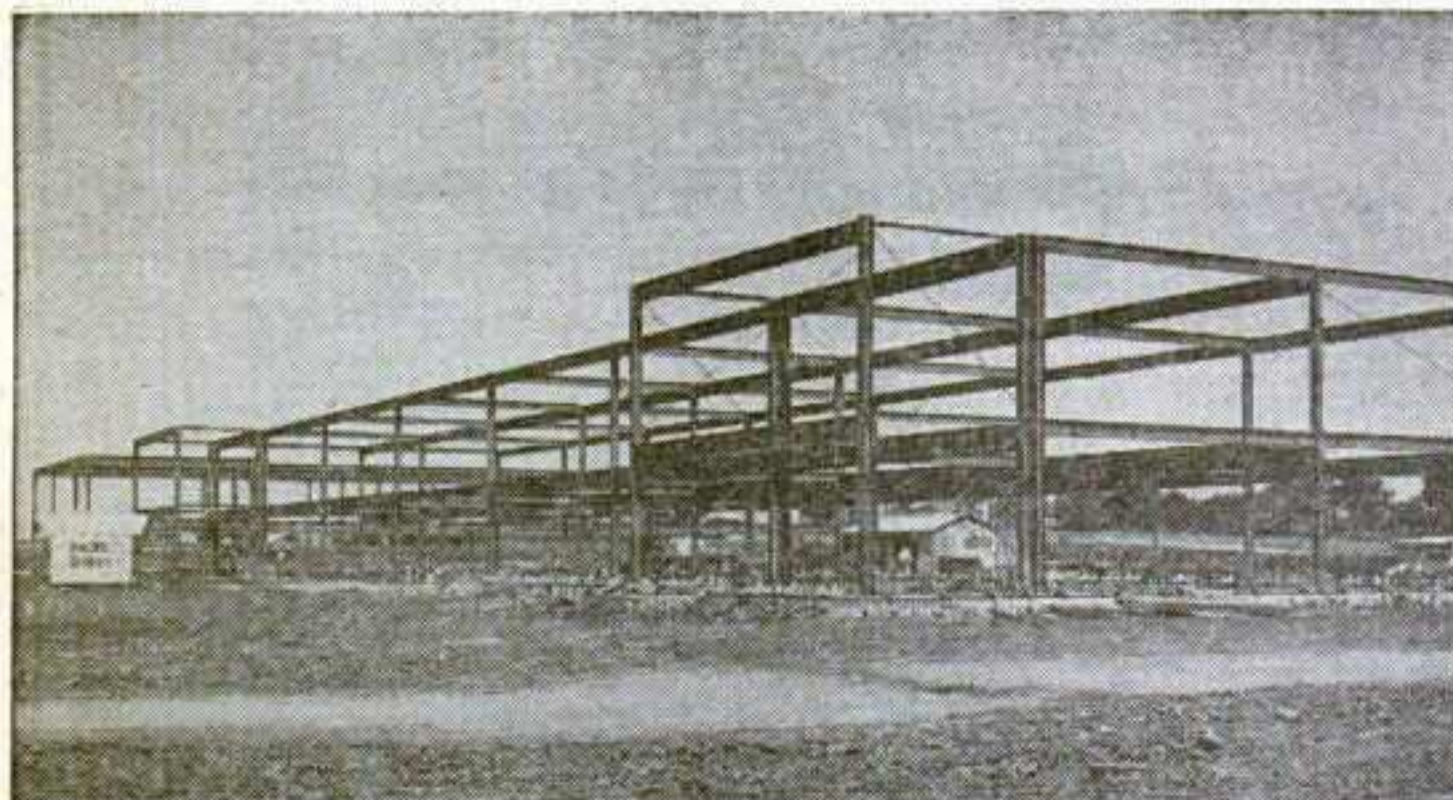
In addition to buildings being built by the fair, one planned by the Oklahoma Publishing Company is also to be completed by fair-time. This structure will include an observation tower from which visitors may get a bird's-eye view of the plant.



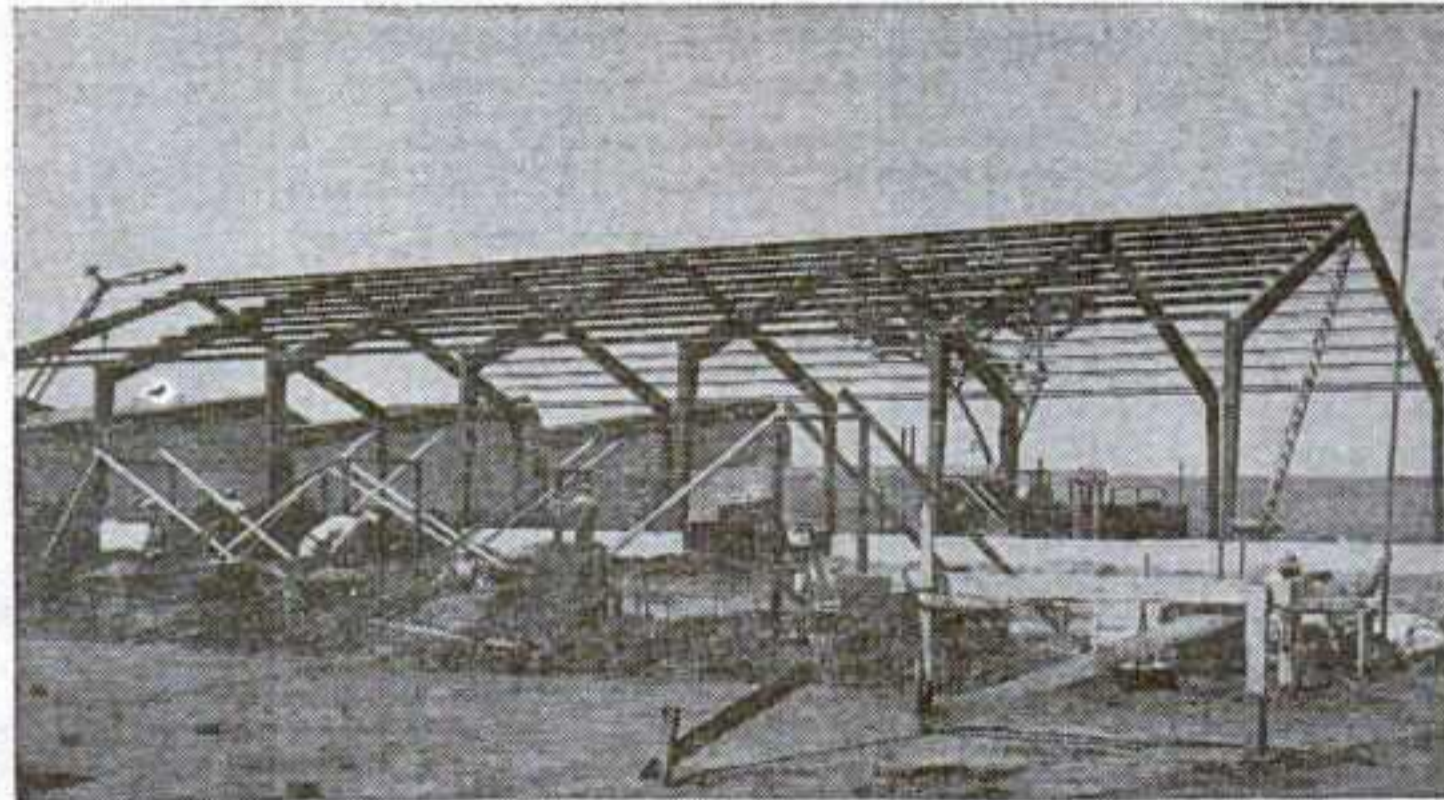
The Appliance Building was designed to serve for trade shows, sporting events and ice rink, as well as for sporting events. Building area is 150 by 241 feet wide and provides a space 120 by 240 feet clear of posts. Unique in design for Oklahoma, it will have a Lamella barrel-type arch roof of contemporary design.



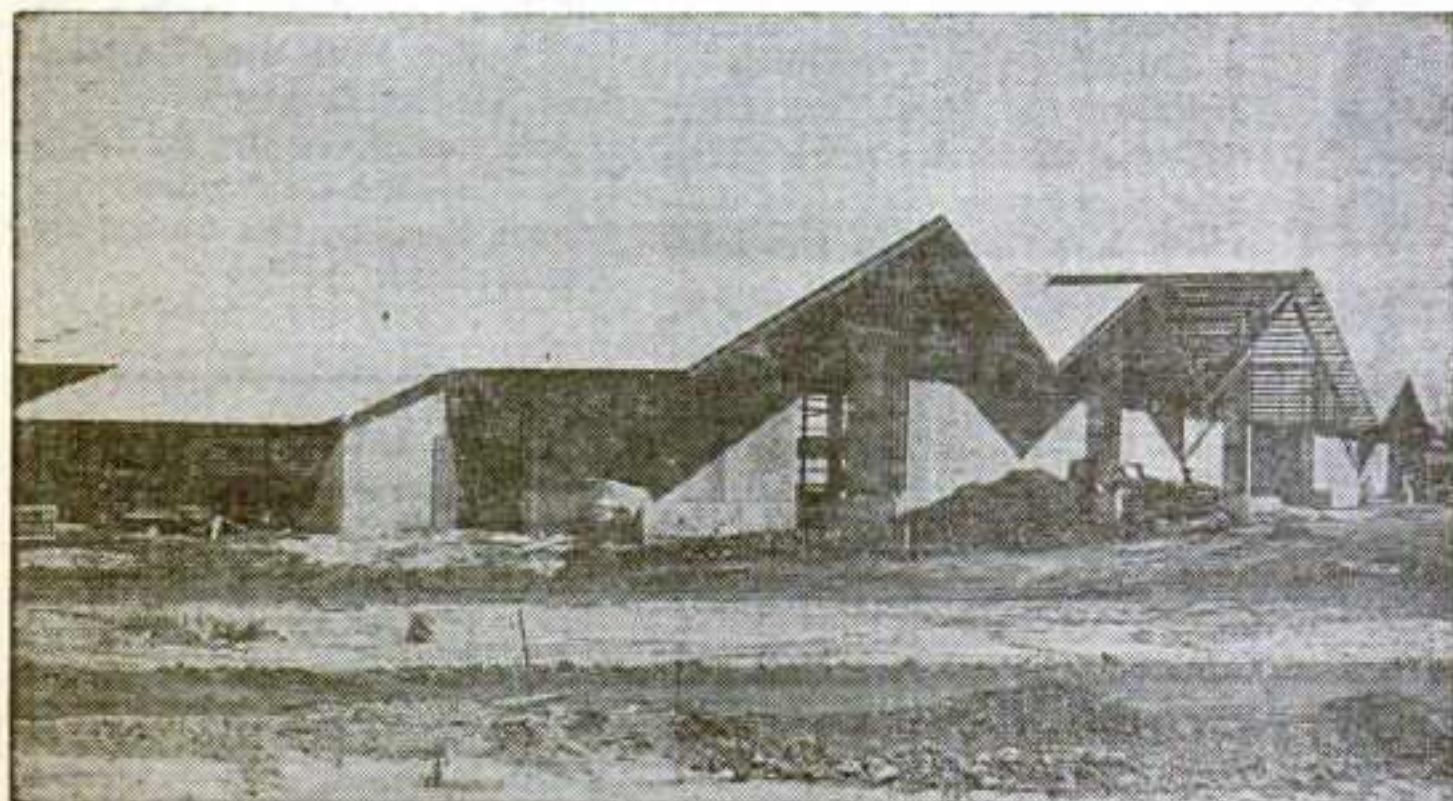
Future Farmers of America dormitory, one of seven buildings in the youth center, will house 1,200 boys. Besides dormitories, the center will include exhibit buildings, cafeterias, meeting rooms and offices.



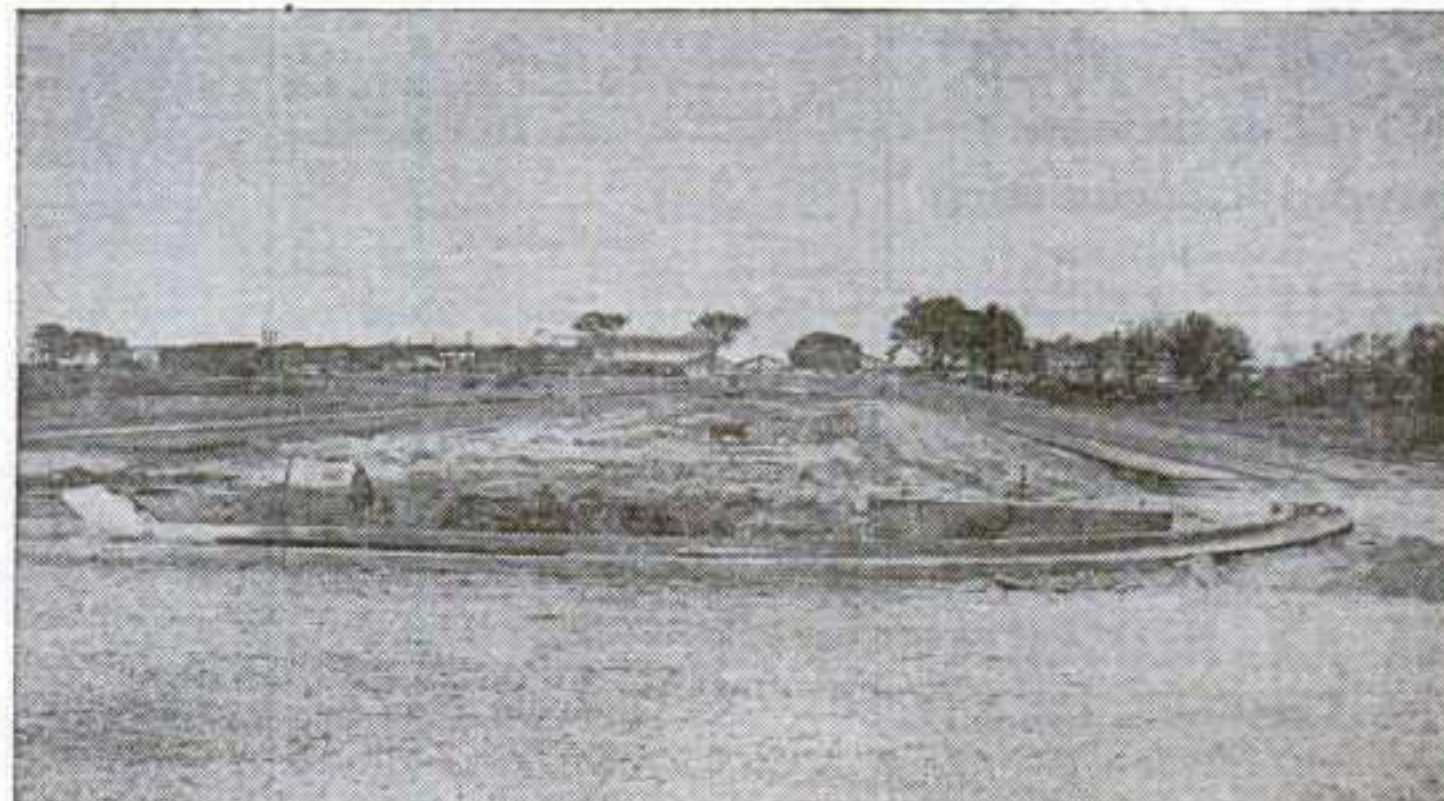
The 4-H dormitory under construction is designed to accommodate 2,000 boys and girls.



One wing of the Women's Building of the General Exhibits Building in the background. The buildings will join in a concave circle front on the plaza.



Agriculture Building under construction. The building will have a decorative front, which will include a large pylon.



Above shows the main entrance, with divided drive leading to the plaza. Parking areas are designed to accommodate 30,000 cars.



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Add excitement to your concession with these mammoth Neon-Lite balloons measuring 20 ft. in dia. when inflated. Can be painted with names, faces — visible from any point on grounds. All perfect — easily inflated. Priced for a song!

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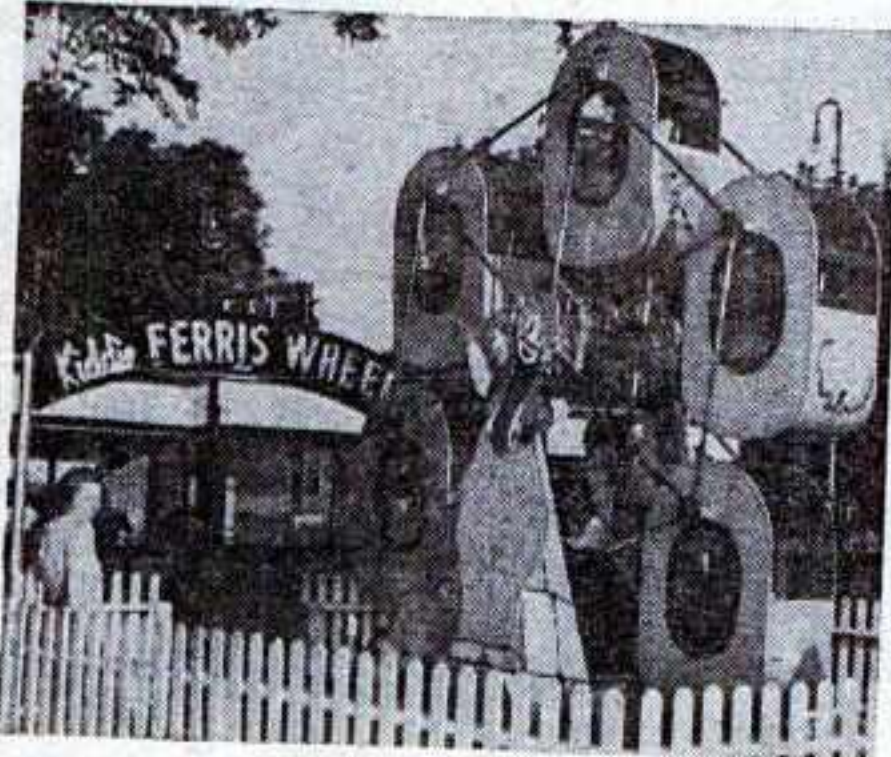
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### TICKETS

10,000.. \$11.10  
100,000.. 34.50

## Ray Marsh Brydon Dead

Continued from page 46

played a colorful role. He was at various times a circus owner (Dan Rice Circus), the largest operator of independent midway shows, one of the nation's leading Side Show operators and the operator of Side Show museums and store shows.

During his many years, he hit many summits and valleys of success. His peak success came in 1949, when, as the supplier of midway shows, he provided all such attractions for major fairs at Dallas, Memphis, Louisville, Detroit; Hutchinson, Kan., and Little Rock, in addition to smaller sized fairs.

At his death his operations had dwindled to some shows with the Gem City Shows and to a few small, scattered operations.

#### Snares Publicity

His operations invariably snared much publicity and almost as invariably were distinguished by spirited hassles with performers, show owners and fair officials.

Most of the present-day Side Show attractions worked under his banner at some time during his career. In the name field, the principal attraction he had was Sally Rand, the fan dancer, who headed a revue. Among other attractions he handled were Mike and Ike, the look-alike midgets, whose appearances he promoted immediately after World War I.

His shows or attractions worked at fairs, on carnivals, in amusement parks and in buildings. His circus, the Dan Rice Bros.' Circus, which he formed with Allen King in 1935 and whom he bought out the following year, was on-and-off the road several times. It tramped from 1935 thru 1937, when he put the title on ice, reviving it briefly in 1945. He brought it out again for a brief period early this season when it was used with Paul Kelly's animals on the Gem City Shows.

#### Prosperity in Chi

Immediately after World War II, Brydon operated a Side Show, the International Congress of Oddities, at Riverview Park, Chicago, and prospered for several seasons. While operating at Riverview, he branched out as the supplier of midway shows for fairs.

As an operator, Brydon was daunted by little, if anything. Money meant little to him. Neither did tremendous demands upon his energy. He had almost limitless bounce and time and again after going down in a venture, he picked himself up, surveyed a situation, and started over. Not infrequently he bounced up to a higher position.

During his long hospitalization, he had been dreaming up plans which he figured would lift him to another of his business summits.

## The Sleepy Hollow Formula

Continued from page 46

which a license was received in December. There is also a restaurant.

Gate fee is 50 cents for adults and a quarter for kids from 10 to 16 years of age. Rodeo and midget auto racing are presented during the season, for which the price is \$1.50 and 50 cents.

Admission prices include entertainment, which usually consists of five or six acts, who alternate during the day and night. Picnic space and parking are free, with accommodations for about 1,500 cars.

The park opens Sundays at 10

a.m., and the first show hits the stage at 1 p.m. The shows run in half-hour intervals. Feature acts are booked in mostly by the Jolly Joyce Agency for three or four dates during the season. Also taking part in the booking are Harry Cooke, Earl Kurtze and Dotty Nunnemaker.

#### 7,653 Top Attendance

Eddy Arnold holds the attendance record, topping the joint Roy Rogers-Hoosier Hotshots mark in his first appearance. He pulled 7,653 in August, 1952, and has been a popular repeater.

Arnold and others in his class usually net 70 per cent of the gross. Another 10 per cent covers newspaper advertising and operating expenses. Besides the admissions revenue, the park benefits from the leasing of rides and concession space, for which it gets 25 per cent of the gross. Two kiddie rides are operated. The park runs its own restaurant, soft drink stand and bingo concession.

With the increasing popularity of hillbilly entertainment, Sophie (Murray) Newman notes that the ranch will soon take a flyer on Saturday shows, offering talent a Saturday-Sunday booking.

#### Dancing All Year

The Sleepy Hollow Inn, at which square dancing is held, is open all year, with the dancing offered free on Wednesday, Friday and Saturday nights. There is no gate fee.

Homer and Jethro will entertain July 4, and on the following day the ranch will offer Johnny and Jack and their group, and the Duke of Paducah and his gang. Jimmy Wakely will perform July 11.

## N. Y. Bingo Test

Continued from page 46

in any way, and if seats were available, could occupy them without charge.

"The game in question does not constitute a lottery. . . ."

It was the second time Le-worthy was freed on the charges. After the jury in City Court found him not guilty on May 20 he was back again operating bingo for the Knights of St. John on the 22d. This time the grand jury indicted him but he was freed by Justice Munson.

#### Game Described

The police witnesses said they paid 80 cents at a booth and received a ticket entitling them to bingo cards for regular games, they also paid 5 and 10 "special" games which time to time.

ended that the for rental ns could without dona- ted



**ORIGINATORS and BUILDERS of THRILL-ACTION RIDES**

Eyerly Aircraft Company was the first to successfully incorporate aircraft action in ride design, launching a new trend in ride engineering.

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**KIDDIE RIDES**

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**MAJOR RIDES**

- ROCK-O-PLANE
- OCTOPUS
- FLY-O-PLANE
- ROLL-O-PLANE

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FERRIS WHEELS ★ ROCKET ★ AIRPLANE ★  
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PONY CART RIDE ★ STREET CAR

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COW PONY ★ MOON ROCKET

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are covered by either public liability

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Aug. 12-15  
Littleton—  
12-14. C  
Longmont  
Aspen  
Loveland



# 1954 Fair Dates

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## RETAIN THIS LIST

Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard. The next complete list of Fair Dates will be published in the issue of The Billboard to be dated July 31.

### Alabama

Andalusia—Covington Co. Fair Assn. Oct. 18-23. M. A. Boyette.  
 Anniston—Calhoun Co. Fair Assn. Sept. 27-Oct. 2. A. S. Mathews.  
 Athens—Limestone Co. Fair Assn. Sept. 6-11. Allen Beasley.  
 Atmore—AlaFlora Fair Assn. Oct. 4-9. J. O. Lumpkin.  
 Attalla—Etowah Co. Fair Assn., Oct. 4-9. James Waters.  
 Birmingham—Alabama State Fair, Oct. 4-9. R. H. McIntosh.  
 Childersburg—Talladega Co. Fair Assn. Sept. 27-Oct. 2. J. D. Warren.  
 Dothan—Houston Co. Fair Assn. Oct. 11-16. L. J. Lunsford.  
 Florence—N. Alabama State Fair, Sept. 20-25. C. H. Jackson.  
 Heflin—Cleburne Co. Fair Assn. Sept. 13-18 (tent). Fred Smith.  
 Huntsville—Madison Co. Fair & Tenn. Valley Ekpo., Sept. 27-Oct. 2. Marie Dickson.  
 Jasper—Northwest Ala. Fair Assn. Sept. 27-Oct. 2. Christie W. Summers.  
 Luverne—Crenshaw Co. Fair Assn., Nov. 1-6. W. J. Bell.  
 Moulton—Lawrence Co. Agril. Fair. Sept. 27-Oct. 2. J. F. Roberson.  
 Opelika—East Ala. Fair, Oct. 25-30. Frank Cullpepper.  
 Scottsboro—Jackson Co. Fair Assn. Oct. 4-9. J. P. James.  
 Troy—Pike Co. Fair Assn. Oct. 18-23. James R. Newman.  
 Tuscaloosa—Tuscaloosa Co. Fair Assn. Oct. 11-16. Mike Neaney.

### Arizona

Holbrook—Navajo Co. Fair. Sept. 10-12.  
 Kingman—Mohave Co. Fair. Sept. 4-6. Harry R. Phillips.  
 Phoenix—Arizona State Fair, Nov. 5-14. Geo. W. Blake.  
 Prescott—Yavapai Co. Fair Assn. Sept. 17-19. Alice Townsend.  
 Tucson—Pima Co. Fair. Oct. 21-24. John D. Frakes.

### Arkansas

Arkadelphia—Clark Co. Fair & Livestock Assn., Sept. 2-4. George S. Dews.  
 Batesville—Independence Co. Fair & Livestock Assn., Sept. 15-18. Mrs. Bertel Gray.  
 Benton—Saline Co. Fair Assn., Sept. 6-11. V. S. Floyd.  
 Bentonville—Benton Co. Fair Assn., Sept. 14-17. Verla Rose.  
 Berryville—Carroll Co. Fair & Livestock Show, Sept. 8-11. Kathleen Simpson.  
 Blytheville—N. E. Ark. Dist. Fair. Sept. 21-26. Robert Blaylock.  
 Booneville—Logan (South) Co. Livestock Show & Fair. Sept. 16-18. John Holliman.  
 Camden—Ouachita Co. Fair & Livestock Show, Sept. 13-18. Bill Pryor.  
 Carlisle—Lonoke Co. Fair & Livestock Show, Sept. 6-11. Ward Amaden.  
 Clarksville—Johnson Co. Fair Assn. Sept. 20-25. Everett Stewart.  
 Conway—Faulkner Co. Fair Assn., Sept. 29-Oct. 2. Jim Brewer.  
 Crossett—Ashley Co. Fair & Livestock Show, Sept. 16-18. Ben Posey.  
 Danville—Yell Co. Free Fair Assn., Sept. 29-Oct. 2. J. E. Chambers.  
 DeQueen—Sevier Co. Livestock Show & Fair Assn., Sept. 8-11. Mlle B. Carroll Jr.  
 De Witt—Arkansas Co. Fair. Oct. 11-16.  
 El Dorado—Union Co. Livestock & Poultry Assn. Sept. 20-25. Guy O. Dunn.  
 Fayetteville—Washington Co. Fair Assn., Sept. 21-24. John I. Smith.  
 Foreman—Little River Co. Fair Assn., Sept. 16-18. Marion Crank.  
 Forrest City—St. Francis Co. Jr. Livestock Show Assn. Sept. 27-Oct. 2. Jack Porter.  
 Fort Smith—Arkansas-Oklahoma Livestock Expo. & Free Fair. Sept. 26-Oct. 2. Pat Condren.  
 Glenwood—Pike Co. Fair Assn., Sept. 16-18. Robert Cassidy.  
 Hamburg—Ashley Co. Fair Assn., Sept. 23-25. Ben Posey.

Hampton—Calhoun Co. Fair Assn., Sept. 23-25.  
 Harrisburg—Poinsett Co. Agril. Fair Assn. Sept. 27-Oct. 2. A. L. Waddle.  
 Harrison—Boone: Northwest Arkansas Dist. Fair, Sept. 23-25. Ruth Wilson.  
 Heber Springs—Cleburne Co. Livestock Show, Sept. 23-25. J. T. Edwards.  
 Hope—Third Dist. Livestock Show, Sept. 27-Oct. 2. Bob Shivers.  
 Hot Springs—Garland Co. Fair Assn., Sept. 20-25. A. B. Jeffries.  
 Huntsville—Madison Co. Fair Assn., Sept. 17-19. Ewell Boyd.  
 Jonesboro—Craighead Co. Livestock Show Assn., Sept. 20-25. Norman Wimpy.  
 Little Rock—Arkansas Livestock Show, Oct. 4-9. Clyde E. Byrd.  
 Lonoke—Lonoke Co. Fair. Sept. 8-11.  
 Magnolia—Columbia Co. Fair & Livestock Show, Sept. 27-Oct. 2. Ves Godley.  
 Marlon—Crittenden Co. Negro Fair. Sept. 13-18.  
 Marvell—Phillips Co. Fair Assn., Sept. 20-25. Ike Van Mete.  
 McCrory—Woodruff Co. Fair Assn., Oct. 13-16. Jack Ingram.  
 McGehee—Desha Co. Fair. Sept. 20-25.  
 Mena—Polk Co. Free Fair Assn., Sept. 16-18. R. W. St. John.  
 Monticello—Drew Co. Livestock Show & Fair Assn., Sept. 29-Oct. 2. Jack Shelton.  
 Morrilton—Conway Co. Fair Assn., Sept. 22-25. M. C. Jones.  
 Mount Ida—Montgomery Co. Fair Assn., Sept. 23-25. Rudolph Bates.  
 Mountain View—Stone Co. Free Fair Assn., Sept. 14-18. E. B. Watts.  
 Mulberry—Crawford Co. Fair Assn., Sept. 23-25. C. D. Chastain.  
 Nashville—Howard Co. Fair. Sept. 20-25. Jay Toland.  
 Newport—Jackson Co. Fair & Livestock Show Assn., Sept. 27-Oct. 2. Mollie Hinkle.  
 Ozark—Franklin Co. Fair Assn., Sept. 20-25. C. C. Wooten.  
 Paragould—Greene Co. Fair Assn., Sept. 15-18. Donald Cox.  
 Perryville—Perry Co. Fair & Livestock Assn., Sept. 20-25. Walter Paul.  
 Piggott—Clay Co. Fair Assn., Aug. 26-28. Ira Hartness.  
 Pine Bluff—South Arkansas Livestock Show, Sept. 20-25. George Hestand.  
 Pocahontas—Randolph Co. Fair Assn., Sept. 8-11. A. C. DeClerk.  
 Prescott—Nevada Co. Fair Assn., Sept. 22-24. Jada M. McGuire.  
 Russellville—Pope Co. Fair Assn., Sept. 15-17. John V. Turner.  
 Searcy—White Co. Fair Assn., Sept. 29-Oct. 2. Joe Melio.  
 Stamps—Lafayette Co. Fair & Livestock Show, Oct. 4-9. Don Nunn.  
 Star City—Lincoln Co. Fair Assn., Sept. 17-19. C. E. Fish.  
 Waldron—Scott Co. Fair Assn., Sept. 23-25. Mrs. Ruben Parker.  
 Warren—South Arkansas Fair. Sept. 27-Oct. 2.

### California

Anderson—Shasta Dist. Fair, Aug. 26-29. Joseph J. Speer.  
 Antioch—Contra Costa Co. Fair, July 29-Aug. 1. N. D. Sundborg.  
 Auburn—Auburn Dist. Fair, Sept. 17-19. A. J. Cecchetti.  
 Bakersfield—Kern Co. Fair, Sept. 27-Oct. 3. William A. Straub.  
 Bishop—Tri-Co. Fair, Sept. 3-6. Ralph C. Vellom.  
 Booneville—Mendocino Co. Fair & Apple Show, Sept. 24-26. H. J. June.  
 Calistoga—Napa Co. Fair & Horse Show, July 3-5. Roy Schoepf.  
 Cedarville—Modoc Co. Fair, Aug. 27-29. Roland J. Christiansen.  
 Cloverdale—Cloverdale Citrus Fair, Feb. 19-22. J. LeRoy Wehr.  
 Crescent City—Del Norte Co. Fair, Aug. 20-22. L. W. McClure.  
 Del Mar—Southern Calif. Expo. & San Diego Co. Fair, June 25-July 5. Paul T. Mannen.  
 Ferndale—Humboldt Co. Fair, July 26-Aug. 1. Dr. J. N. D. Hindley.

Fresno—Fresno Dist. Fair, Oct. 1-10. T. A. Dodge.  
 Grass Valley—17th Dist. Agricultural Assn., Aug. 26-29. Loyle E. Freeman.  
 Gridley—Golden Feather Fair, Aug. 26-29. J. E. Whitaker.  
 Hanford—Kings Co. Fair, Oct. 14-17. King.  
 Hayfork—Trinity Co. Fair, Aug. 20-22. J. D. Berry.  
 Hemet—Farmers Fair of Riverside Co., Aug. 18-22. Harry Hofmann.  
 Hollister—San Benito Co. Fair, Oct. 1-3. Thomas J. Medeiros.  
 Imperial—California Mid-Winter Fair, Feb. 27-Mar. 7. D. V. Stewart.  
 Indio—Riverside Co. Fair & Natl. Date Festival, Feb. 17-22. R. M. C. Fullenwider.  
 Lancaster—Antelope Valley Fair & Alfalfa Festival, Sept. 9-12. A. G. Marquardt.  
 Lakeport—49th Dist. Agricultural Assn., Sept. 3-5. C. P. Lewis.  
 Lodi—Lodi Grape Festival & Natl. Wine Show, Sept. 17-19. C. S. Jackson.  
 Los Angeles—48th Dist. Agricultural Assn., Great Western Livestock Show, Nov. 27-Dec. 2. A. M. Mathews.  
 Madera—Madera Dist. Fair, Sept. 23-26. J. T. O'Shaughnessy.  
 Mariposa—Mariposa Co. Fair, Sept. 4-6. Dale K. Campbell.  
 McArthur—Inter-Mountain Fair of Shasta Co., Sept. 4-6. Mrs. Frances A. Gassaway.  
 Merced—35th Dist. Agricultural Assn., Aug. 25-29. W. C. Woxberg.  
 Monterey—Monterey Co. Fair, Aug. 26-29. George T. Wise.  
 Napa—Napa Dist. Fair, Aug. 12-15. Lowell Edgington.  
 Orland—Glenn Co. Fair, Sept. 15-19. R. E. Walker.  
 Paso Robles—San Luis Obispo Co. Fair, Aug. 19-22. Lawrence W. Lewin.  
 Petaluma—Fourth Dist. Fair, July 29-Aug. 1. Dolph Young.  
 Placerville—El Dorado Co. Fair, Sept. 10-12. Guy W. Davenport.  
 Pleasanton—Alameda Co. Fair, June 21-July 4. Wray L. Bergstrom.  
 Plymouth—Amador Co. Fair, Aug. 27-29. George Winkler.  
 Pomona—Los Angeles Co. Fair, Sept. 17-Oct. 3. B. C. Shepherd.  
 Quincy—Plumas Co. Fair, Aug. 12-15. Tulsa E. Scott.  
 Red Bluff—Tehama Co. Fair, Aug. 6-8. Joseph A. Soares.  
 Roseville—Placer Co. Fair, July 8-11. Nic Huddleston.  
 Sacramento—California State Fair and Expo, Sept. 2-12. E. P. Green.  
 Salinas—Calif. Rodeo, Horse Fair & Stock Show, July 15-18. R. J. Wallace.  
 Santa Ana—Orange Co. Fair, Aug. 10-15. R. M. C. Fullenwider.  
 San Francisco—Grand Natl. Livestock Expo, Oct. 29-Nov. 7. Nys Wilson.  
 San Leandro—Community Fair, June 21-July 5. John D. White.  
 Santa Barbara Fair and Horse Show, July 13-18. Horace W. Rupp.  
 San Fernando (Northridge)—San Fernando Valley Fair, Sept. 2-6. Max P. Schonfeld.  
 San Jose—Santa Clara Co. Fair, Sept. 13-19. Russell E. Pettit.  
 Santa Maria—Santa Barbara Co. Fair, July 21-25. Reldon Dunlap.  
 San Mateo—San Mateo Co. Fair Assn., Aug. 6-14. William M. Wilson.  
 Santa Rosa—Sonoma Co. Fair & Horse Show, July 16-24. J. W. Jamison.  
 Sonoma—Mother Lode Fair, Aug. 5-8. Cecil B. Mathews.  
 Stockton—San Joaquin Co. Fair, Aug. 20-28. E. G. Vollman.  
 Susanville—Lassen Co. Fair & Livestock Show, Aug. 17-22. A. A. Jensen.  
 Tulare—Tulare Co. Fair, Sept. 21-26. A. J. Elliott.  
 Tulelake—Tulelake-Butte Valley Fair, Sept. 9-10. William C. Whitaker.  
 Turlock—Stanislaus Dist. Fair, Aug. 9-14. C. A. Rigbee.  
 Ukiah—12th Dist. Fair, Aug. 19-22. F. P. Stipp.  
 Vallejo—Solana Co. Fair, July 5-14. Al St. John.  
 Ventura—Ventura Co. Fair, Oct. 6-10. L. E. Ver Husen.  
 Victorville—San Bernardino Co. Fair, Aug. 25-29. Oren Robertson.  
 Watsonville—Santa Cruz Co. Fair, Sept. 23-26. E. P. Johnson.  
 Woodland—Yolo Co. Fair, Aug. 19-23. Stuart B. Waite.  
 Yreka—Siskiyou Co. Fair, Aug. 27-29. Edward B. Mathews.  
 Yuba City—Yuba-Sutter Fair, July 28-Aug. 1. Roy Welch.

### Colorado

Akron—Washington Co. Fair & Rodeo, Aug. 12-14. Brandt Wenig.  
 Brighton—Adams Co. Fair & Rodeo Assn. Aug. 12-15. Jim Green.  
 Burlington—Kit Carson Co. Fair Assn. Aug. 12-14. Melvin D. Butterfield.  
 Calhan—El Paso Co. Fair Assn., Aug. 20-22. Fred Wagoner.  
 Castle Rock—Douglas Co. Fair Assn. Sept. 10-12. Charles E. Kirk.  
 Cheyenne Wells—Cheyenne Co. Fair and Rodeo, Sept. 2-4. Byron Hudson.  
 Cortez—Montezuma Co. Fair Assn. Sept. 23-25. Fred Fitzsimmons.  
 Eads—Kiowa Co. Free Fair. Sept. 9-11. T. Robinson.  
 Fort Morgan—Morgan Co. Fair, Aug. 19-21. Hayden—Routt Co. Fair, Aug. 20-21. George A. Simonton.  
 Holyoke—Phillips Co. Fair, Aug. 19-21.  
 Hotchkiss—Delta Co. Fair Assn. Sept. 7-10. Mark R. Clay.  
 Hugo—Lincoln Co. Fair, Aug. 19-21.  
 Julesburg—Sedgwick Co. Fair, Aug. 16-18.  
 Kiowa—Elbert Co. Free Fair, Aug. 12-14. Mrs. Homer M. Jessup.  
 Lamar—Southeast Colo. Livestock Assn. Aug. 21-22. Allan H. Pett.



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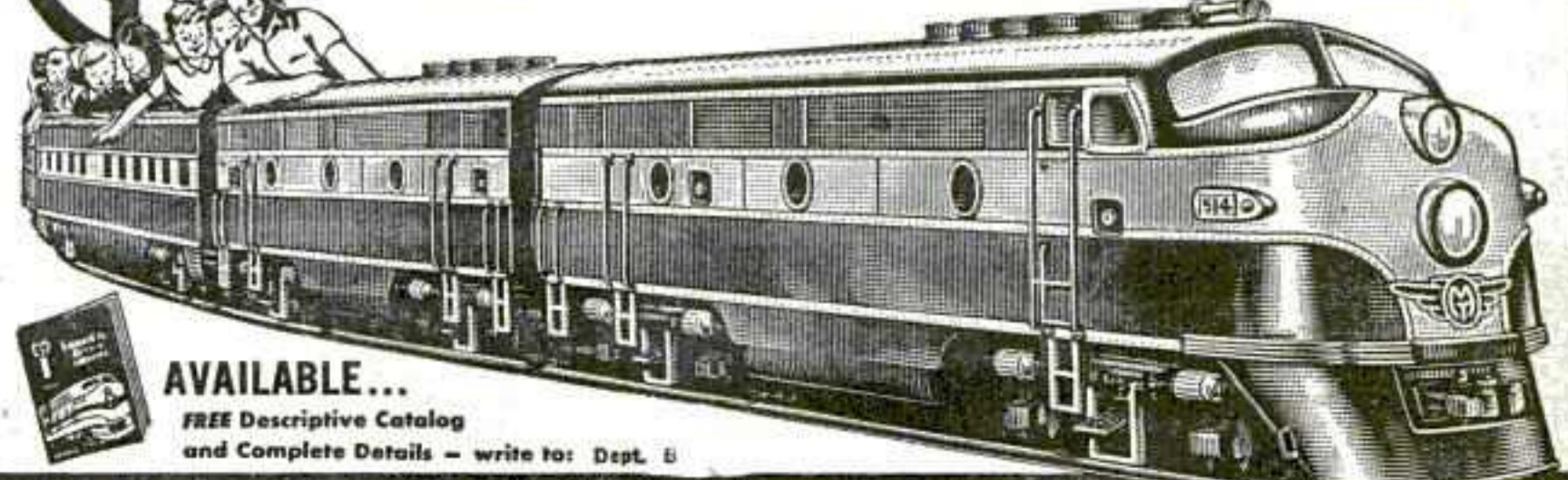
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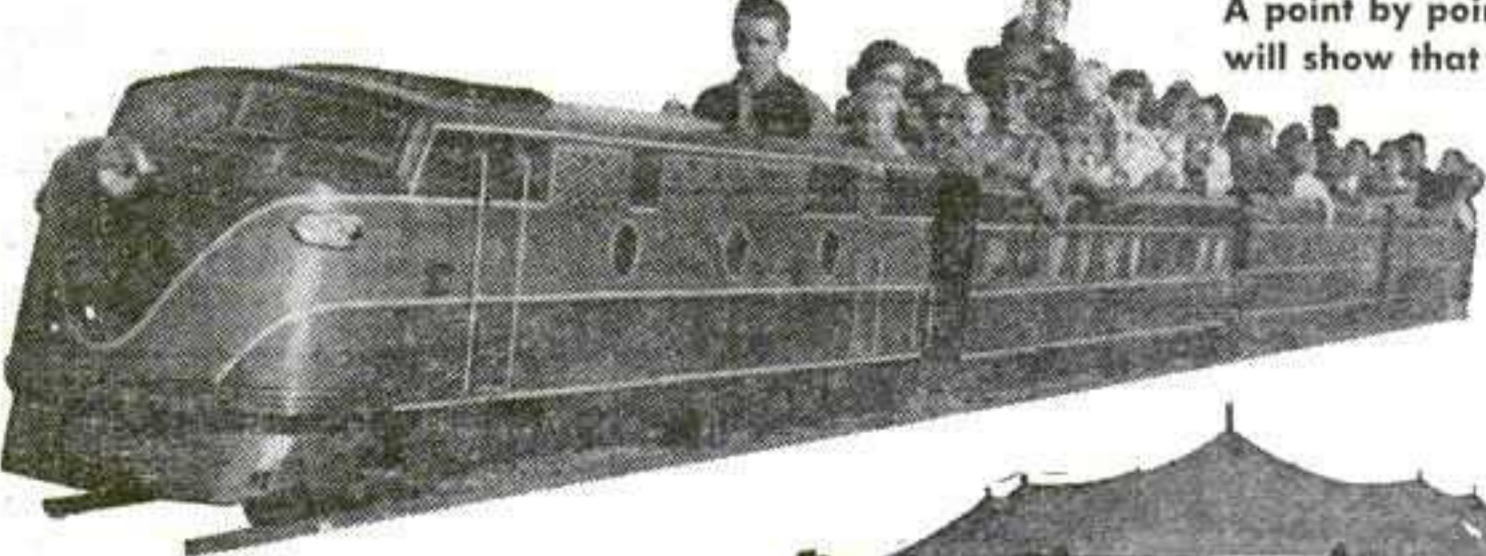
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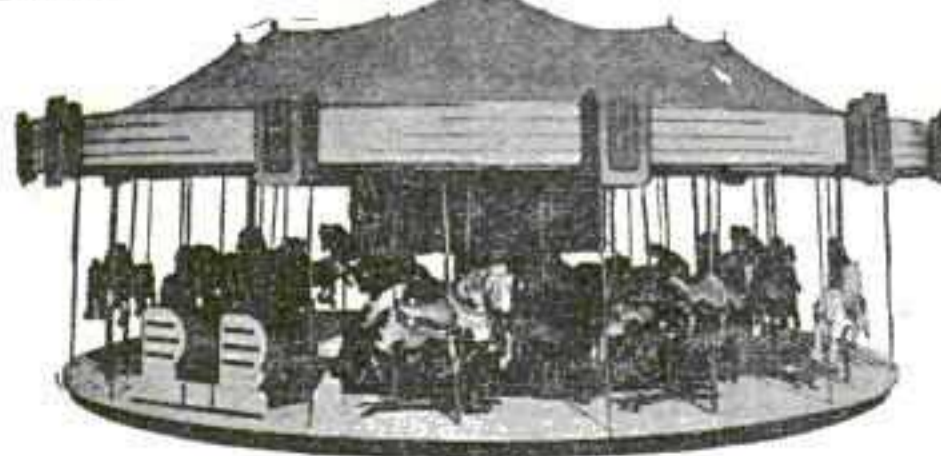
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Las Animas—Sent Co. Fair and Rodeo. Aug. 12-15. Robert Carver.  
Littleton—Arapahoe Co. Fair Assn. Aug. 12-14.  
Longmont—Boulder Co. Fair & Rodeo Assn. Aug. 19-21. George Reitemeier.  
Loveland—Larimer Co. Fair & Rodeo Assn. Aug. 18-18. Denny D. Washington.  
Manitou—Conejos Co. Fair Sept. 10-11.  
Lynn Burt.  
Meeker—Rio Blanco Co. Fair. Sept. 3-4.  
Jin White.  
Pagosa Springs—Archuleta Co. Fair & 4-H Fair Assn. Sept. 4-5. Vernon Conforth.  
Pueblo—Colorado State Fair, Aug. 25-29. W. H. Kittle.  
Rocky Ford—Ark. Valley Fair Assn., Aug. 31-Sept. 2. Ted Chenault.  
Sedgwick—Sedgwick Co. Fair. Aug. 18-18. Springfield—Baca Co. Fair Assn. Aug. 20-21. Chester R. Pithlan.  
Sterling—Overland Trail Rodeo & Fair, Sept. 2-4. Harold Strann.  
Yuma—Yuma Co. Fair. Aug. 9-11. W. H. Chandler.

### Connecticut

Berlin—Berlin Grange Fair. Sept. 17-18. Mrs. Esther G. Lamb.  
Berlin—Berlin Fair, Oct. 1-3. William Poppel.  
Bethlehem—Bethlehem Fair. Sept. 11-12. Miss Anne Skelte.  
Brooklyn—Brooklyn Fair. Sept. 17-19. Mrs. Eleanor H. Strunk.  
Chester—Chester Fair, Aug. 28-29. William G. Stark.  
Danbury—Great Danbury Fair, Oct. 2-10. John W. Leahy.  
Durham—Middlesex Co. 4-H Fair Assn. Aug. 21-22. Gladys Kelsey.  
Durham—Durham Fair. Sept. 24-26. Robert White.  
East Hampton—Haddam Neck Fair Assn., Sept. 6. Leonard Selden.  
Goshen—Goshen Fair. Sept. 4-6. Theodore C. Ellis.  
Guilford—Guilford Fair. Sept. 17-18. Marie E. Griswold.  
Hartford—Hartford Fair. Oct. 2-3. Merle Plaskett.  
Hazardville—Union Agrl. Soc. Fair. Sept. 28-29. D. Everett Neelans.  
Lyme—Hamburg Fair, Aug. 21. Carolyn Cone.  
Madison—Future Farmers Fair, Sept. 11. John Doffek.  
Mansfield—Echo Grange Fair. Sept. 11. Fred Rosebrooks.  
Marlborough—Marlborough Grange Fair, Aug. 28. Mrs. Gladys E. Dancause.  
Meriden—Meriden Grange Fair. Sept. 17-18. Bertha B. Tinkham.  
Monroe—Fairfield Co. 4-H Fair. Aug. 20-21. Dorothy Beeno.  
North Haven—North Haven Fair Assn. Sept. 9-12. Gertrude N. Miller.  
North Stonington—New London Co. 4-H Fair Assn. Sept. 3-4. Patricia Cushman.  
Norwichtown—Norwich Grange Fair. Sept. 3-4. Luella P. Browning.  
Old Lyme—Old Lyme Co. Fair and Horse Show. Aug. 7. N. R. Sheffield.  
Orange—New Haven Co. 4-H Fair Assn., Aug. 13-14. Audrey Melbourne.  
Pachaug—Pachaug Grange Fair Assn. Sept. 11-12. Edward L. Thornton, Jewett City, Conn.  
Portland—Portland Agrl. Fair. Sept. 18-19. Karl S. Newsom.  
Riverton—Riverton Fair, Oct. 9-10. Grace D. Seymour.  
Rocky Hill—Rocky Hill Grange Fair. Sept. 10-11. Mrs. Dorothy B. Herrick.  
Southbury—Glastonbury Grange Fair, Oct. 9. Henry H. Anders.  
South Woodstock—Woodstock Fair. Sept. 4-6. Donald B. Williams.  
South Woodstock—William Co. 4-H Fair Assn., Aug. 8-8. Lucille St. Martin.  
Southington—Union Grange Fair. Sept. 10-11. J. M. Carley.  
Stafford Springs—Stafford Fair, Oct. 7-10. Louise L. Benton.  
Stafford Springs—Tolland Co. 4-H Fair, Aug. 27-28. Barbara Graf.  
Terryville—Terryville Co. Fair. Sept. 18-19. Frank Dzielnanski.  
Wallingford—Wallingford Grange Fair. Sept. 17-18. Flora E. Hough.  
Wapping—Wapping Fair. Sept. 11. Mrs. John H. Porcheron.  
Warren—Litchfield Co. 4-H Fair. Aug. 27-28. Roberta Kimberly.  
Wethersfield—Wethersfield Grange Fair. Sept. 8-9. Chester Andrews.  
Windsor Locks—Hartford Co. 4-H Fair, Aug. 28-29. Edie Pelton.  
Woodstock—Woodstock Agrl. Soc. Sept. 4-6. Donald B. Williams.

### Delaware

Harrington—Kent & Sussex Co. Fair, July 26-30. T. B. Holloway.

### Florida

Bonifay—Holmes Co. Fair. Nov. 1-5. Walter Willett.  
Crestview—Leon Harvest Fair, Inc. Oct. 4-9. H. A. (Bert) King.  
De Puyak Springs—Walton Co. Fair Assn. Nov. 10-13. H. O. Harrison.  
East Palatka—Putnam Co. Fair & Youth Show, Nov. 9-13. H. E. Baitby.  
Orlando—Central Florida Fair, Feb. 21-28. C. T. Bickford.  
Pensacola—Pensacola Interstate Fair, Oct. 18-24. J. E. Frenkel.  
Quincy—Gadsden Co. Tobacco Festival and Fair Assn. Oct. 14-16. Fred Brinkman.  
Tallahassee—North Florida Fair Assn. Oct.

26-30. Lloyd Rhoden.  
Tampa—Florida State Fair. Feb. 5-19. J. C. Huskisson.

### Georgia

Athens—Athens Agril. Fair, Oct. 12. H. H. Williams.  
Atlanta—Southeastern Fair Assn., Sept. 30-Oct. 3. John W. Seay.  
Augusta—Exchange Club Fair, Oct. 25-30. T. W. Oshmore.  
Bainbridge—Decatur Co. Fair Assn., Oct. 18-24. Tom E. Rich.  
Brunswick—Exchange Club Five-Co. Fair, Oct. 18-23. R. B. Henderson.  
Columbus—Chattahoochee Valley Expo., Oct. 11-16. Felix L. Jenkins.  
Conyers—Rockdale Co. Am. Legion Fair, Sept. 27-Oct. 2. J. W. McCollum.  
Dalton—North Georgia Fair, Sept. 27-Oct. 2. Burt Scroggins.  
Dublin—Oconee Fair Assn. Oct. 25-30. O. N. Lewis.  
Elberton—Elberton Fair, Sept. 6-11. L. V. Eulme.  
Griffin—Spaulding Co. Kiwanis Fair Assn. Oct. 18-23. J. B. Brown.  
Habersham—Habersham Community Fair, Oct. 11-16. C. P. Scruggs.  
Hartwell—Hart Co. Agrl. Fair. Sept. 27-Oct. 2. C. W. Campbell.  
Macon—Georgia State Fair, Oct. 18-23. E. Ross Jordan.  
Manchester—Tri Co. Fair. Sept. 27-Oct. 2. Welby Griffith.  
Metter—Candler Co. Fair Assn., Oct. 11-16. L. C. Anderson.  
Montezuma—Macon Co. Fair Assn. Inc. Oct. 11-16. Clarence H. Hair.  
Savannah—Coastal Empire Fair, Nov. 8-15. D. R. Coleman.  
Swainsboro—Emanuel Co. Fair, Oct. 11-16. T. W. Yarner.  
Thomaston—Upton Co. Fair. Sept. 20-25. W. N. Miner.

### Idaho

Blackfoot—Eastern Idaho State Fair, Sept. 14-18. Mrs. Ruth Hartkopf.  
Boise—Western Idaho State Fair. Aug. 24-28.  
Burley—Cassia Co. Fair & Rodeo, Aug. 26-28. Truman Bradley.  
Emmett—Gem Co. Fair & Rodeo, Aug. 12-14.  
Piler—Twin Falls Co. Fair & Rodeo, Sept. 1-4.  
Gooding—Gooding Co. Fair & Rodeo, Aug. 19-21.  
Grace—Caribou Co. Fair, Aug. 27-28.  
Malad—Oneida Co. Fair, Sept. 2-4.  
New Plymouth—Payette Co. Fair, Aug. 19-21.  
Newport—Lewistown Co. Fair Assn., Sept. 22-25. Gordon Dickey.  
Pocatello—N. Bannock Co. Fair, Sept. 3-4.  
Preston—Franklin Co. Fair, Aug. 26-28.  
Ririe—Jefferson Co. Fair, Sept. 4-6.  
Salmon—Benih Co. Fair, Sept. 9-11. Benjie A. Banks.

### Illinois

Albion—Edwards Co. Fair Assn., Aug. 9-13. Loy L. Thread.  
Aledo—Mercer Co. Fair Assn., July 27-30. C. O. Ford.  
Altamont—Effingham Co. Fair Assn., Aug. 8-13. Mart Alwert.  
Arthur—Moultrie-Douglas Co. Fair Assn., July 20-24. H. E. Hood.  
Augusta—Hancock Co. Fair, July 22-25. L. Wayne Robison.  
Belleville—St. Clair Co. Fair Assn., July 31-Aug. 7. George Gerken.  
Belvidere—Northern Ill. Fair Assn., Aug. 13-15. Mrs. Freda Spenser.  
Benton—Franklin Co. Fair Assn., July 26-30. Earl Doty.  
Bloomington—McLean Co. Fair Assn., Aug. 9-12. Roy Barclay.  
Bridgeport—Lawrence Co. Fair Assn., Aug. 23-27. Grover C. Gross.  
Brownstown—Payette Co. Fair Assn., July 5-9. Glen E. Pardee.  
Cambridge—Henry Co. Fair Assn., Aug. 10-13. Mrs. Esther Werbach.  
Carlinville—Macoupin Co. Fair Assn., July 28-31. Mrs. Joe Tostberg.  
Carlyle—Clinton Co. Fair Assn., July 21-24. Eldon E. Hazlet.  
Carmi—White Co. Fair Assn., Aug. 16-20. Ben B. Berfield.  
Carrington—Greene Co. Fair Assn., July 11-16. Nelle Witt.  
Cerro Gordo—Piatt Co. Fair Assn., July 15-17. Earl Kepler.  
Charleston—Coles Co. Fair Assn., Aug. 1-8. Robert Blackford.  
Cullom—Livingston Co. Fair Assn., Aug. 12-14. Everett Sankusky.  
Danville—Vermilion Co. Fair Assn., Aug. 1-6. Harvey Pearson.  
DuQuoin—DuQuoin State Fair Assn., Aug. 29-Sept. 6. D. M. Hayes.  
Elgin—Kane Co. Fair Assn., Aug. 4-7. A. H. Brant.  
Elizabeth—Community Fair Assn., Aug. 4-6. R. J. Stauss.  
Fairbury—Livingston Co. Fair Assn., Aug. 24-28. Bob Maurer.  
Fairfield—Wayne Co. Fair Assn., July 5-9. M. Loy.  
Farmer City—DeWitt Co. Fair Assn., Aug. 1-7. E. S. Wightman.  
Fisher—Champaign Co. Fair Assn., July 20-21. Doyne H. McKinney.  
Flora—Clay Co. Fair Assn., July 26-30. Joe Weyman.  
Franklin Grove—Lee Co. Fair Assn., Aug. 26-28. Verne Baker.  
Freeport—Stephenson Co. Fair Assn., Aug. 25-28. Roy Hefly.  
Greenup—Cumberland Co. Fair Assn., Aug. 23-28. W. E. Freeman.  
Greenville—Bond Co. Fair Assn., Aug. 23-27. T. T. Dewey.  
Griggsville—Pike Co. Fair Assn., July 1-5. Robt. Skinner.  
Hampton—Rock Island Co. Fair Assn., Aug. 25-28. Wayne Feaster.  
Henry—Marshall-Putnam Co. Fair Assn., Aug. 31-Sept. 3. R. H. Monier.  
Harrisburg—Saline Co. Fair Assn., Aug. 2-7. Hughie Walker.  
Highland—Madison Co. Fair Assn., Aug. 4-8. J. H. Wilson.  
Jacksonville—Morgan Co. Fair Assn., Aug. 2-5. William C. Cochran.  
Jerseyville—Jersey Co. Fair Assn., July 6-10. Dr. A. Vanalleghen.  
Kankakee—Kankakee Fair Assn., Aug. 7-13. Roy H. Robinson.  
Knoxville—Knox Co. Fair Assn., Aug. 2-7. Ray Swanson.  
Lewistown—Pulmon Co. Fair Assn., July 27-31. Chester Boone.  
Lincoln—Logan Co. Fair Assn., Aug. 7-12. Wilbur E. Layman.  
Mazon—Grundy Co. Agrl. Dist. Fair. Sept. 2-6. W. F. Carter.  
McLeansboro—Hamilton Co. Fair Assn., July 1-5. Hired Mead.  
Marion—Williamson Co. Fair Assn., Aug. 9-14. Sam Dunaway.  
Marshall—Clark Co. Fair Assn., Aug. 8-13. Fred Huffington.  
Martinsville—Martinsville Fair Assn., July 19-24. H. T. Bennett.  
Mazon—Grundy Co. Fair Assn., Sept. 2-6. P. C. Cates.  
Melvin—Ford Co. Fair Assn., Sept. 8-11. C. D. Thompson.  
Mendon—Adams Co. Fair Assn., Aug. 7-11. I. M. Brumback.  
Mendota—Tri-County Fair Assn., Sept. 4-6. E. A. Lorack.  
Metropolis—Massac Co. Fair Assn., June 28-July 4. Paul Powell.

Milford—Iroquois Co. Fair Assn., Aug. 3-6. Kenneth T. Rickart.  
Monroe—Will Co. Fair Assn., Aug. 26-29. Jack Rooney.  
Morrison—Whiteside Co. Fair Assn., Aug. 18-21. V. M. Dearing.  
Mount Carmel—Wabash Co. Fair Assn., July 25-31. E. Guy Pixley.  
Mount Sterling—Brown Co. Fair Assn., Aug. 3-6. T. C. Jackson.  
Mount Vernon—Mount Vernon State Fair Assn., July 19-25. Mrs. Carylle Pierce.  
Newton—Jasper Co. Fair Assn., July 11-16. Milo Flynn.  
New Berlin—Sangamon Co. Fair Assn., July 28-31. Chas. Reimer.  
Nashville—Washington Co. Fair Assn., Aug. 18-20. Wilbur Smith.  
Oblong—Crawford Co. Fair Assn., Aug. 30-Sept. 3. O. B. Price.  
Odel—Livingston Co. Fair Assn., Sept. 7-11. Frank Fairfield.  
Oregon—Ogle Co. Fair Assn., Sept. 3-6. E. D. Landers.  
Olney—Randall Co. Fair Assn., Aug. 2-6. Arol Preston.  
Pana—Christian Co. Fair Assn., Sept. 2-6. W. H. Amling.  
Paris—Edgar Co. Fair Assn., July 25-31. Ora Raffety.  
Peoria—Heart of Ill. Fair, July 27-Aug. 1. Bob Bartholomew.  
Peotone—Will Co. Fair Assn., Aug. 27-29. Robt. Lotz.  
Pecatonica—Winnebago Co. Fair Assn., Aug. 19-22. Wallace Belshaw.  
Peotone—Menard Co. Fair Assn., Aug. 24-27. G. B. Watkins.  
Pleasant Hill—Pike Co. Fair Assn., Aug. 23-27. J. L. Laugharn.

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers Tally Cards, 35 cents, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$2 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOU-BLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

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Thin, Transparent Plastic Markers, Brown, 3/4-inch, Fer M... 1.00  
Featherweight Thin Bingo Sheets, 5 colors, loose, very large numerals, size 5 1/2 x 7, no tabs, M Round white, N.J. C a r d o f r d Markers, 2 sizes; 3/4-inch diam., 1800 to 1b.; larger size, 1/4 diam., 1000 to 1b. Either size, 1b... .85  
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Pinckneyville—Perry Co. Fair Assn., July 18-19. Mrs. J. H. Stumpe. Pontiac—Livingston Co. Fair Assn., Aug. 2-4. Guy K. Gee. Princeton—Bureau Co. Fair Assn., Aug. 24-27. Wayne Slutz. Roseville—Warren Co. Fair Assn., Aug. 24-27. John Felt. Rushville—Schuyler Co. Fair Assn., July 2-3. Harvey Settles. Salem—Marion Co. Fair Assn., July 12-17. E. L. Millican. Sandwich—Sandwich Fair Assn., Sept. 8-12. C. R. Brady. Shawneetown—Gallatin Co. Fair Assn., Sept. 13-17. Chas. Oldham. Sparta—Randolph Co. Fair Assn., July 5-9. Robt. Skinner. Springfield—Illinois State Fair, Aug. 13-22. Strother G. Jones. Stronghurst—Henderson Co. Fair Assn., July 27-30. Ralph Butler. Taylorville—Christian Co. Fair Assn., July 18-23. J. W. Berry. Urbana—Champaign Co. Fair Assn., July 26-31. Jesse J. Prather. Vienna—Johnson Co. Fair Assn., July 19-24. E. M. Gordon. Virginia—Oas Co. Fair Assn., Aug. 26-28. Wm. Y. Pile. Waterloo—Monroe Co. Fair Assn., Aug. 26-28. Edgar C. Amrine. Woodstock—Henry Co. Fair Assn., Aug. 5-8. Herman Ehler. Warren—Warren Fair Assn., Aug. 19-22. J. W. Richardson. Wauconda—Lake Co. Fair Assn., July 29-Aug. 1. L. A. Nordhausen.

Indiana

Akron—Akron Agri. Fair Assn., Sept. 14-18. Ivan Boylan. Alexandria—Madison Co. 4-H Assn. Aug. 10-13. Walter C. Haynes. Anderson—Anderson Free Fair Assn., July 2-10. William Hutton. Angola—Steuben Co. Farm & Home Assn., Aug. 10-12. Roscoe Deller. Argos—Marshall Co. 4-H Fair Assn., Aug. 10-14. Otto H. Gates. Auburn—DeKalb Co. Free Fall Fair Assn., Sept. 27-Oct. 2. Harry L. Provines. Aurora—Aurora Farmers Fair Assn., Sept. 30-Oct. 2. Robert Evans. Bicknell—Cass Co. Fair Assn., Aug. 10-14. Erwin Scott. Bloomington—Monroe Co. Fair Assn., Aug. 17-20. Justin Graves. Bluffton—Bluffton Free Street Fair & Agri. Assn., Sept. 21-25. Robert G. Venis. Boonville—Big Boonville Fair Assn., Aug. 1-6. Albert Derr. Boswell—Benton Co. Fair Assn., Aug. 24-26. Lendal Lowman. Bourbon—Bourbon Fair Assn., Sept. 14-18. Wayne Metheny. Brazil—Clay Co. 4-H Fair Assn., Aug. 17-20. E. D. McHargue. Brookville—Franklin Co. 4-H Fair, July 27-30. Mrs. Boyd Fritz. Brownston—Jackson Co. Free Fair Assn., Aug. 7-14. Richard Elliott. Cannellton—Perry Co. 4-H Fair, Aug. 11-13. Hazel Gayer. Cayuga—Vermillion Co. Fair Assn., July 22-25. Craig Jones. Centerville—Wayne Co. 4-H Fair, Aug. 1-6. Mrs. Doris Clevenger. Columbia City—Whitley Co. 4-H Fair, Aug. 26-28. Ross C. Kerch. Columbus—Bartholomew Co. Fair Assn., July 18-23. Francis Overstreet. Connersville—Payette Co. Free Fair Assn., Aug. 15-20. G. Ross Dorsett. Converse—Miami Co. Agri. Assn., Aug. 9-13. G. L. Knox. Corydon—Harrison Co. Agri. Soc. Aug. 23-28. John Walker. Covington—Pountain Co. 4-H Fair, Aug. 2-5. Mrs. Dallas Livingston. Crown Point—Lake Co. Central States Fair, Aug. 21-25. J. H. Johnston. Danville—Hendricks Co. 4-H & Agri. Fair Assn., Aug. 3-4. Edgar Reitzel. Denver—Denver Community Assn., Aug. 30-Sept. 4. Mrs. Walter Ramsey. Ellettsville—Monroe Co. Fall Fest. Assn., Sept. 16-18. Mrs. Bernice Hudson. Ellettsville—Davies Co. Fair, Aug. 2-7. Kermit Williams. Evansville—Tri-State Agri. & Industrial Expo., Sept. 17-23. C. J. Becker. Frankfort—Clinton Co. Fair, Aug. 22-28. Russell S. Brant. Franklin—Johnson Co. Free Fair, July 12-17. Millard R. Montgomery. Franklin—Johnson Co. 4-H & Agri. Fair Assn., Aug. 2-7. L. A. Winslow. Fort Wayne—Allen Co. 4-H Fair Assn., Aug. 9-12. Mrs. Esther Solomon. Goshen—Elkhart Co. Fair, Aug. 16-21. D. E. Hemenderfer. Greencastle—Putnam Co. Fair & 4-H Assn., Aug. 2-7. Thomas R. Hendricks. Greenfield—Hancock Co. 4-H Agri. Assn., Aug. 9-13. Mrs. Loren Matlock. Greensburg—Decatur Co. Agri. Fair Assn., Aug. 10-14. Dwight Williams. Greentown—Howard Co. 4-H Fair, Aug. 3-7. Burk Miller. Hamlet—Starke Co. 4-H Fair, Aug. 4-7. Tom Bell. Hartford City—Blackford Co. 4-H & Open Fair, Aug. 17-21. Ralph Kessler. Huntington—Dubois Co. Fair Assn., Aug. 8-13. Kermit R. Ruttkar. Homecoming & Street Fair, Aug. 2-7. Max A. Patten. Indianapolis—Indiana State Fair, Sept. 2-10. Kenneth Blackwell. Jasonville—Tri-Co. Fair Assn., July 19-24. Lloyd Poe. Kendallville—Noble Co. Fair, Aug. 16-21. Clinton Bismel. Kentland—Newton Co. Fair Assn., Aug. 31-Sept. 3. John Connell. La Fayette—Tippecanoe Co. 4-H Exhibit Assn., Aug. 16-20. Mrs. Sarah Jane Norris. LaGrange—LaGrange Co. Corn School, Sept. 13-18. Arnold L. Ford. La Porte—La Porte Co. Agri. Assn., Aug. 16-21. Robt. Morse. Lawrenceburg—Dearborn Co. Fair, July 29-31. Harold Carlson. Logansport—Cass Co. Fair Assn., July 25-31. Wm. Thomas. Lyons—Lyons Community Club Fair, Aug. 24-28. Robert Gilliam. Marion—Grant Co. Fair Assn., Aug. 3-7. Guy T. Harris. Martinsville—Morgan Co. Fair & 4-H Assn., Aug. 16-20. W. J. Hardy. Mt. Vernon—Posey Co. Agri. Improvement Center, July 27-30. Harley Kaufman. Muncie—Delaware Co. Agri. Fair, July 30-Aug. 7. Ray Brookman. New Albany—Floyd Co. 4-H Club Corp., Aug. 12-14. Glen Barks. New Bethel—Marion Co. Fair Assn., Aug. 9-14. M. W. Rabourn. New Castle—Henry Co. 4-H Assn., Aug. 9-13. W. Smith. North Vernon—Jennings Co. Agri. Fair Assn., July 12-16. Chas. Wiley. Oakland City—Oakland City Community 4-H Fair, July 28-31. Sam B. Williams. Osgood—Ripley Co. Agri. Assn., Aug. 1-7. Rollin C. Rum. Paoli—Orange Co. Fair Assn., Aug. 10-14. Charles Sager. Peru—Miami Co. 4-H Club & Livestock Show Assn., Aug. 3-6. Gene Kerrick. Petersburg—Pike Co. Fair & 4-H Club Exhibit, July 24. E. F. Jugan. Portland—Jay Co. Fair Assn., Aug. 8-13. O. E. Holsapple. Princeton—Gibson Co. Hort. & Agri. Soc., Aug. 9-15. Floyd Strickland. Renaesselaer—Jasper Co. Fair Assn., Aug. 16-20. Phil Wood. Reynolds—White Co. Agri. Assn., Aug. 11-14. Kathryn Harmon. Rising Sun—Ohio Co. Farmers Fair Assn., July 6-10. Wilford W. Hall.

Iowa

Afton—Union Co. Fair, Aug. 11-14. John A. Leininger. Algona—Kossuth Co. Fair, Aug. 18-21. L. W. Nitehals. Allison—Butler Co. Fair Assn., July 29-Aug. 1. Chas. J. Miller. Alta—Buena Vista Co. Fair Assn., Aug. 9-13. G. A. Soderquist. Atlantic—Cass Co. 4-H Fair Assn., Aug. 16-18. Geo. Hostfelt. Audubon—Audubon Co. Fair Assn., Sept. 13-17. D. C. Perley. Avoca—Pottawattamie Co. Fair Assn., Aug. 10-13. H. E. True. Bedford—Taylor Co. Fair Assn., July 27-Aug. 1. Guy H. Miller. Bloomfield—Davis Co. Fair Assn., Aug. 17-20. C. C. Wagler. Boone—Boone Co. Fair Assn., Aug. 16-19. T. Nelson. Burlington—Des Moines Co. Fair Assn., Aug. 10-14. James H. Bright. Cedar Rapids—All Iowa Fair Assn., Aug. 15-22. Andrew C. Hanson. Centerville—Appanoose Co. Fair Assn., Aug. 10-13. John M. Elliott. Central City—Linn Co. Fair Assn., July 30-Aug. 1. T. W. Lewis. Chariton—Lucas Co. 4-H Achievement Show, Aug. 16-18. Raymond E. Meyer. Cherokee—Pilot Rock Plowing Match, Aug. 23-25. V. Lyle Mason. Clarinda—Page Co. Fair Assn., Aug. 11-14. Ole Wibholm. Columbus Junction—Louisa Co. Fair Assn., Aug. 18-19. H. M. Duncan. Coon Rapids—Four-County Fair Assn., Aug. 17-21. M. F. Barron. Corning—Adams Co. Fair Assn., Aug. 4-8. Bob Gauthier. Corydon—Wayne Co. Fair Assn., Aug. 23-26. Gordon A. Ward. Cresco—Koward Co. Fair Assn., Aug. 26-29. R. Fitzgerald. Davenport—Mississippi Valley Fair Assn., Aug. 16-22. Frank Harris, 25 Schmidt Bldg. Decorah—Winnebago Co. Fair Assn., Aug. 19-22. Leon R. Brown, Cresco. Denison—Crawford Co. Fair, Aug. 16-20. Bryan Weberg. Des Moines—Polk Co. 4-H Fair, Aug. 3-5. R. P. Aronson. Des Moines—Iowa State Fair, Aug. 28-Sept. 6. Lloyd B. Cunningham. DeWitt—Clinton Co. Club Show, Aug. 9-13. Wayne Tabor. Donnellson—Lee Co. Fair Assn., July 19-24. J. R. Doherty. Eagle Grove—Eagle Grove Dist. Jr. Fair Assn., Aug. 23-25. Gerhard Hanson. Eldon—Wapello Co. Fair Assn., Aug. 23-26. L. Hall. Eldora—Hardin Co. Fair Assn., Aug. 17-20. Wilson H. Hadley. Emmetsburg—Palo Alto Co. 4-H Show, Aug. 23-25. H. E. Barringer. Fairfield—Jefferson Co. Fair Assn., Aug. 9-12. Henry McCleary. Fort Dodge—Webster Co. 4-H Fair Assn., Aug. 10-12. P. E. Harms. Estherville—Emmet Co. 4-H Fair Assn., Aug. 16-18. Donn W. Carnal. Greenfield—Adair Co. Fair Assn., Aug. 16-19. Wm. C. Bennett. Grundy Center—Grundy Co. Fair Assn., Aug. 11-14. Henry B. Wiesley. Guthrie Center—Guthrie Co. Fair Assn., Sept. 7-10. G. W. Prince. Hampton—Franklin Co. Fair Assn., Aug. 21-24. Kenneth Showalter. Harlan—Shelby Co. Fair Assn., 24-27. H. Lew Malcolm. Humboldt—Humboldt Co. Fair Assn., Aug. 23-26. Jean M. Kieve. Ida Grove—Ida Co. Agri. Soc., Aug. 8-11. Paul D. Peterson. Independence—Buchanan Co. Fair Assn., Aug. 10-13. W. J. Campbell. Iowa City—Johnson Co. Agri. Assn., Aug. 9-13. H. J. Montgomery, Box 226. Jefferson—Greene Co. Fair Assn., Aug. 2-5. R. K. Richardson. Keosauqua—Van Buren Co. Fair Assn., Aug. 3-6. Arthur Secor. Knoxville—Marion Co. Fair Assn., Aug. 11-15. Chas. H. Voyce. Le Mars—Plymouth Co. Fair Soc., Aug. 16-18. Arlie Pierson. Leon—Decatur Co. Fair Assn., Aug. 2-5. Harold Planigan. Malvern—Mills Co. Fair Assn., Aug. 10-12. Tom Gidley Jr. Manchester—Delaware Co. Fair Assn., Aug. 3-6. Truman Ingels. Manson—Calhoun Co. Fair Assn., July 29-31. Bill Partlow. Marshalltown—Central Iowa Fair, Sept. 8-12. Leonard Grimes. Mason City—North Iowa Fair Assn., Aug. 10-15. Millard O. Lawson, 821 B&T Bldg. Maquoketa—Jackson Co. Fair Assn., Aug. 5-8. L. S. Lein. Monticello—Jones Co. Fair Assn., Aug. 24-28. Claude Appleby. Mount Ayr—Ringgold Co. Fair Assn., Aug. 17-21. Stuart Hoover. Mount Pleasant—Henry Co. Fair Assn., July 26-31. W. H. Bainter. Moville—Woodbury Co. Fair, Assn., Sept. 8-11. Wayne W. Luse. Nashua—Big Four Fair Assn., Aug. 19-22. Norton Bloom. Neola—West Pottawattamie Co. Fair Assn., Aug. 18-21. Ed Fischer. Northwood—Worth Co. Fair Assn., Aug. 16-18. A. T. Grosland. Onawa—Monona Co. Fair Assn., Aug. 23-26. Robert Barclay. Osceola—Clarke Co. 4-H Fair Assn., Sept. 17-20. Doyce Miller. Osage—Mitchell Co. Fair Assn., Aug. 19-22. Harry D. Hedrick. Oskaloosa—Southern Iowa Fair Assn., Aug. 2-7. Clyde A. Hanna. Postville—Big 4 Fair Assn., Sept. 3-6. Chas. Hob. Pringham—O'Brien Co. 4-H Fair Assn., Aug. 16-18. John A. Longstreet.

Rock Rapids—Lyon Co. Fair Assn., Aug. 18-22. Wally Mitchell. Rockwell City—Calhoun Co. Expo., Aug. 6-8. Wayne D. Gidel. Sac City—Sac Co. Fair Assn., Aug. 23-26. Donald Bass. Sioux Center—Sioux Co. Youth Fair, Aug. 19-22. D. A. Rohweder. Spencer—Clay Co. Fair Assn., Sept. 13-18. Bill Woods. Spirit Lake—Clinkinson Co. Club Congress, Aug. 24-28. L. E. Hendricks. Thompson—Winnebago Junior Show Assn., Aug. 18-20. Dean Nerdiz. Tipton—Cedar Co. Fair Assn., Aug. 10-13. Eugene R. Moore. Traer—Tama Co. Fair & Livestock Assn., Aug. 4-7. Wm. Tams. Vinton—Benton Co. Fair Assn., Aug. 3-6. K. B. Spaulding. Washington—Townsend Park Fair, Aug. 10-12. Tom Robb. Waterloo—Dairy Cattle Congress, Oct. 2-9. E. S. Estel. Waukon—Allamakee Co. Fair Assn., Aug. 12-15. Lynn Probert. Waverly—Bremer Co. Fair Assn., Aug. 10-12. L. V. Ormstrom. Webster City—Hamilton Co. Fair Assn., Aug. R. B. Douglas. West Liberty—Union Dist. Fair Assn., Aug. 23-26. Robert Barclay. West Union—Payette Co. Agri. Soc., Aug. 24-27. E. T. Alcorn. What Cheer—Keokuk Co. Fair Assn., Aug. 13-16. Everett Hemsley. Winterset—Madison Co. Fair Assn., Aug. Aug. 18-21. J. Earl Graves.

Kansas

Abilene—Dickinson Co. Central Kan. Fair, Aug. 23-27. C. S. Peck. Allen—Northern Lyon Co. Fair Assn., Sept. 2-4. R. W. McInnes. Alma—Wabunsee Co. Fair Assn., Aug. 18-21. Norman Winkler. Anthony—Harper Co.-Anthony Fair Assn., July 21-24. Dale Gates. Auburn—Auburn Grange Fair, Oct. 1-2. Mrs. Irene Brobst. Belle Plaine—Belle Plaine Fair, Sept. 10. Dallas W. Davis. Belleville—Republic Co.-N. C. Kans. Free Fair, Aug. 29-Sept. 3. Carl H. Beyer. Beloit—Mitchell Co. Fair Assn., Aug. 24-27. O. C. Gentry. Berryton—Berryton Grange Fair, Sept. 2-4. Ann Worthington.

Big Springs—Douglas Co. Fair Assn., Aug. 25-27. Max Bahnmaler, Leocompton. Blue Rapids—Marshall Co. Fair Assn., Aug. 24-27. Mrs. R. D. Reigle. Burden—Cowley Co.-E. Cowley Fair Assn., Aug. 18-20. Ralph W. Henderson. Burlington—Coffey Co. Fair Assn., Aug. 31-Sept. 3. Fay Mueller. Caldwell—Sumner Co. Fair Assn., Sept. 10-12. Chester C. Heiser. Canton—McPherson Co. Fair Assn., Aug. 18-20. L. C. Hamilton. Cheney—Sedwick Co. Fair Assn., Aug. 19-21. Frank Ryniker. Clay Center—Clay Co. Free Fair Assn., Sept. 7-10. Ernest Tolin. Coffeyville—Inter-State Fair Assn., Sept. 2-5. Lawrence M. Smith. Colby—Thomas Co. Fair Assn., Aug. 10-13. J. B. Kuska. Columbus—Cherokee Co. Amer. Legion Fair, Aug. 23-28. Joe W. Cook. Cottonwood Falls—Chase Co. Fair & Agri. Soc., Aug. 4-6. Fred J. Arnold. Dighton—Lane Co. Free Fair, Aug. 4-6. E. A. Bryant. Dodge City—Ford Co. Great Southwest Fair, Aug. 22-28. Dean Kastens. Downs—Osborn Co. Downs Annual Cele., July 28-31. Paul R. Garey. Effingham—Atchison Co. Fair Assn., Aug. 24-27. R. D. Morgan. El Dorado—Butler Co. Fair Assn., Aug. 17-20. Floyd Bacon. Ekhart—Morton Co. Fair Assn., Sept. 9-11. Gerald T. Martin, Rolla. Emporia—Lyon Co. Fair Assn., Aug. 24-27. W. C. Grimwood. Ft. Scott—Bourbon Co. Fair Assn., Aug. 24-27. James F. Batten. Garden City—Finney Co. Free Fair, Aug. 25-27. Hoy B. Eiling. Gardner—Johnson Co. Free Fair Assn., Sept. 2-4. C. Roy Gay. Garnett—Anderson Co. Fair Assn., Aug. 25-27. Fred L. Coleman. Girard—Crawford Co. Fair Assn., Aug. 9-12. Marvin Green. Goodland—Sherman Co. N. W. Kansas Fair, Aug. 17-20. H. R. Shimeall. Hardiner—Barber Co. Fair Assn., Aug. 24-28. Kenneth Woigamott. Harper—Hardey Co. Agri. Fair Assn., Aug. 28-29. R. E. Dresser. Herington—Herington Tri-Co. Fair Assn., Aug. 11-14. John L. Gehrke. Hill City—Graham Co. Fair Assn., Aug. 25-27. Ralph C. Bethel. Hillsboro—Marion Co. Fair Assn., Aug. 31-

Sept. 3. Dr. W. M. Theis. Holton—Jackson Co. Fair Assn., Aug. 23-25. Henry H. Knouff. Horton—Tri-County Fair, Sept. 2-4. Jules A. Bourquin. Howard—Eik Co. Fair Assn., Aug. 11-13. Noel Mullendore. Hutchinson—Kansas State Fair, Sept. 18-23. Virgil C. Miller. Inman—Inman Com. Fair Assn., Oct. 6-8. Erwin Wittorff. Junction City—Geary Co. 4-H Club Show, Sept. 1-3. Paul B. Gwin. Kincaid—Anderson Co.-Kincaid Free Fair, Sept. 16-18. J. Q. Adams Jr. Kingman—Kingman Co. Fair Assn., Aug. 23-25. Harley Ravenstein. Liberal—Five-State Fair Assn., Sept. 1-6. Chas. E. Kulow. Manhattan—Riley Co. Fair Assn., Aug. 24-26. Jack Jorgensen. Mound City—Linn Co. Fair Assn., Aug. 18-21. John H. Morse. Neas City—Neas Co. Free Fair Assn., Aug. 12-14. Clyde Strobel. Newton—Harvey Co. Fair Assn., Aug. 24-27. Jack R. Turman. Norton—Norton Co. Agri. Assn., Aug. 9-13. Jean W. Kiseell. Oberlin—Decatur Co. Fair Assn., Aug. 9-12. Ralph J. Brown. Onaga—Pottawattamie Co. Fair Assn., Aug. 23-24. Morrie Miller. Osage City—Osage Co. Fair Assn., Aug. 18-20. Floyd T. Hepworth. Osborne—Osborne Co. Fair Assn., Aug. 17-20. Harold Carswell. Ottawa—Franklin Co. Agri. Society, Aug. 26-28. Dean De Garmo. Overbrook—Overbrook-Osage Co. Fair Assn., Aug. 28-28. Emerg E. Peger. Oswego—Labette Co. Fair Assn., Aug. 3-5. Robert A. Carpenter. Paola—Miami Co. Fair Assn., Aug. 16-18. Alfred E. Rockers. Pratt—Pratt Co. Fair Assn., Aug. 12-14. Carrol Cole. Richmond—Richmond Free Fair Assn., Aug. 18-20. John Roeckers. Rush Center—Rush Co. Agri. & Fair Assn., Aug. 9-11. Harold Rife, LaCrosse. St. Francis—Cheyenne Co. Fair Assn., Aug. 24-27. Harold D. Shull. Salina—Saline Co. Fair Assn., Aug. 31-Sept. 3. Albert Fehse. Smith Center—Smith Co. Fair Assn., Aug. 24-27. Jack B. Ayres. Stafford—Stafford Co. Free Fair Assn., Aug. 17-20. Arthur B. Harzmann.

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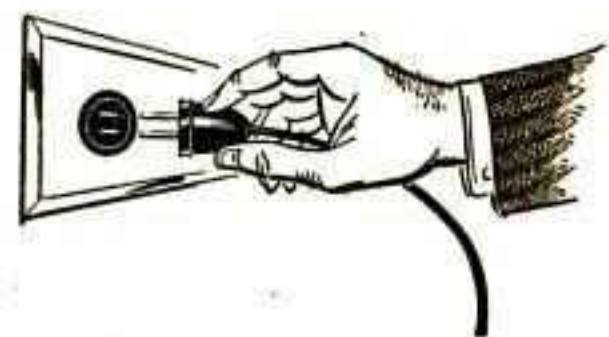


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Stockton—Rooks Co. Free Fair Assn., Aug. 23-28. George F. Oetmeyer.  
Sylvan Grove—Lincoln Co.—Sylvan Grove Fair, Aug. 18-19. A. L. Naylor.  
Syracuse—Hamilton Co. Free Fair, Sept. 3-5. Paul Orist.  
Thayer—Homecoming Picnic & Fair, Sept. 1-3. H. M. Minnich.  
Tonganoxie—Leavenworth Co. Fair Assn., Sept. 1-3. Henry F. Geib.  
Topeka—Kansas Free Fair Assn., Sept. 11-17. Maurice E. Peger.  
Topeka—Kansas State Fair, Sept. 18-23. Virgil C. Miller.  
WaKeeney—Trego Co. Free Fair Assn., Aug. 17-20. Lew H. Galloway.  
Wakefield—Clay Co. Farmers Inst. & Free Fair, Sept. 29-Oct. 1. Dale Newell.  
Washington—Washington Co. Fair Assn., Sept. 9-11. John Ratenke.  
Wellsville—Wellsville Picnic Fair Assn., Sept. 9-10. J. H. Cramer.  
Wetmore—Nemaha Co. Free Fair Assn., Aug. 12-14. Raymond McDaniel.  
West Mineral—Cherokee Co. Mineral Dist. Free Fair, Aug. 18-21. Joe Carlson.  
Winfield—Cowie Co. Agrl. Fair Assn., Aug. 31-Sept. 3. Noble Bradbury.  
Yates Center—Woodson Co. Fair Assn., Aug. 17-19. Mrs. Helen Knapp.

**Kentucky**

Alexandria — Alexandria Fair, Sept. 4-6. J. W. Shaw.  
Beattyville—Lee Co. Fair, Sept. 23-25. Lee Tyler.  
Booneville—Owsley Co. Fair Assn., Sept. 18-18. Fred Gabbard.  
Bowling Green—Warren Co. Fair Assn., Aug. 10-14. E. R. Russell.  
Brookhead—Brookhead Fair, Aug. 17-21. Jim Messer.  
Burkesville—Cumberland Co. Fair Assn., Aug. 31-Sept. 4. Earl Kilbourne.  
Burlington—Boone Co. Fair Assn., Aug. 5-7. Mrs. Lou Pope.  
Caldwell—McLean Co. Fair, Sept. 23-25. J. Estil Clark.  
Campbellsville—Taylor Co. Fair Assn., Aug. 10-14. Mark B. Chandler Jr.  
Campton—Wolfe Co. Fair, Inc. Sept. 8-11. Hays Pigman.  
Carrollton—Carroll Co. Fair Assn., Aug. 11-14. Paul H. Williams.  
Central City—Muhlenberg Co. Fair Assn., July 28-31. Mack Houston.  
Columbia—Adair Co. Fair Assn., July 28-31. C. Rogers.  
Falmouth—Falmouth Fair Assn., Aug. 17-19. Nelson Breeze.  
Franklin—Simpson Co. Fair, Sept. 29-Oct. 2. Woodrow Coole.  
Fulton—Fulton Co. Fair Assn., Aug. 12-13. John B. Waite.  
Germantown—Germantown Fair, Aug. 11-14. R. Ashury.  
Glasgow—Barren Co. Am. Legion Fair, July 21-24. Brents Dickinson.  
Greensburg—Green Co. Fair Assn., Aug. 18-21. Bob Blakeman.  
Greenup—Greenup Co. Fair Assn., Sept. 16-18. Robert Halght.  
Harrodsburg—Mercer Co. Fair & Horse Show, July 26-31. John James.  
Hartford—Ohio Co. Fair, Sept. 2-4. J. R. Russell.  
Hodgenville—Larue Co. Fair, Aug. 18-21. Melvin Braden.  
Inez—Martin Co. Fair Assn., Sept. 2-4. Mrs. Rushie Webb.  
Irvine—Estill Co. Fair Assn., Aug. 25-28. Mrs. G. A. McGee.  
Jeffersonville—Jefferson Co. Fair Assn., Aug. 12-14. Josiah Hoskins.  
LaGrange—Oldham Co. Fair Assn., Aug. 25-28. James A. King.  
Lawrenceburg—American Legion Fair, July 19-24. Allan Hanks.  
Leitchfield—Grayson Co. Fair, Inc. Sept. 2-6. Woodrow Wilson.  
Lexington—Junior League Horse Show, July 12-17. J. T. Denton.  
London—Laurel Co. Fair Assn., Sept. 1-4. Ellie Asher.  
Louisville—Kentucky State Fair, Sept. 10-18. J. Dan Baldwin.  
Munfordville—Hart Co. Fair Assn., Inc. Sept. 2-4. L. P. Murray.  
New Castle—Henry Co. Fair Assn., Aug. 19-21. W. R. Lefner.  
Owenton—Owen Co. Fair, July 21-24. Ray Williams.  
Owingsville—Bath Agrl. Fair, Aug. 19-21. Joe R. Thompson.  
Paducah—McCracken Co.—West Ky. Fair & Races, July 5-9. Ruth L. Fawkes.

Providence—Webster Co. Fair Assn., Aug. 17-21. J. L. Bradley.  
Richmond—Madison Co. Horse Show, July 8-10. H. E. Richardson.  
Russell Springs—Russell Co. Fair Assn., Aug. 4-7. L. E. Wilson.  
Russellville—Logan Co. Fair Assn., Aug. 9-14. Richard Hite.  
Sandy Hook—Elliott Co. Fair Assn., Sept. 23-25. Emory Horton.  
Scottsville—Allen Co. Fair Assn., Aug. 25-28. Frank G. Pitchford.  
Shelbyville—Shelby Co. Fair Assn., Aug. 2-7. Ray P. Weller.  
Stanford—Lincoln Co. Fair Assn., Aug. 6-7. Smith Powell Jr.  
Sturgis—Union Co. Agrl. Fair Assn., Inc. July 20-24. A. L. Thornsberry.  
Taylorsville—Spencer Co. Fair Assn., Sept. 24-25. J. Rene Harris.  
Versailles—Woodford Co. Fair Assn., July 6-10. Paul Smart.  
Warsaw—Gallatin Co. Fair Assn., Aug. 26-28. Estil Noffsinger.  
Williamstown—Grant Co. Fair Assn., July 28-30. Robert Hume.  
Whitley City—McCreary Co. Fair Assn., Sept. 24-25. Ora W. Neely.

**Louisiana**

Abbeville—La Dairy Festival & Fair Assn., Oct. 15-16. Roy R. Theriot.  
Alexandria—Central La. State Fair Assn., Oct. 14-15. L. L. Waters.  
Amite — Tangipahoa Parish Fair Assn., Sept. 30-Oct. 4. Harvey Hutchinson.  
Baton Rouge—E. Baton Rouge Parish Fair Assn., Jan. 27-29. C. L. Flowers.  
Bastrop—Morehouse Parish Fair & Cotton Festival, Oct. 20-23. John Smith.  
Bernice—Bernice Com. Fair, Oct. 8-9. Guy McDonald.  
Clinton—East Feliciana Parish Fair Assn., Oct. 21-23. A. R. Cain.  
Coushatta—Red River Parish Fair, Sept. 22-25. Don Carter.  
Covington—St. Tammany Parish Fair Assn., Oct. 1-4. Oliver Hebert.  
DeRidder—Beauregard Parish Fair Assn., Sept. 28-Oct. 2. Jack Schwartz.  
Donaldsonville—South La. State Fair, Sept. 30-Oct. 3. Adolphe Netter.  
Erath—Vermilion Parish Fair Assn., Oct. 1-3. K. A. Bolner.  
Eunice—Southwest La. Fair Assn., Oct. 13-17. Mrs. Wilma Bedell.  
Feiday—Concordia Parish Fair, Oct. 18-23. Vern Richey.  
Franklin—St. Mary Parish Fair, Oct. 1-3. Charles Prevost.  
Farmerville—Union Parish Fair Assn., Oct. 6-9. S. D. Reech.  
Franklinton — Washington Parish Fair Assn., Oct. 6-9. Frank Heyward.  
Haynesville—Claiborne Parish Fair Assn., Oct. 6-9. W. J. Sherman.  
Jena—LaSalle Parish Fair Assn., Sept. 27-Oct. 2. H. D. Gaddis.  
Jennings—Jefferson-Davis Parish Fair & Oil Expo., Nov. 4-6. Nathan Avant.  
Jonesboro — Jackson Parish Fair Assn., Sept. 27-Oct. 2. W. W. McDonald.  
Lafayette—St. La. Mid-Winter Fair Assn., Jan. 7-9. Dean Arceneaux.  
Leesville—Vernon Parish Fair Assn., Sept. 2-Oct. 5. P. W. Jackson.  
Lillie—Spensasville Com. Fair, Oct. 4-5. Jack Rockett.  
Livingston—Livingston Parish Fair Assn., Oct. 13-16. Martin Curtis.  
Mansfield—Desota Parish Fair Assn., Oct. 8-11. May Huson.  
Many — Sabine Parish Fair, Oct. 13-16. George Cook.  
Marksville—Avoyelles Parish Fair Assn., Oct. 4-10. Kermit Ducote.  
Minden—Bossier-Webster Fair & Forest Festival, Oct. 12-16. Brodie Fugh.  
Morgan City—La. Shrine Festival & Fair, Sept. 4-5. Mrs. Elizabeth Russo.  
Napoleonville—Assumption Parish Fair, Sept. 18-19. E. J. Lousteau.  
Natchitoches — Natchitoches Parish Fair Assn., Oct. 13-16. Louis Ryder.  
New Iberia—La. Sugar Cane Festival & Fair Assn., Sept. 24-26. Mrs. Frank Oubre.  
New Orleans—Mid-Winter Fair & Poultry Assn., Oct. 15-17. Claire G. Hicks.  
New Roads—Points Coupee Parish Fair Assn., Oct. 8-10. Sterling Deville.  
New Verda—Grant Parish Fair Assn., Sept. 30-Oct. 2. Odella Purvis.  
Oak Grove—W. Carroll Parish Fair Assn., Oct. 12-18. J. Wayland Smith.  
Oberlin—Allen Parish Fair Assn., Oct. 7-9. James J. Robert.  
Olla—North Central La. Fair, Oct. 4-9. H. Vinyard.  
Opelousas—Louisiana Yambilee, Oct. 5-7. Billy M. Smith.  
Pitkin—Pitkin Community Fair, Oct. 6-8. S. N. Heard.  
Plaquemine — Iberville Free Fair Assn., Sept. 10-13. J. Gerald Berret.  
Port Allen—W. Baton Rouge Parish Fair Assn., Sept. 17-20. L. C. Marleneaux.  
Prairieville—Ascension Parish Negro Fair Assn., Sept. 24-26. Peter Stephens.  
Ringgold—Bienville Parish Fair Assn., Oct. 6-9. John T. Niles.  
Ruston—Lincoln Parish Fair Assn., Oct. 18-19. C. M. Mathews.  
Ruston—N. La. State Fair Assn., Oct. 20-22. C. M. Mathews.  
St. Francisville—W. Feliciana Fair, Feb. 19-20. C. L. Flowers.  
Shreveport — Caddo Parish Fair & Jr. Livestock Show, Oct. 21-22. C. B. Carroll.  
Shreveport—State Fair of Louisiana, Oct. 23-31. W. R. Birch.  
Sulphur — Calcasieu-Cameron Bi-Parish Free Fair Assn., Oct. 20-24. Irene L. Owens.  
Tallulah—La. Delta Fair Assn., Oct. 18-22. J. M. Gilfoff.  
Thibodaux—Lafourch Parish Fair Assn., Sept. 18-19. Sablin P. Blanchard.  
Verde—Grant Parish Fair Assn., Sept. 30-Oct. 2. Odella Purvis.  
Vivian—Vivian Fair Assn., Sept. 16-18. R. West.  
West Monroe—Ouachita Valley Fair Assn., Oct. 11-16. John H. Birdsong.  
Winnfield—Winn Parish Fair Assn., Oct. 13-16. Howard Ryder.  
Winnsboro—Catahoula, Franklin & Richland Tri-Parish, Oct. 20-23. Geo. H. Sherman.

**Maine**

Acton—York Co. Agrl. Assn., Sept. 9-11. Leon E. Credford.  
Blue Hill—Blue Hill Fair, Sept. 4-6. Philip O'Brien.  
Cherryfield—West Washington Agrl. Soc. Aug. 31-Sept. 2. C. H. Small.  
Cumberland Center—Cumberland Farmers' Club Fair, Sept. 27-Oct. 2. Harold Small.  
Dover-Foxcroft — Piscataquis Valley Fair Assn., Aug. 28.—C. G. Cushman.  
Farmington—Franklin Co. Agrl. Soc. Sept. 21-25. Frank E. Knowlton.  
Fryeburg—West Oxford Agrl. Soc. Oct. 5-9. David R. Hastings.  
Guilford—Guilford Fair Assn., Sept. 11. Leroy Knowlton.  
Lewiston—Maine State Fair, Sept. 6-11. Philip M. Isaacson.  
Litchfield—Litchfield Farmer's Club, Sept. 10-11. H. Harney.  
Machias—Washington Co. Agrl. Fair, Sept. 13-18. Leroy C. Luce.  
New Gloucester—Androscoggin Agrl. Soc. Oct. 18-23. William B. Harnden.  
North Waterford—World's Fair, Oct. 1-2. Wilbur L. Button.  
Norway—South Paris—Oxford Co. Agrl. Soc. Sept. 13-18. Leroy C. Luce.  
Presque Isle—Northern Maine Fair Assn., Aug. 9-14. Robert Andrews.

**Michigan**

Adrian—Agricultural Soc. of Lenawee Co. Sept. 20-25. H. H. Hungerford.  
Allegan—Allegan Co. Fair, Sept. 12-18. J. H. Snow.  
Allenville—Mackinac Co. Fair Assn., Sept. 10-12. A. R. Soblaskey.  
Alma—Gratiot Co. Fair, Aug. 18-20. C. Dean Allen.  
Alpena—Alpena Co. Fair, Sept. 6-10. Glen Nugent.  
Alston—Laird Twp. Dairy Assn., Aug. 27. Mrs. Anne Pihonen.  
Armada—Armada Agricultural Soc. Aug. 26-29. Roy Conner.  
Atlanta—Montgomery Co. Fair, Aug. 30-Sept. 1. Heaman Smith.  
Bad Axe—Huron Co. Agrl. Fair, Aug. 10-14. Raymond Brabo.  
Barrington—Barrington Community Fair, Oct. 6-7. Forrest N. Armock.  
Bay City—Bay Co. Fair, Aug. 10-15. Harry Hough.  
Belleville—Wayne Co. 4-H Fair, Aug. 17-22. P. R. Beibeshelmer.  
Berrien Springs—Berrien Co. Youth Fair, Aug. 18-22. Mrs. Lucie Siekman.  
Big Rapids—Mescota Co. Agrl. Fair, Aug. 24-28. Norman Mason.  
Brown City—Brown City Agrl. Assn., Sept. 9-11. Derek Morris.  
Cadillac—Northern Dist. Fair, Sept. 6-10. Arvid E. Swanson.  
Caro—Tuscola Co. Fair, Aug. 23-28. Carl P. Mantey.  
Carson City—Dairyland Agrl. Soc. Aug. 26. Clayton R. Preisel.  
Cassopolis—Cass Co. Fair, Aug. 2-14. Mrs. Oak Tumbleson.  
Cedar Springs—Ceda Springs Farmers' Day, Aug. 12. Avery Garfield.  
Centerville—St. Joseph Co. Fair, Sept. 20-26. Lester R. Schrader.  
Charlotte—Eaton Co. 4-H Fair, Aug. 31-Sept. 4. Sidney Phillips.  
Cheboygan—North Michigan Fair, Aug. 17-21. George D. Judd.  
Chelsea—Chelsea Community Fair, Sept. 29-Oct. 2. Miss Gertrude Young.  
Coldwater—Branch Agrl. Industrial Soc. Sept. 14-18. Gordon Schlubatis.  
Corunna—Shiawassee Co. Free Fair, Aug. 16-21. Blair Woodman.  
Croswell—Croswell Agrl. Soc. Sept. 1-4. P. G. Baer Jr.  
Delton — Delton-Kellogg FHA-FFA Agrl. School Fair, Oct. 15. Harold Burpee.

Readfield—Readfield Grange Fair Assn., Sept. 18. Mrs. Ruth Hight.  
Skowhegan—Skowhegan State Fair, Aug. 14-21. Roy E. Symons.  
Springfield—N. Penobscot Agrl. Assn., Sept. 4-6. Paul H. McKenney.  
Windsor—Windsor Fair, Sept. 1-8. E. R. Hayes.

**Maryland**

Annapolis—Anne Arundel Co. Fair Assn., Sept. 29-Oct. 2. W. Garrett Larrimore.  
Baltimore—Pimlico Yearling Show, May 19.  
Bel Air—Harford Co. Fair, Aug. 17-21. Charles Kunkel.  
Bryans Road—Charles Co. Farmer's Assn., Fair, Oct. 1-3. I. P. Evans.  
Cambridge—Talbot & Dorchester Co. 4-H Show, July 22. Harry Beggs.  
Centerville—Queen Anne's Co. 4-H Fair, July 24. E. Wayne Kelly.  
Cumberland — Greater Cumberland Fair, Aug. 23-28. Carl Schmuts.  
Elkton—Cecil Co. Breeders' Fair, Sept. 11. William Shelton.  
Frederick—Frederick Fair, Oct. 5-9. Guy K. Motter.  
Hagerstown—Great Hagerstown Fair, Sept. 20-25. John Swain.  
La Plata—Charles Co. Fair, Oct. 1-3. James C. Mitchell.  
Leohardtown—St. Mary's Co. Fair, Sept. 24-26. John S. Mattingly.  
Lexington Park—St. Mary's Co. Farmers & Home-maker's Assn., Fair, Sept. 24-26. James Forrest.  
Port Tobacco—Charles Co. Fair, Oct. 1-3. Peter Vischer.  
Prince Frederick—Calvert Co. Fair, Sept. 29. Oct. 1. Robert M. Hall.  
Princess Anne—Princess Anne Livestock Show, Oct. 1-2. Howard H. Anderson.  
Rockville—Montgomery Co. Fair, Aug. 24-28. Roscoe Whipp.  
Sparks—Sparks High School Jr. Farm Fair, Aug. 28. Leib McDonald.  
Timonium — Eastern National Livestock Show, Nov. 13-18. Joseph W. Shirley Jr.  
Timonium—Maryland State Fair & Agricultural Soc., Inc., Sept. 1-11. John M. Sell.  
Upper Marlboro—S. Md. Agrl. Fair, Oct. 13-16. Mrs. Helen Welch.  
Woodbine—Howard Co. Fair, Aug. 18-21. William H. Hill.

**Massachusetts**

Blackstone—East Blackstone Fair, Sept. 10-12. Jesse E. Deacon.  
Blandford—Union Agrl. & Hort. Soc. Sept. 5-6. Lee Wyman.  
Brookton—Brocton Agrl. Soc. Sept. 11-18. Frank H. Kingman.  
Cummington—Hillside Agrl. Soc. Aug. 27-29. Mrs. Stephen Williams.  
Great Barrington—Barrington Fair Assn., Sept. 12-19. Ed J. Carroll.  
Greenfield—Franklin Co. Agrl. Soc. Sept. 12-15. Richard H. Campbell.  
Lakeville—Middleboro Agrl. Soc. Aug. 29-Sept. 4. Thomas Sena.  
Littleville—Littleville Fair Assn., Oct. 2-3. Leon J. Kelso.  
Marshfield—Marshfield Agrl. & Hort. Soc. Aug. 8-14. Granville M. Thayer.  
Marston Mills—Barnstable Co. Fair, Aug. 12-14. Charles J. Meyer.  
Middlefield—Highland Agrl. Soc. Sept. 3-4. Willard A. Pease.  
Northampton — Hampshire, Franklin & Hampden Agrl. Soc. Sept. 5-12. John L. Banner.  
South Weymouth Agrl. & Industrial Soc. Aug. 14-21. Milton Danziger.  
Spencer—Spencer Agrl. Assn., Sept. 4-6. Philip A. Quinn.  
Sterling Center — Sterling Farmer Club Fair, Sept. 18. Mrs. Barbara Pierce.  
Topsfield—Essex Agrl. Soc. Sept. 5-11. Paul Corson.  
West Springfield — Eastern States Expo. Sept. 18-26. Jack Reynolds.  
West Tisbury—Martha's Vineyard Agrl. Soc. Aug. 19-21. Mrs. Everett D. Whiting.  
Weymouth — Massachusetts State Fair, Aug. 14-21. Milton Danziger.

**Minnesota**

Adrian—Agricultural Soc. of Lenawee Co. Sept. 20-25. H. H. Hungerford.  
Allegan—Allegan Co. Fair, Sept. 12-18. J. H. Snow.  
Allenville—Mackinac Co. Fair Assn., Sept. 10-12. A. R. Soblaskey.  
Alma—Gratiot Co. Fair, Aug. 18-20. C. Dean Allen.  
Alpena—Alpena Co. Fair, Sept. 6-10. Glen Nugent.  
Alston—Laird Twp. Dairy Assn., Aug. 27. Mrs. Anne Pihonen.  
Armada—Armada Agricultural Soc. Aug. 26-29. Roy Conner.  
Atlanta—Montgomery Co. Fair, Aug. 30-Sept. 1. Heaman Smith.  
Bad Axe—Huron Co. Agrl. Fair, Aug. 10-14. Raymond Brabo.  
Barrington—Barrington Community Fair, Oct. 6-7. Forrest N. Armock.  
Bay City—Bay Co. Fair, Aug. 10-15. Harry Hough.  
Belleville—Wayne Co. 4-H Fair, Aug. 17-22. P. R. Beibeshelmer.  
Berrien Springs—Berrien Co. Youth Fair, Aug. 18-22. Mrs. Lucie Siekman.  
Big Rapids—Mescota Co. Agrl. Fair, Aug. 24-28. Norman Mason.  
Brown City—Brown City Agrl. Assn., Sept. 9-11. Derek Morris.  
Cadillac—Northern Dist. Fair, Sept. 6-10. Arvid E. Swanson.  
Caro—Tuscola Co. Fair, Aug. 23-28. Carl P. Mantey.  
Carson City—Dairyland Agrl. Soc. Aug. 26. Clayton R. Preisel.  
Cassopolis—Cass Co. Fair, Aug. 2-14. Mrs. Oak Tumbleson.  
Cedar Springs—Ceda Springs Farmers' Day, Aug. 12. Avery Garfield.  
Centerville—St. Joseph Co. Fair, Sept. 20-26. Lester R. Schrader.  
Charlotte—Eaton Co. 4-H Fair, Aug. 31-Sept. 4. Sidney Phillips.  
Cheboygan—North Michigan Fair, Aug. 17-21. George D. Judd.  
Chelsea—Chelsea Community Fair, Sept. 29-Oct. 2. Miss Gertrude Young.  
Coldwater—Branch Agrl. Industrial Soc. Sept. 14-18. Gordon Schlubatis.  
Corunna—Shiawassee Co. Free Fair, Aug. 16-21. Blair Woodman.  
Croswell—Croswell Agrl. Soc. Sept. 1-4. P. G. Baer Jr.  
Delton — Delton-Kellogg FHA-FFA Agrl. School Fair, Oct. 15. Harold Burpee.

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Detroit—Michigan State Fair. Sept. 3-13. James M. Hare. Eagle—Eagle Township Fair. Sept. 9-11. Charles Higbee. East Jordan—Charlevoix Co. Agri. Soc. Sept. 3-5. Claude Pearsall. Escanaba—Upper Peninsula State Fair. Aug. 24-29. Ray La Porte. Ewart—Osceola Co. 4-H and P. F. A. Fair. July 20-24. Norman Berger. Flushing—Lower Thumb Agri. Dist. Assn. Nov. 2-4. Oscar Hall. Fowlerville—Fowlerville Fair. Aug. 3-7. Andrew Rudnicki. Gladwin—Gladwin Junior Fair. July 26-31. Mrs. Ralph Richmond. Goodells—St. Clair Co. 4-H Fair. Aug. 19-21. Bill Bosserman. Goodells—Thumb Dist. Plowing Match. Oct. 7-14. Bill Bosserman. Grand Blanc—Genesee Co. 4-H Agri. Fair. Aug. 18-19. Donald Hillman. Greenville—Montcalm Co. Fair. Aug. 18-21. Mrs. Helen A. Ward. Hale—Isosco Co. Agri. Soc. July 26-31. Thurman Scofield. Hancock—Houghton Co. Agri. Soc. Oct. 21. L. L. Best. Harrison—Clare Co. Agri. Soc. Sept. 13-18. Ray Harrold. Hart—Oceana Co. Agri. Soc. Sept. 8-11. Newell Gale. Hartford—Van Buren Co. Agri. Soc. Oct. 5-9. Paul P. Richter Jr. Hastings—Barry Co. Agri. Soc. Aug. 4-7. Forest Johnson. Hesperia—Hesperia Free Fair. Aug. 26-28. Elmer E. Arndt. Hickory Corners—Kelllogg Co. Agri. Assn. Oct. 8. Daniel Brant. Hillsdale—Hillsdale Co. Agri. Soc. Sept. 26-Oct. 2. H. B. Kelley. Hudsonville—Hudsonville Community Fair. Aug. 25-27. Robert Van Noord. Inlay City—Eastern Michigan Fair. Aug. 3-7. Kenneth D. Ruby. Ionia—Ionia Free Fair. Aug. 9-14. Rose Sarlow. Iron River—Iron Co. Agri. Soc. Aug. 31-Sept. 2. V. C. Vaughan. Ironwood—Gogebic Co. Fair. Aug. 19-22. W. B. Fauth. Jackson—Jackson Co. Agri. Soc. Aug. 29-Sept. 3. Mrs. Ilone Storms. Kalamazoo—Kalamazoo Co. Agri. Soc. Aug. 23-28. Edward McNamara. Kinross—Chippewa Mackinac 4-H Club Fair. Sept. 6. Mrs. Elisabeth Kennedy. Lake Odessa—Lake Odessa Fair July 3-5. Duane Gray. Lowell—Kalamazoo Co. 4-H Fair. Aug. 17-20. Gerald Brian. Ludington—W. Mich. Fair Assn. Sept. 1-4. Emmet E. Briggs. Marne—Berlin Fair. Aug. 30-Sept. 3. R. M. Osseward. Marshall—Cahoun Co. Fair. Aug. 23-28. Don Sweeney. Marion—Marion Farm Exhibits Assn. Sept. 6. Paul S. Timkovich. Mason—Ingham Co. Fair. Aug. 17-22. Joy O. Davis. Merrill—Merrill Community Fair. Nov. 4-5. Henry C. Mead. Mesick—Mesick-Buckley Agri. Expo. Sept. 24. Cecil F. Kerr. Middleville—Thornapple Community Fair. Nov. 12. Elton W. Lawrence. Midland—Midland Co. Fair. Aug. 17-21. H. D. Parish. Monroe—Monroe Co. Fair. Aug. 9-14. Gene Anderson. Morley—Morley Agri. Fair Assn. Sept. 24-25. Fred Titcombe. Mount Pleasant—Isabella Co. Youth & Farm Fair. Aug. 24-28. Richard Hickman. Newaygo—Garfield Community Fair. Sept. 22-23. Mrs. Ben Ridderman. Newberry—Luce Co. Fall Harvest Show. Oct. 19. Karl Lawson. Norway—Dickinson Menominee Co. Agri. Soc. Sept. 3-6. Frank J. Molinare. Onkama—Manistee Co. Agri. Soc. Aug. 26-29. Ward G. Geiger. Owosso—Shlawasse Valley Mid-Winter Fair. Dec. 8-10. Lawrence Banna. Peck—Peck Agri. Fair Soc. Sept. 30-Oct. 2. Mrs. Ethel Frank. Petoskey—Emmet Co. Fair. Aug. 23-28. Winfield S. Hinds. Pinconning—Pinconning Fair. Sept. 10-11. Henry Uhlman. Pontiac—Oakland Co. 4-H Fair. Aug. 10-14. John K. Bray. Ravenna—Ravenna 4-H Fair. Aug. 19-21. Samuel McNitt. Richmond—Richmond Fair. Sept. 4-6. Vern Krause. Saginaw—Saginaw Fair. Sept. 12-18. O. H. Harnden. St. Johns—Clinton Co. 4-H Club Fair Assn. Aug. 16-18. Donald J. Walker. Saline—Saline Community Fair. Sept. 29-Oct. 2. C. H. Osgood. Sandusky—Sanilac Co. 4-H Agri. Soc. Aug. 17-21. Keith C. Sowerby. Scottville—Scottville Harvest Fair. Sept. 23-24. W. A. Pratt. Sparta—Sparta High School Agri. Assn. Aug. 4-5. Fred Humeston. Standish—Arenac Co. Fair. Aug. 17-21. Paul R. Penneck. Traverse City—Northwestern Michigan Fair. Aug. 31-Sept. 4. Arnell Engstrom. Unionville—Unionville Agri. & Hort. Soc. Oct. 7-8. John Jocham. Wayland—Wayland Community Fair. Sept. 24-25. Donald Rice.

Minnesota

Ada—Norman Co. Agri. Soc. July 2-5. O. M. Thompson. Aitkin—Aitkin Co. Agri. Soc. Sept. 10-12. F. C. Kaplan. Albert Lea—Freeborn Co. Agri. Soc. Aug. 23-26. Herman D. Jensen. Alexandria—Douglas Co. Fair Assn. Aug. 23-26. Clifford McDonald. Anoka—Anoka Co. Agri. Soc. Aug. 13-15. Henry Hammer. Appleton—Swift Co. Fair Assn. Aug. 26-29. J. G. Anderson. Arlington—Sibley Co. Agri. Assn. Aug. 12-15. Louis Kill. Austin—Mower Co. Agri. Soc. Aug. 10-15. F. J. Holand. Bagley—Clearwater Co. Agri. Soc. Aug. 19-22. Mrs. Margaret David. Barnesville—Clay Co. Fair & Agri. Assn. July 8-10. Theo. Holum. Barnum—Carlton Co. Agri. & Ind. Assn. Aug. 13-14. Claude R. Poston. Baudette—Lake of the Woods Co. Fair Assn. Aug. 4-6. Lloyd L. Wonsler. Bayport—Washington Co. Agri. Soc. Aug. 13-15. Fred S. Lammers. Bemidji—Beltrami Co. Agri. Assn. Aug. 9-11. G. E. Guyan. Bird Island—Renville Co. Agri. Soc. Aug. 23-25. Harold Baumgartner. Blue Earth—Faribault Co. Agri. Soc. Aug. 16-18. A. J. Elliot. Brainerd—Crow Wing Co. Fair Assn. Aug. 11-14. B. C. Wilkins. Breckenridge—Wilkin Co. Agri. Soc. July 29-Aug. 1. Wm. E. McCullough. Caledonia—Houston Co. Agri. Soc. Aug. 25-28. Merle O. Aimo. Cambridge—Isanti Co. Agri. Soc. Aug. 25-28. Robert S. Parker. Canby—Yellow Medicine Co. Fair Assn. Aug. 13-15. Derwaln L. Englund. Cannon Falls—Cannon Valley Fair Assn. July 2-4. R. J. Goodwin. Clinton—Big Stone Co. Agri. Soc. Aug. 13-15. Robert L. Wells. Detroit Lakes—Becker Co. Fair Assn. Aug. 25-28. A. L. Boze.

Eik River—Sherburne Co. Agri. Soc. Aug. 2-4. E. E. Bjuge. Fairmont—Martin Co. Free Fair. Aug. 5-8. John Livermore. Farmington—Dakota Co. Fair Assn. Aug. 12-15. E. W. Ahlberg. Faribault—Rice Co. Agri. Soc. Aug. 5-8. Frank Duncan. Fergus Falls—Otter Tail Co. Fair Assn. Aug. 30-Sept. 2. Knute Hanson. Fertile—Polk Co. Agri. Fair Assn. July 11-14. Reynold Erickson. Fosston—Northwestern Minn. Agri. Assn., July 19-21. H. Algaard. Garden City—Blue Earth Co. Agri. Soc. Aug. 16-18. Daniel J. James. Glenwood—Pope Co. Agri. Soc. Sept. 17-19. Gilman Candrud. Grand Marais—Cook Co. Agri. Soc. Aug. 25-28. Mrs. O. H. Johnson. Grand Rapids—Itasca Co. Agri. Soc. Aug. 19-22. Francis Mullins. Hallock—Kittson Co. Agri. Soc. July 9-12. Calvin Bouvette. Herman—Grant Co. Agri. Assn. Aug. 26-29. Dean Brenner. Hibbing—St. Louis Co. Fair Assn. Aug. 13-15. Sulo Ojakangas. Hopkins—Hennepin Co. Fair Assn. July 30-Aug. 1. Mike W. Zippy. Howard Lake—Wright Co. Agri. Soc. Aug. 12-15. Paul L. Eddy. Hutchinson—McLeod Co. Agri. Assn. Sept. 11-15. Everett Olson. Jackson—Jackson Co. Fair Assn. Aug. 19-22. Anton C. Geiger. Jordan—Scott Co. Good Seed Assn. Aug. 13-15. D. P. Rice. Kasson—Dodge Co. Free Fair. Aug. 5-8. Harold Lyndard. Le Center—Le Sueur Co. Fair Assn. Aug. 9-11. R. D. Evans. Litchfield—Meecker Co. Agri. Soc. Aug. 17-19. D. E. Murohvy. Little Falls—Morrison Co. Agri. Soc. Aug. 13-15. D. T. Sargeant. Littlefork—Northern Minn. Dist. Fair Assn. Aug. 6-8. Mrs. Harold Running. Long Prairie—Todd Co. Fair Assn. Aug. 10-12. Logan O. Soow. Luverne—Rock Co. Agri. Aug. 10-12. George A. Golla. Madison—Lac qui Parle Co. Agri. Soc. Sept. 9-12. H. W. Swenson. Mahanomen—Mahnomen Co. Agri. Soc. July 23-25. Jerry Bisek. Marquette—Tri-Co. Fair & Blue Earth Co. Agri. Assn. Sept. 2-22. Ben J. Jones. Marshall—Lyon Co. Agri. Soc. Aug. 26-29. F. J. Meade. Monticello—Chippewa Co. Fair. Aug. 19-22. S. Syverson. Mora—Kanabec Co. Agri. Soc. Aug. 16-18. Victor Elstrum. Morris—Stevens Co. Agri. Soc. Aug. 20-22. Ralph E. Smith. Motley—Morrison Co. Agri. Assn. July 23-25. J. P. Jacobs. New Ulm—Brown Co. Agri. Soc. Aug. 19-22. E. J. Hergies. Northome—Koochiching Co. Agri. Assn. Aug. 2-4. Betty Boquist. Owatonna—Steele Co. Agri. Soc. Aug. 17-22. Stan Muckie. Park Rapids—Shelby Prairie Agri. Assn. Aug. 16-18. Miss B. E. Breuer. Parkus—Perham Agri. Soc. July 29-Aug. 1. C. W. Weber. Pillager—Cass Co. Agri. Soc. Aug. 19-21. E. J. Stark. Pine City—Pine Co. Agri. Soc. Aug. 9-11. E. J. Wambroff. Pine River—Cass Co. Agri. Assn. Aug. 23-25. Wayne Hoff. Pipestone—Pipestone Co. Agri. Soc. Aug. 23-25. R. S. Owens. Preston—Fillmore Co. Agri. Soc. Aug. 25-29. Ernest Wubbels. Princeton—Mille Lacs Co. Agri. Soc. Aug. 6-8. L. R. Gamradt. Proctor—Duluth—St. Louis Co. Community Fair Assn. Aug. 5-8. H. M. Jensen. Red Lake Falls—Red Lake Co. Agri. Soc. Aug. 20-22 (tent.). Glen Fellman. Redwood Falls—Redwood Co. Agri. Soc. Sept. 9-12. E. J. Henderson. Rochester—Olmsted Co. Agri. Assn. Aug. 11-15. Gordon E. Reynolds. Roseau—Roseau Co. Agri. Soc. July 19-21. Charles Christianson. Rush City—Chicago Co. Agri. Soc. Aug. 5-7. Geo. W. Larson. St. Charles—Winona Co. Fair Assn. Aug. 18-22. Roger Anderson. St. James—Watonwan Co. Agri. Soc. Aug. 26-29. Richard Nieland. St. Paul—Minnesota State Fair. Aug. 28-Sept. 6. Douglas K. Baldwin. St. Peter—Nicotlet Co. Fair Assn. Aug. 27-29. Dr. Roy A. Dean. St. Vincent—St. Vincent Union Ind. Assn. Sept. 15-17. L. C. Ward. Sauk Rapids—Benton Co. Agri. Soc. Aug. 20-22. C. H. Varner. Sauk Centre—Stearns Co. Agri. Soc. Sept. 9-12. Jerry Daniel. Shakopee—Scott Co. Agri. Soc. Aug. 12-14. R. T. Schumacher. Stayton—Murray Co. Agri. Soc. Aug. 19-22. W. M. Leebens. Thief River Falls—Pennington Co. Agri. Soc. July 12-15. J. M. Roche. Tyler—Lincoln Co. Fair Assn. Aug. 19-22. Therkel Jorgensen. Two Harbors—Lake Co. Agri. Soc. Sept. 1-4. Torstein Grinager. Waconia—Carver Co. Agri. Assn. Aug. 19-22. L. E. Schreiber. Wadena—Wadena Agri. Soc. Aug. 3-6. Don Brown. Wabasha—Wabasha Co. Agri. Free Fair. July 30-Aug. 1. Matt Metz. Warren—Marshall Co. Agri. Assn. July 15-18 (tent.). Kenneth S. Nelson. Waseca—Waseca Co. Fair Assn. Aug. 5-8. Leon Sexton. Wheaton—Traverse Co. Agri. Assn. Sept. 9-12. A. W. Vye. White Bear Lake—Ramsey Co. Agri. Soc. July 29-Aug. 1. Mrs. Flora K. Luedke. Willmar—Kandiyohi Co. Fair Assn. Sept. 15-18. Albert Thompson. Windom—Ontonagon Co. Agri. Soc. Aug. 23-25. H. J. Vossen. Worthington—Nobles Co. Fair Assn. Aug. 23-25. L. A. Hons. Zumbrota—Goodhue Co. Fair Assn. Aug. 26-29. A. E. Collinge.

Mississippi

Aberdeen—Monroe Co. Fair & Livestock Assn. Sept. 21-25. Robert C. Couch. Forest—Scott Co. Fair Assn. Sept. 20-25. Ananias Ware. Fulton—Itawamba Fair & Livestock Assn. Sept. 27-Oct. 2. H. L. Holland. Jackson—Miss. A. & I State Fair. Oct. 11-16. J. M. Dean. Laurel—South Miss. Fair. Sept. 27-Oct. 2. E. B. Jeffries. Macon—Noxubee Co. Fair. Aug. 16-21. T. S. Boggus. Meridian—Mississippi Fair & Dairy Show. Sept. 27-Oct. 2. B. Smuckler. New Albany—Union Co. Fair Assn. Sept. 13-18. I. O. Wilson. Philadelphia—Neshoba Co. Fair. Aug. 9-13. F. W. Hays. Starkville—Oktibbeha Co. Fair Assn. Oct. 4-9. O. F. Parker. Tupelo—Miss. Alabama Fair and Dairy Show. Oct. 5-9. Jas. M. Savery. Waynesboro—Wayne Co. Fair. Oct. 4-9. H. S. Cassell. Yazoo—Yazoo Co. Fair Assn. Oct. 4-9. J. N. Ballard.

Missouri

Albany—Gentry Co. Fair. Aug. 25-28. Warren Laihart.

Appleton City—Appleton City Fair & Stock Show. Aug. 31-Sept. 2. C. D. Peeler. Aurora—Aurora Tri-Co. Fair. Sept. 29. Rufus A. Buffalo. Ava—Douglas Co. Fair. Sept. 9-11. E. L. Hesterlie. Belle—Belle Fair. Aug. 4-7. R. L. Backus. Bethany—Northwest Mo. State Fair. Sept. 4-10. L. M. Maple. Boonville—Boonville Fair Assn. Aug. 16-19. Harry Struts. Bowling Green—Pike Co. Fair Assn. Sept. 8-11. Stanley D. Sabjan. Buffalo—Dallas Co. Fair. Aug. 4-7. Roswell L. Wayne. California—Monteau Co. Fair. Aug. 10-14. Harold Kindie. Canton—Lewis Co. 4-H Show. July 30-31. Jesse Franks. Canton—Fall Festival. Aug. 31-Sept. 4. Robt. E. Stow. Cape Girardeau—Southeast Mo. District Fair Assn. Sept. 13-18. Herman W. Keiler. Carrollton—Carroll Co. Fall Festival. Sept. 16-17. Eva Chaney. Caruthersville—American Legion Fair. Oct. 6-10. Harry Malloure. Clinton—Henry Co. Agri. Soc. Aug. 8-12. Mrs. C. W. Faines. Cole Camp—Cole Camp Fair. Sept. 9-11. John W. Ragland. Columbia—Boone Co. Fair Assn. Aug. 10-13. Ed Robertson. Concordia—Fall Festival. Sept. 23-25. Dr. F. G. Goermann, Box 315. Dexter—Stoddard Co. Fair Assn. Sept. 20-25. James Q. Donaldson. Farmington—St. Francois Co. Fair Assn. Sept. 9-11. Joe Grandhomme. Fayette—Howard Co. Fair Assn. Aug. 5-7. J. C. Omer. Fulton—Callaway Co. Fair Assn. July 28-31. Carl Davis. Galt—Community Fair. Sept. 9-11. G. O. Maxwell. Grant City—Worth Co. Fair Assn. Sept. 3-4. Meredith King. Humansville—Humansville Fall Festival. Sept. 10-11. Carl Beaty. Hume—Hume Fair. Sept. 2-3. Logan Wilson. Huntsville—Fall Fair & Festival. Sept. 10-11. J. D. Bagby. Ionia—Community Fair. Sept. 3-4. Ruth P. Pfaff. Jefferson City—Jaycee Cole Co. Fair. July 22-24. J. R. Strong. Kahoka—Clark Co. Agri. Assn. July 29-31. W. P. Stevenson. Kansas City—American Royal Live Stock & Horse Show. Oct. 16-23. C. M. Woodard. Kenneth—Kenneth Fall Festival. Sept. 13-18. George P. Hilbrey. Kirksville—Northwest Missouri Fair. Aug. 10-13. Chas. I. Krueger. Lamar—Lamar Farm & Ind. Exposition. Sept. 16-18. Bud Moore. Laredo—Community Fair. Sept. 2-4. J. M. Robertson. Lee's Summit—Jackson Co. Fair Horse Show. Aug. 11-14. G. E. Rhodes. Lincoln—Harvest Festival & Horse Show. Aug. 12-14. Glen R. Lehman. Linn—Osage Co. Fair. Aug. 5-7. Francis Knollmeyer. Lucerne—Lucerne Stock Show. Aug. 26-28. K. K. Blanchard. Macon—Macon Co. Jr. Fair. July 29-30. C. H. Alspaugh. Mansfield—Wright Co. Fair Assn. Sept. 1-4. Robt. L. Tester. Marshall—Webster Co. Fair. Sept. 1-4. Ellis O. Jackson. Maryville—Nodaway Co. Fair. Aug. 18-21. Dr. W. L. Landfather. Maryville—Northwest Missouri Horse Show. July 21-22. Mrs. Lester Swaney. Memphis—Scotland Co. Agri. Soc. July 19-23. M. T. Ware. Mendon—Northwestern Fall Festival. Sept. 17-18. Mrs. Ebb Best. Mexico—Audrain Co. Fair. Aug. 3-6. James H. Higgs. Moberly—Randolph Co. Jr. Agri. Show. July 31. Carl Henderson. Montgomery City—Montgomery Co. Fair. July 29-31. Walter McQuik Jr. Neosho—Southwest Mo. Harvest Fair. Sept. 22-25. D. E. Shartel. Norborne—Norborne Farm & Farmyard Fair. Sept. 14-15. Pauline Kruse. Oregon—Autumn Festival. Sept. 2-4. Mrs. Donald Greiner. Osceola—St. Clair Co. Fair. Sept. 21-23. Edgar A. Hinton. Owensville—Gasconade Co. Fair. Aug. 19-21. Oscar H. Hallemann. Paris—Fall Festival & Livestock Show. Aug. 25-27. Russell L. Jackson. Perry—Ralls Co. Jr. Fair. Aug. 25-26. G. L. Rader. Pilot Grove—Community Fair. Aug. 6-7. Clarence H. Ries. Platte City—Platte Co. Fair. July 22-25. J. Frank Sexton. Prairie Home—Prairie Home Fair. Aug. 3-5. M. H. Roedel. Richmond—Ray Co. Free Fair. Sept. 7-9. Howard Hill. Rolla—Central Mo. Fair. Aug. 11-14. J. R. Smith. Ste. Genevieve—Ste. Genevieve Co. Fair Assn. Sept. 3-4. C. B. Kraenzle. St. Charles—St. Charles Co. Fair Assn. Sept. 8-12. Kurt E. Schneider. Savannah—Andrew Co. Am. Legion Fair. Aug. 11-15. Fred C. Chambers. Safe—Community Fair. Aug. 19-21. Emmett Dillon. Sallsbury—Fall Festival. Aug. 26-27. D. T. Blake. Sedalia—Missouri State Fair. Aug. 21-29. Ross C. Ewing. Shelby—Shelby Co. Fair. July 27-30. A. T. Buckman. Springfield—Ozark Empire Fair. Aug. 14-20. Glen B. Boyd. Stockton—4-H Fair & Achievement Day. July 23-24. Naomi Wollard. Stover—Fall Festival. Sept. 16-18. E. H. Bauer. Tindall—Fall Festival. Sept. 17-18. Mrs. Carl Ricketts. Tipton—Tri-Co. Agri. Soc. July 20-25. Toby Lademann. Trenton—N. Central Mo. Fair Assn. Aug. 15-19. L. I. McMullen. Unionville—Putnam Co. Agri. Soc. Sept. 7-10. Versailles—Morgan Co. Fair. Sept. 1-4. James R. Scribner. Vienna—Maries Co. Fair. Sept. 2-4. Roy L. Hager. Warrensburg—Johnson Co. Fair. Sept. 9-11. E. F. Low. Warrenton—Warren Co. Fair Assn. Aug. 5-7. Marvin Stickrod. Washington—Washington Fair. Aug. 13-15. Reynolds Hamlin. West Plains—Howell Co. Fair Assn., Inc. Sept. 1-4. Mrs. Ann Aisworth.

Montana

Baker—Fallon Co. Fair. Aug. 27-29. Gene Hoff. Billings—Midland Empire Fair & Rodeo. Aug. 9-14. Harry L. Pitton. Deer Lodge—Powell Co. Fair. Aug. 20-22. Dodson—Phillips Co. Fair & Rodeo. Aug. 7-8. Forsyth—Rosebud Co. Fair. Aug. 18-20. Harley W. Roath. Fort Benton—Chouteau Co. Fair. Sept. 10-12. W. J. Shirley. Glasgow—Valley Co. Fair. Sept. 2-4. Glendive—Dawson Co. Fair. Sept. 5-7. Great Falls—North Mont. State Fair. July 30-Aug. 7. Leo C. Dalley. Hamilton—Ravalli Co. Fair. Sept. 4-6.

Havre—Hill Co. Fair. Aug. 13-14. Kalispell—Northwest Montana Fair. Sept. 9-11. Lewistown—Central Montana Fair & Rodeo. July 29-31. James M. Schultz. Libby—Western Lincoln Co. Fair. Aug. 27-29. Clarence Moody. Miles City—Eastern Mont. Fair. Aug. 27-29. J. H. Bohling. Plains—Sanders Co. Fair. Aug. 13-15. Shelby—Maris Fair and Rodeo. July 22-31. Sidney—Richland Co. Fair & Rodeo. Aug. 30-Sept. 1. D. G. Nutter. Terry—Prairie Co. Fair. Aug. 21-22. Twin Bridges—Madison Co. Fair. Aug. 20-22.

Nebraska

Albion—Boone Co. Fair Assn. Sept. 15-18. Floyd Gilmer. Arlington—Washington Co. Fair Assn. Aug. 25-27. H. C. McClellan. Arthur—Arthur Co. Fair Assn. Sept. 2-4. W. H. Dorris. Auburn—Nemaha Co. Fair Assn. Aug. 19-21. G. E. Codington. Aurora—Hamilton Co. Fair Assn. Aug. 30-31. L. J. Caulkins. Bartlett—Wheeler Co. Fair Assn. Sept. 16-18. Ernest R. Collins. Bassett—Rock Co. Fair Assn. Aug. 5-7. Earl L. Anderson. Beatrice—Gae Co. Fair Assn. Aug. 23-26. Eidon F. Goble. Beaver City—Furnas Co. Fair Assn. Aug. 23-25. Earl Lester. Benkelman—Dundy Co. Fair Assn. Aug. 12-15. Lloyd Boswell. Biaden—Webster Co. Fair Assn. Aug. 10-12. Mrs. B. B. Boyd. Bloomfield—Knox Co. Fair Assn. Aug. 29-31. P. E. Steppe. Broken Bow—Custer Co. Fair Assn. Aug. 24-27. M. L. Gould. Burwell—Garfield Co. Fair Assn. Aug. 11-14. H. D. DeLashmitt. Central City—Merrick Co. Fair Assn. Aug. 12-14. Dick Lippincott Jr. Chambers—Holt Co. Fair Assn. Aug. 16-19. Edwin A. Wink. Chappell—Deuel Co. Fair Assn. Aug. 26-27. Albert Williams. Clay Center—Clay Co. Fair Assn. Aug. 19-22. Leslie Hanna. Columbus—Platte Co. Fair Assn. Aug. 31-Sept. 3. W. L. Boettcher. Concord—Dixon Co. Fair Assn. Aug. 25-27. Roy E. Johnson. Crete—Saline Co. Fair Assn. Aug. 19-22. George Feeken. Culbertson—Hitchcock Co. Fair Assn. Aug. 19-22. Ervin Coyle. David City—Butler Co. Fair Assn. Aug. 26-28. Julian O. Byers. Deshler—Thayer Co. Fair Assn. Aug. 19-21. M. E. Beukler. Dunning—Blaine Co. Fair Assn. Sept. 2-5. Vernon Johnson. Elwood—Gosper Co. Fair Assn. Aug. 18-20. M. R. Morgan. Eustis—Frontier Co. Fair Assn. Aug. 10-18. Dean Hueffle. Fairbury—Jefferson Co. Fair. Assn. Aug. 3-6. Emil R. Schoen. Franklin—Franklin Co. Fair Assn. Aug. 28-31. Cliff Ashburn. Fullerton—Nance Co. Fair Assn. Aug. 17-19. E. M. Black. Geneva—Fillmore Co. Fair Assn. Aug. 1-3. Howard W. Hamilton. Gordon—Sheridan Co. Fair Assn. Sept. 16-12. Geo. E. Comer. Grand Island—Hall Co. Fair Assn. Aug. 24-27. Howard Rainforth. Grant—Perkins Co. Fair Assn. Aug. 18-21. W. W. Allen. Harrison—Sioux Co. Fair Assn. Aug. 26-28. Dean Lundy.

Hastings—Adams Co. Fair Assn. July 27-30. John R. Fitzgibbon. Hemingford—Box Butte Co. Fair Assn. Aug. 26-29. Paul Stull. Holdrege—Phelps Co. Fair Assn. Aug. 9-12. Edgar M. Borg. Homer—Dakota Co. Fair Assn. Aug. 26-28. James Allaway. Humboldt—Richardson Co. Fair Assn. Sept. 15-17. L. E. Watson. Hyannis—Grant Co. Fair Assn. Aug. 27-29. Mrs. Earl Hayward. Imperial—Chase Co. Fair Assn. Aug. 25-28. Herman Brill. Johnston—Brown Co. Fair Assn. Sept. 4-6. Kenneth Graf. Kearney—Buffalo Co. Fair Assn. Aug. 30-Sept. 3. W. S. Wimberley. Kimball—Kimball Co. Fair Assn. Sept. 2-4. Kyle Siewert. Leigh—Colfax Co. Fair Assn. Aug. 27-29. George Kumpf. Lowell—Garden Co. Fair Assn. Sept. 2-4. James Patterson. Lexington—Dawson Co. Fair Assn. Aug. 31-Sept. 3. Monte Kiffin. Lincoln—Nebraska State Fair, Sept. 5-10. Edwin Schultz. Lincoln—Lancaster Co. Fair Assn. Sept. 5-10. Clarence Patterson. Loup City—Sherman Co. Fair Assn. Aug. 14-17. Clark S. Reynolds. Madison—Madison Co. Fair Assn. Aug. 11-13. Earl J. Moyer. McCook—Red Willow Co. Fair Assn. Aug. 11-13. Don Thompson. Mitchell—Scotts Bluff Co. Fair Assn. Sept. 3-10. William Hickman. Neligh—Antelope Co. Fair Assn. Aug. 26-29. Clinton Stonebraker. Nelson—Nuckolls Co. Fair Assn. Aug. 2-4. H. McAdams. Norden—Keya Paha Co. Fair Assn. Sept. 10-12. Leonard McCormick. North Platte—Lincoln Co. Fair Assn. Aug. 15-19. H. B. Manners. Oakland—Burt Co. Fair Assn. Aug. 24-27. Orrin Kohlmeier. Ogallala—Keith Co. Fair Assn. Aug. 16-18. Roy G. Nelson. Omaha—Ak-Sar-Ben Live Stock and Rodeo. Sept. 24-Oct. 3. J. J. Isaacson. Ord—Valley Co. Fair Assn. Aug. 3-5. Stanley Nolte. Orleans—Harian Co. Fair Assn. Aug. 18-21. James Mitchell. Osceola—Polk Co. Fair Assn. Aug. 2-5. Harold Klingman. Pawnee City—Pawnee Co. Fair Assn. Sept. 23-24. J. Tom Sawyer. Pierce—Pierce Co. Fair Assn. Aug. 29-31. Herman Scheer. Scribner—Dodge Co. Fair Assn. Sept. 15-17. Otto J. Schellenberg. Seward—Seward Co. Fair Assn. Aug. 16-18. Norman Gerkenmeyer. Sidney—Cheyenne Co. Fair Assn. Aug. 26-29. W. E. Cunningham. Spalding—Greeley Co. Fair Assn. Aug. 18-21. Don C. Smith. Spencer—Boyd Co. Fair Assn. Aug. 23-25. Richard Jones. Springfield—Sargey Co. Fair Assn. Aug. 26-28. Elmer F. Wittum. Stanton—Stanton Co. Fair Assn. Aug. 22-24. Walter Layton Elger. Stapleton—Logan Co. Fair Assn. Aug. 26-29. V. K. Magnuson. Stockville—Frontier Fair Assn. Aug. 28-31. Ted Current. St. Paul—Howard Co. Fair Assn. Aug. 31-Sept. 3. H. E. Elstermeier. Syracuse—Otoe Co. Fair Assn. Aug. 31-Sept. 2. Frank Sorrell. Tecumseh—Johnson Co. Fair Assn. Aug. 9-11. Lloyd D. Halsted. Valentine—Cherry Co. Fair Assn. Aug. 21-22. Wm. A. Cumbow. Wahoo—Saunders Co. Fair Assn. Aug. 23-

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25. B. E. Noerenberg.  
Walthill-Thurston Co. Fair Assn. Sept. 1-4. Ronald K. Samuelson.  
Wayne-Wayne Co. Fair Assn. Aug. 25-28. Al Bahe.  
Waterloo-Douglas Co. Fair Assn. Sept. 18-18. R. D. Herrington.  
Weeping Water-Cass Co. Fair Assn. Aug. 24-27. Joe Bender.  
West Point-Cuming Co. Fair Assn. Aug. 29-Sept. 2. Ed M. Baumann.  
York-York Co. Fair Assn. Aug. 12-14. E. H. Littrell.

Nevada

Eiko-Eiko Co. Fair & Livestock Show Sept. 3-6. James M. Olin.

New Hampshire

Canaan-Nascama Valley Fair Assn. Aug. 27-29. Lynn Webster.  
Center Sandwich - Sandwich Town & Grange Fair Assn. Oct. 12. Doris L. Benz.  
Contoocook-Contoocook Valley Fair Assn. Sept. 4-6. Charles A. Jones.  
Deerfield-Deerfield Fair Assn. Sept. 30-Oct. 3. William C. Maxwell.  
Dover-Dover Agrl. Fair. Aug. 11-15. Franklin Dame.  
Keene-Cheshire Fair Assn. Aug. 26-28. Clifford Coles.  
Lancaster-Cos & Essex Agrl. Soc. Sept. 3-6. Albert J. Kenney.  
Madbury-Madbury Grange Fair. Sept. 9-12. Charlotte Horr.  
North Haverhill-Pink Granite Fair Assn. Aug. 16-17. Everett Sawyer.  
Northwood-Northwood Fair Assn. Aug. 20-22. Hugh J. Presley.  
Plymouth-Union Grange Fair Assn. Sept. 15-18. Delbert E. Gray.



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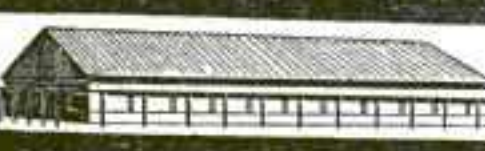
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Rochester-Rochester Fair Assn. Sept. 19-25. Albert Brown.  
Sandwich-Sandwich Town and Grange Fair Assn. Oct. 13. Doris Benz.

New Jersey

Aura-Gloucester Co. 4-H Fair. Aug. 11-12. J. L. Glass.  
Belvidere-Warren Co. Farmers' Fair. Aug. 18-21. Harry E. Serfass.  
Branchville-Sussex Co. Farm & Horse Show. Aug. 10-14. John W. Raab.  
Bridgeton-Cumberland Co. Fair. Sept. 14-18. Raymond R. Riley.  
Burlington-Burlington Co. Farm Fair. July 29-31. D. L. Kensier.  
Caldwell-Essex Co. 4-H Fair. Aug. 10-11. James W. Gearhart.  
Clementon-Camden Co. 4-H Show. July 21. John H. Rodgers.  
Cold Spring-Cape May Co. 4-H Fair. July 28-30. Mrs. Louis Dickinson.  
Far Hills-Somerset Co. 4-H Fair. Aug. 13-14. Mrs. Stanley Voorhees.  
Flemington-Flemington Fair. Aug. 31-Sept. 6. Lloyd Wescott.  
Freehold-Monmouth Co. 4-H Fair. July 16-17. L. B. Williams.  
Lakewood-Ocean Co. Fair. Aug. 4-5. Fred Seammell.  
Morristown-Morris Co. Fair. Aug. 17-21. C. Allen Thompson.  
New Brunswick-Middlesex Co. Fair. Aug. 18-21. Mrs. Fred O. Heyl.  
Paterson-Passaic Co. 4-H Fair. Aug. 12-14. Melville Lockwood.  
Pomona-Atlantic Co. 4-H Fair. Aug. 19-21. Doris Gustafson.  
Trenton-Mercer Co. 4-H Fair. Aug. 13-14. Joseph H. Turpin, Court House, Trenton.  
Trenton-New Jersey State Fair. Sept. 20-Oct. 3. Norman L. Marshall.

New Mexico

Alamogordo-Otero Co. Fair Assn. Sept. 17-18. Joseph Roessler.  
Albuquerque-New Mexico State Fair. Sept. 25-Oct. 3. Leon H. Harms.  
Clovis-Curry Co. Fair. Sept. 15-18. John Gaume.  
Farmington-San Juan Co. Fair Assn. Sept. 17-19. Janet Sage.  
Lovington-Lovington Fair. Sept. 13-18.  
Portales-Portales Fair. Sept. 20-25.

New York

Afton-Afton Fair. Aug. 16-22. Frederick Crane.  
Altamont-Tri-Co. Fair. Aug. 23-28. Stuart Rombough.  
Angelica-Allegany Co. Fair Assn. Aug. 4-7. L. L. Stillwell.  
Alexander-Genesee Co. Fair Assn. Aug. 24-28. J. W. Keller.  
Avon-Genesee Valley Breeders' Assn. Sept. 3-4.  
Ballston Spa-Saratoga Co. Fair Assn. Aug. 30-Sept. 3.  
Bath-Stuben Co. Agrl. Soc. Aug. 23-28. J. Victor Fauché.  
Boonville-Boonville Fair Assn. Aug. 2-7. Charles Fickbohm.  
Brookfield-Madison Co. Agrl. Soc. Aug. 25-28. Raymond Burdick.  
Caledonia-Caledonia Fair Assn. Aug. 10-14. Victor Soroger.  
Canandaigua-Ontario Co. Fair Assn. Aug. 2-7.  
Chatham-Columbia Co. Fair Assn. Sept. 3-8.  
Cobleskill-Cobleskill Agrl. Soc. Sept. 13-18. Dr. D. W. Beard.  
De Ruyter-Tioughnoga Carnival & Fair. Aug. 19-22. Ray E. Wells.  
Dundee-Dundee Fair Assn. Sept. 23-25. Lewis R. Hammer.  
Dunkirk-Chautauque Co. Fair Assn. Sept. 6-11. C. J. Larson.  
Fonda-Montgomery Co. Agrl. Soc. Sept. 4-8. Fred L. Lowe.  
Geneseo-Livingston Co. Fair Assn. Aug. 11-14.  
Gouverneur-St. Lawrence Co. Fair Assn. Aug. 9-14. Eligh A. Dodds.  
Greenwich-Cambridge Valley Agrl. Soc. Aug. 16-21. P. J. Houlton.  
Hamburg-Erie Co. Fair Assn. Aug. 16-21. Hemlock-Hemlock Lake Union Fair Assn. Aug. 27-30.  
Henrietta-Monroe Co. Fair Assn. Aug. 17-21. Albert Lockner.  
Horseheads-Chemung Co. Fair Assn. Aug. 15-21.  
Ithaca-Tompkins Co. Agrl. & Hort. Soc. Aug. 9-14. Richard Blatchley.  
Kingston-Utster Co. Fair Assn. Aug. 18-19.  
Little Valley-Cattaraugus Co. Agrl. Soc. Aug. 31-Sept. 4. J. W. Watson.  
Lowville-Lewis Co. Agrl. Soc. Aug. 16-21. Asa Gordon.  
Malone-Franklin Co. Agrl. Soc. Aug. 23-28. Maurice Finnegan.  
Middletown-Orange Co. Agrl. Soc. Aug. 8-14. Fred Germain.  
Morris-Otsego Co. Fair Assn. Aug. 31-Sept. 4.  
Norwich-Chenango Co. Agrl. Soc. Aug. 9-14. Izey Woodruff.  
Owego-Tioga Co. Agrl. Soc. July 25-31.  
Palmyra-Palmyra Fair Assn. Aug. 24-28.  
Penn Yan-Yates Co. Agrl. Soc. July 21-24. H. Comstock.  
Pike-Wyoming Co. Fair Assn. Aug. 24-27. H. M. Wagenblaus.  
Plattsburg-Clinton Co. Agrl. & (Indl.) Fair. Aug. 10-14.  
Rhinebeck-Dutchess Co. Fair Assn. Aug. 31-Sept. 4. Richard C. Murray.  
Sandy Creek-Sandy Creek Fair Assn. Aug. 17-21. Seymour S. Hicks.  
Schaghticoke-Schaghticoke Fair Assn. Sept. 6-11. Gordon L. Banker.  
Syracuse-New York State Fair. Sept. 4-11. Harold L. Creal.  
Trumansburg-Trumansburg Fair Assn. Sept. 15-18.  
Walton-Delaware Valley Agrl. Soc. Aug.

24-28. Carl Williams.  
Waterloo-Seneca Co. Agrl. Soc. Aug. 10-14.  
Watertown-Jefferson Co. Agrl. Soc. Aug. 24-28.  
Westport-Essex Co. Agrl. Soc. Aug. 17-21. Keeton B. Lobdell.  
Westbury-Nassau Co. Agrl. Soc. of Queens-Nassau Cos. Oct. 11-16. R. G. Fish.  
Whitney Point-Broome Co. Agrl. Soc. Aug. 2-7. Osmer J. Brooks.

North Carolina

Ahoke-Atlantic Dist. Fair Assn. Oct. 12-16. C. E. Robbins.  
Asheboro-Center of N. C. Fair. Sept. 6-11. W. G. York.  
Asheville-October Fair. Sept. 13-18. Joe McKennon.  
Beaufort-Carteret Fair, Inc. Oct. 4-9. T. Kelly.  
Charlotte-Southern States Fair. Oct. 5-9. J. S. Dorton.  
Cherokee-Cherokee Indian Fair Assn. Sept. 21-25. Woodrow Welch.  
Concord-Cabarrus Co. Agrl. Fair. Sept. 20-25. Pete Gravely.  
Edenton-Chowan Co. American Legion Fair. Sept. 13-18. R. E. Leary.  
Enfield-Piremen's Agrl. Fair. Sept. 27-Oct. 2. W. B. Burchett.  
Fayetteville-Cape Fear Regional Fair. Oct. 3-9. R. E. Smith.  
Gastonia-Spindle-Center Agrl. Fair. Sept. 27-Oct. 2. W. H. Robbins.  
Goldsboro-Wayne Co. Fair. Sept. 13-18.  
Greensboro-Greensboro Agrl. Fair. Oct. 6-9. Mrs. Clyde Kendall.  
Greensboro-Greensboro Colored Fair. Sept. 6-11. Bob Lee.  
Greenville-Pitt Co. Agrl. Fair. Oct. 11-16.  
Norway-Chambliss, Rocky Mount.  
Hamlet-Richmond Co. Agrl. Fair Assn. Oct. 11-16. J. C. Worley.  
Henderson-Golden Belt Fair. Oct. 4-10. C. M. Hight.  
Henderson-Vance Co. Colored Fair. Oct. 11-16. Brooks Hawkins.  
Hendersonville-Western N. C. Fair. Sept. 14-18. Frank L. Pittsimons.  
Hickory-Catawba Fair. Sept. 27-Oct. 2. Corbin Green.  
High Point-High Point Agrl. Fair. Sept. 27-Oct. 2. T. C. Potts.  
Lenoir-Oldwell Co. Agrl. Fair, Inc. Sept. 14-18. J. A. Marshall.  
Lexington-Davidson Agrl. Fair. Sept. 20-25. Curtis A. Leonard.  
Littleton-Littleton Tri-Co. Fair Assn. Oct. 4-9. T. R. Walker.  
Louisburg-Franklin Co. Fair Assn. Sept. 27-Oct. 2. A. H. Fleming.  
Lumberton-Farmer's Festival. Sept. 20-25. W. G. Hall.  
Madison-Madison Agrl. Fair. Sept. 20-25. W. N. Schultz Jr.  
Monroe-Union Co. Fair Assn. Oct. 18-23. M. W. Williams.  
Mount Airy-Greater Mount Airy Agrl. Fair. Sept. 20-25. James R. McNeill.  
New Bern-Tri Co. Fair. Oct. 18-23. W. A. Godley.  
Raleigh-North Carolina State Fair. Oct. 19-24. Dr. J. S. Dorton.  
Roanoke Rapids - Halifax-Northampton Agrl. Fair Assn., Inc. Sept. 14-18. R. E. Gilsdorf.  
Rocky Mount-Rocky Mount Agrl. Fair. Sept. 27-Oct. 2. Norman Y. Chambliss.  
Rutherfordton-Rutherford Co. Agrl. Fair. Sept. 13-18. John H. Jones.  
Sanford-Lee Co. Agrl. Fair. Sept. 27-Oct. 2. Ray A. Wood.  
Shelby-Cleveland Co. Fair. Sept. 21-25. J. B. Dorton.  
Shelby-Cleveland Co. Negro Fair. Oct. 6-9. A. W. Postler.  
Statesville-Iredell Co. Agrl. Fair. Sept. 27-Oct. 2. Clyde Smyre.  
Warrenton-Warren Co. Fair Assn. Sept. 20-25. Duke Miles.  
Washington-Beaufort Co. Fair. Sept. 6-11. Blount S. O'Neal.  
Wilson-Wilson Co. Fair Assn. Oct. 11-16. Ernest Battion.

North Dakota

Bottineau-Bottineau Co. Free Fair. July 19-21. Albert Stewart.  
Cannon-Towner Co. Fair. July 1-3. Pete Dahl.  
Carrington-Foster Co. Fair. Sept. 14-17. C. H. Duntley.  
Cooperstown-Griggs Co. Fair. June 28-30. Otto Rebbahn.  
Crosby-Divide Co. Fair. July 15-17. N. Powers.  
 Fargo-Red River Valley Fair. Aug. 29-Sept. 4. A. D. Scott.  
Fessenden-Wells Co. Free Fair. July 13-16. Ben Rogelstad.  
Flaxton-Burke Co. Fair. July 12-14. Bruce Bair.  
Forman-Sargent Co. Fair. Sept. 6-8. Odin Stotard.  
Grand Forks-Greater Grand Forks State Fair. July 18-24. Ralph Lynch.  
Hamilton-Pembina Co. Fair. July 15-17. Franklin Page.  
Jamestown-Stutsman Co. Fair. July 5-7. A. E. Baemon.  
Langdon-Cavalier Co. Fair. July 10-14. Dick Forkner.  
Lisbon-Ransom Co. Fair. July 22-24. L. C. Lilyquist.  
Minnewaukan-Benson Co. Fair. Sept. 2-4. V. A. Helberg.  
Minot-North Dakota State Fair. July 26-31. Merrel O. Dahle.  
Rolla-Rolla Fair, Inc. July 8-10. H. Laurel Yonts.  
Rugby-Rugby Fair. July 5-7. A. M. Sanderson.

Ohio

Andover-Andover Street Fair. Sept. 10-11. W. S. Grabert.  
Ashland-Ashland Co. Fair Assn. Sept. 28-Oct. 2. Harry Dotson.  
Athens-Athens Co. Fair Assn. Aug. 11-14. Emory Allen.  
Attica-Attica Fair Assn. Aug. 11-14. Otis Heiser.  
Barlow-Barlow Fair Assn. Sept. 24-25. P. H. Proctor.  
Bellville-Bellville Fair Assn. Sept. 15-18. Charles Smith.  
Berea-Cuyahoga Co. Fair Assn. Aug. 18-22. Wm. H. Kroesen.  
Bellevue-Logan Co. Fair Assn. Aug. 23-27. Myron H. Loffer.  
Bowling Green-Wood Co. Fair Assn. Aug. 9-14. John L. Clarke.  
Bucyrus-Crawford Co. Fair Assn. Aug. 3-7. James Gebhardt.  
Burton-Geauga Co. Fair Assn. Sept. 2-6. Thane Atwood.  
Cadiz-Harrison Co. Fair Assn. Sept. 16-18. L. H. Barger.  
Caldwell-Noble Co. Fair Assn. Sept. 2-4. J. K. Walkenshaw.  
Canton-Stark Co. Fair Assn. Sept. 6-10. Mrs. Fern Saal.  
Canfield-Mahoning Co. Fair Assn. Sept. 2-6. E. R. Zeiger.  
Carrillon-Carroll Co. Fair Assn. Sept. 29-Oct. 2. E. Weaver Casper.  
Celina-Mercer Co. Fair Assn. Aug. 14-19. W. P. Archer.  
Chillicothe-Ross Co. Fair Assn. Aug. 23-27. Chas. J. Betsch.  
Cincinnati-Carriage Fair. Sept. 15-18. C. A. Peters, 410 Court House, Cincinnati.  
Circleville-Pickaway Co. Fair Assn. Sept. 15-18. Henry Reid Jr.  
Columbus-Ohio State Fair. Aug. 27-Sept. 3. A. L. Sorensen.  
Coshocton-Coshocton Co. Fair Assn. Oct. 6-9. C. V. Croy.

Croton-Hartford Co. Fair Assn. Aug. 10-14. William Arter.  
Dayton-Montgomery Co. Fair Assn. Sept. 6-9. Goldie V. Scheible, 709 Reibold Bldg.  
Delaware-Delaware Co. Fair Assn. Sept. 20-24. William B. Deal.  
Dover-Tuscarawas Co. Fair Assn. Sept. 19-25. W. G. Pindley.  
Eaton-Prebble Co. Fair Assn. Sept. 14-17. William B. Pryor.  
Findlay-Hancock Co. Fair Assn. Sept. 6-10. Wade Marshall.  
Fremont-Sandusky Co. Fair Assn. Sept. 5-10. Russell S. Hull.  
Gallipolis-Gallia Co. Fair Assn. Aug. 12-14. Jimmie Evans.  
Georgetown-Brown Co. Fair Assn. Oct. 6-8. Luther Kestel.  
Greenville-Darke Co. Fair Assn. Aug. 21-27. Gilbert A. Lease.  
Hamilton-Butler Co. Fair Assn. Sept. 26-Oct. 1. Barton Truster.  
Hicksville-Defiance Co. Fair Assn. Aug. 23-27. Gerald Massey.  
Hilliards-Franklin Co. Fair Assn. Aug. 18-21. Arch A. Griffith.  
Hillsboro-Highland Co. Fair Assn. Sept. 8-11. Clarence Larkin.  
Jefferson-Ashtabula Co. Fair Assn. Aug. 10-14. E. F. Walburn.  
Kenton-Hardin Co. Fair Assn. Sept. 27-Oct. 1. J. H. Jackson.  
Lancaster-Fairfield Co. Fair Assn. Oct. 13-16. Russell W. Ait.  
Lebanon-Warren Co. Fair Assn. Aug. 31-Sept. 3. C. Nixon.  
Lisbon-Columbiana Co. Fair Assn. Aug. 24-28. Clarence Crosser.  
Lima-Allen Co. Fair Assn. Aug. 21-26. Harold W. Poling.  
Logan-Hocking Co. Fair Assn. Sept. 29-Oct. 2. J. E. Matheny.  
London-Madison Co. Fair Assn. Aug. 22-26. Robert Hines.  
Loudonville-Loudonville Fair Assn. Oct. 5-7. Donald L. Nash.  
Lucasville-Scioto Co. Fair Assn. Aug. 4-7. A. S. Moulton.  
McConnellsville-Morgan Co. Fair Assn. Sept. 8-11. Ray G. Smith.  
Mansfield-Richland Co. Fair Assn. Aug. 11-14. Mrs. Elmer Snavely.  
Marietta-Washington Co. Fair Assn. Sept. 5-8. V. C. Schriver.  
Marion-Marion Co. Fair Assn. Aug. 21-26. Clifford Campbell.  
Marysville-Union Co. Fair Assn. Sept. 15-18. Luther L. Laggett.  
Maumee-Lucas Co. Fair Assn. Aug. 4-9. Orville W. Dishar.  
Medina-Medina Co. Fair Assn. Sept. 8-11. C. W. Mappa.  
Millersburg-Holmes Co. Fair Assn. Aug. 18-21. Verle H. Spreng.  
Montpelier-William Co. Fair Assn. Sept. 12-18. Woodrow Schlegel.  
Mount Gilead-Morrow Co. Fair Assn. Aug. 18-21. Dwight McClarren.  
Mount Vernon-Knox Co. Fair Assn. July 26-31. Henry G. Richards.  
Napoleon-Henry Co. Fair Assn. Aug. 18-21. James D. Murray.  
Norwalk-Huron Co. Fair Assn. Sept. 14-18. Mrs. Elfreda Crayton.  
Old Washington-Guernsey Co. Fair Assn. Sept. 29-Oct. 2. Thomas E. Gracy.  
Ottawa-Putnam Co. Fair Assn. Sept. 22-25. Aaron Donaldson.  
Owensville-Giermont Co. Fair Assn. Aug. 16-21. J. W. Evans.  
Painesville-Lake Co. Fair Assn. Aug. 25-29. Herbert Belcher.  
Paoli-Audubon Fair Assn. Sept. 1-4. A. L. Newirth.  
Plain City-Plain City Fair Assn. Aug. 4-7. Walter Minshall.  
Pomeroy-Meigs Co. Fair Assn. Aug. 18-21. C. L. Heaton.  
Proctorville-Lawrence Co. Fair Assn. July 28-31. Owen Griffith.  
Randolph-Randolph Fair Assn. Sept. 10-12. R. P. Hamilton.  
Richwood-Richwood Fair Assn. Sept. 4-6. Dana D. Lowe.  
St. Clairsville-Belmont Co. Fair Assn. Sept. 9-11. W. R. Butcher Jr.  
Seaman-Seaman Fall Festival Assn. Sept. 22-25. H. M. Satterfield.  
Sidney-Shelby Co. Fair Assn. Aug. 1-6. Robert Kaser.  
Smithfield-Jefferson Co. Fair Assn. Aug. 18-21. W. E. Rose.  
Springfield-Wyandot Co. Fair Assn. Aug. 18-21. B. P. Sandies.  
Tiffin-Seneca Co. Fair Assn. Aug. 22-26. Ralph D. Stacy.  
Troy-Miami Co. Fair Assn. Aug. 14-19. L. J. George.  
Upper Sandusky-Wyandot Co. Fair Assn. Sept. 14-18. Ross A. Winter.  
Urbana-Champaign Co. Fair Assn. Aug. 8-13. Howard Gerdard.  
Van Wert-Van Wert Fair Assn. Sept. 6-10. N. E. Stuckey.  
Warren-Trumbull Co. Fair Assn. Aug. 3-7. Frank M. Neal.  
Wapakoneta-Auglaize Co. Fair Assn. Aug. 8-13. Harry Kahn.  
Washington C. H.-Payette Co. Fair Assn. July 27-31. Frank E. Ellis.  
Wauseon-Pulton Co. Fair Assn. Sept. 5-9. C. Ackerman.  
Wellington-Lorain Co. Fair Assn. Aug. 23-27. Clair L. Hill.  
Wellston-Jackson Co. Fair Assn. July 21-24. Carl G. Dahlberg.  
West Union-Adams Co. Fair Assn. Aug. 24-27. Charles S. Kirker.  
Wilmington-Clinton Co. Fair Assn. Aug. 10-14. A. A. Veith.  
Woodfield-Monroe Co. Fair Assn. Sept. 22-24. Ralph Schumacher.  
Wooster-Wayne Co. Fair Assn. Sept. 14-18. W. J. Buss.  
Xenia-Greene Co. Fair Assn. Aug. 3-7. Mrs. J. Robert Bryson.  
Zanesville-Muskingum Co. Fair Assn. Aug. 17-21. Peri D. Elliott.

Oklahoma

Andarko-Caddo Co. Free Fair. Sept. 22-25. Paul Stonum.  
Antlers-Pushmataha Co. Free Fair. Sept. 16-18. William P. Pipkin.  
Arnett-Ellis Co. Fair Assn. Sept. 20-22. L. D. Warkentin.  
Bartlesville-Washington Co. Fair Assn. Sept. 21-25. Johnny D. Pope.  
Beaver-Beaver Co. Free Fair Assn. Sept. 8-12. Mrs. Alice Shook.  
Blackwell-Kay Co. Free Fair. Sept. 14-18. W. R. Hutchison.  
Boise City-Chimarron Co. Free Fair Assn. Sept. 22-25. Eugene Williams.  
Bristow-Creek Co. Fair. Sept. 22-25. A. E. Gurley.  
Buffalo-Harper Co. Free Fair. Sept. 13-15. Peyton Burkhardt.  
Chandler-Lincoln Co. Free Fair. Sept. 8-11. Oran Stipe.  
Chickasha-Grady Co. Fair. Sept. 14-17. Bob Lamar.  
Collinsville-Collinsville Tri Co. Fair. Sept. 16-18. John Fox.  
Cordell-Washita Co. Fair Assn. Sept. 15-18. James V. Son.  
Dewey-Washington Co. Free Fair. Sept. 21-25. Johnny D. Pope.  
Duncan-Stephens Co. Free Fair Assn. Sept. 13-15. Edward Gregory.  
Enid-Garfield Co. Fair Assn. Sept. 10-17. Roy W. Davis.  
Fairview-Major Co. Free Fair Assn. Sept. 14-16. Harold Miller.  
Guthrie-Logan Co. Fair Assn. Sept. 16-17. Harold Casey.  
Guymon-Tex. Co. and Panhandle Dist. Free Fair. Sept. 14-18. Robert G. Sheets.

Holdenville-Hughes Co. Free Fair. Sept. 9-11. Jesse M. Barbur.  
Hugo-Choctaw Co. Free Fair. Sept. 9-11. Robert Massengall.  
Hydro-Hydro Dist. Fair Assn. Sept. 2-4. Mrs. Grace R. Felton.  
Madill-Marshall Co. Free Fair. Sept. 16-18. Dale Ozment.  
McAlester-Pittsburg Co. Fair Assn. Sept. 8-11. M. W. Priddy Jr.  
Medford-Grant Co. Fair Assn. Sept. 20-23. J. D. Edmonson.  
Miami-Ottawa Co. Free Fair Assn. Sept. 7-11. J. D. Blakemore.  
Mountain View-Mountain View Free Fair Assn. Aug. 25-28. Karl K. Kobs.  
Muskege-Okla. Free State Fair. Sept. 19-26. M. E. Twedell.  
Newkirk-Kay Co. Fair Assn. Sept. 14-18. W. R. Hutchison.  
Nowata-Nowata Co. Fair Assn. Sept. 20-22. Mrs. O. W. Morley.  
Oklahoma City-Okla. Co. Fair. Sept. 26-22. Harry James.  
Oklahoma City-Okla. State Fair & Expo. Sept. 25-Oct. 3. C. G. Baker.  
Okmulgee-Okmulgee Co. Free Fair. Sept. 27-30. Bob Smith.  
Pauls Valley-Garvin Co. Free Fair. Sept. 8-11. James T. Jackson.  
Pawhuska-Oseage Co. Fair Assn. Sept. 13-17. A. A. Sewell.  
Pawnee-Pawnee Co. Free Fair. Sept. 22-25. Merle Johnston.  
Perry-Noble Co. Fair Assn. Sept. 13-16. Emil Volgt.  
Pusk Creek-Grant Co. Free Fair. Sept. 20-22. J. D. Edmonson.  
Purcell-McClain Co. Fall Festival. Sept. 13-14. L. J. J. J.  
Shawnee-Pottawatomie Co. Fair Assn. Sept. 20-23. Mrs. H. L. Swink.  
Talgona-Dewey Co. Free Fair. Sept. 16-18. Donald Tallent.  
Tulsa-Tulsa State Fair. Oct. 2-8. Clarence C. Lester.  
Walters-Cotton Co. Free Fair. Sept. 9-11. Jasper Harl.  
Watonga-Blaine Co. Fair Assn. Sept. 13-16. Vance Deaton.  
Waurika-Jefferson Co. Free Fair Assn. Sept. 15-17. Hugh DeWoody.  
Wewoka-Seminole Co. Free Fair. Sept. 15-18. H. Dale Martin.  
Woodward-Woodward Co. Free Fair Assn. Sept. 15-17. Bill Taggart.

Oregon

Burns-Harney Co. Fair. Sept. 17-19.  
Canby-Clackamas Co. Fair. Aug. 26-28.  
Condon-Gilliam Co. Fair. Sept. 23-25.  
Eugene-Lane Co. Fair. Sept. 14-18. Mrs. Hallie Huntington.  
Gold Beach-Curry Co. Fair. Aug. 26-28.  
Grants Pass-Josephine Co. Fair. Aug. 11-14.  
Gresham-Multnomah Co. Fair. Aug. 12-21. Duane Hennesay.  
Heppner-Morrow Co. Fair. Sept. 2-4.  
Hermiston-Umatilla Co. Fair. Aug. 19-21. H. E. Bierman.  
Hillsboro-Washington Co. Fair. Aug. 25-29. Mary E. Hadley.  
Hood River-Hood River Co. Fair. Aug. 17-19.  
John Day-Grant Co. Fair. Sept. 22-25.  
LaGrande-Union Co. Fair. Sept. 16-18. Mrs. Vivian Hartie.  
Madras-Jefferson Co. Fair. Aug. 13-15. Steve Stivers.  
Moro-Sherman Co. Fair. Sept. 9-12. Mary O. Ooons.  
Myrtle Point-Coos Co. Fair. Aug. 18-21.  
Newport-Lincoln Co. Fair. Aug. 19-21.  
Prineville-Crooked River Roundup & Fair Assn. Aug. 6-8. Clyde Gumpert.  
Redmond-Deschutes Co. Fair Assn. Aug. 27-29.  
Rickreall-Polk Co. Fair. Aug. 27-29.  
Roseburg-Douglas Co. Fair. Aug. 27-29.  
St. Helens-Columbia Co. Fair. Aug. 5-8.  
Salem-Oregon State Fair. Sept. 4-11.  
Tillamook-Tillamook Co. Fair. Aug. 11-14. H. G. Smith.  
Tygh Valley-Wasco Co. Fair. Aug. 26-29.

Pennsylvania

Abbotstown-East Berlin-Adams Co. Fair. Aug. 10-14. Mary E. Elder.  
Alexander-W. Alexander Fair. Sept. 15-18. Scott E. Egan.  
Allentown-Great Allentown Fair. Sept. 20-25. R. D. Schall.  
Albion-Albion Community Fair. Sept. 16-18. C. C. Harry.  
Arendtsville-S. Mountain Fair. Sept. 7-11. Harry E. McDannell.  
Bangor-Blue Valley Farm Show. Aug. 18-21. Millard L. Gielm.  
Barnesville-Barnesville Fair. Aug. 23-26.  
Beaver Springs-Beaver Community Fair. Sept. 22-25. Frank Gill.  
Bedford-Bedford Co. Fair Assn. Aug. 9-14. John H. Jordan.  
Bellwood-Bellwood-Antis Farm Show. Sept. 17-19. Mrs. Paul Kurtz.  
Blair-Sinking Valley Farm Show. Oct. 14-16. John S. Lots.  
Bloomsburg-Bloomsburg Fair Assn. Sept. 27-Oct. 2. Harry B. Correll.  
Bloomsburg-Junior Achievement Show. Aug. 19-21. Harry Everett.  
Butler-Butler Farm Show. Aug. 18-20. Leroy Miller.  
Butler-Butler Fair & Agrl. Assn. Aug. 9-14. Don Oesterling.  
Carlisle-Carlisle Fair. Aug. 16-21. Beauford S. Swarts.  
Centre Hall-Grange Encampment & Centre Co. Fair. Aug. 28-Sept. 2. R. G. Homan.  
Claysburg-Greenfield Community Fair. Sept. 16-18. Mary Burket.  
Clearfield-Clearfield Co. Fair Assn. Aug. 2-7. Joseph Hogentogler.  
Cochranon-Cochranon Community Fair. Sept. 15-18. Mrs. Neil Oakes.  
Connellsville-Pleasant Valley Grange Fair. Sept. 7-11. Eugene V. Keefe.  
Conshohocken-Spring Mill Fair. July 7-12.  
Cookport-Green Twp. Community Fair. Sept. 9-11. Eugene Forsythe.  
Coopersburg-South Lehigh Home Fair. Sept. 16-18. W. R. Cooper.  
Dallastown-Great Dallastown Fair. Aug. 23-28. J. H. Kell.  
Dalmatia-Lower Mahanoy Twp. Fair. Oct. 7-9. Mrs. Ruth Trester.  
Dayton-Dayton Agrl. & Mech. Assn. Aug. 17-21. Mrs. Maine Jordan.  
Ebensburg-Cambria Co. Fair Assn. Sept. 6-11. Walter Good.  
Edinboro-Edinboro Community Fair. Sept. 16-18. J. C. Ondrey.  
Elizabethtown-Elizabethtown Kiwanis Community Farm Fair. Sept. 15-18. Lew Bentzel.  
Ephrata-Ephrata Farmers' Day Assn. Sept. 22-25. R. U. Fassnacht.  
Forksville-Sullivan Co. Agrl. Soc. Sept. 1-4. Laurence Higley.  
Gilbert-West End Fair. Aug. 25. Edward Doney.  
Gratz-Gratz Fair. Sept. 21-25. Ford Leit-zel.  
Greensburg-Harold Fair Assn. Aug. 25-28. Mrs. Jacob L. Errett.  
Greenville-U. Perkiomen Valley Fair. Sept. 23-25. V. B. Ensminger.  
Harford-Harford Agrl. Fair. Sept. 8-11. Elton Robbins.  
Hollidaysburg-Hollidaysburg Community Fair. Oct. 5-7. Robert W. Walker.  
Honesdale-Wayne Co. Fair Assn. Sept. 13-18. R. W. Gammell.  
Hopewell-Northern Bedford Co. Fair. Oct. 7-9. Mrs. Blaine Cessna.  
Hughesville-Lycoming Co. Fair Assn. July 26-31. Clarence P. Stolz.

(Continued on page 79)



# Outdoor Food, Drink Tab Tops \$200 Mil

Nationwide Eat and Drink Average  
Pegged at 40 Cents Per Capita

Continued from page 1

one out of every seventh patron buying them.

Ice cream accounts for concession sales of over \$16,000,000. Grouped with ice cream is frozen custard, a big money-getter when first introduced to the nation on carnivals and at fairs. The mushrooming of permanent frozen custard installation has taken the novelty out of the item, but sales at outdoor events are still high, tho below their peak introductory years.

### Snow Cones Boom

Snow cones, cracked ice flavored with sirup and sold in

cup, have enjoyed a boom—and sales of this thirst-quencher continues to mount. A big profit margin—in some cases upward of 600 per cent—has made the cones popular with the concessionaire and has spurred the development of more sanitary and attractive means of making and serving the flavored ice.

Other items long on profit, include popcorn, an item that kept many theaters open in recent years and accounts for at least \$4,000,000 of the outdoor concession income. Candy floss or cotton candy is one of the highest

profit items—a gross of \$300 to \$400 is realized from 100 pounds of sugar—and is a big seller where youngsters gather. Peanuts, long traditional at the circus, continue big, especially at shows that carry elephants.

Among the hundreds of other food and drink items served to the hungry patrons of outdoor amusements, many novelties crop up, some to stay, others to disappear into oblivion. Among the notable survivors are pronto pups, a hot dog coated with batter and roasted; barbecues, and salt-water taffy.

Recent additions to this list are chili cones, salt-flavored cones similar to those used for ice cream, into which hot chili con carne is placed. Pizza pies have also caught on in some outdoor spots as have egg rolls, shrimp rolls and frozen drinks.

### Huge Sales

The huge sales potential of this field isn't being overlooked by national suppliers of food and beverages.

An outstanding example of this is in the soft drink industry where big bottlers are waging determined bids to grab off the concession business and have unleashed a barrage of special promotions and services to attain their objective.

Some of these promotions include paid advertisements in programs, the purchase of banners and selling of paper cups to concessionaires at cost, all of which, in effect, add up to price rebates. Others stress the service angle.

They provide their franchised bottlers with routes of traveling shows that handle their beverage. The bottler then has a refrigerated truck on the lot when the show moves in to set up.

### Free Acts

Pepsi-Cola and others have for years sponsored free acts, usually aerialists, at fairs and celebrations, a promotional effort that has spurred long-time as well as immediate on-the-spot sales. This year Pepsi is planning to give away more than 150 ponies at fairs.

If the promotional-minded exponents of the newest development in soft drinks—pop in cans—enters the field, an accelerated program is anticipated. Altho too costly at present, trade leaders claim this will be overcome, and the chief sales pitch to the outdoor industry is expected to be the elimination of costly and laborious bottle returns.

Biggies in the coffee industry are long on the service angle as a means of promoting their products in the field. Maxwell House and Chase & Sanborn both have exclusive arrangements with shows. They provide their distributors with routes who, like the bottlers, have a sales representative waiting for the show when it moves onto the lot.

Anheuser-Busch, the nation's top beer producer, recognizes the big potential for its amber fluid among thirsty outdoor patrons. For the past several years, the brewer has had a representative promoting the sale of its product at fairs and amusement parks.

Meat packers, aware of the big sandwich appetites that exist in the field, are also striving to build sales and, among other promotions, are co-operating with advertising of both amusement parks and fairs.

Also paying more attention to the concessionaires are the equipment manufacturers which have been coming up with new type grills, coolers, dispensers, poppers, etc., that not only help merchandise the food and drinks but lower costs.

Well-known equipment names as Manley, Connolly, Gold Medal, Cretors, General Equipment, Hotpoint, Star, etc., have been in the forefront, and it is this combination of interest on both the product and equipment fronts that make the concessionaire feel his industry has finally grown to a point where it is of importance to the firms whose products he sells, and most of them say "it's only the beginning."

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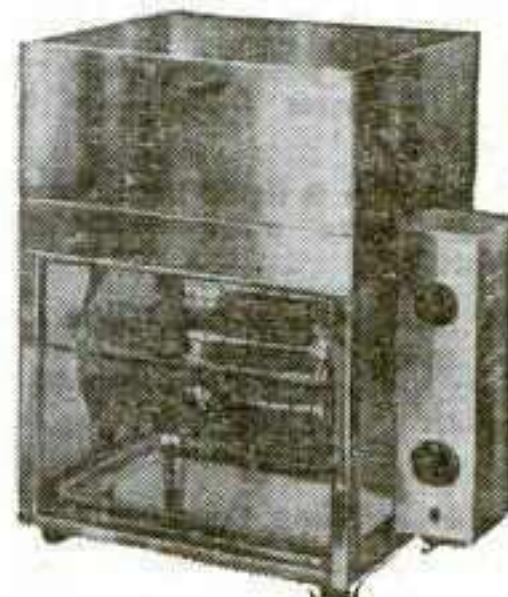


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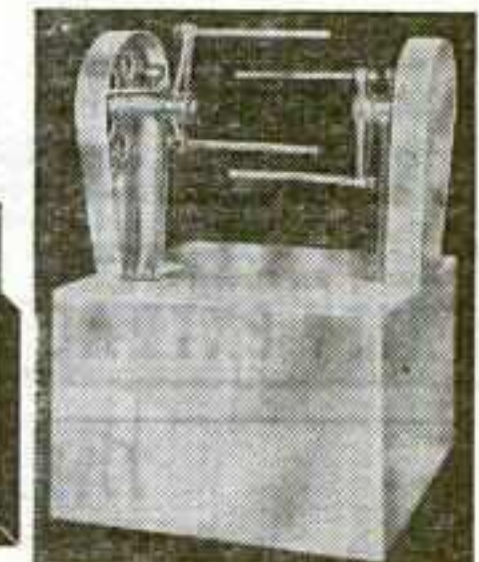


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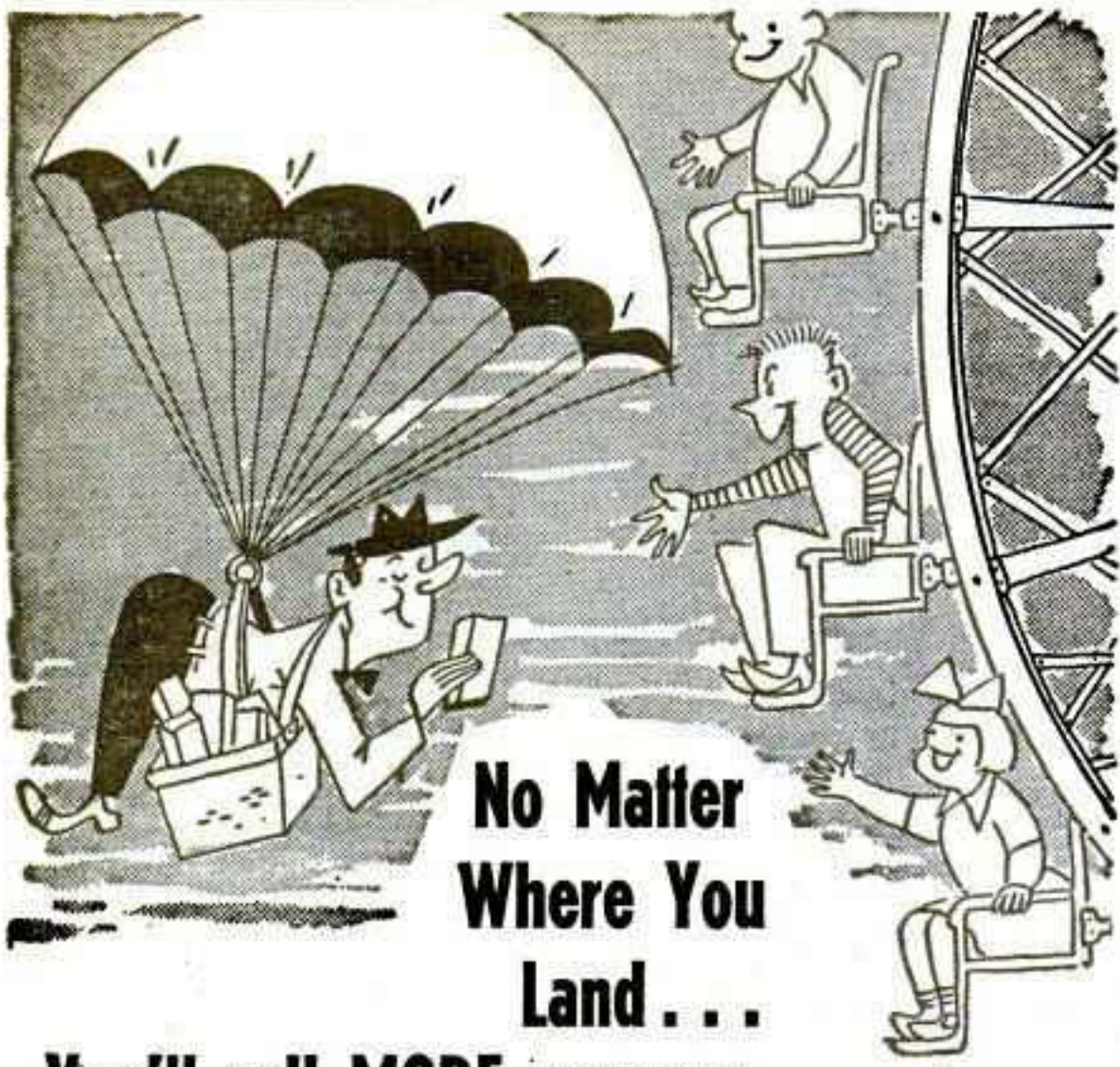
New, Improved Shaver and Plexiglas Case, as pictured—  
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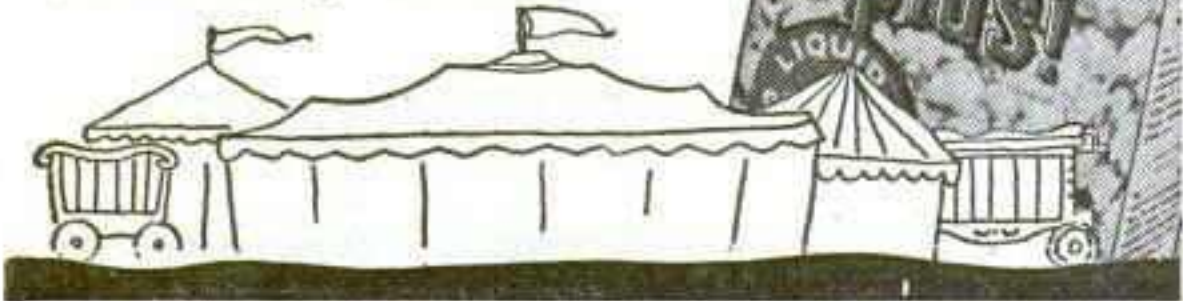
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**GENERAL EQUIPMENT SALES, INC.**  
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

**Soft Drink Sales Jump 4% in 1953**

WASHINGTON, June 19.—Thirsty Americans drank 4 per cent more bottled soft drinks in 1953 than they did the previous year, according to a survey made by the American Bottlers of Carbonated Beverages. The gain made was below most trade estimates and was roughly half that made the previous year.

The over-all increase boosted the per capita consumption to 177.5 bottles, against 174 bottles in 1952. Dollar value climbed to \$1,089,513,000 last year, compared with \$1,019,295,000 the previous year.

A total of 1,177,852,000 cases of pop sold last year while movement during '52 amounted to 1,132,550,000. The industry sold 28,268 million bottles last year, compared with 27,181 million the year previous.

The ABCB also announced this week that cans and canned soft drink products would be permitted at the National Beverage Exposition which will be held in Philadelphia in November. Cup vending equipment will, however, be banned. The popular dietetic drinks will also be permitted in the expo for the first time.

**EAT-DRINK**

**Colorado Ops Prep for Big Outdoor Biz**

DENVER, June 19.—Food concession operators in the Denver area are busy putting final touches on their many portable types of eat-and-drink trucks, trailers and wagons in preparation for one of the biggest outdoor seasons of recent years.

One concessionaire, noting the large number of events and resorts and other outdoor establishments throughout the area, commented upon not being able to be in half a dozen places at once.

The Cheyenne, Wyo., Frontier Days gets under way the last week in July and nearly every week from then until mid-September will see at least three major fairs, rodeos, outdoor celebrations or festivities some place in the area.

This week, Salida, Colo., played host to an estimated 25,000 who turned out for the annual white water race down the Arkansas River. Others on the agenda are the Colorado State Fair, Pueblo; Will Rogers Rodeo, Colorado Springs, and the Robber's Roost Roundup at Vernal, Utah. Also the Spanish Trails Fiesta, Durango, Colo., and the Indian Ceremonies in Gallup, N. M.

In addition a number of open-air theaters will be visited by the traveling food and drink purveyors.

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**CASH-A-FLASH**  
(Pat. Pending)  
Counts and Sorts Coins, Stores Bills  
Greatest time and labor-saver since the cash register. Perpetual inventory of coin cash. Available cover and tray. Coins racked in semi-circular metered slots that show amount at a glance. Paper money stored in space under tray. Push-button operated. Size 6 1/2" wide, 8 3/4" long, 2 1/4" high, weight 1 lb. Eliminates repeated sorting and counting of coins, envelopes, bags, drawers, boxes. Coin capacity, assorted halves, quarters, dimes, nickels, pennies—\$62.00, \$6.50 each, boxed, prepaid. Unconditionally guaranteed.  
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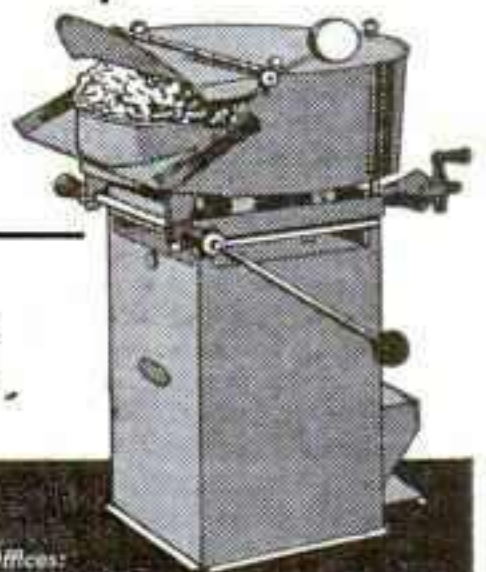
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Low-cost floor model with big 12-oz. popping capacity. Steel kettle with automatic cover lift. Also available in counter model.

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Pops 2 lbs. of raw corn per charge. Burns natural, manufactured or bottled gas. Gasoline equipment also available. A giant for profits everywhere.



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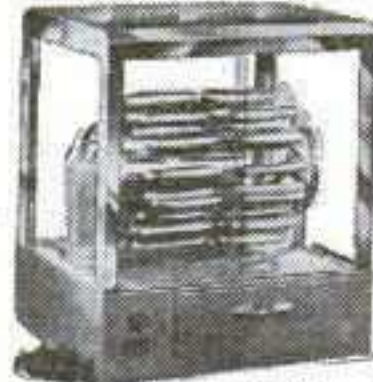
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Acclaimed the Most Effective Hot Dog Merchandiser. Animated Display Puts a Sizzle in Hot Dog Sales . . . Cooks by Magic "Infra-Red" Process . . . . .

Here's the sensational Hot Dog Merchandiser that is sweeping the country—a complete, compact Hot Dog Unit ready to operate by simply plugging into any 110 volt, AC outlet. Convenient steam bun compartment—Two Drum Sizes—60 or 90 Dog capacity. Cooks in minutes—holds for hours. Sanitary—enclosed with shining glass and flashing chrome—illuminated. Don't be satisfied with less than the best—the ROTO-GRILLE Hot Dog Broiler.

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Flavor is all measured out for you. No guesswork, no waste. Carry a full assortment and make your sirups as needed by adding 1 bottle Smile Flavorette to sugar and water . . . or to 1 gallon simple sirup. Packed 12 bottles to case, assorted flavors if wanted. Price, \$6.00 for 12 bottles—we pay transportation. Terms: Cash with order or COD. 1/4 deposit on COD shipments. All flavors guaranteed. Sample on request.



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- ★ It grinds 12 1/2 lbs. of ice in 1 1/2 minutes. Can pay for itself in one day selling Snow Cones for a dime.
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For Shooting Galleries, Slum Stores, etc. Beautiful Box, Right Size With Delicious California Candy Will Withstand All Weather Conditions. \$25.00 Per Thousand, F.O.B. L.A. 1.3 With Order, Balance C.O.D. ORDER TODAY UNIVERSAL PACKAGE COMPANY 1326 E. 16th St. Los Angeles, Calif.

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NEW DEVELOPMENTS:

Heating Unit Keeps French Fries Warm

CHICAGO, June 19.—French-fried potatoes can be kept hot and crisp for as long as a half hour after they are fried with a new heating unit introduced by Frying Equipment & Supply Company, this city. The unit consists of two infra-red lights which cook the potatoes with radiant heat, supplying only enough heat to hold the mat the temperature at which they were removed from the fryer.

According to the manufacturer, the unit can also be used effectively for heating doughnuts and other items. The unit is constructed so that the distance from the infra-red lights to the food is adjustable, assuring the proper amount of heat to keep foods, especially French fries, hot.—Frying Equipment & Supply Company, 1210 W. Var Buren, Chicago 7.

Broiler Imparts Charcoal Flavor...

NEW YORK—A broiler that operates on all types of gas, yet imparts a charcoal flavor to food, is being marketed by the Bakers Pride Oven Company. According to the manufacturer, the broiler heats special-type high-heat refractory chunks that provide the same quality of radiant heat derived from charcoal, thereby giving hamburgers, hot dogs and other meats a genuine charcoal taste, sans the expense of charcoal.

The broiler can be equipped with a salamander grill that increases its capacity by providing top level broiling and salamander type broiling below the flame. It is finished with a stainless steel front, is said to be heavily insulated, and is compact and has six gas burners. Broiler itself, without legs, is 19 inches high, 33 inches wide and 26 inches front to back.—Bakers Pride Oven Company, 1641 East 233d Street, New York 66.

Coffee Brewer Fully Automatic...

CHICAGO—Hill-Shaw Company is marketing a fully automatic coffee brewer that, according to the manufacturer, measures out its own charge of coffee, brews the coffee, pours it into a serving decanter and then rinses out the grounds after the decanter has been filled. It is claimed that during peak periods, the unit automatically brews up to 13 gallons of coffee simply by putting the empty decanter in place and pushing the button.—Hill-Shaw Company, 311 North Desplaines, Chicago.

Shake Maker Saves Time, Effort...

CHICAGO—As many as 360 shakes can be produced in an hour with a new dispenser recently introduced, the maker states. No open containers are used and no contact is made with human hands. The machine occupies 20 inches by 26 inches of floor space, has a stainless steel front and polished nickel silver metal castings. A dial tells at a glance if the product is at the proper serving consistency and when the freezer is properly loaded. Unit is equipped with an automatic temperature control.—Freez-King Company, 2518 W. Montrose Avenue, Chicago 18.

Filter Method Coffee Machines...

LONG ISLAND CITY, N. Y.—Henry Tewes is marketing a line of coffee brewers that produces highly aromatic coffee with fine taste, it is stated. The units operate on a quick filter method and are solidly constructed and corrosion resistant. The makers brew the coffee with fresh water, bringing it to the boiling point just once. Several models are available, including a wall machine, a stand machine and a small quantity unit. Larger units range from 90 to 130 cups per hour.—Henry Tewes, 38-05 Broadway, Long Island City 3.

Introduces Mixer-Dispenser...

CHICAGO—A combination mixer-dispenser for making malted milks and shakes has been introduced by Prince Castle Sales Division, Inc. Available in either three or five spindle models, the unit provides a compact set-up for smaller operations where space is at a premium. The dispenser fits either the five or three spindle models.—Prince Castle Division, Inc., LaSalle-Wacker Building, Chicago.

Simplifies Coffee Making...

CHICAGO—Simplified brewing of coffee is the leading feature of the new automatic coffee maker now being marketed by Best Products Company here. According to the manufacturer, the unit reduces coffee-making to two simple steps and yet insures duplication of results each time. Eight models are available.—Best Products Company, 3600 Addison, Chicago 18.

Drink Dispenser Stresses Versatility...

ST. LOUIS—A drink dispenser that, according to the manufacturer, has a high delivery capacity and is adaptable to carbonated or plain water drinks, has been introduced by the Superior Refrigerator Manufacturing Company. The firm also states that the unit has continuous draw for long, sustained periods without an objectionable temperature rise; refrigerated faucets, refrigerated sirup and refrigerated water combine to make the first drink cold, and gravity fed sirup containers are easily filled and cleaned. The dispenser has three stainless steel faucets, stainless steel sirup pans and covers, Temprite carbonator with 100 gallons per hour capacity, hydraulically balanced water pump, Servel condensing unit, Ranco refrigeration control, rigid water cooling coils and is fully insulated. Three models are available, Heavy Duty Sodamaker, Ice Model Sodamaker and Jr. Model Sodamaker.—Superior Refrigerator Manufacturing Company, 822-24 Hodiament Avenue, St. Louis 12.

Maxwell House Eyes Eatery Trade With Bulk Instant Coffee

HOBOKEN, N. J., June 19.—The Maxwell House division of General Food Corporation is aiming a big pitch at the eat and drink field by packaging its soluble coffee in bulk quantities.

In its sales message, the company claims the instant product will cut the coffee cost for restaurateurs and other coffee purveyors by 10 per cent.

Statistics were cited that showed more than one out of every four cups of coffee consumed in the home is now made of soluble type coffee. Just after World War II, the share was one out of 16. Total annual sales of instant coffee have grown to \$200 million from \$30 million in 1946.

Bill Russell Quits Dad's, Joins Welch

CHICAGO, June 19.—Bill Russell, sales manager of the sirup division of Dad's Root Beer Company for the past several years, has resigned to take a similar position with the Welch Grape Juice Company. Andy Sopko, former assistant sales manager, will take over Russell's duties at Dad's.

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We cannot make them all so we just make the best. More than 50 years' experience. OUR PERFECTION is precision built, direct drive, built in rheostat, volt meter to check line and spinnerhead voltage. Fuse block and fuses—all aluminum housing, no vibration—rubber mountings—all parts easily accessible. Each machine thoroughly tested and guaranteed mechanically perfect in every way. Price for either machine shown \$275.00 with \$22.00 worth of free parts.

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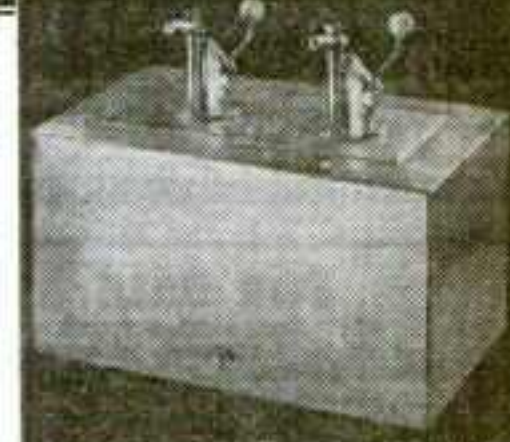
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**Carnival Routes**

Send to  
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Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A.C.A.: Madison, Wis.
- A.M.P.: Cumberland, Md.; Oakland 28-July 3.
- Alabama Am.: Linden, Ala.
- Alamo Expo.: Raton, N. M.
- American Beauty: Ottumwa, Ia.; Osceola 30-July 4.
- Badger State: Winton, Minn.; Two Harbors July 2-5.
- Baker United: Indianapolis, Ind.; Spencer 28-July 3.
- Beam's Attrs.: (Fair) Clarion, Pa.; Oil City 28-July 3.
- Becht, Lee: (Bank & Freeman) Cincinnati, O.; Norwood 28-July 5.
- Bee's Old Reliable: Pikeville, Ky.; Greenup 28-July 5.
- Bell-Form: Wallingford, Conn.
- Bell, Fred: Onego, W. Va.
- Bernard & Barry: Toronto, Ont.; Windsor 28-July 6.
- B. & H.: Winstboro, S. C.; Hampton 28-July 3.
- Big Four: (22 Ave. & 45 St.) St. Francis, Wis.; Oconomowoc July 1-5.
- Big State: Kingman, Kan.; Salina 28-July 3.
- B&J Greater: Port Washington, O.; Wellburg, W. Va., July 1-5.
- Blue Grass: Bowling Green, Ky.; Fort Campbell 28-July 4.
- Blue Ribbon: (1666 E. 82d St.) Cleveland, O.
- Blue Valley: Hamilton, Mo.
- Bogle, P. C.: Wichita, Kan.; Ogden 28-July 5.
- Boone Valley: N. Sioux City, S. D.
- Borderland: Jal, N. M.
- Briggs, A. R.: Cadiz, O.
- Brodbeck & Schrader: Alliance, Neb.
- Buck, O. C.-Model: Dayton, O.; Anderson, Ind., July 1-10.
- Burke, Harry: Abbeville, La.
- Burkhart: Plano, Ill., 23-27.
- Byers Bros.: Beloit, Kan.; Lebanon 28-30; Superior, Neb., July 3-5.
- Capital City: Albany, Ky.; Stearns 28-July 3.
- Cattlet Greater: Horton, Kan.; Shawnee July 1-3.
- Caravella: Williamsburg, Pa.; Irvona 28-July 3.
- Carpenter Bros.: Bettsville, O.; Grafton 27-July 5.
- Cavalcade of the West: Pasco, Wash., 22-27.
- Central States: Grand Island, Neb.; Columbus 28-July 3.
- Cetlin & Wilson: Sharon, Pa.
- Chanos, Jimmie: Medway, O.; Dayton 29-July 5.
- Cherokee Am.: Garnett, Kan.; Rich Hill, Mo., 28-July 3.
- Coleman Bros.: Torrington, Conn.
- Collins, Wm. T.: Crookston, Minn.; Willis-ton, N. D., 28-July 3.
- Continental: Plattsburg, N. Y.; Lancaster, N. H., 27-July 3; Woodsville 4.
- Cote Am.: Essexville, Mich.; Sutton Bay 28-July 3.
- County Am. Co.: Stamford, Conn.; Danbury 28-July 3.
- Crafts Expo.: Modesto, Calif., 23-27.
- Cross Road Am. Co.: Marcellus, Mich., 23-26.
- Cumberland Valley: Union City, Tenn., 21-July 3.
- Dan-Louis: Irvington, Ky.
- Davis Am.: Odell, Ore., 22-27; Albany 29-July 4.
- Del-Flore Am.: Youngstown, O.
- DeLuxe: Athol, Mass.; Clarksburg 28-July 3.
- Desbro: Oxford, N. Y.
- Dobson's United: White Bear, Minn., 21-23; Waconia 25-27.
- Douglas Greater: Eugene, Ore.
- Down River Am. Co.: Berkley, Mich.; Ecorse 29-July 5.
- Drage Am. No. 1: Frankfort, Ind.
- Drage Am. No. 2: Milan, Ind.; Walkerton 29-July 5.
- Drew, James H.: Grayson, Ky.; Olive Hill 28-July 3.
- Dumont: Baltimore.
- Dyn's Greater: Maquoketa, Ia., 22-27; Osceola 29-July 5.
- Eastern Am.: Preport, Me.
- Eddie's Expo.: Latrobe, Pa.
- Emshoff: Madison, Wis., 24-27; Sparta July 2-5.
- Evans United: Plattsburg, Mo.; Lyndon, Kan., July 3-5.
- Ferris, Carl D.: Ekland, Pa.; Waverly, N. Y., 28-July 3.
- Foley & Burk: Pleasanton, Calif., 21-July 4.
- Franklin, Don, No. 1: Salem, Ill.; Clinton, Ia., 29-July 5.
- Franklin, Don, No. 2: Slater, Mo.; Independence 29-July 4.
- Funland: Lebanon, Mo.; Aurora 28-July 5.
- Gatto Am.: Hammond, N. J.
- G. & B. Rides: Philippi, W. Va.; Terra Alta 28-July 3.
- Gem City: Bedford, Ind.
- Gensch, J. A.: Clarksdale, Miss.
- Georgia Am. Co.: La Grange, Ga.
- Glades Am.: Waynesboro, Va.; Callao 26-July 3.
- Gladstone Expo.: Danville, Ky., 21-30; Eminence July 2-5.
- Gold Bond: Antigo, Wis.
- Gold Medal: Mosselaw, Sask., 24-26; Weyburn 28-30; Estevan July 1-3.
- Gooding Am. Co., No. 1: Weirton, W. Va.
- Gooding Am. Co., No. 2: Lawrenceburg, Ind.

**Circus Routes**

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Cincinnati 22, O.

- Alavardo: Hartford City, Ind., 28-29; N. Manchester July 1; Peru 2; Silver Lake 3; Garrett 4-6.
- Bailey-Cristiani: Cheyenne, Wyo., 21-23; Casper 24-26; Anchorage, Alaska, July 7.
- Beatty, Clyde: Corvallis, Ore., 22; Salem 23; Oregon City 24; Portland 25-27.
- Bucks, Edgar: Burwell, Neb., 23.
- Clyde Bros.: Joplin, Mo., 21-23; Fort Smith, Ark., 23-24; Pine Bluff 25-26.
- Cole, George W.: Northport, Mich., 22; Elk Rapids 23; Charlevoix 24; Boyne City 25; Harbor Springs 26.
- Gainesville Community: Denton, Tex., 24-25.
- Gould, Jay: Murdock, Minn., 22; Barrett 23-24; Watertown, S. D., 25-26; Sauk Center, Minn., 27-29; Morris 30-July 1; Walker 2-5.
- Hagen Bros.: La Porte, Ind., 22; Niles, Mich., 23; Sturgis 24; Coldwater 25; Jackson 26; Wayne 27; Adrian 28; Sandusky, O., 29.
- Hunt Bros.: Catskill, N. Y., 22; Ravena 23; Castleton-on-Hudson 24; New Scotland 25; Schoharie 26.
- King Bros.: Bristol, Conn., 22; Middletown 23; Norwich 24; New London 25; Pawtucket, R. I., 26; Newport 28; New Bedford, Mass., 29; Fall River 30; East Providence, R. I., July 1; Plymouth, Mass., 2; Palmouth 3.
- Mills Bros.: Cambridge Springs, Pa., 22; Sharon 23; New Castle 24; Ellwood City 25; New Brighton 26; Ambridge 28; Etna 29; McKees Rocks 30; McKeesport, July 1; Greensburg 2; New Kensington 3.
- Packs, Tom: Belleville, Ill., 22; Mattoon 23; Mount Carmel 24; Carmi 25; Evansville, Ind., 26-27; St. Louis, Mo., 30-July 5; Terre Haute, Ind., 7.
- Polack Bros. Eastern: (Stadium) Ogden, Utah, 22; Salt Lake City 24-26; (Field House) Missoula, Mont., 29-30; (Ball Park) Idaho Falls, Idaho, July 2-3.
- Polack Bros. Western: Tulare, Calif., 22; (Aud.) Fresno 23-26; (Stadium) Long Beach July 1-3; (Rose Bowl) Pasadena 5; (Aud.) San Jose 6-14.
- Ring Bros.: Liberty Center, O., 22; Wayne 23; Monroeville 24; Plymouth 25; Lodi 26; Seville 27.
- Ringling Bros. and Barnum & Bailey: Syracuse, N. Y., 22; Auburn 23; Oswego 24; Rochester 25; Batavia 26; North Tonawanda 27; Jamestown 28; Youngstown, O., 29; New Castle, Pa., 30; Pittsburgh July 1-3; Hagerstown, Md., 5; Harrisburg, Pa., 6; Williamsport 7; Du Bois 8; Butler 9; Washington 10.
- Tinsley, Johnny T.: Kannapolis, N. C.
- Tip-Top: Milwaukee, Wis.; Thorp July 2-5.
- Union Expo.: Kansas City, Kan.; Centralia, Ill., 28-July 3.
- 20th Century: Hutchinson, Minn.
- Van Billard: Denton, Md.
- Veterans' United: Pinley, N. D., 21-23; Northwood 24-26; Rolette 28-30.
- Victory Expo.: Flagstaff, Ariz., 26-July 4.
- Virginia Greater: Riverdale, N. J.; Manville 28-July 3.
- Vivona Bros.: Westery, R. I.
- Volunteer: Etowah, Tenn.; Tellico Plains 27-July 3.
- Wade Expo.: Mount Pleasant, Mich.
- Wade, W. G.: Calumet, Mich.; Ontonagon 28-30; Stambaugh (Iron River) July 2-5.
- Wallace Bros.: Kenosha, Wis.
- Wallace, I. K.: Romney, W. Va.
- West Coast: Grants Pass, Ore.; Klamath Falls 29-July 5.
- West Coast Expo.: Stockton, Calif., 21-July 4.
- Western: Darrington, Wash., 24-27; Arlington July 1-5.
- Wilcox, Dick: Caribou, Me.; Fort Kent 28-July 5.
- Wilson Famous: Creve Coeur, Ill., 23-27; Henry 30-July 5.
- Wolf Greater: St. Paul Park, Minn.; Blue Earth July 2-5.
- Wolfe Am. Co.: Waverly, Va.
- World of Mirth: Upper Darby, Pa.
- World of Pleasure: Battle Creek, Mich.; Manistee 30-July 5.
- Young, Monty: Elko, Nev.; Provo, Utah, 30-July 5.

**Detroit Gives Okay to Plans For New Arena**

DETROIT, June 19.—Plans for the projected combination Convention Hall and Exhibits Building to be erected on the Detroit waterfront were approved Wednesday by the City Council, after several years of planning.

The structure is to cost an estimated \$24,200,000, and will be the largest single unit in the \$60,000,000 Civic Center now under construction. According to planners, this will be the second largest convention-exhibit building in the world.

An early start on construction is anticipated, with Judge Frank G. Schemanske, president of the Memorial Hall Commission, reporting that requests for reservations starting in late 1957 are already being received. Actual work is expected to take three years.

This project is about three blocks west of the Henry and Edsel Ford Auditorium, a \$5,000,000 project already about 15 per cent complete.

**Sno-Master Offers Free Shaver Trials**

BALTIMORE, June 19. — Sno-Master Manufacturing Company is offering retailers in the refreshment field a free trial of its Sno-Master ice shavers used to make snow cones.

Arrangements for the trial can be made thru authorized distributors. According to the firm, the machine, which requires one foot of counter space, yields a profit of 8 cents on every 10-cent sale and 12 cents on every 15-cent sale.

The unit holds 25 pounds of ice and is powered by a G.E. quarter horse motor. Tool blades on the unit are fixed.

**Midwest Fairs Ink Pepsi Pony Giveaway**

EAST CHICAGO, Ind., June 19.—Edgar Higgins, head of the Pepsi-Cola Bottling Company here and in Kankakee, Ill., has announced two nearby fairs will this year participate in Pepsi's giveaway promotion of live ponies.

The annuals are the Lake County Fair, Crown Point, Ind., and the Kankakee Fair. Roy Jones, manager of outdoor amusements for Pepsi-Cola, handled the negotiations.

**Circus Theme Used For Pink Lemonade**

HUBBARD WOODS, Ill., June 19.—Pure Frozen Lemon Juice Corporation of America, a division of H. L. Raclin & Sons, Inc., is pushing its frozen pink lemonade with a circus theme advertising campaign. The firm's package is marked with a multi-colored label with a big top background and a number of animals and performers.

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For August 12-13-14 Fair in West Virginia. Write or wire to **W. R. PATTERSON**  
General Delivery, Kingsport, Tenn.

**COMING EVENTS**

Continued from page 49

- Salem—Harvest Festival, Aug. 23-24.
- Timber Lake—Days of 1910, Aug. 28-29.
- Vermilion—Days of '59, Aug. 26-27.
- Watertown—Diamond Jubilee, June 20-26.
- Tennessee**
- Union City—Centennial, June 20-July 3.
- Texas**
- Brady—Jubilee, July 1-4. Joe Ogden.
- Dalhart—XII Reunion and Rodeo, Aug. 8-10. Nick P. Craig.
- Fredericksburg—Race Meet, July 3-5. Wm. Petmecky.
- Fredericksburg—Angora Goat Show & Sale, Aug. 5-7. Pete Guely, Uvalde.
- Junction—Hill County Race Meet & Goat Sale, Aug. 12-14. Fordtran Johnston.
- Navasota—Centennial & Watermelon Festival, July 3-5. L. O. Wallace.
- Phoenixville—Firemen's Fair, June 16-26. Ben Stevens.
- Stockdale—Watermelon Jubilee, June 25-26. Winston Lorenz.
- Virginia**
- Callao—Am. Legion Celebration, June 30-July 5.
- Haymarket—St. Paul's Parish Horse Show, Aug. 28.
- West Virginia**
- Pennsboro—Celebration, July 1-5.
- Pennsboro—Am. Legion Celebration, July 1-5.
- Ripley—Celebration, July 5. Don Flesher.
- Rivesville—Firemen's Celebration, June 25.
- Sutton—Lions' Club Celebration, July 5-10. M. V. Crislip.
- Waynesboro—Firemen's Convention, June 21-26.
- Wisconsin**
- Radisson—Fire Dept. Celebration, July 3-5.
- Madison—Celebration, July 1-5.
- Wyoming**
- Cheyenne—Cheyenne Frontier Days, July 27-31.
- Laramie—Jubilee Days, July 9-10.
- Shoshoni—Water Carnival, Aug. 7-8.
- Thermopolis—All American Indian Days, Aug. 7-8.
- CANADA**
- New Brunswick**
- Woodstock—Old Home Week, July 26-31.
- Windsor—Emancipation Day Celebration, July 31-Aug. 3.
- Ontario**
- Kitchener—Centennial, June 28-July 3.
- Ontario**
- Brockville—Anniversary of Organism in Canada, July 12.

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When in trouble it buries its head in the sand.

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Single Sheet, 8 1/2 x 14, 100, 75¢ per M. . . . \$4.00  
Gold Fish Pamphlet, 4 page, 8 1/2 x 11, 112 Signs. Any Quantity, Each . . . . . 11¢  
"WHAT IS WRITTEN IN THE STARS?" Folding Booklet, 12 P., 2 1/2 x 3 1/2. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample . . . . . 10¢  
FORECAST AND ANALYSIS, 10 P., Fancy Covers, 8 1/2 x 11. Each . . . . . 4¢  
Samples of each of the above 4 items for 25¢  
No. 1 45-Page Assorted Color Covers . . . . . 50¢

**NEW DREAM BOOK**  
120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . . . 20¢  
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PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc. . . . . 60¢  
Glenn Cards, Illustrated. Pack of 36 . . . . . 15¢  
Mental Cards, 9x17. Sample 5¢. Per M. \$7.50  
MENTAL TELEPATHY. Booklet of 21 p. 25¢  
Shipments Made to Your Customers Under Our Label. No checks accepted. C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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## Davenport Up a Bit Over 1953 for R.A.S.

Rain Hits Only One Day of First Nine; Weekend Is Big; to Head for Canada

DAVENPORT, Ia., June 19.—The Royal American Shows registered slightly better than '53 business here thru Thursday (17), ninth day of a 12-day stand on the banks of the Mississippi River.

Except for Tuesday (15), when an all-day rain washed out operations, the show was given good night weather. Mercury during the day soared into the high 90's most days this week but night weather was perfect. The show lot is well-cindered and as a result dried up quickly after Tuesday's rains.

First weekend of the stand yielded excellent business, beginning Friday night (11). Kids' matinee Saturday turned out a bumper throng of moppets. Second kids' matinee is slated for this afternoon.

Of the shows, biggest money-getters were Leon Claxton's "Harlem in Havana," "Moulin Rouge" and Bobbie Hasson's Side Show. Top grossers among the rides were the Sky Wheels, Tilt-a-Whirl, Round-Up and Roller Coaster.

Annual benefit jamboree for the Kaaba Temple Shrine, the sponsor of the engagement, was held Wednesday night (14) in the Moulin Rouge and payees and auction bidders provided a gross estimated at about \$3,000. The band from Leon Claxton's show, Gilbert Nelson, vocalist with that unit, and the entire cast of the "Moulin Rouge," participated. The band gave a special concert and "Moulin Rouge" was presented in its entirety.

The Royal American Shows' Shrine Club hosted orphans of the

Davenport area Thursday (17).

Visitors to the show lot included Harry Frost, concessionaire superintendent of the Minnesota State Fair; Dave Speer and Gene Osborne, assistant publicity director and photographer respectively for that fair; Joe Streibich, secretary of the Showmen's League of America, and Al Carsky, Chicago.

The show closes here Sunday night (20) and will head for Brandon, Man., where it will open its Western Canadian A Fair tour Monday, June 28.



GINNY LOWRY is a candidate for Miss Outdoor Show Business of 1954 in the contest sponsored by the Showmen's League of America. She is the entry of the Polack Bros.' Circus, Western unit.

## Crafts Show to Play Utah for Six Weeks

Will Be on Midway at Salt Lake Fair; Sutton Business Manages Combined Orgs

NORTH HOLLYWOOD, Cal., June 19.—For the first time in its history the Crafts Shows will play Utah for six weeks, Orville N. Crafts, owner of Crafts 20 Big, Exposition and Fiesta shows, said. Organization is booked to play the Utah State Fair in Salt Lake City and will also supply the midway attractions for the Ridgefield Fair; Wasatch County Fair, Heber, and the Blackhawk Encampment in Springfield. Shows will be in the State about six weeks.

Crafts has three units on spots the week June 12 with 20 Big, managed by Frank Warren, play-

ing the Chamber of Commerce sponsored date in San Fernando; Exposition, headed by Roger Warren, under Lions Club auspices in Wasco, and Fiesta, directed by F. M. (Pete) Sutton Jr., on the lot of the Community Carnival in Carson. Sutton will serve as business manager and legal adjuster for 20 Big when Fiesta is combined with it for bigger spots. Sutton formerly had his own organization, Great Sutton Shows, in the Midwest.

The Crafts organization kicked off its long list of community fairs the middle of last month when the 20 Big unit played the annual 68th Monrovia Day celebration in that city and the 15th annual Fontana Day celebration there. Both spots used 20 major and 18 kid rides.

The official roster for 20 Big includes Frank Warren, manager; Sutton, business manager and legal adjuster; Harold Mook, office secretary; Mrs. Charlotte Warren, concession secretary, and Eldon Short, concession manager.

## Pre-Season Good-Will Tour Aids WOM Relationship With Fairs

NEW YORK, June 19.—A carefully engineered long-range plan calling for in-person contact with fairs on its route prior to the start of road activities, is gauged to have earned dividends for the World of Mirth Shows this year.

Frank Bergen, general manager, set the plan in motion with Richmond Cox, publicity director, assigned to the task of contacting fairs for the purpose of creating good will, offering assistance to plans covering physical and program improvements and erasing, where it exists, the erroneous belief that "shows take all of the money out of town."

The demonstrated interest in the fair's progress so far in advance of its fall showing earned immediate and favorable response from the numerous officials contacted, Cox reports.

### Arrange Publicity

A dual purpose was served when Cox contacted newspaper, radio and television personnel, discussing with them plans to publicize their local events. The early visits, he says, evoked both surprise and promise of special consideration, the assumption being that the early display of interest on the part of the show, dispelled the perhaps prevalent attitude that the show's fair-time promotional efforts were completely selfish.

Noting that the erratic communication that often exists between shows and their contracted fairs is extremely brief and ineffectual, Cox said his visits resulted in complete information that could later be conveyed in full and ver-

bally to Bergen and other show execs concerned.

Set in motion in time only to make the Southern fairs, Cox said the program would probably be expanded next year. Events visited included those in Savannah and Augusta, Ga.; Columbia, S. C.; Winston-Salem and Greensboro, N. C.

### Starts in Savannah

The program was given serious thought first last fall when the shows acquired a five-year contract for the Savannah event. The fair was concerned then with plans for expansion and assistance was promised by the shows. Cox, a

(Continued on page 68)

## ACA Trailed By Bad Weather

WAUSAU, Wis., June 19.—Bad weather continued to move with the Amusement Company of America this week. The show caught an all-day rain Tuesday that killed the day and night. The rain was so heavy that it mired the lot, requiring a substantial amount of work to put it in condition for business the following night.

The show moved in here from Kenosha, Wis., where it had played for two weeks, the second week being a hold-over caused by rain that had virtually blanketed out business. The hold-over week saved operation costs but business itself was light.

## Receiver Named For Cavalcade

MOBILE, Ala., June 19.—Richard C. Butt, this city, has been appointed permanent receiver for the Cavalcade of Amusements by Federal Judge Dan H. Thomas. Butt had been temporary receiver and had been authorized to sell assets or properties of the late Al Wagner as the court directs. The Cavalcade of Amusements and North American Concessions are facing a federal tax lien of \$263,374.12.

## Baker United Hits Stride

NOBLESVILLE, Ind., June 19.—Baker United Shows, hurt by inclement weather at its early stands, has hit its stride and has been running ahead of a year ago the past couple of weeks. Show moved here from Crawfordsville, Ind., which topped all previous years for the spot.

Opening at Terre Haute was almost completely washed out by persistent rains and several other stands were hurt by low temperatures.

Org is operating with a free gate and its advance promotion is accented by a pitch to young-

(Continued on page 68)

## Denton Show Adds Rome To Fair Route

Gives Gold Medal 27 U. S., Canadian Fairs for Season

CHICAGO, June 19.—The Coosa Valley Fair, Rome, Ga.—the only fair held by Al Wagner's Cavalcade of Amusements—has been awarded to Johnny Denton's Gold Medal Shows, with Art Frazier closing for Denton. Frazier, until a week ago with Don Franklin Shows, left it at Mexico, Mo., to join Denton, where he will be business manager.

Frazier was in Chicago Thursday (17), coming in from Rome, and left the same day to join Gold Medal at Moose Jaw, Sask., where it will open on the B circuit June 23.

Signing of the Rome fair gives Denton 27 fairs, including the 14 in Canada which are played on a split-week basis. Frazier had previously been with Denton for three years, closing with him last fall.

## Donald Murphy, Concessionaire, Dies in Indiana

INDIANAPOLIS, June 19.—Donald Murphy, well-known concessionaire, died here Tuesday (15) after a long illness. He was 49 years old.

He is survived by his widow, Elizabeth, who had been active with him in show business thru the years of their marriage. They started this season with Gehren's Mighty Hoosier Shows.

Some 15 years ago Murphy operated a shooting gallery on the World of Mirth Shows for Gilbert Noon, operator of similar units at the New York World's Fair. He later acquired the unit in a partnership with the shows and operated it for several years, with Mrs. Murphy assisting Ralph W. Smith in the office.

Murphy later took on the operation of scales, age and novelties. About five years ago he switched to the John H. Marks Shows, where he operated similar units. He was a member of the Miami Showmen's Association.

Funeral services and burial were held yesterday at the Culp Funeral Home, Goshen, Ind., Mrs. Murphy's home town.

### BULLETIN OUT

## Decision Is Pending on NSA Banquet

NEW YORK, June 19.—With a large majority of members out on the road, standing committees and other assignments are not being neglected by National Showmen's Association officials. One of the major items to be taken care of, this year's annual banquet, is being worked on by John S. Weisman, chairman of the banquet committee and first vice-president of the club.

There is nothing definite to announce about the banquet but discussions have been underway for some time and a decision is expected to be reached before long. The big affair has been set for November 24.

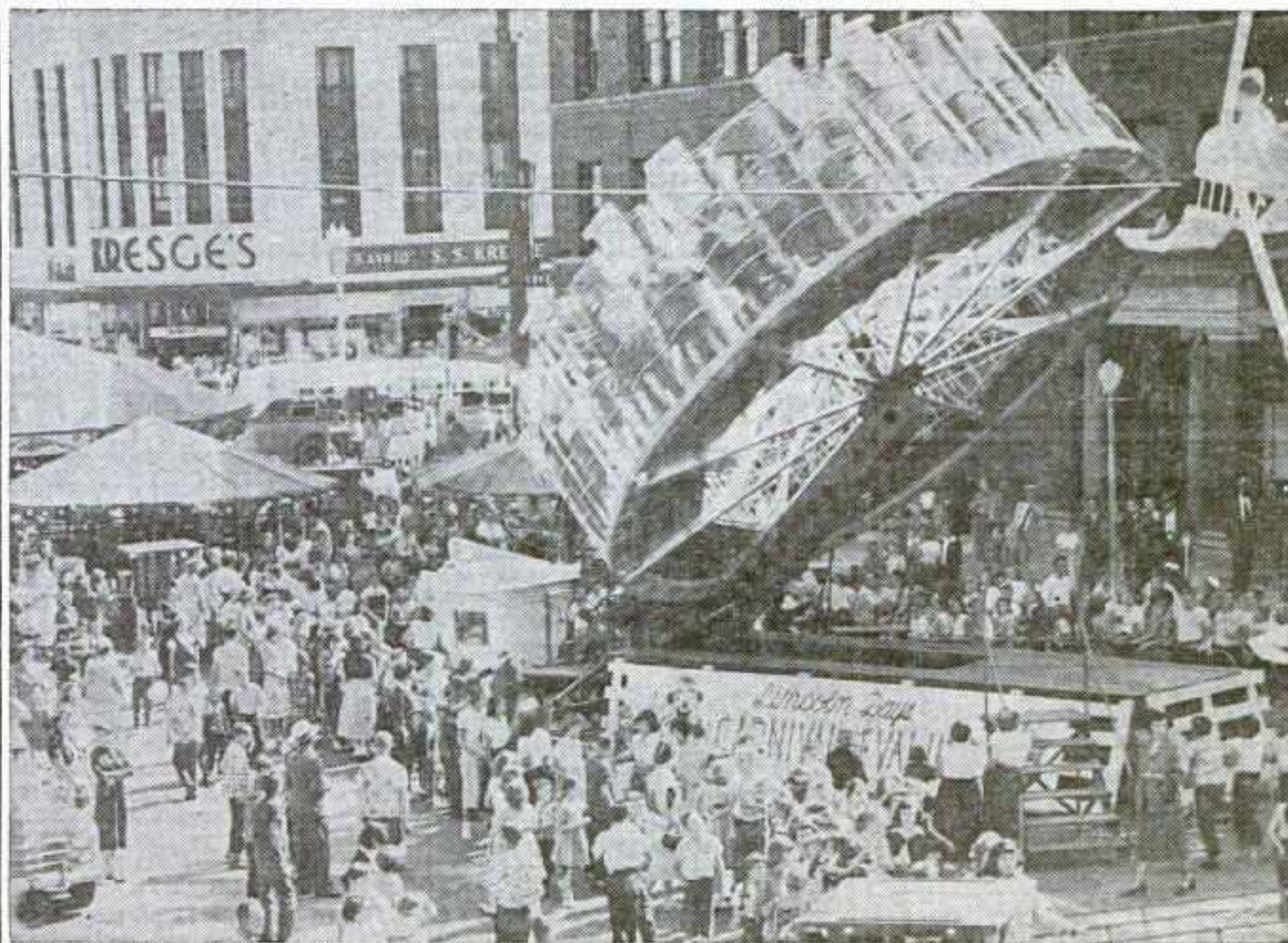
Harry Rosen, chairman of the house committee and club treasurer, is about to purchase new chairs for the card and television rooms, and is having installed a new sink in the smoking room.

The latest Bulletin has been printed and is on its way to all members. Comments and news items, particularly quips and little personal notes, are invited by executive secretary Ethel Weinberg, for inclusion in the next edition of the Bulletin.

### Award Books Ready

Award Books are all ready and members can have as many as they wish, for the asking. The books are worth \$6 but the seller remits \$5. Proceeds are for the NSA and its Ladies' Auxiliary to use toward their charities and the new-home project. To be awarded November 23, the prizes include a \$500 U. S. Savings Bond, \$200 bond, three \$100 bonds, four \$50 bonds, a ladies' diamond wrist watch, ladies' gold wrist watch, case of cigarettes, and a portable radio.

Leading in the Award Books activity so far is club President Joe McKee of Palisades Amusement Park.



Merchants' business in Lincoln, Neb., boomed recently when the Lincoln Promotional Council, in a pitch to bring people to town, presented rides owned by Art B. Thomas on one of the city's principal downtown streets. Above are shown crowds that turned out and a view of the Round-Up ride in operation. Thomas worked his rides under a flat guarantee. Rides went at 5 cents, and the sponsors more than covered the guarantee thru ticket sales at that price.



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## WANT FOR DON FRANKLIN SHOW #2

FOR JULY 4 AT INDEPENDENCE, IOWA, AND FOR THE BALANCE OF SEASON

Concessions: Cookhouse, Snow, Floss, Peanuts and Popcorn, Candy Apples, Mug Outfit, Hi-Striker, Cigarette Block Pitch, Coke Ring Pitch, Hoop-La and any Hanky Pank that doesn't conflict.

Rides: Octopus, Coaster, Spitfire or any Major Ride not conflicting.

Shows: Funhouse, Snake Show, Wild Life, Mechanical Show.

Slater, Mo., June 21 thru 26; then Independence, Iowa.

**Don Franklin Show #2, Ralph Wagner, Mgr.**

## OIL CITY, PA., COMMUNITY WEEK

Parades, Acts, Special Events, Next week June 28-July 3.

OLD FASHIONED 4th JULY CELEBRATION—SLIGO, PA., JULY 4-10. Fireworks, Parades, Concerts, 6 Days of Activity.

FAYETTE CO. and SOMERSET CO. FIREMEN'S CONVENTIONS FOLLOW. Want all kinds legitimate Concessions. Operator for Side Show. Can place capable Side Show and Concession People.

**CONTACT BEAM'S ATTRACTIONS, CLARION, PA., THIS WEEK**

## BINGO MANAGER

Can place capable Bingo Manager. Salary with percentage option. Fine opportunity for experienced Man. Will not tolerate drinking. Can place experienced Counter Men. Westbrook, come back.

Contact M. A. BEAM, Beam's Attractions, Clarion, Penna.

**DUE TO ILLNESS — WILL SACRIFICE**

1947 Eli No. Five Wheel with transportation; 1947 Aerial Comet, Tillman Johnson (make); 1947 Dive Bomber Airplane Ride; Allan Herweh Kidie Merry-Go-Round; 18 ft. Tower Smith & Smith Chairplane. All equipment in first class condition ready to go. 20 bona fide contracts available to purchaser. Seller will assist with management if desired. Will sell separately. Immediate action necessary.

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# New Britain Gives Strates Best Week

## Perfect Weather, New Lot Boost \$\$; Report Albany, N. Y., Preems Okay

ALBANY, N. Y., June 19.—The James E. Strates Shows moved on to its own lot in suburban Watervliet Tuesday (15) on the heels of the Ringling Circus, which showed there Monday, and after racking up the best week of the season at New Britain, Conn.

A combination of excellent weather, by-passing for two years, and a new lot gave Strates the banner week at New Britain. The crowds were big and in a mood to spend from the opening Monday (7) and all units—shows, rides and concessions—counted it the most profitable stand of the season.

The lot is located at the New Britain-Berlin town line. Two

sponsors were used, the New Britain Veterans of Foreign Wars and the Berlin Volunteer Fire Department.

**Perfect Weather**  
For the first time this season the show escaped rain thruout an entire week. Only one day was overcast and the temperatures ranged from warm to hot.

The matinee on closing Saturday (12) was a bang-up session, with several thousand kids attending. A similar session staged on Wednesday (9) was also reported excellent.

The show opening here, on the 66-acre lot owned by Strates, was delayed until Tuesday so the Ringling Circus could occupy the grounds on Monday (14). Many of the Strates personnel were guests of the circus at the Monday night show.

**Equipment Concentrated**  
The concentration of railroad show equipment, with the Big Show moving off the lot and the Strates wagons coming on, proved a crowd stopper and an excellent means of advertising the presence of the carnival.

The weather here has been anything but co-operative. Rain starting Monday (14) lasted until late Tuesday and was followed by intermittent showers. The weather on Wednesday and Thursday (16-17) turned unseasonably cold and cut attendance. The long-range outlook for today was not good.

Strates will show here thru next week, a period that will include a local celebration, Cradle of the Union Week. The celebration is expected to boost the fun interest of the natives.

## Four Rainier Men Die by Electrocutation

BELLINGHAM, Wash., June 19.—Four members of K. C. Anderson's Rainier Shows were killed instantly by electricity Wednesday afternoon (9) when the steel frame of an amusement device they were erecting came in contact with a high voltage line 33 feet overhead. The accident occurred on the Lummi Indian Reservation between the Portage and Gooseberry Point as the men were preparing Rainier equipment for the Lummi Stommish Water Carnival, June 11-13.

Killed were John H. Mott, 17, Durante, Calif.; Andrew J. D. Graham, 41, Wenatchee, Wash.; Luther O. Young, 43, Spokane, Kan.; and Jerry V. Sayers, 33, Bronson, Kan., and lately of Wenatchee. Two other men were seriously injured in the accident, Calvin Lavelle, 50, a local man, and Charles F. Holland, 43, Seattle. They were taken to St. Joseph Hospital and were reported to be recovering from severe shock the following day.

The powerline carrying 7,200 volts supplies the needs at Gooseberry Point and Lummi Island. It was reported that the steel standard the men were erecting was 36 feet in height. The men apparently did not notice the wire above them.

Bodies of the victims were taken to the Westford Funeral Home pending arrangements. Graham, a veteran of World War II and a member of the Everett (Wash.) VFW Post, is survived by his widow, Evelyn, and two sons, George, in the Navy, and Thomas, in Korea with the Marine Corps. Mott was the son of Mrs. Vera McIntyre, Durante, Calif., and J. D. Mott, Ashland, Neb. He is also survived by four sisters and a brother in Durante. Sayers was the father of two boys in Everett, Robert and Jerry. Young's nearest relative reportedly is a brother, I. J. Young, Tacoma, Wash.

## Jersey Group Has Its Bingo License Lifted

NEWARK, N. J., June 19.—The State has its first case of a bingo-rafts license suspension since the recent referendum in which voters of certain communities okayed the games.

A volunteer fire company in Woodridge, near Perth Amboy, has lost its license by order of the State commission controlling legalized games of chance. Complaints cited a carnival operating under fire company auspices, May 1-15.

Woodbridge's mayor said he had police stop the bingo when he learned that five members of the carnival had been sworn in s honorary members of the fire department. Among other complaints were that "games of chance other than bingo were played" and there was "failure to conduct a game of chance exclusively for active membership."

The State commission will hold a public hearing here Wednesday (23) to discuss finer points of the bingo legislation.

## Continental Holds Prosperity As Three N. Y. Stands Pay Off

OGDENSBURG, N. Y., June 19.—Business continues very good for the Continental Shows. The last three weeks in New York, Fulton, Massena and Oswego, proved excellent even tho the latter spot was played with misgivings due to numerous pessimistic reports of the economic situation there.

Fulton was weak thru the first part of the week and some concern was felt, but Friday and Saturday were terrific with fireworks boosting interest on Friday night.

Massena brought pretty much the same weather experience with poor weather on the first days holding down the crowds and grosses. One night was entirely lost to rain. The wind-up sessions were excellent, however, and everyone was well satisfied with the earnings.

**Massena Limits**  
Only two shows a season are permitted to play Massena, accord-

ing to Paul LaCross, show general agent. The O. C. Buck Shows will play there in July.

Prior to entering Oswego the show management was deluged with reports of unemployment and short money. From the outside the date appeared to have all of the earmarks of a blank. Surprisingly, Monday's business was very big. The local teacher's college was closed from Tuesday on and this trade was lost. However, the locals patronized all units well and steadily thru the closing and the matinee on Saturday was logged as the biggest of the season. Showers cut the Saturday night session short.

Owner Roland Champagne reports that grosses are well ahead of last year. The acceptance of rides this year is particularly noticeable. It is pointed out, however, that elimination of the federal admissions tax is of considerable importance in computing profits.

## FOR SALE

G.M. Diesel Twin Four Light Plant, 125 KVA, 3 Phase, mounted on semi trailer, with 2 Light Towers on top, everything like new. Cost \$12,500.00. Best of Ground Cable and Junction Boxes to wire a 10 Ride Show. ALSO RIDES—32 ft. Merry-Go-Round, Eli #5 Wheel, Tilt-a-Whirl, 2 Kid Rides. G. E. Searchlight mounted on 6x6 truck, 10 wheel drive. Popcorn Wagon, Candy Floss Concession. 20x40 ft. Top, 50 Arcade Machines, Trucks, Tractors and Semi Trailers. Everything up and running. Priced right for all or any part. Come see it. Retiring from business because of ill health.

**CHARLES H. LEE**  
TAWAS CITY, MICH.

## Novelty Wood Plaques

—BUY DIRECT FROM MFR.—



WHY BE DISAGREEABLE  
when with a little effort  
you can be a  
**REAL STINKER**

MR. CONCESSIONAIRE—Here is an item that will really get you the play on any Concession. Made of the finest White Gumwood, with a big variety of different snappy slogans illustrated with cartoon. Painted two colors, high gloss finish, silk cord holders. Average size 7x12, packed three dozen ASSORTED to carton, no less sold. Shipping weight 17 lbs., \$4.80 doz. Write for list and quantity prices. Sample \$1.00 prepaid.

**H. SORDELET**  
R. 1, Tarpon Springs, Fla.

**TRAVEL**  
with the greatest of ease



## AIRSTREAM

WORLD'S FINEST TRAVEL TRAILER

For free catalog and a good deal write Airstream Trailers:  
Andy Charles Jackson Center, Ohio  
Art Costello 1755 N. Main St., L.A., Calif.

## 60" SEARCHLIGHTS AND GENERATORS

**MUST GO — NEVER USED  
WILL SELL SEPARATELY**

Generators, 16.5 kw., like new, guaranteed, \$400. 60" Searchlights, like new, guaranteed, \$200. We will make all shipping arrangements.

J. PILE, 2329 Central St., Evanston, Ill.  
Phone:  
University 4-5866 or Mulberry 5-3510

## Picnic and Celebration Committees

Have some open dates during July, August and September for 3 beautiful Kiddie Rides and Caterpillar Ride.

Want Caterpillar Foreman and other Ride Help.

**CRAWFORD FRANCES**  
4961a Delmar St. Louis, Mo.  
(Phone: FOrrest 1-9589)

## COMMITTEE ATTENTION!

Have Rides and/or Concessions available. Have several open dates including July 4th. Leonard McCoy, writer Wire, care of Western Union.

**J. B. CALLAWAY**  
Box 1044 Saginaw, Mich.

## WANT AGENTS

For Six Cats, Hanky Panks and Ball Game.  
Fairs and Celebrations.

**JOHN ERNEST**  
Care Brodbeck-Schrader Shows  
Alliance, Nebraska, this week; Brush, Colo., the Fourth.

## BILL BERNAUER

Want full Crew of Agents for the  
**ANDERSON, IND., FAIR**  
If you don't help set-up, no work.  
P. O. BOX 5812, N. Indianapolis Sta., Indianapolis, Ind.

## CONCESSIONS WANTED

### LIONS CLUB ANNUAL FESTIVAL

Within 10 miles heart of Cleveland. Sept. 2nd through Labor Day. Write

**M. M. ROMICK**  
31 Public Square Cleveland, Ohio

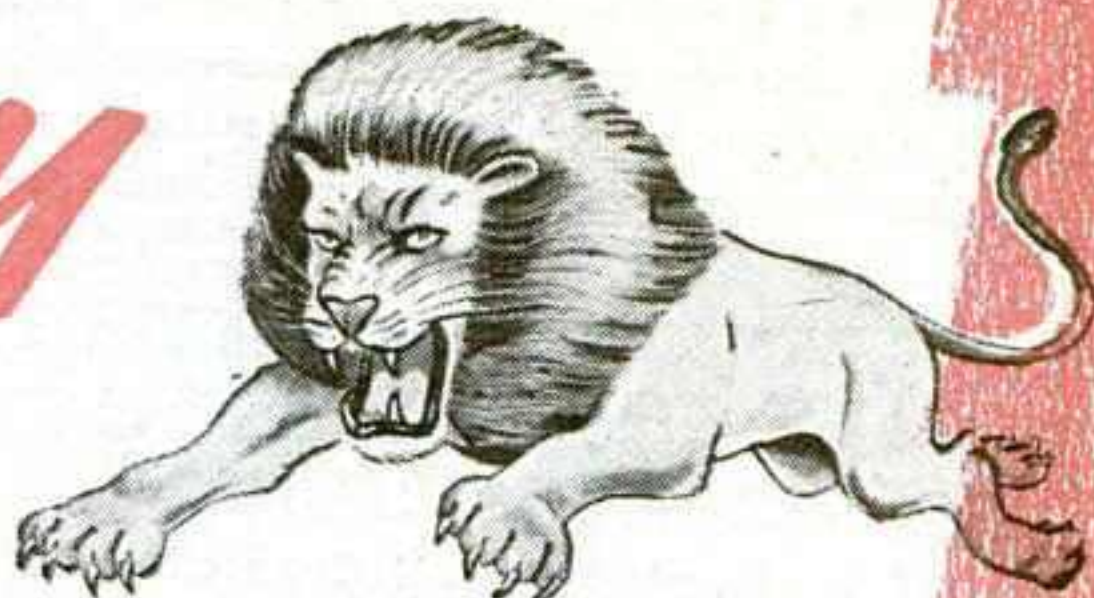
## JOHNNIE HINES WANTS

Pony Man, Front Man for Cow Show, Agent for Mug, also Dark Room. Wire or come on.

Care CENTRAL STATES SHOWS  
Grand Island, Neb., this week;  
Columbus next.



# Royal American Shows



Urges all Showmen

to support the 1954

**MISS OUTDOOR SHOW BUSINESS CONTEST**

Sponsored by **THE SHOWMEN'S LEAGUE OF AMERICA**

## Here's Why:

*For 41 years The League has served our industry. Its record of achievement is outstanding. Check it. See for yourself the many benefits in which you as a member share together with all other members:*

1. Hospitalization has been provided for more than 1500 members.
2. Burial funds have been furnished over 600 members.
3. Cemetery plots and burial in Showman's Rest have been provided for more than 200 members.
4. Memorial Services held annually for all departed members.
5. Bonuses totaling \$52,000 were paid to members upon their discharge from the Armed Forces in World War II.
6. Packages totaling over 3000 sent to members in the Armed Forces during World War II.
7. Sponsored the Al Sopenar Showmen's League of America, American Legion Post 1008.
8. Underprivileged children entertained annually at Christmas time.
9. Co-sponsors the annual convention of the Outdoor Amusement Industry.
10. Always "with it and for it all-ways" in the true tradition of showmen whenever a need arises . . . such as providing free meals for members during the depression . . . burying the 60 persons killed during the Hagenbeck-Wallace Circus wreck of 1918 . . . extending the helping hand to hundreds annually.

**85% of Royal American Shows' personnel are League Members!**



**CARL J. SEDLMAYR**  
Past President  
1942



**CARL J. SEDLMAYR JR.**  
President  
1954



**ROBERT L. LOHMAR**  
Past President  
1948

## ROYAL AMERICAN SHOWS

**"The World's Largest Midway"**



## CARAVELLA ★ ★ ★ AMUSEMENTS

LOOKING FOR SOME RED ONES???

CAMBRIA COUNTY AMERICAN LEGION CELEBRATION, JULY 4-10, DAY AND NITE, EBENSBURG, PA., AT FAIRGROUNDS. FREE ACTS, FIREWORKS, JOE CHITWOOD.

BELLEFONTE, PA., JULY 12-17. RIGHT IN THE HEART OF TOWN. FREE ACTS, PARADES, ETC.

SAXTON CENTENNIAL, JULY 19-24, DAY AND NITE. SET UP RIGHT ON STREET. SAXTON, PA.

SELINGROVE, PA., SELINGROVE FAIR, JULY 19-24.

WESTERN PENNSYLVANIA FIREMEN'S CONVENTION, LATROBE, PA., DAY AND NITE, AT MEMORIAL PARK.

WANT FOR ABOVE DATES:

All Concessions open—footage limited on above dates. Will book all Rides—Octopus, Roll-o-Plane, Ferris Wheel, Merry-Go-Round. Can use another unit of 5 Rides. Shows—Girl Shows, Wildlife; Irene Barton, contact me; Side Show, Mechanical City, Motor Drome, any good Show of merit. Arcade, couple to operate Unborn. Lou Hall wants Agents for Scales, Cig. Block, Coke, Glass, Hoop-La and Beat Dealer.

ALL WIRE or WRITE: F. H. Caravella, Williamsburg, Pa., this week.

# TWO-DOLLAR EXPOSITION SHOWS

WANT FOR ILLINOIS LARGEST JULY 4 SPOT—CENTRALIA, ILL. JUNE 29—JULY 5—75,000 ATTENDANCE LAST YEAR, AND 19 BONA FIDE CELEBRATIONS AND FAIRS TO FOLLOW IN ILLINOIS, MINNESOTA, WISCONSIN, ARKANSAS, MISSISSIPPI AND LOUISIANA.

**CONCESSIONS**

Hanky Panks of all kinds, Coke Bottles, Pitch-Till-You-Win, String, Country Store, Basketball, Six Cats, Swinger, Long Range Gallery, Custard, Penny Arcade, Photos, Novelties, Jewelry, Popcorn, Duck Pond.

**SHOWS**

Fun House, Mechanical, Monkey Show, Freak Animal, Wild Life or what have you. Side Show wants Freaks, Novelty and Working Acts. Following People answer immediately: PETE & LOUISE WILSON, WHITEY & KATHERINE, VICKIE LESTER AND OTHER ACTS CONTACT CLYDE AND SANDY, SIDE SHOW MANAGERS.

**HELP**

Want Foreman for Eli Wheel and Help on all other Rides. Can also use a few good Grind Store Agents.

**RIDES**

Can place Octopus, Roll-o-Plane, Loooper or any other Major Ride not conflicting.

CONTACT BY WIRE OR PHONE:

**SAM GRECO, Conc. Mgr.**  
Town House Hotel  
Kansas City, Kans.

**H. V. PETERSEN, Gen. Mgr.**  
GRUND HOTEL  
KANSAS CITY, KANS.

**FRANK SPINA, Bus. Mgr.**  
Town House Hotel  
Kansas City, Kans.

KANSAS CITY (9th & Chelsea), Kan., this week; Centralia, Ill., next.

## W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

WANT—For Indiana's largest 4th of July week. We work Sunday, July 4; Tuesday, June 29, through July 4, American Legion Celebration, Vincennes, Indiana.

WANT—Large Cook House, Custard, Ice Cream, Grab Stand, Hanky Panks; no flats or Gypsies.

SHOWS—Side Show, Monkey, Glass, Fun House, Crime, Midget, Jig, Mechanical, or what have you? P. C. very reasonable. One still spot after the 4th, then fairs solid until October 2. If you want to get with the show with fine equipment and good spots, contact at once; only interested in clean, respectable show people. All replies wire. If I can use you will answer within 24 hours.

W. R. GEREN Salem, Indiana, this week; then Vincennes, Indiana

# GREATER DIXIELAND EXPOSITION

WANT FOR CRESTON, IOWA—JUNE 30—JULY 5; AND THE FOLLOWING FAIRS: WAPELLO, MT. PLEASANT, VINTON, INDEPENDENCE, ELDORA, HAMPTON AND CRESCO, IOWA; MEMPHIS, VANDALIA AND PALMYRA, MO.; RUSSELLVILLE, ARK.; JENA, JONESBORO, MARKSVILLE, WINNFIELD AND FERRIDAY, LA.

**CONCESSIONS:** Can place Scales and Age, Watch-La, Hoop-La, Water Games, Grab, Cookhouse, Photos, Jewelry, Novelties, Hi-Striker, all types of legitimate Stock Concessions. No Racket, P.C. or Gypsies.

**RIDES:** Want flashy Pony Ride.

**RIDE HELP:** Can place sober Ride Help who can drive for Jenny, Tilt, Spitfire, Roll-o-Plane and Caterpillar. If you drink don't bother.

**SHOWS:** Want clean Shows with or without equipment (no Girl Show). Have complete set-up for Monkey Show for party with monkeys or will buy monkeys.

All Replies: JIMMIE HENSON, Mgr.

Carrollton, Mo., this week; Creston, Iowa, next.

## MAJESTIC GREATER SHOWS

MT. CLEMENS, MICH., JULY 1-5

ANNUAL AMVETS FIESTA AND 8 FAIRS TO FOLLOW

WANT

**CONCESSIONS**

Long and Short Range, Ball Games, Fish Pond, Balloon Dart, Hi Striker, etc.

**HELP**

Spitfire and Rolloplane Foremen and General Ride Help.

**FREE ACT**

For Port Huron, Mich., Blue Water Festival, July 12-18. High Single Act preferred. George Harsen, contact.

All Address S. GOLDSTEIN

1780 Stewart S. W. Phone CA 8888 Atlanta, Ga., till June 26; then Mt. Clemens, Mich. P.S.: Will buy 14x14 or 14x16 Center Outfit.

## GAMING EQUIPMENT

Pan Outfit, 10"x10" white sugar pine frame, flameproof Canvas, Top, Awnings, bottom canvas used 2 weeks. Can be used for any concession. Cost \$500 to build. Big Six Dice Wheel, 5 ft., with 10 ft. open all around frame and table with fly and laydown. Medium Six Wheel, 36 in. "Dice" strong, 8 ft. Stand, Table 3'x8", open all round with fly. Can be used for Pea Pool, Under and Over, Beat the Dealer, etc. 2 Chuck Wheels in carrying cases. Chuck Luck Cages. All this equipment is of the knockdown type and can be carried in or on the car. Am too old to operate.

R. HENRY

3066 S. Canal St. Chicago 16, Ill.

## MIDWAY CONFAB

Rudy Rivers is still under the care of a doctor in Sarasota, Fla. Friends can contact him at P. O. Box 2042, Sarasota . . . George (Amber) West and Theodore (Ted) Kita will leave Bethlehem, Pa., to join Vivona Bros.' Shows in New London, Conn. They purchased a new home this past winter on Route 45 between Bath and Newberg, Pa. Amber will return in four weeks to select the new furniture and get the place in running order . . . White Dale reports that he visited the F. C. Bogle Shows while they were playing El Dorado, Kan. He met R. L. (Red) Bishop and was sorry to see that he was nearly blind with inside cataracts.

George E. Priest and his wife, Anna, visited Providence recently on a buying trip and will operate at White City Park in Worcester, Mass., this year for their 23d season there. Priest will run the Milk Bottle, Cat Rack, Novelty Pitch, Glass Pitch and Balloon Game, with the assistance of his son-in-law and daughter, Mr. and Mrs. E. W. Phillips of Jacksonville Beach, Fla.

Ellsworth McAtee, assistant manager of Dyer's Greater Shows, took delivery on a new Amer'can house trailer during the org's stand at Clinton, Ill. Harry Short delivered the mobile home. . . A. C. Riley info's he's doing good business on the front end of the James H. Drew Shows.

Mr. and Mrs. James J. Carey and son, Carroll, joined the Barney Tassel Shows recently with candy floss and snow cones. Julian and Kitty Bruce came on with two kid rides. C. E. Grubbs is handling the sound truck.

Eleanor and Orville N. Crafts and party recently returned to the Crafts winter quarters in North Hollywood, Calif., following a week's fishing trip in the waters off LaPaz, Mex. They made the trip in Crafts' own plane. He reports a good catch of marlin. . . W. Lee Brandon, Crafts 20 Big Shows veteran agent, is back in North Hollywood, Calif., following a lengthy trip into Utah. The show is set to play the Utah State Fair and will play six weeks on other spots.

Paul Waycaster and Polly Wright, concessionaires for Ari and Gretchen Hunt on the W. G. Wade Shows, were married in Grand Blanc, Mich., June 11. The Hunts attended the wedding. . . Mrs. T. H. Strong, wife of the

owner-manager of Strong's Amusement Company, and her mother, Mrs. Hattie Carroll, were injured in an automobile accident in Cushing, Okla., recently. Their car was demolished. Mrs. Carroll was confined to a Cushing hospital with a broken arm and bro-

## WANTED

JUNE 28-JULY 3

WANTED — RIDES, SHOWS, CONCESSIONS.

Open Midway for Big Run, Pa., Firemen's Jubilee. Parades and Fireworks. Four miles from Punxsutawney. Wire

## DUKE'S CONCESSIONS

Punxsutawney, Pa.

## WANTED

Bingo and Concessions, 4th of July week, Ripley, W. Va. Want Wheel Man now. This week, Rivesville, W. Va.; then Fairview, W. Va.

Smith's Funland Shows

## Can Use Concessions

for Bruce, Miss., July 2, 3, 5, and Annual 4th Celebration.

## RED RIBBON SHOWS

Vernon, Ala. For Sale—#10 Wheel, \$1000.00.

## RIDES WANTED

For Harvest Jubilee

at Waterman, Illinois, July 16 and 17.

Contact Harold Boekenbauer

in Waterman, Illinois

## DIXIE LEWIS

Contact Brother Dough. Phone collect.

Good proposition with

## RED MACK

Cem City Shows Bedford, Ind.

## I. C. PAGE WANTS

Colored Musicians and Dancing Girls for his show, "Star Dust Revue." James Evans and Louis Harris, contact at once. Salary paid each week and you get it. Write or Wire

I. C. PAGE or MR. L. O. WEAVER

Grand American Shows Boone, Iowa

## WANTED

Annex Attraction, Inside Lecturer, Fire Eater. Good proposition for Front Man for Snake Show, Bally Girls, Ticket Sellers. Week of June 21, Lake Linden, Mich.; from 27th to July 5, L'Anse, Mich.

## WALEY WHITE

Skerbeck's Shows

GIVE TO DAMON RUNYON CANCER FUND

## WANTED

Ferris Wheel Foreman. Top pay for reliable man. Call Keith Toles collect.

## BLUE RIBBON SHOWS

1666 East 82 St. Cleveland 3, Ohio Sweetbriar 1-9544

## 14 FAIRS

## PAGE BROS.' SHOWS

FAIRS STARTING SECOND WEEK IN AUGUST. WANT FOR BIG 4TH OF JULY CELEBRATION, JUNE 28 THRU JULY 5, LOUISA, KY.

## FIREWORKS—FREE ACTS—TWO CARS GIVEN AWAY

Want Cookhouse, Grab, Custard, Lead Gallery, Arcade and Hanky Panks of all kinds. Count Store, Pin Store and Skillo Agents. Notice: We play soldiers' payday at Ft. Knox, Ky., the first week in August.

Vanceburg, Ky., c/o Western Union, this week; Louisa, Ky., next week.

## CONCESSION AGENTS WANTED

FOR RAZZLE DAZZLE, ROLL DOWN, PIN STORE, SIX CATS AND BUCKETS. CAN PLACE WHEEL MAN WITH OWN CREW. 25¢ and 50¢ Specialists, stay where you are. We work 6 days a week. WILL BOOK FROZEN CUSTARD, STRING GAME OR ANY OTHER HANKY PANKS NOT CONFLICTING. CAN USE 2 OR 3 WORKING MEN TO UP AND DOWN CONCESSIONS. Good pay and good treatment. WILL BOOK 10-IN-1, 3-IN-1, SNAKE SHOW OR ILLUSION SHOW.

12 BONA FIDE FAIRS AND CELEBRATIONS

Address:

EMMETT BUFKIN, c/o J. A. GENTSCH SHOWS CLARKSDALE, MISS., THIS WEEK.

## DAVE PICARD WANTS

FOR SEASON AT SANDY BEACH PARK, RUSSELLS POINT, OHIO

Agents for Grind Store and Hanky Pank Agents. (Zeke Zinn, contact me.) Any Agents who called before, call again.

Phone: 4-2682, Russells Point, Ohio.

## WANTED

Six Cat Agents. Ralph and Eva, contact me.

## CHARLES PIERCE

Blue Valley Shows, Hamilton, Mo.

## WANTED

Mug Outfit Operator, Woman preferred. Renee, answer

## JACK LATKOWSKI

c/o EDDIE'S EXPOSITION SHOWS Latrobe, Pa.



# HANKY PANKS

Concession Operators, this is your bank roll! Very fine Six Cats, heavy sail duck, packed like a rock with hair, wool all around—\$15.00 each.  
 Over 30, Under 11 Tables, 7' long, finished like a coin machine—\$50.00 ea.  
 The know-all of Pitch-Till-You-Win games, the assortment of blocks, how the frame is made is part of our business. We sell the complete outfit from 12' up—\$300.00 according to size.  
 Dam Family Ball Game—complete \$60.00 each.  
 Punks for Punk Racks—\$36.00 per doz.  
 Polka Dot Style Six Cats—\$12.00 each.  
 Huckley Buck Kegs—\$30.00 each.  
 Point Charts—\$1.00 each.  
 Our Hexagon 3-Ball Mechanical Bucket, finest ever made, \$55.00 each.  
 8-Sided Dice for color or Cigarette Game, very fine finish, not colored—\$6.00 each.  
 Dice for Color Game, not painted—\$3.00 each.  
 Spot-the-Spot Game, set of 3 Spots made on masonite with zinc plates—\$25.00 per set of 3.  
 20" Chuck-a-Luck, the real combination—\$25.00 each.  
 Let us know your wants. That is our business to give you satisfactory service. Please send deposits with all orders. Hundreds of other items, write for our general catalog.

**RAY OAKES & SONS**  
 P.O. BOX 4344 TAMPA, FLORIDA  
 Telephone 80-2121

## WANT

For Fourth of July Celebration, 3 Big Days and Nights, Salina, Okla.  
**Fireworks Every Night.**  
 Hanky Panks of all kinds, Agents for Count Store, Pin Store, Talker for Girl Show, Merry-Go-Round help. Will book Bingo, Talent for Athletic Show, Man and Wife for Snake Show. Useful Show People, come on. No phone or wire, come on Salina, Okla.  
**OKLAHOMA EXPOSITION SHOWS**  
 JOE STAR, Mgr.

## WANTED

Hanky Panks of all kinds. Can also use Shows such as Mechanical, Snake, Monkey, etc. Will also book 1 Major Ride not conflicting with what we have.  
 Have strong route: Mt. Pleasant, Mich., June 20-July 5; Wyandotte, Mich., Centennial, July 6-10. All Homecomings and Fairs to follow.  
 Contact W. C. Wade Jr., WADE EXPOSITION SHOWS, 19728 Rowe, Detroit 5, Mich. Phone Venice 9-6371 or H. L. Anderson as per route.

**BOOKING** Showmen: This is a **BOOKING** good money route for two 4th Celebrations, 16 Fairs and Celebrations in Colorado, Kansas, Oklahoma starting at Lajunta, Colo., on Street. Playing Cotton Country until snow falls. Shows with own equipment, good deal. Rides: Plenty. Concessions: All open. X on Cookhouse or Grab, Popcorn and Bingo, limit of two on others with reasonable privilege. Will book you.  
 Write, wire (no phone).  
 2116 "B" Ave., Lawton, Okla.  
**LEERIGHT'S MIDWAY SHOWS**

## LOT MAN WANTED

WHO CAN LAY OUT A SHOW OF 20 RIDES, 14 SHOWS, 60 CONCESSIONS.  
**WILLIAM T. COLLINS SHOWS**  
 Crookston, Minn., this week; Williston, N. D., next.

## HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.  
 Open all year round  
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

## WANTED TO BUY

Adult Chairplane. State make and best price for cash.

## FRED UTTER

Adena, Ohio Day Phone: 3351

**Concessions Wanted**  
 For the **Firemen's Celebration**  
 July 21-22-23-24. Write  
**W. R. BURR**  
 Fredonia, N. Y.

## WANTED AT ONCE

Colored Wheel Foreman and Second Man, good salary; at Colored Atlantic Beach, S. C. Write, wire or come on in.  
**CHARLIE FREE**  
 914 North Ocean Blvd.  
 Myrtle Beach, S. C.

## THANK YOU FRANK A. (NORTIE) NORTON

Electrician and Billboard representative with George Clyde Smith Shows for your automobile purchase.  
 "Save Money With Johnny"

## JOHNNY CANOLE

Alltoona, Pa. Phones 9347 or 3-0003

ken ribs. Mrs. Strong's injuries will keep her idle for some time, according to Mrs. Beatrice Martin. . . . Frankie Hamilton, who is recuperating at his home in West Haven, Conn., infos that he received many flowers and cards from the Miami Showmen's Association and friends.

**George (Dixie) Malanga**, concessionaire with many Eastern units, is confined to General Hospital, New Britain, Conn. **Edwina Benn** strayed from her vocation and job last week to take **Larry Jr.** and a horde of neighborhood kids to see the **Hunt Bros.' Circus**. Mrs. Benn, a familiar figure on carnival midways for a number of years, currently is office manager of the **Arthur E. Campfield Tent Company**, New York.

## GIRLS

You can't miss here. All Centennials, Fairs and Celebrations, no Still Dates. Get on a percentage along with top salary. No better Girl Show territory. Wire or come on. If you write, send photo. Waterloo, Ia., Centennial, June 20 to 26; Morton, Minn., 28-29; Paynesville, Minn., 30-July 1; Rushford, Minn., July 2-3-4-5, Big July 4th Celebration.  
 Contact  
**DALE PARRISH**  
**ROYAL UNITED SHOWS**

## FOR SALE

12 Erie Diggers (hand operated) mounted in a 12 ft. closed trailer that opens on 4 sides. Trailer and machines were new 3 years ago. Outfit in well flashed with fluorescent lights. Has operated the past three seasons in Michigan and has never been closed in any spot. No slots on machines. Other interests force sale or would consider a HONEST, RELIABLE Agent. PRICE \$3500 CASH. CONTACT

## H. L. ANDERSON

711 W. Alexandrine, Apt. 404  
 Fairmount 1-9657 Detroit 1, Mich.

## FOR SALE

MUSEUM OF ANATOMY (Educational) Store Show Set-Up.  
 30 16x20 shadow boxes packed complete in 3 large crates. Complete information and price on request.

## O. C. ROSS

617 Merchandise Bldg., Minneapolis, Minn.

## Concessions Wanted

For the 38th Annual Miner's Picnic, August 6-7-8, 1954.  
 Contact  
**ALEX CLIVER**  
 Concession Chairman  
 1401 North 9th Street, Terre Haute, Ind.  
 Phone: Harrison 6570

## FOR SALE

**MANLEY DELUXE POPCORN MACHINE**  
 Theater model, A-1 condition.  
 Original cost \$900. Will take \$275.

## LOUISE ALLAN

12921 Mozart Blue Island, Illinois  
 Phone: Fulton 5-1958

## WANTED

FOREMEN AND SECOND MEN FOR MERRY-GO-ROUND AND FERRIS WHEEL. MUST DRIVE. ALSO HANKY PANKS. Centennial, Center Point, Ia., June 25-26; June 28 thru July 4 & 5 Celebration, Cascade, Ia.

## RAY SWANNER

Missouri Valley Shows

## WANTED

Reliable Foreman for Merry-Go-Round, Ferris Wheel, and First and Second Man on Tilt-a-Whirl. Top salary.

## DELGARIAN AMUSEMENT COMPANY

2303 N. Melvina Chicago 39, Illinois

## WANTED

Ferris Wheel Foreman, top salary; semi driver extra pay. Also 10-Car Auto, Chairplane. Can place Man to take charge of erecting 12 committee stands, Sound Man or Sound Car and Operator; all season's work. Denton, Md., until June 26; Greensboro until July 5; Delmar until July 17.

## Van Billiard Shows

## CAN PLACE

Concessions: Hi-Striker, Hoop-La, Gold Fish, Short Range, Coke Bottles, Ballon Darts, Bumper, Glass Pitch, String Game, Candy Floss, or what have you? This show has two of the best 4th of July spots in Northeast Missouri—Kirksville, Mo., 3 and 4; Turdland, Mo., July 5. Celebrations on till three weeks in September. Only one Still Date after the 4th of July. All mail and calls:  
**HARTSOCK BROS.' SHOWS**  
 BRASHEAR, MO.

## GIRLS--WANTED--GIRLS

FOR GOOD DANCING GIRL SHOW Experience unnecessary; finest of treatment; costumes furnished. Top salary with bonus and the finest opportunity in outdoor show business. Also want Girl Dancer-Talker. Write or wire collect.

## LESLIE KIESTER

Hotel Nuville Rochester, Minn.

## TENNESSEE VALLEY AMUSEMENTS

Last Call. Red Boiling Springs, Tenn., July 3.

Book—Bingo, Lead and Cork Gallery, Seales, Novelities, Milt Camp, Hit and Miss, Pitch-Till-U-Win, 6 Cats, Set Outfit, Snow, Jewelry, Photo. Agents—Office owned Floss, Corn, Ball Game and others. Book—Shows all kinds. Excellent route for Girls Show. 12 County Fairs to follow. Wire, write or come on Lebanon, Tenn., now.  
 Owner—THEADORE MEADOWS



# LAGASSE AMUSEMENT COMPANY

12 WHITCOMB STREET  
 HAVERHILL, MASS.

tel. 4-6461

Everything in Amusement  
 Anywhere in New England

Reserve your space NOW for the following Fairs:

- Conn. Valley Exp.—Bradford, Vi. . . . . August 13-15
- Weymouth State Fair—Weymouth, Mass. . . . . August 14-21
- Orleans County Fair—Barton, Vi. . . . . August 18-22
- Hartland Fair—Hartland, Vi. . . . . August 19-22
- Cheshire Fair—Keene, N. H. . . . . August 26-28
- Mascoma Valley Fair—Canaan, N. H. . . . . August 27-29
- Fairmount Raceway—Fair Haven, Vi. . . . . August 26-29
- Maine State Fair—Lewiston, Me. . . . . September 4-11
- Three County Fair—Northampton, Mass. . . . . September 5-12
- World's Fair—Tunbridge, Vi. . . . . September 23-25
- Lions' Fair—Terryville, Conn. . . . . September 18-19

**NOTE: No Grift, No Mitt Camps, No Gypies**

Wanted—Motor Drome, Wrestling Show, Reptile Show, 10-in-1 Show for above fairs.

## 7 DAYS AMSTERDAM, NEW YORK, SESQUICENTENNIAL 7 DAYS NIGHTS

FIREWORKS NIGHTLY INCLUDING JULY 4

Cherry Valley Atomic Cannon Send-off, General Electric Celebration to follow. First time ever to fire a cannon by Atomic energy in world. Fireworks there also by G.E. Also have Monticello, N. Y., Sesquicentennial and many others, including Fairs, also Great Barrington, Mass., Fair. Ask the concessionaires who played Scotia, N. Y.; Golden Jubilee with us as to what this show plays. This is the show that gets in first and the only show allowed in many places.

## WANT

Hanky Panks only. No grift; save your time as we do not tolerate them. Also, want Cookhouse for balance of season, Side Shows, Arcade, Wildlife. No Girl Shows wanted here. Popcorn, Candy Apples, Candy Floss, Custard, French Fries open due to sickness only. For Sale—Name your price—it must go. Spitfire with trailer, Chairplane with trailer, Kiddie Airplane, Kiddie Elephant; all sizes of concessions—Guess Your Weight Chatillon Chair Scales, Hi-Striker, and many other items too numerous to mention. All replies

# GILLETTE BROS.

60 Sheffield St.

Phone: 2-9471

Pittsfield, Mass.

(If you call—call before 9 a.m.)

# BOB HAMMOND shows

BELTON, TEX., JULY 4 CELEBRATION, JUNE 29-JULY 5  
 GRANBURY, TEX., HOOD COUNTY REUNION, JULY 7-10  
 SHAWNEE, OKLA., V.F.W. CELEBRATION, JULY 12-17  
 CHERRYVALE, KANS., ANNUAL REUNION, JULY 19-24  
 CASSVILLE, MO., ANNUAL REUNION, JULY 26-31  
 CRANE, MO., ANNUAL REUNION, AUG. 2-7  
 RUSH SPRINGS, OKLA., WATERMELON FESTIVAL, AUG. 9-14  
 Anadarko, Okla., American Indian Exposition, Aug. 16-21.  
 HICO, TEX., ANNUAL REUNION, AUG. 23-28  
 TOMBALL, TEX., HARRIS COUNTY FAIR, AUG. 30-SEPT. 4  
 PASADENA, TEX., PASADENA FAIR AND RODEO, SEPT. 6-11

STAFFORD, TEX., MEXICAN CELEBRATION AND HEMPSTEAD, TEX.  
 WALLER COUNTY FAIR, SEPT. 13-18  
 Temple, Tex., Cen-Tex Fair, Sept. 20-25  
 BRENNHAM, TEX., WASHINGTON COUNTY FAIR, SEPT. 29-OCT. 2  
 BAYTOWN, TEX., FAIR, AND CALDWELL, TEX., BURLESON COUNTY FAIR, OCT. 4-9  
 BRYAN, TEX., BRAZOS COUNTY AMERICAN LEGION FAIR, OCT. 11-16  
 BELLEVILLE, TEX., AUSTIN COUNTY FAIR, OCT. 18-23  
 FOLLOWED BY HOUSTON, TEX., SHRINE CIRCUS  
 WILL BOOK HIGH-CLASS SHOWS OF ANY TYPE. CAN PLACE ONLY MERCHANDISE CONCESSIONS OF ALL KINDS. LUTHER WANTS ACTS FOR SIDE SHOW. HARRY LAMON CAN PLACE AGENTS FOR GRIND STORES.

All Address: **BOB HAMMOND, Mgr., Per Route Above**



## 8 BIG DAYS WINDSOR CENTENNIAL CELEBRATION 8

MONDAY, JUNE 28, to TUESDAY, JULY 6

Vaudeville Entertainment and Free Acts every evening. Thursday, July 1st, Dominion Day Parade, 45 Bands and 100 Floats arrive at Jackson Park, 12 o'clock noon. Saturday, July 3rd, CHILDREN'S DAY sponsored by Chrysler Corporation of Canada, Limited. 30,000 free children's ride tickets purchased by Chrysler Corp. of Can., Ltd. Monday, July 5th (4th of July American Day), sponsored by City of Detroit Committee. Tuesday, July 6th, Grand Finale, Fireworks.

FREE ADMISSION TO JACKSON PARK, MIDWAY and GRANDSTAND

**CONCESSIONAIRES**—Space for sale for legitimate games concessions, jewelry, novelties, pitchmen, scales and age. Eating stands, popcorn, apples, frozen custard and ice cream.

**RIDES**—Will book one or two rides not conflicting.

**SHOWS**—Will book three shows not conflicting. Also a FUN-HOUSE and a high class Walk-thru Exhibit.

CONCESSION SPACE FIFTEEN DOLLARS (\$15.00) per frontage foot with a minimum of ten feet.

Reply to **BERNARD B. ARENT, General-Manager**  
**BERNARD & BARRY SHOWS**

21 Flanders Road, TORONTO, CANADA

CANADA'S FINEST MIDWAY

28 — TRAIN CARLOADS — 28

## 8 BIG NIGHTS 8

## DAN-LOUIS SHOWS

PLAYING THE BIGGEST CELEBRATION IN INDIANA

JULY 1-5—WEST BADEN & FRENCH LICK

AMERICAN LEGION SPONSORED

ALSO HARTFORD KENTUCKY—JULY 1-5—FAIRGROUNDS

Where there will be Horse Racing, Free Acts and Fireworks

WANT LEGITIMATE CONCESSIONS FOR BOTH SPOTS. Can place at Hartford—Bingo, Glass Pitch, Cook House or large Grab, Sno-Cone, Candy Floss, Pop Corn, Candy Apple, Ice Cream or any kind of Hunky Pank you might have will get money there, as they have people. NO SHOWS OR RIDES WANTED—WE HAVE OUR OWN AND ENOUGH.

WANT FOR WEST BADEN AND FRENCH LICK CELEBRATION and balance of Fair season that closes October 10—Sit-Down Grab, Ball Games, Hi-Striker, String Game, Balloon Darts, Basket Ball, Fish Pond, Bumper, Pitch-Till-Win, Cigarette Pitch, Duck Pond, Hoop-La, Novelties, Pea Pool, Pan Game, Beat Dealer or any legitimate Concession that we do not have. We do not book flats or semi-flats nor gypsies doing anything. This show is not in the real estate business. We do not overload our midway at any time. NO RIDES OR SHOWS WANTED. WE HAVE OUR OWN AND HAVE ENOUGH. Interested people, contact

**LOUIS T. RILEY, Owner-Manager**  
IRVINGTON, KY., THIS WEEK.

## C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

CAN PLACE FOR THE BIG ONE

Fort Campbell Soldiers' Fair and Exposition, Fort Campbell, Ky., inside the gates on the Fort, June 28 thru July 4. Followed by Paducah, Ky., West Kentucky Fair and a continuous route of bona fide Fairs until Nov.

CONCESSIONS: Open midway to all for legitimate Games that operate for merchandise, such as Ball Games, String, Balloon Darts, Coke Bottles, Fish Pond, Derby Racer, Short Range, American Palmistry, Direct Sales, Pitchmen and Demonstrators, Cookhouses for this date. SHOWS: Can place one or two good Grind Shows with own equipment. HELP: Foremen for Octopus and Wheel, must be semi drivers.

All Address: C. C. Groscurth

Bowling Green, Ky., this week; followed by Fort Campbell; then West Kentucky Fair, Paducah.

## ATTRACTIONS OF MERIT WANTED

FOR THE FIRST GOOD-NEIGHBOR SHOW OF THE WESTERN HEMISPHERE

## EXPOSITION AMERICAS

FROM ALASKA TO CHILE

SAN ANTONIO, TEX. — OCTOBER 29-NOVEMBER 7

STRONG SPONSOR—FEDERAL AID

10—BIG DAYS AND NIGHTS—10

A million people to draw from. Terrific military payroll. Spectacular Pageant of Queens of Nations of Western World. WILL CONSIDER HIGH-GRADE MIDWAY UNIT. WILL BOOK A FEW SELECT DEMONSTRATORS, ARTISTS, MODELERS, ETC. For Further Information Contact

**RALPH W. (TOMMY) STEVENS**

WHITE PLAZA HOTEL, SAN ANTONIO, TEX.

Phones: Fannin 2922—Fannin 1411—Fannin 1991

## SHADE GAP, PA.

Soldiers' and Sailors' Fair and Picnic, August 2 to 7

Now selling Space in Exhibit Building. Have some good Locations on Midway for legitimate Concessions. Especially want American Palmistry (no gypsies); also one Cookhouse.

**A. L. BLACKMON**

SHADE GAP, PA.

## Rain, Cold Tag Sullivan Show Thru Canada

Regina Business Off 50% as Heavy Rains Hit Four Days

REGINA, Sask., June 19.—James Patrick Sullivan, whose Wallace Bros. Shows have been harassed by rain and cold since the season's opener in Windsor, Ont., April 17, had a rugged time of it in Regina during the week ending Saturday (13).

Heavy rain on four days and dull weather on two knocked business down 50 per cent from last year. The first two days were complete washouts. Saturday, Kids' Day, helped a little, with good biz recorded.

Org played the machinery exhibit area at the fairgrounds under Canadian Legion auspices. Event is now an annual and each year the heavy rains come when Sullivan arrives. The quip here is that the initials J. P. stand for Jupiter Pluvius.

"This has been the toughest spring season in years," Sullivan commented.

At Windsor only two days out of seven were good and the rest of the time it was rainy and cold. Weather was the same at London, Ont., and one day out of six was good.

### Cold Hits Biz

Cold and rain at Brantford, Ont., accounted for bad biz but the Saturday Kids' Day was one of the biggest the unit has ever had. Two goods days were racked up at St. Catharines despite cold and rain, and at Sarnia, which has always been a good town, the biz, like the weather, was not so hot.

Chilly weather and layoffs in the steel mills and Studebaker auto plant hit into the money play at Hamilton, Ont., and the gross was about 50 per cent down from last year.

The opener at St. James, a Winnipeg suburb, was blown because of the long jump from Hamilton but the weather was a little better than last year and biz was up 40 per cent.

The 1,400-mile run from Hamilton to Winnipeg for Sullivan's 40-car train cost \$9,890.

From Regina, the org went back to the West Kildonan lot in Winnipeg. A third Winnipeg stand opens July 24 when Sullivan links with Patty Conklin for the Red River Exhibition. Stops following West Kildonan include Sault Ste. Marie, Ont.; Kitchener, Ont., (with Conklin); Noranda, Que.; a long jump back to Dauphin, Man., for a three-day fair; the Red River fair date in Winnipeg; Sudbury, Ont., and then the Eastern Canada fairs in Ontario and Quebec.

### Impressive Layout

Show's layout in Regina was impressive and took up all available space. The Fly-o-Plane was not set up because of lack of room. As in the past, there was much comment about the array of rides for children and the generous rides given the moppets, even when the Kids' Day tab of 5 cents was in effect.

Roxanne Hendy's Girl Show has been the top grosser to date, with George Vogstead's Illusion Show a close second. The Scooter, Tilt-a-Whirl, Hi-Ball and Rock-o-Plane have been getting a heavy play.

Besides the girl revue and illusions, the show line-up includes Mrs. Ike Rose's midgents; Vogstead's wild life; Bingo Hauser's lions and bears; monkey speedway; Life Show; Neptina; Crystal Maze, and Whitey Sellmer's Penny Arcade. There are 11 major rides and 10 kiddie rides. Unit as a whole is one of the strongest Sullivan has had.

Officials of the Moose Jaw, Weyburn and Yorkton fairs on the Class B circuit visited in Regina and at Winnipeg the Portage la Prairie Fair was represented. Guests of Sullivan at a dinner on the show train were C. M. Pines, provincial treasurer, and the Moose Jaw delegates. Carnival officials were guests of the Canadian Legion at a dinner Thursday (10).

## WANT SIDE SHOW

For one of largest Truck Shows on tour. Will book a well framed Side Show for committee money only (You keep all inside). Will give you a terrific fair route including a long Florida tour this winter. ADDRESS: BOX 926, Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

## BULLETIN READY

## Remodeling Spruces Up Miami Club

MIAMI, June 19.—Work has begun on improvements to the Miami Showmen's Association clubhouse, with several changes slated to be completed by the time members come in off the road.

Mirrors have been installed along the length of the bar, and plans are for the lunch counter to be extended to 28 feet, with a Formica top. Shelves will be built along the back wall, which will be faced with plywood.

Neon tubing is to be erected around the front of the building, and the large sign will be encased in a shadow box, with indirect lighting. Inside the building, part of the television room will be converted into a stock room, and the building's front doors will be put on rollers to make them easier to open.

The question of the card-key system, by which members insert a specially treated card into a door slot to release the lock, has been deferred until the first meeting of the board.

## Pre-Season

Continued from page 63

veteran in the carnival-fair fields got the assignment and proposed a fuller program.

In Savannah Cox met with fair officials D. W. Stroben and Hunter Leaf. Thru them he spoke at a Chamber of Commerce luncheon, showing in dollars and cents the estimated worth of a show's appearance to a city's business group.

The net result of this one effort, according to Cox, is the assured feeling that the return of the shows this fall will result in a better understanding and feeling between show personnel and business groups within the city, among others.

A major building plan underway at Augusta was examined with Dr. Alford, president. Included is a new all-steel exhibit structure, 100 by 200 feet, a new grandstand area and the complete enclosure of all existing structures with new brick walls. The possibility of acquiring exhibitors of national stature was discussed.

Fair officials headed by Guy Sullivan in Anderson, S. C.; Paul V. Moore and his son, Tom, in Columbia, S. C., and Mr. and Mrs. Clyde Kenall, in Greensboro, N. C., were all contacted.

### W-S Coliseum

At Winston-Salem, in the company of Charles Norfleet, major improvements, including the building of a 10,000-seat coliseum on the grounds, were examined. Special attention is being given here to the location of midway attractions.

Noting that the carnival industry needs to do a re-selling job in its dealings with the general public, Cox said that too much has been taken for granted and too little has been done to build good will apart from the fairgrounds and the personnel involved in the operation of these events.

Cox said that off-season visits, with their opportunity to leisurely contact chambers of commerce and civic leaders, should aid in convincing these groups that the carnival business is big business and that it affords a needed form of entertainment for their communities.

## Baker United

Continued from page 63

sters, which has worked out well, according to Ernie Allen, the new owner. Show will remain almost exclusively in Indiana and most of its fairs are old established ones, which the show has played for 12 to 15 years.

Line-up includes 10 rides, 4 shows and upward of 35 concessions. Staff, in addition to Allen, includes Mrs. Ernie Allen, office; William Handler, ride superintendent; Herò Sheese, electrician; Raymond Stafford, sound truck, and Leo Schultz, lot superintendent and 24-hour man. Schultz joined on last week. Tom Baker, former owner, assists in an advisory capacity and is supervising much of the publicity and general agent's work.

Beautiful Healthy

## PARAKEETS

PRICED FOR CONCESSIONAIRES

WELLS BIRD FARM

2143 South Myrtle Ave.

Monrovia, Calif.

Phone: Elliott 8-6185

Orders accompanied by Cashiers Check or Money Order

SHIPPED SAME DAY

## T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

AMERICAN

TENT & AWNING

CORPORATION

One of America's Largest Builders of Fine Show Tents.

201 E. Water St., Norfolk 10, Va.

BILL SANDERS

## ALL TYPES OF WHEELS

Mdse. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel

CARDINAL MFG. CO.  
2944 West 28 St., Brooklyn 24, N. Y.  
ESplanade 2-7510

## JACK THOMAS

WANTS

Agents for Hunky Panks, Bat-a-Ball, Pea Pool, Hit or Miss now. Count Stores and Buckets starting July 11. Can use Shows that can set up on streets. Lee Turner, get in touch.

JACK THOMAS

c/o Art B. Thomas Show

Lennox, S. D., June 22 to 24; Ponca, Neb., 25 to 26; Hartington, Neb., 28 to 29.

## This Is the Big One

PLANO CENTENNIAL

June 24 to 27

ON THE MAIN STREETS

Want Hunky Panks of all kinds, Novelties, Lunch Stands, Ice Cream, Sandwiches, Lemon Shake Up or what have you. No X on this one. Place limited. First come, first served.

CARL BURKHART

Phone 85693 Plano, Ill.

## CATERPILLAR FOREMAN

WANTED

Highest wages. Must be sober and reliable. To join on wire.

WILLIAM T. COLLINS SHOWS

Crookston, Minn., this week; Williston, N. D., next.

## PARADA SHOWS

Buffalo, Mo., Reunion this week; Harrisonville, Mo., next week 4th July. Want Concessions. Downtown location. Want Agents. Shows with own equipment, place Ticket Sellers, Truck Drivers.

H. C. SWISHER

P.S.: Want to buy for cash late model Eli #3 Ferris Wheel.

## HEDY JO STAR

VERY IMPORTANT

Wire or Write: BOX 629

Care The Billboard

390 Arcade Bldg., St. Louis, Mo.

GOOD SOBER LOT MAN, LARGE TRUCK SHOW EXPERIENCE. CONTACT ADDRESS ABOVE.

## WANTED

Ride Help who drive and have license. Concessions—Short Range, Long Range, Photo, Floss, Snow. No gypsies.

KEY CITY SHOWS

Attica, Ind., this week; Coal City, Ill., July 1-3; then Fair dates start.



**WILLIAM T. COLLINS SHOWS**  
*Pride of the Northwest*

**WANT FOR A SOLID ROUTE OF FAIRS STARTING AT RUGBY, N. D., JULY 5**

Pierce County Fair, Rugby, N. D. Buena Vista County Fair, Alta, Iowa  
 Cavalier County Fair, Langdon, N. D. All Iowa Fair, Cedar Rapids, Iowa  
 Pembina County Fair, Hamilton, N. D. Sioux Empire Fair, Sioux Falls, S. D.  
 North Dakota State Fair, Minot, N. D. Celebration, South Sioux City, Nebr.  
 Martin County Free Fair, Fairmont, Minn. Nebraska State Fair, Lincoln, Nebr.

RIDES: Will book Looper, Scooter (Lloyd Burge, answer), also want Boat Ride.  
 SHOWS: Can place Snake, Monkey, Crime or any Grind Show of merit. Want Motordrome and any Grind Shows of merit. Also Mechanical and Crime Shows.  
 CONCESSIONS: Will book a few more Hanky Panks for Fair Route; also want Custard and Ice Cream Concessions.

**All Replies to: WILLIAM T. COLLINS, Mgr.**  
 Crookston, Minn., 21-26; Williston, N. D., 28 to July 3.

**TWO BIG JULY 4 CELEBRATIONS THIS YEAR**

**THE MIGHTY GEM CITY SHOWS**

**JUNE 28 THRU SUNDAY, JULY 4—DANVILLE, ILL.**

Biggest in Midwest—American Legion Celebration—22d year, Free Day and Night Grandstand Acts, Fireworks Daily, Parades, Bands, Floats, 87,000 attendance last year.

**ONE DAY ONLY!—POTOMOC, ILL.—MONDAY, JULY 5**

Free Gate, Free Acts—Homer and Jethro and Other Top Acts free in Grandstand. Car Give-Aways. Estimated Attendance Last Year, 50,000. Everybody in Town Participates, 18 Miles From Danville.

To be followed by 16 outstanding fairs, such as Palmyra, Ill.; Martinsville, Ill. (80,000 paid attendance last year); St. Clair County Free Fair, Belleville, Ill. (275,000 estimated attendance last year); Burlington, Iowa, Fair; Mississippi Valley Fair, Davenport, Iowa (140,000 paid attendance last year) and many others, including the Northwest Alabama State Fair, Anniston, Ala., and the Southwest Georgia State Fair, Albany, Ga.

**CAN PLACE NOW AND THROUGH SEASON**

**MOTORDROME MANAGER**  
 Have complete, well-framed Silo Drome with 3 Motorcycles. Want capable Operator. Liberal proposition.

**SHOWS**  
 Want Man and Wife for well-framed Illusion Show. (Jack King, get in touch.) Showmen—Open midway for Shows. Will book for 5 per cent above committee the following Shows: Big Snake, Wildlife, Monkey Show, Mechanical City (Dillon, get in touch), Glass House, Fun House or any Show of merit. Want Boss Canvasman (Hershel, get in touch). Dancing Girls wanted for office-owned Girl Show.

**CONCESSIONS**  
 Can place Fish Pond, Basket Ball, Balloon Darts, Ball Games, Fish Bowl, Glass Pitch, Long and Short Range Galleries, Novelties, High Striker, Ice Cream, any other Hanky Panks or Stock Concessions.

**RIDES**  
 Fly-o-Plane, Spitfire, Looper. Will lease or book, or buy #5 Eli Ferris Wheel for season. Will also book any other Rides not conflicting, including Kiddie Rides.

**THOMAS D. HICKEY, Mgr. CONTACT THIS WEEK DON GRECO, Conc. Mgr.**  
 Greystone Hotel, Bedford, Ind.

**Last Call Last Call Last Call**

**4th of July Celebration**

Stage Fort Park, Gloucester, Mass., June 29th to Monday, July 5th including Sunday. This is an annual event. Thousands to draw from. Want Shows and Concessions. Will sell X on Custard, Grab, French Fries, Ice Cream, Novelties, Stock Stores and Hanky Panks. All Wires and Phones to

**HARRY J. KAHN**  
 c/o New England Amusement Co., Gloucester, Mass.  
 Phone: Gloucester 1618 Gloucester, Mass.

**JAMES H. DREW SHOWS**

4TH OF JULY CELEBRATION, OLIVE HILL, KY., JUNE 28 TO JULY 3  
 4TH OF JULY CELEBRATION, PT. PLEASANT, W. VA., JULY 5 TO 10

Followed by a Continuous Route of Bona Fide Fairs until the Middle of November

Shows Wanted. Will give good proposition. Need Snake, Monkey, Mechanical, Drome, Wildlife, or any Grind or Bally Show. Will place legitimate Concessions. Good opening for Long Range, Novelties, Arcade, African Dip, High Striker, Custard, etc. All address this week

**JAMES H. DREW SHOWS**  
 Grayson, Ky.

**WEST COAST SHOWS**  
 OPERATING 2 COMPLETE CARNIVALS

**WANT CONCESSIONS**—Operators, check this list of Fairs Carefully for the Cream Dates in California. Have openings on Both Shows for the rest of the 1954 route. Contact us at once and let us know what you have.

**WANT SHOWS**  
 SOLANO COUNTY FAIR, Vallejo, July 4-14.  
 CANTELOUPE ROUND-UP, Firebaugh, July 20-25.  
 YUBA-SUTTER FAIR, Yuba City, July 27-Aug. 1.  
 MOTHER LODE FAIR, Sonora, Aug. 4-8.  
 NAPA DISTRICT FAIR, Napa, Aug. 11-15.  
 SAN LUIS OBISPO COUNTY FAIR, Paso Robles, Aug. 18-22.  
 MONTEREY COUNTY FAIR, Monterey, Aug. 25-29.

**WANT CONCESSIONS**  
 CALIFORNIA STATE FAIR, SACRAMENTO, SEPT. 1-12.  
 SANTA CLARA COUNTY FAIR, SAN JOSE, SEPT. 12-19.  
 MADERA COUNTY FAIR, Madera, Sept. 22-25.  
 KERN COUNTY FAIR, BAKERSFIELD, SEPT. 26-OCT. 3.  
 DELANO HARVEST HOLIDAY, Delano, Oct. 6-10.

SHOWS—Can use 2 non-conflicting Shows with your own transportation.  
 HELP—Can always use experienced People in all departments. Semi drivers given preference.

**All replies to our General Office—240 Jones St., San Francisco, Calif., or as per route.**

**THOMAS Land**  
*Joy*

**WANT WANT WANT**

**PHOTO GALLERY AT ONCE**

CAN PLACE FOR 4th OF JULY CELEBRATION, CHARLEROI, PA. (DOWNTOWN). \$1,000.00 Fireworks Display and Buick Car Given Away on Lot Friday and Saturday.

Can place Concessions of all kinds, no "EX." Especially want Custard, Penny Arcade, Derby Racer (Les Prine, wire). Can place Ride Men in all departments, must drive semis.

**All Wire: L. I. THOMAS, Mgr.**  
 Connellsville, Pa., this week.

**ESTABLISHED ROUTE KNOW-HOW PUBLICITY**

**BAKER UNITED SHOWS.**  
 "A CLEAN MODERN MIDWAY"

**ESTABLISHED REPUTATION NO GATE**

**OUR BUSINESS IS GOOD**

SHOWFOLKS: If you have worth-while attractions and are interested in placing them with one of the Midwest's outstanding amusement organizations, we will be glad to hear from you.

CONCESSIONS: Want a few more CLEAN Merchandise Concessions—Coke Bottle, String Game, Hoop-La, Roman Target, Novelties, Hats, French Fries, Cigarette Block, American Palmistry or others. All must be first class.

SHOWS: Monkey or Animal, Side Show, Arcade, Motordrome or other clean attractions. No free privilege but a lot of free people to work to.

SPENCER, IND. AM. LEGION 4TH CELEBRATION JUNE 28-JULY 3	LINTON, IND. STATE'S LARGEST 4TH JULY 5-10	FRANKLIN, IND. FREE FAIR JULY 12-17
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A fine route of fairs and celebrations until October 15.

All replies to ERNIE ALLEN, c/o show, 16th & West Sts., Indianapolis, Ind., or to TOM L. BAKER, 2257 Madison Ave., Indianapolis. Ph. Garfield 4584.

**TOM BAKER BOOKING FOR DELPHI ON THE STREETS, August 11-14**

**WANTED**

For Sufion Bay, Mich., Centennial and Fourth of July Celebration

7 big days and nights on the streets and advertised widely in newspapers over State.

Concessions that work for stock. Want Ride Help that can drive. Essexville, Mich., June 23-27, then the big one.

**COTE AMUSEMENT CO.**

**NORTHERN EXPOSITION SHOWS**

GOOD SHOWS - NEW THRILLS - MODERN CONCESSIONS - "Northwest's Finest Midway". P. O. BOX 51, WORTHING, SOUTH DAKOTA

BISMARCK, NORTH DAKOTA, WEEK JUNE 14; MINOT, NORTH DAKOTA, WEEK JUNE 21; followed by SANISH RODEO 4th of JULY at NEWTOWN, NORTH DAKOTA. WILD HORSE STAMPEDE, WOLF POINT, MONTANA, and the ENTIRE "B" CIRCUIT OF MONTANA AND WYOMING FAIRS. Also 5 late NORTH DAKOTA FAIRS-CELEBRATIONS.

WANT: Due to disappointment will place MOTORDROME and 10-In-1 with own equipment. Also Fun or Glass House and a couple of Grind Shows. All must have own equipment and be well framed.

WANT: Will place a few more Hanky Panks. No other kind wanted. Count Hilderbrand wants Cookhouse Help. Ray Chaulsett wants Agents for Scales.

WANT: A few more clean cut Ride Men. Must drive. Good equipment and wages. Contact Jesse Trout, Ride Supt. No Rides needed. We have plenty of our own.

**CONTACT AS PER ABOVE ROUTE OR BOX 51, WORTHING, SOUTH DAKOTA**

**MIKE SMITH, Owner LAWRENCE LA LONDE, Manager**

**D. S. DUDLEY SHOWS**  
 10—NEW RIDES—10

Want for Gold Rush Days, Idaho Springs, Colorado, July 2 to 10 and Boulder Pow Wow to follow. Also balance season in New Mexico, Oklahoma and Texas. Grind Shows and Funhouse, with own transportation; Cookhouse or Grab, Legitimate Stock Concessions, no sneak stores or percentage. Foremen for Dipper, Spitfire, Ferris Wheel, Tilt-a-Whirl. "Brownie" Clarence Brown, Jack Rideout, Vick, Harold, answer. Need Second Men on all Rides, must drive semis. Ticket Sellers, Agents for Coke Bottle, Huckley Buck, Bingo, Popcorn, Snow, Carl Mitchell, Eddie Kirk, answer. Wire Wichita Falls, Texas. Phone 2857 Holiday, Texas. Write Box 71, Mankins, Texas, until June 28; then per route. D. S. DUDLEY.

**Want I. K. WALLACE SHOWS Want**

Girl Show, Snake Show or any Grind Show with own equipment. Will book or lease small Merry-Go-Round; good proposition. Want small Cook House, Pop Corn, Candy Floss, Candy Apples, Water Ponds, Pitch-Till-You-Win, Short Range, Cork Gallery, Darts, Ball Games, Hoop-La or any Grind Show not conflicting. Ace Eargle, Boyce, Frank Johnson, contact. Committees wanting a clean midway, have a few open dates.

Write or Wire I. K. WALLACE, Romney, W. Va.

**PRINCESS ONARGA CENTENNIAL & FOURTH OF JULY CELEBRATION**  
 JULY 2, 3, 4 AND 5, ONARGA, ILLINOIS

Bands, Parades, Free Acts, Drawings, Contests, Fireworks; thousands of dollars spent for entertainment. Biggest Fourth Celebration in this area barring none.

Can place Eats, Drinks, French Fries, Pitch-Till-You-Win, Ball Games, Novelties, Long and Short Range, High-Striker, Diggers and Stock Concessions of all kinds. Want Mechanical, Funhouse, Girl Show and Unborn Show. Also Tilt-a-Whirl, Spitfire, Wire, don't phone. Want Acts for Sideshow, Fire Eater, Tattoo Man, contact Princess Sunflower.

**ROYAL MIDWEST SHOWS, Roxie Harris, Montezuma, Ind., this week.**

**CARNIVAL WANTED**  
 Or Rides and Concession Units  
 For Annual All City and AIR CENTER CELEBRATION  
 Tullahoma, Tenn., Week August 23-28.  
 Want first class Show—no gypsies.  
 Contact:  
**DR. D. A. BUCHNER**  
 116 1/2 W. Lincoln Phone 3858

**DOUG ELLIS SHOWS**

Silverton, Ohio, June 21-26, Firemen. Children's Home, June 29-July 5, Melish Ave., Cincinnati, Ohio

Want Concessions: Bingo, Custard, Grab, Photo, Lead Gallery, Ball Games, Hanky Panks of all kinds. We have no shows at present; will book 2 or 3 Grind Shows. No gate. Show carries 6 Rides. Fair Secretaries, we have some open dates August and September. Oscar Gibson wants to hear from Clay Guthrie. H. Reed is no longer with this show.

**Address: DOUG ELLIS**  
 P. O. BOX 121, NEWPORT, KENTUCKY



# 1954 Fair Dates

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Continued from page 58

Huntingdon—Huntingdon Co. Fair. Aug. 16-21. Geo. Mullen.  
 Indiana—Indiana Co. Fair Assn. Aug. 23-28. L. R. Felton.  
 Iona—South Lebanon Community Fair. Oct. 5-8. A. L. Lamm.  
 Jamestown—Pymatuning Fair. Sept. 16-18. E. K. McElhaney.  
 Jennerstown—Jenner Fair. Aug. 16-21. A. O. Lape.  
 Kimberton—Kimberton Fair. July 20-21. Kenneth Smiley.  
 Kutztown—Kutztown Fair Assn. Aug. 14-21. Elmer Kilne.  
 Lakewood—Northern Wayne Community Fair. Sept. 9-11. Everett E. Nicklow.  
 Lampeter—W. Lampeter Fair. Sept. 23-24. Wayne B. Rentschler.  
 Laurelton—Union Co. West End Fair. Sept. 6-11. Charles W. Teichman.  
 Leighton—Leighton Fair. Sept. 6-11. C. E. Hornberger.  
 Litzitz—Litzitz Community Show Assn. Sept. 14-18. John W. Keehn.  
 Martinsburg—Morrison Cove Community Fair. Oct. 13-15. Ella S. Ebersole.  
 McConnellsburg—Fulton Co. Fair Assn. Sept. 1-4. Henry W. Daniels.  
 Mansfield—Mansfield Fair Assn. Sept. 1-4. Philip W. Farrer.  
 Meadville—Crawford Co. Fair. Aug. 24-28. Roland Tittmore.  
 Mechanicsburg—Grangers Picnic Fair. Aug. 29-Sept. 6. Bob Richwine.  
 Meyerdale—Somerset Co. Fair. Aug. 30-Sept. 4. H. A. Finegan.  
 Mill City—Falls Overfield Fair Assn. Sept. 16-18. Doris Gregory.  
 Mill Hill—Clinton Co. Fair. Aug. 18-21. Verna R. Detterer.  
 Millport—Oswayo Valley Rural Community Fair. Sept. 2-6. Laura B. Hemphill.  
 Montandon—Tri-Township Fair. Sept. 22-25. John B. Frederick.  
 Mount Joy—Mount Joy Community Exhibit. Oct. 15-18. Joseph G. Shaeffer.  
 Myersstown—Myersstown Community Fair. Oct. 8-9. John R. Sherman.  
 Nazareth—Nazareth Farm Products Show. Nov. 19-20. Paul R. Selfert.  
 New Bethlehem—F&M Agrl. Show. Aug. 11-13. Loudon Stuart.  
 New Stanton—Stanton Community Fair. Aug. 11-14. Mrs. A. W. Kauffman.  
 Nazareth—Nazareth Fair Assn. Aug. 2-7. Newfoundland—Greene Dreher Community Fair. Aug. 26-28. Henry G. Botjer.  
 New Holland—New Holland Farmers Fair Assn. Sept. 29-Oct. 2. S. O. Zimmerman.  
 Oil City—Apple & Farm Products Show. Oct. 20-22. Charles H. Fisher.  
 Oley—Oley Valley Community Fair. Sept. 23-25. Carl W. Blank.  
 Oriental—P.O.S. of A. Fair. Aug. 18-22. Wallace Hockenbroch.  
 Ox Hill—Ox Hill Community Fair. Sept. 8-8. David W. Simpson.  
 Pittsburgh—Allegheny Co. Free Fair & Industrial Exh. Sept. 2-6. Betty Colosimo.  
 Port Royal—Juniata Co. Agrl. Soc. Sept. 6-11. Dwight B. Hower.  
 Reading—Reading Fair. Sept. 12-18. Charles W. Swoyer.  
 Red Lion—Red Lion Gala Week Fair. July 19-24. R. M. Spangler.  
 Rostraver—Rostraver Twp. Free Fair. Aug. 17-19. Mrs. Henry Bush.  
 Sellingsgrove—Sellingsgrove Fair. July 19-24. Roland E. Fisher.  
 Shade Gap—Soldiers and Sailors Fair. Aug. 2-7. A. L. Blackmon.  
 Shanksville—Stony Creek Community Fair. Sept. 8-11. Mrs. Donald Stull.  
 Smethport—McKean Co. Fair Assn. Sept. 8-10. Lloyd Mulvihill.  
 South Park—Allegheny Co. Free Fair. Sept. 2-8. Betty Colosimo.  
 Spartansburg—Spartansburg Community Fair Assn. Sept. 9-11. Henry Bailey.  
 Stoneboro—Stoneboro Fair. Sept. 1-6. C. W. Ibsa.  
 Tionesta—Forest Co. Fair. Sept. 16-18. Karl W. Fiewera.  
 Towanda—F. W. Farm Fair. Aug. 2-7. Leonard Gowin Jr.  
 Troy—Troy Agrl. Soc. Aug. 9-14. H. D. Holcombe.  
 Turbotville—Turbotville Community Fair. Sept. 14-17. Charles F. Glass.  
 Unionville—Unionville Community Fair. Oct. 14-16. Mrs. Mae Woodward.  
 Washington—Washington Co. Agrl. Fair. Aug. 24-28. Chas. R. Morrison.  
 Washingtonville—Montour Delong Fair. Oct. 6-8. E. P. Powler.  
 Watsburg—Watsburg Fair. Aug. 31-Sept. 4. H. M. Burrows.  
 Waterford—Waterford Community Fair. Sept. 8-11. C. L. Bowman.  
 Waynesburg—Greene Co. Free Fair. Aug. 18-21. Charles R. Clark.  
 Wellsboro—Tioga Co. Fair. Aug. 10-14. Carl H. Forrest, Tioga.  
 West Alexander—West Alexander Agrl. Assn. Sept. 15-18. Scott E. Egan.  
 West Goshen Twp.—Goshen Country Fair. Aug. 2-7. Howard P. Riley.  
 Wind Ridge—Jacktown Fair. Aug. 11-14. Thomas Tharp.  
 Yellow Creek—Northern Bedford Co. Fair. Oct. 7-9. Mrs. Blaine Cessna.  
 York—York Fair. Sept. 14-18. Mrs. C. Morgart.  
 Youngsville—Youngsville Community Fair. Aug. 25-28. Myrtle Davis.

## Rhode Island

East Greenwich—Rocky Hill Fair. Aug. 24-29. Warren F. Moorehead.  
**South Carolina**  
 Anderson—The Anderson Fair. Nov. 1-7. Mrs. Maude B. Barton.  
 Camden—Kershaw Co. Fair. Oct. 11-16. J. D. Crawford.  
 Charleston—Charleston A&L Fair. Oct. 31-Nov. 6. W. M. Frampton.  
 Chester—Chester Co. Fair. Sept. 27-Oct. 2. J. S. Colvin.  
 Columbia—South Carolina State Fair. Oct. 18-23. Paul V. Moore.  
 Columbia—South Carolina State Colored Fair. Oct. 25-30.  
 Florence—Eastern Carolina Agrl. Fair. Oct. 25-30. E. D. Sallenger Jr.  
 Greenville—Greenville Co. American Legion Fair. Sept. 27-Oct. 2. Karl E. Nussener.  
 Greenwood—Greenwood Co. Fair. Oct. 4-9. J. L. Wash.  
 Kingstree—Williamsburg Co. Fair. Oct. 11-16. H. C. Crawford.  
 Lancaster—Lancaster Co. Fair Assn. Oct. 18-23. Robert B. Knight.  
 Laurens—Laurens Co. Fair. Oct. 4-9. John G. Gothlin.  
 Manning—Clarendon Co. Agrl. Expo. Sept. 20-25. James E. Gamble.  
 Newberry—Newberry Co. American Legion Fair. Oct. 4-9. Frank Sutton.  
 Orangeburg—Orangeburg Co. Fair. Oct. 25-30. W. A. Schiffley.  
 Orangeburg—Orangeburg Co. Colored Fair. Oct. 4-9. W. C. Lewis.  
 Rock Hill—York Co. Fair. Oct. 11-16. H. D. Black.  
 Spartansburg—Piedmont Interstate Fair. Oct. 11-18. Thos. M. Craig.

Sumter—Sumter Co. Fair. Nov. 1-5. J. Cliff Brown.  
 Union—Union Co. Fair Assn. Oct. 18-23. Hyrick L. Kirby.  
 Waterboro—Colleton Co. Fair Assn. Oct. 25-30. Bruce Hiers.

## South Dakota

Aberdeen—Brown Co. Fair. Aug. 25-28.  
 Alcester—Union Co. Fair. Aug. 17-18.  
 Cheyenne Agency—Cheyenne River Fair & Rodeo. Sept. 1-2.  
 Edgemont—Fall River Co. Fair Assn. Sept. 5-8. Bob Tubbs.  
 Faith—Faith Fair. Aug. 11-15.  
 Gettysburg—Potter Co. Fair Assn. July 26-29. Carl F. Ryther.  
 Hermosa—Custer Co. Fair. Aug. 25-27.  
 Kimball—Brule Co. Fair. Aug. 13-15.  
 Martin—Bennett Co. Fair. Aug. 25-28.  
 Mermosa—Custer Co. Fair Assn. Aug. 27-28. R. J. Gibson.  
 Huron—South Dakota State Fair. Sept. 6-11. Kenneth Balgeman.  
 Nisland—Butte Co. Fair. Aug. 19-21.  
 Onida—Sully Co. Fair Assn. Aug. 23-25. John F. Neu.  
 Parker—Turner Co. Fair Assn. Aug. 19-21. L. Montgomery.  
 Rapid City—Black Hills Expo., Rodeo, Horse Show & Fair. Aug. 19-22. Kenneth L. Roberts.  
 Rosebud—Sioux Fair & Rodeo. Aug. 27-29.  
 Sioux Falls—Sioux Empire Fair. Aug. 23-27.  
 Tripp—Hutchinson Co. Fair Assn. Aug. 21-25. Samuel Schmidt.  
 Webster—Day Co. Fair. Aug. 26-28.

## Tennessee

Adamsville—Adamsville Livestock Show. Aug. 14. J. D. Perkins.  
 Alexandria—DeKalb Co. Fair Assn. Aug. 4-7. Stella Corley.  
 Ashland City—Cheatham Co. Fair. Sept. 2-4. Mrs. T. T. Williams.  
 Athens—McMinn Co. Fair. Sept. 13-18. Mrs. Jim Buttram.  
 Athens—McMinn Co. Jr. Dairy Show. Sept. 9. John Lodge.  
 Bolivar—Hardeman Co. Fair. Sept. 20-25. Paul Vaughn.  
 Bradyville—Ivey Bluff Community Fair. Sept. 4. Erin Lusk.  
 Brownsville—Haywood Co. Colored Fair. Oct. 11-16. P. E. Jeffries.  
 Byrdstown—Pickett Co. Dairy Show. Aug. 14. A. C. Clark.  
 Camden—Benton Co. Fair. Aug. 30-Sept. 4. Sara Hollyday.  
 Carthage—Carthage Fair. Aug. 10-14. Stanton Hunter.  
 Centerville—Hickman Co. Fair Assn. Sept. 8-11. J. L. Plinn.  
 Chattanooga—Chattanooga Inter-State Fair. Sept. 20-25. Maude Atwood.  
 Chattanooga—Hamilton Co. Dairy Show. Sept. 10. Robert Childress.  
 Clarksville—Montgomery Co. Negro Fair. Aug. 19-21. Pope G. Garrett.  
 Clarksville—Montgomery Co. Fair. Sept. 8-11. Louise Booth.  
 Clinton—Anderson Co. Fair. Aug. 26-28. R. B. Johnson.  
 Coalfield—Morgan Co. Fair. Aug. 23-24. Rosa H. Wilson.  
 Columbia—Maury Co. Fair. Sept. 13-18. B. H. Hardwick Jr.  
 Cookeville—Putnam Co. Agrl. Fair Assn. Aug. 26-28. Dibrell Boyd.  
 Cordova—Cordova Community Fair. Sept. 15-18. Kathryn Banners.  
 Covington—Tipton Co. Fair Assn. Sept. 6-10. Stanley Shoaf.  
 Crossville—Cumberland Co. Fair Assn., Inc. Sept. 2-4. Mrs. Ruth Turner.  
 Decatur—Meigs Co. Free Fair. Sept. 2. Mrs. Herman Woody.  
 Dickson—Dickson Co. Fair. Aug. 25-28. Maurice Harris.  
 Dickson—Dickson Kiwanis Dairy Festival. July 22. E. H. Meek.  
 Donelson—Donelson FFA Rally & Fair. Nov. 12. J. H. Tucker.  
 Dunlap—Sequatchie Co. Fair. Sept. 17. Inez H. Campbell.  
 Dyersburg—Dyers Co. Fair. Sept. 6-11. George O. Wilson.  
 Dyersburg—Dyer Co. Colored Fair. Sept. 16-18. Dorothy Herring.  
 Elizabethton—Carter Co. 4-H Fair. Sept. 9-10. Coleen A. Perkins.  
 Fayetteville—Lincoln Co. Fair. Sept. 13-18. G. L. Taylor.  
 Gainesboro—Jackson Co. Fair Assn. Sept. 18-18. Billy Myers.  
 Gallatin—Sumner Co. Fair. Inc. Aug. 25-28. J. D. Hugin.  
 Greenville—Greene Co. 4-H Fair. Sept. 10. Barbara Russell.  
 Greenville—Greene Co. Agrl. Fair. Sept. 2-4. Bonnabelle Barkley.  
 Harriman—Roane Co. Fair Assn. Sept. 1-4. W. B. Stout.  
 Harriman—Harriman Jr. Dairy Show. Aug. 12. P. L. Faris.  
 Henderson—Chester Co. Fair. Sept. 8-11. R. C. Darnall.  
 Huntingdon—Carroll Co. Fair Assn. Sept. 20-25. J. F. Walters.  
 Jackson—West Tenn. Dist. Fair. Sept. 13-18. A. U. Taylor.  
 Jackson—Madison Co. A & M Fair Assn. Sept. 27-Oct. 2. J. E. McNeely.  
 Jameson—Fentress Co. Fair. Sept. 9-11. P. G. Crooks.  
 Johnson City—Appalachian 4-H Fair. Sept. 8-10. M. W. Krieger.  
 Jonesboro—Washington Co. Fair. Aug. 18-21. Mrs. Paul A. Dillow.  
 Kingsport—East Tennessee Dist. Fair. Aug. 23-28. A. B. Coleman.  
 Knoxville—Tennessee Valley Agrl. & Ind. Fair. Sept. 13-18. Pat W. Kerr.  
 Lawrenceburg—Middle Tenn. Dist. Fair. Sept. 13-18. Thomas H. Locke.  
 Lawrenceburg—Middle Tenn. Dist. Fair. Sept. 13-18. T. H. Locke.  
 Lebanon—Wilson Co. Colored Fair. Aug. 12-14. Clarence Crutchfield.  
 Lebanon—Wilson Co. Fair Assn. Sept. 14-18. A. W. McCartney.  
 Livingston—Overton Co. Fair. Sept. 9-11. D. E. Benson.  
 McMinnville—Warren Co. Agrl. & Livestock Fair. Sept. 16-18. Bobby Smartt.  
 Manchester—Coffee Co. Jr. Dairy Show. Aug. 14. James L. Taylor.  
 Martin—Weakley Co. Dairy Show. Aug. 13. Wade Barton.  
 Maryville—Blount Co. Fair. Aug. 30-Sept. 4. H. A. Smith.  
 Memphis—Mid-South Fair. Sept. 25-Oct. 3. L. H. Dille.  
 Memphis—Colored Tri-State Fair. Oct. 7-10. E. C. Jones.  
 Memphis—Shelby Co. Jr. Livestock Show. July 22. James T. Gull.  
 Milan—Milan Community Fair. Aug. 26-27. Mrs. Jean Daniels.  
 Morristown—Hamblen Co. 4-H & FFA Fair. Sept. 10-11. Jesse E. Francis.  
 Moss—Clay Co. Fair. Aug. 23-28. B. E. Hestand.  
 Murfreesboro—Mid-State Colored Fair. Aug. 25-27. William H. Butler.  
 Murfreesboro—Rutherford Co. Dairy Show. Sept. 11. Leroy Hight.  
 Nashville—Tennessee State Fair. Sept. 20-25. L. E. Griffin, P. O. Box 90.

Newport—Cooke Co. Fair. Sept. 20-25. Jack Vinson.  
 Oneida—Scott Co. Fair. Sept. 1-3. E. C. Terry.  
 Parsons—Decatur Co. Fair Assn. Sept. 21-25. B. C. Ditley.  
 Pulaski—Giles Co. Fair. Sept. 6-11. Rogersville—Hawkins Co. 4-H Fair. Sept. 9-11. Mrs. Ben Alley.  
 Rutledge—Orange Co. Fair. Sept. 9-10. Grace Dalton.  
 Savannah—Hardin Co. Agrl. Fair. Sept. 13-18. F. B. Carrington.  
 Selmer—McNairy Co. Dairy & Livestock Show. Aug. 20. Mildred Petty.  
 Sevierville—Sevier Co. Fair. Sept. 6-11. Ernest Thurman.  
 Shelbyville—Bedford Co. 4-H Fair. Aug. 19-20. Mrs. Grace Fly.  
 Somerville—Fayette Co. Colored Fair. Nov. 14. Crosssett Franklin.  
 Sparta—White Co. Fair Assn. Sept. 8-11. T. S. Hale.  
 Spencer—Van Buren Co. Fair Assn. Sept. 1-4. C. B. Rogers.  
 Spring City—Rhea Rural Fair. Sept. 2-4. Mrs. Loy Alley.  
 Springfield—Robertson Co. Fair Assn. Sept. 15-18. Culver Burnett.  
 Sweetwater—Monroe Co. Fair. Aug. 30-Sept. 4. Ralph Duncan.  
 Tracy City—Grundey Co. Fair Assn. Aug. 19-21. E. J. Cunningham.  
 Trenton—Gibson Co. Fair. Sept. 6-11. Mrs. Rachel Holt.  
 Wartrace—Wartrace 4-H Club Jersey Cattle Show. Aug. 28. Edgar C. Lane.  
 Waynesboro—Wayne Co. 4-H & FFA Fair. Oct. 2. Roy Morrow.  
 Waverly—Humphreys Co. Fair Assn. Sept. 8-11. Henry Gentry.  
 Westmoreland—East Summer Fair. Sept. 10-11. Gustine Simmons.  
 Woodbury—Cannon Co. Fair. Sept. 16-18. Mrs. J. H. Cummings.  
 Yorkville—Yorkville Jersey Cattle Show. Aug. 20. M. R. Forrester.

## Texas

Amarillo—Tri-State Fair. Sept. 20-25. Rex B. Baxter.  
 Angleton—Brazoria Co. Fair. Oct. 6-9. N. Leslie Keiley.  
 Baytown—Baytown Fair. Oct. 6-9. Nelson McElroy.  
 Beaumont—South Tex. State Fair. Oct. 14-23. Karl D. Schwartz.  
 Blanco—Blanco Valley Fair & Stock Show. Aug. 13-14. Henry Bendele.  
 Brenham—Washington Co. Fair Assn. Sept. 30-Oct. 2. Billy Sohns.  
 Boerne—Kendall Co. Fair. Sept. 4-6. A. M. Gilliat.  
 Bowie—Montague Co. Fair Assn. Sept. 23-25. Mrs. Earl Sansom.  
 Cleburne—N. Cent. Tex. Fair & Rodeo. Sept. 6-11. E. L. Reid.  
 Corsicana—Corsicana Livestock & Agrl. Show. Sept. 28-Oct. 2. R. W. Knight.  
 Dallas—State Fair of Tex. Oct. 9-24. S. H. Cox.  
 Dalhart—Dalhart-Hartley Fair. Sept. 3-4. Nick P. Craig.  
 Doss—Doss Community Fair. Aug. 14.  
 Edna—Jackson Co. Fair Assn. Sept. 14-16. Willie Mae Marshall.  
 Fredericksburg—Gillespie Co. Fair. Aug. 20-22. Wm. M. Petmecky.  
 Gainesville—Cooke Co. Fair Assn. Aug. 30-Sept. 4. LeRoy Robinson.  
 Huntsville—Walker Co. Fair. Oct. 6-9. Maurice E. Turner.  
 Iowa Park—Tex.-Okla. Fair. Sept. 27-Oct. 2. Gordon Clark.  
 Johnson City—Blanco Co. Fair. July 31-Aug. 1. George Byars.  
 Levelland—Hockley Co. Fair & Jamboree. Sept. 18-18. Pat J. Ryan.  
 Liberty—Trinity Valley Expo. & Rodeo. Oct. 13-16. Archie Pittman.  
 Longview—Gregg Co. Fair. Sept. 27-Oct. 2. L. T. Williams.  
 Lubbock—Panhandle South Plains Fair. Sept. 27-Oct. 2. A. B. Davis.  
 Marshall—Central E. Tex. Fair & Livestock Expo. Sept. 6-11. Joe L. Mock.  
 McKinney—Collin Co. Fair. Oct. 4-7. Leon B. Dollens.  
 Nacogdoches—Nacogdoches Co. Fair & Livestock Expo. Oct. 6-9. Ben Ritterskamp.  
 Navasota—Grimes Co. Fair Assn. Oct. 21-23. M. S. Croft.  
 New Braunfels—Comal Co. Fair. Sept. 24-26. Marcus J. Adams.  
 Palestine—Anderson Co. Fair. Oct. 18-23. C. O. Miller Jr.  
 Paris—Red River Valley Expo. Oct. 11-16. Jack V. Woodrife.  
 Pasadena—Livestock Show, Fair & Rodeo. Sept. 8-11. John P. Pachhofer.  
 Perrytown—North Plains Fair. Aug. 20-22. John Mayfield.  
 Plainview—Hale Co. Fair. Oct. 7-9. Wayne B. Smith.  
 Richardson—Community Fair. Aug. 25-28. T. R. Hickmann.  
 Rosenberg—Fort Bend Co. Fair Assn. Sept. 29-Oct. 2. A. L. Richter.  
 Seguin—Guadalupe Co. Agrl. Fair. Oct. 7-9. F. W. Stewart.  
 Seminole—Gaines Co. Fair. Oct. 8-9. H. C. Kyle.  
 Stonewall—Community Fair. Aug. 15.  
 Temple—Cen-Tex Fair. Sept. 20-25. Maxwell C. Jones.  
 Texarkana—Four States Fair. Sept. 10-18. L. E. Gilliland.  
 Tomball—Harris Co. Fair Assn. Sept. 2-4. H. Buescher.  
 Tyler—East Tex. Fair. Sept. 13-18. Bob Murdoch.  
 Waco—Heart of Tex. Fair. Oct. 2-9. Othel M. Neely.  
 Wharton—Wharton Co. Fair. Sept. 21-25.

## Utah

Hurricane—Washington Co. Fair. Sept. 2-4. Waldo Hirsch.  
 Kaysville—Davis Co. Fair. Aug. 27-28. LaVar Godfrey.  
 Logan—Cache Co. Fair & Rodeo. Aug. 18-20. Kenneth R. Cordon.  
 Manti—Sanpete Co. Fair Assn. Aug. 12-14. Alan Smith.  
 Ogden—Ogden Livestock Show. Nov. 12-17. E. J. Pfejldstedt.  
 Orderville—Kane Co. Fair. Aug. 27-28. Mary Lee Espin.  
 Panguitch—Garfield Co. Fair and Livestock Show. Aug. 20-21. Rea Dadda.  
 Salt Lake City—Utah State Fair Assn. Sept. 18-26. J. A. Theobald.

## Vermont

Barton—Orleans Co. Fair. Aug. 18-22. Mildred Baker.  
 Bradford—Connecticut Valley Exposition. Aug. 13-15. J. Arthur Peters.  
 Essex Junction—Champlain Valley Expo. Aug. 30-Sept. 4. Harris K. Drury.  
 Hartland—Hartland Fair. Aug. 19-22. M. P. Rogers.  
 Lyndonville—Caledonia Co. Fair Assn. Aug. 28-28. H. E. Ross.  
 Norwich—Norwich Fair. July 10. Frederick H. Johnson Jr.  
 Rutland—Rutland Co. Agrl. Soc. Sept. 6-11. Arthur B. Porter.  
 Tunbridge—Union Agrl. Soc. Sept. 23-25. P. A. Farnham.

## Virginia

Bland—Bland Co. Fair Assn. Sept. 9-11. T. E. Mallory.  
 Chesterfield—Chesterfield Co. Fair Assn. Danville—Danville Fair Assn. Oct. 12-18. Brantley F. Barr.  
 Dunganon—Scott Co. Fair Assn., Inc. Sept. 15-18. P. W. Collins.  
 Farmville—Five Co. Fair Assn. Sept. 20-25. Mrs. E. R. Spillman.  
 Sept. 16-18. D. W. Murphey.

Fredericksburg—Fredericksburg Fair Assn., Aug. 30-Sept. 4.  
 Galax—Galax Agrl. & Industrial Fair. Aug. 18-21. S. G. Eddins.  
 Goochland—Goochland Powhatan Fair Assn. Sept. 8-10. R. C. Watts.  
 Grundy—Buchanan Co. Fair Assn. Aug. 19-21. Mrs. Lee Etta Sturgill.  
 Kellier—Kellier Fair. Aug. 23-28. Rocco Masucci.  
 Lebanon—Russell Co. Fair Assn. Sept. 16-18. Ralph S. Ranslo.  
 Luray—Page Co. Fair. Aug. 23-28. Mrs. E. H. Fogleman.  
 Manassas—Prince William Co. Fair. Aug. 16-21. J. R. Beahm.  
 Martinsville—Martinsville 4-Co. Colored Agrl. Fair. Sept. 1-11. S. H. Baldwin.  
 New Castle—Craig Co. Fair Corp. Sept. 1-4. Haden Sublett.  
 Pennington Gap—Lee Co. Fair Assn. Sept. 6-11. R. C. Carter.  
 Petersburg—Petersburg Fair. Oct. 4-9. R. Willard Eanes.  
 Richmond—Atlantic Rural Expo. Sept. 24-Oct. 2. J. A. Mitchell.  
 Roanoke—Roanoke Fair. Aug. 30-Sept. 4. Arthur C. Walker.  
 Rocky Mount—American Legion Amuse Enterprises Corp. Aug. 30-Sept. 4. William R. Bernard.  
 South Boston—Halifax Co. Fair Assn. Oct. 18-23. W. W. Wilkins.  
 Staunton—Augusta Co. Agrl. Fair. Inc. Sept. 6-11.  
 Suffolk—Tidewater Fair Assn. Oct. 19-22. H. C. Holman.  
 Tazewell—Tazewell Co. Agrl. Fair. Aug. 17-21. Herbert Ward.  
 Warsaw—Northern Neck Agrl. Fair. Sept. 6-11. Mrs. J. L. Simon.  
 Warwood—Warwood Fair. Aug. 23-28. Wise—Y. F. W. Wise Co. Fair. Aug. 12-14. J. M. Roberson.  
 Woodstock—Shenandoah Co. Fair Assn. Aug. 30-Sept. 4. Marvin W. Renaldi.

## Washington

Centralia—Chehalis—Southwest Wash. Agrl. Soc. Aug. 25-29. Arthur W. Ehret.  
 Davenport—Lincoln Co. Fair. Assn. Sept. 9-11. C. Ross Trout.  
 Deer Park—Deer Park Fair Assn. Sept. 9-12. Marion Mix.  
 Ellensburg—Kittitas Co. Fair. Sept. 3-8. Wendell W. Prater.  
 Elma—Grays Harbor Dist. Fair. Aug. 20-22. Mrs. Gardner Jones.  
 Friday Harbor—San Juan Co. Fair Assn. Sept. 9-11. Cecil L. Carter.  
 Langley—Island Co. Fair Assn. Aug. 27-29. Benjamin M. Herring.  
 Longview—Columbia Empire Fair. Aug. 18-21. W. E. Rosebraugh.  
 Lynden—Northwest Wash. Fair Assn. Aug. 18-21. Peter Meenderink.  
 Menlo—Pacific Co. Fair. Aug. 19-21. Mrs. Marvin Sexton.  
 Moses Lake—Grant Co. Fair Assn. Sept. 10-12. George E. Dougherty.  
 Mount Vernon—Skagit Co. Fair Assn. Aug. 26-28. Mrs. Julia Tewart.  
 Odessa—Lincoln-Adams-Grant Co. Livestock Fair. Aug. 27-28. T. C. Anderson.  
 Olympia—Thurston Co. Fair. Aug. 20-21. Herb Legg.  
 Puyallup—Western Wash. Fair Assn. Sept. 18-26. J. H. McMurray.  
 Port Angeles—Clallam Co. Fair. Aug. 26-29. Nellie Parr.  
 Republic—Ferry Co. Grange Fair Assn. Sept. 3-5. G. M. Wilcox.  
 Spokane—Spokane Interstate Fair. Inc. Sept. 3-6. Herbert Welch.  
 Walla Walla—Southeastern Wash. Fair Assn. Sept. 3-6. Leslie L. Stewart.  
 Waterville—North Central Wash. Fair Assn. Sept. 17-19. C. Merton Dick.  
 Yakima—Wash. State 4-H Fair. Sept. 22-26. Charles T. Meenach.

## West Virginia

Belington—Belington Community Fair. Sept. 15-18. Bill Williams.  
 Berkeley Springs—Morgan Co. Fair. Aug. 19-21.  
 Buckhannon—Central W. Va., Strawberry Festival. June 3-5. Forrest Stump.  
 Charleston—Southern West Virginia Fair. Sept. 3-11. Harry L. Payton.  
 Charles Town—Jefferson Co. Fair Assn. Sept. 30-Oct. 2. Mrs. R. P. McGarry Jr.  
 Circleville—North Fork Community Fair. Oct. 6-8. Byrl L. Law.  
 Clay—Clay Co. Fair Assn. Aug. 23-28. W. M. Smith.  
 Dallas—Dallas Community Fair. Sept. 3-4. Mrs. Robert L. Klug.  
 Elkins—Mountain State Forest Festival. Oct. 7-9. Philip E. Harness.  
 Fairview—Clay Dist. Fair. Aug. 25-28. Mrs. Dave Moore.  
 Gassaway—Gassaway Lions Club Community Fair. Aug. 16-21. Fred L. Delp.  
 Glenville—Glimmer Co. Fair, Inc. Aug. 4-7. G. C. Marsh.  
 Grantsville—Calhoun Co. Fair. Aug. 30-Sept. 4. A. H. Hensley.  
 Green Sulphur Springs—Green Sulphur Dist. Fair. Aug. 19-21. Wm. J. B. Simmons Jr.  
 Helvetia—Helvetia Community Fair. Sept. 10-12. Mrs. Arnold Belter.  
 Kingwood—Preston Co. Buckwheat Festival. Sept. 30-Oct. 2. Elene M. Hetsman.  
 Lewisburg—Ronceverte—State Fair of West Virginia. Aug. 33-28. C. T. Sydenstricker.  
 Lewisburg—Ronceverte—State Fair of West Virginia. Aug. 23-28. C. T. Sydenstricker.  
 Mannington—Mannington Dist. Fair. Aug. 24-28. Paul M. Hess.  
 Martinsburg—Berkeley Co. Youth Fair. Sept. 2-4. John J. Harvey.  
 Marlinton—Pocahontas Co. Fair. Aug. 16-21. John White.  
 Matewan—Magnolia Fair, Inc. Aug. 9-14. T. L. Boehling.  
 Matewan—Magnolia Fair. Aug. 9-14. F. M. Allara.  
 Moundsville—Marshall Fair, Inc. Aug. 4-7. Paul T. Sullivan.  
 New Hope—Beaverpond Dist. Co-Op Fair. Sept. 2-4. C. P. Hylton.  
 New Hope—Beaver Pond Dist. Fair. Sept. 2-4. C. P. Hylton.  
 Parkersburg—Wood Co. Fair Assn., Inc. Aug. 31-Sept. 3. Miss Adele Bigelow.  
 Pennsboro—Ritchie Co. Agrl. Fair Assn. Aug. 27-28. S. Denton Hall.  
 Petersburg—Tri Co. Fair Assn. Sept. 15-18. R. E. Spencer.  
 Philippi—Barbour Co. Street Fair. Sept. 22-25. General Proudfoot.  
 Pt. Pleasant—Mason Co. Farm Youth Show. Sept. 15-18. Virgil Y. Siders.  
 Pruntytown—Taylor Co. Fair. Aug. 24-28. Paul C. Bartlett.  
 Rivesville—Paw Paw Dist. Fair. Aug. 10-14. Mrs. Frank Arnett Jr.  
 Sandstone—Green Sulphur Dist. Fair. Aug. 19-21.  
 Summersville—Nicholas Co. Fair. Aug. 9-14. Jessie D. Hume.  
 Terra Alta—Preston Co. Fair. Aug. 25-28. Harry G. Spitzer.  
 Wadswort—Battelle Dist. Fair. Sept. 1-4. Raymond D. Tennant.  
 Water Springs—Webster Co. Fair. Sept. 6-11. Betty N. White.

## Wisconsin

Antigo—Langlade Co. 4-H Club Leaders' Assn. Aug. 20-22. Ira V. Goodell.  
 Athens—Athens A & A Assn. Aug. 26-29. David Braun.

Baraboo—Sauk Co. Agrl. Soc. Sept. 2-6. A. H. Thayer.  
 Basin—Big Horn Co. Fair Assn. Aug. 19-21. Beaver Dam—Dodge Co. Fair Assn. Sept. 8-12. Forrest Knaup.  
 Black River Falls—Jackson Co. Agrl. Soc. Aug. 19-22. Douglas Curran.  
 Bloomington—Blake's Prairie Agrl. Soc. Aug. 27-29. Robert O. Brodt.  
 Cedarburg—Ozaukee Co. Agrl. Soc. Aug. 12-15. David Bachman.  
 Chilton—Calumet Co. Agrl. Soc. Sept. 3-6. Herbert Harder.  
 Chippewa Falls—Northern Wis. Dist. Fair Assn. Aug. 3-8. A. L. Putnam.  
 Cody—Park Co. Fair Assn. Aug. 24-25.  
 Crandon—Forest Co. Agrl. Soc. Sept. 8-12. Lester Grandine.  
 Darlington—Lafayette Co. Agrl. Soc. July 29-Aug. 1. Joe Sauer.  
 De Pere—Brown Co. Agrl. & Fair Assn. Aug. 18-22. R. O. Planert.  
 Durand—Pepin Co. Junior Fair. Aug. 17-18. Eagle River—Vilas Co. Agrl. Soc. Aug. 27-29. Herman H. Smith.  
 Esu Claire—Eau Claire Co. Jr. Agrl. Soc. Aug. 9-12. Willard Hamm.  
 Elkhorn—Walworth Co. Agrl. Soc. Sept. 3-6. R. B. Harris.  
 Ellsworth—Pierce Co. Fair Assn. Aug. 20-22. H. G. Seyforth.  
 Elroy—Elroy Fair Assn. Aug. 5-8. Lawrence Amberg.  
 Florence—Florence Co. Fair Assn. Sept. 4-6. Fritz Johnson.  
 Fond du Lac—Fond du Lac Co. Agrl. Soc. Aug. 11-15. Harold J. Willis.  
 Friendship—Adams Co. Agrl. Soc. Sept. 8-12. Robt. W. Roseberry.  
 Galesville—Trempealeau Co. Agrl. Soc. July 22-25. Frank M. Smith.  
 Gays Mills—Crawford Co. Fair & Agrl. Soc. Sept. 9-12. Paul L. Paulson.  
 Gillett—Oconto Co. Youth Fair. Aug. 20-22. Otto Neuman.  
 Glenwood City—St. Croix Co. Fair Assn. Aug. 9-11. Geo. Steffen.  
 Grantsburg—Burnett Co. Co-Op. Agrl. Soc. Fair. Aug. 28-29. Alvin Christopherson.  
 Green Lake—Green Lake Co. Junior Fair. Aug. 6-8. Francis J. Placke.  
 Hayward—Sawyer Co. Agrl. Fair Assn. Aug. 23-25. Sherman W. Welsa.  
 Iron River—Bayfield Co. Fair Assn. Aug. 20-22. Harry Lowe.  
 Janesville—Rock Co. 4-H Junior Fair. Aug. 10-14. Hugh G. Alberts.  
 Jefferson—Jefferson Co. Fair. Aug. 12-18. Horace Burl.  
 LaCrosse—LaCrosse Inter-State Fair Assn. Aug. 4-8. Joseph W. Frisch.  
 Ladysmith—Rusk Co. Fair Assn. Aug. 23-26. P. J. Manning.  
 Lancaster—Grant Co. Agrl. Soc. Sept. 9-12. A. S. DeBuhr.  
 Luxemburg—Kewaunee Co. Agrl. Soc. Sept. 4-6. Elroy C. Hoppe.  
 Madison—Dane Co. Junior Fair. July 22-25. Blanche Losinski.  
 Manitowoc—Manitowoc Co. Fair. Aug. 25-29. Dr. A. F. Rank.  
 Marengo—Ashland Co. Fair. Aug. 13-15. David Holt.  
 Marshfield—Central Wis. State Fair. Sept. 3-7. W. A. Uhmier.  
 Mauston—Juneau Co. Agrl. Soc. Aug. 12-15. Francis Fair.  
 Medford—Taylor Co. Co-Op Youth Fair. Aug. 12-15. Joe Tuss.  
 Menomonie—Dunn Co. Agrl. Soc. July 29-Aug. 1. Henry Borden.  
 Merrill—Lincoln Co. 4-H Free Fair. Aug. 16-19. Wm. Steckling.  
 Milwaukee—Wisconsin State Fair. Aug. 21-29. Willard M. Masterson.  
 Milwaukee—Milwaukee Junior Fair. Aug. 4-5. E. G. Farnbinter.  
 Mineral Point—Southwestern Wis. Fair Soc. Sept. 3-6. C. L. Winn.  
 Mondovi—Buffalo Co. Agrl. Soc. July 29-Aug. 1. Harry Fitzgerald.  
 Monroe—Green Co. Agrl. Soc. Aug. 4-8. Wm. A. Brown.  
 Neillsville—Clark Co. Agrl. Soc. Aug. 6-8. Harold Huestead.  
 Newcastle—Weston Co. Fair Assn. Aug. 21-23.  
 Oshkosh—Winnebago Co. Fair Assn. Aug. 31-Sept. 3. Taylor G. Brown.  
 Phillips—Price Co. Agrl. Soc. Aug. 28-29. L. F. Wiemer.  
 Pinedale—Co. 4-H Fair. Aug. 29.  
 Plymouth—Sheboygan Co. Agrl. Soc. Sept. 3-9. W. H. Edridge.  
 Portage—Columbia Co. Fair Assn. July 29-Aug. 1. Hamid Lochner.  
 Rhin



# BILL HAMES SHOWS

**WANT WANT WANT**  
 CAN PLACE SIDE SHOW, SNAKE SHOW, MONKEY SHOW OR ANY SHOW OF MERIT.  
 CAN PLACE RIDE HELP ON ALL RIDES, MUST DRIVE. (SPEEDY WARD, GET IN TOUCH WITH ME.)

Address: **BILL HAMES, Mgr.**  
 P. O. BOX 1377

(Phone: Days—Northcliffe 5512. Nights—Valley 6649)  
 Fort Worth, Tex., June 21-26; then Brady, Tex., June 28-July 4.

## I. T. SHOWS

100 Year Centennial—Haverstraw, N. Y., Opening July 26, Under Auspices of City and Chamber of Commerce. Middletown, N. Y., Fair to Follow.

WANTED: Have complete Illusion Show for capable Man to handle. Also can use Monkey Show, Sportland. Any Grind Show that doesn't conflict. Must be up-to-date and clean.

CONCESSIONS: Merchandise Concessions only will be considered.

Apply: **PHIL ISSER, Gen. Mgr.**

1539 East 29th St. Brooklyn 29, N. Y.  
 Phone: NAvarre 8-8960

## COUNTY AMUSEMENT COMPANY

Featuring 25-Animal Free Act, playing Stamford, Connecticut, Exposition this week with Prell Shows; then Danbury, Conn., Firemen and Veterans' mammoth 4th Celebration June 28 thru July 5.

Want Hanky Panks; need Ball Games, Guess Age, Weight, Custard, Hats. Want Shows of any type. Will consider well-framed Girl Show, Rides not conflicting. All answers

207 Atlantic St., Stamford, Conn. Phone 3-5379

## TRI-CITY AMUSEMENTS

WANT FOR SAND LAKE, MICH., JULY 2-3-4-5

CONCESSIONS

SHOWS

RIDES

Novelties, Age and Scales, Ball Games, Long and Short Range Gallery, Fish Pond and all kinds of Hanky Panks, French Fries, Hot Dog and Ice Cream Dip, small Cookhouse or Crab.  
 Clean Grind and Ding Shows, Fun House, Wild Life, Animal Show, Wild West Rodeo, Jig or Girl Show; all must have own equipment.  
 Will book two Major Rides for the remainder of season, Spiffire, Little Dipper, Octopus or Caterpillar or any other Major Ride that does not conflict with #1 and #2 Unit. Also one more Ferris Wheel.

All Replies: **KEN BOONE, 3233 9th St., Muskegon Heights, Mich.**

## IDEAL RIDES

Wanted for the 8th Annual July 4th Celebration Sponsored by July 4th Civic Assn. composed of Chamber of Commerce, City Officials and six other organizations.  
 Six Big Days at City Park, Shelbyville, Illinois, June 30 to July 5.  
 Wanted—Ice Cream Dip, Pronto Pup, Foot Long, Lemon Shake, Custard, French Fries, Coke Bottle, String Game, Country Store, Cat Rack, Basketball, Six Cat, Add Dart, Short Range, Diggers, Fish Pond, Arcade, Novelties, Hoop-La, Scales and Age, other Hanky Panks. Get well here.  
 Rides—Will book Octopus, Tilt, Train and Ponies.  
 Shows—10 in One, Snakes, Wild Life, Mechanical. No gypsies or Girl Shows.  
 Maury Brod, can use your Pan Game.

All wires to Nashville, Indiana, this week.  
**PAUL T. ROBERTSON, Owner**

## GEORGE CLYDE SMITH SHOWS

WANTED—Ball Games, Pitch-Till-You-Win, Cork Gallery, Hoop-La, Basketball, Balloon Darts, Slum Spindle, Fish Pond, Photos, Sno Cones, Bumper.

WANTED—Girl Show, Snake Show, Monkey Show, Wild Life, Side Show. Agents for office Hanky Panks. Truck and Tractor Drivers, General Ride Help. All replies:

**GEORGE CLYDE SMITH SHOWS**

Central City, Pa., this week; Boswell, Pa., next week.

## BRISTOL, RHODE ISLAND

8 DAYS—JUNE 28 TO JULY 5—DAY & NITE—JULY 3-4-5

WANT

All legitimate Merchandise Concessions. Flat rackets, keep away. Cook House, Custard, Candy Floss, French Fries, Hanky Panks, Wildlife, Snake, Monkey, 10-in-1 and any Major Rides. Come on in. Will book Bingo after July 5. Replies to

**JOHN VENDITTO**

75 TIFFANY ST., PROVIDENCE, R. I. TEL: ELMHUST 1-1050

## WANT PORTABLE SKATING RINK

TO WORK ON PERCENTAGE

Want Bingo Game starting June 29. Want Girls to work Ball Games; experienced only. Can book Tilt-a-Whirl starting June 28 or any Ride not conflicting. Will buy Kiddie Rides if in A-1 shape.  
 For Sale—Short Range Shooting Gallery built in all steel trailer, ready to work.

P. O. Box 83 **H. REED** Newport, Ky.

## ROBERT D. KELLOGG SHOWS

WANT FOR GIANT THREE DAY CELEBRATION AT POESTENKILL, NEW YORK, JULY 3-4-5—FEATURING TWO NIGHTS OF FIREWORKS—GIANT PARADE AND FIELD DAY.  
 All types Hanky Panks, Grind Stores working for stock, Long and Short Range, Glass and Coke.

**ROBERT D. KELLOGG SHOWS**

Stillwater, N. Y. Phone: Mechanicville 1106

# CRAFTS 20 BIG SHOWS

WANT SHOWS AND CONCESSIONS FOR OAKLAND, CALIF.

JULY 1 TO 5 INCLUSIVE

The West's Big 4th of July Celebration

UPTOWN LOCATION ON LAKE MERRITT. 200,000 ATTENDANCE  
 Hanky Panks only. Wire, write, phone or come on.

CRAFTS 20 BIG SHOWS, INC., 7283 Bellaire, North Hollywood, California.  
 Phone Poplar 5-0909

# L.J. HETH Shows

WANT FOR TWO 4TH OF JULY CELEBRATIONS, CONNERSVILLE, INDIANA, ON SATURDAY — SPARTA, ILLINOIS, ON MONDAY — AND 18 BONA FIDE FAIRS TO FOLLOW

Sparta, Ill., week July 12  
 Sturgis, Ky., week July 19  
 Altamont, Ill., week Aug. 9  
 Dickson, Tenn., week Aug. 23  
 Jamestown, Tenn., week Sept. 6  
 Winder, Ga., week Sept. 20

Monroe, Ga., week Oct. 4  
 Tifton, Ga., week Oct. 18  
 Pinckneyville, Ill., week July 12  
 Harrisburg, Ill., week Aug. 2  
 Mayfield, Ky., week Aug. 16  
 Oneida, Tenn., week Aug. 30

Marietta, Ga., week Sept. 13  
 Carrollton, Ga., week Sept. 27  
 Covington, Ga., week Oct. 11  
 Cordele, Ga., week Oct. 25  
 Quitman, Ga., week Nov. 1

SHOWS: Snake Show, Monkey Show, Animal Show, Motordrome (none over this route in 4 years), any other Show not conflicting. Glass House Operator, must be licensed semi driver. CONCESSIONS: Glass Pitch (none on Show), Coke Bottles, Scales, Novelties, Custard, Arcade, Hanky Panks of all kinds.

WANT OUTSTANDING FREE ACT TO JOIN WEEK AUGUST 23 THRU NOVEMBER 6

Need Pictorial Artist to join at once. Notice: Bill Sterling and Elmer Golden, contact us. All replies. Clarks-ville, Indiana, now; next week Connersville, Indiana.



# JAMES E. STRATES SHOWS

WANT NOW AND FOR OUR ROUTE OF 14 STATE AND COUNTY FAIRS, STARTING JULY 25 AND ENDING IN FLORIDA

SHOWS: Will book Shows of Merit. Want Grind Shows with own outfits. Will furnish tops and fronts for outstanding attractions. Interested in organized Western-Hillbilly Unit, Freak Animal Show, Two-Headed Cow. Reliable showmen, what have you to offer? HELP: Want experienced Talker for Monkey Show. Contact Buttons Grantham. Experienced Boss Canvasman for Midget Show. Ride Help in all major ride departments. Experienced Carpenters and Show Painters. Truck and Tractor Drivers. Dancing Girls for office-paid Girl Revue. Jerry Jackson would like to hear from experienced Colored Revue Workers. CONCESSIONS: Will book any new type Hanky Panks and Stock Concessions. Those joining now given preference at fairs. RIDES: Will book Little Dipper, Round-Up, Scrambler, Fly-o-Plane, Rock-o-Plane, Kiddie Rides that do not conflict. Kiddie Pony Cart, Kiddie Merry-Go-Round and Doodle-Bug.

Reply to **JAMES E. STRATES, Mgr.**

Watervliet, New York, thru June 26; then Utica, N. Y., week June 28.

# JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT FOR LONG BRANCH, N. J., GOLDEN JUBILEE CELEBRATION

July 1—50 Years of Progress—July 11 inclusive  
 Followed by Fairs and Celebrations until November.

Can place at once experienced Show Pictorial Painter; top salary.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds.  
 SHOWS: Wild Life, Monkey, Snake, Unborn, with or without equipment.  
 RIDES: Dark Ride, Octopus, Flat Scooter, Foremen for Cat and Whip. Capable Ride Help on all rides.

All Replies **MARKS SHOWS** This week Dover, N. J.; then Long Branch, N. J.

**JIMMIE SIMPSON WANTS**

Colored Musicians and Performers: One more Trumpet, Trombone, Tenor, Sax, Piano Player to double on Calliope. Eat, sleep on lot, Pullman bus accommodations, no advance money until joining, bus tickets only. Pay your wires.

**FOR SALE**  
**BRADLEY ROLLER-COASTER IN GOOD SHAPE, READY TO OPERATE, CASH, \$1,000.00**  
 No Wires, No Letters, Only Telephone Calls if Interested. Immediate Delivery. (Reason, if Any Needed), Buying A New One.  
**SPOT MASON**  
 Star Lite Park Moline, Ill.  
 (Phone: Moline 4-2433)

**Midway of Mirth Shows**  
 FAIRS START AT McLEANSBORO, ILL. JULY 1 THRU 5  
 12 FAIRS TO FOLLOW

Want Concessions: Stock Stores only, using two of a kind. Will book Shows with own outfits. Ride Help who drive, come on. Address:

Gillespie, Ill. (Homecoming), this week.

## STAR AMUSEMENT CO.

This is no longer a small show—we are carrying 13 office-owned Rides, 4 Shows and 40 Concessions, with nothing but big Celebrations and Fairs, two big July 4th Celebrations, Portia, Ark., July 1, 2, 3, estimated crowd 30,000 people; Tuckerman, Ark., July 5-10, estimated crowd 15,000 people.

Concessions—Want Bingo, Mitt Camp, Swinger, Six Cat, what have you? Booth Cutler wants two Blower Agents who want to make money; Travis Buoy, get in touch with Fuzzy, Shows—10-in-1 or any Show worth-while not conflicting. Have 20-30 top if you have something that can get money. Chief Littlewolf wants talent for a Show and two Girls for two Girl Shows. Ride Help who can drive semis, Mississippi Slim, Bud Charms, call Kid Burns at once. If you want action and can stand to make money, get with the "new big show" now. All Concessions contact

**BOOTH CUTLER, Concession Mgr.** **B. E. MILLER, Gen. Mgr.**

Nettleton, Ark., June 21-26; then the big ones.

## MOUND CITY SHOWS

UNIT #2

Want to book nice Popcorn Wagon and a few legitimate Concessions that do not conflict. Can place Ferris Wheel Foreman, A. G. (WHITEY) SLATEN, Mgr., St. Clair, Mo. (Lions' Club Celebration), 22-26; Eldon, Mo. (Lions' Club Celebration), July 1-3.

## CARNIVAL WANTED

For County Fair Sept. 27 thru Oct. 2

Two-acre space for Carnival with local programs and exhibits each night. Write H. L. Holland, Secy., Itawamba Fair & Livestock Assn., Fulton, Miss.



# Tatham Bros. Shows

"THE SHOWMANSHIP SHOW"  
K. W. Tatham, Owner

Featuring

**BILLY SHAFFER, 150-FOOT SWAY POLE ACT**

Want for all the big ones. Two big Fourth of July Celebrations in Illinois, Georgetown celebrated on Saturday and then the biggest of them all, Sullivan on Monday; Followed by Big 8 Day Centennial at Gardner; then our Big Fairs at Lewistown, Bloomington, Rockford, Rock Island and 10 more. Out till December in Florida.

**CONCESSIONS** Legitimate Concessions of all kinds.

**SHOWS** Shows with own outfit.

**HELP** Wheel Foreman, top salary. Otis, Pony Ride Man, call me at once.

All reply to **BILL TATHAM**, Ashland, Illinois

# Morris Hannum Shows

One of the Great Eastern Shows

EMMAUS, PA., JUNE 28—JULY 5. SPRING MILL FAIR, TEN BIG DAYS TO FOLLOW, JULY 7-17.

**SHOWS**—Will book Animal Show, Mechanical, Arcade, Motordrome and Wildlife. Want two Girl Shows for Emmaus only. Duffy, telephone me. Have complete Side Show available for people with some inside equipment. Liberal deal.

**CONCESSIONS**—Concessions of all kinds for Emmaus, no exclusives. Then Spring Mill Fair, ten terrific days to follow. Want only strictly Stock Concessions and all straight sales.

**HELP**—Capable, experienced Ride Help who drive for Wheels, Tilt, Octopus and Chairplans. Don't write, come on to Philadelphia. Show now play Cahill Field, 29th & Clearfield Sts., Philadelphia.

All replies to **MORRIS HANNUM**

934 Murdoch Rd., Philadelphia, Pa. Telephone Chestnut Hill 7-8176, this week; June 28-July 5, Americus Hotel, Allentown, Pa.

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

PLAYING BRAZIL, INDIANA, ANNUAL ROTARY CLUB FOURTH OF JULY CELEBRATION.  
ONE OF THE LARGEST IN INDIANA. CELEBRATING ON MONDAY.

**CAN PLACE** Ice Cream Sandwich, Custard, Sno Cone, Candy Floss, Grab Concessions, Scales and Age, Ball Games, Basketball, Buckets, Hi-Striker, Hoop-La, String Games, Cork Gallery, Balloon Darts, Hit and Miss, African Dip, Bumper, Watch-La and Coke Bottles.

**SHOWS**—Want Monkey, Illusion, Motor drome, Wild Life, Side Show or any Grind Show of merit.

**WANT** Manager who can furnish people for a newly framed Minstrel, all-panel front. This show gets money in my territory.

**HELP WANTED**—"Preacher," contact. Octopus Second Man; must drive

All replies to **JOHN PORTEMONT**, Frankfort, Ky.

# BUFF HOTTLE SHOWS

**UNIT #1 WANTS FOR 40 FAIRS AND CELEBRATIONS**

**SHOWS:** Will book any Show not conflicting. Especially want Side Show (Col. Alters, answer). **CONCESSIONS:** Want Concessions that work for merchandise. Also want Custard and Long Range. John Phillips, Glass Pitch Man, contact me immediately. Jake, contact Bingo. Ed Rife wants Griddle and Cookhouse Help (George Sides, contact). **RIDE HELP:** Want Ferris Wheel Foreman that will drive show truck.

**FOR SALE:** 18 Tub Caterpillar without transportation, cheap.

Address: **BUFF HOTTLE**, Mgr. Vandalia, Ill., this week.

**CAN PLACE FOR NUMBER TWO UNIT**

**SHOWS:** Need two or three Grind Shows to join at once. **CONCESSIONS:** Hanky Pank Concessions that work for stock, Bumper, String, High Striker, etc.

Address: **Romeo Dunn**, Mgr., Eldorado, Ill., this week.

**SOUTHERN VALLEY SHOWS**

Want for the largest and only July 4 Street Celebration in Arkansas—Judsonia, Ark., 74th Annual Celebration—4 Big Days and Nights—June 30 thru July 3—Up and Down the Main Streets.

Want to book Concessions of all kinds. Can place Show with own outfits. Opening for useful Carnival People in all departments.

Contact: **EDDIE MORAN**, Mgr.  
FORREST CITY, ARK., THIS WEEK; THEN JUDSONIA, ARK.

P.S.: Streets will be laid out Tuesday a.m.

**GLADES AMUSEMENT CO.**

Want for Callao, Va., American Legion Celebration, car given away, June 28 to July 3, and for rest of season.

Mug, Ball Games, Pitch-Till-You-Win, Balloon Darts or any other Concession working for stock. Eggleston's Monkey Show, can use you starting Callao.

**JERRY SADDLEMIRE**  
WAYNESBORO, VIRGINIA, THIS WEEK

**WANTED**

A Booking Agent to book a large Magic or Ghost Show. Also presently available to play carnival. I have large equipment for Side Show or Grind Show, also a truck. State age, commission, home phone. Write

**HULLINGER STUDIO OF MAGIC**

1072 West 3rd No., Salt Lake City, Utah

**Byers Bros.' Shows**

WANT

Ferris Wheel Foreman, salary or percentage or both. Can place Second Men on all Rides. Want Agents for Grind Shows and Hanky Panks. Want Cookhouse Help. Address:

Beloit, Kans., this week; Lebanon, Kans., 28-29-30; Superior, Nebr., July 3-4-5.

A WEEK OF  
SPECIAL  
EVENTS



ARRANGE NOW! TO BE WITH US!

ANNUAL MEMORIAL SERVICES  
SUNDAY, DECEMBER 12, 1954

LADIES' AUXILIARY ANNUAL BAZAAR  
AND HOME COOKED DINNER  
SUNDAY, DECEMBER 12, 1954

PAST PRESIDENTS NIGHT  
MONDAY, DECEMBER 13, 1954  
Special Dinner & Floorshow

ANNUAL BANQUET AND BALL  
GOLD ROOM—BILTMORE HOTEL  
TUESDAY NIGHT, DECEMBER 14, 1954

PACIFIC COAST SHOWMEN AND  
LADIES' AUXILIARY GET-  
TOGETHER PARTY  
FRIDAY NIGHT, DECEMBER 17, 1954

PACIFIC COAST SHOWMEN'S ASSOCIATION  
1235 So. Hope St. Los Angeles 15, Calif.  
HUNTER FARMER, Pres. AL FLINT, Exec. Sec'y

**HILL'S GREATER SHOWS**

Want for Lander, Wyo.—Biggest July 4 Celebration in the State—7 Days on the Streets—With 10 Fairs and Celebrations to Follow, Including the Eastern New Mexico State Fair at Roswell, New Mexico.

Will book Six Cats, Buckets, Set Outfits, Ice Cream, Novelties, Hanky Panks of all kinds. No "Ex." Can place Grind Store Agents for Peek and Count Stores. Will book shows not conflicting with Side Show and Girl Shows. Jimmie Farmer wants Girls for Bally and Single-O Girl Show. Also Talkers, Grinders and Ticket Sellers, Can use useful Acts in Side Show (Leo Hansen, come on).

Address: **H. P. HILL**, Mgr.

Laramie, Wyo., this week; Lander, Wyo., June 28-July 5.

**SONNY MYERS AMUSEMENTS**

Can place for ATCHISON, KANSAS, BIG CENTENNIAL, June 20 to 26.  
Six Big Days, Downtown Atchison.

Cookhouse, Frozen Custard, Ice Cream, all legitimate Concessions. Will book Fun House or any Show of merit, low percentage. Can place a Bingo Caller for office Bingo. Have job for good, sober Wheel Foreman, top wages. Also booking for the biggest Fourth in North Missouri, Stanberry, Missouri, July 2 thru 5. Contact

**BILL DILLARD**

Phone 26980, St. Joseph, Mo., or Atchison, Kan., this week.

**GOLD-BOND SHOWS**

WANT WANT WANT  
FOR 4TH OF JULY CELEBRATION, INTERNATIONAL FALLS, MINN.,  
JUNE 30 THRU JULY 5. FAIRS AND CELEBRATIONS TO FOLLOW

**CONCESSIONS:** Hanky Panks only. Want Age & Weight, Balloon Darts, Add 'Em Up Charts, Cork Gallery, Bumper, Fish or Duck Pond, String Game, Hoop-La, Pitch-Till-You-Win, Add-a-Ball, Coke Bottles, Ball Games, Penny Pitch, Glass Pitch, Ice Cream, Custard, French Fries, Snow Cones. **SHOWS:** Want 10-in-1, Snake, Illusion, Wildlife, Glass House, Mechanical or any worth-while attraction. Can furnish complete outfit and transportation for 5-in-1 to reliable party.

All Replies by Wire:

**MICKEY STARK**, Mgr.

Pre-4th of July Celebration, Antigo, Wis., June 23-27.

Ashville, Ohio, July 3, 4 & 5, Annual 4th of July Celebration

FREE ACTS, FIREWORKS, CAR GIVE-AWAY, ETC.  
Groveport, Ohio, June 29-July 2, Farmers' Annual Street Fair.

Grove City, Ohio, July 6-10, Annual Street Fair

Want Concessions and Shows. **SIX-CATS, BUCKETS, Jewelry Sales, Short Range, Long Range, Photos, Custard, Huck, Ball Games, Coke, High-Striker, Scales, Diggers, French Fries, Basket Ball, etc.** Want Snake Show, Monkey, Illusion, Mechanical, etc. Glass House, Funhouse and any Ride not conflicting. Hubert Clark, contact Jimmy Hensley.

**NOLAN AMUSEMENT CO.**

ELYRIA, OHIO, JUNE 21-26

Want for Lancaster, N. H., Week of June 27

P. C. Games, Custard or Ice Cream, Hanky Panks. What have you? No Flats, please. Huge Celebration follows at Woodsville, N. H., July 4. Wire

**ROLAND CHAMPAGNE**, Continental Shows  
PLATTSBURG, N. Y.

**H. & M. and DEL FLORE AMUSEMENTS**

WANT FOR HOMER CITY, PENNA., CENTENNIAL, JULY 26-31

Legitimate Concessions of all kinds. Contact  
**H. HANNAN**, Bentleyville, Pa., this week.

or **AL DEL FLORE**, 1955 Shaw Ave., Youngstown, Ohio.



# BELL-FORM SHOWS

Can place for 4th of July date and dates to follow.

## 300th ANNIVERSARY CENTENNIAL

MYSTIC, CONN.

PLAYING CENTER OF ALL ACTIVITIES. FAIRS START AUGUST. CONNECTICUT DATES TILL THEN.

Coke Ball Game, Coke Rings, Glass Pitch, any Hanky playing for stock. Want Ride Help on all Rides; good pay.

Geo. Olchoway wants all Agents previously connected to contact at once. Want Bingo Help. Red, contact at once. Wallingford, Conn., June 21-26.

**JOHN BELLOISE**

**MICHAEL FORMAGION**

35 Winthrop St., Bristol, Conn. Ph. 7256

13 Division St., Bristol, Conn. Ph. 20954

# INTERSTATE SHOWS

—LAST CALL— —LAST CALL

Paintsville, Kentucky, June 28-July 5, 33d Annual Gigantic July 4 Celebration Sponsored by American Legion and City Fire Department. Location: In Shady Park, One Block from the Business District. 3 Big Days and Nights, July 3-4-5. Fairs Begin July 19.

SHOWS: Will book any non-conflicting Grind Shows. Want Girl Show with or without own equipment. Must have not less than three girls. Will give good proposition to Penny Arcade and Motordrome. Have excellent proposition for organized Minstrel Show having not less than 12 people. Have beautiful 80-ft. panel front built on semi for same. RIDES: Will book any Flat Rides not conflicting. Will give good proposition to set of Kiddie Rides and Live Pony Ride. RIDE HELP: Want Foremen for Merry-Go-Round, Tilt; Second Men on all Rides. Want experienced Mechanic with tools to join on wire. Want capable Diesel Man to handle GM Diesels to join on wire. Want experienced Bingo Caller and Countermen. CONCESSIONS: Hanky Panks of all kinds, Popcorn, Candy Apples, Custards, Ice Cream, all Eating and Drinking Stands, Long Range Gallery, Short Range Gallery, Hats, Novelties. Join week of June 28.

Replies to H. B. ROSEN, Martin, Ky.

# B. & H. AMUSEMENT CO.

Wants for Hampton, S. C., Watermelon Festival and 4th of July Celebration JUNE 28 THRU JULY 4

Water Games, Scales and Age, Ball Games, Bowling Alleys, Lead Galleries, Hanky Panks all open. Swinger Agents wanted. SHOWS—Wild Life, Animal, Snake Show. Whitie Usher, contact.

W. E. HOBBS Winnsboro, S. C., June 21 thru 26.

# JIMMIE CHANOS SHOWS

WANT FOR

DAYTON, OHIO, CIVIC LEAGUE, June 29 thru July 5; MUNCIE, INDIANA, AMVETS CELE., July 12 to 17; NEW BREMEN, OHIO, WOODMEN OF WORLD CELE., July 19 to 24; DIXIE BOOSTER CLUB, NEW LEBANON, OHIO, July 26 to 31.

Want Shows with own outfits: Girl Show, Side Show, Fun House or Animal Show. CONCESSIONS: Want Bingo, Jewelry Store or any other legitimate Concessions and all kinds of Hanky Panks. Want Wrestler to take care of Athletic Show. Want Caterpillar Foreman.

All replies to JIMMIE CHANOS  
Medway, Ohio, all this week.

# ART B. THOMAS UNIT #2

WANTS CONCESSIONS

Hanky Panks of all kinds, Ball Games, Scales, Short Range, Hi-Striker, Clothes Pins, Glass Pitch, Hoop-La, Novelties, Candy Apples. Side Shows wanted, too.

7 Centennials, no Still Spots, all Big Ones. 2 Extra Big Ones—Red Wing, Minn.; Sioux City, Ia. 8 days downtown locations; Creighton, Neb., June 23-24; Montrose, S. D., 25-26; Tabor, S. D., 28-29; Iroquois, S. D., 30-July 1; Delano, Minn., July 3-4-5.

# WANTED AT ONCE

A-1 Foreman and Second Men for following Rides: Wheel, Merry-Go-Round, Fly-o-Plane, Tilt, Roll-o-Plane. Top pay and bonus for sober, reliable Men. No ups or downs until Labor Day, then ten Fairs. Wire, write or come on.

F.S.: Heavy McClain, wired you. What happened?

LEO LANE SHOWS, Savannah Beach, Ga.

# WILLIAM T. COLLINS SHOWS

WANT TO BOOK SCOOTER, BOAT RIDE AND LOOPER. CAN PLACE HANKY PANKS OF ALL KINDS. CAN PLACE RELIABLE SECOND MEN ON ALL RIDES. ALSO WANT FLY-O-PLANE FOREMAN.

All Replies: WILLIAM T. COLLINS, Mgr.

Crookston, Minn., this week; Williston, N. D., next.

# VETERANS UNITED SHOWS

WANT For a proven route of Fairs and Celebrations in North Dakota, Minnesota, Nebraska and Iowa. Booked solid till Sept. 18th.

Concessions: Bumper, String, Cigarette Gallery, Ball Games, Glass Pitch, Short Range, Slum Spindle and Hi-Striker. Want Man for office owned Pea Pool. Shows: Girl, Mechanical, Snake, 5 or 10-in-One, Illusion, Motordrome or any Show of merit with own transportation. Will send route to interested parties. Ride Help with driver's license on all rides. Al Williamson wants Up and Down Men.

Address: Charles H. Carroll, Owner-Mgr., Per Route

# SAM WEINTROUB WANTS AGENTS

FOR THE FOLLOWING CONCESSIONS:

SIX CATS, ROLL DOWN, RAZZLE, BOWLING ALLEY, MILK CANS, PAN GAME AND SLUM STORE. ALSO TRUCK DRIVERS.

ADDRESS: Care DON FRANKLIN SHOWS #2  
Slater, Mo., this week; Independence, Iowa, next.

# WANT

Legitimate Concessions for Annual 4th of July Celebration, Westerville, Ohio, June 28th thru July 3rd

BYERS BROS.' AMUSE. CO., INC.  
2918 WOODLAND AVE.  
COLUMBUS 11, OHIO

Walter M. Byers, Mgr.; Jack Lampton, Bus. Agent; George Kemper, Ride Supt.

# PARAKEETS

LIVE DELIVERY  
HEALTHY BIRDS  
GUARANTEED  
Orders by air day received. Phone or wire for complete list.

Priced for Concessions  
**\$15.00** per doz. up

BLUE RIBBON PARAKEET FARM, Dept. 5  
2814 Adams St., Hollywood, Fla. Ph.: 2-7412

# FOR SALE

MOTOR DROME AND TRUCK

Almost new top; Cummings Diesel power plant, 50 kw., and searchlight mounted on semi truck; other trucks and equipment. Will sacrifice or will trade for Rides.

ANTHONY MASSETH  
10900 Firestone Blvd. Norwalk, Calif.

# BILL CHALKIAS

WANTS

For most beautiful Side Show in the business. Freaks to feature, Working Acts, Sword Swallower, Pin Cushion, good proposition for Tattoo Artist and also good Mental Act. Top salaries paid with a long season guaranteed. Don Franklin Shows, Salem, Ill., June 21-26; Clinton, Iowa, 4th of July week. Wire, write, or come on.

# FOR SALE

100 AMPERE ARC SPOTLIGHTS  
KLIEGLS—MESTROMS, ETC.  
LOW PRICES

HEWES-GOTHAM COMPANY  
1674 Broadway New York 19, N. Y.

# WANTED

MAJOR & KIDDIE RIDES  
HOLY REDEEMER FESTIVAL  
AUGUST 6-7-8

J. C. PATTERSON  
Care Stuart's Variety Store  
G-3535 S. Saginaw St. Flint, Michigan

# WANTED

Two good dependable Ride Boys. Must drive semi. Contact or join at once.

Bruno Zaechini  
Care Wallace Bros. Shows  
Kenosha, Wisconsin

# WANT CONCESSIONS

FOR 63rd ANNUAL OLD SETTLERS REUNION

To be held July 23-24 at Louisburg, Missouri. See or write

HARRY W. ATCHLEY

# WANTED

A-1 Ride Man, middle aged, capable of handling Ferris Wheel or Merry-Go-Round. Permanent park, year round work. Must be sober, reliable and willing to work. Good salary to right person. Address replies to

JACOB PRYOR  
Rt. 3, Box 75B, Biloxi, Miss., or phone Biloxi 9453 any day, 11:00 A.M. Central Standard Time.

# PLATES 3c EACH

For Break-Plate Concessions. Not less than 5,000 plates per order. Come, get them yourself. 9 inch and 10 inch Plates. Can supply three or four concessionaires thru summer. Phone for appointment.

W. J. WOLLE  
Phone Lenox 34317 Canfield, Ohio

"NOT SKIMMED MILK"  
Maquoketa, Iowa, now; Oelwein Mammoth Celebration, June 29 thru July 5; then our City Park Route thru July; Fairs in August, September and October. Booking nonconflicting Rides, Shows, Concessions. Dude Brewer wants Agents. If looking for cream, contact. Athletic Show Talent, come on. Sell 25 KVA Transformer; 20x40 Top, no walls, cheap.

Dyer's Greater Shows

# WANT WANT WANT

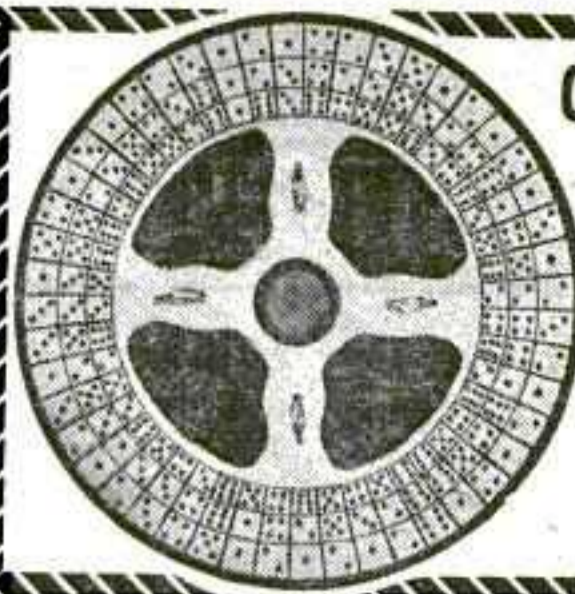
2 or 3 Kiddie Rides for big American Legion Carnival at Wakeman, Ohio, July 3, 4 and 5. Excellent attendance previous years. Contact

LELAND R. KENYON  
Phone 4781 or 5235 Wakeman, Ohio

# WANT CONCESSIONS

For two big Fourth of July spots—Pleasanton, Iowa, July 2 and 3; Milo, Iowa, July 5. Privilege, \$12.50 per week. No flats or sybs. Agents and Ride Help, come on.

Huff's Greater Shows  
Gentry, Mo., week of June 21.



# CARDINAL PRODUCTS CO.

LES BERGER

49 West 37th Street  
New York 1, N. Y.  
Murray Hill 6-8248

Les Berger, formerly president of the now discontinued Cardinal Plastics Corp., announces the opening of his new showroom and factory for all types of—

CARNIVAL WHEELS—LAYDOWNS—GAMES—EQUIPMENT AND BINGO SUPPLIES

Write for NEW Catalogue

# SUNSET AMUSEMENT CO.

FAIRFIELD, IOWA, CENTENNIAL, ON THE SQUARE, JUNE 28-30.

ALL CELEBRATIONS AND FAIRS UNTIL CARUTHERSVILLE, MO., FAIR OCTOBER 10

CONCESSIONS: Want Cook House and Grab, Hats, Long Range, Coke Bottles, String Game, Live Ducks, Derby, Cork Gallery, Pitch Win, Fish Bowl, African Dip, Ball Games and Gadgets.

HELP: Caterpillar Foreman to join at once, must drive and be able to lace tunnel; Second Men on Rides who can drive semis. Mac wants Set Spindle Agent; Paul Osborne, phone Mac at once.

Centerville, Iowa, this week; Fairfield, Iowa, next.

# ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS

Manufacturing Show Canvas for Over Fifty Years.

Underwriters' Approved Flame Resistant Materials Available. FIVE DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

# FRONTIER SHOWS (10 RIDES)

Want for the following Fairs and Celebrations—Prescott, July 2-5; Nelson Festival, Glendale, Arizona, 8-10; Sevier Co. Fair, August 14-17; Salt Lake Co. Fair, 17-21; Box Elder Co. Fair, 25-28; Washington Co. Fair, Sept. 1-4; Utah Delta Colorado Fair, September 14-17. Late Arizona Fairs to follow.

Concessions of all kinds, Balloons, Corks, Pronto Pups, Long and Short Range, Ball Games, String, Bumper, Hoop-La. Shows—Will book Legitimate. All replies

CHARLES THOMPSON

2928 WEST PIMA

PHOENIX, ARIZ.

# DICK BEST WANTS WOMEN ATTRACTIONS

Such as Jugglers, Tattooed Lady, Spotted Girl, Sword Swallower or any Freaks or Novelty Acts produced by women. Can also use Talkers who can stand to make money. Must stay sober.

Pay sure every week.

ADDRESS: RIVERVIEW PARK, CHICAGO, ILLINOIS

# BABY DUCKS FOR PRIZES

SHIPPING BY AIR OR MAIL EVERY MONDAY AND THURSDAY

WESTERN HATCHERY

7232 Moody St., Artesia, Calif.

Phone: TOrrey 5-3298

# G. & B. RIDES & SHOWS

LAST CALL FOR WEST VIRGINIA'S LARGEST FOURTH OF JULY CELEBRATION AT TERRA ALTA

Want Candy Floss, Cork Gallery, Fish or Duck Pond, Ball Games, Pitch-Tilt-U-Win, Hi-Striker, Hoop-La, any Hanky Pank working for stock. Will book any Show but Girl Show.

Now booking for the Wirt County Fair; Gilmore County Fair at Glenville; Paw Paw District Fair; Rivesville and Gassaway Free Fair, Gassaway, W. Va. All replies to

GEORGE BROAS

Philippi, W. Va., this week; Terra Alta, W. Va., next week.

# ALABAMA AMUSEMENTS

WANT: Second Men for Merry-Go-Round and Octopus. Must drive and have proper licenses.

WANT CONCESSIONS: Neat Photo Gallery, Scales and Age, String Game, Slum Jewelry and any other Stock Concession that does not conflict. Good proposition for neat Cookhouse and Bingo.

WANT AGENTS: Pan Game, Penny Pitch, Coke Bottles, Short Range and Fish Pond; those who drive given preference.

All replies to Manager, Alabama Amusements, Linden, Ala., NOW.

# VOLUNTEER SHOWS

Now booking for the 4th at Tellico Plains and the balance of the season.

Want: Hi-Striker, Custard, Long or Short Range Shooting Gallery, Bumper, Darts, Jewelry, any Hanky Panks, \$21; no ups. Will book set of Kiddie Rides, Octopus, Tilt or Spitfire. Need Snake, Wild Life, Monkey or any Freak Show. Good proposition for 5-in-1 or 10-in-1. Johnnie Carlos needs Help. Dave DiCorte wants Pin Store Agents, 6 Cat Agents, and Joe Gainer, contact. D. D. Hale wants Count Store Agents.

Elmer Reid, Mgr., Etowah, Tenn.

# BOONE VALLEY SHOWS

Can place Jewelry, Long and Short Range, Fish Pond, Cork Gun, Photo.

Ride Help—Good First and Second Men.

Denison, Iowa, Police Dept., June 17-19; North Sioux City, S. D., Fire Dept., 21-27;

Cherokee, Iowa, Farmers' Picnic, 28-30; then Iowa's two best Fourth's—Gowrie, July 2-3; Humboldt, 4-5. All Fairs to September 12.

# WANTED

For best 4th of July Celebration on the East Coast, Thomaston, Maine. Hanky Panks of all kinds; no exclusive. People joining now will get preference at the best Fairs in Maine starting August 15 to end October. Want good Ride-o Operator.

Contact

M. S. EARL

Care EASTERN AMUSEMENT CO.

Freeport, Me., week of June 21.



## MULLINS' Royal Pine SHOWS

### New England's Fastest Growing Midway

June 28-July 5, Gigantic July 4 Celebration, two air base pay days, 3 big days and nights, July 3-4-5. Parade, Fireworks, Helldivers, Talent Show, Beano for season (Mr. Venner, contact).

Concessions—String, Jewelry, Frozen Custard, Age & Scale, Hats, High-Striker, Cork Gallery, Basket Ball, or any stock concession not conflicting; one of a kind.

Shows—Snake, Monkey, Glass House, 10-in-1, Motordrome, any Grind Show. Sober Ride Help who drive Semi.

All Replies: **CLIFF MULLINS, Belfast, Maine**

## ROYAL EXPOSITION SHOWS

### WANT TO JOIN IMMEDIATELY FOR FOLLOWING

Columbia, S. C., June 21-26; then Bettis Academy, Aiken County, S. C., July 1-5, which is celebrated July 5 and is conceded to be the biggest Colored Celebration in the South. Then two weeks of industrial towns in Georgia, followed by nine consecutive weeks of Georgia Fairs, beginning August 23.

Want Concessions of all kinds, Long and Short Range Galleries. Shows with own outfits. Mr. Carter, McBride, Beal, Wes Riley, Phillips, Vandermere, Ben Cross and others, get in touch for Bettis Academy. Everyone welcome. Splinter Royal wants Agents for Count, Peek, Skillo, Line-Up, Six Cats and Buckets. Also people for Girl Show. Tom and Bea Tittle, answer. Taylor Prout, contact Lester McGee immediately; important. Columbia, S. C., this week.

**J. P. BOLT, Royal Exposition Shows**

P.S.: Want Ride Help who drive.

## HOME COMINGS—CELEBRATIONS—FAIRS GREAT WALLACE SHOWS

### WANT FOR

BYESVILLE, OHIO, 12th Annual Firemen's Home-Coming; location, City Park; followed by Big Fourth of July Celebration, Sons of Italy Mid-Summer Festival, Bellaire, O., followed by six more Ohio Celebrations, then Fairs in Virginia, North and South Carolina and Georgia until Armistice week.

Want for open midway, Concessions of all kinds. Good opening for flashy Bingo, Popcorn and Candy Apples. Have complete Side Show and Minstrel Show. Want Manager with Performers. Joann, contact Frank Bland, Will book Snake Show, Monkey Show, Penny Arcade and any other nonconflicting shows. Will give good proposition to Live Ponies, Train Ride and Octopus. All answers to

Smithers, W. Va., this week; Byesville, Ohio, next week.

P.S.: Carl Tyler, contact Frank Bland at once. "Chew," a lot of trouble can be avoided if you contact me at once. I will fix it all up.

## HELLER'S ACME SHOWS

Want Long and Short Range Gallery, Bingo for Sloatsburg, N. Y., Firemen's Celebration; Custard, Coke Bottles, Popcorn and Candy Apples. Can use one or two Wheels, Fish Bowls or any other Hanky Panks. Want P.C. Agents. Want Foreman on Spitfire and Second Man. Want Chairplane, Kiddie Ride, Merry-Go-Round, Octopus and Ferris Wheel Foremen. Also good Help. Cliff Carter, contact. Top salaries paid. All address:

**HARRY HELLER**

Bayonne, N. J., through June 26; then Livingston, N. J., Big Fourth of July Celebration; then Sloatsburg, N. Y. Phone: Orange 4-5447.

## FOR SALE FOR SALE FOR SALE HELLER'S ACME SHOWS

LOCK, STOCK & BARREL

With transportation for everything. 75 kw. Light Plant. Come and see this outfit. You can buy this outfit complete or piecemeal after Labor Day. You can still contract if you buy now. Also extra Ferris Wheel #5, Chairplane and Allan Herschell Merry-Go-Round. Reason for selling, age and doctor's orders.

## SCHAFER'S JUST FOR FUN SHOWS

### WANT FOR LA PORTE, IND., JULY 4 CELEBRATION AND REST OF SEASON

Pitch-Till-You-Win, Bumpers, Basketball, Hoop-La, Cigarette Pitch, High Striker, String Game and other Hanky Panks. Will book Mechanical Show and Midget Show. Need Operator for Funhouse.

Contact **W. A. SCHAFER**  
Armory Lot, Gary, Indiana.

## THE CARL D. FERRIS SHOWS

Elkland, Pa., June 21, Firemen's Convention; Waverly, N. Y., June 28, Centennial  
Want Concessions—Ball Games, Hanky Panks of all kind, Custard, Rides—Any nonconflicting Rides, Shows—Any Grind Show, Wild Life, Arcade and any novel Show. Wire all answers Western Union.

**CARL D. FERRIS, Elkland, Pa.**

## WANT TWO MAGICIANS

Who can entertain for 10 minutes and make strong pitch. One for park in Long Beach, one for best route of Fairs in West, including Vancouver, Pomona and Dallas. These are Illusion Shows, ideal set-up for Magic Pitch, only two Dings Blade Box and Pitch. Positively no alcohol tolerated here; if you drink, stay away.

**A. W. McASKILL**

Care Foley & Burk Show, Pleasanton, Calif., until July 4, or 156 West Pike, Long Beach, Calif.

## FUNLAND SHOWS

### The Fourth in Aurora, Mo., downtown City Park, June 28 to July 5.

Can use all types of Concessions. Come on, will book you. Want Sit-Down Grab and Bingo. Will book Mitt Camp, Lebanon, Mo., this week. After Aurora we play Camdenton, Mo., Rodeo, July 7-11, also downtown location. Over 50,000 paid admissions expected in four days.

Contact **R. E. THOMAS, Mgr., at Lebanon, Mo.**

## RIDE HELP WANTED

Second Men on all Rides, must be sober and reliable; semi truck drivers given preference. Also any Useful Help. Top salary, good treatment. Concession Agents wanted for office-owned Hanky Panks. See Tim Ayliffe or Carl Becht.

**LEE BECHT AMUSEMENTS**

Bank & Freeman, Cincinnati, Ohio, June 22-27; Norwood, Ohio, June 29-July 5.

## W.G. WADE SHOWS

### Ontonagon, Michigan Firemen's Festival

JUNE 28-29-30

STAMBAUGH (IRON RIVER) MICH.  
BIG FOURTH OF JULY CELEBRATION  
AND FIREMEN'S TOURNAMENT

JULY 2-3-4-5

### CAN PLACE

CONCESSIONS: Legitimate merchandising games such as Ball Games, String, Balloon Darts, Ponds, Pitches, etc. Will sell "X" on Derby, Diggers and Names on Hats.

SHOWS: Penny Arcade, Monkey or something not conflicting with our line-up. Good operators and money-getting Shows, your inquiries invited.

Contact for contract

**W. G. Wade Shows**  
Calumet, Mich., all this week.

## Last Chance To Book For the Big One OGDEN, KANSAS, SOLDIERS PAY DAY & CENTENNIAL CELEBRATION

JUNE 28 THRU JULY 5

CONCESSIONS: Bumper, Scales, High Striker, Short Range, Ice Cream, 6-Cats, Buckets, Photos, String, etc.

SHOWS: Mechanical, Side Show, Drome or any not conflicting.

RIDES: Kiddie Rides of all kinds, Live Ponies, Train, Autos, Boats, etc.

HELP: Ride Men, come on. Pay is high and sure. Wire

**F. C. BOGLE SHOWS**  
Wichita, Kansas, till Sunday, June 27

## METROPOLITAN SHOWS WANT

### FOR ROCKFORD, ILLINOIS

Girl Show Revue. Must conform with the standard of the show. Also Roll-o-Plane Foreman. All address

149th and Western Ave.,  
Dixmore, Ill.

## WANT FOR

Metropolis, Ill., and 17 other Fairs

Agents for Peek Stores, Six Cats, P. C. Table. (Leo Bergman, get in touch.) Man for Pin Store and Blower. Women Percentage Workers. (Duke Daugherty, get in touch.) Operator for new Balloon Joint.

**JACK FLYNN or LEO BISTANY**  
c/o Buff Hottle Shows #1  
Vandalia, Ill.

## State Fair Shows

WANTS NOW FOR RED OAK, IOWA  
JULY 3-4-5

12 Fairs to follow.

Concessions of all kinds, come on. Also want Grind Shows and 5-in-1. Can place Foremen on Dipper and Roll-o-Plane. Also Help on Kid Rides. Address:

**E. J. MORRIS, Mgr.**  
Omaha, Nebr., this week.

## WANTED CARNIVAL

FOR

### CADDO COUNTY FREE FAIR

Anadarko, Okla., Week of Sept. 20. Grandstand attraction will be State FFA Championship Rodeo. Write  
**Dorothy Williams, Sec.**  
Anadarko, Okla.

## WRESTLERS

Need big boys for profitable act. Including 4 State Fairs. Also need Fighter, 140 to 160 lbs. Call or wire

**JACK NASWORTHY**

Care of Carnival, Onida, S. D., June 20-26; Moberly, S. D., June 30-July 5.

## AGENTS

Can place Agent for Skillo, outside. Have opening for one Agent in Count Store.

**BILL HARRIS**

Royal Midwest Shows  
Montezuma, Ind., this week

## BADGER STATE SHOWS

### LAST CALL BEFORE FAIRS

Want Novelties, Ball Games, Fish Pond, Jewelry Sales, Photos or any Stock Concession. Can use for 12 fairs, starting July 8, Barnesville, Minn.

SHOWS—Arcade, Motordrome, 5 to 10-in-1, Snake, Glass House, or what have you? Can use talent for other shows. Girls for Girl Show, also couple to handle Monkey Speedway. Good proposition for right party. Johnny Reynolds wants Agents for Buckets and Scales. Tommy Landon, call Curly at Winton, Minn., then as per route. Two Harbors, Minn., July 2-3-4-5. Can use Ride Help who can drive. Monkey Bill, get in touch with me.

**J. VOMBERG, Manager**

FOLLOW THE WOLFE ARROW

## WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

### WANT FOR BIG 4TH JULY CELEBRATION

3 COUNTY LIONS' CLUB SPONSORSHIP. BIG ARMY MANEUVERS PAYDAY.

Murfreesboro, N. C., June 28 to July 3. Gigantic fireworks display daily. Girl Show, two or more girls, with wardrobe and sound. We have beautiful panel front. One Colored Girl Show; Brothers, answer; Grind Shows. Place set of Kid Rides, small percentage. Opening for Wheel, Razzle, Grind Store, all Hanky Panks. This is an open midway. Our Fairs and Tobacco Celebrations start August 1.

**BILL PORTER, Bus Mgr.** **BEN WOLFE, Owner**  
WAVERLY, VA., THIS WEEK

## A.M.P. SHOWS

### Booking for Western Maryland's largest Fourth of July Celebration

WANT—String Game, Photos, Hi-Striker, Devils Bowling Alley, Water Games, Glass Pitch, Hoop-La, Six Cat, Buckets, Lead Gallery, Age and Scale.

WANT—Animal Show, Monkey, Snake, 5-in-1, Wild Life, any other family-type show. Can place sober Help who drive semi. Drunks, stay away. All replies

**A. M. PODSOBINSKI**

Cumberland, Md., this week; Oakland, Md., next.

## BARNEY TASSELL SHOWS

Want for two Fourth of July Celebration weeks. Don't let size of towns fool you. Week of June 28, Montross, Va., celebrating Fourth on Saturday; week of July 5, Shackelfords, Va., celebrating Fourth on Monday.

**FIREWORKS—PARADES—CARS GIVEN AWAY—PRIZES OF ALL KINDS, ETC. EACH A FULL WEEK OF CELEBRATIONS.**

Want Kiddie Rides, Shows and Concessions of all kinds. This week, New Hampshire Ave. and District of Columbia Line, Takoma Park, Md.

All wires to **BARNEY TASSELL SHOWS**  
4501 MADISON ST., RIVERDALE, MD.

## PAN AMERICAN SHOWS

MAMMOTH ANNUAL CELEBRATION, JULY 3, 4 AND 5, CORYDON, IND.

Want Girl Show, will furnish outfit. Laughton, answer. Manager and Acts for Side Show. Man to operate new Funhouse. Capable Snake Show Manager and experienced Wildlife Showman. Foremen for Merry-Go-Round, Ferris Wheel and Octopus. Ride Help on all Rides. Will book Spitfire, Roll-o-Plane and T.H. Want Long and Short Range Gallery, Jewelry, Photos, Age and Scales, Hoop-La, Heart Pitch, Penny Pitch, Palmistry and Hanky Panks of all kinds. Jimmie Cyers wants one Count Store Agent and one Skillo Agent, must be good. Only four Stores on midway. Bobby Sharp and "Big Six," answer. Also Six Cat Agents. Want Show Painter and good Truck Mechanic. Our Fairs start early in July.

**CARROLLTON, KY., THIS WEEK.**

## FRANK ZORDA

### CAN PLACE FOR WELL-FRAMED SIDE SHOW

Sword Swallower, Fire Eater, Pin Cushion, Magician, Talker; Rosa Lee, Madam Zelda (Myrtle Hutt), Walla Walla, Bill and Bobby Taylor, Leopold, Jesse French, contact. Salaries paid out of office. Address:

Care of Vivona Brothers' Shows, Westerly, Rhode Island, this week.

## GIRLS—GIRLS

### for GIRL SHOW

\$75.00 a week. Want Girls of all kinds with and without experience. 16 Fairs. Will pay all girls a bonus. Also want Ticket Seller who can drive semi truck. Want Candy Man. Phil Narder, wire.

Everybody answer to **F. W. MILLER**

216 Shawnee Drive, Louisville, Ky. Phone: Raymond 2755. Show now open.

## SHAN BROS.' SHOWS

### WANT MUSICIANS AND PERFORMERS FOR MINSTREL SHOW

Harlan, Ky.

P.S.: Frank W. Peppers, please contact.

## AGENTS AGENTS AGENTS

Can place Razzle, Skillo and Pin Store Agents. Only 3 Stores on show. Joe Wilson wants to hear from Bobby Johnson, Art Snyder and Clarence Campbell. Want Ball Boy and Inside Help for 6-Cats, also Agent. Only 6-Cat on show. Frenchie Moore wants to hear from Chuck or any of his old boys. I want to hear from Concession and Show Front Builder. Peg, call me. This week, Firemen's Celebration, Elkland, Pa., with Waverly, N. Y., Sesquicentennial to follow.

Address **KIRK DECKER**, per route of Carl D. Ferris Shows, or call Steuber Hotel, Corning, N. Y.



## Colusa, Calif., Pulls 17,613 For New Mark

COLUSA, Calif., June 19.—Closing its four-day run here Sunday (20) the annual Colusa County Harvest Festival pulled a total attendance of 17,613 and set a new paid admission record, Robert King, secretary-manager, said. Increased attendance was attributed by King to a wider field of entertainment as well as in exhibits.

The mark included 8,575 paid admissions compared to a previous high of 8,442 set in 1950.

The entertainment program included professional wrestling, a baseball game, two free dances, children's parade, vesper service, and Gene Holter's Wild Animal Show featuring racing camels and ostriches.

### Sheriff Injured

Sheriff Max Mayfield suffered a bruised hip and leg when he fell from his mount, Silver Joy Jr., a Holter horse, as he rode into the grandstand arena before 1,500 people. The sheriff raised his hand to wave to the crowd, thus giving the animal the cue to rear. The unexpected maneuver caught Mayfield unawares and he fell on his back with his gun buckling under him. He was removed to a local hospital.

Larry (Bozo the Clown) Valli performed his balloon-hat-making routine on the independent midway. Harrauld Harper made the date with his lost child car.

## Trenton Maps Exhibit Stress

TRENTON, Tenn., June 19.—More than ever before, emphasis will be placed on the educational aspects of the 99th annual Gibson County Fair, to be held here September 6-11, General Manager Frank Stallings Jr., said this week.

Among the added features will be an open class beef cattle show. The dairy show for 4-H and FFA members will be opened to adults this year, as will the swine show. Other educational exhibits will include displays of shop work, cotton, sweet potatoes, legumes and forage crops. The fat hog show, a 1953 highlight, will be enlarged this year. The fair is continuing its participation in the State corn production contest. Last year at least four county residents received premiums in the competition.

The Buff Hottle Shows will supply midway attractions at the fair.

## New Barn Set For Asheboro Cattle Show

ASHEBORO, N. C., June 19.—The Center of North Carolina Fair has had its grounds leveled and expanded to nearly twice the size of last year, according to Secretary W. C. York.

York added that bids are being studied for a large barn to house this season's cattle display. The contract is to be let this week and construction to begin immediately. Plans are for the structure to be made so it can be used for other activities, such as FFA and 4-H shows.

Dates of this year's annual are September 6-11. The grounds are located along Route 220.

### Race Program to PSB

COLUMBUS, O., June 19.—For the third time the Publicity Service Bureau, Dayton, O., Ward Collopy, director, has been awarded the concession for the Ohio State Fair racing program. A 48-page booklet commemorating the 100th anniversary of the fair's founding will be published. It will review highlights of the past 100 years in harness racing. The first Ohio State Fair was held at Washington Park, Cincinnati.

## ST. PAUL PREPS OWN PICTURES, STORIES ON CARNIVAL, REVUE

DAVENPORT, Ia., June 19.—The Minnesota State Fair, St. Paul, which carefully tailors its publicity photos and releases to the needs of newspapers in its area, did some tailoring here this week. Dave Speer, assistant to his dad, Ray, the fair's publicity chief, and Gene Osborne, photographer, took pictures and gathered material for feature stories on the Royal American Shows which will play the fair's midway. They were assisted on the lot by Frank Morrissey, Royal American press agent.

The writer-photographer Dave Speer-Glen Osborne team will do a similar tailoring job on the Barnes-Carruthers No. 1 revue, catching the show several weeks in advance of its appearance at the fair, in ample time to provide news pictures and features to newspapers of St. Paul and Minneapolis.

## CNE in Strong Bid For Sports-Minded

Schedules Trout Show With Free Fishing, Florence Chadwick, Relay Distance Swims

TORONTO, June 19.—The Canadian National Exhibition this year will make a determined pitch for sports-minded patrons.

For rod-and-reel enthusiasts, it has programed a trout show produced by William Schilling, New York City booker. The event, to be staged in the East annex of the coliseum, will enable patrons to fish for 15 minutes and to reel in a limit of three trout. Fish caught will be kept in cold storage until time for patrons to leave the exhibition grounds.

### \$10,000 Swim Prize

Long known for its water events, the CNE this year is giving greater emphasis to swimming events than it has for many years. A try by Florence Chadwick to swim a 32-mile course for \$10,000 is one of the principal new events.

The other new featured swim will be a relay race, open to teams which can consist of all-men, all-women or mixed, across Lake Ontario. Swimmers will start from Fort Niagara about midnight Labor Day and arrive at the CNE the following evening.

### To Open New Bldg.

The CNE will open its new Food Products Building, the second new building it has constructed since World War II. Situated opposite the grandstand, the ultra modern structure will have 60 per cent more floor space for exhibitors than the old building and also will have wide aisles permitting easy flow of traffic.

Again, the CNE will import a band. This year's choice is the Irish Guards from England, one of the best known such groups in the world.

### Plug Rogers P. A.

As usual, the CNE will pull out all the stops in publicizing its mammoth night grandstand show. Exhibition officials have had a big headache over plans for the show as the CNE was caught in the middle of a hassle between the American Guild of Variety Artists and the American Federation of Mu-

sicians. While the AGVA and the AFM battled it out, the CNE, faced with a time problem, nevertheless pushed its advertising make-ready, with Roy Rogers carried as the headliner of the big show in advance advertisements, window cards, etc.

On the midway, the Conklins again will have the rides and shows. In their line-up will be "Dancing Waters," which last year was offered as part of the night grandstand show, and the Rotor ride which was operated here last year.

## Saskatoon Bid For 100G Bldg. Nixed by Govt.

SASKATOON, Sask., June 19.—The provincial government has turned down a request from the Saskatoon Exhibition board for \$100,000 assistance toward construction of an agricultural and industrial exhibits building.

If the board proceeds to build, however, the government has consented to amend an agreement with respect to the livestock building so that the exhibition could earn, by way of a grant, \$100,000 instead of the \$60,000 now provided for.

The agreement now provides that the government will return to the exhibitor its share of the parimutuel tax over a period of 12 years, up to \$60,000.

S. N. MacEachern, exhibition manager, explained to directors that the amendment to the agreement might result in an additional grant from the government, depending on "conditions over the next eight years."

### Nipawin Names Secy.

NIPAWIN, Sask., June 19.—Mrs. Stan Sinclair was named secretary of the Nipawin Agricultural Society, succeeding Mrs. L. Schultz, who has moved to Prince Albert, Sask. The fair dates are August 10-11. Rides owned by the Nipawin Kinsmen Club will be used.

## 'King and I,' New Women's Bldg. Top Dallas Attractions

All-Electric Model Home, Guided Missile to Be Feature Exhibits

DALLAS, June 19.—A fresh line-up of new attractions and features helps make the tentative program for the 1954 State Fair of Texas, October 9-24, look like a real winner.

Heading the strengthened program will be "The King and I," Broadway hit musical which will play 24 performances at the fair, opening the night before the fair begins and skipping the final Sunday evening. Fair execs expect "King" to push the fair's all-time winner, "South Pacific," in gate receipts and attendance. "Pacific" racked up its record gross in 1950. For the past two years, the fair has had variety revues in its 4,301-seat auditorium—headed by Martin and Lewis in 1952 and Ethel Merman in 1953.

### Bldg. Costs 500G

Another top-notch attraction will be the fair's new Women's Building, an air-conditioned \$500,000 exhibit hall which will house a variety of features. They include daily free fashion shows, commercial exhibits of interest to women and the usual categories for feminine competition such as needlework, foods, etc. The commercial exhibits will be staged with the elegance of a swank department store. National exhibitors will show textiles, luggage, precious jewels, cosmetics, gloves, handbags, girdles and so forth.

An all-electric model home will be built on the fairgrounds this summer and be ready for exhibition during the fair. Titled the "House Beautiful Pacesetter House for 1955," the home will be featured in House Beautiful magazine in the spring of 1955. The house will be designed for Southwestern living and will be built by the Dallas Home Builders' Association.

It is being jointly sponsored by House Beautiful, General Electric, the Dallas Power & Light Company, the State Fair and the University of Texas, whose dean of architecture supervised a team of students who designed the home. Completely landscaped and furnished thruout, the house and grounds will represent an invest-

## Peoria, Ill., Inks 'Holiday on Ice'

PEORIA, Ill., June 19.—The Heart of Illinois Exposition has again set "Holiday on Ice" as its top grandstand attraction during the fair, Bob Bartholomew, secretary, announced. The icer will open the night before the fair opens and will give a total of six night performances.

Afternoon grandstand programs will include amateur shows and a number of attractions slanted for small-fry consumption. Buff Hottle Shows will provide the midway attractions.

Bartholomew said livestock entries are sizable and demand for commercial space good. Fair will be held July 27-August 1.

ment expected to near \$100,000. After the fair it becomes property of the State Fair. A small admission charge will be made.

### "Nike" to Be Displayed

The U. S. Army Exhibit Unit will have on display in the Science Building an air defense guided missile, the "Nike." Missile will be part of an elaborate exhibit to be shown at a number of the nation's fairs. The missile can locate and destroy enemy aircraft by means of an electronic "brain."

### Dr. Pepper as Sponsor

Dr. Pepper Company will sponsor the Children's World Theater at the Dallas fair. Theater will present 64 free performances of "Aladdin and His Wonderful Lamp."

Second Saturday of the fair will be bolstered by addition of an additional high school football game, pitting teams from traditional rivals Dallas and Fort Worth high schools.

Fair will open with sellout Texas-Oklahoma football game on first Saturday afternoon. SMU will play Kansas in a night game on final Saturday.

"Ice Cycles of 1955" again will be the attraction in the ice arena. A thrill show again will be presented before the grandstand.

Clif Wilson will handle booking of shows for the Midway for the second straight year. Midway permanent ride line-up is expected to be augmented by the addition of a number of new devices.

## Calgary Ex Black Tops Main Roads

CALGARY, Alta., June 19.—New paving along the main roads within the fairgrounds and the complete area near the exhibit buildings is being done by the Calgary Exhibition and Stampede, Ltd. Completion of a 33-foot wide roadway will enable motorists to make a circle of the grounds without leaving the black top. The area near the exhibit buildings will be black topped and floodlights installed to provide additional parking space.

During stampede week, a fire-resistant big top, 100 by 200 feet, will be used to house exhibits because Stampede Corral will have the Sonja Henie ice show. A rustic front will be built for the tent.

All Indian activities will take place in the fairgrounds Indian encampment, Maurice E. Hartnett, general manager of the show, announced.

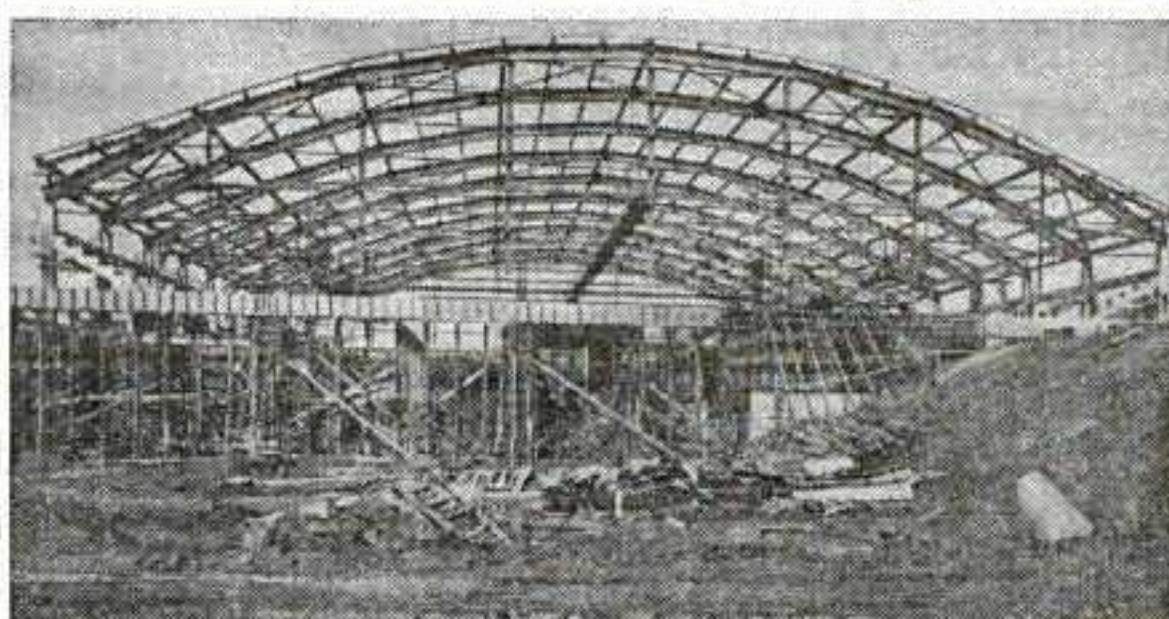
Indian exhibits will be shown in the camp proper, a ceremonial platform will be built and the ration office will be moved to the camp grounds.

## Gainesville, Tex., Program to Include Radio Show, Rodeo

GAINESVILLE, Tex., June 19.—The Cooke County Fair, which will operate from August 30 thru September 4, has completed its attraction line-up. W. T. Bonner, president, announced.

Featured grandstand fare will be the WFAA Shindig a group of radio and television country and western artists, who will take over the stage the first two evenings. Bobby Estes Rodeo will then come in from Thursday thru Saturday. Bill Hames Shows will again provide the midway attractions and the State Game and Fish Commission will have a wild life show in the main exhibit building.

LeRoy Robinson is secretary of the 28-year-old fair.

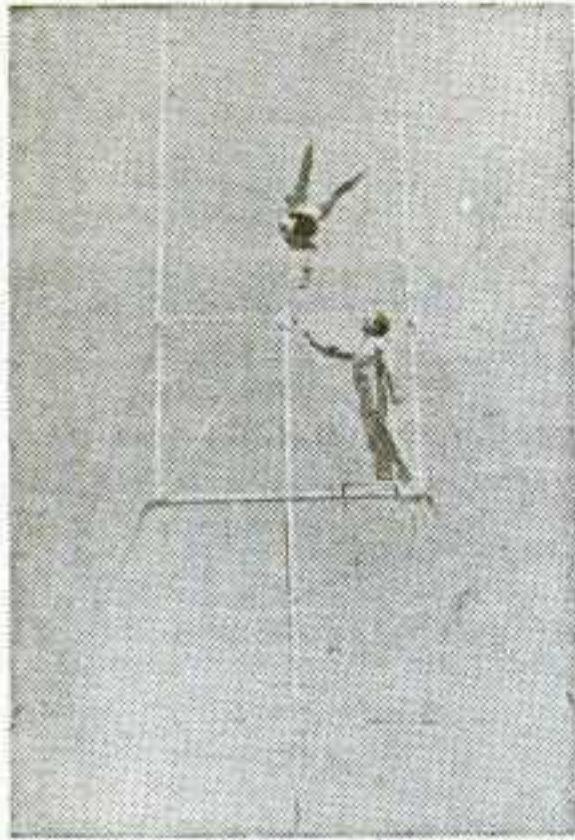


THE NEW 10,000-SEAT COLISEUM at the new Winston-Salem (N. C.) Fair is rapidly taking form and will be available for partial use in time for the staging of this year's annual in October. Charles E. Norfleet, vice-president and trust officer of the Wachovia Bank & Trust Company, reports that approximately 30,000 feet of exhibit space will be available for fair purposes. The novel construction provides for much of the area to be below ground level. Frank H. Kingman, secretary of the Brockton (Mass.) Fair, has been engaged to operate the Coliseum and the Winston-Salem Fair at the conclusion of this year's Brockton event.



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ONE HAND STAND  
100 FEET IN MIDAIR**

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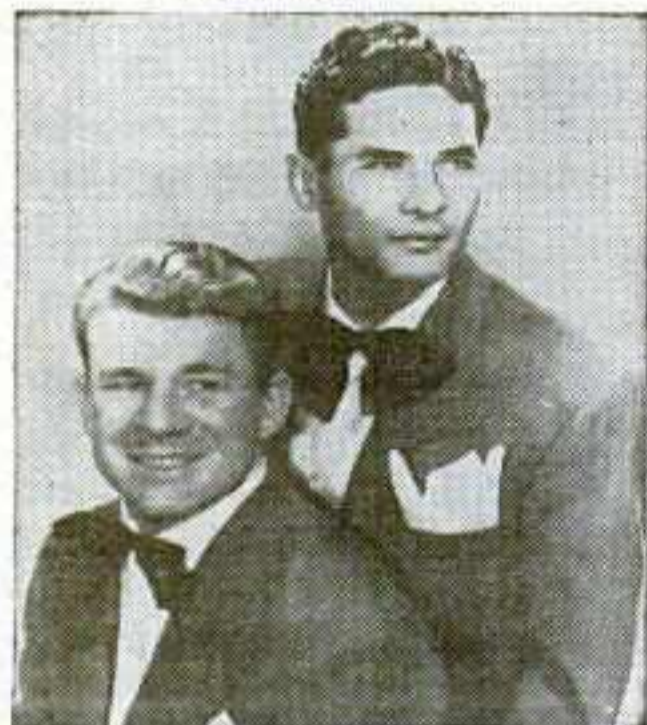
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GAINESVILLE, TEXAS

## ART SHOW CLICKS!

# Exhibitors, Interest Big at Sacramento

WHEN the California State Fair and Exposition in Sacramento opens September 2 for its annual 11-day run, artists will welcome the return of the Arts Show to the competitive field after one year of non-competitive invitational exhibition.

Last year's change was an expediency due to the major portion of the art budget going into remodeling of a building as the new site of the show which made payments of premiums impossible, according to E. P. Green, secretary-manager of the State Fair.

This year, with the spacious, airy and well lighted building completed and air conditioning installed, the traditional show with several new additions has been restored under the direction of Grant Duggins, exhibit supervisor of arts. Premiums offered this year are \$12,385, all of which will go to California artists except in the 14th North American International Photographic Exhibit. Sponsored by the California State Fair and Sierra Camera Club of Sacramento, the photographic exhibit is open to photographers anywhere.

New features for the 1954 show are art motion pictures, a design contest for a new State Fair seal, and hand blocked textiles. There will also be a non-competitive good design show.

### Premium Money

The 1954 premium money is short of its 1952 mark by approximately \$2,500, yet artists of California are ahead in other than financial ways. The new site for the art show is commodious and, above all, permanent, ending the shifting around of the display

from behind barns and in corners of other buildings in which there happened to be space available.

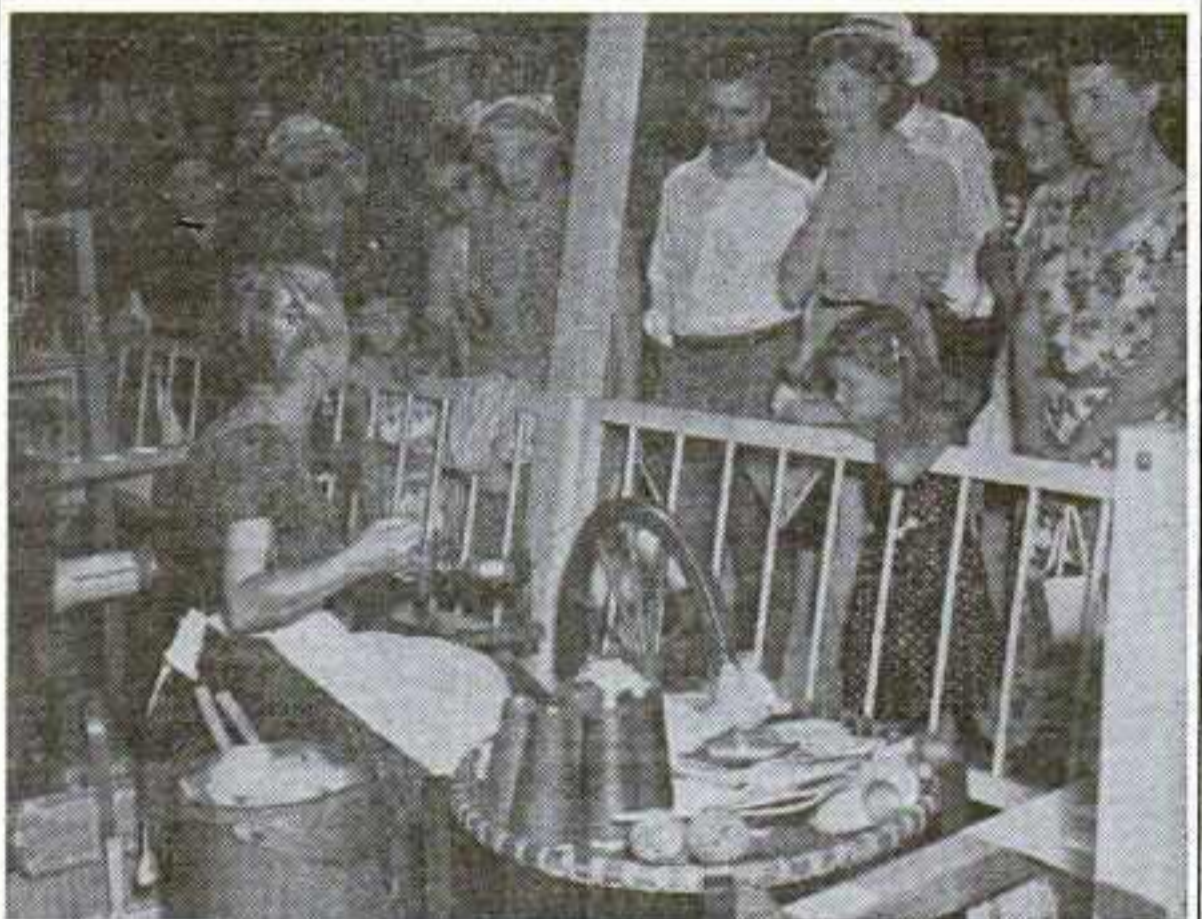
The structure used is the former Poultry Building. And Duggins, at the time the money was expended to remodel it, was hopeful that the prize money would be restored this year. The elimination



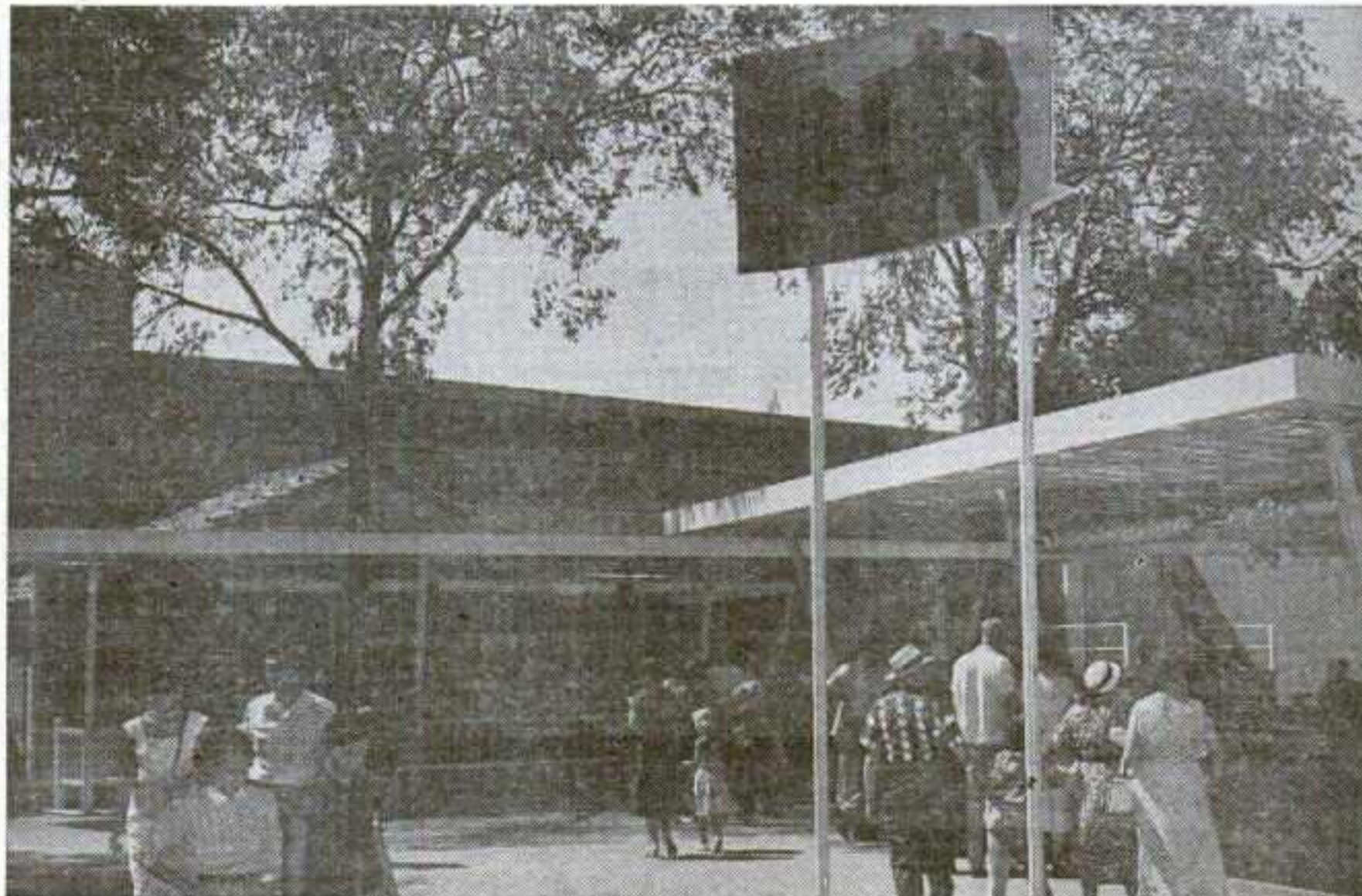
Grant Duggins

of the premiums, he says, was necessary when the fair converted the nearly 150-foot square structure to house canvases and designs. With an expenditure of \$50,000 necessary, the request for award money was omitted. While Duggins realized that a new and permanent location was necessary, he felt, too, that asking for funds for remodeling and premiums might invite the rejection of both projects.

Last year the art show touched



On-the-spot demonstration of craftsmanship, such as the exhibit of yarn-spinning above, snared intent interest in '53.



Interest and number of exhibitors in the art show at the California State Fair, Sacramento, have soared within recent years. One reason is because the show is aimed at those in every walk of life, with exhibits including fine arts to the products of a carpenter's hammer. Last year there were 4,500 exhibitors, compared to 750 in 1947.

**P. O. S. of A. FAIR**  
Oriental, Pa., August 18 to 22, Inclusive  
**WANTS**  
Independent Shows, legitimate Concessions of all kinds. X sold on Popcorn, Candy Floss, Candy Apples only. Postively no flats or gypsies. Garbrick's Independent Rides on midway. Don't phone, write  
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A good Carnival to play our  
**ANNUAL COUNTY FAIR**  
September 27 through October 2, 1954.  
Write full details or contact  
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## WANT CONCESSIONS

Independent Concessions not conflicting with Bill Hames Shows' Concessions for principal midway of  
**COOKE COUNTY FAIR**  
AUG. 30-SEPT. 4  
Fair features hillbilly stage show, Hames shows and rodeo.  
**LEROY ROBINSON, Secretary**  
Gainesville Natl. Bank, Gainesville, Tex.

## CARNIVAL WANTED

FOR SPARTA, TENNESSEE, FREE FAIR  
SEPTEMBER 13-14-15-16-17-18.  
Contact  
**MRS. DELLA SCOTT**  
211 Church St. Sparta, Tenn.

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Carnival Rides during the **BUCHANAN COUNTY FAIR**, Grundy, Virginia. County Fair sponsored by the Buchanan County Chamber of Commerce. The local county tax has been waived during the week of the fair. Please contact **R. W. GIBSON JR., President of the County Fair**, P. O. Box 445, Grundy, Va. Telephone 4471 or 3741. County Fair to run the week of Aug. 16 thru 21, 1954.

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**NEL'S ATOMIC ATTRACTIONS**  
Top Dog Act and Comedy Trick Mule.  
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every walk of life, with everything from fine arts to a carpenter's hammer. "With the permanent quarters assigned, I thought the art show should be one that touched everybody—not only the people painting on canvas," Duggins explains. "Everything today is designed—salt and pepper shaker, dishes and even the chairs in which we sit. Take the latter for example. A chair may be lower, lighter, and made to conform to the body lines. First they are designed for comfort, then looks. That was the idea for the 1953 art show. We took everything from fine arts right down to a steak knife, a soup ladle, and a carpenter's hammer. In the same case were displayed a piece of Steuben glass, a ladle and a hammer."

**Joins Fair—1946**

Duggins joined the fair's staff in 1946. It was the general plan at the time of the exposition's management to resume the schedule following the shutdown that began in 1942 for the duration of the war. However, the problem of re-establishing the fair could not be overcome soon enough for the opening that year; it was bypassed until 1947. Even in 1946, Duggins was working on plans to use the poultry building, centering his displays there instead of the various spots that included an upstairs location in the Wo-

men's Building. Unable to make his arrangements then for the permanent spot, he took over the Home Economics Building for it. The prize money that year was \$3,500. But the permanent locating of the show was still a problem, which Duggins was unable to solve. He took the next best step, which served its purpose adequately but temporarily.

Duggins tells the story of the move this way, "We held a fairly sizable art show in the Women's Building. But the next year there was another need for that structure. So I was out of a building for art. Then I got the bright idea of having an outdoor art show. I took over the old dairy building and the ground in back of it. There were a few old milking barns there that were torn down. After planting some grass, I designed the place for art to be hung outside and under canvas. That was used successfully until 1952."

**Art Show**

Under Duggin's direction, the number of art show exhibitors has increased from approximately 750 in 1947 to 4,500 in 1952. With the 1953 show invitational, the number of artists entering would not be a logical comparison. Altho it was open only to top craftsmen, Duggins as well as the artists in

general were well pleased with the way it was handled. The relatively few complaints came mainly from the poultry people who felt that art was not as important as chickens.

Duggins believes that the expansion of the art shows at fairs is doing much to acquaint rural folk with the crafts. They take a utilitarian view of the shows, he claims. As the State Fair display includes furniture, one major point stressed is that all that is necessary is pieces of good design. Housewives are able, by seeing what is new, to make their homes more attractive. The art supervisor is confident that show patrons are generally searching for well designed furniture pieces with utility values.

Duggins has lived in Sacramento since 1919 and has seen every State Fair there since that time. He also participated in quite a few of them before he joined the staff. His main part in art is photography, but he has supplemented this with various courses in the other divisions. As a member of the Photographic Society of America, in which he is a fellow, and the Photographic Society of Great Britain, he has judged some of the top shows in the nation. One of these was in Los Angeles, where some of the world's best photographers showed.



Photography exhibits were rated among the most popular at the '53 show as indicated by the above picture.

**Photography and Art**

Duggins finds photography one of the biggest attractions at an art show. He, however, discounts the fact that amateurs can be consistent award winners.

One of the most popular exhibits at the last fair was a color chart. Duggins' belief that many people are unable to discern true colors was confirmed. Some saw

red as a shade of purple while others could not distinguish between blue and green. To those who cannot tell colors, Duggins advises they have someone select their schemes. And it might be wise, too, he suggests, for them to buy the Christmas gift ties so that they will not end up in the clothes closet or create color chaos when worn.

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**Bill Atterbury's INCOMPARABLE SKY-KINGS**

Featuring Mid-Air Split-Second Change of Poles

**New Orleans Item**

N. O., LA.—Performers passing within inches of each other amazed the crowds.

**Evening World Herald**

OMAHA, Neb.—Ak-Sar-Ben "Fifteen Top Circus acts . . . biggest thrills of the show were provided by the "Sky-Kings."

**Daily Oklahoman**

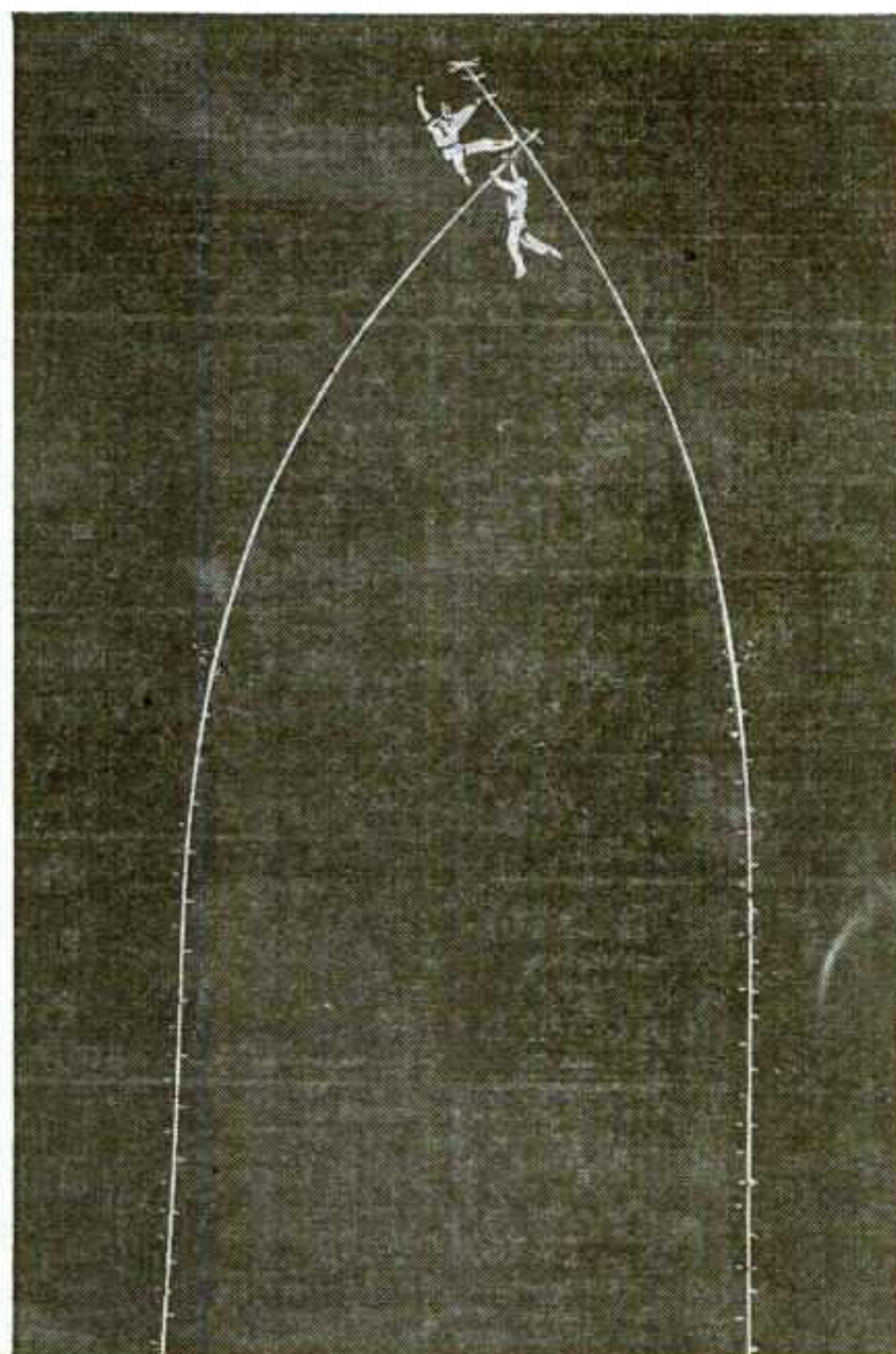
OKLAHOMA CITY—" . . . their dizzy antics make even the stoutest heart skip a beat."

**Daily Argus Leader**

SIoux FALLS, S. Dak.—(Sioux Empire Fair) . . . plenty of thrills were presented by the "Sky-Kings."

**Dallas Morning News**

STATE FAIR PARK (Dallas, Texas) ". . . daring act . . . unique."



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In 1953, after two years of training and intensive practice, the SKY-KING devised a way to more than triple the thrills packed in his own seven-minute routine of aerobatics. Using two identical riggings situated 30 feet apart, and with a daredevil atop each lofty pinnacle, the "SKY-KINGS" execute the most daring of aerial gymnastics . . . but that isn't all! These rulers of the ethereal empire perform while they sway to and fro atop 125-ft. poles in an arc of 60 degrees until they touch in the center. This tremendous sway places the "SKY-KINGS" almost sixty feet apart at the outer ends of their sway. Designed solely for thrills, this original presentation of the incomparable "SKY-KINGS" is brand new, without peer and unparalleled in the history of aerialdom.

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SOME OPEN TIME THIS SEPTEMBER







## Galt, Calif., Closes Run

SACRAMENTO, June 19.—The Sacramento County Fair, formerly held in Galt and this year for the first time on a part of the California State Fair grounds, closed its annual four-day run tonight. The attendance goal was 30,000 with the event being described by Ancil Hoffman, president of the county board, as a "State Fair on a smaller basis."

Bob Baker, secretary-manager, said the event offered more than \$30,000 in premiums, a new high, and about 4,000 ribbons.

The entertainment program, in addition to West Coast Exposition Shows on the midway, included a stagershow on Wednesday and Thursday nights headlined by the Hoosier Hot Shots. Gene Holter's Wild Animal Show, featuring racing camels and ostriches, appeared Wednesday, Thursday and Friday afternoons and last night and tonight.

The fair was set up on a 50-acre plot on the east side of the fairgrounds with entrance on Broadway thru Gate 12.

## Bradenton, Fla., Re-Elects Chaires

BRADENTON, Fla., June 19.—Dr. Thomas Chaires has been re-elected president of the Manatee County Fair Association. Other officers, all re-elected, are: L. P. Thomas, Palmetto, vice-president; Hoke S. Hughes, Palmetto, secretary, and William Snyder, Palmetto, treasurer.

Directors for three-year terms are Chaires, Snyder, Bill Strickland, Thomas and Paul Myers; two-year terms, Carter Ives, J. I. Carney, Hughes, Bill Day and B. F. Mount; one-year term, Jake Newsome. P. C. Mann, Harry Butler, Harry Pace and Vance Elliott.

C. L. Winn, secretary of the Iowa County Fair, Mineral Point, Wis., for the past 20 years, has resigned but will continue as a member of the fair board. H. S. Ivey, a former director, is taking over as secretary. In resigning, Winn extended his thanks to the many in fair business who cooperated with him during his many years as secretary.

## Omaha Pacts Robert Q. Lewis For Centennial

OMAHA, June 19.—A variety show headed up by radio-television performer Robert Q. Lewis, will be presented for one night in Ak-Sar-Ben grandstand here as part of the city's centennial. Show will perform the night of July 10.

To be billed as the "Centennial All-Star Variety Show," the cast will include Jaye P. Morgan, Lois Hunt, Jan Arden, Earl Wrightson, Don Liberto, Chordettes, Lee Vines and John Cali. They will be augmented by the Darling Debutantes, a local line of gals, and Skeets Mahoney's orchestra.

Admission is included in the celebration's ticket books which carry coupons for 17 attractions. Priced at \$10 each, more than 14,500 books have already been sold, centennial officials announced.

In addition to performing in the evening, Lewis will originate his CBS radio broadcast from the Orpheum Theater here the morning of July 10.

## Gresham Adds Tote Board

GRESHAM, Ore., June 19.—Duane Hennessy, manager of Multnomah County Fair, this week announced signing of a contract with the American Totalisator Company for installation of an electronic racing odds computer to be ready for use at this year's fair, August 12-21.

The \$30,000 device will eliminate hand selling of pari-mutuel tickets and thus speed announcement of changing odds to a matter of seconds, Hennessy said. As each wagering ticket is sold it is recorded instantly by the computer, allowing calculation of odds to keep pace with the ticket buyers' selections.

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## KIDDIELAND FOR ADULTS

# Disneyland Sets New Designs For Rides, Exhibit Layouts

By SAM ABBOTT

DISNEYLAND, one of the world's most unusual amusement parks, to be constructed at a cost of \$9,000,000 near Anaheim, Calif., will use movie techniques and specially designed rides, Walt Disney, president and chairman of the board, has revealed.

Disney also explained the surveys, which cost \$25,000 and lasted 15 months and determined the location. The Orange County site is 25 miles south of Los Angeles. Artists conceptions and scale drawings of the project are being shown at the Disney Studios in Burbank, Calif., where they have been viewed by numerous visiting parkmen from various parts of the nation.

The park will cover 160 acres, with 57 of them in the amusement zone. The project is described as a "combination world's fair, playground, community center and a museum of yesterday, tomorrow and Fantasy." Cartoon characters, including Donald Duck, Mickey Mouse, Pinocchio, Snow White and others created by Disney will be featured.

Altho Disneyland will be some distance from metropolitan Los Angeles, it is only eight miles from the center of Southern California population. The spot was selected on the basis of findings submitted by a crew of trained pollsters from the Stanford University Research Department. C. V. Woods Jr., who directed the check, now is with the Disneyland concern as general manager.

### Widely Accessible Site

Disney said that the Anaheim spot was selected after Stanford made two types of checks—one for the geographic location and the other as to the economic development of the region. Population, the survey found, was moving in that direction for the reason that the area north of Los Angeles is almost at a saturation point. With the new highways, the park will be accessible to residents living almost anywhere in the Los Angeles area. The spot is outside the corporate city limits of Anaheim but a move, with Disney's co-operation, is under way to extend the boundaries to include it. Disney points out that it will greatly reduce insurance rates and offer operational aides. This point was agreed upon months ago with Anaheim extending every co-operation.

Attractions at the park will be aimed at adults. This is on the basis of Disney's many years in the creation of characters for his animated cartoons. He points out that ample emphasis will be made to please children, a policy followed in the Disney film editing departments.

The park will be divided into sections to be called True-Life Adventure Land, Land of Tomorrow, Frontier Land, Fantasy Land, Recreation Land and Holiday Land.

Nat Winecoff, to whom Disney refers as his "pitchman" but who serves regularly as an executive in the music department, is assigned to explain the charts and drawings covering three walls of a large room in the Animation Building.

Pointing to an over-all drawing, Winecoff explains that around the 57 acres of building will be an elevation with a 1/2-scale steam train carrying 160 people making a sight-seeing trip over the rails.

### Plans 1890 Town

Disney has overlooked today. For upon entering there will be the old civic square with the Town Hall and Opera House, all scaled down to 80 per cent and depicting cities of the last century. A horse-drawn streetcar will take visitors thru the town. The upper stories of the stores along the street will be false but the stores themselves will be operated by firms who were active

in the 1890's. Where a dentist's office is shown upstairs, there will be a tape recording of noises that generally emanate from them.

The street runs into a hub, at the right of which will be a Botanical Garden with tropical flowers and birds. In the True-Life section here tapes will again give lectures and supply sound for the exhibits.

The Land of Tomorrow will feature exhibits by special designers. Here monorails and Rocket Ships will replace Coasters and other conventional rides. One Rocket Ship will employ film for the illusion of moving thru space. One reel will be projected on the floor with the one in the ceiling completing the continuity of a ride to the planets. There will be a Freeway of Tomorrow for the moppets, who will be given an easily passed driver's test to receive a Disneyland operator's license. The cars, seating two, will travel on the modern

highway system at the rate of 14 miles per hour.

### Monorail Planned

Fantasy Land will draw upon Disney's vivid imagination. Here will be castles 80 feet high. And, perhaps, the nearest thing to a conventional ride for this section will feature King Arthur's carousel. The classics will come in for a share with a monorail device whisking moppets thru the skies over a scaled down scene of London. "Never Never Land," "Alice in Wonderland" and "Snow White and the Seven Dwarfs" are to have their places. In the "Snow White" section, taped music from the film will be used.

Near Fantasy Land will be a 5 1/2-acre picnic ground, which can accommodate 500 to 3,000 people.

Frontier Land will take visitors back to 1840. There will be scenes of the rugged West. Mule trains will be one of the rides, which

(Continued on page 81)

## VIDEO SERIES FOR PALISADES AGAIN

### Du Mont to Show 'Summer in the Park' Wednesday Nights; Name Emsee Sought

PALISADE, N. J., June 19.—Palisades Amusement Park will again be the site for a Du Mont network TV program, the third consecutive year the park has been the locale for a video series. Last year Du Mont's "Strawhatters" program won Palisades an NAAPPB promotional award.

The award from the National Association of Amusement Parks, Pools & Beaches was in recognition of the nationwide publicity garnered for the amusement park industry thru the televised series.

Park owner Irving Rosenthal this week discussed the hour-long programs, which will get under way next Wednesday night (23) and be halted after Labor Day, and said plans are for a name entertainer, possibly a Hollywood and Broadway actor, to be landed as season-long emcee. Financial arrangements for the show were not disclosed.

### Show Format Given

This year's series will be titled "Summer in the Park" and will be carried from 9 to 10 p.m. every Wednesday. The first half hour on Wednesday (23) will show the spot's Dixieland band, aquacomics over the pool falls, thrill rides, barbershop quartet and an old-fashioned band concert, with high school and college bands performing.

The second half of the hour will show a water ballet in the pool, name band playing for dancing in the Casino, "Boy Meets Girl" participation contest, aerial free act, and the wind-up in the Casino. There is no national sponsorship yet altho it is hoped that one will be signed.

## Bronx Pal-Land Hosts Cops, Tots

NEW YORK, June 19.—Pal-Land in the Bronx held its annual Police Athletic League benefit today, turning over its five rides to the 46th Precinct cops and their moppet guests.

Brothers Sonny and Tom Palmieri offered free rides from 8:30 thru 11:30 a.m., and arranged for candy and ice cream firms to hand out free refreshments to the kids. Also on hand was Colonel Venture, the WOR-TV kid-show personality.

Candy-striped center pieces have been added to the rides, and the kiddie Merry-Go-Round is sporting a new aluminum top. A canopy has been erected over the Roller Coaster entry platform to shield waiting riders from the sun.

The TV show will round out the summer promotion program, which will have something doing at the park every night except Sundays.

On Mondays, Bill Silbert's WMGM radio show has name vocalists as guests, opening next Monday (21) with Jill Corey, Karen Chandler, Alan Dale, Richard Hayes, Monica Lewis and Lou Monte. This is a three-way deal among the park, WMGM, and Coke-in-the-Bottle.

### Bargain Days

Tuesdays and Thursdays are bargain days with rides offered at cut prices. On Wednesdays there will be the TV show and Miss Universe Contest judging. On Fridays WMCA disk jockey Murray Kaufman will conduct his show and introduce name vocalists who will sing and be interviewed. And on Saturdays kiddie TV attractions will greet the moppets.

## NEW DANCE FLOOR

# Riverside Completes Surfacing of Midway

AGAWAM, Mass., June 19.—Riverside Park has completed its bowling alley conversion with the addition of six new automatic pinsetters. A dozen were installed early in the season and now all 18 alleys have the automatic set-up.

Also added by owner-manager Ed Carroll is a group of seals, purchased in Maine and put on display in the Kiddieland area. A tank has been erected for the seals, who complement the park's animal family. The funspot also exhibits deer, ducks, bears, rabbits, monkeys, goats and barnyard animals.

This is the 12th Saturday-Sunday period of operation, the season's halfway mark here, but remodeling work begun after the 1953 season's close is still going on. A new dance floor has been finished in Riverside Gardens. It is of polished, pink-cement construction and replaces the plywood floor formerly used for dancing.

### Completion of the midway walk

John Dunsmuir, member of the board of the Pacific National Exhibition, Vancouver, plans an early visit to Ottawa to seek federal financial support for a proposed International Trade Fair on the PNE grounds.

## WHERE DID N. Y. PATRONS VANISH TO ON THURSDAY?

NEW YORK, June 19.—Metropolitan park people were still scratching their heads this week in efforts to learn where the customers disappeared to Thursday (10). From the Bronx all the way to Queens, it was acknowledged to be the dearest weekday in the memory of more than a half dozen operators of both kiddie and major funspots. Sonny Palmieri, of Pal-Land, Southern Boulevard and Fordham Road, said the Bronx Zoo turnstiles across the street registered only 480 customers for the day, whereas the normal for Thursday is 1,700. Weather was clear and several possible solutions were offered. One park man noted it was the afternoon of a McCarthy-Welch clash during the Senate Investigations subcommittee hearings. It was also suggested that New Yorkers might have been scared into saving their change, by the then imminent possibility of a transit strike. But all those queried agreed on one thing—it was mightily lonely on Thursday.

## NEWS BRIEFS

# Elitch Robbed, Business Big; Recall Tashmoo; Bally Coney

DENVER, June 19.—A sack containing more than \$1,500 was taken from a safe at Elitch Gardens last weekend. Carl Murphy, head cashier, reported the robbery to police. Business for the 63-year-old funspot has been excellent, it was reported. It is using a TV show aimed at teen-agers to plug its Monday night teen parties at the ballroom. Elitch Theater opened this week.

### Detroit Paper Tells Tashmoo History . . .

DETROIT—History of Tashmoo Park, shuttered funspot which operated for nearly a half century, was told in a feature story in The Detroit News recently. Mr. and Mrs. William Harms, whose family operated the park, still live on the site.

### Schoff Spot Featured In Magazine, Paper . . .

CINCINNATI — Coney Island here was featured in a recent issue of Business Week. Ed Schoff, manager, also was written up in The Cincinnati Enquirer, upon his return from California, where he consulted with Walt Disney about the new Disneyland park.

### Cedar Point Schedules Boat Swim Stunts . . .

SANDUSKY, O.—Cedar Point on Lake Erie, near-by resort, will promote a 60-mile outboard motorboat race from Cleveland to the park in August. In another promotion, the park has reduced length of the course for the marathon swim across Lake Erie since no one completed it last year. Next swim will be in August.

Horse show will be July 25. The Budweiser eight-horse hitch is booked for July 10.

### Carolinas Grant 2 Funspot Charters . . .

RALEIGH, N. C.—A charter has been issued for operation of a Kiddieland at Atlantic Beach, N. C. Incorporators are listed as L. T. White Sr., A. B. Cooper and Rhoda G. Cooper. In Charleston, S. C., Stringfellow Lake, Inc., has been chartered to rent boats.

### New Brunswick Park Uses Late Movies . . .

PETITCODIAC, N. B.—The Ranch, an amusement park serving Moncton, features girls' soft ball games, a ballroom and picnic area. Spot features midnight movies each Sunday night.

## INFOR FOR ALL

# Bulletin Keeps All at Rocks' Well Informed

NEW YORK, June 19.—Besides sporting a Rotor ride and sliding metal doors for concessions, Rockaways' Playland has several other new items, installed by its concessionaires.

Veteran operator Nat Faber has replaced 10 Bowl-O games at the Queens funspot with 13 Skee Ball units, and has also replaced 14 old Shuffles with as many new Shuffle units.

Martin W. Martin, who operates the food stands, has remodeled one of his two pizza stores, and Max Levine has a new table and 10 unit-operation in his Three-in-Line concession, instead of the 18 units he had last season.

Dick Geist is putting out a periodical park bulletin to all at Playland, carrying such information as excursions, contests, outings, transportation schedule changes, publicity plans and work going on inside the park.

Recent visitors have included Ed Carroll, of Riverside (Mass.) Park; Patty Conklin and son, Jimmy, of the Canadian National Exhibition and Conklin Shows, and Ben Milton, of Excelsior (Minn.) Amusement Park.

## CONEY ISLAND, N. Y.

By UNO

Kyrimes family, Cornelius and Helen, Bowery and W. 12th, is now officially titled, "The New Luna Park," a name legally adopted, since the old Luna on Surf Avenue, is to become a family housing project. With the change in name comes a new price policy comprising a combo ticket calling for six rides for 95 cents for adults and 50 cents for children. Former prices were 25 cents and 15 cents. Another change is the exit of the Boomerang to be put up for sale. Replacement will be another Looper. Now under consideration are 10 more rides for next season on property adjoining, which with the present season's quota, will give the New Luna Park a total of 17 rides.

Jerry Herckwitz, a new Islander

from Edgemere, Long Island, where he has gained fame operating a similar establishment, brings to the boardwalk as a partner of Nat Faber the manufacture and sale of nine brands of knishes. Spot, between W. 15th and W. 16th, heretofore housed a Faber poker-roll game. A large section in the rear has been completely transformed into a well-equipped cookery for the rather tasty delicacy with Jerry in complete charge of the entire.

Complaints about the serious condition of the boardwalk with nails protruding to make it hazardous for pedestrians has necessitated Moe S. Silberman, prexy of the Chamber of Commerce, to wire the Mayor for a prompt re-

(Continued on page 81)



**BIG AND STILL GROWING**

**Major Units Enlarge Giant NY Kiddie Park**

NEW YORK, June 19.—Kiddie City, million-dollar funspot in the Douglaston section of Queens, is slowly taking on the appearance of a major amusement park with the addition of major riding devices.

Latest additions to the line-up are a Tilt-a-Whirl, large Whip, 15-car Lusse Bros.' Scooter, and the Roto-Whip, German ride introduced last year at Coney Island and the Mineola Fair. Other rides designed for entertaining both adults and children alike are a Big Eli Wheel, Merry-Go-Round and National's Century Flyer train and Comet Junior Coaster.

In addition to the eight rides listed, there are 14 that are purely of the kiddie variety. These are

a Whirlo, Hodges' Hand Cars, Chambers Bug Ride, Bisch-Rocco Jet Ride, Herschell Sky Fighter, Boat, Tank and Jeep rides; Pinto Fire Trucks; National's Jeepmobile, Pony Carts and Junior Ferris Wheel, and Mangels Roto-Whip and kiddie Merry-Go-Round.

**Golf and Battem**  
In addition to the rides, coin machine distributor Dave Simon has a large Holmes-Cook miniature golf course working and an eight-unit baseball batting cage. Rising at the Northern Boulevard entrance is a large structure that will house a restaurant and possibly an Arcade.

Noticeably lacking are concession operations. Only one small food counter is open.

Price structure for tickets is relatively high and a complicated one for the patron to memorize. Large, head-high signs tell the varied rates: For the 14 purely kiddie or junior rides, 15 cents apiece, five for 50 cents. Thrift book goes at 12 tickets for \$1 or 25 for \$2. Classed as major rides on the chart are the train, Wheel, Coaster, Carusel, Tilt and Whip. Tickets for all seats are 15 cents, seven for \$1, or the patron can ride for two junior-ride tickets.

**Two 'Super Rides'**  
The Scooter and Roto-Jet are classed as super rides and to ride those units the customer pays 25 cents per ticket, or he may get on for two major-ride tickets or three junior-ride tickets.

**Harry Duncan, Kansas City Manager, Dies**

KANSAS CITY, Mo., June 19.—Harry Duncan, manager of Fairyland Park here for the past 25 years, died last week at the home of a son, the Rev. Herbert E. Duncan. He was 72.

Duncan was born in Kansas City. As a boy he worked on a Merry-Go-Round at the old Troost Park and maintained interest in outdoor show business thereafter.

He was a past president of the old National Association of Amusement Park Managers and a member of the National Association of Amusement Parks, Pools and Beaches. He was an active member of the Heart of America Showmen's Club. Duncan was said to have been the first to promote annual PTA picnics, a plan now used widely.

Surviving are his widow, Mrs. Myrtle G. Duncan; two other sons, Harold Duncan, associated with the Fairyland Park, and Dr. William H. Duncan; a brother, Taylor Duncan, and a sister, Edith Duncan.

**Weather Holds Detroit Kidspot Under '53 Take**

DETROIT, June 19.—The kiddie park field in the Detroit area, like the larger amusement parks, got off to a slow start, largely because of unfavorable weather until this week. At Detroit Kiddieland business has been running slightly behind last year.

The park, operated by the Philip Smith theater circuit, in an annex area at the West Side Drive-In Theater opened in mid-April, for Friday, Saturday and Sunday business only. With many days of adverse weather, the park remained closed part of several weekends.

Grand opening has been set for June 24, following the close of schools, with daily operation set until Labor Day.

The 12 rides are being operated at 9 cents. Only exception is the live pony ride, which is being operated at 15 cents and encountering considerable price resistance.

The park is under the management of Charles Zack.

**Disneyland**

Continued from page 80

may end at a dock for a trip on the 110-foot stern wheeler steamboat. This trip goes thru the "Rivers of America" with scenes of New Orleans, Natchez and other cities on the Mississippi River in miniature. A tape recording will be synchronized to explain the trip and supply the calls of the birds along the Florida streams. There is also planned a Mickey Mouse headquarters on an island where the boat will stop for the small fry to visit the character and obtain membership cards in the Mickey Mouse Club.

**Alter Holiday Section**

Under the division of Holiday Land, Disney plans to change this section with the seasons. Around Christmas, it will feature Santa Claus, and rabbits will be emphasized in the pre-Easter theme.

Disney declared that his main problem would be an engineering one. However, the studio maintains a large and complete shop. The Disney cameras are made here, and Disney feels that much of the work can be done right on the grounds. As practically everything will be specially designed, it is felt that the regular ride manufacturers, who work on production line basis, can not supply the desired equipment.

As there will be mechanical birds, alligators, dragons, and other decorative items, Disney will rely upon his experience in making movies to create and make these. In some sections the use of plastic brick may be used. Disney adds that this takes paint well and is durable. And, he continues, it can be changed quicker, better and cheaper than concrete and stone should he have an idea that he believes is better.

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**ROBERT PEART, City Manager**  
Garden City, Kansas

**Coney Island**

Continued from page 80

pair job. . . . The initial off-shore fireworks show was launched June 15 and continues every Tuesday evening with a weekly change of program until the final display on August 31 for a total of 12 pyro exhibits. . . . William Delaney, of Chicago, who spent many a former holiday in Steeplechase Park and remembers when a combination ticket was only two bits, has written a song called "Myrtle, the Girl of My Dreams," part of the lyrics of which deals with Coney. Delaney writes his ditty will be sung this season by the Singing Waiters at Lane's Irish House and also heard via local juke boxes. . . . Sandy Ehrman, brother of publicity chief Monroe Ehrman, is now operating the Riviera luncheonette for the Sea Gate Association located near the gate.

Dorothy (Mickey) Wein is newly partnered with Jack Merr in several Bowery and Jones Walk concessions. Ring-the-block, the high striker and pitch-a-penny make up the list. Assistants are Marie Alfano, Joseph Rowa and Ray Shinske. . . . Bill Crump, an Island newcomer and last season a Keansburg, N. J., concessionaire, has moved his huckly-buck game to Nelsons' Corner, Steeplechase Walk and the Bowery. Bill charges two bits for five balls which must be thrown, in order to win, into coffee cans. Crump claims it is an old game but new to Coney. His prizes consist of groceries, clocks, etc. Assistant is Lawrence Gentile. . . . While Nat Faber is busy elsewhere, his son, Martin, is supervising Faber's Sportland at Surf and Stillwell. Another son, Stanford, is managing Faber's Arcade in Feltman's, and his brother, Max, is operating another Faber Sportland on the boardwalk near Bushman's Baths. . . . Tessie and Louis Reisler control three concessions, two cokes and one hoop-la, on the Bowery and Stillwell. The Bowery one is a coke, a replacement for a Greyhound Racer. Managing all is Al Lupp. A new item in the prize merchandise are Pinocchio dolls.

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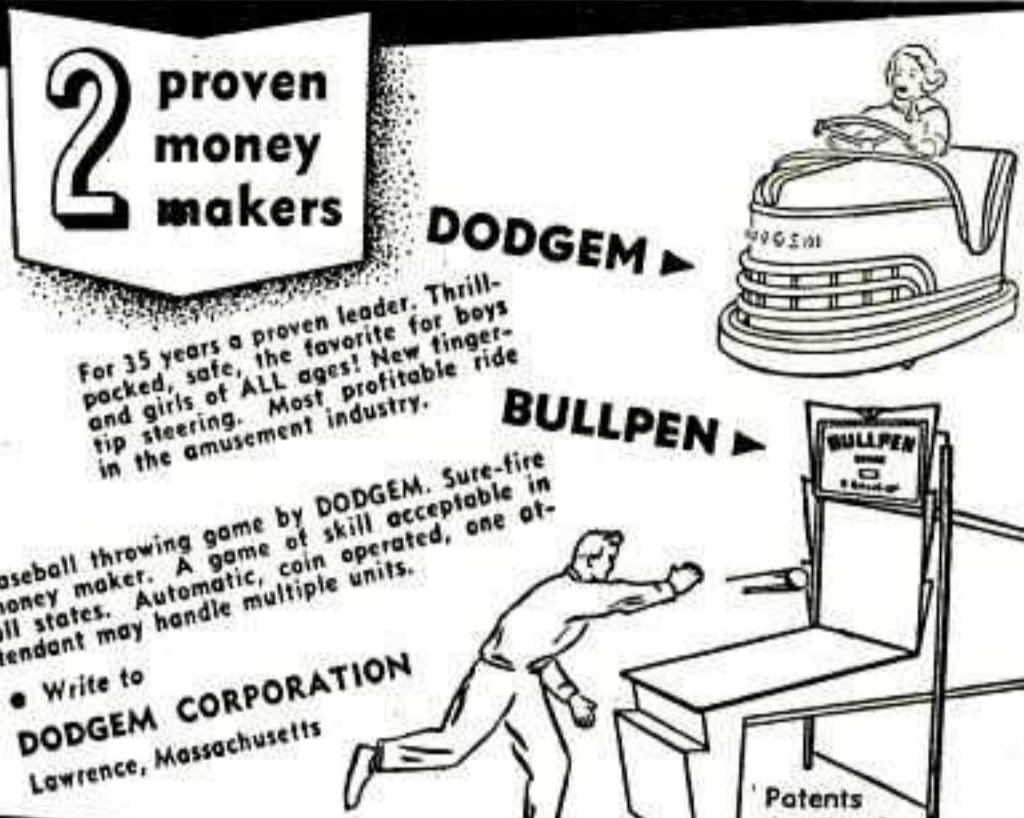
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## BOOM BUSINESS MARKS EARLY STANDS FOR HUNT

### Capacities, Turnaways Spot Route; More New Equipment Planned

By JIM McHUGH

BERKLEY HEIGHTS, N. J., June 19.—Hunt Bros.' Circus is having a successful season despite considerable adverse weather encountered in the early stages and a couple of nearly head-on collisions with the Ringling show. The season's grosses have run well beyond expectations and the feeling now among the Hunt clan—Charles Sr., Charles Jr., Harry and Eddie—is that business will continue good thru the remainder of the route.

The elder Hunt says that he has no fear of box-office slumps until such time as corporation reports begin to show a decline in earnings. As long as dividends are declared, he says, everything is bound to be all right.

It is apparent that there will be no check on improver ents this year. Expected in the next few weeks is a new big top constructed with wire rope cable, the first of its size. It will be supported by the new aluminum center, quarter and side poles now in use.

In use and working smoothly is the new portable grandstand, an expanding, foldaway unit mounted on a flat bed tractor that provides some 320 comfortable individual chairs that can be made ready for use on any type of ground in less than a half hour.

#### Planned Efficiency

The Hunts have given considerable thought to mobility and lightness in recent years and the sum of the planning is now rapidly taking shape. With the planned efficiency of movement there are provisions for increased power that will keep the show rolling smoothly wherever it decides to go.

While last year was good, particularly in the early part of the season, this year is much better. The route to date has been dotted with turnaways and capacity houses. Three-quarter turnouts have abounded and the blanks have been few.

## Kelly-Miller In Near-Full At Fresh Town

MURDO, S. D., June 19.—Al G. Kelly & Miller Bros.' Circus played here Sunday (13) for a near-full matinee-only stand. At Valentine, Neb., Saturday (12), the matinee was three-quarters but heavy rain and wind took the bloom off of night business and about 1,500 were in the stands.

The 83-mile jump to Murdo was on a hilly route that went thru only one village on the way. At 1 p.m., when the doors opened, very few people were on the lot. But by starting time the big house was there. Local sources said Kelly-Miller was the first important circus to play the town.

Show is using six-horse hitch on bear cage, pony hitch on a goose float, downtown showing by the elephants and a town tour of the callopie in separate bally features. Each is tied in with national advertising set by Dick Scatterday.

## CFA Convention Program Set; Starts Thursday in Michigan

JACKSON, Mich., June 19.—Members of the Circus Fans Association will converge on Jackson next week for the organization's annual convention. Sessions will be Thursday (24) thru Saturday (26), with John W. Boyle, Cleveland, president of the group, in charge.

Advance reservations were reported good. Entries already received for the photo exhibit and circusiana display indicate these features will be the largest ever held at a CFA meet.

Program as arranged by William L. Montague, director of

So far the show has been pretty much retracing the travel pattern it has used for years. But the route will contain a whole series of new towns, stands that have not been played in some 30 years, such as this one.

#### Berkley Heights Big

This town, which can be missed at 30 miles per hour, is a resurrected spot, one that the show had not played in 25 years. The matinee was better than three-quarters and the prospects for the night show were not less than capacity.

#### Easy Routing

The show has perhaps the easiest routing of any mobile unit, with still a week or so to go before

it breaks the 2,000-mile mark, even tho it will have been on the road for more than two months. Consequently, the mobile units are never called upon for more than minimum performance.

Increasing the gross business this year is the concert appearance of Tanit Ikao, whose specialty is hypnotizing domestic and wild animals. Brought over and featured with the Ringling circus a decade ago, Tanit Ikao once before earned the biggest after-show grosses in the history of the Hunt Circus.

Next Monday (21) Hunt will show Kingston, N. Y., his home town, and originating point of the Hunt Circus some 62 years ago.

## King Rolls Smoothly To Strong Business

### Maley Reports Two Extra Performances; Six Capacity Houses; 'Waited' at Two Towns

HAZELTON, Pa., June 19.—King Bros.' Circus played to a hefty week of big houses and extra shows. A. F. Maley, co-owner, said that the show rolled smoothly and that weather also was good.

At Wellsville, N. Y., Thursday (10), the circus had better than three-quarters in the afternoon and nearly three-quarters at night, with Lions auspices. Schools were dismissed for the afternoon.

Second best matinee of the season was run up at Hornell, N. Y., Maley said, with a capacity crowd on hand. Night performance brought out another capacity crowd there Friday (11).

Ringling wait paper faced King at Elmira and Binghamton, N. Y., as King was a week ahead of R-B at Elmira Saturday (12). With police auspices, the show had two capacity houses in the afternoon and a two-thirds house at night. Binghamton, on the other hand, was about 10 per cent down from two years ago. The King show was four days ahead of Ringling and played to twin two-thirds houses this time, Monday (14).

Scranton, Pa., followed with extra-show business in Tuesday (15). Afternoon was a turnaway

## Bailey Grosses Termed Fair In West States

LARAMIE, Wyo., June 19.—Business in Western States for Bailey Bros. & Cristiani Circus has been fair, Co-Owner Lucio Cristiani said here. He said the grosses have been better than anticipated for a first year.

At Rexburg, Idaho, show had good turnouts in rainy weather for Lions' auspices. Two days in Pocatello, Idaho (8-9), gave light houses in cold weather. Beatty was there June 3 and Siebrand is in for this week. Show jumped 336 miles from Evanston, Wyo., to Laramie, using part of four days for the trip. Personnel arrived in Laramie on Thursday for week-end shows.

public relations, includes business sessions on Thursday and Friday. On the first day, the members and guests will take a bus tour in the evening. Al Priddy, lecturer on circus subjects, will be emcee at the annual KooKoo club session on Friday night. Joe Hanneford will be featured.

On Saturday (26), the conventioning fans will be with Hagen Bros.' Circus in Jackson. Following the evening performance, Hagen Bros.' personnel will be guests of the CFA at the annual banquet, which will be at Hotel Hayes, convention headquarters.

## Butler Ends Lengthy R-B Press Career

### Colorful Agent Retires to Florida Home To Enter Business; Eddie Howe Added

BINGHAMTON, N. Y., June 19.—Roland Butler, the most colorful of living circus press agents, has resigned his post as director of newspaper and magazine advertising for the Ringling Bros. circus.

In announcing his intention to quit Monday (14) in Glens Falls, N. Y., Butler indicated complete retirement from the road. He will remain with the circus thru Jamestown, N. Y., Monday (28) and then return to his Palmetto, Fla., home where he plans to enter the printing and advertising business.

News of Butler's resignation came as no surprise to circus personnel or friends. Prior to the preem performance of the Big Show in Madison Square Garden, New York, Butler indicated that his season might be short. As recently as Philadelphia he said the preference of Mrs. Butler and himself was to retire from the road after so many strenuous years of trouping.

#### Timing Planned

At the time Butler said he would remain on the road long enough to be certain that the newly appointed director of public relations, Ed Knoblauch, would have benefited sufficiently from his knowledge of the mechanical details involved in the publicizing of

## Ohio Business Okay for Mills

BUCYRUS, O., June 19.—Mills Bros.' Circus had a near-full matinee and half house at night here Monday (14). Daytime was hot and clear, but it was stormy at night. VFW was the auspices. At Lima, O. (10), show had a half house afternoon and three-quarters at night. Jinx Adams reportedly closed at Bucyrus.

## TOO MANY BILLS — THAT'S BAD?

SCHENECTADY, N. Y., June 19.—With some ticket men putting special significance in the number of big bills that turn up and others seeing the same omens in the number of small bills and amount of silver that the public shells out, it's difficult to say what this means. But at one recent stand the Ringling-Barnum circus handled what was described as a record number of singles, 9,000, while the flow of silver also was reported high. Show pays its bills with chicken feed and still can't unload all of it.

## Packs Starts Strong; Illinois Dates Top 1953

CENTRALIA, Ill., June 19.—The Tom Packs Circus began its route of one-day stands in Southern Illinois this week, and Jack Leontini reported business was ahead of last year's in each of the first five places.

This followed the Nashville stand, where the show finished up with a good total despite two days of rain. Thursday and Friday night shows in Nashville filled the ball park stands, Leontini said.

Cairo, Ill., was considerably above last year as Packs played its second annual date there. Marshall, Ill., with a population of about 3,000, gave good business. Coming up are six more one-day stands, two days at Evansville, Ind., and then the show's six-day run at St. Louis for the Shrine. Packs will use a six-stage and four-ring layout there, showing up to 10 acts at a time.

## BARABOO BOW

## 'Greatest' Film Starting Over; Aids Museum

BARABOO, Wis., June 19.—National reissue of "The Greatest Show on Earth," Ringling motion picture, will be kicked off with a July 4 showing at the Al Ringling Theater here.

Plans are being laid by which the showing would be for the benefit of the circus historical museum which is being proposed for Baraboo. John Kelley, former Ringling-Barnum attorney, is heading up the location arrangements committee. Dave Friedman, Paramount Pictures, and Pershing Moyle, manager of the theater, also are working on the arrangements.

A print of the film is to be presented to the unique and well-known theater with the management declaring it will show the movie on at least one day each year "to keep the circus coming to Baraboo."

Kelley is planning to invite Wisconsin officials and celebrities to the event. When Hagen Bros.' Circus played Baraboo recently, a photo was made of an elephant looking at a one-sheet for the film, and this was circulated by a picture service to newspapers.

Film will be shown thruout the country again. It was released first in January, 1951, after being made on the Ringling-Barnum show.

## Ring Altering Route to Stay In Ohio Area

SANDUSKY, O., June 19.—Cash registers on the Ring Bros.' Circus started to ring a merrier tune when the show hit the resort area along Lake Erie. So successful were the Northern Ohio stands during the past week that Franco Richards, owner, called for a revision of route plans so that the show could continue its winning ways.

Good houses were recorded Friday (11) in Huron and Saturday (12) at Vermilion. Sunday proved a lucky 13th as the show hit one of its best days in many weeks at Marblehead, O. It was a full house for the matinee and a three-quarters at night at the small community which had not been visited by a circus in at least a quarter century.

Present routing will take the Richards opera into Western Ohio and one Indiana date before a swing back thru Northern Ohio. Jack Rosenheim, general agent, said he hoped to book the show in Lake Erie resort towns of Eastern Ohio for the long July 4

## COOKIE JAR \$\$

## Tank Town Tote Best for Ringling

BINGHAMTON, N. Y., June 19.—The tank town routing employed by the Ringling Circus this year is paying off handsomely with crowds and dollar earnings as good, and often better, than those toted up in the larger cities.

Prime examples so far have been Glens Falls and Oneonta, N. Y., two communities by-passed because of size for many years.

In the case of Glens Falls, it has been around 25 years since the Big Show last stopped its train and hauled its wagons there. An unpromising spot to some in advance, the outlook was dismal when a practically inundated lot was discovered on arrival. A quick switch with considerable local cooperation resulted in the acquisition of a new and dry lot and two hefty houses.

#### Hub City Country

As one show official put it, "We're in hub towns where the

folks probably keep their money in the woodshed or in a cookie jar on the top shelf. But the important thing is that it is showing up, and if the other towns of similar size pay off the same way, everything will be wonderful."

There is nothing blase about the circus-goers in the small towns that have been skipped for years. Their appearance brings a real enthusiasm for the show and appreciation of its features.

The show season continues the best in several years. After scoring heavily at its two indoor dates in New York and Boston, the Big Show did well under canvas at major cities, Washington, Baltimore and Philadelphia.

The trek thru New England was very good. Only a few towns were made and the cut-thru was made in a hurry. Trenton, N. J., was the only real blank, altho Albany and Schenectady, N. J., were well below average.



# UNDER THE MARQUEE

By TOM PARKINSON

Frank Selock, Ringling-Barnum performer, fractured a leg when he fell from a horse during the performance at Stamford, Conn., where he is hospitalized. . . . **Garland Potterfield**, Charleston, W. Va., fan, was subject of a feature in The Daily Mail, telling about his restoring a sunburst wheel from a Ringling bandwagon. **J. Paul Rusk**, another Charleston fan, assisted.

**Ray B. Dean**, Bailey-Cristiani press agent, was stricken with a heart attack and is hospitalized at Inbensen hospital, Laramie, Wyo. He will skip the Alaskan trek. . . . **Nick Francis**, "Super Circus" clown, worked **Earl Newberry's** Tournament of Thrills show at Detroit.

The **Ceplar Family**, high wire, are booked at Valejo, Calif., July 5-14. They will return to the Pacific Northwest to make the Oregon State Fair in September. . . . **Mickey Lyons** and **Ruth Nelson** are among the former Cole Bros.' troupers now in Louisville.

The **Dick Conovers** and **M. W. Organ**, Ohio, visited the Ring Bros.' show. . . . **Bill Brinley**, Meriden, Conn., model circus exhibitor, and his son, **Bill Jr.**, caught Ringling at Wallingford, Conn., and visited with **Pete Grace**, head usher, and **Ira Millette**, 24-hour man.

**Harry Shell** has his steam calliope booked for the National Threshers' Association reunion at Montpelier, O., June 24-26, and at a Joliet, Ill., date July 29-August 1. . . . The **Lyman Sheldons** hosted **Jake Posey**, veteran circus driver, at their Circus Room, Hollywood. Posey will be 91 on June 27. Also at the Sheldons were **Charles Puck**, the **Bob Matthews** and **Harry Guillen**.

Ringling's **Mary Jane Miller** writes that summer weather finally arrived for the show, along with summer rain storms. . . . Mayor of Worcester presented Mary Jane with the key to the city as part of the reception staged for her by members of the Mary Jane Miller Tent of CFA. . . . **Albert White** celebrated a birthday with a party. . . . **Frank and Fanny McClosky** entertained their families at Bridgeport. . . . **Charley Geiger** toured with Ringling several days. . . . **Frances L. Meeker**, CFA, distributed color photos he took last year. . . . First swimming party was between shows at Albany, with Larry loading the bus. . . . **Theo and Ray Marlowe** drove up from Sarasota to visit their daughter, **Sally**. . . .

Visitors included **Je Menchen**, the **Reverend Healy**, **Dr. Pils**, the **Rev. Ed Sullivan**, **Blacky Nye**, the **Pat Blumbergs**, **Don Geurin**, **Dr. and Mrs. Ganey**, the **Bill Days**, the **Carl Pratts**, the **Jim Hoyes**, the **Bill Judds**, **Mrs. Art Gauer**, **Bryan Bigelow**, **Bob Sweetser**, **Louis Johnson**, **Arthur Gaver**, **Gil Conlinn**, **Norman Bigelow**, **Monte Stark**, **Charles McNamara**, **Joseph S. Bourgeois**, **Margaret**, **Joseph and Frederic Carberry**, **Albert P. Roach**, **Richard Doyle**, **Charlie and Eva Amidon**, **Allen E. McCarthy**, **Harry Howard**, **Mrs. Howard**, **Mayor John O'Brien** and family, **Mrs. Cartier**, **Mr. McKenny**, **Mr. Templeton**, **Mrs. Nelson**, **Dotie and Skeeter** and **Debbie Ward**, and **Mrs. Cammameyer**.

**Mills Bros.' JoJo Lewis** reports that **Charles Brady** tells of trying to quit the road by buying an Arkansas farm and Texas restaurant, but he has been back with it a long time since then. . . . The **Paul Hudsons** celebrated their first wedding anniversary. . . . **Harry Baker** reports the **Girls' Baseball** team's first game will be July 4. . . . Swimming excursions are popular. . . . **Red Maynard**, connection ticket box, has quite a sunburn. . . . **Harry Ramschusel**, Toledo, presented **Abe Goldstein** with two drum boxes handsomely lettered. . . . At memorial services for **James F. Hurd** at Delaware, O., were **Marguerite Hurd**, **Harold Smith**, **Maj. James A. Samson**, **Police Chief D. M. Morris**, former lieutenant governor **Paul M. Herbert**, **Judge Henry Wolf**, **Judge Paul Barret** and members of the 42d Division Veterans. . . . Visitors included the **W. B. Gershams**, **Peru**; **Al Stines**, **R. E. Conover**, **Bus Fackler**, the **Fred Slenkers**, **Walter Johnson**, **Doc Holland** and **Al Ross**.

**Gerald Monday** now is big show announcer for **Mills Bros.' Circus**. He follows **Bob White**. Monday was featured in an Indianapolis newspaper story while he was a hospital patient there recently.

From **Hunt Bros.**, **Lou Nelson** sends word that **Don Francisco** has a new car and that his wife and son visited. . . . that **Louis Arley** was saluted by the band on his birthday. . . . that **Don Phillips**, unicycle juggler, played a Sunday date at the **Jefferson Theater**, Manhattan, N. Y. . . . The **Butler Brothers** and **Arley** caught the **Yankee-White Sox** games in **New York Sunday (13)**. . . . **George Foster**, bannerman, is to take charge of the new elephant, expected this week. . . . **Mrs. John Cloutman**, wife of the press agent, is expected back on the show after a trip to **New Hampshire** to attend the wedding of their daughter. . . . **Eddie Hunt** is painting props. . . . **Marsha and Diane Hunt** have new interest in horses and riding. . . . **Charles Hunt Jr.** never misses with his uncanny lot layout. . . . **Harry Hunt** makes a masterful concert pitch. . . . Highlights: The vigilance for sidewall-kids; the ceaseless interest in the big top's going up and down; the dawn roaring of the trucks as the fleet pulls out. . . . Recent visitors were the **Farnk McNeeses**, of **Hagen Bros.**; **Harry Rooks**, **Mrs. Frank Mijares** and son, and **Walter Nealand**, **Marks Show** press agent.

**Harry Rooks**, horse and pony trainer, has closed with **King Bros.** and joined **Tony Diano's** animal show with the **World of Mirth**.

Twenty persons attended a dinner at **Elgin, Ill.**, Thursday (17) for the raising of the **Hanneford Family Tent** of **CFA**. **Dr. H. H. Conley** presented the charter to **Howard M. Gusler**, president. **Don Sexton** is secretary-treasurer. **Herm Linden**, **CFA** State chairman, was emcee. **Clint Finney**, veteran circus and Wild West agent, was among the guests. Members of the tent include **Frank Westerman**, **Harold Davis**, **Ralph Dennis**, **Gene Tirmini**, **Ray Horne**, **Ed Telow** and **John Bronk**, former **Barnum & Bailey** musician.

**Leo Grund**, of the **Hamid** booking office in **New York**, is expected in Europe this month to view acts in **Vienna**. The **Hamid** office has signed the (2) **Dam Brothers**, bike act, for the **Hamid-Morton Circus**. Act is the free offering at **Dyrehavsbakken** amusement park near **Copenhagen**. Among managers and bookers recently visiting **Circus Schumann** and **Danish** tent circuses were **Cyril Mills**, **Lew Grade** and **Brian Roxbury**, all of **London**; **R. M. Dixon**, of **Bellevue** **Manchester**; a committee of five from **Kelvin Hall Circus** in **Glasgow**; **Kathleen Williams** and **Koolman-Darnley**, of **Blackpool Tower Circus**, and **Rolf Knie**, of **Knies Bros.' Circus**, **Switzerland**. Leaving for **America** the end of **June** are the **Warren Troupe**, tumblers; **Gene Detroy**, chimps, and the (4) **Bogdadis**, **Risley** act which opens **July 6** at the **Desert Inn**, **Las Vegas**.

**Cirque Medrano** bill in **Paris** has the **Andre Rancy** horses; (2) **Mandos Sisters**, aerial novelty; **Michaels**, acro-comic; **Mireldo**, magician; **Castros**, equilibrist; **Theo M.**, dogs, and clowns **Milos and Charley**, **Hoti** and **Peratt**, and **Loriot**.

Surprise party for **A. Morton Smith** was staged aboard the train which carried **Gainesville** **Community Circus** people to **Wichita, Kan.**, for its stand (11-12). Show gave five performances there.

**Kelly-Miller** has been getting its share of wind and rain, reports **A. L. (Tommy) Thompson**, who reports **Apple Harry Edmondson** is hospitalized at **Omaha** and **Little Red Bently** has taken over the circus diner. **Flo McIntosh** helps out there. . . . The **Whitey Haleys** joined and he is on **Side Show** tickets. They were with the **Plunkett** show. . . . **Pinky Barnes** drives the pony float. . . . **Frank Wiseman** has the six-horse hitch. . . . **Louis Grebb** has the calliope. . . . **Lou Walton** is producing clown.

**Billy and GeeGee Powell** stopped over in **Peoria, Ill.**, to visit with **Sonny** and **Jean Moore** and **Johnny** and **Phillis Gibson**. . . . **Marjorie Towson** now is with

# Cristiani Tells Alaska Plans For Travel, Billing, Bulls

LARAMIE, Wyo., June 19.—Lucio Cristiani announced here new details for the upcoming junket to Alaska by **Bailey Bros. & Cristiani Circus**. He said that prospects of the tour look exceptionally good and that "all of Alaska" is talking of the coming circus, judging from reports reaching him.

**Bailey-Cristiani** is to be the first circus ever to play in Alaska. The regular route will end **June 26** at **Casper, Wyo.** The show then will split into two sections, **Cristiani** announced. One group, including all of the women and girls, the **Sims dog** and pony act, **Hugo Zacchini** and others, will go by ship, leaving from **Seattle**. Props and equipment also will go by boat.

**Train, Plane, Trucks**  
The second group, he said, will include most of the **Cristianis**, the **Zerbinis** and other performers and staff people. Seven circus trucks will be driven to **Dawson Creek, B. C.** Meanwhile, horses, nine elephants, concession equipment and other animals and equipment will be shipped from **Casper** via **Sweetgrass** to **Dawson Creek** aboard two baggage cars. At **Dawson Creek**, northernmost terminal of the railroad, animals and equipment will be transferred to the seven trucks for the overland jaunt via the **Alcan Highway**. Most of the performing personnel who go by way of **Dawson Creek** will fly from there to **Anchorage** by chartered plane, arriving eight or nine days early.

One reason, **Cristiani** said, for the plane is to airlift an elephant into Alaska. He said **Alaskan** newspapers already are hailing this and other **Bailey-Cristiani** bulls as the "first elephants in Alaska in 25,000 years." This is a reference to prehistoric migrations of mastadons and elephants across Alaska. The small bull which is to be flown in will be taken on to **Kodiak, Nome** and other cities as advance ballyhoo by the **Shrine Club** auspices.

How to handle elephants in Alaska has not yet been worked out, **Cristiani** said. He pointed out that they have never been seen by most people in Alaska. For this reason, they may be kept behind an admission more regularly than in the States. He said they were undecided as to whether they will continue to parade the elephants downtown as they have been doing. "Probable," "Positive" **Billing**  
Arriving in **Alaska** Thursday (17) were **Steve Kusmic**, brigade boss, and seven billposters. They went by air and will bill **Anchorage** and **Fairbanks**, the two **Bailey-Cristiani** stands, plus a number of other **Alaskan** towns. They will fly to **Juneau, Nome, Kodiak** and others for billing assignments, **Cristiani** said. He reported buying much paper for the **Alaska** venture.

**WXYZ**, **Detroit**, working with **Dick Osgood**, the station's theatrical critic. **Jean Erica Towson** heads for **Lindstrom, Minn.**, when school is out.

**Omer J. Kenyon** was a **New York** visitor last week, in from his home in **California** where he squeezed in a short vacation following the recent close of the **Hamid-Morton Circus** in **Montreal**. **Kenyon** joined **Morton** in **New York** and they departed for **Atlantic City** to attend the national convention of the **Shrine**.

**Side Show** with **Ralph Green's Rudy Bros.' TV Circus** includes **Spidora**, **Spider Girl**; **Dick Kriel**, manager; **William Sheets**, openings; **Don Curtiss** and **Jim Taylor**, canvas, and **George Hubler**, owner.

**Vivienne Mars**, of the **Hertzberg Circus Collection**, **San Antonio** Library, **San Antonio**, has been made an honorary member of the **Circus Clown Club**.

**Jim Young**, **Chino, Calif.**, reminds that **June 27** is **Jake Posey's** birthday. **Jake** will be 91. His father was a boss hostler and **Jake** followed in the same line. Now he's "the last of the 40-horse drivers." . . . **George Hubler's** concession line-up at the **Dayton, O.** Grotto show included **Al Sobel**, **Don Burgess**, **Vera Jacobs**, **Bernard Roesh**, **Jim Gemin**, **Tom Ulrich**, **John Escher**, **Anne Kuntz**, **Rich White**, **Shorty**  
(Continued on page 85)

Already distributed in Alaska are 13,000 mail-away heralds. **Cristiani** said that these were mailed a month ago and bear the phrase "probably coming." A second mailing of 13,000 will go out soon, and these include the phrase "positively coming."

After arriving in Alaska, **Cristiani** will dispatch two airplanes to drop heralds over various small cities. Widespread newspaper ads and press material are being used, and **Bill Tumber** is to handle the press agent assignment in the territory.

**Cristiani** said that advance sales in the two **Alaskan** stands are big. At last reports, the **Shrine Club** at **Anchorage** had passed \$35,000, he said. Show will give two performances daily at the **Anchorage ball park**, **July 7-16**. The 200 auspices members are aiming at a sales goal of 100 ticket books each. Scale is \$1.50 for children, \$2.50 for general admission and \$3.50 for reserves.

It was pointed out that it will not be necessary for the circus to carry its light plant because in Alaska at this time of year daylight continues until 1 a.m.

One of the heaviest loads that will go overland will be a trailer carrying the **Zacchini** cannon. **Tommy Comstock's** calliope will be hauled overland.

Confirming prospects for playing other stands in the **Far North** after the **Alaska** run, **Cristiani** said that he would go to **Dawson Creek** and **White Horse, B. C.**, to confer with committees.

**Pathe Newsreels** have contacted the circus to arrange for photographing the trek. **Cameras** will be flown over the **Alcan Highway** to picture the **Bailey-**

**Cristiani** trucks en route. They also will film the departure from **Casper** and the arrival in **Anchorage**, it was said.

**Army Adds Seats**  
At the first stand, **Anchorage**, the ball park seats 3,000 persons and 5,000 seats will be added by the **Army** to make the capacity 8,000. **Cristiani** said the **Army** will be co-operating closely with the show and that it is expected a large number of servicemen will attend performances.

Performance which the show will give in **Alaska** is to be the same as that given in this country except that **Kinko**, clown, is not scheduled to make the trip. **Cristiani** said that he is being asked by many people if they can go along. Some of those already with the circus are bringing on children or other members of their families. A few persons have offered to go along just for the trip. **Cristiani** said that additions of various sorts apparently will increase the show's roster from its present 60 people to a probable 80 by the time the show pulls out.

The show is expected to be in **Anchorage** by about **July 4**. This will allow some leeway before the opening, **July 7**. After that stand, the show will take one day, **July 17**, to jump to **Fairbanks**, where it will appear in the ball park **July 18-23**.

**TUBA WANTED AT ONCE**  
Union. Contact by prepaid wire.  
**VICTOR ROBBINS**  
Bandleader  
Clyde Beatty Circus, Salem, Ore., June 23; Portland, 25-27; or per route.

**PHONEMEN**  
Sober and willing to work. U.P.C.'s, banners, Junior C. of C. Call Fall River 4-5221, Fall River, Mass. No collects.  
**Chas. E. Formann, Jr.**

**HUNT BROS.' CIRCUS WANTS**  
Cornet and Double Drummer, Boss Canvasman, Assistant, Candy Butchers. Can also use sober Help in all departments if truck drivers. Apply:  
Hunt Bros.' Circus per route.

**WANTED AT ONCE**  
Billposter who can post, tack and lithograph; also must drive. If you drink, I know you as I have had all of the drinks. **Bob Russell**, let us know if coming. **Wayne**, Ohio, June 23; **Monroeville**, 24; **Plymouth**, 25; **Lodi**, 26; **Seville**, 27.  
**FRANCO RICHARDS**  
Ring Brothers Circus

**VON BROS.' CIRCUS WANTS**  
Agent who can book phone spots, **Hammond Organ Player** with own organ, **Circus, Cork Prop Man, Pony Organ and Stock Man, Candy Butchers, Working Men** in all departments. **June 23, Johnsbury, Pa.; 24, Sheffield, Pa.; 25, Kane, Pa.; 26, Port Allegany, Pa.; 27-28, Westfield, Pa. HENRY L. VONDERHEID.**

**Red Parry and Benny Wells**  
Contact **SI RUBENS** at **Andrew Jackson Hotel**, **Rock Hill, S. C.**, right away. Want to contact good **Banner Man** day ahead of show. **Workmen**, come on to **Rock Hill, S. C.**

**WANTED—COWBOYS**  
Full ten weeks. Good pay. Write  
**Cactus Rodeo Corp.**  
General Delivery Pecatonica, Illinois  
First date July 2.

**2 PHONEMEN**  
Terrific deal, good all year round.  
Nice town. Phone  
**C. MANDERS**  
5-3312, Erie, Pa.

## Gabby Talkers

Continued from page 46

men is the announcer who, during his radio or TV stint, is so imbued with the charm of his own voice that he rambles thru the forecast haphazardly, dropping his bombs without realizing the harm he is doing. As the weathermen point out, a slight chance of anything means exactly that, not freezing winds and thunderstorms. And cloudy means . . . just cloudy. Nothing more.

Resort and other outdoor show people are inclined to be a bit prejudiced, **Christie** notes with sage understanding, but there's nothing he can do to help them.

**Outlaw "Rain?"**  
"They'd like us to outlaw the word rain," he says. One location in recent years even went so far as to hunt a meteorologist who would give cheery predictions in direct opposition to those of the **Weather Bureau**. But nothing came of the idea, **Christie** adds, since none of the respectable commercial meteorologists would associate themselves with the stunt.

The **Weather Bureau** thruout the nation perform a valuable public service with their area forecasts, but to listen to the experts, their product undergoes considerable alteration before it reaches the eyes and ears of the public.

And when the alteration take place, where does that leave the outdoor showman? Nowhere, nowhere at all.

## Ring in Ohio

Continued from page 82

weekend. He and **Richards** also talked about the idea of transporting the show to **Kelleys** and **Put-in-Bay Islands** in **Lake Erie**, north of here. No decision was reached, however, due to costs of ferrying equipment and personnel across the water.

The **Aldo Cristiani Troupe** (4) has been replaced by the **Brownie Silverlake** family. **Frank Doss** and his dogs, ponies and monkeys are now out of the line-up and no concert has been offered since the **Masked Marvel**, wrestler, closed.

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# W. O. TARKINGTON:

## Combine of Trouper's Touch and Hoosier Wit

By TOM PARKINSON

INDIANA has given the nation a host of famous circus men and humorists. One Hoosier who acquired both qualities is W. O. Tarkington, Kokomo outdoor advertising executive, who served hitches as agent and manager for some of the best known names in circusdom.

His sense of humor came the same route that served Booth Tarkington, a relative and author of "Penrod" books. The show knowledge started when he joined the Sipe & Dolman Dog and Pony Show, which was framed in his home town. He saw show activity around nearby Peru, Ind., and worked with the Gentrys of Bloomington, Ind.

Tarkington's love for a practical joke was going strong the time he promised each fellow member in the Rotary Club a pair of passes to the John Robinson Circus. When the town's leading citizens presented the ducats, Jerry Mugivan's front door men said "no dice." Only then did the holders read the small type on Tarkington's phony tickets and learn they were good for a section of the courthouse lawn while the parade went by.

Another time he spotted Owner Fred Buchanan alongside the Robbins Bros.' Circus cars. Tarkington drove up and disguised his identity inside the dark sedan when he asked if Mr. Buchanan was present. Buchanan didn't recognize his former agent and said the owner wasn't around but that perhaps he could help. Tarkington announced that there seemed to be some interest in whether Buchanan held legal title to the light plant on the show and intimated it might have to be carted away. "Gus the Great" Buchanan put in some anxious moments before he recognized his tormenter.

### Starts With Sipe

It was 60 years ago that Will Tarkington got into the circus game. George Sipe was taking his two-car trick out of Kokomo, and Taylor Coons, who had been with the Gentrys, was agent. Tarkington went along as programer. The heralds he distributed were the only billing except for a bunch of glass-framed photographs which

were tied to phone poles, then picked up by the show and relayed back to the advance for use in another town. Coons and Sipe got into an argument while the show was playing Chicago theaters, and Coons pulled out to rejoin Gentry Bros. Tarkington went along.

Henry B. Gentry and his brothers had been doing well in the dog and pony business. When Coons and Tarkington came on in 1894 the Gentrys were framing a second unit, and the pair fell into advance jobs on the new trick. Both Gentry units opened out of New Orleans in 1895, and the No. 2 show moved to Los Angeles, Portland, Tacoma, Seattle, Denver and Omaha. Tarkington recalls that they followed the strawberry season all around the West and got their fill of shortcake.

After two years with the hod of heralds, Tarkington graduated to lot contractor for the two-car show and Coons continued to groom him for an agent's job.

### Gentrys Add Units

At the end of 1898 the Bloomington brothers bought Sipe's show to increase their layout to three units. Taylor Coons became manager of the No. 3 unit and Tarkington was promoted to general agent. At the same time, Tarkington recalls, a dog and pony show operated in 1898 by Harry K. Main and Tom Ogden, was up for sale, so the Gentrys bought it as their fourth show. Since the two additional ones had been copied from the Gentry originals, all were nearly identical in performance and equipment. Each unit had four cars.

The operation continued to grow, with the shows adding flat cars about 1901, billposters and advance cars a little earlier, and new parade wagons in 1903. In one swoop the brothers bought 20 baby elephants to divide among their shows; deaths cut the herds to four each.

Tarkington's mentor, Coons, quit the road to buy a Kokomo hotel, so Tark was named manager of the No. 3 unit for 1902. Like the other units, this one then had five flats, one sleeper and two stock cars. One of the Gentrys managed each of the other units and this put Tarkington in the role of an outsider in a spot. But he did okay and continued as manager for three seasons. One year his unit sent in more money than any managed by a Gentry.

### Storm Levels Show

It was as manager of Gentry No. 3 that Tarkington had his greatest circus fun. But there was tragedy, too. Like the time a cyclone hit the big top during an afternoon show on July 4 at Grand Island, Neb. The house was packed and there was no warning of the storm's approach. In the blowdown, some arms and ribs were broken and one child died. Tarkington recalls that the worst part was when the crowd of frantic parents descended upon the lot in search of their youngsters.

Equipment was scattered and broken. Gentry dogs and ponies were all over town. The show limped to Sioux City to lay over four days for repairs. Since there had been no way to make refunds, Tarkington gave the day's gross to the Grand Island mayor for storm relief.

### Beasts Are Burden

Another of Tarkington's memories has to do with the time he met a boatload of animals in New York. The ship was loaded with all sorts of animals from Hagenbeck's German enterprise. Parts of the cargo were going to nearly every major show in the country, so the pier looked like a showman's convention hall. J. Ben Austin, who had been with Gentry and later owned it, was with the Erie Railroad and he helped Tarkington get the animals thru quarantine and aboard a train for Houston quarters.

Then the problems began. The shipment included a small elephant, Russian dogs and a big baboon. At Toledo Tarkington was routed out of his berth with news that baggagemen couldn't move the bull for the necessary change in cars. The showman solved that by uncrating the animal, walking it across the yards and putting it back in the crate. Another time, the elephant stirred up the baggageman's paper; with his trunk. Then the baboon

stretched its arms thru the crate and held the railroader prisoner in a corner of the car. From then on they insisted that the circus man ride in the baggage car.

But the troubles weren't over. At St. Louis, sight of the elephant stampeded all of the previously placid teams on express wagons. By time for the change at Texarkana, word had gone ahead and there wasn't a baggage or express man to be seen when Tarkington arrived and he had to make the final change himself.

### Four-Unit Rivalry

Usually all Gentry shows opened out of Bloomington quarters and it was quite an event when the four aggregations stirred themselves to start another tour. On the eve of opening, word reached H. B. Gentry at the Gentry hotel that show hands were in a gang fight around the cars. The boss observed that it would be suicide to step into the battle so he didn't move.

What triggered the fight was known to old Gentry hands. Crews of each unit were looting the other trains for extra lead bars, runs, rope, flares, hammers and anything else that would move. It was serious business then, but looking back on it now Tarkington sees the humor in robbing Peter to pay Paul and the intramural rivalry. And it also happens that it was his workmen who got the best of the scrap and, perhaps, started it all.

His Gentry No. 3 had not progressed far the next day when he got an urgent telegram ordering him to round up the pilfered gear and ship it back to Bloomington. It was the start of a rough season.

### Show Beats Obstacles

Rain that began on opening day at Pensacola, Fla., didn't quit and anticipated money didn't show up. Tarkington hesitated to wire for help yet there were no funds for the railroad moves. He wired the office of a railroad on which the show had moved and asked for credit. Much to the surprise of the local stationmaster-telegrapher, the line gave Tark the green light. That gave him time to amass the freight bill, but it didn't end his managerial worries.

T. W. Ballenger, who was to become a well-known circus exec, was a First of May assistant manager that season. His contract had that generally useful clause so Ballenger came on with his cornet in case he was needed in the band. Tarkington caught up with him soon enough and told him to keep the horn out of sight.

Ballenger was afraid he would have too little to do, but about that time the chandelier man left. Ballenger took over. Then the boss hostler quit and the boss canvasser followed, so Ballenger was able to keep busy.

### Sidesteps Closing Threat

At Lakeland, Fla., a health department official threatened to slap a quarantine on the show and ordered the performances canceled. The parade was just forming and Tarkington told the man it would be better if they talked in the empty big top, where there was no confusion and not so many ears tuned in.

On the seats, Tarkington began with a lecture about big tents. This was illustrated with broad gestures that meant nothing more to the health department. But to Ballenger, standing in the distance, the continued arm-waving took on new meaning. Acting on the odd directions, he ordered the parade to move out quietly.

About the time Tarkington was out of conversation material, the official heard a commotion outside. "That's the band," Tarkington said. "The parade is coming back." One up on the challenge then, Tarkington was able to square the official. However, it was necessary to inoculate all persons with the show. This exhausted the supply of vaccine in two towns and for the next 14 days the health officials made daily inspections. But Gentry kept up with its paper.

### Ringling Raids Gentry

The Bloomington brothers were good teachers and they trained many capable circus executives. They knew they had able staffers. Trouble was that Charles Wilson, of Harr's Nickel Plate and then Ringling, also knew it.

For Ringling, Wilson reconnoitered the Gentry domain and came away with Tarkington; Roy Feltus, the agent, and Charley Rawls, later a prominent Indiana banker. Back of this raid was the fact that the Ringlings had become involved with James A. Bailey in the Forepaugh-Sells Circus and needed more staff people. Feltus became assistant to Manager Henry Ringling on the 4-Paw show and Rawls went to the same outfit. Tarkington

became contracting agent for Ringling Bros.' Circus in 1905.

In his first audience with John Ringling, Tarkington was told that he wasn't so large a man as the one he succeeded. Tarkington's retort was that he hadn't realized Ringling Bros. hired agents by the pound but perhaps he could gain a few. If this meeting of Indiana dry wit and Wisconsin cool business was a clash, the next step was a shocker.

### 'Corrects' Mr. John

Tarkington looked over the planned route for 1905 and told Mister John it was fine except for the first town out of Chicago. He said Kokomo, Ind., would be much better. Ringling contained himself long enough to ask what his new employee had in mind. So Tarkington launched into the multiple advantages of playing Kokomo. When Ringling countered with low grosses from the other years, Tarkington explained them away. Mister John was partially convinced, but it was more as a test of his new agent that he decided to make Kokomo the first road stand.

Tarkington typed out his synopsis even before his train got to Kokomo. Then he contracted the town as anticipated. Newspaper, feed store, lot, license and everything else were signed up in no time. The job made a favorable impression on John Ringling.

It wasn't until the show made Kokomo that Ringling learned it was Tarkington's home town and that all the local contracts had been signed with the contractor's close relatives. One was made with a company in which Tarkington was a partner, and the agent made a nice commission as purveyor to Ringling Bros. But by then the agent had earned his spurs with the Ringling show.

### Sets Tough Lots

It wasn't easy to switch from an 8 to an 80-car show, but Tarkington convinced himself that the only difference was in dimensions and quantities. Even so there were new problems. One was that the larger lots were harder to find.

At Johnstown, Pa., Tarkington contracted a postage-stamp lot, and he was at hand when the lot bosses came in and said flatly the show wouldn't fit on, that the day was lost. Tarkington took over to explain how he figured. The show was crowded and all the wagons had to be spotted on streets, but the tops went up and business was okay.

In another town the space was available but it was divided by a deep ravine; one part was inaccessible. Learning the expansive Ringling ways, Tarkington hired heavy-duty road machinery and built a dike between the two plots. After it was too late to back out, he worried about the expenditure. But the idea worked. Most of the show was put on the near side. An over-long connection led the towners across the new and narrow roadway to the big top. Business was good and the show management never said a word—good or bad—about the costs.

### Loaned to Gollmar

Late in 1906 yellow fever struck several parts of the South. One Ringling agent, Sam McCracken, was caught by a quarantine at Memphis. Tarkington holed up at Jonesboro, Ark., while the show decided whether to risk the southern tour or close early. During that time, E. M. Burke quit as agent for Gollmar Bros. to do similar work for Norris & Rowe. When Fred Gollmar asked his cousins for help, the Ringlings loaned Tarkington to him for the remainder of the Gollmar season.

Charlie Ringling used to tease H. B. Gentry about running a school for filling Ringling ranks, but it was no joke with Gentry. The Ringling raid of 1905 forced the Gentrys to take one of the four units off the road. In 1906 Gentry cut to two units. And in 1907 there was another change.

### Savage Buys Gentry

Ike Speers was a theater manager who had worked for Gentry. He sold M. W. Savage, head of the International Stock Food Company, on the idea of using a circus to advertise his livestock feed. It is an idea which several present-day showmen have tried to work out. Savage bought both Gentry units, kept one, retained the old title and loaded the outfit with International Feed advertising. Tarkington was the general agent. The other unit was leased back to the Gentrys.

Savage signed Countess Magri, widow of Tom Thumb, and other midgets, Count Magri and Baron Magri, as features for the season. But he had another attraction which brought more attention. Savage owned Dan Patch, the champion pacer, and of course the horse ate International feed. Lithos,anners and press books

plugged the feed and ballyed the horse. But Savage didn't actually have the valuable racer on the show. Instead, the Gentry concert was a movie of Dan Patch in action.

A year of circusing was enough for the hay and oats man. He sold the shows back to the Gentrys, and Tarkington opened the 1908 season as agent under the original banner again.

### Puts Yank on Rails

During the season, Fred Buchanan lured Tarkington away from Gentry to take charge of putting the Yankee Robinson Circus on rails. Tark bought and leased cars and wagons and had them on hand for the one-day switch-over by the circus from mud to 10-car operation. He became general agent for 1909.

After the '09 trek, Tarkington wired Buchanan at Des Moines for his settle-up money. Buch said to come to Des Moines. But there Tarkington got the run-around. Impatient, he wired acceptance of an offer to pilot the Dode Fisk Circus for 1910. Buchanan got wind of this and rushed around to pay the \$400 and start talking about Tarkington's 1910 season with the Yank show. But Tarkington had had enough and did go to Fisk. That season was eventful only for Fisk's extracurricular interests which left the show with little management. It drifted back into quarters with a for sale tag on it.

### Buchanan in Sweat

Buchanan has scurried around at the last minute to get an advance department for his show. Then he pitched to Tarkington to come back in 1911. Tarkington kept the advance organization he had built up over the previous years and at the last minute sent the crew over to Buchanan. But Tarkington wasn't there. George Meighan had been with him on the Fisk show, and it was Meighan who went to Yankee Robinson as agent. Buchanan didn't care for the latest Tarkington practical joke, but it was so late in the season he had no choice. Meighan proved to be quite able and continued for several years with the show and graduated to Ringling.

Meanwhile, Tarkington stayed in Kokomo to operate his outdoor advertising plant and a theater. The billposting company now covers Huntington and Peru, as well as Kokomo. Only once has he been tempted back into circus business. That was in 1918 with the Coop & Lent Motorized Circus. H. S. Rowe, former partner in Norris & Rowe Circus who had been with Tarkington on the Buchanan show, coaxed Tarkington into taking the billposting on Coop & Lent. Tarkington organized the crew and sent it ahead of the show, but he stayed in Kokomo. His interest waned when the pay checks slowed down, so upon being paid in full he bowed out. It wasn't long until the circus, credited with being the first motorized outfit, wallowed to a halt.

Since that brief return, Tarkington's circusing has been confined to phony Robinson tickets and to passing 1905 Ringling tickets in 1940. And like the time he took Ringling to Kokomo, he still scores laughs by getting circus contracts for himself and relatives.

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# UNDER THE MARQUEE

By TOM PARKINSON

Continued from page 83

Burger, Jake and Sally Conover, Bill Schenking, Tom Kuntz, Dave Eby, Fritz Conover, Vic Gurskey, Lloyd Bernard, F. P. Admire, Apple Mary Haerlin, Mickey Rader, Claude Yates, Red Brendel, Chester Drake, Whitey Handford and Hubler. He moved to Louisville for a Fontaine Ferry Park date and visited the old Cole quarters there, where H. J. (Pop) McFarland lives.

H. N. Jacobsen has been in Chicago preparing for a string of circus dates he'll have in the fall. William Moore, general agent of the Beatty show, was the subject of a television program on Sunday (15). Program was "Man Behind the Badge" and it portrayed Moore as a circus detective who uncovers reasons for a show's being "jinxed." Incidents were drawn from Moore's career as a circus adjuster and detective with Christy, Wallace and other shows by Paul M. Connway.

Eddie Emerson, clown with the John Strong Circus, writes that the show has shuttered for the summer after a highly successful spring tour. Prior to reopening in the fall, the Strongs will visit Herb and Helen Walters with the George W. Cole Circus, the Obert Millers on Kelly-Miller and Jimmy Cole with Garden Bros. They visited the Atayde circus in Mexico over Decoration Day and visited with the Great Bartone and the Atayde Family.

Whitey Lehrter, Chicago, former boss canvasser with several shows, is vacationing in Northern Minnesota. Nellie Hodgini, formerly of the Riding Hodgins, is with Kelly-Morris. Aldo Cristiani's troupe has moved to the Bailey-Cristiani show. Tommy Comstock, calliopiist, opened with Beatty and recently left Kelly-Morris to join Bailey-Cristiani for the trek to Alaska. Ed and Artie Widaman stopped over in Chicago while jumping from Canada to Iowa for Clyde Bros.

Henry Kyes, Polack Eastern correspondent, reports that visits were exchanged with the Atayde Circus in Mexico while Polack was at San Diego, Calif. Malikova closed with Alayde to make a New Orleans park date. Aurielo and Andres Atayde gave a party for Polack people. Al Landon and Mrs. Landon gave a party in Mexico and met a friend from Argentina. Nate and Harriet Lewis were visiting friends in Hollywood. Visitors included the Buddy Richards, George and Terry Perkins, Percy Clarke, Elizabeth Hanneford Clarke, Emmett Kelly's son, Tom Pat Kelly, Scotty Brown, Jack Simmons, Clara Del Bosq, George Emerson and Stanley and Maude Lesh.

While at Jefferson City, Wis., with Hagen Bros., Al Hanel went fishing for three hours and caught eight large pike and catfish, nearly enough to feed the entire show personnel for supper.

Col. Harry Thomas, scribing again for King Bros., tells that visitors included Elmer Jones, one-time two-car tycoon, and Ben Mathis, former owner of the Warren Tank and Car Company, builders of many show cars. Clark Queer, newspaperman and fan; Charles Duffy Jr., the Dunns from Pittsburgh, Otto Zang, Dick Cline, Ted Lindstedt and Ted Deppish visited. Ernie Burch, clown, joined. Cook and Enos have their funny Ford back in the program. Whitey Miller has joined to head the props department. Whitey Haven has the bulls and Helen Haven works in the ring. Mary Ruth James and Rosemary Johnston have joined to work web and concert.

Lou Nelson, Hunt Bros.' harbinger, pens that Charlotte LaVine visited the show after working her chimps at Steel Pier, Atlantic City. Eddie Mellon, boss canvasser, is getting acquainted with his new trailer, longest on the Hunt show. Charles T. Hunt Sr., caught Ringling at Philadelphia. Happy Spitzer is shopping for a truck that can contain his trick mule. Tom Dorand, Philadelphia fan, is helping out as talker and announcer on weekends. Visitors included Madeline Park, the Torelli Sisters, Al White of Ringling's clown alley, Dennis Smith and St. John Terrell, the latter the producer of theater-in-the-round shows.

Siebrand Bros.' Joe Hodges Hodgini writes that nearly everyone had auto trouble on the long jump to Grand Junction, Colo., and that they passed thru some uranium boom towns. Tom and Betty Hodgini have a new TV. The Eriksons spent much time at the nearby pool. They are awaiting the arrival of Herbie Erikson from Germany. Relatives of Kay Myers and the Hank Carlisle family were visitors.

From Kelly-Miller, Tommy Thompson advises that the Rink Wrights visited Fred and Shirley Logan at Columbus, Neb. Dick Lewis visited Terrell Jacobs and Lou Walton. Flo Macintosh has been out of the show because of a shoulder injury but now is working again. Benny Rossi has returned and is in the concert. Jimmy Rossi is back from school in Omaha. Karen Kay Miller's school is out and she is on the show and working in the white office. Rex Rossi's wife, Armita, has joined after doing picture work in California. The Thompsons' car and truck, one behind the other, both went into a ditch on the same hill during a rain. Elephants put them back on the road.

German tight-rope walker Peter Traber, 28, plunged more than 40 feet when the steel wire broke during his act at Antwerp, Belgium, last week. He fractured his skull. Irv Romig (Ricky the Clown) is still going strong with TV show, "Tip Top Fun," every Sunday at 5:30 p.m. over Station WXYZ. He's also booked for the Detroit State Fair Rodeo with a mule train act.

Una Jean Sagraves, 11-week-old daughter of the Virgil Sagraves, is posing with Big Burma, the elephant, for Mills Bros.' publicity shots. Her father is boss of the Mills bull herd. John R. Provost, Greenfield, Mass., fan, is a booster for the medium-sized rail and truck shows, he writes. George Hubler is to have the concessions at circus dates in Franklin, Henderson and Hopkinsville, Ky., and Evanston, Ill.

Pete Pepke, North Warren, Pa., is working in two bands operated by former circus musicians. One is Howard Ramsdell's Russell Firemen's Band, and the other is a Moose Lodge band directed by Leidy Williams, who used to be with Cooper Bros. Ed Lowery, of the North Warren paper, ran a number of circus features in advance of the King Bros. date there. Pepke also seen Elmer Jones, former owner of a number of circuses, at North Warren.

Ringling-Barnum drew a neat network plug Saturday (12) when the TV show, "Your Hit Parade," aired a film showing the circus midway. Film showed Dick Slayton of the Side Show. Program mentioned that Ringling was in Springfield, Mass., that day.

The Paramount movie, "Three Ring Circus," for which Beatty equipment was rented, uses the title of "Clyde Brent Circus." The fictitious name allows use of Beatty uniforms and equipment with the "C. B." initials.

Buck Leahy visited Kelly-Morris at Pittsfield, Mass. Playing at Pontchartrain Beach, New Orleans, thru Saturday (19) are Miller's Elephants: Frank Torrance, sway pole; Buck Lucas' ponies; Faith King, dogs, and Don Hapka, high dive. Herbert Westermann, top mounter with the Eriksons, rejoined the troupe at Rawlins, Wyo., after spending a year in Germany. Willard (Tard) Northrup, Shinhopple,

N. Y., was interviewed for a Schenectady radio station and Walton, N. Y., newspaper in connection with Circus Week. Ray Bickford, Circus Week chairman for the Circus Clown Club, tells that 23 cities had observance or displays in connection with Circus Week (June 1-7) while "Big Top," "Super Circus," and "Band of America" broadcast network salutes to the occasion.

Ringling reporter, Mary Jane Miller, writes that many show-folks visited when R-B played on a lot next door to Hamid-Morton's Trenton, N. J., quarters that Sunday off in Stamford, Conn., began early, with trains arriving early. Agnes Stewart spent the day with her family. The Blacks, formerly in the wardrobe department, entertained Ringling people. Phyllis Nystrom closed the season. Visitors included the Parks, Emil and Katherine Pallenberg, Mrs. Cooper, Connie and Bruce Anderson, Rusty Parent, Norma Wright, Phil Hall, Kathy Kramer, Charley Geiger, Doris Clair and son, Flo Begin and family, the Bill Thompson family, Elsa and Glen Cox and son, Paul Lang, Art Lombardi's family, Bill Day, Lou Johnson, Stevan Donhanas, Sam Stratton, Lee and Henry Kimris and family, Mrs. Rudy Bundy, Ricky Mader, Mrs. Grogan, the Bokara Troupe, Will and Annie Robbins and the Ernie Millettes.

Catching the Hunt Bros. performance at Easton, Pa., recently were Vincent F. Hattrich, Frenchtown, N. J.; Mary Whitehead and Howard Hampton.

## Jugglers Meet At Elkhart, Ind.

ELKHART, Ind., June 19.—The International Jugglers' Association will convene here Sunday (20) thru Wednesday (23) at the Hotel Elkhart for its annual convention. About 100 pro and amateur jugglers are expected, according to past president Earl Davis, Elkhart.

Part of the program includes a public performance Tuesday (22) at a high school auditorium, and Monday hospital show, and on Wednesday (23) a free act in front of a baseball grandstand. Davis said among those expected are Howard Nichols, hoop juggler, and Carl Thorsen, cannon ball juggler.

## Hunt Adds Baby Bull

POMPTON PLAINS, N. J., June 19.—Hunt Bros.' Circus added a new baby elephant here, increasing its herd to seven. The new bull, under four feet tall, arrived Wednesday (16) in Brooklyn from India, where its acquisition and shipment was arranged for by Madeline Parks.

The bull was picked up at dockside by Charles T. Hunt Sr., and hauled to the circus here in the elephant van powered by a new \$7,500 tractor.

The bull was acquired principally to aid in the advertising stunt engineered by agent George Foster. Involving an outright sale each day, the bull is led thru the rear seat area of a stock sedan of "usually any make to demonstrate the roominess and sturdiness of the auto used.

## Louisville Find Recalls Cole Joke

LOUISVILLE, June 19.—Performers used to joke about the time a flying act came into quarters with Cole Bros. and hurried away so quickly that several flying act nets were left outside for the winter. In the spring, they merely swept the snow off and put the nets to use again.

Visiting at the former quarters here last week, George Hubler was reminded of the story when he spotted a net among the rubble in an old prop barn. H. J. McFarlan, who lives at quarters, said kids used it for a baseball backstop a few years after the show left Louisville. Four old Cole wagons remain at the quarters.

# Davenport's Plan Show In 1955; Mull Railer

LARAMIE, Wyo., June 19.—Mrs. Eva Davenport, now with Bailey Bros. & Cristiani Circus, revealed here that she and her husband, B. C. Davenport, together with their son-in-law, Pete Cristiani, are planning to field a new circus in 1955.

She said that equipment of the Davenport's truck circus, last trouped in 1953 as Wallace Bros., was intact at their Gonzales, Tex., quarters. Davenport now is in South America with a lion act and five elephants, playing with the Circus Razzore. Pete Cristiani owns other show equipment and

Mrs. Cristiani, the former Norma Davenport, has a five-elephant act.

Mrs. Davenport said that there is a plan to convert the semi-trailers into wagons and build the show as a railroad unit. They formerly had the Dailey Bros. Circus on rails.

## Horses Hurt As 2 Ringling Cars Derail

FORT EDWARD, N. Y., June 19.—Five horses of the Guadalupe Partida Mexican Charros act were injured in a derailment and crash that befell the Ringling circus No. 1 section, early Wednesday morning (18), en route to Schenectady from Glen Falls.

The train had entered the main southbound trace from a branch line when a stock car and a flat carrying wagons tipped onto an adjoining track. A freight train plowed into the derailed cars, bruising the animals and hurting two men on the freight.

Traffic on the main line of the Delaware & Hudson line was blocked for four hours. The show made it to Schenectady and opened its matinee only 45 minutes late, altho the horses could not work in the fiesta spec.

## Beatty Film Starts July 2 At Phoenix

HOLLYWOOD, June 19.—The Clyde Beatty starrer, "Ring of Fear," will be given a Film City send-off in Phoenix on July 2. Top members of the cast will be on hand for the world premiere.

The Wayne-Fellows Cinema-Scope production for Warner Bros. stars in addition to Beatty, Pat O'Brien, Marian Carr, and Mickey Spillane. Beatty's circus was used for background during much of the filming in the debut city. Beatty is currently on tour with his show in the Pacific Northwest.

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Official Ohio State Fair Program—National Air Races. K of C Deal to follow.

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## New England ARSA Meet at Bridgeport

BRIDGEPORT, Conn., June 19. New England roller skating championship contests were recently staged here at Park City Skateland. Winners will represent New England in the national championships to take place at a later date in Washington.

Participating clubs included Park City Skating Club, Bridgeport; W. T. DeMarzio Roller Skating Club, Allston, Mass.; Rex Roller Skating Club, Lowell, Mass.; Dance and Figure Skating Club, Worcester, Mass.; Roller Skating Club, Danbury, Conn., and Long Beach Skating Club, Stratford, Conn.

Eleanor Mrozek, Park City Skating Club, Bridgeport, captured the juvenile ladies' singles title, with Nancy Ann Wilson, Worcester, Mass., runner-up. Richard Howland, representing the W. T. DeMarzio Roller Skating Club, Allston, Mass., won the men's novice singles title, while the senior ladies' pairs championship went to Ellen Grantlund and Doris Walden, Worcester, Mass. Judith Generello and Elizabeth Urbee, Worcester, Mass., captured the novice ladies' pairs championship, with Diana Lynch and Eleanor Mrozek, Park City Skating Club, Bridgeport, won the sub-novice singles title, and also placed second in the sub-novice dance competition with his partner, Edythe Dickerson.

Participating from Park City Skating Club were Edythe Dickerson, Ronald Cryoskie, Barbara Bakos, Frank Boros, Diana Lynch, William Dixon, Eleanor Veres, Lawrence Carlson, Barbara Fyfe, Kenneth Dubord, Margarete Mills, Thomas Baldino, Faith Prokop, Frank Slosser, Miriam Abrosini, William Kelly, Laura Pitcher, Robert Waddell, Barbara Bardash, Charles Guild, Leona Morris, Robert Smith, Valerie Domian, Donald Sabo, Marilyn Kovachs, Stanley Waselewski, Carolyn Macklow, Joseph Bouchard, John Grenada, Robert Cooney, Buddy Cannon, Fred Yakuskiwch and Binky Prokup.

## Coopersmith Holds Benefit For Needy Kids

CHESTER, Pa., June 19.—Jack W. Coopersmith, operator of Great Leopard Skating Rink here, in cooperation with local beverage distributors, recently held a Country Fair Night benefit. All proceeds were donated to Camp Sunshine. The camp is a non-profit organization for undernourished and underprivileged children. Coopersmith is a member of the board of directors.

Artists who entertained at the rink for the benefit included radio performer Jimmy Lynn, Troy Ferguson and the Arkansas Melody Boys, Bill Haley's Comets, Ray Beamer and his square dancers, the Delco Valley Boys, 12-year-old trumpet soloist Frankie Avalon, radio performer Don Baron, vocalist Jimmy Kellis, Nick Mancini's orchestra and a skating exhibition which was directed by professional Barney Fluke.

Other attractions were door prizes, games, fish ponds, a country auction, dancing, booths and refreshments.

Proceeds from the event will provide many needy children with free and healthy vacations. It is Coopersmith's hope to make Country Fair Night an annual affair.

## DRIVIN' 'ROUND THE DRIVE-INS

**ARNULFO GONZALES** has been granted a permit by the city council at Corpus Christi, Tex., to construct a drive-in. . . . **Richard Landsman**, of Statewide Drive-In Theaters, San Antonio, has opened the Rocket drive-in restaurant adjacent to his South Loop 13 Drive-In Theater there. . . . **Bobbie Harris**, manager of the Fiesta Drive-In, El Paso, was knocked down in a clash with a picket. The drive-in was being picketed following dispute over the discharge of a projectionist. . . . Triple swimming pools are part of a \$50,000 improvement program under way at the Lone Star and Samuel Boulevard Drive-In theaters at Dallas. Other improvements include picnic patios, panoramic screens, booth equipment and general repainting and renovating. Each of the drive-ins will have three pools, two for kids and one for adults. Use of the pools and picnic patios will be free to patrons. . . . **Sol Karp**, formerly assistant manager at the State Theater, Hartford, Conn., has joined Manchester Drive-In Theater Corporation, that city, as manager of the corporation's Manchester Drive-In, Bolton Notch, Conn. His appointment was announced by **Bernard Menschell** and **John Calvocoressi**, partners in the corporation. . . . **Sal Adorno Jr.**, recently relieved of his duties as assistant general manager of M&D Theaters, Middletown, Conn., has started construction of a \$125,000, 750-car capacity drive-in, four miles from downtown Middletown, with completion slated for early July. The venture will feature a 100-foot wide curved screen. **Sal Adorno Sr.**, general manager of M&D Theaters, has announced appointment of a younger son, **Michael**, as his assistant. **Adorno Jr.**, however, retains the status of secretary, director and stockholder in the family corporation, which controls the Palace, Capitol and Middlesex theaters, Middletown.

**ROUTE NO. 7 Drive-In Theater, Inc.**, Miami Beach, Fla., has obtained a State charter to operate a drive-in. Authorized capital stock is 50 shares, no par value. Incorporators are **Joel P. Newman**, **Lyvia Turchen** and **Jane T. Paine**. . . . Three Regina, Sask., businessmen, **T. Berenbaum Sr.**, **I. Berenbaum Jr.** and **Max Lifshitz** have opened the city's newest drive-in, the Starlite. Theater covers 20 acres and accommodates 750 cars. . . . **Gordon Kometz** is manager of Green Acres Drive-In, Lethbridge, Alta., this season. . . . **L. L. Jones** and **William Cole**, Calgary, Alta., businessmen, are building the city's fourth drive-in. It will accommodate 500 cars. . . . New government regulations for theaters in Saskatchewan include a provision against drive-ins being built within two miles of each other.

## ROADSHOW REP

**BUSINESS** on a par with that of last year was reported by the **Neil and Caroline Schaffner** Players, which recently completed its third week at Washington, Ia. The date was okay despite much rain and generally bad weather. The preceding week a storm forced cancellation of the opening performance of the show at Mount Pleasant, Ia., the first opening lost by the show due to weather in 10 years. As in former years, the cast is headed by **Toby and Susie** and includes **Jay Bee Flesner**, **Bert Dexter**, **Ed Ward**, **Buddy O'Day**, **Richard Wagan**, **Doug Ackley**, **Erman Gray**, **Bill Gray**, **Grace Eagle**, **June Knight** and **Carolyn Poole**. A four-piece orchestra features the **Musical Grays**. In the vaudeville department are the **Van Winkle Marionettes**, **Buddy and June**, pantomime record novelty; **Jay Bee Flesner**, in his fourth year with hypnotism and magic, which continues to be well received; **Bert Dexter**, dancer, and **Smiling Ed Ward**, pianolog and songs. Program offerings this year include "The Tolliver From Stump Holler," "The Never-Married Widow," "Go-Getting Grandpa," "No Time for Women," "Long, Long Trail" and "Honeymoon Hilarious," all from the pen of Neil and Caroline Schaffner. The Niagara Barn Theater, Stoney Creek, Ont., played Schaffner's "Natalie Needs a Nightie" last summer between hit Broadway plays. Due to many requests the play is to be repeated this summer. Several strawhatters are showing interest in Toby plays, and many of this type by the Schaffners are being considered. . . . **Bisbee's Comedians** report a good pick-up in business

since getting into Kentucky. . . . **Brunk's Comedians** report good business in Colorado despite chilly weather. . . . **Collier's Players** opened under canvas in Illinois on May 31. . . . **Jimmie Gale**, who was ill in St. Vincent's Hospital, New York, a few weeks ago, opened his 18-people dramatic-vaude tent in Lakewood, N. J., on June 12 with 1,000 people packing the tent. The route will take the show thru New Jersey, New York and Pennsylvania. . . . **Neil Schaffner**, please send in your route and permanent address. Have another good deal for you, but lost your recent letter.

**HERMAN AUSLEN** writes from Chelsea, Mass.: "As to the plays, "Sweet Singer of Maine" and "Old Jed Prouty," which some reader asked about, these plays were features with **Richard Golden** and his wife, **Dora Wiley**. Golden's best money making play was "Old Jed Prouty." He was considered one of the best of all rural actors. As regards the "Widow Bedott" shows, there were many versions of this old-timer, but the performer who was as good as any of them was **Harry LaMarr**. While LaMarr never got to the heights of some actors who played these roadshows, there was no one who had anything on him in the creation of biddy parts. One of the last of the "Widow Bedott" plays was written by **E. F. Hannan** and done in 10-20-30 by **Cecil Norman** with the Avon Players. It was called "The Widow's Mate." . . . **D. D. Harvey**, who calls himself a stroller merchandiser, writes from Logan, Utah, that after a poor winter in small towns he is picking up business in that area and will put in most of the summer in Southeast Utah, where he had worked in previous years. Says Harvey: "It's a long jaunt from Kohl & Castle's in Chicago to this area, but I have more folding money now than I had in those good old days. Maybe it's because the lights are not so bright out this way." . . . **Allan Andrews**, writing from Walsh, Colo., reports that the area is poor for small shows due to dust storms. He plans a jump west to the Meeker, Colo., sector, an area he has worked in the past with his entertainment-merchandising trick.

## Butler Winds Up

• Continued from page 82

aspects of the publicity department. **Eddie Howe**, who served with the Big Show once before, has been contr'ed and will join in Pittsburgh. **Bill Ballantine**, artist-writer and a member of the show personnel, will play a more active part in the publicity set-up, **Knoblauch** said.

### Howe Background

**Howe**, the son of **Doc Howe**, **Fanchon** and **Marco** exec, was brought to the Big Show by **F. Beverley Kelley**, former publicity chief who now heads up the show's radio and television department. When **Butler** returned to head up the ballyhoo department, a post he lost in the **Robert Ringling** regime, when **Kelley** took over, and regained when **John Ringling North** returned to the presidency, **Howe** went with **Kelley**. He served a season as publicity director of the World of Mirth Shows and most recently managed a drive-in theater and promoted chain theater interests in the vicinity of Baltimore.

**Butler**, who got his newspaper training in New Bedford, Mass., and Boston, is an accomplished writer-artist. He headed up the Ringling publicity department for more than 20 years, with a couple of lapses occasioned by changes in circus management.

He was first exposed to the circus business by **Charles Sparks** and served with the Sparks Circus beginning in 1921. In 1923 he was an advertising representative-press agent with **Ringling** and continued as contracting press agent thru 1926. **Butler** quit and returned to Sparks, from whom he was hired by **John Ringling** in 1928 to take over as general press representative and publicity director.

### Notable Build-Ups

Thru the years **Butler** has engineered the publicity for two of the greatest of all circus features, the **Ubangis**, big-lipped African natives, and **Gargantua**, the world's best-known gorilla.

Thru the years **Butler** has also painstakingly refrained from selling himself as a personality, noting always that he was selling the show and its features, not himself.

An exception was the New Yorker profile of a year ago authored by **Robert Louis Taylor** and understood to be a "must" before the humor magazine would undertake a similar examination of **John Ringling North**, published this year to coincide with the Big Show's New York run.

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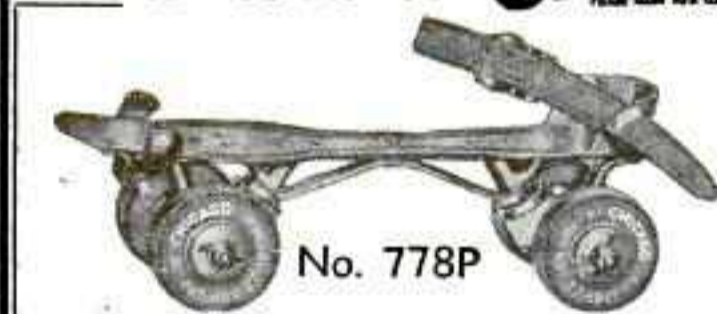
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## MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Rodin Novelty Company, Sioux City, Ia., advises that it is closing out a large stock of slum, china and other carnival items. . . . National Distributing Company, Miami, is featuring 17-jewel, wafer-thin watches. These watches are said to have a \$100 flash and a one-year written guarantee comes with each watch.

Goodier Company of Dallas is now featuring its June Night perfume in a one-ounce bottle. This attractively packaged perfume has an established retail value of \$2 but can be purchased by pitchmen, demonstrators and coupon workers at a price enabling them to retail it profitably at 98 cents. The Goodier Company now supplies salesmen with more than 400 items such as shampoos, hair creams, cosmetics, perfumes, flavors, medicines, insecticides, foot creams and household items. It will be pleased to send a catalog upon request.

Hanasin Products, Inc., Philadelphia, is promoting aluminum twirlers, an ideal decoration for

gas stations, used car lots, celebrations, etc. Consisting of 30 feet of corrugated three-inch aluminum with weather resistant coloring, these twirlers are available in red and silver, blue and silver, gold and silver, and green and silver. . . . Cigarette lighters are being featured by General R. & S. F. Company, Philadelphia. The lighters are made of chrome and are available in pocket or table models. . . . Always popular for prize use, as well as being big resale items, are the solid leather bags offered by Rodeo Leather Goods Company, Minneapolis. Hand tooled by master craftsmen, the bags have fine sales appeal.

Claimed to be the fastest selling item in years is the Indian head belt featured by Rodeo Leather Goods Company, Minneapolis. Firm states these are not imitation plastic but real, sewed on Western saddle leather. . . . Sterling Jewelers, Columbus, O., is featuring a complete line of rings made of aviation, tarnish-proof metal. Three of the most popular rings Sterling is showing are the snake ring, an attractive item containing three imitation stone eyes; a flashy, beautifully designed birthstone ring which comes in all birthstone colors, and a continuing favorite, a skull and bones ring with two imitation stone eyes. . . . Felt souvenir pennants made to order, tee shirts, emblems and caps are being promoted by Central Flag & Banner Company, Rossmyne, O.

A new action toy appearing on counters throught the country is reportedly drawing chuckles from grownups as well as youngsters. Called Suzette and manufactured by Sidney A. Tarrson Company, Chicago, the 39-cent retailer is a tiny doll that walks when you raise and lower its hair ribbon. Constructed of plastic, with hand-painted elfin features, Suzette wears a colorful fabric hoop skirt. The doll's size, approximately four inches tall, makes it an appealing toy. . . . Telephone Devices Company, Inc., Lynbrook, N. Y., announces a new telephone accessory, Twintone, that keeps out distracting noises while talking on the phone and enables two people to hear the conversation on the phone at the same time. The firm calls the device an excellent demonstration item. Hand-somely packaged, it is priced to retail at \$2.95.

Cord Caddy Manufacturing Company, Fort Lauderdale, Fla., has introduced the Cord Caddy, a magnetized rubber sleeve that prevents accidental falls caused by people entangling feet in dangling cords of unused electrical appliances. Tiny magnets hold the cord fast when it is touched against the metal surface of an appliance. It retails for 59 cents. . . . Children's Press, Chicago, has announced a new religious book for children, "When Jesus Was a Little Boy." Selling at \$1.50 post-paid, the 9 1/4 by 8 1/4 by 3/8-inch book is colorfully illustrated. . . . Haddon Products, Inc., Chicago, has introduced its Golden Visionette clock, aimed at the prize and premium field. Standing 7 1/2 inches high, it is heavily plated in 24-k. gold and has a crystal "see-thru" dial with three-dimensional Arabic numerals filled with gold that is further enhanced by angle vision. It is priced to retail for \$15.95 plus tax.

The Peters Company, Stevens Point, Wis., announces two new products, Skeet, an insect repellent stick, and Fly-Kil, an anti-insect vaporizing device for house-

(Continued on page 8)

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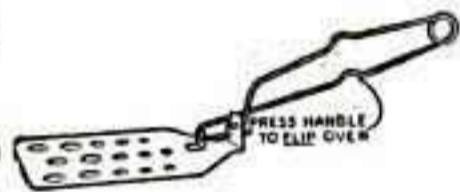
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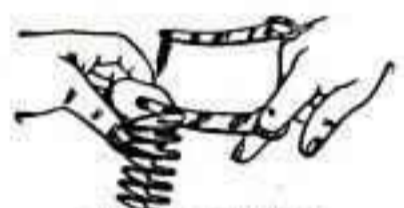
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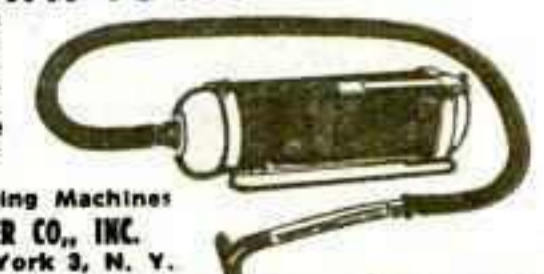
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Expertly rebuilt vacuum cleaners with all attachments. UNIVERSAL. ELECTROLUX, G.E. and all others. These vacuums look like new, work like new, guaranteed like new.

Terrific Deal on New Sewing Machines DE SILVA VACUUM CLEANER CO., INC. 53 E. 10th Street New York 3, N. Y.



GIVE TO DAMON RUNYON CANCER FUND



# K. C. BEAR 12 to carton \$24.75 DOZ. F.O.B., K. C.

Yes sir, same size, quality and colors as had. Check all of these prices and you will agree no one can kick them around. We are primarily interested in saving you money and eliminating room for price cutting.

SHIPMENTS ONLY FROM KANSAS CITY FULL CARTON LOTS. AT THESE PRICES:

## DOGS

With Checkered Tams



No.	Pkg.	Price Dozen
4642 14" Sleeping Poodle	1 doz.	\$16.00
4652 18" Sitting Poodle	1 doz.	17.00
4653 18" Standing Poodle	1/2 doz.	26.40
4643 20" Sleeping Poodle	1 doz.	26.40
4661 20" Lazy Poodle	1 doz.	26.40

No.	Pkg.	Price Dozen
4620 14 in.	4 doz.	\$ 9.50
4601 18 in.	2 doz.	12.50
4613 27 in.	1 doz.	22.00
4615 30 in.	1 doz.	24.75

No.	Pkg.	Price Dozen
4718 16 in.	4 doz.	\$10.00
4634 19 in.	2 doz.	17.00

# EASTERN BEAR 12 to carton \$22.50 doz. F.O.B. EAST

No.	Pkg.	Price Dozen	No.	Pkg.	Price Dozen
4656 27" Bear	1 doz.	\$22.50	4623 31" Bear	1 doz.	\$34.00
4604 10" Bear	3 doz.	7.00	4741 28" Bear	1 doz.	27.00
4606 14" Bear	3 doz.	10.60	4619 22" Gentleman Bear	1 doz.	36.00
4608 15" Bear	3 doz.	11.50	w/chain	1 doz.	36.00
7322 29" Bear	1/2 doz.	24.00	4627 18" Poodle w/chain	1 doz.	34.50
4658 29" Bear	1/2 doz.	26.00	4657 Lazy Poodle	1/2 doz.	30.00
4631 31" Bear	1/2 doz.	30.00	4699 Sleeping Pup	1/2 doz.	27.00

As well as every size Bear, Dog, Elephant, Horse, Donkey, etc.

## EASTERN PRICE

- 4506—Large Rainbow Flair Dress Doll—16 to ctn. \$38.50 doz.
- 4514—Flower Girl Boudoir Doll, 38"—24 to ctn. 28.00 doz.

WE HAVE A COMPLETE LINE OF SOFT BODY DOLLS IN ALL SIZES AND PRICES.

# WISCONSIN DELUXE CO. 1902 NORTH THIRD ST. MILWAUKEE 12, WISCONSIN

## MERCHANDISE TOPICS

Continued from page 87

hold use. Skeet, retailing at 75 cents per stick, offers good profits and repeat sales, the firm states. It is guaranteed to be non-irritating to the skin, and repels mosquitoes, flies, ticks, gnats, chiggers, etc. It is pleasantly scented and cool to the skin. Fly-Kil vaporizes peldane tablets to kill insects and when used with chlorophyll tablets, deodorizes the house. It sells for \$3.95, including tablets.

A new type household shears for remembrance advertisers, premium promotion, etc., has been introduced by the A. Lincoln Company, Bridgeport, Conn. It's a combination needle-threading device with the firm's standard dressmaking shears. The shears also have magnetic points to pick up needles, clip points for cutting patterns and sharp points to rip bastings. They are hollow ground and self-sharpening with chip-proof plastic coated handles. They retail for \$1.29.

Keller Products, Chicago, is now selling trouble lights. New special price will be offered to quantity buyers in 25, 50 and 100-foot lengths. Keller Products' new trouble lights feature a new snap-off gage, two double outlet switches with a heavy rubber cord and all copper wire interior, and a heavy duty UL-approved plug. They have also come out with a new line of economy-sized floodlights for the farmer, mechanic, hobbyist, etc. Special prices will be offered on this item also to quantity buyers.

Swish-O-Dish, a new automatic sudsing dishwasher, will make the job a lot easier, according to Cossman & Company, Hollywood, the manufacturer. All that is necessary is to pour liquid soap or detergent into the hollow plastic handle and the sturdy sponge on the other end of the handle suds as it washes. Cost is 69 cents.

A tiny, self-contained, double-action, inexpensive fire alarm for home, office or industrial use is being marketed by Richard Stuart Manufacturing Corporation, Philadelphia, under the trade name of Fire Sentry. A temperature rise to 135 degrees Fahrenheit sets off the device, which sets off a double warning. Inert gas sets off a shrill whistle and the device also projects a perfumed odor into the air to warn the hard of hearing. Listing at \$6.90, Fire Sentry supervises an area of 300 square feet, is self-contained, automatic, self-energizing, requires no maintenance, wiring, service or costly installation. It is designed to act even before a sprinkler system can be set off.

Sprinkl-On is a new product introduced by Universal Brokers, Inc., Faribault, Minn., for the cleaning of home carpets, upholstery, drapes, woodwork, painted walls, etc. The product's use requires a minimum of effort, it is said, and has over 1,000 uses. A detergent, it is guaranteed not to harm the finest fabric or finish. It is odorless, yet deodorizes as it cleans and is non-inflammable.

Four-in-One Bar Kits are being offered by the Lee Plastic Manufacturing Company, Bridgeport, Conn., as advertising giveaways. Each kit, comprised of four one-ounce jiggers and case, is an eye-catcher in gay colors. A conspicuous space is provided on the streamlined case for the advertiser's name, address or slogan, gold-stamped. Dresden Art Works, Chicago, has introduced an ingenious flashlight, called Crown Tricolor, that throws a powerful white, red or green beam without changing bulbs, at the touch of a fingertip on the push button. A German import retailing at \$2.98, it's a three-cell unit with an over-all length of 10 inches. It throws a 750-foot beam. Case is of chrome with black enamel trim.

**AGENTS "Sure-Fire" PROFITS** CO<sub>2</sub> Rechargeable FIRE EXTINGUISHER

Cash in on this 5-Alarm item. Every family a potential sale... and double your money on each sale! Brand new, complete with mounting bracket, this is the lowest-priced fire extinguisher ever. We will back you with our tested selling methods, sales aids and protected territories. Write for information to: Dept. B2

**NEPTUNE TRADING CO.**  
1413 Neptune Ave., Brooklyn 24, N. Y.

# PARK ROW NOVELTY CO. MOVED TO NEW QUARTERS

451 Pearl St., Cor. Park Row, N. Y. C., N. Y. Phone: WOrth 4-2686

House of Service 25% Deposit, Balance C.O.D.

## GRAND OPENING SPECIAL

**TOP HAT FEATHER DOLLS ASST. COLORS**

5 in. Sailor Dolls	1.75 doz.	\$ 8.25 gr.
9 in. Sailor Dolls	1.00 doz.	20.00 gr.
6 in. Feather Top Hat Dolls	.90 doz.	10.00 gr.
7 in. Feather Top Hat Dolls	1.20 doz.	13.50 gr.
9 in. Feather Top Hat Dolls	1.90 doz.	21.00 gr.
12 in. Feather Top Hat Dolls	3.00 doz.	33.00 gr.

**FUR MONKEYS CELLULOID HEADS W/PIPER**

7 in. Fur Monkeys	.75 doz.	\$ 8.50 gr.
8 in. Fur Monkeys	.80 doz.	9.00 gr.
12 in. Fur Monkeys	2.40 doz.	28.00 gr.

**RUBBER INFLATES**

Bow Tie Monkey w/voice	\$3.25 doz.	\$36.00 gr.
6 Ass. Animals w/voice	3.50 doz.	40.00 gr.
Small Rubber Horses	1.75 doz.	20.50 gr.
Med'm Rubber Horses	3.25 doz.	36.00 gr.
Large Rubber Horses	5.25 doz.	62.00 gr.

**CLOTH, STRAIGHT HANDLE PARASOLS—DIFFERENT DESIGNS**

20 in. Spread	\$2.25 doz.	\$25.00 gr.
24 in. Spread	2.50 doz.	28.00 gr.
32 in. Spread	4.50 doz.	52.00 gr.

**WESTERN STYLE COWBOY STRAW HATS**

Ball Fringed Hats, Pictured Crowns w/chin cord	\$6.00 doz.	\$70.00 gr.
Asst. Colored Hats Pictured Crowns w/chin cord	4.50 doz.	50.00 gr.
Black or White, Pictured Crowns w/chin cord	4.50 doz.	50.00 gr.

**White, All Painted, 4 Pictured Crown w/chin cord** \$5.50 doz. \$63.00 gr.

**ASST. COLOR BEEBOP—FITS ALL** \$ 4.00 doz. \$45.00 gr.

**MEXICAN STRAW FUZZY BIRD HATS** \$12.50 per 100

**SPECIAL PRICED ITEMS**

Imported Cub Hunter w/compass on handle	1.80 doz.	20.00 gr.
Miniature Harmonicas w/key chains	.50 doz.	4.50 gr.
Miniature Knives w/key chains	.50 doz.	4.80 gr.
Singing Bird in Cage	1.80 doz.	21.00 gr.
Dressed Dolls, asst. colors w/hair, 7 in. plastic container	5.75 doz.	69.00 gr.
250 Shot Water Guns	2.65 doz.	28.80 gr.
400 Shot Water Guns w/refill bomb	3.25 doz.	36.00 gr.
18 in. 2500 Shot Automatic Water Machine Gun	7.00 doz.	84.00 gr.
18 in. Break Rifle Cork Gun	3.25 doz.	36.00 gr.
11 in. Lithographed Cork Gun	1.50 doz.	15.00 gr.
17 in. Lithographed Rifle Cork Gun	2.25 doz.	24.00 gr.

**BINOCULARS**

Small, Simulated Pearl w/strap & compass	\$1.80 doz.	\$20.00 gr.
Medium, Black, Silver-Trimmed	2.75 doz.	30.00 gr.
Large, Black, Silver-Trimmed	3.75 doz.	42.00 gr.

**FULL LINE OF CARNIVAL GOODS AVAILABLE.**

## BINGO OPERATORS—WHEELMEN

Our "GOLDEN BOOK OF HOUSEWARES" is free to you, write for it. HANKY-PANK and NOVELTY MEN write for your "CARNIVAL CARAVAN" CATALOG. When writing state your business. Save Money By Ordering From LEVIN BROS.

	DOZEN	GROSS
R. W. B. PARASOL, RAYON, CLUB HANDLE	\$2.90	\$33.00
RUBBER TOY, ASST., W/VOICE, AVE. SIZE 12" (CAT, HORSE, GIRAFFE AND FAWN)	4.25	48.00
DANGLERS, ASST., 4 DOZEN IN BOX		2.60
FLYING BIRDS, JAP., INSIDE WHISTLE, 3 DOZEN PACK		7.25
JUMPING LIZARDS, W/RUBBER BULBS, 2 DOZ. PACK		8.50
JUMPING TURTLE, W/RUBBER BULB, 2 DOZ. PACK		8.50
BOUDOIR, CEL. DOLL, 15", W/HAT, CANE AND BEADS, 1/2 DOZ. PACK	6.25	72.00
4" DART BALLOONS (10 GROSS LOTS), GOOD GRADE		.60
PLUSH BEARS, ASST. COLOR, 15" IN.		16.00
10 GRO. ASST. SLUM FOR ONLY		9.00

ALL PRICES F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE—25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

# LEVIN BROTHERS Established 1886 TERRE HAUTE INDIANA

## Don't Let This Scare You... We're Jewelers!

**FACTORY CLOSE-OUT JEWELRY AT BELOW COST PRICES!**

ASST. PINS, EARRINGS, BRACELETS, NECKLACES \$1.25 dz. \$12.00 per gross

MEN'S TIE BARS ASST. STYLES BOXED	\$ 3.00 dz.
MEN'S CUFF LINKS ASST. STYLES BOXED	5.00 dz.
10 KARAT GOLD CHILDREN'S BAND RINGS	6.00 dz.
10 KARAT GOLD LITTLE GIRL'S STONE RINGS ALL COLORS	15.00 dz.
GOLD FILLED CROSS AND CHAIN BOXED	6.00 dz.
GOLD FILLED HEART SHAPE LOCKET & CHAIN BOXED	9.00 dz.

NEW\*NOT RECONDITIONED\*NEW, BULOVA, BENRUS, ELGIN, AND OTHERS LESS 50 per cent

Sample Jewelry Assortment \$5.00. Large assortment \$10.00. Cash with order.

Value GUARANTEED or REFUND in FULL.

**H. L. HIRSH & CO.**  
333 Washington St., Boston, Mass. Factory in Providence.

**THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW '54 CATALOG...**

You just simply can't afford to be without our new general catalog. This Buyer's Guide illustrating a most complete line of novelties and premiums is now ready for mailing. Send for our free copy today.

**GELLMAN BROS.**  
119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

**NEW NEW NEW**

**PARACHUTE TOY**

ANY CHILD CAN BLOW IT

Now! Immediate Delivery The Big New 18 Inch "JET PARACHUTE TOY"

Made of pure silk, 7 in. by 7 in., assorted colors. Two-color picture tube with mouthpiece and directions. A fast-moving toy for indoor or outdoor use. All fair demonstrations complete sellout last season.

Price: \$13.50 per gross. Send \$1.00 for samples.

**WELLINGTON NOVELTIES**  
1065 S.W. 27TH AVE. MIAMI, FLORIDA

**CLOSING OUT 1,000 TABLE LAMPS** with Shades Assorted colors, about 24" \$18.00 and \$24.00 Dozen 25% Deposit, Balance C.O.D. SMITH'S JOBBING HOUSE 1388 Milwaukee Ave. Chicago 22, Ill.

**GAS STATION PENNANTS ALL-WEATHER**

12 assorted color 18" Plastic Pennants sewed on heavy tape 95" long. \$9.60 doz. strings (144 pennants). F.O.B. Cincinnati. Sample \$1.00 postpaid. Write for quantity prices. Money refunded if not satisfied.

**A & A NOVELTY COMPANY**  
P. O. Box 44 Cincinnati 36, Ohio

## SUMMER SPECIALS POLISHED ALUMINUM IDENTIFICATION BRACELETS

**DOUBLE HEART IDENT \$7.95 per gross**

**MEN'S IDENT \$7.95 per gross**

COMPLETE LINE IDENTS OUR PRICES ARE ALWAYS LOWER... SEND FOR FREE CATALOG...

<b>30 INCH PLUSH BEAR</b> Assorted Colors—Rayon Silk Plush SUMMER SPECIAL..... \$24.75 Per Dozen	<b>FRENCH POODLE</b> Silk Rayon—Assorted Colors 19 inches tall with Beret and Metal Chain LEASH SUMMER SPECIAL..... \$26.40 Per Dozen
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SEND FOR FREE C54 NOVELTY CATALOG We Are Never Undersold 25% DEPOSIT WITH ORDER—BALANCE C.O.D. OPTICAN BROTHERS 300 W. NINTH ST. KANSAS CITY, MO.

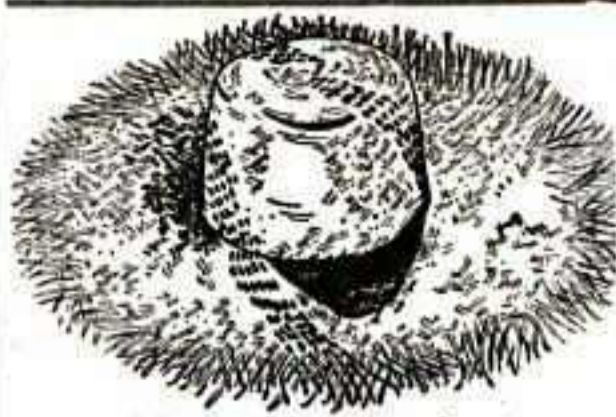
## BELIEVE IT OR NOT! THE PRICES TELL THEIR OWN STORY!

6/14 CLOSEOUT BALLOONS, 5 gr. to a carton, NO LESS SOLD, assorted sizes, 12", 14" and 16"	\$ 2.50 gr.
6/15 Men's Plastic Wallets, gross lots only	12.00 gr.
6/16 Large 27" Bears—BIG FLASH	14.40 dz.
6/17 Large variety of Slum	.75 gr.
6/18 Gift Band Rings, CLOSEOUT	.35 gr.
6/19 Ball Point Pens, gr. lots only	8.75 gr.
6/20 Field Glasses with compass and strap, individ. boxes	2.75 dz.
6/21 Jumbo Dollar Size Field Glass with compass and strap	5.25 dz.
6/22 Stuffed Dolls, 16", flash item	4.50 dz.
6/23 Oaks #4 Dart Balloons, 5 gr. lots, 75¢ gr.; 100 gr. lots	.72 1/2 gr.
6/24 7" Celluloid Feather Dolls with hula dress	15.00 gr.
6/25 Large Plastic Hoses, black or white	14.40 dz.
6/26 Costume Jewelry, Lavalier and Earring Sets, fancy boxed	9.60 dz.
6/27 Large Jewelry Sets, Earrings, Lavalier & Bracelets, boxed	13.20 dz.

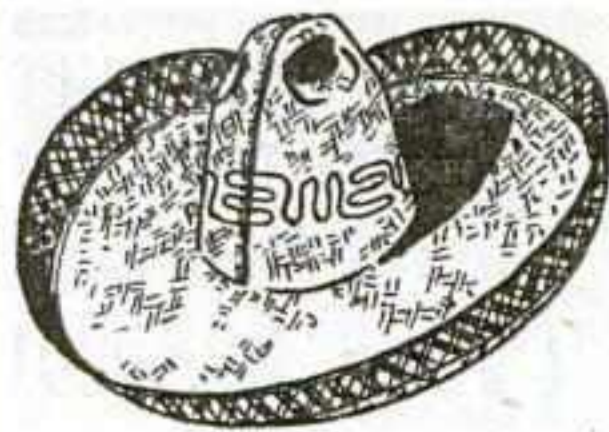
NO GOODS SHIPPED WITHOUT A DEPOSIT Write for New Catalog featuring 56 pages of the Hottest Items of the Year. The Selection and the Prices will Amaze you. M. GERBER, INC. 417 ARCH STREET PHILADELPHIA 6, PENNSYLVANIA



# CARNIVALS • PARKS • CIRCUSES • FAIRS • RESORTS



**New Low Price**  
**LARGE SIZE STRAW HAT**  
**FUZZY WUZZY**  
 Made of woven straw in natural color. Sells on sight. 18" from brim to crown.  
**\$3.00 Doz. \$30.00 Gr.**  
 Medium Size, \$18.00 Gross



**MEXICAN SOMBRERO HAT**  
**\$5.00 Doz. \$55.00 Gr.**



**TOP BANANA HAT**  
**SPECIALS**  
 The best made hat on the market. With elastic bands for adjustable sizes. Large variety of colors and designs.  
**\$5.00 Doz. \$54.00 Gr.**



The Latest Craze  
**\$4.50 Doz. \$51.00 Gr.**  
 AND ASSORTED COLORS  
**WHITE STRAW COWBOY HATS**



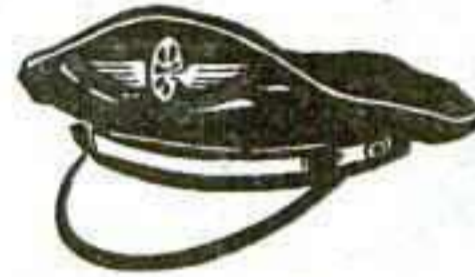
**NOW! NEW LOW PRICE**  
**FOR ALL HAT OPERATORS**  
**LATEST CREATION**  
 Checkered be-bop hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.  
**\$4.00 Doz. \$42.00 Gro.**



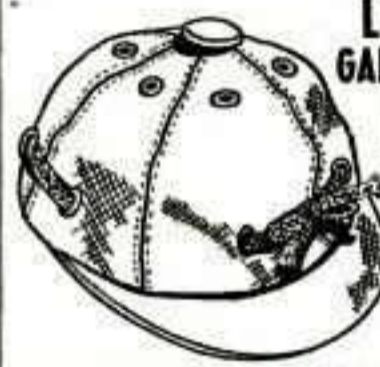
**Men's Full Size**  
**BLACK FELT**  
**DERBYS**  
 With binding. This hat is now sweeping the country.  
**\$5.00 Doz. \$54.00 Gr.**



**CAPTAIN'S CAP**  
**BEST QUALITY**  
 Gabardine Twill Caps  
 These hats have embroidered insignia.  
**\$7.00 Dozen**



**MOTORCYCLE CAP**  
 Terrific Number Selling Like Wildfire.  
 Made of good quality gabardine. These hats have embroidered insignia.  
**\$6.00 Dozen**



**LADIES' GABARDINE PEAK HAT**  
 With eyelets and cord, with button on top. Flashy number. Sells like wildfire.  
**\$5.75 Doz. \$65.00 Gr.**



**CREW HAT OPERATORS**  
 Special Closeout Price on Gabardine Crew Hats.  
 While they last, a limited quantity only. First come, first served.  
**\$36.00 Per Gross**  
 Sample dozen \$4.00  
 Act fast if you want to save money. The same hats sold for \$52 gross. These hats come in assorted colors and white. These hats all have taped seams—no pompons.



**BUBBLING BOY**  
 Sensational New Novelty.  
 Hold bulb in back and he goes into action. A natural for Bars and Fun Stores.  
**\$2.00 Doz. \$19 Gr.**



**GREAT VALUE**  
**LADIES' DUNHALL COMPACT and WATCH SET.**  
 Complete with metal band. Fully guaranteed. Silk-lined gift box. with \$75.00 price tag.  
**\$10.00**



**BALL POINT PEN**  
 These pens are first quality. Metal Clips. No seconds.  
**\$8.00 Gross**

**L'AMOUR FIFTH AVENUE**  
 5-piece jewelry set, beautifully styled with filigree bracelet. 24-kt. gold plated, Hamilton finish. Fully guaranteed. Ass. styles and colors. These are outstanding. Complete with \$29.95 price tag.  
**\$30.00 PER DOZEN**



**Mechanical JUMPING FUR DOG**  
 Very beautiful colors. Individually boxed.  
**\$2.00 Doz. \$18.00 Gr.**

**Special New Retractable BALL POINT PEN**  
 The new, sensational, retractable Ball Point Pen with no-smear ink. Carded. Bankers approved, guaranteed leak-proof—large ink supply.  
**Special \$2.50 Per Doz. \$24.00 Per Gr.**



**Sensational RUBBER WALKING DOG and Ball**  
 Press ball and watch action.  
**\$2.00 Doz. \$21 Gro.**



**ELECTRIC DRY SHAVER**  
 Ideal for Men & Women.  
**\$21.00 dozen**  
**Sample \$2.00**  
 With guarantee ticket and price tag.



**Sensational Value**  
**Six Piece WATCH SET**  
 In luxurious gift box consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

**\$7.50 ea. set—\$1 additional for samples**



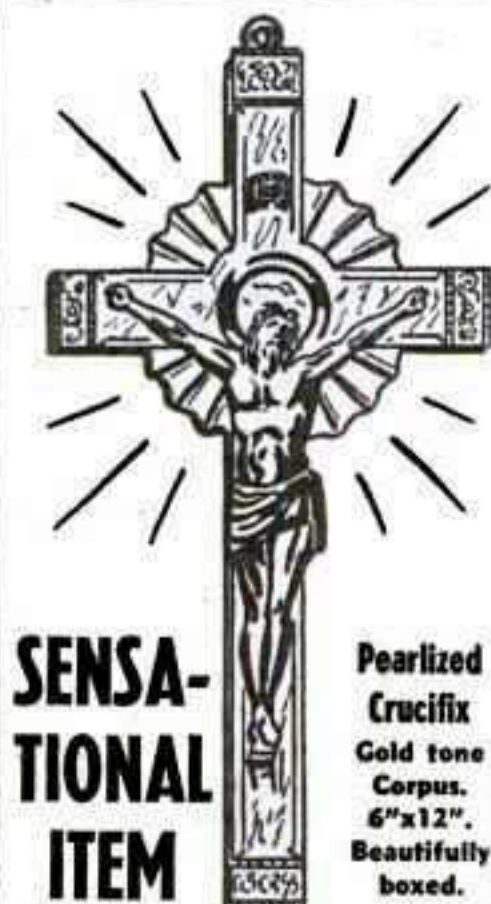
**MIDGET LIGHTERS**  
 WHILE THEY LAST  
 Selling Like Wildfire  
 Smallest lighter in the world. For Ladies and Men. Beautiful chrome finish. Limited amount.  
**\$2.75 DOZ. \$30 GROSS**



**6-Piece Utility SCREW DRIVER SET**  
 Every mechanic, home owner and car owner needs one. Sells on sight. Precision made with fully polished, hardened, tempered steel which is magnetized. Has a blade for every size and type of screw. Vise-grip chuck with unbreakable flammoproof plastic handle. Locks blades securely in place. Comes complete with plastic pouch. Fully guaranteed.  
**\$7.00 Dozen**



**Army Air Force SUN GLASSES**  
 In beautiful leatherette case, gold finish frame and adjustable and flexible ear piece.  
**\$5.50 Doz. complete with case.**



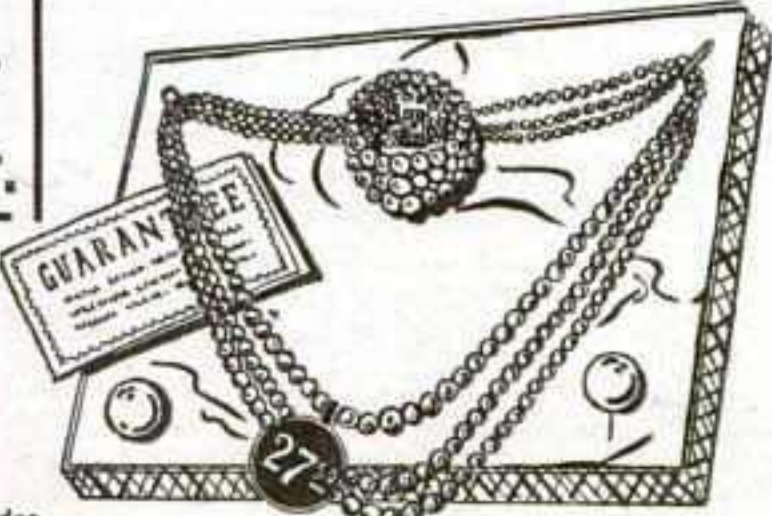
**SENSATIONAL ITEM**  
 Pearlized Crucifix Gold tone Corpus. 6"x12". Beautifully boxed.  
**\$6.00 Doz. \$66.00 Gr.**

**3-PIECE PEN SET**

**WITH METAL CAPS AND CLIPS**  
 Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$7.50 tag comes with set.  
**\$4.50 per doz. \$42 per gross**



**HARRIS TOPS THE FIELD PEARL SET**  
**\$12.00 Dozen**  
 Sample \$1.50. Four sets minimum order.



**— SPECIALS —**

Little Oscars	Gross \$ 6.00	Ladies' Plastic Wallets, with change purse and four card holders, pastel colors	\$ 4.00	Trading Cards, Baseball Players, Airplanes, etc.	Gross \$ 8.50
Large Field Glasses, with compass and shoulder strap	Dozen \$5.75	Novelty Tinsel Knives on key chains	Dozen 2.50	Comic Buttons, assorted	Dozen 9.00
7" High Hat Feather	Dozen \$1.50	Pearl-handled two blade Knives, key chain attached	Dozen 3.00	Small Rubber Horse, Inflates	Dozen 2.00
Dolls	Dozen \$1.50	Scatter Pins, beautiful designs	Dozen \$3.25	Small Rubber Monkeys, Inflates	Dozen 2.00
Midget Harmonicas, with key chain	Gross 4.50	Large size Crying Towels, lots of fun	Dozen 5.00	Gorgeous 5-piece Jewelry Set, plastic case	Dozen 18.00
Tri-Motor Bombers, long sticks	Gross 17.50	30-inch Plush Bears, cotton stuffed, assorted colors	Dozen 30.00	6-Piece Utility Screw Driver Set, plastic case	Dozen 7.00
New Plastic Whistling Birds, American made	Gross 9.00	Spotted Dalmatian Dogs, with chain	Dozen 31.50	6-Piece Table Cutlery Sets, stainless steel, ivory handles, boxed	Dozen sets 15.00
Swagger Sticks	Gross 8.50	Large Sleepy Dogs, assorted colors	Dozen 27.50	Large Mexican Sombbrero	Dozen \$5.00
Long Silk Lash Whips	Gross 14.00	New Chenille Dolls in plastic carrying cases	Dozen 8.75	Fine Quality Yacht Caps	Dozen 7.00
12" Fur Monkeys with Fex and Pipe	Dozen 2.50	Slum Key Chains	Dozen 2.50	Motorcycle Caps	Dozen 6.00
7" Fur Monkeys with Fex and Pipe	Gross 9.00	11" Red Plush Circus Monkey, High Hat	Dozen 3.50	Slum Click Guns	Gross 3.00
4" Celluloid Badge Board	Gross 8.50	Confederate Hats	Dozen 5.00	46 Ligne Comic Buttons	1,000 8.00
Dolls	Gross 8.50	Large size Toss-Up Mickey Mouse Balloons	Gross 9.50	Jumbo Comic Buttons	100 8.00
Necklace Beads, Slum	Gross 2.50	Confederate or Pirate Flags, muslin, 12x18	Dozen 2.00	Men's and Boy's Baseball Caps for any team	Dozen 3.75
24" Spread Rayon Parasols	Dozen 3.00	Medium size Rubber Horses	Dozen 3.25	Lancaster Balloons	Gross 14.50
12" Celluloid Hula or Feather Dolls	Dozen \$3.25	Rubber Squawking Animals	Dozen 3.50	American-made Flying Birds, with loud whistle	Gross 8.00
American-made Flying Birds with Whistle	Gross 9.00	12" Inflated Rubber Elephants with moving eyes	Dozen 3.00	4-point Pin Wheels	Gross 8.50
Pennant Cans, good grade	Per 100 1.50	Dart Balloons, 10 gross	Gross .50	8-point Pin Wheels	Gross 7.50
Bamboo Cans	Gross 12.00	Darts, made in U.S.A.	Gross 15.00	#16 Paddle Balloons	Gross 7.00
Squirt Rubber Dog and Ball. It lifts its leg	Dozen \$2.00	Miniature "Hit" Camera, with leather case	Dozen 15.00	#9 Round Balloons	Gross 2.75
Bubbling Baby, newest novelty	Dozen \$2.00			#15 Pioneer Mickey Mouse Balloons	Gross 8.00
Large size Indian Headdress	Dozen 2.00			Bow Pin Flags	Gross 1.00
Large plastic silver Click Gun and Holster Set with Barge	Dozen 3.50			Army Air Force-type Sun Glasses, in leatherette cases	Dozen 5.50
Imported Leis (10 gross lots)	Gross 1.50			Small Rubber Inflated Monkeys	Dozen 2.00

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

## HARRIS NOVELTY CO.

1102 Arch Street PHONES: MA 7-9848—WA 2-6970 THIS IS OUR ONLY STORE

Philadelphia 7, Pa. SEND FOR LATEST CATALOG



# STREETMEN!



HERE'S YOUR  
**BIG FLASH**  
BALLOONS  
FOR '54

MICKEY MOUSE

NOBBIES

KAT HEADS

AIRSHIP

SPIRAL

- Available s-t-r-e-t-c-h-e-d for bigger value at the handout!
- Bigger - Tougher - Flashier
- Workers available

Ask your Jobber for Oak's BIG FLASH

A GOOD JOINT - -  
PRICED RIGHT!



The **OAK RUBBER CO.**  
RAVENNA, OHIO.

## Oak Big Flash Balloons

**OAK RUBBER SPECIALS**  
Airship Balloons—#1242 ..... \$4.50 gr.  
#N.A. #10 Balloon—Knobbies..... 6.00 gr.  
Balloon Hand Pump ..... 3.25 ea.

**BELL SALES CO.**  
1107 So. Halsted St. Chicago 7, Ill.

## OAK BALLOONS

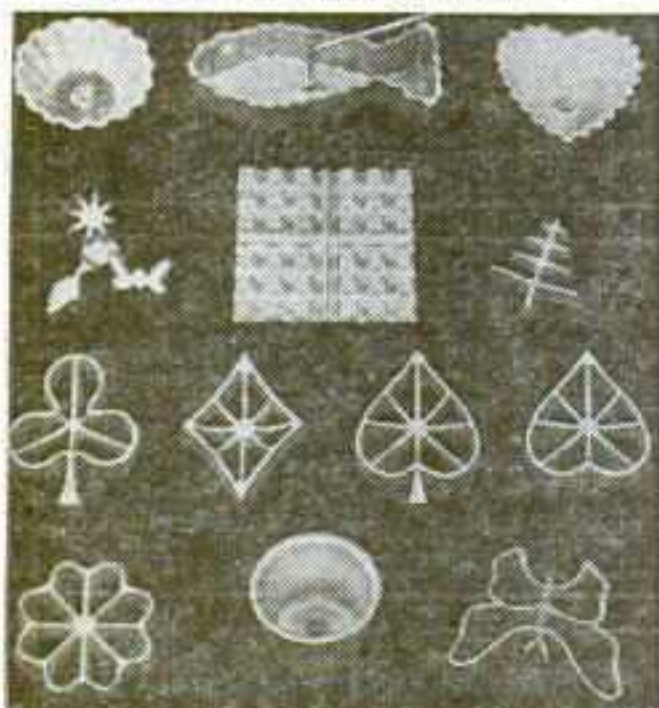
We handle the complete line of Oak Rubber products. Write today for complete price list.

**BROWN NOVELTY CO.**  
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There's SALES MAGIC FOR YOU IN BONLEY PRODUCTS  
MAXIMUM SALES • MINIMUM PRICES • MAXIMUM PROFITS  
Selling These Fast Moving Items

WAFFLE AND PATTY SHELL MOLDS



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- WAFFLE PLATE
- TREE
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- DIAMOND
- SPADE
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- PATTY SHELL
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- Plastic-Lined Cake Decorator Sets With Metal Tips—New Rose Nail and Fancy Petal Tips.
- Pastry Cloth Sets.
- Aluminum Pie Crimpers.
- BONNIE SEALER for making Ravioli — Tarts — Crimps — Cuts — Seals in one operation. Demonstration Talks—Special Deals.

CONTACT:  
**JACK LEVY**

**BONLEY PRODUCTS CO.**  
28 S. CLINTON ST. CHICAGO 6, ILLINOIS

## Pipes for Pitchmen

By BILL BAKER

WE REGRET . . . that we find it necessary to report the passing in Cleveland of one of the real patriarchs of pitchdom—John A. Maney—a man who has operated for the past 40 to 50 years and who was active until the very day that the grim reaper put the finger on him. Old John spent practically all of his life in the pitch business, ballyhooing some kind of tricky gadget. It may be recalled by some of the other old-timers that Maney, in 1901, worked the Buffalo Exposition where President McKinley was assassinated. A few years later he was one of the promoters of the first food show in Boston. In 1909 he was one of the wheels at the Alaska-Yukon Exposition in Seattle, and was also very much in evidence as concessions manager during the first aeronautical exposition held in Los Angeles. There was also a time during his meanderings that John had the exclusive sales rights in the United States for the gyro top, a unique toy that he demonstrated in scores of fairs and expositions. For the past 13 years he operated a novelty store in Cleveland and was actively connected with the Home and Flower shows which are held regularly in that city.

ANOTHER WORD . . . from Happy Heller, the gent who keeps us abreast of the times in the Detroit area. Says Happy: "Things are pretty bad here in Detroit this month, but not so bad that they couldn't be worse. So I'm not crying, and I speak only for myself. I have been working foot in Sears and will continue to do so thru the summer. The hot weather is supposed to help that business, but it so happens that I sold more the coldest week we had in May than I did recently when the temperature was hang-

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The House That Quality and Service Built



For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize in Private Label and Formula Work. Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours.

34 years of continuous service. By serving we grow!  
**THE HOUSE OF SERVICE!**  
**CELTONSA MEDICINE COMPANY**  
Established 1918  
1016 Central Ave. Cincinnati 2, Ohio

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Aggressive sales promotion organization invites experienced pitchmen to inquire about our new items and sales promotion ideas. Our items and plan are a certain money maker. If you lack experience as a Pitch Salesman at County Fairs, Shows, Stores, etc., but have the ability through training in direct selling and want to enjoy large earnings, write

**P. O. BOX #104**  
Cincinnati 5, Ohio

## PAPER MEN

SPECIAL OFFER

For orders in Kentucky and Tennessee write  
**The KENTUCKY FARMER**  
300 E. Market St. Louisville 2, Ky.

## ELECTRIC PENCIL

Engraves fine, medium, big lettering in gold on leather, plastic, silk, books, etc. Professional Model No. 3, famous for 22 years, with six rolls of gold foil, postpaid, for \$7.25 money order. Guaranteed. Sent on five days' approval. Big money maker for pitchmen, demonstrators.

**R. E. STAFFORD, Electric Pencil**  
3360 N. Meridian Indianapolis, Ind.  
Also Burgess Vibro Tool, \$9.95



STERLING SILVER FRIENDSHIP RINGS

- The finest ring in America for the price
- RHODIUM FINISHED
- \$2.00 per dozen
- SAMPLE 25¢

**JOSEPH SHORE**  
344 BROAD ST. LYNN, MASS.

## ? FEET HURT ?

"FOOTLIGHT" FOOT CREAM  
RELIEF FOR TIRED FEET.

Money-back guarantee. \$2.00. We pay postage.

**FOOTLIGHT**  
8357 Blackburn Hollywood 48, Calif

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YOU JUST CAN'T  
BEAT THIS FOR  
TOP MONEY...

THE MOULI GRATER  
IS A PROVEN  
TOP MONEY  
MAKER



## The MOULI GRATER



**Mouli Manufacturing Corp.**  
91 Broadway, Jersey City, N. Jer.

Honest merchandise, well constructed means no beefs, big pass outs and repeat sales. Pleased customers help you sell. WRITE FOR PRICES and PROVEN PITCH FOR YOUR OWN SPOTS, or we will arrange bookings on good PC for good demonstrators  
Contact

## COIL WORKERS:

\$53.00 per gross for THUNDERBOLT IGNITION UNITS

Our production is geared to make sure you will never run short of merchandise. Deal with an established firm that will not let you down.

F.O.B. Chicago, Illinois, or Monrovia, California, at \$53.00 per gross.

Address either: United Ignition Research, c/o Ed Lasham Warehouse, 1545 South State Street, Chicago, Illinois. Phone: Wabash 23984 or: United Ignition Research, 1201 South Myrtle Ave., Monrovia, California. Phone: Elliott 89572 or Elliott 91506. Emergency: Elliott 8-5408.

**R. A. (Bud) Chalue**

United Ignition Research  
1201 So. Myrtle Avenue  
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Contact the Monrovia office for samples, charts and complete shipping information before placing your first order with Chicago warehouse.

## SCREEN WORKERS:

Automatic Industries is now shipping Turb-O-Vanes out of Chicago, Illinois, as well as Monrovia, California.

The price is still \$35.00 per hundred, from both addresses, to established workers only.

Address either: Automatic Industries, c/o Ed Lasham Warehouse, 1545 South State Street, Chicago, Illinois. Phone: Wabash 23984 or: Automatic Industries, 1201 South Myrtle Ave., Monrovia, California. Phone: Elliott 91506. Emergency: Elliott 8-5408.

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Contact the Monrovia office for samples, charts and complete shipping information before placing your first order with Chicago warehouse.

## STORE DEMONSTRATORS—PITCHMEN

Remember the big money-making perfume packages created for you over 20 years ago by Goodier? In the 30's we supplied hundreds of thousands of bottles of June Night Perfume to coupon workers for store demonstrations and now because of the requests from so many workers we have brought June Night Perfume back into the line in a brand new dress and are offering it at a price comparable to that we charged in the 30's.

COUPON WORKERS—DEMONSTRATORS  
STREET WORKERS—PITCHMEN

Here is the package for you. Attractive 1-oz. bottle June Night Perfume, individual gift carton. Can be sold for 98¢ and you still make over 300% profit. We can supply atomizer for this package. Can supply mats. Write for details and quotations.

**JUNE NIGHT PERFUME**

is a very appealing and long lasting fragrance with a distinctive top note and is similar in character to a well known, very popular and expensive perfume.

Established retail price \$2.00

Sample postpaid 50¢

We supply salesmen with over 400 items such as Lanolin Hair Cream, Foot Cream, Shampoos, Cosmetics, Perfumes, Flavors, Medicines, Insecticides, Household Items.

**GOODIER COMPANY, 400 N. Bishop, Dallas, Texas**  
Associate of UNIVERSAL LABORATORIES



## BRAND NEW . . . Never seen at any Fair ROLL-A-STITCH

Just roll it to sew it  
NO NEEDLE—NO THREAD—NO SKILL REQUIRED

For lightning-fast hemming, seaming and mending Magic Roller Coater is your sewing machine. Roll-a-Stitch is your thread. Complete kit contains big tube of Roll-a-Stitch, "sews" 2700 inches; Magic Roller Coater—12 pages of uses.

\$1.00 Retail seller

Send 50¢ for sample kit, money refunded on first order.

**BONLEY PRODUCTS CO.** 28 S. CLINTON STREET CHICAGO 6, ILL.

## PLASTIC RAYON TOWELS

Take in the Most Money at All Fairs and Special Shows  
REGULAR \$1.00 SELLER. COST PER PKG. 27¢  
Each package contains (5) large, beautiful pastel colors. Free demonstrators with each order. Overnight service available anywhere.

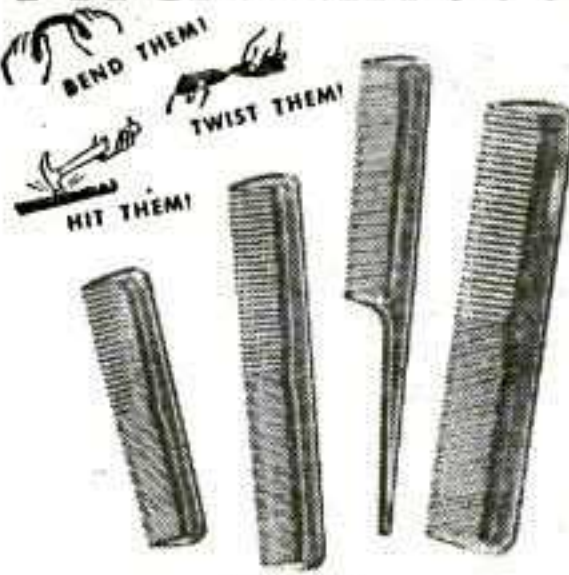
**PALMER CO.**  
Phone: WALnut 3-9131

P. O. Box 501

DETROIT 36, MICH.



**PITCHMEN!!!**



**NOW! NYLON COMBS Available**

In addition to our regular line of Amber colored combs for demonstrating purposes, we are offering, for the first time, a beautiful set of matched nylon combs in natural color. Deliveries made same day order received. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send \$1.00 for samples. This will be doubly refunded on your first order.

**TAMOR PLASTICS CORP.** Leominster, Massachusetts

**Fast Selling Magic Tricks!**

<p><b>MAGIC LIGHT BULB</b></p> <p>Lights without any visible connections. Blow on it and the light goes out.</p> <p>SAMPLE \$1.50 Wholesale \$7.00 Doz.</p>	<p><b>MYSTIC PILLARS</b></p> <p>Amazing torn and restored string trick. No skill required. Sells like hot cakes.</p> <p>SAMPLE 50¢ Wholesale 2 Doz. \$5.40</p>	<p><b>NICKELS TO DIMES</b></p> <p>Place magic cap over 4 nickels. PRESTO! They change into 4 dimes! Precision made of brass.</p> <p>SAMPLE \$1.00 Wholesale \$5.25 Doz.</p>
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Remit with order. We pay postage. **D. ROBBINS & CO.** 127-B West 17th St. New York 11, N. Y.

**NEW STUFFED PLUSH TRUDELLER CARNIVAL CREATIONS**

CATALOG ON REQUEST  
Trudelle Doll & Toy Mfg. Co., Inc.  
137 Greene St., New York 12, N. Y.

**WE ARE MANUFACTURERS**

All Kinds—PULL TICKET GAMES

**EC TIP BOOKS**

Buy Direct From Manufacturer

Very, Very Reasonable Prices

Columbia Sales Co., Inc.  
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Phone: Wheeling 340

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12,000 Punchboards 5,000 Push Cards

Give-away prices—write for list.

**OHIO SPECIALTY COMPANY, INC.**  
539 S. 2nd Louisville 2, Ky.  
WAbash 2465

**ORIGINAL Mysterious WONDER MOUSE**

**PITCHMEN NOW IN PLASTIC!!**

**MOUSE WORKERS ATTENTION**

WON'T MELT IN HOT WEATHER

Made by EMIL, well-known mouse worker. They are perfectly balanced, everyone a worker. Mouse in gray color. Packed in attractive 3-color box. They are made better and sell better. Prompt shipment.

Also German Fur Mice, very realistic \$4.00 Doz.; \$42 Gross, Sample 50¢.

For Glasscutter Workers 25% Deposit with order, balance C.O.D.

**GERMAN GLASSCUTTER KNIFE** \$48.00 Gross  
with steel blade, cork-screw, can opener, reamer and glasscutter. Sample \$1.00 Postpaid

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**ATTENTION ALL COIL WORKERS**

I now have Ford V-8's 1932-'48

Orders shipped same day as received.

PRICE \$53.00 GROSS

Have lots of stock on hand. No waiting for stock. You will not be let down thru Fair Season.

PRICE \$53.00 GROSS

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**AUTOMATIC BINGO BOARDS**

and the most complete line of quality Bingo Supplies & Equipment in the world.

Send for catalog and price list

**THE "BINGO KING" CO., INC., DEPT. 20, LITTLETON, COLORADO**

**GIVE TO DAMON RUNYON CANCER FUND**

ing around the 90 mark. Had a jackpot session with my friend Roberta Putti a few days ago. She has her rad joint humming and is still racking up pretty fair grosses. Our conversation led us back to the time last fall when I was working rad. I copied her pitch and made a complete flop out of it. I learned at that time that in this business it isn't necessarily what you say, but rather, how it's said and who says it. At her suggestion I contracted a medicine outfit and proceeded to hustle up a med joint for myself. This was a step in the right direction because it's beginning to pay off."

**HENRY H. VARNER** . . . reports that he's sneaking away from Akron again to spend a week on the Hagen Bros.' Circus when they pitch camp in Franklin Park, Ill. He expects to come in with them to Jackson, Mich., and at the same time take in the annual convention of the Circus Fans' Association which is to be held there.

**IN RECENT WEEKS** . . . our missing-persons roster has diminished some. Many of the old-timers from whom we haven't heard in many moons have piped in and, then again, others who haven't scribbled a line have dropped in to pay us a personal visit. We're not particularly interested in the method of contact that is used, just as long as we hear from you so we can reveal your whereabouts to your friends in the pitch fraternity. Here is a list of some of the ladies and gentlemen of the tripe and kiester who have caused a considerable measure of anxiety among other members of the tribe: Dr. M. J. Lockey, Mr. and Mrs. Bob Noell, Bob Posey, James L. Osborne, Tom Kennedy, Slim Rhodes, Doc Colby, Bob (Roundy) Carouthers, Jack Bucannon, Chuck Festur, Horace Weiss, Dick Sidell, Joe Marks, Billy and Ethel Bean, Madaline Ragan, Ray C. Herbers, Teresa Sidenberg, Buttons Mack, Merton Craig, Frank Curry, Dick Sisco, John L. Sullivan, Ray Harris, Phil Cullivan, Hayes Griffith and Clay Hayes. Why not pipe in and give us the lowdown on where you are and what you are doing?

**A FEW WEEKS AGO** . . . we noted here that Ellwyn Sprout, the man with the lawn mowers, stopped here at the Cincinnati office of The Billboard on his way back to his home in Grand Rapids, Mich. As he left he mentioned that he would keep us informed as to what progress he was making and just what manner of brother pitchman he ran across on his way home. Since we haven't received any kind of a report from him to date, we are wondering whether the old boy arrived safely in Grand Rapids or whether he turned back and went down to Marathon, Fla., to resume his commercial fishing.

**PITCHMEN!**

Get On The Bandwagon For Huge PROFITS All Year

- ★ BRIGHT NEW PACKAGE
- ★ 24 HOUR SERVICE
- ★ LIGHT ONE GROSS CARTON



- ★ GUARANTEE COUPON
- ★ NEW FORMULA ALL WORKERS
- ★ WIDE MARGIN OF PROFITS

A NEW REVOLUTIONARY AUTO POLISH  
Let **COAT-O-PLASTIC** Work For YOU!

Attractive—**RED-WHITE-BLUE** Container

**\$34.00** Per Gross  
F.O.B. Pittsburgh  
Terms: 25% With Order

Comparable To Any Polish On Today's Market

Send \$1.00 For Sample and Pitch . . . Fast Reply On All Inquiries

**TOMAC** — Phone Colonial 3-8359  
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**End Sunburn Torture with F. O. B. Spray**



F.O.B. means First on Burns. New Amazing Burn Treatment. Sprays on in seconds! Fast-Action Seller for Agents and Distributors. Dangerous, painful burns, whether caused by excess sun exposure, scalding, fire, electricity, etc., instantly soothed by amazing F.O.B.—scientific burn solution. Destroys germs—protects against dangerous infection—promotes rapid healing! A gold-mine seller! Sell homes, businesses—sell dozens at any beach. Even prevents sunburn when used in advance! Simply spray on! Only \$1.89 retail. Send \$1.25 for sample. Money-making facts free. Write!

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192 N. Clark St. Chicago 1, Ill.

**OUR SPECIAL THUNDERBIRD BEADED BELT**



No. 435. 3/8-inch genuine top-grain steerhide hand-beaded belt with seven rows of multi-colored seed beads woven in a gay design of authentic Indian symbols. Belt comes in three colors: Black, red and natural with white striped edge. When placing orders, kindly advise what color of leather is desired or dozen will be made up of assorted colors.

Sizes 20 to 34 \$13.50 dozen.  
Sample Price—\$2.00 each.  
Write for folder of Beaded Items. 1/3 dep., bal. C.O.D., F.O.B. Chicago. Terms to rated firms. Sample cash with order.

**THUNDERBIRD PRODUCTS CO.**  
2122 N. Lincoln Ave., Chicago 14, Ill.

**GUARANTEED WHITE HOUSE PAINT**

Guaranteed utility house paint for inside and outside use. Titanian formula in oil. Same quality as paints selling for \$6 gallon. In cases of 4 1-gal. cans or in 5-gal. cans.

We carry hundreds of fast selling items for carnivals, wagon jobbers, agents, premiums, etc. Write for catalog and new reduced price wholesale list.

25% with order, balance C.O.D. F.O.B. Chicago  
Phone: RAndolph 6-4093.

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Visit Booth No. 5 at the Chicago Toy Show, Morrison Hotel—June 27 to July 2.

**LLOYD R. TROIKE**  
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When in Chicago visit our Show Rooms. Big line imported Toys—Indian Tom Toms—Tents—Leather Craft Toy Rifles—Dolls—Stuffed Fur Cats and Dogs—Novelties.

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**FOLLOW THE CROWD...**

to the BIGGEST VALUE of the SEASON!

**16-RIB NYLON LADIES UMBRELLAS**  
with Attractive Vinyl Plastic Alligator Finish Umbrella Cover. In Red, Blue or Green. Also available in two-tone colors.

**\$30.00** per dozen  
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**NEW ROSEBUD RADISH CUTTER**

Now Makes Radish Roses Easier, Faster!

It's a red-hot, 5 second demonstration item proved by tremendous sales to be the most wanted kitchen gadget ever made. Sells on sight to every woman. Makes perfect radish roses every time in one simple operation with lightning-fast speed. No more tedious hand cutting with sharp knives—it's safe, quick, and automatic with ROSEBUD.

PRICE \$14.40 per gross.  
Terms: 25% deposit with order, balance C. O. D.  
Sample 25c postpaid.

RUSH YOUR ORDER TODAY. Don't Miss This Money-Maker!

A 5-SECOND DEMONSTRATION SELLS IT!

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2305 N. PULASKI ROAD, CHICAGO 39, ILL.

**ELEGANT GOLD FINISH CAST METAL BROOCHES**



**CAPITALIZE ON OLD-FASHIONED VEHICLE CRAZE!**

Stunning, hand-painted, expensive looking jewelry. Attractively carded and packed ready to display.

Only \$2.80 per doz. to volume users

Send \$3.00 cash for sample dozen assorted subjects.

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## Men's WATCH SET

\$75 retail tag with each set



Copy of \$150 Original

Complete Deluxe WATCH & JEWELRY **\$6.65**

Ensemble (DELUXE WATCH ALONE, \$3.90)

- Brand new nationally advertised watch, gold plated case and matching expansion band.
- Lustrous double-gold plated cuff links, key chain and tie holder.
- Rich leatherette Gift Case.
- Written service guarantee.

ABOVE PRICES FOR MINIMUM ORDERS OF 6 WATCHES \$1.00 ADDITIONAL FOR S.A.M.P.L.E.S. 10% deposit with order, balance C.O.D.

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### NEW EXTRA-LONG CARTRIDGES!

Over 4" in length

**\$24.00** Per Gross Refills 76 ea.

## "THE ROYAL" Retractable BALL POINT PEN

With New Instant Dry Ink Sample Doz. \$3.00

**DIRECT from MFR.**

**MODERN PEN MFG. CO., INC.**  
395 Broadway New York 13, N. Y.  
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## GEORGE WASHINGTON WATCH



Fancy yellow case and attractive metal dial. Jeweled, gilt hands, sweep second hand. One year written guarantee included.

**\$3.50** Each with suede strap. Dozen lots.

**Guaranteed Rebuilds**  
Name or Swiss  
Lowest Prices—Latest Styles.

**10% DEPOSIT WITH C.O.D.'S**

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### NEW—TITANIA

#### WORLD'S MOST BEAUTIFUL GEM

for men and women in 10K and 14K solid gold mountings. HUGE PROFITS every day.



Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and sterling silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry NO-RISK TRIAL SALES OFFER. You don't risk a cent.

Write today for Free Catalog and details.

**FREE**

**DES MOINES RING CO.**  
1155 26th St. Des Moines 11, Iowa

### CARNIVAL PLASTER

Large \$3.25 and \$3.50 Per Dozen. Small \$1.50 Per Dozen.

Large packed 1 doz. per box. Small packed 2 doz. per box. Assorted or of one kind.

25% Deposit, Balance C.O.D.

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WE MANUFACTURE

### SHRINE CIRCUS FEZ

Novelty Fez for all occasions. Perfectly blocked—looks like real Fez. Also PENNANTS for all occasions.

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2137 E. 90th St. Chicago 17, Ill.  
Phone: E5ex 4-4884

### Sensational Device Tests Eyes



SAVE up to \$15.00 on Glasses!

Big news to the millions of Spectacle Wearers and Prospects. Mean Freedom from Outrageous Prices. Sold on Money-back Guarantee.

**MAKE BIG MONEY QUICK—FREE SAMPLE KIT!** Show it to friends and others. Let them use it free and watch their amazement over this Self Testing system. Here is a great new opportunity in a tremendous new field of unlimited possibilities. Spare or full time. No experience needed. Write for FREE complete sample kit.

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MAGIC • TRICKS • PUZZLES

A trick novelty line that tops them all. Also have Flash Paper, Flash Pads and Genie Powder.

**WHOLESALE ONLY**  
Prompt deliveries guaranteed. WRITE FOR PRICE LIST

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#### JOBBER'S ATTENTION!

We have a fine and complete stock of genuine fur for tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today.

In business for over 22 years.

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That's what we give you in our 1954 catalogue. **LOW PRICES—EXTRA PROFITS!** Costume Jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY. NOW!

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100 Feet of 48 12"x18" Pennants, All-Weather Durafilm, Only \$6.00. Money refunded if not satisfied.

**MYRLO COMPANY**  
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### SAVE ON POSTCARDS!

FREE 500 Ass. Cuties—Comics with 3000 of 25 Full-Face General Scenes, your City & State imprinted, \$28.50. 2000 from your photo, \$9.50 per M.

**THE MAYROSE CO.**  
923 Chandler Ave. Linden, N. J.

### Sell Ultra-Blue SIGNS

\$7 BRINGS BACK \$55

New fast-selling signs for every retail store

50¢ seller. Make easy money. 2000 slogans. No C.O.D.'s. 100 Ultra-Blue Signs... \$7.00. 15 Store Signs 7x11... \$1.00. 15 Religious Signs 7x11... \$1.00. 15 Comedy Signs 7x11... \$1.00.

**L. LOWY, 812 B'way, Dept. 798, N. Y. 3, N. Y.**

### MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 50% deposit required on C.O.D. orders. Send for free literature.

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500 CHINA BOUDOIR LAMPS, Gold Decoration & Shade... \$12.00 Doz.

1000 Table Lamps & Shades, Gold Decoration... 2.25 Each

Write for Catalog, 25% Dep., Bal. C.O.D.

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### BUMPER STRIPS

Use Bumper Strips to advertise fairs, rodeos, resorts, political advertising, carnivals, sport events. Silk screened in brilliant fluorescent colors that screams your punch line. Write for free price list and sample.

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### RETRACTIBLE BALL POINT PEN

Bankers Approved—Brass Point—Fully Five inches long—Black, Blue, Green & Maroon colors—Gold Toned Cap & Clip—Speed-Dry Permanent Ink that can't smear. \$22.50 per gross. \$2.25 per doz.

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Send 50¢ Coin or Stamps for Catalog. Same Refunded with first order.

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### Sensational \$1.00 Seller

Samples

## 3 FOR \$1.00

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12 Vues plus 2 extra pockets

- ★ Passes
- ★ Licenses
- ★ Business Cards
- ★ Flexible Vinyl. Asst. Calf Grains, Alligator and Lizard.
- ★ Photos
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Cooper, Dick Kelly, Mrs. Loyd  
Wilkerson) Kieck, Chas.  
Cooper, Jerry E. Kennedy, Floyd & Mrs.  
Corn, Harold Mrs.  
Costa, Zeke Cotton, Ray  
Cotton, Ray Counter, Mrs.  
Crocker, James Virginia  
Cross, Cris Kiser, Eugene  
Crow, Nina Knight, Patty  
Cumberland Valley Krueger, George  
Shows Kuhlen, Bobb  
Cunningham, A. B. LaMarr, Harry  
Dales, Micky (Flying LaMarrs)  
Daley, Mabel W. H. LaRocca, Mrs. Mary  
Dalton, Shorty Lebus, Edw.  
Dearing, (Ferry) LaVole, Joak O.  
Davidson, E. Lee, Edna  
Davis, Blackie & Dolly Lee, Gilda  
Davis, Clarence Byne, Flaura  
Davis, Hal & Suzie Lee, Thelma  
Davis, Mrs. Tennie Leedy, Bob  
De Coste, Joan Lemmons, A. L.  
De Coste, Romaine Leonard, Fred C.  
Alonzo LePaige, Mr. Bert  
De Long, George Letson, Caroline  
De Wayne, Ted Letson, Yvonne  
Dedrick, Ted Levitt, Maurice & Mrs.  
Delo, Nick Lewis, Mr. Dixie  
Demetro, Dewey Linly, Harold J.  
Dernoga, Joseph M. Lippincott, Mal & Maxine  
Devine, Mrs. Bobby McCall, Lucy & Jack  
Dickerson, Verna McCall, Art  
Dietrich, Francis Thos. McCarroll, J. T.  
Dietrick, Miles McCleary, Jack  
Dillige, E. R. Tony McCormick, Trxie  
Dills, Harry McKay, Michael Roper  
Dion, Bob & Frances McKay, Michael Roper  
Dinzeo, Lester A. McGowan, Frank Joe  
Dion, Theodore R. McIntosh, Milton  
Doll, Earl L. McManus, Francis  
Dooley, William A. Lyte  
(Bill) McNeice, Walter  
Dougherty, Duke (Ginsburg)  
Dougherty, Mrs. McSpadden, J. R.  
Gloria McSpadden, Myrtle  
Drake, Bob Neilson, Harold  
Duncan, Emma Jean McSpadden, Richard  
Duncan, G. W. McSpadden, Richard  
Duncan, Mrs. M. McWilliams, E. C.  
Geraldine Macolly, P. M.  
Dunlap, Phyllis Duray Magee, Jake  
Dundee, Rickey Manley, Harold A.  
Dunn, William G. Marcel, Mona
- Shuemaker, Mrs. Abbie  
Sibley, Patricia  
Silarno, Mike & Bonnie  
Siles, Tex Fred  
Smaglick, Harry  
Smith, Mrs. Bert  
Smith, Earl  
Smith, Fred (Nemo, the Clown)  
Smith, Jacob Ralph  
Smith, John (Marie)  
Snook, Albert T.  
Solof, Sam  
Sonson, Miss Jean  
South, Mrs. Luty  
Spears, Joe  
Speer, Mrs. Hazel  
Spencer, Art  
Speagle, J. A.  
Spoon, Tommy  
Spreng, John  
Sproat, Mr. & Mrs. (Scotty) Ellwyn  
Standridge, John  
Stanley, Rosey  
Steele, J. E.  
Steen, Geo. (Whispering)  
Stevens, Jos. (Whispering)  
Stevenson, Sid  
Stocks, Mrs. Bea  
Stoffel, Mrs. Walter  
Stoltz, Mrs. Peg  
Stoltz, Mrs. Peg  
Stonicephor, Mrs. Pauline  
Stream, Peter Henry  
Streitkol, Mr. R. C.  
Serafim  
Stuller, Master Billy  
Suber, H. M.  
Sullivan, Rex & Mrs.  
Sutton, R. M.  
Sward, Ernest Benah  
Sylvester, S. G.  
Tarrant, Corrine & Bert D.  
Taylor, Orvel B.  
Tipton, James  
Thompson, Mike  
Thompson, Wm. Thor  
Tolliver, Little Jackie  
Tolliver, Jacklan  
Vance, Lee  
Vaughn, Gene  
Vogt, Elowene M.  
Vogt, Frank X. or Mrs.  
Vought, Robt.  
Wade, Robt. Eugene  
Wages, James E.  
Walton, Kenneth  
Ward, Carl  
Warren, Miss M. R.  
Warren, Mrs. M. P.  
Washburn, Geo. R.  
Watkins, Johnny  
Weiner, Sam H.  
Wells, Ben L.  
Westmoreland, Melvin D.  
White, David  
White, Pat  
Whitney, Elton  
Whitney, Joe  
Wilcox, Bill & Mrs.  
Wilbur, Miss M. L.  
Wilcox, Millie  
Wiley, Charlie  
Williams, Hen  
Williamson, George A.  
Wilson, Miss Mert  
Winnic, Dave  
Winnock, Mr. Jesse  
Woodall, Harold  
Woods, Blackie & Mrs.  
Wright, Margie & Jimmie  
Yanda, Thomas  
Zeno, Chas. (Sue-Dan)  
Zingo, James & Mrs.  
Zurcher, Edgar M.

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

**PARCEL POST—Pullock, Kenneth. 10¢**

Alessio, Joseph  
Allan, Henry S.  
Anfinson, Gene Lyle  
Anin, Jimmy  
Bales, Pete J. or Pat  
Barry, Howard J.  
Beano, Bill  
Berryhill, Blackie & Ruby  
Borden, Ray  
Bostwick, W. L.  
Bouchez, Charles  
Boudreau, Adrien  
Boullion, William  
Brewer, Jack  
Bullock, Kenneth  
Bullock, Suzanne  
Byrne, Dave E.  
Case, Thomas P.  
Chapman, Archie  
Chidester, Wm. J.  
Chief Littlewolf  
Clark, Buddy  
Clark, Walter F.  
Coghan, Robert  
Coleman, Vernon R.  
Colyer, Robert L.  
Crowe, W. J.  
Cummins, John  
Cutler, Mr. & Mrs.

Hines, Kenneth  
Hockett, Neil J.  
Hollywood Thrill Drivers  
Holt, Miss Rose  
Hudgins, Mrs. Hazel  
Hulin, Floyd  
Hunter, Mrs. Frances  
Hutchins, J. T.  
Hyland, Melita  
Hyland, Richard C.  
Hyland, Marvin E.  
Jones, Mack & Sue  
Keefe, W. L.  
Killeen, Raymond Joe  
Kingsley, Eva  
Kingsley, Ralph  
LaBarrie, Babe  
LaBlake, Mr. and Mrs. Scottie  
Lannan, James H.  
Lee, Mrs. Clara  
Lee, Robert Edward  
Lee, Mrs. Steve  
Lewis, Mrs. Edith  
Mae  
Lewis, Sammy  
Llewellyn, John G.  
Lukke and Clara  
McDaniel, N. L.  
McLean, R. T.  
McLeonon, Leam  
McSpadden, Richard M.

Marcus, Red  
Mays, Walter R.  
Maxwell, Lisa  
Mellor, Robert F.  
Milanes, Joe  
Miller, Clifford M.  
Miller, Emmett E.  
Miller, James R.  
Moreno, Geraldine  
Moorehead, Mr. C. L.  
Morgan, Hester  
Morgan, Mrs. Mary  
Morton, John Mervin  
Myers, Billy  
Nelson, Harold E.  
Nelson, Wm. J.  
Nichols, Luther S.  
Noite, Irwin E.  
Olinger, Mrs. Howard  
Parsons, Johnny J.  
Park, Ray H.  
Parker, Roger  
Patterson, D. B.  
Whitey  
Patterson, Pauldan L.

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 36, N. Y.

## PHOTO ALBUM IDENT

WITH EXPANSION BAND

4 separate interlapping sections that fold easily into place. Lasting chrome finish, \$9.00 doz. Gold plated, \$11.00 doz.

**MEN'S EXPANSION IDENT with heavy plaque. Chrome, \$5.35 doz. Gold plate, \$6.50 doz. Ladies and Boys, same price. Boxes for Idents, 10¢ ea.**

**ALSO THESE FINE VALUES:**

- 3 row Rhinestones Expansion Bracelets with hand-pronged stones—\$15.00 doz.
- Necklace, Bracelet and Earring Sets—\$1.00, \$1.25, \$1.50 each.
- 4-5 piece sets in Rhinestones and gold plate—\$2.00-\$2.50 each.
- 3-4 piece sets in Rhodium and Rhinestones—\$2.00-\$2.75 each.

**ALL SETS GIFT BOXED.**  
25% deposit on all C.O.D.'s.  
SEND FOR 32-PAGE 1954 CATALOGUE.  
**PACKARD JEWELRY CO.**  
220 Fifth Ave. New York City

**GENUINE MOTH CONTROL PADS**

Retails 69¢ each. Millions sold at \$3.00 dozen; year round seller. NOW for 30 days only, dozen \$2.00; gross \$20.00; 1 gross or 100. Prepaid when full cash with order or 50% deposit, balance C.O.D.

**J. C. NOVE SALES**  
37 Southwick St. Fitchburg, Mass.



**FISHING SEASON IS JUST AROUND THE CORNER**

**60" GLASS ROD**  
Solid Fibre Glass Rod  
Stainless Steel Guides and Tiptop  
Two-Tone Windings  
Dura-Plastic  
Detachable Chuck Handle  
Specially priced at **\$15.25** dz.  
(1 dz. minimum order)

**OTHER SPECIALS**  
**MIGHTY MINNOW BAMBOO FISH SET** (boxed) **\$30.00** dz. sets

**DEVIL FISH SETS**... **\$8.50** per set  
3-pc. bamboo pole, glass rod, reel, hunting knife with scabbard, scaler, stringer, Pfeuger hooks, etc.

**All Metal Tackle Boxes, 2 drawer**... **\$2.50** ea.

Visit our modern displays of Fishing Sets, Reels and Rods. open Sundays till 3 p.m. 25% dep. with order, bal. C.O.D., F.O.B. Chicago.

**LAZY BABIES**  
**25" TALL**  
Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.  
**\$10.00** DOZ.  
Minimum Order

Dart Balloons—1st quality...\$.75 gr. 29 Balloon—ass'd. colors...2.00 gr.

**Plush Bear**.....**\$25.00** per dz.  
Assorted Colors, Approx. 28".

**Rainbow Glamour Dolls, \$30.00 dz.**  
**OPEN SUNDAYS TILL 3 P.M.**  
25% dep., bal. C.O.D., F.O.B. Chicago

**BELL SALES CO.**  
1107 SO. HALSTED ST.  
Chicago 7, Ill.

**HOT SELLERS — FAST PROFITS**

**SCRAB-O-GRAM.** New and exciting pocket word game by the makers of Scrabble. Cello packaged, 12 to counter display. **\$47.00** gro. or **\$4.75** doz.

**HOWDY DOODY, MUSICAL WALL-WALKING WONDER.** Colorful 7" tall doll walks down wall by himself. Flapping hands. Tingling chime. Individual display card. **\$66.00** gro. or **\$6.50** doz.

**DR. I. Q. JUMP.** Sensational puzzle game asks, "Can you match Dr. I. Q.?" Do you rate silver dollars? Fascinating to play at home or traveling, alone or with others. **\$54.00** gro. or **\$5.25** doz.

Deposit required on C.O.D. orders.

**SEND FOR FREE TOY CATALOG . . . 150 LIVE ITEMS**  
**STAR MERCHANDISE CO., 28 S. Wells St., Chicago 6, Ill.**

**A Sales Hypo For The Warm Days**

**TEMPLE'S SUMMER SUPPLEMENT**  
Send for Your FREE Copy Today!

**TEMPLE COMPANY, INC.** 804 Sansom Street Philadelphia 7, Pa. Market 7-8242  
Visit Our New Street Floor Showroom at Above Address

**PARRAKEETS — CANARIES — CAGES**  
For Live-Wire Concessionaires!  
**ORDERS FILLED SAME DAY RECEIVED.**  
**LIVE DELIVERY GUARANTEED!**  
We Ship Anywhere—Rail or Air  
**MACAWS, MONKEYS, MYNAH BIRDS, PARROTS, FINCHES, etc.**  
Write for Price List & Circular

**MADISON SQUARE PET SHOP**  
857 8TH AVE., NEW YORK 19, N. Y. JUDSON 6-3360

**PHOTO-IDENTS, \$5.75 Doz. Engagement Rings, \$3.00 Doz. Wedding Rings, \$1.63**

**SEND FOR NEW 1954 CATALOG**

For Engravers, Store and Fair Workers and Ring Demonstrators.

Providence prices plus 10% Discount, consult catalog  
**McBRIDE JEWELRY CO., 1261 BROADWAY AT 31ST. ST., N. Y. 1, N. Y.**

**SCISSORS**

Make more sales with our tool. No other tool like it. New glass cutter wheels. Send \$1.00 for sample, or send \$10.00 deposit and we ship one gross c.o.d. at regular gross price.

**E. P. FITZPATRICK CO.**  
304 N. Adams St. Wilmington, Del.

**SLUM JEWELRY**  
GIVEAWAYS FOR GAMES—HANKY PANKS, GRAB BAGS AND JEWELRY SPINDLE. EACH ONE ON A CARD, GOOD FLASH, GOOD VALUE, PRICED LOW. BIG STOCK ON HAND, SAME DAY SHIPMENTS. SEND FOR CIRCULAR. WE HAVE IDENTs, TAG BRACELETS, SETS AND RINGS.

**SAMUEL B. POCKAR CO.**  
519 CHARLES ST. PROVIDENCE 4, R. I.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

**IMAGINE!** *HOT* **NUMBERS**  
down-to-earth prices!

NECKCHAINS WITH **HEART, CLOVER AND DISC**  
ALL ALUMINUM  
Hand Polished for Real Flash!

No. 901 No. 902 No. 903

**\$1.20 Doz. (10¢ Ea.) \$14.40 Gross**

**New Teen-Age Ragel**  
CATALOG NO. 77 **\$14.40 per Gross**  
STAINLESS STEEL EXPANSION IDENT with Flat Band - Hand Polished

**Grab Bag Ident**  
CATALOG NO. 14 **\$7.50 per Gross**  
All Aluminum Hand Polished - Mirror Finish

**NOW . . .**  
Quality - At Grab Bag Prices  
CATALOG NO. 35 **\$9.50 per Gross**  
Gold Plated, Fancy Double Heart Ident

**SEND FOR NEW CATALOG**  
We Pay Postage on All Prepaid Orders Except Airmail.  
No Deposit on C. O. D. Orders

**Miller Creations**  
Originators of the All-Aluminum Idents.

**Day and Night Service** 7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS  
**All Phones Waterfall 8-8855**

**Sensational new hot-dog development!**  
**SIZZLING "DOG-N-BUN" IN THE BAG**

**Cooked Electrically in Less than 2 Minutes**

Here it is, fellows—the first really exciting new way to serve hot dogs in 50 years! You have a profit field day assured when you give a dramatic 60-second Re-Nu Electric "Display" Cooker demonstration! Your prospect sees at a glance why he can't help making more money, easier, faster! Nothing like this almost-human invention . . . electrically cooks sizzling hot dogs and warm bun—RIGHT IN THE SANITARY GLASSINE BAG. Cooks eight sandwiches on the "display." Simple flick of switch does the job—turns out a dog-n-bun in bag in 1½ minutes; actually can serve up 320 red hots in a single hour! Eliminates cooks, stoves, boiling water, spoilage; no more wastage either—because now you can cook to order!

**"RED HOT" SELLING FEATURES**  
Wherever you see a drive-in, restaurant, drug store, tavern, resort, motel, any place food is served there you'll find an eager-to-be-sold prospect! Here's why: This new Re-Nu Electric Cooker needs no watching—turns itself off when sandwich is cooked. Always ready for operation; just flick a switch. Saves waste of current or fuel. Does not waste franks; too much roasting, steaming, grilling of hot dogs impairs taste, wastes unsold dogs. All Re-Nu Electric Cooker dogs are served FRESH in 1½ minutes! And because roll absorbs juices on outside of "dog," customer is served flavor-sealed red hots. So delicious he comes back for more! No exhaust fan needed, no more greasy odor, no maintenance or upkeep cost! Best of all it pays for itself in a hurry! Never before a product with so many wanted selling features!

**NAME YOUR OWN PROFITS "RED HOT" Prospects**  
If you own an eating place of any kind one thing you can be sure: let someone show you a product that needs no help, no upkeep, no maintenance; that brings in customers again and again; requires no watching; pays a steady profit, and pays for itself . . . you'd be a cinch to buy. And that's exactly what's happening with those who introduce the newest kind of hot-dog cooker—the Re-Nu Electric Cooker. It doesn't make any difference what you're selling if you want fat "plus" profits from the start—earn EXTRA \$125, \$175, \$225, \$350 weekly, here's a sure-way to do it! Just make simple 60-second demonstrations and see if your prospect lets you take it away! It doesn't cost you a penny to find out—so while everything is fresh in your mind WRITE immediately, Wire or Phone for everything—without obligation of any kind. Don't let anyone get to your customers first with a sure-thing seller!

**THE RE-NU SERVICE COMPANY**  
DEPT. 0-7, P. O. BOX 25  
PHONE: SARATOGA 7-8625 DARBY, PENNSYLVANIA

**15,000 HAND-MADE, HAND-PAINTED TROPICAL AND RELIGIOUS SEA SHELL AND GENUINE STAR FISH LAMPS FOR IMMEDIATE DELIVERY**

**ORDER TODAY**  
Here's your chance to offer items so distinctive and decorative. Colorfully designed by skilled craftsmen with sea-shells, coral and marine curios—all have tremendous eye appeal. Proven fast sellers as gifts, prizes, premiums, etc.

**SPECIAL INTRODUCTORY OFFER**  
14 assorted Lamps complete with cord and bulb. Individually boxed.

Retail **\$67.50** Your **\$27.50**  
Value Cost

Special Discount of 10% for orders in quantities of six dozen lamps.

**LOS TROPICALOS**  
940-46 North Miami Ave. Miami, Fla.  
Terms: ½ Deposit with order, balance C.O.D. F.O.B. Miami, Fla.  
Write for Catalog "B"



CARNIVALS • BEACHES • PARKS RESORTS • FAIRS • CONCESSIONS



CREW HATS

Buy Direct Two-tone with 2-inch silk Pompons. Red, Blue or Green. Finest make on market.

\$54.00 GROSS

NEW BEAUTIFUL



The most magnificent crucifix ever created for the price. Each individually boxed. Will sell on sight.

Embossed Crucifix, plastic backing and stud bolted through which will hold up thruout the years. Comes in gorgeous white and blue colors with beautiful gold finish mounting on front.

Money back if not satisfied. Special, \$6.00 Doz. \$69.00 Gr.

HAT SPECIALS

Table with columns for Dozen, Gross, and Hat types like Sailor Caps, Large Mexican Sombreros, etc.

SPECIALS

Table with columns for Dozen, Gross, and items like Dart Balloons, Batons, Swaggers, etc.

PLUSH TOYS

Table with columns for Dozen, Gross, and items like 30" Plush Bears, Spotted Dalmatian Dogs, etc.

SUMMER SPECIALS

Table with columns for Dozen, Gross, and items like Beautiful Summer Styled Earrings, Beautiful Summer Necklaces, etc.

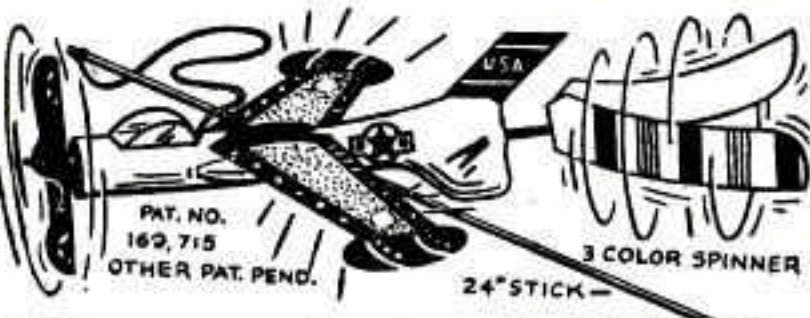
25% deposit on all orders, balance C.O.D. IMMEDIATE DELIVERY.

AL BEDROFF, Wholesale

636 ARCH ST., PHILADELPHIA 6, PA. Phone: Market 7-8741

TER-R-R-R-R-IFIC

Ogdin's new, plastic, whistle Jet outflashes anything in its field. Jobbers, order by No. 113 from your latest price list on file.



OGDIN MFG. CO.

Dayton 6, Ohio

To Order Classified or Display-Classified Ads

USE THIS HANDY FORM NOW

Type or print your copy in this space:

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; Formulae; 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

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)

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)

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.

ACTS, SONGS & PARODIES

FREE CATALOG! PROFESSIONAL Comedy Material! Every phase of showbiz introductory collection, including seven parodies, \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif.

NEED COMEDY MATERIAL? Sock Comical Comedy \$2.00 Emcee Comedy Intros 1.00 Niteclub Sing Lines (1-6) 1.75 SHOW-BIZ COMEDY SERVICE 1613 E. 29 St. Brooklyn 29, N. Y.

AGENTS & DISTRIBUTORS

A-1 AGENTS, NOVELTY DEALERS, TRICK Stores, Newsstands, Park Stands, etc. Sell our Novelty Fun Cards, 100 packs 10¢ sellers, \$3.75 postpaid. Special: Don Juan Blades, 1000 for \$5.50 postpaid. Wholesale list free. National Specialty Sales, 15 East 3d, Dept. 8-B, Cincinnati 2, Ohio.

AAA JEWELRY! CATALOGUE FREE 3 Pc. Boxed Sets, \$6.00 and \$8.00 Dc. His & Her Earrings, Pierced, 4.75 Dc. Pearl Bracelets, 6 Styles, 4.75 Dc. Manuseh on Chain, Carded, 4.00 Dc. Men's Indents, Nickel, 3.00 Dc. Rhinestone Relig. Medal, Carded, 4.25 Dc. Prov. Maid Pearl Earrings, 3.25 Dc. JEWELRY-OF-SEASON CO., Dept. 8, 703 Ind. Trust Bldg., Prov., R. I.

AAA WORLD'S FAMOUS PERFUMES Reproductions 5 costly French-type fragrances, individually gold boxed; \$1 sellers. Costs you \$3 dozen, your profit \$9 every dozen. Mammoth Treasure Presentations containing 3 thrilling fragrances in one fabulous gold box, \$3 sellers, costs you \$6 dozen, your profit \$30 every dozen. See them yourself; send \$1 for samples, both prepaid; your \$1 credited first order.

"HUSK" O'HARE 5732 North Kenmore Ave. Chicago 40, Ill.

AAA AMAZING BARGAINS

Tailored Earrings, asst. gr. \$15 Tailored Pins, asst. gr. \$15 Stone Earrings, asst. gr. \$18 Stone Pins, asst. gr. \$18 Stone Pin & Earring Sets, boxed dz. \$9 Bracelets, Round & Link, asst. gr. \$30 Sample dozens reg. price, 25¢ deposit, balance C.O.D. No charge. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

AAAA NEEDLE BOOKS WITH 70 Needles, Threader \$7.20 gross; 31-piece plastic Christmas Decorating Kits, 10 sets \$3; 5,001 other bargains. Many samples and catalog, \$1. Mills Sales, 26 West 23d St., New York 11, N. Y.

ABALONE PEARL JEWELRY—BUTTERFLY Wing Jewelry, Italian Mosaic Jewelry, Italian Coral Jewelry; Earrings, Brooches, Rings. Send \$10 for sample assortments. Lewis Le Vine, 906 Tampa St., Tampa, Fla.

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs hooked carpet and Oriental patterns, sample \$1.35 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa.

AGENTS, CANVASSEERS, PITCHMEN—Sell sensational \$1.49 seller; patent pending plastic & foam Rubber Foot Appliance, Melotool Pad & Arch Cushion. One size for men and one size for women, individually wrapped on attractive display card, \$7.20 per dozen. P. P. Minimum order 1 dz. Samples P. P. \$1. Jobbers, write for quality prices. Union Bond, 475 Union Street, Brooklyn 31, N. Y.

AMAZING SPECIALS—PRAYER CROSSES, \$4.25 dozen; Pin or Earrings, \$18 and \$24 gross; four dozen, \$10; Pearl Chokers, \$1.20 dozen. Voguecraft Co., 1032 W. Somers, Milwaukee, Wis.

ASSORTED EARRINGS—TAILORED: Pearls, Stoned, Hoops, direct from manufacturer; gross, \$18; 3 dozen different samples numbered and priced for reorder, \$6 postpaid; cash with order. Jacobi Ind., 1215 E. Mercer, Seattle 2, Wash.

ATTENTION, HOSIERY—LOW PRICES FOR Jobbers and retailers; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. E. Parard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn.

HANKRUPT STOCK, CLOSE-OUTS, JOB lots General Merchandise for auctioneers, concessionaires, wagon-jobbers, salesmen, distributors. Weeco Co., 21A Portland St., Boston, Mass.

BARGAINS, JOB LOTS, CLOSE-OUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ brings wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H, North Desplaines, Chicago. np

BIG PROFITS, FAST SALES—WANT recommendable pitchmen; new dollar item; growing market; wonderful gift; practical utility. Write for proposition. Eddie Clark, of Canton, Ohio, take notice. Kleenmaster Co., 1373 Burkhardt Ave., Akron 1, Ohio.

BINGO BLOWERS—RETAILING \$150. SELLING out, \$49.50. A.C. Electric Balls, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y.

FAMOUS MFRS. CLOSEOUTS

Latest Style Tie Bars \$1.45 doz. Ladies' Cufflinks \$1.95 doz. Tailored or stoned Earrings, \$24.00 gross Hand Pronged Bracelets \$1.95 doz. Cufflinks, asst., boxed, \$3, \$4, \$5 doz. Neck & Earrings, boxed \$9.00 doz. 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.

FIGHTING ROOSTERS, REAL FEATHERS; Jump, peck, scratch, shuffle; crank operated; fun for all. Retail \$1.50, sample \$1 prepaid. Stulken's Specialty, 312 West Corpus-Christi St., Beville, Tex. jy10

FUNBAGS—RETAIL, 10¢; \$6 PER HUNDRED all prizes, no candy; f.o.b. Specialty, 1422 Poplar, Terre Haute, Ind.

HORSE RACING BOOK—SELL NEWS-dealers, big colored flash; retails \$1, cover 30¢ each. "Dollar" from Mutual sample cover, particulars free. Hall's Tops-all Co., Sepulveda, Calif. je26

HULA-HULA SHADOW DANCER—POPULAR! Selling paper novelties 50¢ each. Cosmo Service, 370 Beach St., West Haven, Conn. je26

JAPANESE GOVERNMENT'S TRADE Directory (English) contains over 300 pages leading firms including classified index of various products, \$3.50 postpaid. Hoffman, Box 662 BL, Passaic, N. J. jy10

JEWELRY BOXES—GOVERNMENT surplus; for Sets, Pearls, Brooches; leatherette, 6 1/2x3 1/2x1 1/2", rayon plush lining. Cost \$1.50 each; sale \$1.95 doz.; 36, \$4.50; gross, 7 1/2¢. Am-Stand, 1208 N. 13th, Philadelphia 22.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. je26

JUMPING BEANS—NEW CROP, CHOICE, one by one, guaranteed all alive, \$3 per hundred, \$20 per thousand. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. je24

LAMPS—FACTORY CLOSEOUTS, ASSORTED Boudoir and Table, priced right. Phone 21, Edgerton Lamp Corp., Edgerton, Wis. je26

LEATHER BILLFOLDS—HAND TOOLED and laced; calfskin, assorted designs, \$24 dozen; sample prepaid, two dollars. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio.

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MAKE 80¢ PROFIT ON \$1 SALES—AMAZING automobile cleaner; your name on label; 80¢ profit; chrome. Free sample. Write Glazite Mfr., Box 572, Dayton 1, Ohio. jy3

MANUFACTURER NEEDS AGENTS AND Distributors to sell new novelty terrific seller; write for details now Hudak, 511 S. Bakely St., Dunmore, Pa. je26

MEXICAN JUMPING BEANS—FINEST new crop in years; very active; 100 to 2000, \$8 thousand; 10,000 to 25,000, \$7 thousand; 50,000 or more, \$5 thousand, immediate shipment. Cash with order. National Products Company, Laredo, Texas.

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THESE WILL AMAZE YOU

#90 METAL CROWING ROOSTER Sets on pedestal. Crows like a rooster. overall height 9 1/2 in. Packed 2 doz. in carton. \$9.90 per doz. prepaid. #70 CACKLING HEN Sets on pedestal. Cackles like a hen, overall height 8 in. Packed 2 doz. in carton. \$9.90 per doz. prepaid. We will break packing and ship 1 doz. each or will mail sample of each for \$2. Include cash with order.

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SALE—RHESUS MONKEY, GENTLE RIDE Pony. Also Cockatoo, Macaw act. Pama-hasika, 3504 N. Eighth St., Philadelphia, Pa.

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(Continued on page 98)



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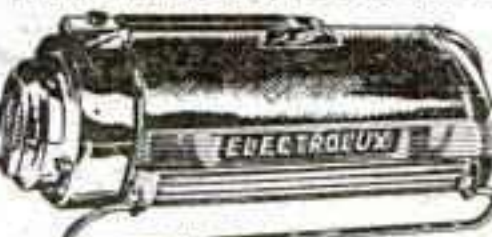
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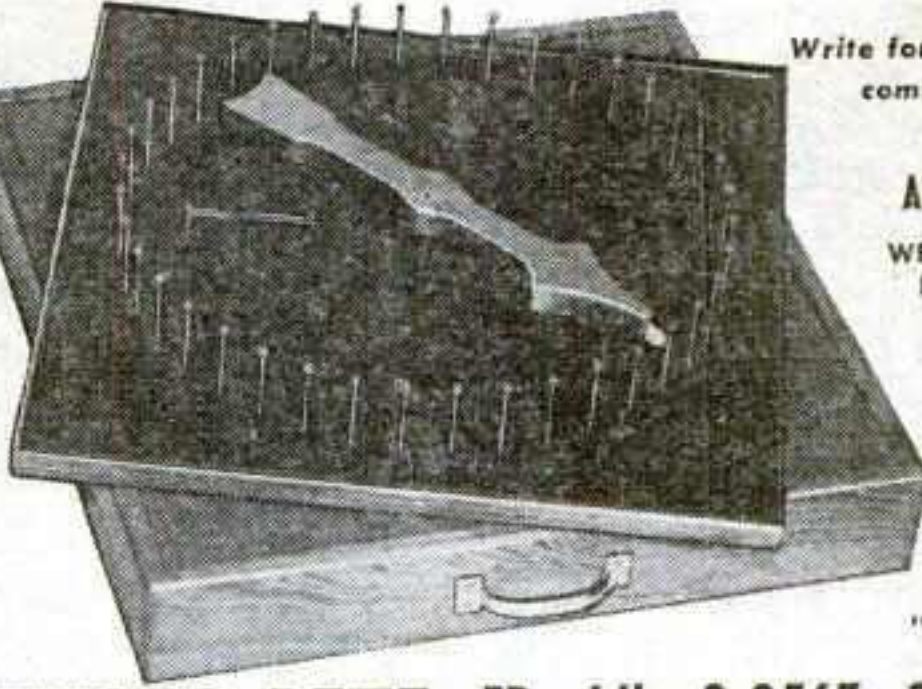
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Squeeze here and Wow—Burlesque is tame! Thousands sold here at \$1.00 and \$1.50 ea. \$2.75 dz. (\$3.00 postpaid.) \$30.00 gr. Gift boxed 90¢ dz. extra. 2 samples \$1.00. 25% dep. on C.O.D. gross lots only.  
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**\$1.95 each**  
Solid color glaze: Forest green, chartreuse, black and gray. Contrasting color shade. Designed parchment. Height 19". Standard packing. 12 to a carton of each color.  
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**A TERRIFIC PROFIT MAKER**

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Teapot, Creamer, Sugar & Lid. Decorative, Unique, Very Useful  
722 ROSE DECORATION — 723 VIOLET DECORATION  
White porcelain, highly glazed with beautiful gold trim. Complete set stands 6 1/2" high. Teapot holds two full cups.  
Wholesale per dozen \$27.00  
Sample \$3.00 each  
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She stops traffic!

She's terrific!



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The Doll With Amazing ACTION APPEAL!

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Made in America

**\$3** per doz. **\$31.20** per gross

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Sample—2 for \$1—postpaid

Ask Your Jobber or Write Direct.

**Sidney A. Tarrson Co.**

714 N. Franklin Chicago 10, Ill.

**ANIMALS, BIRDS, PETS**

Continued from page 96

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SNAKE DENS \$25—ALLIGATORS, \$2 UP. Tegu Lizards, heavy body and good feeders, \$12; Monkeys, \$32. Giant Turtles, \$35; Boas, \$5 up. C. C. McClung, Phone 5411, Laplace, La.

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WANTED—ANIMALS, BIRDS, REPTILES for resale; concessions, working animal acts for carn; no junk. Parrot Kings, East Liverpool, Ohio.

WANTED — LARGE ALLIGATOR FOR wrestling demonstration, Marine Enterprises, Inc., Hermosa Beach, Calif.

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YOUNG RHESUS MONKEYS \$27.50 EACH—Twelve for \$300. Mynah Birds, guaranteed to talk, \$49.50 each. 50% deposit with order, balance C.O.D. Tropical Hobbyland, 1235 N. W. 27 Ave., Miami, Fla.

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ALL FOR \$8.50—ICE SHAVER THAT shaves into paper cup, with flavors and cups for thousand snowballs. Other outfits, \$2.50 up. Free Illustrated Snowball equipment and supplies catalog. Snowball Co., 9534-B Lemturner, Jacksonville 9, Fla. Jc26

A REAL BARGAIN, NEVER BEEN USED—3 Baseball Pitching Machines, plus 50 dz. Baseballs, coin meters, C.O.D. \$275, price \$900. Frank Arico, 26 E. Main St., Rockaway, N. J. Jc26

BARTENDERS PROFESSIONAL GUIDE—Over 250 accurate mixed drink recipes, alphabetically arranged, vest pocket size, \$1 postpaid. Knox, #1208 Walnut, Phila. (7), Pa.

BE YOUR OWN BOSS—MAKE 80% PROF. Its stamping nameplates; circular. Frank Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. Jy24

BEST BARGAIN OF THE YEAR! Costume shop selling for half price! Southern California. Climate free. Large stock theatrical, masquerade and fiesta costumes. Everything from cash register to sequins included; racks, closer, fixtures thrown in. Asking price \$23,500. Write New York Costume Co., 1041 Seventh Ave., San Diego, Calif. Phone: Belmont 2-0745. Jc26

COMPLETE WHOLESALE CATALOG—Premiums, Housewares, Gifts, Novelties, Appliances, etc. Send \$1 for all offerings and catalog. Hamilton Sales Company, York, Nebr.

FOR AN EXTREMELY PROFITABLE LIFE-time business operate a collection agency. Write for free details. Franklin Credit School, Franklin Building, Roanoke 7, Va.

FOR QUICK RESULTS—ADVERTISE 24 words in five big Texas Sunday newspapers, \$8.76. Two million readers. Pennabaker Advertising, Kerrville, Tex.

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INCREASE YOUR INCOME WITH "Secrets of Success." For dynamic details write to Success Publishers, Dept. 3, Box 176, Canton, Ohio.

JEWELRY CLOSEOUTS — EARRINGS (plastic), 3¢ pair; hand made sea shell Pins and Brooches 20¢ each; shell Earrings, 10¢ pair. Minimum assortment, \$3. Gifthouse, Box 4550-BB, Coral Gables, Fla.

LEARN EXTERMINATING FORMULAS, secrets, what to charge; our manual tells all; \$1 postpaid. Ray Knox, 1208 Walnut St., Phila. 7, Pa.

MAKE, SELL FREAKWOOD LAMPS. Planters Ming Trees; complete kits; send for selling set-up, free list. Ming Company, Box 373, Reno, Nev.

MOUNTED HORSES, STERIL PARK Mules; anything for picture work; some mounts ready to go. Carl J. Reizwis, Taxidermist, Box 489, Kingfisher, Okla.

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert R. Co., 3608 S. 15 Ave., Minneapolis 7, Minn.

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OWN A GARDEN GOLF BUSINESS—EXperience unnecessary, year-round operation, permanent income, universally popular. Details, Spencer Brockway, Seaside, Ore. Jc26

SACRIFICE, REAL BUY—NEW SNO-KO-Nette, New Hamburger and Hot Dog Machine, new Polar Pete, new Hot Dog Steamer and Bun Warmer. Poppers Supply, 146 Walton St., Atlanta, Ga.

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TASTIEST SANDWICH SAUCE EVER originated. Pulls customers; brings 'em back; recipe, \$3. Convincing sample, \$1 postpaid. Guys Hamburgers, Route 6, Du-luth, Minn.

"TEXBURGER"—THE SANDWICH THAT is different; guaranteed repeat seller; big profits; no equipment to buy. Manual containing recipe and valuable information for sandwich shop operators sent postpaid, on \$2. Haskell B. Boyer, P. O. Box 1486, Fort Worth, Texas.

TRADE MAGAZINES — SEE CURRENT copies thru our easy to get acquainted service. Choose from 4,387 covering 817 fields. Current list free. Commercial En-graving Publishing Co., 34H N. Ritter, Indianapolis 1, Ind.

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400 RADIO STATIONS WILL ACCEPT AD-vertising your product on per inquiry basis. List and particulars, \$2. Lambert, 67 Franklin, Garfield, N. J.

**LOOK**

HERE ARE 21 REASONS WHY WE'VE BEEN AMERICA'S LEADING WHOLESALER FOR OVER 50 YEARS.

HOTTEST ITEMS ★ LOWEST PRICES

Retractable Ball Pens, Doz. . . . \$ 1.80

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Novelty Key Chains, Gr. . . . .3.00

Minimum Order \$15.00

25% Deposit—Balance C.O.D.

WRITE FOR LIST OF HOT SPECIALS

**IMPERIAL MDSE. CO.**

893 Broadway New York City

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BALLY COATS—BLACK VELVET, FULL length, \$7; Strip Costumes, Wigs; bundle Crown Odd; Coats; Formal Gowns, five, \$10; Orchestra Coats, \$8; Trousers, \$4; beautiful velvet Curtain, \$x17, \$25; six others. Wallace, 2433 N. Halsted, Chicago.

**FOOD AND DRINK CONCESSION SUPPLIES**

CARMEL CORN—AND A COMPLETE NUT Store Outfit, the first \$500 takes all. Frank Irwin, 540 W. Huron, Phone No. 3-8146, Ann Arbor, Mich.

CONCESSIONERS CHANGE APRONS—Heavy blue denim, 3 pockets, \$1.50, 6 pockets, \$2.50 p.p. Strip Costumes complete with panels, nets bra's, fringe, beautiful storage life; samples, literature; distributors, inquiries, invited. MEF, Box 91, Union City, N. J.

FLAVORS, LOW COST—SAVE MONEY for soft drink beverage, snowballs, ices, dispensing machines; specially packaged, small, lightweight, easy handle, no space, long storage life; samples, literature; distributors, inquiries, invited. MEF, Box 91, Union City, N. J.

PRE-POPT POPCORN "READY TO EAT," shipped everywhere. New popcorn machines, warmers, supplies, caramel corn wheels. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. Jc26

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ANY FORMULA, \$3; FORMULA CATALOG and Manufacturing Treatise, 10¢. Joseph E. Fort, 192 N. Clark St., Room 620, Chicago 1, Ill.

**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. au21

FLOSS MACHINES—NEW \$175, USED \$75 new. Nichrome Ribbons, 4 for \$10, \$21 dozen. Jones Equipment Co., 330 Mattison Ave., Ambler, Pa.

FOR SALE—FIFTY-FIVE PAIRS CHICAGO Roller Skates, \$100. Skating Records, 3 for \$1. Wm. Kurten, Oconto Falls, Wis.

KING PONY CART RIDE AND WILAMS aluminum Train, 250 ft. track, excellent condition; all for \$1500. E. J. Lerner, 2938 Horne Rd., Corpus Christi, Tex.

I STREAMLINED TRAIN WITH DODGE motor. Capacity 50 persons, including about 1200 feet of track. All in A-1 condition. Write for details, c/o The Billboard, 188 W. Randolph, Chicago, Ill.

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ABT SHOOTING GALLERY, 7 GUNS, COMP-ressor; also 12 unit Balloon Racer. Donald Hays, 612 Argyle Rd., Brooklyn, N. Y. Gedney 4-2949. Jc26

ACROBATS, JUGGLERS, RAISE YOUR salary with modern sensational props. Cup and Saucer Trick, Mirror Balls, Barber Poles, Unicycles; I make anything. Sword Swallowing Act, Vent Figure cheap. Williams, 2515 94 St., Jackson Heights, Long Island, New York.

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COUNTRY STORE WHEEL — SUITABLE for party; for details address I. Stern, c/o Billboard, 1564 Broadway, New York, N. Y.

FOR SALE—ELI NO. 5 WHEEL AND Semi, complete, and 16 seat Pickensville Chairplane with Fence, Ticket Box and transportation. A. H. Freers, 311 Fairview Ave., Muscatine, Iowa. Jc26

FOR SALE—120,000 FEET ONE AUGHT single conductor power cable, 25¢ ft.; excellent for welding lead and other portable applications. \$2,500,000 stock Sperry Searchlight parts, new in original overseas packing; lamp assemblies, lamp operation assemblies, all other parts, carbon and glass; 60 in. Sperry Searchlights, new, crated, with spares, tools and manuals, \$550 each. Anderson Brothers, 15400 Heperian Blvd., San Lorenzo, Calif. Jy

FOR SALE—18" GAUGE STEAM RAIL road; oil fired, capable of long trips, 4 years old, modeled after 1870 vintage; one of the most attractive trains in the world; seats all rides, bar none. M. Donald Benoit, Box 84, Hamilton, R. I.

FOR SALE—TENT PICTURE SHOW, COM-plete, in good condition, with Dodge van Truck. Price one thousand dollars cash in operation. Nick Carter, Montgomery, Texas.

FOR SALE—SWAN RIDE, 12 SWANS, Per-fect condition. Sam's Army Surplus, 72 North Wyoming Street, Hazleton, Pa. Jy3

FOR SALE—MINIATURE TRAIN, GASO-line, capacity 24 adults or 36 kids; good condition, \$2500 cash; Kiddie Auto Ride, 1953 factory built, 16 cars, \$2500 cash; Boat Ride, 10 Boats, electric, good condition, \$900 cash (no tank). Come and see them. Punkin Center, Vallejo, Calif. Phone 3-7952 evenings.

FOR SALE—KIDDIE ELECTRIC TRAIN Rides with Fencing and Ticket Booth. Maintained and ready to go, price \$750; also Kiddie Fire Engine, Tractor and Trailer Ride (gasoline engine), cap. 100 children, price \$750. Garto Bros., Inc., 1000 Surf Ave., Brooklyn 24, N. Y.

FOR SALE—MIX-UP "24 SEATS"; SAME as new; first \$400 takes it. Also one 33 ft. bus type Semi, cheap. Beebe Shugart, 19th Ave., Munday, Texas.

FOR SALE—NEW HIGH STRIKER, 24 FT., cost \$330; will take \$135. Reason for selling, bad health. Benton Sweet, Martinsville, Ill., Box 17.

GENUINE SHRUNKEN HEAD — FINEST one we have ever seen, \$150; eyebrows, lashes, moustache, nice hair. Miller, 433 Main, Norfolk, Va.

KIDDIE FERRIS WHEEL, ROCKET RIDE, Candy Floss Machine, Hotdog-Hamburg Grill, Magic Show, Reasonable. Beebe, Box 505, Keego Harbor, Mich.

KIDDIE RIDES—AIRPLANE AND JEEP; fluid drive, push button control, canvas Top and pipe Fences. L. B. Ross, 390 39 St., Ogden, Utah.

LONG RANGE GALLERY—SHELLS, GUNS, and Truck for sale. Hazel Barnes, North Rise, N. Y.

MANUFACTURE, REPAIR, TRADE ANY-thing canvas Any size, good as new tents. What do you have or want Smith Tent. Auburn, N. Y. Jy3

MINIATURE TRAINS — ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Wintrop, Rehoboth, Mass. Jy3

MONEY CHANGE APRONS—10 OUNCE brown duck, (3) pockets, \$1.50; with (4) pockets, \$2. Ray Knox, #1208 Walnut, Philadelphia, Pa.

NEW SIX CATS, \$8.50 EACH UP; PUNKS, \$18 doz. up. Marie Dunn, 807 E. Van Buren St., Columbia City, Ind.

(Continued on page 99)



**EASY-ON WHEEL LIFTERS**

No struggling, no juggling to change a tire with Easy-On Wheel Lifter. Lets you put tire back on without hardly touching it. How to use: put Lifter through two bottom holes in rim, push through to studs on hub and lift slightly. Centers itself. Put nuts on and you're ready to go. For cars, trucks, buses and trailers.

**NO STRAIN! NO MESS! NO EFFORT!**

**\$1.50**

PITCHMEN-CONCESSIONERS — Make 100% profit—new fast seller. Your cost 75¢ each, freight prepaid in gross lots, sells for \$1.50. Free display and demonstrating stand with 2-gross order. Make \$50.00 daily selling Easy-On Wheel Lifters. Easy to demonstrate—easy to sell. Weight one pound. Send \$1.00 for sample prepaid.


**WHEEL LIFTERS, INC.**

1900 MAIN STREET BOISE, IDAHO

**SEASON'S HOTTEST ITEMS**

EXPANSION IDENT and PHOTO BRACELETS

Chrome Finish



#6975—Photo Ident, \$6.00 doz.

#2644—Men's #18—Boy's

#16—Child's #86905—Baby

C6905—Teen Age L6905—Ladies'

All \$4.25 doz. \$50.00 gross

Send \$15.00 for complete sample line. Also photo expansions, \$6.00 doz. and up, for Men, Women and Children. 20% deposit, balance C.O.D.

**JACK ROSEMAN CO.**

307 5th Ave. New York 16, N. Y.

**SALPRO SELLS FOR LESS**

24" NICKEL SILVER NECKS

HEART—ROUND—CLOVER TAG

(Soldered Links—Rhodium Finish)

475 DOZEN \$54 GROSS

**Selling like Wildfire**

Expansion Ident Rings

\$2.00 Doz.

\$21.00 Doz.

Minimum Sold—One Dozen Any No.

25% Deposit—Balance C.O.D.

Largest Selection Engraving Jewelry.

Send \$15 for Samples—No Catalog.

**SALPRO COMPANY**

1844 S. 55th Ave., Cicero 50, Ill.

**BUY DIRECT FROM MANUFACTURER ATTENTION, WHOLESALERS, JOBBERS and PREMIUM HOUSES**

**Trouble Lights**

In 25', 50' and 100' lengths with new snap-off metal guard.

Also 14 gauge 100-foot portable cable with armor reinforcement under neoprene jacket with female and male plugs. Also new economy flood lights with oil-proof cord and 4-inch reflector. Catalog available for all types of premium merchandise. Special prices for quantity buyers. We ship C.O.D. our plant.

**KELLER PRODUCTS**

1209 S. Karlov Ave. Chicago 23, Ill.

**FINEST ON THE MARKET TODAY**

AA1 White gem, clear as a diamond and with more sparkle and brilliancy. Sizes 1 carat and up. Per carat \$8.95

Gen's new \$8.95 yellow gold mountings, additional, \$12.50 and up. The same 14k in ladies', \$9.50 and up.

**BULOVA—ELGIN—GRUEN—BENRUS**

Ladies' and gents' brand-new model cases and dials. Reconditioned and guaranteed like new. (3 or more) \$8.95

15-J. \$10.95. 17-J. \$12.95.

Send for Free Value-Packed Spring Flyer Wholesale only—25% with order, balance C.O.D. Open account to rated houses. (Samples, \$1 add.)

Midwest Watch Co. 5 S. Wabash Ave. Chicago 3, Ill.

**BRAND NEW WATCH SPECIAL!**

MEN'S CHROME PLATED ANTI MAGNETIC WATCHES

\$3.75 EA.

- 1 yr. written guarantee
- FREE watch boxes
- Anti-Magnetic
- Jeweled Movement
- Luminous Dial and Hands
- Red Sweep
- Second Hand
- Exceptional Value
- Fancy Matching Expansion Band

ABOVE PRICE INCLUDES EXCISE TAX. SEND NO MONEY—PAY POSTMAN C.O.D.

**BURTON SALES CO.**

843 W. Madison St., Chicago 7, Ill.

**FLASH NEWS**

Pitchmen, Dealers, Jobbers, Attention!

**"SMOKE-RINSE"**

to curb the smoking habit

With articles in the Reader's Digest and other publications, also statements by doctors disclosing the connection between lung cancer and the smoking habit, the people of America have become very conscious of the fact that they should curb the smoking habit. "Smoke-Rinse" is a natural for this situation. "Smoke-Rinse" is not taken internally—just rinse mouth for amazing results. People astounded—tried and proven. Manufacturer direct to you. \$2.98 retailer. \$1.00 brings sample and details, or send \$6.00 for sample dozen prepaid.

Act now—write—wire—call.

**SMOKE RINSE COMPANY OF AMERICA**

68 Ransom, N.E. Grand Rapids, Mich.

**NEW, Handy CIGARETTE DISPENSER**

Hangs on wall. Holds full carton or either size. Amusing, copyrighted verse. Rich antique pine finish.

**\$9.00 Dozen, F.O.B.**

25% deposit, balance C.O.D. Sample \$1.25 P.P.

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**Men—build a Wholesale Route GET INTO A Big Pay Business**

Sell Nationally Advertised Long Profit Carded Necessities to Stores. Make good weekly earnings selling stores big line of 500 products, carded goods, novelties, sundries, toys, watches jewelry, drugs, school supplies etc. Retailing \$6, 10¢ and up. Just out with new Aspirin and Comb rack. You and the merchant more than double your money. Also Layman's new 25¢ Ball Point Pen setting new records. Territory open. Regular or sideline. No experience needed. AA rated firm, in business over 30 years. New bargain deals and sales helps regularly send for FREE Booklet today.

**WORLD'S PRODUCTS CO.**

Dept. 6-P Spencer, Indiana

**10c COMICS**

100—\$2.50; 500—\$15.00

Standard 10¢ & 15¢ Sellers

3 Samples 25¢ prepaid

**25c POCKET NOVELS**

100—\$7.00; 50—\$4.00

2 Samples 25¢ prepaid

All comics and books have covers and are in sale condition, many just like new. All prices F.O.B. Chicago, no C.O.D.'s. Midget Bibles, 60¢ Dz.; Sample, 10¢. Hard Luck Folders, 50¢ Dz.; Sample 10¢.

**STANDARD POCKET SIZE MYSTERIES**

All New—Small

12 Different, \$6.50 Per 100.

**LEWIS NOVELTIES**

354-B West 75th St., Chicago 27, Ill.

**ATTENTION FAIR & FOOD CONCESSIONAIRES**

Tested and proven fast seller. "20 in 1" kitchen necessity does the work of 20 necessary kitchen utensils. Specially designed to impart a spring, a torsional, a vibratory and a centrifugal motion. Year's Best Seller—over 8" long. Send 25¢ for sample and sales plan.

**NEW METHOD MFG. CO.**

88-6, BRADFORD, PA.

**INDIAN WESTERN STICK**

DOUBLE YOUR MONEY

With the famous Indian Mystery Sticks. They are back and selling bigger than ever. Every demonstration means a sale. Put up 6 on attractive Display \$3.00

2 Cards, 1 doz. . . . .

**ORIGINAL SOFT PLASTIC BUGS**

Roaches, Worms, Hellgrammites, Beetles, per doz., 60¢. Immediate delivery. 25% deposit on C.O.D. orders, balance C.O.D. F.O.B. Chicago.

**RILEY'S TRICK & NOVELTY CO.**

7909 Rhodes Ave. Chicago 19, Ill.

**FELT SOUVENIR PENNANTS**

Made to order.

TEE SHIRTS—EMBLEMS—CAPS

Write for prices.

**CENTRAL FLAG & BANNER CO.**

ROSSMOYNE (CINTI.), OHIO

**NEW, Handy CIGARETTE DISPENSER**

Hangs on wall. Holds full carton or either size. Amusing, copyrighted verse. Rich antique pine finish.

**\$9.00 Dozen, F.O.B.**

25% deposit, balance C.O.D. Sample \$1.25 P.P.

**NORHLAND PRODUCTS**

Star Route 1282 Rockland, Maine

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Tested and proven fast seller. "20 in 1" kitchen necessity does the work of 20 necessary kitchen utensils. Specially designed to impart a spring, a torsional, a vibratory and a centrifugal motion. Year's Best Seller—over 8" long. Send 25¢ for sample and sales plan.

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NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY

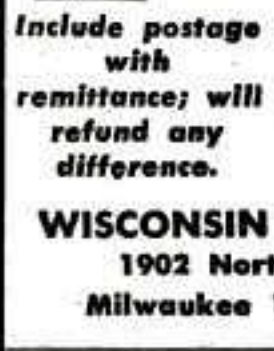
HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION. A NATURAL FOR BARS & FUN STORES.



No. 3893 Size 3 in. high, \$20.00 per gross \$2.00 per dozen (No less sold)



No. 4995 BASHFUL MONKEY \$14.00 per gross \$1.50 per dozen



No. 3927 SHAKE BOW TIE \$14.00 per gross \$1.50 per dozen

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WISCONSIN DELUXE CO. 1902 North Third St. Milwaukee 12, Wisconsin

SMOKIE PETS—SMOKIE CIGARETTES



SMOKIE PETS—Insert a miniature cigarette in their mouths. Light it and blow out the flame and they will smoke and smoke and will even blow smoke rings.

SMOKIE CIGARETTES—Packages of 12 "Cigarettes." For use with Smokie and also for many other uses suggested on envelope.

S. S. ADAMS CO. Asbury Park, N. J. World's Largest Manufacturers of Jokes—Magic—Puzzles. Ask for Wholesale Prices.

HEADQUARTERS FOR

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FOXTAILS with comic card or cord for attaching to cars and bicycles
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JUMBO RABBITS FEET with or without key chain

CHARLES BRAND NOVELTY CORP. 154 West 27th St., New York 10, N. Y.



PRINT YOUR OWN NAME AND ADDRESS! \$1 Now you can print your own name and address (or any 3 lines) on envelopes, stationery, checks, records, books, greeting cards, photos, etc.

The Best Sales Boards and Jar Games Write for information and prices. GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 98

NINE KIDDIE RIDES—ALL OPERATING; Public Address System and Lights. Five thousand dollars cash. Will not separate. Kiddleland, Box 92, Sherman, Texas.

P. A. SYSTEM, NEEDS MINOR REPAIRS. \$25. D. P. Enlarger, \$20; Guess Your Weight Joint, \$40. 1/3 deposit. Roach, 223 Spillman, Rolla, Mo.

TENT, 50x120, FLAME PROOF MARQUEE, \$350; Chairs, 5 length Seats, Stage Scenery, \$1,000 cash. Phillips, 5717 Harkins Ave., Los Angeles 34.

PROFESSIONAL ROLLER SKATING TABLE—Custom made, adjustable chrome legs, plexi-glass wheels, sound proofed, 10 ft. square, like new, with Trailer and all accessories; best offer. Norman Folker, 1323 So. 73 St., Milwaukee 14, Wis. jy17

STEEL BLEACHERS, CHAIRS, FOLDING, Theater and stadium. Lone Star Seating Co., Box 1734, Dallas, Tex.

THIRTEEN PASSENGER SEMI-TRAILER—Modern sleeper bus, can be converted to trailer house. Contact Diet Mango, 1640 Clarkson, Fremont, Neb. jy3

TRAIN RIDE, \$750; AUTO RIDE, \$900; Floss machine, \$150; Penny Pitch Lay-down, \$15; M.G.R., 7 1/2 h.p. motor, \$150. Cante's, 292 Park Ave., Lyndhurst, N. J.

TWO WESTINGHOUSE GAS-ELECTRIC Generators—Mounted in large steel semi-trailer; excellent condition, will give 50 kw., full price of complete outfit only \$1500. Portable long range Shooting Gallery mounted on Dodge cab-over truck ready to go. Price \$1000. King Amusement Co., Mt. Clemens, Mich. jy10

4 NEW ATTRACTIONS—MIDWAY PIKE or recreation centers. B-B Gun Shooting Gallery, Poker Den, Dart Baseball, Top Roulette. Write Carnival Attractions Company, Box 861, Ventura, Calif. jy3

25 PONIES, CONSISTING OF 12 FEMALES, 13 males; all small; none over 42 inches tall. All for \$1250. Will deliver for small charge. Can be hauled in bob truck. Phone now. No time for letter writing. Day phone, 7 night, 2061. P. L. Cobb, Hotel Ponder, Amite, La.

INSTRUCTIONS BOOKS & CARTOONS

CLOWN GAGS, FIRE EATING, IRON tongue act, comedy, sword swallowing, knife throwing, etc. Manly, 200 So. Ave., 56, Los Angeles 42, Calif.

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures—Laugh producing program, \$1, catalog 10c. Balda Art Service, Oshkosh, Wis. jy17

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog. 50¢ wholesale. Nelson Enterprises, 336 E. S. High, Columbus, Ohio. jy10

BLUEPRINTS, MINDREADING BOOKS, Formulas, Hypnotism, Spiritualism, Escapes, Lectures, Costumes, professional list, 35¢. Genova, G. P. O. Box 217, Dept. B, New York 1.

SIDE SHOW MANAGERS—IF YOU FITCH, get my list of money getting items; send twenty-five cents for samples and prices. 20¢. Times Square Station, New York 36, N. Y.

SUBMINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 E. S. High, Columbus, Ohio. jy10

E-Z MAGIC CATALOG WITH SURPRISE gift 25¢. Eastern Novelty Co., P. O. Box 63, No. Westport, Mass. jy3

MISCELLANEOUS

ATTN: PUBLISHERS—WILL PLUG complete songs. Work on commission. Send samples and recordings if any. Champion-B, 85 1/2 Summit St., Brooklyn 31, N. Y.

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FOR SALE—MOST ORIGINAL MAGIC Show Nothing like it before; a real money making proposition. Just what managers want today. Price, \$1,500. Information to reliable parties only. Box 933, Billboard, N. Y. C.

MEXICAN BABIES AND YOUNG TAME Burros, \$45 each; Mexican Saddles for children, complete, \$25; American style, \$30; for adults, \$75. West Style Cartridge Belt with Holster Frontiers, \$15; Double Holster, \$18, hand curved leather. Stamp for more information. General Mercantile Co., Laredo, Texas.

OUTDOORS OR INDOORS FOLKS NEED hot water; just plug Flashheat into any socket; hot water in minutes; Flashheat, \$5.95 prepaid. Art B. Hersh, P.O. Box 24, Lakewood, N. J. Inquiries invited. jy3

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16MM.—WOULD LIKE TO TRADE Features, serials, shorts with other libraries or individuals; no exchange fees; will buy or sell, also very low rental rates. 16mm. Exchange, Dept. 3, Box 65, Old Hickory, Tenn.

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HAMMOND ORGAN CONSOLES FOR SALE \$135; Hammond Novachord, \$575. Ken Thompson Organs, Waterbury Road, R.F.D. #2, Waterbury 12, Conn. Telephone 4-4945.

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L. D. HARRIS—LET ME HEAR FROM YOU at once thru personal. Ruth N. Mase.

\$25 REWARD FOR INFORMATION LEADING to recovery Lord's Prayer machine taken fairground, Jennings, La., October 31, 1953. Only machine in word with Seaside, Ore., stamp. Clint McMullin, Route 3, Box 105, Chelsea, Okla.

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WANTED—2-WAY CAMERA, 1 1/2x2 AND 2 1/4x3 1/4; also Marks & Fuller Enlarger. Send sample photos and full description. Jack Flax, 492 Paisley Ave., Norfolk, Va. jy3

YOUR OLD OR NEW PHOTO COPIED TO 8x10, \$1; with coloring, \$2; original returned unharmed. Johnson, Box 3355, Washington 10, D. C. jy3

PRINTING

DECALS PRINTED—YOUR COPY. FOR business, souvenir, resorts, amusement clubs. Write for samples and catalog. Grand, 2506-B 52nd, Kenosha, Wis. jy17

GUEST CHECKS—CASE (1,000), \$4; THREE, \$10; ten, \$30. No c.o.d.'s; f.o.b. Richmond. Samples 25¢. Ace Novelty Co., Box 101-B, Richmond, Ind.

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75 NOTEHEADS, 50 ENVELOPES, 50 POST-cards, printed your name, address, phone, for \$1. Postage collect, 10 days. DiBenedetto's Wholesale Printers, Box 171, Chelsea, Mass.

200 BOND LETTERHEADS—8 1/2x11 AND 200 #10 Envelopes, \$3.50; 100 of each, \$2. 200 Letterheads and 200 #6 1/2 Envelopes, \$2.95. Postpaid, Palmer Press, Du Quoin, Ill.

500 PENNY-PRINTS, \$5; NEWSPAPER CLIPPING, Testimonials, Drawings, 8 1/2x11 Reproductions, 2000 Photo-Penny-Prints \$20. Easily folded for mailing; free estimates. Penny-Print Co., Dept. 16, Box 1159, Chicago 90.

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CUTE, COLORFUL BABY SHOES—HAND made; high quality felt. Guaranteed; Gift boxed. Sample pair and jobbers discount \$1 postpaid. Liebig Industries, Beaver Dam 6, Wisconsin. jy10

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ELECTRIC TATTOOING MACHINES—Fifty new sheets tattoo designs, outfits, bright colors, pelican concentrated black; illustrated catalog free. Zeis, 728 Lesley, Rockford, Ill. jy10

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WANTED—ELI FERRIS WHEEL, No. 5, any condition; state lowest cash price. Harry Hammel, R.R. #4, Sheboygan, Wis.

WANTED—SHORT RANGE GALLERY IN or near Wisconsin. Write details. H. Baerenwald, 235 N. 23d, Milwaukee, Wis.

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25" Bears, Ass. Colors, Dz. \$21.60 (This is a Kipp Special—can't be beat!) 7853—29" Ass. Bears, Dz. \$32.40 T1206—27" Ass. Bears (Red-White), Dz. \$ 28.80 T1794—2 1/2" Standing Fuzzy Poodles, Dz. \$ 35.00 T1795—23" (Long) Lying Down Poodles, Dz. \$ 36.00 T1925—29" Ass. Majors, Dz. \$ 30.00 T4666—24" Lge. Joan Doll, spread skirt, Dz. \$ 27.00 T4816—34" Flower Girl Dolls, Dz. \$ 27.00 T3336—38" Rainbow Dolls, Dz. \$ 37.50 T3792—34" Annabell Dolls, spread skirt, Dz. \$ 37.50 T3622—28" Small Rainbow Dolls, Dz. \$ 27.00 T3635—14" Ass. Dolls, Dz. \$ 5.40

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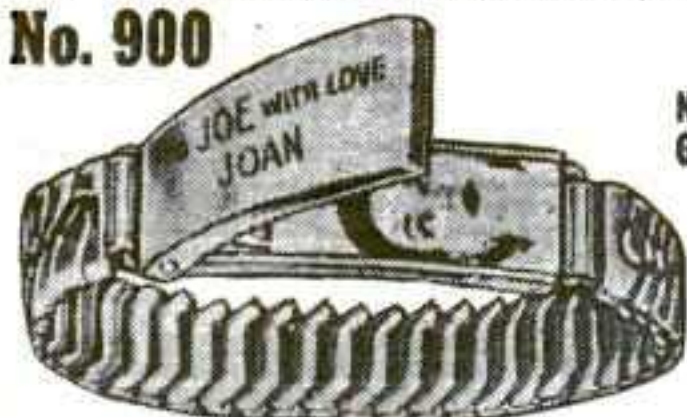
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DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

DIRECTOR FOR AMATEUR SHOWS—RED-path-Horner, 48 year old nationally known theatrical producer want capable woman, 25-45 years, free to travel. Production preparation, no previous experience necessary, complete training given. Hotel, meals, transportation plus earnings, \$200-\$400 monthly. Write Barbara Brooks, 3419 Broadway, Kansas City, Mo. j286

WANTED—PIANO PLAYER FOR DRAMATIC week stand show; other useful people write; open July. Chick Boyes, Hebron, Nebr. j285

## AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

### CIRCUS & CARNIVAL

AERIAL ACTS, ANIMAL ACTS, ACROBATIC ACTS, Balancing Acts, Girls Gymnastic Acts; literature. Address Novelty Artists, 2915 Oliver St., Fort Wayne, Ind.

BRAND NEW "STUMP THE WIZARD"—Game for fair—Consists of guessing the numbers of 51 license plates of states selected by spectators; if fails, a \$25 item awarded as prize. Experienced, reliable and sober manager with late model car on 30 strands. Write Box 931, The Billboard, 1564 Broadway, N. Y. C.

JUGGLER—WOULD LIKE TO JOIN CIRCUS troupe June, July and August. Does routine with balls, clubs, boxes, devilsticks, tambourines and unicycle; 17 years old, experienced. Terry O'Brien, 72 Elmwood Ave., Swansea, Mass.

HAMMOND ORGANIST—GIRL SHOWS, Reviews, grandstand, cocktail lounge, etc. Cut any show; no drinking. I furnish organ and transportation. Union. Ralph Howard, C. M. R. 109, Peoria, Ill.

### MISCELLANEOUS

ASTROLOGER — ABLE, SEEKS WORK clubs and fairs; also in co-operation with or for same. Box #32, Billboard, 1564 Broadway, N. Y. C.

COMIC VERSATILE SINGS AND DANCES also mimic. Wishes to rehearse for summer resorts and burlesque; week ends to start. Apply Bert Lewis, c/o Copenhagen, 1037 East 157 St., Bronx, N. Y.

### MUSICIANS

ALTO SAX MAN—DOUBLING CLARINET and baritone; read or fake; big band, combo or Dixieland. Available for summer resort at once. Reliable, sober, neat appearing. Al Regni, 35 Banks Ave., Johnson City, N. Y.

AM HUNG FOR A GIG—AVAILABLE June 27. Tenor sax, can transpose at sight. Clarinet, bass clar., baritone sax; arranges also; have tenor library; commercial musician. Skee Elder, 3250 Euclid, Cleveland, Ohio, or Phone Utah 1-1500. j28

AT LIBERTY—VIOLINIST, NAME AND semi experience; sight read, fake, good tone; union, neat appearance. CH-162, c/o Billboard, 156 W. Randolph, Chicago 1, Ill.

AT LIBERTY—STEEL GUITAR PLAYER, double and string instrument; sing any part. Experience: radio, television, records. Reliable, sober, union. Box C-57, c/o Billboard, Cincinnati 22, Ohio. j28

AT LIBERTY—BASS MAN; READ, FAKE, anything; society, jazz, Latin; experience shows, dinner music, TV; reliable, neat, sober, neat appearance. CH-162, c/o Billboard, Phone 82-2800, Jack Loftis, 504 S. 76 East Ave., Tulsa, Okla.

AVAILABLE AFTER JULY 4—PIANO man, go anywhere; read, fake; experienced, single; combo, band. Write Pianist, c/o 230 Western Ave., Waterloo, Ia.

DRUMMER AVAILABLE — FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz. Play shows; non-drinker, steady and reliable. Write, c/o 230 Western Ave., Waterloo, Ia. HA-5052, 1118 East 11th St., Kansas City 6, Mo. j28

DRUMMER-VIBIST — EXPERIENCED ALL styles; cool vibes on most standards; solid modern drums; read. Deagan Imperial Vibraharp; Slingerland drums. Young, sober, reliable; member 47. Musician, 815 W. Peoria St., Oklahoma City.

EXPERIENCED PIANIST AVAILABLE—For cocktail lounge, hotels, either combo or soloist. Union, member Local #10, Chicago. Lloyd Jenkins, 1103 Giles St., Stoughton, Wis.

EXCELLENT MAN AND WIFE TEAM—Guitar, vibes, Conga drums, vocals. Tiny & Tina, 306 Oakdale Trailer Village, Johnson City, N. Y. j210

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GUITAR, ELECTRIC—LEAD OR FULL rhythm; read or fake; years of experience; good voice; no hillbilly; sober, reliable. John E. Meyer, 64 Norfolk Road, Torrington, Conn. j28

GUITARIST—TRAVEL ANYWHERE. PLAY any melody; read or fake. Do vocals straight, novelty, and comedy impressions. Desire to join combo. Write, wire Robert Filans, 258 Withers St., Brooklyn, N. Y. Telephone: EV 8-5200.

HAMMOND ORGANIST — OWN ORGAN and two Leslie tone cabinets; available July 1; top references; reliable. Organist, 725 Central, St. Petersburg, Fla. j210

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PIANIST—CUT OR ELSE; SOBER, SINGLE; don't misrepresent. Wire Musician, c/o Western Union, Lexington, Ky.

PIANIST—HIGHLY EXPERIENCED, BEST hotel recommendations; desire summer engagement only. David Chodry, Hotel Chimes, Kansas City, Mo. Solo or combo. j28

TENOR, CLARINET, FLUTE, ALTO—EXPERIENCED all styles; jazz, read, cut, no notice; available immediately; sober. 1313 Sixth Ave., Sterling, Ill. j28

TENOR CLAR.—AVAILABLE JUNE 28; commercial, good tone, reader, references, good appearance. Contact Ralph Hoekaday, Palmer Hotel, Grand Island, Nebr.

TROMBONIST—DOUBLES BASS, PIANO; read, jazz, Dixieland; arranger. Available at once. Call, wire or write: Robert D. Chapman Jr., 330 S. Magnolia St., Pasagonia, Miss. Phone 683.

TRUMPET PLAYER, DOUBLE FIDDLE and vocalist would like job at summer resort anywhere in the East; union; married. Phil Mancini, Hotel Bristol, So. Norwalk, Conn. Te 89717. j28

TRUMPET—READ, FAKE; WOULD LIKE summer work from June 1st thru Sept. 1st. Pictures available. Sam Cannella, P. O. Box 266, Phone 1007, Melville, La. j28

TRUMPET PLAYER — EXPERIENCED; circus, shows, dance band; read, fake. Union. C. Clark, Room 524, Earle Hotel, Louisville, Ky.

TRUMPET—CIRCUS OR LOCATE. ALSO play bass or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

TRUMPET—MATURED AND SETTLED; troupe or locate; experienced all lines. Have other trades. Musician, 2619 N. 13 Ave., Omaha, Nebr. j28

### PARKS & FAIRS

AVAILABLE JUNE 22, THREE OUTSTANDING Acts, for fairs, celebrations; Novelty Foot Juggling Act, Sensational Comedy Acrobatic Act, 8 White Spitz Dogs, featuring Cap Mackey perpendicular pole climbing dog. Address the Miller Troupe, 1895 North Kansas Ave., Springfield, Mo., Phone 44734. j28

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. j28

CHARLES LA CROIX — OUTSTANDING Trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

DOG ACT AND JUGGLERS—THREE PEOPLE; open July 8-October. "Doris and Marian's Dogs," Box #907, Harrisburg, Pa., Phone 42441.

PALMIST—DESIRES WORK; ATTRACTIVE, exotic, enchanting. Free to travel; also do half and half. Rose Davis, Phone 8225, Avella, Pa.

PAMAHASIKKA PRESENTS AMERICA'S greatest birds. Cockatoos, Macaws, Pama-haska's Studio, 3594 N. Eighth St., Philadelphia 40, Pa. Telephone SAgmore 5536. j28

PROFESSOR WRIGHT AND HIS TALENTED 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. j210

SENSATIONAL HIGH DIVING—FEATURING the smallest diving tank in the world, nicknamed the suicide pool. Without body protection or safety devices, he defies the ring of sharp spears and the flaming inferno of blazing gasoline, etc. A world's fair attraction featured by Fox Movietone. Capt. Earl Macdonald, 456 Lamphier Pl., Warren, Ohio. Telephone 48337. j28

THE "GREAT KELLY"—RIDE OF DEATH; guaranteed feature attraction. Bicycle chutes act thru fire. AGVA. Write Mike Kelly, Goshen, Ind. j24

5 ACTS IN 1—COME AND SEE MOVIE OR Acta. Herman Miller, Wiltou, Wis. j210

### VAUDEVILLE ARTISTS

FEMALE—TAP AND SOFT SHOE DANCER, also dramatic skits; photos available. Contact Maurine Jennings, c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo.

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**EDITORIAL**

## A Year Around Job

Play Your Juke Box Week will be under way when this is read. As the news stories in this week's Music Machines section indicate, the nation's juke box operators intend to make the most of the second national public relations effort undertaken in behalf of their industry.

No one has to sell the juke box operator, distributor or manufacturer the value of public relations. Many of the problems, particularly legislative problems, which confront the juke box business from time to time, would not be raised except for the fact that few people know anything about the juke box business and the manner in which it operates.

Every local newspaper story, every disk jockey show which features the juke box helps more people to more knowledge about the music machine business. That is the goal of Play Your Juke Box Week—to provide a reason for telling the public about the music machine business. The thousands of posters which have been distributed, and the publicity the week is drawing may not mean one extra nickel, dime or quarter in next week's collection. But if they contribute to public understanding of your business, the week will have been a success.

**Year Around Job**

The important thing to keep in mind during Play Your Juke Box Week is that public relations ought to be a year around proposition for every man who earns his livelihood thru the juke box. Operators particularly can do their companies and their industry immeasurable good by taking every opportunity to talk about the juke box and its contribution to music.

Play Your Juke Box Week would be an excellent time to take stock of the public relations job you are doing in your own hometown. Do you keep your local newspaper informed of things you and your company are doing which help make the community a better place in which to live? Are you promotion-wise? Do you offer to help your local school system, your church groups with free music service for their special events? Do you take an active part in civic affairs and let it be known that you are in the music machine business?

These are only a few of dozens of things public relations-minded operators do constantly. They know that public relations never ends. And they also know nothing is quite so necessary to their continued success.

## Greater Chicago Rolls On Juke Box Campaign

CHICAGO, June 19.—Operators throughout Chicago and its suburbs walked up significant gains in promoting the "Play Your Juke Box Week" campaign as deejays, newspapers, record retailers and location owners joined in the drive.

Ray Cunliffe, president of the Recorded Music Service, said that the association, along with the operation of Mercury Records, had succeeded in recruiting Howard Miller, popular deejay on radio and television, to promote the campaign on his two-hour television show Friday night (18). The program featured an old juke box along with a new model, and Miller talked about the evolution of the juke box industry, urging the juke box promotion.

Thruout the week operators distributed all of the location posters supplied by distributors and many ordered more for distribution.

Record retailers were displaying posters announcing the campaign, and location owners posted the banners over the juke box or behind the bar, or both.

Suburban operators belonging to the Music Operators of Northern Illinois, headed by Bob Lindelof, received letters from the association earlier urging them to get behind this drive. As a result, operators reported that nearly all of their locations were displaying the posters received.

Lindelof said that news releases also were sent to newspapers and that co-operation was expected.



RAY CUNLIFFE, head of the Chicago Operators' Association, hangs a location poster announcing "Play Your Juke Box Week" in one of his spots. In addition to making sure that posters were distributed, Cunliffe was instrumental in supplying Chicago deejay, Howard Miller, with phonographs for his two-hour television program.

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**AFM HOLDS CONVENTION IN MILWAUKEE.** Full coverage of union's sessions and highlights (Music department).

**NBC PLANS SOME COLOR BY FALL.** Network issues color TV rate manual, plans advertiser pitches (Radio-TV department).

**COUNTRY DISK JOCKEYS MEET.** Organization takes firm stand against use of disks in bad taste (Music department).

**KAY STARR MAY SHIFT TO VICTOR.** RCA denies rumor; Doris Day may also move (Music department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

## JUKE BOX INDUSTRY

# Celebrates 66th Year With Good Will Drive

CHICAGO, June 19.—Juke boxes thruout the country were set to celebrate their 66th birthday with "Play Your Juke Box Week," June 20-26.

To make the event a success, the entire juke box industry, along with newspapers, record retailers, record manufacturers and record artists put their efforts

behind the public relations campaign.

Millions of Americans will be made conscious of the promotion by radio, television, newspapers and even roving sound trucks beginning Sunday.

While the major push was scheduled to get under way tomorrow, operators, distributors

and manufacturers were hard at work for the past two weeks. Thru combined efforts these groups placed posters in thousands of locations announcing the event; enlisted the aid of disk jockeys across the country; made arrangements with record manufacturers and record retailers to get their assistance in the drive, and enlisted radio stations, television stations and newspapers in the concentrated effort.

Thru The Billboard, operators received merchandising kits designed to assist them in their preparations. The kits offered sample press releases, model speeches, facts about the industry, letters suitable for mailing to location owners and a list of 139 "All-Time Juke Box Favorites."

In addition to the efforts of operators, many disk jockeys began promoting the campaign a full week ahead of the launching date. (See separate story for complete deejay activity.)

Every indication points to the most successful drive ever held by the coin machine industry.

Next week's issue of The Billboard will contain additional stories concerning the campaign.

## Deejays Spearhead Juke Box Campaign On Radio, Video

### Tie-In All-Time Juke Box Hits With Op Talks on Coin Music

CHICAGO, June 19. — Disk jockeys thruout the country began plugging "Play Your Juke Box Week" on their programs this week, with many more ready to join tomorrow (20) in the coin-operated phonograph industry's national public relations campaign.

Beginning last Monday (14), letters and phone calls from deejays began pouring into the offices of The Billboard in answer to the juke box industry's request for support.

Many of the deejays reported that their entire programs would be wrapped around the campaign, playing "All-Time Juke Box Favorites," exhibiting juke boxes on their shows and interviewing

operators on the air.

Following are some of the disk jockey activities this week:

#### Albany, N. Y.

Al Burns, WPTR disk jockey in Albany, N. Y., began playing "All-Time Juke Box Favorites" on his program last Monday and the idea met with such great success that he planned to continue programming from the list during juke box week. As he chats about the record, he frequently

*(Continued on page 109)*

#### DIME MUSIC

## Op Switches To 10c Play, Ups Take

BURLINGTON, Wis., June 19.—Dime play has been getting a determined assist in the resort area of Southern Wisconsin this season. Veteran juke operator Roy Subrod, whose routes cover the Burlington, Elkhorn, Lake Geneva area, reported excellent results with the spots he has converted to the upped price.

Subrod states that about 20 per cent of his locations have been switched to dime play within the past few months and that cash takes have shown consistent increases.

"You have to pick your locations very carefully," he warns, pointing out that in each instance he has spent some time explaining

*(Continued on page 108)*

## De La Viez Entertains Hospital Vets

WASHINGTON, June 19.—Hirsh de La Viez, president of the Hirsh Coin Machine Company and entertainment chairman of the Variety Club of Washington, is credited with arranging for a special Thursday (17) matinee of "South Pacific" for the entertainment of hospitalized veterans here.

Performance of musical, which is doing a sellout business here, rates as the most lavish entertainment provided for the wounded and infirm vets since de La Viez started organizing shows to brighten their lives nearly 10 years ago.

Originally de La Viez took vaudeville acts from the Capitol Theater to Walter Reed Hospital for the servicemen's shows every Thursday afternoon. Since the Capitol dropped vaudeville, he has been filling his Thursday afternoon

*(Continued on page 102)*

#### JUNE 20-26

## Juke Week Set to Roll In Oregon

PORTLAND, Ore., June 19.—Juke box operators thruout the State were set this week to launch the national public relations campaign—"Play Your Juke Box Week"—to begin tomorrow, Sunday, June 20.

Most of the operators were displaying location posters provided by manufacturers, and all of the newspapers had received press releases by the end of the week.

In addition, a number of promises were obtained from disk jockeys to plug the event.

Operators also took the occasion to tie-in with a local program, aimed at improving operator-location owner relationships.

## Sound Trucks Carry Juke Campaign to D. C. Public

WASHINGTON, June 19.—Beginning Monday (21), sound trucks hired by the Washington Music Guild were set to cruise the city's streets announcing "Play Your Juke Box Week."

Operators were using promotion posters in nearly every location "sporting" a juke box. Record retailers cleared their counters to make room for promotion material of the juke box campaign.

Hirsh de La Viez, president of the Washington Music Guild and probably most responsible for the all-out effort going into the campaign in this area, spent the entire week contacting disk jockeys, who agreed to plug the drive via video and radio thruout the coming week; disk artists, who promised to mention "Play Your Juke Box Week" during their regular shows; newspapers, social groups, radio stations, television stations and night clubs in an effort to enlist their support.

Radio and television stations were offered juke boxes for programs that they might want to



HIRSH DE LA VIEZ

broadcast and/or telecast during the week.

The support given to the campaign by both the independent operators and those belonging to the Guild, promised one of the most successful drives ever held in this city.



# Why A Juke Box Operator

A Story of the Man Behind a Juke Box Route; His Problems, Headaches and Accomplishments

By JIM WICKMAN

SIXTY-SIX years ago a new entertainment media was added to the American way of life—"music when wanted"—and gradually became known the world over as the juke box.

Its history speaks for itself. Juke boxes can be found in every hamlet, town, city in the U. S. as well as in nearly every country around the world. Every year 52 million Americans can hear their favorite songs played in their favorite spots just by dropping a coin into the chute of a juke box. And behind every machine, and responsible to the public for the tunes to be played, stands one of 7,500 small businessmen known as the juke box operator.

The first question asked about an operator is "Who is he?" And of all the questions asked, this is the easiest. He's an average citizen.

Next, someone asks "What does he do?" and "Why do we need him?" and that's the gist of this story.

### Investment Needs

To begin a juke box route, like any one of a hundred other businesses, requires a large capital investment before it can get off the ground. Unlike the days when juke boxes were first introduced, displaying \$50 price tags, modern multi-selection machines cost over \$1,000.

But supplying a location with a juke box is only a part of the story. In addition to the cost of the machine, operators must spend approximately \$100 for each additional piece of equipment installed.

Wall boxes are placed in the booths of every location that can reasonably net enough to pay for their depreciation, and speakers are fastened in corners and on the walls to assure an even distribution of sound.



Investment

Because of his years of experience, the operator knows what machine is best for a specific location. He can determine which of the five manufacturers—AMI, Evans, Rock-Ola, Seeburg and Wurlitzer—machines will attract a particular group of customers.

Closely allied to investment is business know-how. Operators throughout the country in 1948 joined in a national association—to better understand the hazards and pitfalls of the business. Once a year these operators gather in Chicago and discuss ways and means to improve operating efficiency.

The national operator association, Music Operators of America, performs other duties in addition to keeping up with improved business practices. It stands ready to fight unfair legislation, local and national, that is detrimental to the juke box industry.

To date this association has successfully defeated every legislative proposal intended to stop juke box exemptions under the Copyright Act; it has set up a National Tax Council designed to protect the juke box business from unfair local ordinances, and it has been fighting the 20 per cent entertainment tax levied on restaurants and taverns allowing dancing.

### Service Routines

What happens when a juke box is working perfectly one minute and then misses or sticks the next? Location owners have found the answer to be simple. "Just pick up a phone and call the juke box operator."

This is the backbone of the industry. No matter what make of juke box or its age, around-the-clock service is offered by the operator to locations.

Every operator fully knows the value of a good service depart-

ment. Each has devoted years of labor and a lot of experimenting in an effort to cut the time it takes to make a service call.

Despite the complexity of a service department, it can basically be broken down into two separate units. One repairs and cleans the machines in the shop and the other works on the equipment while it is on location.

In both, an operator must have a thorough knowledge of every machine he owns as well as the tools and parts to be used. If he has servicemen working for him, he must be sure that they too



Service

have been schooled in the mechanics of every juke box.

In a well organized shop, ceiling high bins, stocked with replacement parts and electrical equipment, usually line the walls, with work benches and paint lockers, cleaning tanks and machinery filling out the room.

When a juke box hits a service shop, two things are immediately done. First, it is tagged and recorded, and second, the mechanism is removed from the cabinet and mounted on a work stand. Each piece of equipment is carefully checked.

When the mechanism has been completely checked and is working again, attention is turned to the cabinet. Scratches and scuff marks are removed and the entire cabinet is refinished.

### Service Check List

Each operator believes his service system to be the best, but actually no two systems vary a great deal. Here's a typical check list used by operators in their service shops:

- 1—Clean all parts; 2—cabinet defects; 3—fuses; 4—worn parts; 5—clean contacts; 6—needle; 7—slug rejectors; 8—test tubes; 9—screen; 10—casters; 11—bulbs; 12—AC cords; 13—total meter; 14—oil gears and cams; 15—test turntables; 16—tone arm weight; 17—decal, license; 18—service light; 19—rotating lights; 20—play buttons.

The second major factor in service is the job done on a location, and operators pride themselves on the fact that 24-hour service is offered.

Unlike the work done in a shop, an on-the-location job calls for quick action and an even greater amount of know-how. Every minute that a juke box stands silent, potential revenue is being lost for the location owner and the operator, not to mention the possibility of creating a dissatisfied customer.

The time element has proven so important that many operators today have their trucks equipped with two-way radios to eliminate an unnecessary trip back to the office. Another method used to speed up service is a telephone bureau, whereby a girl takes all incoming calls and relays them on to the operator every 15 minutes. If the operator is already on a call, he will phone the bureau for the messages.

Thus the two big problems are getting to the location and finding the trouble as quickly as possible.

Other services performed on a location include title strip placements, collections, cleaning machines, changing records and regular preventive maintenance.

### Record Buying

And so with over \$1,000 invested in every juke box, not to mention auxiliary equipment and a comparable service system, the juke box operator is ready to begin working on another phase of his business.

Every year record companies press something more than 200

million disks, and out of this 200 million, one-third are used by juke box operators. The juke box industry buys 60,000,000 records a year, more than any other single group of buyers.

And it's the operator's job to make sure he buys the best—the best tunes, the best recordings and the best arrangements.

Because record buying plays such an important part in the juke box business, operators must know from day to day what each record company has on the fire. In plainer words, operators must know how to buy records.

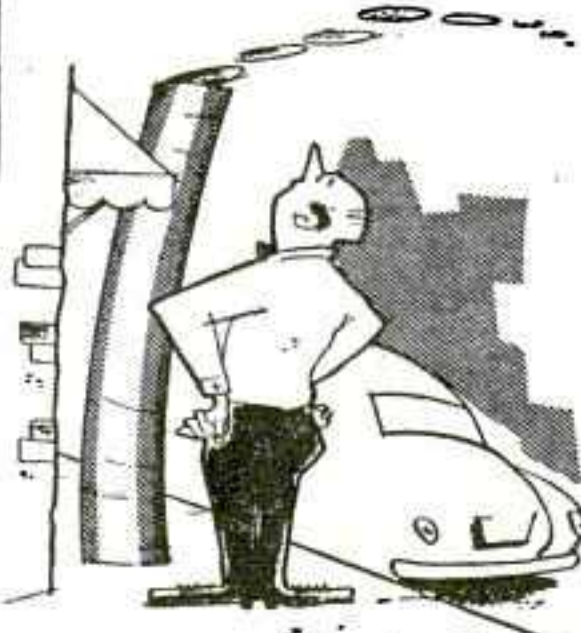
Within the last 10 years record buying has changed from a hit-and-miss operation to skill. Unquestionably, the major reason for this change was the introduction of multi-selection juke boxes. Operators found that they could no longer concentrate on 12 records and feel that they had fulfilled their obligation to the playing public. New machines call for as many as 120 selections.

Another change in record buying brought about by newer machines was "flip side selecting." When juke boxes played only one side of a record, operators were satisfied with Class "B" and "C" songs on the No. 2 side. But with both sides now being offered to the public, operators have found that the flip side of a record is as important as the popular side.

Territorial trends are also important in selecting records. Operators have found that they must keep abreast of the current records in other cities and sections of the country as well as in their own towns. By studying pop charts and record surveys, they have been able to get complete coverage in other sections of the country on a week-to-week basis.

### Programming Important

The line between record buying and record programming is thin. As a matter of fact, record programming starts for many operators



Record Buying

before a single record is bought. An example of this is the operator in Nashville who checks an entirely different type of music than the operator in Boston.

In record programming, operators must first determine the type of music preferred by the customer—rhythm and blues, country and western, pop, etc. Then they must decide what percentage of the machine's selections will be devoted to that type of music and what percentage will be used for other types.

Once a machine is placed on location, an operator must keep his eye not only on the popular tunes, but he must watch the results of the old favorites as well. A regular change in records becomes standard procedure.

Different types of locations want different types of music. Restaurants, taverns, teen-aged gathering spots, hamburger palaces and dance halls, all want a different type of music and all want the records changed as often as possible. Because operators buy in large quantities, they are in a position to make the changes when they are wanted.

Long before the holiday season arrives, operators are busy working on their Christmas and New Year's stock. Each record is checked before it is okayed for location use. New releases and replacements are added to the stock on hand, and the result is that when the season does begin, every juke box is ready.

Another important factor in programming is care of title strips. Operators will either hire a girl for the job or subscribe to one of the title strip service companies. Nothing cuts play more than messy titles.

Location requests also play a vital role. Bartenders, cooks,

owners and waitresses often ask for special tunes, or they might pass on to the operator the word that customers have been requesting a particular record. In both instances operators have come to value these location requests and have made them a regular part of their programming service. Cases have been reported where as high as 70 per cent of the selections on a juke box came from requests within a location.

Radio and television have also aimed their sights on helping the juke box operator program his machines. Shows like "Juke Box Jury" began appearing throu-

ghing, selecting new records to guess work, they still represent the biggest buying power in the country.

Over 450,000 juke boxes spread their way thru 60 million records a year. And according to leading record distributors, juke box operators are the smartest buyers in the country.

Juke box operating has without a doubt become a full-time job. Ninety per cent of the operators today devote all their time to the business. The average operator route consists of about 68 machines, and nearly 50 per cent

## Operator Chart

- ✓ There are approximately 7,500 juke box operators in the U. S.
- ✓ Over 450,000 juke boxes are on location.
- ✓ Nearly one-third of the nation's record output goes to juke boxes.
- ✓ Over 60,000,000 records are purchased by operators every year.
- ✓ Nearly 50 per cent of the nation's juke boxes offer 80-selections or more.
- ✓ Twenty-four-hour service accompanies every juke box.
- ✓ Approximately 1,000,000 persons are connected either directly or indirectly with the juke box business.
- ✓ Juke box operators are opposed to unfair legislation aimed at the location owner as well as their own business.

the country last year, and today there are dozens of similar programs assisting operators.

But the biggest asset that a juke box operator has in programming is experience. In addition, he has the experience of his fellow operators, who pass along information regarding the



Programming

pulling power of new tunes and old ones.

Record programming is often said to be the difference between a juke box that makes a profit and one that goes into the red.

### Sustaining Hits

Thru the years good programming and smart buying have made juke box operators one of the strongest record promotion groups in the country. Along with disk jockeys, operators make and sustain more hit records than all other groups put together.

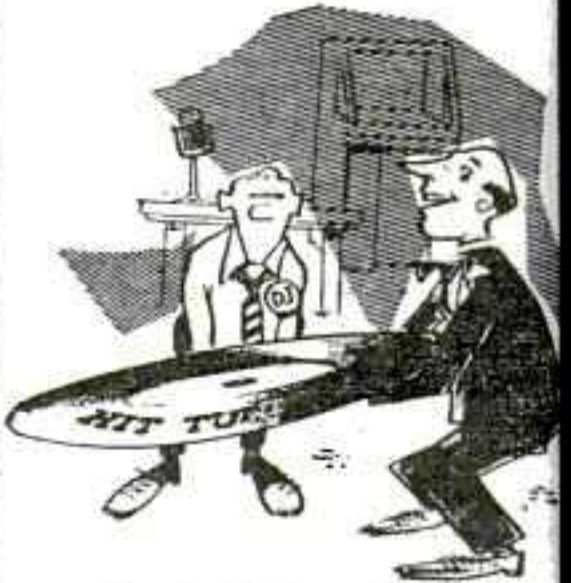
And altho operators have

these offer 80 or more selections further indicating the importance and sustaining power of the juke box operator.

But aside from the normal headaches linked with a juke box route, there is the constant increasing cost problem. Records, juke boxes, auxiliary equipment, parts, rents and salaries have gone up, while, except for a few areas, the cost of song on a juke box has remained the same—a nickel.

In an effort to combat the costs, many operators have set record retail stores along with their routes. Others offer juke box rentals for the holiday season and/or for banquets and parties. And still others have taken vending equipment. Every year new ideas must be devised to keep a juke box route on a paying basis.

Certainly, without the juke box operator, the new high fidelity machines now being manufactured would have been impossible. The 45 r.p.m. disks, which took the country by storm would not be only scratching the market



Sustaining Hits

and the service and record selections offered to the public perhaps would not exist.

Supplying music to the public when the public wants it has become one of the most important phases of today's entertainment industry. And behind this service stands the juke box operator.

## De La Viez

Continued from page 101

showtime spots with top recording artists and night club acts appearing in Washington.

The popularity of the "South Pacific" performance, however, even upset de La Viez's plans to put the show on in the 458-seat Walter Reed Hospital auditorium. Instead the musical was kept at the 1,875-seat National Theater. Speech buses were provided to carry the vets to the theater from over half-dozen hospitals in the area.

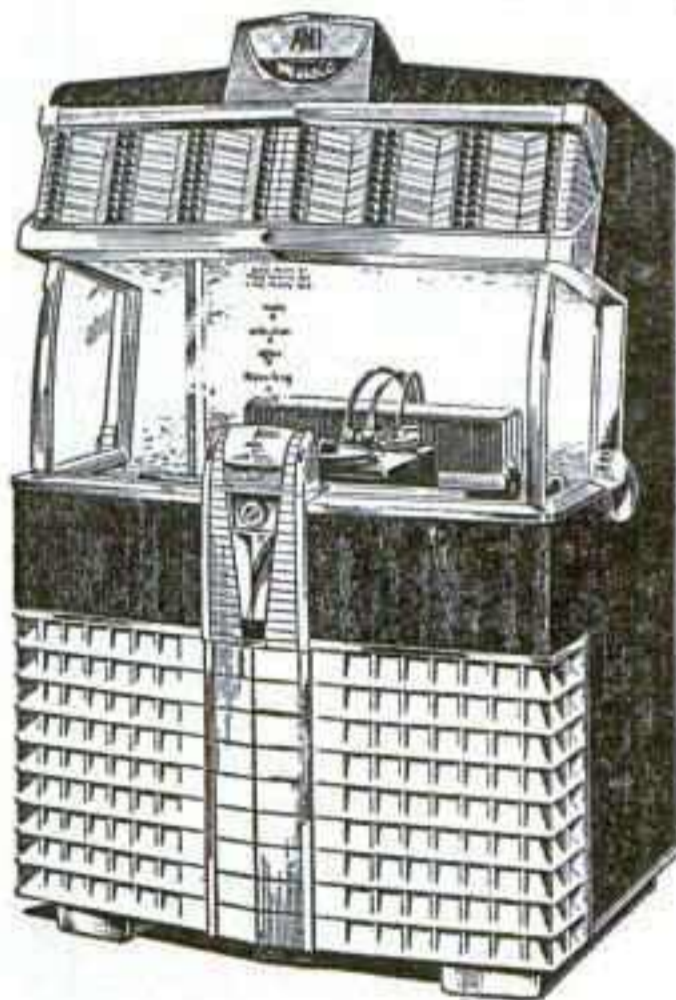
Co-operating with de La Viez in presenting "South Pacific" to the vets were the Variety Club of Washington, Actor's Equity Association, American Federation of Musicians, Alliance of Theatrical Stage Employees, the National Theater management and staff, the metropolitan police and the military police of the District of Columbia.





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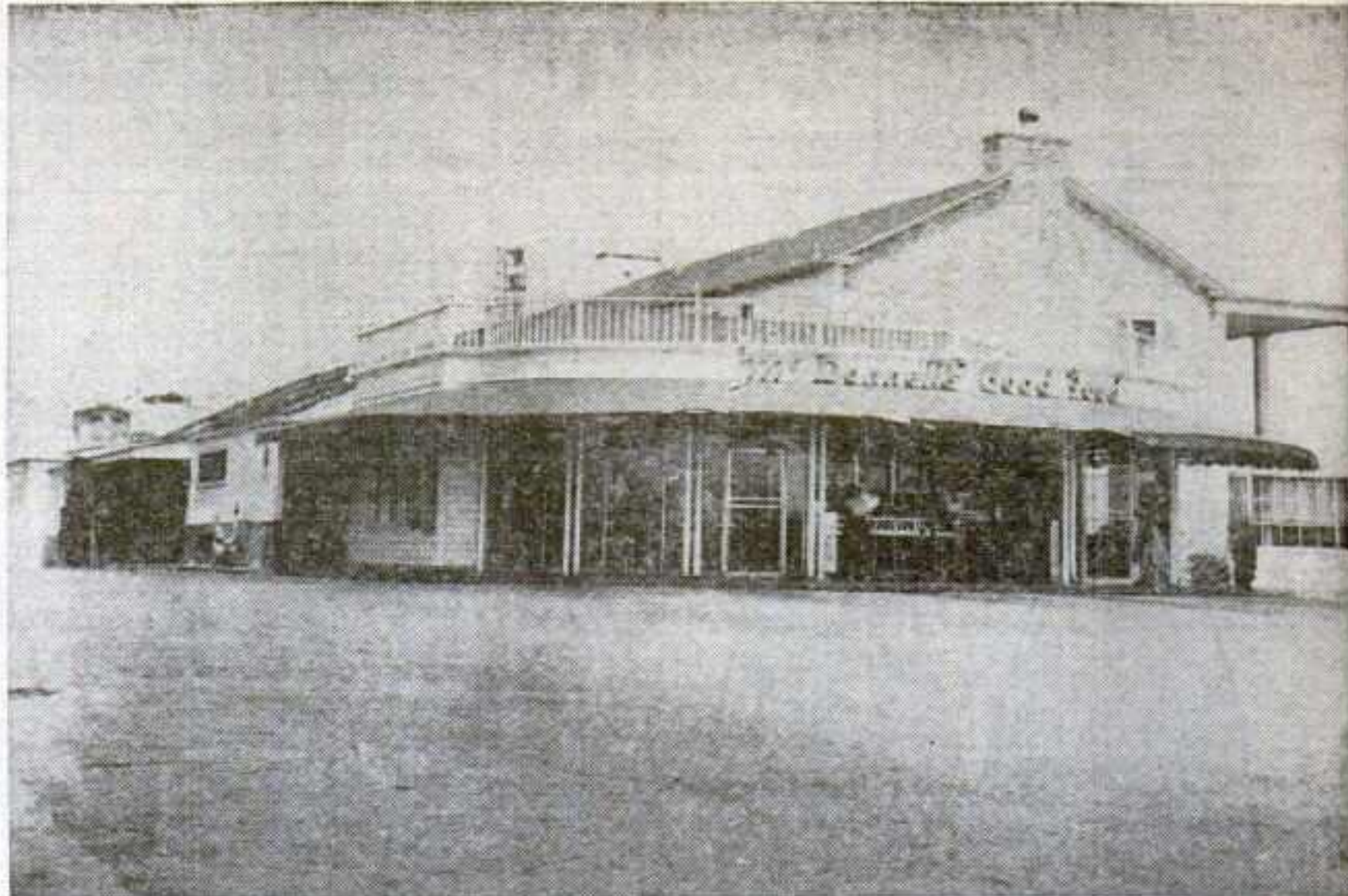
GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke-Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark.

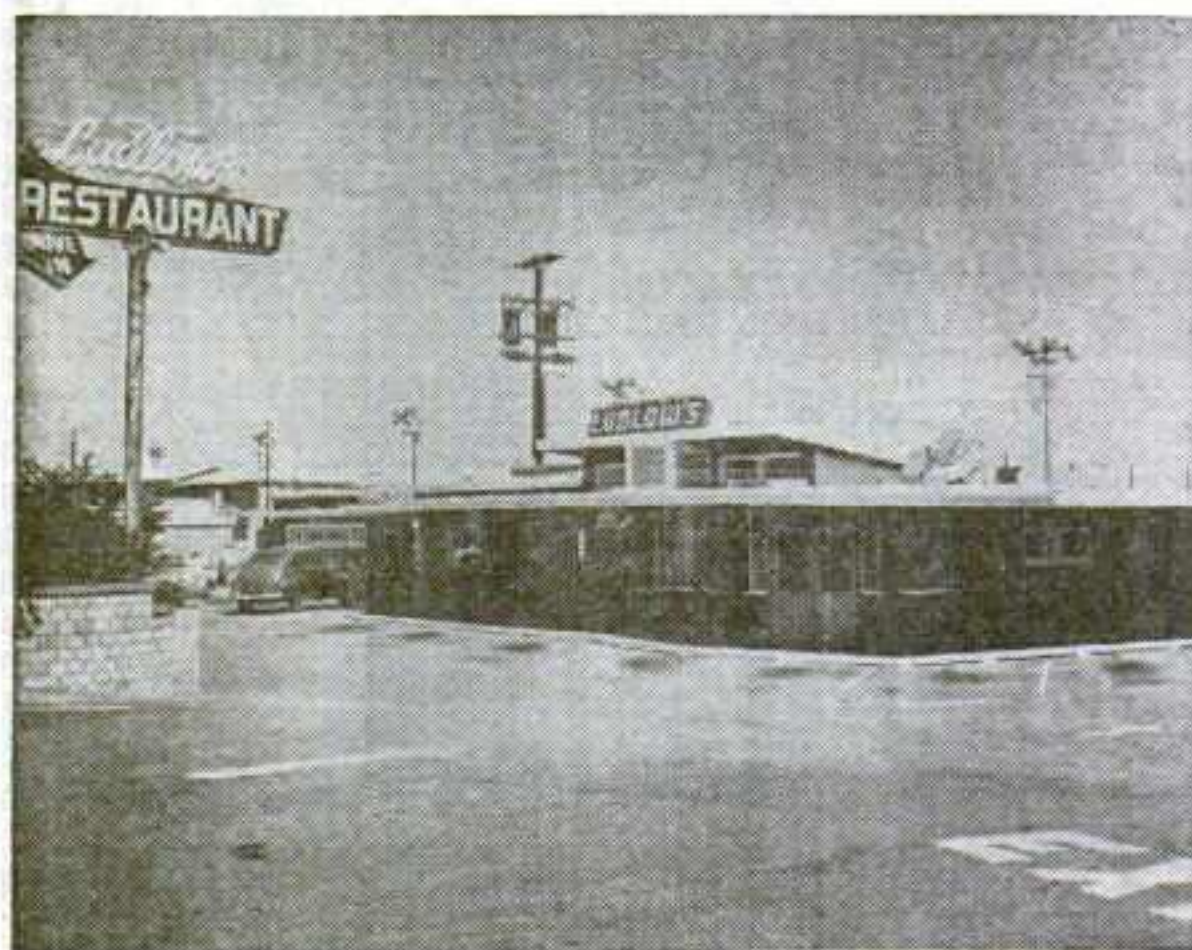




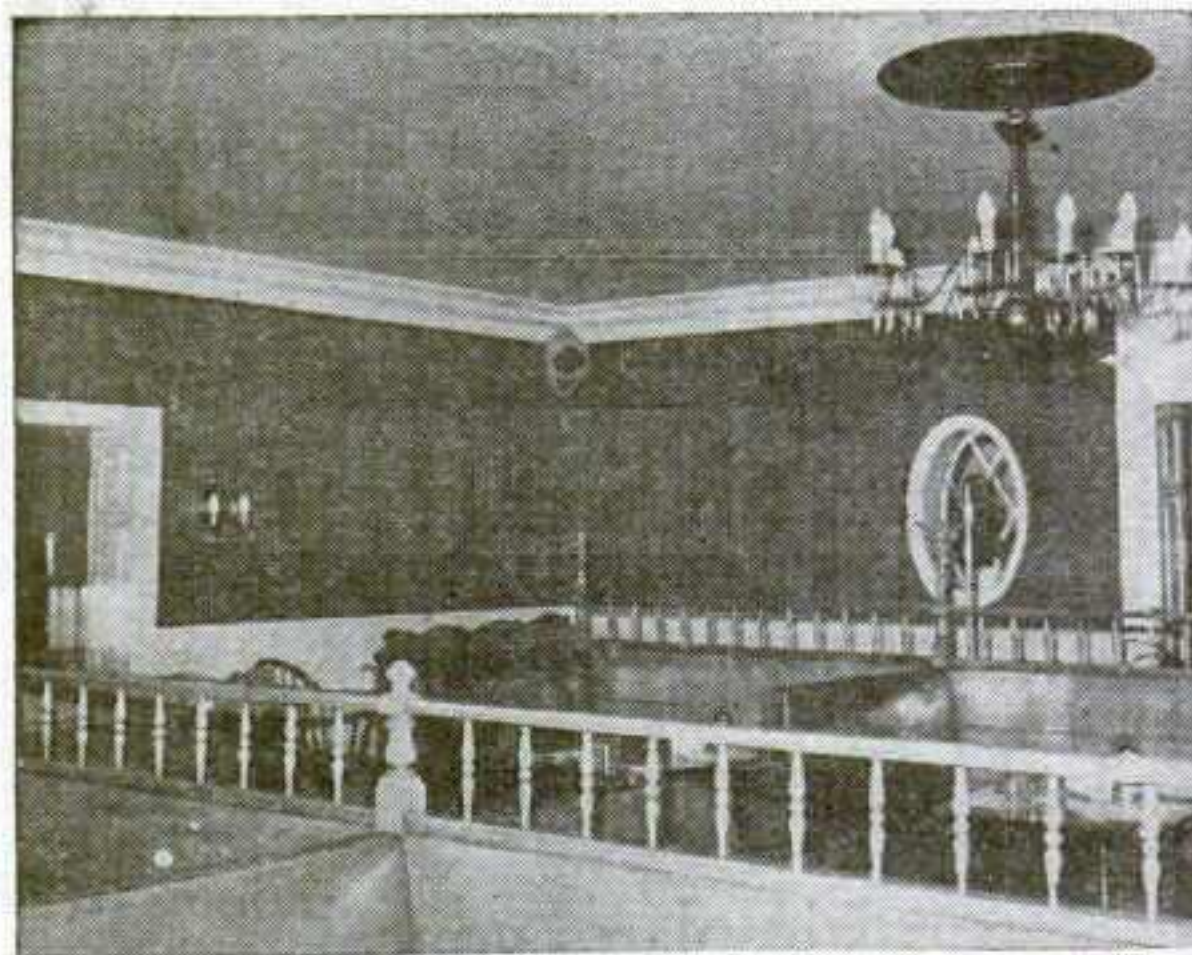
THE CAR SERVICE section of McDonnell's Plantation in South Gate, Calif., is supplied with juke box music. Patrons in the main dining room hear background tunes from a continuous music system also installed by Buchart.



AN EXTERIOR VIEW of McDonnell's Plantation. The location utilizes both juke box music and continuous music thruout its various rooms. Both systems are operated by H. A. Buchart, juke box operator.



EXTERIOR VIEW of Ludlow's in North Hollywood. Continuous music is used in the main dining room while juke box tunes play in the coffee shop, small dining room, and drive-in section.



OPERATOR H. A. BUCHART uses teardrop speakers in each of the four corners to supply continuous music at McDonnell's Plantation. The console unit is in the foyer adjoining the main dining room.



MINTHORNE MUSIC, in addition to its coin-operated firm in Los Angeles, has set up this branch office in Palm Springs. Continuous music equipment is featured in the windows.

# Diversification: Pass Key To New Locations, Profits

L. A. Ops Find Continuous Music, Juke Boxes a Perfect Combination

By SAM ABBOTT

THE combining of non-coin and coin-operated music—or continuous and juke box music—is working a three-fold purpose for operators in the Los Angeles area using it to diversify and expand their routes. The addition of continuous music is opening new locations, offering location security and putting music machines in what is generally conceded to be better-type locations.

Among those using this type of operation are Al Hanlin and H. A. Butchart, both veteran coin operators. And altho they operate in separate sections of the country, their set-ups parallel in many ways.

Hanlin uses Seeburg's Select-O-Matic "200" library models, while Butchart uses the blond finished console model.

They purchased their equipment from Minthorne Music, headed by Jean and Dolores Minthorne. The firm, in addition to distributing juke boxes, has set up stores in Beverly Hills and Palm Springs that specialize in the continuous music end of the business. A display at the Minthorne headquarters gives the operators a chance to see, study and hear this equipment, adapting it mentally to their locations.

### Diversification

Hank Tronick, general manager of Minthorne, describes the diversification in this way, "In the past, juke box operators were up against a brick wall when it came to installing juke boxes in some locations. But with the new non-

coin-operated equipment, it is possible to install a juke box in the bar or drive-in section of a location when the location owner is offered continuous music in the dining room.

"The financial arrangements for each location are different," Tronick points out, "since each job requires a different type of wiring and special speakers. However, one common method used by operators when a juke box is installed along with continuous music, is to supply all the continuous music at no charge to the location owner, in turn for the entire juke box collections. This way the location has its background music without digging into its treasury, and the operator receives additional funds to pay for the depreciation."

Tronick estimates that a continuous music installation can be made for about \$750. However, in more elaborate locations, the price may run as high as \$1,200 or more. Such was the case at Ludlow's Restaurant in North Hollywood.

### Location Expansion

Stewart Ludlow, location owner who recently enlarged his place to include a drive-in, coffee shop and a large and small dining room, went all out for both types of music when he started last November to build the addition. Completed in March, all music installations were made with concealed wiring and speakers.

The original installation, costing about \$1,400, was made by Bob Reynard and recently taken

over by Hanlin. A library model is used in the linen closet along with four eight-inch James Lansing speakers in the large dining room and two in the smaller dining room and coffee shop. They are hidden behind the perforated acoustical ceiling squares.

The juke box, also Hanlin's, is spotted between the small dining room and the coffee shop. Music from it is heard in these two rooms and the drive-in.

In addition, Ludlow, by a series of switches, has his continuous music set-up to include not only that type of music, but radio, and inter-com messages. He limits the radio use to important news events.

### Continuous Music

In Ludlow's large dining room only continuous music is heard. The system in the small dining room and coffee shop is cut off after the dinner rush is over, giving the juke box an opportunity the rest of the evening.

At Spencer's in Van Nuys, Hanlin also uses a library unit. Here it is placed in full view of the customers, setting on the cashier's counter at the entrance. Speakers are placed thruout the dining room, and again, a juke box supplies the music to the drive-in section and the bar.

With the juke box field today calling for broader merchandising, the continuous music unit available from juke box manufacturers and tape recorder manufacturers, give operators an opportunity to supply tailor-made

(Continued on page 10)



H. A. BUCHART has spotted a blond console music unit at the entrance to the dining room at McDonnell's Plantation in South Gate, Calif. Music in all of the side rooms is furnished by a juke box located in the bar.

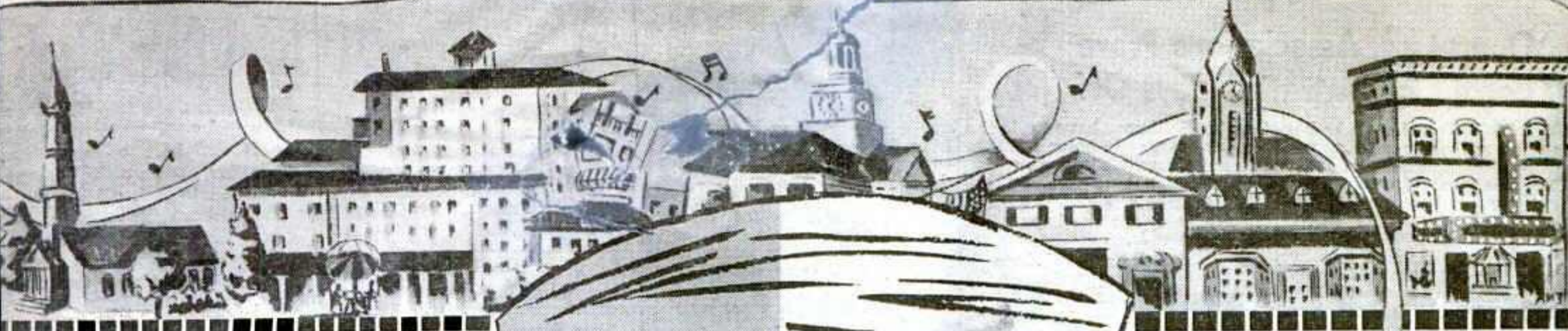


INTERIOR of the Minthorne Music Company in Palm Springs, Calif. Continuous music system are also displayed at the firm's coin-operated headquarters in Los Angeles.

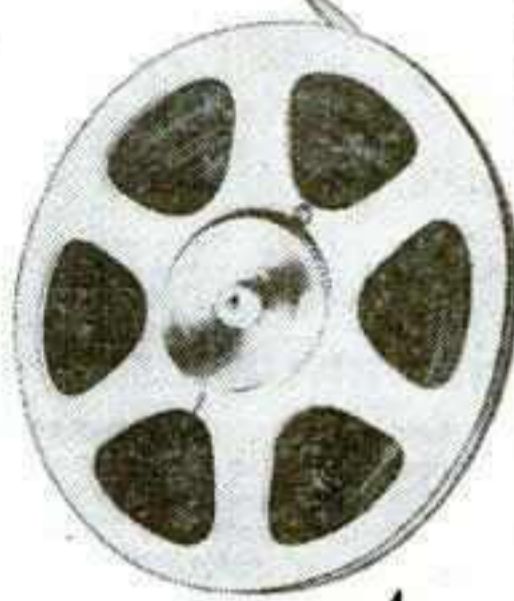
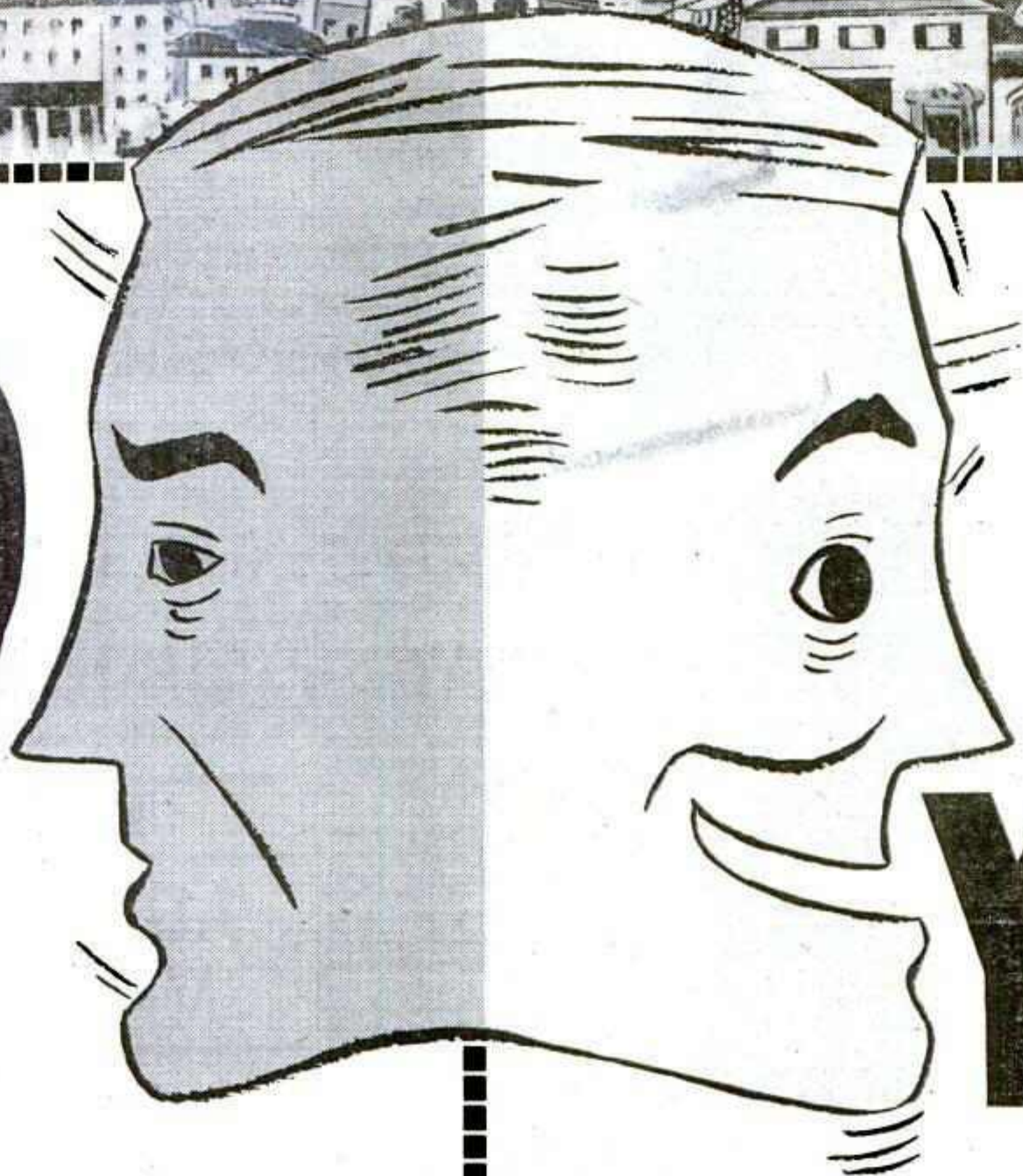
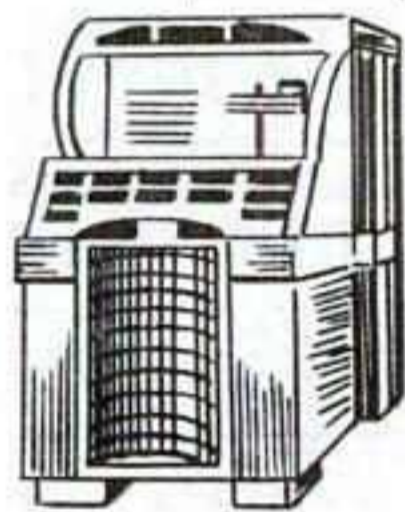


Churches Offices Hotels Cocktail Lounges

Department Stores Airports Banks Schools Factories Retail Shops Motels Amusements Parks



# NO



# YES

## everyone is a prospect for **MAGNECORD**

high fidelity continuous reproducer

and

## **RCA Planned Music**

A "PACKAGED" BACKGROUND MUSIC SERVICE

For years Music Operators and Distributors have had to be satisfied with only a fraction of the business that *could* be had with the right kind of music service.

For years Background Music has failed to realize its vast potential. **NOW THINGS ARE DIFFERENT!** Magnecord's "Packaged" Background Music Service takes the ceiling off *your* business and finally breaks the bonds that have long been hampering the growth of Background Music. How?

### IT'S AS SIMPLE AS 1-2-3!

**1** Magnecord Background Music is on **MAGNETIC TAPE** reels! 8 hours of continuous, unduplicated music (equal to 160 full musical selections) can be played from 1 reel, *right on the location*. Each reel has four distinct musical moods divided into 2-hour intervals that may be played individually, alternatively or consecutively at the option of the user. **THIS IS FLEXIBILITY NEVER BEFORE POSSIBLE.**

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"Remember: **ONLY MAGNECORD'S 'PACKAGED' BACKGROUND MUSIC SERVICE OFFERS ALL THREE IN A CONVENIENT, EASY-TO-SELL AND SERVICE 'PACKAGE.'** That's why everyone is a prospect for **MAGNECORD'S 'PACKAGED' BACKGROUND MUSIC SERVICE.** Whether you are a Music Distributor or Operator, now, in complete harmony with your present franchise, you can *expand* and remain in an entirely new and profitable field. To take the first step, send in this coupon **RIGHT NOW!**"

"Heinie" Roberts

## **magnecord, inc.**

Henry ("Heinie") T. Roberts, General Manager, Commercial Music Division, 225 W. Ohio Street, Chicago 10, Illinois. Telephone Whitehall 4-1889

A. J. Kendrick, Eastern Manager, Commercial Music Division, 630 Fifth Ave., New York 20, New York. Circle 7-2840

**Mail Today To:**  
 Magnecord, Inc.  
 225 West Ohio Street  
 Chicago, Illinois

Dear "Heinie":  
 Please **RUSH** me complete details on how I can fit into the Magnecord, Inc. Background Music Service.

I am a  Music Operator  Distributor  
 and I handle these coin operated phonograph lines:

Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

B-6

**Send this coupon today!**



# 1953-1954 Public Relations Efforts Top All Past Marks

## Operators, Associations Prove Local Concentration Pays Off

CHICAGO, June 19.—Juke box operators and their associations, realizing the importance of sound public relations, virtually went all-out during the year in promoting good will programs and drives in their respective areas.

From donations to civic activity, the juke box industry made great strides in winning support of the playing public. Newspapers throughout the country published pictures and stories of the community work done by operators. Moviegoers were entertained by juke music in the lobbies of theaters, tying-in with current pictures and radio and television shows were beamed to the juke box operator.

Following are a few of the local concentrated efforts of operators and their associations to build better public relations within the industry.

### Philly Group Most Active in Drives

Consistently one of the most active groups in civic projects in Philadelphia, the Amusement Machine Association recently kicked off three public relations programs. Earlier, operators backed the 1954 Multiple Sclerosis Fund campaign, and prior to that, they supported a drive against juvenile delinquency and heart disease.

Joseph Silverman, association business manager, stated that every member got behind the programs by donating all of the collections from one specific tune used during the drives.

Mercury Records assisted operators in their fight against Multiple Sclerosis by donating special records that used the last 15 seconds of playing time to thank the customer for aiding the M. S. campaign.

### AMOA Big Factor In P-R Activities

Probably one of the strongest supporters of good public relations is the Amusement Machine Operators' Association of Miami. Tie-ins with movie theaters, disk jockeys, charitable campaigns and record promotions have become a standard procedure with these operators.

Headed by Willie Blatt, the association has sparked good-will drives for the industry in nearly every possible outlet.

Recently the group pooled forces with Cracker Jim's disk jockey show. Wednesday, between 7 and 9 p.m., Cracker Jim plays the latest country and western releases, then phones a member of AMOA to get his opinion on which numbers are likely to become hits. Special apparatus in the deejay's broadcasting booth enables him to put the phone conversation on the air.

Another drive was that for funds for the Variety Children's Hospital. AMOA members supported the campaign and did such a good job that they received a plaque from the hospital as a token of its appreciation.

Just last month, Blatt appeared for three minutes on Bill Burns' WQAM show, "Juke Box Serenade," discussing the history of the automatic phonograph and its present role in Dade County.

Another big promotional drive aimed at creating good will for juke boxes in Miami has been tie-ins with movie theaters. The machines are placed in the lobbies of the theaters, on free-play, and features the music of the film being shown. When artist appearances are made, the jukes carry all the latest records of the guest. One of the most successful examples of this type of promotion was the tie-in with the "Glenn Miller Story" last month.

### Baltimore Ops Help Boys' Clubs

In conjunction with the Baltimore Police Boys' Clubs, juke box operators of the Amusement Machine Operators' Association of

Greater Baltimore have made it a regular practice to enter teams in two boys' baseball leagues.

The association pays all the bills, including equipment, and holds a party for the boys when the season ends.

Six teams are entered in each league and newspapers carry the scores and mention the sponsors.

Irvin Goldner, president of the association, pointed out that the good will derived from sponsoring these teams more than pays for the cost of the uniforms and equipment. He added that close relations between the association and the other sponsor groups also sprang up.

### Illinois Groups Work With DJ's

Four Illinois operator associations—Recorded Music Service, Music Operators of Northern Illinois, Phonograph Operators of Central Illinois and the Illinois Co-Op—have worked hand in glove with disk jockeys, newspapers, social groups, hospitals, national charitable organizations and youth clubs in an effort to promote good will.

One of the most successful programs adopted by all four was the March of Dimes campaign last January. With the co-operation of publishers the organizations succeeded in getting pictures of local March of Dimes chairmen and operators standing beside juke boxes, displaying campaign signs, in most of the newspapers.

Operators followed one of two methods in donating to this campaign. They either gave a month's collections from one record or a day's collection from all records.

Other charitable campaigns sponsored included the Red Feather Drive, operators attaching a small red feather insignia on the inside of the glass dome of each machine; the Shrine Hospital fund in which operators purchased a block of nearly 200 tickets, and the Heart Fund.

Les Montooth, of the Central States Phonograph Operators' Association, Peoria, put his best foot forward last month when he tied-in the Peoria juke box business with a local disk jockey's show. The deejay now features a juke box on his TV show to play his records.

### Editor Stresses Need for Good Will

The need for public relations in the juke box business was brought out clearly last March during the MOA convention. Guest speakers, Charles H. Gabney, of The R. Sills & Company, and Dick Schreiber, of The Billboard, both stressed the urgency of good public relations.

Gabney pointed out to operators that the meaning of public relations was the art of motivating the public toward a pre-determined way of thinking. He said, "Public opinion is the greatest force in the world today. It can make or break a man, a product or an industry easier than any other means."

Schreiber stressed public relations on local levels, explaining that when operators were sure of the good will in their own areas, the biggest job would be completed in a national campaign.

"No industry is safe from public opinion," Schreiber said, "and the only way to win it over to the music industry's side is to go out and fight for it."

### Operators Donate Jukes for Charity

Westchester music operators early last year broke the general routine of donating one juke box at a time, when they gave 24 machines to Westchester County organizations at one crack.

Among the organizations receiving juke boxes were teen-aged groups, churches, schools, hospitals and YMCA's.

According to Seymour Pollak, secretary of WMG, 150 phone calls

and nearly as many letters from as far off as Connecticut were received thanking them for the donations. The campaign was aided by the Macy chain of newspapers in Westchester County. The 18-paper chain, in news stories and editorials, told of what the operators were doing.

### Jubilee Hit Party Pulls 7,000 Fans

A juke box operators' association, a daily newspaper, disk jockeys and top recording artists teamed up last year to give Cleveland the Jubilee Hit Tune Party—a lively and memorable example of juke box public relations in action.

The party, sponsored by the Cleveland Phonograph Merchants and the Cleveland Press, commemorated the 65th anniversary of the juke box industry and proved a rousing success. The record party was also part of a four-day celebration of the 75th anniversary of The Cleveland Press.

Seven thousand teen-agers jammed the Cleveland Arena for the program, which lasted four hours, and featured artists making personal appearances between the playing of seven recordings from which judges picked the "Jubilee Hit Tune."

Five disk jockeys from as many Cleveland stations shared the emcee duties. The judging panel which picked the "Jubilee Hit Tune" consisted of members of the phonograph association and their roulemen. They made their selection three days before the party was held and arranged for the hit tune artists—the Gaylords—to be on hand. The tune: "Strings of My Heart." Bunny Paul, Dot recording artist, who wrote the jubilee tune, was also on hand.

Eddie Fisher, Wonder and Banks, dance team; Bernice Parks, Monica Lewis, Buddy Greco and Pat Morrissey were among the artists who attended.

To back up the show, the party featured Henry Levine and his 17-piece orchestra.

Representing the two sponsors were Jack Cohen, president of the operators' group, and Mike Lapine, promotion manager of The Cleveland Press. Trade promotion was handled by the Ohio Advertising Agency, headed by Sam Abrams, with Dorothy Kline doing the publicity.

Highlighting the party was the announcement of the Jubilee Hit Tune which Ohio juke box operators subsequently featured on their machines.

In addition, the Jubilee tune and other tunes submitted by record companies as their best entries for the event, were promoted by The Cleveland Press, juke box operators, retail record stores and on car cards in the Cleveland transit system.

A number of monthly hit tune parties were staged by the operators' association prior to the jubilee party to arouse interest in the 65th birthday of the juke industry. These combination promotion-public relations parties were co-sponsored by The Cleveland Press.

The public relations paid off. The phonograph business in Cleveland enjoyed its best weeks since 1947, the peak year.

### Lasting Results Scored by MOC

"Day-in and day-out," "grass-roots," "down-to-earth" are all phrases which aptly sum up the public relations approach of the Music Operators of Connecticut.

This solid, long-range attitude in developing healthy, permanent relations between the juke box industry and the business community is bringing lasting results to the Hartford group, composed of not only phonograph operators but vending machine and game operators as well.

Abe Fish, MOC president and head of General Amusement

### McC & ARMY FEUD ON DISKS

PROVIDENCE, June 19.—The record people have come thru with a dividend for those who didn't get enough of Senator McCarthy, et al, over TV and radio.

Capitol Records is proclaiming a platter entitled, "Point of Order," by Stan Belton and Daws Butler, as "better than television."

The Four Star Record Company has "With the Senator and the Private," by Cactus Pryor.

Games Corporation of Hartford, spells out their quiet, positive approach:

"The formula for public relations betterment within the confines of MOC membership carries no magic ingredients. It consists primarily of dealing with the public on a man-to-man basis daily, and discussing flaws in this treatment at every single MOC meeting. We've never taken the attitude of out-of-sight out-of-mind."

Fish, representing the group's stand on public relations, believes this part of the business is a vital, working part of the coin machine industry.

It includes membership in local service groups, he said, "such as the Advertising Club of Hartford, Chamber of Commerce, Rotary, Kiwanis and others, and making the general public know that the coin machine industry is an integral phase of the business community."

In line with its public relations

## Detroit Sets Stage for Juke Box Week

DETROIT, June 19.—The stage was set for "Play Your Juke Box Week" here as operators, distributors and disk jockeys co-operated to kick off the campaign tomorrow.

Over 1,000 campaign posters supplied by distributors were placed in locations by operators during the week. Disk jockeys Ed McKenzie and Robin Bob Seymour were ready to plug the event on their programs throughout the week.

### Diversification

Continued from page 104

music. Units may be placed out of sight, or right in front of the customer, depending on the location owner. And the cost is comparable to that of a juke box and eight speakers.

A new satisfied continuous music location owner offers an operator, in addition to revenue, peace of mind.

philosophy, MOC recently announced that they would donate 50 juke boxes to charitable organizations throughout the State in an effort to reduce juvenile delinquency.

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 19	Issue of June 12	Issue of June 5	Issue of May 29
<b>AMI</b>				
Model A.....	\$155.00	\$139.50 149.50	\$155.00	\$119.50 170.00
Model B.....		155.00		229.50 239.50
Model C.....	275.00(2)	265.00	275.00(2)	240.00 229.50
Model D-40.....		295.00		275.00(2)
Model D-80.....	475.00 495.00	369.50(2) 395.00(2) 400.00	395.00	350.00 369.50 370.00 379.50 395.00
		475.00(2) 495.00(2)	475.00 495.00	459.50 475.00 495.00
<b>CHICAGO COIN</b>				
Band Box.....		139.00	139.00	139.00
<b>EVANS</b>				
Constellation.....		195.00 250.00		
<b>MILLS</b>				
Constellation.....		75.00 95.00		
<b>ROCK-OLA</b>				
Fire Ball, 45 RPM.....	89.00 95.00	75.00 79.00 89.00 95.00	89.00 95.00	495.00 89.00
1426.....	109.00 130.00	109.00 130.00	109.00 130.00	109.00
1428.....	175.00	175.00 179.00	175.00 225.00	225.00
1434.....		365.00		375.00
1436 Fireball 45 RPM.....	475.00(2)	475.00(2)		445.00
<b>SEEBURG</b>				
Hideaway.....	425.00 495.00	495.00	449.50	125.00 449.50
M 100 A 78 RPM.....				
146.....	95.00 99.00	79.00 95.00	95.00 99.00	99.00
H 146 Hideaway.....	75.00	75.00	75.00	75.00
147.....	129.00 130.00	95.00 129.00	129.00 130.00	129.00
H 148 Hideaway.....	95.00	95.00	95.00	95.00
148.....	175.00	175.00 179.00	175.00	175.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	199.00	199.00	169.00 199.00	199.00
<b>WILLIAMS</b>				
Music Mite.....		49.00		
<b>WURLITZER</b>				
800.....		49.00		
1015.....	120.00 130.00	95.00 125.00 130.00	85.00 130.00	75.00 85.00(2)
1017 Hideaway.....		83.50		83.50
1080.....	99.00	95.00 99.00 110.00	99.00 125.00	99.00 110.00 125.00
1100.....	225.00	195.00	215.00 225.00	215.00 225.00
1250.....		225.00(2) 265.00 275.00(3)	240.00 275.00(2)	240.00 275.00 295.00
1400.....	465.00	415.00 445.00 465.00(2)	419.50 465.00	413.00 475.00
1450.....		445.00		



# STRIKES A TERRIFIC CHORD

## WITH LOCATION GOERS



### MAKES MORE MONEY FOR OPERATORS

Location patrons have put their approval on the Wurlitzer 1700HF by putting more nickels, dimes and quarters in the coin boxes of these high eye-appeal, high fidelity phonographs than any juke box ever collected.

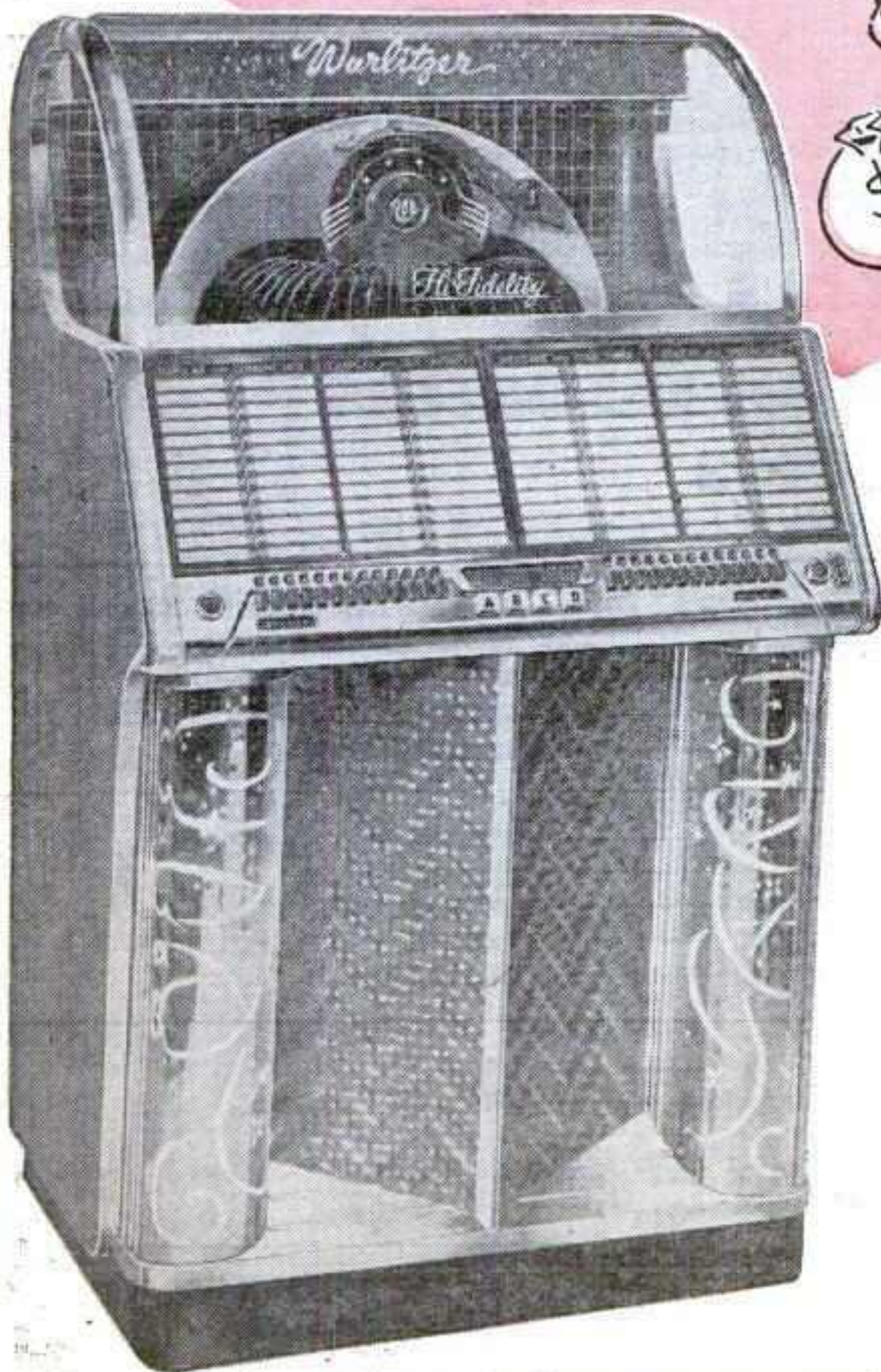
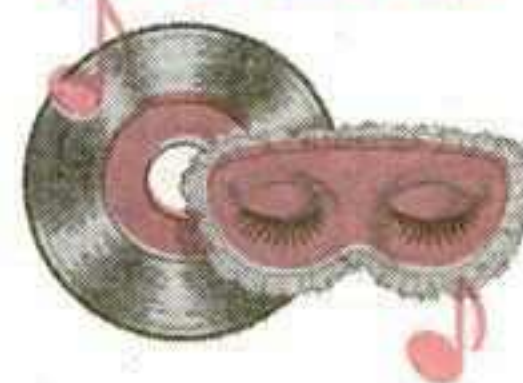
More and better music for the public. More and more earnings for the operator. That just about sums up why the Wurlitzer 1700HF, whether measured by its output of music or its intake of money, is the greatest Wurlitzer of all time.

**SEE IT-HEAR IT-BUY IT  
AT YOUR WURLITZER DISTRIBUTOR**

**THE HIGH EARNING, HIGH FIDELITY**

*Wurlitzer* **1700HF**

**TAKES THE MASK  
OFF THE MUSIC**



**The Rudolph Wurlitzer Company • North Tonawanda, New York**

Established 1856



# Juke Box Exports: A Story of Record Growth

**The Spectacular Growth of the Juke Foreign Market in a Handful of Years Indicates That the Industry Has Just Stepped on the Threshold of a New Era of Expansion**

CHICAGO, June 19.—Juke box exports the last five years have provided one consistently bright spot in the music machine industry.

Their spectacular growth in a handful of years indicates that people throughout the world have only recently awakened to the satisfying and inexpensive entertainment of recorded music, and that the industry is on the threshold of a new era of expansion.

Today, juke exports occupy a big part of every manufacturer's sales plan. The foreign demand for automatic phonographs, which has grown out of all proportion in relation to the size of the domestic market, has never been greater than now.

In February, 1954, 1,644 juke boxes were exported for \$809,999, outstripping last February's total of 1,183 units valued at \$589,334, and coming close to equaling the biggest music month.

**Jan.-Feb. Total**

The January-February juke export total for this year adds up to a brisk \$1,329,948, an increase of 26 per cent over the corresponding period last year.

Music machines may see their fifth straight record year in 1954, according to these January-February U. S. Department of Commerce figures (the only figures released this year to date). In January, juke exports totaled \$519,949 for 1,251 units, an 11 per cent jump above the same month last year when 943 juke boxes were shipped for \$462,409.

A whopping \$2,000,000 increase over 1952's \$4,138,884, the 1953 all-time high of \$6,314,533 represents a jump of 50 per cent over 1952 and a jump of over 100 per cent compared to 1951's \$3,058,749.

**1953: 14,809**

Last year, 14,809 juke boxes were shipped from this country. This compares with 10,694 units in 1952; 8,442 in 1951.

Just five countries hit six digits in total dollar juke import volume in 1952; in 1953 a record 13 countries climbed to the six-digit column.

Significantly, the top five importing countries in 1952 accounted for 70 per cent of the year's imports, while in 1953 those countries imported a combined 59 per cent—indicating, of course, that more countries are importing greater numbers of machines. (See accompanying chart.)

What countries provide the best evidence of the present tempo and potential of the juke box export market? The top five last year—Venezuela, Belgium, Canada, Colombia and Mexico—and a newcomer on the coin machine scene—West Germany—are the key countries.

**W. Germany's Growth**

In February, West Germany bought 358 units at \$257,511 to become the top juke box importing country for that month.

Yet in 1952, West Germany imported a 12-month total of just \$1,120. Last year, that country's juke imports hit \$209,573. Obviously, West Germany represents a big market for U. S. music machines. By all indications, the present growth will continue, although probably not at the same lively clip set in February.

Alfred W. Adickes, managing director of Nova Apparate-Gesellschaft M.B.H., Hamburg, when asked about the future of juke boxes in Germany, said: "There can be no doubt of all this present growth continuing. All indications show operators, distributors and the general public warming up to the coin-operated phonograph."

**Economy on Even Keel**

Sal Groenteman, executive of the International Amusement Company and the Scott-Crosse Company, on returning from a three-month business trip to Europe in March, reported that the economy in West Germany was nearly on an even keel, with

direct shipments from the U. S. officially approved by the government. He said at that time that the demand in the country for U. S. juke boxes was heavy.

A great potential market for American juke boxes in four West European countries—France, Germany, Holland and Belgium—was seen by Suren D. Fesdjian, head of the Mondial Commercial Corporation (New York import-export firm) who completed a 14-week business trip thru those countries in May.

In Belgium and Holland, said Fesdjian, there is a substantial demand for juke boxes, especially new ones. Only a few juke boxes trickle into France under special licenses (the embargo on coin machines has been in effect about six months).

**German Juke Mfrs.**

Fesdjian reported that two juke box manufacturers have started production in Germany—Bergmann and Weigandt, but he predicted that it would be a long time before the Germans could make a juke to compete with American music machines.

The export executives confirmed the fact that the German economy appears healthy and added that the dollar situation there is better than in most of Europe. The Germans have also experimented with a coin-operated tape music machine, Fesdjian said, but discontinued their tests.

Probably the biggest roadblock in the way of increased exports in those European countries is not the import license—which is relatively easy to obtain—but the cost of the machine after duty, taxes and freight, Fesdjian said.

**Big Juke Importers**

For every year since 1946, Canada and South and Central America have accounted for a majority of juke box exports. Venezuela has occupied the top spot since 1949. In those five years, that country has imported juke boxes valued at \$3,721,886, or more than the entire export total for juke boxes, coin-operated amusement games and vending machines in 1951. Venezuela has set a new record each year since 1946. (See chart.)

In seven years, Venezuela has boosted its juke imports 500 per cent—from \$238,442 in 1947 to \$1,233,213 last year. So far (January and February figures) this year, Venezuela has not kept pace with its record imports in 1953. It was down from a year ago with 195 units bought for \$89,603 in January, compared to January, 1953, imports of 324 units for \$159,696, and behind February's imports last year of 191 units for \$134,105 with 184 machines purchased for \$117,817 in February, 1954.

**Why Venezuela Leads**

Exporters point to one reason for Venezuela's top import record: It's relatively free and open market backed by an oil-stabilized economy.

Canada, which took second-place honors as top juke importer in 1951 and 1952—maintaining a steady pace of just over \$630,000—was edged out of that position last year by Belgium, altho Canada's music machine imports jumped to \$811,742.

Canada led the list of top importers in the postwar years of 1946 and 1947, dropped out of the top spot when an embargo was placed on luxury items (which included coin-operated phonographs) to save dollars. Since its return to the market in 1950, Canada has climbed steadily toward the level of its 1947 high—\$1,233,213.

**Belgium: 200 Pct. Increase**

Altho Belgium's imports stayed on fairly even keel for three years since entering the top group in 1950, they boomed last year for a 200 per cent increase to \$880,795 to take second place. The sole free market in Europe following the war, Belgium has consistently been a large volume buyer of juke boxes and will probably remain the European mainstay.

Colombia, which was among the top five importers from 1946 to 1948, and led the market in 1948, dropped out for three years and suddenly returned to the top-five fold last year with juke imports valued at \$675,712 as result of a partial lifting of the import ban on juke boxes imposed by Colombia in 1949.

Prompted by an acute dollar shortage, the ban specified that all juke boxes entering the country be disassembled and that all shipments be licensed. Under the new ruling, assembled equipment may now be imported, but a license for each machine is still required. Colombia now represents a great potential juke market.

**Colombia's Imports Up**

In the January-February period this year, Colombia imported a total of 385 units for \$134,255 compared to the same period last year when the country imported only 132 juke boxes for \$53,400.

Numbered among the top five for the last three years, Mexico almost hit \$500,000 last year with a final \$499,100, setting its third straight record. Mexico imported a healthy \$167,261 worth of juke boxes in the first two months this year.

Mexico has had an up-and-down juke importing history, probably chiefly because of tight governmental import restrictions. Mexico's imports climbed from \$222,993 in 1940 to \$616,899 in 1946, spurted to \$824,493 in 1947. Occupying the No. 2 spot behind Canada those two years, Mexico's imports plunged to a lowly \$35,184 in 1948, continued dropping until 1951, when imports rose sharply to \$201,117 from 1950's meager \$21,092.

Like Canada, no fully assembled juke boxes are allowed into the country. All work that can be done by domestic labor, such as cabinet making and assembling, must be done in the country.

**More New Machines Shipped**

Significantly, the unit-dollar ratio for the last several years indicates that more new, more expensive juke boxes are being exported. The average price per juke box exported climbed from \$321 in 1947 to over \$400 in 1952, and last year it went past \$440.

In the first two months of 1954, the average price of each juke exported had climbed to almost \$460.

While the big importers of music machines seem certain to continue to hold their positions, and besides the swift rise of West Germany to a position among the top 10, there are other countries which are making strong gains in juke imports, countries which are now undergoing development.

The Philippine Republic is just such a country. Prior to World War II, there were only about 40 juke boxes throughout the Islands. They were all destroyed by the war.

**Philippine Expansion**

Today there are 500 machines. Like several South American countries, the Philippines' juke box expansion is presently stalled by a lack of electricity. Electrification projects in the Philippine cities have brought them into a strong position for ripe juke growth.

William J. Suter, a U. S. citizen who lives in the islands and is one of the country's largest music machine importers, said: "Because of this (electrification) it is expected that, barring any wars or other upheavals, many more coin-operated phonographs can be

well placed within the next few years."

The islands imported a large quantity of machines in 1948 and 1949 (see chart), imported a modest number in January and February of this year: 22 valued at \$6,979 in January, 13 valued at \$5,765 in February.

**Postwar Development**

The active postwar years juke box exports saw a tremendous surge when a comparative surplus of clean, used equipment was shipped out of this country to get the juke export ball rolling.

New products were moving down expanded U. S. production lines in great numbers and machines were beginning to be set up in distributor warehouses and operator headquarters. Foreign firms were eager to replace worn-out equipment and expand, preferring used equipment because of the lower prices.

Then foreign operators became acquainted with new machines and their potential and started importing new equipment.

**World War II Influence**

U. S. Department of Commerce figures show that the demand for overseas placement of juke boxes was sparked by the influx of American troops in foreign countries during World War II.

Why this tremendous juke box export growth? Several reasons count: Music machine manufacturers have aggressively sought foreign trade, a large part of the attention on sales is directed to exports; embargoes have generally softened, France being the only major country with a fair tight ban; more distributors have been appointed in foreign countries, distributor operations have improved.

**Future Growth Factors**

There are other factors which will determine the size of future growth of juke boxes. The chief ones are:

1. The extent to which the people of a foreign country are financially able to support heavy juke importation.

2. The extent to which foreign businessmen invest money in juke box business, rather than in other businesses.

It is generally agreed among exporters and importers that the juke box market is still growing and expanding, that the real potential of most importing countries has not yet been seen, and that the market may well set its first straight record this year.

**Dime Music**

Continued from page 101

the whys and wherefores behind the dime play to the operator.

An alternative price of five plays for a quarter on each dime play machine is a big business booster. Subrod's collections of ways show a healthy proportion of quarters.

With the trek of tourists jukeboxes commencing thru this part of the State, Subrod predicts that he and other operators located here will take part in one of the best years on record in 1954.

**TOP FIVE JUKE BOX IMPORTERS  
1946-1953**

<b>1953</b>	Venezuela ————— \$1,263,096	<b>1952</b>	Venezuela ————— \$877,873
	Belgium ————— 880,795		Canada ————— 636,619
	Canada ————— 811,742		Cuba ————— 478,026
	Colombia ————— 675,712		Mexico ————— 454,065
	Mexico ————— 499,100		Belgium ————— 412,316
<b>1951</b>	Venezuela ————— \$714,738	<b>1950</b>	Venezuela ————— \$463,932
	Canada ————— 633,307		Cuba ————— 275,628
	Cuba ————— 505,986		Canada ————— 264,087
	Belgium ————— 285,131		Belgium ————— 255,491
	Mexico ————— 201,117		Salvador ————— 112,607
<b>1949</b>	Venezuela ————— \$402,247	<b>1948</b>	Colombia ————— \$450,000
	Cuba ————— 163,183		Venezuela ————— 333,511
	Guatemala ————— 65,427		Cuba ————— 322,426
	Philippine Republic — 65,324		Union of South Africa — 149,512
	Panama ————— 50,426		Philippine Republic — 89,613
<b>1947</b>	Canada ————— \$1,233,213	<b>1946</b>	Canada ————— \$949,170
	Mexico ————— 824,493		Mexico ————— 616,899
	Cuba ————— 424,123		Colombia ————— 212,410
	Colombia ————— 313,222		Cuba ————— 148,060
	Venezuela ————— 238,442		Union of South Africa — 96,215



th WEEK

# Judge Warns Witnesses In Detroit Union Trial

DETROIT, June 19.—Recorder's Judge Joseph A. Gillis again repeatedly warned two witnesses the juke box labor racketeering trial here this week that if they continued to give conflicting and evasive answers he would hold them in contempt of court.

The trial of William E. Bufalino, president of Local 985 of the Teamsters Union, AFL, and six others, charged with extortion and conspiracy to monopolize the juke box business, wound up its fourth week of testimony.

The witnesses, who provoked the wrath of the court, were Guy Kafkas, a partner in the Kafkas Bar and a former owner of the Friendly Music Company, and Linden Bush, owner of the Fish Music Company.

The judge's warning came Tuesday (15) testified

that his brother-in-law, George Corbetts, a former witness, had no financial interest in the controversial Friendly Music Company, but acted only in an advisor capacity. Previously, Corbetts had testified that he owned a quarter of the business.

The Friendly Music Company has been referred to repeatedly by the defense attorney as a "stooge outfit" set up to move in on music locations belonging to Bufalino's Local 985.

Thursday (17), Judge Gillis warned Linden Bush, who had been engaged in a verbal sparring match with Joseph Louisell, defense counsel, that if he continued to give evasive answers he would be forced to take action.

Bush, who after admitting that he had loaned \$1,000 to Roy Clason, head of the Michigan Phonograph Operators' Association, only 10 days before the New

Palmer Bar was bombed last year, was asked by the defense attorney, "Didn't Clason say he had to have something sensational to get his pal, Congressman Clare Hoffman, into town to investigate the juke box industry?"

Bush replied, "No. He said he needed the money for expenses."

On Friday, four new witnesses were called to the stand. Bar owners George C. Klien and Gus Papageorge, and music operators Ed Rhodes and James Robson.

All four testified that juke boxes had been removed from their locations by union representatives, who had explained that the reason for the removals was that the machines were being operated by non-members.

A touch of humor was sparked Thursday afternoon when Anton Ponzanski, a witness, was told by the judge, "It's a pleasure to meet one witness who is refreshingly honest."

The trial will resume Monday.

# Juke Box Week to Get Big Push in NY

Ops, Thru Assns., Work With Distributors To Tell Music Machine Story to Public

NEW YORK, June 19.—Hundreds of metropolitan New York music operators, working closely with the three major associations here—the New York Automatic Music Operators' Association, the Westchester Operators' Guild and the Music Guild of New Jersey—and drawing heavy support from juke box distributors in New York and New Jersey, launch the Gotham phase of "Play Your Juke Box Week," tomorrow (20).

Probably the most active push in the nation-wide public rela-

tions campaign, from this area, will come from the Music Guild of New Jersey, which is utilizing "Play Your Juke Box Week" to tie in with its year-round program of educating the music-listening public, as well as the locations, to the advantages of "music you want, when you want it."

While Dick Steinberg, MGNJ executive director, feels that public relations should be a continuous job, he added that "Play" (Continued on page 110)

# Magnecord to Move Office, Plant Aug. 1

CHICAGO, June 19.—Magnecord, Inc., plans to move its plant and offices in August to larger quarters in line with its expansion and development program started early this year when the firm entered the commercial music and hi-fi fields, William L. Dunn, president, announced Monday (14).

The firm will have a total of 120,000 square feet in a two-story manufacturing and office building and a single-story building at 10 South Kilbourn Avenue which it will own. Magnecord now occupies a total of 47,000 square feet on several floors of buildings at 225 W. Ohio Street and 223 W. Erie Street.

In order not to disrupt production schedules, the move will be spread over a period of about six weeks with the commercial music division and offices set up August 1 and 2, Dunn said.

The ground floor of the two-story structure will be used for production and shipping; the

second floor—which includes 12,000 square feet of office space—will also house the engineering, research development and production control departments.

Magnecord recently completed a deal with the RCA Victor Records' Custom Division under which Magnecord acquired the use of the RCA Thesaurus library for reproduction on magnetic tape and for use in supplying background music to various locations (The Billboard, May 15).

Magnecord has been aiming its sales guns for the past four months at the juke box operator offering continuous taped music.

Henry (Heinie) Roberts, general manager of the Commercial Music Division, shortly after the first announcement of the RCA deal, announced that the first eight-hour program was already in production and that it consisted of 160 full-length high-fidelity recordings, selected and arranged by Ben Selvin, music director of RCA.

# D.J.'s Spearhead Juke Drive

Continued from page 101

plugs the juke box operator and their national campaign (see separate story for details of Burns' program).

## Chicago

In Chicago, popular deejay Howard Miller got behind "Play Your Juke Box Week" yesterday (18) during his two-hour television program, "The Howard Miller Show," beginning at 7 p.m. over Channel WNBQ-TV.

In co-operation with juke box operators and Mercury Records, Miller agreed to tie his show in with the evolution of the juke box. Video viewers saw two juke boxes on the program, one of ancient vintage and the other a new 120-selection AMI, as Miller informally chatted about the improvements of the industry along with an occasional plug on "Play Your Juke Box Week."

## Lincoln, Neb.

Three Lincoln, Neb., stations were ready to promote the national Juke Box Week campaign on all of their music programs the coming week. Managers A. James Ebel, KOLN; R. W. Chapin, KFOR, and Chuck Johnson, KLMS, reported that every disk jockey had prepared shows to tie-in with the drive.

## Cincinnati

Next week, from 10 a.m. to noon and from 3 to 5 p.m., Cincinnati will hear disk jockey Rex Dale spin "All Time Juke Box Favorites" and interview operators in co-operation with the juke box industry's national public relations campaign, "Play Your Juke Box Week." Heard over Station WCKY, Dale will plug the campaign during a portion of each show.

## Charleston, S. C.

The weekly program, "Juke Box Saturday Night," Station WCSC devoted its entire program this evening (19) to "Play Your Juke Box Week." Al Stone, disk jockey, played "All Time Juke Favorites," talked about the rise of the juke box industry and stressed many not too often heard facts about the industry—the number of machines in the country, the number of operators, the number of records bought by the industry, etc.

Stone said that it was his contention that a promotion of the juke box industry would also boost radio listening. "Both," he said, "are linked to record entertainment."

## Rockford, Ill.

Ron Tonander, disk jockey on Station WBEL, working with Lou Casola, Midwest Distributing Company, Rock-Ola distributor, began plugging "Play Your Juke Box Week" early this week on his program "Music to a T," aired from 3:30 to 4:30 every afternoon.

Spotlighting one of the "All Time Juke Box Favorites" each day, Tonander gives regular plugs to the campaign thruout his show. Casola, who has his juke boxes geared to the music played on the deejay show, placed the top five tunes to be aired on every one of his machines.

## Barnesboro, Pa.

Deejay Jack Kelly Jr., Station WNCC, Barnesboro, Pa., this week featured top juke box tunes, records reaching the million mark in sales, on his program, "The Music Maker's Show," heard 6:15 to 8:15 every evening.

Plugs on "Play Your Juke Box Week" were given frequently thruout the programs.

★

★

★

## Announcing

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# COINMEN YOU KNOW

## Toronto

Communications to:  
Harry Allen Jr.  
ORchard 0883

### Trade Fair a Great Success: Gilchrist

The Canadian International Trade Fair is a whopping success, according to the Seeburg 200 Selectomatic. Gilchrist reports a great deal of interest at the show, which has attracted buyers and sellers alike from all over the world. This is the sixth fair this year that Gilchrist has exhibited Seeburg products.

Laniel Amusements, Montreal, recently issued a new catalog. Wally Wilson Laniel, just returned from a successful sales trip to Saskatchewan.

Clarence Cukor, local manager for National Receptor, Inc., is spending two weeks at the head office in St. Louis for consultations. Wes Van Dusen, prominent Western operator, was a visitor in Toronto. He reports that he has exclusive rights for the sale of Polka records in this country and will shortly be offering them to the Canadian operators.

Bill Lounsbury, head of Park Lane Enterprises in Edmonton, is exclusive world owner of Scent Shoppe Perfume Vender. Sam Vine of Hamilton, who pioneered the first all-Canadian automatic shoe-shine machine, is appearing as "Mr. V" in a hypnotist act.

## Hartford, Conn.

Communications to:  
Allen Widem  
CHapel 9-8211

### MOC to Distribute 50 Jukes to Charity . . .

The Music Operators of Connecticut plan distribution of charity juke boxes later this month. Fifty music boxes, complete with latest recordings, will be made available to clubs and charitable organizations thruout the State.

Paul Rechtschafer, chairman of the project committee, said: "The machines will be altered so that no money will be needed to play the recordings and they will be delivered to the recipients without charge. We want to give them to teen-age clubs, hospitals, YMCA's and other charitable institutions."

Abe Fish, owner of General Amusement Games, Hartford, MOC president, and James Tollano, Superior Music, Hartford, MOC executive vice-president, are serving with Paul Rechtschafer on the MOC juke box project committee.

Abe Fish, Music Operators of Connecticut president and head of General Amusement Games Corporation, Hartford, has been checking into the office at a later hour these mornings.

MOC is opening its membership ranks to cigarette vending

machine operators, with Fish believing the move will "aid in creating greater cohesion and harmony in all phases of the coin-operated machine business thruout Connecticut."

J. Albert Gaffney, Norwich, Conn., coin operator, was in Hartford on a rare visit.

Milton Block, Block Amusements, Waterbury, on a special diet for some time has dropped from 275 pounds to a mere 210.

Charlie Spillane, veteran employee of Acme Music, New (Continued on page 118)

## Juke Box Week

Continued from page 109

Your Juke Box Week" dramatically points out the role of the music machine on the American scene, and does so on a national basis. The Music Guild of New Jersey is proud to take an active part in the effort."

### Press Releases

Specifically, the MGNJ has sent to the 27 largest dailies in the State, read by the great majority of New Jersey residents, a press release outlining the history of the juke box industry and explaining the role of the juke box operator in the community.

Releases were also sent to a half dozen local beverage and tavern trade papers and association organs.

In the Monday (14) Bulletin of the MGNJ, Steinberg had this to say about the drive:

### Deserves Support

"A public relations project for June 20-26 called 'Play Your Juke Box Week' is being spearheaded by The Billboard. It is deserving of your support.

"Promotional material has been prepared to obtain favorable publicity and to increase interest in the sale of selective entertainment on automatic phonographs. This material is planned for improved community as well as location relations, with sample press releases, fact sheets, letters to location owners, material for speeches, advertising mats, and colored posters for location use.

"The posters are supplied by the automatic phonograph manufacturers and are being channeled thru their respective distributors.

### "Tell Our Story"

"Whenever a public relations effort is well conceived and planned, on some common ground, the music merchant should follow thru by using it. By all means, let's tell our story.

"Each segment of the music industry can make its contribution, and in its own way that would increase the impact on the public. The potential is almost unlimited."

Carl Pavesi, head of the Westchester Operators' Guild, said the organization is urging members to display "Play Your Juke Box Week" show cards on their music machines.

### "Genuine Service"

Pavesi said, "Play Your Juke Box Week represents a concerted effort on the part of all segments of the industry to tell their story to the public. It's a story of the small businessman who performs a genuine service for his community—and it's a story that will bear telling. The promotion fills a need—to let the people know that the juke box operator is an important member of the business community."

The New York Automatic Music Operators' Association, too, will hit hard on "Play Your Juke Box Week." Nash Gordon, managing director of the group, said members were enthusiastic about the program and most of them would display posters on their equipment.

Al Denver, NYAMOA president, said, "Play Your Juke Box Week affords operators, manufacturers and distributors the opportunity of working together to strengthen their ties with locations and with the general public. Besides its obvious purposes, to put our best foot forward to the public, it serves another important purpose—to foster friendly relations among various segments of the trade."

Local distributors co-operating in the program and distributing location posters are Runyon Sales, AMI; Seacoast Distributors, Rock-Ola; Atlantic-New York, Seeburg, and Young Distributing, Wur-litzer.

# Juke P-R Drive Opens On 3 Fronts in Nebraska

LINCOLN, Neb., June 19.—The national public relations campaign, "Play Your Juke Box Week," June 20-26, was being aggressively promoted here during the week on three fronts: By juke box operators, by radio stations and by record dealers.

The managers of four prominent record dealers co-operated wholeheartedly in promoting the popularity of juke boxes. Kaythryn Barnes, of Deitze Music; Babe Walters of the Schmoller & Muller Music Store; Mrs. Helen Wilson, of Gold's Department Store, and Georgene Rasmussen, of Walts Music Store, displayed posters in their stores announcing the campaign.

Radio stations were ready to back the campaign. A. James

Ebel, manager of KOLN; Chas. Johnson, program director KLMS, and R. W. Chapin, manager of KFOR, announced they would have their disk jockeys plug "Play Your Juke Box Week" during all their record playing programs.

L. L. Singer, of Central Music Distributing Company, Wur-litzer outlets, distributed posters at operators in the area, and most of the locations here were displaying signs announcing the national campaign.

Operators Dick Taylor, Amusement Service Company and Mike Stengel, of Ken-Nichols Company, in addition to displaying posters, ran an ad in the local newspaper announcing the event.

# Rock-Ola, Wertz Music Team Up to Hold Va. Service School

NORFOLK, Va., June 19.—Operators from the Norfolk-Portsmouth-Virginia Beach area turned out in full force for the service school conducted here by Rock-Ola Manufacturing Corporation last week.

Frank Schulz, service engineer, school supervisor, explained the firm's 120-selection Comet and Fireball machines.

Sponsoring the school was the Wertz Music Supply Company, Richmond, Va.; Rock-Ola distributors, co-operating with the United Coin Machine Operators' Association of Norfolk. With the permission of the association, the school was held prior to the regular business meeting of the operators' group. A buffet supper was held at Lon's Ringside Restaurant in Norfolk.

Representing the Wertz Music Supply Company at the gathering were Dan M. Wertz; Edward S. Baker, salesman; Harry L. Nevins, service manager; and William I. Peele, serviceman. Many members of the United Coin Machine Operators' Association were present.

ent, which organization included nearly 95 per cent of the music operators in the greater Norfolk area.

Members of the association from Norfolk attending included Philip Warren, Bonville Amusement Co.; M. Ellington and Thomas O. Taylor, Tidewater Music Corp.; O. N. Hilburn, Sebring Music Co.; W. H. Jennings, Jr., Virginia Music Co.; A. Nicholson and C. P. Warren, Automatic Music Co.; Howard Barton and N. T. Campbell, Walker Music Co.; Ken F. Schneider, Playtime Sales Co.; H. Christensen, ABC Music Co.; Calvin Jeffers, Boco-Tawn Music Co.; Clifford V. Lourie, Lourie Music Co., and O. L. Etheridge.

Association members from Portsmouth present included Be Levine, National Amusement Co.; Vernon E. Martin and E. M. Creech, Martin Amusement Co.; E. H. Benton, and T. L. Cherry. From Virginia Beach came Francis G. Harris, Harris Music Co. and Major Pardue.

another way to cash in during National "PLAY YOUR JUKE BOX" Week

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## VenDime Acquires d Office Building

Auto. Cafeteria Idea Continues Growth,  
Plans One New Installation Each Month

NEW YORK, June 19.—The VenDime Corporation, pioneer creator of automatic cafeterias, acquired its juiciest plum—Manhattan office building, location which rolled up a gross three figures its first day of operation and topped that the second day.

The location is the M. Lowenstein firm, 43 Lenard Street, one of the nation's leading textile machine manufacturers, with 1,100 employees in a six-story building of 1,500 square feet of cafeteria space. Monday (7) was the first day of operation.

VenDime equipment is housed in a 26.5-foot Auto-Snak unit containing a four-column Juice Bar, a four-column Stoner pastry maker, a four-column Stoner sandwich unit, a seven-column Stoner candy unit, a five-selection Hebel ice cream machine, a coffee vender and a four-column Spacarb cup drink vender.

Other equipment includes a coffee milk vender which dispenses half pints of regular and chocolate milk, a seven-column coffee cigarette vender and a vending changemaker.

VenDime had two Juice Bars installed on location for two weeks before the cafeteria was ready for business. According to McClosky,

1,600 cans were vended the first week and 1,200 were sold in four days of the second week.

The cafeteria opens at 11 and stays open until 4:30 p.m. The three lunch shifts fill the 125 seats from 11 to 2 p.m., and company breaks are scheduled for the remainder of the afternoon, with the cafeteria on bounds during breaks.

Oddly enough, McClosky reported that a third of the sandwiches were vended during break periods, with about 500 eating lunch at the cafeteria and another 500 visiting at break periods. That doesn't mean that 1,000 employees visited the cafeteria, though, as many attended for both lunch and break.

McClosky said the Lowenstein location is better than his two other stops combined (Franklin Stores and Lumberman's Mutual Building) in terms of actual and potential gross.

Storage is no problem at Lowenstein's. VenDime's policy is to maintain no storage facilities of its own, but use locations themselves as depots, shifting supplies from one location to another and having direct shipments made from the supplier to the location.

The area behind the Auto-Snak (Continued on page 113)

## ABCB DIRECTORS PROPOSE CHANGE IN ASSN. NAME

WASHINGTON, June 19.—American Bottlers of Carbonated Beverages may change its name to American Soft Drink Association at its November convention.

The move to substitute "carbonated beverages" with the more inclusive "soft drink" is an indication that non-carbonated soft drinks are becoming more important in the over-all industry.

The ABCB executive board voted to "sponsor and approve the change in name" and submit the proposed change at the annual meeting as a recommendation.

## Rowe Reports Production Up In Milk Units

NEW YORK, June 19.—A substantial rise in the production of both indoor and outdoor milk venders since January 1 was reported this week by Charles H. Brinkman, vice-president of the Rowe Corporation.

Brinkman said the increased demand for milk venders was due, in part, to the campaigns launched by Secretary of Agriculture Ezra T. Benson, New York Governor Dewey, and leading dairy association spokesmen to boost milk consumption.

**Milk Venders Increase**  
He added that an increasing number of milk dealers is getting into the automatic merchandising (Continued on page 118)

## REVERSE TWIST

## Locations Ask Cig Ops Add 1c Gum Mchs.

PORTLAND, Ore., June 19.—Location owners here are attempting to interest cigarette operators in the installation of gum venders, pointing to opportunities provided thru penny packing of cigarette packs.

Since 23 cents became the going price of vended cigarettes in most locations, penny packing has become the practice of most operators, leaving the customer with coins he might reasonably be expected to spend if a gum machine were convenient. The larger cig- (Continued on page 118)

## NATD to Hold National Sales Meeting Series

NEW YORK, June 19.—The National Association of Tobacco Distributors will launch a series of sales training seminars thruout the country in an effort to instruct salesmen how to operate effectively in the current competitive situation.

Joseph Kolodny, NATD managing director, said the shift to a buyer's market places additional emphasis on "a knowledge of merchandise, the manner in which it is presented, the approach to customers, and the relationship of the product to the general scheme of things."

Principal speakers have been drawn from the NATD Young Executives Division, representing firms connected with both the distribution and manufacturing of the hundreds of products marketed by 3,000 tobacco wholesalers to more than 1,300,000 retail stores.

**Wide Coverage**  
All facets of the tobacco distributors' sales operation will be covered, including the sale of ci- (Continued on page 118)

## Chain Locations, Candy Bar Vending NABV Meet Topics

2d Day Sessions to Include Cost  
Analysis, Equipment Financing

CHICAGO, June 19.—With the National Association of Bulk Vendors' annual convention and exhibit only three weeks away (July 9-11), the stage was being set this week for the second of two full days of business sessions and three days of exhibits at the Congress Hotel.

The NABV convention program committee has drawn up the list of subjects and speakers for the second business session Sunday (11).

Also announced were the exhibit hours for each of the three days, plus a pre-convention meeting Thursday (8) of special committees representing operators, distributors and manufacturers.

**Three Sessions**  
Sunday sessions, a half-hour each, will start at 10:30 a.m. with a panel discussion on "Candy Bar Vending." Panel leader and featured speaker has been chosen, but the committee had not received his confirmation at press time.

Roger Folz, Folz Vending, Inc., Ocean Side, N. Y., will pilot the second session. Subjects to be

explored: Single and multiple machine locations; getting new locations; progress with chain stores.

"How to Build Thru Equipment Financing" will be treated next. Sid Bloom, Oak Manufacturing Company, Los Angeles, will speak (Oak has instituted its own finance program for purchasers of its bulk vending equipment).

Final subject to be discussed, "A Complete Cost Analysis of Your Operation," by Alvin R. Kantor, head of Confection Specialties, Chicago, and a past president of NABV, will include data on cost of materials, labor (salary and/or incentive plan), location commissions, and cost of vehicles, insurance, storage, etc.

Following the business program, scheduled to be concluded at 12:30 p.m., will be the annual NABV luncheon. The new officers, elected for the 1954-'55 term at a Saturday session, will be installed.

**Exhibit Hours**  
Exhibit hours for the three days will be: Friday, 2:30 p.m. (Continued on page 114)

## Candy Sales Jump \$8 Million in 1953

Per Capita Volume Off Despite  
20 Million Pound Hike; Bars Climb

WASHINGTON, June 19.—Confectionery manufacturers in the U. S. sold an estimated 2,730,000,000 pounds of candy last year with manufacturers' sales value of \$1 billion, according to the annual Commerce Department survey issued this week by the Food Industries Division of the Business and Defense Services Administration. This represents an increase of 20,000,000 pounds over the 1952 volume and \$8,000,000 over the previous year's sales level.

Despite increase per capita, consumption was off a tenth of a pound in 1953 at 17.2 pounds per person.

The survey shows decreases in sales poundage of nickel and dime specialties last year. Decreases were also noted in sales poundage of dollar to \$1.49 package goods and bulk goods lines. Increases, however, were reported in sales poundage of bar goods, penny goods and all retail price lines of package goods with the exception of the \$1 to \$1.49 a pound package. The survey based these latter figures on product sales reported by identical firms in 1953 and the year before.

**Policy Changes**  
Changes in merchandising policy, reportedly linked to an improved market in grocery chains and a reduced market in drug

chains, were responsible for a heavy shift of some goods from the nickel and dime specialty market in 1952 to the market for package goods retailing in the 50-cent to 99-cent price class in 1953, Commerce Department said.

The survey revealed that industry gains last year were particularly (Continued on page 114)

## Ice Cooling Sold To Air Filter Co.

MORRISON, Ill., June 19.—Ice Cooling Appliance Corporation here, a subsidiary of City Products Corporation, Chicago, has been purchased by American Air Filter Company, Inc., Louisville.

Ice Cooling produced ice refrigerators, freezers, soft drink coolers and vending machine parts.

The 152,000 square foot plant and its equipment will be taken over by American Air Filter's Herman Nelson division, Moline, Ill., late this month after Ice Cooling completes current contracts.

Herman Nelson manufactures commercial heating and ventilating equipment.

## CHICAGO CIGARETTES

## Defer Vote on Plan To Lift Vender Ban

CHICAGO, June 19.—The fate of a proposal to license cigarette machines in non-public outlets in Chicago will not be known for another two weeks.

An amendment which would have partially ended Chicago's 16-year ban of cigarette venders was deferred on the council floor Wednesday (16); upon the motion of Ald. Nicholas Bohling, South Side Republican.

Earlier (The Billboard, June 19), the city's license committee had voted approval of the amendment. It was assumed that this approval would assure passage of the proposal at this week's council meeting until Bohling interposed his motion.

Council's next meeting is scheduled for June 30. The body is then expected to vote on the proposal and city hall observers are confident the amendment will be adopted.

If council does vote for the proposal, cigarette vending machines will be permitted to operate in industrial plants, office buildings and similar outlets where minors do not have access and where the machines are under some adult supervision.

Operators will pay a \$120 retail tobacco license for each outlet in which machines are placed. A \$5 registration fee for each machine will also be charged.

## Hawkeye Cig Mchs. Offered Locations

4 Models, 5 to 12 Columns, Marketed  
Under Fawn Engineering Corporation Title

DES MOINES, June 19.—Fawn Engineering Corporation here, headed by F. A. Wittern, entered the location sales picture this month with Hawkeye Novelty company's recently announced

## Colo. Op Cites Cig Theft Rise

DENVER, June 19.—Burglarizing of cigarette venders on location hit an all-time high during 1953, according to Stanley Singer, of National Cigarette Service, a major Colorado operation.

The total number of machines forced open and looted during the past year amounted to more than the total in the firm's history from 1937 to 1953, according to Singer.

line of manual cigarette venders.

Wittern is also president of Hawkeye Novelty. Fawn Engineering, 1754 E. Grand Avenue (the same address as Hawkeye), was chartered in April, 1949, to market varied Hawkeye products.

The Fawn direct sale campaign was launched with a drive for salesmen in a business opportunity publication. A full page advertisement cited "653,750 locations ready to pay (the salesman) up to \$70 a sale" (his commission on the most expensive model).

While prices of the four Hawkeye cigarette models were not announced, it was stressed that "the salesman's price per machine is as much as 50 per cent less than other location-sold cigarette machines. "Three sales a week nets (the salesman) over \$10,000 a year," the ad stated.

The cigarette machines are offered in 5, 7, 9 and 12-column models. All accommodate either (Continued on page 118)

## Unedea Reconditioning Program Moves Ahead

BROOKLYN, June 19.—Nathan Lochman and Harry Ebbin, partners in the Unedea Vending Service, are now reconditioning cup drink venders at the rate of five a week in their new 4,000-square-foot shop designed especially for that purpose.

A pattern of co-operation has been worked out between Spacarb, Inc., Stamford, Conn., vending machine manufacturer, and Unedea, whereby Unedea shop personnel are trained by Al Panuzzo, Spacarb field engineer. Panuzzo has spent the last two months in the Unedea shop and is available for consultation work. Unedea men who have completed the factory training course are Raymond Gerowicz, Tom McCarthy and Sam Friedman.

**Paris Department**  
Reconditioning work is checked by Spacarb engineers and Unedea maintains a complete Spacarb parts department. The firm also distributes new Spacarb cup venders in the area, and sells Juice Bars, canned fruit drink venders. Right now Unedea is busy con-

verting the old Juice Bar, which vended flat-top cans, to a version which can vend the Cantrell-Cochrane cap-top carbonated beverage can. Unedea also distributes the Fred Hebel ice cream vender, for which Spacarb is national sales distributor.

Harry O'Brien, who formerly was a direct factory salesman for Spacarb, now sells the cup drink venders for Unedea.

**Pick-Up Service**  
Unedea has inaugurated a "call for and delivery" service for operators. When the operator has a vender which needs reconditioning or rebuilding, he notifies Unedea, lists specifications and colors, and a Unedea truck picks up the vender, services it and brings it back, usually within a week of the pick-up.

The service is designed to save the operator from tying up a truck and a man to transport the vender. Before venders are painted, old paint is removed all the way to the metal, and the necessary body work is performed.



**IN STOCK VICTOR'S**



**New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR**

**ORDER TODAY**  
**VEEDCO SALES CO.**  
 2124 Market St. Philadelphia 3, Pa.  
 Phone: LOcust 7-1448

# Form Tri-State Op Group For Maine, Vt. and N. H.

WEST FRANKLIN, N. H., June 19. — Formation of the Tri-State Venders' Association here was announced this week.

An operator group, with membership representing Vermont, Maine and New Hampshire, it was formed to "stress group buying and to serve as a liaison organization between the National Automatic Merchandising Association and operators in the three-State area," according to Secretary-Treasurer Herbert H. Gregory, of Lyndonville, Vt.

Over 20 operators attended the meeting, piloted by Gregory. A major share of the organizational ground work in forming the association was handled by New

Hampshire operator Clem Orr.

**Elect Officers**

Elected at the meeting were Douglas Hatfield, Peterborough, N. H., president; Harrison Packham, Bennington, Vt., vice-president; Gregory, secretary-treasurer, and the following directors: Adam Young, Nashua, N. H.; Arthur Johnson, Portsmouth, N. H.; Dick Springer, Windsor, Vt.; Lawrence Currier, Lyndonville, Vt.; Clarence Milton, Waterville, Me., and Frank Chelmers, Norway, Me.

Dues are \$10 per year, with an associate membership fee to be arranged at a meeting scheduled in Laconia, N. H., Saturday (19).

**Program Topics**

Subjects discussed at the group's first meeting included nickel and dime candy bars, ice cream operations, sanitary problems, location ownership, co-operative buying, king-size and filter-tip cigarettes and the buying of cigarettes direct.

In addition to the charter operator members, the Tri-State Venders' Association meeting was attended by the following guest speakers and visitors:


Bill McConnell, Automatic Merchandising Corporation; Ned Williams, Spacarb, Inc.; Bert Swift and Louis Howe, of Lily Tulip Cup Corporation; Ralph Littlefield, Stoner Manufacturing Corporation; Sid Lovett, Warren Seder, Ernest Baptista, of Coffee-Mat; Bill Curran, Schroeder Products, and a representative of Apco, Inc.

**Correction**

NEW YORK, June 19.—Due to a typographical error in the June 19 issue of The Billboard, Meyer Parkoff was incorrectly identified as head of the Runyon Sales. Barney Sugarman heads Runyon, while Parkoff is in charge at Atlantic-New York.

**NOW FITS CAPSULE . . .**

**Karl Guggenheim's MYSTIC ACTION MAZE**



**\$19.00** per thousand F.O.B. N. Y.

**ORDER FROM YOUR DISTRIBUTOR OR FROM . . .**

**Guggenheim**  
 33 UNION SQUARE - NEW YORK 3, N. Y.

## Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month . . . Without Cost!

This breezy little newspaper has made a big hit with operators the country over . . . not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

**Northwestern**



## Navy Okays Elite Kit for Cole Units

BALTIMORE, June 19.—The Vaire Company, distributor for the Elite Electronic Engineering Company, Chicago, reports that Elite radio interference reduction kits have been approved by the U. S. Navy Bureau of Ships for installation on venders on Navy land installations.

C. Shumaker, ships store division, Brooklyn, in a letter to Elite, said the kit is acceptable on the Cole Spa dispenser, Model CC, Type TM 600. Elite is also making radio reduction interference kits for other brand and type venders for Naval installations.

**Price Presents**

A Complete Line of . . .

**CAPSULE MERCHANDISE**



We boast of the strongest Capsule on the market—won't break—won't jam the machine!

- SOUND MAKERS
- GIMMICKS
- RINGS

AND MANY HOT ITEMS!

Also the most extensive CHARM line in the country.

**WRITE FOR PRICES!**

Don't miss our "Open House" at the N.A.B.V. Convention July 9-10-11

**PAUL A. PRICE CO.**  
 55 Leonard St., New York 13

Attention, operators in

**OHIO—IOWA—ILLINOIS—MINNESOTA**

Here is a genuine

**GOLDEN OPPORTUNITY**

an honest

**ONCE-IN-A-LIFETIME DEAL!**

In liquidating our own operations of penny weight scales we are practically **GIVING AWAY OUR LAST FOUR ROUTES!**

If one of these routes is in your territory then **GRAB IT . . .** because the price asked is **SO LOW IT'S PRACTICALLY A STEAL!**

We are the oldest and largest penny weighing machine business in the world! Now we are closing our routes! **This Opportunity Cannot Happen Again!**

**ACT NOW! THIS WHOLE DEAL IS SO REASONABLE THE ENTIRE NEGOTIATION CAN BE CLOSED BY MAIL! FIRST COME, FIRST SERVED!**

EVERY ROUTE IS COMPLETE—IN PERFECT WORKING ORDER—ON LOCATION NOW—MAKING BIG PROFITS RIGHT THIS MINUTE!

EACH ROUTE CONSISTS OF:

- In OHIO (Northern Part)—64 scales.
- In ILLINOIS (Central Part)—180 scales.
- In IOWA (Southeastern Part)—40 scales.
- In MINNESOTA (Northern Half)—104 scales.

**WRITE, WIRE or PHONE TODAY!**

**PEERLESS**  
 WEIGHING & VENDING MACHINE CORP.  
 42-02 11th Street, Long Island City 1, N. Y.  
 Phone: STillwell 4-1620



**ROCKET \$15.50 RING MIX** per M Complete!

No Marbles Needed—Nothing Extra to Buy

The Greatest Bargain in Vending History!

Here's what you get—

all ready for assembling:

1,000 assorted Rings—Funny Faces, Initials, Jewel Rings, Wild West, Zodiacs, Stamp Pads Rings, Magic Photo Rings, etc., etc. Never less than **FOUR DIFFERENT** Rings in a variety of finishes per mix. We change the make-up monthly, always something new.

1,000 special rainbow colored Capsules—eliminates the need for marbles. All this need for marbles, 1,000 Caps for Capsules, comes embossed with 40 different subjects and military insignia in a wide range of colors. Complete!

The Greatest Rocket Ring Mix Ever! At your Distributor Now or Order Direct.

**ABBEY PLASTICS CORP.**  
 3354 Nostrand Ave., Brooklyn 29, N.Y.

**CHAMP BALL GUM**

The Bubble Gum with the soft chew. Empties machines faster. No clogging.

**BE SURE** to attend the **N.A.B.V.** and visit **BALL GUM'S** display.

Write today for Prices and Information.

**BALL-GUM, INC.**  
 2610 W. 19th St. Chicago 8, Ill.

**VEND THE BEST**  
 Do not accept Substitutes

**GIVE TO DAMON RUNYON CANCER FUND**

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 12 & 16 Comb.	.....\$12
N.W. #39 16 Perc.	.....7
N.W. #39 16 Perc. B.G.	.....7
Master 16 Bulk Perc.	.....4
Master 16 Bulk Perc.	.....4
Master 16 & 16 Bulk Perc.	.....4
Columbus 16 Bulk	.....4
Silver King 12 B.G. or Mds.	.....7
Silver King 16	.....7
Exhibit Post Card (Metal)	.....13
Advance 2D 16 B.G.	.....13
Advance 211 Mds.	.....13

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	.....5
Pistachio Nuts, Vendor's Mix	.....5
Pistachio Nuts, Shell	.....5
Cashew Whole	.....5
Cashew Butts	.....5
Peanuts, Jumbo	.....5
Spanish	.....5
Mixed Nuts	.....5
Almonds, 480 ct., 5 lbs., vac. pk.	.....5
Baby Chicks	.....5
Rainbow Peanuts	.....5
Boston Baked Beans	.....5
Jelly Beans	.....5
Licorice Lozenges	.....5
M & M	.....5
Assorted Fruit Chunks, 100 ct.	.....5
Rain 16 Ball Gum, all sizes, 300 lbs., minimum. Prepaid, per lb.	.....5
Adams Gum, all flavors, 100 ct.	.....5
Wrigley's Gum, all flavors, 100 ct.	.....5
Beech-Nut, 100 ct.	.....5
Hershey's Chocolate, 200 ct.	.....5
Minimum Order, 25 Boxes Assorted.	.....5

Complete line of Parts, Supplies, Stand Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**

MOE MANDELL

446 W. 36th St. New York 18, N. Y.

LOngacre 4-6467

**Advance Candy Bar and Cracker Vender**

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin-detector. This machine has an adjustable hopper for handling many sizes of candy bar, cracker or goods in cartons. A flexible vender that will give you steady repeat sales 52 weeks in the year.

Standard Machine, 5¢ or 10¢ Coin Control.

Sample 2 to 11. \$19.30  
 \$24.10 12 to 49. 18.05

**ORDER TODAY**  
 1/3 dep., bal. C.O.D., F.O.B. N. Y.

**J. SCHOENBACH**  
 Distributor of Advance Vending Machines  
 1645 Bedford Ave., Brooklyn 25, N. Y.  
 PResident 2-2900

**AT BIG SAVINGS**

**BALL and VENDING GUMS**

New **LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL**

Bubble Ball Gum, 140-170 & 210 ct.	24¢ lb.
Clor-a-Vend Ball Gum, 140 & 210 ct.	40¢ lb.
Clor-a-Vend Chicks, 275 & 320 ct.	45¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	30¢ lb.

F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant - Newark 4, N. J.

**VICTOR'S TOPPER**

The World's finest bulk and charm vender.

100 or more \$12.00 each  
 Less than 100 \$12.50 each

Equipped with large globe.

Immediate Delivery on all Victor machines. Time Payment Plan Available.

**ROY TORR—LANSLOWNE, PA.**





# VICTOR'S Baby Grand Deluxe 5¢ CAPSULE VENDER

IMMEDIATE DELIVERY!

Less than 100 (packed 4 to case) ... **\$60.00** case  
100 or more ..... **\$57.00** case

Time-payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

**SPECIAL LIMITED TIME OFFER!**  
4 Baby Grand 5c Capsule Machines plus 1,000 asstd. baseball pennant capsules—**\$77.50** THIS AD MUST ACCOMPANY ORDER! Watch for our weekly specials!



### NEW ROCKET ITEM!

ROCKET RING MIX—4 different types of rings containing asstd. mystery capsules (eliminates marble)—\$15.50 per 1,000. Sorry, price for this item printed wrong last week.

### NEW SENSATION OF YEAR!

TOPSY TURVY MYSTERY SPINNER—contains a baseball or Put-N-Take Game—\$19.00 per 1,000.

### New Filled Capsule Items

Magic Photo Kit. Per 1,000... \$20.00  
Baseball Pennant. Per 1,000... 18.00  
Flicker Picture Key Chain. Per 1,000... 22.50  
Ass'd Wire Puzzles, Per 1,000... 17.50

### PIONEER VENDING SERVICE

590 Albany Ave., Brooklyn 3, N. Y.  
Phone: PResident 4-5358

## VenDime

Continued from page 111

serves as a storage area, with a freezer for reserve ice cream and stacking space for other items. McClosky figures he has room to store a three-month supply of candy, cookies, cups, sirup and coffee ingredients and a one-month supply of juices. Of course, sandwiches and pastry are delivered daily.

McClosky's concept of hiring an employee, generally a building or floor superintendent, to care for the cafeteria and equipment has undergone a slight modification.

Matronized service is the new policy. A mature woman in the employ of the location is selected and is assigned responsibility for the cleaning of the cafeteria and venders, filling of candy, pastry, ice cream and sandwich machines, and ordering of supplies when stock runs low. Coffee and drink machines are handled by either McClosky or Loeffler.

VenDime figures out with the location how much the operator will pay management for the employee's time, or else the employee is paid directly by VenDime.

Long-range plans, tho, include the use of two servicemen. One to trouble shoot for mechanical failures and move by subway; the other to shift supplies from one location depot to another via truck.

McClosky said the problem is not finding locations, but sifting location requests for installations and setting up cafeterias on schedule. Current plans are for a minimum of at least one new location a month.

By the end of June, VenDime expects to set up a cafeteria in a 30-story mid-Manhattan building, a location which figures to gross even more than Lowenstein. Several location requests have come from the Midwest, but, for the time being, VenDime will confine its activities to the New York area. Another large location—in Staten Island—is expected to be announced soon.

VenDime pays Lowenstein a flat commission on gross, but at least one of the pending deals calls for no location commission at all.

Women are an important factor in a VenDime location. McClosky figures women are more apt to eat in than are men. About 75 per cent of the Lowenstein employees are women.

In negotiating with a location, McClosky doesn't attempt to sell a vending service nor does he refer to venders. He emphasizes that an automatic cafeteria on the premises saves the firm money by cutting down on employee travel time to lunch counters, that the firm need not subsidize the cafeteria, and that employee relations are improved by the cafeteria. Commission is a minor point.

## LITTLE GETS MG FOR USING MATS NEAR VENDERS

NEW YORK, June 19.—Paul Little, who heads the sirup sales division of Pepsi-Cola, is the new owner of a British-made MG automobile, which he earned by his interest in vending. Little has installed rubber mats in front of Pepsi venders to keep the floor clean and to assure patrons of firm footing while they make their purchases. The Perfo Mat Company, exclusive distributors of the mats, awarded Little the automobile because they feel he has opened a new market for the product. Henceforth, Perfo will make a strong bid to sell the mats to vending operators.

## British Hair Oil Op Changes Name, Plans Expansion

LONDON, June 19.—Automatic Hair-Cream Vending Machines, Ltd., operator of Brylcreem venders, announced adoption of a new name this month: The Automatic Merchandising Company.

A. W. Chismon, managing director, stated that the name change would facilitate the extension of the firm's operation to other types of automatic merchandising equipment.

The operating firm is a division of County Laboratories, Ltd., which produces hair cream among its various products.

## Harris Gets PM Post in London

NEW YORK, June 19.—George Harris, Philip Morris & Company, Ltd., Inc., sales executive, sailed Tuesday (15) for London to assume new duties as joint managing director of Philip Morris, Ltd., British subsidiary of the parent company.

He will work with E. P. Slipner, managing director. Harris, a native of England, joined Philip Morris in 1938.

## Rowe-Corder Sells For \$16.50 to All

NEW YORK, June 19.—The Rowe-Corder story in the June 19 issue of The Billboard incorrectly said the units cost the operator \$125, plus \$10 for the first 40 records if he does not use the Lorillard message.

Actually, the \$125 is for a master record if he elects to use a message of his own choice. The \$10 is for the next 40 records. The Rowe-Corder costs the operator \$16.50, whether he uses the Lorillard message or not.

## Coke Enjoins Phila. Op

PHILADELPHIA, June 19.—A court decree enjoining Norman J. Kasser and his firm, Norman Automatic Vending Company here, from selling, delivering or vending cola drinks under the Coca-Cola label any beverage other than that made from Coca-Cola Sirup was filed in Federal Court recently.

## Benson Boosts Milk Vending At NARG Meet

WASHINGTON, June 19.—Agriculture Secretary Ezra Taft Benson gave coin-operated milk vending machines another strong boost this week (17) by urging members of National Association of Retail Grocers at a meeting here to install milk venders in every one of their grocery stores.

Stating that "three city families out of 10 consume less than a pint of milk per person per day," Benson declared: "I am firmly convinced that many people will drink more milk if we do just one simple thing—make it as readily available as soft drinks are."

The Agriculture secretary continued: "Until a few weeks ago there wasn't a single milk-dispensing machine in the Department of Agriculture building here in Washington. There still is none in most office buildings, apartment houses, factories, railroad stations, airports, and public places where soft drinks, cigarettes and chewing gum are for sale thru coin-operated dispensers."

"In fact," Benson added, "I would like to see in every grocery market a dispensing machine which would make milk available for consumption on the premises on the same basis as soft drinks. It is time for the dairy industry to adopt the aggressive merchandising tactics which have boomed sales of other popular beverages."

Benson concluded with a plea to everyone concerned with the food industry to "emphasize nutrition as the foundation stone of a physically strong, mentally alert America."

## Baltimore Showing For Stoner Line

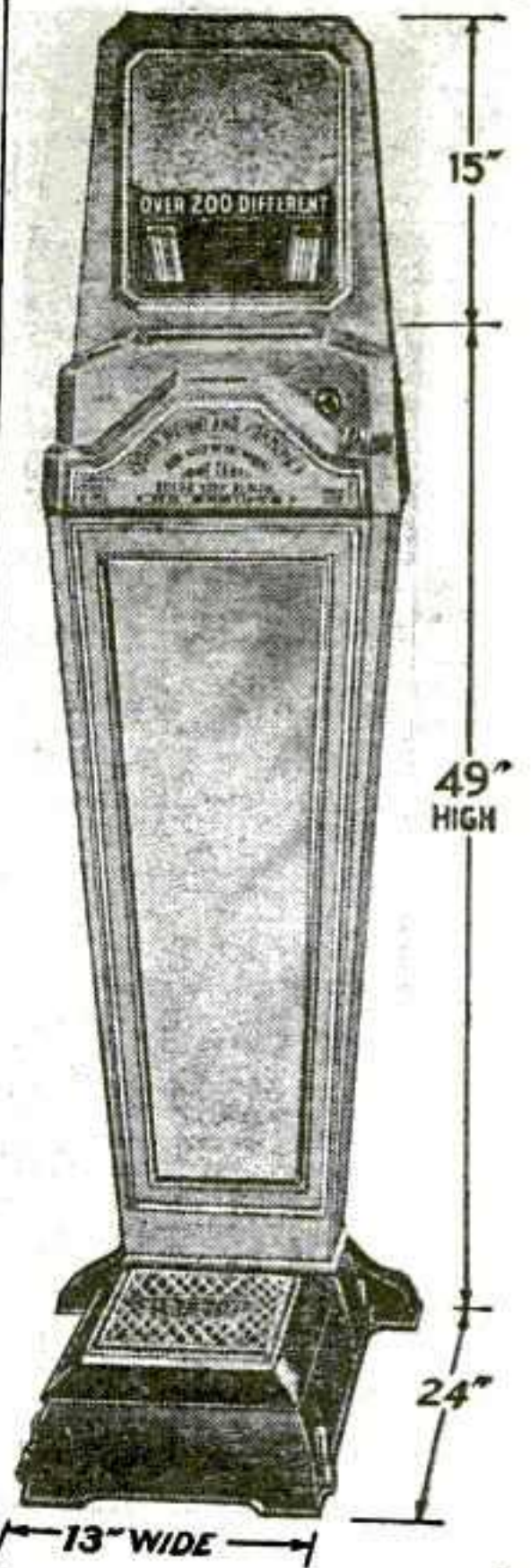
NEW YORK, June 19.—Operators from Maryland, Virginia, Delaware and the District of Columbia attended the Furst & Schwartz showing of the new Stoner coffee vender and the entire Stoner line at the Lord Baltimore Hotel, Baltimore, Saturday and Sunday (12-13). About 200 operators were present.

Bill Furst and Bill Schwartz hosted the showing at the Ben Franklin Hotel.

## 32 New Pepsi Plants in '54

NEW YORK, June 19.—Pepsi-Cola Company has scheduled 32 new plants for the U. S. and 17 others in foreign countries this year.

Alfred N. Steele, president, stated that earnings for the second 1954 quarter were expected to be five times as great as net income for the first quarter: \$580,000.



WEIGHT 165 LBS.

**\$25 DOWN**  
Balance \$10 Monthly  
400 DE LUXE  
PENNY FORTUNE SCALE  
NO SPRINGS  
Invented and made only by

## WATLING

Manufacturing Company  
1650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

### ATTENTION, DISTRIBUTORS!

We have Magic Photos for insertion in your Capsules. The latest craze—a complete Magic Photo Developing Kit in a Capsule. Write—Phone—Wire for Details.  
**Abbey Plastics Corp.**  
3354 Nostrand Ave., Brooklyn, N. Y.

## Silver Quarter Operation—King Size Included

HERE ARE THE MOST SENSATIONAL BUYS OF FACTORY OVERHAULED AND REBUILT CIGARETTE MACHINES EVER OFFERED!



**ROWE ROYAL**  
8 Cols.  
320 Cap.  
**\$95.00**



**DUGRENIER CHAMPION**  
9 Cols.  
420 Cap.  
**\$97.50**



**UNEEDA**  
MODEL 500  
9 Cols.  
350 Cap.  
**\$95.00**

SODA and COFFEE MACHINES  
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.  
WRITE FOR INFORMATION.

Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting  
All Equipment Unconditionally Guaranteed. Trade Prices.  
1/3 Deposit, Balance C.O.D.

## UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"  
NEW RECONDITIONED LIKE NEW  
250 Macerole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

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 Street  
Cincinnati, Ohio

## SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING  
Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable. Formerly Guaranteed.

2 Col. Vendor (as illustrated) **\$24.50 ea.**  
3 Col. Vendor **\$32.50 ea.**

STAMP FOLDERS Very Low Prices  
1/3 With Order, Balance C.O.D.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

There's a **SMALL FORTUNE** in it... for You!

## PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1... Fortune and Weight

★ Fully Automatic & Patented

★ No Knobs, No Handles, No Trouble

Yours for Only

**\$25 DEPOSIT**

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

## AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

Attached find check for \$25 payment on one model 403 scale. Ship at once.  
 Please send further details immediately.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





# VICTOR CHARMS

for  
**CAPSULE-ROCKET**  
and  
**BULK VENDING**



## VICTOR 'Snap-Spin' Top

in 4 brilliant colors—red, yellow, green and blue. Can be spun with a cord or by snap of the finger.



## The VICTOR Puzzle Series

4 brightly plated items... the "Twisty"—"Question Puzzle"—"Tangle Twisty" and "Tango Link" Puzzle.

Our charms are all suitable for 5c Capsule, Rocket and Bulk Vending.

Our line of charms will be rapidly expanded to include many new and exclusive items.

Keep in constant contact with your VICTOR distributor for new and outstanding items... as well as our complete line of VICTOR vendors.

## VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

## Chain Locations

to 10 p.m.; Saturday, 11:30 a.m. to 10 p.m.; Sunday, 2:30 p.m. to 10 p.m.  
The special Thursday meeting of the three committees has been scheduled in an effort to solve methods of distribution and coordination between the three groups: Leonard Quinn, Confection Products Company, Columbus, O., chairman of the operators' committee; Tom King, King & Company, Chicago, heading the distributors' committee, and Robert Guggenheim, Karl Guggenheim, Inc., New York, the manufacturers' committee.  
Following an initial meeting separately, the committees will hold a second meeting together. Findings and suggestions as a result of the two sessions will be presented for action at the NABV board of directors meeting at 10 a.m. Friday (9).

## Candy Sales

larly apparent in sales of non-chocolate bar lines, in package goods retailing for less than 50 cents per pound and in penny goods. The only bar goods line to show increased dollar volume along with increased poundage sales was the non-chocolate type.  
Commerce Department announced that it expects to publish the complete report on 1953 confectionery sales and distribution at an early date. The report will include State sales, raw material data, return goods, foreign trade and other material lacking in the current report.  
The survey estimates were made on the basis of reports from firms comprising 70 per cent of the industry and representing 74 per cent of all the confectionery produced in the nation.  
The record consumption was in the war year of 1944 when the manufacturers sold 2,804,000,000 pounds of candy with per capita consumption at an all-time high of 20.5 pounds.

## PM Declares Dividend

NEW YORK, June 19.—A regular quarterly dividend of 75 cents was declared this week by the board of directors of Philip Morris & Company, Ltd., Inc.

# THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

	Issue of June 19	Issue of June 12	Issue of June 5	Issue of May 29
Acorn Tab Gum (10 col.)....	\$21.95	\$21.95	\$21.95	\$21.95
Adams Gum Vender (6 col.)...	17.25	17.25	17.25	17.25
Advance Model D Ball Gum...	6.45	6.45	6.45	6.45
Advance No. 11 Mds...	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c....	8.50	8.50	8.50	8.50
Ajax 5c Hot Nut Vendor....	125.00	125.00	125.00	125.00
Ajax (8 col.).....				
25c Ball Point Pen Vendor..	49.50	49.50	49.50	49.50
C-8 Electros .....	135.00	135.00	135.00	135.00
Columbus 1c.....	6.50	6.50	6.50	6.50
DuGrenier Champion (9 col.)	97.50		65.00	
DuGrenier (5 col.).....	65.00	65.00	80.00	
DuGrenier, Model S (7 col.)..	95.00	125.00	95.00	125.00
DuGrenier Model W (9 col.)..			90.00	95.00
Eastern Electric (8 col.)...	160.00		15.00	15.00
Exhibit Card Vendor, 1c....	15.00	15.00	15.00	15.00
Foot Ease .....	129.50(late)	75.00 95.00	75.00	75.00
Hawkeye Hot Popcorn.....	55.00	55.00	55.00	55.00
Hershey 1c (2 col.).....	6.50	6.50	6.50	6.50
Keeney Electric (9 col.)....	150.00	150.00	150.00	150.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Master 1c & 5c.....	6.95	6.95	6.95	6.95
Master 1c.....	6.50	6.50	6.50	6.50
Master 5c.....	6.50	6.50	6.50	6.50
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Tab Gum.....	27.50	27.50	27.50	27.50
National 930 .....	130.00	130.00	130.00	130.00
National 950 .....	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	17.35	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
Pop Corn Sex.....	49.50 65.00	49.50 65.00	49.50 65.00	49.50 65.00
Pop-N-Hot Popcorn.....	65.00	65.00	65.00	65.00
25c Razor Blade.....	19.50	19.50	19.50	19.50
Rowe Crusader (10 col.)....				155.00
Rowe Diplomat Electric (8 col.).....	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)....	155.00	155.00	155.00	155.00
Rowe President (8 col.)....	155.00	155.00	155.00	155.00
Rowe President (10 col.)....				155.00
Rowe Royal (8 col.).....	85.00 95.00	85.00 100.00	85.00 110.00	85.00 100.00
Rowe Royal (10 col.).....		110.00	110.00	110.00
Rowe Royal (9 col.).....	100.00	100.00	100.00	100.00
Silver King, 1c Bulk.....	8.50	8.50	8.50	8.50
Silver King, 5c Bulk.....	8.50	8.50	8.50	8.50
Silver King.....	13.95	13.95	8.50 13.95	8.50 13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut.....	29.95	29.95	29.95	29.95
Smoke Shop Lo-Boy.....	249.50	249.50	249.50	249.50
Uneda Candy.....			62.50	
Uneda Challenger (8 col.)....	110.00	110.00	110.00	110.00
Uneda Model E (6 col.)....	50.00	50.00	50.00	50.00
Uneda Model A (9 col.)....	90.00	90.00	90.00	90.00
Uneda Model 500 (9 col.)...	95.00 110.00	110.00	110.00	100.00 110.00
Unedapak Model 500 (9 col.).....	135.00	135.00	135.00	135.00
U-Select-It .....	49.50	49.50	49.50	49.50



We Have Newer



CHARMS!

NEW DESIGNS  
NEW IDEAS  
NEW FINISHES  
send 35¢ Complete Sample Kit  
National Sales Agents for ACORN CHARM VENDOR parts and accessories  
Be sure to attend the N.A.B.V. Show in the Congress Hotel, Chicago, Ill., July 9 to 11.  
**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

Both brand new—  
**METAL-PLATED GIMMICK-LIKE CHARMS**  
Series #4  
and  
**METAL-PLATED QUALITY CHARMS**  
Series #5  
Metal-Plated GIMMICK-LIKE CHARMS, Series #4, consists of 40 assorted New Charms—large enough to vend without a ball of gum.  
\$7.50 per 1,000 half copper half silver.  
Metal-Plated Charms, Series #5, consists of 40 assorted New Charms, bigger than our Series #4 and nicer.  
\$3.00 per 1,000 half copper half silver.  
F.O.B. Jamaica, N. Y.  
Or: At Your Distributor.  
IN with the NEW. There's always NEW BUSINESS—BETTER BUSINESS when there are NEW CHARMS in your machines.  
**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 2, L. I., N. Y.

## RECONDITIONED MACHINES

FOR LIMITED TIME ONLY!

★ We Carry a Complete Line of Capsule Vendors, Capsules, Charms, Etc., in Stock!

**POP CORN SEZ**  
Clean—Ready for Location—10c Mechanism  
\$49.50 EA.

**ATLAS 5c ALMOND TRAY VENDOR**  
Special Deal 1 Mach. & 5 lbs. of Almonds (700 count). \$10.95

**BINK'S "ZIPPER"**  
Fast, high score Bingo Counter Game.  
SPECIAL \$30.00 TRADE-IN ALLOWANCE  
... on your old counter amusement game. Ship in your old A.B.T. Targets, Kickers & Catchers, etc., prepaid, and we will allow you \$30.00 on the new Bink's "Zipper."  
\$79.50

**SILVER KING**  
1c or 5c Bulk completely reconditioned  
\$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

## RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

oak's  
DON'T DELAY ORDER NOW!  
**Rainbow**  
pulls the pennies  
Precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with vend tab gum, charm candies, Hersheys. Guaranteed mechanically.  
Convert your present Acorns to vend tab gum.  
Eastern Office  
**PENNY KING COMPANY**  
11411 Knightsbridge Ave., Culver City, California 2538 Mission Street • Pittsburgh 3, Pa.

## Ala. Puts 'Bee' On Mail Cig Buyers

MONTGOMERY, Ala., June 17.—"People who buy their cigarettes from out-of-state mail order firms had better be prepared to ante up the State's tax money," according to B. B. Atkins, chief of the Alabama tobacco tax division.  
Atkins explained that cigarette prices of mail order firms do not include State and local tobacco

taxes. He said the purchasers were liable for penalties ranging from \$25 to \$500, plus the amount of the tax due.  
"The State has been cracking down on buyers of such cigarettes for some time, but recently obtained detailed records on the purchases to enable it to act against violators more readily," Atkins pointed out.  
"A North Carolina firm was convicted in a Minnesota Federal Court of violating the Jenkins Act, which requires a shipper to furnish to a State all information on shipments to its residents."

**5c VICTOR 5c CAPSULE VENDOR**  
NOW Available for IMMEDIATE DELIVERY!  
Less than 100..... \$60.00 Case (Packed 4 to case)  
100 or more..... \$57.00 Case  
INTRODUCTORY OFFER  
4 Capsule Vendors plus 2000 Filled Capsules—1000 filled with rings, 1000 filled with key rings with \$99.99 key chain charms)..... \$100.00.  
2000 Capsules will return approximately \$100.00.  
All Victor Models available. Write for our complete merchandise and charm list, including charms for capsules.  
**BERNARD K. BITTERMAN**  
4709 East 27th Kansas City, Mo.  
Be sure and attend the NABV Convention at the Congress Hotel in Chicago, July 9, 10 and 11.

**5c VICTOR 5c CAPSULE VENDOR**  
NOW Available for IMMEDIATE DELIVERY!  
Less than 100..... \$60.00 Case (Packed 4 to case)  
100 or more..... \$57.00 Case  
INTRODUCTORY OFFER  
4 Capsule Vendors plus 2000 Filled Capsules—1000 filled with rings, 1000 filled with key rings with \$99.99 key chain charms)..... \$100.00.  
2000 Capsules will return approximately \$100.00.  
All Victor Models available. Write for our complete merchandise and charm list, including charms for capsules.  
**BERNARD K. BITTERMAN**  
4709 East 27th Kansas City, Mo.  
Be sure and attend the NABV Convention at the Congress Hotel in Chicago, July 9, 10 and 11.

ATTENTION, DISTRIBUTORS!  
We have Magic Photos for insertion in your Capsules. The latest craze—a complete Magic Photo Developing Kit in a Capsule. Write—Phone—Wire for Details.  
**Abbey Plastics Corp.**  
3354 Nostrand Ave., Brooklyn, N. Y.

Brand New!  
**Victor MODEL HMS**  
\$16.95 each  
Less than 100 \$14.50 each  
100 or more \$12.00 each  
Write for free 32 page catalog.  
**Parkway**  
Machine Corp.  
715 Ensor St. Baltimore, Md.



## Bally Unveils New Five-Ball Unit Hi-Fi

CHICAGO, June 19.—Distributors of Bally Manufacturing Company began operator showings this week of a new in-line five-ball game, Hi-Fi, with "bump action" which allows the player to skillfully jiggle the playfield electrically without tilting.

In a row near the top of the backglass are four arrow lights, a bump light and 10 number lights. The arrows flash for each coin deposited and advance toward the bump light. When the light advances to the fourth arrow the bump light goes on, along with a numeral from 4 to 10. With additional coins the number can be advanced to a maximum of 10, allowing up to 10 bumps a game.

With the bump light on, the player is able to press the electrically operated bump-button on either side of the cabinet to bump or jiggle the playfield in an attempt to guide the ball as desired. A floating rocker mechanism enables the playfield to move vertically back and forth.

### Bump Operation

The bump operation, according to Nelson, is quiet and smooth compared to the use of ball-flipping devices and other manually operated mechanisms. No matter where the ball is on the playfield, it is bounced back when the player presses a bump button, giving him the opportunity to correct the original shot.

The game also features corner scores, advancing scores, roll-overs, super-cards, select-a-spot, extra time and extra balls.

When a super-card is lit, three-in-line scores four-in-line, and corners score 200. Center card corners also score 200. By turning a knob the player is able to select numbers for in-line scores.

## Keeney Plans Coast Survey; Names Distrib

CHICAGO, June 19.—Plans for an operator-distributor survey of the West Coast was announced this week by J. H. Keeney & Company. Keeney also named a new distributor for three Western States.

Paul Huebsch, general sales manager, said that David A. Wallach, Los Angeles, was engaged to conduct a survey intended to keep the company abreast of the latest trends and developments at both the operating and distributing levels on the West Coast. Wallach has been active for many years in all phases of the coin machine industry.

The Minthorne Music Company, Los Angeles, was appointed to cover Southern California, Southern Nevada and Arizona for Keeney. The distributing company is owned by Jean Minthorne. Hank Tronick is general manager.

## Court Vacates Chi Pinball Injunction

Refers Case to Master-in-Chancery For Hearing and Recommendations

CHICAGO, June 19.—Superior Court Judge George M. Fisher Wednesday (16) vacated an earlier order for an injunction restraining the city from interfering with the operation of pinball games and referred the case to Master-in-Chancery William J. McGah for a hearing and a report on the law and facts involved.

The court stipulated the master's findings be submitted in 30 days.

The latest move in the case came as attorneys for the plaintiffs—Nels A. Nelson, Elmer Larson, James P. Garrity and Ray

## RIVERDALE PINS HIT BY \$100 FEE

RIVERDALE, N. J., June 19.—The Borough Council unanimously adopted an ordinance establishing a \$100 license fee for pinball machines, banning persons under 18 from playing them, and holding operators responsible for violations.

According to Mayor Robert Jones, the measure was designed to discourage pinball operations.

## Keeney Ships Bowler With Match Feature

CHICAGO, June 19.—J. H. Keeney & Company is shipping to its distributors Century Bowler, a new shuffle game with a match feature.

Century is the match version of the new Bikini Bowler (The Billboard, June 12). Scores for strikes, spares and blows vary with each frame, while balanced scoring keeps each player in the game to the finish. Values for strikes, spares and blows range from 30-20-10 to 300-200-100.

The match feature consists of a number to be matched and a diamond which flash on at the bottom of the backglass. Matching frames may be set at 3 or 10 and 3-4-or 5.

Both the Century and the Bikini models are six-player shuffles. They have a natural wood grain formica playfield and are available in a nine-foot playfield on an eight-foot cabinet, or an eight-foot playfield on a seven-foot cabinet.

## FIRST IN 15 YEARS

## Chi Firm Premieres New Coin Telescope

CHICAGO, June 19.—A new coin-operated telescope—reported to be the first new unit of its kind manufactured in 15 years—was announced by the American Lens & Photo Company.

It is the first coin-operated telescope produced by the company.

Called the Vista-Scope, the unit was designed for use in hotels, resorts, recreation parks, beaches, buildings and airports.

It consists of a 27-inch telescope with coated lenses, a locked-in coin

## Empire Exports 100 Games in Week

CHICAGO, June 19.—Empire Coin Machine Exchange reported this week three export orders totaling about 100 games were shipped to the Far East, Europe and North Africa.

Howard Freer, Empire, said that most of the games were pinballs, and that the large orders followed a temporary slack in the market.

Nicholei, coin machine operators—appeared to present the formal restraining order as directed by the court.

Judge Fisher had granted the city until Wednesday to be prepared to file appeal or submit an answer to an amended complaint (The Billboard, June 19).

Judge Fisher's order vacating his previous ruling followed a motion by Corporation Counsel John J. Mortimer for permission to file an answer. The order read:

"On motion of the defendants, it is ordered that the previous order (Continued on page 116)

## 1953 U. S. Coin Game Taxes Hit \$16,504,633; Down 12%

WASHINGTON, June 19.—New York is the top State in the nation in number of amusement game locations while Nevada leads in the amount of federal taxes paid on coin-operated amusement games and gaming devices, according to the final 1953 tables of the Internal Revenue Service.

The agency's breakdown by States only gives the number of tax stamps sold for amusement game and gaming device locations and the total paid in taxes. Since a single stamp may cover from one to ten or more machines, the figures provide only a rough yardstick for the actual number of devices in an State.

For New York the Internal Revenue Service lists 29,732

stamps purchased during the 1953 fiscal year to cover machines subject to the \$10 amusement device tax. Close behind were Pennsylvania, 26,821; California, 26,607; Illinois, 25,449; Ohio, 22,394; Texas, 18,555, and New Jersey, 14,116.

In stamps covering machines subject to the \$250 tax, Washington led with 2,562. Trailing were Louisiana, 2,172; Maryland (including the District of Columbia), 1,853; Illinois, 1,444; Nevada, 1,290; Pennsylvania, 1,284, and California, 821.

The top seven States in federal taxes paid on coin-operated amusement and gaming devices were headed by Nevada which paid \$2,206,545; followed by Penn-

sylvania, \$1,604,041; Washington, \$1,317,502; Illinois, \$1,259,016; Maryland (including the District of Columbia), \$1,251,171; Idaho, \$1,041,576, and Louisiana, \$1,018,001.

The national total in taxes paid was \$16,504,633, a drop of over two (Continued on page 117)

## Genco Ships Moving Target Rifle Gallery

CHICAGO, June 19.—Genco Manufacturing and Sales Company is shipping its distributors a new Rifle Gallery with two rows of stationary and two rows of moving targets, Ralph Sheffield, sales manager, announced this week.

A 22-caliber Savage rifle operates on an electrical contact principle giving the player 20 shots for 10 cents. Targets are seven turkeys, seven bulls-eyes, and a moving row of six rabbits. A customer who scores a certain number of points gets five bonus shots at a moving row of five ducks, all reflected by a mirror which gives depth to the field. The point total necessary for the bonus shots is adjustable.

The Rifle Gallery features advance scoring, with single, double, triple and quadruple scores made on successive groups of shots. Every fifth shot scores 10 points, with the four shots in between counting 1, 2, 3, and 4 points each, in order. Five bonus shots at the moving ducks score 10 points apiece.

Scores are rated on a scoreboard which flashes expert, sharpshooter, marksman or rifleman ratings. The expert rating entitles the player to shoot at the five moving ducks.

Optional use of match number and perfect score features can be made by the operator to give the player a replay for matching his score with a number appearing at the end of the game or for registering a perfect score of 130 points.

According to Sheffield, the operator is able to control scoring with four different stylus points supplied with each game. The gallery is servicable from the front and the back, and the new contact system cuts down on dirt and malfunction.

The gallery weighs 350 pounds, crated, and is 34 by 45 by 76 inches, crated size. It is reportedly equipped with the largest target picture of any gun game on the market.

The rifle may be fired one shot at a time, or the trigger may be held back to fire automatically.

## Rule Mayor, Council Have Sole Pin Authority

SOMERVILLE, Mass., June 19.—In a test case here, it was ruled that Somerville's mayor and aldermen, not its licensing board, hold authority to prohibit or allow pinball machines to be operated in the city. Judge Daniel D. O'Brien made the ruling in Middlesex Probate Court.

## Garfield, N. J., Ruling Shuts Town to Ops

\$1,000 to Operate, \$1 Per Unit, Assures Only Coinman in City of No Competition

GARFIELD, N. J., June 19.—A recent ordinance passed by the city council of this Northeast New Jersey community of 30,000 virtually makes it impossible for any game or vending operator—other than the one currently doing business there—to set up shop, although music operators may ply their trade without excessive restrictions.

In short, the ordinance says this: It will cost any operator of

games or vending machines \$1,000 to operate in the community, with an additional tab of \$1 a year a machine.

An operator who is already established can afford to pay the \$1,000 if he has enough coin units on location so that the per-unit cost is fairly low. However, it is doubtful if any operator will try to crack Garfield if it costs him \$1,001 for his first coin machine.

### The Law Says . . .

Section 4 (b), which applies to coinmen, reads: "The annual operator's license fee for any machines or devices commonly known as ballyhole (sic) machines, cigarette vending machines, or any other mechanical devices operated as a game of skill shall be one thousand (\$1,000) dollars."

Such license fee shall entitle the operator to place as many of the above-mentioned machines in the City of Garfield as he has locations for: provided, however, that there shall be an additional fee of one (\$1) dollar for each said machine or device, which shall be evidenced by a stamp procured from the chief of police (Continued on page 120)

## New Williams Div. Names Sales Firms

CHICAGO, June 19.—Verne LaSalle Company, Cleveland, and Esco, Inc., Dayton, O., have been named by the new Sealectric Division of the Williams Manufacturing Company, Chicago, as sales representatives in Cleveland, Northern Ohio, and Northwestern Pennsylvania and in Central Ohio and the Wright Air Development Center respectively.

The Sealectric Division was recently formed to produce relays, circuit breakers and hermetically sealed electrical controls.

Ford Sebastian, previously executive vice-president of the Electro-Snap Switch & Manufacturing Company, is vice-president and general manager of the new division.

## D. Ruttenberg Resigns Post As CMI Council

CHICAGO, June 19.—Dudley C. Ruttenberg, long-time counsel of Coin Machine Institute, Inc., has resigned and closed his office at 134 North La Salle Street.

Coin Machine Institute, successor to Coin Machine Industries, has been relatively inactive in the past year. It held a convention and an exhibit of coin machines in February, 1952—the first it had held since 1949.

Ruttenberg joined CMI in October, 1947, as head of the association's newly created tax and legal department. In that capacity he established a sizable library of legal information on coin machines and was active in advising operators throughout the country.

## S. C. May Coin Tax Take

COLUMBIA, S. C., June 19.—State taxes on coin-operated devices for the month of May totaled \$4,919, an increase of \$1,389 over the \$3,530 collected in May, 1953, the South Carolina Tax Commission reported.

## Ore. Tavern Owners To Fight Pin Curb

Ops Await State Supreme Court Hearing on Portland Game Ruling

PORTLAND, Ore., June 19.—Possibility of further action by Portland tavern owners to retain pinball games in the city was indicated this week by a report in the Oregon Licensee, monthly publication of the Oregon Licensed Beverage Association.

The June issue advised its members the association may soon appeal for another hearing before the City Council and, if that fails

to produce results, to take the issue before the public under the initiative and referendum law.

Enforcement of a city ordinance banning games awaits only the settlement of litigation before the State Supreme Court, which recently upheld the city's right to prohibit free-play games.

The high court has granted a rehearing to Stanley G. Terry, (Continued on page 117)



Court Vacates

Continued from page 115

heretofore entered in this case on June 11, as follows:

... that plaintiffs are entitled to a preliminary injunction as prayed for in their amended complaint, and, it is further ordered that plaintiffs' restraining order be presented on June 16, be and is hereby stricken and vacated.

"It is further ordered that leave be and the same is hereby granted defendants to file instanter their answer to the amended complaint of the plaintiffs."

The case involves 1953 State legislation, which eliminated pinball games from consideration as gambling devices, and an old city ordinance which banned the games.

In an opinion handed down last week, Judge Fisher held that the 1953 legislation limited the power of cities and villages "to the right to tax or license, regulate or control, but not to prohibit" pinball games.

The city had contended that the enactment of the statutes were unconstitutional and that they did not repeal sections of the Illinois Revised Statutes of 1941 and sections of the Municipal Code.

KIDDIE RIDES (COIN-OPERATED)

METEOR LEADS THE FIELD! LARGEST ASST. OF MODELS—10 IN ALL! ALL STEEL CONSTRUCTION! NOW AT NEW LOW PRICES! MAIL THIS AD FOR DETAILS! METEOR MACHINE CORP. 75 W. 45th St., New York 36, N. Y. Phone: Circle 6-2241

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine names and prices across four issues: June 19, June 12, June 5, and May 29. Includes machines like ABC (United), Alr Way (Williams), Atlantic City (Bally), Basketball Champ, etc.

Main table of machine prices with columns for machine names and prices across four issues: June 19, June 12, June 5, and May 29. Includes machines like Dallas (Williams), Dealer (Williams), De-Icer (Williams), etc.

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.

Parts, Supplies & Services. DEALS PRINTED—YOUR COPY TO identify your vending machines or to advertise your service. Life-long details now available in small quantities. Catchy designs. Low cost. Samples and catalog free. Write today! Grand, 2906B 52nd, Kenosha, Wis.

CIGARETTE MACHINE, QUARTER OPERATION. Unused, latest model; Counter Model, \$22.50; U-Select-It, 73-Bar Candy Vender, \$37.50; 74-Bar, \$37.50; Mills 5-column Candy Machine, \$37.50; Stalier 9-column Cookie Machine, \$22.50; DuGreenier Cigarette, \$25; Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. JE 3

DUE TO PRESSURE OF OTHER INTERESTS this partnership will sell its coin-operated television route. Well secured locations; in operation one year; ideal for TV servicemen or for anyone interested in part time business. Cincinnati vicinity; first time offered. Will sacrifice for \$12,500.00. Terms can be arranged. Box M-87, Billboard Magazine, Cincinnati, Ohio.

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOeast 7-1448. JE 29

DOWNBY JOHNSON COIN COUNTER—Model 49 SC, like new, used only four weeks; has manufacturer's unconditional one year guarantee; sacrifice \$650; 1/3 with order; balance c.o.d. from Chicago. Auburn Distributing Co., 270 Doric Ave., Cranston O. R. I. JE 28

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with 6-tube coin radios and 8" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Corado, Inc., 194 Alton Ave., Patterson, New Jersey. JY 17

ROUTES FOR SALE. BALTIMORE ROUTE — INTELLIGENT price; juke box, game route. Will work with buyer for reasonable time. Box M-65, c/o Billboard, Cincinnati 22, Ohio.

MULTIPLE STAMP FOLDERS WITH ADVERTISING For Shipman, etc.; 100,000 for \$20. Order today! Flatto Mfg. Company, Box 5, Miami Beach 39, Florida.

Help Wanted. WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. JY 10

JUKE BOX GAME ROUTE — NORTHERN California; \$30,000, easy terms. Average take, \$3000 month; ill health forces sale. Write or wire. P. O. Box 531, Crescent City, Calif. JE 28

NINE PERFECT HOLLYCRANES. Complete with animals and gravel; ship anywhere with closed chute, \$150 each. Attention exporters; large quantity Keeney Super Bonus Bells, 5¢ or 25¢ play, \$85 each.

WANTED. Experienced. VENDING MACHINE SALESMAN. Non-competitive deal. Big commission. Prospects furnished if you can "show proof" of closing orders of \$600 and up. We supply best sales kit available and purchase orders for selling deal. Write fully. Box M-66, c/o Billboard, Cincinnati 22, Ohio.

PHONOGRAPH, BINGO, SHUFFLE ALLEY Route; 65 pieces; late phonographs; only operator in town of 8000 population; \$24,500 takes route, complete shop, parts, tools and two pickups six months old; last year's gross, \$28,000. Box M39, c/o Billboard, Cincinnati 22, Ohio. JE 29

DEL BARKHUFF COMPANY. 501 North 19 St., Las Vegas, Nev. Phone 6747.

WANTED—WESTERN MICHIGAN FIRST-class music and amplifier man. Must know all makes phones, remotes, etc.; top wages. Good chance for experienced; willing worker. Write Box M-62, c/o Billboard, Cincinnati 22, Ohio. JE 28

ARCADIE MACHINES—180 PENNY AND nickel type; Photomatic, Recorder. What do you need? Write for list and prices. Funland Arcade, 503 Market St., Pittsburgh 22, Pa. JE 29

Wanted to Buy. CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. JE 28

Firm Markets New Coin Mach. Paint. LOS ANGELES, June 19.—A new multi-colored coating for re-finishing coin machine equipment was announced by the Paramount Paint & Lacquer Company. Called Zolatone, the new coating is available in 42 basic colors from which different combinations of colors can be mixed. Thru a spray process, the coating gives a mottled effect, the base color spotted with several others. According to the manufacturer, a surface can be sprayed with two or more colors of the paint in a single coat, and altho the colors are intermixed, each color remains distinct. It can be applied with ordinary spray equipment, according to the manufacturer. The paint is said to be non-static—repelling dirt and grease particles—and is washable.



THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 5 columns: Machine Name, Issue of June 19, Issue of June 12, Issue of June 5, Issue of May 29. Lists various arcade games like Air Raider, Baseball, Basketball, etc.

1953 U. S. Coin

Continued from page 115

million dollars from the previous year, while a total of 365,991 stamps covering amusement devices and 15,073 stamps covering gaming devices were sold. All States except Maine, Delaware, Iowa and Nebraska were listed as buying stamps in both categories.

Low States for amusement game devices were Delaware, 657, and Vermont, 788. Low gaming device States aside from Maine, Delaware, Iowa and Nebraska were New Mexico, 1; Alabama, 1, and Colorado, 2.

Complete list of State follows. The listing shows number of stamps sold for amusement devices with the number of stamps sold for gaming devices in parenthesis, followed by the total tax paid on coin-operated amusement and gaming devices. Alabama, 2,670 (1) \$36,802; Arizona, 2,504 (34) \$64,523; Arkansas, 3,535 (73) \$101,621; California, 26,807 (821) \$646,145; Colorado, 3,422 (2) \$69,645; Connecticut, 5,097 (8) \$102,044; Delaware, 657 (0) \$11,255; Florida, 8,641; (30) \$143,738; Georgia, 4,898 (535) \$506,308; Idaho, 2,006 (808) \$1,041,576; Illinois, 25,449 (1,444) \$1,259,016; Indiana, 8,602 (47) \$710,993.

Iowa, 5,590 (0) \$89,383; Kansas, 5,871 (49) \$154,004; Kentucky, 5,714 (450) \$244,819; Louisiana, 9,236 (2,172) \$1,018,001; Maine, 1,968 (0) \$44,543; Maryland, including District of Columbia, 8,229 (1,853) \$1,251,171; Massachusetts, 7,766 (76) \$174,059; Michigan, 14,904 (14) \$225,629; Minnesota, 8,280 (22) \$169,500; Mississippi, 4,186 (183) \$115,104; Missouri, 12,139 (32) \$247,751; Montana, 2,638 (69) \$79,676; Nebraska, 3,302 (0) \$39,265; Nevada, 1,062 (1,290) \$2,206,545; New Hampshire, 1,347 (9) \$30,550; New Jersey, 14,146 (56) \$268,878; New Mexico, 2,065 (1) \$30,152; New York, 29,732 (16) \$529,668.

North Carolina, 3,730 (35) \$83,916; North Dakota, 1,833 (9) \$37,379; Ohio, 22,394 (31) \$403,173; Oklahoma, 3,535 (56) \$37,379; Oregon, 4,426 (221) \$235,324; Pennsylvania, 26,821 (1,184) \$1,604,041; Rhode Island, 1,992 (1) \$30,158; South Carolina, 3,303 (57) \$136,370; South Dakota, 1,779 (35) \$56,393; Tennessee, 6,523 (81) \$187,784; Texas, 18,555 (27) \$267,890; Utah, 1,304 (36) \$53,006; Vermont, 788 (5) \$12,988; Virginia, 6,301 (45) \$103,572; Washington, 6,056 (2,562) \$1,310,502; West Virginia, 6,170 (332) \$332,501; Wisconsin, 15,421 (3) \$300,831; Wyoming, 1,100 (67) \$66,737.

Ore. Tavern

Continued from page 115

Portland operator, in his challenge of legality of the city prohibitory ordinance (The Billboard, June 19).

In question is a 1951 city ordinance that has traced a tortuous legal course. But the city council has indicated enforcement of the ban against games will start as soon as, and if, the Supreme Court gives the green light.

Olba Influence

The report in The Licensee points up the community of interest between tavern owners and game operators, noting that the OLBA has made forceful appeals at city council hearings against removal of this important source of revenue. The OLBA indicates it is prepared to make even stronger appeals to the council should its right of game prohibition be upheld.

The tavern owners are deemed to carry considerable weight with public opinion. The industry is generally credited with a large share of the influence in the recall of City Commissioner J. E. Bennett a couple of years ago.

Recall petitions were successfully circulated after Bennett spearheaded a city council attempt to extract from tavern owners promises they would eliminate games as a price for receiving renewal of their tavern licenses. These promises were sought despite the lack of any judicial ruling that games were illegal.

In the three years the city ordinance has been in litigation, games have operated in Portland without payment of license fees and without city control. Game operators, however, are eager for city legislation that would stabilize operation and have expressed willingness to pay license fees higher than the \$20 per machine in effect before games were banned. In the meantime, the city is losing an estimated \$100,000 annual revenue from this source.

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 5 columns: Machine Name, Issue of June 19, Issue of June 12, Issue of June 5, Issue of May 29. Lists various shuffle games like Advance Bowler, Big League Bowler, Bonus Bowler, etc.



# Fabulous New Money Maker



Mutoscope's

# DRIVEMOBILE

Trademark—U.S. Patent 2,265,598

Thrilling Drive Yourself  
Road Test

Most exciting amusement machine introduced in years... now earning amazing profits on location. Appeal for both adults and children... tests skill, reflexes and grades performance. Is highly competitive and lots of fun too.

Driver sits behind real steering wheel, inserts coin, and he's on the road with a feeling of actual driving. Road swings in unpredictable fashion, scenery and cars sweep by. At end of one minute driver is rated from "creeper" to "wizard"



An Open Highway To SURE PROFITS

WIRE OR PHONE FOR DETAILS TODAY

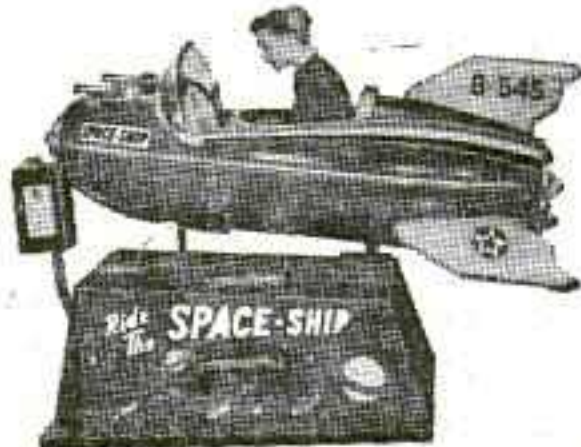
## INTERNATIONAL MUTOSCOPE CORP.

44-02 Eleventh Street, Long Island City 1, N. Y. Stillwell 4-3800

# THE BEAUTIFUL BALLY SPACE SHIP

IT DIVES!  
IT DIPS!  
IT ROLLS!  
IT SWINGS!

BIG PLAY PROFIT  
only \$395



- ATOMIC JET SPACE SHIP .....\$195
- MISS AMERICA BOAT ..... 295
- HOD ROD AUTOMOBILE ..... 195
- LEE MERRY-GO-ROUND ..... 575
- BURT LANE MERRY-GO-ROUND ..... 575

LEE MERRY-GO-ROUND ONLY \$625

We will accept your used horses and kiddie rides in trade!

ALL RIDES COMPLETELY RECONDITIONED

**REDD** DISTRIBUTING CO., INC.  
298 LINCOLN ST.  
ALLSTON 34, MASS.-AL 4-4040

Exclusive distributor for **AMI** BALLY-UNITED

# Headquarters for BEST BUYS in USED Bally GAMES

Just buy one, see why you pay a little more—and be glad you did! 1/2 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

HIGHEST PRICES PAID for used Bally In-Line Games

**Allan** SALES, INC.  
937 MARKET STREET  
WHEELING, WEST VIRGINIA  
PHONE: WHEELING 5472

Your ticket to **SALES RESULTS—** the advertising columns of **THE BILLBOARD!**

# COINMEN YOU KNOW

Continued from page 110

Haven, is recuperating from a recent virus infection, and wants the trade to know he appreciates the many cards received at his home.

Byron Athenian, of New London, has been delving into plumbing repairs as a hobby. Big Jim O'Connor, the Danielson operator, is spending his spare time hunting in the hills of Windham County.

Arthur Moss, Supreme Amusement, Bridgeport, has sold his route to Joe Friedman of Crystal Amusement.

## Detroit

Communications to:  
Hal Reves  
WOODWARD 2-1100

## Vending Company Declares Dividends

The Fred B. Prophet Company, major operators of industrial vending and caterers, has declared a cash dividend of 15 cents per share, payable July 2 to stockholders of record June 2. The firm recently took over the famed Concourse Cafeteria in the Fisher Building in the uptown business center, long considered one of the outstanding cafeteria operations of the country.

Raymond Rei is still active with a route of some 22 Panorams around the city, despite the disappearance of many of these machines since the advent of television. George Haskin, who formerly had an extended route of Panorams, is now projectionist at the big West Side Drive-In Theater.

Carl Angott, of Angott Music Distributors, was absent last week, on a tour thru Michigan. Accompanied by his out-of-State sales manager, John Bailey, he was visiting all of the company's operators thruout the State.

Ted DeHarde, who recently established his own shuffleboard refurbishing business in Marine City, is now passing out cigars. Mrs. DeHarde gave birth to a boy last week (Thursday).

Art Sauve, senior member of Sauve & Sons, coin machine operators on the West Side, just returned from a two-week absence. Dale Sauve has been handling operations while his father was in North Carolina attending to another business there.

Tom Butterfield, of Music Systems in the north section of the city, was among those enjoying the cocktail party given by Buhl Sons, local Columbia distributors, for two visiting record artists, Jerry Vale and Geri Adams, in town last week for guest appearances.

## Chicago

Communications to:  
Ken Knauf  
CENTRAL 6-8761

## Purveyor Co. Remodeling Bldg.

Herb Perkins, owner of Purveyor Distributing Company, which was hit by a \$25,000 fire June 3, announced that final adjustments with the insurance company had been made and the whole back end of the building would be rebuilt. Repairs will also be made to the front. Remodeling of the modern showroom and repair shop is expected to be completed in 30 to 60 days. Perkins is leaving on a business trip to the West Coast where he will visit San Francisco, San Diego, Los Angeles, Las Vegas and other cities.

Herb Jones, Bally Manufacturing Company vice-president, is planning a Florida trip soon. Jack Nelson, general sales manager, is proud of the new Bally five-ball, Hi-Fi.

Ralph Sheffield, Genco Manufacturing & Sales Company sales manager, is busy with Genco's new Rifle Gallery gun game.

Phil Levin, secretary of the Recorded Music Service Association, entered the hospital last Monday (14) for an appendectomy. The end of the week found him improving rapidly.

Art Weinand, Exhibit Supply vice-president, says that Herb Tekit, Arcade manager at River-view Amusement Park, reported one Exhibit Shooting Gallery

game took in \$10 in one day on 10-cent play. Art left Friday (18) for New York City, where he will attend the testimonial dinner for Mike Munves. He is flying both ways and taking the family along for a week's vacation.

Ted Rubenstein, Marvel Manufacturing Company, is in the middle of a combination business and vacation visit in Florida. The folks at the office want Ted to know that things are running smoothly.

Harry Salad, La Ru Novelty, called to say that he is working with Paul Golden at La Ru, and not with Dependable Music Com-

## Reverse Twist

Continued from page 111

arette operators, however, have remained cool toward the gum field, leaving this mostly in the hands of smaller firms.

D. A. Estey, head of Automatic Service, indicated his firm was not enthusiastic over the gum field altho the possibility had been given some thought. The firm operates few gum venders, has not sought to stress this phase of operation. This viewpoint typifies the thinking of many cigarette operators, who feel the small "change" volume of chicle does not warrant the additional servicing and equipment gum entails.

Gum operators who have been able to place equipment adjacent to cigarette venders have benefited from the penny change in the smokes. Not all locations, however, lend themselves to a side-by-side position for the two machines and possible additional revenue is thereby deemed lost.

## Rowe Reports

Continued from page 111

field. Active dairy participation in vending, he pointed out, has been stepped up since the firm produced its first weather-proofed outdoor unit early this year, thus opening up new markets for distribution at gas stations, parking lots, bus stops and suburban areas.

Brinkman feels that the recent installation of four Rowe milk machines in the Agriculture Department building, and the proposal by the chairman of the New York Milk Committee that milk venders be installed "to make milk fully available to workers in plants, offices, and to children in schools" have spurred vended milk sales.

## Hawkeye

Continued from page 111

regular or king-size packs. Finish is hammerloid gold, grey or grey with red doors.

Hawkeye started production on all but the 12-column unit last November (The Billboard, November 21). Per column capacity is 20 packs, thus giving machine capacities of 100, 140, 180 and 240 respectively.

At the time of the original announcement, Wittern told The Billboard that the 5-column model was priced at \$99.50 (\$129.50 with stand); other models, with stands, were priced at \$139.50 (7 column); \$169.50 (9 column) and \$195 (12 column).

Wittern is also president, secretary and treasurer of a third firm, Specialty Food, Inc. Chartered in November, 1950, latter distributes peanuts, popcorn and potato chips.

pany as was reported in this column last week.

Low Lewis, Merit Industries, believes the coin machine industry should have a public relations office and should conduct more shows as was done in past years. Lew specializes in placing amusement games on location in bowling alleys.

Bill De Selm was busy arguing last week with the United Manufacturing Company engineers, who wanted to see the White Sox game on TV. Bill was watching the Joe McCarthy show.

## New York

Communications to:  
Aaron Sternfield

PLaza 7-2800

## Expect Full House At Munves Dinner

A full house is expected for the coin machine division of the United Jewish Appeal's annual testimonial dinner—this year for Mike Munves—at the Hotel Commodore, Tuesday (22). Meyer Parkoff, Atlantic-New York, is in charge of the affair. Don Shapiro, local juke box operator, is vacationing at Lake Placid, N. Y. Lewis Kniskern, Pan-American Music, died recently. Joe Madden, Old Reliable Music, went to Albany, N. Y., on business last week.

Grady Richey, Bessemer, Ala., Keeney distributor, visited 10th Avenue this week. Barney Sugarman, Runyon Sales, has a Bally Moon ride and a Whip ride on the floor. Al Cole and Dick Cole, Cole Products, were in from Chicago last week to confer with Dave Stern and Bob Sliifer, Seacoast Distributors, on sales of the Cole cup drink vender. Sliifer said sales are moving right along.

Joe Hirsch, Manhattan Vending; Sid Slater, Doll Amusement, and Joe Barone are new members of the Coin Machine Employees' Union. Al Simon has the new Genco Shooting Gallery on the floor. Also, an air-conditioning unit has been installed for the comfort of employees and operators.

Irv Kempner, Runyon Sales, and his wife, Norma, went out on the town to celebrate Mrs. Kempner's birthday. Lou Wolberg, Runyon, witnessed the Charles-Marciano fight.

Sam Weiss, head salesman for Bob Jacobs' National Amusement Company, is busy visiting the trade in the New York Area. Nat Cohn, Riteway Sales, reports that a battery of 15 of his E-D Theaters are on location at Rockaways Playland and that 30,000 E-D pictures have been shipped to Al Adickes in Germany.

## NATD to Hold

Continued from page 111

gars, cigarettes and candy. Special emphasis will be placed on point-of-sale aids, customer relations and the role of the sales meeting.

Speakers will include Alvin J. Carr, Trenton Tobacco Company, Trenton, N. J.; Henry J. Phinney Jr., H. E. Shaw Company, Boston; Joseph M. Cahn, Philip Morris & Company; John Griffin, Joseph P. Manning Company, Boston; Julius R. Teich, Superior Displays, Inc., Boston; Russell Castaline, Brite Manufacturing Company, Providence; Harold Freeman, T. E. Brooks & Company, Red Lion, Pa., and Harden Goldstein, NATD associate director.

# Calendar for Coinmen

June 20-26—Play Your Juke Box Week, national public relations campaign.

June 21—Los Angeles division of the California Music Merchants' Association, membership drive meeting, Cartwheel Restaurant, Los Angeles.

June 21—Amusement Machine Operators' Association of Baltimore, bi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

June 28—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

June 29—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

July 9-11—National Association of Bulk Vendors, annual convention and exhibit, Congress Hotel, Chicago.

July 26—Executive board of directors of MOA, Morrison Hotel, Chicago.

August 1-5—National Candy Wholesalers' Association, Inc., annual convention, exhibit, Hotel Commodore, New York.



### Russell Leaves Dad Post, Joins Welch

CHICAGO, June 19.—Bill Russell resigned his post as sales manager of Dad's Root Beer Company's fountain flavor division this week to assume similar duties with Welch Grape Juice Company.

With Welch's institutional sales department under John O. Young Jr., Russell will also handle vending machine business.

Filling Russell's position at Dad's is Andy Sopko, assistant sales manager.

### BINGOS FOR SALE

Atlantic City . \$170	Dude Ranch . \$385
Beach Club . 375	Frolics . 185
Beauty . 285	Holiday . 75
Bright Light . 75	Lite-a-Line . 50
Bright Spot . 100	Palm Beach . 175
Coney Island . 110	Yacht Club . 250
Spot Life . \$90	

All games thoroughly reconditioned and ready for delivery. 1/3 deposit.

Purveyor Distributing Co.

4322-24 N. Western Ave., Chicago 16, Ill. Phone: JUniper 8-1814

**For Everything You Need in new and used equipment Write for Our Lists**

### DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

### BUY THE BEST

UNITED CLOVER SA . . . . .	\$315.00
UNITED ROYAL SA . . . . .	395.00
UNITED CASCADE SA . . . . .	295.00
KEENEY 10 PLAYER . . . . .	215.00
KEENEY 6 PLAYER . . . . .	195.00
WILLIAMS SPARK PLUG . . . . .	95.00
WORLD SERIES DELUXE . . . . .	125.00
EXHIBIT SILVER BULLETS . . . . .	125.00

### "BINGO GAMES"

PALM SPRINGS . . . . .	\$495.00
DUDE RANCH . . . . .	425.00
BRIGHT LIGHTS . . . . .	89.50
GENCO GOLD NUGGETS . . . . .	195.00
BINKS ZIPPERS, NEW . . . . .	79.50

Central Ohio Coin Machine Exchange  
825 S. HIGH ST. COLUMBUS, OHIO  
ADams 7254

### YEAR AHEAD OF SCHEDULE

## See Coffee Cost Dip As Supplies Improve

WASHINGTON, June 19.— In spite of earlier dire predictions to the contrary (The Billboard, April 24), the Agriculture Department has made a tongue-in-cheek observation that rising coffee prices may drop later this year, and are "almost sure to go down in 1955."

The department had maintained that it would be 1955 or 1956 before the coffee price trend begin to decline.

Reason for the new outlook on the price picture: the department's Foreign Agriculture Service, after another look at the world coffee situation, concluded the more hopeful cost trend would develop because:

1. The expected decrease of coffee production by Brazil (due to the frost-damaged crop) during the 1954-'55 crop year, which begins July 1, is expected to be

largely offset by increasing output in Columbia, Africa and other coffee producing areas.

2. The resulting bettered supply prospects will tend to influence prices a full year before the crop comes in, as coffee producers may decide to dip into their reserve stocks thus putting more coffee on the market.

Agriculture Department also revised upward its March estimate of 1953-'54 coffee production by about 400,000 bags to 40.7 million bags (almost as much as was produced during the preceding year).

This is based on a raise in original output estimates of Brazilian and Colombian production by some 200,000 bags to 8.3 million bags for the former and 6.9 million for the latter.

### SUPPLIES IN BRIEF

#### Frozen Juice

Frozen orange juice held in public cold storage warehouses reached 26,670,000 gallons in April this year, a jump of nearly 4,000,000 gallons over the previous months and 6,000,000 gallons more than was held in cold storage in April last year, according to the Agriculture Department. Other frozen fruit juices in cold storage in April totaled 12,800,000 gallons, up 200,000 gallons from the previous month.

#### Peanut Supply Off

The supply of commercial peanuts in off-farm positions at the end of April totaled 585,000,000 pounds, 10 per cent less than stocks a year ago and the lowest for the date since 1950, Agriculture Department reported.

#### Milk Prices Down

Widespread declines in fluid milk prices at both producer and consumer price levels took place in May, the Agriculture Marketing Service has reported. The average retail price for standard

milk in May was 22.2 cents per quart, down four-tenths of a cent from April and one-half cent lower than a year ago. Milk dealers' average buying price for Class I milk was \$4.63 per hundredweight, down 13 cents per hundredweight from April and 29 cents per hundredweight less than in May last year.

#### Sugar Supplies

Deliveries of sugar by primary distributors for U. S. consumption in April totaled 571,000 tons, down somewhat from the 591,000 tons delivered for consumption in April last year, according to Agriculture Department. This brought the sugar deliveries for the first four months this year to 2,448,000 tons compared to 2,589,000 tons in the same period last year. Stocks held by primary distributors on May 1, however, were 1,668,000 tons, up from the 1,350,000 tons held in stock on the same date last year.

#### Coffee Outlook Good

World coffee production is expected to be good next year, despite the 1953 frost damage which will cut the coffee output of Brazil, according to the Agriculture Department. Rising production in other countries now is expected to offset any drop in next year's Brazilian output. U. S. coffee imports this year will fall only 100,000 bags short of last year's figure instead of 300,000 bags estimated earlier, the agency reported.

#### Hart Sales Up 10% Over 1953

UNION CITY, N. J., June 19.— Leo Leary, sales manager for Hart Confections, ball gum manufacturer, reported that the firm's 1954 sales were running about 10 per cent ahead of last year at this time.

Leary said that New England, the Southeast and the Lower Midwest are considerably ahead of 1953 in ball gum vending sales. He said Texas and the Upper Midwest were "lagging slightly."

According to Leary, weather conditions are largely responsible for sales. He said capsule vending of merchandise would give operators a shot in the arm, but would not cut into bulk gum sales.

#### Dr. Little Named By Tobacco Group

NEW YORK, June 19.— The Tobacco Industry's Research Committee's Scientific Advisory Board this week named Dr. Clarence Cook Little, cancer scientist, as chairman. The committee includes all the major tobacco companies except Liggett & Myers, warehouse firms and wholesalers.

Dr. Little was formerly president of the American Association for Cancer Research, president of the University of Maine and president of the University of Michigan.

Some \$500,000 has been allocated by the industry to finance research on any projects the board may approve.

## OUR SPECIALTY IS GUNS

They work . . . they take top money . . . they maintain their value for years!

The Best of them all

IS

## Shooting Gallery



For Details... CONTACT YOUR LOCAL EXHIBIT DISTRIBUTOR OR THE FACTORY TODAY!

## EXHIBIT SUPPLY

4218 W. LAKE ST. VA 6-3100 CHICAGO

NOW SHOWING AT TRIMOUNT . . . THE MOST SENSATIONAL GUN EVER PRODUCED

## GENCO'S MOVING TARGET RIFLE GALLERY

NOW ON DISPLAY IN OUR SHOWROOM

Our 30th ANNIVERSARY 1924 1954

CALL, WRITE OR WIRE

Our 30th ANNIVERSARY 1924 1954

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS Tel. Liberty 7-9480

GIVE TO DAMON RUNYON CANCER FUND

## Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round  
Cockpit Swings Back and Forth, Up and Down

Age-age version of the oldest, greatest kiddie ride in history—the ever popular swing—Moon-Ride gets immediate attention on location, gets repeat riding day after day, month after month, gets biggest, steadiest profits ever earned in kiddie-ride field. Get your share of the Moon-Ride money! Get Moon-Ride on your location now!

**FLASHY EYE-APPEAL**  
Silver saucer, blue base, flashing lights, stars and comets whiz by cockpit.

**SPACE-GUN SOUND-EFFECTS**

**POSITIVELY SAFE**  
ADJUSTABLE RIDE-TIME

**ALL-METAL CONSTRUCTION**

**NATIONAL COIN-MECHANISM**  
10 OR 25 CENTS, 10, 20, 50, 100  
RETRACTABLE CASTERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

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.



Take the "FIRST" Step to Good Operating!



**BIGGEST Record-Smashing Money Maker in Over 50 Years!**  
**EXHIBIT'S NEW SHOOTING GALLERY**

A Realistic 3-Dimensional Shooting Gallery for Every Location!  
 • 25 Targets! • Bonus Scoring • Match Feature!  
 • Free Game Feature!  
 • Authentic Remington Rifle!  
 • Compact—2½x3½ ft.  
 Now Delivering!

**ARCADE**

"First-Conditioned"

**TARGET GUNS**

Genco NIGHT FIGHTER ..... \$295  
 Genco SKY GUNNER ..... Write  
 Ex. JET GUN ..... 175  
 Ex. GUN PATROL ..... 145  
 Ex. 4-SHOOTER ..... 145  
 Chicoin PISTOL PETE 85  
 RIFLE RANGE ..... 45  
 RAY GUN ..... 45  
 Seeb. CHICKEN SAM 65

Roovers METAL TYPER, Tape Model ..... \$250  
 Mills PUNCH, BAG ..... 189  
 Chicoin GOALEE ..... 75  
 ZINGO ..... 45  
 Ex. CARD VENDOR ..... 45  
 ART CHALLENGER ..... 19

**SHUFFLEBOARD CONVERSIONS**

4-WAY BOWL ..... \$125  
 BOWL, CHAMP ..... 45

**BINGO 5 BALLS**

NEW

Bally Hi-Fi United HAWAII

"First-Conditioned"

BALLY PALM SPRINGS ..... \$495  
 DUDE RANCH ..... 425  
 BEACH CLUB ..... 375  
 YACHT CLUB ..... 265  
 PALM BEACH ..... 195  
 FROLICS ..... 195  
 ATLANTIC CITY ..... 175  
 BRIGHT SPOT ..... 125  
 CONEY ISLAND ..... 125  
 BRIGHT LIGHTS ..... 95

WILLIAMS LONG BEACH ..... \$95

**VENDING**

KEENEY NEW DELUXE ELECTRIC CIGARETTE VENDOR  
 Easy to Service—Quicker Loading—Greater Profits.

**SHUFFLE GAMES**

NEW

Chicoin STARLITE C.C. SUPER FRAME

Bally VICTORY BOWLER CHAMPION BOWLER SPECIAL PRICE

"First-Conditioned"

UNITED

Regular Play

4 PLAYER ..... \$ 40  
 5 PLAYER ..... 50  
 DELUXE S.A. .... 125  
 SUPER ..... 169  
 SUPER 10TH FRAME 209  
 CASCADE ..... 225  
 OLYMPIC ..... 289

Match Play

STAR ..... \$175  
 STAR 10TH FRAME ..... 195  
 CLOVER ..... 255  
 CLASSIC ..... 315  
 IMPERIAL ..... 365  
 TEAM ..... 465

KEENEY

BIG LEAG. BOWL. \$ 69

6 PLAYER ..... 85  
 6 PLAY w/Form. .... 95  
 TEAM 10 PLAY ..... 175  
 CLUB 10 PLAY ..... 195  
 CARNIVAL ..... 225  
 DOMINO Match ..... 250  
 PACEMAKER ..... 325  
 BONUS Match ..... 395

CHICAGO COIN

6 PLAY HI SCORE ..... \$125

DOUBLE SCORE ..... 249

TRIPLE SCORE ..... 275

CROWN Match ..... 275

ADVANCE BOWL. .... 395

CRISS CROSS Match. 425

Chicago Coin

SUPER HOME RUN

With 3-Way "MATCH" and "FREE PLAY" Features! Ball flies into Grandstand for Extra Home Run!

Garfield, N. J.

Continued from page 115

and promptly displayed on such machine or device, or on the premises wherein such machine or device is located.

Operators are prohibited from placing machines within 200 feet of the property line of any church building or school.

**Stiff Penalties**

Penalties are pretty stiff: "Any person, firm or corporation or association violating this ordinance, upon conviction, shall be subject to a fine not to exceed two hundred (\$200) dollars or not exceeding ninety (90) days, or both, such fine or imprisonment, in the discretion of the court. Each day shall constitute a distinct and separate violation of the provisions of this ordinance and shall be punished accordingly."

Thus, any operator who had a cigarette vender or game on location for two weeks and failed to pay his \$1,001 for the privilege could face nearly four years in the big and a \$2,800 fine. It hardly seems worth it.

Section 11 of the ordinance proclaims that "The first operator's license hereunder is hereby issued and granted to Peter Ricciardi, t/a Ramco, of 300 MacArthur Avenue, Garfield, New Jersey, provided, however, that said Peter Ricciardi shall file the necessary application prior to the second and final reading of this ordinance."

The final reading has been performed, and the ordinance has been in effect for nearly a month. According to the Garfield City Clerk's office, Ricciardi holds the only license in the city.

**SHAFFER'S SUMMER SPECIALS**

SEEBURG

M-100-A  
 100 Selections  
 \$339.50

WURLITZER

1400 48 Sel. .... \$399.50  
 1250 48 Sel. .... 219.50

AMI

D-80 80 Sel. .... \$419.50  
 D-40 40 Sel. .... 369.50

Write for Illustrated Catalogue Of Other Late Model Phonographs

**Shaffer Music Co.**

Cincinnati, Ohio  
 1200 Walnut St.  
 MAIN 6310

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 849 N. High St.  
 KLondike 4614

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EXCLUSIVE SEEBURG DISTRIBUTORS

**FIRST** COIN MACHINE EXCHANGE  
 Joe Kline & Wally Finko  
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**WANTED BINGO MECHANIC**  
 GOOD PAY. NO DRIFTERS OR DRUNKS.  
 WRITE  
**THE BILLBOARD, BOX 742,**  
 188 W. Randolph, Chicago, Ill.

**PLAY YOUR JUKE BOX WEEK**  
 MUSIC YOU WANT WHEN YOU WANT IT

**B. D. LAZAR CO.**  
 Exclusive Rock-Ola Distributors  
 1635 Fifth Ave. Pittsburgh, Pa.

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

**NEW PROFIT HORIZONS WITH VISTA-SCOPE**  
 COIN-OPERATED TELESCOPE  
 Add this self-liquidating 20-power telescope to your present route of coin-operated equipment at little or no extra service costs. Vista-Scope is simple to maintain and brings a steady flow of profits day after day, year after year. Anyone can operate it. Anyone can set it up and look after it.

Ideal for all Outdoor Locations Where People Gather.

Specifications:  
 • 63" high  
 • Telescope 27" long  
 • Tilts 50 degrees down, 30 degrees up  
 • 3-minute timer  
 • 24" base diameter  
 • 135 lbs. net weight  
 • 10c coin chute  
 • Two-tone grey with red ladder  
 Write for FREE descriptive literature including complete details and price.

**AMERICAN LENS & PHOTO CO.** 5700 Northwest Highway Chicago 30, Ill.

**MUST VACATE BUILDING! SPECIAL SALE**

COLUMBIA DELUXE ..... \$125.00  
 COLUMBIA TWIN JACKPOT... 100.00

Play 1c, 5c, 10c and 25c  
 Limited Quantity—Rush!

**GROETCHEN BROIL-O-MATIC CO.**  
 120 No. Union Ave., Chicago 6, Illinois  
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**WURLITZER 1250 ..... \$265**  
**WURLITZER 1500 ..... \$595**

REFINISHED—RECONDITIONED LIKE NEW!  
 Terms: 1/3 Deposit, Bal. C.O.D.

**ATLAS MUSIC COMPANY**  
 2120 N. Western Ave., Chicago 47, Ill., U. S. A. ARmitage 6-5005

**EVANS' LATEST "CLUB MODEL" Saddle & Turf**

**GUARANTEED REPLAY AWARDS** every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.

**SINGLE COIN DROP (WITH SLUG REJECTOR)**

easily accessible on push button plate 5c or 10c play. High scores possible with single coin for top-play incentive.

As many as 7 players can deposit coins. Electric Replay Counter registers to 999.

COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

**IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!**  
**H. C. EVANS & CO.**  
 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**ELECTRIC SCOREBOARDS**  
 Overhead, 15-21 pts. Horsecollar, \$125 ea. 15-21-50 pts. Wall Model, 15-21 pts. and 15-21- \$95.00 ea. 50 pts. Monarch O.H. 15-21 pts. Recond. Score'd \$75.00  
 P.L.A.-POOL, New, Belgian Pool Game, \$275 packed. Q-BALL, Belgian Pool Games, recond. and re-finished. \$149.50 ea., packed.

**TICKETS**  
 2500 7-11 ..... \$1.15 bag  
 2170 R.W.&B. 1.00 bag

**SHUFFLEBOARDS**  
 22' NEW National Shuffleboard, with access, crated \$225.00  
 22' American Shuffleboard, re-finished top, new pucks, etc., crated ..... \$179.50  
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 Shuffleboard, Adj., set 12.00 Pucks (set of 8) ..... 12.00  
 Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

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 Tel: Dickens 2-3444

**PHONOGRAPH REPLACEMENT PLASTICS** for A.M.I., Wurlitzer, Rock-Ola, Seeburg Domes, 146-147-148.  
 9" King Size Plastic Half Pins for Fly-Away, 1 to 10, \$4.50 set.

**M & T ZIG-ZAG**  
 Conner Game ..... \$65.00

2-Faced Pucks, Ea. . . \$1.59  
 or S.D., F.O.B. Chicago.

**COBRA CARTRIDGES**  
 Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days

**ELECTRONIC INDUSTRIES**  
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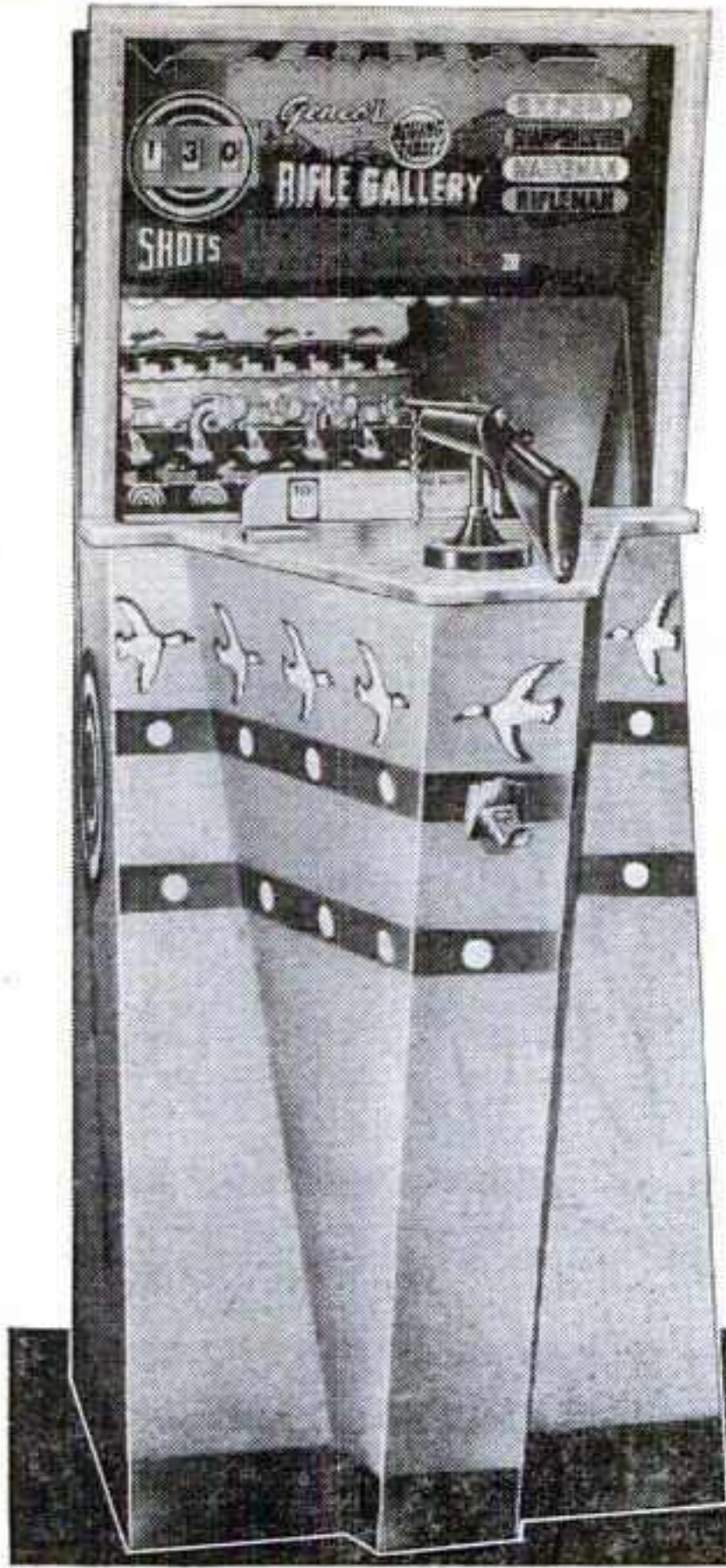
**WANT TO BUY! ZODI COIN OPERATED TYPEWRITER**  
 In good working order. Write—Wire—Phone  
**CONAT SALES COMPANY**  
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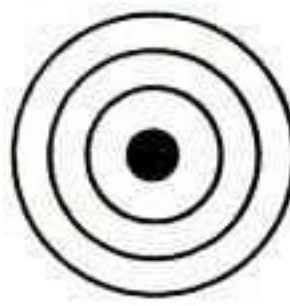
# HERE IT IS!!!...MOVING TARGETS!



## GENCO'S ALL-LOCATION RIFLE GALLERY



- FULL COLOR MOVING TARGETS DROP WHEN HIT!
- BRIGHTLY COLORED High-Lighted interior.
- GENUINE .22 cal. RIFLE with realistic gun flash, sound, and "kick"!
- PLUG ARRANGEMENT for optional Free-Play or Match Feature!



Special Bonus For "Expert" Rating An extra row of 5 Special Targets automatically "pops up" and gives player five extra shots!

### NEWEST, MOST EXCITING RIFLE GAME

Watch the ducks and rabbits move—just like a real arcade shooting gallery! 20 shots . . . 20 targets . . . 20 chances for thrilling, realistic action. Every hit actually *knocks down* a target. Total score on big multi-colored board lights up "Expert", "Sharpshooter", "Marksman", or "Rifleman" award. It's a real test of skill that produces plenty of fun and profit!

- Advance-type scoring with bonuses.
- Super-accurate swivel-action Rifle
- Easy access for servicing
- Compact: 6 ft. high, 43" deep, 30" wide

# GENCO

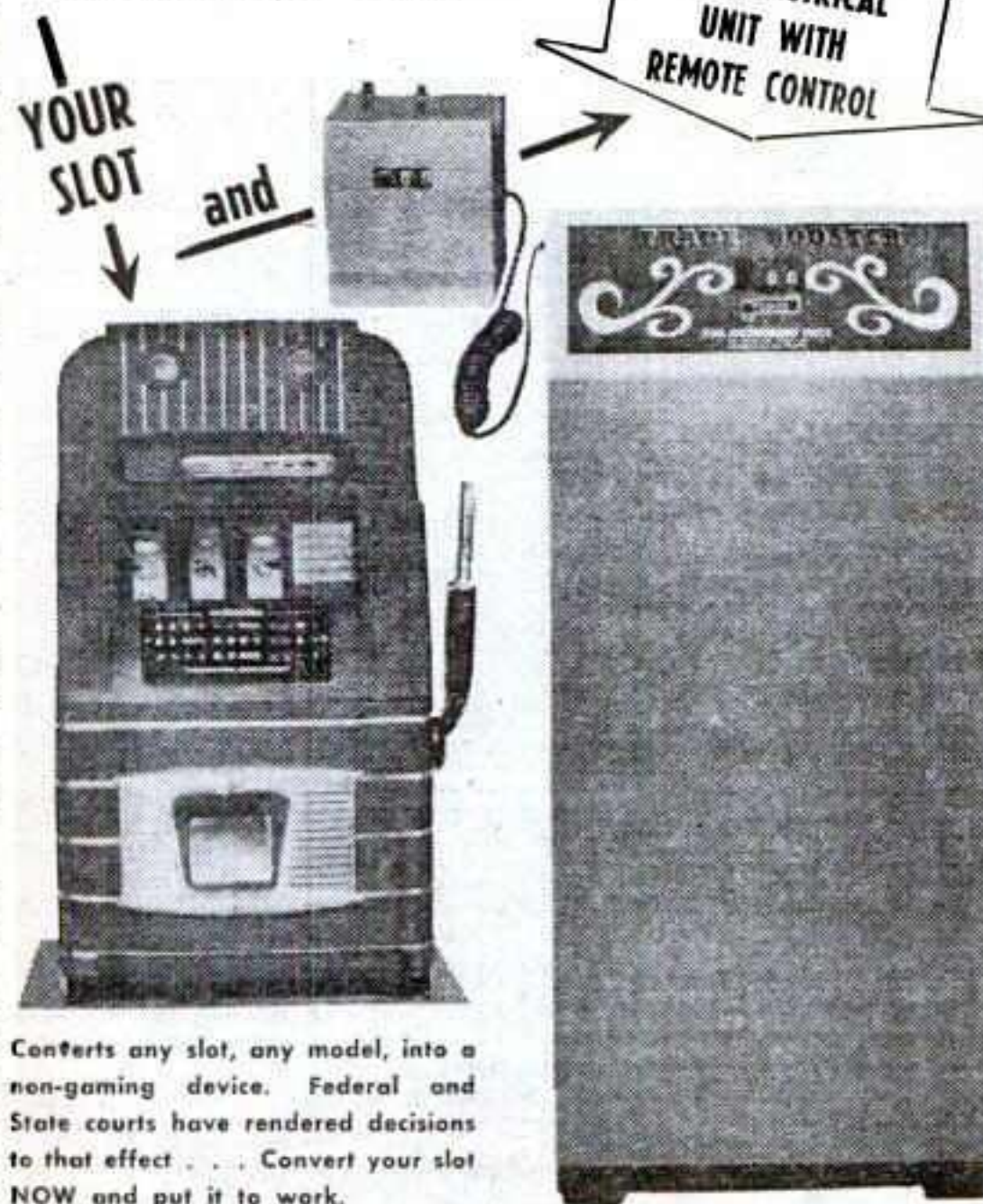
MFG. & SALES CO.

2621 North Ashland  
Chicago 14, Illinois

### TRADE BOOSTER CONVERSION UNIT

Will do a BIG job for you  
Terrific Player Action

OUR ELECTRICAL UNIT WITH REMOTE CONTROL



Confers any slot, any model, into a non-gaming device. Federal and State courts have rendered decisions to that effect . . . Convert your slot NOW and put it to work.

- LOCATION TESTED . . . MECHANICALLY PERFECT  
Sold on a Money-Back Guarantee
- COMPLETELY METERED FOR OPERATION PROTECTION

DISTRIBUTORS NEEDED IN A FEW STATES  
Phone, wire or come in. The personal contact will be worth the trip.

A PROVEN FINANCIAL SUCCESS . . . Excerpts from a few operators: "Your units giving 30% more net than my best games" . . . "Trade Booster does 40% more net business than any game on my locations" . . . and many other similar quotes.

## TAYLOR AND CO.

4848 W. 25TH STREET Phone: Bishop 2-3132 CHICAGO 50, ILLINOIS  
LARGEST SUPPLIERS OF EVERYTHING FOR THE CASINO

**SAVE MORE MONEY  
MAKE MORE MONEY**

Subscribe to *The Billboard* TODAY!

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#### -BINGOS-

UNITED HAWAII	Bright Spot	\$145
BALLY HI-FI	Coney Island	130
Palm Springs	Spot Lite	110
Dude Ranch	Bright Lights	95
Yacht Club	Circus	225
Beach Club	ABC	115
Beauty	Long Beach	95
Palm Beach	Mexico	Write
Frolics	Havana	465
Atlantic City	Rio	415
	Tropics	350
	Stars	150
	Bolero	125

GOTTLIEB	GENCO	
Flying High	Puddin' Head	\$54.50
Happy Days	Screwball	49.50
Hit 'n' Run	Floating Pwr.	49.50
4 Horsemen	Merry Widow	49.50
Joker	UNITED	
Knockout	Red Shoes	\$79.50
Double Deal	Utah	74.50
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Buffalo Bill	Monterrey	49.50
Just 21	Paradise	49.50
WILLIAMS	Rondevoo	49.50
Rag Mop	Star Dust	49.50
Dreamy	Summertime	49.50
Lucky Inning	EXHIBIT	
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Dallas	Be Bop	84.50
Virginia	Campus	84.50
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Dew-Wa-Ditty	CHICAGO COIN	
Saratoga	Thrill	\$49.50
Tennessee	Sally	49.50
Gizmo	Bermuda	49.50

#### VENDERS

ACORN VENDER, 1c or 5c	WRITE	
ACORN 10 COL. TAB GUM	\$21.95	
Mills & Col.	U Select It	\$49.50
Candy	N.W. Tab Gum	25.75
Mills Tab Gum	U-Pop-It	Write
25c Ball-Point Pen Vender	N.W. Stamp	69.00
Silver King	Kleenex 5c or 10c	49.50
25c Razor Blade	Smokeshop	249.50
N.W. 49, 1c, 5c 17.35	Lo-Boy	249.50
S.K. Hot Nut	Ajax 8 Col. Elec. Cigs., New	150.00

WANTED BINGOS  
Send List

### FACT!

Empire Reconditioned Equipment Is the FINEST!

#### ARCADE

GENCO RIFLE GALLERIES  
GENCO 2 PL. BASKET BALL AUTO-PHOTO  
PITCHING PRACTICE  
MIGHTY MIKE  
AIR FOOTBALL  
AIR HOCKEY  
SET SHOT BASKETBALL  
RITEWAY 3-D THEATRE  
CHI. 6 PL. HOME RUN  
EXH. SHOOTING GALLERY  
Photomatic, Late . . . \$650.00  
Voice-o-Graph . . . 525.00  
Midget Movies . . . 295.00  
Ev. Bat-a-Score . . . 250.00  
Ch. Basketball Champ 250.00  
Photomatic, Pre-War . . . 250.00  
Muto. Drivemobile . . . 195.00  
Shoot the Bear . . . 195.00  
Exh. Jet Gun . . . 195.00  
Telequiz & Film . . . 169.00  
Muto. Flying Saucer . . . 159.00  
Undersea Raider . . . 150.00  
Exh. Foot Ease, Late . . . 129.50  
Goalsee . . . 119.50  
Wms. Star Series . . . 109.50  
Chi. Pistol . . . 99.50  
Lite League . . . 99.50  
Exh. Dale Gun . . . 94.50  
Batting Practice . . . 89.50  
Mer. 13-Way Ath. Scale . . . 89.50  
Scientific Baseball . . . 79.50  
Flash Hockey . . . 75.00  
Wms. Quarterback . . . 75.00  
Exh. Hi-Ball . . . 75.00  
Heavy Hitter & Std. . . 69.50

#### SHUFFLE GAMES

UNITED RAINBOW S. A., HIGH SCORE  
UNITED ACE S. A., MATCH  
GENCO MATCH POOL  
GENCO 4 PLAYER SKEEBALL

United Imperial, Match Score	\$379.50
United Royal, High Score	359.50
United Classic, Match Score	299.50
United Olympic, High Score	279.50
United Clover, Match Score	279.50
United Cascade, High Score	259.50
United Star 10th Frame	219.50
United Super 10th Frame, 6 Pl.	199.50
United Star 6 Player	175.00
United Super 6 Player, S.A.	159.50
United De Luxe S.A., 6 Player	129.50
United 6 Player w/Formica, 7-10	119.50
United 5 Player w/Formica, 7-10	109.50
United 4 Player w/Formica, 7-10	99.50
Chicoin Bowling Alley w/Formica	59.50
Keeney 6-Player, Big Lighted Pins	89.50
Universal 18' Bowl-a-Matic	345.00
Genco Shuffle Pool	Write

#### EDELCO CONVERSION UNITS

- Double Score 10th Frame for United 4, 5, 6 Pl. & Chi. 6 Pl. \$49.50
- TOP HAT Conversion, makes a "CHIEF" out of your United Super and later models . . . 79.50

#### 2 NEW CHANGEMAKERS

CONTINENTAL 2 dimes, 1 nickel for 25c \$89.50	COINWAY 5 nickels for 25c 2 nickels for 10c \$69.50
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#### COUNTER GAMES

Art Show & Film	\$49.50	Turf Kings	\$109.50
ABT Challenger	75.00	Champion	89.50
Acme Shocker	24.50	Citation	79.50
Texas Leaguer	69.50	Gold Cup	59.50
Golf, 3-Way Grip	24.50	Special Entry	49.50
Pop-Up	24.50	Jockey Special	54.50
Binks Zipper	79.50		
Binks Whiz Bowler	69.50		

#### 1-BALLS

#### CIGARETTE VENDERS

FACTORY REBUILT, 25c. KING SIZE COLS.

Rowe President, 10 Col. or 8 Col.	\$155
National Model 950, 9 Col.	145
National 930, 9 Col.	130
Unedapak Model 500, 9 Col.	135
DuGrenier Model "W", 9 Col.	125

CLOSING OUT  
GENCO'S "400"  
\$69.50

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.  
**Empire Coin MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2800 CHICAGO 22, ILL.

#### SPECIAL!

Gold Cup	\$29.50
Citations	29.50
Photo Finish	29.50
Turf King	39.50
HOLLY CRANES—LATE MODELS	199.50
1/3 Deposit.	

BOYLE AMUSEMENT CO.  
522 N.W. 3rd St., Oklahoma City, Okla.  
Phone: REgent 4-5621

GIVE TO DAMON RUNYON CANCER FUND

#### HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS—WRITE

RECONDITIONED SHUFFLE GAMES	MISCELLANEOUS
Un. Leaders . . . \$425	Un. Olympic . . . \$265
Un. Imperials . . . 365	Un. Cascade . . . 245
Un. Classics . . . 295	Un. DeLuxe . . . 135
Un. Clover . . . 265	Kv. 6 Play Conv'n . . . 135
Un. Team . . . Write	Kv. 6 Play Shuff. . . 85
Un. League . . . Write	Ky. Diamond . . . Write
Gen. Shuffle Pool . . . Write	Chicoin Criss Cross . . . 415

QUICK DELIVERY—WRITE! Surf Club, Hi Fi, Exh. Shooting Gallery, United Ace Shuffle, United Rainbow Shuffle, Keeney Century, Bally Champion Bowl, Chicoin Starlite, Chicoin Home Run, Zig Zag, Gottlieb Dragonette.

CLAYT NEMEROFF • CHARLEY PIERI Write for Latest List.  
**Monarch Coin Machine, Inc.** 2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-2996-7-8









# Keeneys' CENTURY BOWLER

Supplies players with this sensationally popular feature that captures and holds the play!

## CHANGING VALUES AT THE START OF EVERY FRAME

Scoring values of Strikes—Spares—and Blows shuffle automatically after each frame on a mystery basis and range from 30—20—10 all the way to 300—200—100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.

## plus DIAMOND NUMBER MATCH FEATURE

PLEXIGLASS PROTECTED ROLLOVERS



Points are scored in various values indicated on the backglass in "matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3-4-or 5.

Flexibility OF PLAY MEETS EVERY LOCATION REQUIREMENT

Use the Changing Frame Values and different Matching Features to give players a change of pace!

SEE YOUR KEENEY DISTRIBUTOR NOW!

HAS EVERY NEW KEENEY SERVING FEATURE

CHANGING VALUES Exclusive with KEENEY

### THIS FRAME SCORES

X	/	BLOW
300	200	100
120	80	40
90	60	30
60	40	20
30	20	10

also Keeneys'

### BIKINI BOWLER

Identical to CENTURY BOWLER excepting it has no "Match" feature.



6 PLAYERS for BIGGER PROFITS

CHOICE TERRITORIES OPEN FOR DISTRIBUTORS!

9 foot Playfield on 8 foot Cabinet

8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD



### EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. IN NORTHERN OHIO

Now Delivering — HOMERUN BASEBALL GAME SUPER FRAME BOWLER CRISS CROSS MATCH BOWLER

SPRING CLEARANCE SALE ON ALL USED SHUFFLE ALLEYS. WE NEED THE ROOM. WHOLESALE PRICES

#### ONE BALLS

Bally Turf Kings, ea. \$45.00

#### PIN GAMES

Hay Burner } \$75.00 Ea.  
Sea Jockeys }  
Spark Plug }  
Jalopy }

#### BINGOS

ABC \$50.00  
Atlantic City 150.00  
Spot Lites 90.00  
Lite-O-Line 50.00  
Frolics 185.00  
Cabana, Like New 275.00  
Dude Ranch 425.00  
Palm Springs 495.00  
Leader 90.00  
Beach Clubs 385.00  
Beauty 325.00

#### NEW GAMES

Genco 2 Player  
Basketball Write  
Chicago Coin 6 Player  
HOME RUN Baseball Write

#### CHICAGO COIN

Chicago Coin Super Frame Bowler Write  
Chicago Coin Starlite Bowler Write  
Chicago Coin Round the World Trainer Write  
Binks Zipper Counter Game Write

#### SHUFFLE GAMES

Williams Double Header \$40.00

#### CHICAGO COIN

Matched Bowler, Drum Scoring \$165.00  
10 Frame \$165.00  
Super Matched \$200.00  
Name Bowler \$210.00  
10 Frame Special, Double in the 5th Frame \$235.00  
Double Score Bowlers \$280.00  
Crown Bowlers \$295.00  
Triple Score Bowlers, Like New \$330.00  
Col. Cup, Replay Model \$365.00  
Advance Bowlers, Like Brand New \$395.00

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Williams Double Header \$40.00

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Col. Cup, Replay Model \$365.00  
Advance Bowlers, Like Brand New \$395.00

#### SHUFFLE GAMES

Williams Double Header \$40.00



### BINGO GAMES

ICE FROLICS \$460  
PALM SPRINGS 445  
DUDE RANCH 395  
YACHT CLUB 250  
BEACH CLUB 375  
ATLANTIC CITY 175  
FROLICS 225  
BRIGHT SPOT 125

#### Genuine Deluxe

#### FORMICA TOPS

for United 8" Games

1—\$14, 5—\$11 Ea., 10—\$10 Ea.

Write for price on new and used Bingo Games and Shuffle Alleys.

#### FRANK SWARTZ SALES CO.

515-A Fourth Ave., South Nashville 10, Tenn.

### Keep in Stride with WORLD WIDE

#### SHUFFLE ALLEYS

TEAM BOWLER	\$450	CLOVER	\$250
LEADER	425	10TH FRAME STAR	195
IMPERIAL	360	OFF. 4 PLAYER	125
CLASSIC	295	CHICOIN TRIPLE	265

#### NEW GAMES

Bally HI-FI  
Gottlieb DRAGONETTE  
United HAWAII  
United ACE  
Bally CHAMPION  
SURF CLUB  
Exh. RIFLE RANGE

#### LATE 5-BALLS

DEALER	\$225	OLYMPICS	\$ 75
LAZY Q	210	ARMY & NAVY	175
GUYS-DOLLS	145	TIMES SQUARE	110
FAIRWAY	125	STARLITE	95
GRAND SLAM	125	SHINDIG	160



Phone: Verglade 4-2300 Chicago 47 2330 N. Western Ave

TERMS: 1/3 Deposit, Balance Sight Draft.

## Monroe COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. Superior 1-4600)

### WANTED FOR CASH

United Circus—Rodeos—Show Boats—Spot Lite—HIGHEST PRICES PAID

#### ADVANCE AUTOMATIC SALES CO.

1350 Howard St. Phone: HEmlock 1-1750 San Francisco 3, Calif.

### WE NEED THE ROOM

#### OUT THEY GO

UNITED SHUFFLE ALLEYS  
UNITED IMPERIAL—\$375.00

Write for price on new and used Bingo Games and Shuffle Alleys.

#### FRANK SWARTZ SALES CO.

515-A Fourth Ave., South Nashville 10, Tenn.

12 Walling Guesser Scales, each \$ 50.00

1 Sky Gunner 175.00

1 Dale Gun 25.00

9 A.B.T. Challenger Pistols each 10.00

1 Chicago Coin Crown Bowler 265.00

1 United 6-Player Super Shuffle Alley 125.00

1 Golden Gloves 25.00

1 Dreamy 25.00

1 Dallas 25.00

1 Majorette 35.00

1 Jalopy 60.00

1 Skill Pool 65.00

1 Gun Club 125.00

2 Twenty Grand.....each 75.00

### OHIO SPECIALTY COMPANY, INC.

539 S. 2nd, Louisville 2, Ky.

WAbash 2465





*Williams*

# BIG LEAGUE BASEBALL

OVER THE FENCE  
HOME RUNS!  
SINGLES! DOUBLES!  
TRIPLES!

captures  
choice locations  
and lures  
**MORE MONEY**  
into your  
cash boxes!

A SMASH HIT!

THE ONLY AUTHENTIC  
TYPE BASEBALL GAME  
with the  
ANIMATED BASE RUNNING UNIT  
an exclusive Williams feature!

WILLIAMS  
BASEBALL  
GAMES  
HOLD THEIR  
POPULAR  
APPEAL  
AND LAST  
INDEFINITELY!

PLAYERS  
ACTUALLY  
RUN THE  
BASES!

## REPLAY OR NOVELTY *plus* TRIPLE MATCH FEATURE

NUMBER STAR PENNANT

0 to 9

★

🚩

- Match Number and Star with Pennant lit.
- Replays for Runs Scored and Match Features.
- Scores up to 30 Replays for "TRIPLE MATCH"!

MANUALLY  
CONTROLLED  
BAT!

① Balls go up the ramps and over the fence for Home Runs!

② Balls hit onto ramps actually FLY THRU THE AIR!

- PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.
- MANUALLY CONTROLLED ELECTRICAL PITCHER.
- LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.
- OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!

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OPERATE  
*Williams*  
**ALL-STAR**  
**6 PLAYER**  
with  
**TRIPLE**  
**MATCH**  
feature!

MANUALLY OPERATED BUTTON  
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*Adjustable*

1 PLAY for 10¢ - 3 PLAYS for 25¢

or

1 PLAY for 5¢ - 2 PLAYS for 10¢

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*THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!*



New front hinged score frame glass for easier servicing!  
**AVAILABLE IN STRAIGHT 10c! OR 10c 3 FOR 25c PLAY!**

- 1** Individual player, by matching one or several numbers lights up one or several Stars in each game!
  - 2** Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
  - 3** Matching features begin in the first frame and continue in every frame until the game is over!
  - 4** STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900
- Special light on front panel illuminates coin chute and front of game!
  - New light up bulbs for drum scoring unit!

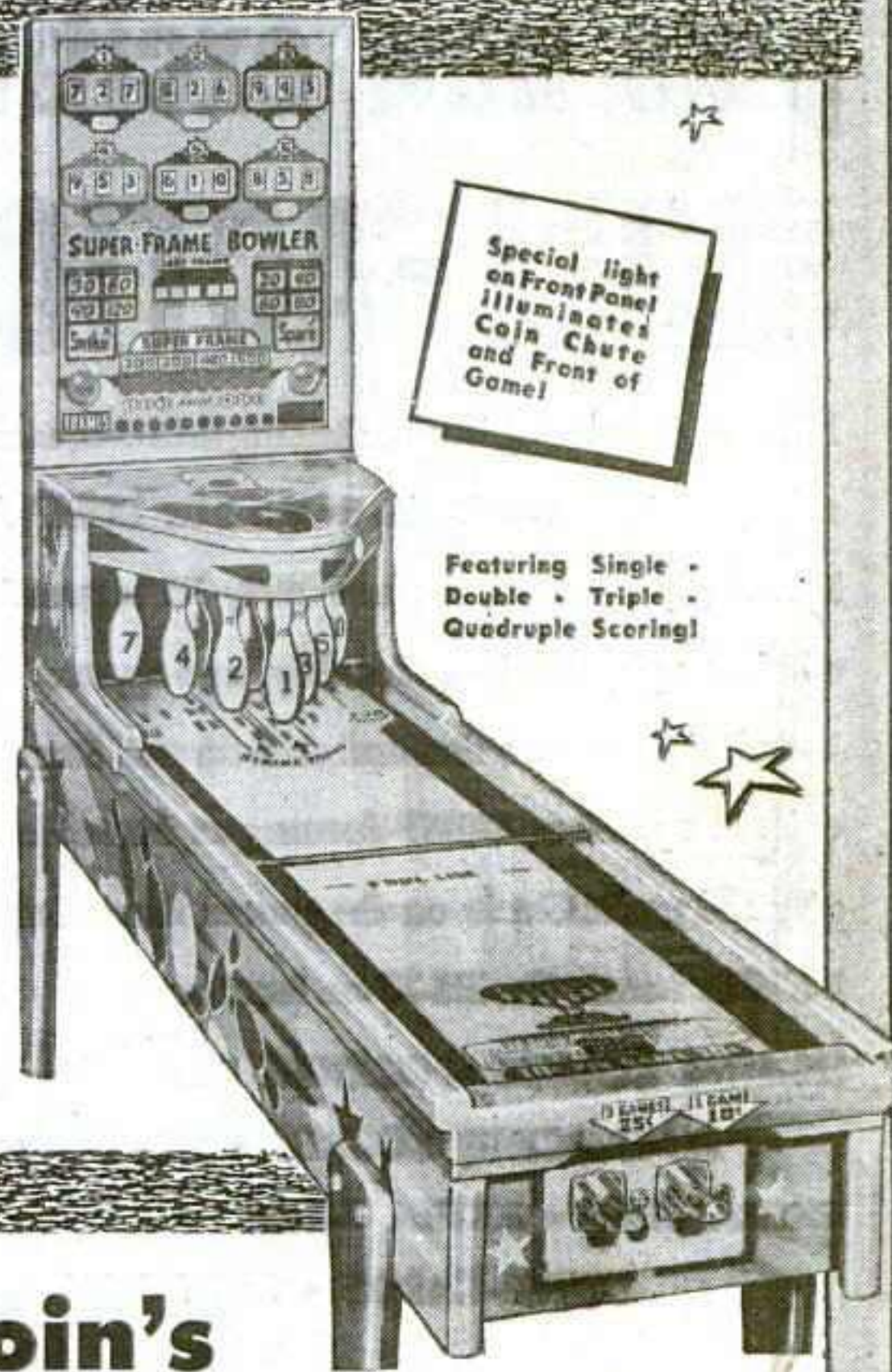
**A SURE WINNER!**

*chicago coin's*  
*SENSATIONAL*  
**SUPER FRAME BOWLER**

**THE EXCITING, 100% SKILL BOWLING GAME!**

- Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!
- Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.
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- New Front Hinged Score Frame Glass for Easier Servicing!
- 100% Skill "Match The Lit Number" for Super Frame Scoring!
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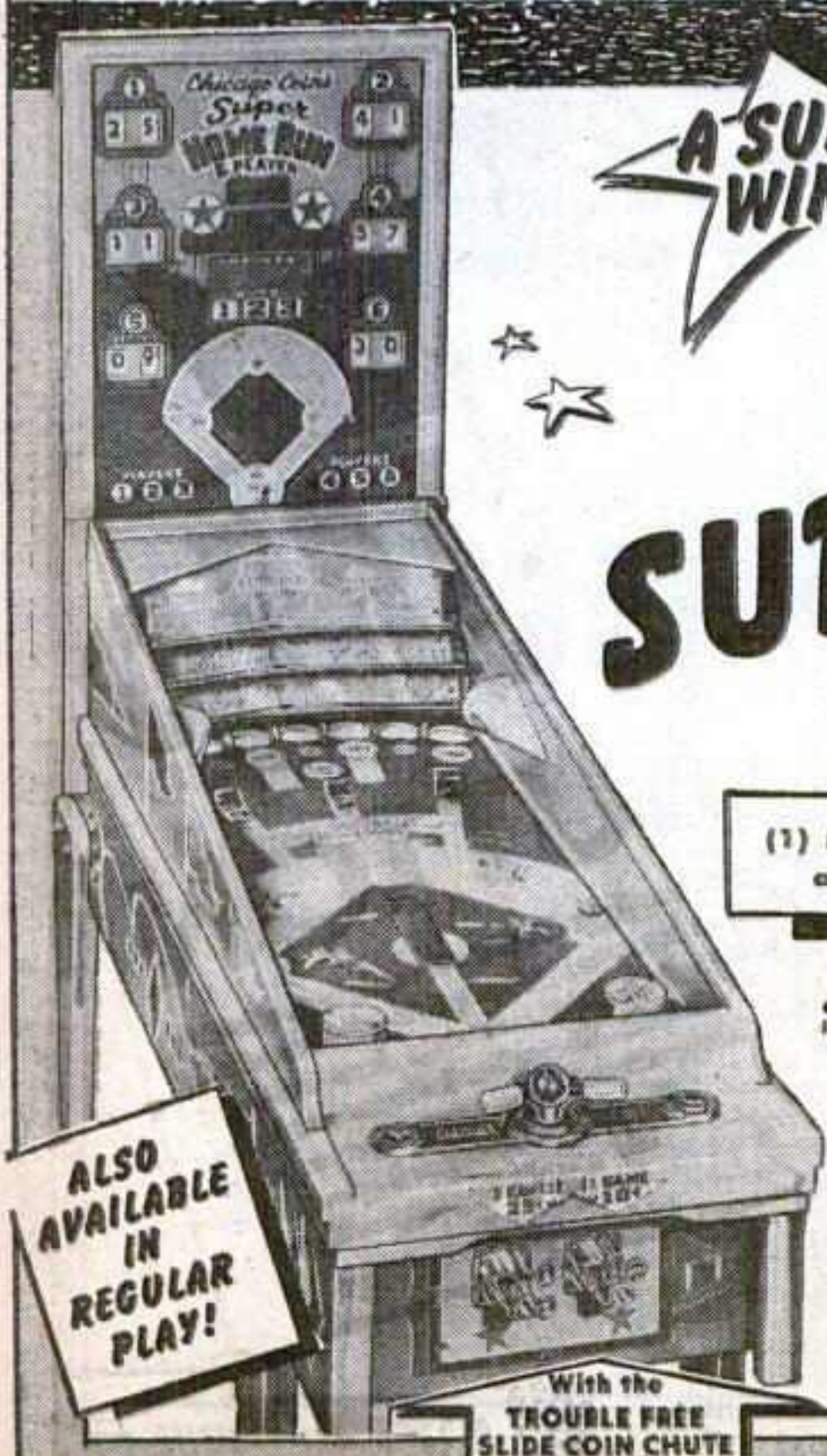
New 6-Volt Light-Up Bulbs for Drum Scoring Units.



Special light on Front Panel illuminates Coin Chute and Front of Game!

Featuring Single - Double - Triple - Quadruple Scoring!

**A SURE WINNER!...** *chicago coin's*  
**6 PLAYER BASEBALL GAME**  
**SUPER HOME RUN**  
*with the 3 WAY "MATCH" and "FREE PLAY" Features!*



**ALSO AVAILABLE IN REGULAR PLAY!**

With the TROUBLE FREE SLIDE COIN CHUTE

- (1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

With the GRAND STAND "Home Run" Feature for Extra Runs... Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!

Game can be set to operate at 1, 2 or 3 innings per game. Each inning constitutes 3 outs.

AVAILABLE IN STRAIGHT 10c! OR 10c - 3 FOR 25c PLAY!

Single player continues at bat until game is over—Multiple players alternate as in bowling games after 3 outs are made.

Player hitting ball into Upper Grand Stand gets a HOME RUN plus BUNS for every man on base... plus 3 EXTRA BUNS!

Player hitting ball into Lower Grand Stand gets a HOME RUN plus BUNS for every man on base!

Player hitting ball OVER the ROOF gets a HOME RUN plus BUNS for every man on base... plus 5 EXTRA BUNS!

1725 W. DIVERSEY BLVD. • CHICAGO 14

**chicago coin**  
MACHINE COMPANY

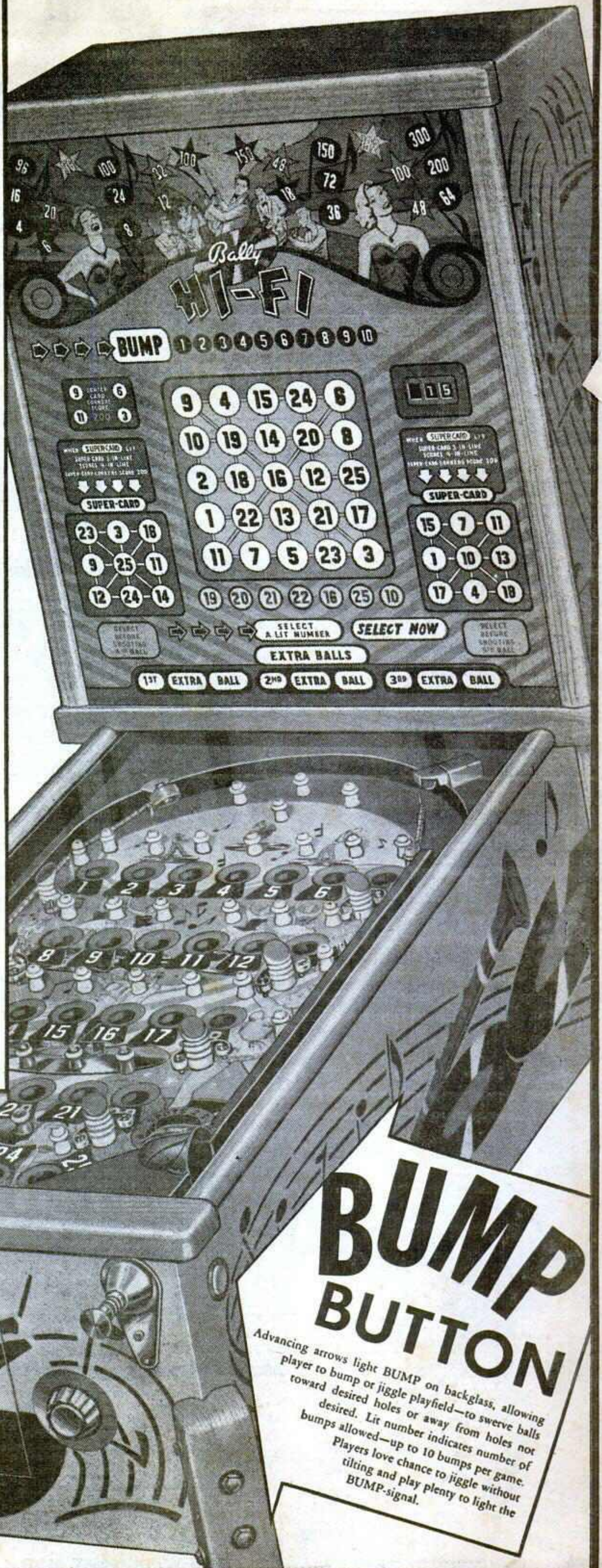


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plus new exciting  
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NOW in-line scoring is more thrilling than ever, earns more money than ever—thanks to the new BUMP-feature. Electrically operated, the new Bally BUMP-mechanism eliminates player-fatigue caused by hand-operated devices—and gives more action and skill-control. Smooth and quiet in operation, BUMP-feature gets immediate extra play and profit. Get in on the ground floor of the 1954 BUMPer boom. Get HI-FI on location now.

- IN-LINE SCORES • CORNER SCORES
- ADVANCING SCORES • SELECT-A-SPOT
- EXTRA TIME • EXTRA BALLS
- SUPER-CARDS • SPOT ROLL-OVERS



## BUMP BUTTON

Advancing arrows light BUMP on backglass, allowing player to bump or jiggle playfield—to swerve balls toward desired holes or away from holes not desired. Lit number indicates number of bumps allowed—up to 10 bumps per game. Players love chance to jiggle without tilting and play plenty to light the BUMP-signal.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois



UNITED'S

# ACE

## SHUFFLE-ALLEY

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**SCORING**  
**REGISTERS**

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# Master-Frame Feature

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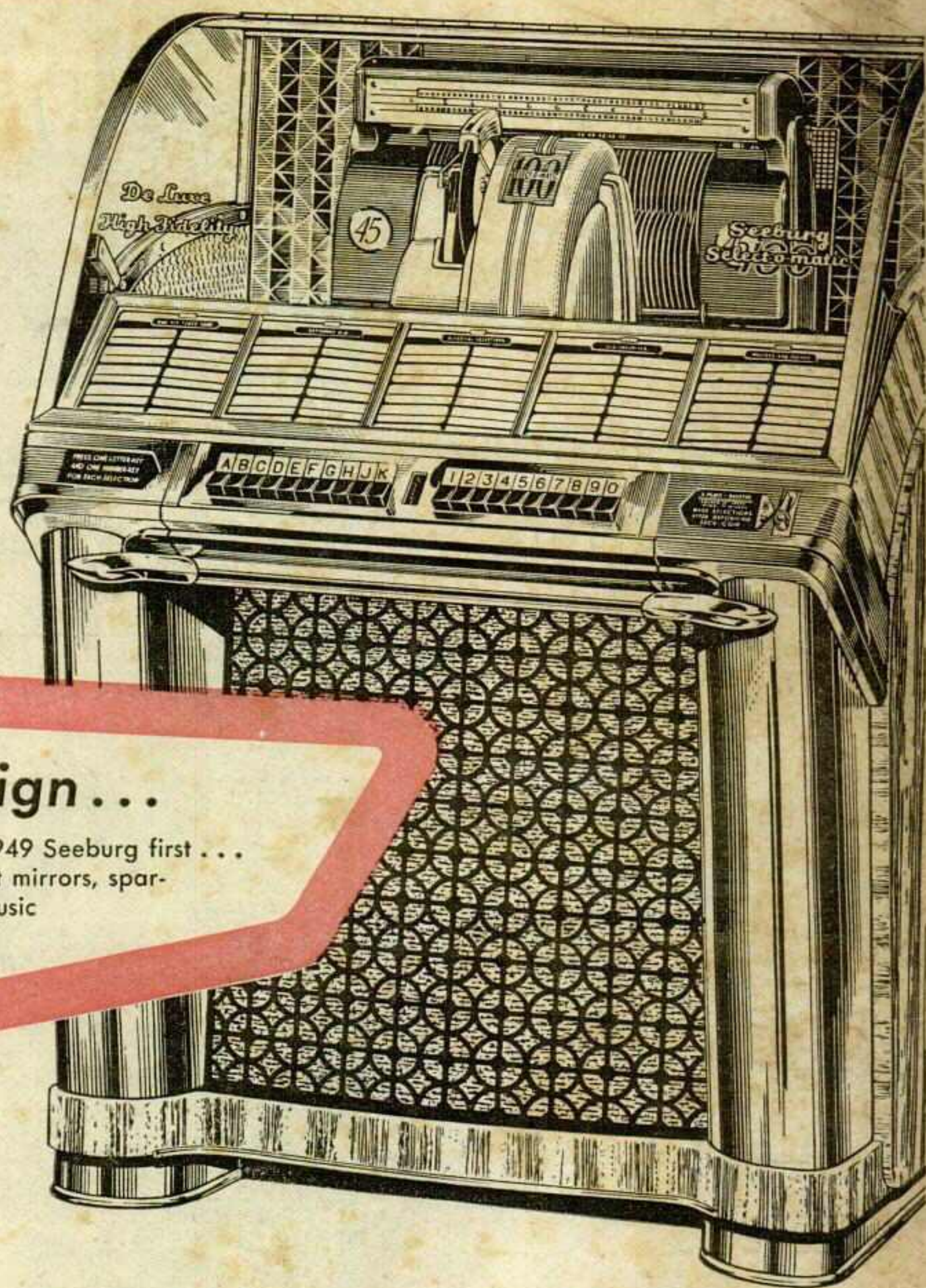
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