

The Billboard

APRIL 4, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

Network Daytime TV Gets Rolling for Big Fall Boom

STEVENSON LP DISKS READIED

NEW YORK, March 28.—RCA Victor will release a 12-inch LP which incorporates excerpts of speeches made by Adlai Stevenson. James Fleming, who handled similar chores for the label's recent "Mr. President" set, edited the tapes and will be narrator of the disk. Details of the LP have not yet been announced, but it is assumed that it will deal mainly with speeches made during the period of former Illinois governor's nomination and campaign for president.

\$40,000 for ABC Shows

NEW YORK, March 28.—Packages built around the newly-acquired name TV talent of the American Broadcasting Company—Ray Bolger and Danny Thomas—will sell for about \$40,000 per week each. The web is known to be dickering with additional talent on the Coast, negotiations being handled there by president Bob Kintner and talent veepee Bob Weitman, but nothing was inked at the week-end.

Both the Bolger and Thomas series will be filmed, but no time slots have been set for either as yet.

SALES BUILDERS

Low-Cost Records Grab Firm Market

By IS HOROWITZ and BOB ROLONTZ

NEW YORK, March 28.—Bluebird and Entree, low-price LP's manufactured by RCA Victor and Columbia, respectively, have notched a firm foothold in the record market since their introduction six months ago. Put out to capture a share of the growing market developed by Remington and other low-price lines, they, together with Decca's and London's cheaper 10-inch LP's, have

DAVEGA STORES TO ISSUE DISKS

NEW YORK, March 28.—Davega Stores Corporation, metropolitan-area chain of appliance, sporting goods and disk outlets, is readying a new low-price line of LP's for sale in its own shops. It will release 49 10-inch LP's, containing lighter classical works, in May. They will sell at 57 cents each. Twelve-inch disks, of meat-and-potato classics will be released next fall, to sell at 99 cents each. Davega has secured the rights to European masters for the records manufactured by custom pressers.

Bureau Plans New Rules for Admission Tax

Law Would Affect Every Show Field; All Ideas Accepted

WASHINGTON, March 28.—The Federal Bureau of Internal Revenue is preparing to draft new regulations on amusement excises in keeping with the amended Federal Revenue Act. Among the regulations will be one pertaining to admissions taxes, affecting all segments of the amusement industry which are subject to this tax.

A spokesman for the Bureau of Internal Revenue told The Billboard that all interested individuals or groups are free to submit in writing any recommendations for clarifying the admissions tax regulations under the prescribed law. Recommendations may be mailed to the U. S. Commissioner of Internal Revenue in Washington. The Internal Revenue hopes to work out a new formula under the amended law for computing and handling the admissions tax geared to the established price.

It is known that outdoor amuse-

(Continued on page 53)

JIMMY BOYD TO EARN 12G IN CLUB BOW

LAS VEGAS, Nev., March 28.—Jimmy Boyd will open at the Sands Hotel, here, April 15, in his first cafe date. The surrounding show is now being set and will probably be in keeping with the 14-year-old mopet. Boyd, in for a two-weeker, will get about \$12,500. The youngster made disk history last Christmas when his Columbia Record, "I Saw Mommy Kissing Santa Claus," went over the 2,000,000-mark. The kid has another record going for him, this one with Frankie Laine, "Tell Me a Story," which is also breaking out nationally.

3 Music Units Launch Tours

NEW YORK, March 28.—Next week will see the launching of three important road packages, the "Record Show" with Nat Cole, Sarah Vaughan, the Billy May ork and Gil Lamb, and the "Biggest Show of 1953" with Frankie Laine, Ella Fitzgerald, the Woody Herman ork and Louis Jordan, and the Benny Goodman - Louis Armstrong jazz package. The "Record Show" will start on the East Coast, opening at Carnegie Hall here on Easter Sunday (5), and the "Biggest Show of 1953" will open in Los Angeles, April 4. Both of these shows are booked by the Gale Agency, in collaboration with General Artists Corporation.

The third super-road package to start a spring tour will be the Benny Goodman-Louis Armstrong unit, which will feature B.G. and his new ork, made up of his star sidemen of the swinging thirties, and the Louis Armstrong All Stars. This unit, which is being booked by Associated Booking Corporation tees off in New Haven, Conn., April 15.

Early Starter

One road show, starring Billy Eckstine, Ruth Brown and the

(Continued on page 17)

Tape, Color, 3-D Lie in TV Future; Question Is: When?

NEW YORK, March 28.—Thruout the industry this week talk was plentiful about the three major engineering developments in TV: color, tape and three dimension. That all three would eventually become a reality there was no doubt. The moot point was: when?

On 3-D, for example, much of the talk arose from the House Interstate and Foreign Commerce Committee color hearing in Washington, where Dr. Allan B. Du Mont revealed that the Atomic Energy Commission has been using 3-D TV equipment for the

past three years. But he said it was far from ready for commercial use and has only half the resolution of flat TV.

From England it was learned that a research engineer there had developed a 3-D TV system that could be put on present type TV systems and would not require glasses. The British system involves the attachment of a "scrambling box" in front of the TV camera. The box has six lenses which focus automatically. The lenses are opened in rotation by a high speed shutter at the rate of 100 frames per second, and the

scrambled image created is what is transmitted. A special screen attached to the receiver then somehow re-arranges the scrambled image, so that the right eye of the viewer sees a slightly different picture from the left eye.

The most important statement on video magnetic tape recording came from Brig. Gen. David Sarnoff. Back in September, 1951, Sarnoff had asked his engineers to give him a perfected video tape for his 50th radio anniversary in 1956. In his speech before the Institute of Radio Engineers conven-

(Continued on page 10)

Snowballing Values Entice Big Buyers

29 Food Firms Prefer Day Buys; NBC Shows Increased Rating Worth

By SAM CHASE

NEW YORK, March 28.—All evidence points to a boom in daytime television by the networks between now and the fall, with a good chance that the webs will have few choice periods unsold next season. This estimate is based on three factors: the increased use of daytime by leading sponsors, the constantly improving ratings in the daytime hours, and the massive rating and statistical evidence being compiled by the networks on the snowballing value of these time slots.

The biggest group of sponsors in TV, those advertising foods and food products, already have shown their confidence in daytime video. These bankrollers together spent over \$33,800,000 in 1952 for gross network time alone. In March, 29 of the firms sponsored 60 network program segments, and over half of these were during the daytime hours.

Ratingwise, the average daytime program has gone up from a mark of 6.8 in February, 1952, to a 9.6 last month. Each of the top six February shows this year showed a rating higher than that of the No. 2 program in February,

1952, while the 10th rated show had a 50 per cent higher rating than its counterpart last year. Details on the daytime rating picture are in another story in this issue.

Analysis

Meanwhile, the Promotion, Planning and Development department of the National Broad-

(Continued on page 5)

Columbia Inks Judy Garland

NEW YORK, March 28.—Judy Garland was pacted to a long-term contract by Columbia Records this week. The company will feature the singer as a regular pop artist, as well as spotlighting the singer album-wise in many of her picture tunes. Her previous record efforts were for Decca, which released her album "Judy at the Palace" after her successful run at the vaude house here last year. Paul Weston, Columbia West Coast artist and repertoire exec, signed the singer.

Coin Machines Hit \$7,621,879 Export

By TOM McDONOUGH

CHICAGO, March 28.—The steady development of foreign outlets for U. S.-built coin-operated equipment not only resulted in a \$4,138,884 juke box business overseas in 1952 but also stimulated trade in American made records. In all, a total of 69,036 games, venders and phonographs were exported last year for \$7,621,879, setting both new unit and dollar record totals. The previous all-

time high was recorded in 1951 when 29,764 coin machines were sold for \$5,121,806.

Significant in the 34 per cent increase in sale of American juke boxes to other countries thruout the world was a sharp gain in the 45 r.p.m. disk market. Firms specializing in the records export business in Chicago, New York and Los Angeles reported that the old ratio of four 78's to one 45, which prevailed overseas in 1951, was estimated at about 50-50 last year.

The trend toward modernity in most of the major foreign countries importing juke boxes was only one of the key factors in 45 r.p.m. platter sales gain. Possibly, having even greater influence was the inherent compactness

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Billboard Backstage

By PAUL ACKERMAN

Not so many months ago, Jack Yellen, member of the board of directors of the American Society of Composers, Authors and Publishers, was nearly elected president of that body. The events leading to his nomination and the subsequent and inexplicable withdrawal of support by key publisher members of the board engendered the bitterest ill will among the Society's writer and publisher factions. For a time the Society functioned without a president. Otto Harbach, full of years and honors, filled the breach and served a third term.

He can't do it again, for a resolution, framed the past year by Max Dreyfus and Edgar Leslie, clearly limits the number of consecutive terms a man may serve to three.

The critical period is again at hand. For by the time this trade paper reaches the stands, the elections committee of the Society will have counted the ballots whereby the membership elects members of the board. With the possible exception of one or two men, the old board will have been returned to office. Their No. 1 problem will be the election of a president. The board will grapple with this task very quickly, for it is traditional that it do so. When possible, the board presents the new president to the membership at the annual dinner. This would be April 7.

Unsolved problems never remain static. They grow more

acute. And while very little has been publicly stated, there is no doubt that the Society must now approach the problem of leadership with utmost unselfishness. Recriminations of long standing must be shelved, for the facts which call for leadership and unity are too compelling.

The Society's competitive picture grows increasingly severe. The licensing procedure in television and theaters requires endless patience and diplomacy. On the legislative front, it is more and more incumbent to present the best of all possible facades.

Some of the board members are still getting the sun in warmer climes. But they are really not very far from the Paddock, with whose habits they must make their peace and agree upon a leader — whether president or general manager.

Complicating the problem is the fact that presidents traditionally come from the writer segment of the ASCAP board. Publishers presumably are too busy. Unfortunately, a few top writers — glamorous names in show business — who would be acceptable to all board members, are as busy as publishers, or claim to be so.

Among the possibilities mentioned are those who were in the running last year — Stanley Adams, Yellen and one or two of the past presidents who never served three successive terms. Deems Taylor is in this category.

An alternate possibility — and this has the support of a good many — is the selection of a general manager from outside the Society's ranks.

Either of the alternatives could be the proper one. What is most important, however, is that the ASCAP board approach the matter coolly and survey its own available manpower pool. Glamorous writers who have heretofore been too busy must once more re-examine themselves. The Society, too, must assess once more the alleged necessity for electing a name figure, rather than a lesser-known member of the board who is more familiar with the Society's needs. Should nobody meet these requirements, then executive talent outside the Society must be brought in. What is necessary above all things is honesty and the dissipation of personal feuds.

Paul Ackerman is a senior member of our editorial staff, having joined the general reporting department in 1935. Paul, or Ack, as he is familiarly known around our shop, has worked in all of the indoor departments at one time or another. For the past four and one-half years he has capably and studiously held down the important position of Editor, Music Department. —Editor.

Picture Business

By LEE ZHITO

HOLLYWOOD, March 28.—More showbiz names will add sparkle to the tele screen than ever before, thanks to TV film. A number of established showbiz personalities have balked at saddling themselves with a regular tele show. Some have claimed that the pace of live TV is too demanding physically, and have made guest shots on the more important live shows, but have contended that the pressure of other activities won't allow them to be tied down to one or two TV origination points. Other artists have feared live TV since it automatically denies them the margin of safety provided by retakes in the movies.

TV film is apparently offering a solution to each problem. Ray Bolger and Danny Thomas this week agreed to regular television shows via the film medium. Thomas long has voiced his objections to a regular live TV show. Once his TV series has been filmed in advance, he will be free to continue his personal appearances or resume theatrical movie making. Bolger will be free to pursue his other activities while his films keep him on TV.

Liberace had been rooted to the Los Angeles area for many months while he retained his live

show on KLAC-TV. His keyboard pyrotechnics are now being lensed by Guild Films and syndicated in 23 markets. While Liberace's TV show continues across the land, he will appear in concert at Phoenix, Ariz., April 25 and then open a three-week stand at the Last Frontier Hotel, Las Vegas, at \$7,500 per week. He will then move on to Chicago's Edgewater Beach Hotel for two weeks. The money collected from these personals, plus the disk sales boost they provide, could not be possible if he still held the live show. Bing Crosby, absent from TV on a regular show basis, will make his tele bow next year via film. Bing showed his preference for the convenience provided by canned devices when he insisted on recording his radio show. He has long turned his back to live TV, but has agreed to step into the medium via the film door.

Ben Blue is currently whipping up a TV filmed series of his own. Pilot reel will go into production in early April, with Ernie Gluckman as director. Indications are that NBC-TV will syndicate the show.

Eddie Cantor has long pleaded film's case over live TV. Cantor has claimed that live TV is too demanding on one physically and that the artist cannot possibly

maintain a high level of performance on a regular basis unless he can enjoy the breather and opportunity for retakes provided for by film.

As reported last week by The Billboard, Sam Fuller, exec producer of the "Colgate Comedy Hour" and "All Star Revue" on National Broadcasting Company, will recommend to the net and to the "Comedy Hour's" sponsor that a few shows be filmed for standby purposes. The hectic task of preparing complete hour revues for live telecasting only to find that a featured personality must bow out of the show at the last minute has caused considerable work and expense. With a few standby shows on the shelf, the film would be used in emergencies to replace last-minute changes.

A number of picture personalities who feel that their careers hinge upon the value of favorable camera angle or a well-delivered phrase have long stayed off of live TV. With top stature personalities and sponsors accepting filmed programs and audiences proving the merit of these shows by providing them with high ratings, filmland's TV shy celebs will soon be decorating the tele screen.

Legit Line-Up

By BOB FRANCIS

The Antoinette Perry Awards, named for the late wartime chairman of the American Theater Wing, were distributed for a seventh time at the annual dinner at the Waldorf-Astoria Sunday (29). Fay Emerson presented the silver-gilt medallions, which the Wing's board of directors awards each year for outstanding contributions to the current theater season. This season's honors went to Arthur Miller for his play "The Crucible"; to Joseph Fields, Jerome Choderov, Leonard Bernstein, Betty Comden and Adolph Green for musical, "Wonderful Town"; to Shirley Booth for fem star performance in "Time of the Cuckoo"; to Tom Ewell for male star ditto in "Seven Year Itch." Rosalind Russell and Thomas Mitchell shared stellar honors for "Town" and "Hazel Flagg," respectively. Beatrice Straight and John Williams drew featured performance awards for choral in "Crucible" and "Dial M for Murder," and Sheila Bond and Hiram Sherman, similar honors musical-wise for "Wish You Were Here" and "Two's Company." Raoul Pene Du Bois was tabbed out-

standing set designer; Miles White, outstanding costume designer; Joshua Logan, outstanding director; Donald Saddler, outstanding choreographer; Lehman Engel, outstanding musical director, and Abe Kurnit, outstanding stage technician. Three additional special awards were given to Beatrice Lillie, Danny Kaye and Equity Community Theater.

JENNY HECHT OUT FOR GOOD . . .

The case against Ben Hecht's moppet, Jenny Hecht (aged nine), apparently is officially wound up. Equity reports that the charges filed against the youngster, for which the union suspended her from her acting chores in "Mid-Summer," Tuesday (17) have been withdrawn by members of the cast. By way of compromise, Miss Hecht has turned in her run-of-the-play contract. Officially, says Equity, the case is closed. However, repercussions are still flaring, with Ben Hecht and his wife, Rose Caylor Hecht, charging Equity with sadism, and threatening suit of all concerned if, as has been hinted, the child might be deprived of her union card, and thus be prevented from ap-

pearing in other plays. An Equity spokesman, however, has stated that the child "is now free to appear in other plays." Matters at the Vanderbilt Theater currently appear to be on an even keel with young Miss Hecht's understudy, Ellen Barrie, who took over her role Saturday (14), apparently skedded to carry on.

It looks as tho a musical version of "Seventh Heaven" is set for an unveiling next season. Stella Unger has acquired the rights to the Austin Strong 1922 hit from John Golden, who will have the right of approval of score, lyrics and book adaptation. Edith Piaf and her spouse, Jacques Peals, look like an ideal team-up for the leads in the romance. . . . The St. Louis Municipal Opera has set its 35th anniversary season to get under way June 4 with an 11-night run of "The Merry Widow" in Central Park. Following weekly bills are: "Bloomer Girl," "Cyrano de Bergerac," "Rio Rita," "Blossom Time," "Rip Van Winkle," "No, No, Nanette," "Carson," "One Touch of Venus," "Bitter Sweet," and a final two weeks for an August 30 wind-up. (Continued on page 52)

Highlight Reviews

Peggy Lee Scores Overnight Smash in N. Y. Club Return

By BILL SMITH

The jammed room saw a Peggy Lee, an electric singer with a driving beat on some songs and a sensual appeal on torcheroos. She's backed by a four-piece instrumental group which gave her an exciting backing such as few singers caught have had.

Perhaps it was Miss Lee's picture, perhaps it was something else, but whatever it was, she has never sung so well nor sold as strongly as she did here. At times she went back into her old band singer stance, awkward use of the hands and arms. But a masterful routine, plus that group of musicians behind her and an assurance she didn't display on her previous time in town, more than made up for it. Her first number was a throwaway, but once that was out of the way and she got the feeling of the room, she went to work. There was her famous "Why Don't You Do Right?" as

well as a prop-supported "Meanest Girl in Town" for comedy, a strangely moving session of little known torch songs including "Manana" — even the "Riddle Song," a fave among folk singers, came in for a Lee treatment to give it new meanings—and finally "Lover." The last named built and built; the band went haywire, the gal gave it a mad jam session interpretation and the audience went wild. It was one of those shows which happen rarely. Only a top-flight act could follow her that night.

The band backing her, all West Coast lads, showed some of the hottest musicianship around. Pete Candoli on trumpet, doubling on bongo; Eddie Shaughnessy on drums; Joe Monderagon, bass, and Jim Rowles on piano were so good that at times they seemed to detract from Miss Lee. But (Continued on page 50)

Ray's Palladium Debut Stirs Hottest Welcome Since Judy's

By LEIGH VANCE

Only three hours before he looped onto the Palladium stage for the first time, Johnnie Ray learned that the Musicians' Union had banned his drummer, Sammy Fede, from the act. Without his hearing aid or Fede, Ray claimed he would be unable to catch the beat. Manager Val Parnell, who heard of the ban only on the afternoon of the show threatened to close the theater. But rather than that, Ray rehearsed with the Skyrockets drummer, Len Johnson, and promised to put over some kind of act. The union ruling is a general one applied to foreign musicians not strictly necessary to an act. Tho no British player would have suffered if Fede had gone on-stage, the union refused to back down. The audience—mainly of teen-agers who flooded the streets for an hour or so before the doors opened and then screamed in their seats—knew nothing of this. When Ray came out on stage and began, hands a-flutter, to put over the first of his nine numbers, they

gave him the hottest welcome since Judy Garland. And tho there was this and that for a critic to spear at—a ragged un-rehearsed look about his movements and an uncertainty about some of the lyrics—it was clear that he had the majority of the mob where he wanted them from the start.

No one knowing the facts could have expected him to put over a perfect act, with one of his mainstays jerked offstage just a little while before opening. But even so, what artistry Ray used seemed more to do with the frenzy of his physical performance than any quality of his voice. There was such a bounding about, and so many "windmilling" movements, that it took an effort to recall the boy was also giving out with a tune. He went thru the expected repertoire to increasing audience hysteria, the obvious charm of his personality finally triumphing over a certain amount of natural hostility the British (males anyway) feel about a singer who is famous for his sobs.

There was one thing, which distinguished him from the run of top singers who visit this house. (Continued on page 50)

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BROADWAY SHOWLOG

Performances Thru March 28, 1953

DRAMAS

Camino Real	3-19, '53	12
Dial "M" for Murder	10-29, '52	236
John Brown's Body	2-14, '53	49
Mid-Summer	1-21, '53	67
Misalliance	2-18, '53	45
My Three Angels	3-11, '53	22
Picnic	2-19, '53	44
On Borrowed Time	2-10, '53	116
The Children's Hour	12-18, '52	55
The Crucible	1-22, '53	76
The Fifth Season	1-23, '53	75
The Fourposter	10-25, '51	590
The Love of Four Colonels	1-15, '53	84
The Moon Is Blue	3-8, '51	851
The Seven-Year Itch	11-30, '52	148
The Time of the Cuckoo	10-15, '52	189
Time Out for Ginger	11-25, '52	141

MUSICALS

An Evening With Beatrice		
Lillie	10-2, '52	206
Guys and Dolls	12-15, '50	1,053
Hazel Flagg	2-11, '53	53
Pal Joey	1-3, '52	516
Porgy and Bess	3-10, '53	23
South Pacific	4-7, '49	1,636
The King and I	3-19, '51	835
Wish You Were Here	8-25, '52	317
Wonderful Town	2-25, '53	37

COMING UP

(Week of March 30)

Horses in Midstream	4-2, '53
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CLOSED

New Faces of 1952	3-28, '53	365
(Opened 5-16, '52)		

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This is the first time Americans have selected their most popular radio programs without once turning the dial—day or night.*

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*N.R.I., Feb. 1-7, Top 10 once-a-week nighttime programs and Top 10 multi-weekly daytime programs.

This One



9W4E-LSG-G2L8

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in CLEVELAND

(725,000 TV Sets* Panel Size 300)

... According to Videodex Reports

WEWS	Scripps-Howard Radio, Inc.	CBS
WNBK	National Broadcasting Co.	NBC
WXEL	Empire Coil Co.	ABC, DuM, CBS, Paramount

Videodex reports monthly on each of 25 major markets, besides publishing a monthly national network report based on all 63 markets. In the 25 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 25 markets are determined by comparing the average ratings.

SUNDAY, SIGN-ON TO SIGN-OFF				Avg. Rtg.
1. WHAT'S MY LINE?	CBS	10:30-11:30	WEWS 40.0
2. TOAST OF THE TOWN	CBS	8:00-9:00	WEWS 30.7
3. ROY ROGERS	NBC	6:30-7:00	WNBK 29.4
4. COMEDY HOUR	NBC	8:00-9:00	WNBK 28.9
5. BREAK THE BANK	CBS	9:30-10:00	WEWS 24.1
6. PRIVATE SECRETARY	CBS	7:30-8:00	WEWS 23.3
7. GENERAL ELECTRIC SHOW	Non-Net	9:00-9:30	WEWS 22.9
8. SUPER CIRCUS	ABC	5:00-6:00	WXEL 22.8
9. YOU ASKED FOR IT	ABC	7:00-7:30	WXEL 21.2
10. TV PLAYHOUSE	NBC	9:00-10:00	WNBK 21.1

MONDAY, SIGN-ON TO SIGN-OFF				Avg. Rtg.
1. I LOVE LUCY	CBS	9:00-9:30	WEWS 65.9
2. TALENT SCOUTS	CBS	8:30-9:00	WEWS 52.4
3. RED BUTTONS SHOW	CBS	9:30-10:00	WEWS 33.6
4. ROBERT MONTGOMERY	NBC	9:30-10:30	WNBK 26.0
5. LUX VIDEO THEATER	CBS	8:00-8:30	WEWS 21.9
6. STUDIO ONE	CBS	10:00-11:00	WEWS 19.7
7. WINCHELL-MAHONEY	NBC	8:00-8:30	WNBK 17.2
8. RENFREW OF THE MOUNTED	Non-Net	6:00-6:30	WNBK 15.9
9. ARTHUR GODFREY	CBS	10:00-11:00 A.M.	WEWS 15.8
10. KATE SMITH	NBC	4:00-5:00	WNBK 15.0

TUESDAY, SIGN-ON TO SIGN-OFF				Avg. Rtg.
1. TEXACO THEATER	NBC	8:00-9:00	WNBK 50.2
2. FIRESIDE THEATER	NBC	9:00-9:30	WNBK 32.6
3. SUSPENSE	CBS	9:30-10:00	WEWS 29.8
4. TWO FOR THE MONEY	NBC	10:00-10:30	WNBK 23.7
5. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WNBK 22.8
6. DANGER	CBS	10:00-10:30	WEWS 21.5
7. RANGE BUSTERS	Non-Net	6:00-6:30	WNBK 19.7
7. THE NAME'S THE SAME	ABC	10:00-11:00	WXEL 19.7
9. DINAH SHORE	NBC	7:30-7:45	WNBK 19.6
10. CRIME SYNDICATED	CBS	9:00-9:30	WEWS 19.4

WEDNESDAY, SIGN-ON TO SIGN-OFF				Avg. Rtg.
1. GODFREY & FRIENDS	CBS	8:00-9:00	WEWS 50.9
2. KRAFT TV THEATER	NBC	9:00-10:00	WNBK 25.9
3. STRIKE IT RICH	CBS	9:00-9:30	WXEL 24.8
4. WILD BILL HICKOK	Non-Net	6:00-6:30	WNBK 23.9
5. THIS IS YOUR LIFE	NBC	10:00-10:30	WNBK 20.2
6. PERRY COMO	CBS	7:45-8:00	WEWS 18.3
7. BOXING	DuM	10:00-10:45	WXEL 18.2
8. MAN AGAINST CRIME	CBS	9:30-10:00	WEWS 17.4
9. CAPTAIN VIDEO	DuM	7:00-7:30	WXEL 15.0
10. KATE SMITH	NBC	4:00-5:00	WNBK 14.9

THURSDAY, SIGN-ON TO SIGN-OFF				Avg. Rtg.
1. DRAGNET	NBC	9:00-9:30	WNBK 44.7
2. GROUCHO MARX	NBC	8:00-8:30	WNBK 42.8
3. T-MEN IN ACTION	NBC	8:30-9:00	WNBK 32.6
4. MY LITTLE MARGIE	CBS	10:00-10:30	WEWS 30.3
5. FORD THEATER	NBC	9:30-10:00	WNBK 24.6
6. BIG TOWN	CBS	9:30-10:00	WEWS 22.9
7. MARTIN KANE	NBC	10:00-10:30	WNBK 21.1
8. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WNBK 20.4
9. DANGEROUS ASSIGNMENT (film)	Non-Net	10:30-11:00	WNBK 17.4
9. AMOS 'N' ANDY	CBS	8:30-9:00	WEWS 17.4

FRIDAY, SIGN-ON TO SIGN-OFF				Avg. Rtg.
1. OUR MISS BROOKS	CBS	9:30-10:00	WEWS 39.5
2. BIG STORY	NBC	9:00-9:30	WNBK 31.4
3. MAMA	CBS	8:00-8:30	WEWS 27.8
4. LIFE OF RILEY	NBC	8:30-9:00	WNBK 27.3
5. MY FRIEND IRMA	CBS	8:30-9:00	WEWS 25.1
6. HOPALONG CASSIDY (film)	Non-Net	6:00-6:30	WNBK 25.0
7. MR. & MRS. NORTH	CBS	10:00-10:30	WEWS 24.6
8. PERRY COMO	CBS	7:45-8:00	WEWS 23.6
9. CAVALCADE OF SPORTS	NBC	10:00-10:45	WNBK 19.4
10. RCA SHOW	NBC	8:00-8:30	WNBK 19.2

SATURDAY, SIGN-ON TO SIGN-OFF				Avg. Rtg.
1. YOUR SHOW OF SHOWS	NBC	9:00-10:00	WNBK 33.5
2. ALL STAR REVUE	NBC	8:00-9:00	WNBK 32.5
3. YOUR HIT PARADE	NBC	10:30-11:00	WNBK 31.9
4. YOUR SHOW OF SHOWS	NBC	10:00-10:30	WNBK 31.6
5. LONE RANGER	Non-Net	7:00-7:30	WNBK 28.6
6. JACKIE GLEASON	CBS	8:00-9:00	WEWS 27.1
7. TERRY & THE PIRATES (film)	Non-Net	6:30-7:00	WNBK 25.0
8. MY HERO	NBC	7:30-8:00	WNBK 23.5
9. CISCO KID (film)	Non-Net	6:00-6:30	WNBK 21.6
9. BEAT THE CLOCK	NBC	7:30-8:00	WXEL 21.6

*NBC Estimate for February, 1953.

NEXT WEEK

Top 10 TV Shows Each Day in DAYTON

... According to Videodex

Top 5 Radio Shows Each Day in MINNEAPOLIS

... According to Pulse

FOR FULL INFORMATION

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

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

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

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

Washington O. O.

Continued from page 3

Authors and Publishers a scare this week. Pfc. Fisher of the Army Band Corps was tapped by ASCAP to sing at the performing society's annual luncheon show at the National Press Club Thursday (26). On the morning of the show, Merle Colby, of Arthur Newmyer & Associates, ASCAP's D. C. public relations representative, tried to reach Fisher by phone at his hotel. "Private Fisher is taking no calls until noon," said the operator. Inasmuch as that was when the entertainer was due at the NPC, Colby put in a fast call to Fisher's sergeant at the Army Band headquarters. The sergeant lost no time in phoning Fisher. The sergeant shouted an order; Fisher obeyed. Slightly late, he turned up for his part in the NPC show. Wisecracked Emsee Deems Taylor: "This is the only time a late show was ever held in the early afternoon."

Muddled Hue

Continued from page 3

freeze order." Hinshaw charged at the hearing that "what I have heard already supports Senator Johnson's charges that the industry went on a sit-down strike against color." Senator Tobey said afterward that "the Senate committee will definitely exercise its privilege to move separately in investigating this whole thing, and I intend to air every aspect of it." A Senate committee "observer" has been attending all sessions. He is Nicholas Zapple, communications expert on the Tobey committee.

Dr. Baker, when asked for his estimate as to how long it would take to get commercial color, reckoned it would be from 9 to 15 months, with additional time needed for tooling up. He said it would take NTSC from four to six months to satisfy itself that its system is the best possible, with three months further for field-testing and three to six months in addition for FCC to deliberate. Dr. Allen Du Mont, head of Du Mont Laboratories, Inc., was considerably more bearish than that in his estimates, while CBS President Stanton figured as low as six months, with a number of qualifications that made the minimum closer to nine months, and the maximum at 18 months. Richard Hodgson, president, Chromatic Television Laboratories, Inc., came up with a similar estimate.

Top 5 Radio Shows Each Day of the Week in NEW ORLEANS

(184,110 Radio Families*)

... According to Pulse Reports

WBOK	1,000 watts	Ind.	WSMB	5,000 watts	ABC
WDSU	5,000 watts	NBC	WTIX	250 watts	Ind.
WJBW	250 watts	Ind.	WTPS	1,000 day; 500 night	Ind.
WJMR	250 watts	Ind.	WWEZ	5,000 watts	Ind.
WMRY	500 watts	Ind.	WWL	50,000 watts	CBS
WNOE	50,000 day; 5,000 night	MBS					

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

JANUARY, 1953

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

Highest Gr. Hr. Rtg.

1. E. BERGEN C. MCCARTHY	CBS	7:00-7:30	WWL 11.0
1. MY LITTLE MARGIE	CBS	7:30-8:00	WWL 11.0
3. HALLMARK PLAYHOUSE	CBS	8:00-8:30	WWL 8.3
4. PHIL HARRIS-ALICE FAYE	NBC	7:00-7:30	WDSU 6.8
5. DRAGNET	NBC	8:30-9:00	WDSU 6.5
5. ESCAPE	CBS	8:30-9:00	WWL 6.5

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

1. LUX RADIO THEATER	CBS	8:00-9:00	WWL 15.5
2. BOB HAWK SHOW	CBS	9:00-9:30	WWL 12.3
3. GODFREY'S TALENT SCOUTS	CBS	7:30-8:00	WWL 11.8
4. SUSPENSE	CBS	7:00-7:30	WWL 11.0
5. NEWS, CEDRIC ADAMS	CBS	9:30-9:45	WWL 10.8

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

1. PEOPLE ARE FUNNY	CBS	7:00-7:30	WWL 13.0
2. MR. AND MRS. NORTH	CBS	7:30-8:00	WWL 12.5
3. LIFE WITH LUIGI	CBS	8:00-8:30	WWL 12.3
4. MY FRIEND IRMA	CBS	8:30-9:00	WWL 11.3
5. DORIS DAY	CBS	9:00-9:30	WWL 7.0

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

1. DR. CHRISTIAN	CBS	7:30-8:00	WWL 12.3
2. FBI IN PEACE AND WAR	CBS	7:00-7:30	WWL 11.8
3. P.M. PLAYHOUSE	CBS	8:00-8:30	WWL 10.3
4. WHAT'S MY LINE?	CBS	8:30-9:00	WWL 9.5
5. THE LINE-UP	CBS	9:00-9:30	WWL 7.5

THURSDAY, 7 TO 12 P.M.

1. BING CROSBY	CBS	8:30-9:00	WWL 10.3
2. MEET MILLIE	CBS	7:00-7:30	WWL 9.3
3. ROMANCE, TIME FOR LOVE	CBS	8:00-8:30	WWL 8.8
4. ON STAGE	CBS	7:30-8:00	WWL 8.5
5. THE AMERICAN WAY	CBS	9:00-9:30	WWL 7.0

FRIDAY, 7 TO 12 P.M.

1. MR. KEEN	CBS	7:00-7:30	WWL 9.5
2. JOHNNY DOLLAR	CBS	7:30-8:00	WWL 9.0
3. I WAS A COMMUNIST, R. ACUFF	CBS	8:00-8:30	WWL 8.8
3. VISITIN' TIME	CBS	8:30-9:00	WWL 8.8
5. LINE-UP, I WAS A COMMUNIST	CBS	9:00-9:30	WWL 8.5

SATURDAY, 7 TO 12 P.M.

1. TARZAN	CBS	7:30-8:00	WWL 9.3
2. GENE AUTRY	CBS	7:00-7:30	WWL 9.0
3. GANGBUSTERS	CBS	8:00-8:30	WWL 8.3
4. GUNSMOKE	CBS	8:30-9:00	WWL 7.5
5. BROADWAY'S MY BEAT	CBS	9:00-9:30	WWL 5.8
5. TWENTY QUESTIONS	MBS	7:00-7:30	WNOE 5.8

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

1. HELEN TRENT, EISENHOWER	CBS	11:30-11:45	WWL 10.4
2. OUR GAL SUNDAY, EISENHOWER	CBS	11:45-12:00	WWL 10.2
3. ROAD OF LIFE, EISENHOWER	CBS	12:00-12:15	WWL 10.1
4. EDWARD R. MURROW	CBS	6:45-7:00	WWL 9.9
5. WENDY WARREN	CBS	11:00-11:15	WWL 9.6

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

1. GIVE AND TAKE	CBS	10:30-11:00	WWL 6.5
1. THEATER OF TODAY	CBS	11:00-11:30	WWL 6.5
3. GRAND CENTRAL STATION	CBS	10:00-10:30	WWL 6.3
3. STARS OVER HOLLYWOOD	CBS	11:30-12:00	WWL 6.3
3. CAMEL CARAVAN	CBS	6:30-7:00	WWL 6.3

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

1. JACK BENNY SHOW	CBS	6:00-6:30	WWL 12.3
2. AMOS 'N' ANDY	CBS	6:30-7:00	WWL 12.0
3. OUR MISS BROOKS	CBS	5:30-6:00	WWL 7.8
4. THE SHADOW	MBS	4:00-4:30	WNOE 6.5
4. TRUE DETECTIVE MYSTERIES	MBS	4:30-5:00	WNOE 6.5
4. NICK CARTER	MBS	5:00-5:30	WNOE 6.5

*Based on 1950 U. S. Census Radio Ownership and Sales Management 1952 estimate of families in New Orleans metropolitan area including Jefferson, Orleans and Saint Bernard counties.

Washington Once-Over

By BEN ATLAS

Lot of folks here expect TV and radio to be breaking out in a bigger-than-ever rash of giveaway shows. Wiseacres figure that the Federal Communications Commission won't be ready to tackle the tough giveaways issue for quite a while. Recent Federal Court reversal of FCC's ban on certain types of giveaway shows may not even be appealed if Department of Justice has its say. Insiders at Justice Department are whispering that the Solicitor General's office is giving no encouragement to FCC to carry an appeal to the Supreme Court. FCC legalists, meanwhile, are preoccupied with mass of priority jobs, including an upcoming Supreme Court case on common carriers. The legal staff, headed by peppery and capable Benedict Cottone, is also forced to divide its time in such major matters as the current House Interstate and Foreign Commerce Committee hearing on color TV, the FCC's inquiries into theater TV, subscription TV and myriad others. Even if the FCC manages to appeal the court reversal of its giveaways ban, the high court won't reach the case before its summer recess.

COLOR TV HEARINGS PROVIDE LAUGHS . . .

At the House Interstate and Foreign Commerce Committee hearings on color TV this week, President Frank Stanton, of Columbia Broadcasting System, got an unplanned laugh in his reply to a congressman who asked him what he thought future color sets would cost. Stanton told the congressman, "I'd like to see low-priced sets such as people like you and myself could afford to buy."

When Stanton in his testimony declared that CBS' field sequential system "has been completely becalmed for a year and a half" a government official among the spectators stage whispered, "I think he read that wrong—'becalmed' should have been 'embalmed.'"

Frank (Scoop) Russell, National Broadcasting Company vice-presi-

dent in charge of Washington affairs, was a restless-looking spectator as congressmen tossed questions to Stanton at the conclusion of his direct testimony. At one juncture when the NBC executive was on the edge of his chair, looking as if he'd like to toss a few queries himself at the witness, General Counsel Benedict Cottone, of the Federal Communications Commission, laughingly whispered to Russell: "Take it easy, Scoop, your questions are showing."

SGT. CRACKS WHIP; FISHER JUMPS . . .

Vocalist Eddie Fisher gave American Society of Composers, (Continued on page 8)

Skelton Video Future With P&G Uncertain

NEW YORK, March 28.—Procter & Gamble's showdown with Red Skelton to determine whether the comic will continue on TV under the soap outfit's sponsorship will be held in abeyance until April 15, when Skelton's contract comes up for renewal.

Chances of Skelton being renewed by P&G are still regarded as highly speculative. If Skelton is not picked up P&G will put its new Winchell show into its key 10 p.m. Sunday spot. If Skelton stays he will go into 10 p.m. while Winchell will be spotted in Skelton's current Sunday night period at 7.

CBS Leads Drive To Fight New Cuts

NEW YORK, March 28.—The Columbia Broadcasting System's radio network this week attempted to stiffen the spines of competing webs against nighttime rate cuts by stating that it would hold the line next season. The announcement was made by Adrian Murphy, president of the CBS radio network, to the CBS Affiliates Business Standards Committee.

The timing of the statement this early in the year, trade observers believe, before advertisers even have a chance to demand cuts, will give competing networks sufficient ammunition to withstand such requests. The success of the CBS action in broadcasting circles is obvious from the numerous congratulatory telegrams it has received from its affiliates.

Meanwhile, for each quarter-hour sponsored daytime, CBS has agreed to permit its advertisers to buy a quarter-hour of night-

MUDDLED HUE

TV Industry Doesn't Expect Color for Another 2 Years

WASHINGTON, March 28.—Color TV's immediate future has a muddled hue after an opening week of House Interstate and Foreign Commerce Committee hearings which produced the following major developments:

1. A unanimous forecast by industry witnesses that commercial color won't arrive until 1955 (predictions ranged from nine to 18 months).

2. A warning by Sen. Charles Tobey (R., N. H.), of the Senate Interstate and Foreign Commerce Committee, that his committee will launch a separate probe if the House committee falls short of "an exhaustive investigation" of Sen. Edwin C. Johnson's (D., Colo.) charges that TV manufacturers are

delaying color TV until consumer demands ebb for black-white sets.

3. A thinly veiled complaint by one member of the House committee, which is headed by Rep. Charles Wolverton (R., N. J.), that the committee is falling short of its avowed aims.

4. Preparation by Wolverton's committee to question Chairman Paul A. Walker, of the Federal Communications Commission, and other FCC-ers on Tuesday (31) "to the end that it will assist in bringing the best color TV as soon as possible."

5. An assertion by Senator Johnson that he will watch for the House committee's report, especially on whether light is shed on his demands for an investigation

of "what brought on" National Production Authority's M-90 order which froze color TV set production and which was unfrozen this week. (Johnson is likely to chairman an investigating subcommittee if Tobey gives a go-ahead for a separate Senate inquiry.)

6. Agreement by industry spokesmen that NPA's rescinding of its M-90 order this week won't bring about immediate production of color TV sets.

Chairman Wolverton's decision to summon FCC Chairman Walker before the committee for questioning Tuesday (31) came as a surprise twist which forced the House committee to change its schedule to view a demonstration of the latest National Television Systems Committee color TV. The committee, originally slated to watch the demonstration in New York next Monday and Tuesday (30-31) has deferred the trip until April 15 and 16.

A difference of opinion between Chairman Wolverton and some of his committee members on where the blame, if any, should rest for color TV's delay, flared into the proceedings yesterday (27) when Dr. W. R. G. Baker, chairman of the NTSC and vice-president of General Electric Company, was testifying. Rep. Carl Hinshaw (R., Calif.), who questioned Dr. Baker lengthily on the role of NTSC, which is an industry-wide group, in connection with NPA's color freeze order, at one juncture charged that formation of the second NTSC committee, which is the one now operating, "was an insurrection against the FCC's color TV decision" which authorized color standards under the Columbia Broadcasting System. Earlier in the week, President Frank Stanton, of CBS, had said he, himself, saw no practicality now in manufacturing sets under Columbia's field sequential system and that color TV standards now may as well await a compatible system, which is what NTSC is advancing.

An attempt by Congressman Hinshaw to press for summoning NPA and Department of Justice officials as witnesses to the current hearing was overruled by Chairman Wolverton, who said he saw no need for such action "now that the M-90 order has been rescinded." Hinshaw said after the hearing that apparently "this committee won't do anything about examining what brought on the (Continued on page 8)

Hope-Berle to Give NBC Tuesday Punch

NEW YORK, March 28.—Bob Hope and Milton Berle will probably be National Broadcasting's Co. new TV one-two punch in the Tuesday night 8-9 p.m. slot next season. General Foods this week was dickering for Hope to go into the time period once monthly next fall. The deal may be finalized next week. Hope's continuance under the GF banner on radio next fall obviously depends upon his coming to video terms with the company.

Berle, of course, will continue in the time period, probably

twice a month for Buick which has evinced great interest in his services. Another client is to be found to sponsor the third Tuesday night featuring Berle.

The slotting of Hope every fourth Tuesday would materially strengthen the time period for NBC-TV and give the Columbia Broadcasting System an even greater headache next season. While "Circus Hour," the current program in the time period, has done well, Hope's laugh-getting ability is expected to draw larger ratings. The GF buy would also mean the omission of Hope's talents from the "Colgate Comedy Hour" next season, an important loss to this show, whose main problem has been a lack of consistently high quality comedy.

'Hamlet' to Get Full TV Airing

NEW YORK, March 28.—Hallmark (greeting cards) this week made its most substantial contribution to American culture when it decided to sponsor the full two-hour presentation of Shakespeare's "Hamlet."

The drama will be presented Sunday, April 26, 3:30-5:30 with Maurice Evans as the melancholy Dane, Ruth Chatterton as the queen and Sarah Churchill as the mad Ophelia.

It is estimated that more people will see the TV version of "Hamlet" than in the whole history of the stage presentation.

Pabst Expands On Video Web

CHICAGO, March 28.—Television is selling Pabst beer, and regardless of other advertisers pulling in their horns, Pabst is expanding in network TV. The brewery will remain on the air this summer without interruption from the winter and spring fight card over the Columbia Broadcasting System.

The International Boxing Club will continue to provide the cards for the Pabst telecasts. Last summer the huge Chicago Stadium was virtually turned into a TV studio. Most of the summer cards came from there, and the average attendance was under 2,000 in a stadium which can hold 25,000 for a fight.

The Pabst fights now are on 67 stations, and the beer firm is shooting for a line-up of 100, picking up new stations as fast as they come on the air in Pabst markets.

Seek Live Seg Of Coronation

NEW YORK, March 28.—The National Broadcasting Company is not abandoning its attempts to carry the Coronation live. The TV network has three men playing around with gadgets to see whether a last-minute miracle can occur.

The Columbia Broadcasting System's TV web, meanwhile, in the face of NBC-TV's half-hour earlier slotting of the June 2 show, maintains that it will present its Coronation program the same time as NBC-TV.

Revlon to Quit On Jane Froman

NEW YORK, March 28.—Revlon this week canceled Jane Froman and her "USA Canteen" at the end of its cycle. The program is on the Columbia Broadcasting System's TV network Tuesday 7:45-8 p.m. General Electric sponsors the Thursday night segment of the program. Weintraub is the Revlon agency.

Crosley Eyes 'Hit Parade'

NEW YORK, March 28.—Crosley this week was evincing new interest in sharing sponsorship of "Your Hit Parade" with Lucky Strike cigarettes.

The show is being pitched to the set manufacturing division of Crosley by Batten, Barton, Durstine & Osborn, the agency for both clients. Lucky Strike would like to split the nearly \$40,000 weekly tab for the show.

Stordahl AM-TV Seg for Coca-Cola

HOLLYWOOD, March 28.—Batoner-arranger Axel Stordahl was signed this week for a twice-a-week quarter-hour radio-TV show for Coca-Cola via the National Broadcasting Company nets. Series kicks off April 29. Radio show will be taped at the time of the TV performance. TV show will be seen Wednesday and Friday evenings in the same time slot as the Dinah Shore Chevrolet Tuesday-Thursday shows. Radio tapes will be heard delayed, with Tuesday and Friday evening airings now skedded.

In addition to Stordahl's music making, program will also feature guest stars. Program will originate in New York. Series is expected to stay on thru the summer.

Bloch Obtains Rights to 400 Colette Works

NEW YORK, March 28.—The Ray Bloch office here has obtained radio, TV and recording rights to all the published and unpublished works of Colette, with the exception of "Gigi." Numbering close to 400 individual properties, the rights were secured from Farrar, Strauss & Young, publishers. Many of the writings have not yet been translated from the French, and are yet to be put out here by the publishing firm.

A video package is planned which would feature live dramatizations with film openings and closings made in France featuring the aging authoress, whose writings all deal with various facets of love.

EXTRAVAGANZA STYMIED

Ford Anniversary Seg Hits Production Snags

NEW YORK, March 28.—The Ford 50th Anniversary Show, the most expensive single shot presentation to hit broadcasting, has been stymied by bottlenecks which make it improbable that it will be aired on Monday June 15. The extravaganza was supposed to be presented 9-11 p.m. on the video networks of the Columbia Broadcasting System and the National Broadcasting Company. It was also slated for airing on CBS radio, 9-10 p.m.

But in order to accomplish this the advertiser will face heavy pre-emption charges on Monday evening. Ford, therefore, is giving considerable thought to shifting the show to Wednesday of the

same week. The automaker has been assured that the tab would be less formidable.

Ford is also having trouble convincing the Lux Radio Theater to drop out of CBS radio for the one night. Lever Brothers, for the first time in 17 years, is not taking a hiatus this summer. The advertiser is afraid that listeners might feel that the show is no longer on for the summer were the Ford show to break its continuity.

The Ford show will be produced by Leland Hayward and written by Frederick Lewis Allen. Bing Crosby and Ethel Merman have been mentioned as co-emcees.

TRENDEX STUDY SHOWS

Daytime TV Makes Strides Toward Boosting Audience

NEW YORK, March 28.—Daytime television has made impressive strides toward increasing its viewing audience in the past year, a comparative study of the top 10 Trendex daytime shows for the first week of February 1952 vs. 1953 reveals.

The study also reveals the daytime dominance this season of the Columbia Broadcasting System

over the National Broadcasting Company, thus reversing their positions since last year. CBS-TV has six of the 10 1953 Trendex toppers, with a seventh, "Big Payoff," due to switch its affiliation from NBC-TV.

The most striking omission from the top 10 Trendex in 1953 is the expensive Kate Smith Show on NBC-TV, which was second in 1952.

Bill Goodwin and Ralph Edwards, two other NBC-TV Trendex toppers in 1952, are no longer in daytime video.

Indications are also that CBS-TV will pick up considerable programming strength later this spring when "Big Payoff" begins its

career on its web. The program's viewing attractiveness should not only bulwark the CBS-TV afternoon line-up, but it should cut into the rating of NBC's "Welcome Travelers," for which it has hitherto proven an ideal lead-in during its NBC career.

No Unusual Patterns

It is difficult to deduce any unusual program patterns in daytime TV, as yet, except that personalities and audience-participation shows predominate. Soap operas, incidentally, have done rather better, rating-wise, this season than last.

"Howdy Doody" remains an unusually successful daytime program. It is programed, however, in the 5:30-6 p.m. strip, class B time, for which the sponsor pays higher rates.

'HOWDY DOODY' REPEATS AS TOP DAYTIME AIRER

NEW YORK, March 28.—The following are the top 10 daytime video programs as of the first week of February, compared with the top 10 in February 1952, according to Trendex:

Table with 2 columns: 1952 and 1953. Lists top 10 daytime video programs and their ratings for both years.

TV SHOW TO HIT ROAD

New Production Firm Preps Tour Package

NEW YORK, March 28. — A new production firm, TV Roadshows, Inc., has been formed here, and is working on a plan to take an elaborate top-star variety video show on the road for one-night stands at various local stations on an every-four-weeks basis.

The president of the new project is Jim Beach, currently a radio-TV exec at the Biow Agency, who is resigning to devote full time to the project.

The project is seen as offering local and regional sponsors a \$50,000 network-quality production on a pro-rated cost basis.

KINTNER:

ABC's Goal Is Leadership in B'casting Field

NEW YORK, March 28.—In an inter-office memo to all personnel this week, Robert Kintner, prexy of the American Broadcasting Company, made a capsule report on the web's activities since the ABC-United Paramount Theaters merger became effective six weeks ago.

Kintner also ran down a list of name performers signed by ABC to date, pointing out that promising improvements were being effected immediately without regard to seasonal sales expediency.

West'house Drops Bid for Philly TV

WASHINGTON, March 28.—Westinghouse moved to withdraw its bid for a new commercial TV station at Philadelphia this week, preparatory to buying TV Station WPTZ in Philadelphia from the Philco Corporation.

Westinghouse submitted to the FCC a motion to dismiss its application for a new TV station there, and Philco requested permission to assign the WPTZ license to Westinghouse Radio Stations, Inc.

NEWS CAPSULES—COAST-TO-COAST

MTC Set-Back in Channel 4 Fight; Another KOB Temporary Renewal

MTC SET BACK IN TV CHANNEL FIGHT . . .

WASHINGTON.—The Metropolitan Television Company of Denver, which is fighting a knock-down, drag-out battle with KMYR, Denver, for the coveted TV Channel 4 in that city, suffered an unpredicted set-back this week when the Federal Communications Commission's Broadcast Bureau requested the commission to defer action on Metropolitan's application to renew the station license of its AM Station KOA, which expires Wednesday (1).

FCC GIVES TEMPORARY LICENSE TO KOB . . .

WASHINGTON.—A request by KOB, Albuquerque, N. M., to continue operations under a temporary license was ordered granted this week by Federal Communications Commission hearing examiner James D. Cunningham. KOB, owned by former FCC Chairman Wayne Coy and Time, Inc., is already holder of the longest temporary operating license in AM broadcast history.

pending final determination on KOB's application for a regular license to operate on that frequency, but not beyond expiration of the station's regular license assignment on 1030kc. on May 1.

NO CLIENTS FOR 'EASTER PARADE' . . .

NEW YORK.—With the sales deadline less than a week away, neither the Columbia Broadcasting System nor the National Broadcasting Company has been able to flush a sponsor for the "Easter Parade," which is to take place April 5.

WILSON BID FOR MIAMI VHF OUTLET . . .

CINCINNATI.—L. B. Wilson, president of L. B. Wilson, Inc., operator of WCKY here, announced Monday (23) that the company had applied to the Federal Communications Commission for a construction permit for a VHF TV station in Miami on Channel 10.

WGN-TV LOSING 6 SEGMENTS TO WBBM-TV . . .

CHICAGO.—Six CBS programs which have been on WGN-TV are switching back to the CBS outlet in Chicago, WBBM-TV, as a result of the ABC-United Paramount merger.

TEMPO ETCHES NAVY SHOWS . . .

HOLLYWOOD.—The second series of 14 15-minute programs for the Navy Department enlistment effort were completed by Tempo Records during recording sessions this week in New York. Musical comedy singers from current Broadway shows were enlisted for vocal spots.

NEW CHANGES IN CBS-TV RATES . . .

NEW YORK.—The Columbia Broadcasting System's new TV network rate card number nine does not include any startling rate increases. The basic network increased from 30 to 33 stations, the hourly cost jumping from \$33,445 to \$35,920.

SCOTTI CAST IN 'LUIGI' ROLE . . .

HOLLYWOOD.—Harry Ackerman, Columbia Broadcasting System's veepee in charge of programming here, last week cast Vito Scotti in the title role of "Life With Luigi" TV show.

JOE BROWN SEG GETS SPONSOR . . .

NEW YORK.—R. J. Reynolds this week purchased the pre and post-game commentary of Joe E. Brown in connection with the televising of the New York Yankees over WPIX here.

MORE INDIE GROCERS IN CROSLY MERCHANDISING . . .

CINCINNATI.—One hundred and sixty-five members of the Independent Grocers' Association in Ohio have joined WLW and WLW-TV's merchandising display project, Fred Gregg, director of the Crosley Client Service Department, announced last week.

The show will be sold in each market on the basis of six outings this year, with an option on 13 for next year. The 30-minute stanzas will tour, complete with sets, costumes, full cast, a minimum of seven first-chair musicians and conductor, director, floor manager, script girl, advance press agent, and probably a writer to integrate local material.

The firm's toppers see great promotion potentials for each local bankroller jumping on board. With a three-week period for building up each touring stanza, and with the local presence of topmost names who can air from a large theater or studio, it is claimed that a sponsor can accrue great local prestige and publicity from the series.

CBS Working Up 2 New Mysteries

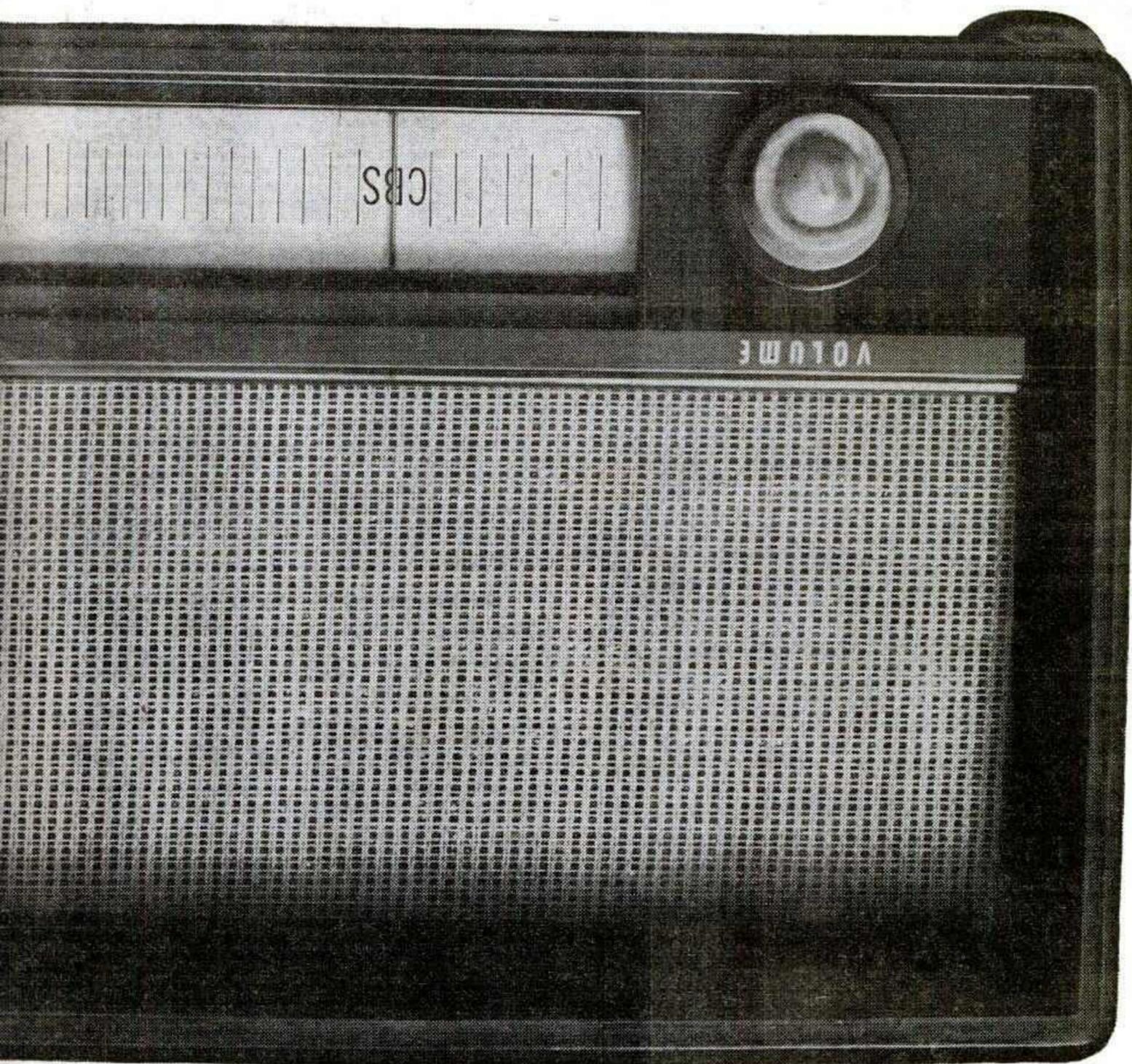
NEW YORK, March 28.—The Columbia Broadcasting System's programming department has two new video mysteries in the hopper. "Wanted By Washington," a documentary based on case histories of governmental protective agencies, will be kined in Hollywood next week.

Also in preparation is "Corridor D—Pentagon," a counter-espionage tale which Bill Dozier is producing.

Advertisement for WGAL-TV Lancaster, PA. featuring a large number 8 and the text 'MR. CHANNEL 8... symbol of WGAL-TV's increased power, now gives larger coverage, bigger audience, greater sales potential to WGAL-TV advertisers.'

Advertisement for NBC Affiliate in Detroit, owned and operated by The Detroit News, National Representative The George P. Hollingbery Co.

The day they threw the



STUDY CHARTS VALUES OF DAY VS. NIGHT SEGMENTS

NEW YORK, March 28.—Following is a comparison of the characteristics of the average 15-minute daytime TV show with the average half-hour evening video stanza. This profile, developed by the National Broadcasting Company, covers all sponsored 15-minute daytime shows directed at women's audience, including shows sold in 15-minute segments, such as Arthur Godfrey and Kate Smith. Only daytime shows excluded are half-hour single-sponsor shows such as "The Big Payoff" and kiddie shows, such as "Howdy Doodie." All evening 30-minute shows are included.

Homes reached, rating and coverage are based on Nielsen data for November-December, 1952. Program cost estimates cover all production expenses, commercials and agency commissions, etc. Gross time costs do not include time discounts, rebates, etc. Commercial minutes allowance is based on split-sponsorship standards at NBC, which is two and a half minutes per quarter hour; on single-sponsorship, the limit is three minutes. If the latter were used, the daytime value story would be even better.

Average Program Profile	
15-Min. TV Program (Av. of 36 Programs)	30-Min. TV Program (Av. of 100 Programs)
Gross Program Cost (Estimated) \$ 3,515	\$19,800
Gross Time Cost (PIB, Nov., 1952) 8,385	20,636
Total Cost, Gross \$11,900	\$40,436
Homes Reached (Avg. Aud. Base) 2,089,000	3,943,000
Rating (Avg. Aud. Base) 12.0%	25.2%
Coverage 86%	75%
Cost/M Homes 55.75	\$10.26
Number of Commercial Minutes 2%	3
Cost/M Homes/Commercial Minutes \$2.30	\$3.42

12 TV Outlets Win Gross Over \$1.5 Mil

1952 Figure Is Triple Number That Made It in 1951; 16 Exceed \$1 Mil Bracket

WASHINGTON, March 28.—For the first time in TV broadcast history a dozen TV stations in the nation grossed more than \$1,500,000. However, since TV net expenses came to \$182,900,000, a jump of 56 per cent over 1951's \$117,400,000, income after expenses actually declined by \$2,000,000 from 1951's \$11,000,000. This drop permitted 1952 AM network income to top TV income, thus reversing the 1951 situation when for the first time income from TV operations exceeded that of AM stations. The revenues from AM stations fell from \$99,000,000 in 1951 to \$97,100,000, but this was offset by a larger decrease in expenses (\$89,500,000 to \$85,900,000). The Commission assured Peoples Broadcasting Company is financially and otherwise qualified.

WASHINGTON, March 28.—The FCC's report on the 14 post-freeze TV stations operating in the New York market, where there are seven stations, totaled \$28,158,000 last year, a 22.5 per cent gain over 1951. Only the Philadelphia market could show a smaller increase, with \$9,668,000 in revenues, a gain of 12.5 per cent over the 1951 total of \$8,791,000.

TV networks, including 15 owned into the red \$100,000.

new group realized total revenues of \$700,000, spent \$800,000 going into the red \$100,000.

As in 1951, the majority (nine) of the 14 TV stations reporting 1952 losses were located in the two seven-station markets, New York and Los Angeles. Seven of the 14 losing stations estimated their total revenues at \$2,000,000 or more. Not one of the 40 TV stations located in one-station markets reported a loss for 1952. This trend has raised a serious question in TV circles: Can a market support so many stations?

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WLEW-TV
Selling Allentown, Bethlehem, Easton
Bethlehem, Pa.

only single medium reaching the entire

TV affiliate
NBC
Represented by
ROBERT WEEKER ASSOCIATES
New York Chicago Los Angeles San Francisco

Net Daytime TV Eyes Fall Boom as Values Snowball

29 Food Firms Prefer Days; NBC Shows Increased Rating Worth

Continued from page 1

casting Company has come up with an impressive analysis of proves daytime to be as good as the evening; that daytime program costs are much less than half the evening talent charges; are higher in the daytime, and that daytime station line-ups are more complete. Also, that larger size TV families do much more Here are outstanding comparisons of day vs. evening commercial TV based on these figures:

A nighttime rating of 38.9 is required to equal a daytime rating of 12.0, which NBC says is the largest number of consumers and best sales prospects of products such as food, soaps, drugs, etc. Of heavy daytime viewers, consisting of the 50 per cent of all TV families looking at daytime night-time half-hour sponsor would have to increase his rating to reach 5,860,000 homes, instead of 1,500,000 homes, to hit the value of 38.9, to hit the rating of 38.9, to hit the value of 38.9, to hit the value of 38.9.

Other important sales points for daytime TV, as pointed up by the NBC researchers, are that women viewers average 1.1 per cent of the total audience, while men average 1.1 per cent.

PBC Drops First Round To WGAL-TV

WASHINGTON, March 28.—Peoples Broadcasting Company, Lancaster, Pa., lost a round in its battle with WGAL-TV, Lancaster, for Channel 8 when the Federal Communications Commission this week turned down PBC's request that the Commission examine WGAL's multiple-ownership set-up and possible concentration of power in the course of hearings on the application.

Commissioners Frieda B. Henock and Eugene H. Merrill dissent from the Commission's verdict that operation by the same management of WGAL-TV, WLEW-TV, Bethlehem, Pa., and WDEL-TV, Wilmington, Del., would not represent a significant overlap of service areas, since both WLEW-TV and WDEL-TV were authorized to operate only at minimum power.

Commissioner Henock summed up the dissent raised by questioning whether "potential overlap" would "result in an undue concentration of ownership and control of the mass media of communities." In denying Peoples Broadcasting Company's financial and other qualifications, the Commission ruled that the petitioner "is legally and technically qualified to construct, own and operate the proposed station," but emphasized, "we cannot now determine whether Peoples Broadcasting Company is financially and otherwise qualified."

UPT Earnings Of \$1.1 Mil. At Year's End

NEW YORK, March 28.—United Paramount Theaters, Inc., grossed \$121,570,000 last year, as compared with \$121,080,000 in 1951. However, the corporation's net profit dropped to \$5,614,000 in 1952 from \$6,703,000 in 1951, the FCC said. The FCC's order reaffirmed its stand taken in connection with approval of the American Broadcasting Company's merger with United Paramount Theaters, Inc., in 1952 to the advent of 3-D movies.

In reference to its merger with the American Broadcasting Company UPT cautioned readers bear in mind the network's newly strengthened financial position, "when evaluating the web's future in light of its 1952 earnings" (net loss of \$141,725). Statement showed the newly merged United Paramount-ABC outfit has total assets of \$141,101,000, a working capital of \$27,644,000, and a long-term debt of \$1,881,000.

WXYZ-TV Signs Up Betty Clooney

DETROIT, March 28.—Songstress Betty Clooney signed this week for a 15-minute across-the-card video show which will air via WXYZ-TV, here, starting April 20.

The stanza, to be bankrolled by Aites Beer, is titled "Hi There, Neighbor," and was set thru the W. B. Doner Agency, Miss Clooney's take will be about \$1,000 weekly.

FCC Grants 10 More CP's Totalling 432

WASHINGTON, March 28.—Ten more TV station grants were issued this week by the Federal Communications Commission, bringing to 324 the number of post-freeze authorizations and to 432 total TV construction permits. Grant of a CP to E. Anthony & Sons, Inc., Boston, however, prompted Commission's Frieda B. Henock and Eugene Merrill to dissent with Merrill explaining that the grant of a CP earlier to the same corporation to operate a TV station at New Bedford, Mass., would assure an "overlap" of areas served by the two stations, since the two transmitters would be only 50 miles apart.

A TV grant went to Utah Broadcasting & Television Corporation, Salt Lake City, with the memorandum opinion and order explaining that the protest procedure could not be invoked in this instance since both actions were taken after a full hearing and the rules stipulate that only authorized stations KALL and with Inter-mountain Network, Inc.

Other CP's went to Valley Television Co., Yuma, Ariz.; VHF Channel 11; Western Slope Broadcasting Co., Inc., Grand Junction, Colo.; VHF Channel 5; Marlon Radio Co., Indianapolis, VHF Channel 67; Channel 26; Empire Coil Co., Inc., Rib Mountain Radio, Inc., Des Moines, VHF Channel 17; KNAL Television Co., Victoria, Tex.; UHF Channel 19; Minnesota-Lowa Television Co., Austin, Minn.; VHF Channel 6; Alamo Television Co., San Antonio, VHF Channel 35.

FCC Dismisses Zenith Protest

WASHINGTON, March 28.—A second petition submitted by Zenith, in which the corporation seeks reconsideration of the FCC's action dismissing Zenith's application for a construction permit for a TV station on Channel 2, Chicago, and directing WKBW-TV to switch from Channel 5 to Channel 2, is being considered separately, the FCC said. The FCC's order reaffirmed its stand taken in connection with approval of the American Broadcasting Company's merger with United Paramount Theaters, Inc., in 1952 to the advent of 3-D movies.

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WDEL-TV
the market
Wilmington, Delaware

Delaware, with highest per capita income of any state, is also included parts of New Jersey, Maryland and Pennsylvania. Buy WDEL-TV for an audience that buys.

A Steinman Station
Represented by **WEEKER**
New York Chicago Los Angeles San Francisco

it's big... it's prosperous
\$1,533,373,000
Yearly buying income

TELEVISION-RADIO
THE BILLBOARD
5

Hackett & Official To Enter Live Field

NEW YORK, March 28.—With the signing of Hal Hackett to the post of executive vice-president, Official Films, Inc., will expand the scope of its operations to include packaging of live TV and radio shows. The firm may eventually go even further into various other realms of show business enterprise. This decision was reached by top brass this week. No specific package is ready as yet.

Hackett, a veteran of Music Corporation of America, from which he resigned a few weeks ago, moves into Official immediately as top operating exec, re-

porting directly to Ike Levy, chairman of the board.

Billy Goodheart will continue as president, tho he has not been active for many months because of ill health. Mike Nidorf, who is a member of the board, remains vice-president, but he will not be active in the actual operation of the outfit either.

Operation Unaffected

The advent of Hackett does not affect the operating line-up of the TV filmery, which will continue to have Herb Siegel on production, Bud Austin on national sales, and Herman Rush on syndication sales. With the expansion of the field of operation, however, it appears likely that the line-up will be increased. The name of the firm will probably also be altered to indicate its wider scope.

With the growth of TV film, many companies established in earlier phases of show business, including radio syndication, talent agenting, program packaging and theatrical motion pictures, have expanded their operations into TV film production and distribution. Official itself came into TV from the home movie business. This, however, is the first instance of a major TV film outfit expanding into still other show business functions.

Lippert Pic Pkg. Is Acquired By WCBS-TV

NEW YORK, March 28.—WCBS-TV here has leased the newest package of Hollywood feature film product yet to be shown on TV. For an estimated \$65,000, it has gotten the local rights to 26 features from Tele-Pictures, Inc., the Lippert Pictures film distribution subsidiary. The movies were produced by Lippert Studios.

Seven of the pictures were made in 1951 and five in 1952. Three of the latter five will not be available to WCBS-TV until December because they still are being exhibited. They include "Lost Continent," "Stolen Face" and "Pirate Submarine." Such names as Paul Henreid, Elizabeth Scott, Lloyd Bridges, Caesar Romero, Zachary Scott and Veronica Lake are in the films.

The deal is the most important consummated by the station since its purchase of 100 Republic features last year. The package has also been bought by WNBK, Cleveland and WWJ-TV, Detroit.

SW'S BIGGEST

Tex. Film Ent. Opens Office In New York

NEW YORK, March 28.—One of the Southwest's largest video film syndicators, Texas Film Enterprises, this week opened its Eastern branch here. The firm's main office is in Houston, and it also has representatives in Hollywood.

Texas Film Enterprises is the distribution arm of Televista Productions, which already has five TV film series in production and a sixth to get underway shortly. Sponsored in 12 Southern markets is "Betsy and the Magic Key," a 15-minute kids' puppet show. In production is "How It All Began," a 5-minute satire on the origin of various objects; "The Troubadour: Song of the Day," a 15-minute dramatization of the lyrics of Southern folk tunes; "Father Mike's Parish," a situation-comedy centering around a priest, and a half-hour documentary of Southwestern folk tales which uses material compiled by historian J. Frank Dobie.

To be produced soon is "Tabletop Science," a 15-minute series on scientific experiments for teenagers. The firm uses three large sound stages in Houston. The largest production facilities west of Houston are in Los Angeles and east of Hollywood.

Merchandising

It is also concentrating on the merchandising techniques to promote its properties. The film stations showing "Betsy," for example, participate in royalties from merchandising tie-ins with the Sun Rubber Company and the Keene Rubber Company. Tie-ins with top recording companies now being arranged for "Troubadour." John Van Gelden heads both Televista Productions and Texas Film Enterprises.

UTP Puts New 'Package Plan' On Market

NEW YORK, March 28.—United Television Programs this week has put on the market its new "package plan." The block buy of the entire UTP catalog of 10 shows would enable video stations in the smallest market areas to get film programming for an average price of as low as \$36.50 per half hour.

They would receive 390 half-hour shows—"Heart of the City," "Royal Playhouse," "Counterpoint," "Dick Tracy," "Old American Barn Dance," the new "Hank McCune Show," "Hollywood Off Beat," "Sleepy Joe" and "Enchanted Music"—to be played within 365 days.

The plan has expressly been devised to service new stations with limited programming budgets and with a selling market of local advertisers whose video appropriations are scanty. The UTP "package plan" gives them such programming material at a price that compares favorably with prices received for old feature films.

'Dixie' Rights To Murphy Pix

HOLLYWOOD, March 28.—Stanley Murphy, proxy of the TV film production firm bearing his name, this week acquired the tele rights to the "Dixie Dugan" comic strip and intends to go into production on a series of 52 films based on the strip's characters. Deal was concluded between Murphy and cartoon strip creator, J. P. McEvoy.

Murphy plans to stage a nationwide contest in search of a gal to play the Dixie Dugan part and that of little Imogene. Murphy has set Jimmy Gleason to play Pa Dugan and Fay Bainter to play Ma Dugan. Actor-singer Mike Darrin will play himself in the TV series as Dixie's boy friend.

Murphy left for New York Friday (27) to discuss sponsorship for the series with ad agencies and industry reps as well as for the other packages he is producing. Already completed is "Frontier Detective," TV series starring Victor Jory; "Melody's Magic," ad musical series starring Mimi Benzel, and "Cafe Hollywood," starring Paul Henreid.

Murphy plans a large-scale merchandising campaign, tying in with apparel manufacturers on attire featured in the filmed series.

Betsy and the Magic Key

Your key to unprecedented revenue because:



1.

AUDIENCE TREND REPORTS MADE BY CTO RESEARCH FOR CBS SAY:

"Children, in age group 2-12, prefer Betsy and the Magic Key to all other children's shows of this type."

2.

KPRC-TV, SAYS:

"We've had more response and interest in 'Betsy' than 70% of our adult shows."

3.

DR. HAROLD WIGREN, HEAD OF VISUAL EDUCATION, HOUSTON, SAYS:

"This is the highest type of children's entertainment on TV to date."

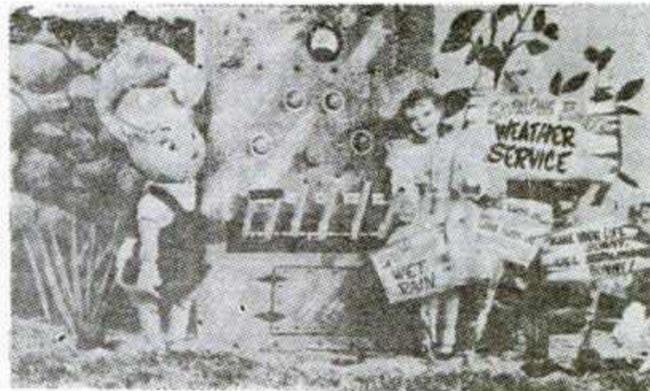


Making "BETSY" A TOP Earner of Sponsor Money...

And...



Every station carrying Betsy and the Magic Key...



will participate in all royalties from manufacture of the dolls and puppets and merchandising tie-ins, sheet music, records, etc.

Betsy literally earns herself a preferred place in your programming.

This show can and will make more money for you than any TV show you now have!

WRITE • WIRE • OR PHONE



TEXAS FILM ENTERPRISES

1112 PROSPECT • HOUSTON, TEXAS • Linden 3181

Ziv to Shoot All New Series In B & W and Color Versions

NEW YORK, March 28.—Ziv Television Programs, Inc., this week pulled a somewhat startling switch in its technical production policy, via a decision to shoot all of its forthcoming TV film series in both black and white and color. Filming will be done simultaneously.

For the past two years, Ziv has shot much of its product in color—accepted industry theory heretofore being that black and white prints from color negatives produced clearer tonal values on TV than films originally shot in black and white. At the same time, of course, the firm was storing up a sizable library of color films for the eventual advent of color TV. Ziv's "Cisco Kid" series, for instance, has been shot entirely in color for the last four and a half years, and the firm has shot enough color film on its other eight film properties to make up a 13-week color package on each show.

After considerable research, tho, Ziv has decided that the theory about the superior tonal qualities of color film for black and white is not yet applicable to TV. In explanation, a Ziv spokesman told The Billboard that "a film's distribution of brightness on TV depends on the spectral response of station equipment, and at present, Ziv doesn't consider that the iconoscope equipment of the average TV station

gives correct tonal values to color films." The middle ranges (greens), he said, are particularly distorted. Consequently, the quality of a black and white film print is superior to color in actual telecast.

In line with Ziv's new plan to assemble a complete library in both black and white and color for all of its present output of nine series (plus four new film packages on the agenda this year), E. M. Stifle, of Eastman Kodak, told a group of TV film men at a National TV Film Council meet here Thursday (26) that his firm expects film to play an even more important part in color

TV than it has in black and white.

Stifle also told the group that Eastman Kodak has been conducting experimental tests for some time now, in an effort to determine how present color film can be altered to meet the special requirements of TV. Stifle didn't elaborate on the unsuitable aspects (if any) of present color film for TV, but other trade sources rumor the possibility that eventually film may be manufactured expressly for TV use, an eventuality that, conceivably, could make current color film stock piles, if not obsolete, at least second grade.

WFIL-TV PAY-OFF

'Ramar' Unlimited-Use Deal Cops Big Rating

NEW YORK, March 28.—A unique unlimited-use deal on "Ramar of the Jungle," half-hour adventure series starring Jon Hall, has led to a rating and sponsorship pay-off for WFIL-TV, Philadelphia. Instead of the station's paying a portion of card rate for the film show, WFIL-TV bought it for 150 per cent of its Class A half-hour rate, for which it received unlimited use. The station then programed the show across the board, rotating the first five installments over the first five weeks, so that a viewer following the series a particular day of the week would see a different chapter each week.

Slotted 4:45-5:15 p.m. in Philadelphia "Ramar" in February pulled an average rating of 20.4, and a cumulative rating of 31.2 according to the American Research Bureau. "Ramar" topped its competition considerably every day. Competition included WCAU-TV's "Junior Hi-Jinx," which moved far out ahead audience-wise after 5:15 p.m.

For payment of 26 times 150 per cent card rate, the station received a print of all 26 installments of the series for unlimited use for two years. WFIL-TV is also running the show twice on

Saturday, at 1 p.m. and at 2:45 p.m. In the first Saturday slotting its February ARB was 11.2 and in the second 7.7, again outpulling its competition from the other two Philadelphia stations.

The deal was originated by Arthur Sachson, sales manager of Arrow Productions, producer and distributor of the "Ramar" series. Sachson is pushing the unlimited-play deal toward other stations and said it's received a great deal of interest. Arrow will shortly begin production on a second series of 26 installments of "Ramar."

Sachson pointed out that in this type of deal Arrow grosses as much as it might expect to get for three runs. For that price, WFIL-TV is getting the equivalent of at least five runs simultaneously. Sponsorship of "Ramar" in Philadelphia is understood to be active, with Coca-Cola one of those participating in the three and a half hours per week.

Three segments of the first 26 in the "Ramar" series, all dealing with a white goddess, have been edited into a feature film, British theatrical rights to which have been sold by Sachson. Sachson is now negotiating for theatrical release over the rest of the world.

Dick Powell, Ziv in Talks

NEW YORK, March 28.—Ziv Television Programs, Inc., this week reportedly signed movie actor Dick Powell as star of a new TV film series. Ziv has recently been negotiating to buy another sleuth-character property (a la its currently syndicated "Boston Blackie" film program), and it's probable that Powell is slated for the lead role in this opus.

One of the properties being considered by Ziv is reportedly "The Falcon."

Tape, Color & 3-D Ahead, But When?

All Hands Turn to On-Coming Projects; Predictions for Systems' Reality Vary

• Continued from page 1

tion here this week, Sarnoff said he had recently witnessed a demonstration at the Princeton Laboratories of the Radio Corporation of America and that it convinced him that "I will have the TV tape recorder before the time I specified."

It is known that Sarnoff and other RCA brass recently witnessed a demonstration in Hollywood being developed by Bing Crosby Enterprises and that all were greatly impressed. Frank Healy, head of BCE electronics division, has predicted that BCE will have its tape system perfected in about six months and in practical use in a year. Healy was in New York this week, which led to speculation of some kind of hook-up between BCE and RCA in tape development.

In his speech, Sarnoff asserted that "tape recordings will obso-

lete the use of film for television and reduce over-all costs." Dr. Peter Goldmark, head of Columbia Broadcasting System Laboratories, answered this indirectly before a meeting of the National Television Film Council the next day. Goldmark suggested that the cost of video tape would never come down to the point that it would knock out film entirely, that tape would have to compete against improvements constantly being made in TV film, that the principal virtue of tape was immediacy, and that the two media would probably, in the long run, exist side by side. For an indication of the cost of tape recording, Goldmark was understood to say that at present tape runs over 400 feet per minute as compared to 36 per minute for 16mm. film. In discussion it was brought out that tape recording equipment would cost a station an estimated \$50-\$60,000 and would in general be far in excess of the cost of film recording.

Rebuttal

Goldmark's comments brought a strong rebuttal from the floor in the person of Lawrence Ruddell, TV recording director of the American Broadcasting Company. Charging that Goldmark has apparently not kept abreast of tape developments, Ruddell said that by multi-track systems, speed of tape was now actually nearer 100 feet a minute, and the frequency response was much improved.

Ruddell asserted that altho tape is not around the corner, it is inexorably on its way, and he hoped ABC would be first to put it to practical use.

With the lifting of the National Production Authority's ban on color set manufacturing this week speculation as to when colorcasting would commence ranged from months to years. But meanwhile, Chromatic Television Laboratories, subsidiary of Paramount Pictures, set plans to telecast the British Coronation in color to special receivers in public places thruout England.

What of Color?

TV film outfits in the main were taking a wait-see attitude toward color. One major exception to this was Ziv Television Programs, which is now going on a strong color policy (see separate story, TV Film department, this week). While there is some color product now available to TV, including features, shorts and a few TV shows originally done on color negatives, it was generally felt that colorcasting at first would have to be live. The small potential market initially available would not be worth the added expense of color production at this time, it was maintained. In feature film production, color is generally understood to boost the net about 50 per cent. In 16mm it might be about 35 per cent. But actually there are too many variables involved to make a sound generalization.

In TV film, it seemed probable that commercials would go to color quicker than shows, which might give the blurb added impact as against the monochrome program. Sponsors could be expected to grab at this, and the added expense and problem would be proportionately far less than in program production. One-day shooting, for instance, outdoor shots are simpler in color, but in shooting outdoor several days, consistent weather conditions are usually required, a factor which frequently adds a lot of expense.

NEW SERIES

Dynamic Sets Short Story Drama Series

NEW YORK, March 28.—Dynamic Films will next month begin production on a new 15-minute intimate dramatic series based on famous short stories. According to Dynamic execs, the new show will have an approach uniquely suitable to TV and not so far exploited to any extent. A name actor will serve as narrator for the series, and the dramatic material will be done on a variation of the arena technique.

'BLINKY' SERIES UNDERWAY

NEW YORK.—Murray King is going ahead with production of "The Adventures of Blinky," 15-minute kiddie-puppet series. The show has been in the pilot stage for several months. The 26 segments will be shot in color. King has prepared a premium and merchandising package to go along with the series.

STIBRA COMPLETES PUPPET SERIES

NEW YORK — Stibra Productions, headed by Leo Steiner, has completed 13 stanzas of a marionette series entitled "Don Q. Dick & Aladdin." The quarter-hour show will be syndicated by Lakeside Television Company, which is also distributing "Oklahoma Chuck Wagon Boys," 15-minute musical series, and a library of shorts.

Kellogg-Hickok In 10-Yr. Pact

HOLLYWOOD, March 28.—Kellogg this week hitched the "Wild Bill Hickok" filmed series to a 10-year contract, including options. Sponsor has continuously picked up the tab on the Billy Broidy-filmed series for the past three years with the new pact plus options guaranteeing uninterrupted sponsorship for an additional decade. Deal was negotiated and concluded between Broidy and William Weddell, veepee in charge of radio for the Leo Burnett agency, which handles the Kellogg account.

Broidy has already completed 48 half-hour films in the "Hickok" series. Production will start on the 1953-'54 series in mid-April with Broidy on the first six of projected series of 26 films. Understood deal calls for Broidy to complete 26 episodes this year and ditto number in 1954 with a minimum of 13 episodes in the succeeding years.

is the production of 13 more films in "Orient Express," a series which it distributes. But "Great Loves," a film series which is to star Hedy Lamarr, is no longer a Prockter project. Paul White, its former president, controls this property.

Singer to Book 'Four-Star' on Weekly Basis

NEW YORK, March 28.—The Singer Sewing Machine Company this week decided to sponsor its "Four Star Playhouse" on a regular weekly basis beginning late in September. The program is in the Thursday night, 8:30-9 p.m., time slot on the Columbia Broadcasting System's video web.

Singer was forced into this decision, altho it had considered going weekly, because Old Gold had made a firm offer for regular sponsorship in the time period for its "Chance of a Lifetime," now on the American Broadcasting Company. CBS-TV, however, has not given up on Old Gold and is trying to interest it in Thursdays, 8-8:30, still open on the web. Official films produces "Four Star Playhouse."

Prockter Sets 'Police' Series

NEW YORK, March 28.—Prockter TV Enterprises, Inc., this week blueprinted a new TV property, "International Police." The half-hour series, to be shot in Europe, will deal with the police activities in such world capitals as London, Paris, Rome and Berlin. The first 13 are to be shot in those cities early in June, and the second 13 in Hollywood one month later.

Prockter TV is also going ahead with the shooting of 12 more films in the new Walter Brennan situation-comedy. A pilot film of this show is already being pitched to advertisers for network sponsorship. Another Prockter action

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Petrillo Warns Agent Against AGVA Fund

NEW YORK, March 28.—The American Federation of Musicians joined the battle over the contributions to the actor's welfare fund when James C. Petrillo, AFM prexy, warned in a letter to booking agents against collecting any monies for the American Guild of Variety Artists.

The letter, dated March 23, read: "Our attention has been called to the fact that AGVA is making certain impositions on members and franchised agents of the AFM; making them a collection agency for the above-mentioned organization. Please be advised that instrumental acts, members of AFM, playing in any place of entertainment, must be booked under a Federation contract as they are under the jurisdiction of the AFM only. AGVA has demanded, as we understand it, that our licensed agents collect from the employer monies on each person or acts who are members of the AFM, for them, for the privilege of working in places of entertainment. This is not the function of any AFM licensed agent. . . . We will not allow any person, licensed or otherwise, to pay a fee on our members. This rule is to be strictly enforced. Kindly guide yourself accordingly."

AGVA heads expressed amazement at Petrillo's letter. Jack Irving, AGVA head, said, "AGVA is not asking any agent to collect money to permit its members to work, or for any other reason. Petrillo is obviously misinformed. He has received garbled information. It is surprising that he would take such action without consulting with us, particularly in view of our cordial relations and the agreement that exist between our sister unions."

Basis of Letter

It is understood that the Petrillo letter came as a result of various claims made by bookers, working under AGVA and AFM franchise, that they are required to pay \$1 per club date per performer to AGVA.

AGVA maintains that club date bookers are employers, and as such are responsible for payments based on a signed agreement.

Miller Reopens Miami Riviera

MIAMI BEACH, March 28.—Bill Miller reopened his Miami Beach Riviera last night after a two-week shutdown and hopes to garner some of the spring business with Larry Steele's "Smart Affairs of 1953."

A cast of 40 includes Butterbeans & Susie, the Three Choclateers, Flick Montgomery, Olivette Miller, Conrad and Estelle, and a line of girls. Jimmy Tyler's orchestra will handle the bandstanding.

Extra Added

Eddie Fisher, whose first civilian date will be at the Paramount, has an outstanding option held for him by Bill Miller's Riviera for \$750. Fisher's price for cafes is now about 10 times that. . . . MCA is slowly letting its night club act department wither on the vine. . . . Palace backstage buzzing with a new club organized by Danny Kaye, Eddie Dukoff and Darvas and Julia. It is called the "Sweetheart Club." It started as a gag and is rapidly assuming large proportions with name performers (not at the Palace) becoming members.

Tinted windshields interfere with Drive-In-Theater biz, say ops. Customers can't see Technicolor and the trick glasses used for 3-D flicks are useless behind tinted windshields. . . . Kitty Kallen at the Palmer House, Chicago, April 23. . . . Gregory Ratooff and Susan Zanuck will break in their cafe act at El Rancho, Las Vegas, April 22. Package will serve as nucleus for musical planned for Stem next

ALASKA LIVING HIGH FOR ACTS

NEW YORK, March 28.—Acts headed for niteries in Anchorage, Alaska, should take heed of the terrific cost of living there, according to returning acts. Hotel accommodations are hard to get even with prices of single rooms running to \$9 a day. Most eateries charge \$1.75 for an order of bacon and eggs. Dinners start at \$4.75 and extend to \$12.00 for steak. The cheapest drink at cafes is \$1.25. The town is chiefly populated by soldiers stationed at air bases. Residents maintain they must charge high prices because everything is shipped in from the States and the cargo rates are exorbitant.

DOUBLE TROUBLE

Dancers to Do NY Day Stint, Wash. Midniter

NEW YORK, March 28.—Some kind of a record will be set for long-distance doubling by Darvas and Julia when they open at the Shoreham Hotel, Washington, April 7.

Dance team, currently on the Danny Kaye show at the N. Y. Palace, took the Palace date on an eight-week basis. They signed the Shoreham contract in November, 1952. When the Palace date was extended Darvas pushed the Shoreham date back. Last week Darvas was notified that the Washington date could not be pushed back any further.

To do both jobs, the team will fly each night to Washington. They get off the Palace stage at 9:25 p.m.; plan to catch a plane at La Guardia at 10:15; arrive in Washington at 11:37, and start working at midnight. They plan to remain in Washington and return to New York the following morning in time to do their matinee. After the night show—back to "wash" ton again. The latter is a two-weeker.

The team's contract with the Palace doesn't permit any doubling within a 30-mile limit. Washington is outside of that zone.

Kaye May Quit Palace Apr. 26

NEW YORK, March 28.—The Danny Kaye show at the Palace will probably close April 26, according to present plans. Kaye is scheduled to report in Hollywood June 22 to start shooting his next picture. It was thought he might stay on at the theater until that date, but he wants to take a four-week vacation.

If the Kaye bill exits at the April 26 date it will mean the show was in for 14 weeks, grossing an approximate \$725,000 for the run. For the ten weeks, with an average weekly take of \$52,000, Palace has already taken in about \$520,000.

Kaye's cut of the gross for the 14 weeks is estimated at about \$36,000 a week. His deal calls for 60 per cent of \$40,000 and 70 per cent of the band and part of the advertising and the entire salaries of all the acts. Acts salaries amount to about \$7,000 weekly.

Palace has no immediate plans for another attraction to follow Kaye. It probably will go back to its eight acts and a picture policy until it can come up with another headliner.

fall. Bernie Wayne's doing the music. . . . Jack Bertell joined Lenny Green's Mercury Artists as executive veepee. . . . Leslie MacDonald, English booker, caught a run-thru of Julia Darvas' singing (she's the fem partner of dance team Darvas and Julia) and now the Morris office is excited. . . .

AGVA Tosses Tax Potato To Operators

NEW YORK, March 28.—Application of the ruling that actors are employees was invoked last week by the American Guild of Variety Artists in the return of cash bonds to night club operators. If this is followed thru, it will put many ops in an awkward position.

Under AGVA's rules, ops are required to post a week's salary with the union, sufficient to cover all the performers on the bill. When a bill closes, the acts are frequently referred to the union by the op for their final week's salary to be paid out of the bond.

Under the re-activated system, the money is broken into two parts. The first part consists of the salaries due each performer. The second part consists of the deductions required by law of all employees. Both checks are then sent by AGVA to its regional office where the club operates. The actors and the operator are notified to come in and pick them up. Whether the operator wants to return the tax deductions to the actors or send it to the tax authorities will be left to him, AGVA said.

The first case under this ruling occurred last week when Bill Miller closed his Miami Beach Riviera. When the performers on the bill learned of their deductions, there was considerable disgruntlement. Nevertheless AGVA stuck to its guns.

Most acts working cafes are signed as independent contractors. The acts and the ops prefer it because neither are called to make deductions. If this application of the rule by AGVA is followed, the objections are expected to be long and loud.

City Amusement Tax Opposed

NEW YORK, March 28.—The suggestion of Rudolph Halley, president of the New York City Council, that the city use the enabling act to tax places of amusement, theaters, night clubs, etc., has show business up in arms as taking another chunk out of an industry which is already being taxed heavily.

Gov. Thomas A. Dewey has already expressed himself as against such taxation, and the Board of Estimate has already turned down Halley's request. Nevertheless, the industry is watching the budget battle in City Hall with sharp eyes.

The law under which Halley asked for the imposition of amusement tax was originally passed in Albany in 1947. Under it, New York State municipalities were permitted to tax amusements of various sorts, including coin machines and juke boxes, up to 5 per cent. To date, only one city has used the enabling law—Binghamton. Another city, Syracuse, had the law for one year, but dropped it when it discovered the income was smaller than the cost involved in collecting it.

Eddie Lewis Dies; French Manager

NEW YORK, March 28.—Eddie Lewis, personal manager, responsible for most of the French acts imported here in the past few years, died Thursday (26) after major surgery at the Polyclinic Hospital. He was 52 years old.

Lewis represented Edith Piaf, Compagnons de las Chansons, Patachou and others. He was originally with Clifford Fischer. When Fischer died, Lewis operated alone until about two years ago, when he joined Lew and Leslie Grade.

Ron Fletcher wants he-man boy dancers for Tallulah Bankhead when she opens at The Sands, Las Vegas, in May.

AGVA-TROA WAR NOW UNDERWAY

Breaks Out in Baltimore, Spreads To Philly; Some Clubs Pull Shows

NEW YORK, March 28.—War broke out between cafe operators and the American Guild of Variety Artists Wednesday night in Baltimore and spread rapidly to Philadelphia, involving 18 clubs in the latter city and one in Baltimore. More than 100 performers were equally involved.

The first shot was fired in Baltimore when AGVA demanded that Max Cohen, operator of the Band Box and an officer of the Theater-Restaurant Owners of America, sign a minimum basic agreement which included the welfare fund contributions. When he refused to sign, his show was pulled.

The following night (26), Dick Jones, AGVA's Eastern regional head, ordered the Philly branch to call on the Little Rathskeller and the Celebrity Room and demand they sign the agreement. When they refused, their shows were pulled.

Shows Stopped

Before the night was over, more clubs were involved. In some cases, the club owners stopped shows in accordance with the previously stated position of TROA that if one show is pulled, all members would disperse with shows. In the majority of cases, AGVA gave two reasons for yanking out the shows. The first was a refusal to sign the mini-

Cafe Ops Plan To Retaliate Against AGVA

NEW YORK, March 28.—In retaliation for the pulling of shows in Baltimore and Philadelphia by the American Guild of Variety Artists, the cafe ops organization, the Theater Restaurant Owners of America, has decided to close all night clubs in Baltimore Sunday (29), with Detroit scheduled to close its night clubs Monday (30).

The action was decided upon in Baltimore after an all-night meeting of the city's local cafe org, affiliated with the national TROA. Where contracts exist for performers to open, talent agencies representing these performers have already been reached with instructions to push the dates back or cancel them. Where possible, spots will use musical acts, members of the American Federation of Musicians.

Lenny Litman, TROA exec, and operator of the Copa, Pittsburgh, and Harry Altman, also a TROA exec and operator of the Town Casino, Buffalo, said they have been assured by Dick Jones, AGVA Eastern Regional head, that all ops will receive immediate amnesty if TROA puts \$100,000 in escrow.

TROA Offer

TROA has offered to pay AGVA \$50 to \$500 a year for its welfare fund for each of its members, depending on the number of acts used and the budgets involved. AGVA has requested \$2.50 a week for each act used, regardless of salaries paid or the size of the club involved.

TROA execs also said they've been promised that the independent contractor status will be part of the AGVA minimum basic agreement, if they put up the \$100,000.

Jack Irving, AGVA head, vehemently denied any possible change in the employee-employer relationship that the union has insisted on. "All we can promise them is that if they put up the money, we will call an emergency meeting at once and discuss conditions we can all live under. But before we can discuss anything, the cafes must show their good faith by putting their money up and then giving us a complete roster of their membership. Without the roster, we don't know who they represent and who they're talking for."

num basic agreement; the second was a claim of insufficient bond to protect the actors.

The clubs that stopped their shows were Big Bill's, Carroll's, Barton Show Bar, Golden Bar, Catalina Bar, Cumberland Bar, Embassy, Orsatti's, Hawaiian Cottage, Club Shagru (latter two on the New Jersey side), Little Rathskeller and Celebrity Room.

The Latin Casino, Chubby's, Palumbo's and a few others were not immediately affected. It is understood, however, that the Embassy and Orsatti's had made a deal with AGVA and would re-open.

"Completely Successful"

Jones characterized the drive as "completely successful." He also said that in all places where the clubs themselves threw out shows, all performers would be on hand to open the following night ready to go on. If the ops refused to let them perform, AGVA would consider they had been fired and would pay off the actors out of the bond money deposited in AGVA for the full term of their contracts. In the meantime, Jones warned performers to "stay put" and wander around from club to club.

In at least two clubs, the AGVA acts were promptly replaced by musical acts, members of the American Federation of Musicians. Other clubs indicated they too will use musical acts if AGVA persisted in its stand.

Jones said he wasn't worried, "the first round belongs to us—if necessary we will put out other clubs in other cities."

Full Approval

Jack Irving, AGVA head, said the action taken had the full approval of the executive board and that Jones was acting in accordance with orders.

"Some of the places pulled are pus bags. We hope they stay closed. We will find work for our members elsewhere," Irving added.

Lou Walters, president of TROA, described AGVA's action as a "breach of faith." He further said that if AGVA pulled his show (the Latin Quarter), he stood ready to replace each act with a musical act. "Any act who walks out of my show will be considered as having quit and will be dealt with accordingly," Walters said.

Oregon Gets Bar Liquor

PORTLAND, Ore., March 28.—Night clubs in Oregon—after 12 years of selling liquor back to the customers out of the patrons' own bottles—this week prepared to serve bar liquor as result of the State Legislature's enacting a liquor-by-the-drink law.

The Oregon Liquor Control Commission indicated the new law would be put into operation on May 4. The commission was unable to estimate the number of licenses to be issued but pointed out the law limits the outlets to 800, compared with 530 now licensed to serve liquor from customers' bottles. Applications were made available this week.

At legislative hearings club spokesmen testified that while the new operation would net them a less money, it would enable them to provide "an honest operation." License fees were set at \$400 for a restaurant offering entertainment, \$250 without entertainment. Under the old law, night clubs with entertainment paid \$400. The membership clubs will continue to serve from customers' bottles if they elect that type license.

Eateries Billion \$ Biz

WASHINGTON, March 28.—Eating and drinking spots in February did a \$1,100,000,000 business to top the January total of \$1,078,000,000 and \$1,058,000,000 sales recorded in February, 1952, the Commerce Department reported this week.

Bluebird, Entre Grab Hunk Of Low-Price LP Market

Cheaper Decca, London Lines Gain As Stores Report Sales Strength

Continued from page 1

first 90 days. Bluebird sales have also increased substantially, and Decca and London report substantial gains, as well.

Greatest inroads made by Bluebird and Entre have been at the expense of Remington. As the latter's list price moved near parity to that of the majors' subsidiaries, the price differential no longer exerted its influence, and the former's label value, plus the name power of their artists, served to push Remington out of some major outlets here and in other parts of the country.

Remington's proxy, Don Gabor, admits that his sales suffered when Bluebird and Entre first came out. Since mid-January, however, Remington dollar volume has been on the increase, he said, and has now passed its level of six months ago. Part of this increase Gabor attributes to the higher list price of his product (\$2.99 since March 1), a reshuffling of distributors and his introduction of Extended Play.

Stores' Reports

In New York, class retailers such as Liberty, Doubleday, Schirmer's, etc., report fair to good sales of Bluebird and Entre. But in common with other outlets they state a much bigger job could be done if Victor and Columbia would promote their low-price lines more aggressively and build catalog. There are growing signs that more will be done by the majors along this line. One factor holding back bigger action in certain class outlets, where self-service has not become the sales pattern, is the understandable reluctance of clerks to push the cheaper merchandise. With many such clerks working on commission deals, they can make more by stressing more expensive lines.

Several local department and chain stores, among them Ludwig-Baumann and Davega, have practically ceased handling Remington vinyl. Bluebird and Entre bring label acceptance along with their low price, store execs assert, and for promotional merchandise they can plug the still cheaper Varsity-type lines, or Remington's own subsidiary promotional label, Plymouth-Merit.

MDS to Handle Sheet Music For Hill-Range

NEW YORK, March 28.—Hill & Range has concluded a deal with Music Dealers' Service whereby the latter, the largest sheet music jobber in the U. S., with stock, ship and handle the billing for all sheet music of Hill & Range and its various subsidiaries. This is probably the first arrangement of its kind and could possibly establish a new pattern of operation among music publishers. It is in no way similar to the now-common practice

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Fox and Chess Hit Accord on Back Royalties

NEW YORK, March 28.—Harry Fox, publisher's agent and trustee, thru Julian Abeles, of Abeles & Bernstein, has effected an out-of-court settlement with Chess Records, Chicago-based rhythm and blues indie, for back royalties.

The settlement, which resulted from an audit of the diskery's accounts made by Fox months ago, calls for payment of \$7,500 by the diskery. Settlement by Chess is on the basis of 4 cents per record manufactured.

The Sam Goody store here has noted a steady increase in its movement of Bluebird and Entre vinyl to now impressive proportions. It is known that a good part of this increase has taken place at the expense of Remington. The Victor and Columbia subsidiaries have proved attractive both to bargain hunters and collectors of higher-priced disks, a Goody exec said, since they often hold interpretations of high artistic merit.

On its own level, Remington is meeting the Bluebird-Entre challenge by a new stress on quality in disk and performance. The diskery is engaging American artists and will record more material domestically where standards

may be better controlled (see separate story).

Entre Increase

Columbia is stepping up its release of Entre disks. There are currently about 60 platters in the catalog. Latest release includes the line's first two complete operas, a three-disk rendition of "The Barber of Seville" offered for a list of \$10.86, and a two-record set of "Rigoletto." Other ambitious releases due for early release include a Von Karajan reading of Beethoven's Ninth Symphony.

The Victor hasn't yet added to its initial Bluebird release of some 30 disks, it is understood that the diskery is prepping an addition soon.

Seek Lower Freight On Record Returns

RIAA Petitions Railroads to Reduce Rates 10% Under Present Differential

NEW YORK, March 28.—A petition asking for a reduction in freight rates on non-salable records returned to diskeries by dealers and distributors has been filed with railroad representatives by the Record Industry Association of America. The brief also asks the rail carriers' Uniform Classification Committee to remove the requirement that all such records be broken into scrap before shipment to secure the present rate differential on returns.

Sol Gasster, traffic manager of Decca Records and chairman of the RIAA's six-man traffic and transportation committee, presented the petition to the UCC. He asked that the present return rate differential of 20 per cent be spread to 30 per cent.

Dealers and distributors stand to gain most if action on the RIAA request is favorable, since they absorb all freight charges on returned merchandise. But manufacturers also will benefit. The latter often find it difficult to calculate the exact amount of credit due sales outlets on returns. The broken disks must be weighed and their value estimated under the present procedure. An actual count of the merchandise returned would be far more accurate.

The RIAA brief also implied that the return-credit procedure might be drastically revamped, obviating the need for shipment to the diskeries, if an acceptable solution cannot be worked out. It read in part:

"For quite some time, because of the constantly rising costs of transportation, our dealers and distributors have been pressing us to eliminate our requirement

Buttons Makes Columbia Disk

NEW YORK, March 28.—Red Buttons will be heard on Columbia wax as well as over TV in a few weeks. The diskery will release a record featuring the comic singing two new songs, "Strange Things Are Happening," and "The Ho-Ho Song," backed by the Elliot Lawrence orchestra and with help from a teen-age audience.

Columbia decided to issue waxes with the comic a few weeks ago, and two ditties were whipped up for the session. "Strange Things Are Happening," a Buttons' colloquialism, was clefted by the comic, Elliot Lawrence and Alan Walker.

The "Ho-Ho Song" was written by Buttons, Joe Darion and Jack Wolfe. Singing on the disk was contributed by the comic's TV audience, which was invited to come to the diskery's studio and watch the recording session.

that the (non-salable) records must be returned in order to secure their allowable credit, since the freight charges on returned records are paid by them. It is felt that ultimately something will have to be done unless an adjustment can be secured in the freight rates. Whatever form of adjustment would be made it

(Continued on page 48)

Col. to Assign 10 Flacks to Distribbs

NEW YORK, March 21.—Columbia Records is working on a plan to hire a number of promotion men to work with distributors in key markets as part of a forthcoming national sales push for the label. The plan is to hire up to 10 promotion men, who will be placed with distributors in major cities, such as Detroit, Boston, Chicago, etc., in order to plug the diskery's platters with the jobbers and juke box operators. The salaries and expenses of the promotion men, it is understood, will be shared half by the diskery and half by the distributors.

This is an important step by Columbia and one that marks an innovation in diskery-distributor sales and promotional relationships. At the present time, the firm has a national promotion manager, and certain distributors, such as Times-Columbia here, have their own promotion men. However, only three or four distributors at present carry their own personnel for promotion work. This is true of most other major record companies as well, with promotion men only on a national level, and with distributors in New York and possibly Philadelphia and Los Angeles.

Move to add promotion

Dot Reveals Talent Plans

NEW YORK, March 28.—On the heels of business for the first quarter of the year that has its volume of a year ago, Dot Records has announced expansion plans that include the signing of a raft of new talent. Dot, which was started by Randy Wood in Gallatin, Tenn. in September, 1950, has shaken loose two regular pop top-sellers in the Hilltoppers and Johnny Maddox.

New artists recently added are

(Continued on page 48)

BREADBOX BARE, SO'S HIS B. O.

NEW YORK, March 28.—Dick Boone, one-nighter booker for Ben Bard's Universal Attractions placed an ork with an operator in Michigan a few weeks ago. The day the contract and the loot were due he received a wire from the operator which read, "Bread will be there by next week." After the week passed Boone snapped a wire to the operator stating, "Still waiting for bread. Unless it is received by tomorrow, forget the baker, as the band will not be there to mix the flour. Dig?"

Richmond Deal With Campbell, Connelly Set

NEW YORK, March 28.—Campbell, Connelly & Company, Ltd., has concluded an agreement with Howard S. Richmond to handle the Richmond copyrights in several major world areas. The pact, for a duration of two years, includes material in the following Richmond firms: Hollis, Ludlow, Folkway Music Publishers, Melody Trails, Dartmouth, Essex, Cromwell.

Under the deal, Campbell, Connelly & Co. has the copyrights for the British Empire except Canada, Australia and South Africa—areas where Richmond already has representation. The British firm has also arranged to handle the Richmond copyrights on the European Continent, with the exception of Italy and the Scandinavian countries, where Richmond again has representation.

Pocket Books Takes on Bell As Subsidiary

NEW YORK, March 28.—The advent of another low-priced record label on the market became a fact this week with the disclosure that Bell Records, Inc., had been taken on as a subsidiary of Pocket Books, Inc., part of the Marshall Field enterprises. Bell Records actually has been on the market for a number of months on a test basis as previously reported in The Billboard. Market tests of this 35-cent label have been successful enough to warrant the decision to go ahead on a full scale.

Though plans have not been completed, the label will have its first official release in September. It will record hit pop tunes, standards and new tunes. A spokesman of the firm disclosed that although hit tunes will be waxed, a definite effort will be made to make these interpretations original rather than carbon copies of the hit version. Distribution will be thru Pocket Books' 77 independent jobbers throughout the country on a voluntary basis. Royalty payments to publishers will be 1.25 cents a side, the normal mechanicals collected from the low-priced labels. Personnel of the new label has not yet been announced.

In the last few months, negotiations have been carried on with major record companies by Pocket Books to test a revolutionary - to - the - record - business idea whereby the same version

(Continued on page 48)

Bernard Miller Dies Suddenly

NEW YORK, March 28.—Bernard L. Miller, 56, of Miller and Miller, noted music business law firm, died suddenly on Thursday (26) of a heart attack at his home. Funeral services will be held tomorrow (29) at the Park West Memorial Chapel.

The firm which he founded together with his brother, Mortimer, is one of the best known in the music business, representing such publishers as Santly-Joy, Leeds, and many noted domestic and foreign firms. Its clients include the Associated Booking Agency and many other artists and show business personalities.

Miller is survived by his wife, Marie; his brother, and two sons, Gerald and Alan.

CALLING DOCTOR WATSON

802 Goes on Super Sleuth Prowl to Police Hot Tapes

NEW YORK, March 28.—Local 802, American Federation of Musicians, is setting up a Scotland Yard operation to supervise the buying and selling of masters and tapes. Nobody intends to dress like Sherlock Holmes, but his spirit is definitely on the loose. Reason for a resurgence of policing on this matter is the great increase in the pressing of jazz disks from tapes and masters made at jazz concerts or broadcasts many years ago. The Local aims at protecting not only its musician members but also diskeries and individuals who purchase tapes without realizing that the musicians may not have been paid for any use other than a concert or broadcast.

A Local 802 exec this week stated, "It is the duty of any licensed record company—before buying a tape or making pressings from same—to check with the musicians' union and see whether the tapes purchased are legitimate—that is, ascertain whether the musicians have been paid for a recording date."

The latest record manufacturer to be victimized by a sale of masters is Commodore. The jazz label bought and re-issued several sides cut by another firm, now inactive, of a 1945 Town Hall

concert featuring Red Norvo and Stuff Smith. A sideman who played the date squawked that he received no pay for the disk, and Commodore has since had to pay disk date fees, despite the fact that the masters had been purchased with the understanding that all obligations had been met.

Jazzmen Alerted

The increasing number of disks being pressed from tapes of old jazz concerts has alerted jazz musicians generally. They are often the first to ask the Local to intercede. The Local, too, is making a special effort to check the forced sale of masters and tapes of those firms who have become bankrupt—cases in which a referee is appointed and all assets summarily disposed of.

The problem is applicable not only to records, but also obtains in the field of transcribed spot announcements. Musicians complain that a spot which they made for one sponsor is often being used to plug another product. In all fairness to advertising agencies handling this type of material for clients, Local 802 points out that in most instances the musicians are immediately paid when a commercial switches products.

3 Road Packages to Get Underway Soon

'Record Show,' 'Biggest Show' to Start Next Week; BG-LA Unit Set April 15

Continued from page 1

the Count Basie orchestra, preceded all the road units by kicking off in February for a six-week string of Southern dates. This package, which is handled by the William Morris Agency and Shaw Artists, has been doing sensational business to date, and according to unofficial reports, is running as much as 25 per cent above the Eckstine-Basie-Shearing show of last fall.

Here is the complete list of dates to be played by the "Record Show" after its opening date at Carnegie Hall on April 5, April 6, Washington; 8, Providence; 9, Philadelphia; 10, Johnstown, Pa.; 11, Baltimore; 12, Richmond, Va.; 13, Norfolk, Va.; 14, Raleigh, N.C.; 15, Roanoke, Va.; 16, Spartanburg, S. C.; 17, Nashville; 18, Little Rock; 19, Wichita, Kan.; 20, Oklahoma City; 21, Tulsa, Okla.; 23, Dallas; 24, Galveston, Tex.; 25, Houston; 26, Beaumont, Tex.; 27, New Orleans; 28, Columbus, Ga.; 29, Jacksonville, Fla.; May 1, Atlanta; 2, Columbia, S. C.; 3, Charleston, S. C.

"Biggest Show"

The "Biggest Show of 1953" starts in Los Angeles, April 4; then on April 5 it plays Oakland, Calif.; 6, San Francisco; 7, Portland, Ore.; 8, Seattle; 9, Salt Lake City; 10, Denver; 11, Milwaukee; 12, Minneapolis; 13, South Bend, Ind.; 14, Fort Wayne, Ind.; 15, Columbus, O.; 17, Chicago; 18, St. Louis; 19, Cincinnati; 20, Cleveland; 21, Charleston, S. C.; 22, Pittsburgh; 23, Buffalo; 24, New York; 25, Rochester, N. Y.; 26, Montreal; 27, Boston; 28, Providence; 29, Syracuse; 30, Scranton,

Coast 1-Nighters For Opry Folk

HOLLYWOOD, March 28.—Red Foley, star of NBC's "Grand Ole Opry," heads a group of regular performers from the top hillbilly airshow who are going on a one-nighter tour of California cities during April and May.

Promoting the series of 10-day road jaunts is Marty Landau, operator of the Riverside Rancho, western music ballroom here, who has handled the "Opry" gang in their Western appearances since 1947. The Johnny and Jack show with Kitty Wells lead off April 13 with appearances in Bakersfield, Hanford, Fresno, Modesto, Sacramento, Marysville, Oakland, San Jose, Salinas, Los Angeles and San Diego. Other cities to be visited include Long Beach, Turlock, Richmond and Redwood City.

Foley starts his auditorium play May 18 at San Diego, moving up-state to the capital. He'll be accompanied by Sally Sweet, Rod Bradford, Moon Mulligan, Grady Martin and the Swift Trio. Later in the season Landau will promote p. a.'s of Jimmy Dickens and the County Boys along the same route, and then on into Colorado, Montana, Washington and Oregon. Previous appearances of the "Opry" gang have averaged an attendance of from 1,200 to 1,500 nightly.

Others whom Landau has promoted earlier in the year and who will make return appearances later include Hank Snow and the Rainbow Ranch Boys and Ernest Tubbs.

Yermie Stern Passes at 59

NEW YORK, March 28.—Yermie Stern, nationally known promoter and manufacturer of juke box title strips, died at his home on Friday (20) after a long illness. He was 59. The funeral services were held at the Riverside Chapel on Sunday (22) with a host of his many friends in attendance.

Stern over the years had built a reputation as one of the most

(Continued on page 79)

Pa.; May 1, Hershey, Pa.; 2, Toledo; 3, Detroit; 4, Lansing, Mich.; 5, Youngstown, O.; 6, Erie, Pa.; 7, Philadelphia; 8, Norfolk, Va.; 9, Richmond, Va.; 10, Washington, and 11, Baltimore.

The Benny Goodman - Louis Armstrong package starts out in New Haven, Conn., April 15, then swings to Newark, N. J., on April 16. The package plays here on April 17 at Carnegie Hall; April 18, Providence; 19, Boston; 20, Hartford, Conn.; 22, Reading, Pa.; 24, Richmond, Va.; 25, Norfolk, Va.; 26, Washington; 27, Baltimore; 29, Troy, N.Y.; 30, Philadelphia; May 1, Pittsburgh; 2, Detroit; 3, Cleveland; 4, Toronto; 6, Cincinnati; 7, Louisville; 8, Columbus, O., and 9, Indianapolis. The unit will play three additional weeks until June 1, but these dates are not completely set as yet.

Joni James, Roy Rodde Call It Quits

NEW YORK, March 28.—M-G-M thrush Joni James and her former manager, Roy Rodde, have parted company, according to a joint statement issued by the two. According to the settlement, Rodde gives up all managerial rights in his long-term contract with the singer and will receive a cash settlement to be paid over the next two years. James, who wanted out of the contract which she claimed called for 50 per cent of her income for life going to Rodde, will receive all rights to royalties from her records.

The singer is currently on a tour which between now and the end of August takes her from coast to coast and into Canada. Among these dates are two weeks at Ciro's, Hollywood; two weeks at the Desert Inn in Las Vegas, Nev., a week in Toronto, and 10 days in New York at La Vie En Rose.

Congress Gets New Juke Bill

WASHINGTON, March 28.—A new Juke Box Copyright Bill, the second one of the 83rd Congress, was dropped in the hopper this week by Sen. Everett M. Dirksen (R., Ill.). The bill is exactly identical to a measure sponsored in the 80th Congress by Rep. Hugh D. Scott Jr. (R., Pa.). Unlike a bill introduced earlier this session by Sen. Pat McCarran (D., Nev.), which would exempt single juke box operators, the Dirksen Bill would remove the Copyright Act's present exemption from all coin-operated machines.

Senator Dirksen's measure was introduced as a "request bill," a

(Continued on page 79)

Coast Group Buys Casino

HOLLYWOOD, March 28.—A Syndicate composed of Santa Monica businessmen with Harry Schouler as executive director has acquired Tommy Dorsey's Casino Gardens and will reopen the Ocean Park dancery May 1 as Circus Gardens for full-time operation featuring continuous entertainment.

New outfit, Circus Gardens, Inc., took over Friday (27) a long-term lease after Dorsey agreed to relinquish his lease which had five years to go. Amount of financial settlement with Dorsey was not revealed.

Extensive renovation already has started in the huge ballroom to adapt it to the new entertainment policy and to make provision for television production. Plans call for structure's use for dancing, nitery acts, ice shows and special events with an eye toward TV tie-ins.

ASCAP LEADS BB HIT PARADE

NEW YORK, March 28.—For the second straight week, the American Society of Composers, Authors and Publishers has come up with 16 out of the top 20 tunes on The Billboard Honor Roll of Hits. ASCAP this week controls three of the four top tunes, and from positions eight thru 20, Broadcast Music, Inc., failed to place. This is a considerable change over a year ago when BMI accounted for seven of the top 10 on the Honor Roll of Hits.

MAY OPENING

Toned-Down Statler Bow Lacks Punch

NEW YORK, March 28.—The Billy M. y ork, the band with a s. d, opened its first location engagement here at the Cafe Rouge Room of the Hotel Statler this week, following on the heels of the Tommy Dorsey crew. Tradesters, celebrities and just plain customers made up a goodly crowd to welcome the rotund orkster and his sweet-sounding crew o. opening night.

As openings go, it was a satisfactory one, tho it lacked somewhat the excitement and enthusiasm that is to be expected of a band of the caliber of the May ork, especially on its first New York Statler engagement.

This is no reflection on the way

(Continued on page 48)

Lennon Promoted By RCA Victor

NEW YORK, March 28.—Jim Lennon, currently RCA Victor record sales manager for syndicate stores and coin operators, will become sales director of employee stores for the firm. His r.sponsibilities will encompass all stores in the numerous factories owned by Radio Corporation of America. Lennon will report to Paul Barkmeier. His promotion is effective Wednesday (1).

Moving up to replace Lennon will be Irwin Tarr, heretofore promotion manager for Red Seal, with Dick Weddell from the Red Seal department taking over Tarr's duties.

ASCAP PUBLIC RELATIONS

Society in All-Out Effort At Entertaining Press Club

WASHINGTON, March 28.—Celebrating its solid public relations on the Washington front, American Society of Composers, Authors and Publishers regaled a National Press Club luncheon with a 90-minute show which had the jam-packed audience of newsmen and government brass applauding for more. The show, the third annual one since Arthur Newmyer & Associates began handling ASCAP's public relations here, drew a turnout bigger than for many a government dignitary's luncheon address. Past President Deems Taylor emceed the show, which featured singing and playing by Hoagy Carmichael; Alexander Kramer and his wife, Joan Whitney; Harry Akst, Leroy Anderson, L. Wolfe Gilbert and Harry Warren.

Government brass at the head table included: Rep. Emanuel Celler (D., N. Y.), ranking Democrat on the House Judiciary Committee, and Dr. Luther Evans, Librarian of Congress. At a long table in the center of the room, forming a T with the head table sat an imposing array of ASCAP members of the board of directors, including Past President Gene Buck, Irving Caesar, Vice-President Frank H. Connor, Secretary Paul Cunningham, Max Dreyfus, Saul H. Bourne, John Tasker Howard, Jack Mills, Assistant Secretary A. Walter Kramer, Gustave Schermer and Herman Starr. Ted Koop, National Press Club president, in introducing Taylor as emcee for the "Newsmen's Musical Matinee," presented a certificate of the club's

Federal Phono Tax Yield Near Record

Figure Reflecting Dec. Sales Tops 921G Against 326G for Take Previous Year

WASHINGTON, March 28.—The Federal tax yield on phonograph disks hit a near-record high last month, leading a general rise in the yields of most other amusement excises, according to the Bureau of Internal Revenue's latest figures out this week.

The tax total on records last month, reflecting sales in December, 1952, climbed to \$921,360, as against \$362,073 a year earlier. It was the best month since February, 1948, when tax income hit \$957,106. The latest figures also show that the tax bite on the 1952 sale of disks, at \$6,912,372, was the highest for a 12-month period since the peak year of 1947. Collections for the latter year totaled \$8,189,412.

Since the excise tax on records represents a 10 per cent bite on the first billing price, or the manufacturer's charge to the distributor, the bureau's figures show the value of disks produced last December to be \$9,213,600 at the manufacturer's level. Volume for the entire year of 1952 was \$69,123,720, against \$81,894,120 racked up in peak 1947.

Instrument Tax

The musical instruments tax in February yielded \$1,049,661, an increase of nearly \$300,000 above the previous February collection. The federal tax on phonographs, TV sets, radio sets and components yielded \$13,834,189 in February, a

gain of \$4,141,505 over the previous February's take.

Also on the plus side was the yield from the tax on admissions to cabarets and roof gardens. This tax produced \$4,247,707 in revenue last month compared to \$3,964,894 the previous February. On the minus side was the yield from the tax on admissions to theaters and concerts. This levy yielded \$20,-636,306 compared to \$23,998,551 the previous February.

Federal alcohol taxes produced \$185,596,422, which was \$24,637,602 below the previous February. Federal tobacco taxes yielded \$132,-568,728, a gain of \$9,573,091 over the previous February. The tax on coin-operated amusement and gaming devices yielded \$201,188 last month, compared to \$266,088 the previous February.

Specialty Buys Out Champion, Opens Branch

HOLLYWOOD, March 28.—Specialty Records this week absorbed Mississippi-based Champion Records and opened a branch office in Jackson, Miss. John Vincent, former owner of Champion, will head Specialty's new Southern office.

Outright purchase of the year-old Champion Records, rights to the title and acquisition of its 20 rhythm and blues and hillbilly masters presages Specialty's first major expansion. Vincent, inked by Specialty Prexy Art Rupe, becomes a veritable triple-threat man in his new capacity. He'll represent the diskery in the South as a distributor, artist and repertoire agent, and record artists in the area. This is first time Rupe

(Continued on page 48)

Guy Freeman To Quit Leeds

NEW YORK, March 28.—Guy Freeman ends an eight-year association with Leeds Music next month when his resignation as the firm's sheet music sales manager and educational director becomes effective. He will announce his future industry plans shortly.

Tho Freeman's main responsibility was supervision of the afore-mentioned departments he became more active in professional work during the past year. He devoted considerable time promoting recordings and performances of light instrumental works. Freeman has chaired several committees of the Music Publishers' Association. His parting with Leeds was amicably arranged.

No Injunction On 'Ink Spots'

NEW YORK, March 28.—Gale Agency, Inc., this week was denied its motion for a temporary injunction to stop Charles Fuqua and Universal Attractions from using the name "Ink Spots" with his quartet. New York Supreme Court Justice Ernest Hammer ruled that there was no ground to issue an injunction in advance of the trial to determine who has the right to the name.

The "Ink Spots" title is the property of Fuqua and Bill Kenny as a partnership, and, according to the plaintiff, they have an exclusive booking contract with Gale to run until July, 1954. Kenny and Fuqua split and latter signed with Universal Attractions, also under the "Ink Spots" title. Kenny and his "Ink Spots" record for Decca Records.

Lombardo Grosses 192G on Tour

NEW YORK, March 28.—Orkster Guy Lombardo, on his concert tour, has grossed \$192,041.86 as of March 23.

Here are the latest figures: Lubbock, Tex., March 20, \$5,804; Odessa, Tex., 21, \$3,937.50; El Paso, Tex., 22, \$4,950.40, and Phoenix, Ariz., 23, \$5,524.25. The tour is at the half-way mark.

DISKS GO, BUT SALES WENT

NEW YORK, March 28.—Fearless Lou Fagon, local Mercury salesman, tells this on himself. When a dealer complained of poor sales, Fagon said, "Take the best Mercury LP's you have, put them in a box on the counter, post a sign 'For Hi-Fi Fans' and the MG 50,00" series will just walk out."

Fagon saw the dealer this week. "You were right," was the merchant's greeting: "The 50,000 series did walk out, six on one day, six on the next—and not a cent went into my cash register."

Ben Atl-

ANSWER TO THE 'ANSWERS'

Pubbers Train Legal Guns
On Tail-Riding Indie Labels

NEW YORK, March 28.—A big hassle is shaping up over "answer" songs in the rhythm and blues field. A number of publishers have retained attorneys and have sought the aid of Harry F. C. publishers' agent and trustee, in an effort to combat what has become a rampant practice by all labels—the rushing out of "answers" which are similar in melody and/or theme to ditties which have become smash hits. Common practice, of course, is to regard the answer as an "original."

Currently, however, publishers are putting up a fight to protect their originals from unauthorized or infringing answers. Attorney Lee Eastman has been retained by Republic Music to protect that firm against what it considers infringements on "I Don't Know." Republic bought the tune from Chess when that firm's Willie Mabon disk clicked.

Another firm, Fred Fisher Music, has retained Jack Pearl to protect against infringements of the copyright of "Mama, He Treats Your Daughter Mean."

Don Robey, head of Peacock Records, stated this week that he was taking measures to protect his copyright of "Hound Dog"—cut by Willie Mae Thornton on Peacock. Robey stated he would follow the case right thru the courts, if necessary. Peacock's

publishing affiliate is Lion Music.

Republic's "I Don't Know," following the Willie Mabon smash on Chess, was recorded via license by Bill Darnell on Decca, Tennessee Ernie on Capitol and Buddy Morrow on Victor. It appeared in answer versions on various labels, including: "Yes I Know," cut by Linda Hayes, on Recorded in Hollywood; "You Can't Bring Me Down," by Oscar McLollie on Class; "You Can't Bring Me Down," by Little Caesar on Recorded in Hollywood; "I Don't Know Yes I Know," by Johnny Moore's Three Blazes on Aladdin.

BIRDLAND

Erroll and
Dizzy Are
Heady Fare

NEW YORK, March 28.—Habitues of Birdland, local jazz spot, have been treated to a rare bill these past weeks. Erroll Garner, one of the great jazz pianists, is current at the spot and will continue until April 1—a seven-week stay. In addition, Dizzy Gillespie's group, recently returned from a tour abroad, has been in for a two-week stay, winding up this week. Tito Puente was scheduled to come into Birdland late this week to replace Dizzy.

Garner, sans affectation, has been giving a dazzling performance nightly. His chord progressions are imaginative and ingenious, always fresh—so much so that his arrangements of such standards as "Summertime," "People Will Say We're in Love," etc., vary with each performance. The Garner style contains much humor, and this, in fact, has been a staple the past few weeks with the entire Birdland bill. Dizzy Gillespie, besides his musicianship, has been an effective clown.

Gillespie has with him Bill Graham on sax; Wade Legge, pianist. (Continued on page 48)

Remington, ACA
Complete Pact

NEW YORK, March 28.—Remington Records, accelerating its newly-formed policy of greater concentration on American recordings, has completed a recording pact with the American Composers Alliance and has signed the Cincinnati Symphony and its conductor, Thor Johnson, to an exclusive recording contract.

The deal with ACA calls for composers' group to underwrite the recording and release of 12 LP sides annually of new American compositions by members of the Alliance. During the first year, four symphonic sides will be recorded in America, and four will be disked in Europe. In addition, the pact calls for four sides of chamber music. All will be works previously unrecorded, with a stipulation that each will receive a live world premiere before the record is released.

Announcing the arrangement, Henry Cowell, president of ACA, said, "Remington's large volume and sensible prices will be greatly effective in introducing (Continued on page 48)

ABC Pacts
Don Cornell

NEW YORK, March 28.—Don Cornell has signed for a weekly radio show on the American Broadcasting Company network that will feature his own recordings, informal chatter and occasional guest interviews. The 15-minute seg, to be aired each Sunday night at 6:15, EST, starts April 5 and will run at least 26 weeks.

Answer versions to "Mama," which first clicked on Atlantic via Ruth Brown, include the following: "Daughter, That's Your Rcd Wagon," by Gloria Irving on States; "Papa," Bennie Brown on Gotham; "Papa" by Scat Man Crothers on Recorded in Hollywood; "Mama, Your Daughter Plays it Cool," by George Terry on Rainbow; "Mama Your Daughter's Done Lied on Me," Wynonie Harris on King.

Chief answer version to Peacock's "Hound Dog" disk is "Bear Cat," cut by Rufus Thomas on S n.

Eastman is co-operating with attorneys on the Coast in an effort to establish the principle that the answers to "I Don't Know" are bastardizations, and tantamount to infringements of the original copyright.

"If someone does not stop this practice, it will spread to fields other than rhythm and blues," Eastman said. The labels which have cut answers have been put on notice, he added, and indicated that legal action would be taken promptly if an out-of-court settlement did not materialize. Eastman, by the way, took the lead in "answer" litigation about four months ago when he instituted suit in Southern District Court here on behalf of Lou Chudd's Commodore Music, publishing affiliate of Imperial, which holds the copyright, "The Wild Side of Life." Named as defendants, in connection with the answer, titled "It Wasn't God Who Made Honky Tonk Angels," are Peer International, Decca, Columbia, RCA Victor. This case is still pending—with the defendants basing their defense on the contention that "It Wasn't God" is an answer. Frank Abramson, manager of (Continued on page 45)

Collins Leaves
Decca to Join
Audivox Disks

NEW YORK, March 28.—Dorothy Collins has been given a release from her Decca contract to join her husband, orkster-composer Raymond Scott, and Leonard Wolf in the formation of a new record company.

The diskery, to be known as Audivox Records, will feature the thrush and ork leader as talent, with Wolf, who recently left Decca after serving with the firm for 12 years in sales and promotion capacities, handling all business activities for the new enterprise. First records are due out in mid-April.

Scott, who is now writing some instrumental compositions for placement in his Gateway publishing firm, will wax the ditties for Audivox. Miss Collins will record new and standard material for the label.

HUNT 'RAG' WINS
CAP GOLD DISK

CHICAGO, March 28.—Pee Wee Hunt was honored Wednesday (26) by his recording company, Capitol Records, which gave him the coveted gold disk for passing the million mark with "12th Street Rag." Actually, the disk has sold two million but the ceremony was delayed until Pee Wee opened here at the Preview.

The tune is the top number in the Capitol books and has achieved the greatest sales in the firm's 10-year history. Hunt's version of the jazz classic is fastly becoming a standard, with sales of the disk running steady month after month.

Eddy Hubbard, Chicago deejay, made the presentation at the Preview. In attendance were Julie Stearn, general professional manager of BMI; Jimmie Cairns, Chicago rep of BMI, and Don Foreman, Capitol Records district promotion manager.

NO HOMEBODIES,
THESE A&R MEN

NEW YORK, March 28.—Commenting on an article in last week's issue that pointed up the growing problems that many publishers are having in getting tunes recorded, one Brill Building wag had this to say: "You missed the most important reason. How can you get a tune recorded when you can't find an a.&r. man in? They're always out-of-town." Recording execs recently back from out of town or going include Jimmy Hilliard (Decca), Mitch Miller (Columbia), Harry Meyerson (M-G-M), Joe Carlton (Mercury), Milt Gabler (Coral), and Sid Feller (Capitol).

Calls for New
Welfare Probe

WASHINGTON, March 28.—A suggestion that Congress re-examine welfare fund provisions under the Taft-Hartley Act was voiced here this week by Richard P. Doherty, vice-president of the National Association of Radio and Television Broadcasters in appearance before both Senate and House labor committees. While praising the Taft-Hartley Act as "a thorough fair and objective approach to national labor policy," he asserted that it "does not reconcile the administration of welfare funds with current trends." This was the first mention of the topic of welfare funds at the congressional hearings which could have a bearing on the American Federation of Musicians' Music Performance Trust Fund (The Billboard, March 7). Sen. Robert A. Taft (R., O.), Republican floor leader and co-author of the original act, has given no indication that he is opposed to the AFM's fund set-up.

The AFM Music Performance Trust Fund is not regarded as a "welfare fund" by Samuel R. Rosenbaum, fund trustee (The Billboard, February 28), who points out that "there are no welfare benefits or features" and that "performers must work for the pay they receive" while "the public enjoys the services free."

Hearings on the Taft-Hartley Law will continue next week. The present law, as interpreted by the Justice Department when Associate Justice Tom Clark, of the Supreme Court, was attorney general, approves operation of the Music Performance Trust Fund on the recording and television film producers. It will be some weeks before committee recommendations will be made on Capitol Hill and it is expected that a joint committee will deliberate the question.

Philly Wins
Tax Battle

PHILADELPHIA, March 28.—The State Supreme Court this week paved the way for additional tax revenues for the City of Philadelphia from music sources. The city won a four-year legal battle, carried on by Deputy City Solicitor Abraham Wernick, when the court affirmed a January, 1952, decision of Common Pleas Judge Raymond MacNeille. The high court was sitting in Pittsburgh.

Judge MacNeille had dismissed a suit brought by Muse-Art Corporation to restrain the city from collecting an extra tax of \$5,735 based on additional gross receipts from 1945 to 1948. The firm supplies wired music to restaurants, hotels and factories. Suppliers of wired music, under the Sound Reproduction License Ordinance of 1945, must pay a tax of 5 per cent on their gross business. The city claimed an additional tax on a gross of \$114,703, not previously reported by Muse-Art.

In its suit Muse-Art claimed the \$114,703 represented receipts of Muse-Art Engineering Company, which installs the equipment, and charges made to customers for the royalty payments to the American Society of Composers, Authors and Publishers and Broadcast Music, Inc.

MacNeille had ruled the receipts should be included observing "none of plaintiff's subscribers could receive reproduced music unless their place of business were wired and equipped."

Mercury Field
Men Talk Shop
At Chi Huddle

CHICAGO, March 28.—A full meeting of Mercury Record field and regional men was held Thursday (26) at the company's home office here. Discussions covered policy, promotion, expansion and training.

Art Talmadge, vice-president, announced the purpose of the meeting was to better co-ordinate the work of the field and regional men. Talmadge said, "the field men are now more promotional men than anything else. Heretofore they handled mainly disk jockey promotion, now they also will cover retail outlets. At the meeting, we gave them a complete picture of the distributor set-up to better acquaint them with retailing to give us closer store promotion."

The regions now set up are: South, handled by Dee Kilpatrick; Midwest, Morris Price; East, Arnold Silverman; West, Johnny Sippel. There are five field men, Lee Levine, Pittsburgh; Paul Maged, Boston; Saul Rapport, Detroit; Jerry Lamm, Cleveland, and Buddy Freidlander, New York.

Kilpatrick, who now has no field men in his territory, will soon get one for New Orleans, Houston and Dallas. Price will eventually get men for Minnesota and Iowa. The field promotional men will report to the regional head once each week and the regional men will report to a board once each week. The board will consist of Irving Green, Art Talmadge and Irwin Steinberg.

Each regional representative, however, will get in touch with the individual at the home office in the case of particular matters. The regional man will report immediately to the responsible person if any problems arise and will not wait for the board to act.

"In this way," said Talmadge, "we should improve our relationships between the office, the region and the local areas. We are definitely going to expand."

N. Y. Schedules
Park Dances

NEW YORK, March 28.—John J. Downing, director of recreation of the City of New York, has blueprinted a schedule of dance band appearances in the city's parks. The Consolidated Edison Company will sponsor 54 dances in various locations, starting with June 18 and extending to September 3. The schedule will call for dances Thursdays at the Wollman Memorial Skating Rink in Central Park, Manhattan; Fridays at Prospect Park, Brooklyn. In Queens, the dances will be held alternate Thursdays at Victory Field in Forest Park, L. I., and at the Jackson Heights Playground.

Poe Park, the Bronx, will have dances Mondays. Other areas, such as Colonial Park in Harlem, are being considered.

Square dances, which in former years were sponsored by Pepsi-Cola, are not yet set, but attempts are being made to line up a series.

The General Artists Corporation books the bands for the park engagements.

RARE DISKS FOR
CONG. LIBRARY

NEW YORK, March 28.—RCA Victor will commemorate the 10th anniversary of the death of Sergei Rachmaninoff by presenting a series of rare recordings by the composer-conductor-pianist to the Library of Congress on Wednesday (1). The recordings will include Rachmaninoff's early recording of "Prelude in G-Minor" made in the pre-electric days of sound amplification.

The recordings which will be accepted by Dr. Luther Evans, Librarian of Congress, will become a part of the Rachmaninoff archives including letters and manuscripts presented previously by the musician's family.

3 Foreign Distribs
Lined Up by Tempo

HOLLYWOOD, March 28.—Tempo Records this week added distributors on the island of Madagascar, in Brazil and Morocco to its growing list of distribs in foreign markets. In addition, three others were signed to handle domestic distribution in Southern California, Ohio and Texas.

Foreign distributors inked by Tempo head Irving Fogel are Compitor Melosonor in Tananarive, Madagascar; Prodisc Industria e Comercio De Discos, Ltda., Rio de Janeiro, Brazil and Mair J. Ben-sadon, Tangiers, Morocco. Addition of these firms brings to 20 the number handling the Tempo line outside of the United States. They will handle the entire Tempo catalog.

Domestic firms signed this week were Diamond Record Distributing Company, 1819 West Pico Boulevard, Los Angeles, for the Southern California area; Music Please Company, Hubbard, O., which will cover Eastern Ohio and Western Pennsylvania, and House of Music, 48 Pinedale Street, for the Houston region.

Kern County Fair
Sets Ork Policy

HOLLYWOOD, March 28.—A band booking policy for one-night stands is slated for the new \$250,000 Kern County Fairgrounds ballroom in Bakersfield, Calif., following success of initial ork engagement March 20 by Spade Cooley and his gang.

Cooley's aggregation was first to play in the expansive hall. Appearance grossed \$12,000 for the Bakersfield Police Benefit, with \$1.50 admission charge. Fair management, pleased with opener, plans future bookings for Freddie Martin, Frankie Carle and Lawrence Welk.

Cooley returns July 9. He previously was signed for a repeat appearance in Tulare, Calif., October 23, for a police benefit dance.

CONTIN'TAL TO
WAX 'BELOVED'

NEW YORK, March 28.—Columbia Records is soon to release a waxing that is not expected to get any deejay play from coast-to-coast. The Cesano, otherwise known via television and radio as "The Continental," reading the poem "This Is My Beloved," by Walter Benton. Heroic-type poem about youthful joys was a big-seller for Atlantic Records with John Dill a few years ago.

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(45-15001)
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15004
(45-15004)
- Star Dust
Piano Polka
15006
(45-15006)

- Johnny Maddox Boogie
Near You
15008
(45-15008)
- Why Worry?
Friday Night Stomp
15014
(45-15014)
- Listen to the Mockin'
Bird
Molly Darling
15015
(45-15015)
- Cocoanut Grove
Little Grass Shack
15020
(45-15020)
- Sioux City Sue
Johnny Maddox Special
15021
(45-15021)
- In the Mood
By the Light of the
Silvery Moon
15045
(45-15045)

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From BILLBOARD'S MARCH 21 Issue
NEW RECORDS TO WATCH

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AT THE PIANO

12th Street Rag
R 7036

"PICKIN' AND GRINNIN'"

Rocking the Country East to West!

MARTIN AND BROWN
with **Mr. GOON BONES**

"MY BLUE HEAVEN"

"You Were Meant For Me"

R 7024

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The Billboard Music Popularity Charts
HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... For Week Ending March 28

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

- | This Week | Week Last | Chart on |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| 1. Doggie in the Window | 1 | 9 |
| By Bob Merrill—Published by Santly-Joy (ASCAP)
BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795. | | |
| 2. Till I Waltz Again With You | 2 | 16 |
| By Sidney Prosen—Published by Village (BMI)
BEST SELLING RECORD: T. Brewer, Coral 60873; OTHER RECORDS: Five Bells, Brunswick 84002; -G. Gore-R. Wright, King 1169; K. Griffin, Col 39952; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebee, Coral 60916; D. Travis and J. Swanson, Jubilee 6014; D. Todd, Dec 28506. | | |
| 3. Pretend | 5 | 9 |
| By Lew Douglas, Parman & Le Vere—Published by Brandom (ASCAP)
BEST SELLING RECORDS: Nat (King) Cole, Cap 2346; E. Barton, Coral 60927; OTHER RECORDS: D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; R. Marterie, Mercury 70045; H. Rene, V 20-5119. | | |
| 4. I Believe | 7 | 5 |
| By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)
BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332. OTHER RECORDS: E. James, Meteor 5000. | | |
| 5. Tell Me You're Mine | 3 | 13 |
| By Fredianelli-Vasin—Published by Capri Music (BMI)
BEST SELLING RECORD: Gaylords, Mercury 70067. OTHER RECORDS: Ralph and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 28569. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus. | | |
| 6. Don't Let the Stars Get in Your Eyes | 4 | 18 |
| By Slim Willet—Published by Four Star Sales (BMI)
BEST SELLING RECORDS: P. Como, V 20-5064. OTHER RECORDS: L. Ameche, Mercury 70023; E. Barton, Coral 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; M. Katz, Cap 2370; G. MacKenzie, Cap 2256; Ted Maksymowicz, V 26-9270; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614. | | |
| 7. Your Cheatin' Heart | 5 | 6 |
| By Hank Williams—Published by Acuff-Rose (BMI)
BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: J. Garber, Cap 2377; F. Laine, Col 39938; H. Williams, M-G-M 11416. | | |
| 8. Side by Side | 8 | 9 |
| By Harry Woods—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORD: Kay Starr, Cap 2334. OTHER RECORDS AVAILABLE: E. Britt-R. Allen, V 20-5178; F. Carle, V 20-4741; D. Drew, Mercury 70096; B. Garrett-L. Parks, M-G-M 10467; K. Griffin, Col 39514; D. Holyman, Rondo 207; D. Jurgens, Col 38107; F. Petty, M-G-M 30425; P. Scala, London 238; A. String, Regent 126. | | |
| 9. Wild Horses | 9 | 6 |
| By K. C. Rogan—Published by George Simon (ASCAP)
BEST SELLING RECORD: Perry Como, V 20-5152. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2349. | | |
| 10. Keep It a Secret | 11 | 20 |
| By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORD: J. Stafford, Col 39891. OTHER RECORDS AVAILABLE: A. Carter, Col 21063; B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169. TRANSCRIPTIONS AVAILABLE: Henry Jerome, Lang-Worth. | | |

Second Ten

- | | | |
|--------------------------------------------|----|----|
| 11. TELL ME A STORY..... | 13 | 2 |
| Published by Montclare (ASCAP) | | |
| 12. GOMEN NASAI..... | 17 | 3 |
| Published by Disney (ASCAP) | | |
| 13. OH, HAPPY DAY..... | 10 | 13 |
| Published by Bregman, Vocco & Conn (ASCAP) | | |
| 14. ANYWHERE I WANDER..... | 14 | 7 |
| Published by Frank Loesser (ASCAP) | | |
| 15. HAVE YOU HEARD?..... | 12 | 13 |
| Published by Brandom (ASCAP) | | |
| 15. SEVEN LONELY DAYS..... | 20 | 3 |
| Published by Jefferson (ASCAP) | | |
| 17. DOWNHEARTED..... | 19 | 4 |
| Published by Paxton (ASCAP) | | |
| 18. CARAVAN..... | — | 1 |
| Published by Mills (ASCAP) | | |
| 19. WHY DON'T YOU BELIEVE ME?..... | 16 | 21 |
| Published by Brandom (ASCAP) | | |
| 19. HOT TODDY..... | — | 5 |
| Published by Coachella-Alamo (ASCAP) | | |

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Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. I'M SITTING ON TOP OF THE WORLD SLEEP	L. Paul & M. Ford 2400
2. BLUE GARDENIA CAN'T I	N. Cole 2389
3. SIDE BY SIDE NOAH!	K. Starr 2334
4. PRETEND DON'T LET YOUR EYES GO SHOPPING	N. Cole 2346
5. YES SIR, THAT'S MY BABY YOKOHAMA MAMA	H. Kari 2392
6. APRIL IN PORTUGAL SUDDENLY	L. Baxter 2374
7. GOMEN-NASAI I LEARNED TO LOVE YOU TOO LATE	M. Whiting & J. Wakely 2402
8. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
9. I BELIEVE THE GHOST OF A ROSE	J. Froman 2332
10. GET IT WHILE YOU'RE YOUNG LIPSTICK-A-POWDER-'N'-PAINT	G. MacKenzie & H. O'Connell 2404
11. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
12. BALTIMORE ORIOLE POINCIANA	Four Freshmen 2398
13. AND THE BULL WALKED AROUND, OLAY! JEEPERS CREEPERS	S. Kenton 2388
14. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
15. THE NEARNESS OF YOU GYPSY GIRL	B. Manning 2383
16. OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
17. BUNNY HOP BLOW, MAN, BLOW!	R. Anthony 2251

LATEST RELEASE

362

WHY, WHY, WHY I KEEP THINKIN' OF YOU	Garry Wells 2420
CARAVAN MY MOTHER'S LULLABY	Bas-Sheva 2421
TEN LITTLE FINGERS AND TEN LITTLE TOES ALABAMY BOUND	Jerry Shard 2422
FOGHORN BOOGIE MAKIN' UP FOR LOST TIME	Dick Stabile 2423
THAT'S HOW I TAKE TO YOU DON'T YOU EVER GET TIRED	Rod Morris 2424
THIS NIGHT WON'T LAST FOREVER LET'S DO IT JUST ONCE	Jimmy Heap 2425

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. HANK'S SONG I'LL NEVER HAVE YOU	F. Huskey 2397
2. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW	H. Thompson 2376
3. SOMEBODY ELSE'S HEARTACHE THE ONE I CAN'T FORGET	S. James 2399
4. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
5. WHAT WILL I DO TIED DOWN	R. Acuff 2385
6. PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHES	J. Dolan 2367
7. PURPLE HEART I WILL ALWAYS BE WAITING FOR YOU	Jim & Jesse 2365
8. THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON	Louvin Bros. 2296
9. UNDESIRE MY FOOLISH HEART	T. Preston 2391
10. THERE'S A HIGHER POWER INSPIRATION FROM ABOVE	M. Carson 2342
11. I DON'T KNOW SWEET TEMPTATION	T. Ernie 2338
12. GO ON! GET OUT! HIGH NOON	T. Ritter 2120
13. HILLBILLY HULA I'M A POOR LONESOME FELLOW	J. Carman 2345
14. TENNESSEE LOCAL BLACKBERRY BOOGIE	T. Ernie 2170
15. LET ME KNOW I'M SORRY TO SAY I'M SORRY	S. McDonald 2326

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. MUSIC FOR LOVERS ONLY Jackie Gleason 352
2. BACCHANALIA! Billy May 374
3. THE KAY STARR STYLE Kay Starr 363
4. NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton 383
5. BACKGROUND MUSIC—LIGHT AND LIVELY 4 Top Artists 375
6. BACKGROUND MUSIC—SONGS WE REMEMBER 3 Top Artists 376
7. BACKGROUND MUSIC—BRIGHT AND BOUNCY 4 Top Artists 377
8. BACKGROUND MUSIC—SHOW TUNES 3 Top Artists 378
9. THE YOUNG MAN WITH THE HORN Ray Anthony 373
10. CAMPUS RUMPUS Ray Anthony 362
11. BYE BYE BLUES Les Paul & Mary Ford 356
12. LOVER'S RHAPSODY Jackie Gleason 366
13. STAN KENTON PROLOGUE Stan Kenton 386

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with Orchestra conducted by VAN ALEXANDER

"TIAJUANA"

with orchestra conducted by BILLY MAY
CAPITOL RECORD NO. 2430

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"TEN LITTLE FINGERS AND TEN LITTLE TOES"

and

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and **"SATURDAY NIGHT"**

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YOU'RE SWEETER THAN HONEY

and

DON'T LET YOUR SWEET LOVE DIE

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SHACKLES AND CHAINS
Dot 1150
 - LITTLE WHITE CHURCH
I'M A STRANGER
Dot 1075
 - GEORGIA WALTZ
DREAMING OF A LITTLE CABIN
Dot 1092
 - FIRE IN MY HEART
GOING TO SEE MY BABY
Dot 1126
 - TIS SWEET TO BE REMEMBERED
ARE YOU COMING BACK TO ME
Dot 1062
 - I STILL WRITE YOUR NAME IN
THE SAND
FOUR WALLS AROUND ME
Dot 1091
 - YOU'RE THE GIRL OF MY DREAMS
I WONDER HOW THE OLD FOLKS
ARE AT HOME
Dot 1115
 - BY THE SIDE OF THE ROAD
WAITING FOR THE BOYS
Dot 1131
 - SIX MORE MILES
IT'S GOODBYE AND SO LONG
TO YOU
Dot 1146

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The Nation's Best Selling Records

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending March 28

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. DOGGIE IN THE WINDOW (R)—Santly-Joy.....	1	7
2. TILL I WALTZ AGAIN WITH YOU (R)—Village.....	1	14
3. I BELIEVE (R)—Cromwell.....	5	4
4. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales.....	3	17
5. KEEP IT A SECRET (R)—Shapiro-Bernstein.....	4	16
6. SIDE BY SIDE (R)—Shapiro-Bernstein.....	6	5
7. PRETEND (R)—Brandom.....	7	9
8. OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	8	14
9. WILD HORSES (R)—George Simon.....	13	3
10. TELL ME YOU'RE MINE (R)—Capri Music.....	12	11
11. YOUR CHEATIN' HEART (R)—Acuff-Rose.....	10	5
12. WHY DON'T YOU BELIEVE ME? (R)—Brandom.....	9	19
13. ANYWHERE I WANDER (R) (F)—Frank Loesser.....	10	8
14. HOLD ME, THRILL ME, KISS ME (R)—Mills.....	—	9
15. GOMEN NASAI (R)—Disney.....	—	1

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

A Fool Such as I (R)—Robbins-B. Miller—ASCAP	I Confess (R)—Witmark—ASCAP
April in Portugal (R)—Chappell—ASCAP	I'll Be Hangin' Around (R)—Broadcast—BMI
Blue Porcelain (R)—Veronique—BMI	Kaw-Liga (R)—Milene—ASCAP
Bye, Bye Blues (R)—Bourne—ASCAP	Moving Away (R)—Bristol—ASCAP
Doggie in the Window (R)—Santly-Joy—ASCAP	My Jealous Eyes (R)—Famous—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	No Help Wanted (R)—Acuff-Rose—BMI
Downhearted (R)—Paxton—ASCAP	Ohio (R)—Chappell—ASCAP
Even Now (R)—Pickwick—ASCAP	Open Up Your Heart (R)—Longridge—ASCAP
Golden Years (R)—Paramount—ASCAP	Peter Cottontail (R)—Hill & Range—BMI
Gomen Nasai (R)—Disney—ASCAP	Pretend (R)—Brandom—ASCAP
Hello Sunshine (R)—Erwin Howard—ASCAP	Say It With Your Heart (R)—Feist—ASCAP
High Noon (R) (F)—Feist—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Hot Toddy (R)—Coachella-Alamo—ASCAP	Song From Moulin Rouge (R)—Broadcast—BMI
How Do You Speak to an Angel? (R)—Chappell—ASCAP	Tell Me You're Mine (R)—Capri—BMI
Hush A Bye (R)—Remick—ASCAP	Till I Waltz Again With You (R)—Village—BMI
I Believe (R)—Cromwell—ASCAP	

Top 9 in Television

Doggie in the Window (R)—Santly-Joy—ASCAP	Kaw-Liga (R)—Shapiro-Bernstein—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Pretend (R)—Brandom—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
How Do You Speak to an Angel? (R)—Chappell—ASCAP	Till I Waltz Again With You (R)—Village—BMI
	Where Did You Learn to Dance? (R)—Feist—ASCAP

England's Top Twenty

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

1. Broken Wings—John Fields (Shapiro-Bernstein)	10. Why Don't You Believe Me?—Francis Day (Brandom)
2. Doggie in the Window—Connelly (Santly-Joy)	11. Glow Worm—La Fleur (E. B. Marks)
3. Wonderful Copenhagen—Morris (Frank)	12. Little Red Monkey—Robbins (Miller)
4. She Wears Red Feathers—Dash (Oxford)	13. You Belong to Me—Chappell (Ridgeway)
5. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)	14. Make It Soon—Connelly (Santly-Joy)
6. Now—Dash (Ardmore)	15. That's A-Why—Connelly (Santly-Joy)
7. Don't Let the Stars Get in Your Eyes—Morris (Four Star)	16. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)
8. In a Golden Coach—Box & Cox (Box & Cox)	17. Till I Waltz Again With You—Francis Day (Village)
9. Because You're Mine—Robbins (Feist)	18. The Love of My Life—Reine (Chappell)
	19. I Talk to the Trees—Chappell (Chappell)
	20. Comes A-Long A-Love—Kassner (Shapiro-Bernstein)

breaking
for
a
hit!

The

FOUR

Singing



LADS

HE

WHO

HAS

LOVE

and

I WONDER,
I WONDER,
I WONDER

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2

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CARAVAN

and 'MY
MOTHER'S
LULLABY'

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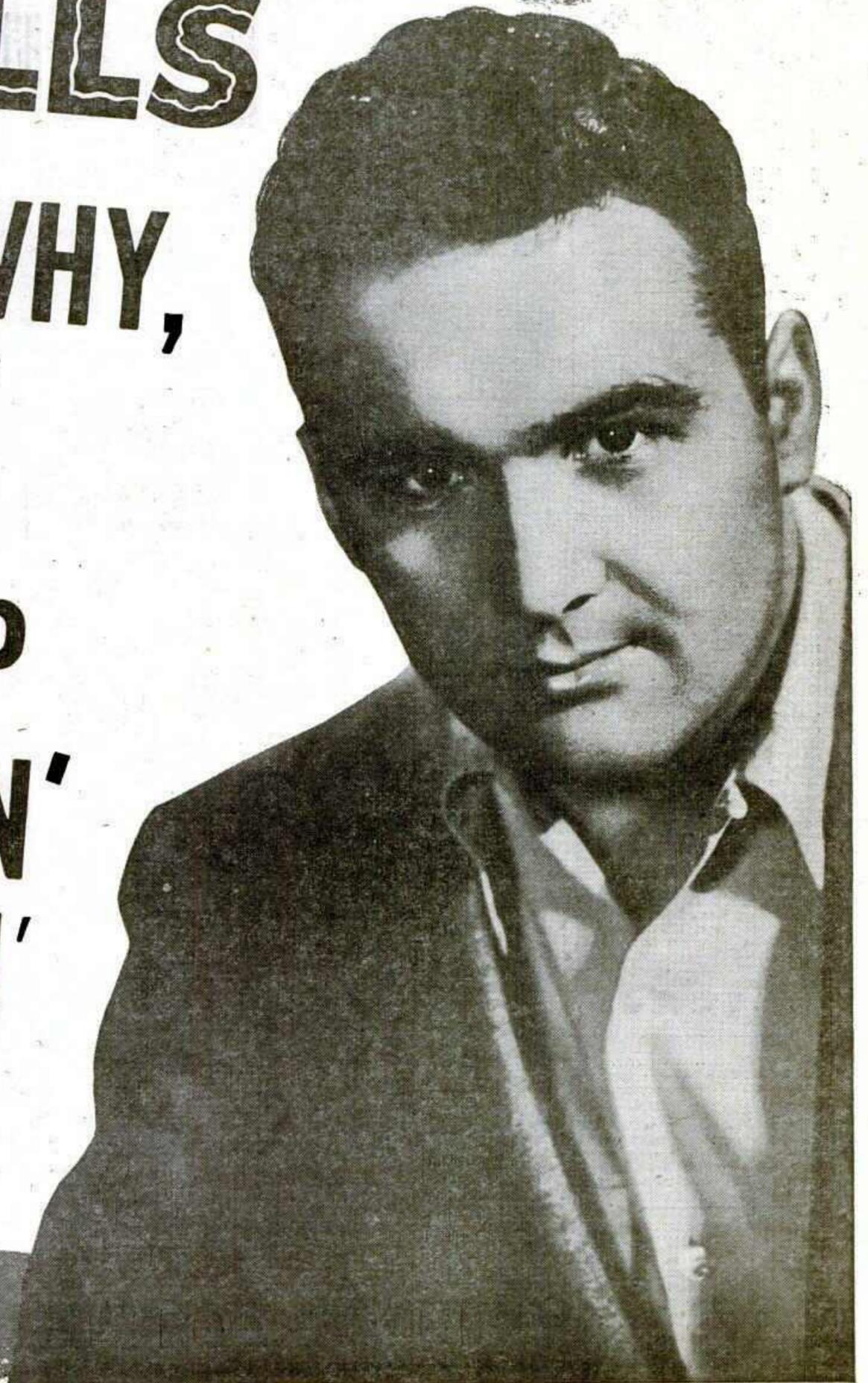
GARRY WELLS

'WHY, WHY,
WHY'

and

'I KEEP
THINKIN'
OF YOU'

Record No. 2420



The Billboard Music Popularity Charts

... for Week Ending March 28

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

TONY BENNETT
No One Will Ever Know ... 84
COLUMBIA 39964 - The pretty ballad, penned in country style, is ideally suited for projection by the Bennett pipes.

BOB CARROLL
A Little Love (Can Go a Long Way) ... 81
DERBY 821 - Carroll, who broke thru with his Derby slicing of "Say It With Your Heart" recently, has a new one here that could add to his vocal stature.

JOHNNY MADDOX
Alice Blue Gown ... 80
DOT 15062 - Dot has clicked many times with this type of side—a lovely standard dished out in a ragtime arrangement.

DINAH SHORE
Why Come Crying to Me ... 89
V 20-5247 - This was penned by Edith Piaf and Carl Sigman, but, believe it or not, it's done in country style.

GUY LOMBARDO ORK
Seven Lonely Days ... 79
DECCA 28655 - The Lombardo stamp is deeply impressed here and the reading of the hit ballad will bring pleasure to many.

JERI SOUTHERN
Weep for the Boy ... 79
DECCA 28622 - Jeri Southern has been on the verge of a big one for a long time, and this new waxing could finally do it for her.

JUNE HUTTON-AXEL STORDAHL ORK
The Song From Moulins Rouge ... 78
CAPITOL 2429 - Second version of the movie tune. Miss Hutton's vocal is a warm one over a lovely backing.

DICK STABLE
Foghorn Boogie ... 77
CAPITOL 2423 - Rapid - tempo boogie fulfills the title designation of low-timbre brasses.

AL LOMBARDY
Choppin' ... 77
DOT 15060 - A fine swiny side reminiscent of the thirties. With the trombones carrying a slide riff behind Lombardy's clarinet and the trumpets, could get a lot of play.

NEW RECORDS TO WATCH

Popular

JONI JAMES
Is It Any Wonder - M-G-M 11470 - Another wistful performance by one of the hottest thrushes on the market today which looks like it should continue her string of unbroken successes.

JOHNNY MADDOX
Alice Blue Gown
Twilight Time - Dot 15062 - More slick honky tonk piano playing by Maddox, this time with a small ork backing.

MANTOVANI
The Moulins Rouge Theme - London 1328 - A very lush and beautiful rendition in the familiar Mantovani style. It's his strongest single in some time.

PETE HANLEY
Big Mamou - Okeh 6956 - Cajun-type rhythm tune really bounces along with the Hanley vocal supplying the spark that could help this pull a lot of loot.

AMES BROTHERS
Candy Bar Boogie - Coral 60967 - A punchy rhythm side that's done with the style and flavor of the group's "Rag Mop" hot.

BILLIE HOLLIDAY
Lover Come Back to Me - Mercury 89037 - The thrush turns in a fine performance on the evergreen, freshened up via a bright

Jazz

Country & Western

AL BRITT
We're Not Speaking Anymore ... 77
M-G-M 11458 - Tune has a lot of potential, and the warbler socks it across well.

BILLY STARR
Hound Dog ... 77
IMPERIAL 8186 - The new ditty, which is busting wide open in the r.&b. field, is sold here in very effective and exciting style.

BORROWED HEART ... 74
Starr swings to normal c.&w. style here, doing a good job with a melodic weeper with a nice beat.

Jazz

BILLIE HOLLIDAY
Lover Come Back to Me ... 80
MERCURY 89037 - Billie Holiday turns in a top-flight performance on the evergreen, all dressed up in a fresh up-tempo arrangement.

YESTERDAYS ... 78
The beautiful Jerome Kern tune from "Roberta" is sung in lively style by the thrush in a reading that will satisfy her many fans.

STREET LIGHTS ... 80
FEDERAL 12122 - Little Esther's penetrating style comes thru with impressive impact in the moody blues.

Rhythm & Blues

RUFUS THOMAS JR.
Bear Cat ... 82
SUN 181 - This is the fastest answer yet! With "Hound Dog" just out and breaking big, Sun got on it fast.

WALKING IN THE RAIN ... 76
A completely different side. This one features a melancholy blues effort in a slow tempo.

SCAT MAN CROTHERS
Papa (I Don't Treat That Little Girl Mean) ... 81
RECORDED IN HOLLYWOOD 142 - This is a strong side. Song is an answer to "Mama" which clicked via Ruth Brown's Atlantic disk.

RED CALLENDER SEXTET
Till I Waltz Again With You ... 73
Rhythm and blues instrumental version of the pop hit by the Callender Sextet.

DOLLY COOPER-HAL SINGER
I Wanna Know ... 80
SAVOY 891 - Another answer to the hit tune "I Don't Know." Dolly Cooper chants the version in sock style.

LITTLE ESTHER
Street Lights ... 80
FEDERAL 12122 - Little Esther's penetrating style comes thru with impressive impact in the moody blues.

FIVE CROWNS
I Don't Have to Hunt No More ... 78
RAINBOW 206 - The Five Crowns have a good piece of material here, penned by the prolific Rudy Toombs.

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

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

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

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

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys.

Country & Western

ELTON BRITT
Cannonball Yodel
Broken Wings - RCA Victor 20-5251 - Two sparkling efforts by Britt, his strongest in some time.

PAULA WATSON
I Love to Ride - M-G-M 11466 - New gal with the label shows real style as she hands this clever piece of material a pleasing performance.

Sacred

HANK SNOW
In Daddy's Footsteps
The Glory Land Road - RCA Victor 20-5249 - Two very strong efforts by the country star which could shape up as steady catalog numbers.

POPULAR ALBUM - POPULAR ALBUM ... Call Me Madam - Decca DL 5465 - This is the soundtrack set of the movie that is just breaking.

You Took My Love Too Fast ... 75
Bobby Nunn joins the songstress here, and together they hand the bouncy item a rewarding performance.

ILLINOIS JACQUET ORK
What's the Riff? ... 79
MERCURY 89036 - This one is headed for two markets, both the r.&b. and jazz fields.

THE SHA-WEEZ
Early Sunday Morning ... 79
ALADDIN 3170 - The Sha-weez, new group on the label, come thru with a sock reading of a strong new ballad.

JIMMY AND WALTER
Before Long ... 78
SUN 180 - It's a fine Southern blues effort by Jimmy and Walter, with the former coming thru with a very sensitive vocal.

FIVE CROWNS
I Don't Have to Hunt No More ... 78
RAINBOW 206 - The Five Crowns have a good piece of material here, penned by the prolific Rudy Toombs.

Sacred

BILL MONROE
Walking in Jerusalem Just Like John ... 78
DECCA 28608 - Happy sacred opus gets a persuasive reading from Monroe and his vocal group.

JIMMIE SKINNER
Singing Teacher in Heaven ... 76
CAPITOL 2401 - Title refers to Hank Williams, and the lyric includes the titles of a number of sacred tunes.

THE TRACE TRIO
My Mother's Tear-stained Bible ... 75
KING 1185 - Tuneful opus in three-quarter time is attractive, and the Trio brings out the message persuasively.

ADAM ASTON
Najslodsze Tango ... 71
DANA 612 - Alston delivers a tango ballad nicely in Polish.

International

FRANK WOJNAROWSKI ORK
Clarinet Polka ... 80
DANA 3119 - There's some strong instrumental stuff on this side.

CHOR DANA
Piojenci Legionowe ... 70
DANA 792 - In English, the title is "Song of the Legionnaires." It's handled in vigorous style by the Polish speaking male choral group.

(Continued on page 46)

Spiritual

THE ANGELIC GOSPEL SINGERS
My Lord and I ... 80
GOTHAM 729 - Currently one of the hottest spiritual groups, the Angelic Gospel Singers deliver another rocking, hand-clapping sacred opus.

ROBERT PATTERSON SINGERS
After Awhile ... 78
GOTHAM 731 - A real fine lead shouter handles the first chorus solo, and then takes the group on out in a big-finish second chorus.

(Continued on page 45)

Children's

EUGENE LOWELL SINGERS
Animal Supermarket (Part 1 & 2) ... 77
YOUNG PEOPLES RECORDS 9004 - Again the diskery comes thru with one of its first-rate disks which appeal to parents first and children afterward.

SALLY SWEETLAND
Wait 'Till the Moon is Full (Part 1 & 2) ... 76
YOUNG PEOPLES RECORDS 4504 - The pre-school youngsters could be interested in this attractive little tale about a raccoon.

Wait 'Till the Moon is Full (Part 1 & 2) ... 76
YOUNG PEOPLES RECORDS 4504 - The pre-school youngsters could be interested in this attractive little tale about a raccoon. Certainly, the parents could make good use of this disk in instances where the children have a fear of nighttime or going to bed.

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending March 28

TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
GLAD RAG DOLL SOMEBODY STOLE MY GAL	Johnnie Ray	39961 • 4-39961
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
MY BUNNY AND MY SISTER SUE TWO EASTER SUNDAY SWEETHEARTS	Jimmy Boyd	39955 • 4-39955
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith	39944 • 4-39944
WITHOUT MY LOVER SMOKING MY SAD CIGARETTE	Jo Stafford	39951 • 4-39951
I WONDER, I WONDER, I WONDER HE WHO HAS LOVE	The Four Lads	39958 • 4-39958
GOMEN-NASAI TOKYO BOOGIE WOOGIE	Richard Bowers	39954 • 4-39954
I'M THE KING OF BROKEN HEARTS NO ONE WILL EVER KNOW	Tony Bennett	39964 • 4-39964
KEEP IT A SECRET ONCE TO EVERY HEART	Jo Stafford	39891 • 4-39891
SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED SUSIE	Guy Mitchell	39909 • 4-39909
OH, MARIE LUIGI	Louis Prima	39969 • 4-39969
MISTER TAP TOE YOUR MOTHER AND MINE	Doris Day	39906 • 4-39906
ANNA DUTCH TREAT	Paul Weston	39968 • 4-39968
WHEN YOU WORE A TULIP LOUISIANA WALTZ	Ken Griffin	39966 • 4-39966

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending March 28

I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
BRING YOUR SWEET SELF BACK TO ME	Lefty Frizzell	21084 • 4-21084
TIME CHANGES THINGS I'LL GO ON ALONE	Marty Robbins	21022 • 4-21022
YOU'RE BREAKING MY HEART NO SWALLERIN' PLACE	June Carter	21074 • 4-21074
JUKE BOX BLUES MY LONELY HEART'S RUNNIN' WILD	Carl Smith	21051 • 4-21051
THAT'S THE KIND OF LOVE I'M LOOKING FOR ANYBODY'S BABY	Johnny Bond	21082 • 4-21082
THE HILLS OF KENTUCKY NO HELP WANTED	The Maddox Brothers and Rose	21065 • 4-21065
HEARTS AND FLOWERS I'M AN OLD, OLD MAN	Lefty Frizzell	21034 • 4-21034
YOU'RE JUST MINE DON'T LET THE STARS GET IN YOUR EYES	Ray Price	21025 • 4-21025
I LOST THE ONLY LOVE I KNEW BITTER TEARS	Leon McAuliffe	21072 • 4-21072
REDSKIN RAG		

BEST SELLING ALBUMS

ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 • 45 Set G 4-18 78 Set G-18	TCHAIKOVSKY: SYMPHONY NO. 6 (Pathetique) The Philadelphia Orchestra, Eugene Ormandy "Lp" ML 4544
SWEETHEARTS—Marion Marlowe and Frank Parker "Lp" CL 6241 • 45 Set B-331 78 Set C-331	ANNA RUSSELL SINGS! with Harry Dworkin, piano "Lp" ML 4594
BROADWAY'S BEST—Jo Stafford "Lp" CL 6238 • 45 Set B-321	BERLIOZ: HAROLD IN ITALY William Primrose, viola, with Sir Thomas Beecham, Bart., conduct- ing the Royal Philharmonic Orch. "Lp" ML 4542
LIBERACE AT THE PIANO "Lp" CL 6217 • 45 Set B-308 78 Set C-308	BENNY GOODMAN JAZZ CONCERT NO. 2 (1937-'38) "Lp" Set SL-180 • 45 Set A-1040 Vol. 1: "Lp" ML 4590 45 Set A-1038 Vol. 2: "Lp" ML 4591 45 Set A-1039
HOLLYWOOD'S BEST—Rosemary Clooney and Harry James "Lp" CL 6224 • 45 Set B-319	

NEW POPULAR RELEASES

RED BUTTONS with Elliot Lawrence and his Orchestra	BENNY GOODMAN and his Orchestra
STRANGE THINGS ARE HAPPENING (HO HO HEE, HEE, HA HA)	WHAT A LITTLE MOONLIGHT CAN DO I'LL NEVER SAY "NEVER AGAIN" AGAIN
THE HO HO SONG 39981 • 4-39981	Both Vocals by Helen Ward 39976 • 4-39976

NEW INTERNATIONAL RELEASE

Frankie Yankovic and his Yanks
TICK-TOCK POLKA
Vocal by The Yankovic Family Circle
WHEN BANANA SKINS ARE FALLING
(I'll Come Sliding Back To You)
Vocal by Frankie Yankovic
4-10024

NEW POPULAR ALBUMS

an in-person special! ONE NIGHT STAND Ultra • Blues from "An American in Paris" • Mam Bongo • Memphis Blues • The Flight of the Bumble Bee • There They Go • Jackpot Blues • You Go to My Head • Don't Stop • Feet Draggin' Blues • Back Beat Boogie. HARRY JAMES and his Orchestra. "Lp" GL 522	POP HITS—Volume 1 I Believe—Frankie Laine • Mister Top Toe—Doris Day • Congratula- tions to Someone—Tony Bennett • She Wears Red Feathers—Guy Mitchell. 45 Set B-1648
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BEST SELLING CHILDREN'S ALBUMS

Jimmy Boyd TWO EASTER SUNDAY SWEETHEARTS MY BUNNY AND MY SISTER SUE 39955 • 4-39955 MJV-160 • MJV 4-160
Gene Autry PETER COTTONTAIL THE FUNNY LITTLE BUNNY MJV-68 • MJV 4-68
Jimmy Boyd EARLY BIRD I'LL STAY IN THE HOUSE 39927 • 4-39927 MJV-157 • MJV 4-157
Rosemary Clooney EGGBERT, THE EASTER EGG BUNNY ON THE RA'NBOW MJV-131 • MJV 4-131
Gene Autry SONNY THE BUNNY BUNNY ROUND-UP TIME MJV-103 • MJV 4-103

NEW FOLK MUSIC RELEASES

Ray Price THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU 21089 • 4-21089
Polly Possum and Joe Wolverton DON'T TALK TO ME ABOUT MEN SIN IN SATIN 21090 • 4-21090
Lester Flatt and Earl Scruggs WHY DID YOU WONDER! THINKING ABOUT YOU 21091 • 4-21091

one hit after another
... a new smash in
the unbroken string
by
SWING AND SWAY
with
SAMMY KAYE
I COULDN'T KEEP FROM CRYING
Vocal by The Kaydets
SWEET SUE—JUST YOU
Vocal by The Kaye Choir
39977 • 4-39977

**COLUMBIA
RECORDS**

THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

SOMEBODY STOLE MY GAL—Johnnie Ray—Columbia 39961

Action on this has been big during the week. Important thing here is that operators are buying the record, after laying off his last few releases. Strong operator action was reported from New York, Philadelphia, Boston and Midwest. Retail action also showed building acceptance. Already on St. Louis and Boston charts. Flip is "Glad Rag Doll."

ANNA—Silvana Mangano—M-G-M 11457

Soundtrack from movie of same name spurred during the week with definite sales step-up noted in Boston, St. Louis, Buffalo and Pittsburgh. New York also shows good action. Flip is "I Loved You."

I'M THE KING OF BROKEN HEARTS

NO ONE WILL EVER KNOW—Tony Bennett—Columbia 39964

Record is very good in New York, Philadelphia and Pittsburgh. Boston and Cincinnati said good. Other areas reported just having received it. A previous "New Record to Watch."

RUBY—Richard Hayman Ork—Mercury 70115

Tune is a movie theme played instrumentally with a lead harmonica. Has taken off fast in several areas. It's already a hit in Pittsburgh and is getting extremely strong action in New York with Chicago, Cincinnati and L. A. adding good reports. Flip is "Love Mood."

HE WHO HAS LOVE

I WONDER, I WONDER, I WONDER—Four Lads—Columbia 39958

Sales reports show this to be moving at a good clip in Pittsburgh, Boston, Philadelphia, Chicago and parts in the South. Tho it does not yet have big hit earmarks, it shapes up as a good profitable item. Both sides are finding favor depending on the area.

LESS THAN TOMORROW

YOU CAN BE IN LOVE—Hamish Menzies—Decca 28601

New artist with label has gotten off to strong start in Detroit and Pittsburgh where top side is already on charts. Chicago reported a noticeable increase in activity over a week ago with Buffalo and North Carolina noting good activity. At the moment it is stronger on the retail side, but operator reports on the whole picked up this week. A previous "New Record to Watch."

Country & Western

BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS—Lefty Frizzell—Columbia 21084

New disk is meeting with immediate favor. Cincinnati, North Carolina, Tennessee and East Coast reports were good. Both sides are getting activity depending on the market.

BLUE LETTER SLAVES OF A HOPELESS LOVE AFFAIR—Red Foley—Decca 28567

A very good record according to just about all reports. Most of the action is on "Blue Letter" but Texas reports that the "Slaves" side is the key one. A former "New Record to Watch" selection.

MOONLIGHT AND ROSES

MISSOURI WALTZ—Eddy Arnold—RCA Victor 20-5192

Steady building on this disk. It's getting some pop action in New England with hillbilly retail and operator reports in the Midwest and parts of the South good to strong. The other Arnold record released at same time is also moving nicely but at this point is being edged out by this one. The North and Midwest seem to prefer "Moonlight" with Southern reports favoring flip.

Rhythm & Blues

MY HAT'S ON THE SIDE OF MY HEAD NOT ANY MORE TEARS—Four Blazes—United 146

Strong reports received from three Midwestern cities. A good Southern report also received. These areas favor "Hat." New York retailers say that "Tears" is showing good action. A previous "New Record to Watch."

JAZZ — JAZZ — JAZZ — JAZZ

FARMER'S MARKET—Annie Ross—Prestige 839

Very good action noted on this clever bop vocal on Philadelphia, New York, Chicago and St. Louis reports. A previous "New Record to Watch."

Spiritual

ONE-TWO-THREE—Chosen Gospel Singers—Specialty 838

One of the strongest of recent spirituals among key dealers in Chicago and the South.

Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box Chart.

Popular

SONG FROM MOULIN ROUGE Percy Faith Ork—Columbia 39944

"Moulin" definitely took over as side and this week really broke out. Hit best-seller chart for first week. Action is mostly retail at the moment, but the tune looks like it will hang around a while.

APRIL IN PORTUGAL Les Baxter—Capitol 2374

Surged strongly this week and hit best-seller chart for first time.

I BELIEVE

Jane Froman—Capitol 2332

Laine still is the standout seller on this tune, but the Froman version hit national retail chart this week and broke out in a rash of territories. Strictly a retail item.

GOMEN NASAI

Richard Bowers—Columbia 39954

Hit national juke box chart for first time and showed up on six different retail territorial charts. Howard version is on the St. Louis chart and getting some action in the Midwest but nowhere else. The Belafonte record continues along nicely in many spots without any real signs of breaking out. Pittsburgh returned strongest report.

CAN'T I BLUE GARDENIA

Nat (King) Cole—Capitol 2389

Hit juke box chart for first week and both sides appear on a raft of retail territorials.

DANCIN' WITH SOMEONE

Teresa Brewer—Coral 60953

Definitely building according to most reports.

Country & Western

HONEYMOON ON A ROCKET SHIP

Hank Snow—RCA Victor 20-5155

Hit national best-seller chart for first week.

DON'T LET THE STARS GET IN YOUR EYEBALLS

Homer and Jethro—RCA Victor 20-5214

Only fair on the West Coast and sections of the South but very strong in the East and Midwest.

NO HELP WANTED NO. 2

Red Foley-Ernest Tubb—Decca 28634

Building strongly throughout country. All reports show it to be getting good action.

Rhythm & Blues

DAUGHTER THAT'S YOUR RED WAGON

S. Fari—States 115

On Chicago and Philadelphia charts with strong reports also received from Cincinnati, Pittsburgh and the South.

SHIRLEY COME BACK TO ME BABY

Shirley and Le—Aladdin 274

Building very well with good strong reports from Philadelphia, Buffalo, the ... Pittsburgh and Chicago.

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

1. ANNA
Silvana Mangano—M-G-M 11457
2. YOKOHAMA MAMA
Harry Kari—Capitol 2392
3. HELLO, SUNSHINE
Norman Brooks—Zodiac 101
4. SLEEP
Les Paul—Capitol 2400
5. DANCIN' WITH SOMEONE
Teresa Brewer—Coral 60953
6. SOMEBODY STOLE MY GAL
Johnnie Ray—Columbia 39961
7. WITHOUT MY LOVER
Jo Stafford—Columbia 39951

Country & Western

1. I HAVEN'T GOT THE HEART
Webb Pierce—Decca 28594
2. AFTER YOU LEAVE
Marty Robbins—Columbia 21075
3. NO HELP WANTED
Hank Thomson—Capitol 2376
4. DON'T LET THE STARS GET IN YOUR EYEBALLS
Homer and Jethro—RCA Victor 20-5214
5. TIED DOWN
Roy Acuff—Capitol 2385

Rhythm & Blues

1. PAPPY
Benny Brown—Gotham 293
2. DAUGHTER, THAT'S YOUR RED WAGON
Gloria Irving—States 115
3. YOU'RE MINE
Crickets—M-G-M 11428
4. APRIL IN PARIS
Bill Svais—Okch 6946

The Disk Jockeys Pick

Popular

1. SOMEBODY STOLE MY GAL
Johnnie Ray—Columbia 39961
2. BLUE GARDENIA
Nat (King) Cole—Capitol 2389
3. DANCIN' WITH SOMEONE
Teresa Brewer—Coral 60953
4. HELLO, SUNSHINE
Norman Brooks—Zodiac 101
5. WITHOUT MY LOVER
Jo Stafford—Columbia 39951
6. ANNA
Silvana Mangano—M-G-M 11457
7. THE NEARNESS OF YOU
Bob Manning—Capitol 2382

Country & Western

1. KNOT HOLE
The Carlisles—Mercury 70109
2. WHAT WILL I DO
Roy Acuff—Capitol 2385
3. NO HELP WANTED
Red Foley-Ernest Tubb—Decca 28634
4. HANK'S SONG
Ferlin Huskey—Capitol 2397

The Operators Pick

Popular

1. HELLO, SUNSHINE
Norman Brooks—Zodiac 101
2. DANCIN' WITH SOMEONE
Teresa Brewer—Coral 60953
3. RAMONA
The Gaylords—Mercury 70112
4. IF I WERE KING
The Hilltoppers—Dot 15055
5. SOMEBODY STOLE MY GAL
Johnnie Ray—Columbia 39961
6. GOMEN NASAI
Eddy Howard—Mercury 70107

Country & Western

1. I HAVEN'T GOT THE HEART
Webb Pierce—Decca 28594
2. PLAYIN' DOMINOES AND SHOOTIN' DICE
Ramblin' Jimmie Dolan—Capitol 2367

RHYTHM & BLUES

1. DAUGHTER, THAT'S YOUR RED WAGON
Gloria Irving—States 115

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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DANCIN' WITH SOMEONE

(Longin' For You)

Slowly and Very Expressively

Words and Music by
BENNIE BENJAMIN
GEORGE WEISS
ALEX ALSTONE

RECOMMENDED TO
DEALERS • OPERATORS
and DISC JOCKEYS AS
"BEST BUY"

THE BILLBOARD
MARCH 14, 1953

While DANC - IN' WITH SOME-ONE and long - in' for you, I
 saw you, my dar - lin', with some - bod - y new. And
 o - ver his shoul - der I watched you dance by; The
 smile on your lips brought a tear to my eye. The
 mu - sic stopped play - in', but you could - n't see that
 my eyes were say - in', "Change part - ners with mel" You
 looked oh! so hap - py, but you nev - er knew, I was
 DANC - IN' WITH SOME-ONE and long - in' for you. While you.

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TERESA
BREWER

CORAL
#60953

MOLLY
BEE

CAPITOL
#2396

DELTA RHYTHM
BOYS

RCA
#20-5217

JIMMY
YOUNG

LONDON
#1315

RUSS
MORGAN

DECCA

EDDY
HOWARD

MERCURY

JACK PERRIN • MICKEY VALANDO, N. Y.

ARTIE VALANDO, CALIF.

VALANDO MUSIC CORP.

1619 Broadway • New York 19, N. Y.

The Billboard Music Popularity Charts

... for Week Ending March 28

TOP POPULAR RECORDS

Best Selling Singles

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Lists top 20 best selling singles.

Most Played in Juke Boxes

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Lists top 20 most played in juke boxes.

Most Played by Jockeys

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Lists top 20 most played by jockeys.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/2 r.p.m. and 45 r.p.m. records.

Table with columns: This Week, Last Week, Weeks on Chart, Album Title, Artist, Label. Lists top 10 best selling popular albums for 33 1/2 R.P.M. and 45 R.P.M.

Best Selling Children's Records

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Lists top 13 best selling children's records.

the "money songs"*

ARE ON RCA VICTOR RECORDS

*Thanks to Arnold Shaw, author of the new Tin Pan Alley novel, "The Money Song"

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

78 | 45

HOT TODDY/SERENADE
Ralph Flanagan20-5205 (47-5095)

WILD HORSES/I CONFESS
Perry Como20-5152 (47-5152)

HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED
Eddie Fisher20-5137 (47-5137)

DON'T LET THE STARS GET IN YOUR EYES/LIES
Perry Como20-5064 (47-5064)



A Billboard Best Bet and an
RCA Victor Best Seller

**Freddy Martin's
APRIL IN PORTUGAL
and
PENNYWHISTLE BLUES**
20-5052 (47-5052)*

I FEEL LIKE I'M GONNA LIVE FOREVER/HOW COULD YOU
Sunny Gale20-5216 (47-5216)

WILL-O'-THE-WISP ROMANCE/THE MAGIC TOUCH
Hugo Winterhalter20-5209 (47-5209)

LAST STOP/I'M WITH YOU
Dorothy Loudon20-5238 (47-5238)

ECSTASY TANGO/WAGGASHOE
The Three Suns20-5185 (47-5185)

TRAIN, TRAIN, TRAIN/I CAN'T GET STARTED
Buddy Morrow20-5212 (47-5212)

NOW THAT I'M IN LOVE/YANKEE DOODLETOWN
Sauter-Finegan20-5248 (47-5248)

**PUT THAT SAWDUST BACK ON THE FLOOR/THE BLUE
SCARECROW**
Allan Small20-5198 (47-5198)

A-L-B-U-O-U-E-R-Q-U-E/MOON
Ralph Flanagan20-5237 (47-5237)

BLUE VIOLINS/FANDANGO
Hugo Winterhalter20-4997 (47-4997)

GOMEN NASAI/SPRINGFIELD MOUNTAIN
Harry Belafonte20-5210 (47-5210)

COUNTRY-WESTERN

MOONLIGHT AND ROSES/THE MISSOURI WALTZ
Eddy Arnold20-5192 (47-5192)

**DON'T LET THE STARS GET IN YOUR EYEBALLS/
UNHAPPY DAY**
Homer & Jethro20-5214 (47-5214)

**YOU ALWAYS HURT THE ONE YOU LOVE/I'M GONNA
LOCK MY HEART**
Eddy Arnold20-5193 (47-5193)

RHYTHM AND BLUES

I WANNA KNOW/LAUGHING BLUES
The Du Droppers20-5229 (47-5229)

SHE'S DYNAMITE/I'M GONNA TELL EVERYBODY
Piano Red20-5224 (47-5224)

AND THE BULL WALKED AROUND, OLAY/MARGIE
Les Harris20-5132 (47-5132)

NEW RELEASES

RCA Victor—
Release #53-14

POPULAR

78 | 45

**MISSING (One Heart)
(Oh Jenny) THE WIDOW WALK**
Damita Jo
With the Rockets20-5253 (47-5253)*

**BLUE (And Broken Hearted)
EVERYBODY NEEDS A SWEETHEART**
Eddie "Piano" Miller
Vocal by The Musickers20-5254 (47-5254)*



Lily Ann's "rollin' stone"
will gather plenty of the
long green

**Lily Ann Carol's
ROLLIN' ROLLIN' STONE
and
I'D LOVE TO FALL ASLEEP**

(Orch. directed by Sy Oliver)
20-5256 (47-5256)*

I HAD THE CRAZIEST DREAM
(from the film "Springtime in The Rockies")

HOME IN PASADENA
The Skylarks20-5257 (47-5257)*

ANNA (El Negro Zumbon)
(from the film "Anna")

CACHITA
Al Caiola with Rhythm20-5252 (47-5252)*

SACRED

Two inspiring sides for a
growing market



Hank Snow
and the Jordanoires, with The
Rainbow Ranch Boys singing
THE GLORY LAND MARCH
and
IN DADDY'S FOOTSTEPS
20-5249 (47-5249)*

COUNTRY-WESTERN

**BROKEN WINGS
CANNONBALL YODEL**
Elton Britt20-5251 (47-5251)*

A 12-year-old sweetheart
from Dallas



Sunshine Ruby
singing her way to stardom with
TOO YOUNG TO TANGO
and
**HEARTS WEREN'T MEANT
TO BE BROKEN**
20-5250 (47-5250)*

ALBUMS

JIMMIE RODGERS MEMORIAL ALBUM—Vol. IV
Jimmie Rodgers Singing with Guitar and Orch. PT-3035

*45 rpm cat. nos.
PT 78 rpm cat. nos.

ALL SOLD OUT!

We wish to thank all RCA Victor record dealers for their enthusiastic reception of our special limited edition of Beethoven's Nine Symphonies, as interpreted by Arturo Toscanini and the NBC Symphony Orchestra. The edition was oversubscribed even before the recordings were pressed, thanks to your interest. We regret that no further pressings of this history-making album are available.

DINA

SHORE

with
a
great
new
hit...



WHY COME CRYING TO ME

20/47-5247

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS



EPA-413



EOA-438



EPA-414

CLIP—
FILL IN—
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TODAY!

RCA VICTOR
FIRST IN RECORDED MUSIC



HERE'S WHAT THEY'RE SAYING ABOUT JOHNNY HOLIDAY . . .

Estelle Barnes

Program Director
WGN

"Truly Wonderful"

Al Benson

WGES

"Crazy . . . that's for sure"

Linn Burton

WIND

"It's a happy Holiday"

Ed Cerney

WBBM

"Either side should put
Holiday on top"

John Coughlin

WAIT

"United's excellent entry
into Pop field"

Dick Courtenay

WIND

"Could be a real big one"

Daddy'O Dailey

WAIT

"Great style, great
warmth"

Saxie Dowell

WGN

"Wonderful record"

Bob Drew

WAAF

"Holiday's best"

Jack Eigen

WMAQ

"It's a happy holiday
listening to Holiday"

Sam Evans

"This boy's got it"

Margaret Frye

Program Director

WIND

"Both sides have great
feeling"

Herb Graham

WAIT

"Both sides well deserve a
Holiday"

Don Hassler

WENR

"Record really has it"

Marty Hogan

WCFL

"A great value"

Lenny Kaye

WBBM

"This should really make
it"

Jim Lounsberry

WJJD

"Johnny's got a hit"

Don McCarty

WCFL

"I like both sides"

Sid McCoy

WENR

"Holiday's done it"

Lee Petrillo

WCFL

"Worth listening to on any
program"

Frank Platt

WFJL

"Both sides great, could
happen"

Bob Porter

WIND

"Lot of heart"

Joe Rudolph

WAIT

"A Holiday everyday"

Myron Schultz

Record Librarian
WAAF

"Either side can happen"

Topper

WCFL

"It's all Holiday"

Ted Travers

WCFL

"This'll put you on clouds"

Jay Trompeter

WIND

"New and a great stylist"

Tony Ventrella

WEDC

"Both sides are great"

America's Newest Singing Sensation

Johnny HOLIDAY



**Bows with a
pair of hits
back to back on
UNITED RECORDS**

Why Should I Cry and With All My Heart

U-148

Arrangement By DENNIS FARNON

**OUT ONLY 10 DAYS
AND CHICAGO'S GOING
WILD ABOUT HIM . . .**



UNITED RECORD COMPANY
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a decade of modern concepts in music
CAPITOL salutes the man whose ten years
of dynamic spirit and provocative ideas
have set the pace for modern bands!

2 NEW STAN KENTON ALBUMS

"New Concepts of Artistry in Rhythm"
exciting performances by Kenton's greatest aggregation
Album No. 383 — Available on Long Play and on
"45" Extended Play

"Sketches on Standards"
request selections from the Kenton dance library
Album No. 426 — Available on Long Play and,
in two parts, on "45" Extended Play

THE ENTIRE CATALOG

of Kenton recordings is available once more
for followers of THE STAN KENTON RECORD!
This list includes fifty single records and these ten
memorable albums:

"Artistry In Rhythm"	no. 167
"A Concert In Progressive Jazz"	no. 172
"Stan Kenton Encores"	no. 155
"Innovations In Modern Music"	no. 189
"Milestones"	no. 190
"Stan Kenton Presents"	no. 248
"Stan Kenton Classics"	no. 358
"City Of Glass"	no. 353
"Prologue"	no. 386
"Popular Favorites"	no. 421

Capitol
RECORDS

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

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

Dallas-Fort Worth Washington, D. C. SLEEP	L. Paul-M. Ford, Capitol 2400
DETROIT Pittsburgh.... LESS THAN TOMORROW	H. Menzies, Decca 28601
Denver.... YOKOHAMA MAMA	H. Kari, Capitol 2392
Boston St. Louis.... ANNA	S. Mangano, M-G-M 11457
Boston.... SOMEBODY STOLE MY GAL	J. Ray, Columbia 39961
Pittsburgh.... RUBY	R. Hayman, Mercury 70115

Territorial Best Sellers

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

New Orleans

1. Doggie in the Window
P. Page, Mercury
2. April in Portugal
L. Baxter, Capitol
3. Pretend
Nat (King) Cole, Capitol
4. Gomen Nasai
R. Bowers, Columbia
5. I Believe
F. Laine, Columbia
6. Side by Side
K. Starr, Capitol
7. Without My Lover
J. Stafford, Columbia
8. Your Cheatin' Heart
J. James, M-G-M
9. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol

Pittsburgh

1. Doggie in the Window
P. Page, Mercury
2. Gomen Nasai
R. Bowers, Tokyo Ork, Columbia
3. I Believe
F. Laine, Columbia
4. Till I Waltz Again With You
T. Brewer, Coral
5. Blue Gardenia
Nat (King) Cole, Capitol
6. Anywhere I Wander
J. LaRosa, Cadence
7. Ruby
R. Hayman, Mercury
8. Less Than Tomorrow
H. Menzies, Decca

Detroit

1. Doggie in the Window
P. Page, Mercury
2. April in Portugal
L. Baxter, Capitol
3. I Believe
F. Laine, Columbia
4. Less Than Tomorrow
H. Menzies, Decca
5. No Help Wanted
R. Draper, Mercury
6. Gomen Nasai
R. Bowers, Columbia
7. Caravan
R. Marterie, Mercury
8. Blue Gardenia
Nat (King) Cole, Capitol
9. Your Cheatin' Heart
J. James, M-G-M
10. Don't Let the Stars Get in Your Eyes
P. Como, Victor

- F. Laine-J. Boyd, Columbia
4. Hot Toddy
R. Flanagan, Victor
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. I Believe
F. Laine, Columbia
7. Your Cheatin' Heart
J. James, M-G-M
8. Anywhere I Wander
J. LaRosa, Cadence
9. Wild Horses
P. Como, Victor
10. No Help Wanted
R. Draper, Mercury

Cincinnati

1. Doggie in the Window
P. Page, Mercury
2. Your Cheatin' Heart
J. James, M-G-M
3. I Believe
F. Laine, Columbia
4. How Do You Speak to an Angel?
E. Fisher-H. Winterhalter, Victor
5. Pretend
Nat (King) Cole, Capitol
7. Caravan
R. Marterie, Mercury
8. Seven Lonely Days
G. Gibbs, Mercury
9. Till I Waltz Again With You
T. Brewer, Coral
10. Tell Me You're Mine
Gaylords, Mercury

St. Louis

1. Doggie in the Window
P. Page, Mercury
2. Gomen Nasai
R. Bowers, Columbia
3. I Believe
F. Laine, Columbia
4. Hot Toddy
R. Flanagan, Victor
5. Your Cheatin' Heart
J. James, M-G-M
6. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol
7. Gomen Nasai
E. Howard, Mercury
8. Pretend
Nat (King) Cole, Capitol
9. Anna
S. Mangano, M-G-M
10. Can't I?
Nat (King) Cole, Capitol

Denver

1. Doggie in the Window
P. Page, Mercury
2. Pretend
Nat (King) Cole, Capitol
3. Till I Waltz Again With You
T. Brewer, Coral
4. I Believe
J. Froman, Capitol
5. Tell Me You're Mine
Gaylords, Mercury
6. Don't Let the Stars Get in Your Eyes
P. Como, Victor
7. Yokohama Mama
H. Kari, Capitol
8. Hot Toddy
R. Flanagan, Victor
9. Your Cheatin' Heart
J. James, M-G-M
10. Side by Side
K. Starr, Capitol

New York

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Pretend
Nat (King) Cole, Capitol
6. Gomen Nasai
R. Bowers, Tokyo Ork, Columbia

Dallas-Ft. Worth

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Pretend
Nat (King) Cole, Capitol
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Tell Me You're Mine
Gaylords, Mercury
6. No Help Wanted
R. Draper, Mercury
7. Your Cheatin' Heart
J. James, M-G-M
8. Sleep
L. Paul & M. Ford, Capitol
9. Blue Gardenia
Nat (King) Cole, Capitol
10. Wild Horses
P. Como, Victor

Philadelphia

1. Doggie in the Window
P. Page, Mercury
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Till I Waltz Again With You
T. Brewer, Coral
4. Wild Horses
P. Como, Victor
5. No Help Wanted
R. Draper, Mercury
6. Tell Me a Story
F. Laine-J. Boyd, Columbia
7. Tell Me You're Mine
Gaylords, Mercury
8. I Believe
F. Laine, Columbia
9. Pretend
Nat (King) Cole, Capitol
10. Your Cheatin' Heart
J. James, M-G-M

Los Angeles

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Pretend
Nat (King) Cole, Capitol
4. Tell Me You're Mine
Gaylords, Mercury
5. Oh, Happy Day
L. Welk, Coral
6. Don't Let the Stars Get in Your Eyes
P. Como, Victor
7. I Believe
F. Laine, Columbia
8. Song From Moulin Rouge
P. Faith, Columbia
9. Yes, Sir, That's My Baby
H. Kari, Capitol
10. Have You Heard?
J. James, M-G-M

Chicago

1. Doggie in the Window
P. Page, Mercury
2. Caravan
R. Marterie, Mercury
3. Tell Me a Story

Boston

1. Doggie in the Window
P. Page, Mercury
2. Tell Me You're Mine
Gaylords, Mercury
3. Gomen Nasai
R. Bowers, Columbia
4. Anna
S. Mangano, M-G-M
5. Till I Waltz Again With You
T. Brewer, Coral
6. Side by Side
K. Starr, Capitol
7. I Believe
F. Laine, Columbia
8. Somebody Stole My Gal
J. Ray, Columbia
9. Wild Horses
P. Como, Victor
10. Kaw-Liga
H. Williams, M-G-M

Atlanta

1. Pretend
Nat (King) Cole, Capitol
2. Side by Side
K. Starr, Capitol
3. Till I Waltz Again With You
T. Brewer, Coral
4. No Help Wanted
R. Draper, Mercury
5. Doggie in the Window
P. Page, Mercury
6. Seven Lonely Days
G. Gibbs, Mercury
7. Have You Heard?
J. James, M-G-M
8. Tell Me You're Mine
Gaylords, Mercury
9. I Believe
F. Laine, Columbia
10. Gomen Nasai
R. Bowers, Tokyo Ork, Columbia

Seattle

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Tell Me You're Mine
Gaylords, Mercury
4. I Believe
F. Laine, Columbia
5. Yokohama Mama
H. Kari, Capitol
6. Don't Let the Stars Get in Your Eyes
P. Como, Victor
7. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
8. I Believe
J. Froman, Capitol
9. Side by Side
K. Starr, Capitol
10. Can't I?
Nat (King) Cole, Capitol

Washington-Baltimore

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Pretend
Nat (King) Cole, Capitol
4. Song From Moulin Rouge
P. Faith, Columbia
5. I Believe
J. Froman, Capitol
6. Wild Horses
P. Como, Victor
7. Sleep
L. Paul-M. Ford, Capitol
8. I Believe
F. Laine, Columbia
9. Don't Let the Stars Get in Your Eyes
P. Como, Victor
10. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral

HAVING
RECORD TROUBLES?
GET THE HITS NOW
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**ONE STOP
SERVICE**

OPERATORS & DEALERS

Buy From One Source—Save Freight Charges.
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COMPLETE STOCKS
VICTOR—DECCA—COLUMBIA—CAPITOL
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Regular
Wholesale

Albums, Etc.—10% Over

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RECORD SERVICE**

2626 OLIVE, ST. LOUIS, MO.

(Phone: LUCas 4172)

Order From Billboard Hit Parades



Jackpot

BEST SELLERS

1. **DOGGIE IN THE WINDOW**
Jealous EyesPATTI PAGE.....No. 70070*
2. **CARAVAN**
While We Dream.....RALPH MARGERIE.....No. 70097*
3. **TELL ME YOU'RE MINE**
Aye, Aye, Aye.....THE GAYLORDS.....No. 70067*
4. **RUBY**
Love Mood.....RICHARD HAYMAN.....No. 70115*
5. **NO HELP WANTED**
Texarkana Baby.....RUSTY DRAPER.....No. 70077*
6. **SEVEN LONELY DAYS**
If You Take My Heart Away..GEORGIA GIBBS.....No. 70095*
7. **GOMEN NASAI**
Kiss Your Tears Away.....EDDY HOWARD.....No. 70107*
8. **RAMONA**
Spinning A Web.....THE GAYLORDS.....No. 70112*
9. **POUR ME A GLASS OF TEARDROPS**
It's a Miracle.....BILLY WILLIAMS.....No. 70094*
10. **PRETEND**
After Midnight.....RALPH MARGERIE.....No. 70045*
11. **ANNA**
April In Portugal.....RICHARD HAYMAN.....No. 70114*
12. **THE BULL WALKED AROUND OLAY**
ChangeableRICHARD HAYES.....No. 70103*
13. **AFRAID**
LovelightVIC DAMONE.....No. 70108*

BEST SELLING COUNTRY & WESTERN

1. **NO HELP WANTED**
This Heart Is Not For Sale.....THE CARLISLES.....No. 70028*
2. **KNOTHOLE**
Leave That Liar Alone..... THE CARLISLES.....No. 70109*
3. **THE MANSION YOU STOLE**
Tennessee JiveJOHNNY HORTON.....No. 70100*
4. **WICKED LOVE**
Don't Ever Tell Me.....PAUL AND ROY.....No. 70121*

BEST SELLING RHYTHM & BLUES

1. **YOU LET MY LOVE GROW COLD**
Ain't Nothing Good.....DINAH WASHINGTON.....No. 70125*
2. **ECTASY**
Hittin' On Me.....BUDDY JOHNSON.....No. 70116*
3. **SHE'S GOT TO GO**
Come A Little Bit Closer.....THE RAVENS.....No. 70119*

Best Selling Classical Records

For Week Ending March 21st (Billboard)

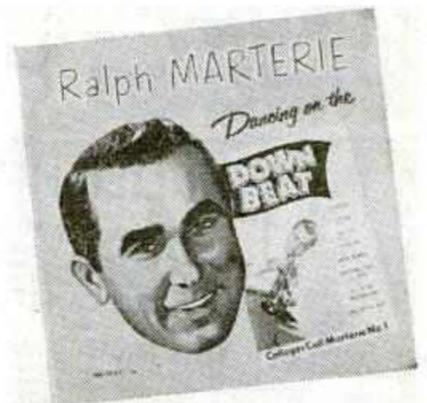


4. **RIMSKY-KORSAKOV**
Scheherazade:
Minneapolis Symphony,
Antal Dorati, conducting
.....MG 50009

COMING SOON!

A NEW
PATTI PAGE
HIT!

NEW DANCE ALBUM



RALPH MARGERIE
"Dancing On The Downbeat"

Downbeat
Pretend
Dark Eyes
La Rosita
After Midnight
Everything I Have Is Yours
Hall Of The Mountain King
Thru For The Night

10 INCH LONG PLAYING RECORD
MG 25171

Also Available On
Extended Play



*Denotes Available on 45 RPM

NEW RELEASES



JIMMY PALMER
AND HIS ORCHESTRA

"SOMEBODY STOLE MY GAL"

AND
"NEVER, NEVER, NEVER"
NO. 70126*



BABY PAM

"Easter Bunny Song"

AND
"Goody Goody Gum Drop"
NO. 70124*

BERNICE PARKS

"Two Kinds Of Love"

AND
"Game Of Let's Pretend"
NO. 70104*

ELAINE CARVEL
"Loved and Lost"

AND
"Something Happened"
NO. 70122*

LEO FULD
"Zigany Melody"

AND
"YAASS"
NO. 70120*

NEW PLAYCRAFT KIDDIE SERIES



DOGGIE IN THE WINDOW

Backed With "Cowboy's Sweetheart"

PATTI PAGE

Packaged In 4 Color Envelope

JUST RELEASED!

JONI JAMES sings...

YOUR CHEATIN' HEART

and
I'LL BE WAITING FOR YOU

MGM 11426 78 RPM K 11426 45 RPM

HAVE YOU HEARD and WISHING RING

MGM 11390 78 RPM K 11390 45 RPM



BILLY ECKSTINE sings...

COQUETTE

MGM 11439 78 RPM
K 11439 45 RPM

A FOOL IN LOVE



HANK WILLIAMS

Kaw-Liga
AND YOUR CHEATIN' HEART

MGM 11416 78 rpm • K 11416 45 rpm

RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!



SILVANA MANGANO

Anna
and I LOVED YOU

Sings... MGM 11457 78 RPM K-11457 45 RPM

REMO

MEXICO
and MY HEART IS A KINGDOM

MGM 11419 78 RPM K 11419 45 RPM

Ginny Gibson

KISS

CONDEMNED WITHOUT TRIAL

MGM 11435 • K-11435

DANNY WINCHELL

OHIO

I CAN'T HELP LOVING YOU
MGM 11455 78 rpm • K 11455 45 rpm

LESLIE CARON and MEL FERRER

HI-LILI, HI-LO

LILI AND THE PUPPETS
MGM 30759 78 rpm • K 30759 45 rpm

TOMMY EDWARDS

I LIVED WHEN I MET YOU

and AU REVOIR
MGM 11465 78 rpm • K 11465 45 rpm

THE CLOVERLEAFS

RED CANARY

and THIS NIGHT (Madalana)
MGM 11469 78 rpm • K 11469 45 rpm

FRAN WARREN

EVERYONE KNEW BUT ME

and UNLESS YOU'RE NEAR ME
MGM 11412 78 rpm • K 11412 45 rpm

NORMAN GREENE and His Orchestra

SUSPICION

and BLUE PORCELAIN
MGM 30725 78 rpm • K 30725 45 rpm

ALAN DEAN

SERENADE OF THE MANDOLINS

and THE MOON WAS YELLOW
MGM 11454 78 rpm • K 11454 45 rpm

THE DeMARCO SISTERS

PRETTY BABY

and BOUILLIABASE
MGM 11462 78 rpm • K 11462 45 rpm

BOB ROBERTS TRIO

NC-4 MARCH

and PERSIAN LAMB RAG
MGM 11414 78 rpm • K 11414 45 rpm

JILLA WEBB

THERE'S POISON IN YOUR HEART

and I'M HAPPY TO KNOW YOU'RE HAPPY
MGM 11447 78 rpm • K 11447 45 rpm

DOREEN DAVIS

GOODBYE CHARLIE, GOODBYE

and LOVE ME NOW
MGM 11449 75 rpm • K 11449 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

the CRICKETS Sing **YOU'RE MINE**

and MILK AND HONEY - MGM 11428 - K 11428

DEALER DOINGS

By BOB FRANCIS

Beefs and Boosts

Writes Aaron Applebaum, of Bergenfield Music, Bergenfield, N. J.: "Our local all-State distributors for Mercury and M-G-M labels, who at one time used to provide us with the best service on deliveries of hits, have now fallen behind all other companies in this respect. Whether this is a factory or a distributor fault, I do not know. But I do hope they will again attain the high degree of service we have had from them in the past." . . . Says Phil Marino, of Varsity Music Shop, Buffalo: "I would like to give Aaron Applebaum a pat on the back for his statement in the Dealer Doings column (March 14). I also feel that manufacturers pay too little attention to dealers' suggestions. Naturally, not all of them could be carried out, but a few of the good ones would prove profitable to manufacturers, distributors and dealers alike. Let's work with and not against each other. Incidentally, who is in closer contact with the consumer—the dealer or the manufacturer?" Phil likewise notes that EP's are doing well. "They must be," he says, "because Decca is finally coming out with them. Now, how about M-G-M and London?" . . . University Book Store, Charlottesville, Va., has an aggravated case of discount blues. The outlet wonders if record companies realize what they are doing to the small dealers via permitting their records to be handled by the discount houses. Only by keeping a good stock of latest LP's has the outlet saved the business which it has been losing from regular classical customers to New York cut-raters. "If something isn't done about price-cutting on classicals, small shops such as ourselves will have to resort to the 45 speed in order to keep in business—much as we hate to lose that wonderful LP trade. The only thing these cut prices are achieving is making the cus-

tomers discontented, and eventually will harm the whole record business." Also, opines this correspondent, "If Columbia and Victor think they can satisfy buyers with low-price Bluebird and Entre series, they're wrong. Customers who are after a discount on LP's aren't willing to accept an old recording of Brahms by Igor Markevitch, when they can get the same platter for a few cents more by Toscanini." . . . John R. Plimpton, of Bay Music Center, Whitefish Bay, Wis., has a gripe "against all record companies for not furnishing new covers for LP's. Have ordered new covers repeatedly but nothing happens! Covers get dirty and split seams on the shelves, and in many instances are received already dirty in shipments. It's tough to sell an LP that has a grimy or torn cover." . . . "Why don't record companies keep the titles of their LP and 45 albums in the top three or four inches?" asks Herbert Gray, of the Music Box, Hillsdale, N. J. . . . The dealer could then use a rack which would display the vital info, while the bottom of the jacket would be behind the album below—twice as big a display on the same amount of wall space. Suggested this idea to the companies, before advent of EP's. Answer at the time was prohibitive cost of new plates and art work. But why didn't they use it when they came out with LP's? Guess they think the dealers just don't know anything." George A. Silha, Hollands, Inc., Chicago, Ill., advises that record department put in Remington EP 45's a couple of months ago and have since restocked three times. "Put them near the regular EP's with a big 99-cent sign on them, and they sell themselves. Likewise," says Silha, "Watch out for Okeh label this year. Heard a few advance releases the other day, and it looks like a big year for the company and dealers smart enough to stock them."

VOX JOX

By GENE PLOTNIK

Chatter

Russ Mulholland, WWJ, Detroit, originated his show for a week from the Detroit News Sports and Travel Show at the Michigan State Fairgrounds, with special guest appearances by—among others—a skunk (minus scent), a snake and a dog that rolls logs. . . . Big Joe Rosenfield brings his "Happiness Exchange" to TV this week via WPIX, New York, with W. C. Handy guesting on the first shot. . . . Dick Phillips has taken over as music librarian at WCBT, Roanoke, N. C. . . . Dean Griffin, WHSY, Hattiesburg, Miss., was upped to

Cincinnati, has gone another step in its teen-ager campaign with a Saturday show titled "Teen Canteen," emceed by Jack Remington. . . . Cincinnati has had an influx of new teen centers. Rex Dale, WCKY, that city, devotes two evenings a week to teen canteens in the Cincy area. Dale says, "Regardless of bad publicity given the teen-age crowd these days, we find them better than ever before. . . . smarter, more polite and certainly more appreciative of small favors than in years gone by." . . . Mike D'Angelo, WMGW, Meadville, Pa., sets aside Monday night sessions of his "1940 Club" as "College Night," when he has as his guest, Shirely Havelin. . . . reports on Allegheny College happenings. . . . Franklin Breese has moved to KPO, Los Angeles. One of his new stunts is "Star Time," featuring taped interviews of artists and movie stars. . . . Joe Starr has switched from WATL, Atlanta, to WQXI, same city. . . . Ralph Wayne, WCIL, Carbondale, Ill., and his air partner, Betty Carraway, both of the daily "Breakfast Club," getting hitched April 10. . . . Jim Lounsbury and wife, Penny, are subbing for Danny O'Neil daily on WGN, Chicago, during the latter's illness. They are originating from the Crossroad Restaurant. . . . WHIL, Wheeling, W. Va., has lost its disk spinners in past month: Bill Hausman to Fort Wayne, Ind., Mutual outlet; Bob Kloss to local American Broadcasting Company affiliate, and Donn Caldwell to Uncle Sam. . . . George Simpson, WJNO, West Palm Beach, Fla., now does an afternoon show, "1230 Club," in addition to his late night airing. . . . Wally Nelskog, selected to emcee 30-minute audience participation show, "Time of Your Life," on KIRO, Seattle. . . . Johnny Williams, formerly with WSNF, Thomaston, Ga., is now with WRHT, Griffin, Ga.

YESTERYEAR'S TOPS—

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

APRIL 3, 1943

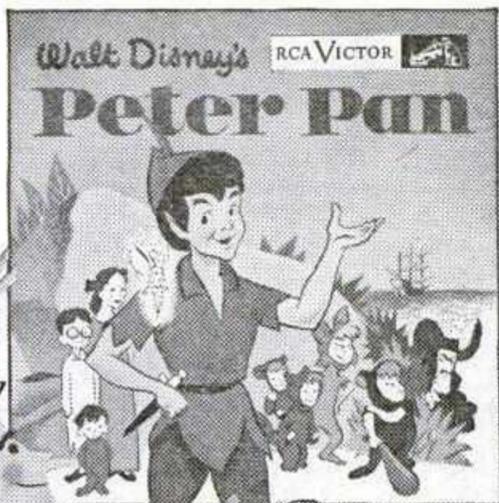
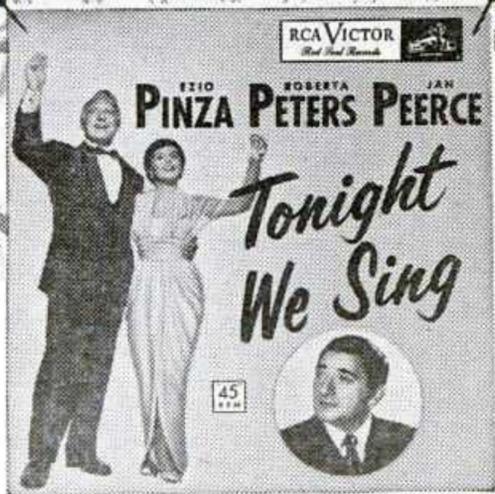
1. I've Heard That Song Before
2. Brazil
3. For Me and My Gal
4. That Old Black Magic
5. You'd Be So Nice to Come Home to
6. There Are Such Things
7. It Started All Over Again
8. Moonlight Becomes You
9. As Time Goes By
10. I Had the Craziest Dream

APRIL 3, 1948

1. Now Is the Hour
2. I'm Looking Over a Four-Leaf Clover
3. Manana
4. Beg Your Pardon
5. But Beautiful
6. Ballerina
7. Baby Face
8. The Dickey-Bird Song
9. Sabre Dance
10. You Were Meant for Me

program director and is still running three disk shows daily. . . . Randy Blake and Bob Bassett, WPEP, Tauton, Mass., have started weekly record hops at the Roseland Ballroom there. Sessions include comedy acts, cash prizes and visiting artists. . . . WKRC,

**RCA VICTOR makes April "Movie Month"
with Four New Albums from
Hollywood's Biggest Hits**



TONIGHT WE SING: Thrilling musical episodes from the original sound track of the new 20th Century-Fox film. With Ezio Pinza, Roberta Peters and Jan Peerce. "45" \$3.80, 33 1/3 \$4.45

PETER PAN: Songs and sound effects as you heard them on the screen in the Disney production. Original cast with Bobby Driscoll as Peter Pan and Kathryn Beaumont as Wendy. "45" \$2.95, 78 \$2.95

THE JAZZ SINGER: Danny Thomas sings old songs and new from the score of Warner Brothers' 1953 version of the history-making musical. "45 EP" (2 records) \$2.80, 33 1/3 \$3.00

THE DESERT SONG: Kathryn Grayson—co-star of the Warner Brothers film—and Tony Martin singing Sigmund Romberg's glorious melodies. "45 EP" (2 records) \$2.80, 33 1/3 \$3.00

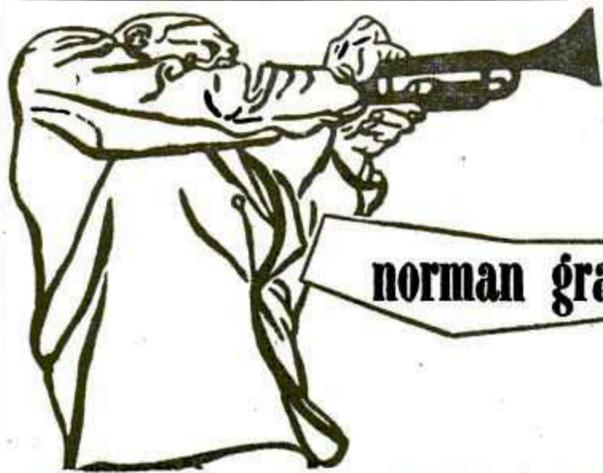
From top Hollywood musicals of 1953! All the songs people will be hearing ... singing ... humming ... and asking for!

These widely publicized hit movies will deliver a ready-made record market right to your door. So stand by for lots of requests for these four sparkling RCA Victor albums from Hollywood's biggest hits.

Prices suggested list. Add Federal Excise Tax and local tax.

Special promotional material which "does the selling for you" is available from your RCA Victor distributor. Ask him about it.





norman granz



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THE ASTAIRE STORY



EP Records taken from the famous Limited Edition of... 'THE ASTAIRE STORY' COMING SOON! SPECIAL 'SONG and DANCE EP' EP-1002

- EP-1000 "NICE WORK IF YOU CAN GET IT" "SO NEAR AND YET SO FAR"
EP-1001 "CHEEK TO CHEEK" "TOP HAT, WHITE TIE AND TAILS"
EP-1003 "FASCINATIN' RHYTHM" "DANCING IN THE 'A'K"
EP-1004 "THE CARIOCA" "LET'S CALL THE WHOLE T'ING OFF"
EP-1005 "NIGHT AND DAY" "S' WO' DERFUL"
EP-1006 "OH, LADY BE GOOD!" "THE COM' TIENTAL"
EP-1007 "THE WAY YOU LOOK TONIGHT" "I'M BUILDING UP TO AN AWFUL LET-DOWN"
EP-1008 "A FOGGY DAY" "YOU'RE EASY TO DA'CE WITH"

... \$2.25 EACH ...

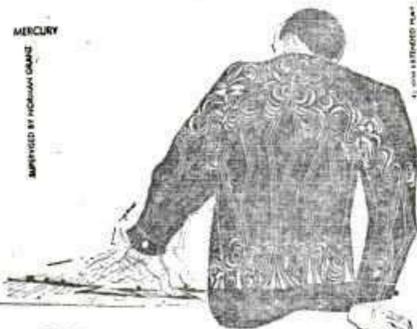
OSCAR PETERSON Plays

George Gershwin EP-100 • EP-101 • EP-102

Cole Porter EP-103 • EP-104 • EP-105

Irving Berlin EP-106 • EP-107 • EP-108

Duke Ellington EP-109 • EP-110 • EP-111



OSCAR PETERSON THE NO. 1 PIANO PLAYER IN THE LAND! Now Available On 45 rpm Extended Play... \$1.48 EACH

CURRENT RELEASES

FLIP PHILLIPS-BUDDY RICH TRIO 'Carioca' 'Three Little Words' Mercury 89030 89030x45

COUNT BASIE 'I Want A Little Girl' 'Oh, Lady Be Good' Mercury 89033 89033x45

BILLIE HOLIDAY 'Yesterdays' 'Lover Come Back To Me' Mercury 89037 89037x45

LONG PLAYING ALBUMS

ANDRE'S ALL STARS 'CUBANO' MGC-515

ILLINOIS JACQUET AND HIS ORCHESTRA 'What's The Riff?' 'Blues In The Night' Mercury 89036 89036x45

JOHNNY HODGES AND HIS ORCHESTRA 'Latino' 'Through For The Night' Mercury 89035 89035x45

CHARLIE PARKER AND HIS ORCHESTRA 'Night and Day' 'I Can't Get Started' Mercury 11096 11096x45

BUD POWELL'S MOODS MGC-126

SLIM GAILLARD 'MISH MASH' MGC-126

Popular Record Reviews

Continued from page 28

A-l-b-u-q-u-e-r-q-u-e 78 V 20-5237 - Train-rhythm novelty could be a strong item for the Flanagan crew.

Moon... 76 Romantic ditty which addresses the usual queries to the heavenly body is smoothly played by the band.

JAN GARBER ORK Spinning a Web... 77 CAPITOL 2428 - Thelma Gracen, assisted by Bill St. Claire, warbles the country-ish ditty pleasantly.

GADDOY WELLS Why, Why, Why... 76 CAPITOL 2420 - Wells shows he can sell a song strongly on this interesting etching.

FLORIAN ZABACH Red Canary... 76 DECCA 28646 - Florian Zabach, who has fiddled his way to disk fame before on these novelties.

BUDDY COLE TRIO-GLORIA WOOD Hello Sunshine... 76 CAPITOL 2426 - The bright standard is decked out with a gay arrangement.

BENNY STRONG ORK Open House... 75 IMPERIAL 40001 - A bouncy novelty, in the tradition of "Bake a Cake"

ANN HATHAWAY It Goes Like This (That Funny Melody)... 75 AVALON 7211 - This left-field sleeper could create a lot of attention.

TOMMY EDWARDS I Lived When I Met You... 75 M-G-M 11465 - Gentle phrasing by the warbler brings out the sentiment in the pleasant ditty.

BAS-SHEVA Caravan... 75 CAPITOL 2421 - Exotically-named songstress displays a distinctive voice in her initial effort on the label.

BENNY STRONG ORK Gonna Get a Girl... 74 IMPERIAL 40001 - The Benny Strong Ork does an energetic job on the infectious oldie and the orkster con-

tributes a happy vocal on his first slicing for the Imperial label. Jocks will probably make good use of the disk.

Open House... 75 A bouncy novelty, in the tradition of "Bake a Cake" receives a lively performance from the Strong crew.

JERRY SHARD Alabama Bound... 74 CAPITOL 2422 - Shard has a ball as he goes thru his antics of taking a crack at a lot of instruments.

DEMARCO SISTERS Bouillabaisse... 73 M-G-M 11462 - A cuty novelty, which would make good night club or TV material.

MIKE DI NAPOLI ORK Just a Memory... 73 M-G-M 11464 - The DiNapoli ork contributes a pleasant rendition of the oldie.

ROCKY HALE-JIMMY CARROLL ORK Love Me... 73 DANA 2102 - Gypsy-style melody with a big lyric is handed a big-voiced chanting by bary Hale.

ACQUAVIVA ORK That's All... 73 M-G-M 30764 - The lush string section of the Acquaviva ork sings the slow melody sweetly.

THE ZOOBAHNAIRES Zoobah (Zoo Serenade)... 73 JUBILEE 6033 - Weird is the only description here. There's much tweeting of the flute.

THE THREE DONS-GINNY GREER Tutti Frutti Baby... 72 ALLIED 50000 - Ginny Greer and the Three Dons have a ball on this bright novelty.

SONNY CURTIS Someday You're Gonna Be Sorry... 72 CORAL 60954 - Tender ballad gets a precise, serious reading by warbler Sonny Curtis.

FRANCES WAYNE Stormy Weather... 72 CORAL 60955 - Thrush Frances Wayne does nicely with the great standard.

DELTA RHYTHM BOYS Long Gone Baby... 72 V 20-5217 - The group hands this bouncy novelty an effective rendition.

(Continued on page 41)

JAZZ AT THE PHILHARMONIC, INC.

451 North Canon Dr. Beverly Hills, Calif



The Billboard's Music Popularity Charts

Classical Records

... For Week Ending March 28

Best Selling Classics

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

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott; R. Shaw Chorale, NBC Sym-phony Ork; A. Toscanini, conductor.....V(33)LM-6009	1	25
2.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork, Dorati, conductor.....Mercury(33)MG-50009	4	2
3.	ANNA RUSSELL SINGS—A. Russell, H. Bworkin, piano.....Col(33)ML-4594	2	13
3.	VERDI: IL TROVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, RCA Victor Ork.....V(33)LM-6008	3	12
5.	SHAW: DCN JUAN IN HELL—Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer....Col(33)SL-168	5	26
45 R.P.M.			
1.	RACHMANINOFF: CONCERTO FOR PIANO—A. Rubin-stein, NBC Symphony Ork.....V(45)WDM-107	1	16
1.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork, E. Ormandy, conductor.....V(45)WDM-262	2	34
3.	BEETHOVEN: SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott; R. Shaw Chorale; NBC Sym-phony Ork; A. Toscanini, conductor..V(45)WDM-605	3	6
4.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork.....V(45)WDM-1020	3	8
5.	TCHAIKOVSKY: SWAN LAKE BALLE—St. Louis Symphony Ork, V. Golschmann, conductor.....V(45)WDM-1028	5	63

Popular Record Reviews

• Continued from page 40

Dancin' With Someone... 69
The Delta Rhythm boys turn in an adequate performance on the new ballad, which has been cut by Teresa Brewer on Coral. The boys sing it with little emotion.

RAY BLOCH ORK
Anna... 71
CORAL 60963—Ray Bloch has cut a competent instrumental of the Latin-styled theme from the flick, "Anna." This version has dash and style, but so have earlier disks.
Melancholy Serenade... 69
Mood evoking instrumental, bluesy and sombre in quality.

HERBIE FIELDS ORK
Rio Rita... 71
CORAL 60956—An old-fashioned arrangement of the old-fashioned tune is energetically performed by the Fields ork, and sung in hokey style by Fields and Rudy Cafaro, with gang backing. Okay side for Midwest markets.
Bobbin' in the Surf... 65
Adequate riff is played in okay style by the Fields ork, but the arrangement is just too much.

JERRY COLONNA
Down by the Old Mill Stream... 70
DECCA 28633 — Colonna applies satire to the romantic classic with a broad stroke. Thru multiple dubs he takes the lead and accompanying voices, with an organ providing the only backing. Many should chuckle while listening and the side could serve as a deejay novelty or as a nickel grabber in spots that can take it.
My Sweet Adeline... 69
Same comment.

THE GLOBE TROTTERS
Darktown Strutters' Ball... 70
KING 1188 — Bouncy and slightly hokey version of the evergreen makes refreshing listening. Piano is featured. Okay for deejay program relief or juke filler.
Satan Takes a Holiday... 68
More of the same.

ROSALIND PATTON
When I Was Young... 70
ALLEN 227—Rosalind Patton, canary who has sung with the Elliot Lawrence ork for the past few years, bows on the new label with a warm reading of a new ballad, supported sweetly by the ork. Gal sings the tune with heart and side might pull some spins.
That Same Old Song... 67
The thrush is capable with her vocal on this slight effort, and the ork backing is adequate. Chirp has a sound and a style, and with the right material something might happen.

BLUE BARRON ORK
I Found a Dream... 70
M-G-M 11463—Blue Barron fans will enjoy this listenable slicing of a new ballad, chanted neatly by Bob Marshall and the vocal group.

Billy My Billy... 65
Betty Clark and the Blue Notes read this Brill Building c.&w. effort capably and the ork supplies customary support.

THE RAMBLERS-TAMARA HAYES
And the Bull Walked Around, Olney... 70
V 20-5240—A good job on a pop-r.&b. ditty getting heavily recorded.
(Mama) He Treats Your Daughter Mean... 65
Currently active r.&b. ditty is smartly cut by Miss Hayes with the beat-full backing of the mixed voice choral group.

JOHNNY LONG
Night and Day... 69
CORAL 60957—The Cole Porter tune done as an instrumental by Johnny Long. The arrangement has some uncommon passages.
Easter Parade... 68
The lovely Irving Berlin standard is just in time for the season. Johnny Long's version opens with a vocal by The Beachcombers. An adequate side.

CAROL KAY
You Can't Do the Boogie in School... 69
RECORDED IN HOLLYWOOD 424 —Carol is an eight-year-old miss who can do a lot with her voice. It's a real cute tune and the gal punches across the lyric in throaty fashion.
A Good Man Is Hard to Find... 68
Young Carol works over the oldie in both singing and narrative fashion, voice breaks and all. It's cute too.

DEBBIE MORRIS
Rainbow 'Round Dixie... 40
TUXEDO 884—This is a so-so new ode to the Southland. Poor recording quality cuts down on the disk's sale-ability. Morris gal and the combo do well enough, tho.
You'll Never Know... 25
Poor recording and surface noise overshadow Miss Morris' voice to the extent where it is difficult to hear her. The song is the well-known standard.

EBENEZER PROUT-TOM-TOM QUARTET
Tom-Tom Foolery... 25
A - Bell 828—It's mighty difficult to fathom how much of a market there can be for this—it's nothing but four tom-toms beating out some standard drum patterns. Seems as tho Krupa, Bellson, Rich or Manne could do this "almost as effectively as singles. Maybe sound-effects users would want it for TV backgrounds.
Drudgery for Drums... 25
This time there's an ork backing the drums

ELMO RUSS
Sure Glad I'm Single... 25
PYRAMID 701 — The warbler is happy he is a single man and he explains his feelings on this folk-styled disk, over piano backing.
Little Weeds... 15
Elmo Russ tells why little weeds don't want to be flowers on this new slicing.

NOW

EXCLUSIVELY ON...



2

EXCITING NEW SIDES

Johnny

LONG



and his orchestra

LET'S GO DOWN TO THE TAVERN

AND

RED TOP

Vocal by the ensemble

CORAL 60964 (78 rpm) — 9-60964 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

THE ORIGINAL . . .

C & W VERSION



BILLY STARR

"HOUND DOG"

b/w

"Borrowed Heart"

Imperial 8186

Imperial Records
6425 Hollywood Blvd., Hollywood 28, Calif.

A REAL . . . HIT!

ED CAMP

"I'M SUCH A FOOL ABOUT YOU"

b/w

"ONE MORE TOMORROW"

Imperial 8183

Imperial Records
6425 Hollywood Blvd., Hollywood 28, Calif.

the most SENSATIONAL C&W STAR FOR '53



JIMMIE WIDENER

"RED TOP"

b/w

"Sneaking Around"

Imperial 8187

Imperial Records
6425 Hollywood Blvd., Hollywood 28, Calif.

The Billboard's Music Popularity Charts . . . For Week Ending March 28

TOP C & W RECORDS

This Week's Territorial Best Sellers to Watch

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

- Cincinnati . . . **ONLY IN DREAMS**
J. (Cannonball) Lewis, M-G-M 11400
New Orleans . . . **NO HELP WANTED**
H. Thompson, Capitol 2376

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.

New Orleans

1. **Kaw-Liga**
H. Williams, M-G-M
2. **No Help Wanted**
Carlises, Mercury
3. **Playing Dominoes and Shootin' Dice**
J. Dolan, Capitol
4. **Your Cheatin' Heart**
H. Williams, M-G-M
5. **Last Waltz**
W. Pierce, Decca
6. **Goin' Steady**
F. Young, Capitol
7. **No Help Wanted**
H. Thompson, Capitol
8. **Death of Hank Williams**
J. Cardwell, King
9. **So Long**
M. Mullican, King
10. **Paying for That Back Street Affair**
K. Wells, Decca

Cincinnati

1. **Kaw Liga**
H. Williams, M-G-M
2. **No Help Wanted**
Carlises, Mercury
3. **Your Cheatin' Heart**
H. Williams, M-G-M
4. **Condemned Without a Trial**
E. Arnold, Victor
5. **Paying for That Back Street Affair**
K. Wells, Decca
6. **Only in Dreams**
J. (Cannonball) Lewis, M-G-M
7. **Bumming Around**
J. Dean, Four Star
8. **Eddy's Song**
E. Arnold, Victor
9. **I'll Never Get Out of This World Alive**
H. Williams, M-G-M
10. **Last Waltz**
W. Pierce, Decca

Houston

1. **Kaw Liga**
H. Williams, M-G-M
2. **Mexican Joe**
J. Reeves, Abbott
3. **Bumming Around**
J. Dean, Four Star
4. **I Couldn't Keep From Cryin'**
M. Robbins, Columbia
5. **Your Cheatin' Heart**
H. Williams, M-G-M
6. **No Help Wanted**
Carlises, Mercury
7. **I Haven't Got the Heart**
W. Pierce, Decca
8. **Don't Let the Stars Get in Your Eyes**
S. Willet, Four Star
9. **Big Mamou**
L. Davis, Okeh
10. **Playing Dominoes and Shootin' Dice**
J. Dolan, Capitol

A NEW WESTERN SINGER
(the real McCoy!)

LEE MADRON
Singing

"DON'T TRUST NO WOMAN"

Record CW 204 & CW 45-204

Distributors & D.J.'s write:

CANYON RECORDS
834 N. 7th Ave. Phoenix, Arizona

Nashville

1. **After You Leave**
M. Robbins, Columbia
2. **No Help Wanted**
Carlises, Mercury
3. **Your Cheatin' Heart**
H. Williams, M-G-M
4. **Last Waltz**
W. Pierce, Decca
5. **Kaw-Liga**
H. Williams, M-G-M
6. **I Haven't Got the Heart**
W. Pierce, Decca
7. **Hot Toddy**
R. Foley, Decca
8. **I Couldn't Keep From Cryin'**
M. Robbins, Columbia
9. **Dear Judge**
E. Tubb, Decca
10. **Knot Hole**
Carlises, Mercury

FIRST A PIANO, NOW AN ORGAN

WASHINGTON, March 28.—Mrs. Dwight D. Eisenhower's difficulties with a Hammond organ, an Easter gift from her mother, Mrs. John Doud, may be solved if she accepts an offer from WWDC disk jockey Art Brown. The First Lady, who plays piano by ear, was having trouble adapting that technique to the new organ, when Brown offered yesterday (27) to teach her to read notes and play the organ.

BLAZON
music, inc.
rm 403, 7619 B'way

Jilla Webb—Sings
"THERE'S POISON IN YOUR HEART"
MGM #1147

Hank Penny—Sings
"I WANT TO LIVE A LITTLE"
Victor #20-5150

Owen Bradley's Sextet
"BEYOND THE BORDER"
Coral #60892

Zeke Clements—Sings
"PAYDAY SATURDAY NIGHT"
MGM #11399

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GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS

We Ship in 24 Hours—No Substitutes—No Back Orders. All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Anyone Else Can Offer You.

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4956 DELMAR AVE. (Phone: FOrest 2602) ST LOUIS, MO.

SCREWBALL

flip side

LAST NIGHT ON THE BACK PORCH



The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending March 28

National Best Sellers

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

This Week	Last Week	Weeks on Chart	Record
1.		7	KAW-LIGA —Hank Williams Your Cheatin' Heart—M-G-M(78)11416; (45)K-11416—ASCAP
2.		10	NO HELP WANTED —Carlisles That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI
3.		7	YOUR CHEATIN' HEART —H. Williams Kaw-Liga—M-G-M(78)11416; (45)K-11416—BMI
4.		11	EDDY'S SONG —E. Arnold Condemned Without Trial—V(78)20-5108; (45)47-5108—BMI
5.		11	FOOL SUCH AS I —Hank Snow Gal Who Invented Kissing—V(78)20-5034; (45)47-5034—ASCAP
6.		2	LAST WALTZ —W. Pierce I Haven't Got the Heart—Dec(78)28594; (45)9-28594—BMI
7.		8	DEATH OF HANK WILLIAMS —J. Cardwell Two Arms—King(78)1172; (45)45-1172—BMI
8.		7	I'LL GO ON ALONE —Webb Pierce That's Me Without You—Dec(78)28534; (45)9-28534—BMI
9.		13	I'LL NEVER GET OUT OF THIS WORLD ALIVE —Hank Williams I Could Never Be Ashamed of You—M-G-M(78)11366; (45)K-11366—ASCAP
9.		1	HONEYMOON ON A ROCKET SHIP —H. Snow There Wasn't an Organ at Our Wedding—V(78)20-5155; (45)47-5155—BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart	Record
1.		7	KAW-LIGA —Hank Williams M-G-M(78)11416; (45)K-11416—ASCAP
2.		13	NO HELP WANTED —Carlisles Mercury(78)70028; (45)70028X45—BMI
3.		4	YOUR CHEATIN' HEART —H. Williams M-G-M(78)11416; (45)K-11416—BMI
4.		12	GOIN' STEADY —F. Young Cap(78)2299; (45)F-2299—BMI
5.		9	FOOL SUCH AS I —H. Snow V(78)20-5034; (45)47-5034—ASCAP
6.		6	THAT'S ME WITHOUT YOU —W. Pierce Dec(78)28534; (45)9-28534—BMI
7.		16	I'LL GO ON ALONE —M. Robbins Col(78)21022; (45)4-21022—BMI
7.		2	TILL I WALTZ AGAIN WITH YOU —T. Sosebea Coral(78)60916; (45)9-60916—BMI
9.		1	HONEYMOON ON A ROCKET SHIP —H. Snow V(78)20-5155; (45)47-5155—BMI
10.		1	NO HELP WANTED —H. Thompson Cap(78)2376; (45)F-2376—BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on 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	Record
1.		7	KAW-LIGA —Hank Williams M-G-M(78)11416; (45)K-11416—ASCAP
2.		6	YOUR CHEATIN' HEART —H. Williams M-G-M(78)11416; (45)K-11416—ASCAP
3.		8	NO HELP WANTED —Carlisles Mercury(78)70028; (45)70028X45—BMI
4.		4	THAT'S ME WITHOUT YOU —W. Pierce Dec(78)28534; (45)9-28534—BMI
5.		2	I COULDN'T KEEP FROM CRYING —M. Robbins Col(78)21075; (45)4-21075—BMI
6.		8	EDDY'S SONG —E. Arnold V(78)20-5108; (45)47-5108—BMI
6.		2	HOT TODDY —R. Foley Dec(78)28587; (45)9-28587—ASCAP
8.		4	FOOL SUCH AS I —H. Snow V(78)20-5034; (45)47-5034—ASCAP
9.		1	MEXICAN JOE —J. Reeves Abbott(78)116; (45)45-116—BMI
10.		1	LAST WALTZ —Webb Pierce Dec(78)28594; (45)9-28594—BMI

Another Smash Hit by
THE CARLISLES

b/w
Leave That Liar Alone
MERCURY 70109

A SMASH HIT ON ALL THE CHARTS!

National Best Sellers
2. NO HELP WANTED
Mercury(78)70028; (45)70028X45—BMI
Carlisles

Most Played by Jockeys
2. NO HELP WANTED
Mercury(78)70028; (45)70028X45—BMI
Carlisles

Most Played in Juke Boxes
3. NO HELP WANTED
Mercury(78)70028; (45)70028X45—BMI
Carlisles

(The Billboard, March 28)

"NO HELP WANTED"

MERCURY 70028

MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

FOLK TALENT AND TUNES

Nashville

George D. Hay, "The Solemn Ole Judge," originator of the WLS "National Barn Dance" and WSM's "Grand Ole Opry," has accepted the honorary presidency of the "Grand Ole Opry Fan Club." April 11 has been set as the date when Bill Bruner will present the first guitar used by Jimmie Rodgers for recording to Hank's Snow's son, Jimmy Rodgers Snow, who was named for the famous first man of country music. May 26 is building up to the biggest day ever in Meridian, Miss. Ernest Tubb and Hank Snow have lead the promotion of festivities honoring "The Singing Brakeman" on the 20th anniversary of his death. The Meridian Chamber of Commerce reports a sell-out of hotel accommodations within a 50-mile radius. Skeets McDonald has been set at Detroit's Roosevelt Lounge for two weeks beginning April 14. The Jimmy Collins' Record Shop will be opening in Flint, Mich., April 1, with Smilin' Jimmy Collins and Richard S. Carter the owners. Victor's Johnny and Jack and Decca's Kitty Wells show for 11 days beginning April 13 in California.

Decca's Bill Monroe improving steadily at Nashville General Hospital after auto accident some time ago. The report on Tex Summey, "Cousin Jody" steel guitarist with Lonzo and Oscar, is not so good. Doctors at Nashville's Veteran's Hospital are having trouble with infection in his hand. Reports from the "Grand Ole Opry" troupe in Korea tell of greater crowds than can be handled on each performance. Up until March 11, Ernest Tubb, Hank Snow and Lew Childre had toured the rear areas of Taegu and Pusan and were at that time headed for the front lines for the remainder of their tour. Return to Nashville is expected on April 1.

Valley Records and Valley Publishers have been set up with

headquarters in Knoxville, to utilize that city's talent in the country music business. Firms are headed by attorney Jack Comer and newspaperman David Garrison. Capitol's Ken Nelson has been in Nashville past two weeks replenishing label's stock of country diskings. M-G-M president, Frank Walker, and head engineer, Clare Kreepps, in Nashville recently looking over the Nashville recording situation.

Dick Granville recently took over the 7-9 p.m. daily country show from WATL in Atlanta in addition to his early a.m. three hours of "Wake Up and Smile." Dick also takes the noon to 6 p.m. Saturday country show. The new spots were left vacant when Dan Ross resigned to give full time to his promotion of artists and to leading his own all-girl country group. Curt Blair now at new kilowatt, WPID, in Piedmont, Ala. Curt left WGAD, Gadsden, to take the new post. Tex Ritter recently guested with Johnny "G" at WHPE in High Point, N. C. Gaylord McPherson doing the country chores at WDXB in Chattanooga, while regular, Lloyd Payne, remains in Erlanger Hospital with polio that has lasted for many months already. Sleepy Bob Everson doing four hours from 10 a.m. on KRCT, Baytown, Tex. WROM, Rome, Ga., has started construction on area's only TV outlet to take Channel 9 on VHF about July 1. Sid Dickler on Pittsburgh's WEDO with a new afternoon ainer.

The Dallas-Fort Worth area is turning out to the Friday night "Cowtown Round-up," featuring Norman Perry, Red Cook, Sonny Carpenter and Janet Moore, all headed by Dean Turner and the Cowtown Round-up Band. Capitol's Faron Young took top spot on Red Foley's "Grand Ole Opry" March 28. Carl Smith follows as this week's guest of Foley. WSM's Saturday morning "Breakfast at the Opry," done in the Noel Hotel's main 200-seat ballroom began broadcasting March 28 to a full house. The show is emceed by the station's Smilin' Eddie Hill. Ernest Tubb, Hank Snow, Lew Childre, with WSM's Bill McDaniel, are due back in Nashville April 4 from their Korean tour of Army installations. Most of their time was spent near the front lines where most of the shows were done on hillsides. For two weeks they only did one inside show. Reports are that this "Grand Ole Opry" troupe drew top enthusiasm from everyone.

Country Song Round-up's March 31 "Hank Williams Memorial Day" promotion counted as one of the big promotions of all time in the country music business. Hundreds of disk jockeys nationally participated by playing Williams' records and soliciting contributions for the University of Alabama Memorial Scholarship Fund. The Whippoorwills and Sweet Georgia Brown, featured on Radiozark's "Smiley Burnette Show" and "The George Morgan-Robin Hood Flour" transcriptions, are beginning a month-long tour with Roy Roger's show, beginning in Battle Creek, Mich., early in April. Bill Ring, singing emcee of the General Mills American Broadcasting Company show, has just been notified that his programs are now being carried on the entire Armed Forces Radio Network.

Nashville's A. V. Bamford has set New Orleans' Municipal Auditorium for April 12 with Mercury Records' The Carlisles, Capitol's Martha Carson, Columbia's Carl Smith, Decca's Goldie Hill and Autry Inman, and Columbia's Billy Walker and String Bean. Victor's Eddie Arnold and manager Tom Parker were recently honored and presented a scroll by the boys and the administrative board of Boy's Harbor in La Porte, Tex. Pauline Bryant's father died in Nashville March 24. Pauline handles Red Foley's secretarial work, along with that of other Nashville Symphony Orchestra's Easter presentation for children two days last week. Nelson King and Marty Roberts, deejays of Cincinnati's WCKY, were in Nashville last week-end with their wives on business. Dub Dickerson was in Nashville with his manager, Charles Wright, to cut new sides for Capitol last week. Burl Ives did a new session for Decca in Nashville last week. Lee Nichols of KWBB in Wichita, Kan., is doing a new two-and-a-

half-hour live talent show Saturday nights in addition to his four hours deejay work daily, with a live audience show soon to go to an auditorium. Shel Horton raised \$3,400 for Huntingdon County's Heart Fund during February on his WHUN, Saxton, Pa., shows. Paul Howell and Bill Dunn are splitting the country record chores at WGNS in Murfreesboro, Tenn.

Hollywood

Bob Edwards, folk d.j. at WFBC, Greenville, N. C., started spinning for Uncle Sam as a soldier, having been inducted Wednesday (25). His live and platter spinning chores being taken over by Slim King, assisted by Bob's brother, Jim. Bill Martin, Atlanta, reports Marty Robbins, Columbia recording artist and "Grand Ole Opry" regular, played his first Atlanta date March 26. He also passes along word that Dan Ross exited his d.j. post at WATL to enter private business. Due soon in Hollywood for conference with their publisher, Central Songs, are Jimmy Fields and Gene Evans from Dallas. On one recent Saturday night Jimmie Davis and the Carlisles gave a joint show that drew 6,800 at the Sportatorium and 4,100 at the Longhorn Ranch—10,900 paid admissions. Hundreds were turned away at both places.

Also from Dallas comes news that Bobby Williamson is busy on WFAA radio and doing a three-hour-and-45-minute TV show each Saturday night, "The Shindig," which plays regularly to approximately 1,800. Redd Harper, gospel singer with Capitol, is making personal appearances in the Kansas City area. Bob Wills and His Texas Playboys now appearing every week-end night at Henry's, Los Angeles. Bob recently guested on Jimmy Wakeley's d.j. show. Detroit's Roosevelt Lounge has given a two-week engagement to Skeets McDonald starting April 14. Smiley Burnette starts next month transcribing series of 15-minute radio programs for Radio Ozark. Guest star at Sahara Hotel, Las Vegas, for two weeks starting May 5 will be Eddy Arnold.

Album and LP Reviews

Country & Western

HANK WILLIAMS MEMORIAL.....88 (1-10")

M-G-M (33) E 202
The more recent of the great Hank Williams' hits are in the grooves of this 10-inch LP disk. Included are "Your Cheatin' Heart" and "Kaw-Liga," released posthumously as a 78 single, and, "Settin' the Woods on Fire," "You Win Again," "Hey, Good Lookin'," "Cold, Cold Heart," "I Could Never Be Ashamed of You" and "Half as Much." This album is not only a memorial, but is also very smart merchandising. Dealers should sell plenty of sets to fans of the late country singer. His talents as a writer and artist are on this wax. The performances contain true emotion, and at times much light commentary on the rural scene.

HANK WILLIAMS AS LUKE THE DRIFTER.....86 (1-10")

M-G-M (33) E 203
While most people know and remember Hank Williams as the writer and singer of love ballads, there was another side to Hank's talents. He was able to put into simple but heartfelt words a homespun philosophy that is easily understood by the people he knew and with whom he lived. These tales with a moral were written and recorded by Williams under the name of Luke the Drifter. These are stories, partly narrated and partly sung, about fair play, understanding, humility and charity. While these truths have oft been told, Williams had a knack of exemplifying them with simple but moving pictures. This is a powerful set both in content and sales potential.

GERRY MULLIGAN QUARTET.....74 (1-10")

Fantasy 3-6
This is an outstanding jazz set. It features the bright, fresh baritone work of Gerry Mulligan, helped by trumpeter Chet Baker, Carson Smith on bass and Chico Hamilton on drums. Mulligan's graceful and precise work stands out on every selection. He comes thru beautifully on the haunting "My Funny Valentine," "Moonlight in Vermont" and "Carrioca." The last named effort, tastefully arranged by Mulligan on this set, also features the solid drumming of Hamilton. "Turnstile," a Mulligan original, and the evergreen, "The Lady Is a Tramp," help make this set of great appeal for the many Mulligan aficionados.

The Billboard Music Popularity Charts

TOP R & B RECORDS

... For Week Ending March 28

National Best Sellers

This Week	Record	Last Week	Chart
1.	(MAMA) HE TREATS YOUR DAUGHTER MEAN—Ruth Brown.....	1	11
	R. B. Blues—Atlantic 986—ASCAP		
2.	HOUND DOG—W. M. Thornton.....	6	2
	Night Mare—Peacock 1612—BMI		
3.	BABY, DON'T DO IT—Five Royales.....	2	8
	Take All of Me—Apollo 443—BMI		
4.	CRAWLIN'—The Clovers.....	4	4
	Yes, It's You—Atlantic 989		
5.	LET ME GO HOME WHISKEY—A. Milburn.....	3	6
	Three Times a Fool—Aladdin 3164—BMI		
6.	WOKE UP THIS MORNING—B. B. King.....	5	2
	Don't Have to Cry—RPM 380—BMI		
7.	RED TOP—King Pleasure.....	—	1
	Jumpin' With Symphony Sid—Prestige 821—BMI		
8.	SOFT—Tiny Bradshaw.....	9	13
	Strange—King(78)4577; (45)45-4577—BMI		
9.	DREAM GIRL—Jesse & Marvin.....	8	10
	Daddy Loves Baby—Specialty 447—BMI		
10.	CROSS MY HEART—J. Ace.....	7	10
	Angel—Duke 107—BMI		

Most Played in Juke Boxes

This Week	Record	Last Week	Chart
1.	(MAMA) HE TREATS YOUR DAUGHTER MEAN—R. Brown.....	1	7
	Atlantic 986—ASCAP		
2.	BABY, DON'T DO IT—Five Royales.....	2	11
	Apollo 443—BMI		
3.	I DON'T KNOW—W. Mabon.....	3	17
	Chess 1531—BMI		
4.	24 HOURS—E. Boyd.....	4	3
	Chess 1533—BMI		
5.	WOKE UP THIS MORNING—B. B. King.....	9	4
	RPM 380—BMI		
6.	HOUND DOG—W. M. Thornton.....	—	1
	Peacock 1612—BMI		
7.	WHOOPIN' AND HOLLERIN'—E. Forest.....	—	3
	Duke 108—BMI		
8.	YES, I KNOW—Linda Hayes.....	5	7
	Recorded in Hollywood 244—BMI		
9.	DREAM GIRL—Jesse & Marvin.....	7	11
	Specialty 447—BMI		
9.	CRAWLIN'—The Clovers.....	—	1
	Atlantic 989—BMI		

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PAGE 48

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Spiritual Record Reviews

Continued from page 28

ECHO GOSPEL SINGERS

I Want to Thank My God in Person...77

GOTHAM 730—The Baltimore spiritual group comes thru with an up-tempo gospel ditty done in a driving style and led by alternate male and female shouters. The disk really moves.

This Is Like Heaven to Me...76

More of the same here.

WARD SINGERS

I Just Can't Make It Myself...77

SAVOY 4044—The virtue of religious faith is attractively set forth in this impressive waxing. Side should move well in the market.

Since I Found the Light...74

The vocal group projects the spiritual with energy and joy. Solo soprano voice soars over the massed chorus effectively.

EVENING STAR QUARTET

Say a Prayer for the Boys in Korea...65

GOTHAM 732—The male group does okay, but the material is just so-so. In addition, nothing much has thus far happened with this kind of song based on the Korean conflict.

Make It In...65

Okay chanting on a fairly routine kind of spiritual.

TITO PUENTE ORK

Guaguancó En Tropicana...78

TICO 10-160—Mambo with interesting rhythm breaks is treated to a vivacious performance, with Vincentico Valdez contributing a vocal solo.

Tu Mi Amor Divino...76

Tender love ballad is engagingly sung by Valdez to smooth backing by the Puente ork.

Pubbers' Guns

Continued from page 18

Republic Music, stated, "They take it and don't pay you... The practice must be nipped in the bud... A copyright is a copyright and must be protected."

Charley Lang, of Fred Fisher, said his firm has asked the answer firms to stop sale and give an accounting.

Peacock's Don Robey this week stated he notified Harry Fox to issue Sun a license on "Bear Cat"—in order that Robey might collect a royalty. Robey indicated that Sun was refusing the license. "I will follow thru with a court procedure if they refuse a license," he said.

In past years, answer versions on tunes were often assigned to the publisher of the original tune. In the r&b field the growing practice has been to consider an answer as safe from claims of infringement. It is likely that with the r&b field becoming of such importance to pop publishers, some clarification of the problem will be forthcoming as a result of litigation and disputes now snapping up.

ATLANTIC'S 2 BIG NEW HITS

Ruth Brown MAMA

He Treats Your
Daughter Mean
#986

The Clovers CRAWLIN'

b/w YES, IT'S YOU
#989

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b/w
"GOING TO THE RIVER"
Imperial 5231

Imperial Records

The Billboard's Music Popularity Charts

TOP R & B RECORDS

For Week Ending March 28

This Week's Territorial Best Sellers to Watch

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

Cincinnati... **HITTIN' ON ME**

B. Johnson, Mercury 70116

Washington, D. C.

Baltimore, Md.... **GOOD OLD 99**

Marylanders, Jubilee 5114

Los Angeles... **K. C. LOVING**

Little Willie Littlefield, Federal 12110

Territorial Best Sellers

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

Atlanta

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Hound Dog
W. M. Thornton, Peacock
3. Let Me Go Home Whiskey
A. Milburn, Aladdin
4. Crawlin'
Clovers, Atlantic
5. Baby, Don't Do It
Five Royales, Apollo
6. Woke Up This Morning
B. B. King, RPM
7. 24 Hours
E. Boyd, Chess
8. I Believe
E. James, Meteor
9. Cross My Heart
J. Ace, Duke
10. My Kind of Woman
E. Slay, Savoy

St. Louis

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Woke Up This Morning
B. B. King, RPM
3. Crawlin'
Clovers, Atlantic
4. My Hat's on the Side of My Head
Four Blazers, United
5. 24 Hours
E. Boyd, Chess
6. Hound Dog
W. M. Thornton, Peacock
7. Red Top
King Pleasure, Prestige
8. Whoopin' and Hollerin'
E. Forrest, Duke
9. Soft
T. Bradshaw, King
10. Baby, Don't Do It
Five Royales, Apollo

New York

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Let Me Go Home Whiskey
A. Milburn, Aladdin
3. Red Top
King Pleasure, Prestige
4. Pretend
Nat (King) Cole, Capitol
5. You're Mine
Crickets, M-G-M
6. Baby, Don't Do It
Five Royales, Apollo
7. Soft
T. Bradshaw, King
8. Dream Girl
Jesse & Marvin, Specialty
9. Hound Dog
W. M. Thornton, Peacock
10. I Don't Know
W. Mabon, Chess

Los Angeles

1. Hound Dog
W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
3. Crawlin'
Clovers, Atlantic
4. Soft
T. Bradshaw, King
5. You're Mine
Crickets, M-G-M
6. Pappa
B. Brown, Gotham
7. K. C. Loving
Little Willie Littlefield, Federal

8. Baby, Don't Do It
Five Royales, Apollo
9. I Don't Know
W. Mabon, Chess
10. Let Me Go Home Whiskey
A. Milburn, Aladdin

Detroit

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Crawlin'
Clovers, Atlantic
3. Baby, Don't Do It
Five Royales, Apollo
4. Soft
T. Bradshaw, King
5. Hound Dog
W. M. Thornton, Peacock
6. Person to Person
E. Vinson, King
7. Let Me Go Home Whiskey
A. Milburn, Aladdin
8. I Don't Know
W. Mabon, Chess
9. Red Top
King Pleasure, Prestige
10. Yes, I Know
L. Hayes, Recorded in Hollywood

New Orleans

1. Hound Dog
W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
3. Crawlin'
Clovers, Atlantic
4. Baby, Don't Do It
Five Royales, Apollo
5. Woke Up This Morning
B. B. King, RPM
6. Let Me Go Home Whiskey
A. Milburn, Aladdin
7. Soft
T. Bradshaw, King
8. Cross My Heart
J. Ace, Duke
9. Yes, I Know
L. Hayes, Recorded in Hollywood
10. I Don't Know
W. Mabon, Chess

Chicago

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Hound Dog
W. M. Thornton, Peacock
3. Crawlin'
Clovers, Atlantic
4. My Kind of Woman
E. Slay, Savoy
5. Whoopin' and Hollerin'
E. Forrest, Duke
6. Baby, Don't Do It
Five Royales, Apollo
7. Daughter, That's Your Red Wagon
S. Kari, States
8. Soft
T. Bradshaw, King
9. 24 Hours
E. Boyd, Chess
10. Yes, I Know
L. Hayes, Recorded in Hollywood

Philadelphia

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
 2. Let Me Go Home Whiskey
A. Milburn, Aladdin
 3. Crawlin'
Clovers, Atlantic
 4. Baby, Don't Do It
Five Royales, Apollo
- (Continued on page 46)

This Week's Territorial Best Sellers To Watch

Washington—Baltimore

#10 Please Believe
Me 71
D. Browne Gotham 290

Miss Browne's chanting style here is cut of all too familiar cloth, but the material is strong enough to carry her.

Oh, Baby! 74

The chirp sounds like an okay rhythm singer. She gets good backing from the Doc Bagby group and vocal team. Material is okay, too.

New Records To Watch

Billboard, March 28

Pappa 80
Benny Brown
Gotham 293

Benny Brown turns in a strong reading of a wild blues effort. Brown sings it forcefully and the ork backs him with a real beat. With exposure this side could move out and should easily grab juke loot.

Slick Baby 75

The warbler shouts his way through this wild blues and the ork is solid behind him. However, the side is routine and the flip has the power.

GOTHAM
RECORDS

Gotham's Distributed
Everywhere

Music as Written

• Continued from page 20

in town for a few days on a disk jockey tour. . . . Milt Gabler, a.&r. head at Coral, in town briefly on way to West Coast. Back from a West Coast vacation is Charlie Michels, of Coral.

Mercury Records renewed Billy Williams' Quartet earlier this week. Art Talmadge inked the contract during a brief stay in New York.

Ralph Marterie and his orchestra takes the Mercury "Caravan" on tour following a three-week stay at the Meadowbrook, beginning May 12. From there into the Steel Pier, Atlantic City. Then on a national tour starting in Old Orchard, Me., and heading west sponsored by the Ballroom Operators of America. The tour is in conjunction with the operators "Keep-Em Dancing" program.

Ray Anthony moved his Capitol band into the Aragon Wednesday (1) for a one-nighter. Teddy Phillips orchestra leave that ballroom April 5. Dick Jurgens takes over with his band Easter Sunday (6). . . . Lena Horne into the Chez Paree April 3.

Al Trace, former band leader and now personal manager for Lola Ameche and Teddy Phillips, in town for a few weeks plugging his latest song, "I Can't Lie to Myself," recorded by the Hilltoppers on Dot. . . . Lola Ameche opened at the Black Orchid April 3. . . . Mercury is cutting Eddy Howard next week prior to his leaving on a 65,000-mile tour. Recording sessions were held last week with Vic Damone and Ronny Gaylord.

One is going into the armed forces and the other just got out.

Tony Morelli opened at the Gay Heaven, Detroit, Monday (30), for a return engagement. He follows with the Ka-See's, Toledo, for two weeks, starting April 13.

Hollywood

Richard Bowers, who cut "Gomen Nasai" for Columbia, has been signed by Harold Jovien for Music Corporation of America. Singer is in New York for television guesting and MCA is working up a nitery act for him. . . . Harry James and his "music makers" won't be fooling on April 1 when they play for the first Easter holiday teen-age dance at Hollywood Palladium. Proceeds go to the City of Hope. Among guest stars performing will be Margaret Whiting, Champ Butler and the Top Notchers. Adding to the merriment will be the Jimmy Ford Trio. . . . Signed to a personal management contract by Jose Granson Music Company is Fred Darien, former recording artist with Decca and Standard Transcriptions. Granson will produce Darien's vocalizing on the Vogue label. First disk out is "Strange Bells" backed by "I Can't Forget You" with Bill Loose ork backing. . . . Yma Sumac returns Stateside last week in April for nitery stints at Sans Souci, Montreal, and New York theater engagements following appearances in Lima, Peru and Caracas, Venezuela. On her South American tour she is being accompanied by her husband, composer-conductor Moises Vivanco. . . . Southern California d.j.'s network librarians and music dealers were special guests of Warner Bros. at a recent screening of "By the Light of the Silvery Moon," which co-stars Doris Day and Gordon MacRae. . . . Oscar McLollie and His Honey Jumpers, Modern Records' r.&b. artists, now are enjoying an extended engagement at the Stardust, Long Beach nitery. . . . Jack Lawrence and Nicholas Brodsky are collaborating on the score of M-G-M's "The Flesh and the Flame." Lawrence's most recent chore was composing for Disney's "Sleeping Beauty." . . . Scoring of first three-dimension musical number has been completed by David Buttolph. Process is in Warnerphonic sound for the flicker, "House of Wax." . . . Four sides for M-G-M Records have been cut by Barbara Ruick. Tunes are from the movie, "The Affairs of Dobie Gillis." . . . Aaron Gonzales ork leaves soon for an extended tour of dance dates. . . . An indefinite engagement is under way in Beverly Wilshire Hotel's Brazilian Room for Felix and the Martiniques, with Sue Stanley. . . . Singer Dick Haymes and James Gleason co-star in Screen Gems' "Sweet-Talk Me," half-hour tele-film for Ford Theater. . . . Rehearsals are now under way on 13 songs to be used in M-G-M movie version of "Kiss Me Kate." . . . Donald Novis' throat trouble canceled out his closing night vocalizing at Charley Foy's. . . . Easter Sunday singer Tony Martin and wife, Cyd Charisse, sail for Hawaii. Upon Martin's return to the mainland, he'll fill supper club engagements in Chicago and Miami.

Record Reviews

International

• Continued from page 28

BABE WAGNER BAND
My Darling Waltz69
POLKALAND 97—The Minnesota "oom-pah" band should please the Midwest fans with this well-done European type waltz.
Sky Blue Waters Polka65
More of the same—only on a polka item this time.

BOBBY ART
When the Sun Comes
Over the Brewery68
POLKALAND 91—Gag vocal fronts a brassy German-style polka which should do okay in Wisconsin and other German spots.
Schnitzel Polka65
This side is an instrumental. Band is set up in German style, with the tuba playing a key part. Nice dance tempo.

COUSIN FUZZY AND HIS COUSINS
My Friend Julayda55
POLKALAND 189—Gay polka rouses an enthusiastic performance by the band, Cousin Fuzzy and chorus.
Trust Me, Darling50
Routine performance of this ditty lacks brightness. Backing depends heavily on guitar.

Country & Western

• Continued from page 28

TEXAS BILL STRENGTH
Rain or Shine71
CORAL 64152—Bouncy ditty is sung nicely by Strength with his strong voice. Strong band gives good support.
Heart, Don't Complain70
Melancholy outune is warbled with feeling by Strength. He's trying to tell his heart that he tried his best.

MR. SUNSHINE
Home for the Aged67
M-G-M 11460—This is a real weeper, with the singer's voice adding the over-all melancholy of the side.
I'm Just a Lucky Guy65
Tune is on the bright side, but Mr. Sunshine sounds a little unhappy about it. Instrumentation is very attractive.

LOU GRAHAM
Please Make Up Your Fickle Mind50
GOTHAM 433—The warbler believes that it's about time for his girl to say yes or no, but it seems she ain't a-sayin' as yet. Graham sings it with feeling, and who can blame him? Recording is only fair.
My Heart Tells Me50
Graham sings this weeper adequately, tho the material is not very strong.

Jazz

• Continued from page 28

JOHNNY HODGES ORK
Latino79
MERCURY 89035—Here's a solid riff effort, set to pounding Latin beat, played powerfully by the Hodges ork, with Johnny contributing fine alto work thruout. Side is exciting and should interest the r.&b. as well as the jazz fans. Side could even pull juke loot.
Through for the Night78
The Johnny Hodges crew shows off some bright and listenable ensemble work on this infectious and evocative effort, which again features good work by the saxist. Side is a good one, and it swings. It should interest ork fans and Hodges followers.

CHARLIE PARKER
Night and Day79
MERCURY 11096—Charlie Parker, featured for the first time with a big swing band, shows off some mighty

skillful sax work on this wild arrangement of the Cole Porter oldie. It's a romp for Charlie and all told a good platter. It's for Parker aficionados. Can't Get Started77
Again Charlie spins out his remarkably agile sax stylings on another fine oldie, while the big ork backs him warmly. Side is danceable, listenable and features a lot of Charlie. What more could his fans wish?

Rhythm & Blues

• Continued from page 28

good, attention-getting gimmick via his vocal, over a honking, pounding ork backing. With exposure this platter could pull loot.
Alone Again74
A slow-tempo ballad is sold warmly by the group, with the lead singer pouring on the emotion. It's a pretty tune and could get spins.

THE MARYLANDERS
Good Old 9977
JUBILEE 5114—To a wild, hand-clapping beat, the Marylanders explain that they are broke and busted after playing "Good Old 99." The boys sing it with spirit and show off some good harmony. Side is a good one and should do well on boxes.
Fried Chicken69
A routine piece of material is handled capably by the group. The material really makes it a drag.

SONNY THOMPSON
Insulated Sugar76
KING 4613—The solo chanter, Rufus Junior, injects much interest in the okay blues weeper by virtue of his persuasive reading. Backing by piano and rhythm is effective.
Clean Sweep74
A smooth instrumental is played with slick ease by the small combo. Jazz fans might show interest.

IVORY JOE HUNTER
If You See My Baby74
M-G-M 11459—Ivory Joe does a good job on a routine blues effort, singing the tune with heart for one of his best vocal performances in a long time. Ork backing is strong and so is the ber' Side could pull spins.
I Had a Girl73
Another effective side by Ivory Joe, this time of a thumba blues that moves. This slicing should grab spins, and with enough exposure could cull some coins.

HAL SINGER
Hometown73
SAVOY 890—This instrumental picks up steam as it goes along. Horns really do a job. Rhythm and blues deejays will like.
Easy Living69
Hal Singer gets a nice sound with his horn, but as an instrumental this lacks the impact of the flip.

PAUL WILLIAMS ORK
Easy Walking72
MERCURY 89034—Effort by the ork makes for pleasant listening, and it has a danceable beat. It's in the Paul Williams "Hucklebuck" tradition.
Miami Drag70
Instrumental is listenable, tho it strives hard after effect.

ELMORE NIXON-HENRY HAYES
Sad and Blue72
SAVOY 889—Elmore Nixon chants this bluesy number with good effect. It's an effective waxing.
Elmore's Blues69
Song is a routine blues, adequately sung by Elmore Nixon. For Southern markets.

LITTLE MR. BLUES
Mama—Your Daughter Plays It Cool 72
RAINBOW 208—The chanter shouts his complaint about a gal too wise in the ways of romance. It's another "answer" to "Mama," but the reply doesn't touch the original.
Rough and Rocky68
A more conventional etching, this side also has a beat.

R & B Territorial Best Sellers

• Continued from page 45

5. Red Top
King Pleasure, Prestige
6. Johnny, Johnny
J. Moore, Modern
7. Dream Girl
Jesse and Marvin, Specialty
8. Bells
Dominoes, Federal
9. (Daughter) That's Your Red Wagon
S. Kari, States
10. Hound Dog
W. M. Thornton, Peacock

Washington—Baltimore

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Crawlin'
Clovers, Atlantic
3. Hound Dog
W. M. Thornton, Peacock
4. Baby, Don't Do It
Five Royales, Apollo
5. Good Old 99
Marylanders, Jubilee
6. Woke Up This Morning
B. B. King, RPM
7. Let Me Go Home Whiskey
A. Milburn, Aladdin
8. Dream Girl
Jesse & Marvin, Specialty
9. Pappa
Scat Man Crothers, Recorded in Hollywood
10. Cross My Heart
J. Ace, Duke

Charlotte

1. Let Me Go Home Whiskey
A. Milburn, Alladdin
2. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
3. Baby, Don't Do It
Five Royales, Apollo
4. Woke Up This Morning
B. B. King, RPM
5. Cross My Heart
J. Ace, Duke
6. 24 Hours
E. Boyd, Chess
7. Crawlin'
Clovers, Atlantic
8. I Don't Know
W. Mabon, Chess
9. Nobby Loves Me
Fats Domino, Federal
10. Baby I'm Doing It
Annisteen Allen, King

Cincinnati

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Hound Dog
W. M. Thornton, Peacock
3. Person to Person
E. Vinson, King
4. Cross My Heart
J. Ace, Duke
5. Yes, I Know
L. Hayes, Recorded in Hollywood
6. Baby, Don't Do It
Five Royales, Apollo
7. Dream Girl
Jesse & Marvin, Specialty
8. Hittin' on Me
B. Johnson, Mercury
9. My Kind of Women
T. Slay, Savoy
10. Soft
T. Bradshaw, King

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Flip to "Market Place" PAGE 48

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular
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LOVE FOR SALE
NOW I KNOW
1178 and 45-1178

LESLIE BROTHERS
THIS NIGHT (MADALENA)
SAY IT ISN'T TRUE
15222 and 45-15222

STEVE LAWRENCE
TANGO OF ROSES
HOW MANY STARS HAVE TO SHINE?
15208 and 45-15208

Folk/Western

JACK CARDWELL
THE DEATH OF HANK WILLIAMS
TO ARMS
1172 and 45-1172

HAWKSHAW HAWKINS
THE LIFE OF HANK WILLIAMS
PICKING SWEETHEARTS
1174 and 45-1174

BONNIE LOU
SEVEN LONELY DAYS
JUST OUT OF REACH
1192 and 45-1192

YORK BROS.
WHY (WAS I BORN TO BE BLUE)
BABY, COME ON HOME
1170 and 45-1170

MOON MULLICAN
SO LONG
OOGLIE, OOGLIE, OOGLIE
(THE TOKYO BOOGIE)
1164 and 45-1164

Rhythm/Blues

TINY BRADSHAW
SOFT
STRANGE
4577 and 45-4577

ANNISTEEN ALLEN
BABY, I'M DOIN' IT
YES, I KNOW
4608 and 45-4608

ROY BROWN
GRANDPA STOLE MY BABY
MONEY CAN'T BUY LOVE
4609 and 45-4609

EARL BOSTIC
STEAM WHISTLE JUMP
THE SHEIK OF ARABY
4603 and 45-4603

HENRY GLOVER
SOFT
(I LET YOU SLIP)
THROUGH MY FINGERTIPS
4618 and 45-4618

Federal
LITTLE ESTHER
HOUND DOG
SWEET LIPS
12126 and 45-12126

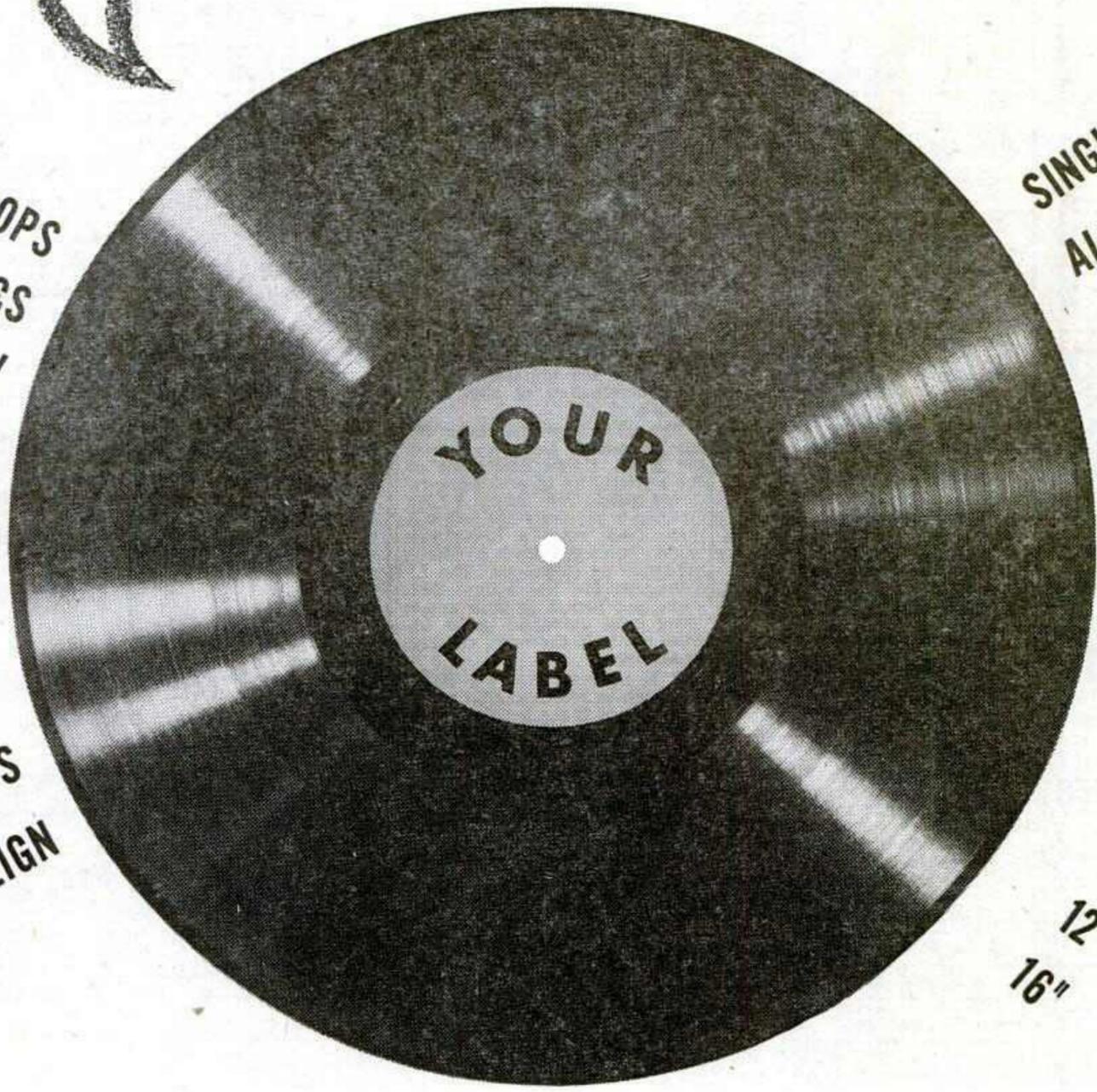
BILLY WARD AND HIS DOMINOES
THE BELLS
PEDAL PUSHIN' PAPA
12114 and 45-12114

THE ROYALS
I FEEL SO BLUE
THE SHRINE OF ST. CECILIA
12121 and 45-12121

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May Opening

Continued from page 17
the ork plays; it is undoubtedly one of the best bands around today, and it performs each tune in the same listenable and danceable style that has made it one of Capitol Records' top selling orks, stressing the slurring saxes and beautiful ensemble work that give it such a distinctive sound on wax. But for some unknown reason the ork played in a most subdued style most of the evening, playing for the room rather than for excitement. Once the ork opened the volume, on its late evening remote, things livened up considerably, both musically and interest-wise.

Capitol Tune:

The ork played most of the tunes that have been released on Capitol, including such favorites as "Lean Baby," "Little Brown Jug," "When My Sugar Walks Down the Street," etc. Each set featured ballads and instrumental items, and the sets were long enough to allow for much dancing. Many in the room took advantage of the danceable tempo; to show off their footwork. The Encores, four boys and one girl, do a nice job with their vocal chores, for which they are called upon often.

Aural values of the May crew are excellent, but the ork could use a few sight values to add to its work in a hotel room. This will probably come in time. The sanity of the arrangements used by the band can become, after a period of time, too much of a good thing, but since it is the ork's sound that has made it a commercial success, it naturally should stay with it. However, some variety of arrangements could help add to the ork's attractiveness. With its distinctive arrangements and swingy tempos, the May crew will probably maintain its ranking as one of the country's top orks for a long time, as long as it keeps the wraps off and fresh for the audience.

Bob Rolontz

Specialty Buys

Continued from page 17
has delegated recording chores to anyone.

Rupe has no plans for continued use of the Champion label. Two of four artists signed by Vincent for Specialty formerly recorded for Champion. They are Joe Dyson, young Jackson college band leader, and Ben Branch of Memphis. Others inked to a year's exclusive Specialty contract, with usual options, are vocalist Kenzi Moore, also of Jackson, and Frankie Sims, Dallas blues singer.

In addition to his exclusive duties for Specialty, Vincent will act as a roving good-will ambassador among distributors, d.j.'s and retailers. His headquarters, located at 241 North Farish Street, Jackson, bring to three the number of offices Specialty now has, the other two being in Hollywood and Philadelphia.

Vincent has been in the disk business for the past six years. He originally was with Allen Distributors, then went to Delta Music Sales, both New Orleans, before operating his own Griffin Distributing Company in Jackson. Griffin is now inactive.

Pocket Books

Continued from page 16
sion of a hit would be available on both the major label originator at the regular price, and on the Bell label at 35 cents. This would be similar to what has become a regular practice in the book publishing business. Major labels turned thumbs down on the idea so Pocket Books decided to strike out on its own.

Pocket Books is a sister organization of Simon and Schuster, producers of Golden Records.

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Remington, ACA

Continued from page 18
the work of our serious living composers to home music-listeners." In addition to the sides that have been set with Remington, the ACA is underwriting three sides with RCA Victor and several with the Rachmaninoff Society.

Cincinnati Ork

The contract with the Cincinnati ork and Johnson ties in closely with the ACA pact in that the Cincinnati group will record four of the sides. Agreement has been reached between the ACA, Johnson and Remington that works by Elliott Carter, Henry Cowell, Alan Hovhaness and Norman Lockwood will be recorded by the Midwestern ork. Presumably the symphony ork will also be involved in the world premiere live performances of some or all of these works.

Other Remington activity during the week included an arrangement with Broadcast Music, Inc., whereby the diskery will provide records at cost to radio stations. Engineer Bob Blake has also been retained to supervise the engineering side of the label's recording dates.

Lower Freight

Continued from page 16
is impossible to state, however some of the thinking in the industry is that the records would be left in the hands of the dealers to dispose of as scrap, in which event there would be no return movement and therefore a complete elimination of any transportation."

There has also been some discussion among the members of the RIAA traffic committee on the advisability of seeking a reduced freight rate on vinyl LP's. Opinion is presently divided, it is understood, since a lower rate could also carry with it a reduced valuation on shipments. The LP shipments are less bulky, their value per pound is high and a lower rate valuation could become costly in the event of losses in handling.

It is believed that the RIAA will seek to secure similar action by truckers, if the petition to the railroads is successful. Most records today move by motor transport. Members of Gasster's committee include Sheldon Lewis, Frank O'Boyle, Irving H. Steinberg, Jack Stiglitz and William G. Wilkin.

MDS to Handle

Continued from page 16
of a small publisher's using a larger colleague as a selling agent. Hill & Range maintains its complete identity on all copies.

The move, which was consummated by publisher Jean Aberbach and Larry Richmond of MDS, was designed as a further step in Hill & Range's blueprint to streamline the office procedure, so that concentration can be given exclusively to professional activities. Last week Aberbach announced that the collections of all mechanicals had been turned over to Harry Fox.

These changes will enable Hill & Range to operate on a much more even keel, according to Aberbach, eliminating the necessity for constantly altering the size of the staff depending on the fluctuating fortunes of the firm's tune activities. The MDS deal also has an economic base, in that office space now devoted to stocking and shipping sheet music, which cost as much as executive office space, can be eliminated.

Errol & Dizzy

Continued from page 18
ano; Lou Hackney, bass; Al Jones, drums; Joe Carroll, vocals. Gillespie, his trumpet and his men were playing a cool modern jazz when caught. The style derived in part from swing, but the modern flavor and technique give it distinction. The music should satisfy all but the most extreme jazz fans.

Garner, when he wraps up at Birdland, treks to Chicago to play the Regal Theater. He will remain in the Midwest until the end of May, thence back to the Embers, New York, for another location run.

Paul Ackerman.

Dot Reveals

Continued from page 16
Elmo Tanner, who sang with the Ted Weems ork; the Al Lombardy ork; Bobby Colton, a recent Godfrey Talent Scout winner; organist Marvin Hughes; Eddie Peabody, and Roy Wiggins, steel guitarists with Eddy Arnold. The ork opens at Roseland next Friday (3) for an engagement that will last thru the summer. These join the roster of pop, hillbilly and r.&b. artists.

One of the immediate measures will be to step up the label's release schedule. For this reason, Billy Vaughn, of the Hilltoppers, was appointed musical director of the label (The Billboard, March 28). Wood last week purchased the master of "Misirlou" by Leon Barry, which on the Balkon label is red hot at the moment in Chi-

cago. It, like all other Dot records, will be pressed by RCA Victor custom division. Future recording plans include a tap dance album by Johnny Maddox, and the introduction of a medium-priced kiddie line.

Retail Store

Along with this tremendous increase in the diskery side of his business, Wood is also doubling the capacity of his retail store in Gallatin, 23 miles north of Nashville. He's building a wing which will add 7,000 square feet to its present size. It's the fourth expansion move since he opened the store in 1947. More than 90 per cent of his business is in mail order (mainly hillbilly and r.&b.), which he promotes via regular disk jockey shows over 50 kilowatt radio outlet WLAC in Nashville.

Wood, who was in New York for a few days this week, returned to Gallatin yesterday.

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1 inch equals 14 space lines.

Roadshow Rep

S. H. CORBIN is in Hooker, Okla., readying a small trick to play outdoor dates in that area. He plans to move over into New Mexico gradually. He says that he will carry some sales items but that he plans to feature his novelty-museum show. He'll take any and all celebration dates that come his way, he says. "Don't hurry the death of the small tenters," Corbin warns. "We will plug along and when the public gets fed up with the soap stuff on the air and via TV it will be glad to look at a live performer. One thing is certain. The folks want a fresh line of stuff from the tent shows. I saw some of them in the Southwest last summer from which I couldn't blame folks for shying away. The small town public is fed up with this type of show."

W. H. GRAY writes from Biloxi, Miss., that he was "pleased to learn that we will have some tent minstrel shows in this area this year. I hope they'll bring some

music. I saw two last summer, but neither had what you could call decent music. The show was fair enough, but the way the musicians sawed away was pathetic. A minstrel show without music is like a cocktail without liquor." . . . **L. L. (Les) Gibbons**, who is headquartering in Bend, Ore., will play established territory with his stroller-type show. "I've made a few school dates the past two months, but otherwise have been idle," Gibbons pens. "There is nothing in this area for indoor work. I'll be glad to hear the birds sing again so that I can get going." . . . **W. J. McDonald**, who has been playing Tennessee dates, is moving east on a west-to-east jaunt. . . . **H. H. Cook**, of Lynn, Mass., is mulling a museum-type trailer show to play Northern New England. Cook has had a similar type attraction at fairs for several years. . . . **Harry Fogel** writes from New Orleans that he was glad to learn that the Sugar Foot Green show will be active again this year. "I hope they get together some of the old-time snap the outfit had in bygone days," Fogel says. "In those days the show had good Southern-style sketches and afterpieces. I always tried to catch them at more than one spot and was pleased to fork over my little fee since I always got my money's worth."

National Home Shows Reveals More Bookings

DALLAS, March 28. — Grover A. Godfrey, president of National Home Shows, Inc., this week announced additional bookings and some revised dates his company will produce this summer and fall. In addition, he said seven more shows had been booked, but dates for them had not been set.

Following the show at El Paso, Tex., March 25-29, will be those at Youngstown, O., April 7-12; Jacksonville, Fla., April 28-May 3; Norfolk, April 26-May 3; San Antonio, April 10-17; Knoxville, May 5-10; Montgomery, Ala., May 5-10; Charleston, S. C., May 19-24; Dallas, May 2-10; Waco, Tex., May 12-17; Nashville, May 20-24; Tacoma, Wash., May 20-24; and Cedar Rapids, Ia., May 27-31.

Dates have been set for summer and fall shows at Chattanooga, New Orleans, Denver, South Bend, Ind., and Billings, Mont. Dates have not been set for Baton Rouge and Lafayette, La.; Columbia, S. C.; Roanoke and Lynchburg, Va., and Alexander and Lake Charles, La.

Opera Advance Prompts Toronto Ballet Booking

TORONTO, March 28.—Maple Leaf Gardens here is making a strong pitch for the long-hair type of presentation, following its success with the Metropolitan Opera.

With more than two months to go, six presentations of the opera at the arena have been two-thirds sold out. With that in mind the Sadler's Wells Ballet has been booked for next October. Capacity of the home of the Toronto Maple Leaf hockey team is over 11,000.

So enthusiastic has been the reception to the opera here, for the second year, that an extra presentation is currently being worked out with Rudolph Bing and the Gardens. The presentation is under the sponsorship of the Rotary Club. The first announcement of seat sale was made six months before the laying date. Price is \$10 to \$2.50.

Auditorium Managers: Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsor-promoters in your area. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

A. M. CANTY is readying his traveling museum to play Southwestern towns. For the past eight weeks he's been vacationing in Miami but will head for Alabama spots soon. . . . **C. C. Doyle** reports from Chisholm, Minn., that he has been working food exhibits and doing lectures in the northern part of the Gopher State. He plans to take out his summer stroller type show as soon as weather permits and move into established territory in Wyoming. . . . **Ralph Lornier** will operate a small tent unit in Sherbrooke, Que., this summer. He will make small towns until opening of the fair season and will carry some sales items. . . . **Everett Gray** is in Montreal after a trip to Western Canada with an indoor fair-hobby style show. He reports fair business and advises that he's mulling a trip to Eastern Canada with a three-act dramatic show. . . . **Galen Johnson** has been pushing amateur show promotions in the Meadville, Pa., area to fair returns. He's heading for Florida where he has a brother in the hotel business.

E. A. CURTIS is promoting amateur minstrels around Nashua, N. J. . . . **J. H. (Jeff)** (Continued on page 51)

Suit Delays N. Y. Coliseum

NEW YORK, March 28. — A two-month delay in taking title to the site for the New York Coliseum project, because of taxpayer litigation, was announced by Robert Moses, head of the Triborough Bridge and Tunnel Authority.

A taxpayer is attempting to enjoin the city from condemning buildings on the project site, and sought an injunction in Supreme Court, but the proceedings were dismissed after a hearing. The plaintiff then took his case before the Appellate Division, which, according to the authority, does not expect to hear the suit until early April.

Moses said that while litigation was pending, the authority could not take title to the land, enter into contracts with architects or employ agents to relocate dispossessed tenants.

The Coliseum, which is to be built at the west side of Columbus Circle, at 59th Street, was slated for late 1953-early 1956 completion. It is not known what effect the delay will have on the project, but any delay will benefit other exhibition spots in the city between the time the Coliseum opens and Grand Central Palace is taken over by the government for use by the Internal Revenue Department.

The government takes over Grand Central Palace on December 15, which will force exhibitions previously held there into other locations.

Waring Band Bags \$7,144 At Spartanburg

Town's Auditorium Hot for 1-Nighters; Oklahoma Hits \$8,946

SPARTANBURG, S. C., March 28.—Memorial Auditorium here is fast developing into one of the hottest showcases in the country, as evidenced by two recent events. The Fred Waring Show, which played here Monday (23), grossed \$7,144 net after taxes. On Monday (9), a new record for a one-performance event was set, with the roadshow company of "Oklahoma!" grossing \$8,946.

Significant, is the fact that both of the above shows grossed strongly on Monday, a traditionally poor night for most amusement enterprises.

Chicago Auto Expo Attracts Record Throng

CHICAGO, March 28.—Chicago Automobile annual, counted the biggest in the country, drew attendance of 481,000 persons, to top the 1952 count by 7,000 and to continue the record-breaking scores of major expositions staged this spring at the International Amphitheater.

The first Sunday, March 15, brought 71,000 people, it was reported, to set a single-day record. Edward L. Cleary again was show manager. All exhibit space was sold, with 17 auto makers and nine truck firms among the exhibitors. Display of 13 sports cars and experimental models highlighted the show.

"Stars of Motordom," stage show, was produced by Barnes-Carruthers Theatrical Enterprises, Chicago.

Dramatic & Musical Routes

Ballet Theater: Minneapolis, Minn. 1; South Bend, Ind., 5; Fort Wayne 6; Pittsburgh 9; Cincinnati 11. Call Me Madam: (Shubert) Chicago. Can Can: (Shubert) Philadelphia. Constant Wife: with Katharine Cornell: (Curran) San Francisco. Country Girl: (Locust St.) Philadelphia. Dial M for Murder: (Harris) Chicago. Parfel Folies: (Davidson) Milwaukee. Gigi: (Metropolitan) Seattle. Good Night Ladies: (Erlanger) Buffalo. Guys and Dolls: (American) St. Louis. Horses in Midstream: (Forrest) Philadelphia. I Am a Camera: (Wilbur) Boston. Israel Folk Ballet: (Shubert) Detroit. Maid of the Ozarks: (Erlanger) Philadelphia. Male Animal: (Blackstone) Chicago. Mrs. McThing: with Helen Hayes: (Chase) Detroit. Oklahoma: (National) Washington. Pink Elephant: (Shubert) Washington. Point of No Return: (Music Hall) Kansas City, Mo. Skinner, Cornelia Otis: (Nixon) Pittsburgh; Washington 6-11. Slavenska Ballet: (Civic Auditorium) Pasadena, Calif., 1; (California) San Bernardino 2; (Russ Aud.) San Diego 3-4. South Pacific: (Memorial Auditorium) Louisville. Stalag 17: (Colonial) Boston. Top Banana: (Lyceum) Minneapolis. Williams, Emyln: (Biltmore) Los Angeles.

Skating Shows

Ice Capades of 1953: (Arena) Chicago 1-8; (Ak-Sar-Ben Auditorium) Omaha 9-15. Ice Cycles of 1953: Moncton, N. B., Can., 1; Campbellton 2-4; Kitchener, Ont., 7-11. Ice Follies of 1953: (Arena) Minneapolis 1-12.

Miscellaneous

Miller's, Irvin C., Brown Skin Models: (Regal) Durham, N. C., 1; (Lincoln) Winston-Salem 2; (Liberty) Greenville 3; (Liberty) Columbus, Ga., 6; (Princess) LaGrange 7; (81) Atlanta 8; (Frolic) Birmingham, Ala. 9; (Pekin) Montgomery 10; (Gem) Knoxville, Tenn., 12.

NEWS NUGGETS

Exposition Season Moves to High Gear

NEW HAVEN, Conn., March 28.—Milton Cottler will direct the first Connecticut Boat Show at the Arena here April 10-12. Expo is being modeled after the National Boat Show in New York and exhibits unrelated to the boat business are excluded, Cottler said.

LITTLE ROCK HOME SHOW FEATURES TELEVISION . . .

LITTLE ROCK — More than half of the available space has been sold for the Arkansas Home Builders' Association's Home Show, scheduled for the Coliseum here April 26-30. A TV center will be one of the features.

MINNEAPOLIS CROWDS SET NEW RECORD . . .

MINNEAPOLIS —The largest crowds in the Northwest Builders' Show's 19-year history turned out this year, according to Manager H. H. Cory, who said attendance was 117,182, a 53 per cent gain over last year and 5,000 better than the previous high. Cory attributed much of the expo's drawing power to the Spike Jones show, which gave two a day for the nine-day run, closing Sunday (22).

CANTON SPORTS EXPO ATTENDANCE SLIPS . . .

CANTON, O. — Sportman and Vacation Show here drew 27,506, compared to 29,623 a year ago, but officials termed it a success. Attractions included Walter Jenner's seal act, Bud Carlell and Rose's boomerang act, Phil Bennett's talking crow and Bruce Sidlinger's trampoline act. Junior Chamber of Commerce was the auspices.

SCHENECTADY CAR SHOW TABS 6G NET PROFIT . . .

SCHENECTADY, N. Y. — Net profit of more than \$6,000 was tabbed on the Auto Show held in State Armory here March 2-7, it was said this week. Attendance topped 23,000. Auto dealers were assisted by Scout Explorer Post.

ELLEN ROBERTSON HAS OHIO "CYCLES" DATES . . .

CLEVELAND — Ellen Robertson, who handles publicity for the Cleveland Arena, will do the promotion for "Ice Cycles," for its engagements at Canton (O.) Memorial Auditorium, May 5-12; Hobart Arena, Troy, (O.) May 13-19; Marion (O.) Coliseum, May 20-24; and Toledo Sports Arena (May 25-31).

SPIKE JONES EXPECTED TO 'OUE' NORTHWEST . . .

MINNEAPOLIS — The Spike Jones show probably will make a tour of the Northwest following several summer dates in California. Ralph Wonders, president of Arena Stars, Inc., said that the show would play the Los Angeles Home Show June 4-14; Flamingo Hotel, Las Vegas, four weeks, and Neva Lodge, Lake Tahoe, two weeks. Show is negotiating with the Sacramento (Calif.) fair. It may also go back to the Curran Theater, San Francisco, following the Northwest tour.

LYNN, MASS., SCHEULES APRIL HOME EXPOSITION . . .

LYNN, Mass. — Larz J. Anderson, manager of the North Shore Sports Center here, announced the Chamber of Commerce Home Show is scheduled to open April 27 for one week. North Shore Skating Club show drew 6,000 in two shows, March 14-15. New England Figure Skating Championships will be run at the Center, April 18-19, he stated.

BURGLARS LOOT ARMORY . . .

MIDDLETOWN, Conn. — Police have disclosed a \$3,700 burglary at the Middlesex County Sportsmen's Show in the State Armory here. They said that the break had occurred Saturday night (14) or Sunday morning, but that information was withheld because of the need for secrecy in the investigation. They theorized that the burglars remained in the auditorium after the show closed Saturday and then took the loot.

PHILLY ARENA SETS SPRING PROGRAM . . .

PHILADELPHIA — Philadelphia Arena, 6,500-seat auditorium, gets going again in April with sport, indoor and outdoor events to make three major offerings for the month. Biggest attraction is the "Record Show" on April 9, with Nat (King) Cole, Sarah Vaughan and Billy May's band. Outdoor offering will be a rodeo the week of April 22, featuring Western screen stars Range Rider and Dick West. On April 6 Frank Sedgman and Jack Kramer stage with others a tennis exhibition.

CONN. BOAT SHOW SET . . .

NEW HAVEN, Conn. — The first annual Connecticut Boat Show, sponsored by State boat builders and dealers, will be held at the New Haven Arena here April 10-12, said Milton Cottler, show director. The show will be modeled after the National Boat Show, New York. Displays unrelated to boating will be banned.

U. S. Leases N. Y. Grand Central Palace

NEW YORK, March 28.—The on-again-off-again negotiations for the rental of the first four floors of Grand Central Palace, the city's major exhibition hall for 40 years, have culminated in the signing of a lease which will bring the U. S. Internal Revenue Bureau into the building about December 15.

The National Business Show will be the last exhibit in the building, winding up October 27. The New York Convention and Visitors' Bureau, which deplored the loss of the Palace when the impending deal was first announced last December, announced that it is glad the uncertainty has been removed. Royal Ryan, vice-president of the bureau, said that this would give a green light for deals to be closed with exhibition managers for use of the Kingsbridge Armory in the Bronx.

The armory, largest in the world, had been chosen by the bureau as a site for major expositions, but the uncertainty of the Palace rental negotiations had made it difficult to sign up exhibitors.

List of Events

Among events held in Grand Central Palace in the past have been the National Sportsmen's Show, International Motor Sports Show, Motorboat Show and many business and engineering shows. The remaining eight floors of the building will continue to be occupied by office tenants.

The Bronx armory has housed hot-rod races, an ice show and circuses in the past. Its location, which involves a 20 to 30-minute subway ride from the midtown area, and the lack of substantial hotel space in the vicinity for exhibitors, may work to its detriment. Grand Central Palace, on the other hand, was ideally situated in the mid-town area adjacent to Grand Central Terminal and dozens of hotels. Madison Square Garden, which recently housed the World Motor Sports Show, may be in for an increase in exhibitions, because of the Palace rental to the government.

The planned Coliseum at Columbus Circle, which is expected to be ready for occupancy by 1955, will contain modern exposition quarters, which should bring many events back to mid-Manhattan.

PROMOTERS

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Hocus-Pocus

By BILL SACHS

ARNOLD FURST, currently presenting his "Mysteries Around the World" in Mississippi under the able guidance of the veteran **Austin A. Davis**, has two weeks of dates in Texas in April and winds up his long road jaunt in New Mexico April 18. While driving thru Natchez, Miss., recently, Furst and his assistants spotted the billing of **Brundell the Magician**, playing the Clarke Theater there with his "Temple of Mystery" midnight spooker, and decided to catch the show. **Mal and Maxine Lippincott**, who played the same house two weeks previously, passed thru Natchez at the same time and had the same idea. Consequently, they all wound up backstage where they bumped into **Capt. John Finerty**, of Natchez, who is playing a series of dates in the area as **Finn the Magician**. The gab session wound up at 5:45 a.m., at which time **Mr. and Mrs. Brundell** had to drive to New Orleans, where they were booked for a matinee and evening show the same day. Theirs was the first spooker skedded to play New Orleans in a three-week period. **Dr. Silkini** and his "Asylum of Horrors" showed the RKO-Orpheum there last Friday and Saturday (27-28), and **George Marquis** and his "Horrorscopes of 1953" are set for the Strand Theater there April 10-11. Marquis is being booked in the New Orleans sector by **Jack Auslet**, veteran showman and film row reporter. Marquis has four weeks in the territory and then moves into North Carolina for a series of dates booked by **Joe Karston**. . . . **Herschell Johnson**, formerly in advance of

Virgil the Magician and now managing **Dr. Franklin (McKinnon)**, spook show performer, phoned the Magic desk last Wednesday (25) from Alabama to report that they were victimized recently by an agent who advertised, offering a long season, but who vamoosed after drawing an advance of \$240, and putting the snatch on another \$120.40 at a Birmingham theater box office where the Franklin turn was playing. Johnson warns other magicians and spook-show operators against the agent, who is still plying his trade in the South under several aliases. And the agent Johnson mentioned is not a newcomer in the business. He has fronted a number of mystery shows in the past, but this is the first time we have known him to operate under three different names. Johnson advises that he has a warrant out against the erring agent in Birmingham.

JACK WACHOB and wife, after seven years of touring with their magic thru the Middle West and West and along the West Coast, have settled permanently among their old neighbors and friends in Dayton, O., and plan to confine their future activity to that area. During their seven years on the road, their eldest daughter, **Dolores**, was married and is now the mother of three daughters, including twins. Their youngest daughter, **Alice**, has joined the Waves and is now completing her schooling in Bainbridge, Md. . . . **McDonald Birch** and wife, **Mabel Sperry**, concluded their season's tour at Texarkana, Tex., March 25, and are en route back to Birchwood, their summer home at Malta, O. . . . **Johnny Platt** is back in his native Chicago after a two-week visit in San Antonio. . . . **Jimmy Val Gray**, known in Eastern magic circles as **Prince Val** and **Captain Kiddo**, is in his 10th year of presenting his magic on the West Coast, where he is also on the executive board of the AGVA in Los Angeles. . . . **Ubaldo and Margarita**, who hail originally from Los Angeles but who bill themselves as "South American Ambassadors of Magic and Dancing," have been kept busy recently on nitery and club dates in and around Corpus Christi, Tex. They are slated for an early trek thru the Rio Grande Valley. . . . **Lucille and Eddie Roberts**, currently on their annual engagement at the Radisson Hotel, Minneapolis, wind up a three-weeker there April 9 to return to the Cottillion Room of Hotel Pierre, New York, April 14, their fifth engagement at the latter spot. . . . **Joan Brandon**'s new photos are really something lovely to look at. . . . **Elmer W. Morris**, formerly known as **Morris the Mysterious**, is now located in Fort Smith, Ark., where he is a staff announcer on Station KFSA. Morris keeps his hand in magic with occasional performances at schools, clubs and theaters in the area. He recently penned and published the **Gag Bag**, a patter book for magi and emcees. Recent visitors to Fort Smith included **L. Guy Gerber** and **Forrest Kuhns (DeForrest)**, Morris reports.

Roxy, New York

Continued from page 14

smart and tricky chorus routines, the variety of production numbers, and the inclusion of good comedy. The swift-pacing and the smooth performance of the stars and the chorus make this production add up to a solid hour of ice entertainment, set to the tunes of Irving Berlin.

Star of the show, in the solo spot, is **Evelyn Chandler**, who drew a big hand from the crowd with her amazing Arabian cartwheels and her first-rate skating work. Her routine, tho short, was enough to show that she is still one of the top skaters around.

Cavanaugh's

The Cavanaugh's, **Charles and Lucille**, showcased by a lovely chorus production number, were excellent in their smooth and subtle skating routine. The girl is charming and attractive, and her personality, plus the lifts and flips she and her partner performed, were well appreciated by the crowd.

The comedy routine, featuring four sad sacks and a sergeant in a cute number, was well done by **Jimmy Little** as the top kick and **Eddie Brandsetter** as the befuddled private. **Johnny Flanagan** as an overstuffed WAC was hilarious in his sock comic turn, pulling solid laughs from the crowd. The **Brandt Sisters** did a good job with their well-known and precisely staged shadow routine. **Robin Nelson's** comedy turn was short and uninspired.

One of the high spots of the entire show was the intricate routine performed by the **Roxy skating chorus**. The complex and showy number, featuring the boys and girls in a fast-paced, well-rehearsed hunk of choreography, drew the strongest applause of the entire show.

Toni Hollingsworth

The show featured, for the Easter season, model **Toni Hollingsworth** displaying spring costumes as a lead into the various production numbers. This seemed a bit extraneous for an icer, but it should have an appeal for the Cistaff members of the audience.

That the show contained top-flight foot work and fresh routines is not surprising since the new revue was handled by **Dorothy Littlefield** who sets the "Hollywood Ice Revue." The costumes by **Michi** were eye-pleasing, and the **Roxy chorus** did a good job with good backing from the **Bob Boucher** ork.

The pic is "Call Me Madam."
Bob Rolontz.

The London Palladium

(Monday, March 23)

Capacity, 2,200. Price range, 99 cents-\$1.82. Two shows daily. **Booker and manager, Val Parnell. Producer, Charles Henry. Show played by Woolf Phillips Skyrockets ork. Press representative, John A. Carlsen.**

Continued from page 2

When the frenzied fans shrieked out requests, **Ray** went right on with his pre-arranged patter, presumably because he couldn't hear the interrupters. This led to his closing the act after 25 minutes on the arranged cue and calling for the British National Anthem while the hepped-up gallery girls were still calling out requests, a sort of shrill echo of his act which it took 3 or 4 minutes of the solemn anthem to finally quiet them.

What verdict can you give on a man who opens under such difficulties as faced **Ray**? It would be unfair to stab at him for loose ends in such a put-together act, and if he couldn't hear the beat, he can't be blamed for some jerky singing. One thing is clear: Whatever else he is, the man is a masterly showman. And on that basis alone justified the advance ballyhoo which preceded his Palladium date.

La Vie En Rose, New York

(Thursday, March 26)

Capacity, 175. Price range, \$4-\$5 minimum. Shows at 9:30 and 12:30. Operator, **Monte Proser**. Booking, non-exclusive. Publicity, **Gene Weber**. Estimated talent budget, \$3,500.

Continued from page 2

they helped sell her with a vim and a bounce that drew roars and applause time and again.

Bob Whalen, tenor, seemed lost in this fast company. A tall, heavy-ish lad, **Whalen** showed

Burlesque Bits

By UNO

Gay Dawn is on her third and last week at **Al Meakin's** Rivoli, Seattle, where other principals are **Hermie Rose**, comic; **Everett Conway**, straight man; **Marvan, Yvonne**, and **El Donna Rey**. Future engagements for **Miss Dawn** will take her to **Rafael's** 150 Club, San Francisco; the **Burbank**, Los Angeles, and the **Hollywood**, San Diego, Calif. Writes **Gay**, "Burlesk is booming in the Northwest and California this season and should continue to gain in popularity out here as more and more people come into the theaters every day who are doing so for the first time. Looking forward to return East again this fall."

. . . **Freddie Frampton**, comic, is being treated for a lung ailment in **Ward 109** in the **Benjamin Franklin Hospital**, Columbus, O. . . . The **Alvin**, Minneapolis, changes from road shows to stock, with **Claude Mathis** the starting comic. . . . **Lynn Yorke**, wife of the late comic **Art Gardner**, now headlines a Hirst unit, performing such a vigorous and difficult strip routine to make it hard for others to follow. . . . **Joyce Palmer** is featured at the **Strip City** nitery, Los Angeles, where **Shorty Rogers** and **Dick Kimball** are comics. . . . **Irene Siewart**, formerly **Irene** in burly, opened **March 26** for two weeks with options on the **Persian Palms** in Minneapolis. . . . **Leah Hearn** is ill at the home of his daughter, **Mrs. L. Ann O'Neil**, in Framingham,

Mass. . . . **Bill Brown** is rounding out his fourth year as manager of the **Palace Theater**, Los Angeles. Assistants are **David Oxenham** and **Murray Palmer**. . . . **Rose La Rose** shifts from the **Town Hall** (formerly the **Capitol**), Toledo, to the **Fox**, Indianapolis, opening **April 3**. Next she goes to the **Gayety**, Cincinnati, **April 10** and the **Gayety**, Columbus, O., **April 17**.

Dawn Arden, a new Hirst circuit strip and a graduate from the chorus at the **Casino**, Boston—she was married last January to **Meyer Greenberg**, candy concessionaire at the **Roxy**, Cleveland—is a replacement for **Sandra Farrell** in the **Lynn Yorke-Al Anger-Joey Cowan** cast to allow **Sandra** to remain in stock at the **Roxy**. **Miss Arden**, previous to her burly debut as a principal, worked niteries thru **Dave Cohn**. . . . **Murray Briscoe**, straight man, joins the **Manny King** unit at the **Grand**, St. Louis, **April 9**. . . . **Bunny Holiday**, now in her 18th week as stripper at **Murray's Show Bar** in Baltimore, holds an additional four-week option. A novel feature of her act is the nightly distribution to customers of dolls dressed in replicas of her "Sadie Thompson" costume. . . . **Toddle F. de**, Culver City, Calif., has **Pat DeLys** and **Linda Scott** move to the **Howard**, Boston, **April 6** as co-features, thru **Lou Miller** whose other recent bookings include **Carol LeClair**, Club 14, Wilmington, Del., **March 23**, and **Francine**, Empire, Newark, N. J., **April 10**. . . . **Zorima** (Queen of the Nudists) closed at the **New Follies**, Los Angeles, and was replaced by **Tempest Storm**, **March 20**. . . . **Burlesk** gained another versatile comic with the recent debut of **Milt Douglas** at the **Grand**, St. Louis. **Douglas** comes from legit, pix, vaude and radio, as well as tours for five years in different USO-shows.

Music Hall, N. Y.

Continued from page 14

candy box. This is eye-filling, precision stepping, and, as usual, slays the customers.

Three Carsonys

Vaude interlude features the **Three Carsonys**, making their first local stage appearance. The imported trio has a top-flight brand of acro balances on tap and register strong. A tip, however, which they might take to heart, is to cut down their over-deliberation in taking bows. More speed between tricks would pep up the impact of the act. **Pew-sitters** here recognize talent without double-take pitches from the stage.

For a wind-up, **Margaret Sande** has devised a beautiful, flowery spring pattern for the corps de ballet, with superlative pas-de-deux stepping by **Myrtill** and **Picaud**. The terping in itself would be excellent, but backed by the "dancing waters" electric fountain gadget, the total effect makes a perfect finale. This is the way, as this reporter suggested a while back, that the fountain gimmick should be used, integrated as a background of a production number. **Leonidoff** has rung this production bell this time.

The pic is "By the Light of the Silvery Moon."
Bob Francis.
Bob Francis.

the need for additional coaching. He's okay on voice but not so good in selling or in the manipulation of his hands. The lad opened with "Big, Wide Wonderful World," followed by "Loveliest Night of the Year." He gave "Sorrento" in Italian, followed with another ballad and wound up with "Because You're Mine." **Van Smith's** group played for **Whalen** and did what little dance music there was. The tiny floor was obliterated with tables, so nobody danced.

Last Frontier

Continued from page 14

cial material songs, some of them a little blue but all solidly performed.

The boff part of the show was the comedy team of **Noonan** and **Marshall** posing as two sailors from an imaginary U.S.S. **Nevada**, who try to get **Miss Maxwell** to perform for the boys aboard ship. **Noonan** showed one of the funniest acts caught here with his version of a British movie director. His television chef was an added bonus. **Marshall**, a good looking partner with song and dance ability, serves as fine balance for **Noonan**.

Added comedy came from the **Kirby Stone Quintet**, which did an excellent job featuring **Cow Eyes**, nickname for the featured singer and sax player of the outfit. "Movie Tonight," with imitations of **Vaughn Monroe**, **Harry James** and others, was heavily mimed. The outfit has come a long way from its start at the **Click** in Philadelphia five years ago. **Al Freeman**.

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Roadshow Rep

Continued from page 49

Stone plans to move from Terril, Tex., soon for Frederick, Okla., where he will launch his summer stroller unit. . . Chestnut Hill Players are en route East, having left Fresno, Calif., last month. They are using E. F. Hannan's "Everything Free" and playing sponsor dates for the most part. Unit, however, does take on some outside work. . . F. H. (Doc) Dumaine, currently in Burns, Ore., has been working schools and some small-town sponsor dates with his novelty show. He plans to head for Harney County, Oregon, where he has spent the last three summers. "I met the old-time Eastern vaude

performer, Henry Clutey, in Bend, Ore., recently, Dumaine writes. "He is working a stroller type show now and we talked about the days when we were together on the Sig Sautelle and La Tena shows. Clutey is a good musician which helps him catch many outside dates in the summer. Out here it's too cold in the winter to do much business. One must get all he can in the summer."

Drivin' Around The Drive-Ins

ATTENDANCE at the National Drive-In Theater convention in conjunction with the Wisconsin Allied Independent Theater Owners' Convention and Equipment Show at the Schroeder Hotel, Milwaukee, March 24-26, hit well over the 600 mark. Convention committee, composed of S. J. Goldberg, WAITO president; Eric Brown, general convention chairman; Ben Marcus, National Drive-In chairman; Oliver Trampe, State chairman; Robert Peck, publicity chairman; Edw. E. Johnson, advertising and exhibits chairman, and Harold Pearson, co-ordinator, reported that the general tenor of the membership was one of high enthusiasm and confidence in the future outlook of the outdoor theater business. Confab's keynote, Sig Goldberg, Wausau, cautioned organizers to be wary of any of the currently proposed 3-D switches because of the heavy expense involved and the uncertainty of its future. He also lashed out against the film distributors for forcing over-priced "pre-releases" on the trade as well as an abundance of unprofitable special term percentage product releases. Group discussion sessions, presided over by National Drive-In Chairman Ben Marcus, Milwaukee, resulted in an airing of many exhibitors' complaints. Most prominent beefs concerned: Lack of uniformity of product availability, with drive-ins getting the short end and regular film houses showing key films much sooner; time lag between showing of films in theaters and their availability to outdoors, and high rental fees. Competitive bidding also came in for its share of complaints during the gripe hour. Displaywise, the convention was rated a huge success. The originally allotted space for 50 booths was stretched to permit a total of 53. Seven would-be booth buyers were turned down at the last minute. Exhibitors reported a gratifying amount of order writing and contacts in most instances. On hand to greet the operators were Coca-Cola Company; Hires Root Beer; Tom Harrison, Bon Bon Corporation; Supromatic Sales, Inc.; Ben Poblacki, Poblacki & Sons; Ed Chrisman, sales director, Nashville; Cretors; Harry Levin and Louis Samaniotti, Vendex; Robert A. Johnson Company; Eddie Berger and Dick Berns, Dad's Root Beer; Dairy Service Company, Menomenee Falls, Wis.; Hoffman House Sauce Company, Madison, Wis.; Armour & Company; Carbonic Dispenser, Inc.; Minneapolis Speaker Reconditioning Company, Nehi Corporation, E. J. Burke, Playground Equipment Company; RCA Manufacturing Company; Manley, Inc.; Wander Company, W. S. Williams, Tom Huston Peanut Company; Mel Catlin; Hershey Chocolate Corporation; Miracle Whirl Sales Company, and Sel Mix Dispensers, Inc.

Hefty Upsurge In Parkv'w Biz

CARROLL, Ia., March 28.—Charles C. Ludwig, who recently reassumed operation and ownership of Parkview Roller Skating Palace here, called February business "tremendous" and reported that March patronage has held up well despite Lent and the fact that patrons in the area are predominantly of Catholic faith.

Ludwig, who formerly operated rinks in other towns and is a former showman, says that much of his trade is now made up of newcomers to the sport. This has helped his sales department, which is kept fully stocked at all times with skates and rink accessories. "People in this area have money and they are spending it on admissions, new shoe skates and skating supplies," says Ludwig.

Parkview operates the year-round with night sessions on Tuesdays, Thursdays, Saturdays and Sundays plus matinees on Saturdays and Sundays. The management utilizes occasional pro skating acts as well as other acts which are likely to please patrons. Ludwig believes the future of the roller rink business is bright for operators who are willing to dig for patronage and devote full time to their operation.

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New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

OPEN NURSERY AT LEXINGTON

PITTSBURGH, March 28.—Lexington Skating Palace has instituted a nursery service on Saturday and Sunday evenings for children under six who accompany adults arriving at the rink for an evening of skating.

Lexington owner Hyatt Ruhlman has provided a special room for the youngsters—some just babies—and an experienced nursemaid has been placed in charge.

Toppi Converts Philly Imperial Into Skatery

PHILADELPHIA, March 28.—The Imperial Theater, Warner house in West Philadelphia, was purchased by James Toppi, who will convert it into a roller rink.

Toppi, represented by Simon Lindenheim, bought the theater for \$40,000 from Mr. and Mrs. Donald Bean, represented by Albert J. Grosser Company.

Toppi, a sports promoter who recently bought and converted the Warners' Alhambra Theater in South Philadelphia into a rink, will also alter the Imperial at a cost of about \$100,000. He also stages roller skating at the Met, sports and dance arena in North Philadelphia.

The theater has a frontage of 32 feet. The lobby is 32 by 100 feet and the auditorium is 82 by 168 feet.

Portlanders Hot in Meet

PORTLAND, Ore., March 28.—Portland skaters walked off with the major share of first-place positions during the Oregon championship meet held at Oaks Rink here March 16-18 under sanction of the Roller Skating Rink Operators' Association. Most of the winners are expected to compete at Imperial Rink here, June 15-18, in the regional tournament, which will bring entries from Oregon, Washington, Idaho, Montana and British Columbia.

Dean Songer, manager of Oaks Rink, said the tournament was the best attended of any held here.

Judges were Hilda Lonardo, Long Beach, Calif.; Byron Pevehouse, Denver, and William Roger, Decatur, Ill.

First, second and third-place winners of the various events represented Freddie's Dance and Figure Club, Newport; Oaks Figure Skating Club, Portland; Center Dance and Figure Club, Gresham; William T. Brown Dance and Figure Club, Portland; Rollerdom Dance and Figure Club, Grants Pass; Rolletta Dance and Figure Club, Roseburg; Cavemen Speed Club, Grants Pass; Oaks Speed Club, Portland; Sonic Speed Club, Newport, and Rolletta Speed Club, Roseburg.

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Complete Line of Roller Skate Supplies and Accessories for the Rink Operator

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SKATING RINK, 50'x120', fully equipped, located in fast growing industrial area on Texas Gulf Coast, Freeport area. Good pay roll. No competition. Living quarters included. Selling far below building cost for \$8,500. Insured for \$10,000—on leased land at \$50.00 per mo. Do not answer this ad unless you can put at least \$4,000 down. Good reason for selling. Contact MRS. Wm. L. DUNN, Box 638, Velasco, Texas. Phone: Freeport 756.

WANTED AT ONCE

Good portable rink man. Opening soon. Good salary or percentage. Can furnish trailer for man and wife. Have good equipment, must know how to take care of it.

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Harlan, Ky. Phone 749

THE PARENTS GUIDE

Stockton Club Meet Wins Local Support

STOCKTON, Calif., March 28.—Stockton Skating Club, which has grown into a civic enterprise since it organized three years ago with 20 members, held its annual club championships February 22-23, with fine turnouts of spectators both days and nights, according to Paul J. Gilbert, manager of Stockton Rollatorium, which serves as club headquarters.

The bulk of the credit for the big success of the contests, said Gilbert, goes to local radio stations, which contributed generously of their time in making announcements plugging the meet; the Stockton Record, which publicized the contests with feature stories and art, and the parents of skaters, who now govern and operate the club and put forth an all-out effort.

Gilbert is justifiably proud of the club's press breaks. These included stories and art in advance of the meet, during the contests and a follow-up to them for a total of six publicity spreads. The break to end all breaks was editorial page comment which read as follows:

"A form of recreation for adults and children which has gained new popularity here in the past few years goes on exhibition in organized form Sunday and Monday when the Stockton Skating Club presents a competitive meet. Persons uninformed have pleasant surprises in store if they turn out to see some of the events.

"The first element of surprise is in the number of persons, most of them children or youth, who are members of the incorporated club. In three years the membership has grown from a handful to 500, including enthusiastic parents who keep a close eye on the activities. Roller skating can be a family affair, and the emphasis within the club is in this direction. Thus is encouraged the wholesome participation of both parents and children in common activity.

"Another surprise in store is the grace and skill which even eight-year-olds can acquire on the maple floor with expert coaching and practice.

"The skating meet deserves a capacity crowd on its own merit as a spectacle, and because it presents an opportunity to see how good a job of supervised juvenile recreation is being done by the

club of mothers and fathers with their children." The comment was doubly effective because it was spotted immediately below an editorial on the Jelke vice case.

All local civic organizations are behind the club, Gilbert relates, and as an example of how the parents got out and dug he points to the 58-page printed contest program. Nearly 49 pages of the book were consumed by merchant advertising, sold at \$15 a page, thus fattening the club treasury to the tune of more than \$700. Gilbert has been promoting skating for 13 years, but he says the current club at the Rollatorium is the greatest he has ever had. Parents took over the club last September when the club became so large that its activities were hard to control.

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largest exclusive skates distributor in the country

lowest prices By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.

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representatives for CHICAGO ROLLER SKATE CO. 51 CHATHAM ST., PITTSBURGH 19, PA.

WE BUY AND SELL

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BONNY HUG ME TIGHTS \$11.00 doz.
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LADIES' CLOSED-TOE SHOES WITH WOOD WHEELS, \$10.50 a pair While they last!

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GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUSY-LEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS. Write for Complete Free Details. HOLLYWOOD SPOTS-LITE CO. Dept. B 3612 No. 16th St. Omaha 10, Nebraska

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

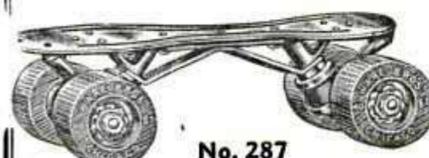
PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself.

NOW . . .

The new Orange Label skating records or tapes! Write for free, complete catalogue.

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It's a PLEASURE to ROLLER SKATE on



"CHICAGO" RINK SKATES

They're true and easy with a wide range of action. TRY THEM! CHICAGO ROLLER SKATE CO. 4427 W. Lake St., CHICAGO, ILL.

Manufacturers of All Kinds of Roller Skates

HAVE BEST LOCATION FOR PORTABLE ROLLER SKATING RINK

in Northern Indiana at a most popular lake resort.

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BLED SOE BROTHERS

Bledsoe's Beach, Lake James, Indiana

The Final Curtain

ANDERSON—Mrs. Gertrude, 48, former actress, script writer and wife of playwright Maxwell Anderson, March 23 in New York. As an actress, under the names of Gertrude Maynard and Mab Maynard, she had appeared with the Group Theater and on Broadway in "Night Over Taso" and "Man in White." She was the producer of the Rockland Foundation Summer Theater and had been script editor for "Celanese Theater." Besides her husband, a daughter and a step-son survive.

LYCK—Chauncey A., president and founder of Weldon, Williams & Lyck, Inc., ticket manufacturers, March 17, Port Smith, Ark. Burial in that city.

MYERS—Charles, 74, for 30 years a carnival concessionaire, March 19 in Forest General Hospital, Hattiesburg, Miss., of a heart ailment. His last show connection was a brief affiliation with the Mighty Hammonree Shows in 1950. Prior to that he had trouped with many carnivals, including the John R. Ward Shows in 1949, his last full season on the road. A veteran of the Spanish-American War and World War I, Myers was a member of the Veteran of Foreign Wars and the American Legion. Body was sent to Dale, Ind., his home town, for burial. Survived by a brother, Roy, Compton, Calif.

Palmeze—Mrs. Rose Marie, 82, veteran film player, March 21 at Altadena, Calif. A native of Naples, Italy, Mrs. Palmeze, was under contract at Universal-International Studios for many years. She is survived by her husband, Ernesto; seven daughters, Mrs. Julia Romero, Mrs. Clementine D'Adario, Mrs. Quintina Bennett, Mrs. Rosamond Smith, Mrs. Rose Mihlich, Mrs. Venice Jensen and Theresa Palmeze, and four sons, Ernest Jr., William Phillip and Florida Palmeze. Burial in Forest Lawn Memorial Park, Glendale, Calif.

NEWS CAPSULES MTC Set Back In Channel 4 Fight ● Continued from page 4 addition, selected stores serviced by the Kentucky Food Stores, Lexington, Ky., and the Marsh Foodliners of Indiana have also signed for participation in Crosley's Point of Purchase plan. These organizations, together with those companies previously participating, bring to more than 750 the number of outlets now available and in use.

BERKELEY—"Toy" A member of the team of Bill Berkeley and Eve Allen, March 14 at San Bernardino, Calif., of cancer. She was in repertoire, night clubs and vaude for many years.

McDEVITT—Joseph D., 71, vaudeville actor for 40 years, recently at his Philadelphia home. He was a member of the team of McDevitt, Kelly and Quinn. Their act, "The Piano Movers and the Actress," toured from 1910 to 1930 on the Keith-Orpheum, Pantages, Loew's and Interstate circuits and in England and Scotland. Before that with his partner, Andy Kelly, he played Western States with Ricoby's "West Minstrels." From 1930 to 1945 he was a theater manager with the Stanley-Warner and other independent theater companies. His widow Miriam Quinn, who also was one of his partners; a son and a daughter survive.

PEARSON—E. William, 59, Columbia Broadcasting System radio engineer for 23 years, March 25 in Good Samaritan Hospital, Los Angeles. Survivors include his widow, Margaretta; a daughter, Mrs. Eugene Kirchgessner; his father, Erik Pearson, and three brothers, Edgar, Bernard and Harry. Interment in Oakwood Cemetery.

THEL—Max, 74, a magician who toured the U. S. and abroad many times, March 24 in Glendola, N. J. He celebrated 50 years as a magician in 1943 when he was named dean of the New Jersey Magicians' Society. Professionally he was known as Maximo the Great. His widow, Martha Wuensche Thiel, had assisted him in his act.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR... Laurel Cutler, formerly with J. Walter Thompson and William Weintraub, has joined C. J. Herrick Associates as a veepee in charge of radio and TV for agency clients. Tom Naud, sports director of NBC-TV's "Today," was gifted with a set of golf clubs from the show's top brass this week as a reward for his film coverage of spring training camps in Florida. The films were picked up for sponsorship on "Today" by Kaiser-Fraser... Irving A. Fein, director of publicity and exploitation for CBS radio, Hollywood, named to newly created post of director of public relations for CBS radio, Hollywood. Michael Ames has resigned as veepee of the Dave Alber flackery to join Emerson Radio and Phonograph Corporation as manager of public relations and publicity. Steve Strassberg, ex-publicity director of Eagle-Lion Films, has moved over to the Alber office as an account executive. TV producer George F. Foley and frau become parents of a new daughter, Barbara, last week. The "Silbert at Six" radio review of the deejay's WMGM, New York, radio show carried in last week's issue should have credited Irwin Greenfield as producer-director of the Sunday outing. Walter (Red) Barber is expected to be the moderator for "Between Teens," a new teen-age panel show being packaged by the CBS radio network.

WILLIAMS—H. Miles Jr., 48, sound technician with 20th Century-Fox Studio, March 24 in Beverly Hills, Calif. He was a member of IATSE No. 695, A.F.L., the Chevalier Society and was master counsellor for DeMolay. Surviving is his widow, Jina. Interment in St. Louis, where he was born.

WATTERS—Mrs. Rose, mother of Mort Watters, general manager of WCPO and WCPO-TV, Cincinnati, and vice-president of Scripps-Howard Radio, Inc., recently at Rochester, N. Y., after a long illness. In addition to her son, she is survived by a daughter, Mrs. George Ford; two sisters, Mrs. George Tines and Mrs. John Watters; a niece, Mrs. George Lohman, all of Rochester, and two grandchildren, Rosemary and Mary Ellen Watters. Burial in Holy Sepulchre Cemetery, Rochester.

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Births

BAILEY—A son, David Wayne, to T-Sgt. Asa Lee and Gine Myra Bailey recently at Burbank, Calif. Mrs. Bailey is the former Gina Myra Duke, daughter of Mr. and Mrs. M. Duke of Philadelphia and Southern Pines, N. C. Duke is operator-owner of Outdoor Amusements.

BISHOP—A son, Randy Lee, to Ariene and Elvin Bishop in Bell, Calif. Father was ride superintendent with F. C. Bagle Shows last season. Mother operates a popcorn concession.

BOLENBARKER—A son, Allen Dale, to Mr. and Mrs. Luke A. Bolenbarker March 25 in Memorial Hospital, Uvalde, Texas.

FALK—A daughter, Pamela, to Mr. and Mrs. Richard R. Falk March 23 in New York. Mother was on the editorial staff of the Office of War Information during World War II. Father, former publicity representative of the Shubert Enterprises, is now president of Richard R. Falk.

MARSHALL—A daughter, India Deborah, to Mr. and Mrs. Jerry Marshall March 6 in Ottawa, Father is of the comedy team of Marshall and Caesar.

Marriages

MUSCUMECI-BRUCE—Bip Muscumeci, bassist with Teddy Lane's orchestra, Philadelphia, and Betty Jane Bruce, singer, March 7 in that city.

NELSON-ZANE—Rita Zane, costume designer and former dancer, and Einar C. Nelson, non-pro, in Los Angeles recently.

SLAVICK—Mary Newland Slavick from Joseph Slavick in Bridgeport, Conn., recently. Both are former vaude dance partners. Slavick now is booking agent in New York.

SULLIVAN—A daughter, Patricia Ann, to Mr. and Mrs. Lee A. Sullivan Jr. March 10 in Fassavant Hospital, Jacksonville, Ill. Father is chief engineer for the Eli Bridge Company. Great grandmother, Mrs. W. E. Sullivan is vice-president of Eli Bridge Company.

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Divorces

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Miami Club Ops Organize Ass'n.

MIAMI BEACH, March 28.—Operators of night clubs, cocktail lounges and bars in the Miami-Miami Beach area have formed the Florida Cafe Owners' Association, chartered by the State of Florida. Moving spirit of the organization has been Lou Walters, of the Miami Beach and New York Latin Quarters, and national president of the Theater Restaurant Owners' Association. He hopes to affiliate the local group with the national organization. Also, plans to extend membership thruout Florida are being formed. Henry M. Neyle, of the Vagabonds Club, is president. Other officers are Bill Jordan and Sol Goldworm, vice-presidents; Label Spiegall, treasurer; Helene Polka Kayfetz, secretary. The association has signed Charles Millman, former assistant collector with the Internal Revenue Bureau in New York, as executive director. A committee of the association has already met with Harry J. Steeper, national treasurer of the American Federation of Musicians, to discuss purportedly arbitrary and irregular practices of the local union. Frequent attacks on present closing hours and non-uniform application of laws governing sales to minors are among other problems for consideration by the new group.

3d Lion Release Being Shipped

NEW YORK, March 28.—The third Lion release, low-price M-G-M pop label devoted to dance music, is now being shipped to distributors. This issue includes four LP disks in the "Designed for Dancing" series.

Tannen to Sell for Longridge Music

NEW YORK, March 28.—Perry Botkin has named Nat Tannen as sole selling agent for his newly-formed publishing firm, Longridge Music. Botkin, a veteran Decca artist, has been associated with Bing Crosby as guitarist since 1937.

BMI Names Kay Editorial Adviser

NEW YORK, March 28.—Ulysses Kay, well-known contemporary composer, has joined Broadcast Music, Inc., as editorial adviser on contemporary concert music to the writer and publisher relations department of the company, according to an announcement by Carl Haverlin, president. Haverlin said, "This highlights the increasing emphasis we are placing upon contemporary material."

DEPT. STORE DISK BIZ OFF

WASHINGTON, March 28.—Phono disk, sheet music and musical instrument sales in 125 representative department stores last January were 14 per cent lower than sales chalked up in January, 1952, the Federal Reserve Board reported this week. A spot check of 173 department stores also revealed that radio, phonograph and television sales for January were 4 per cent below the mark established in January, 1952.

Legit Line-Up

Continued from page 2 of "Kiss Me, Kate." Principals are now being engaged. "Carnival in Flanders," starring Dolores Gray, William Gaxton and John Raitt, won't come to the Stem until fall. Producers Paula and Mike Sloane have decided to add two four-week stands on the West Coast to the break-in tour. Musical will unveil somewhere in the East June 1 and a month later will jump to L. A. San Francisco will get it for a subsequent month, with a Broadway curtain-raiser in prospect around Labor Day. "An Evening With Will Shakespeare" went into rehearsal this week. Cast includes Basil Rathbone, Faye Emerson, Eva LeGallienne, Margaret Webster, John Lund, Viveca Lindfors, Paul Ballantyne, Frederick Rolf and Lily Lodge. New reading group opens a six-week tour in Boston April 6. Due to local theater bottleneck, two productions, "A Date With April" and "The Pink Elephant," will have to spend an additional week on the road. Both have put back a Stem unveiling to the week of April 13.

IN LOVING MEMORY OF S. MILES JONES Who passed away April 5, 1952. GLADYS M. JONES

KOLB—Mrs. Paul T., former circus aerialist, February 26 at Linden, N. J., after a brief illness. Survived by her husband Paul T. Kolb, three sons and two daughters. Burial in Roshill Cemetery, Linden.

R-B Move to Gobble Extra Lot in Philly Gets Tentative OK

Big Show Seeks Carnival Lot; City Solicitor Nixes Need for Bids

PHILADELPHIA, March 28.—City Solicitor Abraham Freedman has ruled that Ringling Bros. and Barnum & Bailey Circus may lease two city-owned plots in South Philadelphia for May 25-30 without public bidding. For its annual showing here last year, the Big Show leased one of the city-owned plots located between 11th and Broad streets and Pattison Avenue and Municipal Stadium.

The additional lot sought by the circus this year, as well as all other vacant acreage for several blocks in nearly all directions, was occupied last year by carnival and concession operations. The John H. Marks Shows last year held the best location in proximity to the Big Show, being located directly alongside. Lawrence Greeter Shows (since retitled Metropolitan Shows) was located about a block away on Broad Street, as were Vivona Bros.' Shows.

This year, in its application to George DiLaure, acting commissioner of city property, the circus asked for that lot again, plus another big one just south of it. A question then arose over a clause in the city charter which states that when city-owned land is let to private interests, the leasing must be subject to private bids.

Avoids Competition

If bids are insisted on in the leasing of the circus grounds, it was believed in some circles that concessionaires might outbid the Big Show for all land other than it actually needed to set up its equipment and show.

Freedman said that the circus is a "unique enterprise" and the leasing of land to it presents a different question than ordinary leasing of property. Freedman likened it to the rental of Municipal Stadium for sports events.

"You would not go out and ask bids every time a sports promoter wanted to stage an event," he said in giving his opinion.

The circus says that it wants the extra lot this year for "supplemental purposes." In its application, it stated that it would submit to concessionaires any space that it does not need on the second lot.

Outdoor Mecca

The Philadelphia circus date has always been a mecca for the carnival operator and concessionaire. Last year there was a notable concentration of operators set up for blocks around the Ringling lot, including the Marks, Lawrence and Vivona shows. In addition to the three carnivals, which also sold big amounts of real estate in addition to setting up their own units, independent operators occupied the equivalent of at least two city blocks.

Edmonton Hikes Adult Admission From 25c to 50c

EDMONTON, Alta., March 28.—Adult admission tab to the Edmonton Exhibition this summer will be 50 cents, double that of last year, but the fee for children between 6 and 15 will remain unchanged at 25 cents, the directors announced. Children under 6 will be admitted free.

Last year the admission was 25 cents except for children under 6, who were admitted free.

Directors also gave approval to the committee studying construction of a new addition to the sales pavilion. The committee is awaiting word of a provincial loan for the building, which will cost between \$229,000 and \$267,000.

The Big Show patron could not enter or leave the circus grounds without passing literally dozens of stands, including food and games. While the carnival operations seek to live off the patronage and overflow from the Big One and are not set up as competitive operations, they can't help but skim a little patronage from the Ringling midway attractions. It is unlikely, however, that the Big Show has ever felt any real pain, since the Side Show has had \$10,000 days here despite the encroachment of assorted attractions, including a Side Show or two.

Even tho the Big Show gets the second lot, it is more than likely to be populated with carnival attractions.

Anderson, S. C., To Build New Grandstand

ANDERSON, S. C., March 28.—Anderson Fair Association has set in motion plans to carry out a face-lifting project at the fairgrounds here.

Association President J. Guy Sullivan said a steel and concrete grandstand seating 3,000 will replace the 1,600-seat wooden grandstand, and that the new one will be relocated to make room for the additional games, rides and other midway activities.

King-Cristiani Primed for Campaign; 40 Paper Styles Push 'Second Largest'

Rodry Act, Giant, Cannon Contracted; Enlarged Parade, Balloon Stunt Set

MACON, Ga., March 28.—King Bros. & Cristiani Circus has been pronounced in readiness for its 1953 tour, opening here April 4, and will be advertised as the second largest under-canvas show on the road, Co-Owners Floyd King and Lucio Cristiani announced.

The big top has been spread in the infield of the race track near the winter quarters buildings in Central City park, and full-scale rehearsals will start Monday (30).

Cables from London report the Wallaby troupe of 12 girl aerialists and acrobats, and two English clowns, sailed on the Queen Elizabeth Wednesday (25) and they are skedded to arrive in Macon two days before the opening. The English acts, booked thru Digger Pugh, London agent, along with the Rodry Brothers, formerly with the Ringling-Barnum show, and the Cristiani Family acts are being headlined. Hugo Zacchini's cannon act will again close the show.

Bill Car Opens

The advance billing crew left Macon last Saturday with Elmer Kauffman in charge as car manager. This is Kauffman's third season in that capacity. C. S. Primrose, veteran theatrical and circus press agent, is contracting press agent serving in the place of Earl DeGlopper, who is on a leave of absence this season.

Always a strong biller, the King-Cristiani org this year will outdo former efforts, having more than 40 designs of four-color pictorial paper. The show uses a mailing list for heralds, as well as house-to-house distribution in the show stand.

For the first time on this show there is special paper for a Side Show attraction, Johanan K. Petrusson, "the Viking giant." Petrusson, who stands nearly nine feet, is from Iceland, and travels in a special trailer. Lockwood Lewis, formerly with the Cole show, is leader of the seven-piece Side Show band. Tommy Hart, who has been ticket seller on the Side Show for several years, has been promoted to manager.

A. Lee Hinckley returns as leader of the big show band and will have 12 men. Buddy Geist will again play the steam calliope in the daily parade.

Paratroopers Write

The parade will be greatly enlarged, King explained, with 28 mounted riders and more horse-drawn vehicles, cages, and floats.

Keen interest has been shown in the balloon ascension, stunt billed for 1 p.m. daily at the show lot. The show owners received letters from several paratroopers, stationed at near-by Fort Benning, offering to make special exhibition jumps while the show is playing Georgia.

Barton, Vt., Back To August Dates

BARTON, Vt., March 28.—President Earl Hackett, of Orleans County Fair, announced last week that the event will revert to its traditional August dates after an experiment last year in which September dates failed to demonstrate any marked advantage.

Opening August 20 with matinee and evening performances featuring the Chitwood Congress of Daredevils, the fair will continue thru August 23, and for the first time a Sunday (23) showing will be attempted. President Hackett said that all appointed committees are now functioning and attractions in all departments are being sought.

MIAMI, March 28.—Ground breaking ceremonies for the new home of the Miami Showmen's Association were held here Sunday (22). More than 1,000 persons attended the program, which included the participation of association and city and county officials.

At the ceremony it was reported that the home building bond sale drive was oversubscribed, with more than \$50,000 having been raised in this fashion. In addition, it was reported, the Ladies' Auxiliary has made a donation of \$20,000 to the building fund.

The planned building will measure 112 by 146 feet and be located at N. W. 18th Avenue and 28th Street. Present plans call for completion of the structure by September 15, in ample time to assure new quarters before members begin returning from the road.

Besides officers of the men's and women's groups, speakers at the exercises included George A. Brautigan, State's attorney for Dade County; Judge Harry Llewellyn, William R. DeCosta, Sig Eisenberg, president of the Shrine 29'ers; Bob Morrison, past president and secretary of the Michigan Showmen's Association, and James Donn, president of the Gulf Stream Park race track.

Executive Secretary Phil Cook reported the attendance remarkable in view of a heavy downpour and the fact that many of the club members, in addition to a host of vacationing show people, have already left Florida to prepare for openings in the North. A huge tent erected on the grounds made it possible to conduct the ceremonies and to serve refreshments without interruption due to weather.

Many show business notables were on hand, including William Cowan, club president; William B. Moore, first vice-president; Samuel E. Prell, second vice-president; David B. Endy, president emeritus; (Continued on page 63)

OHIO STREET EVENTS DIP

Highway Dept. Ruling Causes Shift in Sites

TOLEDO, March 28.—Main street carnivals, traditional since horse and buggy days, are becoming fewer in Ohio because of a ruling by the State highway department prohibiting annual horsecomings, fairs, festivals and carnivals on State or federal highways.

George M. Lieber, Toledo division State highway engineer, said the order was part of a State-wide program to ease traffic problems.

The order was issued a year ago but many sponsors of the community affairs already had made arrangements for the events and were permitted to go ahead with main street programs.

Lieber explained that the initial order brought a flood of complaints from sponsoring organizations, but this year was being received more favorably.

Oak Harbor carrying detour traffic from busy State Route 2

(now under construction) across Northern Ohio, complied with State order last October, moving its Fall Fair and Festival to side streets. Sponsors reported a favorable response and merchants found that the removal of carnival attractions from in front of their stores resulted in more business for them.

In Woodville, east of Toledo on busy U. S. Route 20, where traffic has been jammed every year over July 4, the American Legion and the volunteer firemen have arranged to use the village park for their celebration July 1-4.

The American Legion in Perrysburg is moving its annual carnival in June from U. S. Route 68 to a street adjacent to the municipal swimming pool.

Other Northwestern Ohio communities also are going forward with plans to comply with the State order this summer and fall.

Bureau Plans New Rules for Admission Tax

Continued from page 1

ment industries, including carnivals, amusement parks and outdoor shows, have special problems in connection with the admissions levy, the Internal Revenue Bureau spokesman said. Any association representing these groups should feel free to offer in writing any suggestions or recommendations that would be of help to the government in drafting the new regulations. It will be some months before the Internal Revenue Bureau will complete the drafting of the new regulations, and the bureau's rule-making will be published in the Federal Register on the effective day. There will be a lapse of 30 days after that during which any further suggestions from industry can be offered.

Currently the bureau has not arranged for conferences with the industry. There is a possibility that conferences might be arranged, it was pointed out, but this will depend on time and manpower. Right now the bureau is badly handicapped by a shortage of both, it was explained.

Among changes to the Revenue Act pertaining to outdoor admissions, effective November 1, 1951, which require regulations, was a provision to exempt from the 20 per cent excise tax tickets to non-profit or benefit performances. Tickets to benefit carnivals, rodeos or circuses, for example, would be federal tax-free if professionals performed "for free." If pros were compensated for their performances, even tho the profits went to charity, the excise tax still applied. Tickets given to members of the Armed Forces without charge were also exempt from the 20 per cent levy after 1951.

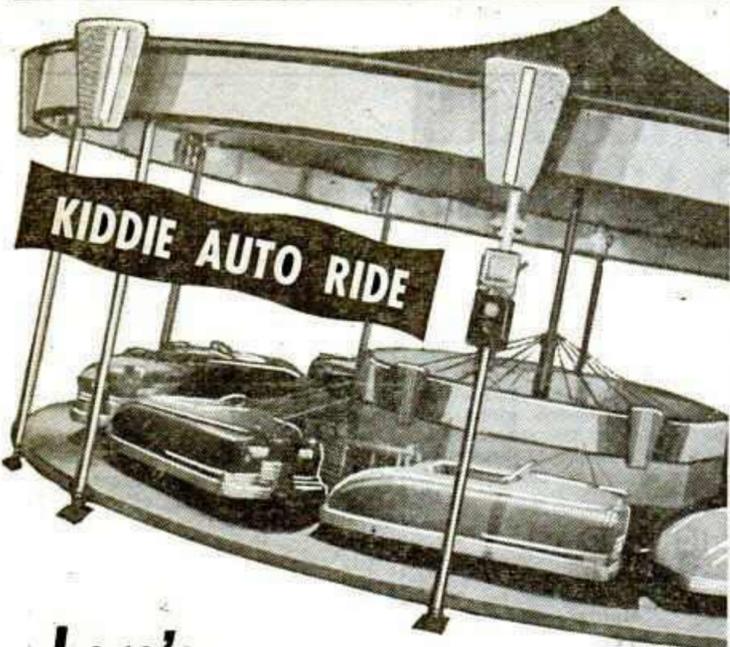
Concord, N. H., To Build Oval

CONCORD, N. H., March 28.—Contoocook Valley Fair Association has announced plans for the construction of a new race track. Clearing of ground for the new addition is expected to begin in the near future.

Directors have also decided to have a program of fireworks each night during this year's fair. Dates are September 4-7.

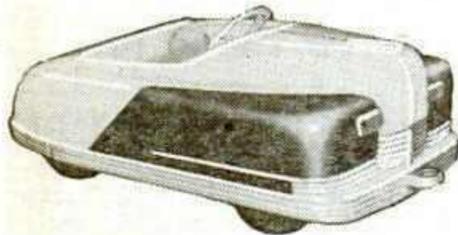
John Brock has been appointed advertising manager. Premium list includes Paul Fenton, Robert Farnham and George Cilley, while publicity committee includes Alan Pope, Wayne Rich and Farnham.

New board members are Alan Pope, Contoocook; Robert Prince, Franklin, and Wayne Rich, Concord. They replace E. W. Holden, Richard Hill and Neal Rice.



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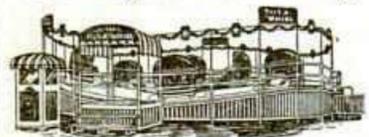
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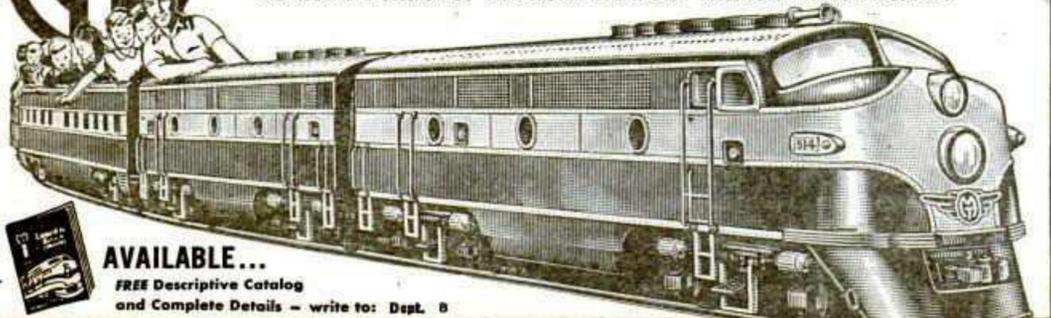


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MINIATURE TRAIN CO. RENSSELAER, INDIANA

Talent Topics

The Great Fussner, spiral tower and aerial teeterboard act, has signed to play Vallejo (Calif.) Fair, July 17-24, to be followed by a photographing for the Art Baker TV show "You Asked for It." Fussner will play Appleton, Wis., July 4, for Reginald Voorhees before going to California.

Bob and Roger Monahan are back in the sawdust circles. The duo, which does Risley, trampoline, casting and single traps, is with Jerry Wilson's Gran Circo Americano on a Puerto Rican 10-week trek. The boys report the circus is modern in every respect and one of the smoothest operating. Following the run, they will head back for Midwest fair dates.

Roy Simms, high performer, is up and around again after a two-month siege of the flu and pneumonia. He is busy getting his gear ready to leave his Dennard, Ark., home for spring dates. Simms is scheduled to open at an Illinois festival in mid-May and will also work several Minnesota dates during August.

Captain Jimmy Jamison, high diver, has been signed as the free attraction with United Amusement Company, which operates mostly in the New England States. Jamison is scheduled to open with the org April 20 in Providence.

The Sunday (5) "Super Circus" television program from Chicago will include Miss La Lage, high rigging; Miss Happy Harrison, animal circus; Ferreyra Sisters, perch pole, and the Vagabounders, trampoline, Vic Brown, act booker, reports. Talent set for the following Sunday's bill includes Nio Yu, tight wire; Hanel Troupe, bars and casting; Miss Fay Benson, trapeze, and the new Hawthorn-Melody act, which includes an elephant, donkey and a chimp.

Capt. Guy Leslie and his wife, of Florence, N. J., owners of the Wonder Seals, recently had as their guests Mr. and Mrs. Dick Berg, who have the Movieland Seals, of San Marcos, Tex. The Bergs spent three weeks with the Leslies after which they headed for the Sportsmen's Show in

Philadelphia. Leslie went to New York where one of his seals appeared on the "Sense and Nonsense" television show. Leslie is negotiating with an agent to work fairs this season.

The Freddys, balancing act, recently arrived in Chicago from Las Vegas. . . Jimmy Lamont, bird trainer, is still sunning himself in Tampa but plans to leave there around May 1 for Portland, Ore. After Portland, the Lamonts will head for San Francisco.

Gonzales Sisters have been booked into Palisades (N. J.) Park, as the opening free act of the season to work their dog act twice daily April 4 thru 12.

Michael Ross, with his "The Feet and the Fiddle" act, was slated to appear on the TV show, "You Asked for It," last Sunday (29) . . . Jimmy Armstrong and Frankie Saluto, midgets, have just closed their season after three weeks in Havana and seven weeks with Orin Davenport's Shrine circus. They left Saturday (28) to rejoin the Ringling show at Madison Square Garden, New York.

WHALE AHOY!

Storms Delay Mrs. Haroy's Arrival in US

NEW YORK, March 28.—The arrival of Mrs. Haroy, the 65-ton embalmed whale, which was originally set for yesterday (27), has been delayed due to storms at sea. Officials of the Moller Steamship Line expect the ship from Belgium to arrive late tomorrow (29), with unloading scheduled for late Monday (30) or early Tuesday (31) at their Brooklyn piers.

A definite exhibition spot has not yet been determined by the mammal's owner, Lief Soegaard. It is expected that a location will be set during the time the special railroad car, on which the whale is carried, is adapted for U. S. railroad coupling devices.

The car, which was purchased from the German government for a reported \$50,000, is equipped with European coupling devices which are different than those used in this country.

Doll Is P.A.

Bill Doll, local press agent, has been selected to handle publicity chores for the attraction, and already has his tub thumping chores under way. Several television outlets are expected to be on hand to film the unloading of the car and whale, and Bill Leonard is going to use the arrival story on his Monday morning (30) "This Is New York," radio show over WCBS.

WCBS-TV also expects to show unloading films on its two evening news shows the same day, and New York papers are expected to cover the event.

Troy Hills Ups Parking

TROY HILLS, N. J., March 28.—A rearrangement of departments at Morris County Fair will mean increased parking facilities. Space for some 10,000 cars a day has been secured on the driveway which leads to the new entrance of the fairgrounds and connects with several heavily traveled car arteries.

The new arrangement will also give a block of about five acres immediately in front of the new entrance to the I. T. Shows, which play the fair this year.

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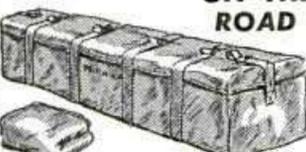
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Tickets Subject to Fed. Tax Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

Out in the Open

A bill which would permit horse race wagering at Illinois county fairs was passed by the House of Representatives in Springfield Wednesday (25). The bill authorizes the State racing board to grant a license for a race track meeting anywhere in the State at any time of the year. Only restrictions are that the track must be 50 miles from Chicago and in a county of less than 150,000. A companion bill, also passed, sets the racing fee at \$50 per day. Major Chicago tracks pay as high as \$2,500 per day.

Charles Zemater Sr., head of the Chicago booking agency, returned to Chicago last week after a 16-day Florida jaunt, accompanied by Mrs. Zemater and

their son, Jack. While in Sarasota, the Zematers visited with Sid Jessop and came back by way of New Orleans where they spent some time with the Harry Batts.

The Spokane Interstate Fair, which was revived in '52, is following a strong comeback trail, President Arthur Mayer infoes. When reactivated, it ran without a premium list. This year it will offer \$4,000 in prizes for horses, dairy and beef cattle, hogs, sheep, poultry, rabbits and bees. A women's department and a rodeo may be added. H. P. (Herb) Welch is the manager.

Kenneth F. Blackwell, of Franklin, Ind., will take over the reins as Indiana State Fair manager April 1, replacing Carl Tyner. Known as a progressive farmer, Blackwell served five years in the State Legislature and also is widely known as an exhibitor of corn in State and national contests.

Al Hodge, who portrays Captain Video over the DuMont TV network, and his juvenile co-star, Don Hastings, will appear in person at Palisades (N. J.) Park Saturday, April 4, when the park opens for daily operation. The twosome will throw the switch to set the Rocket Ship, Flying Saucer, Space Ship, Atomic Bomb and other kid rides into operation. They will also administer the ranger oath to moppets at the free afternoon show.

Navy Event To Appoint Civilian Aid

SAN DIEGO, Calif., March 28.—Appointment of a civilian consultant for the annual Navy Relief Carnival, this year directed by the U. S. Naval Training Center, will be made by April 1, Cmdr. Harold L. Corzett, 1953 chairman, said.

Commander Corzett said a number of applications for the post had been received. They were considered at a meeting here Tuesday (24).

The 1952 Carnival was directed by Joe Archer for the U. S. Naval Air Station with Comdr. H. I. Pemberton acting as chairman. The peak money to that time raised thru such an event was about \$75,000. The project turned in a net of about \$225,000. Archer served free in memory of his son, a West Point cadet killed in an air crash late in 1951.

Archer applied for the 1953 post but later withdrew his application. He gave as his reason the fact that he is working on a master plan for use by all military bases and would be unable to give the Relief Carnival what he considered ample and proper time. He also withdrew his application for the same post at similar event to be staged by the Marines at Camp Pendleton in Oceanside. This latter function was directed in 1952 by Monroe Eisenman.

Noell Loses Two Fingers When Chimp Attacks

LAUREL, Miss., March 28.—Robert Noell, 41, of Bedford, Va., owner of Noell's Ark Gorilla Show at Heidelberg, 20 miles north of this city, is recovering from the loss of two fingers on his right hand suffered when he was attacked by a 125-pound, 12-year-old chimpanzee. Noell, the animal's trainer, lost the middle and third finger of his right hand and his left hand and both wrists were mangled.

2 Virginia Events Favor Free Shows

SOUTH BOSTON, Va., March 28.—Halifax County Fair, which adopted a free grandstand plan last year, found it well accepted by patrons. Two night shows were necessary to accommodate the crowds, and front gate strength was built by the innovation.

The Danville (Va.) Fair has followed a like policy for several years and also provides supervised free parking in areas outside the grounds. With the elimination of inside parking, Danville officials were able to handle all ticket sales thru windows.

Dundee, N.Y., Event Switches Dates

DUNDEE, N. Y., March 28.—Dundee Fair this year will operate a week later than usual, running from September 24-26. Last year's dates were September 16-18. The board has also changed its evening program schedule. Opening night will be a fireworks display with platform acts. The traditional fireman's parade and show will hold forth the second evening with horse-pulling contests on the final night.

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Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

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DOCS WIN

Anti-Polio Vaccine is Discovered

NEW YORK, March 28.—Polio, which has plagued outdoor show business for years, may have met its match. Development of a vaccine against the disease was reported here Thursday night (28) at a dinner sponsored by the National Foundation for Infantile Paralysis.

Dr. Jonas E. Salk, professor of research bacteriology at the University of Pittsburgh, who headed up the team that discovered the vaccine, said it had been found to be effective against all three types of polio.

He emphasized that there were still many questions that remained to be answered since the experiments were still in progress. Dr. Salk did say that from the one experiment that has been under way longer than any other, the results proved best thus far.

Basil O'Connor, president of the National Foundation, said no plans had yet been made for field trials. Broad use of the vaccine is not expected until 1954.

Big Doings Mark Beam Preem Date

WINDBER, Pa., March 28.—Beam's Attractions will open April 30 at Johnstown, Pa., under sponsorship of the Lower Yoder and Westwood fire departments.

The "D" Street showgrounds will be used for the event, with two parades, fireworks and other promotions scheduled to attract patrons to the the 12-ride, 6-show organization.

All rides are being renovated. New tops will be placed on the Merry-Go-Round and kiddie rides. New canvas has been purchased for all shows.

Manager Steve Decker has been in quarters since March 14 (Continued on page 61)

Trenton, Mo., Reconstructs Fences, Track

TRENTON, Mo., March 28.—North Central Missouri Fair is spending several thousand dollars on its quarter mile track this year to make ready for its program of still date auto races as well as for fair events.

After completion, the oval will have 65-foot wide turns while the grandstand straight-away will be 75 feet wide. Turns will be banked seven feet. Fencing includes railroad ties set into the ground three feet apart, joined with oak 3 by 12s, bolted to the uprights. The track is completely lighted with new shadow-less reflectors.

Fair also has completed the installation of new rest rooms and concession stands under the grandstand. Leland I. McMullen, superintendent of concessions and entertainment, announced.

Regular programs of stock car races are again planned for this summer, while thrill shows and motorcycle races are a feature of the fair.

Marlinton Names Mason Secretary

MARLINTON, N. Va., March 28.—Paul Mason, a former member of the Tommy Dorsey band, was recently named secretary of the Pochohontas County Fair and State Sheep Show. The event will be held here August 17-22.

Mason announced that in addition to building up fair features, he would concentrate on staging a number of still date activities at the fair plant. Facilities include a half-mile race track and a grandstand seating 1,600.

Harness horse racing, a long-time losing proposition at the fair, will be abandoned. A number of special events will be substituted.

Selma, Ala., Preem Okay For Gem City

SELMA, Ala., March 28.—Tom Hickey's Gem City Shows got off okay here Monday night (23) despite rain that afternoon and on Sunday. Org broke in a new lot on Route 80, west of town.

Show has an ambitious back-end line-up this year. Ray Marsh Brydon has his Side Show, featuring Jo Ann; French Casino, with Tyanna, and Delores and her revue. Other shows include Mark William's Gal Show, Harry Fink's unit, Jewell Hopkin's Arcade, Harry Wilson's Glass House, and Fred Warther's collection of locomotive models. Last-named unit got a good break in the local press.

Other shows are Dale Barron's animal unit, Fredrick's freak animals, Chuck Renton's snakes and Sam Greco's iron lung.

Visitors included Harry Maljore, secretary of the Caruthersville, Mo., Fair. Don and Sam Greco's mother stopped off to spend the week en route to Springfield after a Florida vacation. Harper Hill, friend of the late Marshall Johnson, spent a week with Owner Hickey, and Mr. and Mrs. J. A. Waters stopped off for a visit. Wendell Pierce's parents also spent the week here.

Marks Skeds April 13 Bow In Richmond

RICHMOND, Va., March 28.—Activity at the John H. Marks Shows winter quarters picked up this week with the arrival of additional personnel. The show will open here April 13, Art Lewis, general manager, announced.

Ralph Lockett has taken over his duties as secretary-treasurer, a post that he has held with a number of other show organizations.

Roxanne Lee and Bob Hendy have started to produce the Girl and Posing shows. Bill Williams is supervising construction work. Joe Simara, chief electrician and Diesel engineer, is readying all electrical equipment. Walter Byrd is supervising the work on all motorized equipment. Johnny Rae has joined with his Unborn Show.

Lewis said that there will be no let-up in the work schedule.

E. Ross Jordan Returns to Helm At Macon, Ga.

MACON, Ga., March 28.—E. Ross Jordan, veteran general manager of the Georgia State Fair, is back at work after undergoing a major operation at a local hospital.

Jordan said that while he had considered the possibility of retiring he had decided to stay on the job "another year, maybe longer."

The fair is operated by the Macon Exchange Club under contract with the Macon Chamber of Commerce. Recently the contract was renewed for another year. The chamber's share of the profits have gone into construction of new buildings and other permanent facilities at the city-owned Central City park, fairgrounds site.

Playtime Sets N. H. Opening

NEW YORK, March 28.—Playtime Shows, which plans to open in Manchester, N. H., April 17, will be one of the earliest openers this year so far north.

The show will play the spot for 11 days, thus embracing two Saturdays and two Sundays. The show has a 24-week schedule set which embraces 12 fairs and celebrations.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 Cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 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 @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 1 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers \$3.50

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00
 Replacements, Numbered Balls, ea. .30
 3,000 Jack Pot Slips (strips of 7 numbers) Per 100 .125
 Middie-weight Cards, size 5 1/2 x 7 1/2, White, Green, Red, Salmon, Yellow. Per 100 .200
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M. .150
 Plastic Markers, Red or Green, round or square, 3/4" diameter, M. 2.50
 Scalloped Edge, Green only, M. 2.00
 Smaller Size, 3/4" diam., Red or Green Plastics, M. .150
 Adv. Display Posters, size 24x36, Ea. .15
 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for .1500
 Thin, Transparent Plastic Markers, Brown, 1/2-inch, Per M. .100
 Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M. .225
 Round white N.J. Cardboard Markers, 2 sizes, 1/2 inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. .85
 Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100¢.

Send for illustrated circular for 160.00
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

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Atlantic City Landmark Goes Under Axes of Wreckers

ATLANTIC CITY, March 28.—One of Atlantic City's most famous landmarks went under the axes of wreckers this week. No. 1 Atlantic Ocean, the unique palace-like home of the late Capt. John L. Young, 1,000 feet out over the ocean on Million Dollar Pier, will not make the city's Centennial, as it is scheduled to disappear within the next 30 days.

Clarence K. Crossan, president of the Associate Realties Company, owner of the pier property, and son of Kennedy-Crossan, who with Captain Young built the Million

Dollar Pier in 1906, said that the mansion was being demolished because it had outlived its usefulness and was an old structure weakened by the years. He said the decision to do away with the place was in the interests of safety and to provide additional room on the pier for amusements, its primary purpose.

Following the death of Captain Young in West Palm Beach, Fla., February 16, 1938, the mansion was unused for several years, and then, after extensive repairs, occupied by George Hamid during the time he leased the pier. Since that time, it has been little used and most of the priceless interior decorations, including a butterfly collection worth thousands of dollars, have been packed away. The statuary which once filled the grounds has also disappeared. Of late years, the structure has been entirely closed.

Built in 1906

Captain Young built the mansion as a part of the original pier plans in 1906, patterned after another home he had previously constructed and lived in at the original Young's Ocean Pier. This place burned to the ground in 1912.

There was talk several years ago of making the Young mansion a museum to honor the resort's pioneer amusement man and builder of its first fireproof hotel. However, the idea fell thru, and as the wreckers' hammers pound away at the venerable old structure, another piece of Atlantic City's glorious and memorable past will disappear forever.

Hamid Promotions

Hamid, during his occupancy of the Pier, which he operated as Hamid's Million Dollar Pier, did much to publicize the unique home. Promotions tied in with the home included full-page ads in London dailies which extended greetings from No. 1 Atlantic Ocean to that city "across the sea" and its populace. Numerous news-reel shots and a short subject in

(Continued on page 61)

Nelson Sells Long Island Kiddieland

NEW YORK, March 28. — Sale of his Garden City Park, L. I., kiddie park was announced by Arthur Nelson, head of the Weld-Built Body Company, Brooklyn.

The six-ride park, which Nelson built to give him an insight on costs of kiddie park erection, has been in operation three years. A group, titled Garden Playland Kiddie Park, purchased the spot.

Nelson, whose firm builds truck-mounted and stationary kid rides, is seeking a location for another park. He feels the best way to show units constructed by his firm is to have them operating at a regular location where he can show prospective ride purchasers the fencing, electrical requirements, and black topping necessary for park operation, and give them the costs thereof.

Columbia Colored Fair Elects Execs

COLUMBIA, S. C., March 28. —At the annual meeting of South Carolina State Colored Fair Association, held here Wednesday (18), Dr. A. J. Collins, re-elected president during the fair last

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- American Eagle: Noxapater, Miss.
- American Midway: Waco, Tex.
- B. & H.: Great Falls, S. C.
- Big State: Velasco, Tex.
- Bohn & Sons United: Natalla, Tex.
- Brown & Wallace: Hapeville, Ga.
- Burke, Harry: Baton Rouge, La.
- Burkhart: Hoxie, Ark.; Poplar Bluff, Mo., 6-11.
- Capital City: Valdosta, Ga., 1-11.
- Carolina State: Jacksonville, N. C., 1-11.
- Cavalcade of the West: Yreka, Calif., 6-11.
- Crafts Expo.: San Gabriel, Calif.
- Dumont: Spartanburg, S. C.
- Dyer's Greater: Tuckerman, Ark., 9-18.
- Perris, Carl D.: Statesboro, Ga.
- Franklin, Don, No. 1: Boerne, Tex., thru April 7.
- Franklin, Don, No. 2: Beeville, Tex.; Pear-sall 6-11.
- Gentsch, J. A.: McComb, Miss.
- Gem City: Tallahassee, Ala.; Attalla 6-11.
- Gold Medal: Selma, Ala., 6-11.
- Great Southern: Kennedy, Tex.; Gonzales 6-12.
- Greater Dixieland: Alexandria, La., 4-11.
- Hale's: (Independence Ave. & White) Kan-sas City, Mo., 7-May 17.
- Hammond United: New Orleans, La.
- Hill's Greater: Clovis, N. M.
- Keystone Expo.: Williamston, S. C.
- Manning, Ross: High Point, N. C., 4-11.
- Marion Greater: St. George, S. C., 3-11.
- Midway of Mirth: Mound City, Ill., 4-11.
- Milliken Bros.: Alma, Ga.; Waycross 6-11.
- Moore's Modern: Corsicana, Tex.
- Page Bros.: Guthrie, Okla.
- Palmer: Albermarle, N. C., 6-11.
- Palmetto Expo.: Shalotte, N. C.
- Park Am.: Sapulpa, Okla., 4-11.
- Penn Premier: Essex, Baltimore, Md., 8-18.
- Playland: Waycross, Ga., 3-11.
- Raley Bros.: Naval Base, Charleston, S. C.
- Royal Expo.: Brunswick, Ga., 3-11.
- Royal Pines: Providence, R. I., 6-11.
- Schafer's: (Fair) Tyler, Tex.
- Siebrand Bros.: Tucson, Ariz.
- Southwest Am.: Albuquerque, N. M., 4-11.
- Southern Valley: Alexandria, La.; Lake Charles 6-12.
- Stephens, C. A.: Albany, Ga.
- Strates, James E.: Washington, D. C., 9-18.
- Tassell, Barney: Woodbine, Ga.
- Tidwell, T. J.: Roswell, N. M.
- Tinsley, Johnny T.: Greenville, S. C., 6-11.
- 20th Century: Alexandria, La., 4-11.
- Virginia Greater: Suffolk, Va.
- Vivona Bros.: Sumter, S. C.; New Bern, N. C., 6-11.
- Wade Greater: Detroit, Mich., 4-11.
- West Coast: Madera, Calif.; Bakerfield 7-12.
- Wolfe Am.: Seneca, S. C.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- Beatty, Clyde: San Fernando, Calif., 1; Los Angeles 2-12.
- Blue Banner: Corpus Christi, Tex., 31;
- Laredo April 1; San Antonio 2-3; Austin 4; Temple 5; Waco 6; Dallas 7-9; Brown-wood 10; San Angelo 11; Midland 12.
- Circus Enterprises: Carrabelle, Fla., 30;
- Apalachicola 31; Port St. Joe April 1;
- Wewahitchka 2; Chattahoochee 3; Quincy 4; DeFuniak Springs 6.
- Cole Bros.: (Cincinnati Gardens) Cincin-nati, O., 6-11.
- Davenport: Orr: Columbus, O., 6-11.
- Gran Circo Americano Loyal Repecky: C. Delicias, Cuba, 1; C. Chaparra 2; V. de Las Tunas 3; Florida 4; Cespedes 5; Colorado 6; C. Stewart 7; Chamba 8; Falla 9; Florencia 10; Iquara 11; Gen-eral Carrillo 12.
- Hagen Bros.: San Antonio, Tex., 30-31;
- Austin April 1; Killeen 2; Waco 3; Corsicana 4.
- Hagan-Wallace: Sandersville, Ga., 2.
- Hamid-Morton: Buffalo, N. Y., 6-11.
- King Bros.-Cristiani: Mon., Ga., 4;
- Madison 6; Griffin 7; Newman 8;
- Rome 9; Marietta 10; Athens 11.
- Polack Bros. (Eastern): Williamson, W. Va., 30-31.
- Polack Bros. (Western): Indianapolis, Ind., 4-12.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 10.

November, officially took over his 26th term.

Other officials elected were Rev. L. C. Jenkins, vice-president; Hazel G. Reese, secretary; D. R. Starks, superintendent; and Henry D. Pearson, treasurer. Directors are Rev. W. H. Neal, Hinton A. James, Frances Thomas, J. W. Killingsworth, Ellen Richardson, Stella Jenkins, Mrs. L. W. Brown, Mrs. Simmie Smith, George Curry and H. B. Butler. The 1953 fair will be held October 26-31.

Saskatoon Ups Day Grandstand Admission 25c

Directors Also Vote New \$15,000 Outside Gate, More Parking

SASKATOON, Sask., March 28. —Admission prices to the grandstand for the Saskatoon Exhibition's afternoon race meets will be upped from 75 cents to \$1 this year, directors decided.

Move was opposed by three members of the board, including Dr. Fred Salisbury, president of the org and chairman of the racing committee, who felt that with the races having shown a profit of \$108,000 last year the directors should leave well enough alone.

Directors also approved erection of a new main gate at a cost of \$15,000 and discussed plans for additional car parking space.

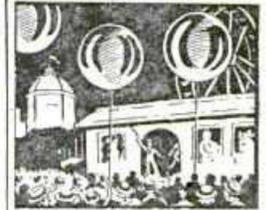
A. M. McIntyre, chairman of attractions committee, reported that renovation of the attractions platform would be completed early in the summer and that it would have "splendid under-ground accommodations" for the cast.

Race purses this year have been upped \$1,000 to \$29,200.

CINCINNATI, March 28. — Carmen C. Caruso, who has been operating rides and concessions locally after a 10-year hitch in the Navy, plans to reopen his Kiddieland at the Lunken Airport play field May 1. Caruso reports a poor gross last year, his first season at the site with the Kiddieland, owing to construction work being done on a near-by levee.

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Add festivity and excitement... draw crowds to your concession with these mammoth Neoprene

Latex Balloons inflated 15 to 20 feet in diameter. Can be painted with names, slogans, faces, visible from any point on the grounds. Will increase your business substantially. All are guaranteed in perfect condition, inflatable with vacuum cleaner or FREE at filling stations. Special Government surplus purchase makes these ridiculously low prices possible:

4 for \$5.00
1 for \$1.75

Sorry, no C.O.D.'s. Add 20c postage for each balloon.

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726 Benton Avenue Nashville 4, Tenn.

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New Shooting Gallery

12' wide, 8' high; 2 rows moving targets, 3 rows spinners, 2 rows pull-up birds and pipes, revolving bells, 11 bull's-eyes, 3/16" backstop steel. Zirt oil system, 500 metal loading tubes, tube-making device. All targets are UNBREAKABLE 1/4" sheet steel. 1/3 HP motor, ready for business in truck or building. SPECIAL PRICE \$1035.00. **BRINER GALLERY MFG.**, 6615 S. Broadway, St. Louis, Mo. PL 2656

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New Floss Machines, \$195.00—double spinnerhead and brushes, heavy duty collector rings, 24" Stainless Steel Pan; guaranteed. New Nichrome Ribbons—fit all standard Heads, \$3.00 each; 6 for \$15.00; \$21.00 dozen.

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330 Mattison Ave. Ambler, Pa.

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CRETORS Popcorn Machines Have Been Built in Chicago, Ill. by Skilled Craftsmen Since 1885

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Candy Floss, Snow Cones, Popcorn, Candy Apples, ready rolled Floss Cones, case of 4,000—\$15.00. 4x12 inch Floss Papers, 5,000—\$7.00. Syrups and Concentrates for Snow Cones and Drinks. Peanuts, raw and roasted—90 lbs. to the bag.

Popcorn Boxes—Automatics, \$6.50 per 1,000. Other Boxes as low as \$5.00 per 1,000. Samples on request.

Caramel for Apples, ready to use, \$3.50 per gallon—case, 6 gallon, \$18.00.

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FOR SALE SIGNS TACKED ON SEVERAL MAJOR FUNSPOTS

Lack of Succession Held Cause, Not Absence of Good Business

NEW YORK, March 28.—Several of the nation's major amusement parks are being offered for sale, carrying price tags ranging up to \$425,000. Buyers are being sought for the seldom offered, unique properties thru the classified ad pages of The Wall Street Journal and The New York Times, an indication, perhaps, of a lack of interest in local investment circles.

Fred W. Searle, of Suburban Park, Manlius, N. Y., listed his park for sale in last Sunday's Times. A down-payment of \$75,000 is asked with an unspecified balance to be financed.

Listing Suburban as the only major funspot in the Syracuse, N. Y., area with a population of more than 500,000 in a 40-mile radius, Searle names as features, 11 rides, including six major units, one a Roller Coaster, and five kiddie units, a large dance hall, bar, roller rink, miniature golf course and concessions. He also states that the park has been under the same owner-management for 29 years.

425G Price Tag

A blind ad appearing in The Journal recently listed for sale at \$425,000 an amusement park containing a swimming pool, bath-houses, steam train, Merry-Go-Round, Skooter, animal rides, arcades, refreshment stands, picnic grounds, complete outdoor theater, plus a skating rink, new home and house for a caretaker. The park was listed as being 25 miles from Pittsburgh.

A telephone survey of Pittsburgh area funspots indicated that the advertised park was Rainbow Gardens in suburban McKeesport. Dr. Wayne E. Mason, manager of the Gardens, when queried by phone admitted that he and his associates had discussed the possible sale of the park. The advertised features compare with other attraction line-ups supplied by the management.

George A. Hamid's White City Park, Worcester, Mass., another funspot with all of the units that go to make up a major center, has also been on the market for a couple of years. Last year it was voiced around in trade circles

Scott to Open New Funspot

DAYTONA BEACH, Fla., March 28.—Turner Scott announced this week he would open a new amusement park, Seaview, here April 3. The funspot is scheduled to operate thru Labor Day this season.

Line-up of rides includes a Coaster, Octopus, Ferris Wheel, Midge-O-Racer and live ponies. There will also be three concessions, he said.

Palisades Rosenthal Predicts Big Season

NEW YORK, March 28.—Palisades (N. J.) Park may have the biggest opening in its history, weather permitting, if advertising methods and free plugs that have avalanched the public this week are any criterion. Co-owner Irving Rosenthal doesn't look for any let-up in park publicity, free or paid, after the opening, either.

The park currently is utilizing advertising in New York's subways and on Public Service (New Jersey) buses. Radio Station WAAT, local Jersey outlet, is carrying 70 spot announcements per week, as is New York Station WMCA. All the major newsreel companies covered the park lighting rehearsal Friday (27), and will hit local screens with park shots prior to opening next Saturday (4).

Arthur Godfrey's Wednesday (25) show plugged the park opening, as did New York TV Stations WPIX and WNBT. Paper is also well displayed thruout the

metropolitan area, and a prominently placed banner hangs across Broadway at 53d Street.

More Parking

To provide for the extra attendance that is expected this year, the park has enlarged its parking accommodations adjoining the park for 2,500 cars. At the foot of the cliff on which the funspot is built, space has been obtained for an additional 3,000 cars, and free buses will bring passengers to the park and return them to the lot.

The funspot has several new Kiddie Rides ready for operation on opening day, and another ride is being imported from England. This ride, as yet unnamed, will be a kiddie Merry-Go-Round type unit. The other devices will consist of boats, fire engines, bicycles, and horses. Also on the list of new moppet rides is a Toonerville Trolley, built by Carl and Ramagosa, which was introduced at the Chicago outdoor conventions last fall.

Kelmans Completes Indian Point Purchase

Real Estate Transaction Finalized; Report Bookings Well Ahead of 1952

NEW YORK, March 28.—The sale of Indian Point Park to the Indian Point Realty Corporation, headed by E. D. Kelmans, by the Hudson River Day Line, was finalized here this week. The funspot is assessed for \$300,000.

The Hudson River funspot, located at Peekskill, N. Y., and operated by Kelmans for the past three years, was founded by the Day Line in 1924. The boat company, which specializes in excursion-type rides, used the park as a stop-over picnic area. Automobile trade was discouraged.

When Kelmans took the spot over, he rapidly turned it into a full-fledged amusement park, with a number of major riding devices, additional eating stands and expanded picnic facilities and solicited business from a wide area. While the Hudson River Line continues to stop daily at Indian Point thruout the season, the automobile and bus traffic has been increased to the point where it accounts for the biggest part of the 500,000 annual visitors.

Starts County Fair

Kelmans last year also established the Westchester County Fair at Indian Point. The initial try, despite a rainout on Labor Day week-end, drew 80,000.

Kelmans, who acquired the park three years ago and has since operated it on a lease basis, said that the prospects for this year are the greatest ever. The advance bookings are considerably ahead of last year, the best in his operating experience despite inclement weather on week-

ends, he said. The drawing area is considerably expanded, with many groups from Philadelphia and South Jersey shore already booked. The new turnpike will enable Philadelphia and Jersey bus parties to cut their traveling time to the park, located 40 miles north of New York, approximately in half.

Kelmans said that one of the principal new features planned for this year is a zoo. The naturalness of the area makes it perfect for this type of presentation, he said.

time of endeavor and, presumably, building up sufficient funds for comfortable retirement. Most of the nation's major funspots, and in particular the largest and most successful, have remained in single family hands for generations. Changes in recent years have only involved defunct or run-down units, including some which stumbled during the depression years, which were taken over by resourceful and energetic operators.

Insofar as ownership is concerned parks have long been one of the most stable segments of the amusement industry. The relatively new Kiddielands, on the other hand, are showing the usual mortality rate expected of any new business that attracts many inexperienced investors.

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Rocks' Playland Sets Night Play

NEW YORK, March 28.—Rockaways' Playland, which has been open on week-ends, weather permitting, will remain open Saturday and Sunday nights as well, beginning today.

Beginning March 30 thru April 9, the park's kiddie area will be open every afternoon. The park adds Friday to its week-end operation beginning April 10, and the Queens funspot will be open every night beginning May 11 for one week, following with full-time operation slated for May 18.

Jolly Joyce Books Jersey Ranch Spot

PHILADELPHIA, March 28.—The Jolly Joyce Agency, with offices here and in New York, announced that it will be the exclusive booker this season for the Circle A Ranch, four miles east of Garden State Race Track, Deer Park, N. J.

Commencing June, the first two days will be staged as the "International Jamboree and Rodeo," with cash prizes offered. Albert Clement is owner of the Ranch, which will feature top Western names in addition to rodeo shows thruout the summer.

Antique Show Set For Palisades Park

NEW YORK, March 28.—In addition to the National Hot Rod Sports Car Show as an attraction when Palisades (N. J.) Park opens its season on April 4, the park will have a free exhibit of rare antiques and hobby items valued at \$200,000.

The items will be on view in a Swiss chalet and will consist of animated music boxes, miniature ballet theaters and a praxinscope, a device built in 1870 which was a forerunner of motion picture devices.

EDGEWATER LEADS DETROIT STARTERS

Wagner Sets April 3; Jefferson Beach, Motor City Choose Easter

DETROIT, March 28.—Edgewater Amusement Park will steal a march on other spots here, according to late plans, by opening on Friday (3), two days ahead of any other announced opening plans.

Edgewater's attractions remain unchanged this year, according to Park Manager Cy Wagner. The elaborate Edgewater Gardens Ballroom, opened last season and continued on a week-end basis thru the winter, will be one of the major attractions of the spot, with no change in policy.

Both Jefferson Beach, at St. Clair Shores, and Motor City Park, on the West Side, will start their seasons on Easter Sunday (5).

Jeff Beach Paints

Jefferson Beach Manager Harry Stahl said major park renovation, including the most extensive painting program in years, is now being completed. Bath houses are being rebuilt and are scheduled to be opened about June 30. Seven-day operation for the park will start from the first and continue into late September.

A new Pretzel Ride and some special show attractions, not yet determined, will be new features this year, Stahl said.

Completion of the four-lane highway to the park will give the spot better access from both directions, in contrast to the "road under construction" conditions which plagued patronage all last year.

Policy for the ballrooms will be either skating or dancing, Stahl said, with the decision still open. During the 1953 season, the ballroom was host to the regular summer concerts of the Detroit Symphony Orchestra, in place of operating on the usual close policy. The Symphony is returning to the Michigan State Fair property for this coming summer.

Motor City Matinees

Motor City Park will remain open on a seven-day policy until late fall. To take advantage of the park's location opposite the large city-owned Rouge Recreation Park, Motor City will open daily at 1 p.m., according to Owner-Manager Mrs. Helyn Horwitz.

No park construction has been undertaken this winter, but some alterations or changes may be made in the rides later in the season. A definite promotion policy to offer new inducements for park patronage will be undertaken for the first time, Mrs. Horwitz said.

Pearce Sets April 13

An opening date of Saturday, April 18, is set for both Walled

Lake Park, northwest of Detroit, and Excelsior Park at Minneapolis, according to Fred W. Pearce, park operator. The two parks will operate week-ends only until about Decoration Day, when full operation will start. No major changes in personnel are planned for this season.

Principal construction is being centered at the Minneapolis park this year, with enlargement of the Kiddieland and construction of a new railroad station under way. General repainting and refurbishing are also in progress at both spots.

Big Turnout Predicted for N. E. Confab

BOSTON, March 28.—A larger-than-usual turnout is expected for the 27th annual convention of the New England Association of Amusement Parks and Beaches when it meets at the Parker House here Tuesday, April 7. Attendance should be swelled considerably due to the later date this year, a move that was made to facilitate attendance by those who usually winter in Florida until late March.

Registration will begin at 10 a.m., and will be followed by luncheon at noon. The program session will get under way at 1 p.m., and cocktails, served at 5 p.m., will precede the banquet and entertainment at 7 p.m.

Fred L. Markey, secretary for the New England group, reports that Larry Stone, program chairman, has lined up a number of prominent speakers for the event. Harry Storin, Riverside Park, Agawam, Mass., will serve as chairman of the panel on advertising. Anthony G. Glavin will speak on newspaper advertising; Bruce Patterson, WBZ-TV, Boston, radio advertising, and Roy Whisnand, WCOP, Boston, radio advertising. Billboard advertising will be covered by R. Atwater, Donnelly Advertising Company, and Frank McNally, of Transportation Displays, Boston, will speak on transit advertising.

Edward J. Carroll, Riverside Park, Agawam, will also address the group, and Henry Bowen, Whalom Park, Fitchburg, Mass., will moderate an open forum on new developments. James McHugh, Eastern outdoor editor of The Billboard, will also speak at the meeting.

FIRST ANNUAL REPORT

Unique Combo Frames Winning N. Y. Kidspot

NEW YORK, March 28.—A former iron worker who was sold on getting out-of-doors, and an operator of mobile kiddie rides, teamed up last year to try their hand at operating a kiddie park, and if progress is a sign of success, they have obtained it.

Starting last April with four rides—a Boat, Train, Rocket and Auto—all built by King Amusement Company, at Flatbush and Utica avenues, Brooklyn, Irv Miller and Leo Davis entered the kiddie park business. Their park, named Fairyland, was 100 feet by 200 feet, and had a 30-car parking lot.

Today their park area has been expanded to 350 feet by 100 feet, and their parking lot can accommodate 100 cars. They've added a three-abreast Herschell Merry-Go-Round, a Whip and a junior Roller Coaster. A Ferris Wheel is on order with delivery expected before the park's full scale opening on April 1.

A Penny Arcade is just being completed. The other half of the

new building will house a restaurant. Black topping will be installed thruout the grounds within a few weeks.

Major attractions are the Merry-Go-Round and Coaster. Adults are permitted on these units at 14 cents a ride. Kid tickets are 9 cents each, three for 25 cents. Books good for 30 moppet rides are sold for \$2.

Automatic timers are used on most of the rides, and are set for approximately 2 minutes. Coin-operated rides are also available and get a good play, according to Miller.

Winter Operation

The park has operated on week-ends thruout the winter, weather permitting. Vicinity residents are not counted on too heavily for patronage, and while they contribute to the park coffers, the greater share of business comes from motorists who are familiar with the park. The park is located on one of the main arteries serving the

(Continued on page 59)

SKEE-BALL

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America's Favorite Skill Game for PARKS - RESORTS & ARCADES

PLANS—CARS—EQUIPMENT for COASTERS—MILL CHUTES

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A new Holmes Cook creation for 15,000 sq. ft. area. Low cost includes all pre-cut lumber for basic 18 holes, supervision, staking out and leveling, water hole bridge, plans for future development. Look ahead. Inquire now
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Cash. Immediate Action.
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—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 168 W. Randolph St., Chicago 1, Ill.

BATT GOES LATIN

Opportunity Raps For Parks in Peru

By **HARRY J. BATT**
President, Pontchartrain Beach, New Orleans

(This is the first of three articles in which the author will discuss the status and opportunities of recreation areas in South America.)

No doubt Latins are lovers of the great outdoors—but the outdoor amusement industry as we know it in the United States has a lot to offer that our Latin neighbors might profit by.

I have just completed a 15,000-mile tour of eight South American countries. I had the opportunity to speak with mayors, civic leaders and government officials in a dozen South American cities. It was an enlightening and enriching experience that I wish more of our outdoor amusement executives might have shared with me.

Below us on this Western Hemisphere lie opportunities unbelievable. The modern counterparts of ancient Latin leaders are now greatly concerned with the subject of mass entertainment. Everywhere I found a keen interest in North American ideas and developments.

I was fortunate to be a member of the delegation of 54 United States mayors and other officials who left New Orleans on February 18 to attend the Inter-American Municipal Congress in Montevideo, Uruguay. En route we visited Panama City, Lima, Peru; Santiago, Chile; Buenos Aires, Argentina; Porto Alegre, Sao Paulo, Santos, and Rio de Janeiro, Brazil.

Leisure Time Discussed

One of the most important problems under discussion at the Mayors' Congress was "the proper use of leisure time in the present centers of population."

Delegates from all countries seemed to recognize that "the raised social standards of the last few years have given the citizens of the American countries an increasing amount of leisure time. These raised standards have also increased school holidays and lengthened vacation periods."

The agenda of this meeting said, "We can state that one of the most important problems which characterize our times is that of amusement and rest. . . . Mankind suffers thru the lack of organization of leisure time rather than thru the lack of organization of working hours. . . . The majority of men are especially organized for their work, while for their leisure time nothing has been done."

"The increase of delinquency at all ages may be connected with the ill usage of leisure time. . . . Finally, we might say that the wrong use of leisure time is largely responsible for the growth of what we might call social pathology, with all its prejudices which are harmful to the essential values and to the very life of nations."

Leaders See Need

While the Latin leaders realize the importance of providing recreation and entertainment facilities to the great mass of people, I think that the slowness of development along the lines as we enjoy them in the United States must be attributed to the "Latin state of mind" both in regards to government and private initiative.

The system of government that permits a president to appoint the mayors of the principal cities of his country, and the mayors in turn to appoint their councilman, may be effective in getting things done quickly. However, I doubt whether it reflects the will and aspirations of the people as well or effectively as in this country.

We all know that the public alone dictates to us whether it wants Roller Coasters, or Auto Skooters, or fun houses for their entertainment.

South America has miles of beautiful beaches—but I failed to see one Jones Beach, or Pontchartrain Beach. There are beautiful city parks, marvelous stadiums, probably the most beautiful opera houses in the world, and many beautiful monuments to national heroes who saw in their erection great service to



HARRY J. BATT

their people. But up to now few leaders have seemed conscious of the fact that the children of Peru or Chile would appreciate a Merry-Go-Round just as much as the youngsters of Keokuk, Ia., or Baton Rouge, La.

Our first stop in South America was at Lima, beautiful city of about a million people with a small percentage of slum areas. I had an opportunity to talk with the mayor, the city councilmen, President Manuel Odria of Peru, and leading businessmen and bankers of the community.

Peru Ripe for Funspot

I believe that they would welcome with open arms anyone who would build a mass entertainment medium for their people and that they would invest Peruvian capital in such a venture. There is no such amusement park or beach resort in Peru as we have in the United States.

I was told that a few years ago a Ferris Wheel, Carousel and a few other such features were operated in a small park, but the only opportunity the people of Lima have to enjoy such rides now is during the Christmas holidays when traveling carnivals come in.

There are quite a number of theaters playing U. S. pictures, and the government has just completed a 60,000-seat stadium where "futbol," a variation of soccer, is played.

A fabulously rich oil field has been discovered 300 miles north of Lima, and great prosperity is predicted in the near future. The citizens of Lima may soon be looking toward the United States for the outdoor recreation facilities which we have so long enjoyed.

(Continued next week)

Unique Combo

Continued from page 57

Coney Island-Rockaway Beach area, which is responsible for the high percentage of patronage from passing cars.

A new 500-family housing project will be built a quarter mile from the park, and patronage from this development, when completed, should add to local business.

Both Miller and Davis like their new occupation. They admit to working long hours and running into headaches, like the time when city inspectors wouldn't okay their canvas Merry-Go-Round top. They could have had the top treated and flame-proofed to conform with city regulations, but they balked. Instead, they built a permanent aluminum sheet top.

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GIVE TO DAMON RUNYON CANCER FUND

R-B Advance Runs 40G Ahead of 1952

Prem Set Wednesday Night (1) to Benefit Cerebral Palsy; Foreign Troupes Arrive

NEW YORK, March 28.—A mid-week recap on ticket sales for the Ringling Bros. and Barnum & Bailey Circus showed \$40,000 in the till ahead of last year's ducat sale, according to reliable sources. The Big One preems here Wednesday night (1), with the opening night performance to benefit the United Cerebral Palsy Fund.

The circus trains, which left winter quarters at Sarasota, Fla., Thursday (26), are scheduled to arrive in the Jersey City, N. J., railroad yards tonight and will be ferried around Manhattan. Sunday morning will find unloading under way in the Harlem River railroad yards in preparation for the haul to Madison Square Garden.

Elephants, horses and other walking quadrupeds will make their usual trek over the Third Avenue Bridge, down Second Avenue to 57th Street, cross town on 57th to Eighth Avenue, and then down Eighth Avenue to 49th Street and into the Garden.

On the way North, the train stopped at Hamlet, N. C., and in the Potomac Yards, Alexandria, Va., to feed and water stock.

Foreign Troupes

New foreign troupes, engaged by John Ringling North during his tour last year, are arriving daily from Europe. Among the imports this year will be the Pivotos, aerialists; the Renelays, trapeze artists; Eugene Scott's educated baby elephants; the Maxims, acro-contortionists; Harry and Long, horizontal bar comedy act; Tassi's Canines; the Alcottys, jugglers; the Heltanos, acro-jugglers; Tell Teigen, high swaying spar act; the Morlings, high perch; Sons of the Midnight Sun, acrobats and, of course, Mister Mistin Jr., billed as the "child wonder of the world."

Mistin, a six-year-old, is receiving feature billing in display advertising of the show. An accomplished xylophonist, the child prodigy is also slated to conduct the Merle Evans' circus band during intermission.

Produced by John Ringling North, the 1953 performance is staged by Richard Barstow and designed by Miles White. Pat Valdo is the general director and Antoinette Concello is the show's aerial director.

Special Music

North has also written special music for the 1953 extravaganza and E. Ray Goetz supplied the lyrics. Choreography is under the direction of Edith Barstow, and Ralph Allan is production coordinator. Merle Evans, as usual, will be musical director, with orchestrations by Sammy Grossman and vocals by Harold Ronk.

Norman Carroll will handle special announcements for the show. Angelo Nicholas is equestrian director. Lighting is by Doug Morris.

Some 24 displays are tentatively set for the show, and rehearsals will begin Monday. Final attraction in the Garden prior to the circus is the Harlem Globe Trotters basketball team which plays there Sunday (29).

The redesigned menagerie will feature the two young gorillas, Gargantua II and Mlle. Toto, both imported from West Africa in 1950.

New Truck Show Being Framed In West Canada

EDMONTON, Alta. March 28.—A. J. Ody announced here he is framing a 14-truck circus for a tour of Alberta, Saskatchewan, and British Columbia. The show will be called Odyson 2-Ring Circus, and it is to open May 25.

For the first stand only, it will work in conjunction with the Leader Shows of Canada for a one-week stand. Thereafter, it will play as an independent circus, using local auspices.

The big top, a 60 with three 40s, was delivered from Chicago last week, Ody said. All trucks will be painted white. Seats now are being built, and the show will carry its own power plant.

Ody said acts, including two from Eastern Canada and others from the U. S., have been booked. General Agent is Pat Nugent. Other key staffers include Nic Franklin, press; Earl Forsyth, billing, and Emil Bohn, 24-hour man. Present quarters are in Edmonton.

The show will be one of few canvas circuses which have originated in Canada.

FOSGATE BOARDS JACOBS ANIMALS

MILAN, Ind., March 28.—Don Fosgate, well-known circus fan, now engaged in the frozen locker and home appliances business here, played nursemaid this week to 11 lions, a tiger, and Gene, the baby elephant, all belonging to Terrell Jacobs, who shipped the animals to Fosgate's loving care while he journeyed to Sioux Falls, S. D., for an engagement with six other lions.

The energetic Fosgate lost little time in securing quarters for his charges in the recreation building of St. Charles Church here, where Father Burgert soon found himself disrupting a busy schedule to aid Fosgate in caring for the animals. Presence of the 12 cats and baby elephant in town put the locals in a dither and the Milan press furthered the interest with a special yarn on Fosgate's boarders.

Jacobs is slated to pick up his charges in time to make the Shrine circus at Cincinnati Garden April 6-11.

Beers-Barnes To Start Tour April 20 in Ga.

VALDOSTA, Ga., March 28.—Members of the Beers and Barnes families will come here April 7 from Miami to start preparations for the coming season of Beers-Barnes' Circus. The show will open at Ocilla, Ga., April 20, with Gene Christian back again as agent.

This season, the show's animals will be displayed in large truck cages rather than the smaller cage wagons used last year. A new feature will be the young elephant bought from Kelly-Miller last fall, giving the show two bulls. Charles Beers will have his two-seal act on the show following an engagement at the Olympia Theater, Miami this week.

Rain Hampers As Doc Capell Opens Season

RUSTON, La., March 28.—Capell Bros.' Circus opened its season here Monday (23) after erecting tops in a heavy rain-storm Sunday. The show wintered at the fairgrounds here. H. N. (Doc) Capell is managing the show. One son, Bill, will be with the circus this year, and the other son, Jack, will stay with some Capell rides located in Oklahoma City.

The show has painted some trucks and is using last year's canvas. Two elephants are carried. First few dates were scheduled at North Louisiana towns, with the circus billed in Haynesville for Friday (27).

Beatty Show Readies; More Acts Contracted

NEWHALL, Calif., March 28.—Preparations for opening of the Clyde Beatty Circus in San Fernando on April 1 have entered the last stretch, with Frank Orman, the manager, arriving at winter quarters here. Show plays only one day in the San Fernando Valley and then opens for 11 days at Washington and Hill streets in Los Angeles on April 2.

Floyd Humiston and his lion, Fearless Fagan, will be features of the Side Show, which is to be managed by Jimmie Hurst. Several years ago when Humiston went into the Army he took the animal with him. He was given two weeks to get rid of the lion and spent eight months trying to find it a home before Metro-Goldwyn-

Franco Richards to Use Ring Title; Opens Monday

PENSACOLA, Fla. March 28.—Franco Richards revealed this week that his new truck show would be called Ring Bros.' Circus and that it was scheduled to open at Robertsville, Ala., Monday (30).

Richards, who has operated animal shows and has leased elephants to other shows in recent

years, is owner and manager of the show. J. C. Rosenheim is general agent. Joe Levine is assistant manager. General superintendent will be Matt Laurish. Richards also announced that Bill Webb would have the concessions, Dean Pearson would be in charge of transportation, Willie Rawls would have the Side Show, and George Foster would be national advertising rep.

Ring Bros. will move on 12 show-owned semi-trailer trucks. About 45 people will be with it. In quarters are one elephant, 10 ring horses, and six cages. A load of animals was scheduled to be delivered by Frank Ketrov this week.

The show will play under auspices, Richards said. Advance will have two billposters and also will use mailing heralds, newspaper ads and a sound car.

Program will include 22 displays, according to Richards, and the big top will seat about 1,500 persons. There will be a pit show in addition to the Side Show. Concessions are show-owned. The new circus plans to import baby elephants sometime in the future, he stated.

Present route plans call for a fast trek northward, Richards said.

Conn. Show Tax Bill Withdrawn; CFA at Hearing

HARTFORD, Conn., March 28.—A bill which would have levied high daily taxes against trucks and railroad cars operated by circuses was withdrawn here Thursday (26) just prior to a scheduled hearing.

Members of the Circus Fans Association and others turned out to oppose the bill. It was reported that hundreds of letters opposing the bill had also been received by the Legislature's committee on motor vehicles.

The bill, introduced and later withdrawn by Representative Fuller, of Volun town, Conn., would have taxed show trucks and show train cars \$100 daily.

Those on hand for the canceled hearing included H. W. Ahrhart Jr., general agent of Mills Bros.' Circus and these members of CFA: Dr. and Mrs. J. M. Ganey, Bill Day, Walcott Brown, Joe Daley, Mrs. Jim Hoyer Logan Page, Gil Conlinn, Elmer Lindquist, Gordon Pepion, Herbert Lucas, Jim Brodie, Bill Montague, Nicholas Laxman and Charles McNamara.

Yost Recovers From Injuries, Returns to Act

THOUSAND OAKS, Calif., March 28.—Edward Yost, animal trainer, was all set for his week-end shows at World Jungle Compound here after recovering from facial wounds received Sunday (22) when he was attacked by one of his mountain lions. Six stitches were required to close the injuries between the nose and lower lip.

Yost was giving one of his usual performances before a crowd of 2,500. Trader Horne, who operates the compound with Billy Richards, said that the trainer was on the ground with the cat preparatory to doing a roll-over. When an elephant trumpeted, the animal made a break to get away, hitting Yost in the face with his paw.

At St. John's Hospital in nearby Oxnard, Yost was given emergency treatment. The stitches were removed Tuesday afternoon with Yost losing no time from his training activities, Horne declared.

Morton Predicts Best H-M Gross At Pittsburgh

PITTSBURGH, March 28.—Director Bob Morton this week declared Hamid - Morton Circus was playing to packed houses at the 6,100-seat Armory here under Shrine auspices. He predicted the gross would reach \$150,000, topping any other ever scored by the show.

He said the best previous Hamid-Morton gross was \$131,000 at Buffalo, several years ago. The Pittsburgh date, he said, opened with a full matinee Monday (23). The Monday night showing had a few vacant seats, but subsequent performances were to packed houses.

Morton said the big gross was made possible by a ticket scale topped at \$3.50. He said that he was signing contracts for returning under the same auspices next year. This year's six-day run will be expanded to eight days in 1954, he stated. An extra performance is scheduled for Saturday (28).

N. Y. Circus Exhibit Spans 150-Yr. Period

NEW YORK, March 28.—An exhibit of American circus material covering the last 150 years opens Sunday (5) at the New York Historical Society. The exhibit will continue thru July 31.

The display will include posters, programs, a complete miniature circus, life-sized mechanical clowns and Side Show figures. One rare poster will be an 18th century broadside about the first elephant ever brought to the United States.

Sections of the exhibit will be devoted to trained animals, acrobats, equestrians, freaks and Wild West shows.

Ruben Changing Enterprises Route

WAYCROSS, Ga., March 28.—Si Ruben, now back on Circus Enterprises, the former Rogers Bros., conferred here recently with his agents and completed plans for changing the show's route.

TRUE TALES

Aerial Antics Tossed Around In Mag Yarn

NEW YORK, March 28.—Bill Ballantine, who toured last year with the Ringling Bros. and Barnum & Bailey Circus, writes convincingly in the April issue of True Magazine about circus trapeze artists in an article entitled, "Catchers and Leapers."

As a self-confessed visiting artist, writer and circus fan, Ballantine has done a good job in describing the trials and tribulations of people like Fay and Rose Alexander, Dell and Babs Graham, Willie Kraus, Jeannie Sleeter, and Jimmy Crocker, trapeze artists.

One event in the yarn deals with General Manager Arthur Concello, himself an expert trapeze artist, who went aloft to make a preliminary test while Cecil De Mille was filming the Academy Award-winning motion picture, "The Greatest Show on Earth." Cornel Wilde, playing the part of the Great Sebastian, was to have missed a trick while flying aloft without a protective net beneath him, and was to plunge 40 feet to the ground.

De Mille, a stickler for realism, wouldn't use a dummy, so at Sarasota winter quarters a pit with width of the net was dug seven feet thru the center ring, the net stretched over the pit and the whole thing covered with camouflaging dirt and shavings.

Concello, according to the story, didn't bother to change his clothes. Doffing his coat, he swung out, did a somersault, dropped, sank into the net—and came up sopping wet. The pit had filled with four feet of water during the night.

But Concello had the net straightened out and went aloft immediately. This time, dispensing with the somersault, he dropped flat and the tightened net stayed above water.

Then Fay Alexander went aloft and as Wilde's double, performed the same fall. Moving too fast to be picked up by the cameras, he had to re-do the fall. This deliberate fall gave Alexander his biggest thrill.

Mills Dinner, Press Party At Inaugural

GREENVILLE, O., March 28.—As in previous years, Mills Bros.' Circus will stage a press party and dinner in conjunction with its season's opening on Darke County Fairgrounds here April 18. The dinner will be held in the Greenville High School Gymnasium following the show's 2 p.m. matinee.

A civic committee, made up of Mayor Marion Perry, Fred D. Coppock, Guy D. Hawley, Charles H. Manchester, Galen B. Fourman and Ivan Lehman, is in charge of the affair.

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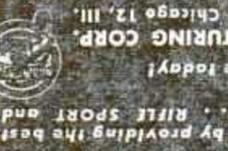
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Navy Event To Apoint Civilian Aid

SAN DIEGO, Calif., March 28.—Appointments of a civilian consultant to the annual Navy Relief Carnival, this year directed by the U. S. Naval Training Center, will be made by April 1, Cmdr. Harold L. Corzetz, 1953 chairman, said.

Commander Corzetz said a number of applications for the post had been received. They were considered at a meeting here Tuesday (24).

The 1952 Carnival was directed by Joe Archer for the U. S. Naval Air Station with Comdr. H. I. Pemberton acting as chairman.

The peak money to that time raised thru such an event was about \$75,000. The project turned in an air crash late in 1951.

Archer applied for the 1952 position. He gave as his reason the fact that he is working on a master plan for use by all military bases and would be unable to give the Relief Carnival as much attention as he would like.

That he considered ample and that he also withdrew his application for the same post at a similar event to be staged by the Marines at Camp Pendleton in Oceanside. This later function was directed in 1952 by Monroe Eisenman.

When Chimp Attacks Noell Loses Two Fingers

LAUREL, Miss., March 28.—Robert Noell, 41, of Bedford, Va., owner of Noell's Ark Gorilla Show at Heidelberg, 20 miles north of this city, is recovering from the loss of two fingers on his right hand suffered when he was attacked by a 125-pound, 12-year-old chimpanzee, Noell.

The animal's trainer, lost the middle and third finger of his right hand and his left hand and both wrists were mangled.

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Favor Free Shows 2 Virginia Events

South Boston, Va., March 28.—Halifax County Fair, which adopted a free grandstand plan last year, found it well accepted by patrons. Two night shows were necessary to accommodate the crowds, and front gate strength was built by the innovation.

The Danville (Va.) Fair has followed a like policy for several years and also provides supervised free parking in areas outside the grounds. With the elimination of inside parking, Danville officials were able to handle all ticket sales thru windows.

Dundee, N.Y., Event Switches Dates

Dundee, N. Y., March 28.—Dundee Fair this year will operate from September 24-26. Last year's dates were September 16-18. The board has also changed its evening program schedule. Operating night will be a fireworks display with platform acts. The traditional fireman's parade and show will hold forth the second evening with horse-pulling contests on the final night.

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Roadshow Rep

Stone plans to move from Terrell, Tex., soon for Frederick, Okla., where he will launch his summer stroller unit.

Having left Fresno, Calif., last month, they are using E. F. Hansen's "Everything Free" and playing sponsor dates for the most part. Unit, however, does take on some outside work. One must get all he can in the summer.

Drivin' Around The Drive-Ins

Drive-In Theater convention in conjunction with the Wisconsin Allied Independent Theater Owners' Convention and Equipment Show at the Schroeder Hotel, Milwaukee, March 24-26, hit well over the 600 mark.

AT LEXINGTON OPEN NURSERY

PITTSBURGH, March 28.—Lexington Skating Palace has instituted a nursery service on Saturday and Sunday evenings for children under six who accompany adults arriving at the rink for an evening of skating.

Toppi Converts Philly Imperial Into Skatery

The Imperial Theater, Warner house in West Philadelphia, was purchased by James Toppi, who will convert it into a roller rink. Toppi, represented by Simon Lindheim, bought the theater at a cost of about \$100,000.

Portlanders Hot in Meet

Portland skaters walked off with the major share of first-place positions during the Oregon Rink here March 18-18 under championship meet held at Oaks Skating Club, Portland, Ore., March 28.—Portlanders, manager of Oaks Rink, said the tournament was the best attended of any held here.

THE PARENTS GUIDE

Stockton Club Meet Wins Local Support

Stockton, Calif., March 28.—Club of mothers and fathers with their children. The comment was doubly effective because it was editorial on the jelle vice case. All local civic organizations are behind the club, Gilbert relates, and as an example of how the parents got out and dug the points to the 58-page printed contest program. Nearly 49 pages of the book were consumed by merchant advertising, sold at \$15 a page, thus fattening the club treasury to the tune of more than \$700.

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Sport in Denmark. 'Holiday' Hypes. Mix Dispensers, Inc.

FOR SALE. SKATING RINK, 50'x120', fully equipped.

1 & I PRODUCTS. RICHARDSON ROLLER SKATES.

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OUTDOOR

R-B Move to Gobbie Gets Tentative OK Extra Lot in Philly

Big Show Seeks Carnival Lot; City Solicitor Nixes Need for Bids

PHILADELPHIA, March 28.—The Big Show patron could not enter or leave the circus grounds without passing literally dozens of stands, including food and games. While the carnival operators seek to live off the patron-ship and overflow from the Big Show, the city is anxious to raise more than \$500,000 having been raised in this fashion. In addition, it was reported, the Ladies' Auxiliary has made a donation of \$20,000 to the building fund.

MAMI GROUP BREAKS GROUND FOR NEW HOME Showmen Report Bond Issue Oversubscribed; Ladies Up 20¢

MIAMI, March 28.—Ground breaking ceremonies for the new home of the Miami Showmen's Association were held here Sunday (22). More than 1,000 persons attended the program, which included the participation of association and city and county officers.

Anderson, S. C., To Build New Grandstand

ANDERSON, S. C., March 28.—Anderson Fair Association has set in motion plans to carry out a face-lifting project at the fairgrounds here.

Highway Dept. Ruling Causes Shift in Sites

TOLEDO, March 28.—Main street carnivals, traditional since Northern Ohio, corrupted with moving its Fall Fair and Festival State order last October, a ruling by the State highway department prohibiting annual carnivals on State or federal highways, fairs, festivals and carnivals on State or federal highways, Toledo division of State Highway engineer, said the order was part of a State-wide program to ease traffic problems.

The order was issued a year ago but many sponsors of a year over July 4, the American Legion and the volunteer firemen have arranged to use the village park for their celebration July 1-4.

The show's principal jumper, John Fitzpatrick, will arrive from his home in Emmetsburg, Ia., five days before opening. A. J. Hartman, balloon manufacturer, will travel with the show the first few days to supervise the newly acquired thrill act.

PARATROOPERS WRITE
enlarged, King explained, with 28 mounted riders and more floats.

Bill Car Opens
The advance billing crew left Macdon last Saturday with Elmer Kautzman in charge as car manager.

EDMONTON, Alta., March 28.—Adult admission tab to the Edmonton Exhibition this summer will be 50 cents, double that of last year, but the fee for children between 6 and 15 will remain unchanged at 25 cents.

Bureau Plans New Rules for Admission Tax

Many show business notables were on hand, including William B. Cowan, club president; William B. Moore, first vice-president; Samuel E. Prell, second vice-president; David B. Rindy, president emeritus; Executive Secretary Phil Cook reported the attendance remarkable in view of a heavy downpour and the fact that many of the club members, in addition to a host of vacationing show people, have already left Florida to prepare for openings in the North. A huge tent erected on the grounds made it possible to conduct the ceremony and to serve refreshments without interruption due to weather.

Anderson Fair Association has set in motion plans to carry out a face-lifting project at the fairgrounds here.

Association President J. Guy Sullivan said a steel and concrete grandstand seating 3,000 will replace the 1,600-seat wooden grandstand and that the new one will stand and that the new one will be relocated to make room for the additional games, rides and other midway activities.

Anderson Fair Association has set in motion plans to carry out a face-lifting project at the fairgrounds here.

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The advance billing crew left Macdon last Saturday with Elmer Kautzman in charge as car manager. This is Kautzman's third season in that capacity, C. S. Primrose, veteran theatrical and circus press agent, is contracting for the event. The show will revert to its traditional August dates after an experimental last year in which September dates failed to demonstrate any marked advantage.

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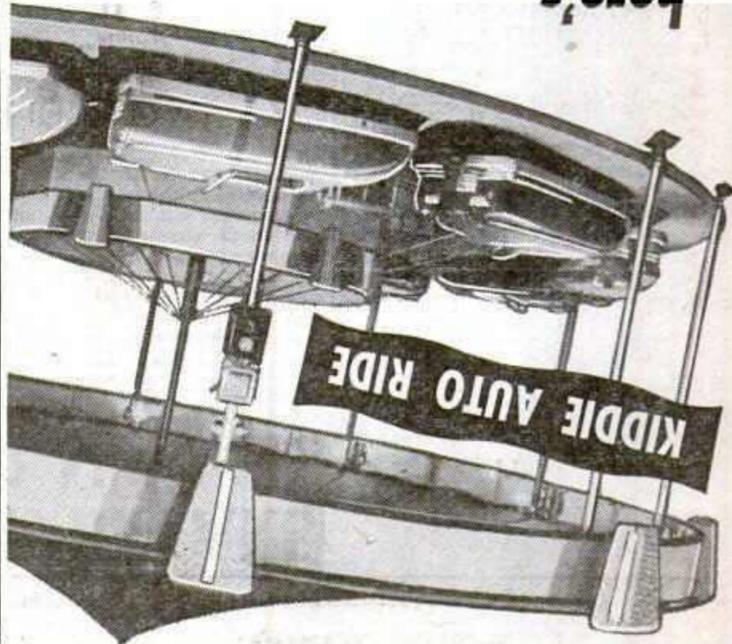
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Anderson Fair Association has set in motion plans to carry out a face-lifting project at the fairgrounds here.



here's
real
ride
appeal!

put 5 flashy roadsters and 5 colorful
are kids . . . and you'll have a ride
that will bring 'em back again and
again! every youngster wants to get
behind the wheel of an automobile—that's
why Allan Herschell's popular auto
kiddie ride is sure-fire for a continued
high-profit operation! write or wire now!



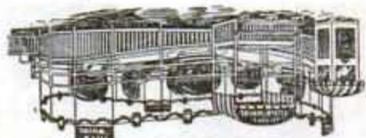
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JEOP RIDE • BUGGY RIDE • SKY FIGHTER • TANK RIDE • LITTLE DIPPER

ALLAN HERSCHELL

COMPANY, INC.
"world's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

The TLT-A-WHIRL Ride

"Best Buy in Rides Today" • Very Popular and Profitable
• Good Looking • Economical • Repeater!
and what a Well Built
SELLNER MFG. CO.
Faribault, Minnesota



LOOK! PARKER DOES IT AGAIN
We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 30 FOOT TEEN AGER MODEL is more elaborate, time more flash and more equipment. Ideal machine for road and Kiddie Lands. Time or write.
C. W. PARKER AMUSEMENT CO.
Leavenworth, Kansas, U. S. A.

EWART RIDES ARE TOPS IN PERFORMANCE
Adult Rides—Ewart 2 and 3-Abrest Merry-Go-Rounds. EWART Kiddie Rides—Forts Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Two seasons to pay—bank terms.
H. E. EWART CO.
707 E. GREENLEAF STREET
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SENSATIONAL NEW ROLLER COASTER
Proven for KID DIES and ADULTS at the C.M.E., Toronto, 1950, '51 and '52. Exclusive Mfrs. Under COOPER, U. S. Pat. License.
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MINIATURE TRAINS for EVERY LOCATION
any SIZE...any CAPACITY...any PRICE RANGE...
THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER

MINIATURE TRAIN CO. RENSSELAER, INDIANA
AVAILABLE...
FREE Descriptive Catalog and Complete Details—write for Dept. B

STEAM TRAINS
There is no substitute for Steam Trains for appeal and repeat rides. Order now—avoid spring rush. 55 trains in operation
OTTAWA AMUSEMENT COMPANY
224 West Douglas
Wichita, Kansas

ILLINOIS FIREWORKS
WORLD'S LARGEST
MANUFACTURERS AND EXHIBITORS
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ROTARY Baseball Pitching Machine
For full details write:
Schools!
Attention, Buyers: Training Camps and
● Carnivals ● Golf Ranges ● Parks
● Beaches ● Fairs ● Pools
● Wet or dry! Sturdy, long-lasting for bigger profits. Money-making for:
● Golf Courses ● Training Camps and Schools!
179 Malcolm Ave. Carfield, N. J.
Pitching Machine Corp.

Talent Topics

The Great Fussner, spiral tower and aerial teeterboard act, has signed to play Vallejo (Calif.) Fair, July 17-24, to be followed by a photographing for the Art Baker TV show "You Asked for It." Fussner will play Appleton, Wis., July 4, for Reginald Voorhees before going to California.

Bob and Roger Monahan are back in the sawdust circles. The duo, which does Riskey, trampoline, casting and single traps, is line-casting on a Puerto Rican 10-week trek. The boys report the circus is modern in every respect and one of the smoothest operating. Following the run, they will head back for Midwest fair dates.

Roy Simms, high performer, is up and around again after a two-month siege of the flu and pneumonia. He is busy getting his gear ready to leave his Denmar, Ark., home for spring dates. Simms is scheduled to open at an Illinois festival in mid-May and will also work several Minnesota dates during August.

Captain Jimmy Jamison, high diver, has been signed as the tree attraction with United Amusement Company, which operates mostly in the New England States. Jamison is scheduled to open with the org April 20 in Providence.

The Sunday (5) "Super Circus" television program from Chicago will include Miss La Lage, high rigging; Miss Happy Harrison, animal circus; Ferreira Sisters, perch pole, and the Vagabonders, trampoline. Vic Brown, act booker, reports Talent set for the following Sunday's bill in-Hanel Nie Yu, tight wire; Hanel Hay Benson, trapeze, and the new Hawthorn-Melody act, which includes a chimp.

Capt. Guy Leslie and his wife, of Florence, N. J., owners of the Wonder Seats, recently had as their guests Mr. and Mrs. Dick Berg, who have the MovieLand Seats, of San Marcos, Tex. The Bergs spent three weeks with the Leslies after which they headed for the Sportsmen's Show in

Philadelphia. Leslie went to New York where one of his seats appeared on the "Sense and Non-sense" television show. Leslie is negotiating with an agent to work this season.

The Fredys, balancing act, recently arrived in Chicago from Las Vegas. . . Jimmy Lamont, bird trainer, is still sunning himself in Tampa but plans to leave there around May 1 for Portland, Ore. After Portland, the Lamonts will head for San Francisco.

Gonzales Sisters have been booked into Palisades (N. J.) Park, as the opening tree act of the season to work their dog act twice daily April 4 thru 12.

Michael Ross, with his "The Feet appear on the TV show, "You Ask for It," last Sunday (29) Jimmy Armstrong and Frankie Saluto, midgets, have just closed their season after three weeks in Havana and seven weeks with Orin Davenport's Shrine circus. They left Saturday (28) to rejoin the Ringling show at Madison Square Garden, New York.

WHALE AHOY!

Storms Delay Mrs. Haroy's Arrival in US

NEW YORK, March 28.—The arrival of Mrs. Haroy, the 65-ton embalmed whale, which was originally set for yesterday (27), has been delayed due to storms at sea. Officials of the Moller Steamship Line expect the ship from Belgium to arrive late tomorrow (29), with unloading scheduled for late Monday (30) or early Tuesday (31) at their Brooklyn pier. A definite exhibition spot has not yet been determined by the mammal's owner, Lief Soegaard. It is expected that a location will be set during the time the special railroad car, on which the whale is carried, is adapted for U. S. railroad coupling devices.

The car, which was purchased from the German government for a reported \$50,000, is equipped with European coupling devices which are different than those used in this country.

Bill Doll, local press agent, has been selected to handle publicity chores for the attraction, and already has his tub thumping chores under way. Several television outlets are expected to be on hand to film the unloading of the car and whale, and Bill Leonard is going to use the arrival story on his Monday morning (30) "This Is New York," radio show over WCBS.

WCBS-TV also expects to show unloading films on its two evening news shows the same day, and New York papers are expected to cover the event.

Troy Hills Ups Parking

TROY HILLS, N. J., March 28. —A rearrangement of department increased parking facilities. Space for some 10,000 cars a day has been secured on the drive-way which leads to the new entrance of the fairgrounds and connects with several heavily traveled car arteries.

The new arrangement will also give a block of about five acres immediately in front of the new entrance to the I. T. Shows, which play the fair this year.

Arrow Merry-Go-Rounds
KID DIE RIDES AND ADULT STREAMLINER TRAINS
FOR PARK OR PORTABLE
The Season's Best Values
ORDER EARLY FOR SPRING DELIVERY. Write for Catalog.
ARROW DEVELOPMENT CO., INC.
443 MOFFETT BLVD.
Makers of Better Grade Rides
MOUNTAIN VIEW, CALIF.

NEW! KID DIE RIDES

KING AMUSEMENT CO.
Mt. Clemens, Mich.

- * Rodeo Ride
- * Choo Choo Ride
- * Speed Boat Ride
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- * Rocket Ride
- * Pony Cart Ride
- * Army Tank Ride
- * Miniature Trains

ASK THE MAN WHO OWNS ONE!!!

Any owner of a BIG ELI Wheel will tell you BIG ELI is built for years of service and pays a good return on the investment.

Hundreds of Wheel owners the world over are proud that the BIG ELI profit-carrier.

Orders are now being received for 1953 Spring Delivery. Write for price list A-67 which contains complete specifications and terms of purchase.

Buyers of Dependable Products
800 Case Ave. Jacksonville, Ill.

ELI BRIDGE COMPANY

SMITH AND SMITH

KID DIE BOAT RIDES
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FINEST KID DIE RIDES

- * WHIRL-A-ROUND
- * FERRIS WHEEL
- * LOCOMOTIVE TRAIN
- * ROCKET FIGHTER
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STANDARD KID DIE RIDES MANUFACTURING CO.
201 E. Broadway, Long Beach, L. I., N. Y.
Phones: Long Beach 6-7361 and 6-5594

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S. A. ROLLER WORKS
322 Nolan St. San Antonio, Texas

KID DIE FERRIS WHEELS
Manufacturer of all Kiddie Rides. Park and Portable Type. Details and photos, write.

GIVE TO DAMON RUNYON CANCER FUND

ARROW MERRY-GO-ROUNDS
KID DIE RIDES AND ADULT STREAMLINER TRAINS
FOR PARK OR PORTABLE
The Season's Best Values
ORDER EARLY FOR SPRING DELIVERY. Write for Catalog.
ARROW DEVELOPMENT CO., INC.
443 MOFFETT BLVD.
Makers of Better Grade Rides
MOUNTAIN VIEW, CALIF.

Dressing Room Gossip

Siebrand Bros.

Phoenix's rodeo Thursday (19) drew most of the show personnel downtown to make like tourists with sunglasses, boots and cameras. Business was slightly off for the last of the Phoenix stand but picked up for the week-end, when the amateur contest was going full force.

Penny Wilco, once again is able to nod "yes" or "no" after having a stiff neck for over a week. Harry Froebess uses fireworks for the night show. Herbie Erikson practices hard every day but still manages to have energy for he performance.

Pancho and Danita Roche were entertained at the ranch home of Babe and Dorothy Clatterbuck, friends and agents. Danita baby-sits for Betty Hodgini during the web and trampoline numbers. C. J. Matchett is in a constant dither awaiting a wire from his wife, Tere, announcing the birth of a new heir.

Suntans are rapidly replacing the use of dark make-up since the Valley of the Sun gave us 17 working days of sunshine with not a drop of rain. Walter Fleck made a hurried trip into Phoenix after working on program ads in Globe, Ariz.

Recent visitors included: the Clatterbucks, Maurice Marmolejo, the Guitierrez family, Tony Pina, and Pee-Wee, the tired clown. — JOE HODGES HODGINI.

Promotional Director

Leaving for the West shortly, desires connection. Thoroughly experienced in all phases.

JOE JACKSON

462 Southard St., Key West, Fla. Phone: 2-3865

FIREMEN'S STATE CONVENTION NOW WORKING NASHVILLE, TENN.

PHONEMEN

No drinks. No collects.

BILL GARVEY

Phone: Day Time—6-3460 Nite—6-1601

THE TOMMY SCOTT SHOW

America's Largest Hillbilly and Western Show.

Can place one more Contracting Agent capable of booking one-day stands under auspices with Telephone Promotion. All replies by mail or wire to THE TOMMY SCOTT SHOW, General Delivery, or care Western Union, San Angelo, Texas.

2—PHONEMEN—2

Sell Advertising—Convention Program Year Book—Repeat Deals—West Virginia and Pennsylvania. Pay daily. Phone 4-4601 weekdays—4-7333 Evening. Clarksburg, W. Va.

PHONEMEN

Book Tickets and Tickets. Season's Work. (Frank Edwards, Call Again.)

PROMOTIONAL MGR.

211 No. Main, Evansville, Ind. Phone 2-2377; after 6 p.m. Phone 2-1545.

VON BROS.' CIRCUS

Wants Performers doing two or more, Mechanic with tools, Calliope Player, Billposter, Wild West People for concert, Side Show Boss, Canvasman, all useful Circus People, Banner Man and Candy Butcher. Pete, come on. Will buy or lease an Elephant. HENRY L. VONDERHEID, R. D. 2, Wapwallopen, Pa.

TELEPHONE SALESMAN

Must be high producer. Usual commission. Pay daily. Book, U.P.C. tickets.

Phone 61631

Davenport, Iowa

Wallace & Clark Circus

WANTS SIDE SHOW MANAGER

Capable of taking complete charge.

BOX 130, CHERRYVALE, KANSAS

MELVIN STEAR or RED DAVIS

Call or come on in. Any other Side Show People contact

JIMMY HAMITER

Diano Bros.' Circus Box 54, Gonzales, Tex.

Wilson Launches Puerto Rico Run With Turnaways

SAN JUAN, Puerto Rico, March 28.—The 10-week stand of Jerome Wilson's Gran Circo Americano here got underway last week-end (21-22) with extra performances and turnaways. Reports estimated 4,000 persons were turned away in the two days.

Three shows were given on Saturday and again on Sunday, with two daily being scheduled. Two instead of the scheduled single show for Monday were given.

The Wilson show is using a new 120-foot top with a 50 middle.

Performers include the Flying Wilcos, Tien Tsi Lius Troupe, Faria Duo, Ullaine Malloy, Buddy Watkins' chimps, Sylvia Watkins' dogs, Butler Duo, The Smetonas, The Monchans, Del Anthony, Chick Yale, Glivers Johnson and Mell Henry. This is the first time Wilson has not used Spanish clowns.

Wilson is general manager. Agent is James B. Harrington. Janis Wilson is director of performers, and Pedro S. Branly is representative. Show will change lots after April 13, but will stay in the same area. Speedy Babbs' motorcycle act didn't open with the show.

Mills Publicity Pulls Biggest Winter Crowd

GREENVILLE, O., March 28.—Mills Bros.' Circus drew its largest winter quarters crowd Saturday (21) for the free practice program, following the show's publicity on Ohio and network TV shows, plus press announcements about arrival of foreign acts.

Harry and Jake Mills were at quarters this week to continue work on concession equipment and wardrobe designs. Performers from the Orrin Davenport show were among the visitors at quarters on Sunday (22), and several Mills people caught the Davenport show at Toledo.

Paul Nelson has broken a high-diving monkey to work in a new diving-dog number. He and Jinx Nelson are schooling several girls in menage riding. Web and ladder practice is being conducted outdoors.

Two custom-built trailers are being delivered to the show for the coming season. One is for concessions and another for elephants. Charley Brady's crew has completed rebuilding of another bull semi. Show will pick up its new big top in Chicago next week.

Cincinnati, Dayton, Columbus and Cleveland TV stations last week aired film taken earlier at quarters.

Wallace & Clark Circus WANTS AT ONCE

Due to illness Hammond Organ Player and Drummer. Producing Clown and one more Act. Boss Prop Man and Working Men. Want to buy an Elephant. Opening Fredonia, Kansas, April 11. Answer to Winter Quarters, Box 130, Cherryvale, Kansas.

PHONES READY

Can use three more Phonemen on Cancer Fund deal starting April 1. Have radio, newspaper and television support. Third year. Wind-up is in Cincinnati Gardens. Seven weeks' work. Pay 25% daily. Have Orphans' deal to follow. Phone or wire

ALL CARROLL

Chairman, Cancer Fund Committee Room 306, 406 Elm St., Cincinnati, Ohio Phone: GARfield 1155

SALESMEN

GBA RADIO PHONE DEAL

Make up to \$500 week. See Lou Barry, 143 York St., New Haven, Conn., Spruce 7-2714. Bill Brooks, Masonic Temple, Davenport, Ia., Phone 6-4232. Joe VanSant, KOCA, Kilgore, Texas; DOC, WVOV, Logan, W. Va. Hurry, don't lose out, as we're almost 100% filled up for '53. We have the cream of radio stations.

Under the Marquee

Marcks' Miniature Circus played the kick-off dinner meeting of the Aames Shrine Circus, Oakland, Calif., March 18. Polack circus will play Oakland under the auspices of Aames April 17-26.

The Harriet Beatty Tent No. 65, Circus Fans Association, New Castle, Pa., received its charter January 20, report Mark Must, president, and Mrs. C. R. Woods, secretary. Other officers are Chauncey R. Woods, vice-president; William R. Morgan, treasurer, and Philip Fleckenstein, Don Thompson and Edward Fritz, directors. Fritz also serves as publicity director. Members plan to visit the King Bros.-Cristiani Circus when it plays New Castle May 25.

R. O. (Dick) Scatterday, Kelly-Miller's national ad rep, was in Chicago this week. . . . Clown Bill Bailey will be unable to make his scheduled season with King-Cristiani because of a serious illness, he reports. . . . Arthur J. Burns, Gardener, Me., reports the Maine Legislature is likely to pass a bill which would require shows to give their routes to the State insurance department each week. It's an amendment to a law about outdoor advertising and is not connected with insurance, Burns states.

Bozo Lamont is staying in New Orleans. . . . Jake (Clown Cop) Corrigan, Cudahy, Wis., reports Charles W. Tiede and other Racine CFAs have started a campaign to buy an elephant for the Racine zoo. Bink's Circus Dogs played a Racine home show. Leo Demers, former acrobat, is at the Veterans Home, Wood, Wis. Leo Stein, comedy acro, has returned to Milwaukee after Western dates. Jay (Stilts) Jaxon is playing auto shows.

F. A. (Babe) Boudinot, Ringling-Barnum general agent, has been commissioned a commodore in the Oklahoma Navy. . . . John Drabble, Canton, O., is resting up after an operation. . . . More TV films of the Mills quarters are expected to be used in a weekly newsreel by National Broadcasting Company. . . . Eddie Kuhn, who has had Captain Eddy's Circus in the South for a couple of years, is reported working his wild animal act on Kelly-Morris Circuses in Florida.

Three children of Mr. and Mrs. Floyd King, Floyd Jr., Sharon and Linda Sue, were christened in services at Macon, Ga., recently. King's father was a Methodist minister in Tennessee. Mrs. King's mother came from Louisville for the services.

Elmer Jones, former show owner known as "king of the two-car shows," observed his 80th birthday recently. Station WNAE, North Warren, Pa., broadcast a greeting for him. Jones remains active as an employee of the county highway department.

Edward J. Caupert, Memphis, closed his magic unit and is joining out as general agent of the Bisbee Shows. He's planning a bigger magic show for next fall. . . . Tommie Thompson is at the Anacosta Theater in Washington, D. C., instead of San Antonio. . . . Tommy Randolph and Hardy O'Neal visited Caupert's quarters at Ruston, La.

This Week Magazine, carried in many Sunday newspapers, will have a yarn about the Circus Clown Club in its issue of April 12, according to Raymond Bickford of the CCC. Bickford was in New York recently to confer with George C. Lewis, CCC, and F. Darius Benham, of the Circus

At Liberty

(due to breach of 1952 contract) CIRCUS ORGANIST & CALLIOPE PLAYER. Join immediately, long experience, union, fast tempos, all show scores. Big top performance, parade, equestrian, program direction, follies, revues, etc. Honest, dependable, reliable. Good educational background, neat appearance. HAL EDWARDS, Box 614, New Orleans 7, La. Message Phone: Franklin 9129.

PROMOTERS

—Get on our Mailing List. —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. —Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Saints and Sinners, on plans for National Circus Week, June 1-7.

Cliff Darling, promotional director on the Hamid-Morton show, was a visitor at the Cincinnati office of The Billboard Tuesday (24). He is in town for an extended stay with George Vonderheid, who handled promotion for the vaude show sponsored by Cincinnati Oola Kahn Grotto. Darling is recovering from injuries sustained in an automobile accident a couple years ago.

A. C. Landmark

Continued from page 57

color also helped make the structure familiar to thousands. Hamid moved away from the operation of the Million Dollar Pier when he acquired the larger and more famous Steel Pier, which he continues to operate with his son, George Jr.

The Million Dollar Pier was turned into a straight amusement park operation two years ago by Max Tubis and his associates. Tubis continues to operate the pier as a funspot, and will probably add attractions as more room on the pier structure becomes available.

Big Doings

Continued from page 56

getting equipment set. Captain Loftis Willis will manage the Side Show and Walter Marks will again operate the Motordrome. Hagur the Great will have several midway shows.

Staff Listed

In addition to Decker, the show will be piloted by Elizabeth S. Beam, secretary-treasurer; Lamar Odom, concession manager; John A. Yawns, electrical department; Marshall E. Baugus, artist and billing; Jack Bennett, mechanic in charge of transportation, and Merle A. Beam, promotion.

Stanley Hutcherson, Petersburg, Va., and Jack Sumner, Gaithersburg, Md., are again with the show and will help on Southern fair dates.

EL HEY RUBO

Cuban Soldiers Rout Towners In Show Clem

GUANTANAMO, Cuba, March 28. — An old-time donnybrook raged over the lot of the Santos & Artigas' Circus here recently after towners impeded the loading and began peppering the show's working men with stones.

The town gang had been milling around the lot all day, the last of a three-day stand. The pitched battle broke out at night near the back door of the top, with towners reinforced to a total of about 60 men against the show's 20.

Order was restored when squads of militiamen, blowing whistles and swinging sabers, routed the local gang.

Proceeding, the show has been moving west and will return to the interior of Cuba and along the northern coast. Business has been holding up well, it was reported. Out of 94 performing days, the show has had 94 days of good weather. Lou Nelson said that the high school horse, Silhouette, used in the Mlle. Gabrielle act, was out of the performance for two days because of illness resulting from an abrupt change in feed while touring the interior.

PHONEMEN

(Experienced)

U.P. TICKETS 25%

EXHIBIT SPACE & PROGRAM.... 20%

AT ONCE

WRITE, WIRE, PHONE EMERSON 5-8335

Harry C. Grafton, Secty.

Biggest Date in the East.

James E. Strates Shows on Midway.

CAMDEN COUNTY EXPOSITION

OF PROGRESS

Rooms 3-4, 503 Market St., Camden, N. J.

GIVE TO THE RUNYON CANCER FUND

WANT FOR POLICE CHIEFS' DEAL

COVERING 7 COUNTIES, 67 POLICE CHIEFS

10 TELEPHONE MEN — 4 HEEL AND TOE MEN

(Want to hear from Maurice Bereson and Charles Paterna)

ALSO 2 OFFICE MANAGERS. ONE OFFICE NOW OPEN—OTHER TWO OPEN THIS WEEK. BIGGEST DEAL IN EAST. BOOK, U.P.C. TICKETS, BANNERS, TICKETS, 25% COMMISSION. OFFICE MANAGERS 10% OVERWRITE. COLLECTIONS DAILY BY UNIFORMED POLICE OFFICERS. PAY DAILY. Drinks, save your stamps. Wire, Write, Phone. No collects—pay your own—we pay ours. All replies to CHAIRMAN, POLICE CHIEFS' ASSOCIATION, ROOM 101, NORTHAMPTON & GREEN STS. (PHONE: 3-3871), EASTON, PA.

WANTED FOR MILLS BROS.' CIRCUS

SIDE SHOW BOSS CANVASMAN • ASSISTANT PROPERTY BOSS. Contact JAKE MILLS, Mills Bros.' Winter Quarters, Fairgrounds, Greenville, Ohio. Workmen, Seatmen, Riggers, come on now; Cookhouse open.

TWO PROMOTIONAL MANAGERS who can start immediately. Must be able to finance themselves, handle committees and phonemen and stand prosperity. Contact JACK MILLS, 2649 Euclid Hts. Blvd., Cleveland Hts., Ohio. Phone: FAirmont 1-0700 (no collect calls).

PHONEMEN—LOOK

Knoxville, Tenn.—Phone 54053
Louisville, Ky.—Phone Clay 8606
Youngstown, Ohio, follows Knoxville
Indianapolis follows Louisville

PHONE LOUISVILLE FOR PLACEMENT.

TERRELL & TERRELL

PROMOTION PROJECTS

"The First Name in Promotion"

CLAY 8606

WANT DIANO BROS.' CIRCUS

Promoters and Phone Men. A fortune to be made from selling U.P.C. tickets and banners with a new circus featuring a big free street parade; plenty of towns now booked. Promoters and phone men call 515, Gonzales, Tex.

WANT PHONE PROMOTERS

CAN PLACE AT ONCE 4 TOP-FLIGHT PHONE PROMOTERS WITH CREWS. ALSO PHONE SOLICITORS. Terre Haute, Marion and other big deals to follow Year around work, no lay-off. PROGRAM—BANNERS—U.P.C. TICKETS.

R. A. WALTON

FILBECK HOTEL

TERRE HAUTE, IND.

WANTED 2 TELEPHONE SALESMEN

Who can produce results. Must be sober and reliable.

SAM WARD

Shrine Circus Office, AL BAHR, Shrine Temple Office opens April 7th. San Diego, Calif.

Nat'l Orange Show Threatens '49 Mark

Draws 141,802 in First Six Days; Advance Ticket Sale of 118,378 Helps

SAN BERNARDINO, Calif., March 28.—The 38th annual National Orange Show, which ends its 11-day run tomorrow (29), stands to beat its peak 1949 mark of 290,689. At the end of the first six days, the event chalked up an attendance of 141,802 as against 107,322 last year and 154,213 during its record run.

Helping along on the turnstile clicking was an advance sale of 118,378 tickets and good weather. The ticket sale, handled by the Parent-Teachers' Association in San Bernardino and Riverside counties only, made the ducats available prior to the March 19 opening for 50 cents. The group received 10 per cent of the gross money for its school projects. Sales were upped from 97,348 in 1952, the first year this type of selling was used.

Weather this year has been much better for two reasons—it

probably could not have been worse than it was in 1952, and so far the run has had only one rain, and it late at night on opening day. Early morning cloudiness the following day may have reduced attendance for that segment, yet the event was attended by 14,604, compared with 5,040 a year ago. Last year the 11-day run was hit by 10 days of rain with sleet, hail and snow.

Tuesday (24) was the annual Showmen's Day with Orville N. Crafts, owner of Crafts Shows on the midway, hosting members of the Pacific Coast Showmen's Association. A show-within-a-show was held that night. Crafts hosted the Orange Show's officials and directors at a steak dinner on Thursday night.

Dollar Gate

Admission to the Orange Show follows the usual policy of \$1 deposited in the turnstile. For this price, a show is presented twice daily in Swing Auditorium. Presented by H. Eames Bishop, Beverly Hills, the show was headlined by Russ Morgan and orchestra, Rex Allen, Frank Fontaine, Jimmy Boyd, Bob Crosby, Tito Guizar, Margaret Whiting, and Tony Martin. Acts appearing included "Grandfather's Follies," Six Mar Vels, Beverly Kine, Landra and Verna, Bob Williams; Will Mastin Trio, featuring Sammy Davis Jr.; Pansy the Horse, Joannides Duo, Sue Thompson, Reggie Rymal and The Appletons. Morgan played the entire run.

In the outdoor arena, a circus type of show was presented. Acts were booked by Schepper Bros. of this city. Admission was included in the gate fee.

Earl Blue, who acted as manager last year following the death of Russell Z. Smith in a traffic accident only two weeks before the event was to open, directed the event for the first time as its appointed head.

Freddie Valentine's four-people flying act, which recently played the Toledo Shrine Circus for Frank Wirth, has been set for the Rink Wright Shrine engagement in Omaha and the St. Louis Police Circus, another Wirth date.



J. C. HUSKISSON

J. C. Huskisson Takes Manager Post at Tampa

TAMPA, March 28.—J. C. Huskisson formally assumed the post of secretary-manager of the Florida State Fair here last week after serving as executive secretary since January 16, 1946. The retirement of the veteran P. T. Strieder, preceded Huskisson's elevation.

Born in Knoxville, Huskisson moved to Florida early in his career. During World War I he served as a lieutenant in the infantry for close to two years. He was for eight years commander of the disaster relief corps of the American Legion in the State, was an organizer of the Florida 40 & 8 Society, and is a past commander of the USS Tampa Post No. 5, American Legion.

Civic Activities

He was secretary to Gov. Doyle E. Carlton for two years, a trustee of local public schools for four years, and organizer and director of the Florida State Emergency Relief Administration for two years.

He is the immediate past president of the Tampa Kiwanis Club, is currently president of the President's Round Table of Service Clubs of Tampa, a member of the Shrine Temple here, and steward of Hyde Park Methodist Church.

He was an organizer of the Florida Federation of Fairs, Livestock Shows and Expositions and is the 1953 chairman of the appeals committee of the International Association of Fairs and Expositions.

EUROPE-BOUND

Carole May Seeks Foreign Exhibitors

CHICAGO, March 28.—Carole May, who with Ira S. Woodhouse heads up the National Bureau for Fairs here, will leave the United States May 26 for Europe to visit manufacturers and interest them in exhibiting at U. S. fairs. Miss May will attend the International trade fair at Barcelona in addition to stop-offs in Portugal, Italy and France and other fairs.

The European jaunt is part of a long-range program by the bureau to promote State and regional U. S. fairs as a show-place for foreign products. It is their contention that these overseas manufacturers can, by exhibiting at fairs, test the markets, do a direct selling job and at the same time do a public relations job for their respective countries. "Actual sales of merchandise made at the fairs would, in all probability, pay the cost of the exhibits and possibly put additional American dollars in the hands of the concerns," the bureau stated.

The jaunt by Miss May, her fourth in the interest of inter-

130 Attend Connecticut Meet; Bartletts Again Get Top Posts

MT. CARMEL, Conn., March 28.—The 37th annual meeting of the Association of Connecticut Fairs was held here Saturday (21), with a record crowd of 130 persons on deck, representing 30 fairs.

Both Joseph Bartlett and Laura Bartlett were re-elected as president and secretary, respectively. This will be the seventh term for the president, and the third for the secretary. Paul Johnson, of the Bethlehem Fair, was elected first vice-president, and William Stark, of the Chester Fair, second vice-president.

Members elected to the board of directors were J. Francis Ryan, Terryville Fair; D. Everett Neelans, Four Town Fair; Donald Williams, Woodstock Fair, and Rufus Bishop, Guilford Fair. Kenneth Hale was chosen board member for indoor fairs. Youth and 4-H Fair directors elected were Warren Brockett and Elizabeth Farnham. The outdoor Community Fair directorship will be handled by Jerome Keech.

Speakers Listed

Speakers at the session included Eddie Smith, of the Ernie Young Agency; E. W. Burr, Playtime Amusement Corporation, Quincy, Mass.; Franklin Ferguson, advertising manager of North Haven, Conn. Fair; Henry M. Cogert, George A. Hamid & Son, Boston, and Mrs. William P. Suzan, a judge for the Massachusetts Fair Association.

Movies were shown of the Eastern States Exposition and the Rensselaer, N. Y., County Fair. Entertainment was provided by

Harri Henri, of the A to Z Entertainment Bureau, Hartford, Conn. The banquet session was attended by 95 persons who heard Ray Winans, of the Eastern States Exposition, speak on fair advertising.

The Connecticut Association's membership is made up of 19 fairs, 9 youth and 4-H fairs, 8 outdoor community fairs and 4 indoor Grange fairs.

KID VEEPEES BUILD INTEREST AT DANVILLE

DANVILLE, Va., March 28.—The Danville Fair Association has more vice-presidents than probably any other fair in the country.

Principals of schools participating in the fair select two students, a boy and a girl, from their school. The students serve as honorary vice-presidents of the fair. Each county agent also selects two students to represent the 4-H clubs.

The honorary officials have their names in the premium list, are honored at a dinner meeting held before fair opening, and receive a badge entitling them to free entry at the fair along with free ducats to shows and rides supplied by the Strates Shows.

NATIONAL HOME SHOWS INC.

America's Outstanding Trade Exposition Organization PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES

Current Bookings

- MARCH
- EL PASO, TEXAS, March 25 thru 29 George Colours, Director 204 Chamber of Commerce Bldg.
- APRIL
- YOUNGSTOWN, OHIO, April 7 thru 12 Charley Coffey, Director 405 Home Savings & Loan Assn.
- JACKSONVILLE, FLA., April 28 thru May 3, Edgar V. (Bud) Smith, Director 317 West Forsyth St.
- NORFOLK, VA., April 26 thru May 3 Jack T. Craig, Director P.O. Box No. 6156
- MAY
- SAN ANTONIO, TEXAS, May 10 thru 17 Carl Olson, Director 819 Gunter Building
- KNOXVILLE, TENN., May 5 thru 10 Paul Waters, Director 317 Gay Street
- MONTGOMERY, ALA., May 5 thru 10 E. H. Auerbach, Chairman First National Bank Bldg.
- CHARLESTON, S. C., May 19 thru 24 J. Walker Owens, Chairman Chamber of Commerce Bldg.
- DALLAS, TEXAS, May 2 thru 10 H. F. VanHorn, Director "Penthouse," Stoneleigh Hotel
- WACO, TEXAS, May 12 thru 17 Dorothy Godfrey, Director 620 North 5th Street
- NASHVILLE, TENN., May 20 thru 24 Paul Waters, Director 205 Exchange Building
- TACOMA, WASH., May 20 thru 24 George Colours, Director 1103 1/2 North Division St.
- CEDAR RAPIDS, IOWA, May 27 thru 31 Paul Waters, Director 606 Guaranty Bldg.
- CHATTANOOGA, TENN., June 8 thru 15, C. B. Osborne, Chairman Electric Power Company
- NEW ORLEANS, LA., Aug. 22 thru 30, H. F. VanHorn, Director c/o Municipal Auditorium
- DENVER, COLO., Sept. 22 thru 27 Carl Olson, Director c/o Rocky Mountain News
- SOUTH BEND, IND., Sept. 22 thru 27 Dorothy Godfrey, Director c/o Waco Home Show, Waco, Texas
- BILLINGS, MONT., Nov. 3 thru 8 Carl Olson, Director c/o Don Jewell, Box 744

BOOKED BUT DATES NOT ALLOTTED: BATON ROUGE, LA-FAYETTE, COLUMBIA, ROANOKE, LYNCHBURG, ALEXANDRIA, LAKE CHARLES.

Sponsors, Show Managers, Space Salesmen Exhibitors, Write: Grover A. Godfrey, Pres. Penthouse, Stoneleigh Hotel Dallas, Texas

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Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone.

CONTINENTAL R. R. #6 Jacksonville, Ill. Phone R-4913 or 1351

ACTS WANTED FOR I-H UNIT ROUTES

Several weeks' work. Musical and Novelty and Acts doing two spots. Also High Wire for Fairs.

WILBUR AGENCY Kilpatrick Bldg. Omaha 2, Nebr.

Break Ground For WFA Hdqrs.

SACRAMENTO, March 28.—Construction work on the new Western Fairs Association headquarters is underway at the corner of Stockton Boulevard and Y Street here. Directors of the association were present for the groundbreaking ceremonies that kicked off the \$37,476 project.

Contract for the construction was awarded Guth & Schmidt, of this city.

Designed by the architectural firm of Franceschi & Mullen, the single story structure will be a wood frame unit with about 2,500 square feet of floor space. It will contain offices, work rooms, and a large conference room for director and area meetings. Off street parking is being provided by a lot 100 by 100 feet.

Construction of the permanent headquarters was voted at the last WFA meeting in San Francisco. The building is expected to be ready for occupancy about July 1, Louis Merrill, WFA general manager, said.

ATTENTION, ALL FAIRS

STEELE'S FRONTIER DAYS

America's #1 Grandstand Show
A Western Production and Extravaganza
Also Dog Acts, Animal Acts and Novelty Acts available at all times.

FOR OPEN TIME PHONE—WIRE—WRITE

Inquire About Our Water Shows and Ice Shows

Steele's Attractions Gus Sun Agency Sun-Grossman Agency
London, Ohio Regent Theatre Bldg. 700 Royal Union Bldg.
Springfield, Ohio Des Moines, Iowa

Miss BeBe Says . . .

FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe Now—This Easy Way

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
Foreign rate, one year, \$20.

Name 758
Address
City Zone State
Occupation

Orange Show Crowds Aid Crafts Biz

Big Turnouts, Ideal Weather Helps Grosses

SAN BERNARDINO, Calif., March 28.—Orville N. Crafts combined his 20 Big and Exposition shows to play the 38th annual National Orange Show which ends its 11-day run here tomorrow (29). Crowds were big thruout the run, threatening to break all records. Ride and show business was reportedly good.

Layout is flashy, using four Ferris Wheels with a Spitfire at the entrance.

To supply the contingent of 20 major and 15 kid rides, Crafts unveiled 20 Big here for the 1953 season. Exposition opened February 5 at the Carrot Festival in Holtville and then played other Imperial Valley spots. All of the rides on the lot are Craft-owned. debuted a n. Allan Heischell Tank Ride on the date.

The midway for the event this year is again separate from the Kiddieland, the latter being spotted near the free circus-type show almost adjacent.

12 Shows

Also featured, in addition to the rides, are 12 shows and about 100 concessions. Deal for the event is on a percentage.

Opening during a strike of the Southern California Edison Company employees, Crafts was unable to get a hook-up for juice for the moppet area. Two new generators were brought in to supply the current.

As is his usual custom, Crafts hosted the Pacific Coast Showmen's Association members Tuesday (24). Ribbons allowing for free admission were mailed to the membership several weeks ago. Crafts put up a big top in which to entertain his guests. A buffet dinner was served, followed by cards. At the close of the day, a show-within-a-show was given for the PCSA funds. Sam Dolman was chairman of the event.

Hosts Execs

Crafts also entertained Orange Show officials and directors at a steak dinner on Thursday. Catering was done by a local concern. Event was held in the Crafts big top.

Crafts said that Tom Wyckoff was now representing the organization as agent in Southern California with W. Lee Brandon being assigned to the northern part of the State. The No. 2 unit, Exposition, managed by Roger Warren, moves from here to San Gabriel. No. 1, 20 Big, managed by Frank Warre, returns to the barn with April 15 set for it to open its road tour.

STRATES ORG LINES UP TOP SPRING DATE ROUTE

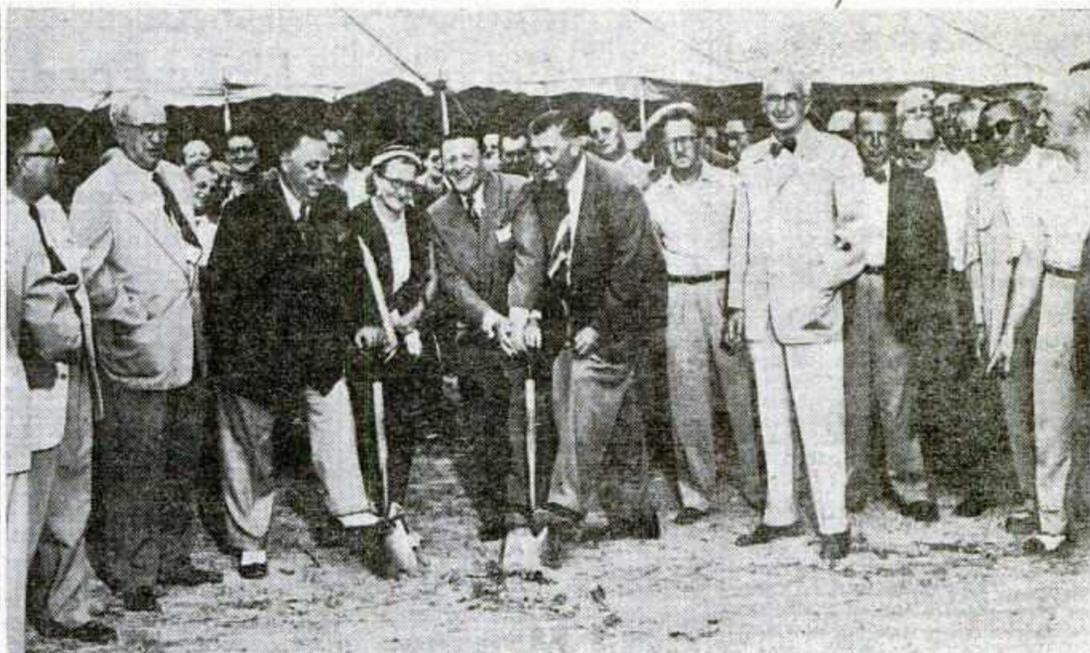
NEW YORK, March 28.—The James E. Strates Shows have added the Lions Exposition, Stamford, Conn., to its early route, it was reported here this week by Allan A. Travers, general agent.

The Stamford event, timed for June 22-28, is slated for big promotional fanfare. Exhibits and other attractions will be combined with the midway features, and the event will be publicized thruout the thickly populated area, including parts of New York.

It was also reported that Strates has bagged a date at Upper Darby, Pa., plush Philadelphia suburb. The lot, at 69th Street and Marshall Road, reportedly offers one of the best opportunities for putting together a sizable spring gross.

Philadelphia Set

Strates will also get into Philadelphia proper for two weeks. The metropolis has done well by



DAVID B. ENDY, president emeritus; Mrs. Ruth Schreiber, president of the Ladies' Auxiliary; William Cowan, president, and Cliff Wilson, chairman of the home building fund, all helped in wielding the shovels used to break ground in marking the official start of the construction of a permanent home for the Miami Showmen's Association. Others in the photo include Samuel E. Prell, second vice-president, and William B. Moore, first vice-president. Altho rain threatened to mar the festivities, an estimated 1,000 persons, including a number of city and county dignitaries attended.

Buck-Model Bow Date Set For Alexandria

Still Date Pattern Of New Railroader Begins to Shape Up

NEW YORK, March 28.—The O. C. Buck-Model Shows will preem April 16 at Alexandria, Va., a prime Eastern date. The initial stanza will run nine days, opening on a Wednesday and closing on a Saturday.

Remainder of the Buck-Model still date route began to take shape as it was reported that the show will play Hyattsville, Md., April 27-May 2; Perth Amboy, N. J., May 4-9, and Pottsville, Pa., May 11-17.

The show will journey to familiar New York territory after the Pottsville date, according to reports. Towns on the early part of the route are all familiar to Manager David B. Endy, who played them last year with the Strates Model Shows, and before that with his own Endy Bros. Shows.

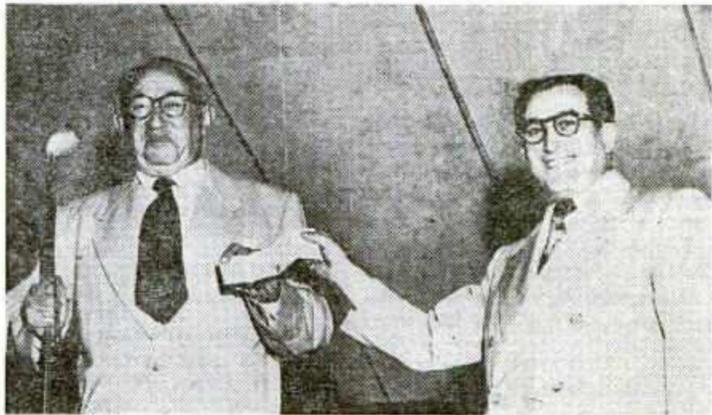
Scheduled dates after Pottsville apparently will include many spots played by Buck with his motorized unit.

Considerable rebuilding and refurbishing activity is reported going on at winter quarters in Waltherboro, S. C. Units of the O. C. Buck motorized show are being changed over and incorporated for use with the Model Shows equipment which is forming the nucleus of the new railroader.

the Strates organization in the past, and with a break in the weather good grosses can be looked for again.

With a first-in stand at Washington to lead off the season, Strates normally can count on gathering the best kick-off business in the East. This, together with the Upper Darby and Philadelphia dates, together with the promising stand at Stamford and the Camden (N. J.) Exposition of Progress, should give the show one of the best early jaunts it has ever had. Since, like everyone else, Strates wallowed in mud at many of last year's early dates, it shouldn't be hard to beat the grosses earned then.

Strates has just completed one of his best Florida winter fair routes. With this fine start and a promising route of still dates, together with a top-flight line-up of fairs, it would seem that only the worst kind of a break in weather, or a reversal of the current economic picture, can keep the season from being a winner.



SAMUEL E. PRELL, owner-operator of Prell's Broadway Shows and second vice-president of the Miami Showmen's Association, is shown presenting to Phil Cook, club executive secretary (on the right), a check for \$5,000 at the ground-breaking ceremonies held Sunday (22) in Miami. The new clubrooms are slated for completion by September 15.

Day Promotions Build Record Bow for Vivona

KINGSTREE, S. C., March 28.—Vivona Bros. Shows built its opening week here around two big kid promotions of necessity, as the weather turned wet and cold to put the damper on potential night revenues.

With the season's preem set for last Monday (23) here, one of the earliest openings of the season, Harry Wilson, promotion manager, had the date virtually in the bag. A Tuesday (24) matinee for colored children turned up around 5,000 moppets, many of whom arrived in 62 school busses. On Wednesday (25), the white school children were given a special day and turned out some 3,000 strong. Thirty-six school busses from thruout the county were on the grounds. A half school holiday arranged for both groups made the early turnouts possible.

The kids are looked forward to again today with cut-rate, three-for-a-quarter, ride ducats still offered, but no attempt has been made to build up matinees of the proportions reached on Tuesday and Wednesday. However, Wilson has his bubble gum and baby giveaway stunts set to go.

Opening Rained Out

The fact that the show winters here was helpful, of course. The scheduled Monday opening was postponed because of a rainout, but Mayor Rogers and a host of other public officials were on hand for ribbon cutting ceremonies and

to wish Manager John Vivona and his associates a fine season. On Wednesday afternoon, Wilson had a parade start in town and circle the midway for its finish. The high school band, more than 200 Scouts and 27 automobiles carrying local and show officials, participated. Rain fell in the middle of the afternoon, but the kids, once on the lot, stayed on and spent freely.

The poor weather at night held down crowds and curtailed the earnings of Tommy Carson's front end. Even so, Vivona described the opening as the best he has had since leaving the bazaar business in Jersey to take to the road.

Cut Rate Promotion
Some 7,000 school tickets were distributed in advance. Each provided for a free ride on the Ridee-O. A coupon attached offered three rides on any other units at the bargain rate of 25 cents.

The show moves next week to Sumter, S. C., for a date timed to include two Army pay days, Tuesday (31) and Wednesday (1). The following week the show journeys to New Bern, N. C.

Goldstein Org Bows at Macon

MACON, Ga., March 28.—Carnival season opened here Monday (23) when Sam Goldstein's Majestic Shows moved onto an East Macon lot, jumping from Jacksonville, Fla. The Goldstein org is en route from Florida to Detroit and may play several weeks on Macon lots, depending on business, Goldstein said.

to wish Manager John Vivona and his associates a fine season.

On Wednesday afternoon, Wilson had a parade start in town and circle the midway for its finish. The high school band, more than 200 Scouts and 27 automobiles carrying local and show officials, participated. Rain fell in the middle of the afternoon, but the kids, once on the lot, stayed on and spent freely.

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HOT FIRE EATER ACT BURNS UP

WHITE PLAINS, N. Y., March 28.—After being caught in a down draft, which led to a full-scale explosion in his basement, amateur fire eater Charles Edelstein is now at liberty. He neglected to open windows to provide adequate ventilation as he practiced eating gasoline soaked rags. The bally proved strong, as the fire department responded, as well as a conveyance which took him to a local hospital where his first degree burns were treated. In the excitement, however, no one remembered to sell tickets for the event.

MSA Breaks Ground for New Home

Report Bond Issue Oversubscribed; Ladies Give 20G

• Continued from page 53

William C. Bryant, chaplain, and Cliff Wilson, chairman of the home building fund,

Room for 1,400

Wilson reported that the finished structure will contain an auditorium 70 by 80 feet. The building, he said, would be able to accommodate up to 1,400 persons. There will be a separate cocktail lounge, card room and television room. A dining room with two kitchens, one for the men's side and the other for the ladies, is also blueprinted. The ladies will have a sun room, card room and small rostrum from which to conduct their meetings.

President Cowan announced that plans have already been launched to insure that the structure, when ready, would be equipped with new furniture thruout.

In connection with the bond drive, Wilson announced that 118 members had each subscribed to \$100 bonds. Sam Prell, operator of Prell's Broadway Shows, presented Secretary Cook with a check for \$5,000.

Members of the ladies' group present and seated on the dais included Ruth Schreiber, president; Sidney Thomas, first vice-president; Ada Cowan, second vice-president; Freda Wilson, third vice-president; Ann Whitehead, secretary, and Lillian Tucker, treasurer.

Insurance Rates On Show Rides Get 30% Hike

CHICAGO, March 28.—Public liability insurance rates on rides with carnivals will be 30 per cent higher this season than last year as a result of a recently revised rate schedule adopted by American companies as well as Lloyd's of England.

The rate increase, the second in two years, is due largely to higher awards which have been granted by courts in public liability suits against carnivals. A contributing factor was a larger number of claims made against carnivals in '52 than previously.

Insurance brokers point out that the insurance companies did not feel the full impact of inflation until last year. Awards in some instances doubled and tripled what they would have been when action was first instituted.

Sydney, N. S., Okays Lynch

HALIFAX, N. S., March 28.—Bill Lynch Shows has been granted permission to play Sydney, N. S., for a 10-day stand this year, it was announced here at the org's winter quarters. Sydney is the largest population center of Cape Breton Island.

The engagement will be during the summer vacation period, but no set location was stipulated by the town council. Show is meanwhile prepping here for its tour of the Maritime Provinces.

Royal Canadian Signs Shaunavon, Sask., Fair

SHAUNAVON, Sask., March 28.—Royal Canadian Shows have been signed to provide the midway attractions for the Shawnee County Fair here, July 21-22. Chairman of the fair board is Frank Leboldus, with Max Houston vice-chairman, Don Ross, secretary, and Norman Ross, treasurer.

DON FRANKLIN SHOWS #1

14 RIDE SHOW—4 DIESEL PLANTS—DOWNEY TOWERS

Opening Victoria, Tex., Saturday, April 11, followed by 9 sponsored still dates, in industrial towns, in 5 States, Red Oak, Iowa, July 4th Celebration, then 18 consecutive fairs, 9 in Minnesota, includes Faribault, and New Ulm; West Union, Iowa; Hannibal, Mo., on the streets; Texarkana State Fair, Sept. 11 thru 19; Texas Fairs, Wharton, Rosenberg, Angleton, Refugio, Beeville and Alice.

CONCESSIONS: Sell X on Cookhouse and Crab, Custard, Ice Cream, Age and Scales, Novelties. Place Long Range and Hunky Panks of all kinds. Need Fish Pond, Heart Pitch, Coke, Bumper, Watchla, Over 12, Penny Pitch, Basket Ball. Gas Tucker wants Bingo caller.

SHOWS: Book Shows for Committee and Lights, including all Fairs if you join for spring dates. Want 10-in-1, Side Show, Freak Animal, Big Snakes, Illusion, Mechanical, Big Dog and Little Horse, Glass House. Will buy, book or lease Fun House. Will frame new Jigg Show for capable operator. Have wagon type panel front. Have new 20x60 Blue-Top. What have you for inside? Will finance capable showmen. No Grift, Girl Shows, or Mitt Camps.

RIDES: Will book Rock-O-Plane, Kid Train and Live Ponies.

RIDE HELP: Foremen for Tilt, Little Dipper and 1953 Octopus. Have the best in Rides and Transportation, new 1953 Tractors, want the best in capable, sober Foremen; will pay the best wages. Bob Goldsberry, Bruce Hamilton, other good Foremen who have worked for me please contact. Second Men who drive semis for Tilt, Looper, new 3-Abreast Merry-Go-Round, Twin Wheels, Octopus, Little Dipper, Kid Rides. Man to handle Downey Towers and learn Assistant Electrician's job; Night Watchman. Report to winter quarters, Fairgrounds, Boerne, Texas, until April 7th.

All replies to Boerne, Texas, until April 7th. Phone 932-F-5. No collect calls or wires; then Victoria, Texas.

DON FRANKLIN—GUS TUCKER—J. O. GREENE—A. S. DOVE
Owner-Mgr. Asst. Mgr. Gen. Agent Lot Supt.

DON FRANKLIN SHOWS #2

AN 8 RIDE SHOW. TEXAS KIDDS RODEO FREE ACT

Announces the following route of Texas Celebrations and Fairs. Now showing Beeville, Texas, Stock Show. Next week Pearsall, then Potot Strawberry Festival, followed by Battle of Flowers, San Antonio, New Laredo Street location, 2 blocks from City Hall; then Kennedy Flax Festival, and Cinco De Mayo Celebration at Seguin. Other spring celebrations, Hill Country Centennial Celebration, Bandera, Juneteenth; Rosewood Park, Austin, Watermelon Festival; Stockdale, July 4th Celebration, Austin, Texas. Fairs include Fredericksburg, Boerne, Bryan, Crockett, Belleville, and the Big New McClennan Co. Fair, Waco—9 days, Sept. 26 thru Oct. 4.

CONCESSIONS: Want Cook House, Long and Short Range, Snow, Floss, Pop Corn, Photos, Ball Games, 6 Cats and Buckets, Stock Concessions of all kinds, operator for office Bingo, Agents for office Concessions of all kinds, including Age and Scales. Space limited at San Antonio. Those joining now given preference. Four straight Celebrations starting Potot.

SHOWS: Book Fun House, Snake, Monkey, Mechanical, any Grind shows. No Girl Shows.

RIDES: Will book or lease Tilt for season.

RIDE HELP: Spitfire Foreman, top salary, join at once. Second Men for Spitfire, Merry-Go-Round, Wheel, Looper, Mix-Up and Kid Rides.

All replies to **RALPH WAGNER, Mgr., Beeville, Texas, this week;**
Pearsall, Texas, next week.

OPEN FOR SEASON 1953!!

NATE EAGLE'S

2nd Unit

World Famous Midget Movie and T. V. Stars

Gorgeously costumed, professionally produced Miniature Musical Revue. Unit consists of 4 perfectly formed, beautifully talented midget ladies, 2 perfectly formed, tiny, handsome midget men, including

SMALLEST MAN and SMALLEST WOMAN

in the world

Midgets appeared prominently in 1953 Academy Award picture, Cecil B. De Mille's "Greatest Show on Earth."

CONTACT IMMEDIATELY

NATE EAGLE

2516 Mulberry Lane

Phone Ringling 6-5895

Sarasota, Fla.

VETERANS UNITED SHOWS

WANT—Opening May 14th, Worthington, Minn.—WANT

Concessions: Cookhouse, Photos, Straight Novelties, Hoop-La, Custard, Glass Pitch, Cork Gallery, Hats, Fish Pond, Coke Bottles, Basket Ball, Long and Short Range, String, Bowling Alley. **SHOWS:** Mechanical, Monkey, Athletic, Illusion, Girl Show or any Show of merit. **RIDE HELP:** Need Second Men on all Rides; top wages; must be able to drive trucks. We have a good route of Fairs and Celebrations. Will send route to anyone who is interested. Please, no phone calls. All replies: **BOX 622, WORTHINGTON, MINN.**

P.S.: Chairplane for sale, in good shape, cheap.

WANTS—RIDE SUPERINTENDENT—WANTS

Sober, reliable Man who is familiar with all rides, can handle men and see that rides are kept in condition, and up and down on time. Prefer one who has a following of first class ride help. We tolerate no drinking on this show and every man must drive a truck. Long season? top salary and bonus to right party. When answering give references.

E. L. YOUNG, Mgr., STERLING CROWN SHOWS

(Mail) P. O. Box 157, or wire, Tarpon Springs, Fla.

P.S.: Can place Man for Fun House.

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Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000

\$29.50

10,000 ... \$ 9.50

20,000 ... 12.00

50,000 ... 18.50

BACK AT HOME BASE

Jimmie Sullivan Directs Wallace Bros. Make-Ready

SIMCOE, Ont., March 28.—James P. (Jimmie) Sullivan, owner-manager of the Wallace Bros. Shows, now is in personal supervision of make-ready of the organization's equipment at winter quarters here for the show's opening April 16 at Windsor, Ont.

Sullivan returned to the show's home base recently after numerous trips, including an early winter trip to Mexico, another to Winnipeg, still another to New Orleans and several to Chicago, the latter on business for the Showmen's League of America, of which he is president. During the off-season months, Sullivan compiled something approaching a Showmen's League record, having attended what may well be a new high number of club meeting attendance for an out-of-town president.

When Sullivan returned here recently, he found that preparations for the season's opening had progressed on schedule. A crew of 18 men currently here is expected to finish the remaining work in ample time for the tee-off.

Scenic artist Sandy McKague

Babe Emswiler, Vet Showman, Succumbs at 55

BEAUMONT, Tex., March 28.—Funeral services for Leonard H. (Babe) Emswiler, veteran mid-way showman, were held here Sunday (10) at the Carroll Wallace Funeral home, with interment following in Showmen's Rest, Grove Hill Cemetery, Dallas.

Emswiler died Thursday (18) in the Hotel Dean Hospital. He had been in ill health for the last three years and spent most of the winter in Houston.

He had been connected with many carnivals, including Cap Dyer's Amusement Company, the



L. H. (BABE) EMSWILER

E. R. Reed Shows, C. A. Wortham Shows, Pool & Schenk, Alamo Exposition and since 1946 with Shows, for which he was general manager-legal adjuster.

Survivors

Emswiler is survived by his widow, Sadie; three brothers, Albert, Arthur and George; one sister, Ida Hame of Houston, and two daughters, Harriet and Phyllis, both of Galveston.

Pallbearers were Bruce Castine, Daxie Glascoe, White Runge, Tom Henderson, Bill Luck, George Smith, Harold Clippard and Tobe McFarland. Honorary pallbearers were Hubert Hall, Bob Harris, Bud Palmer, Emmet Buffkin, Joe Murphy and Ray Culverson.

Out-of-town show people who attended the services included Mr. and Mrs. Hamil, Mrs. Harold Clippard, Mrs. Tobe McFarland, Mrs. Whitey Runge, Mrs. Tom Henderson and family, Mrs. Laura Lamb, Mrs. Fred Kuhn, Mrs. Ralph Nettle, Mrs. Eva Heron, Babe Culverson, Sid Fuller, J. Archer, Mr. and Mrs. Joe Seidler, Mr. and Mrs. S. C. Glascoe, Mr. and Mrs. Leo Carson and Mr. and Mrs. Bill Luck.

har finished repainting and building a new main entrance and currently is pushing three projects, a new Kiddieland front, a new front for the Alfie Phillips water show and a Last Supper show.

Slim Lalumiere, electrician, has been in quarters since early January and has completely overhauled all electrical equipment except the generators which were sent to the George W. Crothers Company, Toronto, for overhauling. Frank Hall, manager of the Boat Ride, Roller Coaster and shooting gallery for Neil Webb, has also been in quarters since early anuary, re-working and re-furbishing Webb equipment.

Bob Morton arrived last week in San Antonio to overhaul his Scooter ride. Luke Hozack, who purchased Hells-A-Poppin', dark ride, from Charlie Goss, is putting that unit in readiness. Phil Cronin, owner of seven kiddie rides on the show, has his foreman, Johnny Bunk, and crew repainting the equipment.

Builds Wagons

Tiny Jamieson, transportation superintendent, has been busy since the first of the year, building new wagons and recently put the Rocket on two wagons, using the center piece as a wagon, making three wagons in all. He also has finished rebuilding the Merry-Go-Round and putting the center pole on one of the wagons.

Concession equipment is being readied by Pat Marco, concession manager, and his crew. Ronnie Marleau, cookhouse operator, checked in last week to start overhauling his equipment.

Tim Jordon, show secretary, has been in charge of the office since the first of the year, and has been assisting personnel in filing their income tax before the April 30 deadline.

Hank Blade, show manager, who spends the winter managing the Calgary Steampeders Hockey Club of the Western Canadian League, is due to arrive as soon as the team winds up its season. This week it goes into the playoffs as it finished in second place in the League standings.

World of Today Sets Tulsa Bow

MUSKOGEE, Okla., March 28.—World of Today Show will open its '53 trek May 1 in Tulsa under auspices of the city fire department, Co-owners H. Wells and S. O. Lee, announced here at the org's winter base.

Auspices and publicity will be strong for the stand, which will be on the Barton show lot in downtown Tulsa. According to plans, the midway will go on television the opening night and civic dignitaries will preside at a ribbon-cutting ceremony.

Winter quarters work here is almost completed. Buster Wittemore has supervised the work while Mrs. Wittemore has operated the cookhouse. Recent arrivals from Hot Springs included Mr. and Mrs. Fred Sorenson, who are framing a new concession, and Mr. and Mrs. Peewee Sheehan, who are enlarging their Arcade.

Mr. and Mrs. Jim Chavanne came in from Florida and are prepping their Pit and Illusion shows. Mr. and Mrs. Gene Woolf, who have three concessions, recently completed a new wagon front.

John Wilander infers he'll be here by April 15 and Floyd Shankle reports from Dallas that he'll be on hand for the opener with his cookhouse and grab joint. Bill Swanson has rebuilt Julie Reynolds' corn game. Marie Swanson and Jess Moore will complete her crew.

Lyle Wells, son of the owner, and Jackie Lee, daughter of the other partner, were present with a new 28-foot house trailer by their parents as a wedding gift. The newlyweds, who eloped during the Chicago meetings, will operate a concession this season.

ELECTRIC RING TOSS



A new Game, made with an attractive Formica Top with chrome edges on a wooden stand. It has 5 contact points with 1 jackpot. The bell rings and the light goes on with every contact. Size: 24"x37". Price \$40 ea.

Complete Line of Wheels. Ask for 1953 Catalogue. **CARDINAL MFG. CORP.** 430 Keap Street Brooklyn, N. Y. Evergreen 7-5027

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FOR FAIRS AND CELEBRATIONS
IN ILLINOIS AND INDIANA

Octopus and Merry-Go-Round Men; must drive semis and be sober. Good wages. Also Man to take care of office owned Hunky Panks and at times run Corn Game; good proposition.

SAM MENCHIN

11 W. Division St. Chicago, Ill. Superior 7-7243

WANTED

BINGO CALLERS
AND COUNTER MEN

Address:

GUY B. WEST

Cavalcade of Amusements
Pensacola, Florida, April 6

If you can deliver, come to Pensacola.

SILK CITY SHOWS

WANT WANT

Opening April 8th in New Jersey

Popcorn, Candy Floss or any 10¢ Grind Stores. Ride Help: First and Second Men on all rides. All replies to

A. LONGO

260 McBride Ave. Paterson, N. J. Phone: Sherwood 2-5918

CONCESSIONS FOR SALE

Three complete 5x5 Center Outfits fully equipped for Ice Cream Dips, Snow Balls and Foot Longs. 1 Floss Machine (Will Hunt model), perfect condition; 1 5 kw., 110 V. Onan Light Plant (good); 1 complete Long Range Gallery, stored in Michigan, mounted on trailer, can be pulled with car. All cheap for cash. Act now, time is short.

K. L. "DICK" TAYLOR

Box 8126, Tampa, Fla.

FOR SALE

Portable Shooting Gallery mounted on a tractor-trailer, assembled with 12 new Remington automatic rifles. This has been stationed two years in an army camp and makes good money. I must give this up on account of another business I am in and I am unable to travel. If interested, kindly write to **JOSEPH ANGIOLETTI** 553 Chestnut Ave. Trenton, N. J.

FOR SALE

Circus Tent, 60 by 120; a 60-foot Round End with two 30-foot Middles; pieces pass all tests, good condition. Special steel center poles, wood quarters and side poles, all stakes, blocks new, most rope new. Stored at U. S. Tent and Awning Co., Chicago; poles stored East Peoria. First \$1,500 cash takes all. Write **DICK CLEMENS**

c/o First National Bank, East Peoria, Ill. No C.O.D. and no collect wires, please.

GEORGE HALL SHOW FOR SALE

5 Rides—12 Eli Wheel with new trailer and tractor; 24-Seat Chairplane, new motor; three factory-made Kid Rides, 3 Trucks, Trailers, Concessions, Light Cables, Boxes, Show Fronts, Sound Organs, ready to operate. Address: **BOX 372, LAWTON, OKLA.**

BURKHART SHOWS

Opening March 30 in Hoxie, Ark.

Can use good Side Show and small Cookhouse; join at once. Don French, let me hear from you. Mike Zuvan, contact immediately.

Poplar Bluff, Mo., April 6-11.

STUFFED ANIMALS

6 Bucking Horse, Bucking Steer, Bucking Pony, Standing Pony charging Lion and Bear. Camera, Saddles, Chaps, Jackets and Trailer to haul them. Ready to operate. No reasonable offer refused.

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GROUND for SHOWS

30 Acres in Heart of Virginia Coalfields. Call or write

CLAUDE HAMILTON

Richlands Airport, Richlands, Va. Phone 5412
Big Grove for Hillbillies on Sundays.

WANTED

Agent or sponsor for beautiful Hobby Mobile Exhibition. Parks, carnivals can use it. Something new. Can advertise products. Can contact mayors, schools of towns, also department stores.

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206 Washington St. Jersey City, N. J.

Midway Confab

After three years with Prell's Broadway Shows, Jack Gallup will join Lloyd Serfass' Penn Premier Shows which open the season in Baltimore April 8. Gallup has booked his cookhouse and two Girl Shows with Serfass. One show will feature Shealia Orient, who has been playing night club dates for the past two years, and Vickie Allen, who recently concluded a 10-week stand at Club Frolic, Tampa. The other show, presenting Kasha, Czech exotic dancer, will be produced by Pat O'Day (Professor Laffology), who has appeared in night clubs and theaters and who was a general utility man with Walter Reed Theaters for a number of years. This season marks Gallup's 20th in outdoor show business.

Orrie and Lucille Maddox, of Maddox Bros. Shows, are redecorating equipment in Atlanta, Kan., winter quarters. The show opens May 1 and is set for 15 fairs and picnics thru Kansas, Nebraska and Oklahoma. . . Mrs. Clara Philbert, Burlington, Kan., requests that Edward H. Philbert, believed to be a carnival man, contact her.

Roy B. Jones, outdoor show business representative for the Pepsi-Cola Company, is back in New York talking over seasonal plans with the soft drink brass. Jones motored in from his Texas home, visiting on the way units of the Amusement Corporation of America, 20th Century and Gooding, as well as a number of fairs. Sid Goodwalt journeyed from Florida, where he wintered, to Troy, N. Y., where he is now preparing his equipment for opening with the O. C. Buck-Model Shows. Sid will have a grab stand, popcorn and candy apples with Buck.

Martha Weiss underwent a successful operation Monday (23) at St. Francis Hospital, Miami Beach, where she will remain for several weeks before returning to her Miami home for convalescence. Martha's husband, Bennie, flew in from Cuba, where he is operating bingo, to be with her. Bennie reported that his earnings with the touring Coney Island Shows, playing inland towns in Cuba, were just fair. It is believed that Martha's convalescence period will be over long before the Weiss bingo units are routed on their annual trek of Eastern fairs.

H. V. (Pete) Petersen, manager of Tivoli Exposition Shows, has been busy passing out cigars on the birth of a girl to Mrs. Petersen March 18 in a Joplin, Mo., hospital. The new addition gives the Petersens three children, their others being a 6-year-old girl and a 3-year-old boy. . . Mrs. John T. Tinsley was reported recovering from an operation

Saturday (23) in the Greenville (S. C.) Hospital and was looking forward to being up and around by April 2 when the Tinsley show is due to leave Greenville.

En route to the Joplin, Mo., winter base of Tivoli Exposition Shows, with which he is associated, Axel Bendixen Tuesday (24) visited the St. Louis office of The Billboard and told of his six-month vacation in Germany and Denmark. Bendixen reported that he visited many shows and amusement parks in those countries and he raved about Tivoli Park in Copenhagen, declaring it to be the finest funspot in the world. He also reported that he had secured patents on a new game.

William T. Collins, owner of the show bearing his name, was due to be discharged Saturday (28) from the Mount Sinai Hospital, Minneapolis, where he underwent a double operation March 10. Originally Collins was to be hospitalized for no more than six days but complications set in. He infoes that his wife has reported to him that make-ready work at his show's winter quarters had been proceeding on schedule. . . Benjamin (Sparky) Garmisa has been re-appointed as "mayor" of the midway at the Alabama State Fair, Birmingham, according to J. C. McCaffery, in charge of concessions for the fair.

Mike Sullivan, concession secretary on the Wallace Bros. Shows of Canada, will wind up his vacation in Hollywood, Fla., in time to check in at the shows' Sincce, Ont., winter quarters April 6. . . Happy Powelson, owner of Powelson Amusements; W. Anderson, owner of the Northwestern Amusement Company, and Pete Briggs, Columbus, O., ride owner, were recent visitors to the Findlay, O., winter quarters of the Royal Midwest Shows.

Terry Miles, of Siebrand Bros. Circus and Carnival, was guest of honor at a recent baby shower given her by members of the show in Phoenix and ladies of the Arizona Showmen's Club. Over 50 turned out for the event and an abundance of gifts were presented the prospective mother. Rita Harris donated flowers for the buffet luncheon tables. Della Locken provided the ice cream, Garnelle Siebrand the fruit punch, Lillian and Ruby Freeman the cake, and Inga Siebrand donated the plates, napkins and silverware.

Married March 13 in Savannah, Ga., Bob (Domino) Hardy and the former Mrs. Betty Bazinet honeymooned at St. Simon Island, Ga., and are now in Miami, where they plan on buying a home. Hardy for many years was a concessionaire, trouping with the Royal American Shows and the World of Mirth Shows. Mrs. Bazinet was the wife of Dwight Bazinet, from whom she was divorced last fall. The Hardys do not plan to go on the road this season.

Margaret Pugh is back in Dallas after a trip to California during which she reports she saw "a lot of show people I had not seen in years. . . Ernie Farrow, owner-manager, of the Wallace Bros. Shows, writes that he has eight men at work in winter quarters at Jackson, Miss., and that another building has been completed. "This," Ernie points out, "gives me four buildings on the winter quarters site." His show again will open at the Memphis Cotton Carnival (May 8), holding forth again on the Beal street lot in the heart of the Negro section.

Jimmie and Helen Watts have closed their season in schools and theaters and headed for the winter quarters of Metropolitan Shows to begin repairing their attraction. . . Lou Pease is opening his Girl Show with Harrison Greater Shows at Hartsville, S. C. Wally White will have the Side Show and Zadu Snake Show and Mr. Page, the Minstrel Show.

Mrs. Marie Gaskins, wife of Frank Gaskins with the Big State Shows, is recuperating slowly from a recent operation in Edna, Tex., her husband infors from Edna. . . Charlie McCarthy, of the United Expo Shows, was a visitor to the Big State Shows' lot in Edna, Gaskins also advised.

MIGHTY HOOSIER STATE SHOWS

W. R. GEREN Presents
 "Indiana's Largest and Finest Motorized Carnival"
1953 GRAND OPENING
 APRIL 13 CLARKSVILLE, IND. APRIL 13
 Across the street from Colgate Factory, just 5 blocks from Louisville, Ky., Bridge.
 Will Move on Lot April 8 and 9

WANT WANT WANT

CONCESSIONS
 Hanky Panks, Basket Ball, Punk Rack, Milk Bottles, Pitch Till Wins, Duck Pond, Fish, Derby. Any legitimate Concession. Wire. Mr. Franz, wire me.

SHOWS
 Have booked Monkey Show, Girl, Fun House. All others open. P.C. Very reasonable. Wire

RIDE HELP
 Foreman and Second Men for the following: Merry-Go-Round Second, Tilt-a-Whirl Foreman, Flying Scooter Foreman and Second, Octopus Foreman and Second, Spitfire Foreman and Second. Sober, must drive semis. Men for Kiddie Rides. Will teach you same.

FAIR SECRETARIES INDIANA ONLY

If you are interested in a complete carnival for 1954 and you can show where your Ride gross in the past has run between 7,000 and 18,000 dollars:

SEE ME FOR A 1954 CONTRACT
 I can give you from 12 to 20 Rides.
 "None Finer."

All Replies
 Until April 8—W. R. GEREN, Greensburg, Ind.
 After April 8—Show Grounds, Clarksville, Ind., April 13-25

PENN PREMIER SHOWS

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LAST CALL 11 DAYS—ESSEX, MD., APRIL 8-18—11 DAYS LAST CALL

THIS IS THE LARGEST SPRING DATE IN THE EAST, WITH A STAR STUDDED ROUTE TO FOLLOW.

CONCESSIONS
 Can place Novelties, Hats, Derby Racer, Lead Gallery, Jewelry, Dart Balloon, Fish Ponds, Cigarette Cork Gallery, Hi-Striker, Ball Games and any other legitimate Concessions. Can place some percentage if you have Hanky Panks. NO MITT CAMPS.

SHOWS
 Can place any Shows not conflicting. Good opening for Wild Life or Snake Show. Can place Man to manage Glass House. Must drive semi. Place Side Show Acts of all kinds.

HELP
 Can place Men on Rides who drive semis. Want sober, reliable Man to take over set of new Kiddie Rides who can drive semi. Good proposition. Can place Men on Wheels, Merry-Go-Round, Tilt, Octopus, Roll-o-Plane and other Rides. Harry Stevens wants Man to handle Floss and other Eating Concessions. Can place Man to handle Toilets on truck who drives. Also Men for Towers and Searchlight.

We start moving out of Winter Quarters Friday, April 3, for Essex. All joining now will be given preference on Fairs. Address all mail and wires to

LLOYD D. SERFASS, GEN. MGR., PENN PREMIER SHOWS HENDERSON, N. C., or
HARRY "BUSTER" WESTBROOK c/o HOTEL SOUTHERN, BALTIMORE, MD.

GLADSTONE EXPOSITION SHOWS

OPENING APRIL 13TH PHILADELPHIA, MISS.

Want Concessions—Milk Bottles, Scales and Age, Country Store, Long Range, Short Range, Fish Pond, Duck Pond, Pitch-Till-U-Win, Penny Pitch, Basket Ball, Mouse, Pan, Balloon Dart, Hanky Panks of all kinds, Penny Arcade.

Want Ride Help on Wheel, Jenny, Tilt. Steve, Peg, Shorty, answer.

Want One Major Ride for Humbolt, Tenn., Strawberry Festival and balance of season. Also Kiddie Autos and Swings.

WRITE F. O. POOLE
 Box 1184, Jackson, Miss.

PHONE JACK OLIVER
 Edwards Hotel, Jackson, Miss.

P.S.: Floyd Aldrich wants Agents for Buckets, Penny Pitch, Over and Under. Jack Elam wants Counter Men for Bingo.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

PRE-SEASON OPENING APRIL 10, TERRE HAUTE, IND., FAIRGROUNDS. TWO SATURDAYS AND ONE SUNDAY. GRAND OPENING IS APRIL 23, FRANKLIN, IND.

ATTENTION: ALL CONCESSIONS BOOKED CAN JOIN AT TERRE HAUTE OR BE ON HAND AT FRANKLIN. RIDES: Live Pony.

CONCESSIONS: Can use a few strictly legitimate Concessions. Have opening for Custard. No gypsies, no racket. Benny Acker, get in touch with me at once.

RIDE HELP: Foremen for Merry-Go-Round, Tilt, Wheel, Rolloplane, Octopus and new Coaster. Second Men on all rides, must drive. J. C. Snell or any ride boys who know "Bingo Bob" Brown, come on.

All replies to 669 Swan St., Terre Haute, Indiana.

E. D. ALLEN, Manager **TOM L. BAKER, General Agent**

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 Shrunk Heads, Ape Boy, Wolf Boy, Devil Child, Many others.
 Your ideas made up. Write for Folder. Free.
Tate's Curiosity Shop
 3858 E. Van Buren St., Phoenix, Ariz.

Club Activities

FOR SALE
 36 FT. PARKER BABY "Q" DE LUXE
 2-ABREAST 1949 MODEL
 MERRY-GO-ROUND
 A-1 condition. Horses—new factory paint. Fluorescent lights. Located in park since new—never moved. Have replaced it this year with large 3-Abreast. Must be removed at once.
 PRICE REASONABLE

SMILE-A-MINUTE PHOTO MACHINE
 Complete outfit with full-length comic fronts. Takes 2 sizes. Will sell reasonable. Buyer can book in park for season.

TWO 1918 AMERICAN LA FRANCE FIRE TRUCKS
 These are real Fire Engines, just out of service in Omaha Fire Department. Perfect condition.
 1 PUMPER 1 HOOK & LADDER (Hook & Ladder has already been converted into Kid Ride)
 WILL SELL ONE OF ABOVE ONLY. TAKE YOUR PICK!

JIM CARPENTER
 CARTER LAKE PLEASURE PIER
 722 First National Bank Bldg., Omaha, Nebr.

Mr. & Mrs. George Sewell and Johnnie Meyers
 Contact us immediately.
Dot & Larry Cookhouse
 Care 20TH CENTURY SHOWS
 Opelousas, Louisiana

WANTED
 30 OR 40 FOOT 2 ABREAST MERRY-GO-ROUND
 Must be in good condition, electric powered. Reasonable for cash.
Super Oil Company
 2037 Buena Vista Rd., Columbus, Georgia
 Phone 7-7966—H. A. Averett

WANTED
 Rides and Cotton Candy Machine for Church Celebration, week of July 13. Also for social club, carnival or any fund-raising deal; dates open. Give complete details in first letter.
ALBERT BENFATTA
 P. O. Box 943 Altoona, Pa.

Dyer's Greater Shows WANT
 First and Second Men for 36-ft. Ideal Merry-Go-Round, Athletic Showman: we have outfit or will book yours. Shows—What have you? Shooting Galleries, Custard, Cook House, Hanky Panks open. Tuckerman, Ark., Apr. 8-18; Mounds, Ill., follows.
 Contact Searcy until Apr. 8.

FOR SALE CUSTARD MACHINE
 Mounted on 1947 Truck. Beautiful flash, price reasonable.
C. SABIO
 27 Rossiter Ave. Paterson, N. J.

JIMMIE CHANOS SHOW
 OPENS MAY 1, RICHMOND, IND.
 Want legitimate Concessions of all kinds: Ball Games, Fish Pond, Basketball, Long and Short Range, Shooting Galleries, Pitch-Till-You-Win, Guess Your Age, African Dip, Six Cat. Will book four or five Strong Stores for Richmond only, 8 days.
 Want Girl Show with own outfit, Ten-in-One, Snake Show, Monkey Show. Will book you no percentage, just pay lights.
 Help wanted: Foremen for Merry-Go-Round, Wheel, Rolloplane, Flying Scooter. Prefer those who drive semi; Electrician.
 All replies to
JIMMIE CHANOS
 801 East Fifth St. Phone 491 Greenville, Ohio

30TH ANNUAL TOUR MOLLY YORK GREATER SHOWS
 OPENING EARLY IN MAY
 WANT
 Concessions—Pitch-Till-You-Win, Duck or Fish Pond, Slum Spindle, Balloon Dart, Seales and Age, French Fries, Glass Pitch, Short Range and Long Range, Cork Gallery, Diggers without slots. Reasonable proposition to well-framed Beano. Shows—Can place Girl Show with own equipment, also any worth-while Show. Ride Help—Can use sober, reliable Help on all Rides. Those with me before please contact. Pay your own. All replies to
TOMMY KEEFE
 R. F. D. 5, FALMOUTH, ME. TEL: 4-6218.

AMERICAN EAGLE SHOWS WANT WANT
 Will book set of Kiddie Rides, exclusive. Want Devil's Bowling Alley, Block and Heart Pitch, Center Hoop-La, Long Range, Short Range, Six Cats, Swinging Ball, Milk Bottles, String Game, Glass Pitch. Can use Man and Wife on Bingo. Will book any Ride or Shows not conflicting. Luke Petty wants Bunny Lawrence, young agent who formerly worked for me, to head Bucket Store. Join now.
ALL ADDRESS: DANNY ARNETT, AS PER ROUTE

FOR SALE USED C-CRUISE MAJOR RIDE
 Four Boats and four passenger-controlled Tubs revolving on an irregular circular track • Self-loading and unloading • 32-passenger capacity • Electric motor driven.
 SPECIAL SALE PRICE \$3,500.00
 WRITE—WIRE—PHONE
WEST SALEM MACHINERY CO. 7TH & MURLARK SALEM, OREGON

Show Folks of America, Inc.
 145 Turk Street, San Francisco

SAN FRANCISCO, March 28.—At the Monday (23) meeting, Whitey Monette announced that the Hi-Jinks grossed an estimated \$2,500 this year, more than ever before. Watches were presented President Jack Christensen, for selling the most tickets, and to Charlotte Dalton, as the woman member selling the greatest number.

A "Going Away Party" for shows will be combined with the ninth birthday party Monday night (30). Charles Camp will present a stagershow. The ladies are baking cakes, and Doris Monette's donation, ice cream. Eddie Harris is giving coffee, and Georgia McDonnell will bring cream. Mike Krekos is chairman of the event.

Harry Seber, chairman of the cemetery committee, announced that he had a letter from Orville Crafts containing a \$100 check for the cemetery fund. President Christensen brought a \$100 check from Estelle and Elmer Hanscom.

Johnny Provenzale, house committee chairman, served a "Mexican macaroni" lunch to 87 members.

Hot Springs Showmen's Association
 De Soto Hotel, Hot Springs, Ark.

HOT SPRINGS, March 28.—Regular meeting Thursday (19) called to order by First Vice-President Olson in the absence of President McDonald. On the rostrum were ex-Presidents Fairley and Zimdars, Treasurer Holt and acting Secretary Jack. This was the first appearance of Olson since last fall, and in appreciation of the many things done for the club by executives and personnel of the Amusement Company of America two plaques were presented to Olson. Presentation was made by Walter Ebel.

The Showmen's Handicap at Oaklawn Park, in honor of the association, drew the largest attendance of the season. Mr. and Mrs. Zimdars and Tony McDonald represented the club in making the award to the owner of the winning horse. The blanket was in the club colors of red and gold. Walter Ebel was given a vote of thanks for his efforts in handling details for the club at Oaklawn.

Showmen's League of America
 54 West Randolph Street, Chicago

CHICAGO, March 28.—Maurice (Lefty) Ohren presided at the Thursday (26) meeting. With him at the table were Ned Torti, vice-president; William Carsky, treasurer; Joe Streibich, secretary; Lou Keller, past president, and Walter F. Driver, treasurer emeritus.

Harry E. Ramsey was elected a member. Letters received from J. Kaplan, F. E. Gooding and J. W. Evans. Welfare committee reported Art Briese was up and back at his desk. No late reports on Frank Daniels or Billy Williams.

Members, who spoke briefly, included James C. Donahue, Robert Robbin, W. Charles Mueller, Ernie Lawrence and Clarence Lindsey. Ways and means committee is putting the finishing touches on its fund-raising plans. Bylaw committee has about completed its revisions, and following action at the April 2 meeting, will be sent to the printers.

Ladies' Auxiliary

Mrs. Mae G. Taylor, president, was in the chair at the regular meeting. Also present were Mrs. Luci Hirsch, first vice-president; Mrs. Henry T. Belden, second vice-president pro-tem; Mrs. Carmelita Horan, treasurer, and Mrs. Elsie Miller, secretary. Invocation was delivered by Edith Streibich, chaplain, pro-tem.

Letter was read from Billie Billiken, who is in Houston. Ann Sleyster plans to leave soon for Florida. Marguerite Shapiro is reportedly ill. Marie Brown is out of the hospital and convalescing at home. Virginia Kline is also reported to be ill.

Edith Streibich won the award donated by President Taylor. Mrs. Streibich provided sandwiches, cake and coffee.

Lucille Hirsch will be host at the April 30 social. A fashion show at the Hotel Sherman Thursday night (26) was attended by close to 100 ladies. A 10-piece rafe set, donated by Mae Taylor, was taken by Mabel Ebersole. Cake and refreshments topped off the evening.

Miami Showmen's Association
 233 W. Flagler St., Miami

MIAMI, March 28.—More than 150 members attended the last meeting of the season, Tuesday (24). On the dais were William Cowan, president; William B. Moore, first vice-president; Samuel E. Prell, second vice-president; Cliff Wilson, secretary; Harry Ross, past president of the Michigan Showmen's Association, and Sam Solomon, past president of the Showmen's League of America.

The president appointed a grievance committee to act upon suggestions from members. The group consists of George Whitehead, William Tara and Sydney Daniels.

The nominating committee for the 1954 election of officers is composed of Sydney Daniels, Amos Saltus, Sol Geffen and Leonard Ross, alternate. Committee members from the board of directors are Mel Dodson, chairman; Lew Lange, Ben Glassbert, Danny Dell and Shep Blumberg, alternate.

Applications for membership were approved from Earl Dayton, John A. Miller, Robert Elliott and Ed Rahn, proposed by Paul Prell; Bernard Rodins, proposed by Charles S. Taylor; David Rockefeller, by El Walter, and Robert Morrison, proposed by Shep Blumberg.

The secretary urges members to supply him with information concerning their present location, inasmuch as a considerable amount of mail is on hand for which he has no forwarding addresses.

Louis Condell, well-known concessionaire, died March 18 and was buried in the Miami Showmen's Rest. Among those attending the funeral were Ralph Endy, Lyman Truesdale, Hom Zolum, Russell Erdell, George Lewis, John Keeler, Mike Roman, Emil Ross, Mr. and Mrs. Joe Lux, Ep Glosser, Charles Schwacha, William Bryant, Cliff Wilson, Mr. and Mrs. Sam Palitz, Joe Galvin,

National Showmen's Association
 1564 Broadway, New York

NEW YORK, March 28.—The next-to-the-last meeting of the spring was held Thursday (26) at the clubrooms with President Phil Isser conducting both the general assembly and board of governors sessions. Other officers attending were John Weisman, second vice-president; Gerald Snellens, third vice-president; Harry Rosen, treasurer, and Louis D. King, chaplain.

Max Tubis, building committee chairman, gave a further report on progress being made in the attempt to obtain new quarters. An announcement regarding a final decision is expected before the last meeting April 9.

Board of governors approved the reinstatement of desirable delinquent members upon payment of \$10. This will entitle them to a 1954 membership card good until July 15, 1954. All new members joining also will be paid up thru the same date.

Permission was given by the governors for club graves in Ferncliff Cemetery to be decorated Decoration Day, May 30. This is the usual custom with graveside services again to be held on the Sunday prior to the fall banquet.

President Isser welcomed several members who had been absent for some time—Michael Goldstein, Nathan Cutler Froom, Abe Steinberg, Frank Blatsky and Edward Elkins. The last named has recovered from a lengthy illness.

Other recent visitors were Allen Travers, James Quinn, Joe Shaw, Larry Benn, Jack Harris, Jack Allen, Frank Meyer, Edward Doyle, Charles Wertheimer, Mack Kasso, Max Gruberg, Harry Joffe, Edward Cohen, Morris Brown, Joseph Gilbert, David Brown, Sidney Herbert, Louis Light, Arthur Sicard, Andrew Stryker, Jack Agree and Jack Hornfeld.

Next and final meeting of the season will be held April 9. The office and clubrooms will remain open during the summer for the convenience of members.

Michigan Showmen's Association
 3153 Cass Ave., Detroit

DETROIT, March 28 — President L. H. (Doc) Firestone presided at the Monday (23) meeting in the clubrooms. Officers present were Fred Silber, first vice-president; Marvin Keys, second vice-president, and L. Rosenthal, treasurer. Jack Zeman acted as secretary. Directors attending included Douglas Brown, Ben Miller, Elmer Nagy, Herbert Pence, Lloyd Westerman, Harry Stahl, and Jack Dickstein.

Secretary Bob Morrison represented the MSA last Sunday at the ground-breaking ceremonies held by the Miami Showmen's Association. Fred Silber, first vice-president, just returned from a trip to New York.

President Firestone appointed a committee to begin work on the 1954 year book. Douglas Brown, house committee chairman, reported a substantial surplus of money for the club. Ben Miller reported that no entertainments of any kind were planned.

Jake Kotzen of the sick committee announced that Max Kahn, who has just beaten a bad bout with pneumonia, is in Harper Hospital with a heart ailment. Dee Blair Johnson, who was ill last week, has recovered and is up and around again.

Harry Schreiber, Fred Conti, William Moore, William Cowan, Sydney Daniels, Albert Cherner, Willie Lish, Colonel Stahler, Jimmy Stabile, R. C. McCarter, Joseph Green, Louis Zuckerman, Jack Ressel and Phil Cook.

Doc Ross Dyer, medicine man, died the same week (21). His funeral was held on March 22 and burial was in Flagler Memorial Park. Many members attended the funeral and many floral offerings were received.

Among those leaving to join shows were Jack Burke and Bill Spencer, King Reid; Dave Endy, Buck-Model; Irving Goldberg and Joe Bellinger, Brown and Wallace, and Max Sharp, Murray Levitt and Albert Cherner.

Heart of America Showmen's Club
 913A Broadway, Kansas City, Mo.

KANSAS CITY, March 28.—The annual "pot luck" dinner preceded the Friday (20) meeting. The Ladies' Auxiliary served dinner to 125 members of the club and Auxiliary, past President E. H. Hugo and Auxiliary President Billie McCoy made speeches.

Eleanore Price won the clock radio. Welcomed after long absences were Toney Martone, Chester I. Levin, Harry Altshuler, Frank Capp, Charles Coleman, Woodie Gaitner, Elmer Welter, Fielding Graham and others.

Hugo, first vice-president, conducted the business meeting in the absence of President Mike Rockwell. George Carpenter, treasurer, and Al C. Wilson, secretary, also were on the dais. Friday (27) marks the close of the regular meetings until October 23. Arrangements for the annual New Year's Eve banquet and ball are complete, and this affair will be held, as usual in the Hotel Continental's Georgian Rooms.

Sam Benjiman will leave April 15 for Walled Lake Park, Detroit. Past President L. K. Carter will join Rockwell Shows. Treasurer Carpenter will be with the Hale Shows of Tomorrow, which open April 6 in Kansas City. Hugo will launch his show May 1 at Sunflower, Kans. George Howk will have his string of concessions at Fairyland Park again this year.

BAINBRIDGE, OHIO
 April 29-May 3
 Fifth Annual Open House Week
 WANT CONCESSIONS, RIDES, SHOWS
 10,000 people last year. Parades, acts, etc. Cookeville, Ohio, April 17-25, Main Street, heart of town.
FRED NOLAN
 Moxahala Park, South Zanesville, Ohio
 Phone 2-8252 or 2-7671

SLIM
 Get in touch with me. I may have some interesting news for you. Remember your dog "Troubles."
BILL GUENTHER
 Box 614, The Billboard
 188 W. Randolph St., Chicago 1, Ill.

WANTED
 Hanky Pank Agents able to drive car and trailer. Howard (Cowboy) Edinger and Tiny Abston, answer. Wire immediately.
CHARLIE LAKE
 Bellevue Biltmore Hotel Belleair, Fla.

WANT - WANT
 Bingo Caller and Counterman who can drive trucks. Also Man and Wife for Bingo.
CHARLES CHANEY
 3109 St. Clair Ave.
 East St. Louis, Illinois

Midway of Mirth Shows
 Opening April 4-11, Mound City, Ill.
WANT
 Ferris Wheel Foreman. Second Men who drive.
STOCK CONCESSIONS.
 Address: Jonesboro, Ark., until April 2; then Mound City, Ill.

Thank You
PHIL ISSER, I. TREVISH AND AL HOWARD
 of I. T. Shows, for your purchase of 13 Chevrolet Tractors.
JOHNNY CANOLE
 Canole Buick
 Monessen, Pa. Phone 2500.
 Altoona, Pa. Phone 9347.

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.

SCHAFFER'S JUST-FOR-FUN SHOWS
 Want Acts of all kinds for 10-in-1 Side Show. Contact
LOLA COMPTON
 Tyler, Texas

DROME RIDERS WANTED
 MEN AND GIRLS FOR CAVALCADE OF AMUSEMENTS. Jack Faircloth, Travis Ward, call or wire immediately.
SAMMY LOWREY
 c/o Cavalcade of Amusements
 Mobile, Ala.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

Central States Shows

WANT RIDE HELP

C-Cruise, Merry-Go-Round, Rolloplane, Kiddie Rides; Second and Third Men on Spitfire. Preference given Truck Drivers. Good wages, good equipment. Can place Men on Search Lights, Light Towers, and Electrician.

SHOWS: Can place any except Side Show, Girl Show, Motordrome and Arcade (no Athletic Show).

Winter quarters now open. Show opens April 20. Great Bend, Kansas; Dodge City, Kansas, Boot Hill Celebration to follow. Best route in the Midwest. Wire or come on.

W. W. MOSER

Winter Quarters, Hazleton, Kansas

GOLDEN RULE SHOWS

OPENING APRIL 17 TO 25TH, RUNNEMEDE, N. J.

Want legitimate Concessions—Short Range Gallery, Hi-Striker, Balloon Dart, etc. Only one of a kind booked. Any Grind Show with own equipment. Want Ferris Wheel Foreman, Help on other Rides. Former Help, get in touch. Now selling space for Picnic and Fair at Shade Gap, Pa., July 27 to Aug. 1.

A. L. BLACKMAN

818 N. 32ND ST. W0odlawn 3-2947 CAMDEN, N. J.

ROSS MANNING SHOWS

TOBY TURBIN, Con. Mgr. MAX SHARP, Bus. Mgr.

OPENING APRIL 4, HIGH POINT, N. C.

Concessions: French Fry, Ball Games, Basket Ball, Long Range, Glass Pitch, Custard, Hanky Panks. Ride Help: Chairplane Foreman, Spitfire Foreman. Help who can drive, come on. Robert Pierson wants Help for Kiddie Rides. Shows: Le-Ola wants to hear from Dick McKinnon, Eddie Pippin, Penny Lau, Richmond Rocky; also Frank Allegrette, have O.K. for you. Want Life Show. Want to hear from Motordrome Man capable of operating Drome. We have all necessary equipment required to operate. (Orville Hagen, contact.) Write or wire

ROSS MANNING, Sheraton Hotel, High Point, N. C.

T. J. TIDWELL SHOW

WANTS

FOR ROSWELL, N. M., AND LONG STRING GOOD STILL SPOTS, FAIR AND CELEBRATIONS

Long and Short Range Lead Gallery, Photo, Fish Pond and any other well flashed Hanky Pank. I have opening for Girl Show, Dope Show or anything for some top and front. Can always use good Ride Men who drive semi.

T. J. TIDWELL

ROSWELL, N. M., THIS WEEK; HOBBS, N. M., TO FOLLOW.

JIMMIE ZABRISKIE

Wants Foremen for Ferris Wheel, Whip, Roll-o-Plane, Chairplane. Also want experienced Ride and Concession Help. No drunks. Ride Help with me last year get in touch. Long season around New York. (Heavy, where are you?)

E & B AMUSEMENTS

1478 Oak Point Ave. (Phone: Kilpatrick 2-9066) Bronx 59, N. Y.
John A. Bass

WANTED IN CANADA

Can use Colored Revue, Hawaiian Show, Monkey Drome, or what have you. Can place Agents on Cat Rack, Coke Bowling Alley, Pins. Men wanted in all departments on back end. Open May 1 and have largest circuit of fairs and stampedes in Canada.

GAYLAND SHOWS LIMITED

Box 416 Calgary, Alta.
Canada's largest motorized midway.

WARNERS BROS.' SHOWS

Want For the Biggest Bona Fide So. La. Colored Fair April 23-24-25-26

Concessions that work for stock; sell one Novelty and Eating and Drinking Stands. Will book Tilt, Wheel, Caterpillar and Octopus. Want High Free Act, wire or call. Capt. Sanger, get in touch. All replies to

JAY WARNER, 717 St. Ann, New Orleans, La.

JAMES H. DREW SHOWS

WANT

Ferris Wheel Foreman and experienced Ride Men on all rides. Good treatment, good pay and long season. Will place Arcade and Wild Life Exhibit.

NOTE! All help come on now to Winter Quarters. Address **JAMES H. DREW SHOWS**, Winter Quarters, Fairgrounds, Dunbar, West Va. Phone 8-9129.

NOTICE—RIDE HELP—NOTICE

Can place sober and reliable Help for long season for MERRY-GO-ROUND, ELI #5 WHEEL, TILT, FLY-O-PLANE, ROLL-O-PLANE and DANGLER. Foremen and Second Men. Must be licensed drivers. Top salaries and bonus. Must report to Winter Quarters at once. We open April 25th. Best of equipment and rolling stock. Good Ride Men, this is an opportunity to wind up the season with money. No agitators of fellow travelers.

Reply to **E. L. YOUNG, Mgr., STERLING CROWN SHOWS**
P. O. Box 157, Tarpon Springs, Fla.
P.S.: Can place Man for Fun House.

MOUND CITY SHOWS

OPENING APRIL 2—LOTS OF FAIRS AND CELEBRATIONS

WANT AGENTS FOR CONCESSIONS. CONTACT BOB ALSOBROOK, 1417 GRAT-TAN ST., ST. LOUIS, OR PACIFIC, MISSOURI. CAN ALSO PLACE RIDE HELP ON ALL RIDES. ADDRESS:

1417 GRAT-TAN ST., ST. LOUIS 4, MO.

WANT

Cookhouse, Balloon Darts, Popcorn and other Hanky Panks. For Sale—Two 50 kw. Transformers. Want Fire Eater for Side Show. Corsicana, Texas, then per route.

JACK MOORE'S MODERN SHOWS

WALLACE BROS. SHOWS

18 FAIRS WINTER QUARTERS NOW OPEN HELP COME ON 18 FAIRS
SHOW OPENS MEMPHIS COTTON CARNIVAL (BEALE ST.) MAY 8, 1953

ALL PERSONS HOLDING CONTRACTS FOR THE 1953 SEASON CONTACT AT ONCE

FAIRS MEMPHIS COTTON CARNIVAL NEWTON, ILL., FAIR CENTRALIA, ILL., 4TH OF JULY MANITOWOC, WIS., FAIR BEAVER DAM, WIS., FAIR JANESVILLE, WIS., FAIR	FAIRS RICE LAKE, WIS., FAIR TOMAH, WIS., FAIR DARLINGTON, WIS., FAIR JEFFERSON, WIS., FAIR ELKHORN, WIS., FAIR EL DORADO, ARK., FAIR	FAIRS YAZOO CITY, MISS., FAIR STARKVILLE, MISS., FAIR GREENVILLE, MISS., FAIR GREENWOOD, MISS., FAIR MC COMB, MISS., FAIR JACKSON, MISS., FAIR
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WANT
SHOWS: Motordrome, Wild Life, Monkey, Snake, Girl (Joe Richardson, write at once), Fun House, Glass House (Duncan, write), 10-in-1, Illusion, Posing Show and Minstrel. Will finance the building of any Show for reputable showmen.

RIDES: Pretzel, Looper (Bruno Zacchini, write).

CONCESSIONS: All Hanky Panks, Snow, Floss. Have good opening for

COOKHOUSE

CUSTARD

GRAB

HELP: ★ Want experienced Lot Man. ★ Man for Downey light towers.
★ Kiddie Matinee Promoter. ★ Manager for Penny Arcade.
★ Ride Foremen for Little Dipper, Merry-Go-Round, Spitfire, Glider, Tilt.
★ Second Men for Merry-Go-Round, Ferris Wheel, Tilt, Spitfire, Dodgem, Dipper, Kid Rides.

All Replies To: **E. E. Farrow, Gen. Mgr., Box 1184, Jackson, Miss.**
(Phone: 3-7644 Between 7:00-10:00 P.M.)

CETLIN & WILSON SHOWS

WINTER QUARTERS OPENING ON PUBLICATION OF THIS ADVERTISEMENT. SHOW WILL OPEN APRIL 30th IN PETERSBURG, VA., FOR 10 DAYS

Want the following men to join: Foremen for Roll-o-Plane, Octopus, Caterpillar and Ferris Wheels.

Please note: Paul Kaduke and Clyde Milligan join or report immediately. Also all our other Key Men and Foremen.

Can place Mule Drivers and one Cat Driver.

Can place first-class Side Show with own equipment and Little Dipper or Coaster Ride.

Can place all Hanky Panks and American Palmistry. All legitimate Merchandise Concessions always open for still dates and fairs.

FAIRS START IN JULY AND THEN ALL BIG MAJOR FAIRS UNTIL MIDDLE OF NOVEMBER.

All address

CETLIN & WILSON SHOWS, P. O. Box 787, Petersburg, Va.
P.S.: Want Man Cashier for Frozen Custard Wagon.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

LAST CALL—OPENING APRIL 16 TO 26—LAST CALL

Want for ten big days and nights in Hamtramck in downtown City Park. Hanky-Pank Concessions of all kinds; must pass police inspection. Any worth-while shows that do not conflict. Want Help who can drive for 14 office-owned rides. Will start setting up on the 13th. All parties previously contracted please advise space required.

PERMANENT ADDRESS: 82 Orchard St., Mt. Clemens, Mich.

GOLD MEDAL shows

LAST CALL LAST CALL LAST CALL

OPENING APRIL 16, IN DOWNTOWN SELMA, ALA.

ALL PEOPLE CONTRACTED REPORT NO LATER THAN FRIDAY, APRIL 3

Can place Unborn and Midget Shows. Will book all kinds of Merchandise Gaming Concessions. (Will make special proposition to good Long Range Gallery.) Want Foremen for Looper and Octopus Rides.

BILL CHALKIAS Wants Acts and useful Help for Side Show, Monkey Show, Snake Show and Cook House.

All reply to: **JOHNNY J. DENTON or ART FRAZIER,**
c/o HOTEL ALBERT, SELMA, ALA.

Midway of Mirth Shows

OPENING APRIL 4
Want Ride Superintendent capable handling men. Want Second Men who drive semis. Can place Stock Concessions, especially want Hoop-La, Balloon Darts, Shooting Gallery, American Mitt Camp. Address: East Nettleton Rd., Jonesboro, Ark.

ATTENTION, RIDE OPERATORS

10 weeks' consecutive Celebrations and Fair dates in Central West Virginia ready for Major and Kid Rides. Give all information.

Walk Through
Small Tent Shows
CONTACT

FRANK E. POWELL
P. O. Box 1385, Clarksburg, W. Va.
Wire: 429 Empire Bank, Clarksburg, W. Va.

NOLAN AMUSEMENT CO.

Open April 17

WANTS SHOWS, RIDES, CONCESSIONS

Concessions: Want Photos, Lead, Age, Jewelry and Stock Shows of all kinds, Arcade and Bingo; Concession Agents, men or women. Shows: Want Girl Show, Posing Show, Athletic, Grind Shows, etc., with or without equipment. Rides: Will book Fun House, Roll-o-Plane, Roll-a-Whirl, Chairplane, Live Ponies, Kid Rides and Rides not conflicting. Ride Help for Wheel, Merry-Go-Round, Octopus, Loop and Kid Rides. James Anderson, Ed Cox and Curley Rivers, write.

APRIL 29-MAY 3, BAINBRIDGE, OHIO—FIFTH ANNUAL OPEN HOUSE WEEK.
10,000 people last year. Parades, Acts, etc. Main Street.
Cookeville, Ohio, April 17-25, heart of town.

FRED NOLAN

MOXAHALA PARK, SOUTH ZANESVILLE, OHIO Phone 2-8252 or 2-7671

F. C. BOGLE SHOWS, INC.

LAST CALL — WANT — LAST CALL
OPENING SATURDAY, APRIL 11, PITTSBURG, KAN. ON LOT WEDNESDAY, APRIL 8

CONCESSIONS
RIDE FOREMEN, SECOND MEN. Must drive and be sober.
FOR MERRY-GO-ROUND, SPITFIRE, MIX-UP, KIDDIE RIDES.
Wanted—Tilt Foreman.
"Skooper Bill" Anderson is Ride Superintendent.
Brownie Bishop wants Grind Store Agents. Want Fun House Operator.
WIRE, WRITE OR COME ON: F. C. BOGLE, Mgr., Box 67, Arma, Kan. P.S.: Bob Simms, Ride Man, contact immediately or come on.

MARKS SHOWS

MILE LONG PLEASURE TRAIL
CALL — CALL — CALL
SHOW OPENS APRIL 13 IN RICHMOND, VA.

Can place Ride Foremen and Second Men for Ferris Wheels, Flying Scooter, Whip, Caterpillar, Little Dipper, Boss Canvasman, Semi Drivers; long season, good treatment. Bill Williams, general superintendent, wants to hear from his former help. Legitimate Concessions open. Frank Spina wants Agents for Buckets. All other Concession Agents report. Shows—What have you to offer? Sandra Lee wants Side Show Attractions. Fun House Operator—Have good proposition. Want Tower and Searchlight Man. Motor Drome is open. For Sale—Auto Speedway, Spillman make, 6 cars, all new fluid drive, very good condition.

Everybody wire or write **ART LEWIS, Gen. Mgr.**
WILLIAM BYRD HOTEL, RICHMOND, VA.

FOR SALE—BARGAIN

Hot Wagon—International Van Truck, complete with 1,800 ft. good cable, \$800.00. 24-Ft. Fruehauf Moving Van and 1939 GMC Tractor with winch, \$1,000.00. 30-Ft. Fruehauf Moving Van, doors both sides and back, D-40 International Tractor, \$1,200.00. 1939 Chevy Panel, used for town car, complete with P. A. set and all, \$225.00. D-40 International Truck with 18-ft. body, \$500.00. 6-Tent Concession, 14x14, \$125.00. Bucket Concession and 3 Buckets, \$200.00. Ball Games, Milk Bottles, \$100.00; 12x12 Center Stand, Top and Awnings, \$100.00. 2 P.C. Tables with flys, \$25.00 each. 4 Gas Cars, factory made, new motors, \$300.00, or best offer. Electric and Gas Welding Outfit, \$75.00. Battery Charger, \$25.00. Extra Tires and Tubes. Mascia P.A. Set with turntable and speaker, \$50.00. Lots of tools. All trucks and trailers in A-1 shape. Good tires and motors. Lots of other miscellaneous stuff. Will throw it in if bought as a unit for \$4,500.00 for everything. This is no junk but I must move the stuff. Don't let the price fool you. Can be seen any time. Will trade for real estate, or what have you?

B. NESSLER
ARMY AIR BASE, STUTTGART, ARK.

UNITED STATES SHOWS

Opening Morganton, N. C., April 13
All mail and wires 1032 N. E. 82d Terrace, Miami, Florida
Phone 8-90539
P.S.—Peggy Eule, write.

GOLD BOND SHOWS

WANT!—FOR APRIL 25 OPENING—WANT!
CONCESSIONS: Hanky Panks of all kinds. Especially want Basket Ball, Hoop-La, Pitch-Till-You-Win, Ball Games, Slum Bowling Alley, Slum Blower, Photos, Jewelry, Fish Bowl, Glass Pitch, Cigarette Pitch, Penny Pitch.
SHOWS: Want Side Show, Monkey, Illusion, Snake, Mechanical, Motordrome.
RIDE HELP: First and Second Men on new Tilt. Also Ride Help who drive for Octopus, Spitfire, Kiddie Rides.
Address: MICKEY STARK
Box 229, (Phone: 320) Mt. Sterling, Ill.
Winter Quarters at Fairgrounds Here

CONTINENTAL SHOWS

OPENING KINGSTON, N. Y., APRIL 16
Want Custard, Short Range, few more Hanky Panks
ROLAND E. CHAMPAGNE
3 COURTNEY LANE Telephone 3-6594 LOWELL, MASS.

MILLIKEN BROS.' SHOWS

Alma, Ga., Mar. 30-Apr. 4; Waycross, Ga., Apr. 6-11; both uptown locations.
Can book a few Hanky Panks, Short Range, Cotton Candy, Balloon Darts, Glass Pitch, Photos, Blowers, any legitimate Concessions. Need Milk Bottle Agent. We carry one of a kind only. No flats, P.C., Mitt Camps or buy-backs.
All Address: J. A. (SLIM) MILLIKEN

GIRLS—\$80.00 A WEEK—GIRLS

Looking for a Feature Dancer. Strips, Rhumba, Specialties who want a long, profitable season with salary guaranteed; pay every night if wanted. Will teach willing beginners and furnish wardrobe. Looks, youth essential. Tickets if I know you. No time to write, wire collect.
SHEILA RYAN
c/o WESTERN UNION, BALTIMORE, MARYLAND

— FOR SALE —

Screw Ball, 1949 model. Ride is in excellent condition, ready to open with. No work to be done on it. Reason for selling, played same locations for past four years; desire a change in rides.
HELP WANTED—Wheel for Men (2), Merry-Go-Round Foreman, Kiddie Ride Foreman. ALSO Second Men all rides. We pay HIGH WAGES to sober, reliable help. Wives welcome—work in Concessions.
RIDES WANTED—Merry-Go-Round, Tilt, Octopus, Rolloplane. No long jumps; in and around Cleveland all season. A Ride Man's paradise.
A. J. SUNNY AMUSEMENTS
3006 EAST 130TH STREET WA 1-4679 CLEVELAND 20, OHIO

FOR SALE CHEAP

BEAUTIFUL FRENCH FRY stand
Complete with Top and Stainless Steel Counters. Brand new electric Peeler and Cutter—Cash Register—6 Burner Stove with butane gas & two Tanks—Potato Pots & Baskets—2 Neon Signs with all glass fronts. Reason for selling, I can't get help. This joint all set to go—will be in Troy, New York, April 1 to April 9.

SID GOODWALT
Hendrick Hudson Hotel, Troy, N. Y.
Outfit at old O. C. Buck winter quarters.

COMPLETE MOTOR DROME FOR SALE

One thirty-foot Silo Drome, one 1945 GMC Tractor in good mechanical condition, one thirty-foot Trailer; Trailer carries Drome and used as bally platform. Four Wall Machines in good condition. One set of Rollers, one Top and Sidewall. One Amplifier, two Horns, three Mike's, one dozen Riding Shirts, 1 1/2 dozen Riding Pants, three pair Riding Boots, good Lighting Set-Up, plenty of Cable for everything, one one-ton 1951 Truck used for carrying cycles and extra equipment. This is no junk and MUST BE SOLD. Any reasonable offer will be accepted.
JACK SCHNEIDER
22 Brunswick St., Halifax, N. S., Can.

WANT

For summer season Rides and Concessions to operate in conjunction with stock auto race track in city of 50,000 with adjacent air base. On percentage basis. Must be new or clean rides. Contact

Racing, Incorporated
Box 1433
Great Falls, Montana

PLAYLAND SHOWS

OPENING DOWNTOWN WAYCROSS, GA., APRIL 3 THRU 11.
Want Concessions—Cookhouse or Grab Popcorn, Candy Apples and Floss, Glass Pitch, Ball Games, Balloon Darts, Six Cats, P. C. If you have two Hankies, Shows—Can use Five-in-One, Mechanical, Snake Show, Glass or Funhouse. Rides—Book Tilt or Octopus. Ride Help for three Major and three Kiddie Rides. Bob and Bill, get in touch with Rick.
Manager, Phoenix Hotel

Books—Books—Books

HEALTH, JOKES, OCCULT, ASTROLOGY
DREAM, MAGIC, JIU-JITSU, ETC.
Dozens of titles.
Quantity prices as low as 3¢ each.
FREE CATALOG—or send \$1.00 for set of samples. Tell us how you'll use them. We'll select the best titles.
STEIN PUBLISHING HOUSE, Dept. A
521 S. State St. Chicago 5, Ill.

CARNIVAL WANTED

First or second week in May, with six or more Major Rides. Contact
FRED ELKIN SR.
AMVET Post 13 Lexington, N. C.

WANT RIDE HELP

Foremen for Twin Wheels, Merry-Go-Round and Octopus. Will book Bingo.
PAGE BROS.' SHOWS
Box 244 Springfield, Tenn.
Phone 349

BINGO HELP WANTED

Callers, Relief Callers, Counter Men for Bingo units on O. C. Buck Model Shows, opening April 16. Thomas Joyland Shows, opening April 11. Frank Darezzi, please contact; very important message.
DANNY DORSO
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Phone 3581

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FOR WEEK OF APRIL 27th thru MAY 2nd, or May 4th thru MAY 9th.
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No Ups or Downs. Bob Camp wire Hymie, good proposition.
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Merry-Go-Round and Eli Ferris Wheel, also Popcorn mounted on Truck.
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NOW SHOWING TALLASSEE, ALABAMA, NOW!
NEXT WEEK, APRIL 6 TO 11, ATTALLA, ALABAMA

INDEPENDENT SHOWS with complete outfits and transportation for our spring dates now. Just pay us committee money. Can place real Dark Ride, Fun House, Glass House, Motor Drome, Side Show. (Low Alters, Floyd Woolsey, Sid Crane or others, wire.) Fat Show, Mechanical, Mickey Mouse, Illusion, Single "O" Grind Show. Long season, first in, and 16 Fairs.
RIDES: Ridee-O, Caterpillar, Whip, Fly-o-Plane, etc. Can place you, low percentage.
CONCESSIONS: Long Range, Hi-Striker, Custard, French Fries, Ice Cream, Floss, Candy Apples or any Hanky Panks, or what have you? Low privilege. All reply:
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GRAND OPENING ALEXANDRIA, VIRGINIA, APRIL 16

Can place Man to take full charge of Motordrome. Loads on wagons with or without cycles.
WANT Canvasman, Tower Men, Man to handle Sound Truck, Tractor Drivers, Polers.
Place Dark Ride, Arcade, general Show Help. Top salaries. State rooms.
All answer
O. C. BUCK—MODEL SHOWS, INC.
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Sober, reliable Assistant Manager. Must know all rides. Foremen for Ferris Wheel, Merry-Go-Round and Chairplane. Also Second Men on all rides. Must drive and have licenses. Place Wives on Tickets or Concessions. If you drink, I don't need you. Want combination electrician and mechanic. Must have own tools. Want young couples for newly framed Ball Game and Cork Gallery. Will book one of each kind, Pop Corn, Candy Apples, Candy Floss, Photos, Jewelry, Coke Bottles, Scales, Glass-Pitch, Long and Short Ranges, Slum, Clothes Pin and Pitch-To-Win. Will book near Bingo after May 11th. All wires to
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WANTED: Girl Show, Monkey Show, Snake Show, Side Show.
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Concessions—Bingo, Dart, Shooting Gallery, Penny Pitch, Bumper, Custard, Set Spindles, Buckets, Pin Store, Razzle and Grocery open. John Scott, call; your letter delayed. Mack Hoge wants Skillo and Count Store. Agents—Monroe Hoge and Blackie Krim, contact. Shows—Girl Show, Monkey, Mechanical, Fun House, etc., with own outfits. Help for Kiddie Auto and party to take charge of Front Gate. H. J. Mitchell wants Agents for Hanky Panks, 6 Cats; Over 30, Under 12; Cork Gallery, Nickel Roll. Wire, write or phone 2-9226.
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Macon, Ga., April 6-11—Heart of Town, Broadway and Concord.
Want Water Games, Ball Games, Balloon Dart, other Hanky Panks. Popcorn, Glass sold. Tippy, contact Maxie Glynn.
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Foreman and Second Men who drive and can stay sober. Want someone to take full charge of Fun House. Can use a few more legitimate Concessions.

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Michigan's Cleanest Midway

FRENCH FRIES, JEWELRY AND NOVELTIES

WILL OPEN IN RIVER ROUGE, MICH., APRIL 15.

Lot laid out April 10. Those with previous contact join on or before April 10.

WANT RIDE HELP. MUST DRIVE SEMIS AND STAY SOBER.

10138 W. Jefferson. Phone Vinewood 2-1810, River Rouge 18, Mich.

PLAYTIME SHOWS

OPENING MANCHESTER, N. H. (FIRST IN), APRIL 17

11 Days—2 Saturdays & Sundays plus Holiday

24 WEEKS—12 FAIRS AND CELEBRATIONS

WANT—Shows, Rides that do not conflict, Hanky Panks, Ferris Wheel and other Ride Foremen.

ED BURR, BOX 206, Quincy, Mass.

WANTS—A-1 TRUCK MECHANIC—WANTS

Must be sober and capable and can keep fleet moving and in good shape. Must have tools and drive our shop truck on runs. Must have had Carnival or Circus experience and be in position to report at once. Please give reference in reply.

Write **E. L. YOUNG, Mgr., STERLING CROWN SHOWS**
P. O. Box 157, Tarpon Springs, Fla.

BYERS BROS.' SHOWS

OPENING APRIL 27

HELP: Want Ride Help who drive semis. Also Electrician, Show Painter, Operator for nice portable Long Range RIDES. Want to book or will buy Kiddie Auto Ride. CONCESSIONS: Want neatly framed Sit-Down Grab, Corn Game, Frozen Custard, Photos, Popcorn, Floss, Apples, Jewelry, Scales and Age, Ball Game, High Striker, Coke Bottles, Cork Gallery. We sell no "EX" but book only one of a kind. Leonard Higgs wants Agents for Buckets, Six Cats and Pan Game. (Lourin, contact).

ADDRESS: 1306 WEST 8TH ST., TEXARKANA, TEX.

P.S.: Dale Smith, contact.

MONEY MAKERS

- THIRD DIMENSION. Religious, Scenic and Art pictures with flowers, nick-nacks, etc. set into a picture frame that's out of this world. It's 1953 Colorama. Sample 80c. Dozen \$ 7.80
ROSAHY COMBINATION. In Crucifix Shrine. Retail is \$14.95. Dozen \$21.00
RELIGIOUS PACKAGE. Contains record with actual voice of the "Holy Father." Crucifix, Rosary Necklace, In satin lined box. Sample \$3.00. Dozen Sets 33.00
CRUCIFIX. 12 inches high, 6 1/2 inches wide. Ready to hang. Gold finished Corpus. Boxed. Retail is \$2.95. Sample 75c. Dozen \$60.00. Each set \$7.50, \$1.20, \$1.95
SCATTER PINS. Best values obtainable. Boxed. Gross boxes, \$39.00. Dozen Boxes 3.45
RINGS. Terrific flash. Fast movers. Gross, \$60.00. Dozen 6.00
CIGARETTE LIGHTERS. Fully automatic. Each 75c, 95c. Dozen \$7.20
RETRACTABLE BALL PENS. With new miracle ink. Retail is \$1.67. Gross, \$39.00. Dozen 3.60
SCREW DRIVER SETS. 5 in 1. Complete in plastic roll-up kit. Gross sets, \$75.00. Sample, 70c. Dozen Sets 6.60
BLADES. Gillette type. 5 to a box, first quality. 100 blades, 45c. 1,000 Blades 3.95
SHICK TYPE BLADES. Packed 20 to injector. First quality. Dozen Packages 3.60
SHIP IN BOTTLE with key chain complete. 10 gross, \$50.00. Gross 5.40
NEEDLE BOOKS. Our standby for 37 years and still big sellers. Gross \$3.60, \$4.80
MONKEYS. What a seller. Gross \$21.60. Dozen 2.00
SNAKE BOW TIES. Retail is \$1.00. Terrific seller. Dozer 1.95
BABY DOLLS. Retail is \$9.95. Extra special. Stock 5,000 real beauties. Each, \$3.45. Dozen 36.00
NOVELTY AND TOY DEAL. Big assortment and value. 10 deals, \$80.00. Gross, One Deal 8.40
NYLON HOSIERY. First quality 54 gauge 15 denier, 3 pair to a box, 10 dozen, \$72.00. Dozen 7.50
37 years of value giving is your assurance of best values. 25% deposit, or full payment with all orders. All prices f.o.b. New York, for resale. Knowingly we are never under-sold.

MILLS SALES CO. Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

The Famous BANKERS APPROVED RETRACTABLE PEN

- PUSH BUTTON TO WRITE
PUSH CLIP TO RETRACT
Permanent, instant - drying, smear-proof ink.



MADE TO RETAIL FOR \$1.69
Federal Tax Included. REFILLS sell for 50¢ each.
\$1.69 RETRACTABLE BALL PEN - COST YOU ONLY 28¢ EACH. 50¢ LONG LIFE REFILL - COST YOU ONLY 12 1/2¢ EACH.
Rush \$3.35 Per Dozen or 25% Deposit, Balance C.O.D., F.O.B. N.Y.C. SAMPLES 2 FOR \$1. In Gross Lots Only \$38 Per Gross! ORDER TODAY!

PYRAMID PRODUCTS CO. 1133 Broadway New York 10, N. Y.

YOUR PHOTO ON STAMPS
3 1/2 Million photostamps sold by our agents last year. They made 900% profit! Plus nice repeat orders. You, too, can make money selling photostamps to business firms for promotions, to individuals for letters, greeting cards, etc. No investment needed. Try sample order. Send your favorite photo or negative (returned unharmed) and \$1 for sheet of 100 photostamps of your picture and sales details that will help you make \$5. NATIONAL PHOTOSTAMP COMPANY 654 Broadway, Dept. BB-4, New York 12, N.Y.

jobbers Distributors Wholesalers Sub-Mfrs. ONLY
Identals—Aluminum and Brass. Plaques for Ladies and Men's Stretch Bands. Raw Bands or Polished and Plated. With or without Push Pins. Souvenirs, Novelty Jewelry. Sun Mfg. Co. 509 Nicholson, N. W. Washington, D. C.

CANARIES. MANY SEX UNDETERMINED. 12 to 500 birds, assorted colors, \$1.50 each; Parakeets, 20 to 250 birds, assorted colors, \$5 each. Ask your banker who we are. We ship pups, kittens, etc. Unless you have Dun and Bradstreet rating, at least one-third with order. We have been shipping to carnivals over forty years. National Pet Supply, 3101 Olive, St. Louis, Mo. ap4

CALIFORNIA SEALS. SEA LIONS—WILD or trained. Main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. my9

CHIMPS. RHESUS MOTHER AND BABY combinations. Giant Baboon Bay Lynx, tame Penguin, Ocelots, Patagonian Cavy, Boas, Storks. Chase Wild Animal Farm, Egypt, Mass. ap4

DON'T LEAVE WINTER QUARTERS WITHOUT requesting our ALL NEW price list on the "Unusual" in imported BIRDS and ANIMALS. Brac Bradford, noted Reptile Expert, has joined our staff, and we are now ready to offer showmen, exhibitors, private collectors, zoos and dealers the "service" they deserve in domestic and exotic REPTILES, AMPHIBIANS and ODDITIES.

MONO TRADING CO., INC. P. O. Box 212, Miami 48, Florida or call in person at: Bldg. No. 608, 411 and 612 20th Street Terminal International Airport
"Tear out this Ad and keep it in your wallet. You will need the address this Season."

FOR COMPLETE BIRD, MONKEY OR REPTILE Show phone 6-7322, Cobras, Pythons, Vipers, Rattlesnakes, Indigos, Tegus, Monitor, Chinese Dragons, Spider, Java, Ring-tailed Monkeys, Mowrer's Bird Animal Co., 1421 St. Louis, Springfield, Mo. ap4

FOR SALE OR FOR RENT—MIDGET BULL. Waldo Post, Clayton, Ill.

I DO NOT BOAST OF HAVING THE LARGEST collection of reptiles, but I do boast of having a place small enough to give all orders my personal attention. We are featuring an 18 den of snakes that can't be beat. C. C. McClung, Laplace, La. Telephone 5411.

NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new spring price list. Here is a sample of what it contains: 6 young Cinnamon Ringtails, \$135; 5 young Squirrel Monkeys, \$100; 100 (S.A. Calman) baby Alligators, \$85. Live delivery guaranteed. Tropical Hobbyland, 1325 N. W. 27 Ave., Miami, Fla.

REPTILE SHOWMEN

Visit as our guest ROSS ALLEN'S REPTILE INSTITUTE Silver Springs, Florida

The World's Most Complete Reptile Exhibit. Now taking orders for delivery on Dens and Exhibits \$50 to \$250 — Giants, Pythons, Anacondas, Boas, Bearded and Tegus Lizards, Chinese Dragons, Rattlesnakes. Have also Snake Safe and Insecticide and Deodorant Spray, Curio Sets, Books and Skins. WE RECOMMEND "Keep Them Alive," a book on reptiles, to save you money, and Ross Allen's Vacuum Snake Bite Kit to save your life. To be classified as ACTIVE all orders must be accompanied by a 50% deposit. GARY GARRETSON, Sales Mgr MA 2-7080 or MA 2-3336

WANTED—TWO TRAINED MONKEYS FOR midget auto ride to hold on to steering wheel while traveling. State particulars and price. Box C-290, c/o Billboard, Cincinnati 22, Ohio ap4

BUSINESS OPPORTUNITIES

ALL SNO BALL SUPPLIES—BIG PROFITS, reasonable prices; good flavors, cups, scrapers, etc. Send for prices, information. Stuchbery Mfg., Dept. BS, 1417 Market, Chattanooga, Tenn. ap23

BOARDWALK CONCESSIONS FOR RENT—Fountain, Luncheonette, including Hot Dogs and French Fries, fully equipped; also Goldfish Game, Greyhound Races, A.B.T. Shooting Gallery and various others. Finest location on Boardwalk. Point Pleasant Pavilion, Boardwalk and Arnold Ave., Point Pleasant Beach, New Jersey. Call Mr. Irving Kirsch, Alhennstr 3-1515 between 9 a.m. and 6 p.m.

BUY FROM MANUFACTURERS, WHOLESALE, branded merchandise; thousands of items; mail order, direct selling, personal use. Business Guide, 1153 Broadway, N.Y.C. if

EARN \$15,000-\$30,000 ANNUALLY. FRANCHISE protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send 30¢ for explanatory book. Money refunded when book returned. Harrell & Co. Box A-14, Louisville, Ill. ap11

GOOD INCOME FROM \$100 INVESTED and nearly no work. New dignified business, best yet! Write, wire The Adullum, Dayton, Va. ap11

GREAT OPPORTUNITY—WANTED PARTNER with cash or with kiddie rides to combine with operating Playland in Long Island, N. Y. Contact David Shapiro, 60 Clinton St., Brooklyn 2, N. Y. Phone: Triangle 5-9623.

LOCATION TO LEASE KIDDIE RIDES—A-1 Dallas, Oklahoma Highway. Bette Sharp, 12302 Hines, Dallas, Tex.

OWN A COLLECTION AGENCY—PAYS big. Hundreds who took our home study course now have their own office. Free booklet. Franklin Credit School, Roanoke 7, Va. ap11

PITCHER — BRAND NEW, RED HOT Item! You can clean up with this. For full details write F.S. Sales, 4239 Savoy Blvd., Culver City, Calif. ap4

PORTABLE ROLLER RINK—40x95, complete with new tent. Bargain at \$3,000. Now in storage. Paul McGannon, Rt. 1, Tyler, Tex. 4-4921.

PORTABLE ROLLER RINK—40'x100', USED 14 months, excellent condition; concession trailer house, skates, P.A., 2 floors, pop cooler. Fred Klopfleisch, Deronda, Wis.

RADIO ADVERTISING WITHOUT RISK! Pay "per order" 450 Broadcasters! Details free! Traylor Advertising Agency, Box 84, Elizabeth, N. J. ap18

SELL LAWN ASSORTMENTS OF FIRE works, \$14.95 retail value; samples 1. Noise Assortment 1. Safe and Same Assortment. \$17.50 Machler, Deerfield Beach, Fla. my23

SELL SNOWBALLS — \$8.50 BUYS ICE Shaver that shaves into paper cup and enough flavor and cups for thousand snowballs; other outfits, \$2.50 up; supplies and equipment; illustrated circular free. Snowball Co., 9534-B Lemturner, Jacksonville, Fla. ap25

Southern California BALLROOM FOR SALE

Well established in excellent resort area. Recently remodeled at a cost of \$20,000. Complete real estate, land value assessed over \$80,000. Equipment, furnishings and concessions, 6,000 capacity. Now entering its top season. Call Harbor 2963 or Write Ballroom, Inc. 400 Surf, Balboa, Calif. Courtesy to Brokers.

START VENETIAN BLIND LAUNDRY—Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. u

169,618 POTENTIAL BUYERS... That's What You Buy with a classified ad in The Billboard! See first page this section

2000 LISTINGS OF AUCTIONS AND COMMUNITY sales in 40 States. Towns and days given, \$1. Simpson, 2705 Julie, St. Joseph, Mo. ap11

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL ISLAND GRASS HULA SKIRT, \$5; send \$1. balance c.o.d. Hawaiian Hula Shop, 3690 18 St., San Francisco, Calif. ap11

RHINESTONE FASTENER SET — ATTACHES genuine rhinestones to costumes, dresses, etc., complete with 300 super-brilliant Crystal Rhinestones, settings, \$3.95 postpaid. Amo-Lite Co., 21 Parsons, Columbus 15, Ohio.

TEN DIFFERENT CURTAINS (8x16), EACH \$15; bundle Clown Odds, \$7; Orchestra Coats, \$5; Bally Gapes, Wigs, Orientals, Minstrel, Chorus Costumes, Wallace, 2453 N. Halsted, Chicago.

FOOD AND DRINK CONCESSION SUPPLIES

FOR SALE — MANLEY POPCORN Machine 47 model; food condition. Best offer. E. B. Brown, 1415 G. St., Antioch, Calif. Telephone 668M. ap4

PRE-POPT POPCORN, "READY TO EAT," shipped everywhere. New Popcorn Machines, Supplies, Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap11

FORMULAS & PLANS

ANY FORMULA, \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10c. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

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. jn6

DIESEL AND GAS LIGHT PLANTS FOR sale. 5-G.M. 6-71, 75 KVA, 1200 RPM Diesel lights plants completely rebuilt like new, 4 wires, 115-230 volts, 60 cycles, single phase and 3 phase. 2-Ditto 100-kw. A.C. units, 100 speed. Also specialty built 30 ft. steel Trailer with two G.M. Diesels as above and one 25 KVA International Diesel. Trailer has chrome switchboards built in and large capacity fuel tanks. All priced for quick sale. We have new and rebuilt gasoline plants 500 watt to 60-kw. Inspection invited. Write or wire. Sumter Electric Rewinding Co., Box 308, Phone 1961, Sumter, S. C. ap2

FOR SALE—PONY CART RIDE, USED one season; Merry-Go-Round Hoopla, standard size jumpers. W. A. Merriam, Ogden, Iowa, Phone 205.

FOR SALE — UP-TO-DATE GREYHOUND Race complete; excellent condition; reasonable. George Esposito, 367 Woodward St., Jersey City, N. J.

FOR SALE—SECONDHAND SHOW PROPERTY

ALL 16MM. SOUND—3,000 REELS; FEATURING \$30; some \$20; used Projectors, \$150. Programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

BUILD KIDDIE RIDES FROM TESTED Plans: Auto, Airplane, Boat, Rocket, Carousal, Flying Horses, Hoopla (like Buley), \$100 Chairplane, Handcar, Swan Swings, \$5 each; free 42 Plan Circular. Brill, Box 875, Peoria, Ill.

CALLOPPE—53 WHISTLE, GAS POWER in 4 wheel show trailer, \$1200 cash; no trades. Wm. C. Russell, Central City, Colo. ap

CONSTABLE SALE—TWO 25 KVA WESTINGHOUSE Generator Units having Leroid power plants, alternating current, 120V already set up in 25 ft. closed body semi trailer; also one 27 ft. open body pole semi trailer. Contact D. W. O'Connor, Constable, Court House, Pueblo, Colo. Phone 1700. Sell at 10 a.m. Wednesday, April 15, 1953.

COTTON CANDY AND SNO-BALL in 6x10 trailer. Open all around; ice box, \$350 cash. Can be seen at 1917 Beech St., Hopkinsville, Ky.

BLEACHERS, ALL TYPES; STADIUM Cushions, Folding Chairs, Screens, Theater Chairs, Projectors, Tents. Lone Star Seating Co., Box 1734, Dallas, Tex.

FLY-O-PLANE

Mechanically, flash, earning power. There is no better used ride in show business. Price to sell, a real bargain \$5,900.00 cash. With transportation. Trucks and 2 Semi Trailers, \$6,500.00 cash, F.O.B. Hot Springs, Ark. No collect wires. CHAS T GOSS, 200 Prospect St., Hot Springs, Ark.

FOR SALE—CONCESSION TENTS, 10'x14', new, heavy khaki canvas, specially priced, bargain. Powers & Co. 5629 Woodland Ave., Philadelphia, Pa. ap11

FOR SALE—SPITFIRE, LOOP-O-PLANE, Rolloplane, 3 Aeroplanes and equipment. In operation, 400 W. Washington St., Venice, Calif. Make offer. Write 1281 Chautauca, Pacific Palisades, Calif. EXbrook 3-3676.

FOR SALE—KING KIDDIE RACING (10) car ride used 1 month 1 1/2 h. 3 phase \$1,400. Kemp, Paramount Theater, Staten Island 4, N. Y. ap4

FOR SALE—16 FOOT VAN TYPE, '48 Federal Truck, excellent condition. If interested, write Box 28, Hillsdale, Mich. Selling due to sickness.

FOR SALE—TEN BY FOURTEEN GRAB Joint complete, Excellent condition, good canvas, reasonable. Marvin South, 1227 N. Vandalla, Tulsa, Okla.

FOUR KIDDIE RIDES—PRICE \$3,000: NEW paint; 10 seat Swing, 10 seat Rocket, 8 car Auto, 12 seat Ferris Wheel. Wayne Sengenbaugh, 503 Third Ave., Seattle, Wash. ap4

If You Want MORE SALES & PROFITS Take a Tip—Use this stand out DISPLAY CLASSIFIED style of ad See first page this section

KIDDIE RIDE—PONY CYCLE (MERRY-GO-ROUND). Good shape, newly painted, used part time. Newark, N J Bigelow 2-2323 ap4

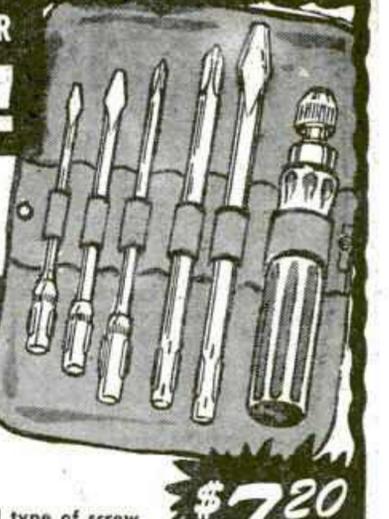
KIDDIE RIDES—ALLAN HERSHELL MERRY-Go-Round, \$3,500; Lucas Boat Ride with Metal Tank, \$2,000; Airplane, \$1,000, and Jeep, \$1,200. F.O.B. Nampa, Idaho. Write L. Ross, 3895 Wash. Blvd., Ogden, Utah.

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. ap11

NEW KIDDIE SWAN, ANIMAL, CHAIR-O-plane rides, \$400 and \$500 complete. Photo and description for stamp. Proven money makers. Beebe, Box 505, Keego Harbor, Mich. ap11

(Continued on page 72)

SCREWDRIVER KIT! EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!



EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight! BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel. Comes complete with plastic pouch. Has a blade for every size and type of screw. Vise-grip chuck locks blades securely in place.

\$7.20 PER DOZ.

CASH IN NOW! Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" — screwdrivers. Handle holds each blade with a vise-like grip. Tremendous reorderers from dealers prove this the most sensational tool value ever offered. Sample, \$1.00 postpaid.

25% Deposit with orders, Bal. C.O.D., F.O.B. Detroit. Write For Our Big Wholesale FREE CATALOG!

GEM Sales Co. 533 Woodward Detroit 26, Mich.

WIRE ARTISTS: buy from Rhode Island's Largest Manufacturer of ROLLED GOLD PLATE

Compare our price. Write for prices and deliveries. 25% deposit on all orders Balance C.O.D.



THE IMPROVED SEAMLESS WIRE CO. 775 EDDY ST., PROVIDENCE 5, R. I.

DIRECT FROM MANUFACTURER Beautiful heart-shaped sets with brilliant jeweled centers, 24K gold-plate, 4 matching pieces in satin-lined velvet boxes. Special introductory offer—\$1.00 EA. IN DOZEN LOTS (ASSORTED STYLES). This is not Job Lot Mdse. or Seconds —Available year round for steady business!

- OTHER SENSATIONALLY PRICED ITEMS:
Necklace, Bracelet, Earring Sets—\$1.25 and \$1.50 ea.
Pearl Necklace, Bracelet, Earring Sets—\$1.25 ea.
Pearl Necklaces — 1 strand—\$1.40 doz.; 2 strand—\$2.80 doz.; 3 strand, \$4.20 doz.
5-Piece Sets in Rhinestone and Gold Plate—\$2.25 & \$2.50 ea.
4-Piece Sets in Rhinestone and Rhodium Pl. — \$2.00 & \$2.75 ea.
Rhinestones and Plain Crosses — \$4.00 and \$5.50 per doz.
Watches and Watch Sets.
All sets HANDSOMELY GIFT-BOXED! Many other profit-making items. SEND FOR LATEST '53-'54 GIANT CATALOGUE!
PACKARD JEWELRY CO., 220 FIFTH AVENUE NEW YORK, N. Y.

HUNDREDS of NEW IMPORTED and DOMESTIC NOVELTIES SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

NEW! 1952 General catalog
OPERATORS—AUCTIONEERS—STREET WORKERS
Send today for your Free Copy of our General Catalog, illustrating the most comprehensive line of Premium Merchandise and Novelties ever offered. You owe it to yourself to be well informed before buying.

GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

MEXICAN

- Silver & Gold Belt Buckles, 1/2" \$21.00 Dz.
Silver & Gold Belt Buckles, 3/4" 30.00 Dz.
Miniature Bamboo Baskets With Handle, 3 1/2 x 1 1/2" 10.00 Gr.
Miniature Fibre & Horse Hair Hats, Ass. Colors 12.00 Gr.
Miniature Leather Boxing Gloves & Baseball Mitts 27.00 Gr.
Horse Hair Earrings, Ass. Styles & Colors 30.00 Gr.
Feather Bird Post Cards 7.50 Gr.
Miniature Leather Texan Boots 36.00 Gr.
Pottery, Sarapes, Palm Caps & Hats, Horn, Wood Novelties & Curios, etc.

Request Price List. F. L. DE ARKOS 904 Scott St. Laredo, Texas

JUST OFF THE PRESS—NEW CATALOG
No. 55 for Engravers, Demonstators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstators. Division of Marven Ring Company Showing Over 750 Ring Styles, Orders shipped same day at Providence prices plus 10% discount. Consult catalog. McBRIDE JEWELRY CO. 1261 Broadway at 31st St. N. Y. 1, N. Y.

FIRST TIME AT THIS PRICE!

21 JEWEL WATER RESISTANT SHOCK-RESISTANT ANTI-MAGNETIC \$16.50

Plus These Terrific Features

- STAINLESS STEEL BACK CASE
- RED SWEEP SECOND HAND
- RAISED GOLD TONE NUMERALS
- LUMINOUS HANDS AND MARKERS
- GUARANTEE BOND WITH EACH WATCH

The outstanding re-sale features in the history of wrist-watches. No cut-rate or discount house can approach you in appeal!

NEW 44 Page Illustrated Catalog FREE

Nationally Advertised "Name-Brand" Mds.: **BENRUS, RONSON, ELGIN, G.E., PARKER, SESSIONS, WM. ROGERS**

Also a full line of Jewelry, Toys, Gifts. Over 300 items at list price plus confidential wholesale price list.

GREENGLASS SALES CO.
29-33 Northern Blvd. Long Island City 1, N. Y. BRANCH: G & G Distrib. Co. 817 5th Ave., Pittsburgh, Pa.

FIRST TIME TO THE PREMIUM TRADE!

Registered PERFECT Flawless Diamond Solitaire Rings

Retail \$60.00
Distributor's Cost \$15.75

FEATURES:

- ★ Genuine Fine Diamond
- ★ Flawless
- ★ Full Cut . . . 58 Facets . . . Same cut as a larger 1 carat diamond
- ★ Brilliance
- ★ Beauty
- ★ 14 Karat gold mounting

Please state your business in full

Each Perfect Diamond ring comes in a beautiful gift box

AMES-BARRY CO. 59 E. Madison St., Chicago 2, Ill.

RHINESTONE Ladies' Watch
Exquisite copies of 400 diamond watches, hand-set rhinestones. Guaranteed. Retail tag of \$59.50. (Sample, \$12.95.) Lots of 3 \$11.95 ea. Cover Case Style, \$1 additional

ELGIN-BULOVA-BENRUS
and GRUEN Watches for Men and Women
Brand new 1953 model cases with rebuilt movements, guaranteed like new. 7 jewel. . . 15-jewel. \$12.65 17-jewel. \$14.65 Expansion Band, 95¢ additional. Plastic Gift Box, 75¢ additional.

SEND FOR FREE SPRING CATALOGUE
WHOLESALE ONLY—25% deposit with order, balance C.O.D. Open Account to Rated Houses.

MIDWEST WATCH CO. 5 S. Wabash Ave. Chicago 3, Ill.

"CARNIVALS"—USE OUR ADDRESS FOR YOUR MAIL WHEN PLAYING THE PACIFIC NORTHWEST

As a special accommodation to showmen, we will be happy to receive and hold your mail until called for. Give your friends and relatives our address:

M. Kind Novelty Company
108 First Avenue S. Seattle, Wash.
Mail Orders Filled Promptly

PRE-SEASON CARNIVAL FISH POND DEAL

Consists of 12 dozen pieces. At least 12 different items in every deal. Some items formerly 25-cent retailers. Cleaning out odds and ends in our inventory. All sales final and NO C.O.D. ORDERS, PLEASE. About 500 deals available. No more when gone. Shipped by Express only.

FP144—PER DEAL \$9.00

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

HUSTLERS—PROMOTERS ATTENTION!

Retractable Ball Point Pens, Dz. \$4.50; Gro. \$48.00. Men's S. S. All-Nylon Pucker Shirts, Dz. \$36.00. Glows in the Dark Cameo Rings, gold plated, \$9.00 Gro. Nodding Turfies, a repeat! Pack of 4 dz., \$9.00 Gro. Hopping Rabbit, a repeat! Pack of 3 dz., \$3.60 Dz. Close out! Copy of famous Automatic Lighter, \$8.00 Dz. Attention: Carnivals! Complete stock of Glass, Slum, Flash, etc. Our vast variety will amaze you! Complete one-stop shopping service here! 25% deposit, balance C.O.D. We do not pay postage! All prices F.O.B. Macon, Ga.

UNIVERSAL PREMIUM JOBBERS
1508-16 Broadway Macon, Ga.

NEW—FAST SELLERS for Men & Women—BIG Profit
Everyone wants these beautiful copies. Set your own HUGE Profits.

WRITE TODAY FREE CATALOG
and details. Mds. for resale only.

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.

We sell only best quality stones—10K & 14K mtd.

DES MOINES RING CO.
1155 24th St. Des Moines 11, Iowa

FOR SALE—SECONDHAND SHOW PROPERTY

Continued from page 71

NEW SIX CATS. \$7.50 EACH: PUNKS. \$18 doz. up. Marie Dunn, 607 E. Van Buren St., Columbia City, Ind.

12-SEAT CHAIRPLANE, 14-FOOT TOWER hauls ride, operates 60-foot circle; 2-abreast "Flying Jenny," loads in 2-wheel trailer; 9-car Tilt; 10-car Automobile Ride on trailer, about half finished. Rides need work and paint. Light plant on 2-wheel trailer, wiring, 600 amp. switch; several Concessions, P.A. System, odds and ends of show equipment. Several trucks, one makes stage wagon. Paint and welding equipment for repairing. Ten Grand, f.o.b. as is. Ted Routt, Community Park, 747 Central Ave., Louisville 8, Ky.

SPECIAL ALUMINUM CONCESSION Trailer, 22', for hamburger, pop corn, root beer. Half sales space, half living quarters, equipped. Fay Hite, Vinton, Iowa.

8x8 CONCESSION TOP AND FRAMES—Navy blue, 4-way Awning, up 4 times, 1100. A. H. Fryers, 311 Fairview Ave., Muscatine, Iowa.

16MM HUNDREDS SOUND FEATURES, \$25 to \$35. Drive in; open till 9. Samson's, 453 Pine St., Providence 7, R. I. ap4

16MM FILMS FOR RENT—\$5 ONE TO three days. 16mm. Films and Advertising Paper for sale. Ace Camera Supply, Florence, S. C. jy4

16MM. FILM CLEARANCE SALE—USED sound features, combat films, 1200 ft. sports reels, soundies, films for schools, libraries, arcades. Big free list. Gaines, Box 114-B, Skokie, Ill.

INSTRUCTIONS BOOKS & CARTOONS

FIRE EATING, CLOWN GAGS, IRON Tongue Act, Knife Throwing, Sword Swallowing, Torture, etc. Manly, 300 South Avenue 56, Los Angeles 42, Calif. ap4

GOOD USED BOOKS—50¢-\$.1. POSTAL brings lists. Editions, Dept. BB, Hempstead, N. Y.

VENTRILOQUIST FIGURES TO ORDER. \$10 and \$25; Heads, \$15; also lessons. Get used bargain lists. Brown, 1711 S. W. 18 St., Miami, Fla. ap11

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oakbrook, Ill. ap2

AMAZING! UNBELIEVABLE! SEND \$1 FOR famous jeweler's formula for making your jewelry sparkle. Glads Studio, 507 Main St., Zanesville, Ohio.

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. ap25

BLUEPRINTS, MINDREADING, BOOKS, Formulas, Hypnotism, Palmistry, Escapes, Costumes, Lectures, Mummies, Apparatus. List 30¢. Genova, G.P.O. Box 217, Dept. B, New York 1, N. Y. my2

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price, Nelson Enterprises, 336 S. High, Columbus, Ohio. ap25

SUBMINIATURE RADIOPHONE FOR MENTALISTS. Nelson's latest model, perfect condition, never used; save \$100. David Schafer, 2675 Rochester, Detroit, Mich. ap11

VENTRILOQUIAL (365 UP); PUNCH FIGURES, 15 each, dressed, America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3540 Columbus, Minneapolis, Minn. ap11

2500 TRICK CATALOG (512 PAGES)—Pocket, parlor, stage. World's finest magic. Catalog, \$2 dollar trick included free. Kanter's, B-1311 Walnut, Philadelphia 7.

MISCELLANEOUS

MIMEOGRAPH OR TYPEWRITER PAPER, 80¢ ream, 8 1/2x11; minimum 12 reams. Brookman Paper Co., 355 Westchester Ave., New York 55.

TWENTY BEAUTIFUL COLOR SLIDES, \$1; sample, catalog 20¢. Sanford Co., Ash-tabula, Ohio. ap11

YOUR NAME IN HEADLINES ON STAND-ard newspaper page; make up your own headlines; \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14 Harford 1, Conn. ap25

MUSICAL INSTRUMENTS, ACCESSORIES

KIDDIE RIDE ORGANS—SPECIAL PRICE for March; place orders now for spring delivery. L. Bacigalupi Band Organs, 2026 North Chico Ave., El Monte, Calif. ap4

PARTNERS WANTED

COMEDIAN PARTNER WANTED—AGE 22-33; professional; willing to pitch in with fresh material and hard work on 50-50 basis with Crooner, Eddie Check, 351 W. 34 St., NYC.

PERSONALS

ANYONE KNOWING WHEREABOUTS OF Roland Porter, girl show operator, write, wire F. Handy, 304 W. 34 St., N. Y. G. ap11

LETTERS REMAILED WASHINGTON, D. C. 25¢ letters typed and air mailed, \$1 minimum. Fast Service, Schecter's, 926 Sixth, S.W., Washington 24, D. C. ap4

J. VON ROBINSON, RECENTLY OF TAMPA, Florida, call Johnstown, Pennsylvania 96703 reverse charges. Very important; anytime, day or night.

PHOTO SUPPLIES DEVELOPING-PRINTING

AT LAST IT'S HERE!—THE NEW VICTOR portable direct positive camera. Compact, light in weight and amazingly simple to operate. Write for details. Benson Camera Co., 166 Bowery, N. Y. 12, N. Y. ap11

CARNIVAL PHOTOGRAPHERS—WE HAVE the largest stocks of Eastman Direct Positive paper and chemicals, also Piedmont Direct Positive cameras. Write for price lists. Memphis Photo Supply Co., 125 S. Court Ave., Memphis, Tenn. ap25

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. my2

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. ap25

INCREASE RESULTS FROM ADVERTISEMENTS
by using display type and white space to attract attention.

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago Ill. tf

PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE. lowest prices! 14x22 three-color window cards for all indoor and outdoor amusement purposes. \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper cards, Tribune Press, Dept. BB-A, Earl Park, Ind. ap25

ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. ap11

PICTORIAL WINDOW CARDS, PROGRAMS, Heralds, One Sheets, Three Sheets, Stationery. Cato Show Print, Cato, N. Y. ap18

PROCESS EMBOSSED BUSINESS CARDS—Linetype stock, 1000, \$3.95; 2000, \$7.15; 5000, \$16.75 postpaid. Fast service. Standard Specialties, Box 4382-P, San Francisco.

WINDOW CARDS—14x22 and 11x14. THE Bell Press, Winton, Pa. ap18

200 LETTERHEADS WITH ENVELOPES, \$3.50, 5 lines. Posters, Decals available, black or blue ink. Mallo Press, 767-B, Flint 5, Mich. ap11

SALESMEN WANTED

AD MATCHES! SELL AMAZING DESIGNS; 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing! Sales kit furnished. Match Corp., Dept. D-83, Chicago 22, Ill.

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free. Write fully. Hoover, Dept. L-109, New York 11, N. Y. jy25

IS \$210 A WEEK WORTH A POSTCARD TO you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. A-106, 173 W. Madison, Chicago 2, Ill. np

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. ap11

BEST TATTOO MACHINES—JET BLACK ink; designs, bright colors; tattoo supplies. West and Sutton, 412 S. Main St., Los Angeles 13, Calif. ap18

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25¢. Zeis Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY

GOOD USED PRINT OF 35MM. SPOOK, horror, mystery or thrill feature movie at lowest possible price. M. G. Gant, Greenville, Ky. ap11

ITEMS FOR "PI" AND MAIL-ORDER deals. Must be available. Include complete information with prices. United, Box 223, Altoona, Pa.

KIDDIE RIDES WANTED—STATE ALL details in first letter. Box C-301, c/o Billboard, Cincinnati 22, Ohio.

U. S. GOLD COINS—TOP PRICES PAID. Write, stating denominations, dates, condition. R. H. Burnie, P. O. Box 487, Pascagoula, Miss. np

WANT TO BUY—LATE MODEL KIDDIE Rides. Must be in A-1 condition. Kendrick Koger, 401 Roland, Jackson, Tenn. 7-5163.

WANTED—SET ORGAN CHIMES OR metal Chimes. Send photo. Frank Kelly, 2035 Osgood St., Pittsburgh 14, Pa.

WANTED—HEADLINE NOVELTY PRINT- ing Presses, new or used; details in first letter. Harris Music Co., Virginia Beach, Va.

WANTED TO BUY—USED KIDDIE ROTO-Whip. Max Seskin, 1834 E. 14 St., Brook-lyn, N. Y.

Attention, Promoters! The New Retractable BALL PEN Only 40¢ Each

with New MIRACLE INK

Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES PRESS CLIP—POINT DISAPPEARS Immediate Delivery—Any Quantity

PACKARD BALL PEN
25¢ Dep., Bal. C.O.D.—2 Samples, \$1.00
27 East 22d St. New York 10, N. Y. Spring 7-7180

NEW TEE JAY SPECIALS

19" SOFT CLOTH DOLL
Dancing eyes in painted face. Ass'd. colors. Good throw-out number, in cellophane bags. \$6.25 3 Dz. to carton . . . Dz.

20" BONNET DOLL
Of bright plaid design (as per picture); in ass'd. colors; in cellophane bags. 2 \$9.40 Dz. to carton . . . Dz.

PUSH OFFERS
20" RAYON PLUSH BEAR
Ass't. colors, \$11.50 4 Dz. to ctn. . . Dz.

30" GIANT PLUSH BEAR
Ass't. colors, \$20.00 1 Dz. to ctn. . . Dz.

48 West 20th Street New York 11, N. Y.

STATE SOUVENIRS

Low prices—high profit. Ash Trays, Coasters, etc. Designs 48 States and Parks. DECALS, 600 designs. Send 50¢ for 12 decal samples.

National Souvenir Mfg. Co., P. O. Box 286 North Miami, Fla.

CARNIVAL JOBBERS!
SENSATIONALLY LOW PRICED VENTRILOQUIST DUMMY

19" COWBOY DUMMY. Smartly dressed. Brightly colored, indiv. boxed. \$19.50 doz. in 6 doz. lots. \$18.00

OTHER CARNIVAL NUMBERS

9" PLUSH SCOTTY. Ass'd. colors \$6.50 doz. in gross lots. \$6.00

30" WHITE POLAR BEAR. All white wooly material. Movable eyes, red tongue. Free Plafium bags. Dz. \$30. In six dozen lots \$27.00

30" REAL FUR GRIZZLY BEAR. Solid seller \$30 doz. in 6 doz. lots \$28.50

29" HIGH QUALITY PLUSH BEAR, cotton stuffed. Ass'd. colors. \$30 doz. in 6 doz. lots. \$27.00

16" HOODED DOLL. Plastic face. Rayon silk cloth material. Bright ass'd. colors in cello bags. \$7.50 doz. in gross lots. \$6.50

SAMPLE ASSORTMENT 17 PIECES FOR \$17.50
1 doz. dolls, and 1 each of all the other sure sellers!

FOB N. Y. C. 25% dep., COD if not rated. To receive FREE Catalog & Closeout List you must state nature of your business.

ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

WRITE FOR YOUR COPY OF CATALOG NO. 152 Listing—

- IDENT'S \$9.00 GRO. & UP •
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- CHARM BRACELETS • RINGS
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FREE VIBRO-GRAVER
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ATTENTION: MR. CARNIVALMAN, PITCHMAN, CONCESSIONAIRE

Welcome!

When you are in or near the city of Atlanta, Ga., it will pay you to visit us. We carry a complete line of premium gifts and glassware.

- Ash Trays • Oval Dishes • Salad Plates • Bon-Bon Dishes • Compotes • Nappys • Fruit Bowls • Other inexpensive items.

It's easy to buy or order from us because (1) Central location; (2) Free parking space; (3) Large and complete stock always on hand; (4) Ship anywhere in the South; (5) Catalogs available.

It will be a genuine pleasure to serve you. The price is always right.

H. SMITH BOTTLE SUPPLY CO.
250 Decatur St., S. E. Atlanta 3, Ga.

CATALOG No. 107 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

CATALOG No. 57 for a COMPLETE LINE of VOLUME SELLING JEWELRY

Write for Yours Today—State Your Business

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P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Full 11x guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.
1165 N. Cleveland Ave., Chicago 10, Ill.

HOT NEW PREMIUM ITEM!

Lifetime Supreme WHIRLWAY REEL and ROD

NO. 7188—A combination of the WHIRLWAY REEL, 2-pc. finest quality Glass Rod, 50 yds. Mono-filament Line, Beaded Chain and Swivel Practice Plug. Length 6 1/2 ft. WHIRLWAY REEL is a slip-cast type reel using the same principle as found in spinning reels. Foolproof construction, easy to adjust, the WHIRLWAY REEL can be used for Spinning, Casting, Trolling and Fly Fishing. For right and left-handed casting. Unsurpassed for ease of cast. The most complete, all-purpose foolproof reel ever designed. Sturdily constructed, all parts precision-made with working parts enclosed and protected. Rod packed in plastic bag; Reel packed in display carton. LIST PRICE—\$29.95.

\$18.50 ea. \$17.95 3 or more ea.



No. 3927 SNAKE BOW TIE \$2.25 Doz \$23.50 Gr.



No. 4995 BASHFUL MONKEY Doz. \$2.25 Gr. \$23.50

25% deposit, balance C.O.D. Wisconsin De Luxe Co. 1902 N. Third St. Milwaukee, Wis.

A REAL MONEY MAKER!



NEW RETRACTABLE PEN \$4.00 per dozen with PREPAID Write Dept. B-44

RAINBOW PEN COMPANY

487 Broadway New York 13, N. Y.

Advertisement for Bulova watches, featuring 'SPECIAL \$50 DEAL' and 'New Big 1953 Wholesale Catalog, 25c'.

Advertisement for Men's IDENT. BRACELET, featuring 'Smart, Flashy, Quality Merchandise' and 'Heath Distributing Co.'.

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY. DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

- CAMERAMAN WITH EQUIPMENT FOR pony crew. Posing Girls, ten, paid daily. Ticket, yes. Box C-302, c/o Billboard, Cincinnati 22, Ohio.
Demonstrators—Men and Women Advertiser's household product. Steady work. Salary and commission. Local and travel. Call or write. New York City.
GIRL VOCALIST FOR MIDWEST TRAVELING band. Some location; private compartment in sleeper bus; guaranteed salary. Send picture and record if possible to Box C-296, c/o Billboard, Cincinnati 22, Ohio.
OPERATORS FOR SKOOTER, FERRIS Wheel, Pretzel Rides in lovely Lake Lansing Amusement Park, Haslett, Mich.
PIANO, BASS MAN—COMMERCIAL minded; year round guarantee, no lay offs; locations, one-nights; state all. Buddy Bair, 3211 Baker Circle, Columbus, Ga. ap4
WANTED—ALTO OR TENOR SAX, DOUBLING clarinet; also a first Trumpet Man for old-time half modern band; \$85 and up per week; year round job; on location in winter; home every night. Write or call in forenoon. Johnny Halder's Orchestra, Box 113, Mandan, North Dakota. Tel. 2434.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

- AGENTS & MANAGERS MAN—DESIRES POSITION AS MANAGER. Experienced, references or lease roller rink on percentage; option to buy. Box C-294, c/o Billboard, Cincinnati 22, Ohio. ap4

- BANDS & ORCHESTRAS SIX-PIECE COMBO WANTS MIDWEST Summer resort location. Experienced, modern, danceable. State particulars. Leader, Box 228, Men's Quad., Bloomington Ind. ap4
TERRIFIC 8-PIECE COLLEGE BAND—GIRL vocalist, available June 15. Versatile; coolest library; union. Go anywhere. Prefer good agent to handle. Plenty Air Base, Army Camp, etc., experience. Write Phil Banister or Russ Hickey, 405-YMCA, Oklahoma City, Okla.

- CIRCUS & CARNIVAL ATTENTION—LONDON PUNCH-JUDY CIRCUS, carnival; double clown. Place lady helper; salary guaranteed. Write Scotty the Clown, Mount Clemens, Mich.
TRAMP CLOWN—COME IN, WALK around and two numbers. Always sober. Berni "Just a Tramp" Miller, c/o Billboard, Chicago 1, Ill.

- MISCELLANEOUS AVAILABLE—DOG ACT SUITABLE ANY entertainment, for schools, indoor outdoor, rodeo or circus. Rose Washington, 3003 West St., Sarasota, Fla.
EXPERIENCED NEWSPAPER REPORTER wants publicity clients in the amusement industry. Arthur G. Patterson, 800 West Lake St., Minneapolis 8, Minn. ap4
MED. COMIC—B. F., STRAIGHTS, CHARACTERS, singer, dancer, drummer; sober, reliable; no turkeys. Charlie Elsworth, Gen. Del., Chickasha, Okla. ap4
TWO TATTOO ARTISTS WANT PERMANENT location. Man and wife, both do tattooing; very good flash. Percentage or straight rent. State all in first letter. Phone 70409. E. L. Peace, 1401 Amherst Ave., Portsmouth, Va. ap4
WANTED—OUTDOOR TRAVELING JOB for season. Young woman, attractive, decent, good driver; exp. for P.A. System, demonstration, good fake piano, light typing, cashier; love animals. Member Showman's Ass'n. What have you? State details first letter. Carroll, 114 Lead, Hot Springs, Ark.

- MUSICIANS A-1 RINK ORGANIST—AVAILABLE NOW. Co-operative, reliable; 12 years' experience. Best rinks; locate anywhere. Address: Box C-300, c/o Billboard, Cincinnati 22, O.
DRUMMER—GOOD BEAT, 2 OR 4; WESTERN or pop, all fake; union. Write or wire Bill Mounce, 904 Mitchell St., Humboldt, Tenn.
FEMALE ORGANIST—EASTERN LOCATION desired. Good skate tempo; experienced, reliable; consider summer spot; available immediately. Box C-293, c/o Billboard, Cincinnati 22, Ohio.
HAMMOND ORGANIST—\$8,500 ORGAN, vibraharp, chimes. Whispering dinner music, sparkling cocktail tunes by master artist. Third year Chicago top dining spot; want change. Box C-295, c/o Billboard, Cincinnati 22, Ohio. ap11
HAMMOND ORGANIST—USING PIANO combination; library 19,000 numbers, thousands memorized; well known, not a newcomer; desires locate hotel, lounge, restaurant, preferably in the East. Write Kayo, Box 123, Gap, Pa.

- ORGANIST—FURNISHING HAMMOND Organ and piano together, some tunes; 1000 tunes from memory. Box 3427, West Palm Beach, Fla.
PIANIST, TRAINED—UNION; MALE, SINGLE; popular, classic. Hotel lounge; played the best; highest references. Union contract. Box C-297, c/o Billboard, Cincinnati 22, Ohio. ap11
PIANIST—SHOWS; READ, FAKE, ETC.; union; dependable. Box C-282, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ap4
PIANIST—UNION; 18 YEARS' EXPERIENCE. Currently engaged Hotel El Rancho, Gallup, N. M. Formerly of name bands; have fine wardrobe. All styles of music. Desire location solo engagement in hotel or elite cocktail lounge, preferably in Phoenix, Arizona or Southern California. Available May 1. Contact Pianist, Hotel El Rancho, Gallup, N. M., by letter, wire or phone.

- PARKS & FAIRS AT LIBERTY—SENSATIONAL HIGH-FIRE Diving Act. Somersaulting thru the air; sharp, ugly spears; no safety devices; flaming oil and gasoline; no body protection, shallow tank, etc.; 25 years of impressive results; featured by Fox Movie-Tone; receiving high rating on applause meter. There is no substitute for experience. Contact Capt. Earl MacDonald, the Top-Notch American Dare-Devil and Stunt Man, 456 Lamphier Place, N. E., Warren, Ohio. Tel. 4-5337. ap18
BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap25
OLD TIME BALLOON ASCENSION—1907 Airship display, 1910 Flying Machine. A. J. Hartman, 2127 Summer St., Burlington, Vwa. ap11
OUTSTANDING ENTERTAINMENT—Professor Wright and his 5 person variety show of Magic, Rhythm and Quiz. Professor Wright, Casey, Ill. ap23
PRODUCING CLOWN AT LIBERTY AFTER May 5th with plenty to offer. Grandstand worker, parks, fairs, celebrations. Roy Barrett, Billboard, Chicago. ap4
SENSATIONAL HIGH ACTS—FOR YOUR Fairs, Parks, Celebrations, Carnivals, Live-In Theaters. Contact Lee Slade, 2646 Park Avenue, Detroit, Mich. ap11

- VAUDEVILLE ARTISTS DUKE-DUCHESS—STARS STAGE, RADIO, TV. Craziest comedy team in business; dancing, singing, tom tom rhythm. Transportation one way; will send photo. Helen Poussaint, Personal Mgr., 505 W. 144 St., N. Y. C. 31. ap18

- VOCALISTS TENOR FOR TRIOS, QUARTETS—VAUDEVILLE background; sings and reads parts; character and dialect. Charles Adams, 1 Marshall St., Irvington, N. J. ap18

Advertisement for Bubble Boy FOR YOUR BAR, featuring 'NEW! NEW! NEW!' and 'Brussels Boy Fountain comes to "Automatic" Life!'.

PRICE LIST READY Send for Your Copy at Once

SLUM Greatest Line Ever Assembled. PLUSH TOYS and DOLLS Superb Values. FLASH—NEW ITEMS When They Are New.

If you have not dealt with us in the past, ask those who have. BERNY NOVELTY CO. 114 West 14th St. New York 11, N. Y. Phone: ALgonquin 5-8290

Now! The Hottest Promotion in the Country!

Advertisement for vinylite records, featuring 'THE EIGHTEEN TOP HITS... POPULAR or WESTERN on Unbreakable Vinylite Records...' and '\$16.00 Value Your Cost \$1.47'.

Available to Agents, Jobbers, Carnival Operators, Mail Order Operators, Concessionaires... WRITE—WIRE—PHONE—SPOT SALES 1118 E. Main Street Owosso, Michigan

Selling? Premiums? Prizes? Gifts?

NAME BRANDS open the door to faster and easier sales. NAME BRANDS are your good will ambassadors in promotional selling. NAME BRANDS for exciting premiums, prizes and business gifts.

Silverware, Cookware, Appliances, Cutlery, Radios, Luggage, Soft Goods, Toys, Clocks, Watches, Pens, Jewelry, etc.

NEW! 1953 CATALOGUE NOW AVAILABLE More than 1,000 NAME BRAND items beautifully illustrated.

Cover has blank space for dealer to imprint his own name and address. Send for your copy of catalog and confidential dealer's price list NOW! CONTINUOUS SUPPLY All orders shipped within 24 hours

WHOLESALE ONLY H. B. DAVIS CO. Dept. B4, 324 West 26th Street New York 1, N. Y. AL 5-6666 Free Parking

Advertisement for bingo SUPPLIES and EQUIPMENT, featuring '7 & 10 Color Specials' and '4-5-6 & 7 ups'.

Advertisement for BRONZE WESTERN SADDLE HORSES, featuring 'Height and Dozen Price:' and 'SPECIAL! Key Chain Charms, asstd. 1 pr. to box @ \$1.75 per gross.'

JOHN A. ROBERTS CO. INC. 817 Broadway, Newark, N. J.

Advertisement for QUALITY NECKLACE AND EARRING SETS AT UNBELIEVABLY LOW PRICES, featuring 'Something new and different in machine-cut rhinestones, octagons and assorted sparkling colors.'

Advertisement for GLASS FLY RODS and GLASS SPINNING RODS! AT CLOSEOUT PRICES \$42.00 (1 doz. min.) F.O.B. Mpls. per doz. 1/3 down with order, bal. C.O.D. The MITCHELL COMPANY 124 No. 4th St. Minneapolis, Minn. GIVE TO THE RUNYON CANCER FUND

OUR NAME BRAND LINES INCLUDE:
 Dormeyer
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Fabulous Combo MONTE CARLO

All-Purpose
CARRYALL

SUPERB SELLER



Exciting combination for the ladies... wonderful money-maker for you. Stunning carry-all, lipstick holder, powder compact, comb, change purse, large mirror and cigarette case. Beautiful gold tone satin finish. A grand buy.

Only \$4.00 Each

Big 3"x4" Overall

A REAL carryall... not to be confused with smaller imitations.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

Send TODAY for your FREE Copy of TEMPLE'S CATALOG
 Visit our showroom when in Philadelphia.

708 Sansom Street Philadelphia 6, Pa. Market 7-8242

Pipes for Pitchmen

By BILL BAKER

DOC M. J. LOCKEY... and Al Harvey, sheeties of note, are working stock sales in Georgia towns to reported good turns. They report that they met Chief and Mrs. Lone Fox and Prairie Mae working med recently. Both of the units possess good-looking rolling stock, the boys advise.

"WHEN PASSING THRU... the neighborhood of Times Square, I usually stop to watch the good demonstration performed by an old friend, Prof. Sam Goetz, tie king," letters Sol Addis from New York. "He's been making his pitch there for 15 years or more. He is the only pitchman I know who works without words and he's an artist at his business. I've watched many street workers try to imitate him and even try to steal his pitch, but it just can't be done. His ties can only be seen when he flashes them in sets wrapped in tissue paper. It's attractive merchandise and goes for \$1.50 per tie. His sales are big and he's a glutton for work. He opens early and grinds for many hours even in the coldest weather. His theory is to keep punching away until the person in the tip finds the tie he wants. When I asked Sam if he liked his job, he replied: 'Yes, because I like my merchandise as well as I like people.'"

THEY TELL US... that E. L. Patrick is getting his share of the long green working sheet in Huntington, W. Va. Because of a new city ordinance, however, Patrick had to be photographed and fingerprinted before he could obtain a reader for \$4. Latest reports indicate that anyone working the city in the future will have to go for the four-buck reader and undergo the same mugging and printing.

BENNIE BERGAN... is working sharpeners to good takes in West Virginia.

"SPRING IS HERE... and my business at the local market is good," J. W. Swisher letters from Logan, W. Va. "In fact, business has been so good that I'm using extra help over the week-ends. I see J. C. L.'s daily who want to go into business but none seem to have any money. I learned the business the hard way and the Johnnies will have

POCKET KNIFE

FAST SELLER

Ring End for Key Chain

Cutlery Steel Blade

Once in a Lifetime

Simulated MOTHER of PEARL Sheath

Sensational Value

First Time in Sterling history a price so low for such an outstanding value. Don't miss out! Rush your order and start making money fast! With Key-chains, \$9 a gr. complete.

\$6 Per Gross plus postage. Min. order 1 gr.

(Sample doz., \$1 postpaid)

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 44 East Long Street, Columbus, O.
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Daisy Cork Gun	... Ea. \$5.75
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 SAMPLES **\$5** EA.

27 INCHES HIGH



The most adorable cuddly bear we've ever handled, every child, woman and even the men will want to cuddle it in their arms. Vinyl rubber feet and paws.

"I'm going out on a limb with this one by predicting it will be the hottest money maker of the season."—Ned.

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COMPLETELY ELIMINATES GLARE from headlights, sun and reflections. A safety-must—one minute demonstration sells it. Priced right. Your minimum profit 100%.

Send for Free details or mail \$1.25 for sample spray-can (Retail value \$2.50).

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NEW PRICES EFFECTIVE JULY 1, 1952

No. 100 Men's All Aluminum Idents \$13.00 GR.

All Aluminum Idents \$13.00 GR.

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Send For New 1952 Catalog - Just off the Press WE PAY POSTAGE ON ALL PREPAID ORDERS (This does not include airmail)

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MILLER CREATIONS 7739 Avalon Chicago DAY & NIGHT SERVICE

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In Handsome Cellophane WINDOW SHADOW BOX

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#40—Sportsman's Bait Casting	6.25
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#70—Sportsman's Fly Rod	10.00
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1/3 Dep., Bal. C.O.D.

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2 Push Button Mechanical Brain WATCH with EXTRA MINUTE COUNTER.

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14 KT. GOLD PLATED, 75¢ extra.

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MIRACLE CROSS

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LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH

OUR PRICES TALK !!
#999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish.

\$4.25 Doz. | \$48.00 Gross

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A Real Money Maker
\$4.50 doz.



No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish.



No. 185
Full of Life! Fire! Brilliance!
\$3.85 doz.

Gold finish. White brilliant center. Red sides. \$45.00 gross

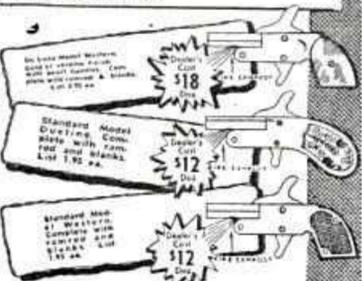
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SEND FOR PRICE LIST #83

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St. Philadelphia 22 Pa.
Lombard 3-2676

to do the same. I plan to hold down this spot for the season since I have the privilege paid. Let's have some pipes from more of the old-timers."

DOC ROSS DYAR . . .

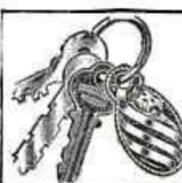
med show performer and owner and widely known in the pitch profession, answered his last curtain call in Jackson Memorial Hospital, Fort Pierce, Fla., March 22. Born William J. Cooksey, he had been ill for several months and had been in and out of the hospital on numerous occasions since Christmas. He was stricken again several days prior to his death. A native of Indianapolis, Dyar will be remembered by many in Pitchdom as one of the most successful men in the med show business. He built the World's Medicine Company, which sprung from the World's Minstrels, into a million dollar operation. Dyar was a veteran of the Spanish-American War, a member of the Elks Lodge, Columbus, O.; a 52-year member of the Knights of Pythias, Indianapolis lodge, and the Miami Showmen's Association. In the early part of the century he began his career as a knife sharpening stone worker. After a number of years in that field, he went into resurrection plants, which he worked in the costume of a returned soldier from the Philippines. He was highly successful. Several years later he met the late George Wine, a wagon novelty worker. They formed a partnership in the operation of a med show, with Ross working liniment and corn med and Wine handling the tonic. After a number of years they dissolved the company and went separate ways. Dyar formed the B. L. K. Medicine Company, which later became the World's Minstrels and eventually the World's Medicine Company. He was still interested in the firm at the time of his death. His widow, Gertrude Cooksey, survives. Funeral services were held in Miami, with the body being cremated. In commenting on Dyar's passing, Dr. Milton Bartok, owner-operator of the Bardex Medicine Company, says: "Dyar is another of the old-timers who have left their mark in the books of our branch of show business. He's passing to a meeting with the other grand old men of the game, the Jim Ferdons, Lee Coopers, Andy Paines, Doc Livingstons, Bert Caytons, Gene (Redwood) Waymens, George Grooms and others too numerous to mention. All of us will miss Ross Dyar."

B. V. MANGRUM . . .

who has recovered from a recent eye operation, is working with Clyde Forkner in working in the border towns of North Carolina and Virginia to slow returns. Mangrum recently took delivery on a new house trailer. He says that it looks as tho RFD paper men have already taken care of the territory he and Forkner have been working. Mangrum would like to read pipes here from Slim Dunlap, Heavy Forkner, E. C. Pardee, Jack (Bottles) Stover, Cowboy Billy Dietrick and Punk Elder. He says that he received numerous cards and letters from friends during his stay in the hospital.

BARDEX MINSTRELS . . .

owned and operated by Dr. Milton Bartok, opened their 1953 season in Florida recently. Altho the weather has been wet, the show is doing well. It is showing under its new 70 by 170-foot top. Syd H. Carter, formerly with the late Jim Ferdon and for 23 years associated with the late Doc Ross Dyar, is in charge of the Bardex sales promotion and advertising. James H. Rutledge, comic with



Big Profits
Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25c.

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303 Degraw St.
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ALLIGATOR HAND BAG IMPORTERS

Make some real money; purchase a sample Bag.

Model-100 retails \$19.95 cost \$10.00
Model-101 retails \$19.95 cost \$10.00
Model-300 retails \$22.50 cost \$11.00
Send check or money order; if not satisfied may be returned in five days.

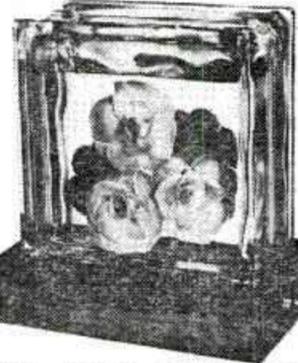
WOLF GENERAL MDSE. CO.
WEST HOLLYWOOD, FLA.

the Dyar-shows for over 20 years, also is with Bardex this season. The Bardex show is an off-shoot of the Dyar organization. Pat Smith, Dyar's chauffeur and secretary, currently in Miami, also is contemplating joining Bardex, it is reported.

ROBERT NOELL . . .

who with his wife, Mae, own and operate Noell's Ark Gorilla Show, is in Laurel General Hospital, Laurel, Miss., where he was taken after losing two fingers on his right hand when attacked by Joe, show's 12-year-old gorilla. Attending physicians also held fears that Noell may lose two fingers on his left hand. Noell was also badly mangled on both hands and wrists when Joe attacked him as he was preparing to move the gorilla from an exercise cage to a sleeping pen. Doctors report Noell's condition as serious, but not dangerously critical. The animal was in his third season with the Noell show and never before had been vicious, Mrs. Noell said. She reported that Bob will have to remain in Laurel for several weeks and would like to read letters from friends. His address is General Delivery, Laurel, Miss.

A SMASH HIT



THE AQUA VASE LAMP

A soft glowing lamp whose beautiful flowers in water add charm to any room. A removable hollow block of glass, open on top, rests on a base finished in mahogany or blond. It can be used also as a fish aquarium or a flower vase.

Glass block size: 8"x8"x3 3/4".
All over height, 10".

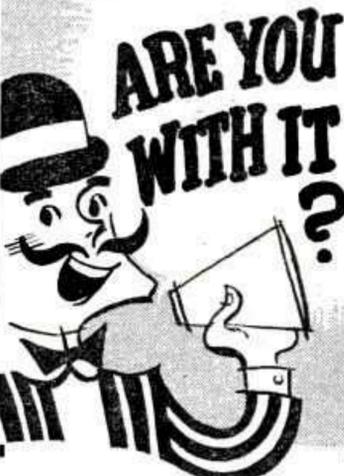
Packed individually, 6 to master carton. State preference—mahogany or blond.

Samples \$2.25 ea. in lots of 6 or more
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Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.
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*BIGGER *TOUGHER *FLASHIER

- Made from a brand new compound especially developed for outdoor selling!
- Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!
- Choose from 6 new numbers above. Be sure to ask for Oak's BIG FLASH!
- Priced right—See your Jobber Today!

A GOOD JOINT!

The OAK RUBBER CO.
RAVENNA, OHIO.

Famous Make Watches
Brand-new 1953 model cases—can't be told from new at this amazingly low price complete with strap. \$8.75
15-J, \$12.50; 17-J, \$14.50; 21-J, \$18.95
Sample charge \$1.00 extra. Stretch band 75c. Plastic box 75c. 25% deposit, balance C.O.D.

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45 RECORDS CLICK

Exports of Jukes, Venders, Games Near Annual \$8 Mil

Continued from page 1

and light weight of the disks which lowered costs of shipments of wax over great distances. This switch to 45's also resulted in an increased number of record air shipments. Another key point was that breakage was not a cost problem since the advent of smaller records. Other export charges also were sharply affected by 45's. For several countries, particularly those in South America, make a charge on incoming shipments based on weight as well as value.

Two of the major developments of 1952's all-time coin machine sales record were the stability of the export market for all types of units and the fact that trade is rapidly moving toward a year-round trend. In 1951, more than 61 per cent of the entire sales were in the juke box field, games accounted for 30 per cent and the remaining 9 per cent concerned

venders. The juke box sales increased by more than a million dollars in 1952, this trade segment accounted for 53 per cent of total sales, while games climbed to 33 per cent and venders up to 14 per cent. In 1953 the trend toward balanced sales was expected to be even more noticeable.

Export specialists in key coin machine cities look with favor on the fact that trade is beginning to average out on a monthly basis. They contend that this even distribution of sales adds solidarity to their business and permits them to maintain larger staffs on a permanent basis. Prior to World War II and the six years following, most of the business was transacted in the summer months. Then they had to have more employees during the busy period and layoffs at other times.

While the coin export business expanded tremendously in 1952,

it was generally conceded to be only a concerted move in the right direction by many in the trade. Since 1947, when there was plenty of equipment available for export, several road blocks interfered with predicted expansion. These were uncertain economic conditions, bans on non-essential imports and paucity of dollar credits in many countries which were formerly top markets. Not many of these outlets have reopened, and it was only thru strong salesmanship that the peak sales of 1952 were obtained. The heavy volume is expected to be maintained and even possibly increased this year.

EXPORT AGENCY

Gottlieb Sales To Foreign Ops Increase 3-Fold

CHICAGO, March 28.—Prior to the formation of a separate export sales agency, D. Gottlieb & Company had a steady and growing market in a number of countries thruout the world. But in the short space of six months the agency—Judd Distributing Company—has more than tripled the game manufacturer's export trade.

J. Weinberg, sales manager of Judd, explained that the rapid expansion has come thru a combination of factors:

1. Gottlieb has had a succession of good five-ball games in the past half year.
2. A concentrated effort was made by Judd to initiate business in new areas as well as continuing to promote the sale of games in existing foreign markets.
3. The export agency has created a complete list of services for its customers.
4. Gottlieb has been the only firm to concentrate on straight five-ball units and this is the type of merchandise preferred in virtually every foreign country.

But of the four key points, Judd stressed the service angle. In this category the agency set up its own translation bureau, a documentation division, and worked with the Gottlieb factory in simplifying procedures on adapting coin chutes for foreign coins and alterations necessary to meet the voltage requirements of foreign cities.

games, and the reaction was swifter. Thus, when game operators proposed a policy of limiting television operation to special events, they found location owners amenable.

From 75 to 80 per cent of game locations, which at first operated TV sets thru all hours, today have restricted their video to special events.

Music operators, thru the Oregon Music Association, are endeavoring to extend this policy to juke box locations. With the experience of the game men, the arguments are expected to carry weight. Among those operators, who combine game and music, headway already is being made along these lines.

NO TV TENSION

Portland Game Play Makes Comeback

PORTLAND, Ore., March 28.—Game operators in the Portland area report successful co-operation from location owners in developing policies covering tavern television. A check this week, revealed that whereas gross had slumped 15 to 20 per cent since advent of TV last fall, the loss had been nearly recovered.

As long as TV was a novelty in Portland, game play suffered. There were also instances of TV viewers objecting to game play because the sound of the machines interfered with telecasts.

Location owners were quicker to detect their own losses from games than in music box receipts. Larger grosses are involved in

Coin Service Union Formed by Calif. Group

LOS ANGELES, March 28.—A new and independent union, International Union of Mechanics and Electrical Repairmen, made its debut here and is said to be the only international union in the United States in the coin machine industry. Incorporated in California, the group is headed by Louis Uhl as president and H. O. Chapman as international business manager.

Chapman told The Billboard that inquiries had been received from other cities regarding the new union and within the next six months charters are expected to be issued. He added that the group was incorporated to protect its members and that in case of a dissolution all union property is to be sold and the receipts donated to worthwhile charities.

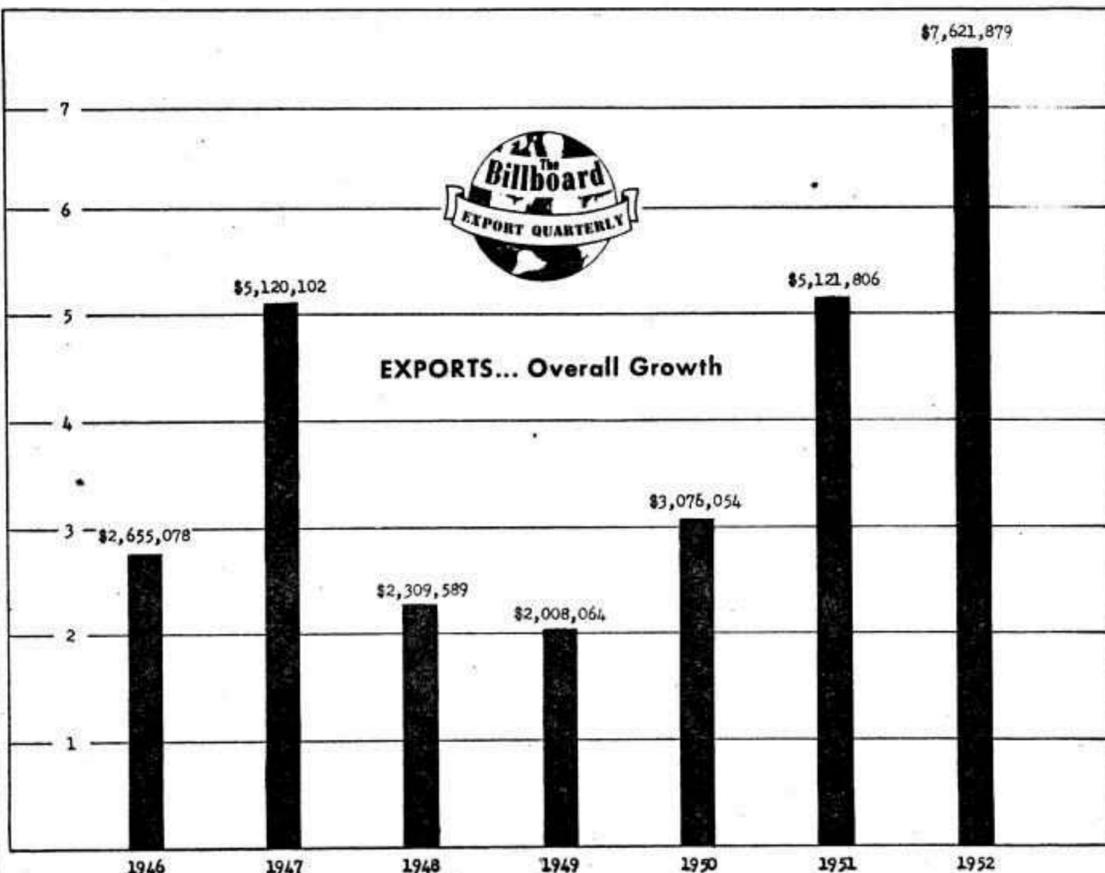
At the present the monthly dues are \$5 with no initiation fee being charged. Owner-operators are eligible for membership on the basis that they work with the tools of the trade. Also under this stipulation their employees are accepted.

Chapman declared that the purpose of IUMER is to establish a free and independent union of working people who are employed in the moving, installing, servicing and operation of coin-controlled machines. The union will also strive for better working conditions in regard to wages and hours.

Incorporators of the union are William H. Leuenhagen, Louis C. Uhl, Cecil W. Harrison, and Thomas C. Robinson. Harrison is vice-president and Leuenhagen treasurer.

Chapman, business manager, is well known in coin machine

circles. He holds the rank of major in the reserves and is a World War II veteran. He operated music machines for several years and for the last five was the sales manager for a local phonograph distributor.



EDITORIAL

How Exports Grow

If the foreign market for U. S.-built coin machines continues to expand as rapidly as it has the past five years, the day will come when the dollar value of coin machine export sales will be as great as the total sales volume in the domestic market.

If that sounds like an exaggerated prediction, think back 10 years ago. Who would have guessed then that the dollar volume of 1952 exports would amount to \$7,500,000?

As this is written, statistics for December, 1952, have not been reported by the Commerce Department. But the January-November period produced nearly \$7,000,000 in sales, and it is safe to assume that sales during the final month brought the total to \$7,500,000.

Factors Behind Growth

Three major factors explain this phenomenal growth:

1. Inventiveness and dependability. No other nation has ever matched the U. S. in its genius for building coin-operated equipment which is both attractive and profitable.

2. Coin machines' universal appeal. A juke box is as popular in Tokyo and Johannesburg as it is in Jersey.

3. Honest, sustained sales effort. A handful of firms and individuals recognized the first two factors a decade ago, and set about developing a solid foreign market.

There was a time when the foreign market was generally regarded as an excellent place to dump out-moded equipment. Games, venders and phonographs, long past their earning and mechanical prime, were shipped to unsuspecting buyers in Europe and South America.

New Machine Demand

The day of thinking of the export market as a dumping ground for worn-out equipment is long since passed. Many a foreign buyer limits his purchases to brand new machines. And those foreign buyers who purchase used equipment are choosy.

Now and then, of course, a sharpshooter tries his hand at the export market. He unloads all the tired, old machines he can lay his hands on and he makes life difficult for the great majority of the exporters who deal only in workable, worthwhile machines.

Promoters also have a fling at the export business from time to time. Canadian buyers recently underwent such an experience when dozens of unscrupulous promoters from the States crossed the borders with samples of vending machines with which the Canadians could supposedly make a quick fortune.

Less of a Dent

It is a tribute to the business ethics of the U. S. coin machine industry that these occasional sharpshooters make less and less of a dent in even the remotest foreign land.

Farsighted U. S. coin machine companies realize the importance of the export market today and its great future potential. They have either set up export departments to develop foreign markets or are working with an independent export-import distributor. Their interest is the foreign buyer's best insurance and the best guarantee of the export market's continued growth.

Oregon House Passes Free-Play Pin Bill

PORTLAND, Ore., March 28.—Portland game operators, whose machines have been outlawed by a city ordinance, looked with hope upon passage this week by the State House of Representatives of a bill that would declare free-play games to be legal.

Of the 60 members in the House only eight voted against the measure, which would nullify the opinion by the ex-attorney general, George Neuner, that a free play is "a thing of value" and thus of questionable legality in the State.

The section of the bill dealing with license fees says: "On coin-in-the-slot-operated mechanical devices played for amusement

which reward the player with the right to replay such mechanical devices which are so constructed and devised as to make such result of the operation thereof depend in part on the skill of the player, and which return to the player thereof no coins, tokens or merchandise, an annual tax of \$50 for each coin receiving slot shall be collected.

"Such right of replay so obtained shall not represent value or evidence of winning within the meaning of any of the laws of the State of Oregon."

Aid to Cities

Rep. Carl Francis urged passage of the bill on the ground it would be a financial benefit to

(Continued on page 93)

Set Lieberman Service School On Bally Games

MINNEAPOLIS, March 28.—Two of the top engineers of Bally Manufacturing Company will conduct a service school in the headquarters of the Lieberman Music Company here April 6-8.

The engineers are Paul Calamari and Henry (Brownie) Brown who have traveled thruout the country explaining key points in servicing Bally equipment. Among the i's as they will stress are quick methods of tracing circuits; how to get the most out of wiring diagrams, relay charts and a simplified plan of keeping Bally games at top operating efficiency. Diagrams will play a key role in the service school.

The Lieberman firm was appointed by Bally last week (The Billboard, March 28). Harold Lieberman, owner, has issued an open invitation to operators of Bally equipment and their servicemen to attend. A buffet luncheon will be served daily.

Calendar for Coinmen

April 9—Music Operators of Northern Illinois, monthly meeting place to be announced.
 April 13—National Automatic Merchandising Association area meeting, covering Region III (Delaware, Maryland, Virginia, Washington), Mayflower Hotel, Washington.
 April 14—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.
 April 20—Westchester Operators' Guild, Inc., American Legion Hall, White Plains, N. Y.
 April 27—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.

PERKINS TRIP REPORT

New Expansion In South America

By HERB PERKINS

Parveyor Shuffleboard Company

CHICAGO, March 28. — The South America has grown to a \$2,000,000 annual export market for U. S.-built coin equipment, my air tour of Brazil, Argentina, Peru, Colombia and Venezuela the past four weeks indicated that in the coming years coinmen in these countries will steadily increase their demand. Then, I believe operations in many of the key cities will be a big factor in everyday life just as it is in the United States.

The big business in coin machine sales to South America today is in the 78 r.p.m. phonograph just as it has been since long before the war. But whereas in the late 1930s, older equipment

was the prime sale item, now the trend is toward newer equipment. True there are some games in some of the larger cities such as Rio de Janeiro, Sao Paulo, Caracas, Buenos Aires and Lima. But it is certainly a surprise to see how few there are considering most South Americans seem to be geared for the type amusement offered by shuffle games, shuffleboard, pinballs and related skill units. I found in speaking with coinmen in different countries that there seems to be a big field for games—but no one does anything about it.

Vending

Vending machines are getting to be a familiar sight in certain countries such as Brazil and Venezuela and to a lesser extent in Argentina. However, they are not in general use. The ones I saw most frequently were scales, drink venders and service units and by far the most popular seemed to be the scales. For some reason natives of the big cities get a special pleasure out of weighing several times a day on a coin-operated scale.

Since Venezuela has become the biggest purchaser of U. S. music boxes I was particularly interested in learning the reasons. And they are numerous. First, Venezuelan operators are not handicapped in their imports by red tape and licensing restrictions. Thus American music firms seemed to have concentrated on developing an interest in music equipment in that country. Another important consideration, Venezuelan city folk like all types of amusements and sports and as a whole have money for such diversions. Thus, when they are in public locations they keep the music boxes going almost all the time.

Pedestal

One of the standard practices in several of the South American countries is to install the juke box on a pedestal. Thru several inquiries I discovered that operators, and the locations which housed the machines, started this practice many years ago as a matter of pride and now the practice is traditional. I also learned it helps to keep the people music box minded and therefore promotes play.

Another oddity of the South American situation is the noticeable absence of Arcades. I realize that in the States the Arcade business as a whole has declined since the war but the situation in South America was different. This type of establishment is just being introduced and the people in most of the countries I visited have not had the opportunity to get a real grasp of it. I would not be surprised to learn that several countries, notably Brazil, became really Arcade conscious in the next few years as I feel that this type of a location could do steady business once properly promoted.

Fed. Game Tax Yield Drops, Tobacco Gains

WASHINGTON, March 28. — The federal tax on coin-operated amusement devices and gaming devices yielded \$201,188 last month, Bureau of Internal Revenue reported Friday (27). This compares with the previous February's \$266,088. The figure last month includes \$66,484 in revenue from the tax on coin-operated gaming devices. The Internal Revenue Bureau did not report breakdowns for the separate categories the previous year. The federal tobacco taxes last month yielded \$132,568,728 compared with \$122,995,636 the previous February.

Pins Face New Texas Struggle

AUSTIN, Tex., March 28.—The status of pinball machines under the federal wagering law may be decided as the result of a suit filed in U. S. District Court here.

The action was filed by Atty. Ben McDonald Jr., of Corpus Christi, in behalf of Morris L. Johnson, San Antonio, who is seeking refund of \$321.21 in taxes paid on the operation of pinball machines. Johnson operates a restaurant and amusement hall, which contains several pool and billiard tables and two one-ball marble tables.

Johnson's petition states the coin chutes of the marble tables are blocked off and players pay him 5 cents per game. Free games may be won and must be redeemed at once.

Johnson previously applied for a refund of taxes he paid under a federal ruling that the operation constituted a lottery and was subject to tax under the law pertaining to wagering and registry of gamblers.

The plaintiff contends that he is not and was not operating a lottery under the meaning of the law. He also contends that the law is unconstitutional because it results in non-conformity between coin-operated and non-coin-operated machines.

The wagering law requires an operator to pay a \$50 permit fee and then pay 10 per cent of his profits to the Internal Revenue Bureau.

FIRST OF A SERIES

Industry-Wide Survey Shows Operator Trends

CHICAGO, March 28.—Today's average coin machine operator has between two and three types of equipment on his routes, employs 2.5 persons in his business and is most likely to think of himself as a juke box operator.

These and many other facts were brought out in The Billboard's Survey of Coin Machine Operating Companies for 1953—a survey designed to gather basic information about the modern operator.

To secure this data, The Billboard contacted 3,000 operators carefully selected, so that the group was representative of all parts of the nation.

How Survey Worked

Those 3,000 received a two-page questionnaire mailed on February 3. Within 10 days, 275 operators completed the questionnaire and returned it. Fifteen days after the date of mailing, an additional 120 completed questionnaires were returned, and these were tabulated to determine if the size of the sample made an appreciable difference in the results. Since the variations were in fractions of 1 per cent, the original 275 questionnaires (9 per cent of the total) were used as the basis for the survey report.

Nearly half the operators participating in the survey said they had been in the coin machine business in 1941 or earlier, while approximately 4.5 out of 100 entered the business during the past 12 months.

Final results of the tabulation showed 48.77 per cent of the operators were in business in 1941 or earlier; 8.72 per cent came in during 1942 thru 1945; 38.15 per cent during 1946 thru 1951 and 4.36 from January 1, 1952 to the date of the survey.

Basic Soundness

Viewed in the light of the mortality rate in other businesses, this showing demonstrates the basic soundness of the coin machine operating business. As in other, similar industries, the number of failures among operators is a factor to be reckoned with. But the survey disclosed that failure was most likely to occur among relative newcomers to the industry.

FILE 2D SUIT ON IND. PINS

INDIANAPOLIS, March 28.—Attorney Charles Cook filed a suit in Marion Superior Court Thursday (26) to test the legality of pinball games under Indiana's new Hasbrook Act. He stated he was retained by a local operator and the test case would receive the financial backing of others thruout the State.

The suit was the second to be filed since the Hasbrook law was passed by the Legislature in February. The other, initiated by a social club, was scheduled for a hearing Thursday but a Superior Court judge approved a delay until April 28. It seeks to prove a social club may operate gambling equipment under a section of the Hasbrook law, which exempts religious and fraternal organizations. This exemption instigated a belief among many persons, including some legislators, that the law is unconstitutional.

Concluded the survey report: "A hard core of well established operating firms are the backbone of the coin machine industry. Around that hard core occurs the highest mortality rate."

Interesting to note was the high percentage of present day operators who got into the coin machine business as servicemen.

The questionnaire asked operators to indicate whether their first job in coin machines was as an operator, serviceman, distributor-jobber or otherwise.

Here are the results:

	Per Cent
Operator	80.28
Serviceman	17.56
Distributor	1.44
Other	.72

In the "other" classification were men whose first work was clerical or accounting, one of them in the employ of a coin machine manufacturing company.

Most significant, however, was the fact that slightly better than 17 out of 100 operators in the group began as servicemen, later started their own routes.

When this question was broken down, however, it was quickly apparent that a serviceman in 1952 was less likely to become an operator than the serviceman 12 years ago.

The following break-down below shows the time period in which the serviceman-turned-operator entered the coin machine field:

	Per Cent
1941 or earlier	26.53
1942 thru 1945	12.51
1946 thru 1951	9.52
1952 to date	7.14

In other words, something like 7 out of every 100 new operators

Little Rock Meters

LITTLE ROCK, March 28.—Although Arkansas legislators voted authority for cities to install parking meters by ordinance instead of approval by voters, this capital city of nearly 105,000 apparently will continue to operate without them.

Pratt C. Remmel, Little Rock's mayor, pointed out that parking meter proposals had been turned down twice in recent years, and he said he believed the city aldermen would regard the vote as a mandate.

The city traffic engineer, taking a more realistic view of the situation, said, "This is election year and you can bet the officials will not do anything to antagonize a large percentage of voters."

BELL EXPORTS HIT

Illinois House Group Passes Anti-Mfr. Bill

SPRINGFIELD, Ill., March 28.—The Industry Committee of the Illinois House of Representatives voted 27-1 to prohibit the manufacture of bell machines and sent H.B. 184 to the house floor with two amendments—one exempting free-play pins and the other delaying the effective date of the measure to January 1, 1954. The vote followed a brief hearing Wednesday (25).

Only three companies voiced opposition to the bill—O. D. Jennings & Company, Buckley Manufacturing Company and H. C.

Evans & Company. They felt the terms of the measure were too general and thought there should be some additional amendments governing exports and the State of Nevada. Backers of the bill led by its sponsors, Reps. John M. King and Joseph Peterson, stated that 85 per cent of the nation's bell equipment was manufactured in Illinois. They said H.B. 184 would supplement the Johnson Act, passed by Congress in January, 1951, and which prohibits shipments of bells across State lines except in instances where State Legislatures have passed laws legalizing bell machines. (Nevada is the only State which has such a law.)

King said that the amendment exempting free play amusement games removed all objections to its general terminology. He added that the effective date of the bill was pushed back from July 1, 1953, to next January to give bell manufacturers time to dismantle their plants and move to other States.

Opponents of the bill based their main arguments on the fact that the biggest percentage of bells made in the State were exported and that it would not only lose some much needed Illinois revenue but cause the loss of many jobs in plants.

TRADITIONAL

Swiss Customs Make Coin Op Real Rarity

GENEVA, March 28.—Generally accepted as one of the best balanced countries in the world from an economic basis, the growth of Switzerland's coin machine business has been slow thus far. Moreover, there are no signs that the situation will change soon.

Basically, the Swiss have held on to their traditions and the old customs — this even to their amusements. Consequently the coin machine in its various forms — music boxes, games and venders — has not been a big factor in the mountain country.

As in most other foreign countries the music machine was the wedge for coin-operated equipment. One of the first to import the automatic music boxes and games was Eric De Stoutz, owner of a combination operating and distributing company with headquarters here. One of Switzerland's prominent engineers for a number of years, De Stoutz broke in the juke box trade as an importer of Wurlitzer organs. He found that Swiss people liked music from the automatic units but there was always the problem of finding enough good locations. The primary type thus far has been places which are com-

(Continued on page 95)

Coin Machine Export

January-December, 1952

Month	Phonographs		Venders		Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
January	904	\$2,264,439	1,048	\$30,232	998	\$144,286	2,970	\$438,957
February	852	379,573	1,056	59,742	1,449	165,315	3,357	604,630
March	813	334,527	938	50,783	1,358	152,796	3,109	533,106
April	706	294,625	4,103	87,832	1,626	205,827	6,435	583,384
May	760	319,857	1,821	65,345	1,644	206,904	4,225	592,106
June	988	320,226	3,832	81,769	1,607	173,199	6,423	579,294
July	967	394,214	4,618	67,630	1,927	193,747	7,512	655,591
August	684	203,871	4,745	84,589	1,931	317,954	7,360	606,422
September	959	383,803	4,265	91,666	1,756	200,500	6,970	675,969
October	1,268	516,413	5,804	138,348	1,994	263,413	9,066	918,174
November	902	382,379	3,782	144,899	1,978	271,812	6,662	799,090
December	891	344,907	3,001	82,076	1,660	208,705	5,753	635,156
TOTALS	10,694	\$4,138,884	39,013	\$984,911	19,928	\$2,504,458	69,036	\$7,621,879

ARCADE KEY STOP?

Export Ride Trade Making Progress in Canada, Cuba

CHICAGO, March 28. — The coin-operated kiddie ride business is gradually expanding in foreign countries but presently most of the activity is in Canada, Hawaii and on a lesser scale in a few South American countries. Most manufacturers here and in New York expect the ride will make great strides in 1953 as an

export item. They claim that most of the orders to areas other than Canada, Cuba and Hawaii have been of the token variety but always have resulted in repeat business. It seems to be a matter of getting the rides properly introduced to the local population in foreign metropolitan areas and then let the kids take over.

In Canada, where there are supermarkets, department, chain and variety stores similar to the United States, ride operations spearheaded by promotions by Exhibit Supply and Bally—have become well established. While these Canadian indoor locations have done a steady business all winter, one of the key distributors in Montreal, the Russ-Con Company, feels that the real heavy play will come with the advent of mild weather. Canadians got their first taste of the kiddie units at the Canadian Na-

(Continued on page 94)

National Kiddie Rides Opens on NY Coin Row

NEW YORK, March 28.—National Kiddie Rides, Inc., this week became the latest addition to New York's coin machine row when it opened its offices at 580 10th Avenue. The firm will act as a factory representative for the B & R Novelty Corporation, New York, and Lee Manufacturing Company, Inc., River Edge, N. J.

The office will be headed by two veteran coinmen—Herman (Hymie) Rosenberg, who formerly manufactured his own conver-

sion, and Charlie Katz, operator in the New York area for many years.

Rosenberg leaves this week for a month's sales trip to the West Coast and Southwest, with Dallas as his first port of call. He will attend the four-day show of General Distributors there, Saturday thru Tuesday (28-31).

National will feature midget and standard-sized Kiddie Rides. The firm now has on its display floor Rocket, Boat, Duck, Rabbit, Horse and Bull rides.

SETS KIDDIELAND

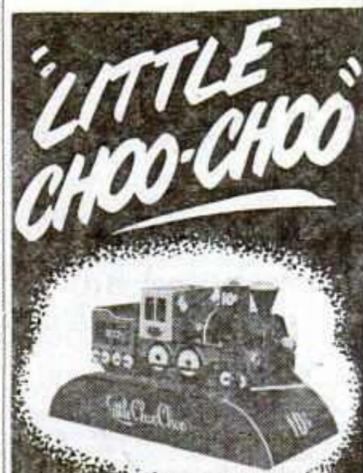
Russ-Con Names W. Canada Agent

CHICAGO, March 28. — Russ-Con Distributing Company, factory representative of Bally kiddie rides in Canada has appointed a sub-distributor for Western Canada. The Montreal firm will soon open a Kiddieland in Belmont Park (Montreal), featuring coin-operated rides. Dave Russell, partner with J. W. (Patty) Conklin and Frank Conklin in Russ-Con Distributing, made the announcement following a conference with Jack Nelson, Bally general sales manager, Thursday (26).

Appointed to distribute Bally rides in Western Canada was the Russ-Con Western Company, 33 Rory Street, Winnipeg. It is headed by F. L. Marks. Russ-Con Western is the caterer to public parks and municipal golf courses in Western Canada and has grandstand concessions at the following race tracks: Manitoba, Winnipeg, Chinook and Calgary Jockey Clubs, and at the fairs in Calgary, Edmonton, Regina, Saskatoon and others.

Russell, who had conferred with Patty Conklin in Miami,

made arrangements with Nelson to expedite delivery of games for the Lob-Low supermarket chain, Simpson department stores and other chains with which Russ-Con has location contracts. Russell stated that the Kiddieland was shaping up well and that the formal opening would be announced soon.



Designed by World Famous Manufacturer of Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO. Mr. Clemens, Mich.



ABROAD or AT HOME

they all come to METEOR for the kiddie rides that make MORE MONEY!

Bigger GROSS with Meteor!

we're the originators of the rides that are most in demand, are most imaginative, and have the most exciting ride movements—the kind that kids thoroughly enjoy again and again for a bigger repeat business!

Bigger NET with Meteor!

our rides are more profitable because you are buying direct from the manufacturer—you're not saddled with any middleman's cost as a HIDDEN EXTRA to pay off before your real profits finally land in your own pocket!

MORE MONEY with Meteor!

manufacturing in our own factories, the equipment we build is so simple in operation and so rugged in construction that service costs are almost non-existent! METEOR RIDES HAVE GONE FOR YEARS WITHOUT ANY SERVICING WHATEVER! The money saved you put and keep in your own pocket!

The METEOR Line is the PROFIT Line!



METEOR ROCKET



METEOR P-T BOAT



METEOR PONY BOY

EXPORTERS!

We pack and crate our rides for shipment to arrive safe and in perfect operating condition anywhere in the world.

DISTRIBUTORS!

Our advertising and promotion campaigns—National and International—are swinging important new territories with many top locations the METEOR way!

Write, Phone or Wire TODAY for important leads! Hundreds of signed location contracts on hand!

METEOR FLYING SAUCER

The most original kiddie ride in the world with the most exciting 3-way movements that excite the youngsters to riding again and again! THIS YOU MUST SEE!

SPECIFICATIONS:
Overall Length, 52"—Width, 42"—Height, 38"—Weight, Approx. 272 lbs.
Heavy Duty 1/2 H.P. Motor, 110V AC Current. 10c National Receptor.

The COW PONY

"TOPS THEM ALL" in POPULARITY PERFORMANCE PROFIT



OUTSTANDING FEATURES

- Life-Like Western Pony
- Real All-Leather Western Saddle
- True-to-Life Action
- Smooth, Quiet Operation
- Precision-Built Throughout
- All Metal Construction
- Solid Cast Aluminum Horse
- National Coin Receptor
- No Belts or Pulleys
- Sealed in Bronze
- Worm Gear Operating Mechanism
- Retractable Casters
- Easy to Mount
- Overall height from floor to saddle seat 38"
- All electrical parts and wire UL approved

Unconditionally Guaranteed
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Manufacturer
707 E. Greenleaf Compton, Calif.
NEW 1-0808; NEV 6-1976

MIDGET MOVIES

LATE MODELS—LIKE NEW Complete With \$225 Poster & Film

Ideal for beaches, arcades, pools, department stores, super markets.

Send for KIDDIE RIDE FOLDER AND PRICE LIST

REDD DISTRIBUTING COMPANY, INC.

298 LINCOLN STREET ALLSTON, MASS. AL 4-4040
Exclusive Distributor for Bally Champion Horse, Bally Space Ships. See our other ads on pages 93-98.

EXHIBIT'S Atomic Action SPACE GUN

Designed especially for Kiddie Ride Locations and is not to be confused with previous games of this type.

You will be amazed with the collections and cost of this machine.

EXPORT INQUIRIES INVITED

Write **EXHIBIT SUPPLY**

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Chicago 24, Ill.

Established 1901

METEOR MACHINE CORP.

319 Hinsdale Street Brooklyn 7, N.Y. Phone: HYacinth 5-2756

Top 5 Juke Importers '47-'52

Country	No. of Machs.	Value	Country	No. of Machs.	Value
1947					
1. Canada	5,512	\$1,233,213	1. Venezuela	826	\$ 463,932
2. Mexico	2,320	824,493	2. Cuba	885	275,628
3. Cuba	1,128	424,123	3. Canada	811	264,087
4. Colombia	540	313,222	4. Belgium	456	255,491
5. Venezuela	391	238,442	5. Salvador	214	112,607
1948					
1. Colombia	959	450,803	1. Venezuela	1,253	714,738
2. Venezuela	560	333,511	2. Canada	2,453	633,307
3. Cuba	734	322,426	3. Cuba	1,210	505,986
4. Un. S. Africa	351	149,512	4. Belgium	660	285,131
5. Philippine Rep.	240	89,613	5. Mexico	1,047	201,117
1949					
1. Venezuela	883	402,247	1. Venezuela	1,605	\$1,017,951
2. Cuba	496	163,183	2. Canada	2,333	704,870
3. Guatemala	120	65,427	3. Mexico	1,808	555,625
4. Philippine Rep.	146	65,364	4. Cuba	1,557	494,927
5. Panama	88	50,426	5. Belgium	1,112	421,389

*Figures for December were estimated by using the average for the first 11 months.

Heavy Operator Turnout Key Wurlitzer Showings

New 48-Selection Models Seen By Trade at Distributor Parties

CHICAGO, March 28.—Operators, servicemen and their guests throught the country got their first look this week at the new low priced 48-selection Wurlitzer phonograph, models 1600 and 1650. Only difference between the two models is in the record changing chassis. The 1600 plays both 45's and 78's by using an idler wheel to regulate the turntable speed, and adjusting the

landing position of the tone arm. When the 7-inch 45 r.p.m. records are used, a spacer disk is placed on the record tray.

The 1650 plays 45's exclusively. It has smaller, deeper indented trays and needs no spacer disks. This model was designed specifically to reproduce the full tonal range of the new microgroove records. A complete line of remote equipment is being made available with these new models including a 48-selection wall box, Model 5206.

rupted transportation in some New York suburbs early this week, held down attendance at Young Distributing's showing of the new Wurlitzer models, some 300 operators were expected to have viewed the 48-selection machine by week's end.

Joe Young, head of the outlet, welcomed operator visitors and was assisted in demonstrating the unit by staffers Abe Lipsky, Allie Goldberg and Henry Slavis. In from the Wurlitzer plant for the event was Dick Holcombe. Henry Barber, whose ad agency handles the Wurlitzer account, also attended.

N. Y. Presentation

NEW YORK—The unusually heavy local rainfalls, which dis-

Operator delegations, which (Continued on page 82)

Dirksen Juke Box Measure Into Congressional Hopper

Proposed Bill Would Remove All Exemptions From Coin Machines

Continued from page 17

category which frequently is taken to mean that it is hopped at the request of an individual or organization without necessarily having strong support or interest of the nominal sponsor. At Senator Dirksen's office it was explained that Senator Dirksen had hopped the bill at the request of "a friend." The bill is not therefore in the same category as the measure sponsored last year by Sen. Estes Kefauver (D., Tenn.) and the late Joseph Bryson (D., S. C.). The latter made a futile

fight for passage of their bill last year. It was further indicated that the American Society of Composers, Authors and Publishers, which was strongly behind the Bryson-Kefauver Bill and which is strongly supporting the McCarran Bill, did not originate the idea for the new Dirksen Bill.

The Dirksen Bill consists only of a brief paragraph as follows: "Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that 1 (E) of Title 17, United States Code (Act of March 4, 1909, Public Law 349, 60th Congress, second session, as amended), is amended by striking out the following: 'The reproduction or rendition of a musical composition upon coin-operated

machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs.'"

The Dirksen Bill was sent to the Senate Judiciary Committee, which also has the McCarran Bill. Dirksen is not a member of that committee. McCarran is a senior member of the committee, but he is not on the Subcommittee on Copyrights, Patents and Trademarks. This latter subcommittee will have primary consideration. The bill has received no action by the subcommittee since its introduction February 27 (The Billboard, March 7, 14). Senator Dirksen pointed out that his new bill has been introduced for possible (Continued on page 85)

Yermie Stern Passes at 59

Continued from page 17

successful promoters in show business. Not only did he have a genius for creating unusual ideas, but he also was just as effective in putting them into operation.

Born in Cleveland, his first big business success was in the garment field where he was one of the leaders in children's wear. From there he moved into an allied field, manufacturing and promoting period costumes for school use. This was just on the point of paying off when the 1929 crash wiped the firm out.

He then moved into show business proper with the opening of the Casino de Parez in this city, the first theater cabaret in the country. Full-length Broadway musical revues were presented nightly for the price of dinner (\$2.50). Stern had Billy Rose as his producer at the time and John Steinberg as general manager. It was here that Stern met his wife, Bea, whom he married in 1935.

Constantly on the search for new and novel ideas that could be promoted, Stern, in 1939, conceived the "three-inch man," which was merchandised to department stores, chain stores, theater chains and the World's Fair. It was presented in various forms including "Kute Kris Kingle," "Alice in Wonderland" and "Prince Karma." He displayed the "three-inch man" in Miracle Village at the World's Fair in 1939. Both selling and leasing the idea to stores, Stern amassed a fortune as a result. He used the idea successfully during succeeding years in War Bond drives.

While this continued, Stern turned his attention to Talk-o-Vision in 1941, but this was nipped in the bud by the advent of World War II. Following the war, Stern moved into the title strip business, in which he was active until his death.

Mrs. Stern has announced that she will continue the title strip business under her direction, with Stanley Spass continuing as manager. This firm is the supplier of title strips on "Best Buy" records selected by The Billboard to subscribing operators and one-stops.

In addition to his wife, Stern is survived by three sisters and a brother.

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:

PHONO TAX YIELD NEAR RECORD. The federal tax yield on phonograph disks hit a near-record high last month (Music department).

REMINGTON, ACA COMPLETE PACT. Remington Records has completed a recording pact with the American Composers' Alliance (Music department).

SEEK LOWER FREIGHT RATES ON RECORD RETURNS. A petition asking for a reduction in freight rates on non-salable records returned to diskeries has been filed with railroad representatives by the Record Industry Association of America (Music department).

COLUMBIA HIRES FLACKS. Columbia records will hire promotion men to work with distributors in key markets as part of a forthcoming national sales push for the label (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

45 Export Demand Shows Big Gains

Ratio to 78's, Once 4-1, Now 50-50; Lower Transport Charges Are Factor

By IS HOROWITZ

NEW YORK, March 28.—Firms which specialize in the export of phonograph records to foreign juke box markets note a tremendous increase in their handling of 45 r.p.m. disks over the past year. Whereas 12 to 18 months ago they shipped 45's and 78's in the ratio of one to four, they estimate the current ratio at more nearly even.

The trend toward increased use of 45's abroad parallels the greater availability in many countries of suitable playing equipment. But an even more compelling factor favoring the growth of the 45 is its inherent quality of compact lightness, making it much cheaper to ship quantities of juke

wax great distances by fast transport.

One company here, whose export volume of wax to foreign climes is substantial, claims 90 per cent of its shipments are by air freight. Some wax shipments have totaled three-quarters of a ton per load. Transport charges on a similar number of conventional - speed disks would be excessive. Also, the breakage problem has ceased to be a cost factor with 45's.

Other Costs Dow

In addition to freight charges, other costs incidental to export are also reduced with the smaller records. Some countries, notably Venezuela and El Salvador, exact (Continued on page 82)

Venezuela Again Top Juke Box Importer

By STEVE SCHICKEL

CHICAGO, March 28.—A little country, nestled in the crown of South America, holds the key to America's juke box export treasure chest.

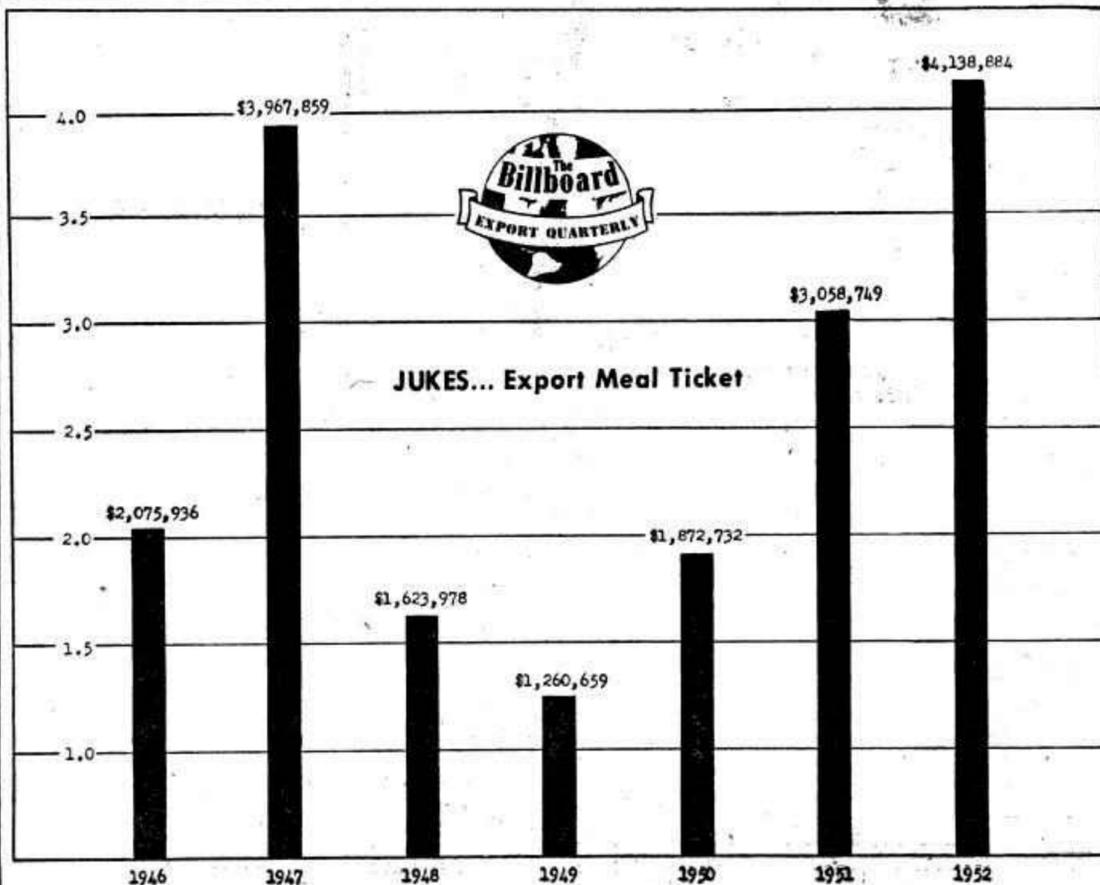
Venezuela, a nation of approximately five and one-half million people, accounts for over a quarter of all juke boxes exported

from the United States. Last year slightly over \$4 million in juke boxes was shipped to foreign markets and over \$1 million of this was imported by Venezuela.

There are many reasons why the country is the top importer of juke boxes but foremost of these is the fact that it comes as close to the "American way of life" as possible. The people are fun-loving as a rule and get a big kick out of juke boxes and amusement games. America has long been known to spend more for luxury on the middle-class level than any other country. However, Venezuela runs a close second if not a tie.

Modernization

Caracas, the capital, is a picture of modernization. Not long ago, the city resembled a sleepy Spanish village. Today, it exemplifies an aggressive attitude which has resulted in modernization program unequaled anywhere. Whole blocks are torn down to (Continued on page 85)



Name Mount Permo Division Manager

CHICAGO, March 28.—Ernest O. Mount is the new sales manager of the Fidelitone Division of Permo, Inc.

Mount will cover Northern Illinois, Northwestern Indiana, Michigan, Minnesota, and Wisconsin handling the Fidelitone and Permo Point lines.

Mount has had 23 years experience in electronics, having worked for the Philco Corporation for 12 years, Radio Corporation of America for 11 years and Westinghouse for one year. He is well known among distributors and dealers.

Mount replaces D. John Hammond.

Oregon Music Ops Plan Conversion

Some Juke Boxes Already On Dime Play; Mull Other Location Problems

PORTLAND, Ore., March 28.—First steps toward dime juke box play in Oregon since removal of price controls, developed last Thursday night at a meeting of the Oregon Music Association. Two operators in widely separated sections of the State announced intention to go to dime, three-for-a-quarter next week.

At the meeting held in the Multnomah Hotel, a move also was launched for a working agreement with tavern owners regarding higher-priced play.

Plans for the increases came from Eldon Clemens, of La Grande, and Vern Raw, of Seaside. The announcements came during a discussion of tavern-location problems. The meeting was primarily to establish a liaison with the tavern people, tavern owners and music operators, exchanging views on common problems. Guest speaker was Gene Rossman, of Portland, secretary-manager of the Oregon Licensed Beverage Association. Other speakers were officials of the OLBA, Tom Maddry and Charles Cosgrove.

Mutual Interest

Both music and tavern men agreed that each had a mutual interest in the prosperity of the other. Rossman declared his members were interested in learning the music operator's problem, stressing that the tavern owner, too, was concerned with developing more revenue. To the end that the music message may get to tavern people, he offered use of the OLBA listing and classification of some 2,400 taverns.

Music operators outlined their problem as one of how to make music a paying enterprise, independently of games or other types of operation. It was pointed out that while other industries may offset rising costs by increased sales, the phonograph remains limited.

In support of dime play, various operators related experiences in price changing. It was pointed out that three-for-a-quarter play represents an increase of only 3.3 cents. When one went to dime play his money volume increased one-third. But when he returned to a nickel price, his play remained unchanged, but revenue was cut one-half.

Another operator had a dime play club that wanted to return to a nickel, but quickly asked to return to a dime when it discovered its share of the revenue cut in half. Another, who put his clubs on dime play before OPS reversed the policy, found his revenue doubled. In taverns his revenue increased on a scale

depending on type of location. He also cited the case of 15 taverns now without music at all because 15-cent operation made it economically infeasible.

After Budge Wright, of Western Distributors, association president, stressed that the problem was how to make music self-sustaining. It was pointed out that lowering of percentages to location owners might increase revenue. This idea met with some resistance, however, on the ground that the music operator has a stake in the location's prosperity; that it invites underbidding among operators, and that it undermines the policy of revenue increases for music and location owners alike.

Agreement was reached that, in the case of taverns, the first step should be to inform the location owners of the opportunities for higher earnings, and of the fact that the music operator has borne alone the cost increases. Accordingly, the executive board was authorized to compile an educational program to be presented to the tavern owners thru their association. Members agreed also to perform missionary work among their locations by explaining the issues.

Pointing up the expanded scope of the reactivated OMA, prizes were awarded to members attending from the greatest distances. Prize winners were from Phoenix, on the Southern border of Oregon, from La Grande, near the Eastern border, and from Kelso, Wash. Prizes were donated by Love Electric Company, Redmond Supply Company, and Oregon Record Distributors. Refreshments were by courtesy of Portland distributors: R. F. Jones, Jack R. Moore Company, West-Distributors, and Dunis Distributors.

MORE SALES ?

Name Artists Key to SA Op Disk Buying

NEW YORK, March 28.—The American-made records which move best to South American countries for use in juke boxes are by far those which feature artists known to them, an increasing flow of wax featuring United States talent is heading Southward. The number of such disks is not yet substantial, but there are signs that the volume will increase steadily.

Exporters who specialize in wax report this growing demand is for instrumental recordings, of the type made by Percy Faith, Hugo Winterhalter and Tutti Camarata. Added to these is a somewhat lesser demand for jazz instrumentals. While the language of instrumental music is apparently universal, and South American juke patrons are willing to shell out coin for records, they show much less enthusiasm for top American pop vocalists. Only in rare cases do platters made by the latter enjoy substantial distribution.

Local Fans

Most of the time the South American juke player wants to hear the artists who are popular locally. In some cases local manufacturers fill most of the demand, but many diskings are cut locally, pressed in the United States and then exported. And some, such as Alfredo Sadel, a big favorite in Venezuela, are now resident here and recorded regularly by major diskeries.

Few Latin-American artists enjoy equal favor thruout South and Central America. Pedro Vargas and Perez Prado are among the few artists in that select category. Others sell in one or two countries where their talents are well known.



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Monthly Phonograph Export

Month	1952		1951	
	Number	Value	Number	Value
January	904	\$ 264,439	907	\$ 254,500
February	852	379,573	771	241,580
March	813	334,527	779	316,330
April	706	294,625	1,245	334,393
May	760	319,857	410	172,340
June	988	320,226	681	240,226
July	967	394,214	350	131,969
August	684	203,871	650	301,263
September	959	383,083	549	224,887
October	1,268	516,413	502	224,323
November	902	382,379	776	273,329
Totals	9,803	\$3,793,977		
*December	891	344,907	822	333,609
Totals	10,694	\$4,138,884	8,442	\$3,058,749

*Figures for December, 1952, were estimated by using the average for the first 11 months.

Southeast Workshop Tour Hits 6 Cities

CHICAGO, March 28.—It was announced here by J. E. McNulty, phonograph division of the Rock-Ola Manufacturing Company, that Rock-Ola Workshops would be held in six major areas during the next two weeks.

The route of the Workshop follows: Seacoast Distributors Inc., Elizabeth, N. J.; S. & K Distributing, Philadelphia; Eastern Vending Sales, Baltimore; Wertz Music Supply Company, Richmond, Va.; Southern Music Distributing Company, Jacksonville and Orlando, Fla. and Robinson Distributing Company, Atlanta.

Frank Schultz, Rock-Ola service specialist, is conducting the program.

Rock-Ola has released a new brochure on the Fireball 120-selection phonograph.

Two U. S. Operators Move Into Canada

TORONTO, March 28.—Two music operators in the United States have branched out their operations to this city. They are Morgan O'Connell and Joe Skiba of the Spur Distributing Company in Buffalo.

They feel that the revenue in Canada is bigger and operation much easier. Indicative of their confidence was their recent purchase of 20 Seeburgs. All have been placed on location here.

Attention OVERSEAS RECORD BUYERS

You can grow faster—make more money with America's Fastest Growing Record Company. A solid growth paced by America's leading recording artists making America's top tunes in popular, children's, Rhythm and Blues and Country and Western. A versatile growth that includes the finest Classical Recordings by world famous conductors playing the immortal masterpieces and contemporary American classics. All speeds, 78—33 1/3—45 and 45 extended play.

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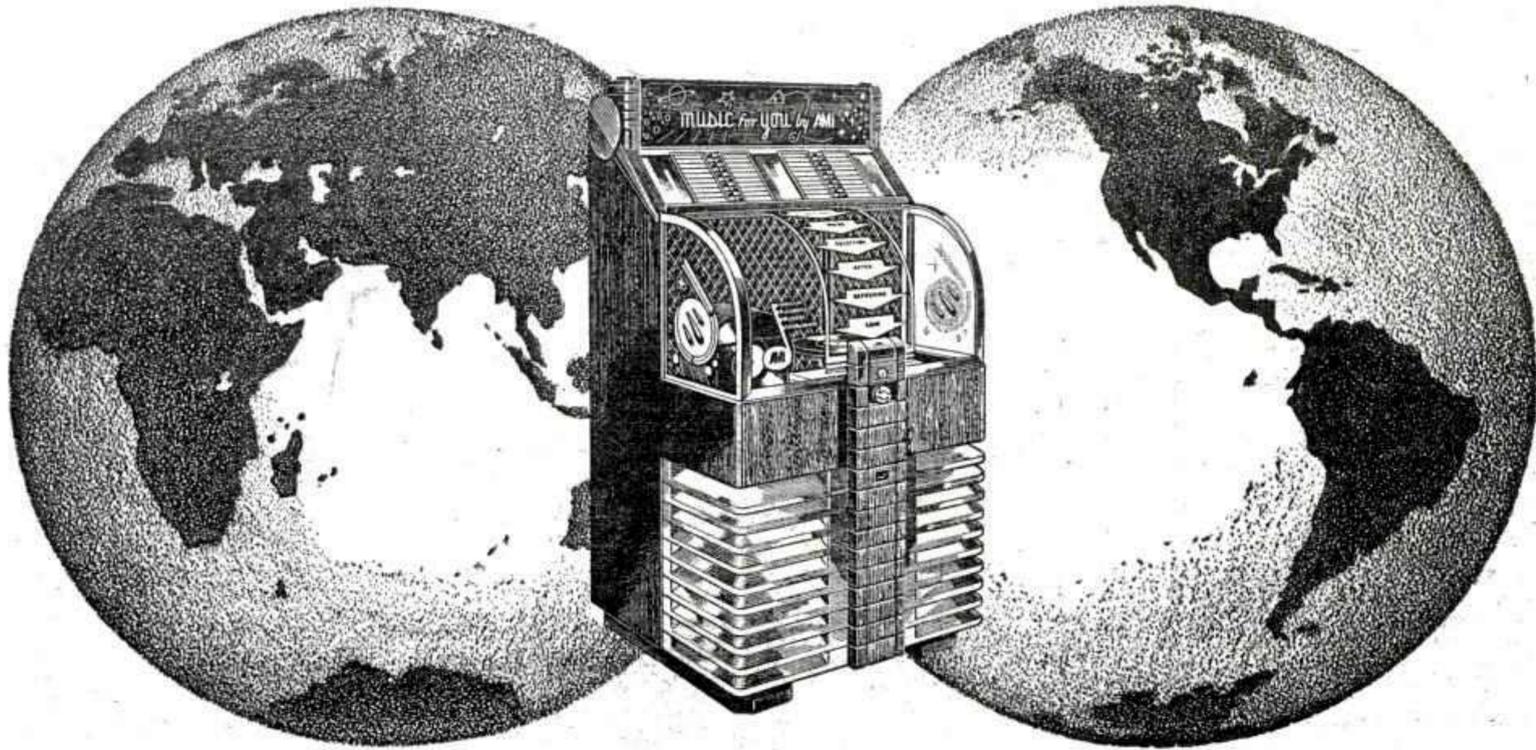


For any additional information write to

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EXPORT DEPARTMENT

400 WEST MADISON ST. CHICAGO 6, ILLINOIS
Cable: AMINC Telephone: FRanklin 2-4868



in any language . . .

ENGLISH The A M I is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize A M I are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

GREEK ΤΟ Α Μ Ι είναι κάτι περισσότερο από εθνικό έντυπωσιακό εις τὰς Ἠνωμένες Πολιτείας τῆς Ἀμερικῆς. Ἐπίδειξις χρωμάτων καὶ ἔκλαμπρος ἐκτέλεσις πὺν χαρακτηρίζει τὸ Α Μ Ι φέρουν πολλὰ κέρδη διὰ τοὺς χειριστὰς καὶ τὰς τοποθεσίας εις πλέον ἀπὸ εἴκοσι χώρας εις τὸ ἔξωτερικόν. Ἡ ἐνθουσιώδης πὺν τοῦ γίνεται ὑποδοχὴ εἶναι τόσοσὺν παγκόσμιος ὡς καὶ αὐτὴ ἡ μουσικὴ.

GERMAN A M I findet überall in den Vereinigten Staaten von Amerika sensationelle Aufnahme. A M I's farbenprächtige Ausstattung und hinreissende Tonfülle bringen Unternehmen in mehr als zwanzig ausländischen Staaten, wo immer die Apparate verwendet werden, reichsten Ertrag. A M I's Beliebtheit erweckt, ebenso wie die der Musik, in der ganzen Welt enthusiastisches Entzücken.

ITALIAN Gli apparecchi A M I sono più che una sensazione nazionale negli Stati Uniti d'America. Lo sfarzo dei colori e lo splendore del suono stanno accumulando profitti su profitti per imprese dove gli apparecchi furono messi in opera, in più di venti paesi stranieri. L'accoglienza entusiastica offerta agli apparecchi A M I è tanto universale quanto la musica stessa.

DUTCH De "A M I" is meer dan een nationale sensatie in de Vereenigde Staten van Amerika. De kleurenpraal en de schitterende weergave, die de "A M I" kenmerken, stapelen de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zoo algemeen als muziek zelf is.

FRENCH Les appareils A M I ont fait sensation aux Etats-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs étincelantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils A M I sont ardemment accueillis par le public comme la musique elle-même.

PORTUGUESE A M I é mais que simples sensação nacional dos Estados Unidos da América do Norte. Em mais de vinte outros países a gama colorida e o funcionamento brilhante, que caracterizam A M I, vão acumulando proveito sobre proveito para os estabelecimentos onde este aparelho é instalado. A entusiástica aceitação de A M I é tão universal quanto a própria música.

SWEDISH A M I — apparaten är mer än nationell sensation i Amerikas Förenta Stater. Brillant färgrikedom och glittrande ljudeffekt, som utmärka A M I — apparaten, hopa inkomster för personer och institutioner, som använda den, i mer än tjugo främmande länder. Det entusiastiska mottagande den rönt är lika universellt som musiken själv.

SPANISH Los aparatos A M I han llegado a constituir una sensación de carácter nacional en los Estados Unidos de América. Su esplendoroso colorido y brillante tonalidad, distinciones típicas de A M I, fomentan el aumento de las ganancias de las empresas donde estos aparatos han sido instalados, en más de veinte países extranjeros. Su calurosa y entusiástica recepción es tan universal como la música misma.

YIDDISH די א מ י איז מער ווי א נאציאנאלע סענסאציע אין די פאראייניקטע שטאטן פון אמעריקא. דיין אין קאלירן און בריליאנטענע דורכפירונג וואס כאראקטעריזירן א מ י בריינגט דאס גרויסע פראפיטן צו די וואס פארקויפן דאס אין איבער צוואנציק לענדער אין דער וועלט. די ענטוויאסטישע אויפנאמע איז אזוי אוניווערסאל ווי מוזיק זעלבסט.

AMI Incorporated

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Heavy Operator Turnout Key Wurlitzer Showings

(Continued from page 79)

saw the phonographs, were told deliveries would begin in early April. Visitors came from surrounding counties and from parts of New Jersey and Connecticut.

Coven Chicago Showing

CHICAGO—Ben Coven and his staffers were on hand to demonstrate the features of the new models.

Food of all kind was available at any time during the day on a buffet basis. Coffee and cake were also available.

Pictures of each operator attending were taken with a polaroid Land Camera and immediately placed on the wall of the display room. These pictures will be kept on display.

During the week, various recording artists appeared to meet and greet the music operators. On hand were Ralph Marterie, Mercury recording band leader; Joni James, M-G-M singer; Harry Belafonte, RCA Victor singer; Hamish Menzies, Decca singer, and Richard Hayman, Mercury artist.

Staffers helping Coven during the show were Mac Brier, Carl Christiansen, Joe Shanahan, Lenny Petencin, Gerald Scott, Frank Chojnowski, Lee Taylor, Bob Pelicar, Reggie Meade and Mary Jane Merk.

Operators in attendance included Glen Kelly, Joliet; Bob Lindelof, Skokie; Les Montooth, Peoria; Ken Voeck, Glen Ellyn; Ed Gilbert, Bloomington; Chuck Sisney, Peoria; Matt Pohl, Hammond; Joe Connolly, Muncie, Ind.; Chuck Boyd, Terre Haute; Charlie Hughes, Lodoga, Ind.; Jerry Schuman, Gillette Distributors; Jessie Sago and Ed Holstein, all of Chicago.

Wurlitzer executives attended the showing headed by R. C. Roling, president. Also in the group were Morris Bristol, vice-president; Everett Hahn, treasurer; Roy Carlson, comptroller; Bob Bear, sales manager of the phonograph department, and Bert Davidson, Midwest district sales manager.

Culp Shows Oklahoma

OKLAHOMA CITY — Operators from every corner of the State were in the showrooms of Culp Distributing Company to see the new Wurlitzer models

before the week was half over. According to Jay C. Confer, order taking was a pleasing part of the showing.

Lunch was served each day in the distributing office for the visitors. Names of some of the operators present follow:

S. D. Barrett, C. E. Rice, W. B. Atkins, Jack Coil, and W. H. Kimmel all of Oklahoma City; Fred Lawrence, Paul McIver, Jack Hood, Howard Riley, Hugh Lear, and Frank Johnson of Tulsa; Lester Hert, Floyd Prestage and Guy Ealy of Altus; Wilbur Prestage, Cecil Dunn, Claude Hopkins, Ben Hutchins, Ben Hutchins Sr., and Bob Hutchins of Lawton; Bart Strong, Joe Cooper, and Jack Reader of Norman; Otto Rea and Boyd Dickson of Shawnee; Ira Brown and Eldridge Brown of Anadarko; Bruce Harris and Dwight Bowlby of Ardmore; David Keeshen, Ponca City; Maurice Martin, Pawhuska; Ted Revard, Bartlesville; Marvin Siler, Wewoka; and Mr. & Mrs. Prickett, Canton.

Cleveland Open House

CLEVELAND — H. E. Wedewen, president of Northern Music, Inc., and his entire staff were on hand to greet a host of operators who attended the showing of the new Wurlitzer. Among those present were:

Jimmie Ross, Henry Ilg, George Zollos, Henry Budin, John Cover, Ed Curry, Sol Silverstein, J. Abraham, Frank Lescook and Joe Scott, all of Cleveland; Robert H. Hometet and Charles Metro of Chardon; M. C. Hopkins and Bill Court of Galion; Bill Roeth and Mr. Bair of Akron; Joe T. Gordon, W. J. Bert Bayer, Canton; C. J. Starbuck, Colerain and Robert Friend, Bucyrus.

Buffalo's Century

BUFFALO—P. J. Mills, president of Century Music Distributors, reported heavy attendance greeted the Wurlitzer models. Operators present included Joe Lewis, Harry Bruck, Bol Scott, John Ogarek, Jim Vona, Al Boltz, Bob Nesbitt and Bob Manning of Corning; Charlie Wagner of Rochester and Bob Smith of Gowanda.

Members of Mills staff, which put on the show, included Eddie Clinton and Dick McCann.

Texas Ops Eye Line

DALLAS—T. H. Chatten, head of Commercial Music Company, Inc., reported his showing of the new models a success.

H. G. McKenzie, Wurlitzer factory representative, was on hand to demonstrate the new models and to explain the features.

Operators present included Vincent Lopez and Ralph Claybrook of Fort Worth; Albert McKool, Lennie Cohen, and Herbert T. Ripa of Dallas; Garland DeLemar, Cecil Epps, and Guy Kincannon of Waco; Jack Moorehead, Arlington; George Bury, Hamlin; W. D. Wiggins, McKinney and C. L. Ford, San Augustine.

Los Angeles Debut

LOS ANGELES—A steady stream of music machine operators was present at the Paul Laymon Company for the week-long showing of the new Wurlitzer phonographs. Welcoming the visitors were Charles Daniels, Ed Wilkes, and Jimmy Wilkins of the local company.

Among those viewing the machines were E. L. Dockins, Lee Wirt, Manuel Bringas, Marvin Farr, Benjamin Bros., Jim Forbes, Glenn Walcott, Bill Connors, Roy Lawrence, C. B. Clark, Charles Koski, Larry Collins, Pete Pellegrini; Hubbard and Buffer of Park Music; Bill Rippee, Joe Boll, Walter Hennings, Lee Walker, Charles Cahoon, Cecil Ellison, Carl Fisher, Mrs. P. G. Barnes, Joe Maggert, Bill Ferguson, and Louis Remeros.

Central Music Debut

KANSAS CITY, Mo.—Bill Mashek, president of Central Music Distributing Company, and his staff reported Wurlitzer Week a success. With Mashek were John Balk, Chuck Renner and Doc Stroh, of Central's sales staff.

Kansas City operators included Jack Kennedy, Frank Murray, Howard Murray, Louis Fanara, Red Howe, Mike Renner, Harry Brown, Pete Alderson, Henry Wille, Archie Mesch, John Masters, Bob Gilbert, Mike Harris, Euel Stopp and Ernie Wing.

Out-of-towners included Paul Kenney and Rollin White, Sedan

Dime Play for NY Seen in 60 Days

Reports From Other Areas Allay Fears Of Gotham Ops; Some Problems Loom

NEW YORK, March 28.—New York juke box operators have trended fast to the view that a switch to dime play here is essential. Altho their outlook on the price situation has traditionally been among the most conservative in the country, recent re-

ports that the 10-cent peg has boosted income considerably elsewhere have served to gain many more switch-over adherents. Informed local opinion now predicts that general conversion will begin in about 60 days.

Cost of operation at all levels of route management here have increased during the postwar years as much, or more, as in other major juke territories. But despite this undisputed fact, the general level of route revenue has remained at a high enough point to keep most operations solvent. This situation is conceded to have contributed to the local conservative outlook. There have also been fears expressed in the past that doubling the price of music to consumers could reduce the potential market beyond the danger point.

Reports from other areas have apparently allayed these fears, and Gotham operators now feel that conversion would be a healthy move, made necessary by mounting costs of equipment and service.

Problems

However, there still remain a few problems which must be solved before general conversion is undertaken. The consensus is that the move must be general to be successful and that operation at two price levels would not be practicable. Industry theoreticians are now tackling the problem of how to impose the higher price in locating spotted in less economically solvent neighborhoods, such as Harlem, and in locations which cater largely to teen-age patrons. The belief held by most, tho, is that these difficulties can be surmounted.

First to benefit from a higher price will be the location owner. A large percentage of the machines operated here are placed on a guarantee basis. The operator in most locations takes home a far larger share of gross take than he leaves with the storekeeper.

Added revenue gained as a result of dime play would largely go to the latter. But this, say operators, would help cement location-operator relations.

Pledge Support

Meanwhile, at a meeting of the Automatic Music Operators' Association Tuesday (24), local route owners pledged support of efforts to be made by the Music Operators of America to defeat the McCarran Bill recently introduced in Congress. The measure seeks to remove the exemption from royalty payments to copyright holders of recorded tunes traditionally enjoyed by the industry. The association is expected to help MOA raise the necessary funds to conduct its fight.

The association is also watching carefully a reported move on the part of city authorities to impose a nuisance tax on phonographs.

45 Export

(Continued from page 79)

an import duty that is not only based on the valuation of incoming disks. To this levy they add a charge graduated according to the gross weight of imported records. The savings on 45's is considerable here.

While import restrictions still hamper the flow of American-made disks to foreign operator buyers, there are signs that the situation is easing. Only within the last few months has it become relatively simple to get import licenses in Colombia, for instance. In some South American countries, however, the situation still remains difficult.

Traffic in American phonograph disks in Argentina is practically non-existent. Dollars are closely held and it is next to impossible to receive money for merchandise shipped, exporters declare. The red tape which must be unraveled in exporting disks to Brazil is almost as complicated and, to date, has kept this potentially profitable market from extensive exploitation. Licenses can be obtained to export wax to Brazil, but only after much effort, and then it takes a long time to receive dollar payments, according to exporters.

Why LOCATIONS Prefer EVANS' PHONOGRAPHS

Smart, modern cabinetry ranks high among the many reasons why locations take to Evans' Phonographs. Created to attract, rather than overwhelm, Evans' Phonographs present an artful, working blend of design factors—trim, compact lines—beauty-retaining materials—appealing color—smoothly "actionized" lighting. Impressive without bulk, an Evans' Phonograph enlivens a drab location interior or fits naturally into any "plus" decor!

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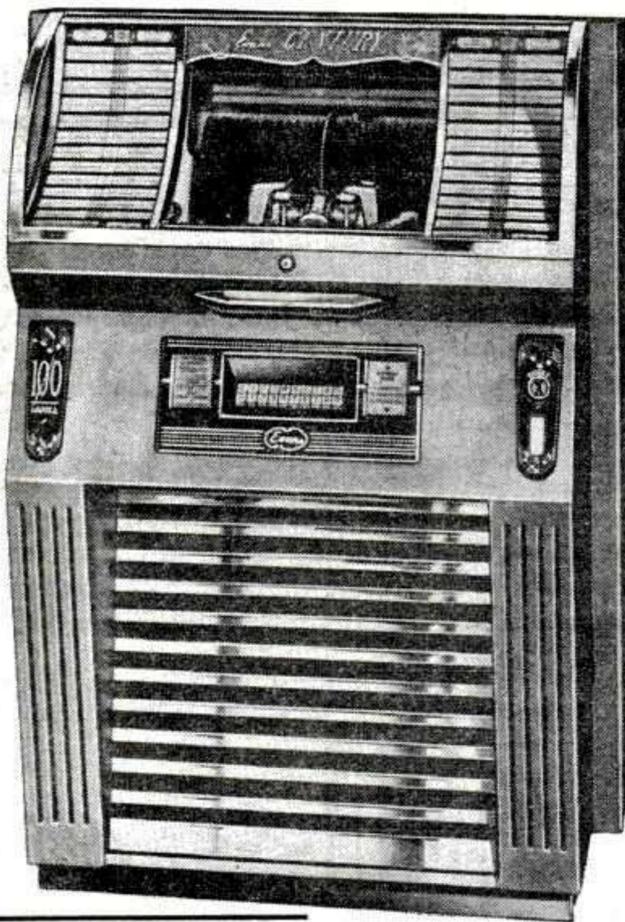
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50 RECORDS 45 RPM

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Milwaukee Premier

MILWAUKEE—A steady flow of operators stepped into the headquarters of United, Inc., Wisconsin distributor for Wurlitzer. Both Harry Jacobs Sr., and Harry Jacobs Jr. reported keen interest in the new 48-selection phonograph.

A partial list of operators who signed the roster included William Sage, Pete Stolz, Daniel Cisco, Raymond Bates, Ed R. Erickson, Paul Rosinsky, Harry Gromacki, Donald Zak, Chuck Milton, Wudtke, Luke Zetting, Carl Klein, John Hiller and Jack Gordon, all of Milwaukee.

Others were H. L. Gardner, Edgerton; Leo Bartel, Waupaca; Frank Cherovsky, Kewaunee; Larry Nelson, Green Bay; Otto Handrian, West Allis; Nelson Tompkins, Two Rivers; L. A. Rank, Manitowoc; Norwood Lemke, Lannon; Harold Christiansen, Racine; Bert Leisch, West Allis; Frank Zymusiak, Marinette; William L. Johnson, St. Ignace; E. F. Burnett, Escanaba, Michigan; John Dove, Wisconsin Rapids; John D. Tarrell, Cuba City; Charles Hartman, Watertown; Clem Weinand, Menasha, and Bob MacLean, Kenosha.

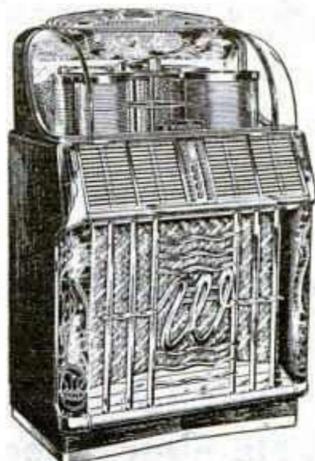
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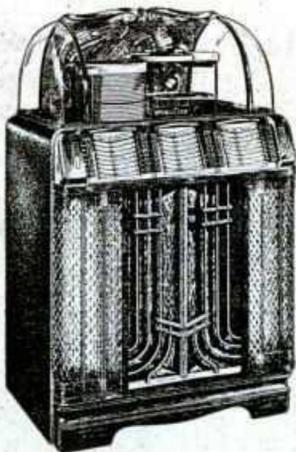
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- 1019 Baronne Street
New Orleans 13, Louisiana
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Des Moines 9, Iowa
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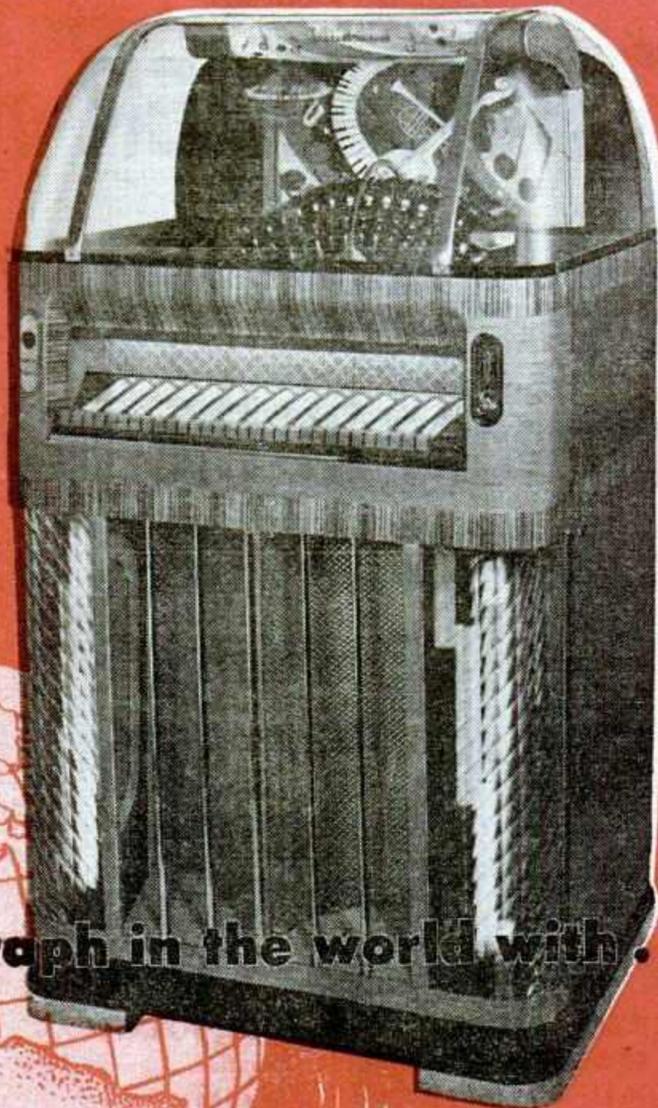
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* Model 1436

ROCK-OLA

FireBall

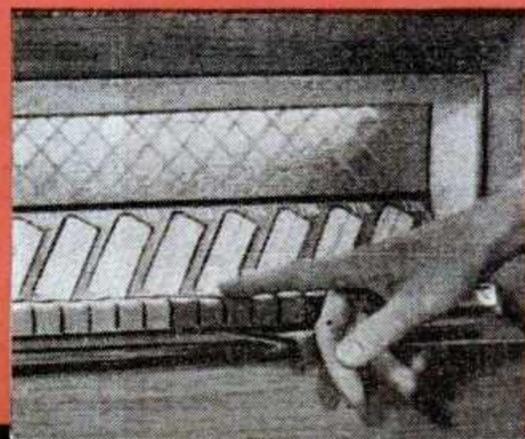
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120 SELECTIONS

The only phonograph with the Carrousel Line-O-Selector

Push One Button under Number Selected... (that's right... just one) and Out Comes Your Tune

* Available in two models, for either 78 RPM or 45 RPM Records.



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 Your Company Name _____
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 I am interested in becoming a Rock-Ola International Representative in the following territory,

A Few Choice Territories are Still Available Inquire About them today!

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

AIREON	Issue of March 82	Issue of March 21	Issue of March 14	Issue of March 7
Coronet				\$70.00
Fiesta				70.00
AMI				
Hideaway	\$275.00	\$275.00	\$275.00	275.00
Model A	95.00 225.00	249.00 260.00	249.00 260.00	225.00 260.00
Model B	350.00 375.00	349.50 395.00	395.00 425.00	395.00 425.00
Model C	395.00 399.50	395.00 399.00	399.00 399.50	399.00 415.00
	425.00(3)	445.00 450.00	445.00 450.00	450.00(3)
	450.00			
EVANS				
Constellation	275.00 375.00	275.00 395.00	275.00 395.00	275.00 395.00
MILLS				
Constellation		149.50	149.50	109.50 149.50
PACKARD				
Manhattan	79.50	79.50 129.50	79.50 129.50	79.50 129.50
Model 7		79.50	79.50	79.50
ROCK-OLA				
Rocket 50-51		95.00	395.00	395.00
1948 Blonde	295.00	295.00	295.00	295.00
1422	79.00 85.00	79.00 79.50	79.00 94.00	79.00 90.00
	94.00 119.50	94.00 99.50	99.50 125.00	94.00 99.50
	125.00	125.00		125.00
1426	115.00	89.00 99.50	119.00(2)	119.00(2)
	119.00(2)	119.00(2)	150.00	150.00
1428	149.50 150.00	150.00		
1432	225.00 249.00		275.00	250.00 275.00
1434	375.00 395.00	379.50 395.00	395.00(2)	395.00(2)
	425.00			
1434	495.00 499.00	479.00 499.00	499.00	499.00
SEEBURG				
H 146 Hideaway	89.00	89.00	89.00	89.00
H-146 M Hideaway	75.00 89.00	75.00	75.00	75.00
H-147 Hideaway	115.00	115.00	115.00	115.00
H-147 M Hideaway	125.00			
H-148 M Hideaway	159.00 199.00	199.00	199.00	139.50 199.00
	199.50			
M 100 BL	795.00	795.00	795.00	795.00
M-100 B 45 RPM	775.00	775.00	775.00	775.00
M-100-A 78 RPM	575.00 595.00	575.00 595.00	595.00(2)	595.00(2)
	649.00(2)	640.00	649.00(2)	649.00(2)
	675.00	649.00(2)	650.00 675.00	650.00 675.00
48 ML	150.00	150.00	150.00	100.00 150.00
146	150.00	150.00	150.00	75.00 150.00
146 Hideaway	99.00 119.00	125.00 129.00	125.00 129.00	125.00 129.00
146 M	125.00			
146 S	119.00 125.00	125.00 129.00	125.00 129.00	125.00 129.00
147	175.00	175.00	175.00	110.00 175.00
147 M	125.00 140.00	140.00 149.00	140.00 149.00	140.00 149.00
	149.00			
147 S	140.00	140.00	140.00	140.00
148 M	200.00	195.00	195.00	195.00
148 Blonde	250.00	250.00	250.00	200.00 250.00
148 ML	225.00	225.00	225.00 239.00	225.00
148 ML Blonde	219.00			
148 SL	199.00	219.00	219.00	219.00
1941 Hideaway	49.00	49.00	49.00	49.00
1946 Hideaway				89.50
1947		129.50	129.50	129.50
1947 M	169.50	169.50	169.50	169.50
1948 Hideaway	225.00	225.00	225.00	225.00
WILLIAMS				
Music Mite	75.00			
WURLITZER				
700		49.50	49.50	49.50
750		69.50	69.50	69.50
800	54.50			
1015	109.50 119.00	119.00 119.50	119.00 119.50	115.00 119.00
	125.00 129.50	145.00	150.00 160.00	119.50 150.00
	150.00(3)	150.00(2)	169.50	160.00 169.50
		169.50		
1017 Hideaway	99.50 115.00	115.00	115.00	125.00
1080	125.00(2)	95.00 125.00(2)	125.00 140.00	125.00 140.00
	140.00 150.00	140.00		
1100	229.50 250.00	225.00 229.50	269.00 269.50	269.00 269.50
	269.00 275.00	269.50 275.00	275.00	275.00
	295.00(3)	295.00(3)	295.00(2)	295.00(2)
			299.00	299.00
1250	350.00 369.50	395.00(3)	389.00	389.50
	389.00	389.50 379.50	395.00(3)	395.00(2)
	395.00(2)	369.50 325.00	399.00	399.00

Venezuela Tops

• Continued from page 79

erect new skyscrapers, stores and program is running full tilt, with over \$50 million being spent on a new two-way superhighway between Caracas and Ciudad Bolivar. According to O. O. Mallegg, AMI, Inc., exporter, Ciudad Bolivar is a boom town. As other cities in Northern Venezuela it has a high standard of living. In the heart of the iron country, incomes in that area as well as the rest of the country are high. It is estimated that between \$30 and \$60 million a year are spent by the United States on iron interests.

Oil Interests

The United States also has a great deal of interests in Venezuelan oil. Estimates put a figure of approximately \$200 million a year on the Venezuelan books as coming from American oil companies. Almost every U. S. oil company has an interest in an area around Lake Maracaibo. There are close to 1,000 oil wells. Mallegg, who recently made a trip thru Venezuela, claims that prices for hotel rooms (not count-

ing service, just the room) runs an average \$12 per day. Prices for services and products run similarly high. He said that the per capita income is higher than anywhere else in the world, and is the only country in this respect that out-earns the U. S. The Orinoco river which divides the country is used for shipping purposes and cuts down costs considerably. The greatest wealth is to the north of the river. The native area is to the south. The latter area is a remote, native, and tropical jungle as the deepest of Africa. There can be found many large ranches and villages.

Good Future

From the standpoint of the juke box exporter no one part of the country is a better market than any other. Jukes arriving in Venezuela are shipped to all sections. There are no permit problems, no custom problems, and the paper is stable. Only once since the end of the war has Venezuela been out of the top five importers of juke boxes.

Future indications continue on a high level with new markets within the country being created constantly.

• Continued from page 79

consideration when, as, and if the McCarran Bill comes up for deliberation. There was some talk yesterday (27) that Representative Scott may introduce a bill identical to Dirksen's, but there was no confirmation of this by Scott. Scott's measure in the 80th Congress got a hearing in the House Judiciary Subcommittee, but it never reached the floor. The Bryson-Kefauver Bill received even lengthier hearings last year, and Congressman Bryson, who was then chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, made an effort in the closing hours of Congress to get the bill discharged to the full committee. The subcommittee at that time sent a majority report to the full committee declining to accept the major Bryson-Kefauver provisions. There was no action by the full committee.

The new Dirksen Bill does not specify how the royalties would be collected if juke boxes were brought under the Copyright Act. Senator Kefauver thus far this session has not introduced a juke box copyright bill. The Bryson-

Dirksen Juke Box Measure

Kefauver Bill last year would have amended the Copyright Act which exempts coin-operated phonographs from royalty payments, so that the public playing of a composition on a juke box would be deemed a public performance for profit by the owner or operator of the juke box. Their bill had proposed to charge the owner or operator a royalty of a penny a week for each composition on a record; in other words, 2 cents a record weekly. Their bill also would have required owners or operators of juke boxes to furnish once a month to the owner of the copyrighted song a report detailing the amount of royalties due and the paying of this amount within the next succeeding month. There is every indication that the juke box copyright controversy will gather intensity in the current Congress. So far the issue has not engendered any of the liveliness which was shown in

the last Congress when several days of hearings were held. Senator Kefauver himself has not expressed the interest he did last year, but he has pointed out that he is definitely considering introduction of a bill. The death of Congressman Bryson recently removed one of the strongest champions of legislation to impose copyright payments on juke boxes. Bryson had not attempted to draft a new bill this session, and only a week before he died he said that he had not even arrived at a "possible formula" for imposing royalties. It is known that he had been considering the possibility of proposing a bill calling for separate home-use and commercial-use labels for records, with royalties to be imposed on commercial-use disks played on juke boxes. This was one of several questions up for consideration last session. The subcommittee was unable to agree on whether this would be feasible.

Pittsburgh Op Reports Phono Replacing TV

PITTSBURGH, March 28. — "Where we have a new juke box in a location and the owner has an old-time television set, we are getting the play," reports Glen Mowry, Gem Vending Company. "Seems the owner doesn't like to spend the money to buy a new television set as long as it is in good operating condition," says Mowry. "Patrons on the other hand are interested in new things, so they go for a new juke box. "Best way to finance a new box is to establish a guarantee with the location owner for so much a week to provide sufficient money for new records and a good serviceman." In establishing a guarantee, Mowry emphasized the length of time required for an operator to secure a return on his original investment, especially in locations taking in \$10 a week. Mowry cited one instance in a truck stop that did well until the owner installed television. Today, the owner is glad to get a new coin phonograph and new records. Many location owners preferred television originally because it provided more variety.



SEEBURG

Hideaways

H148M \$199.00
H146M 75.00
AMI Model A \$249.00
ROCK-OLA 1432 (50 selections) 395.00
ROCK-OLA 1426 119.00
ROCK-OLA 1422 79.00
ROCK-OLA 1428 249.00
WILLIAMS MUSIC
MITE with stand 75.00
WURLITZER 1015 119.00
WURLITZER 1100 269.00
WURLITZER 1250 389.00

look them over...
THEY'RE O.K.
because they're from
MUSIC SYSTEMS

Clean Equipment—Ready for Location
Write, wire, phone.
1/3 deposit, balance C.O.D.

148SL \$199.00
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Wall Boxes
3W7-L56 \$34.50
(5-10-25¢ 3-wire)
3W2-L56 12.50
(5¢ 3-wire)
W1-L56 5.00
(5¢ wireless)
W6-L56 29.50
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Packard Chrome Wall
Boxes 5.00
4820 WURLITZER WALL
BOX (like new) 44.50
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How Was Your Timing on...

"I'M SITTING ON TOP OF THE WORLD"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Yermie Stern, 2 E. 45th St., New York 17 989

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Spotted as a Billboard BEST BUY

FEBRUARY 24

Title Strips Ready for Top Juke Profits

FEBRUARY 24

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips)...	\$ 9.00	70 (1400 strips)...	\$29.00
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		

1952 Vender Exports Break All Dollar, Unit Records

\$902,844, 9,586-Unit Total for 11 Months Tops Full Year Forecast

By FRED AMANN

CHICAGO, March 28.—Vender exports in 1952, when final December returns are tallied, will break both unit and dollar records by an even greater margin than predicted earlier (The Billboard, January 17). For the 1952 months reported (December was still to be compiled at press time), 38,012 venders valued at \$902,844 had already been exported to European, South American, Asiatic, Mexican and Canadian markets. This is almost a four-fold unit increase and triples the dollar total of exports for the full 12 months of 1951 (7,753 units and \$543,635).

(For estimated December and full 1952 figures see accompanying graph).

Successively, each 1952 quarter saw important increases in the volume of unit and dollar exports (note export table this section). From the 3,042 unit, \$140,757 total in the first quarter, second quarter volume jumped 6,714 units and \$94,189 for a 9,756 unit and \$234,946 total. While the increase in the third quarter was smaller (5,872 venders and \$8,948 for a 15,628 unit and \$243,894 total), only two months of the fourth quarter saw a dollar rise (\$39,353) for a new high mark exceeding all previous full quarter volume (\$283,247). Unit volume, however, was off by 6,042 for a total of 9,586 venders. December exports, tho, when tallied are expected to rocket the final quarter's and the complete 1952 figures to a level not even predicted by the most optimistic forecasters last year.

Larger Venders

As shown by the unit-dollar volume relationship for November-December (units down, dollars up), the earlier trend to lower-cost bulk and other small type venders was reversed. Such equipment as beverage, candy and other higher - cost models made up a large share of exports for these two months.

Compared on a quarterly basis with 1951, venders chalked up pronounced gains each three-month period in 1952. The second 1952 quarter was 13,902 units and \$141,893 ahead of the like 1951 quarter; the two months reported for the last 1952 quarter showed

a startling gain of 8,095 and \$191,564 over the full fourth quarter of the previous year.

During the 11 months reported, heaviest export activity was recorded during October (\$138,348) and November (\$144,899), with the latter single month showing even greater volume than for the full first 1952 quarter (\$140,757). Top activity in 1951 took place in March (\$76,898) and January (\$74,247). Low months during the two years were February, 1951

(\$22,077), and January, 1952 (\$30,232).

The steady rise in vender exports during 1952 was a continuance of the trend that started in 1947, which was the first post-war year to exceed the earlier record of \$166,965 set in 1940. Altho 1948 saw a decline in export volume, 1949 brought the dollar total back to over the \$400,000 mark (\$451,923). Both 1950 and 1951 saw successive increases: \$501,843 and \$550,884 respectively.

EXPORT PROBLEMS

Distributor Tells Facts, Short Cuts

By R. H. ADAIR

Head of R. H. Adair Company

OAK PARK, Ill., March 28.—When a distributing firm enters the export business, it encounters a number of special problems including packaging, pricing, paper work, etc., that can adversely affect the profit potential. All, however, can be minimized or alleviated altogether if the proper course is followed. After almost 10 years of exporting vending and service equipment to foreign customers, we feel we have learned how to expedite such shipments to the mutual advantage of the customer and ourselves.

Equipment-wise, we have exported scales, stamp, bottle drink and bulk venders. Customers are in Canada, Cuba, Mexico, Puerto Rico, the Philippine Islands and in various South American countries.

One of the first things we discovered was that there was no advantage, time and dollar-wise, in trying to box or crate equipment in our own shop for overseas shipment. This is a skilled profession in itself. After initial attempts to handle crating on our own, we contacted several local export packaging firms; one nearby, we found, would pick up such equipment from our shop, box it for export, and ship it out from their docks.

How well can equipment be packed for long-distance shipment? Actually, it is so well done that we have had no break-

age complaints since turning over our crating work to this firm. An example: One model of ticket scale with a 4 by 2-foot mirror crated for shipment to the Philippines and South American countries has never arrived with the glass broken.

Shipments going to Canada do not have to be boxed or crated, unlike those being shipped by water. A factor in salt-water transit is the action of the salty air on the coin mechanisms; latter can be easily rusted or corroded. Such shipments, therefore, are specially boxed to eliminate this danger.

(Continued on page 87)

Industrial Location Problems in Canada

Beverage Operation Cites Overhead, Decentralization, Profit Factors

By HARRY ALLEN JR.

MONTREAL, March 28.—Canteen Services Ltd., Toronto and Montreal, has made a success of vending soft drinks in the industrial field exclusively without benefit of diversification. This is unusual, because the problem of industrial vending here is peculiar to Canada.

The problem of vending in Canada's industrial plants is simple in itself, but complicated to solve. Industry is not as centralized as it is in the U. S.; instead, plants are spread out. There is not the concentration of plants that there is, for example, in Chicago; exceptions are Montreal and Toronto. In Chicago there are more plants than there are in the whole of Canada. The industrial location market in Canada is therefore limited.

Overhead Higher

With both capital and operating costs higher in Canada than in the U. S., the break-even point is about 50 per cent higher. Servicing is more expensive, with both transportation and sirup costs higher.

Nearly all the best equipment is made in the States, and subject to a tariff. Any vending machine brought across the border is subject first to a 25 per cent tariff, on top of which is a 15 per cent excise tax, then a 10 per cent sales tax. Even accessories for the machines are predominantly American.

Gasoline in Canada is more expensive as are the trucks.

Sirups in Canada are at least 50 per cent higher than in the U. S., due to import taxes on sugar.

Another problem facing the Canadian operator is the excise tax on soft drinks. The bite is taken on the carbon dioxide gas used, with a fixed charge of 25 cents a pound.

One bright aspect to the operation is the labor cost factor. These costs haven't yet reached the level they have in the U. S., but many operators see the index coming close to that of their American counterpart.

In the industrial vending operation in Canada, Canteen Services Ltd., (which has no connection with the American company of similar operation) is a typical example. Started in 1948, it has placed its cup venders in 150 plants in both Toronto and Montreal.

"In going into the vending field we picked a policy definitely in

(Continued on page 90)

Wallace Announces Caramel Prices

NEW YORK, March 28.—Wallace Industries announces that it is now offering its Aida Fresh Milk Caramels at \$2.75 a carton, less a special allowance of 25 cents a carton.

The caramels are put up in boats of six individually wrapped pieces and retail at 5 cents each. There are 100 packages to a box.

Pepsi, 3 Cup-Drink Mfrs. Announce Low-Cost Finance Plan for Ops

Spacarb, Apco and R-M to Participate; Soft Drink Firm to Guarantee Loans

NEW YORK, March 28.—A new participation plan between the Pepsi-Cola Company and three manufacturers of cup dispensing equipment designed to get machines to operators on a low-cost financing plan was revealed here this week.

According to Pepsi sources, the two-year financing plan calls for the lowest down payment and interest charges available to the purchasers of vending equipment anywhere. The company would

not reveal the terms for publication, but said they were available to all qualified operations.

The manufacturing companies co-operating with Pepsi are Spacarb-Juice Bar, Apco and Rudd-Melikian, Inc. These are the companies which joined with Pepsi when the soft drink company first informed manufacturers last summer of its desire to participate in such a program. The way is still open for other companies to join the plan, it was reported, but any

additional tie-ups will have to await Pepsi board action.

Advertise Pepsi

The dispensing units available thru the plan are all colored Pepsi blue and are decorated with the soft drink emblem. While it is hoped that Pepsi will be vended by each machine sold thru the plan, there reportedly is no exclusive clause contained in any of the contracts providing for the low-cost financing.

The formula for getting in on the program calls for the operator to make direct application to the manufacturer. If the manufacturer okays him as "qualified" and a good credit risk, then his application is passed along to Pepsi's vending division which then arranges for the financing

(Continued on page 90)

Gum, Candy Bar Venders Gain On Continent

PITTSBURGH, March 28.—De Weerd & De Cleer, agent for Clark Brothers Chewing Gum Company in Antwerp, Belgium, has placed 200 candy and gum venders in Belgium and France. President C. T. Clark told The Billboard this week.

"It is the Belgium firm's intention to have a special machine made to vend only chewing gum," Clark said.

Returning this month from a month's study of conditions in Germany, Belgium, France and England, Clark stated that automatic merchandising of confectionery and snack items appears to be on a definite upswing in each country. A number of new companies have been formed to operate candy bar, gum and cracker venders.

To date, however, Clark point-

(Continued on page 94)

COIN-FUSION?

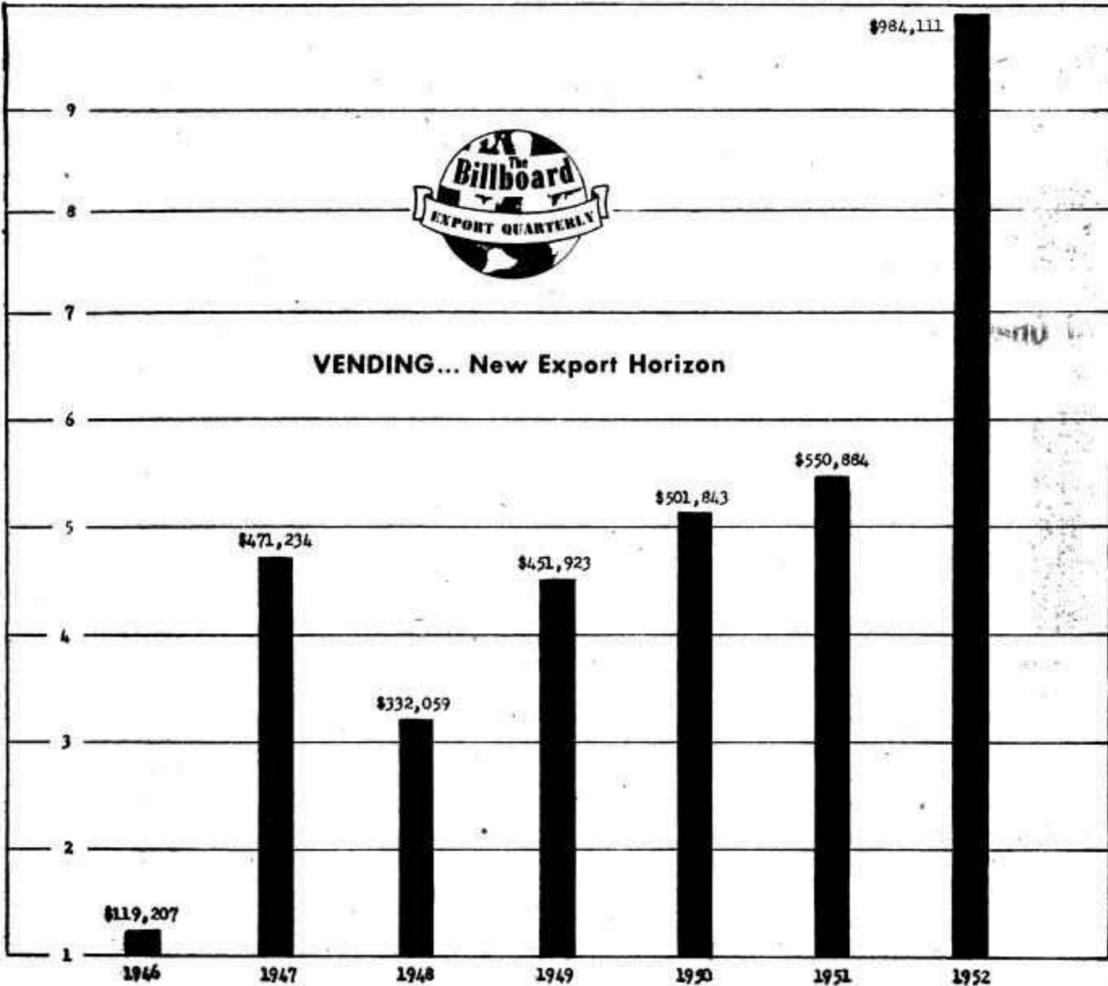
Canadian Test Features Dual Price Drinks

TORONTO, March 28.—A coin-experiment in Canada, due to the growing interest in odd-price sales, is being watched by American operators.

Drinks here sell for 7 cents with the excise tax. This has caused a lot of problems, among which are 1) operators feel that if a person does not have the extra penny he will not patronize the machine, and 2) pennies are too soft and cause a high rate of out-of-order difficulties.

The new system being tried has caught on, particularly in industrial locations. Some persons have to pay a nickel for a drink and others a dime. But on the average all drinks vend for 7 cents. It is a rotating sequence; the first two persons pay a nickel, the next two a dime, the third a nickel and the fourth a dime. Then the sequence starts over again. Three of five persons pay a nickel.

An electric sign on the machine lights up the amount the next person must pay in order to get a drink. Under this system, nickels, dimes and quarters can still be used on the machine, but there is not the "rejection of purchase element" there was when pennies were used, operators claim.



"Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

Smokeshop corp.
(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

Distributor Tells Facts

Continued from page 86

An important fact to remember in the export trade is that crating and other costs become lower-per-unit as the number-per-shipment increases. As the customer pays the extra crating and allied costs, this should be emphasized by the exporting firm both to save the customer expense and to increase its own export volume.

Volume Cuts Cost
Actually, it costs as much to crate one vender (of any one type) as it would for four or five. Also, whether the shipment consists of one or 20 machines, there are the customary brokerage, consular and insurance fees which cost almost as much for one or two units as a large quantity of the same machine.

The cost of packaging, of course, varies with the size and weight of the equipment.

The exporting firm will also save itself time and money if it has all out-country shipments handled by foreign freight forwarding concerns after they are boxed. These companies, for a nominal charge which is ultimately paid by the customer, handle the shipment both inland to the port of export and take care of all the hundred and one related details. Latter include the paper work on insurance, consular fees, etc. They have made a business of doing only this and can do a much better job than the individual distributor.

Coin Problem
The most important and basic thing to watch in the export of vending equipment is the ability of its coin mechanism to handle specific coins of the country to which it is shipped. To make certain of this, the distributor should always insist that the foreign customer send samples of the coins intended to be used in the machines. In some instances, coin mechanisms can be altered to take the foreign coins, but in

others they cannot. The vender manufacturer can be contacted for help on this score.

One example a client in Calcutta, India, to whom we delivered a shipment of Victor bulk venders had to use a "One Anna" India nickel coin. The sample coin revealed that it was the same diameter and thickness as a U. S. dime, so we had Victor Vending Corporation install regular dime chutes on the units making up the India shipment.

In our particular export business, where we sell only merchandise and service machines and not coin-operated amusement devices, we have found that it was unwise to make quotations or accept orders for used bulk vending equipment, or in fact any machines on which the supply in stock is limited. By the time we write our foreign customer and obtain his final order, there may be a two or three-week lapse of time. This means that as a result, the 50 or 60 used venders on which we quoted to domestic sources.

CLOSE-OUT!

BRAND NEW!

N.W. Model 32 & Advance Model D 14 Ball Gum—In Original Cases!

\$10.00 EA.

Mills 1/2 Adams Gum, 6-Col.	\$17.50
Exhibit Card Vendors, 1/2	15.00
DuRenier 1/2 Adams Gum, 4-Col.	17.50
Columbus 1/2 Bulk	8.00
Columbus 5/8 Bulk	8.50
NW 1/2 Ball Gum	7.50
NW 1/2 Mod. 39 Bulk	8.50
NW Mod. 49, 1/2 or 5/8	12.50
Master 1/2 Bulk	8.50
Master 1/2 & 5/8 Bulk	10.00
Silver King, 1/2 or 5/8	8.50

★ NEW AND RECONDITIONED VENDERS
★ PARTS, SUPPLIES, ACCESSORIES
★ BALL GUM, CHARMS, NUTS
★ EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!
1/3 Dep. Req. With All Orders.

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

LARGER PROFITS WITH TROUBLE FREE LOW COST "SILVER-KINGS"

OPERATORS' CHOICE

- 1c Chlorophyll Ball Gum Vender, Today's Sensation (Vends 210 count).
- 1c "Charm King"—Ball Gum & Charms (Time-tested and proved).
- 5c Pistachio or Mixed Nuts (The busiest nickel snatcher).
- 1c "Super Vender"—King-Size Ball Gum To wake up "sleepy" locations.
- 1c Candy Baked Beans Vender (Fine companion for ball gum machines!)
- 5c Silver-King "Hot Nut" (For that "extra-special" spot)
- 1c "Hunter" Action Ball Gum Vender (The kids stampee it)
- 1c or 5c Silver-King Nut Vendors (Best bet for bars)

Vendors for All Foreign Coins
Immediate Delivery at Best Dealers Everywhere

SILVER-KING CORP.
622 Diversy Parkway, Chicago 14, Ill.

IT'S NEW! IT'S A BEAUTY! IT'S A MONEY HONEY!

New CHAMPION BULK VENDOR

- VENDS CHARMS AND MERCHANDISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUSING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECHANISM ELIMINATES COSTLY SERVICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE-HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE

CHAMPION VENDORS SUPPLY CO.
EASILY THE BEST!
1119 EAST HOUSTON ST. SAN ANTONIO, TEXAS

EAST OF MISSISSIPPI CONTACT LEO F. LEARY H. K. HART CONFECTIONS 540 39th St. Union City, N. J.	WEST OF MISSISSIPPI CONTACT ISH KIMBRIEL AMERICAN BULK CONFECTIONS 4932 Beeman Ave. Dallas, Texas
----------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------

CONVERSIONS

THIS IS NOTHING NEW WITH US! WE CAN CONVERT ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c OPERATION.

SILVER QUARTER OPERATION KING SIZE INCLUDED!

Rowe Royal—6 or 8 col.	\$90.00
Rowe Royal—10 col., 400 cap.	95.00
Rowe Imperial—8 col., 240 cap.	82.50
Uneda Model 500, 9 col., 350 cap. (All col. can be used King Size or Standard)	95.00
Uneda Model E—8 or 9 or 12 col., up to 300 cap.	80.00

Add \$5.00 to Above Prices for 30c Vending.

KING SIZE CONVERSIONS FOR ALL MODELS OF CIGARETTE MACHINES!

CANDY VENDORS
U-Select-It, Latest Wall Model, 74 bar cap... \$45.00
DuRenier Candyman, with base, 72 bar cap. 62.50

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

VICTOR... The Choice of Operators...

VICTOR'S Topper DeLuxe Half-Cabinet Style

Baby Grand DeLuxe

VICTOR'S Topper DeLuxe Globe Style

The Topper DeLuxe, Globe Style, and the Topper DeLuxe Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

HILL VENDING SERVICE
11240 Minden Avenue Detroit 5, Michigan

VICTOR'S Topper DeLuxe Globe Style

VICTOR'S Topper DeLuxe Half-Cabinet Style

1 to 23	\$14.20 Ea
24 to 47	14.00 Ea
48 to 99	13.75 Ea
100 or more	13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

VICTOR... For Trouble-Free Operation

VICTOR'S Topper DeLuxe Globe Style

VICTOR'S Topper DeLuxe Half-Cabinet Style

Baby Grand DeLuxe

A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

BERNARD K. BITTERMAN
4709 E. 27th Street Kansas City 1, Mo.

VICTOR'S

Deluxe Baby Grand	\$14.25 ea.
Topper Half Cabinet	\$14.20 ea.
Deluxe Baby Grand	\$13.25 ea.
Topper Half Cabinet	\$13.20 ea.

(100 or more)

210 Ball Bubble Gum, freight prepaid from Louisville on orders of 200 lbs. or more... 28¢ per lb.

Large Plastic Charms... \$ 2.15 per M
10 M or more... 1.65 per M
False Teeth... 8.75 per M
Knives... 3.00 per M
Professional Charm Mix... 7.00 per M
Copper Varsity... 4.00 per M
Letters... 4.00 per M
Silver Plated Pistols... \$ 4.50 per M
Playing Cards (Folded)... 5.00 per M
Light Bulbs... 15.00 per M
Used Silver Kings (Charm Plate)... 7.00 each
Used Model V Victors... 6.00 each
Used Silver Kings (Specify Ball Gum or Peanuts)... 7.50 each

All shipments made the same day your order is received.

GARDNER & LOSE 2611 HALE AVENUE LOUISVILLE, KY.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$10.
Foreign rate, one year, \$20.

Name 753
Address
City Zone State
Occupation

The Billboard
MONEY SAVING OPPORTUNITY FOR THE LATEST PRICES ON NEW AND USED VENDING EQUIPMENT FOR EVERY BIT OF SIGNIFICANT NEWS IN YOUR INDUSTRY

THE "The Amusement Industry's" **BILLBOARD** Leading Newsweekly

... with Audited Paid Circulation to match!

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 _____

Buy VICTOR for Better Bulk Vending

VICTOR'S
Topper DeLuxe
Globe Style

Baby Grand Deluxe

VICTOR'S
Topper DeLuxe
Half-Cabinet Style

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be **UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.**

H. B. HUTCHINSON JR.
860 North Ave., N. E. Atlanta, Georgia

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

1c & 5c mechanism slides into place—no screws!

- Vends CHLOROPHYLL GUM—all bulk mase.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

East & Midwest:
M. J. Abelson, Gen. Sales Mgr.
2033 Fifth Ave., Pittsburgh
Phone: AT 1-6478

Pacific Coast Distributor:
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave., Los Angeles

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Here's What You Need!

COVEN CART-SLED

For ALL Vending Machines

\$38.50

Straps Included F.O.B. Chicago 1/3 deposit required FULLY GUARANTEED

- Strong . . . Light • Capacity 1000 lbs.
- Weight 28 lbs. • 52" high, 19" wide
- Streamlined • Tubular Steel Construction • 5" Solid Rubber Wheels • Slides on Curbs and Stairs.

COVEN distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

Venders Export Table

1952			1951		
	No. Venders	Value		No. Venders	Value
January	1,048	\$ 30,232	January	620	\$ 74,247
February	1,056	59,742	February	498	22,077
March	938	50,783	March	1,756	76,898
TOTALS	3,042	\$140,757	TOTALS	2,874	\$173,322
Second Quarter			Second Quarter		
April	4,103	\$ 87,832	April	1,035	\$ 54,883
May	1,821	65,345	May	584	70,654
June	3,832	81,769	June	550	51,192
TOTALS	9,756	\$234,946	TOTALS	2,169	\$176,739
Third Quarter			Third Quarter		
July	4,618	\$ 67,630	July	693	\$ 41,640
August	4,745	84,598	August	378	32,751
September	4,265	91,666	September	655	27,610
TOTALS	15,628	\$243,894	TOTALS	1,726	\$102,001
Fourth Quarter			Fourth Quarter		
October	5,804	\$138,348	October	387	\$ 52,047
November	3,782	144,899	November	282	20,837
*December			December	822	18,799
**TOTALS	9,586	\$283,247	TOTALS	1,491	\$ 91,683
12-Month Totals			12-Month Totals		
	**38,012	**\$902,844		7,753	\$543,635

*Not available at press time.
**11-month total.

Canadian Plant, Theater Officials Laud Venders

TORONTO, March 28.—Automatic merchandising equipment has been given a favorable reaction by two important users in Canada, industrial plants and theaters.

Industrial users see the machines as "part of a trend" and as an "incentive to work." Theaters see venders mainly as a "supplement" to their candy bars and as an opportunity "to pick up extra income."

From the industrial standpoint, E. H. Featherstonhaugh, industrial relations manager for De Havilland Aircraft, Toronto, which has 1,800 employees, said that the installation of cup vend-

ers in his plant was "an answer to a trend." He pointed out that since the plant allows the employees to go to the machines at any time, there is less lining up than if there was a canteen.

Good Move
Featherstonhaugh said his company put the venders in with some misgivings at first, but now it was glad it did.

Bill Lavender, personnel manager, Acme Screw & Gear, Toronto, said "we're satisfied venders are doing a job." His plant, which works on a 24-hour basis, has six coffee and six soft drink machines. As a result there is no necessity of the plant opening a 24-hour canteen.

FOREIGN BUYERS!

VICTOR'S

TOPPER DELUXE
globe style
\$14.20 EACH—
PACKED 4 TO A CASE.
LESS IN QUANTITY LOTS.

Immediate Delivery on all Models. Time Payment Plan Available—Trade-Ins Accepted.

BABY GRAND NEW DELUXE STYLE

The cup venders eliminate the bottle problem—litter and collection. In addition, there is no problem of line-ups or slow-down of production. The machines allow for immediate availability.

Jack Fitzgibbons, head of Theatre Confections, Ltd., which supplies confections to the largest theater chain in Canada, Famous Players Canadian Corporation, says that venders are a "good supplement" to a theater's candy counter. Famous Players has 75 machines on location.

Tom Moran, head of the confection department of another major theater chain, Odeon Theatre, of Canada, says that sales from venders are highest in Montreal, and as one travels from Eastern Canada to Western Canada, the machines seem to draw less volume from theater patrons.

CHARMS

New JET SERIES

120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic \$2.15 M
Copper 3.60 M
Silver 3.70 M

DOMINOES

Beautifully designed black plastic with clear white dots.
\$6.00 per M f.o.b. NYC

• WHISTLES • SIRENS, ETC.

COMPLETE LINE OF CHARMS

SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO.
55 Leonard St., New York 13

AMERICAN LEAGUE NATIONAL LEAGUE

BALL-PLAYER CHARMS

combining Plastic with glossy prints 72 assorted—both sides. Who will win the Pennants? Who will win the World Series? Every day, at the games, on Television, on the Radio, in the Newspapers, millions will watch, listen, read, Live, Talk and Argue Baseball.

AND YOUNGSTERS will eagerly collect BALL-PLAYER CHARMS.

\$6.50 per 1,000 f.o.b. Jamaica, N. Y. Immediate Delivery.

The ONLY PLACE where Youngsters can get Ball-Player Charms are from YOUR BALL GUM MACHINES. That's to your advantage and opportunity. We're set for a perfect Triple-Play . . . From Eppy . . . To Distributors and Operators . . . To Youngsters.

PLAY BALL!
Samuel Eppy & Co., Inc.
91-15 144th Place Jamaica 2, N. Y.

BALL & VENDING GUMS

BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.

Chloro-Vend Ball Gum, 140 & 210 ct. 40¢ lb.

Chloro-Vend Chicks, 275 & 320 ct. 45¢ lb.

Chicle Chicks, 320 & 520 ct. 36¢ lb.

Bubble Chicks, 320 & 520 ct. 30¢ lb.

These LOW prices F.O.B. factory.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves. Newark 4, N. J.

For Beauty and Durability—It's Victor

VICTOR'S
Baby Grand Deluxe

VICTOR'S
Topper DeLuxe
Globe Style

VICTOR'S
Topper DeLuxe
Half-Cabinet Style

The Topper DeLuxe, Globe Style and the Topper DeLuxe Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be **UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.**

ACE VENDING & DIST. CO.
2702 W. Pico Blvd. Los Angeles 6, Calif.

FOR SALE

250-25c NATIONAL SLUG EJECTORS @ \$2.75 Ea.

CRESCENT CIGARETTE SERVICE
515 ESPLANADE AVE. NEW ORLEANS 16, LA.

Introductory Offer

(For New Deluxe Style Baby Grands add \$5 to each price.)

FOUR 1 1/2 BABY GRANDS plus 25 pounds of CHICLE TREETS—Total \$63.25

FOUR 1 1/2 BABY GRANDS plus 25 pounds of CHLORO TREETS—Total \$65.00

FOUR 5 1/2 BABY GRANDS plus 25 pounds of CHLORO TREETS—Total \$69.50

Write for Our Complete Charm and Merchandise List
Price subject to change without notice.

Pioneer Vending Service
590 Albany Avenue Brooklyn 3, N. Y.
Phone: PResident 4-5358

VICTOR . . . Tops in Bulk Vending



VICTOR'S Topper DeLuxe Globe Style
 1 to 23 . . . @ \$14.20 ea.
 24 to 47 . . . @ \$14.00 ea.
 48 to 99 . . . @ \$13.75 ea.
 100 or more . . . @ \$13.20 ea.

VICTOR'S Baby Grand DeLuxe



\$14.25 ea. \$13.25 ea.
 100 or more

VICTOR'S Topper DeLuxe Half-Cabinet Style



1 to 23 . . . @ \$14.20 ea.
 24 to 47 . . . @ \$14.00 ea.
 48 to 99 . . . @ \$13.75 ea.
 100 or more . . . @ \$13.20 ea.

R. H. ADAIR CO.
 6926 W. Roosevelt Rd.
 Oak Park, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

	Issue of March 28	Issue of March 21	Issue of March 14	Issue of March 7
Advance Model D Ball Gum.	\$5.95 6.95	\$5.95 7.45	\$5.95 7.45	\$5.95 7.45
Advance No. 11	5.95(2)	5.95	5.95	5.95
Ajax Hot Nut, 5c	39.50	39.50	39.50	39.50
Alco Deree Shoe Shine Machine		20.00		
Asco Hot Nut, 5c	7.50 14.95	7.50	7.50	7.50
Atlas Bantam, 5c	6.95 7.50	6.95 7.50	6.95 7.50	6.95 7.50
Atlas Deluxe Nut Vendor		7.95		
Columbus, 1c	7.45 8.00	7.45 8.00	7.45 8.00	7.45 8.00
Columbus, 5c		8.50		8.50
DuGrenier Adams Gum, (4 col.) 1c		17.50	17.50	17.50
DuGrenier S (7 col.)		45.00		
DuGrenier W (9 col.)		50.00		
Eastern Electric C-8	125.00		135.00	
Exhibit Card Vendor, 1c	14.50 15.00(2)	15.00(2)	15.00(2)	15.00(2)
Foot Ease (Exhibit)	85.00 95.00	85.00 95.00(2)	85.00 95.00	50.00 85.00
Kirk Astrology Scale	95.00	95.00	95.00	75.00 95.00(2)
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Kwik Shoe Shine Machine	54.50			
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.45 7.95	7.95 10.00	7.95 10.00	7.95 10.00
Master, 1c	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Master, 5c		7.45		7.45
Mills Adams Gum Vendor	17.50	17.50	17.50	17.50
Mills (5 col.)		45.00		
Mills Candy (5 col.)	89.50	89.50	89.50	89.50
Mills Tab Gum	16.50	16.50	16.50	16.50
Model V Cabinet, 1c	9.50			
Model V Globe, 1c	8.95			
National Electric	99.50	99.50	99.50	99.50
National 930	130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
National Candy 918		85.00		
Northwestern 33 Ball Gum	7.50(2) 7.95	7.50(2) 7.95	7.50(2) 7.95	7.50(2) 7.95
Northwestern Deluxe 1c and 5c	13.95(2)	13.95	13.95	13.95
Northwestern Model 39, 1c	7.95 8.50	7.95 8.50	7.95 8.50	7.95 8.50
Northwestern Model 49, 1c or 5c	12.50	12.50		
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	69.00 69.50	69.50(2)	69.00 69.50	69.00 69.50
Rowe Imperial (6 col.)		39.50 69.50		
Rowe Imperial (8 col.)	82.50	42.50 78.50	82.50	82.50
Rowe President (8 col.)		79.50 82.50		
Rowe President (10 col.)	155.00	119.50 125.00	155.00	155.00
Rowe Royal (6 col.)	90.00	98.00		95.00
Rowe Royal (8 col.)	90.00 130.00	90.00(2) 130.00	130.00	95.00 130.00
Rowe Royal (10 col.)	95.00 140.00	90.00 95.00	140.00	95.00 140.00
Shipman 3-Way Stamp Vendor	39.50	39.50	25.00 39.50(2)	39.50
Silver Hunter	18.50			
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King, 1c or 5c		8.50		
Silver King 5c	7.45	7.45	7.45	7.45
Sirox Brush-Up	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.)	18.50	18.50	18.50	18.50
Uneeda Model A (6 col.)	87.50	87.50		
Uneeda Model A (8 col.)	92.50	92.50		
Uneeda Model A (9 col.)	95.00	95.00	125.00	125.00
Uneeda Electric (9 col.)	125.00	125.00		
Uneeda Model E (8 col.)	80.00	80.00		80.00
Uneeda Model E (9 col.)	80.00	80.00		80.00
Uneeda Model E (12 col.)	80.00	80.00		80.00
Uneeda Model 500 (7 col.)	90.00	90.00	135.00	95.00 135.00
Uneeda Model 500 (9 col.)	95.00 135.00	135.00		
Uneeda Monarch (6 col.)	90.00	75.00 90.00		75.00
Uneeda Monarch (8 col.)	110.00	75.00 110.00		90.00
Uneeda Monarch, 25c	79.50	79.50	79.50	79.50
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	49.50	27.50 49.50	49.50
Victor Baby Grand	9.95 11.00	11.00	11.00	11.00
Watling Fortune Scale	119.50	119.50	119.50	160.00
Watling 200 Scale	160.00	160.00	160.00	160.00
Weight Lifter				90.00

Mass. Cig Assn. Examines Costs, Names Officers

BOSTON, March 28.—Cigarette Merchandisers' Association of Massachusetts is looking into the possibility of cigarette tax stamps in the State and the mechanical problems that may arise in the face of higher costs and excise taxes.

Officers recently elected are Alfred I. Sharenow, Cigarette Service Company, Inc., Cambridge; Jason E. Nourse, Nourse Cigarette Service, Medford, and Charles Murphy, D. Garbarino Company, Framingham. The executive committee includes the officers and Sam Baxter, American Automatic Sales, Dorchester; Nathan R. Fields, Quincy Vending Machine Company, Quincy; Samuel Goran, Metro Automatic Sales Company, Brookline; Julian Karger, Enterprise Cigarette Service, Revere, and Louis Risman, Mystic Automatic Sales Company, Medford.

All were elected to serve a second term, except Nourse, who succeeds William J. Moran, of Moran Bros., Somerville, as vice-president. Guild Associates, Boston will continue to manage the association.

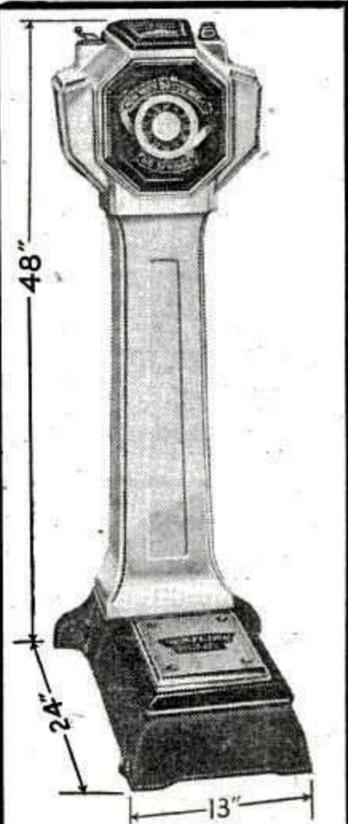
Minute Maid Dedicates New Fla. Laboratory

NEW YORK, March 28.—Norman V. Hayes Memorial Research and Development Building was dedicated this week in Plymouth, Fla., by the Minute Maid Corporation.

The huge citrus laboratory was named in honor of the scientist largely responsible for the success of the frozen orange concentrate process which now uses more Florida fruit than is shipped fresh.

Correction

In a story last week datelined Atlantic City, Dave Hampton was incorrectly named as sales manager for Orange-Crush. Hampton had been sales manager for Orange-Crush for 14 years before joining National Automatic Merchandising Association as director of public relations. He left the NAMA post to become Midwestern Regional sales manager for Spacarb-Juice Bar last week.



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by
WATLING
Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889 — Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

CHARM THOSE BALL-GUM MACHINES

6 LARGE ASSORTED SERIES
 100's—PENALTY ITEMS—GIMMICKS

 HOROSCOPE • TRAIN SET • SQUIRTER
 KNIVES • PURSES • HARMONICA • ETC.
NOW
 FOR THE SMALLER OPERATORS
ACE MIX: 50-50 Plastic and Plated Specialties and Gimmicks packed separately.
 5M @ 4.25 per M; 10M @ 3.75 per M;
 25M @ 3.50 per M
SURE FIRE! 30% Plastic, 70% Plated and Specialties.
RICHER DEAL
 5M @ 5.00 per M; 10M @ 4.50 per M;
 25M @ 4.00 per M.
E-Z MONEY MIX: 470 of our best mix.
 1 10 Bag @ 2.25; 10+ @ 2.00 per bag.
TRY THIS DEAL—IT'S TERRIFIC!
PLASTIC PROCESSES CORP.
 83 Hanse Ave. Freeport, N. Y.

VICTOR . . . Tops in Bulk Vending



The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be **UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.**
CLEVELAND COIN MACHINE EXCHANGE
 2021 Prospect Ave. Cleveland 15, Ohio

SCALES FOR DISTRIBUTORS
If You Are a . . .
 Real "Bona Fide" Distributor with a show room or a traveling Salesman and really try to sell to operators. we have a splendid proposition for you
NEW PRICE \$89.95
OUR PROPOSITION:
 We will sell you one scale only as a sample. Then if you want to really sell them, we will sell you scales in lots of 5 or 10 crated f.o.b., Soperton, Georgia. If you sell them then at our advertised price, you will have a nice profit. Now get busy if you want to sell scales.
Very Special Price to Distributors
 Let us hear from you for complete information
SPARKS SPECIALTY CO.
 PHONE 33 SOPERTON, GEORGIA

WHAT ARE YOU VENDING?
 Stick Gum? Ball Gum? Tot Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?
ADVANCE
Is the Vendor for You
 Cigarette Machines, All Models in Stock
 Want more information? Write today to
J. SCHOENBACH
 Factory Distributor of Advance Vending Machines
 1645 Bedford Ave., B'klyn, 25, N.Y.
 P. Resident 2-2900
RUNYON CANCER FUND GIVE TO THE

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS
MONTHLY FEATURES
 Candy, Gum & Nuts
 Beverages
 Tobacco
 New Products
 Trends
 Industry News
 Market Place
 Articles
 Editorials
 Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising!
Fill in—tear out—mail today!
 VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
 Foreign rate, one year, \$6. 756
 Name
 Address
 City Zone State
 Occupation

CANADIAN OPERATORS!
We are the Canadian distributors for
OAK'S ACORN VENDOR
The finest in the vending industry
We are now manufacturing a complete line of charms, including the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list.

INTERNATIONAL VENDING CO., LTD.
East Toronto, Ont. Hargrave 2179
440 Gerrard St.
501 Gladstone Ottawa, Ont. Ottawa 3-5782

TOPPER DELUXE
Globe or 1/2 Cabinet style
\$56.80
For Four
Spanish Peanuts, 30 lb. ctns., 26¢ lb.
Blanched Virginia Peanuts, 30 lb. ctns., 32¢ lb.
Dep. req. with all orders; F.O.B. Boston.

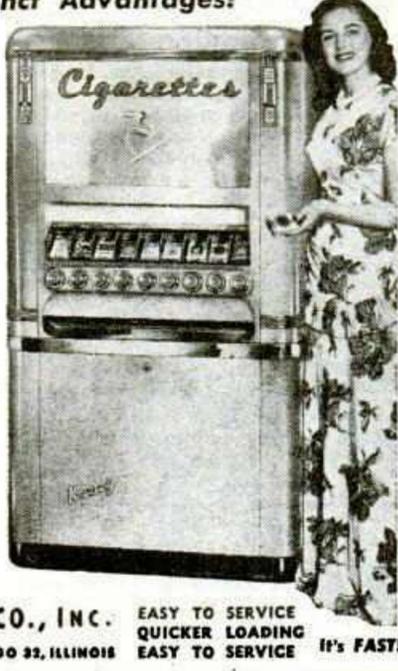
Everything for the Operator at Lowest Market Prices!
CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

Gain These Distinct Advantages!

OPERATE
The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR

- ★ Startling streamlined beauty captures and holds locations.
- ★ Electrical and mechanical perfection. Only 1 motor, 1 relay and 2 solenoids.
- ★ 432 pack capacity in double columns dispensed alternately.
- ★ Super Change Maker, optional, handles nickels, dimes and quarters. Returns a nickel on 20¢ sale for a quarter. Returns a nickel on 25¢ for 3 dimes.

J. H. Keeney & Co., Inc. EASY TO SERVICE
3600 W. FIFTEENTH STREET • CHICAGO 32, ILLINOIS QUICKER LOADING
EASY TO SERVICE **It's FAST!**



VICTOR . . .
The Operator's Choice for Better Vending . . .

VICTOR'S Baby Grand Deluxe

Topper Deluxe Globe Style

Topper Deluxe Half-Cabinet Style

A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

PIONEER VENDING SERVICE
590 Albany Ave., Brooklyn 3, N. Y.

WE HAVE NEWER CHARMS!
NEW IDEAS — NEW DESIGNS — NEW FINISHES
We take pride in producing the finest and most complete line of charms in the country.
IMMEDIATE DELIVERY!
Send 35¢ for complete samples and low, low prices.
FALSE TEETH — SILVER TIPPED BULLETS — NEW CAMEOS — PHOTO AND JEWEL RINGS — COMPASSES — PHOTO LOCKETS.

PENNY KING CO. 2538 MISSION STREET
PITTSBURGH 3, PA.

Pepsi, Mfrs.
Continued from page 86

thru its own banks. It is this latter tie-up, it is said, that makes possible the cheap financing. Since Pepsi stands behind the loans the banks, naturally, are dealing with a no-risk proposition and are free from many of the usual investigating costs. According to Pepsi sources, the manufacturers could not begin to set up a comparable plan on their own. The operator is privileged to choose his own equipment from any of the participating companies.

Bottlers Interested
The plan is being made available not only to vending operators but to Pepsi-Cola bottlers thru-out the country. Company sources report that the Pepsi bottlers are becoming more and more interested in vending and this, of course, is to the liking of the parent organization.

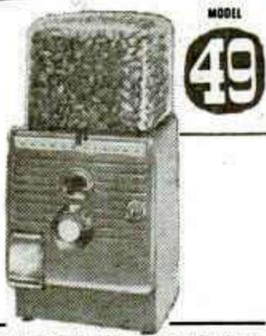
The setting up of a special vending division by Pepsi to spur the sale of its product, plus the current move designed to get more of its sirup into more vending machines, are evidences that the company is committed to an all-out effort to grow in the dispensing field.

While the plan is only just beginning to shape up and it is still much too early to evaluate its acceptance, the sketchy initial reports have made Pepsi officials very happy.

Northwestern

“ . . . the grand prize of all 1c or 5c bulk venders!”

“Just received 25 of your Model 49s with latest improvements. Say now, that machine is tops with me. I consider it the grand prize of all 1c or 5c venders.”
L. M. S., Missouri.



THE NORTHWESTERN CORPORATION
2333 East Armstrong St. Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED
Northwestern DISTRIBUTORS

- Badger Novelty Company**
2546 North 30th Street Milwaukee 10, Wisconsin
- Badger Sales Company**
2251 West Pico Blvd. Los Angeles 6, California
- Fisher Brown**
2218 South Harwood, Dallas, Texas
- King & Company**
2700 West Lake Street, Chicago 12, Illinois
- Maddox Sales & Service**
8814 Kensington Parkway Chevy Chase 15, Maryland
- Northwestern Sales & Service**
440 West 42nd Street New York 18, New York
- Northwestern Sales & Service**
1198 Tremont Street Boston 20, Massachusetts
- Parkway Machine Corporation**
715 Ensor St., Baltimore 12, Maryland
- Peanut Products Company**
801 Second Avenue, Des Moines, Iowa
- Peanut Products Company**
1123 West 21st Street Indianapolis, Indiana
- Peanut Products Company**
910 Harney Street, Omaha, Nebraska
- Rake Coin Machine Exchange**
609 Spring Garden Street Philadelphia 23, Pa.
- J. Rosenfeld Company**
3218 Olive Street, St. Louis, Mo.
- Viking Specialty Company**
530 Golden Gate Avenue San Francisco, California
- Vend-All Company**
816 West 36th Street Minneapolis 8, Minnesota

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$13.95
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.85
Pistachio Nuts, Vendors' Mix76
Cashew Whole65
Cashew Butts57
Peanuts, Jumbo34
Spanish28
Mixed Nuts55
Almonds 480 ct. 5 lbs. vac. pk.85
Baby Chicks34
Rainbow Peanuts30
Boston Baked Beans30
Hobby Mix30
Jelly Beans28
Licorice Lozenges25
M & M48
Assorted Fruit Charms, 100 ct.42
Ball Gum, all sizes, 200 lbs. min.28
Prepaid, per lb.42
Adams Gum, all flavors, 100 ct.47
Wrigley's Gum, all flavors, 100 ct.47
Suchard Chocolate, 200 ct.	1.30
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
440-442 W. 42nd St., New York 36, N.Y.
LONgacre 4-6467

All the news of your industry every week in The Billboard . . .
SUBSCRIBE TODAY . see page 3 for rates

Canada Problem
Continued from page 86

contradiction to anything that had been done before in this country,” said Keith Copping, president and general manager. “Many of the people formerly in it had given it up as a bad job. This meant that the field was unattractive to competition.” Canteen Services set out to take advantage of the situation.

Factors
The industrial field is a demanding one. It requires a round-the-clock service. The price of drinks must be kept down; there are no premium prices such as those obtained in theater and bowling alley locations. Therefore, the operator must adhere to a low profit margin and high continuous volume for profits.

Copping reported a high rate of slugging. This can take the profit out of the machines, and many operators have failed to combat the menace, he said. As a result, Canteen Services decided to make a science of fighting it.

In the matter of high service that must be offered, the firm has found the successful operator must be able to offer a 24-hour seven-day-a-week service. In other businesses, there is a five-day operation, but since most Canadian industrial plants work on a round-the-clock basis, the soft drink operator must be prepared to give the location that kind of service, otherwise he will be quickly shut out. This is a costly aspect, Canteen Services has found.

The firm has found that the average gross sales per week are about \$40 a machine, with some taking in as high as \$200 a week.

Cost Control
Copping claims that the firm reached the point of being the most specialized in the field by being ingenious, trimming operating costs to the bone, making a science of cutting these costs without interfering with the quality of the operation. To do so, the company created many innovations which in some cases saved them as little as a penny a machine. Everything is done in a streamlined manner, with the servicing of a machine being done on the basis of time-motion studies. Each motion counts. Even the accounting system is streamlined, with the labor being about half what is normal.

“We know every day, every cent every machine does, the amount of cash it takes in, the cups used and the sirup consumed,” Copping declared.

Industrial operation gives a fairly steady income on a year-round and year-in-and-year-out basis. It doesn't vary much from season to season. There is only a 20 per cent variation in sales from June to January, the company's surveys have shown.

As to the matter of diversification, Copping feels that it is a matter of “further fields look greenest.” So far, Canteen Services has concentrated on one field “on the basis that we have a big job on our hands right now.”

Canteen Services works on the principle that their venders give the employees in an industrial plant a lift. It has a psychological lift, and it seems “the only way management has found of being able to give employees refreshment at any time without sacrifice of productivity.”



I wonder if George could have thrrown it this farr. I don't know Scrooge MacTavish. But I do know if you would use all Topper DeLuxe venders for ball gum and charms like Sandy MacTight does, you wouldn't have to beat around a bush looking for a dollar.

TOPPER DELUXE HALF-CABINET STYLE

Machines will buy themselves with my time payment plan.

Better write today for price and terms on the number of machines you can use.

Roy Torr
Lansdowne, Pa.
Giving friendly service and liberal terms since 1910.



HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month Through a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine 751
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
 Foreign rate, one year, \$6.00.

Name

Address

City..... Zone... State....

Occupation

VICTOR . . . For Profitable Trouble-Free Operation . .

VICTOR'S Baby Grand Deluxe

Topper DeLuxe Globe Style

Topper DeLuxe Half-Cabinet Style

A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

SIDMOR VENDING CO.
2137 Fifth Ave.
Pittsburgh 19, Pa.



THE BILLBOARD Index of 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 listing various arcade machines and their prices across four issues: March 28, March 21, March 14, and March 7. Includes items like Air Defense, Air Raider, All Stars, Astroscope, Atomic Bomber, Bank Shots, Baseball, Big Inning, Bolacore, Bomber, Boomerang, Class Alley, Challenger, Champion Hockey, Chicken Sam, Counter Grip, Crusader Horse, Cupids Wheel, Dale Gun, Dale Six Shooter, Defender, Deluxe Athletic Scale, Deluxe Photomat, Derby, 4 Player, Drivemobile, Electric and Grip Test, Electricity Is Life, Flash Hockey, Flying Saucer, Field Goal, Goatee, Gun Patrol, Heavy Hitter, Hi-Ball Striker, Hobby Horse, Hockey, Horoscope, Jack Rabbit, Jet Gun, Jitters, Ki or & Catcher, Kissometer, Liberator, Lite League, Love Meter, Metal Typer, Midget Movies, Midget Ski Ball, Model F, Palm Reader, Panorams, Parachute Gun, Pen Writer, Periscope, Photomatic, Pikes Peak, Pistol Pete, Pitch 'Em & Bat 'Em, Pokerino, Pony Express, Pool Q Table, Pool Table, Punch-A-Ball, Q-Ball, Quizzer, Rapid Fire, Recordio, Rifle Range Ray Gun, Shipman Art Show, Shocker, Shoot the Bear, Shoot the Monkey Ray Gun, Silver Bullet, Silver Gloves, Six Shooter, Skee Ball, Ski Roll, Skill Gun, Skill Test, Sky Fighter, Sky Pilot, Solar Horoscope, Star Series, Sub Gun.

Table listing specific machine models and their prices across four issues: March 28, March 21, March 14, and March 7. Includes items like Target Skill, Team Hockey, Telequiz, Ten Strike, 13-Way Grip & Lift Scale, Thunderbolt, Tommy Gun, Undersea Raider, View-A-Scope, Voice-o-Graph, Western Baseball, World Series, Zoom.

PANORAM FILMS. I have a wide variety of these Films. All Films are guaranteed. New, SIX Lovely and Different GIRLS on each 600 ft. loop—20 new Films produced each week. Write today for particulars. FILM DISTRIBUTORS 7520 Irvine Ave., North Hollywood, Calif. North Central Ohio Route Phonographs, Shuffle Alleys, Bear Guns, etc. Mechanic available. The take was over \$18,000 last year. Cash price \$16,000 if sold at once. Reply to BOX D-18 c/o The Billboard Cincinnati 22, Ohio

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING

ADVERTISING RATES. REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. DISPLAY CLASSIFIED (Minimum \$6) Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Business Opportunities

Coin Radios and Television: buy direct from manufacturer and save: steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

First-class Phono and Amplifier Mechanic; must have plenty of experience on both older and new type phonos; no floaters or boozers; top wages, good hours; write only with references to E & R Sales Co., 913 College, N. E., Grand Rapids 5, Mich.

Mechanic—Experienced music, pins, arcade pieces; very good opportunity another reliable, sober mechanic; regular hours, large full year operation; state age, experience, salary desired. Write F. McKim Smith, Smith Amusement Machine Service, 24 N. California Ave., Atlantic City, N. J.

Salesmen calling on Clubs to sell non-coin operated games; low priced, fast sellers, high commissions. Amusement Sales Co., 41 Union Square, New York 3, N. Y.

Want Development Engineer—World's largest coin handling equipment manufacturer has an opening for a development engineer who is qualified through education or experience; must have a practical background in the coin machine industry. Reply in writing, giving all pertinent details to National Rejectors, Inc., 5100 San Francisco Ave., St. Louis, Mo.

Wanted—Experienced Coin Machine Service Man; steady work for right man; in answering state experience and salary expected; if you drink, do not apply. King Amusement Co., 610 McCabe Ave., Bradley Beach, N. J.

Wanted—Service Mechanic to take care of Phonograph Route in city of Baton Rouge, La.; must be married, settled and does not drink. Write Dalton Novelty Co., 4611 Mohican St., Baton Rouge, La.

Parts, Supplies & Services

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Write for free list on Bulk Vendors, Counter Games, Stamp Machines, Merchandise. Arrow Vending Machine Co., 102-17 Roosevelt Ave., Queens 68, N. Y.

USED 1c-5c CANDY, NUT, BALL GUM, TAB GUM VENDORS. BOUGHT-SOLD. TUBULAR COIN WRAPS—1¢ to 50¢. 85¢ per 1,000; 80¢ per 1,000 in 10,000 lots.

ALUMINUM COIN COUNTERS—1¢ or 5¢, \$1.45 each prepaid. Tab Gum, Wrigley—47¢; American Circle—42¢; Clark's Teaberry—42¢; Chlorophyll Tab, Chicle Tabs, 300 ct., \$12.15 per case (27 lbs.); Chloro-Tabs, 300 ct., \$14.04 per case (27 lbs.). Ball Gum—210, 170, 140, \$6.50 per case (25 lbs.); Chloro Ball Gum, 210, 170, 140, \$11.25 per case (25 lbs.). Small Panned Candies, write for prices. Deluxe Charm Asst. (275 count), \$2.50; Charm Asst. (400 count), \$2.25. Cast Iron Stands, \$4.25 each; 6 or more, \$4.00 each. Top Plates for two and three vendors. All prices F.O.B. Chicago. 1/3 deposit, balance C.O.D. KING & CO. Distributors of all Northwestern Vendors and Parts 2700 W. Lake St. Chicago 12, Ill.

DO YOU OPERATE BEAR GUNS?

Shoot the Spook, a conversion target, is doing a real good job for hundreds of operators. Its ability to pick up the take is amazing Arcade owners. Easy to install, with understandable directions. Complete satisfaction or your money back. Ninety-day warranty on all parts. 1/3 Deposit, Balance C.O.D. Price \$37.50. 100 SERVICE COMPANY 2634 Olive St. St. Louis 3, Mo.

Routes for Sale

Ball Gum Routes for Sale—Highly profitable established routes in Southern Georgia and Florida for sale; reason for selling, owner has other interests. Box M-32, The Billboard, Cincinnati 22, Ohio.

Beautiful Missouri Ozarks; 26 phonographs, 36 pinballs; 6 arcade, truck, parts; grossing over \$7000 yearly; ideal for one man; price \$6000; will finance two thirds Box 611, The Billboard, Chicago 1, Ill.

Brooklyn, N. Y., Route—Jukes and Shuffle Alleys; steady income enough for 3 men; \$58,000 needed. Box 613, The Billboard, Chicago 1, Ill.

Cigarette Machine route in Calif.; approx. 550 machines covering well populated, prosperous area Box 600, The Billboard, Chicago 1, Ill.

Cigarette Route—175 machines in Pennsylvania. Box M-33, The Billboard, Cincinnati 22, O.

RED HOT—MONTREAL, CANADA 400 Machine Route—Ball Gum and Charms. We are the first operators in Montreal. All our locations are choice. ACT FAST. D. KWINTER 1247 Guy St. Montreal, Canada

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services. Try It Once... See for Yourself See Advertising Rates Above

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machines—DuGrenier Model "W," 7 col., 25¢, \$50; National 6-30, 20¢, \$50; both ready to load. 11 Rowe Aristocrats without stands, \$20 ea.; 5¢, 10¢ slots adjustable to 25¢; cabinets need painting; crated, shipped f.o.b. 1/3 deposit, balance c.o.d.; subject to prior sale. Norman Dettinger, 337 High St., Lockport, N. Y.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation; Uneda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Closeouts, Bargains—We need the space. Black Gold, \$30; Camel Caravan, \$35; Canasta, \$30; Bowlette, \$20; Bally Undersea Raider Gun, \$50; Mutoscope & Exhibit post-war floor model Postcard Vendors, \$15; 15 Mutoscope Movie Reels, \$4; many others. 1/3 deposit. Silent Sales, 4808 Rhode Island Ave., Hyattsville, Md.

5¢ 3-in-1 Nut Machines, \$12.50; 20 Victors with cabinets, \$5; 10 1 & 5¢ combination Nut Machines, \$5; Person Scale, \$35. Al Hoff, 1920 Rose, Baltimore 13, Md.

For Sale—Complete Arcade, all or any part; priced right; write for information. Robert Wymen, 3433 Bevis St., Cincinnati 6, O.

FOR SALE—EXCELLENT CONDITION Spotlite \$299.50 Atlantic City \$399.50 Palm Beach \$479.50 United Novelty Co., Biloxi, Miss.

For Sale—3 Wilcox-Gay Recordios, all in good working order, \$100 ea.; \$250 for the 3. George Milner, 500 N. 9th, La Fayette, Ind.

For Sale—25 Kunkel Popcorn Vendors, \$15 ea.; come and get them. Westmoreland, Jackson, Tenn.

For Sale—50 Frawley Coin Radios, excellent condition; best offer. Anderson, 4607 Fairway Drive, Tampa, Fla.

2 Photomatics, chemicals, jugs, extra lens, parts; 2 Warner Recorders, blanks, parts; 2 G' Skeeballs, 2 Chicken Sams, Air Raider, Rapid Fire, Wurlitzer 61, \$1095 lot. La Barre, 12683 Terry, Detroit 27, Mich.

3 Schonenbach Stamp Vendors, 1 U. S. Stamp Machine for sale, all 2 column; \$20.50 for the Schonenbach, \$25.50 for the U.S.; like new. Ray Dean, Onawa, Iowa.

6 Challenger Hot Nut Vendors, used 3 months, cost \$150 ea.; sacrifice \$75 ea. C. F. Corn, Washington, Ind.

20 Candy Vending Machines, excellent condition; Shipman's 2 & 3 column, \$15. I. V. Enterprises, 663 W. Ave. 28, Los Angeles 65, Calif.

20 Rowe Diplomat electric 8-column Cigarette machines, \$125; 50 5¢ Mills 5-column Candy or Cracker Machines, \$35; 75 5¢ Stalter Sunshine Cracker Machines, \$27.50. Send 1/3 deposit, will ship balance C.O.D. Rem'e Sales Co., 1704 Friendly Rd., Greensboro, N. C.

PIN GAMES

Table listing pin game models and prices: Aquacade \$35.00, Hayburner 150.00, Hits & Runs 60.00, Jalopy 165.00, Jockey 110.00, Just "21" 55.00, Knock Out 75.00, Nifty 90.00, Paratrooper 200.00, Rip Snorter 50.00, Screwball 25.00, Sea Jockey 160.00, Serenade 25.00, Stop & Go 60.00. Terms: 1/3 Cash, Balance C.O.D. C. KEMP & CO. 202 W. Gay Warrensburg, Mo.

Wanted to Buy

Used Cigarette Machines, 25¢ and 30¢ operation, Edward P. Martell, P. O. Box 5, Sunderland, Mass.

Wanted—Advance four-column cigarette vendors; state quantity and price, T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

Want Northwestern—Model 33 Peanut, 40's DeLuxe, Silver King, 1¢ and 5¢ Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Vendors; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Want 500 all types Five Ball Flipper Games; send list, state names, quantity, condition and quote lowest price in first letter. Bauger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of March 82	Issue of March 21	Issue of March 14	Issue of March 7
ABC (United).....	\$145.00(3) 149.50 150.00(2) 175.00	\$145.00(2) 150.00(3) 159.50 175.00	\$145.00(2) 150.00 175.00	\$125.00 145.00 150.00(3) 159.50 175.00
Across-the-Board (United)...	225.00			
All Baba (Gottlieb).....	34.50 49.50	34.50 49.50	34.50	34.50
All Star Basketball (Gottlieb)	175.00	175.00	149.00 175.00	149.00 175.00
Aquacade (United).....	39.00 39.50 79.50	39.00 39.50 79.50	39.00 39.50 79.50	39.00 39.50 79.50
Arizona (United).....	40.00 79.50 99.50	99.50	99.50	79.50 99.50
Atlantic City (Bally).....	395.00(2) 400.00 410.00 425.00	349.50 395.00 400.00 410.00(2) 425.00	395.00 400.00(2) 410.00 425.00	359.50 375.00 395.00 410.00 420.00 425.00(3)
Baby Face (United).....	39.00	39.50		39.00
Banjo (Exhibit).....	49.50	49.50		
Barnacle Bill (Gottlieb)....	34.50	34.50	34.50	34.50
Basketball (Gottlieb).....	120.00	120.00	89.50 125.00	89.50 125.00
Basketball Champ (Chicago Coin).....	189.50 225.00 250.00	225.00 250.00	225.00 250.00	225.00 250.00
Beat-a-Score (Evans).....	194.50	185.00	185.00	150.00 185.00
Batting Practice.....	69.50 89.50 95.00	69.50 89.50	69.50 89.50	69.50 89.50 95.00
Be Bop (Exhibit).....	80.00 94.50	94.50	94.50	
Big Top (Genco).....	40.00 55.00 64.50	55.00 64.50	55.00 64.50	55.00 64.50
Bingo Rolls.....	49.50		49.50	49.50
Black Gold (Genco).....	59.50	59.50	59.50	59.50
Boiero (United).....	195.00 200.00 220.00 245.00 250.00	105.00 200.00 245.00	200.00 225.00 245.00 250.00	215.00 225.00 245.00 250.00(2)
Boston (Williams).....	55.00 69.50 89.50	55.00 89.50	55.00 89.50	55.00 69.50 89.50
Bowling Champ (Gottlieb)...	50.00(2) 59.00 64.00(2)	50.00(2) 59.00	50.00 59.00	50.00 59.00
Bright Lights (Bally).....	200.00(3) 215.00(2) 219.50 265.00(2)	169.50 200.00 215.00(2) 219.50 225.00(2)	200.00(2) 215.00(2) 225.00	184.50 210.00 215.00(2) 265.00(2)
Bright Spot (Bally).....	265.00 300.00 315.00(2) 325.00(4)	225.00 300.00 315.00(3) 325.00(5)	300.00 315.00 325.00(3) 349.50	259.50 275.00 315.00(2) 325.00(2) 349.50
Succaneer (Gottlieb).....	34.50 59.50	34.50 59.50	34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb)....	74.50 79.00 79.50	74.50	74.50	74.50 79.50
Buttons & Bows (Gottlieb)...	35.00 59.00 69.50	59.50 69.50	49.50 59.00 69.50	59.00 69.50
Campus (Exhibit).....	94.50	94.50	94.50	94.50
Canasta (Genco).....	35.00 69.50 89.50	89.50	89.50	69.50 89.50
Carolina (United).....	34.50 35.00 49.50	34.50 35.00 49.50	35.00 49.50	35.00 49.50
Carnival (Bally).....	49.50	49.50	49.50	49.50
Catalina (Chicago Coin)....	35.00	35.00	35.00	35.00
Champion (Bally).....	35.00 40.00 89.50	35.00 75.00 89.50	35.00 89.50	35.00(2) 69.50 89.50
Champion (Chicago Coin)...	40.00 64.00 69.50	64.00 69.50	64.00 69.50	69.50
Chinatown (Gottlieb).....	210.00 225.00	210.00	210.00	210.00 225.00
Cinderella (Gottlieb).....	29.50	29.50	29.50	29.50
Circus (United).....	455.00	235.00 455.00		
Citation (Bally).....	25.00 30.00 79.50	30.00 79.50	30.00 79.50	30.00 50.00 79.50
College Daze (Gottlieb)....	54.50 75.00 89.50	59.50 75.00 89.50	59.50 75.00 89.50	59.50 75.00 89.50
Coney Island (Bally).....	275.00 295.00 300.00(2) 315.00 325.00	225.00 295.00 300.00(2) 315.00 325.00 335.00	289.00 295.00 300.00 325.00	245.00 259.00 269.50 315.00(2) 335.00(2) 350.00
Control Tower (Williams)...	95.00 119.50	95.00 119.50	95.00 119.50	95.00 119.50
Coronation (Gottlieb).....	210.00 235.00	210.00	210.00 215.00	210.00
County Fair (United).....				95.00 160.00
Cross Roads.....	175.00 215.00	175.00 215.00	175.00	175.00
Cyclone (Gottlieb).....	135.00	135.00	139.50 145.00	145.00 165.00
Dallas (Williams).....	44.50 65.00 74.50	44.50 65.00 74.50	44.50 65.00 74.50	44.50 65.00 74.50
Dancing Dan.....	79.50 95.00	95.00 99.50	95.00 99.50	95.00 99.50
De-Icer (Williams).....	99.50			
DeLuxe World Series (Williams).....				275.00
Dew-Wa-Ditty (Williams)...	34.50	34.50	34.50	34.50
Disc Jockey.....	195.00 225.00	225.00	225.00	235.00
Domino (Williams).....	175.00	195.00	75.00	75.00
Double Action.....	75.00	75.00	99.50 115.00	115.00
Double Feature.....	115.00	115.00	115.00	115.00
Double Shuffle (Gottlieb)...	49.50 69.50 75.00 79.50 85.00	49.50 69.50 75.00 79.50 85.00	49.50 69.50 75.00 85.00	49.50 69.50 75.00 85.00
Dreamy (Williams).....	75.00 84.00 99.50	75.00 99.50	75.00 79.50 84.00 99.50	75.00 99.50
El Paso (Williams).....	39.50	39.50 65.00	39.50 49.50 65.00	39.50 65.00
Fighting Irish (Chicago Coin)	69.50 85.00	85.00	85.00	69.50 85.00
Five Star (Universal).....	95.00(2) 99.50 125.00 140.00	95.00(2) 99.50 125.00 140.00	69.50 95.00 100.00 140.00	69.50 95.00 100.00 125.00 140.00
Flip Skill.....	69.50	69.50	35.00 69.50	69.50
Floating Power (Genco)....	35.00 44.50 54.50	44.50 54.50	44.50 49.50	44.50
Football (Chicago Coin)...	59.50 79.50	59.50	50.00	79.50
400 (Genco).....	225.00 245.00 249.50	235.00 245.00 249.50	235.00 245.00	245.00(2) 249.50(2) 250.00
400 5c (Genco).....	269.50	269.50	269.50	269.50
400 10c (Genco).....	269.50	269.50	269.50	269.50
Four Corners (Williams)...	195.00		210.00 220.00	210.00 235.00
Four Horsemen (Gottlieb)...	89.50 110.00 139.50	95.00 110.00 139.50	95.00 110.00 139.50	89.50 95.00 110.00 139.50
Freshie (Williams).....	74.00	74.00	74.00	74.00
Frolic (Bally).....	395.00 400.00 415.00(2) 425.00(3)	325.00 400.00 415.00(3)	400.00 415.00 425.00	399.50 400.00 415.00 424.50 435.00 445.00 450.00 475.00 249.50
Futurity (Bally).....	240.00 250.00 265.00 275.00	179.50 250.00 265.00 275.00		
Georgia (Williams).....			95.00	95.00
Gizmo (Williams).....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Glamour (Bally).....	75.00			
Gold Cup (Bally).....	24.50 59.50	24.50 59.50	24.50 59.50	24.50 59.50
Golden Gloves (Chicago Coin)	69.50 75.00	69.50 75.00	69.50 75.00	69.50 75.00
Grand Award (Chicago Coin)...	35.00	35.00	35.00	35.00

SLOT MACHINES

(FOR IMMEDIATE EXPORT FROM MEYADA WAREHOUSE)

- 1 Jennings Export Chief, 25c, New \$230.00
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- 1 Buckley Criss Cross, 5c 105.00
- 1 Mills Wild Deuce (converted), 25c 125.00
- 1 Mills Wild Deuce (converted), 10c 115.00
- 2 Mills Wild Deuce (converted), 5c. Ea. 120.00
- 2 Mills Jewel Bells, 25c. Ea. 120.00
- 4 Mills Jewel Bells, 10c. Ea. 105.00
- 2 Mills Bonus Bells, 1-5c, 1-25c. Ea. 120.00
- 1 Mills Black Gold, Hand-load, 10c 105.00
- 2 Mills Black Cherry Bells, 25c. Ea. 80.00
- 19 Mills Black Cherry Bells, 10c. Ea. 75.00

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GIVE TO THE RUNYON CANCER FUND

	Issue of March 28	Issue of March 21	Issue of March 14	Issue of March 7
Happy Go Lucky (Gottlieb)...				
Harvest Time (Genco).....	65.00 79.50 89.00 109.50	65.00 109.50	65.00 109.50	65.00 109.50 150.00(3) 155.00 165.00
Hayburner (Williams).....	139.50 150.00(2) 155.00 165.00	150.00 155.00 165.00	150.00(2) 155.00 165.00	150.00(2) 155.00 165.00
Hit-a-Homer.....	22.50	22.50	19.50 22.50	19.50 22.50
Hits and Runs (Genco).....	65.00	65.00	69.50	69.50
Hit 'N' Run (Gottlieb).....	150.00 160.00	160.00	160.00	150.00 160.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	39.50	39.50		
Holiday (Keeney).....	259.50	259.50		
Hong Kong (Williams).....	199.50 225.00	225.00	175.00 210.00 215.00	175.00 210.00 215.00
Horseshoes (Williams).....	159.50	159.50	139.50 159.50	159.50
Hot Rod (Bally).....	89.50 99.50	99.50	99.50	65.00 99.50
Jack and Jill (Gottlieb)....	49.50	49.50		
Jalopy (Williams).....	175.00	175.00	150.00 175.00	150.00 175.00
Jockey Special (Bally).....	54.50	54.50	54.50	54.50
Joker (Gottlieb).....	110.00	110.00	110.00	110.00
Judy (Exhibit).....	99.50	99.50	99.50	99.50
Jumping Jack (Genco).....	295.00(2) 310.00	295.00 310.00	350.00	
Just 21 (Gottlieb).....	39.00 49.50 69.50	69.50	69.50	69.50
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
K. C. Jones (Gottlieb).....	55.00 129.50	95.00 129.50	129.50	129.50
Knock Out (Gottlieb).....	69.50 75.00 79.00(2) 99.50	69.50 75.00 79.50 99.50	69.50 75.00 79.00 79.50	69.50 75.00 79.00 99.50
Leader (United).....	269.50 275.00 295.00(4)	269.50 275.00 295.00(4)	275.00 295.00(4)	275.00 295.00(2) 300.00 335.00
Line-A-Basket (Bally).....				35.00
Lite-a-Line (Keeney).....	99.50 159.50	99.50		
Long Beach (Williams).....	225.00 275.00	225.00 275.00	225.00	225.00
Lucky Inning (Williams)....	69.50 84.50	84.50	84.50	69.50 84.50
Madison Square Garden (Gottlieb).....			99.50	
Magic (Exhibit).....			49.50	49.50
Majors (Chicago Coin).....	49.00 74.50	74.50	74.50 99.50	74.50
Majors of '49 (Chicago Coin)	45.00	45.00	45.00	45.00
Majorette.....	145.00	145.00	145.00	145.00
Manhattan (United).....	35.00	35.00	35.00	35.00
Mardi Gras.....	29.50	29.50	29.50	29.50
Maryland (Williams).....	49.50 55.00 84.50	49.50 55.00 84.50	49.50 55.00 84.50	49.50 55.00 84.50
Mercury (Genco).....	59.50	59.50		
Merry Widow (Genco).....	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb)....	159.50	159.50	159.50	159.50
Moon Glow (United).....	39.00 49.50	39.00 54.50	39.00 49.50	39.00 49.50
Niagara (Gottlieb).....			139.00	139.00
Nifty (Williams).....	94.50	94.50	89.50 94.50	94.50
Old Oklahoma (United).....	64.50 69.50	64.50	64.50	64.50 69.50
Old Faithful (Gottlieb).....	95.00 129.50	95.00 110.00	95.00 129.50	95.00 129.50
Olympics (Williams).....			169.50	69.50
One, Two, Three (Genco)...	34.50(2) 45.00	34.50(2) 45.00	34.50 45.00	34.50 45.00
Oasis (Exhibit).....	109.50	109.50	109.50	109.50
Palm Beach (Bally).....	450.00(2) 465.00(2)	375.00 450.00(2)	450.00 465.00 485.00	439.50 465.00 475.00 490.00
Paratrooper (Williams).....				

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

	Issue of March 28	Issue of March 21	Issue of March 14	Issue of March 7
Baseball (Bally).....	\$45.00	\$45.00		
Baseball (Williams).....	49.50			
Bowlette (Gottlieb).....			\$39.50	
Bowling Alley, 6 player (Chicago Coin).....	235.00 259.00	235.00 259.00	259.00 265.00	\$259.00 265.00
	265.00 295.00	265.00 295.00	295.00	295.00
Bowling Classic (Chicago Coin)	59.50 89.50	59.50 89.50	55.00 59.50	59.50 89.50
			89.50	89.50
Bowling League (Genco)....	25.00	25.00		25.00
De Luxe League Bowler (Keeney)	265.00 295.00	265.00 295.00	265.00 295.00	265.00 295.00
Deluxe Bowler (Williams)...	39.00			
Deluxe 6 player (Chicago Coin).....	295.00			
Double Bowler (Keeney)....	65.00 79.50	65.00 79.50	79.50	79.50
Double Bowler, 2 player (Keeney)	99.50	99.50	99.50	99.50
Double Header (Williams)...	45.00			49.50
Double Header, 2 player (Williams)	49.50	49.50	49.50	49.50
Double Shuffle Alley Express Rebound (United).....	139.50	139.50	139.50	139.50
8 Player (Genco).....	125.00	125.00	125.00	125.00
8 Player Rebound (Genco)...				125.00
Five Player Shuffle Alley (United)	160.00 175.00	175.00	175.00 215.00	200.00
	185.00w/p	195.00w/p	200.00w/p(2)	200.00w/p
	189.00w/p	200.00w/p(2)	245.00	215.00
	200.00w/p	210.00		725.00w/p
	210.00	245.00(2)		245.00
	245.00(2)			
Four Player Rebound (United)	100.00	125.00		
Four Player Shuffle Alley (United)	169.00w/p	179.50w/p	220.00	220.00
	175.00 220.00	220.00		
Hook Bowler (Bally).....	149.50	105.00 149.50	105.00 149.50	105.00 149.50
King Pin (Keeney).....		35.00	35.00	35.00
League Bowler (Keeney)....	125.00(2)	125.00(2)	125.00(2)	125.00(2)
	139.50	139.50	139.50	135.00 139.50
League Bowler, 4 player (Keeney)	125.00 159.50	125.00(2)	125.00 159.50	125.00 159.50
		159.50		
Official Shuffle Alley (United)	345.00	345.00 356.00	345.00	345.00
Manhattan 6 player (United).....	325.00w/p	345.00w/p		
Shuffle Alley DeLuxe 6 player (United).....	249.00w/p	250.00 270.00	250.00 270.00	250.00 295.00
	250.00(2)	285.00w/p	315.00 350.00	325.00 350.00
	295.00(3)	295.00 315.00		
	310.00(2)	325.00 350.00		
	350.00			
Shuffle Alley Express (United)			35.00	35.00
Shuffle Alley, 2 player (United)				60.00
Shuffle Alley Express 2 player (United).....	79.50w/p	79.50w/p	139.50	139.50
	139.50	139.50		
Shuffle Alley, 6 player (Keeney)	265.00	265.00	250.00 265.00	250.00 265.00
Shuffle Alley, 6 player (United)	190.00	215.00	215.00	215.00w/p
	215.00w/p(2)	215.00w/p	215.00w/p	235.00 240.00
	229.00w/p	235.00		265.00w/p
	235.00 245.00	240.00w/p	240.00w/p	
	250.00	250.00(2)		
	265.00w/p			
Shuffle Baseball (Chicago Coin).....	45.00		35.00	
Shuffle Champ (Bally).....				
Shuffle Horseshoe (Chicago Coin).....	95.00 129.50	95.00 129.50	95.00 129.50	95.00 129.50
Shuffle Horseshoes (2 player) (Chicago Coin).....	75.00	75.00 79.50	105.00	105.00
Shuffle Line (Bally).....	75.00 109.50	105.00 109.50		
Shuffle Slugger (United)....	65.00	65.00	65.00	65.00
Shuffle Target (Genco).....	95.00	95.00	95.00	95.00(2)
Single Shuffle Alley Rebound (United)	89.50	50.00 89.50	50.00 89.50	50.00 89.50
Six Player, 5th frame (Chicago Coin).....	425.00	79.00	79.00	79.00
Skee Alley (United).....	79.50	350.00	350.00	350.00
Star Bowler, 2 player.....	325.00w/p	345.00w/p		
Star 6 player (United).....	375.00(3)	375.00(2)		
	395.00			
Super Six Shuffle Alley (United)	299.00w/p	315.00w/p	335.00 350.00	350.00(2)
	325.00	335.00(2)		
	335.00(2)	345.00		
	355.00 385.00			
Super Twin Bowler (Universal)	59.50 69.00	59.50 69.00	59.50 69.00	59.50 69.00
Trophy Bowl (Chicago Coin).....	59.50 99.50	59.50 99.50	59.50 99.50	59.50 99.50
Twin Bowler (Universal)....	49.00 49.50	49.00 49.50	49.00	49.00
Twin Rotation (Exhibit)....	245.00	245.00	350.00 395.00	395.00
Twin Shuffle Alley Rebound (United)	129.50w/p	129.50w/p	165.00	165.00
	165.00	165.00		
Twin Shuffle-Cade (United)...	150.00	150.00	150.00	150.00
Two Player Rebound.....		100.00		

San Antonio Moves To Prohibit Games On Remote Control

SAN ANTONIO, March 28.—The operation of Bexar County pinball machines faced a new battle for survival this week.

Hindered by an Internal Revenue Bureau ruling, operators were hit again by Dist. Atty. Austin Anderson and the liquor control board. Anderson revealed that 160 cafe and tavern operators had been warned by letter that if they continued to operate machines they would be prosecuted. He also said that agents of the liquor control board were co-operating in the move. Anderson's letter warned:

"The courts have held a one ball marble table to be a gambling device and the penal code provides an automatic jail sentence, upon conviction for any person who permits a gambling table to remain in his possession or on his premises."

New Ruling

Meanwhile, an Internal Revenue Department ruling which would cost remote control pinball operators \$100,000 a year, was clarified by Rep. Paul Kilday and Sen. Lyndon Johnson of Texas.

Kilday released a letter from the head of the technical rulings division of the Department of Internal Revenue. It held that when machines were converted from coin-operated to remote control operations, they passed from under provisions regarding coin operation and fell under the new wagering tax as lotteries.

As a result, the Internal Revenue Department notified 372 local cafe and tavern operators and their employees they must pay for a \$50 wagering stamp, plus a tax of 10 per cent of gross receipts.

Operators were told that if the machines in their possession were operated solely for amusement they clearly were not subject to the wagering tax.

"If they are gambling devices, by virtue of entitling the player to prizes in cash or merchandise, they may well come within the scope of that tax," the department explained.

Operators were advised to convert their machines from remote control back to coin operation.

Free-Play Bill

Continued from page 76

cities by permitting them to impose taxes on the machines. He said cities are reluctant to do so now because of the Neuner opinion.

Meantime, games continue in operation in Portland under a confused legal status pending a State Supreme Court decision on the city ordinance outlawing them. The case has been before the court over a year, the city having appealed an adverse lower court decision. The city ordinance makes no distinction between free-play games and those for amusement only. The ordinance was overruled by a lower court on the ground the State licenses such games and that a city ordinance thus invades the State authority.

The city ordinance was taken into court by a Portland operator, Stanley Terry, on behalf of himself and other Portland operators. Since the case moved to the Supreme Court, games have operated without necessity of obtaining city licenses.

At one time the City Council attempted to banish games, despite the court status of the case, by seeking promises from tavern operators that they would eliminate games as condition of tavern renewals. The Oregon Liquor Control Commission, however, which has final authority on issuance of tavern licenses, refused to go along with the city policy. Since then the climate for game operation has improved as result of city council changes stemming from municipal elections. The voters turned out of office Dorothy McCullough Lee as mayor and Commissioner J. E. Bennett was ousted in a special recall election. The City Council as currently constituted has shown no disposition to follow the anti-game policies espoused by Mrs. Lee and Bennett.

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	95.00 100.00	95.00(2)	149.50	90.00 145.00
	145.00 149.50	145.00 149.50		149.50
		175.00		
ucson (Williams).....	44.00 44.50	44.50	44.50	44.50
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	84.50			
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Tobacco Men Join Salute to Brotherhood

NEW YORK, March 28.—A capacity crowd of more than 300 leaders of the Tobacco and Allied Trades joined in their annual "Salute to Brotherhood" at the Waldorf-Astoria's Sert Room. Robert Z. Greene, president of the Rowe Manufacturing Corporation, served as chairman at the \$100-a-plate event whose proceeds went to aid the program of the National Conference of Christians and Jews. Herbert A. Kent, president of P. Lorillard & Company, presented a silver plaque to Maj-Gen. George A. Horkan, U.S.A., "for distinguished services to human relations." Dr. Everett R. Clinchy, president of the National Conference, was a featured speaker.

Key Stop
 Continued from page 78
 tional Exposition, Toronto, two years ago, and the growth of interest since has been spectacular. Frank Mencuri and Art Weinand, of Exhibit Supply, and Jack Nelson, of Bally, predict Canadian interest, especially in the large cities in the Eastern provinces, will continue at its high level and new expansion will be noted thru 1953.

Weight
 One of the biggest problems associated with overseas shipments of kiddie rides thus far, has been weight and size. Since many countries levy duties on imports on weight as well as valuation basis, some overseas coinmen have been reluctant to purchase rides. Arguments offered by exporters of the rides indicate this reluctance disappears once a few rides are placed in a foreign city. For once the operators note sustained income from the rides, they usually re-order. Another aspect which ride men feel will hasten the foreign ride development is the trend toward Arcades. For some reason, Arcade equipment has been one of the neglected coin machine export items. Until recently there were few Arcades. This has been reversed in the past year and several Arcades have sprung up in Cuba, Belgium, Colombia and Brazil recently. Those in Cuba and Belgium have proved top ride locations and it is believed they will continue on this basis.

Candy Bar

Continued from page 86
 ed out, most of the new venders of these types have been purchased from a manufacturer in Holland. The price per machine is just about the same as the various American models of comparable types, he said. "Chewing gum sales thruout Europe have been on the upward trend. But with the use of vending machines I am sure that we are all going to see a marked improvement as it gives the customer an excellent opportunity to purchase each product (gum, candy, crackers) after the regular closing hours of the stores," Clark declared.

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Swiss Customs

Continued from page 77

parable to cafeterias in the United States.

Different

The tavern, one of the key stops in the States, is set up on an entirely different plane thru-out Switzerland and has not proved suitable for coin machines. The Swiss variety is exceptionally small and accommodates few people at a time. Another hindrance to music operations is the topography of the Alpine nation. This makes it hard to service many units without the use of a plane for route coverage. Obviously, such a service plan is expensive.

The game situation in Switzerland is under strict police supervision. Only such specific games as the police sanction may be used in public places. After the police have studied the merits of a new game and accepted it as meeting all amusement standards, the game must be placed under the scrutiny of local authorities in areas which are comparable to a State in the U. S. In the memory of local coinmen, few games have qualified. Because this situation is well known thruout the country few businessmen have been encouraged to operate them. Those who have imported games, have concentrated on new units since the cost of getting the games in—shipping and duty—make it impractical to deal in used equipment.

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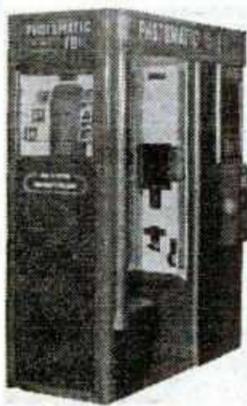
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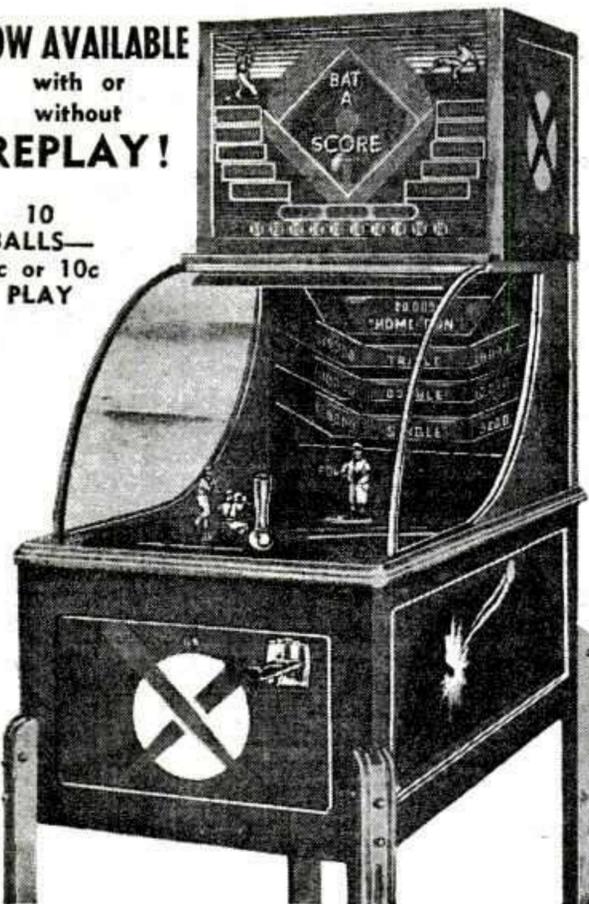
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Quintette



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Additional ball in lit hole awards additional Replay
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- "SPOT-'EM"**
... spots players 1 to 3 holes in various combinations
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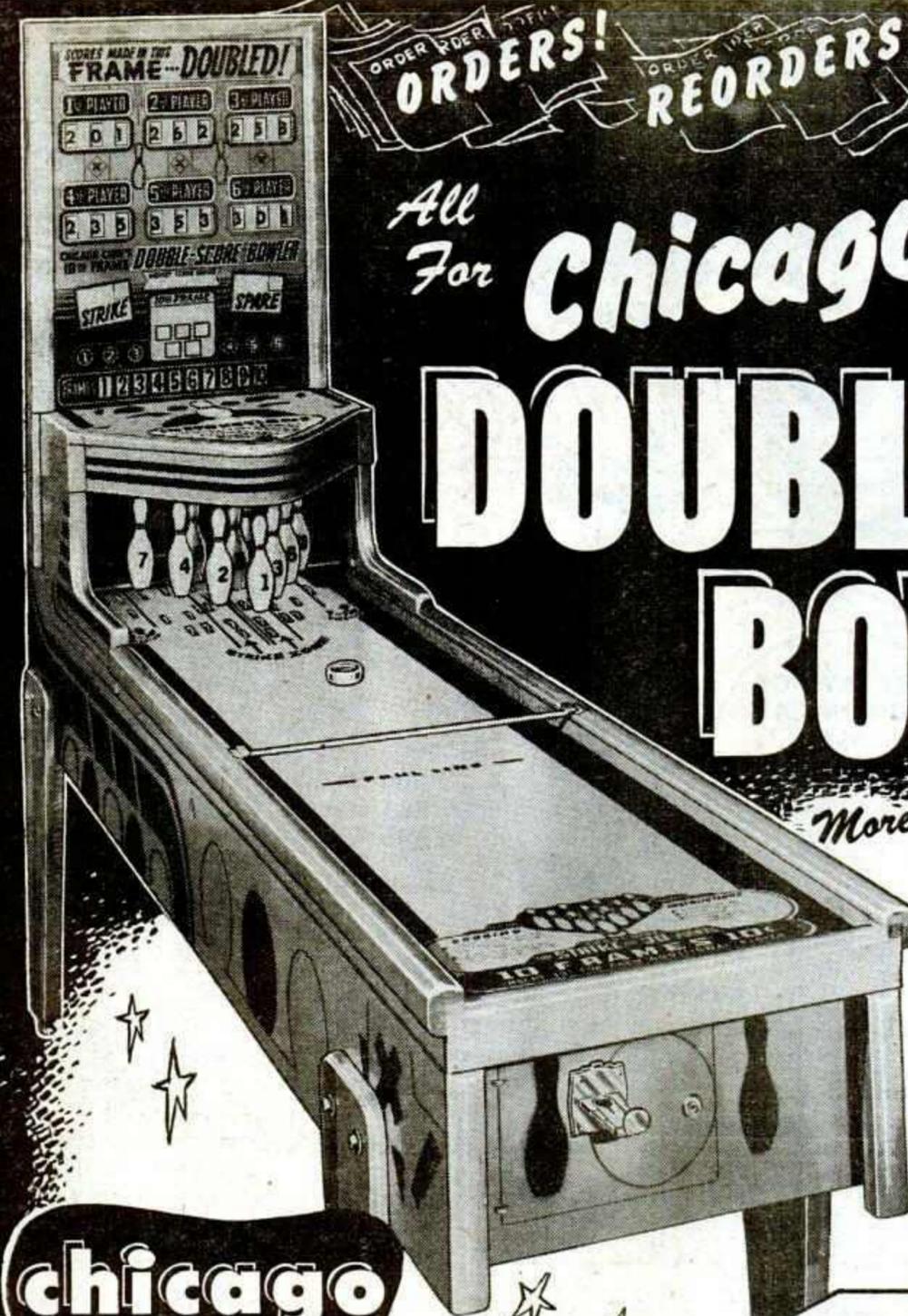
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A Player in the 10th Frame has the opportunity to Add up to 180 POINTS to his Total Score.

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ALL MACHINES HAVE SCREENED FORMICA, BIG PINS AND 7-10 SPLIT

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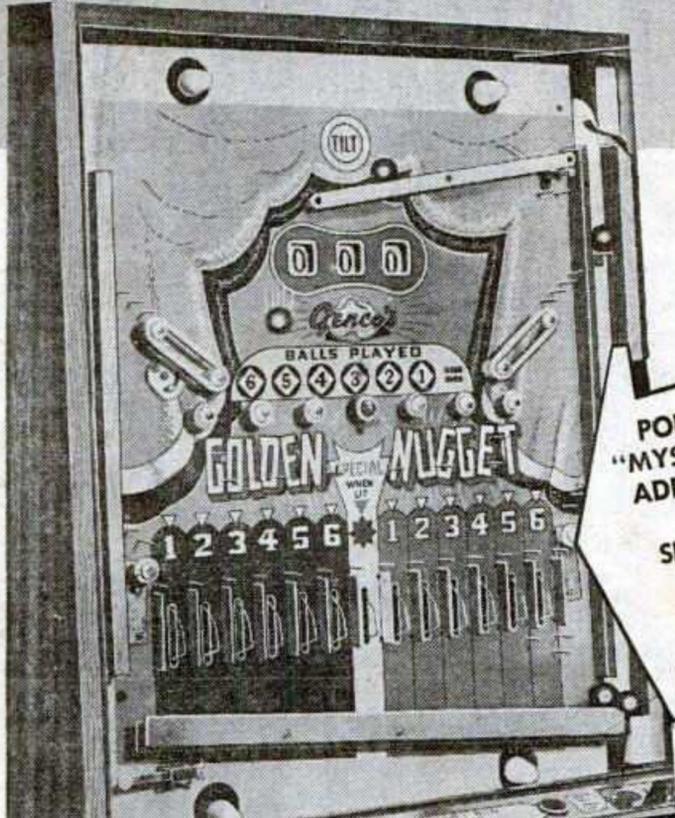
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ADDS SUSPENSE

SPECIAL "SKILL
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**NEW
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FEATURE**

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TRIPLE MATCH FEATURE

NUMBER — STAR — CLOVER
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1 2 3 4 5 6
PLAYERS

1 2 3 4 5 6 7 8 9 10

✓ 10TH FRAME FEATURE

✓ STRIKE OR SPARE FLASHER LIGHTS

✓ CAN PICK UP 7-10 SPLIT

✓ FORMICA PLAYBOARD

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8 FT. BY 2 FT.

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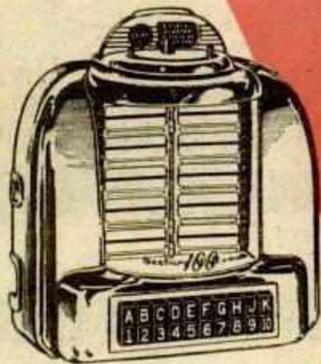


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