

# The Billboard

APRIL 18, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## TV Sponsors Hit New High On Share-the-Cost Trend

### Admission Tax Bill Backers See Success; Opposition Nil

By BEN ATLAS

WASHINGTON, April 11.—In advance of House Ways and Means Committee's April 20 hearing on the Mason Bill to exempt movie theaters from the Federal Admissions Tax (The Billboard, April 11), the committee right now appears lined up heavily in support of the proposed tax relief measure. There appears to be no doubt that if a vote were taken today, the committee would report the bill to the floor with little or no dissent. Significantly,

Committee Chairman Daniel A. Reed (R., N. Y.) has indicated that no opposition will be heard at what he hopes to be a one-day hearing. A committee spokesman said that no formal opposition has been registered with the committee against the bill by Rep. Noah Mason (R., Ill.) Mason's bill has been selected for the hearing from among several identical measures seeking tax relief for the movie theaters. Sponsors include five members of the House Ways and Means Committee.

Mason and several other congressmen will go on the hearing record in support of the legislation along with industry spokesmen for proponents, which will include representatives of the Council of Motion Picture Organizations, Inc., and several theater exhibitor organizations. If the committee continues in its present state of mind, it could discharge a bill favorably for floor action by early May, and unless the House Rules Committee balks, the bill could reach the House floor for what would likely be passage in ample time for the Senate to take action before Congress recesses. Congressional leaders are hoping for a July date for the start of recess for the balance of the term.

Movie pressurists on Capitol Hill have rarely been more active than in the last eight or nine

months. The latest list of registrants under the Federal Lobbying Act include H. A. Cole, of Dallas, representing COMPO, who stated in the record that he has been concerned with seeking repeal of the theater admissions tax and has estimated his "traveling and miscellaneous expenses" as \$500 per month. Cole stated in the record, which covers lobby registrants for the final quarter of last year when Congress was not in session, that he has helped distribute a publication called "Your Plans for Tax Repeal." Another registrant for COMPO is Robert W. Coyne, of New York, who stated similar objectives and listed his salary and expenses as "approximately \$500 a week." He estimated that time spent on the movie admission exemption drive amounted to about 10 per cent a month and about \$200 a month was allocated. Registered as usual for NPAA was Cecil B. Dickson who stated his interests covered legislation "affecting the motion picture industry."

The committee has received

(Continued on page 54)

### TV Filmer Enters Talent Agent Field

Official-Sanford Combine Brings March, Rathbone, Karloff Into Fold

NEW YORK, April 11.—The appointment this week of Bobby Sanford as veepee in charge of talent for Official Films added talent representation as still another facet to the packaging firm's expanding operation. A former Music Corporation of America agent, Sanford brings with him a roster of names which will be owned by Official Films, they include Fredric March, Basil Rathbone, Florence Eldridge, Boris Karloff, Buster Crabbe and Burgess Meredith.

In order to get Sanford, Official had to buy his agenting business and now, in turn, becomes an

(Continued on page 9)

### TV BUSINESS BOOSTER

#### Films Are Big Factor In 25% Ziv Increase

NEW YORK, April 11.—The rapid growth of Ziv-TV, the vid-film division of Frederic W. Ziv Company, is regarded by traders as the major factor in the three Ziv enterprises aggregating a 25 per cent rise in business so far this year over 1952. John Sinn, president of Ziv, expects this figure to go even higher by the end of this year. The other Ziv divisions are the radio transcription firm and World Broadcasting System, Inc., transcription library service.

Three Ziv-TV films now are playing in over 80 markets each. These are "Cisco Kid," "Boston Blackie" and "My Favorite Story." M. J. Rifkin, veepee for TV sales, this week was about to add four more men to his force, bringing the film sales staffers to about 60. At least two of the new men are skedded to be used to expand the Northwest market. Meanwhile, a new factor which

### 38% of Nat'l Buyers Split Sponsorship

Cost-Per-Thousand Dips, But Fewer Carry Full Load

NEW YORK, April 11.—Within the next two or three seasons, if mounting indications prove accurate, alternating and participation sponsorship in network television will be the rule, and regular weekly sponsorship will be a luxury which few but the blue-chip advertisers can afford. Already, the trend has accelerated to the point where 25 per cent of all national advertisers now using network TV are on an alternating basis, while 38 per cent either are alternating or are on a participating basis.

This movement, which has been observed carefully by networks and advertisers alike, has reached a peak, with these figures obtaining as of this month's schedules. However, as new stations open up and are added to network line-ups and time costs go up accordingly, the sponsors' tendency to cut down on frequency even at the cost of identification with a star or show is seen certain to become even stronger. Despite the fact that cost per thousand viewers continues to go down as the TV market expands, making the medium a more valuable buy, and although few advertisers have doubts about the sales potency of television, the actual cash outlay for weekly sponsorship is growing out of the reach of the average sized sponsor.

Specifically, the April video network figures show a total of

(Continued on page 3)

### Movies to Tell Story Via Pic

HOLLYWOOD, April 11.—The motion picture industry will make use of its own product to carry its story to members of the House Ways and Means Committee at the April 20 hearing on the 20 per cent admission tax. (See other story this page.) The following is a copy of a news release issued this week from M-G-M studios:

The all-industry film which has been made to combat the 20 per cent Federal admissions tax has been completed at M-G-M. The picture, which was personally produced by Dore Schary at the request of the Council of Motion Picture Organizations, will be Exhibit A at Congressional hearings during which the film business will state its tax case.

Because of the pressing nature of the hearings and the immediacy of the industry's over-all financial problems, Schary gave the film top priority.

Running 22 minutes, and based on actual figures supplied by COMPO and the actual distress cases of theaters thruout the country, the film was written by Schary's production aide, Herman Hoffman.

Prints are now en route to COMPO executives, Colonel H. A. Cole and Pat McGee, who appears in the film as narrator.

After the film has had its showing in Congress, Schary indicated

(Continued on page 53)

### Dorseys Book 1-Nighter Trek

NEW YORK, April 11.—The Tommy Dorsey ork, featuring Jimmy Dorsey, will break in, starting May 15, via a string of one-nighters thru the East. The new ork, the first with Tommy and Jimmy together since the old Dorsey Brothers crew of 1934, will be billed as Tommy Dorsey and his ork, featuring Jimmy Dorsey, with the tag line "Those Fabulous Dorseys."

It is not yet known who will wax the new Dorsey Brothers organization. Jimmy's pact with Columbia is up next month, and Tommy's contract with Decca has a while to run. It may be that the new Brothers' crew will slice for Decca, but this is not a foregone conclusion. Bookings for the new band are being set via the Tommy Dorsey office here.

### Berle to Get 50G On Las Vegas Job

NEW YORK, April 11.—Milton Berle will do two weeks at the Sands Hotel, Las Vegas, Nev., starting July 18. While the salary wasn't disclosed, it is understood that plus the extras, fares, rooms, etc., Berle will get about \$50,000 for the two weeks.

The Sands will furnish the rest of the show, subject to Berle's approval. However, the hotel will pay for the other acts.

### ALL OVER N. Y.

#### Grocer Sells 'Onion' With Lotsa Chalk

NEW YORK, April 11.—After three years of painstaking calligraphy, a gross of chalk and a firm belief in his song, the writer of "An Onion and You" finally reached his objective this week, when Round Records issued a waxing of the tune sung by Betty Clooney. For those who came in late, "An Onion and You" was written about five years ago by a grocery clerk, Alex James. The title of the song but not the melody was probably known by

(Continued on page 16)

### 55 MILLION AUTOISTS CAN BE WRONG

If they don't use all the newest safety devices. So, attention all motorists! Check the details of the "Glowing Nite Signal Mitt," described as "America's Newest Sensation," in this week's Billboard classified section.

Just about as sensational, in terms of fast results and big profits, are these very Billboard classified sections. Week after week they're filled with the best bargains of the day in literally scores of types of products and services.

Or if you're selling, The Billboard classifieds carry your story to over 160,000 eager buyers weekly.

What Do You Want To Buy or Sell? See pages 49, 72, 92.

### Index

Aud., Arenas	51	Music	15
Business	30	Music Charts	24
Carolyn	64	Music Machines	90
Circus	60	Night Clubs	14
Class. Ads.	72	Parks & Pools	62
Coin Mach.	78	Pipes	76
Fairs & Expos.	59	Radios	3
Final Curtain	53	Routes	52
Gen. Outdoor	54	Showshow-Rep.	52
Honor Roll of Hits	24	Routes	50
Legitimate	2	Television	3
Letter List	77	TV Film	9
Music	50	Vaudeville	14
Merchandise	72	Vending Mach.	96

# Billboard Backstage

By BILL SMITH

A few weeks ago I saw a benefit at the Madison Square Garden. It was a great show. It had stars from every branch of show business. There was Roz Russell, Tyrone Power, Thomas Mitchell, Danny Kaye, Danny Thomas; also Johnnie Ray, Perry Como, Eddie Fisher, Sid Caesar, Milton Berle, others.

But the spectacle that touched me most was a small man hunched over a sandwich backstage eagerly looking up every time somebody passed him, hoping for recognition. Around him were scores of small actors with their hopes in their eyes. They all stood around displaying a bravado they didn't feel, hoping they'd be called on in this huge showcase out of which they might get the break all actors long for.

Out front thousands of people who spend thousands of deductible dollars roared enthusiastically as they watched the parade of stars cross the huge platform.

The little man holding the ham-on-rye made me think back to another benefit a few seasons ago in Miami Beach. This too had all the big names plus a series of emcees that included Walter Winchell and Barry Gray, the king-pin d.j. of the area (before Josephine Baker). But this was not a heavily publicized benefit. No widows of dead police or firemen, or orphans shared in it. No heart funds; no cancer drives. This was a benefit for actors—the same actors who in their days of glory gave so freely of their talents but whom the parade had now passed by.

Like the Garden benefit, this one, too, drew the big stars eager to do their part. The charitable people of the Miami Beach community were called upon to buy tickets. The same "charitable" people who so often in the past called on the actors to give of their talents and time so the "charitable people's" benefits and charities—each heavily publicized—could benefit.

The show was run by the American Guild of Variety Artists with the aid of Theater Authority which meant that all the talent unions would get something for their sick and helpless members.

The show was held at the Roosevelt Theater, Miami Beach. To attract the small buyer the scale was set—\$1 to about \$3 top. And this, during the height of the Miami season, when liquor minimums at local night clubs averaged \$6.

Came the night of the show. Practically all the names working in the area showed up. There was Sophie Tucker, Joe E. Lewis, the Ritz Brothers, Harry Richman and scores of others. And, just like at the Garden, the small actors huddled backstage, hoping to be called up. Yes, everybody in show business was there. Only one thing was missing—the audience.

The people who put the arm on the actors week in and week out for free shows that enrich their pet charities were not interested in supporting actors. Actors needed care? Were sick? Even needed train money to take a job?

Who cared about that! All actors are rich. Who ever heard of raising money for actors! If actors didn't have money it was because all actors are crazy; they don't know how to save a buck. Yes, why spend on actors? So in a house that could seat 3,000, barely 500 people showed up.

In the Garden there was noise, cheers and applause resounding thru the huge auditorium. "I want to announce we have collected \$50,000," blared a voice over the p.a. system. The audience applauded itself.

Back at the sandwich counter the little man took a sip of coffee out of a paper cup. In his day he was a headliner. His name once brought cheers from adoring audiences. Just that day the old trouper had lost his little job. AGVA helped him some, but it couldn't do much. It didn't have much to help with.

"Rich actors don't need benefits..."

Bill Smith joined The Billboard in January, 1944. In a few months he was appointed Night Club-Vaudeville editor, a post he has held ever since. Before joining he had a long hitch in Wall Street, writing for several financial papers and then did a stint on The New York Mirror. Pint-sized Bill practically "lives" the night club-vaude business and probably knows more actors, agents and talent buyers than anyone in the country.—Editor.

# Highlight Reviews

## Fisher, Ex-Pfc., Bows as Mr.; Gets and Rates Teen Hysteria

By BILL SMITH

Despite miserable rainy weather, the mobs kept coming all day. They started at 10 a.m., with street lines stretching around the corner. The fact that kids were home for the Easter holidays had something to do with it. But the N. Y. Paramount's combo bill was the lure—Eddie Fisher's first p.a. since his discharge from the Army (he was discharged Thursday and opened the next day) plus a heavily drum-thumped 3-D flick, "Wax Works." The business was so big that house did six shows opening day.

It was soon apparent that at least the first ten rows in the ork came for Fisher. The kids squealed, shrieked and kept up the hysteria. Every act that worked ahead of Fisher had trouble with the youngsters. Having already sat thru a couple of shows, they knew the routines, and shouted tag lines. But when Fisher finally came out everything that had gone before paled into insignificance. The ushers had their hands full keeping some of the more enthusiastic girls from climbing onstage.

Fisher's two-year absence hasn't hurt him. As a performer, he worked with the assurance of a

seasoned vet. His chatter was an intriguing combo of boyish charm and humility that was the essence of showmanship. In the singing department the lad was never better. In fact his pipes have taken on a maturity that gave his melodic interpretations a richness that won even those who came in for the picture.

Working in front of the Hugo Winterhalter ork (3 French horns, 12 fiddles, three trumpets, five sax, a guitar and three rhythms), Fisher started via an offstage "Anytime." When he came out, he went into a special "I Can't Get Used to These Clothes," an appropriate and well-written number. Then came "Wish You Were Here"—with backdrop lighting effects, "... just like we did it in Weisbaden, Hugo..." An equally effective use was made of the Eddie Cantor build-up with Fisher doing a surprisingly good Cantor take-off before going into "Whoopie." The hysterics kept breaking out anew whenever Fisher came to a word that intrigued them. At one point, the singer admonished, "Hey, sh-sh — or we'll all be thrown out." If that was an ad lib he

(Continued on page 13)

## 'Room Service,' Spotty in N. Y. Revival, Shows Its Age

By BOB FRANCIS

A reporter finds it hard to put a finger on just what is wrong with the revival of "Room Service." Back in 1937 it was funny and farcical and frantic as all get-out. It is still frantically farcical, but an awful lot of fun has drained out of it. Perhaps after the depression it was more acceptable that a shoe-string promoter could be holding-up in a New York hotel, using every nefarious means possible to get his show into production while evading eviction. Today, in the light of current production costs, the notion seems too fantastic, even for what authors John Murray and Allen Boretz would originally have had you believe. Even with a brother-

in-law on the staff, a reporter doesn't believe that producer Gordon Miller could pull it off nowadays.

Anyway, Bernard Hart and Don Hershey's revival is still intermittently funny. It has to be, since "Room Service" is a potpourri of gagged-up situations. The fine frenzy and spirit are still there. But when a reporter with a reasonably good memory has a pretty fair idea of what's coming, the impact is a woeful let-down. "Room Service" just isn't as funny as it was 16 years ago.

The above is no criticism of the present cast, nor an invidious comparison of it against the original contributions of Sam Levene, Philip Loeb, Teddy Hart, Eddie Albert and Donald McBride. The new roster works equally as hard and as fast. John Randolph is fine as the showstringer, and gets an

(Continued on page 12)

# Picture Business

By LEE ZHITO

HOLLYWOOD, April 11.—How do you sell TV film?

There are about as many schools of thought on that one as there are filmed series on the air. There are some who still cling to the pilot reel theory. You've got to show your buyer just what the series is going to look like, they reason. The pilot reel, they'll tell you, gives sponsor and agency an idea as to how well a show can be done, how its plot and characters can develop, and furthermore, it gives the producer himself a better idea of the potentialities of his series.

A number of producers have scrapped plans for series after seeing their pilots. The scope of the series as shaped up on paper suddenly evaporates when the pilot hits the screen and they can see that they would only be asking for trouble if that particular show idea were projected into 13 or 25 half-hour films. The producer uses the pilot reel as his laboratory, in this sense, before making his product available for sale, after which it becomes his sample of what he's trying to sell.

Ardent believers in pilot reels are such veteran producers as Billy Broidy, the Columbia Broadcasting System and National Broadcasting Company, among many others. The nets, of course, have always thought in terms of

cutting audition platters, and the audition or pilot reel becomes merely an outgrowth of the radio "test" idea.

There are an equal number of TV producers who shun pilot reels. They claim a pilot reel is merely a waste of time and money. If you've got an idea, they'll tell you, go out and sell it. Any established TV film producer can do this, they claim. The sponsor and agency know what he can do, they say. Why sink \$20,000 or so into a pilot reel?

The classic example of selling a series sans pilot reel was Hal Roach Jr.'s sale of "My Little Margie" to Philip Morris. In this case, Hal approached the Biow Agency with the idea of a family situation comedy co-starring Gale Storm and Charles Farrell in which the adventures, trials and tribulations of an upper income bracket father and daughter serve as basis for comedy material.

The "Margie" series, co-produced by Roland Reed and Roach Jr., of course, was bought by Biow as a summer replacement for the sponsor's "I Love Lucy" series. Biow bought the series, so the story goes, even without the benefit of an initial script, for at the time the sale was made, "Margie" was merely in idea form. Of course, the rating success of the show, both on TV and now in radio form, gives our no-pilot

story a happy ending. Furthermore, it should be remembered that Roach Jr. had solidly established himself with agency and sponsor via the "Racket Squad" series on the air then for Philip Morris (now on for Toni). And on the basis of previous experience with the producer, agency and sponsor were willing to take the risk.

At present Desilu Productions is similarly pitching a raft of ideas at the same sponsor with the hope of hitting on a summer replacement show for "Lucy." Desi Arnaz, who with wife Lucille Ball, co-produce the "Lucy" show, feel that they, too, have similarly established themselves with Biow and PM to peddle a series without the use of a pilot reel.

In the same vein, Hal is trying his sales talent once again at selling a projected series he will co-produce with Carroll Case, "Tales of a Wayward Inn," without the usual pilot reel. Series will be based on the Frank Case (Carroll's father) best seller of the same name.

The TV film medium is still too new to have crystallized its own patterns of sales procedure. It will be interesting to see which school of thought emerges as the one to be followed generally by the industry.

# Legit Line-Up

By BOB FRANCIS

Alfred de Liagre Jr., Bill Leonard, John Shubert, Mrs. J. Cheever Cowdin, Faye Emerson, Bert Lytell and Mrs. Donald Stralem were elected to the board of the American Theater Wing this week. Two new musicals are on the agenda for fall production. "Packaged in Paris" has book and lyrics by George Marion and score by Garry Revel. An intimate musical, sponsored by Charles Conaway, it requires only 11 players. Second is an all-Negro song-and-dancer, "Samson and Lila Dee," with tunes by James Mundy, book by Frederick Lights and lyrics by John LaTouche. This Samson is a Southern prizefighter and his fem bad-luck a nifty chantress. Oscar Lerman and Martin Cohen are slated to produce. "Can-Can" has put back the Stem opening a week to May 7. Musical is currently breaking all Philadelphia b.o. records and will have grossed approximately 250G by the time it leaves for Broadway. The

Blackfriars re-open "Angelic Doctor" Monday (13) at the Blackfriars' Theater after an Easter holiday lay-off. Earmarked for late fall practice is another combine by Gilbert Miller and Jose Ferrer—a revival of Molnar's "The Swan." Audrey Hepburn is skedded for the lead under Ferrer's direction. Jule Styne reports that Leland Hayward and Jerome Robbins will be associated with him in the revival of the Porter-Lindsay-Crouse musical, "Anything Goes," due here in fall. Bethel Leslie replaces Geraldine Brooks Monday (13) in "Time of the Cuckoo." The latter leaves for European commitments.

'JEALOUSY' MAY GET REVIVAL . . .

The several-timed threat of a revival of "Jealousy," two-character drama which A. H. Woods offered back 20 years since with Fay Bainter and John Halliday, looks set for next season with

Bette Grayson and maybe Paul Lukas. Joe Buloff, currently in Israel, might stage it. The drama was adapted by Eugene Walter from the original French of Louis Verneuil. Chris Anderson is the potential producer. . . Anderson also has pre-seasonal matters on the fire—an "Evening With Edgar Allan Poe," with Boris Karloff as chief reader and director, and a silo theater, called "The Holiday" in Newton, N. J., for in-the-round productions. Operations call for a July 1 to Labor Day span. . . According to Louis Mandel, producer and attorney for Betty Garrett and Larry Parks, he will take off for the West Coast shortly to confer with them as to relighting them in "Anonymous Lover," comedy by Vernon Sylvaine which shuttered last January in St. Louis. Mandel wants to get their reaction as to co-starring on the silo circuit with a Stem unveiling in the fall. . . Joe Kramm has told Eugene Ras-

(Continued on page 53)

# Review Index

Record Reviews	26
Classical Reviews	41
Legit Reviews	12
Night Club Reviews	13
Radio Reviews	11
TV-Film Reviews	11
Vaudeville Reviews	13

# BROADWAY SHOWLOG

Performances Thru April 11, 1953

## DRAMAS

Camino Real	3-19, '53	28
Dial "M" for Murder	10-29, '52	252
Mid-Summer	1-21, '53	83
Misalliance	2-18, '53	38
Picnic	2-19, '53	71
Room Service	4-6, '53	8
The Children's Hour	12-18, '52	132
The Crucible	1-2, '53	92
The Fifth Season	1-23, '53	91
The Fourposter	10-25, '51	606
The Love of Four Colonels	1-15, '53	100
The Moon Is Blue	3-8, '51	867
The Seven-Year Itch	11-30, '52	164
The Time of the Cuckoo	10-15, '52	205
Time Out for Ginger	11-25, '52	157

## MUSICALS

And Evening With Beatrice		
Lillie	10-2, '52	222
Guys and Dolls	12-15, '50	1,069
Hazel Flagg	2-11, '53	69
Pal Joey	1-3, '52	532
Porgy and Bess	3-20, '53	532
South Pacific	4-7, '49	1,652
The King and I	3-19, '51	851
Wish You Were Here	8-25, '52	333
Wonderful Town	2-25, '53	53

## COMING UP

(Week of April 13)

A Date With April	4-15, '53
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## CLOSED

Horses in Midstream	4-4, '53	4
(Opened 4-2, '53)		
John Brown's Body	4-11, '53	65
(Opened 2-14, '53)		

# The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson  
Publishers

Roger S. Littleford Jr.

William D. Littleford

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2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1953 by the Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$4.

Vol. 65

No. 16

## Washington Once-Over

By BEN ATLAS

WASHINGTON, April 11.—Testifying on the "Voice of America" before a House Appropriations Sub-committee, Secretary of State John Foster Dulles was getting along fine until he suddenly interrupted the proceedings, saying, "Mr. Chairman, I must be excused; I have a very important engagement—". As the cabinet member rose to leave, Rep. Prince H. Preston Jr. (D., Ga.) declared indignantly: "There is not anything more important than dealing with the Appropriations Committee. I would like to have you back again sometime."

Secretary Dulles: "I have spent five hours today on the Hill—"

Representative Preston (angrily): "You have not spent it with us."

Dulles will be back.

### NEW NAME, HOME FOR THE VOA . . .

"Voice of America" not only will be moved out of the State Department but also will have a new name. Having developed a sour reputation on Capitol Hill because of flagrant waste, incompetence and global junketing by Voice staffers, the agency is expected to emerge from current investigations with a fancier monicker. Some of the brass who figure on surviving the change are hoping that the new title will have the psychological effect of erasing rancid memories. Secretary of State John Foster Dulles made it clear that he has no objection to Voice operations being transferred out of the State Department and acquiring a new name. Testifying at a closed-door hearing before a House Appropriations Subcommittee, Dulles declared: "I believe that there is a place very definitely for a 'Voice of America,' altho, I think it is well to change the name of it." The cabinet official added that the program should be "focused to more specific objectives which would be on the one hand more effective and on the other hand more economical." Describing "the entire future" of the Voice as "obscure," Dulles said he wasn't sure whether the agency should be left in whole or in part under the State Department. He added pointedly, "My own hope is that it will be found possible to relieve the State Department of operating responsibility."

### JAN BIG TV LIVE IN SMALL TOWN? . . .

Eyes of Federal Communications Commission and industry will focus on Cadillac, Mich., a town of 18,000, when Spartan Radio Corporation builds a \$450,000 TV station there. Spartan got a CP for the new station from Federal Communications Commission this week. It's the smallest community given a TV grant so far. If national advertising can con-

## Seek Buttons For Film Role

NEW YORK, April 11.—Paramount Pictures is trying to negotiate a film deal with Red Buttons. The movie studio wants the TV comedian to play the title role in a flicker version of "Sad Sack," the G.I. cartoon character.

If the deal jells, it will be another case of TV success creating a Hollywood demand for a performer who heretofore was ignored by the film magnates. Buttons' flair for pathos humor and situation-comedy, as evidenced by his characterization skits on video, should make him a better bet for pictures than the average variety-style clown on TV.

### Luckies to Test Kines of Levenson

NEW YORK, April 11.—Lucky Strike has ordered a test kine of a Sam Levenson strip show as a possible property for the cigarette company's first plunge into daytime TV.

The Levenson series would be spotted on the Columbia Broadcasting TV web. Irving Mansfield will produce.

tribute to making a big TV station worthwhile in a peanut-sized community, there will be plenty of others to follow the example. . . . Senate Interstate and Foreign Commerce Committee will have an official observer at next week's (14, 15) color TV demonstrations before the House Interstate and Foreign Commerce Committee in Princeton and New York. Nicholas Zapple, communications expert on the Senate committee, will be that group's official observer. . . . Chairman Charles A. Volverton (R., N. J.), of the House Interstate and Foreign Commerce Committee, isn't planning to set up a communications subcommittee. For that matter, there'll be no subcommittees under Volverton except as requested by House resolution. Situation isn't new. For years under Democrats as well as GOP, House committee hasn't had a counterpart of Senate Interstate and Foreign Commerce Subcommittee on Communications.

## Benny Set for Added TV Work

NEW YORK, April 11.—Jack Benny will reportedly do a TV show every third week for Lucky Strike this fall, rather than continuing at his present rate of one out of four. Under the new plan, Benny will do 13 shows out of 39, as compared to his current quota of 10.

The comedian will still be slotted in his Sunday night 7:30-8 p.m. time spot on the Columbia Broadcasting System's TV web; it's also understood he will continue his weekly radio show for CBS in its traditional 7-7:30 p.m. spot.

## 6 Video Bids OK'd by FCC

WASHINGTON, April 11.—Six TV station grants were issued by Federal Communications Commission this week, divided evenly between UHF and VHF stations. The new construction permits brings total authorizations to 446, including 338 post-freeze grants.

CP's this week went to: J. E. O'Neill, Fresno, Calif., UHF Channel 47; American Broadcasting Stations, Inc., Cedar Rapids, Ia., VHF Channel 2; The Montana Farmer, Inc., Great Falls, VHF Channel 3; Spartan Broadcasting Co., Cadillac, Mich., VHF Channel 13; New England Television Co. of Rhode Island, Providence, UHF Channel 16, and Greenco, Inc., Greenwood, S. C., UHF Channel 21.

## Pepsi Solves Air Time Clearance

CHICAGO, April 11.—The difficulty of Pepsi-Cola Company in clearing time for its short dramas in the 7:15-7:30 (EST) time on NBC was solved this week when the company signed to continue the series on the NBC o&o operated TV stations in New York, Washington, Cleveland, Chicago and San Francisco. The new series begins April 14, continuing in the Tuesday and Thursday spots.

# TV Sponsors Hit New High On Share-the-Cost Trend

## 38% of National Buyers Share Tabs, Tho Cost-Per-Thousand Drops

Continued from page 1

130 national advertisers in the medium. Of these, 33 alternate sponsorship. Another 16 are in via participating sponsorship.

The history of the Milton Berle show indicates the direction of the movement. Originally sponsored by Texaco, that bankroller ultimately gave up one week in four to Buick, and now has dropped Berle entirely. Buick, in picking him up, will air Berle only two weeks out of three, with General Foods bankrolling Bob Hope in the time. To fill out next season's schedule, which has three dates still open on this arrangement not to be filled by Hope, the National Broadcasting Company will air three of the dramas being scripted specially for TV by playwright Robert Sherwood.

Another prime example is Armstrong's "Circle Theater," currently costing \$2.38 per thousand viewers, the lowest cost for a dramatic show of any handled by its agency, Batten, Barton, Durstine & Osborn. Yet Armstrong has

told BBD&O that it wishes to alternate next season, not because the show hasn't succeeded, but because it has other TV plans which will require heavy dough. Other sponsors who also believe in airing in more than one time slot likewise are finding it difficult to support two or more on a weekly basis.

"Big Story," another program with a proved track record, found Simoniz buying half participation because Pall Mall could not sustain the cost. Among other fully sponsored stanzas reported becoming available for alternating arrangements are "Hit Parade," whose talent cost runs Lucky Strike about \$40,000 weekly; "Voice of Firestone," sponsored by the rubber company; "Studio One," with Westinghouse desirous of sharing half the load, and perhaps "Toast of the Town," which Lincoln-Mercury finds increasingly difficult to shoulder without help.

Pabst, which carries the fights

on Columbia Broadcasting System TV, cancelled its radio sponsorship of the boxing events to cover the cost of adding new video stations. And many of the advertisers, such as Westinghouse and Armstrong, are or will soon purchase daytime video. Westinghouse now sponsors an hour and a quarter of daytime TV, an obvious reason for its desire to cut back on "Studio One."

The fact is that cross-plugging of the products of alternating sponsors has been entirely accepted by TV stations. And more important, sponsors have found that its advertising value has produced substantial results, so that perhaps regular sponsorship, while desirable, is not as important as it was in radio.

Worth noting is the additional fact that these figures do not take into consideration the many advertisers such as Colgate, Bristol-Myers, Lever Brothers and Procter & Gamble who use one program for many of their products and, in essence, are closely related to their bi-weekly bankrolling brothers.

## G. E. BATTLE OVER

# CBS Wins Sponsor From 2 Other Nets

NEW YORK, April 11.—The battle for the General Electric billings on the new Ray Milland TV film series, "Meet Mr. McNutley," apparently was won this week by the Columbia Broadcasting System after one of the dizziest three-prong battles in a long while. Beaten at the gun were the National Broadcasting Company and the American Broadcasting Company. CBS-TV will program the series in the 8-8:30 p.m. Thursday slot, starting in the fall.

NBC had pitched the 8:30-9 p.m. Friday slot. All three webs offered a contiguous rate deal.

Two ad agencies are involved, and to complicate the situation, one of them—Young and Rubicam, was reported favoring NBC, while the other, Maxon, tended toward ABC. Tradesters are not surprised, therefore, that CBS got the business.

The CBS pitch places the Milland series back-to-back with the G. E. Jane Froman 15-minute show, which airs 7:45-8 p.m., and gives the sponsor a 45-minute contiguous deal. The NBC time would have placed it after G. E.'s "I Married Joan" stanza, making for a full hour contiguous deal, but having G. E. buck the full "Arthur Godfrey's Friends" series. ABC's offer would have had it follow "Ozzie and Harriet," which the Hotpoint division of G. E. sponsors on alternate weeks, making for a 60-minute contiguity every other week.

## Det. Stations In Accord

DETROIT, April 11.—A final friendly agreement was reached in the \$650,000 damage suit in Federal Court filed here by WJBK, operated by the Storer Broadcasting Company as its flagship station, against WXYZ, operated and owned by the American Broadcasting Company, over the switch of Edmond T. McKenzie, fabulous revenue-producing disk jockey, from WJBK to WXYZ. Basic issue, in which the case set an industry legal precedent, was the right to the use of the well-advertised name, "Jack the Bellboy."

Federal Judge Arthur F. Lederle ruled in favor of WJBK several months ago, and an appeal was taken by WXYZ, with the question of damages left open. By stipulation filed this week, WXYZ dropped its appeal of the case and a token payment of \$1 for damages was made.

## Kletter Ad Agency Makes N. Y. Bow

NEW YORK, April 11.—A new ad agency has been set up here, called Edward Kletter Associates, located at 515 Madison Avenue. The agency handles Serutan and related products, Universal Pens and a group of retail drug chains, including Liggett's, the Sun Drug Company, the Lane Drug Company and the Renfrew Drug Company.

President is Edward Kletter, formerly with the Du Mont TV web and one-time president of the Whelan's drug chain in California. Veepee is Norman S. Livingston, former radio-TV chief at Serutan. Secretary-treasurer is William Keenan, veteran agencyman with heavy research background.

## Du Mont Lines Up Six New Hiatus Segs

NEW YORK, April 11.—Du Mont Television Network this week had lined up six new programs, one of which, "The Music Show," will be the summer sustaining replacement for Bishop Fulton Sheen. Originating from WGN-TV, Chicago, "The Music Show" will feature Robert Trendler leading a 36-piece orchestra and chorus. It goes on May 19 to September. Another new show is "Jimmy Hughes, Rookie Cop," a Stark-Layton package. "Hughes" goes into the Monday, 8:30 p.m. slot, with the "Johns Hopkins Science" show moving to Wednesday at 8 p.m.

The other four shows, still unscheduled, are "Climax," three dramatic vignettes per half hour, produced by Gill Fates and Arnold Peyser; "The Straw Hatters," a variety show originating from the Palisades Amusement Park in New Jersey; a film series from the St. Louis Zoo, and Drew Pearson. No replacement was yet named for the Tuesday night "Where Was I?" Its sponsor, Mogan David wine, is due to go off for the summer.

## Colgate Show Worries NBC

NEW YORK, April 11.—A new format for next season's "Colgate Comedy Hour" is slated to be presented to Colgate-Palmolive-Peet, the bankroller, within the next three weeks. Top TV program execs at the National Broadcasting Company are working out prospective line-ups of talent for the client.

With Colgate already having nixed some of the talent which has been appearing under its banner this season, and cool to most of those offered from the late "All Star Revue," the web's brass is understood to be getting nervous about the sponsor's renewal chances.

## Chalmers for C-E Radio-TV

NEW YORK, April 11.—Veteran agency exec, William (Bill) Chalmers, this week moved in as head of radio and TV for the Campbell-Ewald agency. He replaces Win Case who has joined Cunningham & Walsh.

Chalmers was formerly head of radio and TV for the Grey Agency and before that, from 1947 to 1951, a top exec at Kenyon & Eckhardt.

**All in the April 25 Issue . . . Out Next Week**

A SPECIAL RADIO-TV-TV FILM SECTION THAT PUTS THE

**SPOTLIGHT ON CALIFORNIA**

AND THE

**April TV Film Program Guide and Market Report**

PLUS ALL OF THE REGULAR

**Radio-TV-TV Film News, Features and Rating Charts**

## ABC Inks Chrysler, Hypes Star Stanzas

NEW YORK, April 11.—The Plymouth Division of Chrysler Motor Corporation this week signed to bankroll the new "ABC Album," showcase TV series, via the American Broadcasting Company. The deal, which takes effect with the third outing of the series, on April 26, covers nine weeks. The show airs in the 7:30-8 p.m. Sunday slot, starting tomorrow (12). Thirty-two major markets are being covered, with the billings placed thru the N. W. Ayer agency.

Meanwhile, the web's Hollywood office signed John Ireland and Judith Evelyn for the lead roles in the two-part "Tale of Two Cities" which will air as part of the "ABC Album" on May 3 and 10. Donald Cooke is the emcee on "Album."

ABC-TV this week also sold the 6:45-7 p.m. Sunday time to Brown & Williamson tobacco. Talent is in negotiation with the sponsor, with no deal set at the week-end. The deal takes effect May 24, with Ted Bates the agency. The deal became possible when Walter Winchell agreed to move out of that time into the

## Even Swap of Time-Talent

NEW YORK, April 11.—Bristol-Myers this week reportedly agreed to use the Arthur Murray show to replace its Ken Murray-Alan Young alternating programming operation this summer. The TV deal is unique because the sponsor does not pay for the cost of the Murray show, now on the Du Mont video web. But A. Murray will receive a free half hour of time on the Columbia Broadcasting System's TV web. He has guaranteed Bristol-Myers a talent budget estimated at over \$20,000 for the summer replacement.

Indications are also that Bristol-Myers has decided against continuing to program Young and K. Murray next fall. The advertiser will select one show for regular slotting. It may be either Murray or Young, or one of the numerous packages now being submitted to the client.

## Pulse Drops Suit On Hooper Letter

NEW YORK, April 11.—One skirmish in the battle of the ratings was ended this week when The Pulse, Inc., dropped its suit against C. E. Hooper, Inc. Pulse instituted the action December 9, 1952, on the basis of a letter being circulated by Hooper at that time containing remarks pertaining to The Pulse method.

Hooper has now agreed to refrain from giving that letter any further circulation. Hooper said the action was entirely voluntary and done only to save a lot of time and legal fees in a fruitless litigation.

preceding 15 minutes, starting April 26. Beginning tomorrow, Winchell will originate his shows from Hollywood.

The radio counterpart to "Album," now retitled "ABC Playhouse," has firmed up all its properties thru June 18, with three following stanzas still to be lined up. Leonard Blair, executive producer of the AM series, set Cesar Romero as host for the 9 p.m. Thursday outings. Line-up, starting April 16, is: "The Hunted," with Robert Cummings; "My Husband, Mr. Forsythe," with Romero; "Giant Killer," with Gary Merrill negotiating for the lead; "Country Lawyer," with Bert Lytell; "Justice," with Paul Douglas; "Hollywood Screen Test," with Neil Hamilton; "Horatio Hornblower," with Michael Redgrave; "Col. Humphrey Flack," with Alan Mowbray; an airforce adventure show; and "The Chain," with Everett Sloane.

The show preceding "Playhouse" also is being hyped to give the Thursday line-up increased punch. That stanza, "Heritage," will adopt a star system. The show is produced by Sherman Dryer in association with Life magazine, which is planning an extensive promotion for the series. Dryer was lining up top names at the week-end, with no deals actually inked.

## House Group To See Color

WASHINGTON, April 11.—Representative Charles A. Wolverton (R., N. J.), chairman of the House Interstate and Foreign Commerce Committee, and a big assemblage of his committee members will witness Tuesday's and Wednesday's (15-16) demonstrations of color TV in New York. The demonstrations, which are being staged in connection with the House committee's current study of the status of color TV, will be open to newsmen, too, giving the press its first opportunity to witness the latest compatible color TV system in many months. The system, as described by Dr. W. R. G. Baker, chairman of the National Television Systems Committee, will be ready for a formal look-see by Federal Communications Commission before many more months.

The committee will look first at Radio Corporation of America's system, which incorporates some of NTSC's developments. Tuesday morning will be spent at the RCA Sarnoff Laboratories, and the group will then move up to New York City for demonstrations by Columbia Broadcasting System, whose standards for a mechanical system have been approved by FCC. Also to be demonstrated will be the color tube of Chromatic Television Laboratories, Inc. Viewers include some FCC staffers, but members of the commission will stay away.

## Asks for Investigation Of FCC Video Log Jam

WASHINGTON, April 11.—On the eve of the first anniversary of the Federal Communications Commission's lifting the freeze on TV applications, Sen. George A. Smathers (D., Fla.) yesterday (10) called upon the Senate Interstate and Foreign Commerce Committee to investigate the FCC's log-jam applications which, he said, has resulted "in an almost permanent freeze on the industry." In introducing his resolution, Smathers asked the committee to concentrate on finding "ways and means of expediting the hearings and the granting of television licenses." Since the freeze lifted last April 10, 1,090 applications for TV stations were filed with the FCC, of which 311 were granted construction permits, the senator pointed out.

Smathers said the committee should also look into the problem of "lowering the costs to applicants in the future so they will not be restricted to only those with large sums of money." He said rivals for coveted TV channels spent "upwards of \$50,000" for attorneys, engineering fees, transcripts and expenses incident to the hearing and had no guarantee that they would receive grants. Smathers further suggested that the committee investigate "the present practices and policies of the FCC so that they can better serve this communications field and

render better service to the general public."

He declared that the "real need for more television stations exists today in the areas where we find several applicants competing for the right to televise over the two or three channels which have been authorized for that area by the FCC." Most of the areas, he added, "currently have only one station in operation enjoying a virtual 'channel monopoly.' Televisioners in one-station cities, he emphasized, "have been forced to view that channel alone, its programs and its advertisers."

## UNIQUE DEAL

### Sunday Seg Continued by Willys-Over.

NEW YORK, April 11.—In a deal unique in radio annals, Willys-Overland Motors this week continued its sponsorship of 2:30-4 p.m., Sundays, on the Columbia Broadcasting System's AM network for 23 more weeks thru the summer, late spring and early fall. The advertiser will program taped versions of seven different European music festivals and one such American music clambake for the longhairs.

Willys consequently will have bought a year of longhair music on CBS radio. It currently sponsors the Philharmonic on the same web. The purchase is seen in trade circles as an affirmation of the power of radio to sell cars to longhair customers. It also marks the further identification of Ward M. Canaday, the president of Willys, with quality programming since the car company also sponsors "Omnibus." James Fassett, CBS music annotator, will handle the tapings.

been playing up their magazines. To bring even greater joy to the four stations, Quick Magazine and TV Guide, both new on the scene here, are battling it out for readers. The station pa.'s have gone into high gear in grinding out listings and features and are enjoying it.

## 1,348,178 TV SETS SHIPPED TO DEALERS . . .

WASHINGTON, April 11.—A total of 1,348,178 television sets were shipped to dealers thruout the nation during January and February a sizable increase over the 806,497 TV sets shipped during the corresponding period last year, the Radio-Television Manufacturers' Association reported this week. February shipments alone totaled 653,091 sets, compared with 434,808 in February, 1952.

## WRATHER CLOSES KFMB DEAL . . .

Jack Wrather has closed escrow on his recent purchase of San Diego's Stations KFMB and KFMB-TV with payment of \$600,000 on the \$3,000,000 deal. Sale to Wrather was made by the John A. Kennedy Broadcasting Company, and was approved last week by the Federal Communications Commission. Property includes a five-story downtown San Diego office building plus broadcasting facilities of both stations.

## THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Sam Thurm, of the research department of Young & Rubicam, has been made associate media relations supervisor at the agency. . . . Jim English, account exec for A. C. Nielsen Company, reported moving to Y&R research. . . . Paul Keller has joined research department of ABC as

(Continued on page 12)

## NEWS CAPSULES—COAST TO COAST

### WNBT Skeds Local 'Today' Cut-Ins; CBS Plans First Telecast of Regatta

NEW YORK, April 11.—WNBT program chief Dick Pack this week completed a plan to change over from local news segs to special features for the station's local cut-ins on NBC's early morning video show "Today." Beginning next week, the station will program a how-to-do-it spot with Johnny Stearns and frau Mary Kay at 7:55 a.m.; a humorous local weather report at 7:25; and a "word game" seg at 8:25. Kathi Norris already is handling a five-minute women's feature at 8:55. Pack will also launch two new shows in early evening spots this month, with Stearns taking over a weekly 15-minute how-to-do-it show with a situation comedy format 7:15-7:30 p.m., beginning April 16; and "Magic Horseshoe," kid audience-participation show with Bob Dixon, replacing "Sense and Nonsense" 6-6:30 p.m. on Tuesday and Thursday. Coca-Cola will continue to sponsor "Sense and Nonsense" on Monday, Wednesday and Friday.

## FIRST REGATTA TO BE VIDCAST . . .

NEW YORK — The first crew race ever to be presented on video will be aired by the Columbia Broadcasting System on June 14 when an intercollegiate regatta takes place on the Potomac. The presentation of the regatta has been made possible by the development of the new mobile video

camera which will be used from cutters. The Ivy colleges, Wisconsin and Navy will compete.

## GAUDY DEBUT FOR KTYL-TV . . .

PHOENIX, Ariz. — Arizona's newest station KTYL-TV will begin operation April 26, via considerable hoopla promotion by station owners Harry L. Nace Sr. and Jr. and Dwight Harkins. In accordance with their experience as theater chain operators, the Naces are promoting the TV station in a similar manner, via a 133-foot theater-type marquee across the two main buildings of the new KTYL-TV center, and a unique drive-in plate glass window feature, which enables the public to view programming and technical operation from their cars in the drive-in parking area directly in front of the building. The studio, with a half-acre of floor area, is located on a 10-acre site, with park-like grounds facing one of the busiest traffic sections in the Southwest.

## RESEARCH BUREAU WIDENS COVERAGE . . .

WASHINGTON — American Research Bureau is expanding its individual city coverage and will soon be issuing separate reports on 35 TV markets. In addition to its monthly national TV ratings, ARB currently is issuing monthly rating reports on 14 markets and quarterly reports on two more, Salt Lake City and Galveston-Houston. A few of the upcoming city reports will be issued monthly. There will be a slight price increase to current subscribers who also take the new city reports.

## RADIO PRESS TO CROWN QUEEN . . .

NEW YORK — The Radio-Newsreel - Television Working Press Association will crown a queen at the annual "Mike and Screen" press dinner May 27 at the Waldorf-Astoria. Six awards will be given for the best news and feature coverage of the year in the radio, newsreel and TV industries. Proceeds of the dinner will go to the Damon Runyon Memorial Fund for Cancer Research. Contestants for the beauty queen title must have appeared on radio, newsreel or TV between May 1, 1952 and May 1, 1953.

## APPALACHIAN CO. TAKES OVER WTVU . . .

SCRANTON, Pa.—Subject to Federal Communications Commission approval, the Appalachian Company, recently organized Delaware corporation controlled by Frank J. Collins, of the Wyoming Company, will take over

ownership and operation of TV Station WTVU here from a partnership consisting of Collins, Dahl W. Mack and Henry Geist. New officers are Collins, president; Philip V. Mattes, vice-president; Jane C. Collins, treasurer, and Robert E. Scragg, secretary. Progress is reported in construction of a station building and broadcasting facilities atop West Mountain. Test patterns begin in May.

## ZENITH LOSES CHANNEL 2 APPEAL . . .

WASHINGTON—The Federal Communications Commission this week reaffirmed an earlier decision to permit the Balaban & Katz station, WBKB, Chicago, to operate on Channel 2 instead of Channel 4, and to deny Zenith Radio Corporation's application for a new TV station to operate on Channel 2. The commission ruled in a memorandum opinion and order that while Zenith had the right to demand reconsideration, "its petition must be denied on the merits." FCC Chairman Paul A. Walker and Commissioners E. M. Webster and Frieda B. Hennock dissented, contending that Zenith was entitled to a comparative hearing with Balaban & Katz for Channel 2.

## 42 ELIGIBLE FOR NARTB TV BOARD . . .

WASHINGTON—National Association of Radio and Television Broadcasters has announced the name of 42 broadcasters eligible for nomination for four positions on NARTB's television board of directors. The names will be forwarded by C. E. Orney Jr., association secretary-treasurer, to all NARTB member TV stations Monday (13), and balloting will be conducted from the floor on the opening day of the convention. Four TV board incumbents are included in the list of eligibles. They are Campbell Arnoux, WTAR, WTAR-TV, Norfolk; William A. Fay, WHAM, WHAM-TV, Rochester, N. Y.; Henry W. Slavick, WMC, WMCT, Memphis, and Kenneth L. Carter, WAAM, Baltimore. Terms will extend until 1955.

## CHI PAPERS BUILD READERS VIA TV . . .

CHICAGO—Any doubts as to newspapers going along with television as a circulation builder in Chicago disappeared this week as all four papers unleashed a barrage of propaganda for their week-end TV magazines. The publicity was keyed by The Sun-Times, which this Sunday will inaugurate a 12-page, tabloid-size TV prevue magazine, with listings and features. To meet the competition the other papers have

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# Gleason SRO Gives CBS Saturday Night Powerhouse, NBC the Jitters

NEW YORK, April 11. — The Columbia Broadcasting System this week solidified its Saturday night video sponsorship success story still further when the W. A. Sheaffer Pen Company, a sponsor new to network TV, purchased a third of the Jackie Gleason show for next season. Thus the package becomes s.r.o., with Nescafe and

Schick, the other two sponsors, returning next fall. Sheaffer's sponsorship, however, begins on June 20 and will continue thru the summer even on Gleason's replacement.

The National Broadcasting Company countered the CBS-TV bid for Saturday evening by firmly installing Sid Caesar and Imo-

gene Coca in its Saturday 9-10:30 slot next fall, tho it still is not certain whether the last half hour of the program will be eliminated. Colgate had been making frantic attempts to get Caesar as the top comedian in its "Comedy Hour" next season and Miss Coca had ideas about doing her own show.

With Herb Shriner slotted at 9, and "My Favorite Husband" to follow on CBS-TV next fall, NBC-TV felt it could not move the team without suffering a damaging blow on an evening already weakened by the loss of "All Star Revue." But CBS-TV also claims to have several new clients interested in purchasing 10-10:30 and 10:30-11 Saturday night next season.

In fact, that network says that it is screening sponsors for the two half hours to insure the strongest programming. Among the two programs mentioned as most likely to fill the hour are the Larry Storch Show and "This Is Show Business." And CBS-TV is also likely to make an offer to Lucky Strike to move "Hit Parade" over if it suits the web's purpose. It is known that the cigarette sponsor is not happy to be following the last half hour of the Caesar show, reportedly the weakest in ratings.

CBS-TV has already started to battle for time clearances for "Husband" and Shriner. Last October Gleason began with 21 live stations and now has 36, some of which are post-freeze. In the face of Gleason's showing this season, NBC-TV will have to make firm offers for clients on "Show of Shows" for next season to get clearances, but this situation is complicated by sponsorship trouble. R. J. Reynolds and Prudential are said to be weak.

NBC-TV's chances of getting renewals from other "Show of Shows" clients is also likely to be made more difficult because they are being faced with higher-cost-per-thousand figures next season. CBS thinks that the competition of Shriner and "Husband" will re-

(Continued on page 7)

## LOOK, PA, NO HANDS!

# Remote Control Camera Techniques Cut Costs

NEW YORK, April 11.—Quick, cheap, no-budget, no-staff television will characterize local production in every new TV city, according to Rudy Bretz, TV consultant and author of "The Television Program." Local stations, which are now putting out about 90 per cent of the live television shows in the country, are resorting to expense-cutting techniques that would seem incredible to production people in New York and Hollywood. Bretz told a meeting of the New York University TV courses last night.

Ultimate in personnel saving observed by Bretz was at WHUM-TV, Reading, Pa., which is using remote-control cameras. Bretz there watched a studio production with no operating personnel on the floor. In the control booth, one man served as director, video and audio engineer and in addition worked the two remote control units on the two cameras. He was able to pan, tilt, change lenses and focus from the control booth.

The Reading experiment will bear watching over the next few months, said Bretz. The complex equipment may require more in maintenance engineers than is saved by eliminating camera crew he said.

At WKTU, Utica, N. Y., Bretz watched live production with a crew of two, one on a camera and one in the booth. A second studio camera was left unattended on a side shot. The announcer adjusted the mike boom when necessary.

At KING-TV, Seattle, Bretz said, the studio is set up so that the director can switch cameras with his feet. Bretz also told about outdoor studios at many stations.

# CBC, NAEB Win Radio-TV Awards

COLUMBUS, O., April 11.—Of the eight awards for national radio programs entered in the 17th Exhibition of Education Radio and TV, three went to the Canadian Broadcasting Corporation and two to the National Association of Educational Broadcasters. Because of the number of television entries more than doubled last year, announcement of the TV winners has been held up until the opening of the Institute for Education by Radio-TV here Thursday (16).

CBC won in the classifications for shows dealing with personal and social problems, for shows presenting public issues, and for one-shots. In the last named category, the award was for "Her Majesty the Queen," covering the Canadian tour of the British royal couple last year. NAEB won in the cultural category with "The Jeffersonian Heritage" and in "International understanding" for "People Under Communism."

The national religious award went to "The Ave Maria Hour," the agriculture nod to "The National Farm and Home Hour," and the teen-age accolade to the Ladies' Auxiliary of the Veterans of Foreign Wars for "The American Trail." No awards were given in the women's, news interpretation, children's and three "in-school-use" categories in the national running. Winners were also announced in 14 regional and local categories.

# 1952 Output Of AM-TV Set Makers \$1 Bil

WASHINGTON, April 11.—Total television and radio set production during 1952 was valued at \$1,298,847,000 at the factory level, Radio-Television Manufacturers' Association reported today. This was nearly \$26,000,000 higher than the previous year. The 1952 dollar volume of the set manufacturing industry was based on an estimated production of 6,096,279 television sets worth \$1,049,000,000 at the factory and a revised radio production estimate of 10,934,872 units valued at \$249,847,000. The revised 1952 radio set manufacturing estimate showed the production of 4,043,128 home sets, 1,929,036 clock radios, 1,719,859 portables and 3,242,849 auto radios.

Nearly 1.2 million television receivers were sold at retail during the first two months of this year, RTMA reported. During the period RTMA estimated that 1,177,195 TV receivers moved thru retail outlets, including 537,122 sets in February and 640,073 receivers in January. Retail sales of radio sets, excluding auto radios, were estimated by RTMA at 922,253 units for the two-month period. This included 507,527 radios sold at retail in February and 414,726 receivers sold in January.

# Connelly Joins NBC Press

NEW YORK, April 11.—Dick Connelly, assistant radio-TV publicity director of Young & Rubicam, Inc., will replace Frank Young as director of the National Broadcasting Company's press department on April 20. Plans for Young at the web will be announced later.

Prior to joining Young & Rubicam, Connelly was a staff member of the NBC press department from 1942 to 1945. In his new post he will assume active direction of that department, reporting to NBC's press veepee Syd Elges.

# 'People Funny' Sold by CBS

NEW YORK, April 11. — The Columbia Broadcasting System AM network this week sold "People Are Funny," the Art Linkletter vehicle, to Amana Refrigerators, Inc., for the summer. It picked up a smaller piece of business from Corn Products, which will use the 4:15-4:20 strip on a 57-station network to program "Sunshine Sue," a hillbilly series.

On the negative side, Regent cigarettes this week canceled "America Calling," its half-hour Sunday afternoon show which is programed on 40 stations of the CBS web.

# Loew Chain In WLJB Tie-Up

NEW YORK, April 11.—Loew's has made a tie-up with Loew's theater chain to plug the station's Negro programming in three of the movie outfit's Negro neighborhood theaters here. In return for on-the-air plugs, Loew's will carry a special WLJB film trailer at its Loew's Victoria and Loew's-116th Street theaters in Harlem and at its Brevoort House in Brooklyn. The trailer, bankrolled by WLJB, will be screened four times a day, seven days a week.

The theaters will also display lobby cards, plugging WLJB shows and sponsors. In return, WLJB is scheduling a daily "Movie Clock" program (10:15-10:30 a.m.) featuring Buddy Bowser and Sara Lou Harris, which will spotlight local movie bills, with special emphasis on the three Loew's theaters.

# KGIL Awaits FCC Approval

HOLLYWOOD, April 11.—Radio Station KGIL, San Fernando, Calif., continues operations by new owners immediately upon Federal Communications Commission approval of sale contracts. Negotiations were concluded Thursday (9) by Albert Zugs-smith, deal intermediary.

Purchasers are Fulton Lewis Jr., radio commentator; William Dolph, vice-president of American Broadcasting Stations; D. Worth Clark, former Idaho senator; Herb Petty, former radio head of M-G-M Studios, and Ed Franklin, of KJBS, San Francisco. San Fernando businessmen Russell Quisenberry and John Tuttle also have an interest.

Stock purchase was made from F. J. Smalley Jr., and Howard Gray. Gray remains as general manager. Smalley will act as consultant.

**MOVIE STOCKS...**  
**Should I Buy—or Sell?**

Judging by our mail, that's one problem a good many investors would like to solve.

Can Cinerama, 3 D's, and our foreign markets keep movies alive—

Or is Television bound to take over—chase Tarzan back to the trees?

Actually, of course, there is no absolute answer to the question—the movies have always been a more or less speculative industry.

But there are a number of facts that should be considered before reaching any conclusion—facts that can help you come up with the right answer for you.

And you can find those facts in our brand new booklet "The Motion Picture Industry."

In just 32 pages, it sets forth the most important pros and cons that should influence the moving-picture industry in general . . . gives you a detailed analysis of 18 leading companies presently involved in making movies—or showing them.

If you'd like a copy of "The Motion Picture Industry," just ask.

There's no charge, of course, simply address—

Department BB-26  
**MERRILL LYNCH, PIERCE, FENNER & BEANE**  
70 Pine Street, New York 5, N. Y.  
Offices in 103 Cities

# "HE PROFITS MOST WHO SERVES BEST"

—Rotary International

For the fourth consecutive year (1952-'53) KFH has been awarded First Place for its Public Service by Billboard Magazine's distinguished list of judges.

This simply means that KFH is a radio station with high standards . . . a good radio station. It is highly respected, nationally and locally. This has been proved by all audience measurement standards.

KFH reaches most of the people most of the time and all of the people some of the time. Advertisers profit most by using the station which serves Wichita and greater Kansas best . . . KFH.

FRANK V. WEBB, Vice-President and General Manager

On May 26, 1953, KFH Celebrates Its 31st Year of Community Service

**KFH** CBS **WICHITA KANSAS**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

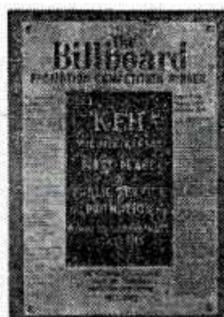
1949 — 1950



1950 — 1951



1951 — 1952



1952 — 1953



**PROTEST SNAG**

**Share-Timers Set Back on Grant Dates**

WASHINGTON, April 11.—Two of the nation's first applications for new TV stations on a share-time basis suffered a set-back this week when the Federal Communications Commission, acting on a protest, postponed the effective date of the grants and designated the applications to future time-consuming hearings, in a memorandum opinion and order. CP's were granted without hearing February 18 to Salinas Broadcasting Corporation, Salinas, Calif., and to the Monterey Radio-Television Company, Monterey, Calif., to share time on VHF Channel 8. S. A. Cisler Jr. and Grant R. Wrathall, Salinas-Monterey Television Company, permittees of UHF station KICU, Salinas, protested that the proposed combination would "result in unfair competition and an impossible situation in sales rates and availability of network programs."

Pointing out to the FCC that Salinas would be able to affiliate with the National Broadcasting Company and Monterey with the Columbia Broadcasting System, and that both had publicly announced they would carry programs of the four major TV webs, Cisler and Wrathall declared that the combo would tie up "network programs making it impossible for KICU to obtain a source of programs to broadcast to these communities."

Another point which the FCC considered in holding up the Salinas and Monterey grants was KICU's argument that the share-time stations also would share the cost of acquiring, constructing and maintaining a single transmitter and antenna plant while KICU alone must construct and operate a complete station, putting the latter at an economic disadvantage.

**Test Looming On FCC Edict?**

WASHINGTON, April 11.—Possibility of a court test of Federal Communications Commission's recent revision of regulations of engineering standards at broadcast stations is seen here in a blast issued by Dan W. Tracy, international president of the International Brotherhood of Electrical Workers (AFL). Tracy charged that the decision of a four-member majority of FCC "violates every American tradition of fair play in ordering without hearing a drastic revision in the present governmental regulations of engineering standards at AM and FM radio broadcast stations."

Tracy stressed an assertion made in a dissenting opinion that the majority refusal to hold a hearing "assumes an unwarranted risk with the public interest." The revised regulations become effective Wednesday (15). Tracy said the majority decision provides for authorization of remote control operations of unattended transmitters in a manner which would impair the Colson defense program, and he said the decision "makes a mockery" of the Communications Act. He said no hearing was granted to IBEW altho the revised regulations had been deliberated a year.

**Y&R Names Dan Seymour**

NEW YORK, April 11.—Veteran emcee Dan Seymour this week was named veepee in charge of new programs and production at Young & Rubicam. Seymour now becomes No. 2 man in the department to Nat Wolff, who heads radio and TV for the agency.

Seymour, who produced the video version of "We, the People" for the agency before its demise, was offered the same deal by Sig Larmon, prexy of Y&R several months ago. He turned it down then. It is believed he has gotten himself a much better agreement, but that his outside work as an emcee will be severely curtailed because of the pressure of his new duties.

**WBRC Outlets To Storer for \$2 Mil Plus**

WASHINGTON, April 11.—Storer Broadcasting Company yesterday moved to take over WBRC-TV and AM, Birmingham, for \$2,400,000, one of the largest sums involved in a station transaction in recent months. In applying to the FCC for control of the Birmingham station, Storer gave up applications for two additional TV stations in the Miami and Wheeling-Steubenville areas, thus side-stepping a difficult decision: Give up the Miami or Wheeling-Steubenville applications. Under the rules of multiple ownership (limiting TV station ownership to five) Storer could not receive construction permits for both areas since it was already operating four TV stations.

If FCC approval is forthcoming on the Birmingham deal, Storer will give up WSAI, AM and FM, Cincinnati, a commission spokesman said. Storer currently controls seven AM, six FM and four TV stations.

Transactions approved this week by the FCC included transfer of KTTT and six remote pickup stations from Roy Hofheinz, Houston, to Texas Radio Corporation, for \$600,000, plus 12,500 (25 per cent) of authorized \$1 par value common voting stock.

**Spot Bookings by Station Reps Hit New \$206 Million High in '52**

**Video Billings Alone Reached \$82 Million, Or 80% of Radio's Best Pre-TV Season**

NEW YORK, April 11.—The growth of spot television business enabled station representatives last year to virtually double the volume of business they booked in 1949, when spot TV was a negligible factor. The combined AM-TV business booked by the reps in 1952 was a smashing, all-time high of \$206,000,000.

Dramatically pointing up the importance of TV to the reps were the video billings of \$82,000,000. This already is 80 per cent of the spot rep radio billings in 1948, the most successful pre-TV year, when AM alone accounted for \$104,000,000. It took 11 years of station rep activity prior to 1948 for AM billings to pass the \$80 million mark; TV has done it in four years.

The first year that the reps' spot business outbilled network

radio was 1951. In 1952 the gap widened considerably when they billed \$124,000,000 to \$99,000,000 for the networks. And spot reps maintain that the margin of about 25 per cent would be further increased but for the fact that network radio has now evolved a hybrid spot network sales technique which is, in essence, spot radio, because sponsors are sold select and limited networks on revolving programs.

With the increase in billings among spot reps has come increasing prestige in the trade and changes in their methods of operation. Most reps now have different units selling AM and TV, just as do the webs. Several, such as Blair, have formed different corporations to service TV solely.

This, of course, has meant mushrooming sales staffs and operational set-ups. Collateral departments such as research, promotion, accounting and client relations have been enlarged. And new departments, such as film, have come into existence.

The guidance of new video stations is now one of the reps' important functions. Their counsel in programming, market research, rates, the timing of rate increases, network affiliations and agency promotion is eagerly sought. Be-

cause of the new and different factors to be evaluated in TV, their experience is invaluable.

Due to their influence with their stations, spot reps also have come to assume increasing importance to agencies and their clients. A vital factor in time clearances, they can tip agencies to choice time period soon to be available, they can help decide between advertisers, and can offer the most recent information on audience composition, sets-in-use, and other statistics in the various markets.

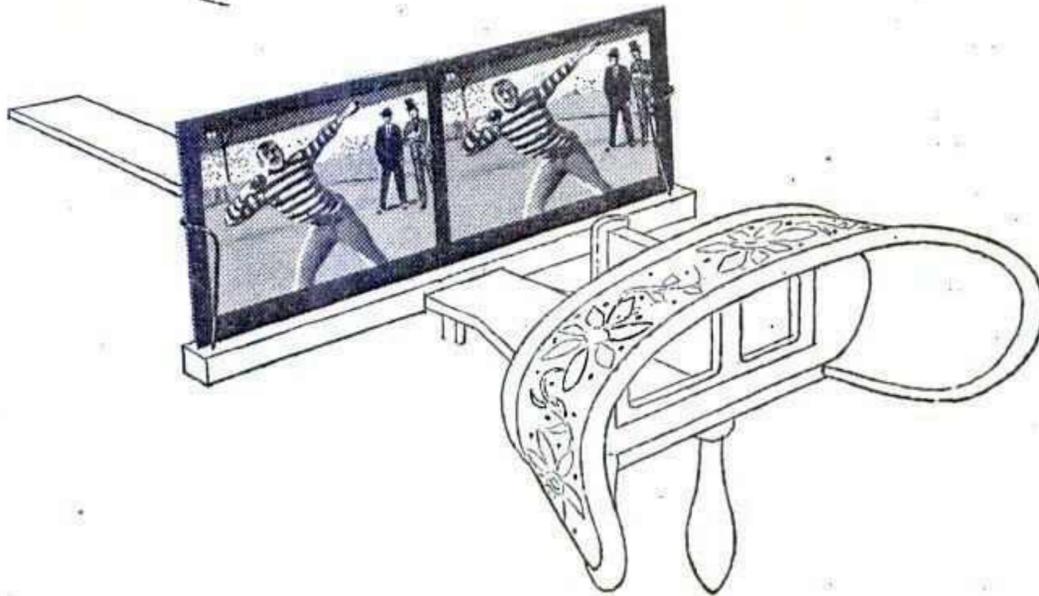
Uniquely enough, spot reps, in a few cases, are even indirectly helping networks sell time. Their objective, of course, in such situations is to sell national advertisers on using some of the smaller, post-freeze stations they represent. Such business is productive of spot revenue via the announcements sold around network programming.

The probability is that the spot reps will continue to grow both in TV and in radio. Radio remains a necessity to advertisers and spot radio continues to be an effective advertising weapon. And since TV is still growing rapidly, the reps are certain to maintain a commensurate development in that medium as well.

**Gleason SRO**

Continued from page 6

duce the audience of the Caesar show. Also, NBC is now negotiating new contracts with Max Liebman, Caesar, Coca and troupe, negotiations which are likely to hike the talent cost of the program.



In one man's lifetime



When Dad was a boy, it was the stereoscope that made a hit in most parlors. But how the picture has changed since then!

Existing intercity television channels make it possible for live network programs to reach over 92 million people. The Bell System's nationwide network of television channels now totals more than 32,000 miles and interconnects over 120 television stations in 75 cities. Eight thousand miles of channels were added to the network in 1952 to meet

the growing needs of the television industry.

Any way you measure it, providing intercity channels for the expanding television industry is a big job. Building the radio-relay and coaxial cable routes for television takes lots of time, special equipment and skill . . . and money.

Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM



PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

# THE BILLBOARD Radio-TV Show Charts

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

## • Top 10 TV Shows Each Day of the Week in COLUMBUS, O.

(255,000 TV Sets; Panel Size 300)

... According to Videodex Reports

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

Videodex reports monthly on each of 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.

### MARCH, 1953

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

				Avg. Rtg.
1. WHAT'S MY LINE	CBS	10:30-11:00	WBNS	42.7
2. COMEDY HOUR	NBC	8:00-9:00	WLW-C	36.8
3. ROY ROGERS	NBC	6:30-7:00	WLW-C	32.8
4. TV PLAYHOUSE	NBC	9:00-10:00	WLW-C	30.8
5. SUPER CIRCUS	ABC	5:00-6:00	WTVN	29.4
6. TOAST OF THE TOWN	CBS	8:00-9:00	WBNS	28.6
7. MR. PEEPERS	NBC	7:30-8:00	WLW-C	27.3
8. YOU ASKED FOR IT	ABC	7:00-7:30	WTVN	27.2
9. MEET THE PRESS	NBC	6:00-6:30	WLW-C	21.6
10. GENERAL ELECTRIC THEATER	CBS	9:00-9:30	WBNS	20.2

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

1. I LOVE LUCY	CBS	9:00-9:30	WBNS	64.7
2. TALENT SCOUTS	CBS	8:30-9:00	WBNS	56.1
3. RED BUTTONS	CBS	9:30-10:00	WBNS	28.3
4. LUX VIEDO THEATER	CBS	8:00-8:30	WBNS	27.8
5. STUDIO ONE	CBS	10:00-11:00	WBNS	24.7
6. ROBERT MONTGOMERY	NBC	9:30-10:30	WLW-C	24.6
7. PERRY COMO	CBS	7:45-8:00	WBNS	20.7
8. MEETIN' TIME AT MOORES	Non-Nel	6:30-7:00	WLW-C	17.4
9. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW-C	17.2
10. ARTHUR GODFREY	CBS	10:00-11:00	WBNS	16.8
10. AL MORGAN	Non-Nel	7:00-7:15	WLW-C	16.8

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

1. TEXACO STAR THEATER	NBC	8:00-9:00	WLW-C	44.0
2. TWO FOR THE MONEY	NBC	10:00-10:30	WLW-C	29.6
3. FIRESIDE THEATER	NBC	9:00-9:30	WLW-C	28.9
4. CIRCLE THEATER	NBC	9:30-10:00	WLW-C	22.6
5. DINAH SHORE	NBC	7:30-7:45	WLW-C	21.7
6. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW-C	20.9
7. THE UNEXPECTED (film)	Non-Nel	9:30-10:00	WBNS	20.4
8. BEULAH	ABC	7:30-8:00	WTVN	19.6
9. CRIME SYNDICATED	CBS	9:00-9:30	WBNS	18.9
10. MEETIN' TIME AT THE MOORES	Non-Nel	6:30-7:00	WLW-C	17.4

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

1. GODFREY & FRIENDS	CBS	8:00-9:00	WBNS	49.2
2. STRIKE IT RICH	CBS	9:00-9:30	WBNS	32.8
3. THIS IS YOUR LIFE	NBC	10:00-10:30	WLW-C	29.6
4. MAN AGAINST CRIME	CBS	9:30-10:00	WBNS	27.2
5. KRAFT TV THEATER	NBC	9:00-10:00	WLW-C	27.0
6. PERRY COMO	CBS	7:45-8:00	WBNS	24.8
7. BLUE RIBBON BOUTS	CBS	10:00-10:45	WBNS	22.6
8. AL MORGAN	Non-Nel	7:00-7:15	WLW-C	20.2
9. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW-C	19.8
10. I MARRIED JOAN	NBC	8:00-8:30	WLW-C	17.5

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

1. DRAGNET	NBC	9:00-9:30	WLW-C	45.3
2. GROUCHO MARX	NBC	8:00-8:30	WLW-C	39.0
3. FORD THEATER	NBC	9:30-10:00	WLW-C	29.2
4. AMOS 'N' ANDY	CBS	8:30-9:00	WBNS	28.1
5. MY LITTLE MARGIE	CBS	10:00-10:30	WBNS	27.9
6. LONE RANGER	Non-Nel	7:30-8:00	WTVN	26.1
7. T-MEN IN ACTION	NBC	8:30-9:00	WLW-C	23.9
8. BIG TOWN	CBS	9:30-10:00	WBNS	19.0
9. CHET LONG—NEWS	Non-Nel	6:45-7:00	WBNS	18.3
9. AL MORGAN	Non-Nel	7:00-7:15	WLW-C	18.3
9. DINAH SHORE	NBC	7:30-7:45	WLW-C	18.3

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

1. LIFE OF RILEY	NBC	8:30-9:00	WLW-C	28.6
2. OZZIE & HARRIET	NBC	8:00-8:30	WTVN	24.7
3. MY FRIEND IRMA	CBS	8:30-9:00	WBNS	24.0
4. OUR MISS BROOKS	CBS	10:30-11:00	WBNS	23.6
5. BIG STORY	NBC	9:00-9:30	WLW-C	23.1
6. ABBOTT & COSTELLO (film)	Non-Nel	9:30-10:00	WLW-C	22.5
7. CAVALCADE OF SPORTS	NBC	10:00-11:00	WLW-C	20.1
8. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW-C	19.6
8. PLAYHOUSE OF STARS	CBS	9:00-9:30	WBNS	19.6
10. AL MORGAN	Non-Nel	7:00-7:15	WLW-C	18.8
10. PERRY COMO	CBS	7:45-8:00	WBNS	18.8

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

1. YOUR SHOW OF SHOWS	NBC	9:00-10:30	WLW-C	32.6
2. JACKIE GLEASON	CBS	8:00-9:00	WBNS	30.7
3. MIDWESTERN HAYRIDE	NBC	7:00-8:00	WLW-C	28.2
4. ALL STAR REVUE	NBC	8:00-9:00	WLW-C	27.2
5. BIG TOP	CBS	12:00-1:00	WBNS	24.1
6. WILD BILL HICKOK	Non-Nel	6:00-6:30	WBNS	22.4
7. TV-WRESTLING	Non-Nel	10:30-12:30	WLW-C	19.9
8. LAUREL & HARDY (film)	Non-Nel	1:30-2:00	WBNS	19.6
8. COWBOY G-MEN (film)	Non-Nel	6:30-7:00	WBNS	19.6
10. BOSTON BLACKIE (film)	Non-Nel	9:00-9:30	WBNS	19.2

\*NBC Estimate for February, 1953

## NEXT WEEK

### Top 10 TV Shows Each Day in MILWAUKEE

... According to Videodex

### Top 5 Radio Shows Each Day in SEATTLE

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.

## FCC to Talk Educational TV

WASHINGTON, April 11.—Members of the Federal Communications Commission, headed by Chairman Paul A. Walker, will go up to the Hill Thursday (16) to give the Senate Interstate and Foreign Commerce Committee under Sen. Charles W. Tobey (R., N. H.) the picture on educational television. John Doerfer, of West Allis, Wis., who will take the oath as a commissioner next week, is expected to be on hand in place of Commissioner Eugene Merrill.

The whole issue of whether or not to reserve beyond June 2 channels exclusively for educational TV will break into the open. If the committee finds that extension is feasible, determination must be made as to whether this can be effected by FCC rule making or legislation. Under current regulations, commercial applicants are eligible to compete with schools for the reserved channels after June 2.

## 2 Stations to Air Braves

MILWAUKEE April 11.—The battle of the radio stations in Beer City over the broadcasting contract for the major league Milwaukee Braves Baseball games wound up in a draw. The arrangements call for both WEMP, indie 250 watter, and 5,000-watt WTMJ to carry the home and away tilts simultaneously. Listeners will get the same program daily on both stations. The games will be piped from WEMP to WTMJ and also to a four-State network of stations.

Bankroller is the Miller Brewing Company, which sponsored the old Milwaukee Brewers games over WEMP for the past 13 years and outbid six other advertisers seeking the rights for the Braves games. Cost is reported to run well in excess of \$1,000,000 for rights for the next five years. Terms included purchase of \$25,000 worth of ducats to the ball games for five years. No TV deal has been set, with the club's officials said to look with disfavor on video.

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

(143,000 Radio Families\*)

... According to Pulse Reports

WAFM	2,400 watts	Ind.	WJLD	250 watts	Ind.
WAPI	10,000 day, 5,000 night	CBS	WJLN	23,000 watts	Ind.
WBRC	5,000 watts	NBC	WLBS	1,000 watts	Ind.
WEDR	1,000 watts	Ind.	WSGN	5,000 day, 1,000 night	ABC
WILD	10,000 day, 1,000 night	MBS	WVOK	50,000 watts	Ind.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except 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-FEBRUARY, 1953

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

				Highest Qr. Hr. Rtg.
1. BERGEN-McCARTHY	CBS	7:00-7:30	WAPI	8.3
2. MY LITTLE MARGIE	CBS	7:30-8:00	WAPI	8.0
3. HALLMARK PLAYHOUSE	CBS	8:00-8:30	WAPI	7.0
3. DRAGNET	NBC	8:30-9:00	WBRC	7.0
5. HARRIS-FAYE	NBC	7:00-7:30	WBRC	6.8
5. THEATER GUILD	NBC	7:30-8:00	WBRC	6.8

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

1. LUX RADIO THEATER	CBS	8:00-9:00	WAPI	11.3
2. GODFREY'S TALENT SCOUTS	CBS	7:30-8:00	WAPI	10.3
3. SUSPENSE	CBS	7:00-7:30	WAPI	8.8
4. BOB HAWK SHOW	CBS	9:00-9:30	WAPI	8.5
5. RAILROAD HOUR	NBC	7:00-7:30	WBRC	6.0
5. WORLD TONIGHT—NEWS	Non-Nel	10:00-10:15	WAPI	6.0

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

1. PEOPLE ARE FUNNY*	CBS	7:00-7:30	WAPI	9.3
1. MR. AND MRS. NORTH	CBS	7:30-8:00	WAPI	9.3
3. LIFE WITH LUIGI	CBS	8:00-8:30	WAPI	8.5
4. MY FRIEND IRMA	CBS	8:30-9:00	WAPI	6.5
5. FIBBER MCGEE AND MOLLY	NBC	8:30-9:00	WBRC	6.3

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

1. FBI IN PEACE AND WAR	CBS	7:00-7:30	WAPI	11.5
2. DR. CHRISTIAN	CBS	7:30-8:00	WAPI	10.5
3. YOU BET YOUR LIFE	NBC	8:00-8:30	WBRC	9.5
3. THE BIG STORY	NBC	8:30-9:00	WBRC	9.5
5. VISITIN' TIME	CBS	8:00-8:30	WAPI	8.3

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

1. EDDIE CANTOR	NBC	8:30-9:00	WBRC	8.3
2. BING CROSBY	CBS	8:30-9:00	WAPI	8.0
2. HOLLYWOOD PLAYHOUSE, TIME-LOVE	CBS	8:00-8:30	WAPI	8.0
4. TRUTH OR CONSEQUENCES	NBC	8:00-8:30	WBRC	7.8
4. FATHER KNOWS BEST	NBC	7:30-8:00	WBRC	7.8
5. JUDY CANOVA	NBC	9:00-9:30	WBRC	7.5

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

1. MR. KEEN	CBS	7:00-7:30	WAPI	7.8
2. HIT PARADE—BANDS	NBC	7:00-7:30	WBRC	7.3
3. OZZIE AND HARRIET	ABC	8:00-8:30	WSGN	7.0
3. MEET CORLISS ARCHER	ABC	8:30-9:00	WSGN	7.0
5. NAME THAT TUNE	NBC	7:30-8:00	WBRC	6.8

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

1. GENE AUTRY	CBS	7:00-7:30	WAPI	6.8
1. TARZAN	CBS	7:30-8:00	WAPI	6.8
3. GUNSMOKE	CBS	8:00-8:30	WAPI	6.5
4. GRAND OLE OPRY	NBC	8:30-9:00	WBRC	5.8
5. HAYLOFT JAMBOREE	Non-Nel	8:30-9:00	WAPI	5.5
5. GANGBUSTERS	CBS	9:30-10:00	WAPI	5.5

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

1. EDWARD R. MURROW	CBS	6:45-7:00	WAPI	10.3
2. WORLD NEWS ROUND-UP	CBS	7:00-7:15	WAPI	9.3
2. BREAKFAST CLUB	ABC	8:00-9:00	WSGN	9.3
4. HELEN TRENT, EISENHOWER	CBS	11:30-11:45	WAPI	9.2
5. WENDY WARREN	CBS	11:00-11:15	WAPI	9.1

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

1. WORLD NEWS ROUND-UP	CBS	7:00-7:15	WAPI	9.3
2. THEATER OF TODAY	CBS	11:00-11:30	WAPI	7.8
3. TIME TO RISE	Non-Nel	7:15-8:00	WAPI	7.3
4. STARS OVER HOLLYWOOD	CBS	11:30-12:00	WAPI	6.8
5. GIVE AND TAKE	CBS	10:30-11:00	WAPI	6.5

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

1. JACK BENNY	CBS	6:00-6:30	WAPI	10.0
2. AMOS 'N' ANDY	CBS	6:30-7:00	WAPI	9.3
3. OUR MISS BROOKS	CBS	5:30-6:00	WAPI	6.8
4. DREW PEARSON	ABC	5:00-5:15	WSGN	6.0
4. COUNTERSPY	NBC	4:30-5:00	WBRC	6.0
4. HAPPY HITTERS	Non-Nel	9:00-9:30	WBRC	6.0

\*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Birmingham metropolitan area.

# CBS to Syndicate Newsfilm Service

NEW YORK, April 11.—With final plans already completed for setting up a Newsfilm department, the Columbia Broadcasting System about May 1 will begin syndicating its newsfilm service to video stations around the country. The CBS-TV decision to operate its own Newsfilming department was made because it refused to pay the rate increases asked by Telenews, whose contract ends April 30. Telenews reportedly was asking a substantial increase over the \$7,000 weekly it was receiving this year from the web.

The CBS-TV Newsfilm department will be headed by E. C. (Ned) Buddy, former film editor for Paramount and Pathe. Manager of the new department will be Karl MacIllvaine. Film will be gathered thru staffers, stringers and exchange agreements.

The network has staffers and stringers in virtually every city around the country. Abroad it will have stringers in London, Paris; Frankfurt, Germany; Tokyo and Beirut, Syria. Exchange agreements will be concluded with organizations in other important centers thruout the world.

### Duties

The primary responsibility of the Newsfilming department will be servicing CBS-TV news shows such as the 7:30-7:45 news strip featuring Doug Edwards and supplying camera crews for CBS-TV public affairs programs. Because the network will be making use of the department, it is expected that it will be able to sell its Newsfilm service at a very small figure and so give spirited competition to other video film services. The CBS-TV Newsfilm department will report to Sig Mickelson the network's director of news and public affairs. Syndication will be handled by CBS-TV Film Sales division.

Telenews this week was also facing partial cancellation of its newsfilming service by the American Broadcasting Company. This web buys the service for its five o.&o. stations and its network. ABC-TV will probably drop the service for a few of these stations.

# PIC ILLUSTRATES RE-RUN SCALES

NEW YORK, April 11.—To help ad agencies understand the implications of the new Screen Actors Guild re-use scales for filmed TV commercials, Screen Gems has put together a special demonstration reel, which its account execs will begin showing next week. The reel contains over 20 commercials illustrative of the various conditions of the interim contract.

Along with the showings, Screen Gems salesmen will explain what the talent for each blurb costs under the new scales and how to save. Screen Gems sent letters to its agency clients this week offering to show them the reel without obligation.

# Stations Snap Up Cartoon Package

NEW YORK, April 11.—After little more than a week's drive on its cartoon package, Official Films, Inc., has clinched \$15,000 in sales to about half a dozen stations. Following its acquisition of the TV distribution rights to all the "Felix the Cat" films, Official began a special promotion of its cartoons. It now has 35 "Felix" shows ready, plus about 50 cartoons it already had in its library of miscellaneous shorts. Herman Rush, Official's syndication sales chief, estimates he will eventually have over 100 "Felix" shows available for TV. The exact number is not ascertainable at the moment because the availability and quality of all 200 Felixes still have to be appraised.

Stations in general appear to be buying cartoons today at a faster clip than ever before. According to best estimates there are about 650 cartoons in TV distribution altogether. It would seem that the market could comfortably support as many as 1,000 cartoons, if not more. But at the moment there is not another foot of cartoon in the offing. The animation process is too expensive to make practical production for TV only at this time, and theatrical distributors are keeping a tight grip on the cartoons they have, although many of them may not have been exhibited in years. Meanwhile stations say that the silent footage can easily and effectively be backed by music and commentary locally. Or the film itself can be scored with sound effects and music.

The salability of cartoons is interesting in view of the slack sales of TV film kiddie-puppet

shows, with stations showing a preference for programing kiddie shows locally. The cartoons, which are more economical, are a natural integration into live moppet shows, can be re-run frequently with sustained interest, and are not rendered obsolete.

A possibility exists for improvement of the cartoon situation with animation pioneers Max Fleischer and J. R. Bray joining forces to form a division of Bray Studios, and making further experiments in the animation technique which they hope will eventually lead to three things: a cheap enough process to produce cartoon programs for TV, a process of "refreshing" old cartoons, and a process of giving cartoons a three-dimensional impression.

# London Rights To Reynolds

HOLLYWOOD, April 11.—Stu Reynolds this week acquired exclusive sales rights to the "Jack London Adventure Theater" TV film series in a deal concluded with Mutual Television Productions. Half-hour series is based upon the London writings with sufficient material on hand for a 52-week show line-up.

Mutual has already filmed three initial reels in the series. Reynolds, prexy of Reynolds Productions, closed deal with Rudolph Monter and Edward Gray, heads of the Mutual film firm.

## SPORTS LIBRARY

### Guild Offers Legit Version Of Bingo

NEW YORK, April 11.—Guild Films this week was converting its sports library into a legitimate version of bingo, an added use for the film which is now playing in 27 markets. The Guild sports library lends itself to this use, because of its old and new feature clips, of activity in the world of athletics.

Viewers can display their skill by identifying sports figures or sporting contests shown in the library. The skill element legitimizes the game, since luck becomes only a minor element. Converted to bingo, the sports library is expected to have a strong appeal for sponsors. Bingo cards would be sent to viewers by their distributors, which makes it simple to learn whether the game is succeeding.

### UA-TV Maps Re-Alignment Of Sales Org

NEW YORK, April 11.—United Artists Television has re-aligned its sales organization, setting up four geographic areas of command. Nat Donato, formerly Eastern sales manager for Guild Films, has been brought over to UA-TV as divisional sales manager, covering New England, Canada and upper New York State. Milton Olin, of the UA-TV sales staff, has been appointed divisional manager for the Middle Atlantic States, Ohio and Michigan. Also, Bomar Lowrance and Associates have been named by UA-TV to represent them thru the South and Southwest. Lowrance will work out of a Charlotte, N. C., office; Freeman Jones will head the Atlanta office.

The Midwest coverage will be headed by Robert (Pat) O'Brian with the title of Midwestern sales manager. O'Brian will work as far west as Nebraska and Oklahoma. At the same time, Bob Gaertner, who has been serving as assistant to general manager George Shupert, has been named business manager.

### Food & Drink Firms Best Local Clients

NEW YORK, April 11.—Beverage companies and food product outfits predominate in the field of local and regional advertisers of TV film shows, according to a recent survey conducted by Consolidated Television Sales, Inc., to determine the types of sponsors buying Consolidated TV film packages.

A breakdown of more than 500 sales made by Consolidated since its inception eight months ago revealed that 36 per cent of the local regional advertisers were in the beverage business; 26 per cent, food; 12 per cent, appliances; 10 per cent, automotive; 8 per cent, dry goods; 3 per cent, banks and utilities; 5 per cent, miscellaneous.

A considerable number of Consolidated sales are made directly to stations, of course, but the distribution outfit checked on all re-sales by stations to sponsors and these were included in the final roundup.

### WNBT's Spot Bonus Plan

NEW YORK, April 11.—In a move to attract more participation sponsors for its feature film programs, WNBT has inaugurated a new discount plan, based on the station's "personality prize package" operation, which provides discounts for participations on live programs.

The new plan, tagged "celluloid prize package," provides that if a client buys a participation on either the "Bar Four Ranch" or "Saturday Stagecoach," plus two more on the same shows or on "Hollywood Playhouse," "Channel Four Theater" or "11th Hour Theater," he will receive a fourth spot free as a bonus on any one of the above programs except "11th Hour Theater."

### Short Subject Film Library Is Marketed

NEW YORK, April 11.—Telenews Productions is putting a library of over 1,000 one to three-minute film subjects on the TV market beginning next week. The "Film Featlettes," as Telenews is referring to the short films, include events and pursuits of broad and continuing interest. Telenews is offering the library on an unlimited play basis on a one-year contract, or on a three-year contract at reduced rate.

Each subject is boxed, titled, scored and narrated. The library comes in a specially built file cabinet. Each month Telenews will supplement the station's library so that over a year it will have received around 2,000 subjects.

The buying stations will also receive four series of 65 15-minute scripts on which showing of the featurttes can be based. Additional scripts for "The Build-A-Show Film Library" will be sent the station thruout the tenure of its contract. Telenews estimates that if a new station uses the films only on the basis of the scripts, the cost for the station is less than \$5 per quarter-hour show.

Telenews will demonstrate "Build-A-Show" library at the National Association of Radio-TV Broadcasters Convention on the West Coast at the end of the month.

### Official Into Talent Repping

Continued from page 1

agent for these personalities who will continue to be handled by Sanford at his new post. They, of course, will be available for Official radio and TV packages, both live and film. Sanford will also assist Hal Hackett, another new Official veepee who likewise came to them from MCA.

With the addition of these two top execs, Official has moved a long way toward bolstering its staff. Billy Goodheart, president of Official, has not been active in the organization since the middle of last year. He will reportedly confer about his future status in company management with Ike Levy, chairman of the board, around the end of May. Goodheart is now at his farm.

## TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available.

### THEATRICAL

ANGEL ON MY SHOULDER	Comedy	16mm.	United Artists	1946
Quality Films, 1040 N. Las Palmas, Hollywood				
ANGEL WITH A TRUMPET	Drama	16mm.		
Snader Telescriptions Sales, 229 W. 42d St., New York				
BLIND MAN'S BLUFF	Drama	16mm.		
Hygo Television, 60 W. 46th St., New York				
CAPTAIN CAUTION	Drama	16mm.	United Artists	1940
Unity TV Corporation, 1502 Broadway, New York				
CAPTAIN SIROCCO	Drama	16mm.		
Television Exploitations, 1450 Broadway, New York				
CAPTAIN TUGBOAT ANNIE	Drama	16mm.	Republic	1945
M & A Alexander, 6040 Sunset Blvd., Hollywood				
CASE FOR CROWN	Drama	16mm.		
Sterling Television Company, 316 W. 47th St., New York				
CRYSTAL BALL	Comedy	16mm.	United Artists	1943
Motion Pictures for Television, 655 Madison Ave., New York				
DANGEROUS CARGO	Drama	16mm.		
Motion Pictures for Television, 655 Madison Ave., New York				
END OF THE RIVER	Drama	16mm.	Universal	1948
Unity Television Corporation, 1501 Broadway, New York				
GETTING GERTIE'S GARTER	Comedy	16mm.	United Artists	1945
Peerless Productions, Inc., 729 7th Ave., New York				
HIGH FURY	Drama	16mm.	United Artists	1948
Hygo Television, 60 W. 46th St., New York				
JUNGLE PATROL	Drama	16mm.	Fox Film Corp.	1948
Quality Films, 1040 N. Las Palmas, Hollywood				
LINDA BE GOOD	Comedy	16mm.		
Quality Films, 1040 N. Las Palmas, Hollywood				
MANBAIT	Mystery	35mm.	Producers Distributing Corporation	1927
Tele-Pictures, Inc., 1650 Broadway, New York				
MY SON, MY SON	Drama	16mm.	United Artists	1940
Peerless Productions, Inc., 729 7th Ave., New York				
NIGHT BOAT TO DUBLIN	Drama	16mm.		
Atlas Television Corporation, 15 W. 44th St., New York				
SHANGHAI COBRA	Mystery	16mm.	Monogram Pictures	1945
Motion Pictures for Television, 655 Madison Ave., New York				
SIDEWALKS OF LONDON	Comedy	16mm.	Paramount	1940
Motion Pictures for Television, 655 Madison Ave., New York				
THE STEEL KEY	Mystery	16mm.		
American-British TV Movies, 200 W. 57th St., New York				
STORM OVER LISBON	Drama	16mm.	Republic	1944
Hollywood TV Service, Republic Studios, N. Hollywood				
TEXAS, BROOKLYN AND HEAVEN	Musical	16mm.	United Artists	1948
Television Exploitations, 1450 Broadway, New York				
THE TITAN	Drama	16mm.	Pandora Films	1950
Sterling Television Company, 316 W. 47th St., New York				
TOMORROW THE WORLD	Drama	16mm.	United Artists	1944
Quality Films, 1040 N. Las Palmas, Hollywood				
WIDE BOY	Drama	16mm.		
Cheryl TV Corporation, 1040 N. Las Palmas, Hollywood				
WINTER CARNIVAL	Drama	16mm.		
Motion Pictures for Television, 655 Madison Ave., New York				

### OTHER

COMMAND OF THE SEA	Industrial	16mm.	Free
Public Information Office, 9th Naval District, Great Lakes, Ill.			
I BEHOLD HIS GLORY	Religious	16mm.	Free
National Council of Churches, 220 Fifth Ave., New York			
KITCHEN MAGIC	Industrial	16mm.	Free
Wellington Consumer, 551 Fifth Ave., New York			
SGT. BRUCE REPORTING	Educational	16mm.	Free
Ford Foundation, 655 Madison Ave., New York			
STEPPING ALONG WITH TELEVISION	Industrial	16mm.	Free
Bell Aircraft Company, Public Relations Department, Buffalo			
TARGET NEVADA	Educational	16mm.	Free
U. S. Air Force, nearest base			
TELEPHONE CABLE TO CUBA	Industrial	16mm.	Free
Bell Aircraft Company, Public Relations Department, Buffalo			
THAT I MAY SEE	Religious	16mm.	Free
Family Theater, 7201 Sunset Blvd., Hollywood			
TRIAL AT TARA	Religious	16mm.	Free
Family Theater, 7201 Sunset Blvd., Hollywood			
TYPING TIME	Industrial	16mm.	Free
International Business Machines, Colorado Springs, Colo.			
WHAT'S YOUR TROUBLE?	Religious	16mm.	Free
National Council of Churches, 220 Fifth Ave., New York			

All in the April 25 Issue . . . Out Next Week

A SPECIAL RADIO-TV-TV FILM SECTION THAT PUTS THE

## SPOTLIGHT ON CALIFORNIA

AND THE

### April TV Film Program Guide and Market Report

PLUS ALL OF THE REGULAR

## Radio-TV-TV Film News, Features and Rating Charts

# THE BILLBOARD TV Film Buying Guide

## ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues. For each ARB city in which a film is appearing the show's ARB rating is given as well as the ARB rating of the preceding show on the same station and the shows on opposition stations at the same time as the listed film. For further information on each show's audience, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C., or its branch offices at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22. This chart does not include film program that may reach the stations thru the facilities of one of the networks. For complete distribution of all TV film series currently being shown, see Syndicated Series and Where Showing chart which appears in our regular monthly TV Film Program Buying Guide section.

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
<b>ADVENTURE</b>			
<b>China Smith</b> . . . 26 . . . 26 . . .			
Dist.: PSI-TV, Inc.			
<b>CHICAGO (4 stations)</b>			
WNBO, 9:30-10, Wed.			
Feb. ARB Rating . . . . . 14.0			
(Previous Month's Rating . . . . . 8.7)			
Prec. Show: Martin Kane . . . . . 18.4			
Opposition Shows, 9:30-10:			
WBK—Boston Blackie . . . . . 28.0			
WENR—Music in Velvet . . . . . 5.4			
WGN—I've Got a Secret . . . . . 14.8			
<b>DETROIT (3 stations)</b>			
WXYZ, 8-8:30, Thurs.			
Feb. ARB Rating . . . . . 9.6			
(Previous Month's Rating . . . . . 10.2)			
Prec. Show: Lone Ranger . . . . . 36.8			
Opposition Shows, 8-8:30:			
WJBK—Burns and Allen . . . . . 19.2			
WWJ—You Bet Your Life . . . . . 38.2			
<b>LOS ANGELES (7 stations)</b>			
KECA, 8:30-9, Fri.			
Feb. ARB Rating . . . . . 15.4			
(Previous Month's Rating . . . . . 12.6)			
Prec. Show: Ozzie and Harriet . . . . . 18.7			
Opposition Shows, 8:30-9:			
KNXT—Carson's Cellar . . . . . 4.1			
KNBH—Herman Hickman;			
Short Short Drama . . . . . 4			
KHJ—PCC Basketball . . . . . 4.1			
KTTV—Friday Night Movies . . . . . 3.5			
KLAC—Wrestling . . . . . 4.9			
KTLA—Lawrence Welk . . . . . 31.3			
<b>SAN FRANCISCO (3 stations)</b>			
KGO, 9-9:30, Fri.			
Feb. ARB Rating . . . . . 17.0			
Prec. Show: Chevon Theater . . . . . 20.4			
Opposition Shows, 9-9:30:			
KRON—Aldrich Family . . . . . 8.7			
KPIX—My Friend Irma . . . . . 29.2			
<b>WASHINGTON (4 stations)</b>			
WTTG, 9:30-10, Fri.			
Feb. ARB Rating . . . . . 8.2			
(Previous Month's Rating . . . . . 14.4)			
Opposition Shows, 9:30-10:			
WNBW—Aldrich Family . . . . . 10.9			
WMAL—Tales of Tomorrow . . . . . 10.0			
WTOP—Our Miss Brooks . . . . . 28.1			

<b>Dangerous</b>			
<b>Assignment</b> . . . 30 . . . 29 . . .			
Dist.: NBC Film Division			
<b>BALTIMORE (3 stations)</b>			
WBAL, 10:30-11, Thurs.			
Feb. ARB Rating . . . . . 12.7			
(Previous Month's Rating . . . . . 17.2)			
Prec. Show: Robert Montgomery			
Presents . . . . . 31.0			
Opposition Shows, 10:30-11:			
WMAR—Studio One . . . . . 20.3			
WAAM—Feature Boxing;			
Interviews . . . . . 16.4			
<b>CHICAGO (4 stations)</b>			
WENR, 10-10:30, Tues.			
Feb. ARB Rating . . . . . 12.9			
(Previous Month's Rating . . . . . 14.9)			
Prec. Show: Name's the Same . . . . . 22.6			
Opposition Shows, 10-10:30:			

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Series Name	Length in Minutes	No. Releases Available	ARB Ratings
WBKB—Vic Perry; Sports; Weather . . . . . 6			
WNBQ—Weather; D. Connors; News, Clifton Utley . . . . . 18.3			
WGN—Leaf Clover Theater . . . . . 14.2			
<b>CLEVELAND (3 stations)</b>			
WNBK, 10:30-11, Thurs.			
Feb. ARB Rating . . . . . 15.9			
(Previous Month's Rating . . . . . 16.2)			
Prec. Show: Martin Kane . . . . . 16.0			
Opposition Shows, 10:30-11:			
WEWS—Thursday Night Theater . . . . . 15.4			
WXEL—I've Got a Secret . . . . . 9.4			
<b>COLUMBUS (3 stations)</b>			
WBNS, 9:30-10, Sun.			
Feb. ARB Rating . . . . . 14.4			
(Previous Month's Rating . . . . . 16.9)			
Prec. Show: General Electric Theater . . . . . 16.8			
Opposition Shows, 9:30-10:			
WLWC—TV Playhouse . . . . . 27.0			
WTVN—Plainclothesman . . . . . 17.2			
<b>DAYTON (2 stations)</b>			
WLW-D, 10:30-11, Sun.			
Feb. ARB Rating . . . . . 6.4			
(Previous Month's Rating . . . . . 10.2)			
Prec. Show: The Doctor . . . . . 22.9			
Opposition Show, 10:30-11:			
WHIO—What's My Line . . . . . 40.3			
<b>LOS ANGELES (7 stations)</b>			
KNBH, 10:30-11, Fri.			
Feb. ARB Rating . . . . . 15.9			
(Previous Month's Rating . . . . . 18.9)			
Prec. Show: Dennis Day . . . . . 18.1			
Opposition Shows, 10:30-11:			

**WARNING • WARNING • WARNING**  
Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

KNXT—Chronoscope;			
A Table in Hollywood . . . . . 1.8			
KTLA—Swing Shift Theater . . . . . 3.0			
KECA—Jack Rourke; H. Weaver;			
Moonlight Movietime . . . . . 5			
KHJ—Mystery Theater . . . . . 3			
KTTV—Startime Theater . . . . . 2.5			
KLAC—Locker Room; Wrestling . . . . . 6.5			
<b>NEW YORK (7 stations)</b>			
WNBT, 10:30-11, Mon.			
Feb. ARB Rating . . . . . 14.3			
(Previous Month's Rating . . . . . 17.2)			
Prec. Show: Robert Montgomery . . . . . 30.3			
Opposition Shows 10:30-11:			
WCBS—Studio One . . . . . 25.0			
WABD—Boxing . . . . . 7.2			
WJZ—Feature Film . . . . . 1.3			
WOR—Wrestling; News . . . . . 1.5			
WPIX—Telepix; Weatherman;			
Tomorrow's News; Sports . . . . . 1.3			
WATV—Western Feature . . . . . 3			
<b>PHILADELPHIA (3 stations)</b>			
WPTZ, 10:30-11, Tues.			
Feb. ARB Rating . . . . . 14.2			
(Previous Month's Rating . . . . . 13.9)			
Prec. Show: Two for the Money . . . . . 19.4			
Opposition Shows, 10:30-11:			
WFIL—Stage "S" . . . . . 25.2			
WCAU—Death Valley Days . . . . . 6.2			
<b>WASHINGTON (4 stations)</b>			
WMAL, 9:30-10, Wed.			
Feb. ARB Rating . . . . . 11.4			
(Previous Month's Rating . . . . . 14.9)			
Prec. Show: Famous Playhouse . . . . . 3.9			
Opposition Shows, 7:30-8:			
WNBW—Circle Theater . . . . . 21.8			
WTTG—Wisdom of the Ages . . . . . 5.7			
WTOP—Suspense . . . . . 20.0			

<b>Foreign</b>			
<b>Intrigue</b> . . . 30 . . . 29 . . .			
Dist.: J. Walter Thompson Co.			
<b>BOSTON (2 stations)</b>			
WNAC, 10:30-11, Sat.			
Feb. ARB Rating . . . . . 15.3			
(Previous Month's Rating . . . . . 17.6)			
Prec. Show: Balance Your Budget . . . . . 14.6			
Opposition Show, 10:30-11:			
WBZ—Hit Parade . . . . . 37.5			
<b>CHICAGO (4 stations)</b>			
WENR, 10-10:30, Wed.			
Feb. ARB Rating . . . . . 12.9			
(Previous Month's Rating . . . . . 10.3)			
Prec. Show: Wrestling . . . . . 8.7			
Opposition Shows, 10-10:30:			
WBKB—Vic Perry; Sports; Weather . . . . . 1.5			
WNBQ—Weatherman; D. Connors; C. Utley, News . . . . . 17.0			
WGN—Request Playhouse . . . . . 9.9			
<b>CINCINNATI (3 stations)</b>			
WKRC, 9:30-10, Mon.			
Feb. ARB Rating . . . . . 15.4			
(Previous Month's Rating . . . . . 15.2)			
Prec. Show: I Love Lucy . . . . . 61.3			

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
Opposition Shows, 9:30-10:			
WLWT—Robert Montgomery . . . . . 32.0			
WCPO—Red Buttons Show . . . . . 19.1			
<b>CLEVELAND (3 stations)</b>			
WEWS, 10-10:30, Sun.			
Feb. ARB Rating . . . . . 25.1			
(Previous Month's Rating . . . . . 18.2)			
Prec. Show: Break the Bank . . . . . 12.6			
Opposition Shows, 10-10:30:			
WNBK—The Doctor . . . . . 18.9			
WXEL—Arthur Murray Show . . . . . 3.7			
<b>DETROIT (3 stations)</b>			
WJBK, 10:30-11, Fri.			
Feb. ARB Rating . . . . . 15.5			
(Previous Month's Rating . . . . . 18.4)			
Prec. Show: Mr. and Mrs. North . . . . . 23.7			
Opposition Shows, 10:30-11:			
WWJ—Cavalcade of Sports . . . . . 33.0			
WXYZ—Down You Go . . . . . 5.2			
<b>LOS ANGELES (7 stations)</b>			
KNBH, 10:30-11, Thurs.			
Feb. ARB Rating . . . . . 16.5			
(Previous Month's Rating . . . . . 6.0)			
Prec. Show: Martin Kane . . . . . 16.5			
Opposition Shows, 10:30-11:			
KNXT—A Table in Hollywood;			
Wrestling Preview . . . . . 8			
KTLA—Wrestling . . . . . 5.6			
KECA—Hank Weaver;			
Moonlight Movietime . . . . . 4			
KHJ—News of Air;			
Mystery Theater . . . . . 8			
KTTV—Scoop the Writers . . . . . 3.2			
KLAC—Freedom Forum . . . . . 1.7			
<b>NEW YORK (7 stations)</b>			
WNBT, 10:30-11, Thurs.			
Feb. ARB Rating . . . . . 19.3			
(Previous Month's Rating . . . . . 20.6)			
Prec. Show: Martin Kane . . . . . 19.0			
Opposition Shows, 10:30-11:			
WCBS—I've Got a Secret . . . . . 13.7			
WABD—Documentary Theater . . . . . 3			
WJZ—Feature Playhouse . . . . . 7			
WOR—Boxing . . . . . 4.7			
WPIX—Basketball . . . . . 5.0			
WATV—Western Feature . . . . . 3			
<b>PHILADELPHIA (3 stations)</b>			
WCAU, 10-10:30, Sat.			
Feb. ARB Rating . . . . . 22.4			
(Previous Month's Rating . . . . . 21.0)			
Prec. Show: Racket Squad . . . . . 20.6			
Opposition Shows, 10-10:30:			
WPTZ—Show of Shows . . . . . 29.0			
WFIL—Wheel Chair Review;			
What One Person Can Do . . . . . 1.7			
<b>SAN FRANCISCO (3 stations)</b>			
KGO, 8-8:30, Wed.			
Feb. ARB Rating . . . . . 16.2			
(Previous Month's Rating . . . . . 12.1)			
Prec. Show: Date With Judy . . . . . 11.1			
Opposition Shows, 8-8:30:			
KRON—I Married Joan . . . . . 37.9			
KPIX—Candid Camera . . . . . 6.3			

<b>WASHINGTON (4 stations)</b>			
WNBK, 10:30-11, Thurs.			
Feb. ARB Rating . . . . . 19.3			
(Previous Month's Rating . . . . . 20.6)			
Prec. Show: Martin Kane . . . . . 25.7			
Opposition Shows, 10:30-11:			
WTTG—Big Picture . . . . . 2.1			
WMAL—Wrestling From Chicago . . . . . 7.9			
WTOP—I've Got a Secret . . . . . 16.4			

<b>Ramar of the Jungle</b> . . . 30 . . . 26 . . .			
Dist.: Arrow Productions			
<b>CHICAGO (4 stations)</b>			
WENR, 7-7:30, Wed.			
Feb. ARB Rating . . . . . 9.7			
Prec. Show: Lone Ranger . . . . . 20.3			
Opposition Shows, 7-7:30:			
WBKB—Burns and Allen . . . . . 15.8			
WNBQ—You Bet Your Life . . . . . 37.7			
WGN—Sports Edition;			
Adventure Theater . . . . . 3			
<b>COLUMBUS (3 stations)</b>			
WBNS, 4-4:30, Sun.			
Feb. ARB Rating . . . . . 18.0			
Prec. Show: Columbus Churches . . . . . 3.2			
Opposition Shows, 4-4:30:			
WLWC—Kukla, Fran and Ollie . . . . . 4.8			
WTVN—Prescription for Living . . . . . 2.0			
<b>DETROIT (3 stations)</b>			
WXYZ, 6:30-7, Fri.			
Feb. ARB Rating . . . . . 21.8			
Prec. Show: Deadline; News Ace . . . . . 5.9			
Opposition Shows, 6:30-7:			
WJBK—Telenews Ace;			
Ed Hayes Sports . . . . . 3.2			
WWJ—Sports Closeup . . . . . 4.8			
<b>LOS ANGELES (7 stations)</b>			
KTTV, 7-7:30, Tues.			
Feb. ARB Rating . . . . . 16.1			
Prec. Show: George Putnam;			
Weather . . . . . 5.9			
Opposition Shows, 7-7:30:			
KNXT—The Range Rider . . . . . 7.6			
KNBH—It's a Good Idea;			
Short, Short Drama . . . . . 1.8			
KTLA—Newsreel; Time for Beany . . . . . 7.7			
KECA—Beulah . . . . . 11.9			
KHJ—Newspaper of the Air;			
Steve Dunne . . . . . 1.4			
KLAC—Film Playhouse . . . . . 3.5			
<b>PHILADELPHIA (3 stations)</b>			

**Chicago, Chicago**

(Friday, April 10)

Capacity: 4,200. Price policy, 30 to 80 cents. Four shows daily. House Booker, Harry Levine. Show played by Louis Basil and house band.

John Carroll, he-man of the movies, is billed here as the "newest singing sensation." In his bid to keep the promise of that billing, Carroll gives it the old college try but misses by a country mile. Nevertheless, his baritone is not unpleasant and his personality is winning. The combination enables him to satisfy those who want to eye a movie headliner in the flesh.

Carroll hews almost entirely to singing, making with few words, a welcome contrast from the long-windedness of many touring flickerites. For wordage, the bill relies upon Comic Jackie Miles. He depends largely upon two routines. One is built around the impact of TV's arrival within his household, the other around a Mr. Milquetoast minding a theater seat for a temporary absentee. Both are good for laughs but of low value.

Maurice and Maryea delight with their dancing. They open with a well-executed ballroom routine and close with a fast-paced whirl, a la musical comedy. The Three Goetichs, working the opening spot, register well with their unicycle act, in which they chip in head-and-shoulder balancing, instrumental music and some dance maneuvers, all while one-wheeling. Their three-high shoulder balancing from a cycle sparks much applause.

Pic, "Trouble Along the Way." Herb Dotten.

**The London Palladium**

(Monday, April 6)

Capacity, 2,200. Price range, 99 cents-\$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry. Press representative, John A. Carlsen. Show Played by Woolf Phillip's Skyrockets ork.

Val Parnell's policy of heading the Palladium bills with top Hollywood and show business names draws the crowds, but it often means that what they see is one superb act and a host of feeble ones. But when the top name is not so well known over here (and consequently he pays them less), he can afford to pack the rest of the bill with first-class material. Hillbilly singer Tennessee Ernie heads one of the best bills the house has had in a long time. The first half was climaxed by Florence Desmond, whose impressions continue to be the best in the business. Zero Mostel had some trouble getting started but finally made it with his impression of a coffee percolator. The Beverly Sisters were there, showing less sex with their sugar this time and having a better act because of it. Louise and her dogs had an animal act that was really amusing. And from the moment Jack

(Continued on page 50)

**Chez Paree, Chicago**

(Friday, April 3)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive. Estimated talent cost, \$12,000.

Lena Horne returns after a lengthy absence to head an outstanding package. The glamorous gal comes off splendidly with vocals that are blue, light, sexy and solid.

Poise and manner do much to jell the turn, built around a nifty list of tunes that Miss Horne puts out with expressiveness. "All Yours" and "Haunted Town" open and lead to "Beale Street Blues," which brings any slow starters into the mitting camp. "Papa, Don't Preach to Me"

(Continued on page 50)

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**Night Club-Vaude Reviews**

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

(Tuesday, April 7)

Capacity, 300. Price policy, \$2 cover. Show at 10:30 week nights; 9 and 11:30 Saturdays. Publicity, Tom Bickmore. Booking policy, MCA thru John Grande of the Statler chain. Estimated budget this show, \$4,500.

For those who enjoy lively, colorful ice skating close-up, current offering is the thing. Wilma and Ed Leary have created an intimacy for their "Ice Ahoy" that's a crowd pleaser and which should attract repeaters. Show's engagement is first blade revue in a local nitery for some years, and may well set a pattern for future bookings for the larger saloons hereabouts.

"Ice Ahoy" is a small version of the usual ice revue, complete with chorus (5), a solo headliner (Jean Arlen), a comedian (J. P. Melendez), and a pair of agile interpretive bladers (the Learys). Theme is that of two sailors on liberty in the Big City, an old one but appropriate enough to display skaters' versatility, and the comedy and sensuousness the night crowd comes to expect.

Most of the 50 minutes is fast paced, slowing only at intervals during Melendez's comedy routine and that of John Casper and Dottie McCusker. Latter is a comic bit posing Dottie as a would-be chorine whose ineptness at skating results in near misses and some hits—on her posterior and in the laps of bystanders.

Miss Arlen's single, blade work to "Beautiful Lady," rates a good hand. The pint-sized blonde displays a mastery of the skating art to win the mitt of even the most discriminating. An exceptionally heavy mitt is reserved appropriately for the dime-a-dance palace number which gives skaters opportunity to display a diversity of terping on ice.

The Learys themselves prove an ice revue can be successfully adapted to a nitery's intimacy with their sensuous capering to the "Basin St. Blues," an effort that's delicately provocative. The lavish finale is almost anti-climatic after this big mitt getter.

Opening nighter suffered only slightly from an almost imperceptible lack of preparation on some musical numbers by Frankie Carle Ork (14). Ork made up for this slight deficiency with its danceable rhythms that kept floor crowded all evening long. Thrush Joan House, Carle's niece, warbles adequately in absence of maestro's daughter, Marjorie Hughes, who's infatigating in Detroit. Ron Perry combo (5) pleases during band's breaks.

Ed Velarde.

**Olympia, Miami**

(Wednesday, April 3)

Capacity 2,170. Four shows daily. Price policy, 68c-\$1.03. House Booker, Harry Levine. Show played by Les Rohde's orchestra.

A solid hit in the new flesh festivities here is a group with the improbable name of The Goofers. They're five bundles of nervous energy, creating large packages of audience-applause via their instrumental and vocal antics.

When this quintet essays comedy, they're truly funny; when they swing into their forte of hot jazz they rock the theater. All to-musicians, they take turns on piano, drums, bass and trumpet solos for solid entertainment values.

Good hands, too, were chalked up by ballerina Carol King, who is breaking in a new act this week. Her act is built up around an understudy theme, in which a rehearsal-stage electric light "talks" to her. It's a neat bit of showmanship.

Otherwise, the first-show audience mostly sat on its hands thru the bill's first three acts: Mike Monroe, who clowns on a trampoline; Al Robinson, who ventriloquists wigh his dummy, Alkali Ike; Hank the Mule, a mother-daughter act in which mama plays the role of a comic donkey. Pic, "The Hitch-Hiker."

Herb Rau.

**Al Burnett's Stork Room, London**

(Tuesday, March 24)

Capacity, 140. Price policy, \$2.80 minimum. Owner and booker, Al Burnett. Booking, non-exclusive. Estimated talent budget this show, \$1,100.

There really isn't a polite word with which to sum up Pat Morrissey's act. This is a thrush brought over by Al Burnett at the tiny room's biggest-yet weekly figure of \$500, which she proceeds to justify with a performance which in one way or another is used by every fem artist, but to which Miss Morrissey adds a shake and shiver quite her own. Imagine a much-younger Mae West leaking out of a somewhat-tighter-than-skin, flesh-colored dress, half-crouched in a position of some appeal to all gentry under the age of 120 and giving out lyrics for which there are at least two separate meanings, to the accompaniment of half-closed eyes and throbbing hands. This is Miss Morrissey. She rolls, she ripples, she caresses herself with her hands, all the while braced against the baby grand.

**Voice Obscured**

With all this going on, it's hard to judge the voice quality behind it. On the show caught she cut her numbers to "The Devil and the Deep Blue Sea," "The House of the Blue Light," "Baby, It Must Be Love," "Goody, Goody" and "Just You, Just Me," on account of a rowdy element in the audience which might have given her softer numbers a bird. This unbalanced an act which needs some change of pace to preserve interest originally aroused more by her use of chassis than larynx. However politely you put it, one gets the impression that the girl looks as if she's doing something on the floor not often seen—at least on a floor.

The second half of the show was mainly songs from Jack Hilliard, held over from his previous season. Al Burnett's routine, growing slicker all the while, was ended on the show caught by an announcement of the death of Queen Mary. Leigh Vance.

**Cocoanut Grove, Ambassador Hotel, Los Angeles**

(Wednesday, April 8)

Capacity, 960. Price policy, \$2 cover. Shows, 10:30 week nights, 9:30 and 12 Saturdays. Owner, Schine chain. Publicity, August V. Tozzi. Booking policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget last show, \$4,500.

Lucienne Boyer's West Coast debut in this hostelry's nitery was a 50-50 proposition—whether cash customers went to hear or be heard. French import barely broke even after her 40 minutes of an hour-long show.

Singer's feeling for a tune was in typical Gallic fashion. This was particularly evident with her rendition of "My Heart Is a Violin," "Hands Across the Table," "Speak to Me of Love" and "Nostalgia," a number strangely reminiscent of "Serenade of the Bells." Had she confined her vocalizing to these and perhaps the Gershwin "The Man I Love" and a rousing finale, she might have fared better. As it was, her offering of nine out of 11 repertoire numbers needlessly prolonged program. Aside from raucous manners by some in audience, slow pacing and poor programming created a restlessness that never was overcome.

Miss Boyer's tender quality was lost in the cavernous room. Her renditions were more adaptable to an intimate bistro. In fairness to Miss Boyer, however, her initial entry was marred by a mixed-up intro by maestro Benny Strong, creating noticeable wounded feelings which remained.

Nita Bieber and her dancers drew the mitt for their wild and tempestuous productions.

Benny Strong ork opened for the second time at the Ambassador and pleased with a happy combination of nostalgia in modern dress that kept the floor filled. Ed Velarde.

**Band Box, New York**

(Wednesday, April 8)

Capacity, 840. Price policy, \$3.50-\$4 minimum. Operator, Bill Levine. Shows at 10:30, 12 and 3 a.m. Booking, non-exclusive. Publicity, Mal Braveman. Estimated talent cost, \$10,000 (including music as part of the package).

The latest jazz spot on the site of the now defunct Iceland is doing a phenomenal business. Caught on a 3 a.m. show on a Wednesday, the room was literally packed. That Billy Eckstine was responsible for the business was obvious, tho the Count Basie band also accounted for some of the draw.

The show started with Basie's outfit rolling and rocking to the roars of approval from audience. If Basie has had a better band in the past, it must have been tremendous, because this one is magnificent.

**Big Reception**

When Eckstine strolled on, the din became overpowering. It seemed there was nothing he could do that didn't meet with enthusiastic approval. He started off with "Until Eternity" (a Russ Columbo tune), a strange opener where a fast bright thing was indicated. Nevertheless, it registered big. Then in rapid succession came "Rhythm in the Riff," "Sophisticated Lady" and "Coquette," his M-G-M disk now breaking out, and he was in by a mile. For a "surprise" finisher (set up earlier) Eckstine brought on Ruth Brown for a reprise of their concert tour smasheroo song, "I Don't Know," for about 10 verses, and pandemonium broke out. It was one of those nights, and Eckstine took full advantage of it. On stage he was as effective a male singer as there is around today. He phrased his ballads delightfully. When it came to his typical stylings, he had a ready-made audience out front to sell it to. On straight melodic items, or those with off-beats, he was just as competent.

Ruth Brown, a r.&b. artist, was equally superb. Her warm, full voice, her inflections and style deserved considerably more than such a limited audience which is now familiar with her.

Bill Smith.

**Paramount, New York**

(Friday, April 10)

Capacity, 3,654. Price range 70 cents-\$1.50. Four shows daily; five week-ends. Chain booker, Garry Levine. Show played by Hugo Winterhalter's ork.

• Continued from page 2

should keep it in. It added to his stature, even if it added to the pandemonium. Finally Fisher went into a medley asking the kids to join it. It was good that he did; they were so keyed they'd have come in anyway.

Hugo Winterhalter's band was far and away one of the best outfits on the Paramount stage in a long time. Most of the sidemen were 802 regulars, but the arrangements and instrumentation made listening a pleasure. In backing Fisher, Winterhalter was superb. But he shone individually on "Blue Violin" and "Vanessa" ork numbers, getting solid hands in his own right.

Set show started with Little Buck, a short Harler, hooper who was introduced by Winterhalter as "Mr. Tap-Toe himself." The kid lived up to his billing. However, his exaggerated sport coat made him look somewhat of a freak. His dancing was good enough to permit more conventional clothing.

The Beachcombers (three boys and Hawaiian girl) followed. They did their usual solid turn starting with "Hawaiian War Chant." Then came "Young Lovers" and off to an amusing "Too Fat Polka." The audience yelled itself hoarse.

Joey Forman, in his first major theater date, showed a pleasant style, tho material was only so-so. Basic format is a series of take-offs tied into a contrived set-up. Some of his stuff was genuinely funny, even had a bite to it. Given better material to go with his basic talent, the kid could happen.

**Blue Sails Room, San Souci Hotel, Miami Beach, Fla.**

(Friday, March 27)

Capacity, 275. One show nightly, 11:30. Price policy, \$2 beverage minimum. Owner-operators, Harry Mufson, Ben Novak. Publicity, Joe Dube. Booking, non-exclusive. Estimated talent cost, \$1,500.

Arthur Blake came back to Miami Beach with three completely different acts, doing one a night in successive performances.

On the show caught, Blake did a reprise of Madame Tussaud's Wax Works, complete with a backdrop of an old London scene, and costumes that can only be described as fabulous. The gimmick is Blake's portrayal of wax museum figures, but the voices and mannerisms of screen personalities. The other two acts include similar representations of Henry VIII's wives, and old-time movie stars with modern-day voices.

The Tussaud deal portrays Clifton Webb as Charles II, Marjorie Main as Queen Victoria, Jimmy Stewart as Louis XVI, Mae West as Marie Antoinette, Edward G. Robinson as Napoleon, and Bette Davis as Queen Bess. As prolog and epilog to the museum piece, he throws in his always-hilarious impressions of everybody from Bea Lillie to Louella Parsons.

Blake is one of this room's heaviest draws, so his original booking of a fortnight may be extended an additional two weeks. The idea of a different show every third night is bound to draw repeats. Herb Rau.

**Latin Quarter, New York**

(Wednesday, April 8)

Capacity, 625. Price policy, \$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Manager, Ed Risman. Booking, non-exclusive. Publicity, Baynezussman. Estimated talent cost, \$10,000.

Judging from the business this spot should get off the nut in quick order. For the first show the hat checkers refused to check for anybody without reservations. When the first show broke, the mob behind the ropes waiting to get in for the second show gave maitre d' Gigi plenty of trouble. In fact, the jam was so great it spilled over downstairs (club is on second floor). They were fighting to get in as if the LQ was giving away \$10 bills.

The show is strictly in the Lou Walters groove. The girls, in various stages of dress and undress, had plenty of action, speed, comedy and noise. The result was a skillful blending of talents that drew solid applause all the way. The big bell-ringers, however, were the Borrah Minevitch Harmonica Rascals with Johnny Puleo. The act with Puleo got such hands it actually stopped the show; a very rare occurrence here. Puleo was forced into a cute beg-off that almost stopped the show again.

The basic format is "Pari," (Continued on page 50)

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## Philly Judge Lifts Injunction Granted To Cafe Operators

### Orders Union to End Picketing; Case Before District Court April 14

PHILADELPHIA, April 11.—The actors' strike here, involving members of the American Guild of Variety Artists and the Philadelphia Cafe Owners Association, took a new twist when an injunction granted the cafe men earlier in the week was lifted by the same judge who granted it.

Common Pleas Court Judge L. Stauffer Oliver ordered Monday (6) that AGVA stop interfering with cafes, end picketing and "directly or indirectly not to interfere . . ." with clubs or any of their contractual relations.

Friday (10), AGVA thru its attorney, Edward M. Davis, argued that that charge on which the original injunction was granted was a federal one and therefore the State courts had no jurisdiction. James Price, lawyer for the cafes, argued that the State courts did have jurisdiction. When he was asked if violence has occurred and he couldn't answer, AGVA got the nod. Davis offered to take the matter to a federal court and also said that AGVA would stop picketing until the case was taken to the U. S. District Court, which is to be done Tuesday (14).

#### Objection

There was some objection by attorneys present representing other unions (waiters, bartenders, etc.) to the non-picketing agreement. But after a recess it was

agreed that everybody was to go back to work Friday (10) night.

Lawyers claim that the cafe ops' next move is to apply to the U. S. District Court, but said that it was extremely doubtful if that court would assume jurisdiction. In such labor disputes, lawyers said, litigants are usually referred to the National Labor Relations Board.

AGVA toppers said that while they were bound not to do anything about the cafes, this promise did not hold beyond Tuesday night. Tho they refused to say what their plans were, it was implied that if cafes didn't sign by Tuesday, new picket lines would be established.

#### AGVA Demand

AGVA has demanded that ops pay a \$2.50 per performer per week contribution to its welfare fund. There was some willingness to discuss this fringe benefit, but when AGVA also insisted that operators class themselves as employers and performers as employees, the current battle developed.

Action is now pending before the National Labor Relations Board with various subdivisions of the Theater Restaurant Owners' Association, the parent cafe ops' org, pressing charges against AGVA.

## GOOD, BUT NOT GOOD ENOUGH

LAKEWOOD, N. J., April 11.—Juggler Larry Weeks, while appearing at the New Irvington Hotel here Friday (3), asked for some cream for his coffee during dinner. Waitress Yetta Kamel explained that none could be served, as the dietary laws were strictly adhered to at the New Irvington.

Weeks pursued the point by saying, "Oh, you can make an exception just this once. After all, it's Good Friday." But Miss Kamel put a quick end to the dialog by saying, "Yeah, but it's not good here!"

## Walters Asks AGVA for Armistice

NEW YORK, April 11.—Lou Walters, operator of the Latin Quarter and president of Theater Restaurant Owners of America, wired Jack Irving, head of the American Guild of Variety Artists, suggesting that "the differences brought about between us over a relatively minor matter is disturbing." He asked that an armistice be declared until he returned to New York Wednesday.

Walters is now on the West Coast. AGVA promptly wired Walters, "On arrival contact me regarding your Latin Quarter."

#### See Threat

Walters, en route East, was not available for comment, but TROA officials saw in this AGVA reply a threat which they said they would resist "with all our efforts."

Earlier in the day, other peace efforts were attempted with little success. Irving said he discussed the battle with George Hamid Jr., but arrived at no conclusion. Hamid disagreed. He said he had offered, for TROA, to put up \$100,000, in escrow if AGVA would do likewise, and Irving had agreed.

Irving denied any such promise. "Hamid Junior asked me if I were he would I put up that kind of money, and I said I would. He probably misunderstood me."

#### Wants Committee

Hamid also proposed a three-man arbitration committee, one from AGVA, one from TROA, and a third to be chosen by the two. Its decision would be final and binding on both sides. Irving said he hadn't heard about any such offer, but that he would be against it.

In the meantime, Lenny Litman, TROA officer and op of the Copa, Pittsburgh, disclosed he had received \$25,000 from five night club owners and was ready to put it in escrow as evidence of good faith. He also promised to deliver to AGVA, TROA's membership list, which has been a point of contention.

Tho AGVA wants the roster, it has flatly turned down the \$25,000. "We will talk when they put up that \$100,000," said Irving.

## Extra Added

### Philadelphia

With the closing down of the Earle Theater Building Jolly Joyce Agency moved its local offices to the Victory Building. . . . Ann Reiber takes over the management of the Hotel Normandie Lounge, with Vince Bernardie heading out for Las Vegas. . . . Russ Beard and Sal Capilli have linked forces to form the new Arcadia Talent Agency. . . . Former Kay Kariton Club trimmings were sold at public auction, as Sam and Mac Lerner moved club to what was formerly the Celebrity Room. . . . Frank Kravitz joins the staff of the Little Rathskeller as assistant to co-owner-manager Si Kaliner. . . . Booking agent Bernie Landis in for major surgery at Jeannes Hospital. . . . Agent Eddie Suez reopens his

(Continued on page 50)

## 3 Miami Closings, But Others Do OK

MIAMI BEACH, April 11.—Bill Miller shuttered his Miami Beach Riviera tonight after an abortive two-week attempt at keeping the large room open all summer. In spite of a good show — Larry Steele's Smart Affairs of 1953—the nut was just too big. Alan Gale closes down his Celebrity Club on the 13th, and Martha Raye closes shop at the 5 O'Clock Club—but only for 10 days while she knocks off another TV show.

In the midst of these closings comes a new, and highly-touted-in-advance, show at Label Spiegel's Latin Casino, formerly the El Mamba, Kitty Davis', etc. He's bringing in an all-Latin revue headed by Carlos Ramirez, Freddy Calo's orchestra, Teddy & Phyllis Rodriguez, and a flock of acts from the Sans Souci nitery in Havana.

Along hotel row the big deal is Patachou at the Saxony's Pagoda Room; Arthur Blake in a new act at the Sans Souci's Blue Sails Room, and Buddy Hackett at the Nautilus. Elsewhere along the hotel beat it's strictly a club-date policy.

## Highway Prospect Cancels Tent Plan

HAMDEN, Conn., April 11.—The Melodybrook Playhouse, the tent summer theater planned to open here in June, will not open as scheduled. Town officials have refused a permit for the project on the grounds that upcoming highway alterations would presumably create a hazard around the proposed theater site. A possible reactivation of the project at a later date will depend on the completion of highway work.

Carlson Spear, business manager of Melody Fair, Danbury, Conn., summer tent theater last year, was general manager of the proposed project.

## ZEIGER'S 'FARFEL FOLLIES'

### Entertaining Yiddish Revue Does Poor Milwaukee Biz

MILWAUKEE, April 11.—Slim audiences greeted "Farfel Follies," Hal Zeiger's current edition of his Yiddish-English musical revue caught Friday (3).

Scale from \$1.20 to \$4.20 this should have pulled well. With Myron Cohen top slotted and several other well-known performers in the Yiddish stage realm on tap, it still did poor biz.

In on a sponsorship deal, via a local B'nai Brith group, ticket sales brought neither the fraternal org nor the producer much in the way of financial returns. The slim house, however, gave every indication of enjoying a fine evening of entertainment.

Working as tho the place was jammed, Myron Cohen handled the emcee chores in his usual affable and gracious manner. He ladled out plenty of his trademarked dialect quickies and stories on which his rep has been built. Working with a predominantly Yiddish-hep audience, he fractured them all the way. The bulk of his material by now is getting a bit overly familiar with his fans, but it seems to lose none of its potency. Emsee-wise, no act can object to a Myron Cohen intro. He builds them all up like a press agent plugging his accounts.

#### Farfelettes

Six-girl line, the Farfelettes, opened with a cute number, passing tiny packets of farfel (tiny squares of dried dough) to the customers. The balance of their well-trained routines would have sold much better if the staging had included some props.

Bobby Sherman, record-panto act, drew big miffs for a pair of frantic numbers. The Margaret Truman working-over was out of place, but funny in spots.

Michel Rosenberg requires a Yiddish understanding audience for full appreciation of his humor.

Lot of action these nights in the cocktail lounges, particularly in that area between Miami Beach and Miami known as the 79th Street Causeway, where a half-dozen spots have sprung up within the past year. A big hunk of the activity is centered in the Black Magic Room, where Fran Carroll, a singer with a sexy voice, is packing 'em in nightly.

## Club Files Suit Vs. Joni James

NEW YORK, April 11.—Joni James, now working at the Latin Casino, Philadelphia, is being sued by Lee Guber, of the Rendezvous, Philadelphia, for failure to abide by a contract.

Guber, who served Miss Jones with the legal papers last week, charged she owed him a week for \$900 which she refused to play. The deal was supposed to have been made last year when the gal worked the Rendezvous. Part of the reason for the deal, according to Guber, was because he let the singer out a couple of times to do a TV show while she was working for him.

Miss James denied any agreement. Her version is that she played the Rendezvous last year and was late in making one show. Guber became angry and threatened to hold up her entire week's salary. Miss James' former manager, Roy Rodde, to pacify Guber, agreed to have the girl play for him at a subsequent date at no advance in salary. However, no contract was ever signed and Miss James feels she is under no obligation to fulfill a verbal agreement made by her manager without her knowledge. Gal now gets \$2,500 a week, and asking salary is \$3,500.

His efforts demonstrated plenty of versatility, altho his delivery was so swift at times that plenty of those capable of fully understanding his patter were left behind. His biggest yocks came from his classic "Getzel at the Baseball Game," which has a more universal appeal.

The biggest hit was lovely titian-haired Jo-Ann Florio, Italian gal who handles some very ambitious Yiddish liturgical and popular music with incredible ease and understanding. Her pleasing vibrant tones and projection won her a genuine beg-off.

After a particularly flowery introduction by Myron Cohen, Leo Fuld's contribution fell a bit flat. His first two vocal offerings seemed choppy; his work lacked warmth and sincerity. He hit his stride with his original version of the DP theme song, "Where Can I Go?" which proved sure-fire material for this type of audience.

Pert, plumpish Abby Lee provided the audience with some of the spicy and cute songabatics that they were expecting, and walked off a big winner. Chirping a mixture of Yiddish and English tunes, she displayed a warm personality and plenty of selling savvy, providing a strong show closing act. Benn Ollman.

## SLOT FANS MAY HAVE LIKED ACT

NEW YORK, April 11.—A personal manager anxious to find out how his act—a semi-attraction—had opened and was doing in a Las Vegas, Nev., hotel, phoned for a report. "How did he open?" repeated the Vegas operator. "I'll tell you how—a half a house—and those mostly slot machine players!"

## NEW AL JOLSON?

### Brooks Inks 7-Yr. Fox Pact; Baum Sets Deal

NEW YORK, April 11.—Norman Brooks has been signed by 20th Century-Fox to a term contract which will guarantee him \$40,000 the first year, ranging to \$75,000 a picture if he sticks around for the seventh year.

The deal was set by Martin Baum, of the Baum-Newborn Agency, who started handling the singer about three months ago for Roy Cooper, Montreal booker.

Brooks, an Al Jolson-type singer, first came to notice thru a Zodiac recording of "Hello, Sunshine." On the strength of this disk, Baum started to push the lad from \$350 in cafes to \$2,750 for Chubby's, Camden, N. J., which is also his first repeat date, in a spot due to be played next year. His original price in Chubby's a few weeks ago was \$500.

#### \$400 to \$1,000

As he was moved, the major offices started taking interest. Baum had to move fast and come up with enough dates at advancing money to keep in the running. A few weeks ago, Brooks was at the Boulevard, Queens, N. Y., for \$400. He's now working in Milwaukee for \$1,000.

He got his first actual break thru a Robert Q. Lewis TV show. Lewis plugged him and Baum asked all cafe ops to catch him. When his first record started to move, interest developed. In his first big time date, the Latin Quarter, Boston, for \$350, he did turn-away business. The club promptly signed Brooks for a repeat date for following year for same dough.

Brooks was brought into the business by Roy Cooper, who turned him over to Baum to book on a split commission basis.

#### Pic Offer

First picture offer came from Columbia. The second one came from Fox. The latter deal was accepted with Lou Irwin, Coast indie, giving Baum an assist.

Fox intends to use the singer in Irving Berlin's "There's No Business Like Showbusiness," building him as the next Jolson. The flick deal calls for Brooks to get a guarantee of two pix a year at

\$20,000 each. The second year he gets \$25,000 a picture; third year \$30,000 a picture, and \$35,000, \$50,000, \$65,000 and \$75,000 a picture for each succeeding year until the seventh year.

While under contract to Fox, Brooks will be permitted to work clubs and theaters providing he gives 4 days notice if he's needed on the lot. He's also permitted to do TV subject to the approval of Fox.

## Gals Flock to See Ed Fisher

NEW YORK, April 11.—The Eddie Fisher booking at the Paramount poses a problem for Warner Brothers and its new Three-D film. The crowds are coming in; the first day shrieking and swooning gals jammed the house, lobbies and the street lines. It was obvious they weren't coming in for the picture.

Warners is trying to test the film "Wax Works" and hoping to get a salable audience reaction. With a predominantly Fisher audience jamming the house, Warners will have a problem for sales promotions on subsequent. It was obvious that the hysteria, similar to that engendered by Frank Sinatra, was not caused by the flick.

Fisher, who opened here the day after his Army discharge, is getting \$15,000 for the package. Out of that he pays all acts, but the biggest chunk—\$9,000—goes to Hugo Winterhalter and his ork.

## Spot Changes Hands

DETROIT, April 11.—The Conner Show Bar, prominent East Side night spot, formerly operated by Joseph Palazzolo, has been taken over by Walter and Janice Peters. The Conner will use a policy of a small combo and normally one act, with the Gerry Gerardo Trio and Eddie Peddie, comedian-emcee, playing currently.

## Return of B. G. Sets N. H. Mark

MANCHESTER, N. H., April 11.—The Benny Goodman all-star ork, the first crew fronted by the orkster since 1947, opened with a bang last night on a break-in dance date at the Carousel Ballroom here, preparatory to the ork's six-week big city concert tour which starts next week. The ork cracked the record for the dance hall, with a capacity crowd shelling out well over \$4,000 for the date, despite a driving rain.

The hall was packed even before the ork started on its sets, with the crowd composed mainly of teen-agers. As in the old days, more than half of the kids hung around the bandstand, watching the musicians perform and giving out with yells and screams when soloists like Willie Smith, Ziggy Elman, Gene Krupa and Teddy Wilson gave out with frenzied solos. The ork stressed standards from the old B.G. catalog, and the kids were quite knowing about all the tunes, and thoroly acquainted with the classic Henderson arrangements. The orksters, including B.G. and the sidemen, got a great bang out of the lively reception they received from the teen-agers.

The dance data was covered by Life and Look magazines, as well as local press and deejays. Many Columbia Record execs also covered the return to active service of the new Goodman ork.

## Patti's 'Doggie' Sweeps Nation

NEW YORK, April 11.—The complete sweep made by Patti Page with her Mercury dishing of "Doggie in the Window," national and regional charts, April 11 issue, is so thro as to exceed anything within the memory of tradesters. The disk is No. 1 on the Honor Roll of Hits, on the Best Selling Sheet Music Chart, Tops on England's Top Twenty (where the Santly-Joy tune is handled by Campbell-Connelly) and on The Billboard's Best Selling Singles, Most Played in Juke Boxes and Most Played by Jockeys charts.

A glance at The Billboard's Territorial Best Sellers points up the phenomenal appeal of the thrush. The disk is No. 1 in New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, Pittsburgh, Atlanta, St. Louis, Washington-Baltimore, Seattle, New Orleans, Dallas-Fort Worth, Denver and Cincinnati.

Sheet Music sales have hit (Continued on page 43)

## NO SUCKER FOR HONEST DEEJAY

NEW YORK, April 11.—A week ago Bernie Miller, RCA Victor pop promotion manager, sent out a raft of lollipops to deejays plugging Dinah Shore's "Sweet Thing." This week one was returned from WTND, Orangeburg, S. C., with the accompanying note, "I am returning the nice candy 'sucker' which was included in a promotional letter recently received by me. I cannot conscientiously accept it, because this station does not receive records from RCA Victor."

## Richmond Eyes Italy Expansion

NEW YORK, April 11.—Howard S. Richmond, chief of the Richmond enterprises, leaves for Italy Wednesday (15) to explore the possibilities of acquiring for American exploitation the music on sound tracks of Italian-produced film. Richmond's acquisition of the tune "Anna," from the film of the same name starring Silvana Mangano, was the precursor of such deals for the Richmond firm.

Richmond acquired "Anna" via negotiations with the Italian Film Export Company. IFE represents a group of independent Italian film producers who are scheduled, in the next 18 to 24 months, to produce approximately 50 films. About 15 of these are already completed. Richmond will assay the soundtracks of those already completed, with a view to representing the music here, and will (Continued on page 43)

## STANLEY STEAMIN'

### But Newton's Shootin' With Trudy Waxing of 'Breeze'

NEW YORK, April 11.—Larry Newton, head of Derby Records, this week performed what can only be described as a beautifully executed triple play, and he did it all single-handed. First he snagged a well-known thrush from a major label, then he waxed a record with the artist in the style and manner of a top singer on another major label, and he satisfied himself that he had repaid the latter company for doing the same thing to him about a year ago.

The singer pacted by Derby this week was Trudy Richards, heretofore with Decca. The first

## Publisher, Juke Box Forum Sought by MOA Veepee

### De La Viez Sees Separate Entity Not Pegged to Fate of Copyright

By IS HOROWITZ

NEW YORK, April 11.—A move to knit together a group of top publishers into a committee that would function as a forum for the discussion of the place of the juke box industry in the broad pattern of the music business was launched here this week by Hirsh de La Viez, nationally prominent phonograph operator. An allied purpose of the move would be to urge publishers to become associate members of the Music Operators of America and

to participate in conventions held by the national operators' organization.

De La Viez, an executive of the Washington Music Guild and a vice-president of MOA, denied the proposed committee would be used to pressure the American Society of Composers, Authors and Publishers to relax its efforts to amend, thru legislation now before Congress, the Copyright Act to remove the exemption from royalty payments now enjoyed by operators. Tho he was

adamant on this point, the effect of his move, should it meet with substantial success, could be to smooth over the intense bitterness that has characterized the publisher-operator battle over the royalty question.

#### First talks

De La Viez this week had preliminary talks with representatives of more than a dozen important publishing firms, many of them high in the councils of ASCAP. He said reception to his proposal was generally good, with the likelihood that a committee would soon be formed. He mentioned as probable co-chairmen of the committee Arnold Shaw, Leeds executive, and Jerry Johnson, of Bourne, Inc. Writer members of ASCAP have also been brought into the conversations, with clefters Al Hoffman and Dick Manning already committed to participation in future committee meetings. To further round out the industry-wide nature of the get-togethers, diskery a.&r. men will also be invited to attend.

The first meeting of the com- (Continued on page 80)

## \$100 MPTF Deposit Discourages Very Few

NEW YORK, April 11.—There has been no cessation of new diskery activity since the Music Performed Trust Fund raised its deposit from \$25 to \$100 as an advance against contributions to the fund. In fact, according to an exec of the MPTF, "they are coming in faster than ever." Since the first of the year, more than 100 new record firms have voluntarily contracted with the MPTF, making a total of more than 1,500 diskeries to date who have signed with the fund.

This great increase in the number of new firms pacting with the fund has concerned execs of the MPTF. "We try," said an exec,

"to discourage many of these new diskeries, as we know how tough it is for a shoestring label to make a buck in the present crowded record market, and how easy it is to lose your shirt. But our sage advice is rarely taken by any new diskery head. Everyone that comes in here has either the greatest tune in the world, or the greatest singer since Crosby. After they make their record I usually never hear from them again—and I never hear of the artist or the tune either."

Last January, there were 1,303 diskeries who had an agreement with the MPTF. Of these, 968 never sold a record over a year, and 350 did not earn enough to cover their \$100 advance to the MPTF. Only 50 firms or so make substantial contributions to the fund, and about 20 firms pay close to 98 per cent of the total monies received.

Most of the new firms are one-record diskeries, out to promote a tune or an artist. They rarely get past the recording stage, and even more rarely get around to pressing copies. But their faith appears unshakable and they are rarely turned away from starting a new label, even tho there are so many labels around today that it is tough to concoct a name that is not already pre-empted.

## Menzies Set On Club Dates

NEW YORK, April 11.—Hamish Menzies, Scot chanter recently added to Decca's artist roster, has been signed by the Music Corporation of America and is being set for a series of club dates and one-nighters. He opens at the Town Casino, Buffalo, May 4, with other appearances now being skedded.

MCA's Larry Barnett flew to Detroit to ink the warbler. Menzies has been appearing at Al Green's, a suburban Detroit nitery, for the past six weeks. He opened there as a pianist and only after his initial Decca waxing of "Less Than Tomorrow" began to break did the spot start collecting entertainment tax from patrons so Menzies could also sing.

## RCA Plant On Full Overtime

NEW YORK, April 11.—RCA Victor pressing plants shifted into high gear this week, with the healthiest pop reorders the label has received since early January. Full overtime shifts were maintained and pressing continued full tilt on Saturday and Sunday. Total orders for the week on the top 25 records soared over 500,000, more than double the total for the week before.

Topping the list were Perry Como's "Say You're Mine Again" with 202,000; Dinah Shore's "Sweet Thing" at 96,000, and Tony Martin's "April in Portugal" and "No. 1 Hear This" with 42,000.

## Coral Preps 'Danger' Plug

NEW YORK, April 11.—Johnny Desmond blossoms out as an actor April 28 when he will appear in a dramatic role on the Columbia Broadcasting System television show, "Danger." It's all a result of a rather unique cross-plugging experiment to promote the chanter's newest Coral waxing of "Danger," a ditty based on composer Tony Mottola's theme music for the TV seg. Lyrics were penned by Sunny Skylar and the tune has been assigned to publisher George Paxton.

Script of the show will be written to fit in a rendition of the ditty by Desmond. Coral is preparing dealer display material which will cross-plug the video show, and the latter's flacks will use the disk to promote special mention of the dramatic airer by TV columnists.

## Robbins Quits Paxton Music

NEW YORK, April 11.—Buddy Robbins is leaving George Paxton Music next week to enter his own business. Robbins has been with the Paxton Music firms as general professional manager for the last two years. Previously he was with J. J. Robbins for four years.

In addition to his own business he will devote some time to Words and Music, a pubbery jointly owned by Corky O'Keefe and J. J. Robbins. Paxton Music has not yet set any replacement for Buddy Robbins.

## 'RECORD SHOW' REVIEWED

### Opening Week Grosses OK; 'Sugar Chile' Joins Troupe

NEW YORK, April 11.—Sugar Chile Robinson has been added to the cast of "The Record Show" as a replacement for Nat Cole, who was forced to withdraw from the Cole Agency road unit opening Sunday night (5) because of illness. The line-up now consists of Sarah Vaughan, the Billy May ork, Robinson, Gil Lamb, Stuffie Bryant, and Harrison and Miller.

Cole was hospitalized on Sunday (5) before he had a chance to appear with the show here at Carnegie Hall. He is resting comfortably now but is expected to remain inactive for a prolonged period of two to four months. "The Record Show," without Cole, started out well for its first four dates in the East. Opening night at Carnegie Hall the unit grossed about \$10,000 for one show, the midnight performance being cancelled due to Cole's withdrawal. Monday night (6) the package pulled close to \$8,000 in Washington, D. C.; in Newark, N. J., on Tuesday (7), about \$5,500; in Providence, R. I., about \$6,000 on Wednesday (8).

"The Record Show" could have been called the Sarah Vaughan Show when it opened at Carnegie Hall Sunday. The thrush, called

back for the second half in the slot where Cole would have normally taken over, turned in a sock performance that captivated the audience, which had been won over previously by her first act renditions of "Perdido," "Sinno or Saint," "Once in a While" (Continued on page 43)

Old Wound  
Newton believed then, and still believes today, that the Kay Starr version of "Wheel of Fortune" was as close to the Sunny Gale record, both in arrangement and vocally, as human ingenuity could make it. And he has never forgotten it.

So as soon as he signed Trudy Richards he had her record "The Breeze." This tune was waxed by Kay Starr on Capitol for her new album, "The Kay Starr Style." It has never been released as a single, but the publisher, Leeds Music, trying to get it released as a single, made up 1,000 copies and (Continued on page 43)

Announcing... MAY 23 BILLBOARD



A Special Issue

Commemorating the

65th Anniversary

of the

Juke Box Industry

# New RCA Subsidiary Sets Off Distributor Tug-of-War

NEW YORK, April 11.—The disclosure that RCA Victor will introduce a new record label, the name of which is still pending, to be handled by independent record distributors (The Billboard, April 11), focuses attention anew on the indie distributors. As the new RCA Victor subsidiary, label "X," starts setting up its distribution organization, one of the biggest tugs-of-war in the postwar record business is almost certain to be set in motion at the distributor level.

Diskery execs point to one factor that will act as the detonator in creating this situation. The belief is generally held that there are too few good independent distributors in the business today for the available number of labels of substantial size.

Only five labels currently maintain their own exclusive distribution—Capitol, Columbia, Decca, King and RCA Victor. All the others work for the most part thru independent distributors, some of which stock more than a dozen labels on a regular basis and distribute temporarily for other labels which come up with potential hits.

A growing number of substantial labels are currently competing for the best possible distribution pattern. Key labels here are Coral, London, Mercury and M-G-M. Bidding hard for this class are Dot and Okeh. In addition, there are countless specialty labels in the hillbilly, classical, r.&b., kiddie, jazz and international fields that further complicate the picture.

### Distributor Casualties

In the postwar record boom, the growth of new record distributors was exceeded only by the number of new record dealers that opened shop. When the lush times ended and the squeeze set in, the casualty rate was high at the distributor level. For example, there were 12 independent distributors in New York after the war (excluding the majors and those other labels which had exclusive local distribution). The

12 have now shrunk to four substantial ones, and at the moment one of them, Tempo, is seeking to straighten out financial difficulties with its creditors.

Only in certain markets do many of these labels consider it profitable to operate their own branch distributors. London, for example, has factory branches in only New York, Los Angeles and San Francisco. Coral has its own in New York, Chicago and Cincinnati. M-G-M has none and Mercury only a few.

Elsewhere these labels and all the others are competing for distributors that are diminishing in numbers and, in the opinion of many, of comparative low quality. Some record company execs say quite flatly that it's a rare market where more than one top-flight distributor can be found, and in too many areas, even one qualified distributor is not available.

Key reason for this, according to these sources, is that too many distributors sell only the hits. A disk line, they say, is only as hot as its current batch of hit records. Because of this, the full potential of catalog sales cannot be developed. The accusation is made that too many of the indies are order-

(Continued on page 43)

## 802 to Vote On Price List

NEW YORK, April 11.—Membership of Local 802, American Federation of Musicians, will meet Monday (13) at Palm Gardens to vote on proposed changes and amendments to the price list. Twenty resolutions affecting the price list will be considered. Most important proposed changes are resolution No. 4, which has to do with remotes, and No. 18, with doubling.

With regard to remotes, the resolution states that the price list be amended as follows: "Where remote broadcasting is done during the regular sessions, there shall be paid extra \$3 per man per broadcast. . . . These amounts shall be part of the engagement and shall be payable . . . for distribution to each man."

Currently, and for years past, (Continued on page 43)

## Lengsfelder Hits Logging System

NEW YORK, April 11.—An intriguing bit of unfinished business at the annual meeting of the American Society of Composers, Authors and Publishers, Tuesday (7), was a speech which writer-member Hans Lengsfelder planned to make. Lengsfelder is loathe to talk about his proposed speech, but it is known that he intended to discuss what he considered inequities in distribution of funds.

The chief target of Lengsfelder's attack was to have been the Society's logging system. With the meeting virtually over, and most of the time having been absorbed by other speeches, Lengsfelder spoke very briefly. He said he had compiled figures which would be interesting to active writer and publisher members, and that members would be given a chance to study the figures. Lengsfelder, as of now intends to mail the analysis to the members.

Lengsfelder, it is known, wished to assert that a majority of active writers and publishers who have no big hits are not being credited with a large percentage of performances because of alleged inadequacies in the logging methods. The Society has always claimed that its logging method takes a scientific sample and is adequate in every way.

## Benny Renews Sportsmen

HOLLYWOOD, April 11.—Jack Benny has extended for an additional year the pact with the Sportsmen's quartet for his radio show. Original seven-year contract still has eight months to go.

Singers—Marty Sperzel, Bill Days, Jay Meyer and Gurney Bell—also start work immediately in a series of 13 tele-films, "Nickelodeon Theater," for producer-director Wally Klein. They're also transcribing 52 15-minute radio shows for Lou Snader, 13 of which already have been completed.

# Can Disks, Concerts Sustain Symphony?

## 400G Rockefeller Grant to Louisville To Test Earning Power of Orchestra

LOUISVILLE, April 11.—The Rockefeller Foundation of New York has announced a grant of \$400,000 to the Louisville Philharmonic Society—a grant which will span a four-year period for one of the most unusual musical projects in the world. The grant, announced by Mayor Charles Farnsley, one of culture's best friends, is for activities apart from the Louisville Orchestra's normal program of activities.

It provides for the commissioning of 46 new orchestral composi-

tions each year, to be played in weekly concerts here at Columbia Auditorium at popular prices and the issuing of a record each month, which will be made by Columbia Records and distributed via the Philharmonic Society. It also provides for the distribution of recordings to the "Voice of America," to educational radio stations thruout the U. S., and to radio stations thruout the free world which desire to broadcast the new works.

### May Be Aired

There is also the possibility, said the mayor, that the Louisville Orchestra will be heard playing the new music every Saturday afternoon over the Columbia Broadcasting System. At the present time the orchestra is under contract to Columbia Records for one LP per year of new works commissioned by the Louisville Symphony.

Mayor Farnsley, in announcing the grant, said that it was made with the "definite commitment" that the Louisville Fund—the city's widely known "Community Chest of the Arts"—will continue its support of the Orchestra's present program. The orchestra is slated to get almost half of the Fund's goal of \$130,000 this year.

The Orchestra's present program includes its annual subscription series of five concerts, along with the present commissioning of five new works a year, the children's concert series of four programs a year, a high school "pop" series and a pro-

(Continued on page 42)

## Gotham Buys Up Adventure Kiddie Label

PHILADELPHIA, April 11.—Gotham Records this week acquired the Adventure kiddie label from Sol Goodman. The deal was an outright purchase, and includes the masters as well as the right to use the name. The transaction included 60 78 r.p.m. masters, four LP's and eight 45's. Included are masters of such artists as Lanny Ross, Unice Henry and Thornton Burgess. The name Adventure will be retained. Marketing plans call for the re-mastering of some of the sides before the line is re-introduced to the market. The label will be re-priced downward from the former 89-cent level.

In another move of the week, Gotham completed negotiations for a new publishing affiliate of Broadcast Music, Inc. The new firm's name is Stenton Music. The contract with BMI is for five years.

## Leeds Office Moves May 1

NEW YORK, April 11.—Leeds Music will give up its Radio City headquarters May 1, moving its executive staff to offices at 322 West 48th Street which house the firm's standard-educational division. The latter offices were recently re-modeled and now include a recording studio.

Lou Levy said the amalgamation move will help maintain a close connection between Leeds' pop and standard divisions. He added that the firm's "standard division has grown by leaps and bounds so that it now accounts for a sizable percentage of our regular business."

## ASCAP PLEA ON GOLDEN RULE

NEW YORK, April 11.—At the Tuesday (7), meeting here of the American Society of Composers, Authors and Publishers, a mild appearing member asked for the floor. It was obvious that he was deeply perturbed. He explained to the assembled clefters and pubbers that he had recently joined the Society and that he wore his ASCAP membership proudly. Plainly he asked for some sort of action by the Society, because he did not believe that it was fair for publishers to "treat writers, who belong to ASCAP, like dirt." After the laughter had subsided, a publisher turned to his colleague and said, "I second that suggestion, on one condition. That the mechanical men stop treating the ASCAP publishers like dirt."

(Ed note: And the Mechanical men . . .)

## 'MOULIN' STORY

### Many Docs Operate on Hit Creation

NEW YORK, April 11.—Now firmly established on the best-seller list and bidding for top hitdom, the behind-the-scenes story of "Song From Moulin Rouge" is one of more than passing interest. One of the oddities is that the music was written by one of today's extreme French longhair composers, Georges Auric. He was commissioned by Roulus Productions, the French producers of the film, "Moulin Rouge." It was originally titled "Le Long de la Seine," with lyrics by Jaques Larue.

The tune was previewed by record companies and publishers in this country without anything happening until Julie Stearns of Broadcast Music, Inc., picked it up. Stearns, caught by the dominant strain of the melody, passed it over to Percy Faith at Columbia Records to change it musically so it would have more pop appeal. Faith threw out the interlude that followed the main strain in the original, repeated the strain and then used the verse as the release. Bill Engvick added an English lyric. The latter is cut in on the tune.

Percy Faith's version of the tune is now in seventh place in national sales, while London, Decca, Mercury, RCA Victor and Capitol are also bidding for honors with their versions.

## Gage, Lutz, Heller Gets Judgment

New York, April 11.—The management firm of Gage, Lutz & Heller recently obtained a judgment against the DeCastro Sisters for \$3,679.77, representing advances and commissions.

The decision, rendered after long litigation, was handed down in City Court, New York County. Jack Pearl was attorney for the plaintiff.

## Chalks Up Success With Disk After Yrs. of Tears on 'Onion'

Continued from page 1

more New Yorkers than any other slogan since "23 Skidoo."

James took his song around to record companies and publishers years ago but could not get any action. He then went out with a box of chalk and wrote the slogan over the width and breadth of Manhattan, writing the title in a firm, round hand. Back in 1950 he did get a record, but little happened. Undaunted, he again took up his chalk, and, starting last year, penned the title on subway steps, walls, pavements and even comfort stations.

### Papers Curious

His title was seen so often that some traders felt the day empty unless they saw the slogan

in a new spot each week. Even the austere New York Times wrote about "An Onion and You," tho not knowing what it meant, and Broadway columnists mentioned it now and then.

Thrush Betty Clooney saw the slogans, too, and was also intrigued by them. A few weeks before she signed with Coral Records she flew in from Detroit to cut "An Onion and You," which is published by Adventure Music, for Round Records, a new label on the market. The disk will be issued to distributors next week. Whether "An Onion and You" will be a hit is a moot point. That advertising pays is obvious via the saga of clefter-calligrapher Alex James.

# Columbia Out With Portable 3-Speed Player

NEW YORK, April 11.—Columbia Records will introduce a three-speed manual record player as a new addition to its expanding phonograph line next week. The new set, which will retail at \$29.95, is a complete portable player, with its own amplifier, and will handle 78's, 45's and LP's.

This is the third phonograph introduced by the diskery in less than a year. The firm's first model is the three-speed phono attachment, which retails for \$12.95. Last fall the diskery placed on the market a hi-fidelity player, the Columbia "360," which lists at \$139, and contains two speakers, plus other schematic innovations, and has a record changer.

The new model has been designated as the Columbia "202" and is being shipped to distributors thruout the country. The set is covered in leatherette, has a special amplifier, four-inch speaker and weighs about eight pounds. It uses only one stylus to play all speeds and comes equipped with a sapphire needle. It has both volume and tone control. The set was designed and engineered by Bill Bachman, director of research and engineering for the diskery.

This new set marks another step in Columbia's move to build a complete phonograph line. The diskery has sold well over 100,000 of its inexpensive three-speed attachments, and to date has barely caught up on the demand for the "360."

## Hunt On for Bootleggers Of Fuld Disk

NEW YORK, April 11.—A new hunt for disk bootleggers has been launched here, this time to ferret out and bring to book the enterprising gents who re-mastered an English waxing, pressed and offered it for sale under the curiously apt label of "Recorded in England."

The disk couples two sides cut by International singing star Leo Fuld for British Decca in 1949. One of the sides holds "Where Can I Go?" a song written by Fuld and published here by Shapiro-Bernstein. A few years ago Fuld regained control of the master from the English diskery and since has not assigned it to any other record company. But this week a friend of his was able to walk into a Broadway record shop and purchase a copy of the disk under the spurious "Recorded in England" label. Publisher's rep Harry Fox is on the trail of the culprit.

## R. M. Jones Is RCA Art Dir.

NEW YORK, April 11.—Continuing its drive toward greater centralization in its New York headquarters, RCA Victor announced several personnel additions and changes this week. Added to the staff was Robert M. Jones, who will serve as art director for the label. He formerly held the same position with Park East magazine. This department was formerly located in Camden, N. J.

A new division has also been made in the publicity department. Ben Kemper now heads Red Seal publicity while Frank O'Donnell is in charge of pop record publicity.

## Seeco Inks Latin-American Artists

NEW YORK, April 11.—Seeco Records has signed several established Latin-American artists to exclusive pacts, with first waxings due out soon. Included are Machito and his Afro-Cubans, the Casino dance band and La Sevillanita, singer of Spanish pop ditties.



*With delight  
and genuine amazement  
Mercury Records presents a new release by*

## PATTI PAGE

*The unlimited talent of this fabulous performer  
is especially evident in this recording of*

### **"OO, WHAT YOU DO"**

*after attaining the tremendous acceptance and sales of  
that great novelty hit "The Doggie In The Window,"  
Patti now shows her amazing versatility in this  
sexy, intimate styling of a great new song.*

***Vive La Patti Page!***



"Ooo, What You Do" reverse side "Now That I'm In Love" Mercury Record Number 70127 • 70127X45

**the 2 BIG Songs of 1953-**  
**"TILL I WALTZ AGAIN with YOU"**  
*and*  
**SCRAP of PAPER**  
 Village Music Company  
 1519 BROADWAY  
 NEW YORK 17, N. Y.

**LONG MIKE TIME**

**B. O'Connor Hits 192 Hrs. In New Deal**

CHICAGO, April 11.—A recent signing of a contract for 16 quarter hours of air time brought Bill O'Connor's total time "on mike" to a whopping 192 quarter hours per week. This, added to the number of times his commercials are used over Chicago frequencies, reaches an overwhelming 592 vocal appearances per week.

O'Connor, a free-lance disk jockey, plans his day to perform an actual seven hours plus in front of the mike as well as recording spot commercials for between 10 and 20 sponsors.

Of the 192 live quarter hours per week, 104 of them are disk jockey shows, four are dramatic and 84 are straight TV announcing. However, approximately 400 taped or recorded commercials are used weekly by sponsors on almost every station in Chicago.

**New Pop Series Readied by Vox**

NEW YORK, April 11.—A new "pop" series will be launched by Vox Records later this month with the release of a 10-inch LP, "Echoes of Paris," recorded here by pianist George Feyer and a rhythm group. The platter contains arrangements of 17 popular French ditties, played by Feyer without interruption except for the flipover.

Disks in the new series will retail at \$3.15 each. Feyer has been signed by the diskery to cut other waxings of a pop nature.

**RCA RUNS MAD ON RELEASES**

NEW YORK, April 11.—Considered in some quarters to be the last bulwark of conservatism, RCA Victor loses any further claim to such a title with its current release. Included are a wild Turkish folk song, "Uskra Dara," sung in Turkish by Ertha Kitt; an East Side comic monolog and a yodeling version of "There Is a Tavern in the Town" by Wally Cox; two cut-up efforts by Homer and Jethro, and a disk by the grunting mambo king, Perez Prado. Just to lighten the potion a bit there's also a new Eddie Fisher record.

**Anthony Gross Solid on Tour**

NEW YORK, April 11.—The Ray Anthony ork has racked up some solid grosses on its current string of one-nighters thru the East and Midwest. On March 28, at the Edgewater Ballroom, Detroit, the ork pulled a gross of about \$4,000, getting \$2,020 for its end. On April 1, the Anthony crew grossed about \$3,500 at Castle Farms, Cincinnati, its net being \$1,775. At the Crystal Ballroom, Vermilion, O., on April 2, the band pulled over \$4,000, taking a net of \$2,100, and on April 3, at the Sunset Ballroom, Carrolltown, Pa., the ork grossed about \$4,000 getting \$2,104.80 as its net.

The Anthony crew has been booked back into the Edgewater Ballroom, Detroit, August 28 and 29. It is receiving a guarantee for the two days of \$4,000 as against 60 per cent. The band will be on the road on one-nighters for the rest of the month, and is set for a location engagement at Ciro's in June.

The Ray Anthony personal management firm, the Anthon Management Bureau, this week signed two new names, Georgia Carr and Nelson Riddle. Thrush Mary Mayo is also signed to a personal management pact by Anthon. Sid Garris, of Symphony Sid fame, formerly on CKLW in Windsor, Ont., and WDOK, Cleveland, has joined the Anthon Management Bureau and will handle its attractions.

**Decca Board Seen Stable**

NEW YORK, April 11.—Stockholders of Decca Records are expected to re-elect all incumbent members of the diskery's board of directors at their annual meeting here Tuesday (14).

The board is currently composed of Milton R. Rackmil, Major G. L. Lloyd, Leonard W. Schneider, Harold I. Thorp and Samuel H. Vallance.

**Vanguard Label Expands Facilities**

NEW YORK, April 11.—Vanguard Records has been named national and export distributor of indie LP labels WCFM, EMS and New Records. The latter were formerly handled by Record Producers, Inc., now inactive as a distribution agency.

Vanguard, meanwhile, will shortly begin a recording program that will see half of its vinyl product pressed domestically. Until now it has concentrated on foreign recordings. The firm has signed the Musical Art Quartet, a new chamber group, and will use it largely for recordings of contemporary American works. Negotiations are underway with other American artists.

**Hartford to Host AFM Northeastern Meeting**

HARTFORD, Conn. April 11.—Some 150 musicians from 50 Northeastern cities will attend a regional American Federation of Musicians convention at the Hotel Garde here April 26. Michael C. Rogers, president of Local 400, Hartford Musicians' Union, said that a speaker, representing AFM national headquarters, will address the delegation during the afternoon sessions.

**Music Publishers' Record Scoreboard**

**Sides in Current Release**

... For Week Ending April 11

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHERS	TUNE	ARTIST AND LABEL
<b>Acuff-Rose Group</b>		
—Acuff-Rose	Ramblin' Man	Frankie Laine, Col (p)
	Ramblin' Man	Hank Williams, M-G-M (p)
	Midnight Waltz	Rome Johnson, M-G-M (p)
	Too Blue to Care	Al Rogers, Cap (p)
	All Alone, All Alone	Al Rogers, Cap (p)
	What's the matter With My Heart?	Curley Williams, Col (p)
	On the Okefenokee	Curley Williams, Col (p)
	Take These Chains From My Heart	Tommy Edwards, M-G-M (p)
	Take These Chains From My Heart	Hank Williams, M-G-M (p)
	Farther and Farther Apart	Rome Johnson, M-G-M (p)
—Milene		
<b>Ardmore Group</b>		
—Ardmore	Tia Juana	Mel Blanc, Cap (p)
—Beechwood	I Keep Thinking of You	Billy Kenny, Dec (p)
Baxter-Wright	Here Are My Arms	Al Martino, Cap (p)
Martin Block	It's Only My Heart	Toni Arden, Col (p)
Bourne	F'r Instance	Toni Arden, Col (p)
Broadcast	The Song From Moulin Rouge	Victor Young, Dec (p)
Central Songs	I've Got to Win Your Love Again	Skeets McDonald, Cap (p)
	I Can't Last Long	Skeets McDonald, Cap (p)
Chappell	April in Portugal	Al Martino, Cap (p)
Christopher	There's Music in You	Al Martino, Cap (p)
Crestwood	Let Me Be Your Honey, Honey	Al Trace, M-G-M (p)
	Ride, Pretty Baby	John Greer, RCA (p)
	Nobody Else But You	Les Harris, RCA (p)
Joe Davis Group		
—Beacon	Paging Mister Jackson	Tommy Edwards, M-G-M (p)
Delta	Don't Ever Tell Me	Paul and Roy, Mer (p)
Fairway Group		
—Malabar	April in Portugal	Tony Martin RCA (p)
Famous	Don't Ever Cry	Bob Santa Maria, M-G-M (p)
Four Star	The Hokey Pokey	Ray Anthony Ork, Cap (p)
Frank	Dot's Nice, Donna Fight!	Rosemary Clooney-Marlene Dietrich, Col (p)
Hill & Range Group		
—Alamo	I Lived When I Met You	June Christy, Cap (p)
—Hill & Range	I Let Her Go	Frankie Laine, Col (p)
Hollis Group		
—Cromwell	Swedish Rhapsody	Ethel Smith, Dec (p)
	The Big, Big Lie	Tex Williams, Dec (p)
—Ludlow	Oo-Shoo-Be-Do-Be	Deep River Boys, RCA (p)
Hollybrook	But Always Your Friend	Herb Kenny, M-G-M (p)
Hyde Park	Star-Spangled Dawn	Herb Kenny, M-G-M (p)
Johnstone-Montel	A Puppet on a String	Fran Warren, M-G-M (p)
Kingsway	Crazy, Crazy	Al Trace, M-G-M (p)
Laurel Group	Changeable	Tex Williams, Dec (p)
—Sunbeam	Don't Worry About It	John Greer, RCA (p)
Leeds Group		
—Leeds	Now Hear This	Tony Martin, RCA (p)
—Pickwick	It's the Same	Rosemary Clooney-Marlene Dietrich, Col (p)
Lois Felix	Gee Whiz!	Art Mooney, M-G-M (p)
E. B. Marks	Squeeze Me	Milt Trenier, RCA (p)
Robert Mellin	Amapola	Les Harris, RCA (p)
Midway	In the Good Old Summertime	Al Sears Swings, RCA (p)
Mills Group	Got a Mind to Leave This Town	Tampa Red, RCA (p)
—American Academy	I'll Never Let You Go	Tampa Red, RCA (p)
Modern	Is It Any Wonder	Ella Mae Morse, Cap (p)
Moonlight	Tompkins Cove	Jerry Gray, Dec (p)
Peer Int.	Rock Bottom	Milt Trenier, RCA (p)
Pleasant Valley	The Bunny Hop	Ray Anthony, Cap (p)
Popular	Big Mamou	Ella Mae Morse, Cap (p)
Randy-Smith	Big Mamou	Dolores Gray, Dec (p)
Regent	I Love You, Darling	Jack and Daniel, Dec (p)
Ridgeway Group	Every Day We're Apart	Jack and Daniel, Dec (p)
—Blue River	After Hours	Ethel Smith, Dec (p)
—Ridgeway	Great Scot	June Christy, Cap (p)
Robbins Group	The Biggest Fool	Deep River Boys, RCA (p)
—Miller	Say You're Mine Again	Perry Como, RCA (p)
Robbins Group	Say You're Mine Again	Dolores Gray, Dec (p)
—Robbins	What Good Is My Love	Smiley Maxedon, Col (p)
Roncom	We Can't Live Together	Smiley Maxedon, Col (p)
Santly-Joy	Ruby	Victor Young, Dec (p)
Shapiro-Bernstein	Little Red Monkey	Mel Blanc, Cap (p)
Sheldon	Chi-Li, Chi-Li, Chi-Li	Barbara Ruick, M-G-M (p)
Simon Group	My One and Only Heart	Perry Como, RCA (p)
—Burke &	Miss You	Art Mooney, M-G-M (p)
Van Hensen	Memories of You	Pud Brown Trio, Cap (p)
Sylvia	Voodoo Moon	Rene Hall Ork, RCA (p)
Tannen	Seen Better Days	Rene Hall Ork, RCA (p)
Tempo	Now That I'm in Love	Barbara Ruick, M-G-M (p)
Tenor	Easy Ernie	Al Sears Swings, RCA (p)
Ward & Sears	Wicked Love	Paul and Rey, Mer (p)
	Take the "A" Train	Pud Brown Trio, Cap (p)
	Who's to Blame	Bill Kenny, Dec (p)
	You're Mine, My Love	Bob Santa Maria, M-G-M (p)

**Total Sides for Week Released by Each Label**

\*These totals do not include P. D. Tunes

... For Week Ending April 11

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	12	4	—
COLUMBIA	6	4	—
DECCA	10	4	—
MERCURY	—	2	—
M-G-M	13	4	—
RCA	4	—	14

**Total Number of Sides Released by Each Label**

\*These totals do not include P. D. Tunes

... January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	130	64	2
COLUMBIA	98	58	6
DECCA	135	54	2
MERCURY	74	12	17
M-G-M	123	42	32
RCA	115	78	59

**Record Manufacturers!**

April 17 is the last day to mail your list of distributors to The Billboard for use in a special feature of The Billboard's Big 65th Juke Box Anniversary Issue (dated May 23).

This is an editorial service for which there is no charge or obligation.

Lists must be submitted alphabetically by State and should include U. S. Possessions and Canada.

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**DAN BELLOC**  
and his Orchestra

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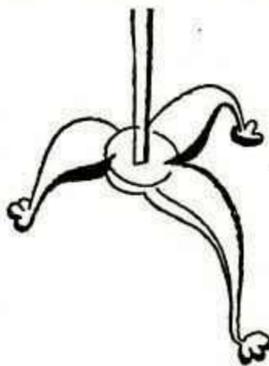


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WDM-1728 LM-1728

**Bruch** Concerto for Violin and Orchestra No. 1. Yehudi Menuhin, violinist.  
LM-122

French Overtures: **Berlioz** Beatrice and Benedict and **Saint-Saëns** La Princesse Jaune, Op. 30. ERA-68

**Schumann** Genoveva Overture, **Mozart** Marriage of Figaro Overture, **Handel-Harty** Water Music Suite.  
WDM-7009 LM-7009

**Beethoven** Symphony No. 7. LM-1034

**Brahms** Symphony No. 4. LM-1086

**Schumann** "Spring" Symphony. LM-1190

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**Stravinsky** The Rite of Spring. LM-1149

### SERGE KOUSSEVITZKY

**Ravel** Bolero. DM-1220 WDM-1220  
LM-1012

**Prokofieff** "Classical" Symphony.  
LM-1215

**Khatchaturian** Concerto for Piano and Orchestra. William Kapell, pianist.  
LM-1006

**Brahms** Concerto for Violin and Orchestra. Jascha Heifetz, violinist.  
WCT-71 LCT-1043

**Strauss** Don Juan, Op. 20. LM-1177

**Beethoven** "Choral" Symphony and Egmont Overture. LM-6001

**Mozart** Eine Kleine Nachtmusik.  
WDM-1451 LM-1102

**Ravel** Mother Goose Suite. LM-1012

**Tchaikovsky** Serenade In C (Fourth Movement: Finale) and **Haydn** Toy Symphony. ERA-7

**Beethoven** "Eroica" Symphony.  
LM-1145

**Beethoven** Symphony No. 5.  
WDM-1313 LM-1021

**Brahms** Symphony No. 3. LM-1025

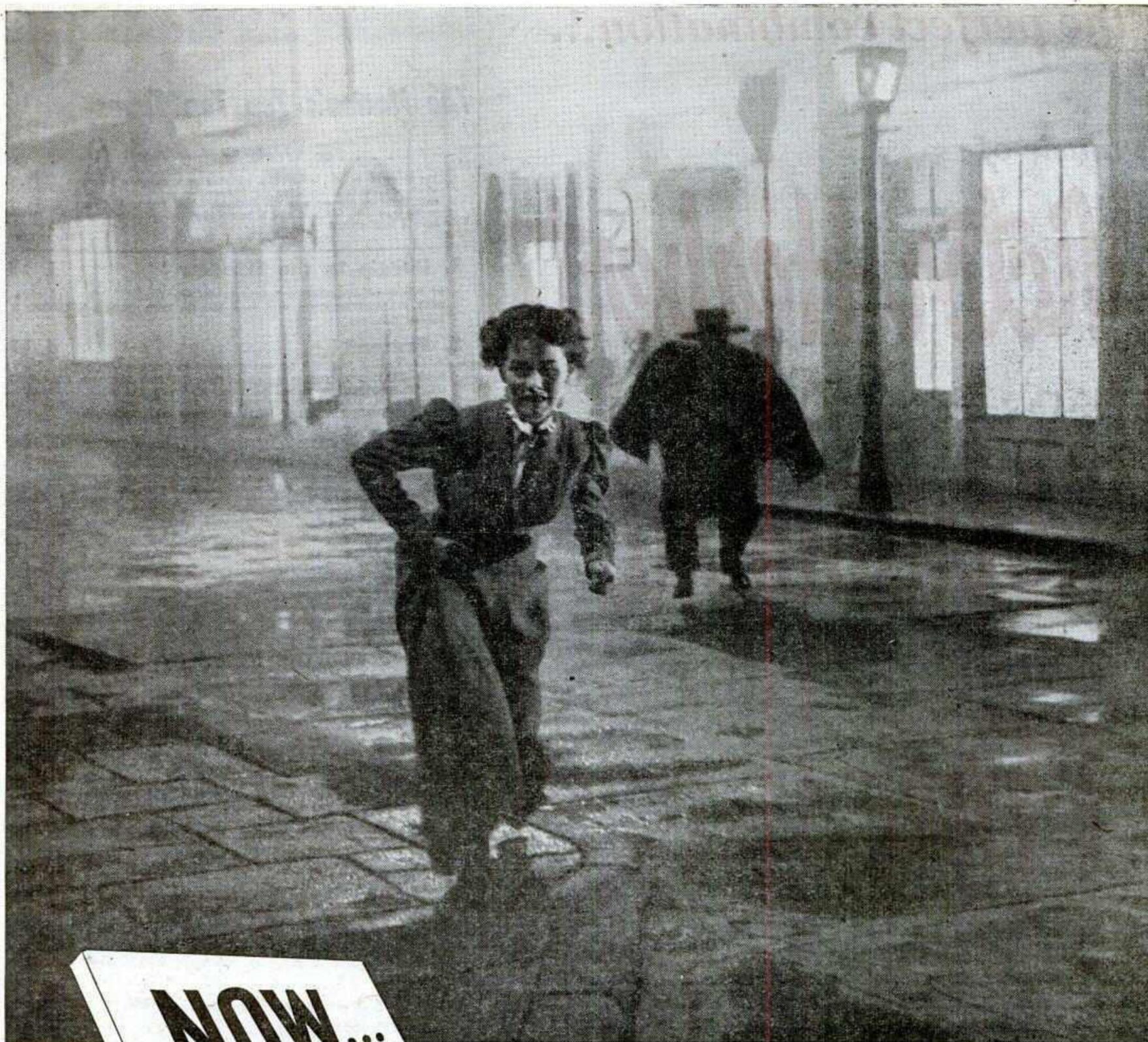
**Haydn** "Oxford" Symphony. LM-1102  
**Mendelssohn** "Italian" Symphony.  
LM-20

DETROIT	April 21
COLUMBUS	April 22
DAYTON	April 23
CINCINNATI	April 24
KNOXVILLE	April 25
CHATTANOOGA	April 26
ATLANTA	April 27
NEW ORLEANS	April 28
DALLAS	April 30
EL PASO	May 1
TUCSON	May 2
PASADENA	May 3
LOS ANGELES	May 4
SANTA BARBARA	May 5
FRESNO	May 6
SAN FRANCISCO	May 7 and 9
SACRAMENTO	May 10
SALT LAKE CITY	May 11
PROVO	May 12
DENVER	May 13
CHICAGO	May 15, 16, 17
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ANN ARBOR	May 19
TORONTO	May 20
MONTREAL	May 21
BURLINGTON	May 22

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\* \*

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<b>EXTENDED PLAY 45 RPM</b>	<b>BEP 6074—INDIAN SUMMER : A KISS IN THE DARK</b>	<b>\$ 1.47</b>
	<b>SWEETHEARTS : FALLING IN LOVE WITH SOMEONE</b>	
	<b>BEP 6075—AHI SWEET MYSTERY OF LIFE : KISS ME AGAIN</b>	<b>\$ 1.47</b>
	<b>TO THE LAND OF MY OWN ROMANCE : ITALIAN STREET SONG</b>	
<b>SINGLES 78 RPM 45 RPM</b>	<b>1307—AHI SWEET MYSTERY OF LIFE : A KISS IN THE DARK</b>	<b>89c</b>
	<b>1308—KISS ME AGAIN : ITALIAN STREET SONG</b>	<b>89c</b>
	<b>1309—I'M FALLING IN LOVE WITH SOMEONE : SWEETHEARTS</b>	<b>89c</b>
	<b>1310—INDIAN SUMMER : TO THE LAND OF MY OWN ROMANCE</b>	<b>89c</b>
<b>78 RPM ALBUM</b>	<b>LA-242—THE MUSIC OF VICTOR HERBERT</b>	<b>4—10" \$ 4.45</b>
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**The Billboard Music Popularity Charts**  
**HONOR ROLL OF HITS**



**The Nation's Ten Top Tunes**

**... For Week Ending April 11**

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

This Week	Last Week	Weeks on Chart
<b>1. Doggie in the Window</b>	<b>1</b>	<b>11</b>
By Bob Merrill—Published by Santly-Joy (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795		
<b>2. Pretend</b>	<b>4</b>	<b>11</b>
By Lew Douglas, Parmar & 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. TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth.		
<b>3. Till I Waltz Again With You</b>	<b>2</b>	<b>18</b>
By Sidney Prosen—Published by Village (BMI) BEST SELLING RECORD: T. Brewer, Coral 60873; OTHER RECORDS: Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; K. Griffin, Col 39952; R. Morgan, Dec 28539; Jerry Murad's Harmonicals, Mercury 70069; T. Sosebee, Coral 60916; D. Travis and J. Swanson Jubilee 6014; D. Todd, Dec 28506. TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth.		
<b>4. I Believe</b>	<b>3</b>	<b>7</b>
By Erwin Drake, Irvin Granam, Jimmv Shirl, Al Stillman—Published by Cromwell (ASCAP) BEST SELLING RECORDS: Frankie Laine, Col 39938. OTHER RECORDS: J. Froman, Cap 2332; E. James, Meteor 5000. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; Henry Jerome ork, Lang-Worth.		
<b>5. Your Cheatin' Heart</b>	<b>7</b>	<b>8</b>
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 39918; Williams M-G-M 11416. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		
<b>6. Tell Me You're Mine</b>	<b>5</b>	<b>15</b>
By Nino Ravanini—Published by Capri Music (BMI) BEST SELLING RECORDS: Gaylords, Mercury 70067. OTHER RECORDS: Ralph and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 2856v TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus		
<b>7. Tell Me a Story</b>	<b>10</b>	<b>4</b>
By Terry Gilkyson—Published by Montclare (BMI) BEST SELLING RECORD: Jimmie Boyd-Frankie Laine, Col 39945.		
<b>8. Side by Side</b>	<b>6</b>	<b>11</b>
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 38,07; F. Peety, M-G-M 30425; P. Scala, London 238; A. String, Rezent 126		
<b>9. Don't Let the Stars Get in Your Eyes</b>	<b>7</b>	<b>20</b>
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. TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth.		
<b>9. Wild Horses</b>	<b>9</b>	<b>8</b>
By K. C. Rosan—Published by George Simon (ASCAP) BEST SELLING RECORD: Perry Como, V 20-5152. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2349		

**Second Ten**

<b>11. KEEP IT A SECRET</b>	<b>12</b>	<b>22</b>
Published by Shapiro-Bernstein (ASCAP)		
<b>11. SEVEN LONELY DAYS</b>	<b>15</b>	<b>5</b>
Published by Jefferson (ASCAP)		
<b>11. CARAVAN</b>	<b>20</b>	<b>3</b>
Published by Mills (ASCAP)		
<b>14. HOT TODDY</b>	<b>18</b>	<b>7</b>
Published by Coachella-Alamo (ASCAP)		
<b>15. APRIL IN PORTUGAL</b>	<b>18</b>	<b>2</b>
Published by Chappell (ASCAP)		
<b>16. SONG FROM MOULIN ROUGE</b>	<b>16</b>	<b>2</b>
Published by Broadcast (BMI)		
<b>17. GOMEN NASAI</b>	<b>11</b>	<b>5</b>
Published by Disney (ASCAP)		
<b>18. ANYWHERE I WANDER</b>	<b>—</b>	<b>9</b>
Published by Frank Loesser (ASCAP)		
<b>19. I'M SITTIN' ON TOP OF THE WORLD</b>	<b>—</b>	<b>1</b>
Published by Leo Fiast (ASCAP)		
<b>20. DOWNHEARTED</b>	<b>14</b>	<b>6</b>
Published by Paxton (ASCAP)		

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# Buyboard

## TOP SELLERS—POPULAR

Based on Actual Capitol Sales Reports

1. PRETEND  
DON'T LET YOUR EYES GO SHOPPING..... N. Cole ..... 2346
2. APRIL IN PORTUGAL  
SUDDENLY ..... L. Baxter ..... 2374
3. I'M SITTING ON TOP OF THE WORLD  
SLEEP ..... L. Paul & M. Ford... 2400
4. YES SIR, THAT'S MY BABY  
YOKOHAMA MAMA ..... H. Kari ..... 2392
5. BLUE GARDENIA  
CAN'T I ..... N. Cole ..... 2389
6. SIDE BY SIDE  
NOAH ..... K. Starr ..... 2334
7. GET IN WHILE YOU'RE YOUNG  
LIPSTICK-A-POWDER-'N'-PAINT ..... G. MacKenzie & H. O'Connell ..... 2404
8. I BELIEVE  
THE GHOST OF A ROSE..... J. Froman ..... 2332
9. MY HEART BELONGS TO ONLY YOU  
I WAS A FOOL..... J. Christy ..... 2308
10. THE NEARNESS OF YOU  
GYPSY GIRL ..... B. Manning ..... 2383
11. GOMEN-NASAI  
I LEARNED TO LOVE YOU TOO LATE..... M. Whiting & J. Wakely. 2402
12. TEN LITTLE FINGERS AND TEN LITTLE TOES  
ALABAMA BOUND ..... J. Shard ..... 2422
13. RED CANARY  
HELLO SUNSHINE ..... B. Cole & G. Wood... 2426
14. MY BABY'S COMING HOME  
LADY OF SPAIN ..... L. Paul & M. Ford... 2265
15. BALTIMORE ORIOLE  
POINCIANA ..... Four Freshmen ..... 2398
16. WHY, WHY, WHY  
I KEEP THINKIN' OF YOU..... G. Wells ..... 2420
17. IT'S IN THE BOOK, PART I  
IT'S IN THE BOOK, PART II ..... J. Standley ..... 2249

## TOP COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. HANK'S SONG  
I'LL NEVER HAVE YOU  
F. Huskey ..... 2397
2. HIGH NOON  
GO ON! GET OUT!  
T. Riffer ..... 2120
3. THIS NIGHT WON'T LAST FOREVER  
LET'S DO IT JUST ONCE  
J. Heap ..... 2425
4. NO HELP WANTED  
I'D HAVE NEVER FOUND  
SOMEBODY NEW  
H. Thompson ..... 2376
5. SOMEBODY ELSE'S HEARTACHE  
THE ONE I CAN'T FORGET  
S. James ..... 2399
6. PLAYIN' DOMINOES AND SHOOTIN' DICE  
MEMORIES AND HEARTACHES  
J. Dolan ..... 2367
7. THE FAMILY WHO PRAYS  
LET US TRAVEL, TRAVEL ON  
Louvin Bros. .... 2296
8. UNDESIRE  
MY FOOLISH HEART  
T. Preston ..... 2391
9. LET ME KNOW  
I'M SORRY TO SAY I'M SORRY  
S. McDonald ..... 2326
10. GOIN' STEADY  
JUST OUT OF REACH  
F. Young ..... 2299

## BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. LOVER'S RHAPSODY  
Jackie Gleason ..... 366
2. NEW CONCEPTS OF ARTISTRY IN RHYTHM  
Stan Kenton ..... 383
3. BACCHANALIA!  
Billy May ..... 374
4. MUSIC FOR LOVERS ONLY  
Jackie Gleason ..... 352
5. THE KAY STARR STYLE  
Kay Starr ..... 363
6. SKETCHES ON STANDARDS  
Stan Kenton ..... 426
7. BY THE LIGHT OF THE SILVER MOON  
June Hutton & Gordon MacRae. 422
8. THE HIT MAKERS!  
Les Paul & Mary Ford..... 416
9. SUGAR BLUES  
Clyde McCoy ..... 311
10. HORACE HEIDT SOUVENIRS  
Horace Heidt ..... 402
11. CAMPUS RUMPUS  
Ray Anthony ..... 362
12. BIG BAND BASH!  
Billy May ..... 329
13. MIDNIGHT ON BOURBON STREET  
Sharkey ..... 367

## BEST SELLING CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

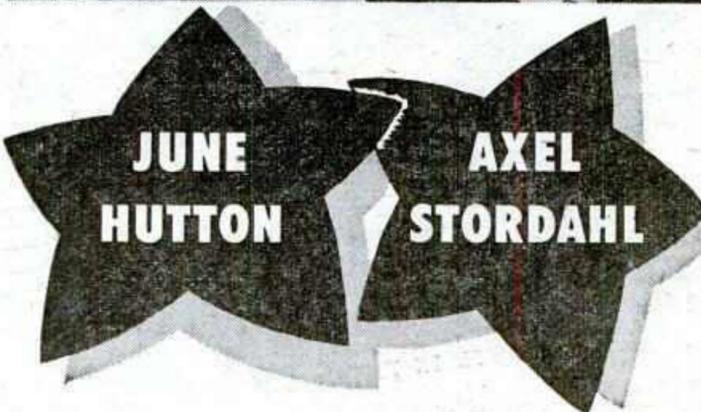
1. MENDELSSOHN—"THEME FROM RHAPSODY IN BLUE" & "THREE PRELUDES FOR PIANO"  
Leonard Pennario ..... 8192
2. DEBUSSY—"CLAIR DE LUNE," CHOPIN—"WALTZ IN D FLAT," LISZT—"LIBESTRAUME"  
Leonard Pennario ..... 8205
3. TCHAIKOVSKY—"QUARTET NO. 1 IN D MAJOR, OP. 11" & "QUARTET NO. 2 IN D MAJOR"  
Hollywood String Quartet ..... 8187
4. GERSHWIN—"THEME FROM RHAPSODY IN BLUE" & "THREE PRELUDES FOR PIANO"  
Leonard Pennario ..... 8206
5. GLAZOUNOV—"RAYMOND, OP. 57"  
Paris Philharmonic Orchestra, Conducted by Manuel Rosenthal ..... 8184
6. WAGNER—"SIEGFRIED'S RHINE JOURNEY" & "FUNERAL MARCH" & "PRELUDE AND LIBESTOD FROM TRISTAN UND ISOIDE"  
Pittsburgh Symphony Orchestra, Conducted by William Steinberg ..... 8185
7. "ROMANTIC FAVORITES FOR VIOLIN"  
Louis Kaufman ..... 8208
8. CHOPIN—"POLONAISE IN A FLAT," FALLA—"RITUAL FIRE DANCE," ALBENTZ—"SEGU'DILLA"  
Leonard Pennario ..... 8204
9. TCHAIKOVSKY—"SCENES FROM THE SWAN LAKE"  
Roger Desormiere Conducting the French National Symphony ..... 8203
10. RACHMANINOFF—"PRELUDE IN C SHARP MINOR" & "PRELUDE IN G MINOR" & LISZT—"HUNGAR'AN RHAPSODY NO. 2"  
Leonard Pennario ..... 8186
11. TCHAIKOVSKY—"SELECTIONS FROM THE NUTCRACKER SUITE"  
Roger Desormiere Conducting the French National Symphony ..... 8202
12. BEETHOVEN—"SYMPHONY NO. 6 (PASTORALE)"  
Pittsburgh Symphony Orchestra, Conducted by William Steinberg ..... 8159
13. CHOPIN—"WALTZES FOR ORCHESTRA"  
Ballet Theatre Orchestra, Conducted by Joseph Levine ..... 8199

## LATEST RELEASE No. 364

- |                                                                                   |                                   |      |
|-----------------------------------------------------------------------------------|-----------------------------------|------|
| RED CANARY<br>HELLO SUNSHINE .....                                                | Gloria Wood & Buddy Cole .....    | 2426 |
| THE BUNNY HOP<br>THE HOKEY POKEY .....                                            | Ray Anthony .....                 | 2427 |
| SPINNING A WEB<br>WILL-O'-THE-WISP ROMANCE .....                                  | Jan Garber .....                  | 2428 |
| SAY YOU'RE MINE AGAIN<br>THE SONG FROM MOULIN ROUGE (Where Is Your Heart?) .....  | June Hutton & Axel Stordahl ..... | 2429 |
| THE LITTLE RED MONKEY<br>TIA JUANA .....                                          | Mel Blanc .....                   | 2430 |
| HERE ARE MY ARMS<br>THERE'S MUSIC IN YOU.....                                     | Al Martino .....                  | 2431 |
| I LIVED WHEN I MET YOU<br>GREAT SCOT .....                                        | June Christy .....                | 2432 |
| TAKE THE "A" TRAIN<br>MEMORIES OF YOU .....                                       | The Pud Brown Trio .....          | 2433 |
| I'VE GOT TO WIN YOUR LOVE AGAIN<br>I CAN'T LAST LONG .....                        | Skeets McDonald .....             | 2434 |
| TOO BLUE TO CARE<br>ALL ALONE, ALL ALONE.....                                     | Al Rogers .....                   | 2435 |
| (The Word of Life Song) SHINE, SHINE, SHINE<br>MY HEART WOULD SING OF JESUS ..... | Redd Harper .....                 | 2436 |
| ALONE TOGETHER<br>BODY AND SOUL .....                                             | Jackie Gleason .....              | 2437 |
| MY FUNNY VALENTINE<br>LOVE IS HERE TO STAY.....                                   | Jackie Gleason .....              | 2438 |
| BUT NOT FOR ME<br>LOVE (Your Spell Is Everywhere).....                            | Jackie Gleason .....              | 2439 |
| I'M IN THE MOOD FOR LOVE<br>I ONLY HAVE EYES FOR YOU.....                         | Jackie Gleason .....              | 2440 |
| BIG MAMOU<br>IS IT ANY WONDER .....                                               | Ella Mae Morse.....               | 2441 |

A POWERFUL PAIRING!

"Say You're Mine Again"  
by



B/W

THE SONG FROM MOULIN ROUGE

on RECORD NO. 2429

Oh!  
OH!  
"OH!"  
IS  
PEE  
WEE  
HUNT'S

big new novelty!

coupled with

"Sam"

on RECORD NO. 2442

# April June is busting out all over!

**WESTERN UNION**

**NEW YORK**  
APRIL IN PORTUGAL SHOWS BIGGEST JUMP THIS WEEK. DEFINITELY IN HIT CATEGORY.

**WESTERN UNION**

**CINCINNATI**  
LES BAXTER TOP ON APRIL IN PORTUGAL AND BREAKING THROUGH FOR HIT.

**WESTERN UNION**

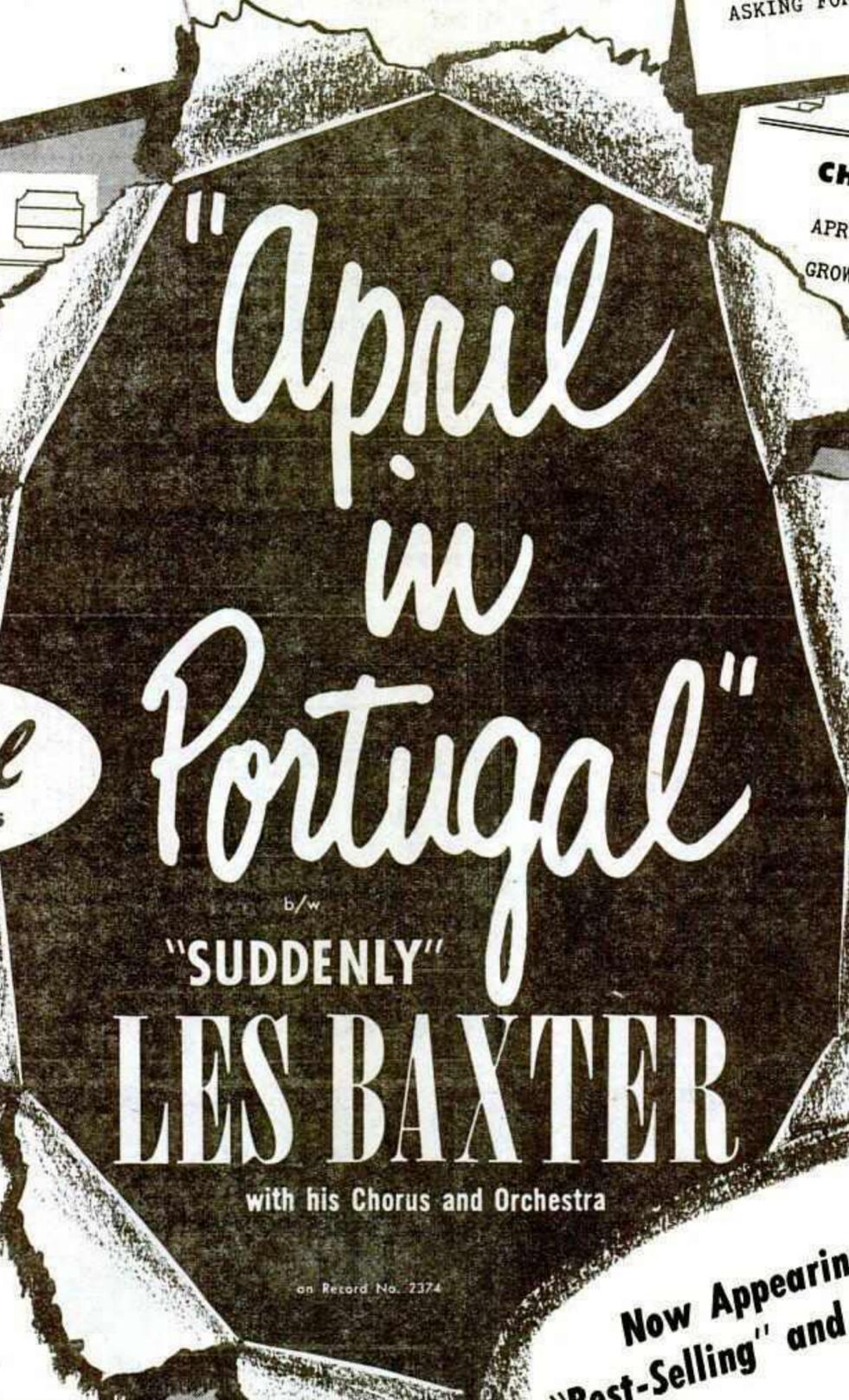
**DALLAS**  
APRIL IN PORTUGAL SHOWED GREATEST INCREASE THIS WEEK. EVERYONE ASKING FOR IT.

**WESTERN UNION**

**LOS ANGELES**  
BAXTER BREAKING BIG WITH APRIL IN PORTUGAL.

**WESTERN UNION**

**CHICAGO**  
APRIL IN PORTUGAL POPULARITY GROWING. DEALER AND OPERATOR SALES BOTH KEEPING PACE.



*April  
in  
Portugal*

b/w  
"SUDDENLY"  
**LES BAXTER**

with his Chorus and Orchestra

an Record No. 2374



**WESTERN UNION**

**PHILADELPHIA**  
ORDERS MOUNTING ON APRIL IN PORTUGAL. GETTING STRONGER EVERY DAY.

Now Appearing on Billboard's  
"Best-Selling" and "Most Played" Chart

**WESTERN UNION**

**ST. LOUIS**  
SEND US MORE! APRIL IN PORTUGAL LOOKS LIKE REAL SMASH.

**WESTERN UNION**

**DETROIT**  
APRIL IN PORTUGAL MOVING FAST. WILL GREATLY EXCEED BLUE TANGO.

**WESTERN UNION**

**PITTSBURGH**  
APRIL IN PORTUGAL BUILDING INTO SOLID LONG RANGE SELLER.



# *Sinatra Sings!*

and *Stoddahl* conducts...

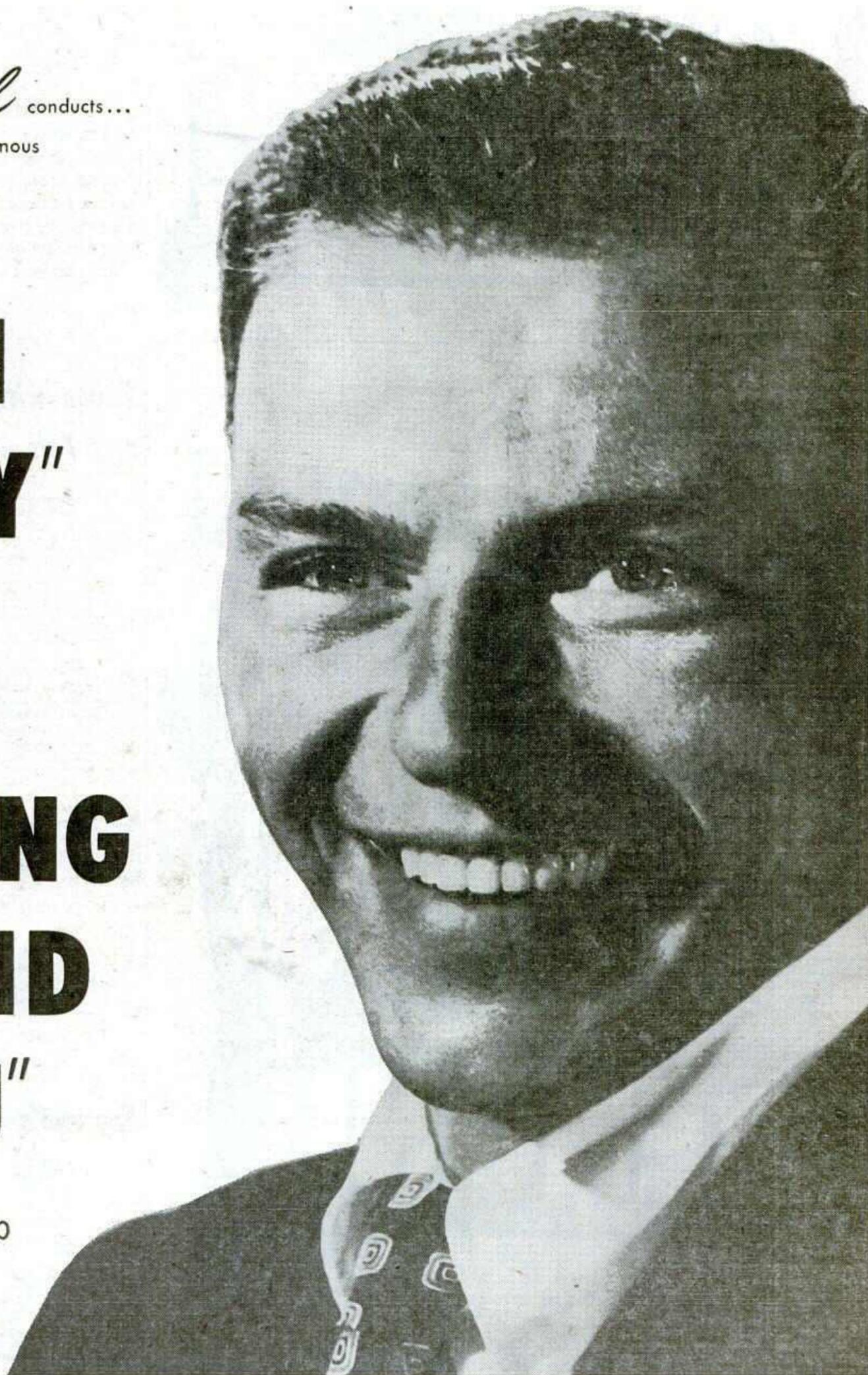
Together once again, the famous combination hits with

**"LEAN  
BABY"**

and

**"I'M  
WALKING  
BEHIND  
YOU"**

Record No. 2450



**King** RECORDS

proudly present

BRILLIANT

**ANN  
LEAF**

at the

**MINSHALL ORGAN**

in **2** GREAT  
NEW RECORDS

JUST RELEASED

**Rio-Coco**

**Tambo**

**Prom Rag**

**In A Little Spanish Town**



**King**  
RECORDS  
INC.

1540  
Brewster Ave.  
Cincinnati 14  
Ohio

The Billboard's Music Popularity Charts

**Favorite Tunes**

... For Week Ending April 11

**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	9
2. TILL I WALTZ AGAIN WITH YOU (R)—Village.....	2	16
3. I BELIEVE (R)—Cromwell.....	3	6
4. PRETEND (R)—Brandom.....	4	11
5. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales.....	6	19
6. SIDE BY SIDE (R)—Shapiro-Bernstein.....	7	6
7. KEEP IT A SECRET—Shapiro-Bernstein.....	5	18
8. YOUR CHEATIN' HEART (R)—Acuff-Rose.....	8	7
9. TELL ME A STORY (R)—Montclare.....	10	2
10. TELL ME YOU'RE MINE (R)—Capri Music.....	9	13
11. SONG FROM MOULIN-ROUGE (R)—Broadcast.....	—	1
12. SEVEN LONELY DAYS—Jefferson.....	—	1
13. APRIL IN PORTUGAL (R)—Chappell.....	—	1
14. OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	10	16
15. ANYWHERE I WANDER (R) (F)—Frank Loesser.....	12	10

*Sensational!*

**The WEAVERS**

*Sing...*



**Taking it Easy**

*and...*

**BENONI**

Decca 28637 (78) • 9-28637 (45)

**DECCA**  
RECORDS

**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	Lovely Weather for Ducks (R)—Famous—ASCAP
Anywhere I Wander (R)—Frank—ASCAP	My Jealous Eyes (R)—Famous—ASCAP
April in Portugal (R)—Chappell—ASCAP	No Help Wanted (R)—Acuff Rose—BMI
Be Still My Heart (R)—Broadway—ASCAP	Peter Cottontail (R)—Hill & Range—BMI
Blue Gardenia (R)—Harms—ASCAP	Pretend (R)—Brandom—ASCAP
Breeze (R)—Leeds—ASCAP	Red Canary (R)—Shapiro-Bernstein—ASCAP
Caravan (R)—American—ASCAP	Say It Isn't So (R)—Berlin—ASCAP
Doggie in the Window (R)—Santly-Joy—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
Gomen Nasal (R)—Paramount—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	Till I Waltz Again With You (R)—Village—BMI
Hush-A-Bye (R)—Remick—ASCAP	Twice as Much (R)—Porgie—BMI
I Believe (R)—Cromwell—ASCAP	What Would You Do? (R)—Frank—ASCAP
I'll Be Hangin' Around (R)—Broadcast—BMI	Wild Horses (R)—Simon—ASCAP
I'm Sittin' on Top of the World (R)—Feist—ASCAP	Will-o'-the-Wisp Romance (R)—Triangle—ASCAP
Kaw-Liga (R)—Milene—ASCAP	

**Top 8 in Television**

Doggie in the Window (R)—Santly-Joy—ASCAP	I Believe (R)—Cromwell—ASCAP
Fool, Fool, Fool (R)—Progressive—BMI	Lady of Spain (R)—Sam Fox—ASCAP
Give a Cheer (R)—Duet—ASCAP	My Lady Loves to Dance (R)—Hill & Range—BMI
High Noon (R)—Feist—ASCAP	Pretend—Brandom—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.

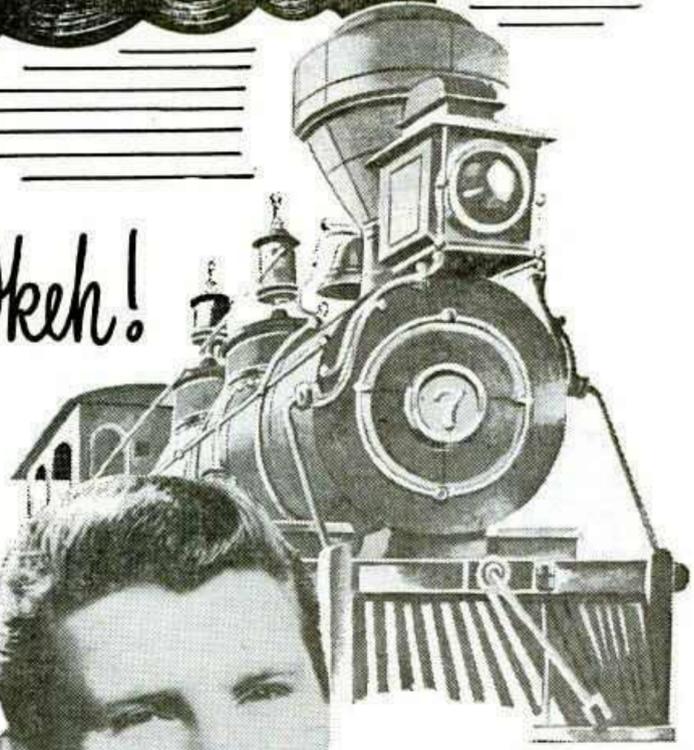
1. Doggie in the Window—Connelly (Santly-Joy)	10. Why Don't You Believe Me?—Francis Day (Brandom)
2. Wonderful Copenhagen—Morris (Frank)	11. Little Red Monkey—Robbins (Miller)
3. Broken Wings—John Fields (Shapiro-Bernstein)	12. Because You're Mine—Robbins (Feist)
4. She Wears Red Feathers—Dash (Oxford)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

# rolling up steam!

two new hits by two new stars on Okeh!



## DOLORES HAWKINS



## PETE HANLEY

# scrap of paper

b/w

"I've Got a Letter"

Orchestra under the direction of Joe Reisman

78 rpm 6949 • 45 rpm 4-6949

# big mamou

b/w

"Should You Change Your Mind"

Orchestra under the direction of Norman Leyden

78 rpm 6956 • 45 rpm 4-6956

big new successes on...

# Okeh

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Columbia Records, Inc.

Trade Mark - Columbia - Masterworks - Reg. U.S. Pat. Off. Marks Reg. Trad.

The Billboard Music Popularity Charts

... for Week Ending April 11

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

PERRY COMO
Say You're Mine Again...88
V 20-5277—Como could extend his string to three in a row very easily on this side. It's a lovely tune with old-fashioned flavor, and the singer's performance is in the groove. Vocal backing by the Ramblers adds to the disk's power. This could easily be a big winner.

PATTI PAGE
Now That I'm in Love...87
MERCURY 70127—Patti Page shows again that she is at home on any type of tune, as she hands this new ballad—based on the William Tell Overture—a first-rate performance, helped neatly by the ork. She even turns in a bit of scat-singing, a la Ella Fitzgerald, on the second chorus. The tune is infectious, and the lyrics are slick. This should be another big one for Patti, both in sales and loot.

AMES BROTHERS
Candy Bar Boogie
(Eight Bites to the Bar)...85
CORAL 60967—An outstanding performance by the combo, with the same irresistible beat and drive that marked their "Rag Mop." Novelty item can hardly miss, and should earn plenty of loot. Heavy juke play, in particular, seems in prospect.

VIC DAMONE
April in Portugal...85
MERCURY 70128—Vic Damone was never in better voice than on this side. His warbling of the lovely tune is tremendously effective. The phrasing and tone are delightful. The tune, heretofore, has been stirring up interest as an instrumental.

TONY MARTIN
April in Portugal...84
V 20-5279—In one of his best recent efforts on wax, Martin brings all his great talents to bear in this persuasive rendition of the beautiful ballad. Slicing has a strong commercial potential and should earn much loot.

MANTOVANI ORK
The Moulin Rouge Theme...83
LONDON 1328—A beautiful reading of the flicker theme giving full play to the Mantovani strings and using an accordion for tonal contrast. Entry should steer much of the building action on the ditty its way. Perfect program wax for jocks.

DOLORES GRAY
Say You're Mine Again...82
DECCA 28676—Dolores Gray comes thru with her best waxing in a long time, with a warm version of the pretty new ballad. Perry Como has also waxed it, but this version should catch a good share.

VICTOR YOUNG ORK
The Song From Moulin Rouge...80
DECCA 28675—The Victor Young ork, with strings heavily represented, awards the pretty melody a most beautiful performance. Waxing is almost certain to win favorable reaction, tho it may be too late to catch other fine versions already active in the market.

RAY ANTHONY ORK
Hokey Pokey...78
CAPITOL 2427—Jo Ann Greer turns in a strong reading of a bright dance tune, which was waxed by the Cliffie Stone ork a while back. Thrush is helped by the vocal group and backed well by the ork. It's a swiny side.

NEW RECORDS TO WATCH

Popular

EDDIE FISHER
I'm Walking Behind You
Just Another Polka—RCA Victor 20-5293—See "This Week's Best Buys."
JULIUS LA ROSA
My Lady Loves to Dance—Cadence 1231—Young singer shows that his first disk effort was no fluke. If anything, he is singing better on this one. Again it's a tune that had been previously available. Flip is "Let's Make Up Before We Say Goodnight."
NORMAN BROOKS
You Shouldn't Have Kissed Me the First Time
Somebody Wonderful—Zodiac 102—Still sounding like Jolson, Brooks too has a follow-up to his initial successful record effort. This bears watching.

Country & Western

TENNESSEE ERNIE
Hy, Mr. Cotton Picker—Capitol 2443—A rousing rhythm effort which could catch a lot of action. It's the type of tune on which Ernie has clicked in the past. Juke box potential is particularly strong for the pop as well as country field. Flip is "Three Things."

Jazz

BOB SCOBEEY ORK
Silver Dollar...80
GOOD TIME JAZZ 78—Bob Scobee's Frisco band turns in a delightful performance of the well-known jazz oldie, sparked by a bright vocal by Clancy Hayes. The group beats it out in Dixie style, with Scobee featured on trumpet. Side is a potent one for tavern loot, and should grab sales in the jazz and pop markets.

DIZZY GILLESPIE-JOE CARROLL
Blue Skies...78
DEE GEE 3065—Dizzy Gillespie and Joe Carroll team up to turn in a cute, bop-styled arrangement of the Berlin oldie, while Dizzy also sports some good trumpet work over an okay band beat. It's a good side for both the jazz and r.&b. markets.

GERRY MULLIGAN QUARTET
Makin' Whoopee...76
PACIFIC JAZZ 604—Tenor, trumpet, bass and drum group which has been creating quite a stir on the West Coast comes thru with one of the coolest of cool sides which should attract the true bob fans in droves.

JOHNNY DANKWORTH ORK
Leapin' in London...75
BLUE NOTE 1611—The British cats come thru with a cool reading of a new jump opus, with each jazz star getting a chance to sound off. It's a good side and will interest jazz fans.

Jack Parnell on drums, shows off pleasant cool stylings on this light new riff tune.

CHET BAKER QUARTET
The Lamp Is Low...73
PACIFIC JAZZ 605—The Baker combo takes off on the evergreen, with Baker's turning in a lot of trumpet work over good rhythm backing. A nice side.

JACKIE PARIS
If Love Is Good to Me...72
BRUNSWICK 80217—Airy, delicate lyric is coupled with attractive melody. Jackie Paris' vocal is a bit thin. Only Yesterday...68 Adequate performance of the ballad.

International

JOHNNY VADNAL ORK
String-a-Ling...76
V 20-5138—Vadnal's combo delivers a fine polka instrumental which could catch coin in pop locations too.

LAWRENCE DUCHOW ORK
I Want a Girl (Just Like the Girl That Married Dear Old Dad)...75
V 20-5165—The Midwestern oom-pah crew delivers its usual type of performance on the oldie. Sounds like good summer fare.

MIECZLAW FOGG
Wieczorny Dzwon...74
DANA 613—String ork backs the singer in a warm and gentle reading of the melodious Polish tango. Side is one of a batch recently acquired by Dana which was cut in Poland prior to World War II. Sound is good.

GEORGIE'S TAVERN BAND
The Daily Double...74
DECCA 28640—Happy polka about a lucky day at the races is energetic.

HOMER AND JETHRO
Pore O' Koo-Liger
That Hound Dog in the Window—RCA Victor 20-5280—The parodying pair is back again with two more sides that are worth plenty of laughs and should get plenty of spins. Duo has been hitting healthy sales lately and this disk could easily keep them hot. Disk is also getting a pop push.

Rhythm & Blues

WILLIE MABON
I'm Mad—Chess 1538—Follow-up record to "I Don't Know" doesn't have as strong an impact but there's a gimmick that could make it happen. Some scattered action reports have already been received. Flip is "Night Latch."

LITTLE WALTER
Off the Wall
Tell Me Mama—Checker 770—Two good sides with strong potential. "Wall" is a driving instrumental which builds nicely. "Mama" is a strong vocal effort by singer. Early action reports on this disk.

THE ROCKETS-VAN WALLS
Big Leg Mama—Atlantic 988—A potent hunk of wax by the powerful new vocal group, The Rockets, backed brightly by Van Walls on piano. Tune is melodic and side could grab juke loot. Flip is "Open the Door."

PEREZ PRADO ORK
Suby Universitario—RCA Victor 23-5985—The Perez Prado ork takes this wild new effort for an uninhibited ride, showing off its magnificent ensemble work, and delivering a pulsating beat en route. There is a gang vocal to add to the excitement. A potent platter for Prado. Flip is "Carretero."

Country & Western

PEE WEE KING
Last Night on the Back Porch
(I Loved Her Best of All)...82
V 20-5260—Here's a side that moves from the down beat. It's the old favorite, and the King gang handles in a lively and pleasing way that could get a lot of sales. Instrumentation is top-notch, and Redd Stewart, Shorty Boyd and Chuck Wigington join for a bright vocal. Especially good for jukes.

LONZO AND OSCAR
Skunk Skin Britches...77
DECCA 28624—Lonzo and Oscar have a cute and rhythmic effort here, and they sing it with spirit, telling about the proper attire when meeting a gal. The pair have a ball with the lyrics. It's a good hunk of wax, and with exposure it could grab loot.

Baby Me, Baby...74
Another good job by the warbling team on a happy country tune. Again the boys sing it with style. Flip side is more powerful, but this one will get spins.

CHARLIE GORE-LOUIS INNIS
Mexican Joe...75
KING 1212—Gore and Innis team up to turn in a good reading of the hit country tune, now moving ahead via the Eddie Dean waxing. This platter has life and spirit, and the boys do a solid job. If it's not too late, this slicing will share some of the loot.

JOHNNY BOND
The Hills of Kentucky...75
COLUMBIA 21082—Nostalgic ditty makes pleasant listening as performed here by the chanter. His warm piping is ably supported by the string ork. Good country wax.

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

Children's

MEL BLANC
Little Red Monkey...73
CAPITOL 2430—Cute version of the ditty should register well with young folks. Blanc displays his usual vocal dexterity.

Latin American

PEREZ PRADO ORK
Suby Universitario...80
V 23-5985—This one rides—all the way. It's a sock reading of an uninhibited Latin effort by the Prado ork, featuring the crew's outstanding ensemble work, a pulsating beat and a vocal by the group. It's a wild effort and should pull scores of deejay spins and muchos pesos.

LOS TRES con las HERMANAS OCASIO
Agonia...74
V 23-5981—Ditty, "Agony," is listed as the "answer to 'Sollozo,'" dinking made by the same group. Boy and girl trios do it effectively.

HERMANAS OCASIO
Dejame Que Te Quiera...73
V 23-5982—The Ocasio Sisters deliver a delightful reading of a smooth Mexican ballad for a good side.

MIGUEL ACEVES MEJIA
El Jardinero...71
V 23-5980—Mexican combo delivers an agreeable reading on a typical ranch ditty. In addition to the vocal, a first-rate trumpet player is spotted.

Spiritual

SPRIT OF MEMPHIS
God Save America...80
PEACOCK 1710—At a slower tempo the group comes thru with another fine, semi-patriotic item which should create a stir.

THE FOUR INTERNES
Do Unto Others...74
FEDERAL 12124—A rocking tempo, a standard religious phrase and a smooth chanting job all add up to a good spiritual item.

SWANEE SPIRITUAL SINGERS
God Spoke to me One Day...70
DUKE 200—Relaxed spiritual is done nicely by the group featuring a good lead singer and a warm sound.

Rhythm & Blues

THE ORIOLES
Dem Days...83
JUBILEE 5115—Strong beat set by the group lends excitement to their rhythm warble about the good old days. A cheerful waxing that should earn spins. Fine for the boxes.

DINAH WASHINGTON
You Let My Love Grow Cold...83
MERCURY 70125—Thrush is in fine fettle as she sells this blues item. It's been a spell since her last release, so her fans should be doubly pleased with this one.

# Columbia Best Buys

## BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending April 11

SOMEBODY STOLE MY GAL GLAD RAG DOLL	Johnnie Ray	39961 • 4-39961
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith	39944 • 4-39944
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine, Jimmy Boyd	39945 • 4-39945
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY	Doris Day	39970 • 4-39970
I WONDER, I WONDER, I WONDER HE WHO HAS LOVE	The Four Lads	39958 • 4-39958
I'M THE KING OF BROKEN HEARTS NO ONE WILL EVER KNOW	Tony Bennett	39964 • 4-39964
WHEN YOU WORE A TULIP LOUISIANA WALTZ	Ken Griffin	39966 • 4-39966
OH, MARIE LUIGI	Louis Prima	39969 • 4-39969
WITHOUT MY LOVER SMOKING MY SAD CIGARETTE	Jo Stafford	39951 • 4-39951
SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED SUSIE	Guy Mitchell	39909 • 4-39909
KEEP IT A SECRET ONCE TO EVERY HEART	Jo Stafford	39891 • 4-39891
ANNA DUTCH TREAT	Paul Weston	39968 • 4-39968
MISTER TAP TOE YOUR MOTHER AND MINE	Doris Day	39906 • 4-39906
WALKIN' AND WOND'RIN' WISE MAN OR FOOL	Guy Mitchell	39962 • 4-39962

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending April 11

BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084 • 4-21084
THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
I'LL GO ON ALONE YOU'RE BREAKING MY HEART	Marty Robbins	21022 • 4-21022
DIM LIGHTS, THICK SMOKE FLINT HILL SPECIAL	Lester Flatt, Earl Scruggs	21054 • 4-21054
BAYOU PIGEON GET A GRIP ON YOUR HEART	Lou Millet	21086 • 4-21086
NO HELP WANTED HEARTS AND FLOWERS	The Maddox Brothers and Rose	21065 • 4-21065
DON'T PLAY THAT SONG YOU BELONG TO SOMEBODY ELSE	Wilma Lee, Stony Cooper	21088 • 4-21088
NO SWALLERIN' PLACE JUKE BOX BLUES	June Carter	21074 • 4-21074

## BEST SELLING ALBUMS

ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 • 45 Set G 4-18 • 78 Set G-18	HOLLYWOOD'S BEST—Rosemary Clooney and Harry James "Lp" CL 6224 • 45 Set B-319
BY THE LIGHT OF THE SILVERY MOON— Doris Day "Lp" CL 6248 • 45 Set B-334 • 78 Set C-334	MARTYN GREEN'S GILBERT AND SULLIVAN "Lp" ML 4643 • 45 Set A-1042
SWEETHEARTS—Marion Marlowe and Frank Parker "Lp" CL 6241 • 45 Set B-331 • 78 Set C-331	BERLIOZ: HAROLD IN ITALY William Primrose, viola, with Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra "Lp" ML 4542
BROADWAY'S BEST—Jo Stafford "Lp" CL 6238 • 45 Set B-328	TCHAIKOVSKY: SYMPHONY NO. 6 (Pathétique) The Philadelphia Orchestra, Eugene Or- mandy, Conductor "Lp" ML 4544

### NEW EXTENDED PLAY RELEASES

- CAROUSEL** sung by **FRANK SINATRA**  
Solliloquy • If I Loved You • You'll Never Walk Alone  
Set B-1620
- CHAMP BUTLER SPOTLITE**  
I Can't Believe That You're in Love With Me • Loch Lamond • I'll Always Be  
in Love With You • Nice Work if You Can Get It  
Set B-1625
- DUKE ELLINGTON—Volume II**  
Skin Deep • The Mooche  
Set B-1629
- WEDDING DAY**  
Bridal Chorus • Oh Promise Me • I Love You Truly • Because • Wedding  
March • The Mariners and the Choir of The Little Church Around the Corner,  
Franklin Coates, Organist  
Set B-1630
- DEEP PURPLE—SARAH VAUGHAN**  
Deep Purple • Just Friends • Street of Dreams • You Taught Me to Love Again  
Set B-1631
- HARRY JAMES IN PERSON**  
Feet Draggin' Blues • There They Go  
Set B-1632
- THE NEW BENNY GOODMAN SEXTET—No. 2**  
Bye Bye Blues • I'll Never Be the Same • I've Got a Feeling I'm Falling  
Set B-1633
- KEN GRIFFIN SPOTLITE**  
Isle of Capri • The Doll Dance • Side by Side • Twelfth Street Rag  
Set B-1634
- JOHNNIE RAY SPOTLITE**  
Tell the Lady I Said Goodbye • It's the Talk of the Town • Don't Blame Me •  
She Didn't Say Nothin' at All  
Set B-1635
- ISAAC STERN, Violin**  
Sarasate: Zigeunerweisen • Wieniawski: A La Zingara  
Set A-1647

### New Popular Releases

- Frankie Laine  
**I LET HER GO  
RAMBLIN' MAN**  
39979 • 4-39979
- Rosemary Clooney and  
Marlene Dietrich  
**DOT'S NICE—DONNA FIGHT!  
IT'S THE SAME**  
39980 • 4-39980
- Toni Arden with Percy Faith  
**IT'S ONLY MY HEART  
FR INSTANCE**  
39978 • 4-39978

### New Folk Music Releases

- Smiley Maxedon  
**WHAT GOOD IS MY LOVE  
WE CAN'T LIVE TOGETHER**  
21095 • 4-21095
- Curley Williams  
**WHAT'S THE MATTER WITH MY HEART  
ON THE OKEFENOKEE**  
21096 • 4-21096
- The Chuck Wagon Gang  
**AT THE DAWNING  
WHEN HE CALLS I'LL FLY AWAY**  
21097-s • 4-21097-s

putting the  
spring in springtime—

# DORIS DAY

singing

## WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY

with Paul Weston and his Orchestra

39970 • 4-39970

# 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

### SAY YOU'RE MINE AGAIN

**MY ONE AND ONLY HEART**—Perry Como—RCA Victor 20-5277  
This one took right off from the start. Every area reporting record in stock came thru with a good or strong report. Distributor reorders were the strongest label has received in recent months. Looks like the third in a row for Como. A previous "New Record to Watch."

### IS IT ANY WONDER

**ALMOST ALWAYS**—Joni James—M-G-M 11470  
This disk also took right off. All areas had not yet received record, but those who had all reported good to strong immediate action. Gal's steady string of hits appears to be continuing. A previous "New Record to Watch."

### BIG MAMOU

—Pete Hanley—Okeh 6956  
Cajun tune gathered momentum this week in a number of areas. It took off in Boston and Pittsburgh, gained strength in Los Angeles, Cincinnati, Philadelphia and Detroit. Flip is "Should You Change Your Mind." A previous "New Record to Watch."

### I'M WALKING BEHIND YOU

**JUST ANOTHER POLKA**—Eddie Fisher—RCA Victor 20-5293  
Record is just being released, thus no reports are yet available. It's difficult to see how "Walking" can miss being a big one, however. Fisher is again in civvies and just had a sock opening at the Paramount Theater, his first date as a big-time star. His performance on this disk is topnotch.

### ANNA

—Paul Weston—Columbia 39968  
**ANNA**—Richard Hayman—Mercury 70114  
These are not recommended generally for operators at the moment; thus title strips are not being shipped to subscribers. The M-G-M version now on the charts continues as top choice for most operators and retailers. There's extra profit for dealers, however, in a second version of the tune, according to reports. These two stack up pretty evenly with one having the nod in some key areas and the other ahead in other localities. The Hayman version is backed with "April in Portugal," another top instrumental.

## Country & Western

### THIS ORCHID MEANS GOOD-BYE JUST WAIT 'TIL I GET YOU ALONE

—Carl Smith—Columbia 21087  
Off to a strong start. Already on the Nashville chart and showing good strength in Eastern Pennsylvania, Chicago and the Carolinas.

### BEYOND THE SUNSET

—Ernest Tubb—Decca 28630  
Record has been moving steadily and most reports show building activity. Typical reaction is that this disk will not be a big hit but it will become a standard. A previous "New Record to Watch."

## Rhythm & Blues

**GOING TO THE RIVER**—Fats Domino—Imperial 5231  
Already on the Washington-Baltimore and New Orleans charts, disk also came in for solid Midwestern and Southern reports. Not too much yet in the East.

### SHE'S GOT TO GO

—The Ravens—Mercury 70119  
Good to strong reports received from New York, Philadelphia, Cincinnati, Chicago and Detroit. A previous "New Record to Watch."

### YOU LET MY LOVE GROW COLD

—Dinah Washington—Mercury 70125  
Good reports from New York, Philadelphia, Chicago, Detroit and Los Angeles.

## 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

**SOMEBODY STOLE MY GAL**  
—Johnnie Ray—Columbia 39961  
Placed on both the national retail and juke box chart this week for the first time.

### ALICE BLUE GOWN TWILIGHT TIME

—Johnny Maddox—Dot 15062  
Record has attained strength in New England, Pennsylvania and the Cincinnati and Chicago areas. Only fair reports however, from New York State, St. Louis and the Carolinas.

### I'M THE KING OF BROKEN HEARTS

—Tony Bennett—Columbia 39964  
Good reports continue to be returned from most of the country.

### COQUETTE

—Billy Eckstine—M-G-M 11439  
Still strong in Pittsburgh and St. Louis with sales also continuing good in New York, Boston, Chicago and Detroit. Peak of operator buying is passed in Philadelphia, but plays continue good.

### THE NEARNESS OF YOU

—Bob Manning—Capitol 2383  
Action is still strong in Pittsburgh and Detroit and good in Chicago, Buffalo and the Carolinas. Reports show it to be considerably stronger with dealers than with operators.

## Country & Western

**KNOTHOLE**  
—The Carlisles—Mercury 70109  
On the national retail and juke box charts this week for the first time.

### NO HELP WANTED No. 2

—Red Foley—Ernest Tubb—Decca 28634  
Hit the national retail chart and Nashville and New Orleans territorial lists.

### I'M GONNA LOCK MY HEART

—Eddy Arnold—RCA Victor 20-5193  
**MOONLIGHT AND ROSES**  
—Eddy Arnold—RCA Victor 20-5192

Both of the Arnold disks are making a good sales showing across the country.

### SLAVES OF A HOPELESS LOVE AFFAIR

**BLUE LETTER**  
—Red Foley—Decca 28567  
Made the Houston territorial chart this week and holding the areas in which it appeared strong last week.

### BRING YOUR SWEET SELF BACK TO ME

**TIME CHANGES THINGS**  
—Lefty Frizzell—Columbia 21084  
Reports from key contacts across country show substantially the same picture as last week.

## Rhythm & Blues

**BEAR CAT**  
—Rufus Thomas Jr.—Sun 181  
Record is in solidly, placing on the national retail and juke box charts, as well as on a number of territorial lists.

### I WANNA KNOW

—The Du Droppers—RCA Victor 20-5229  
Took very little time to make the national retail chart. On three territorial charts with other reports also showing good to strong action.

### STEAM WHISTLE JUMP

—Earl Bostic—King 4608  
Good reports continue to be received from practically all sources checked.

## 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

- THE KING OF BROKEN HEARTS**  
—Tony Bennett—Columbia 39964
- APRIL IN PORTUGAL**  
—Richard Hayman—Mercury 70114
- RED CANARY**  
—Florian Zabach—Decca 28646
- WALKIN' AND WONDERIN'**  
—Guy Mitchell—Columbia 39962
- YOKOHAMA MAMA**  
—Harry Kari—Capitol 2392
- ANNA**  
—Three Suns—RCA Victor 20-5246
- THE NEARNESS OF YOU**  
—Bob Manning—Capitol 2383
- SAY YOU'RE MINE AGAIN**  
—Perry Como—RCA Victor 20-5277

#### Country & Western

- HANK'S SONG**  
—Ferlin Huskey—Capitol 2397
- JUST WAIT TILL I GET YOU ALONE**  
—Carl Smith—Columbia 21087
- BRING YOUR SWEET SELF BACK TO ME**  
—Lefty Frizzell—Columbia 21084
- HANK, IT WILL NEVER BE THE SAME WITHOUT YOU**  
—Ernest Tubb—Decca 28630
- TIME CHANGES THINGS**  
—Lefty Frizzell—Columbia 21084

#### 6. BLUE LETTER

—Red Foley—Decca 28567

#### Rhythm & Blues

- I'M MAD**  
—Willie Mabon—Chess 1538
- GOING TO THE RIVER**  
—Fats Domino—Imperial 5231
- TELL ME, MAMA**  
—Little Walter—Checker 770
- CRAZY, CRAZY, CRAZY**  
—The Five Royales—Apollo 446
- OFF THE WALL**  
—Little Walter—Checker 770
- I WANNA KNOW**  
—Dolly Cooper—Savoy 891

### The Disk Jockeys Pick

#### Popular

- ALBUQUERQUE**  
—Ralph Flanagan—RCA Victor 20-5237
- RED CANARY**  
—Florian Zabach—Decca 28646
- WHEN THE RED, RED ROBIN COMES BOB, BOB BOBBIN' ALONG**  
—Doris Day—Columbia 39970
- A LITTLE LOVE**  
—Bob Carroll—Derby '936
- IF I WERE KING**  
—The Hilltoppers—Dot 15055
- I HAD THE CRAZIEST DREAM**  
—The Skylarks—RCA Victor 20-5257

#### 7. CHOPPIN'

—Al Lombardy—Dot 15060

#### 8. GOODBYE, CHARLIE, GOODBYE

—Karen Chandler—Coral 60958

#### Country & Western

- BLUE LETTER**  
—Red Foley—Decca 28567
- THIS ORCHID MEANS GOOD-BYE**  
—Carl Smith—Columbia 21087
- SEVEN LONELY DAYS**  
—Bonnie Lou—King 1192

### The Operators Pick

#### Popular

- SLEEP**  
—Les Paul—Capitol 2400
- SWEET THING**  
—Dinah Shore—RCA Victor 20-5247
- SPINNING A WEB**  
—The Gaylords—Mercury 70112
- THE KING OF BROKEN HEARTS**  
—Tony Bennett—Columbia 39964
- RED CANARY**  
—Florian Zabach—Decca 28646
- MISIRLOU**  
—Leon Berry—Dot 15063

#### 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—

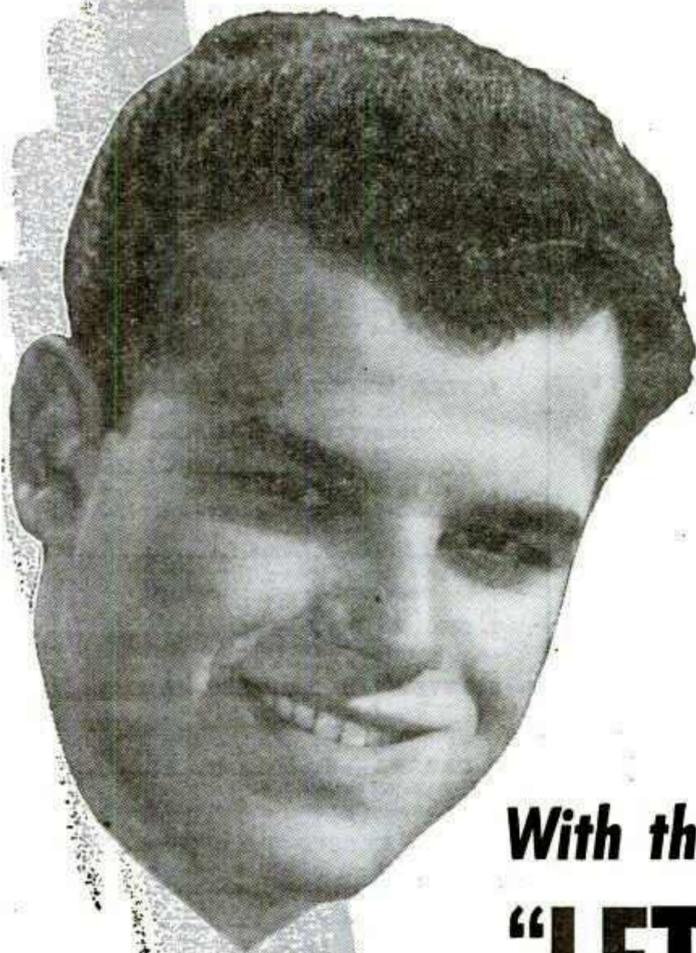
Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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# JULIUS La ROSA

*hits  
again!*

**With the first big smash ballad for '53**

## “LET’S MAKE UP BEFORE WE SAY GOODNIGHT”

By Joan Edwards and Lyn Duddy, — the team that authored  
the music for Godfrey’s TV Calendar Show.

*plus* **“MY LADY LOVES TO DANCE”**

The Sammy Gallop-Milton Delugg song that  
Julius La Rosa fans the country over  
have been demanding of him.

*With orchestra conducted by* **ARCHIE BLEYER**



• **Cadence Record No. 1231**

Ever since Julius La Rosa’s first record of “THIS IS HEAVEN” and “ANYWHERE I WANDER” (Cadence No. 1230) made such a hit, the pressure has been building up terrifically for Godfrey’s Boy to do “MY LADY LOVES TO DANCE”. Now it’s available — and you can take Archie Bleyer’s word for it that Julius La Rosa has never sung better! It’s an assured success, — and for double measure, the reverse side has the new Joan Edwards-Lyn Duddy song, “LET’S MAKE UP BEFORE WE SAY GOODNIGHT”, — the year’s first big smash ballad. Yes, Julius La Rosa has come through again. — with a bigger hit than ever!

**CADENCE** *Records...*

270 PARK AVENUE  
NEW YORK, N. Y.

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The Billboard Music Popularity Charts

... for Week Ending April 11

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 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 singles including 'DOGGIE IN THE WINDOW', 'I BELIEVE', 'PRETEND', etc.

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 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 juke box records including 'DOGGIE IN THE WINDOW', 'TILL I WALTZ AGAIN WITH YOU', etc.

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 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 jockey records including 'DOGGIE IN THE WINDOW', 'TILL I WALTZ AGAIN WITH YOU', etc.

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 1/3 r.p.m. and 45 r.p.m. records.

Table with 3 columns: Rank, Album Title, Weeks on Chart. Lists top 16 popular albums including 'HANS CHRISTIAN ANDERSEN', 'ARTHUR GODFREY'S TV CALENDAR SHOW', etc.

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 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 children's records including 'PETER PAN (2)', 'HANS CHRISTIAN ANDERSEN (4)', etc.

# the "money songs"

ARE ON RCA VICTOR RECORDS

THE SWING'S TO "45"

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

## NEW RELEASES

RCA Victor—  
Release #53-16

## BEST SELLERS

This Week's  
RCA Victor  
Best Sellers

### POPULAR

78 | 45

**SAY YOU'RE MINE AGAIN**  
**MY ONE AND ONLY HEART**  
Perry Como with  
The Ramblers  
20-5277 (47-5277)\*

**APRIL IN PORTUGAL**  
(The Whisp'ring Serenade)  
**NOW HEAR THIS**  
Tony Martin with  
Lennie Hayton's Orch. and Chorus  
20-5279 (47-5279)\*

### RHYTHM AND BLUES

**OO-SHOO-BE-DO-BE**  
**THE BIGGEST FOOL**  
Deep River Boys with  
Howard Biggs' Orch.  
20-5268 (47-5268)\*



*Greer the Way You Want Him*  
**John Greer**  
and his Rhythm Rockers  
**DON'T WORRY ABOUT IT**  
and  
**RIDE PRETTY BABY**  
20-5269 (47-5269)\*

**ALL NIGHT BABY**  
**OH WHY**  
The Robins  
20-5271 (47-5271)\*



*The Boy Who Started  
"The Bull Walked  
Around, Olaf"*  
**Les Harris**  
**AMAPOLA**  
(Pretty Little Poppy)  
and  
**NOBODY ELSE BUT YOU**  
20-5270 (47-5270)\*

**VOODOO MOON**  
**SEEN BETTER DAYS**  
Rene Hall and his Orch.  
Vocal by Courtland Carter  
20-5274 (47-5274)\*



**Al Sears Swings**  
**IN THE GOOD OLD SUMMER TIME**  
and  
**EASY ERNIE**  
20-5272 (47-5272)\*

**SQUEEZE ME**  
**ROCK BOTTOM**  
Milt Trenier and  
His Solid Six  
20-5275 (47-5275)\*

**GOT A MIND TO LEAVE THIS TOWN**  
**I'LL NEVER LET YOU GO**  
Tampa Red  
20-5273 (47-5273)\*

\* 45 rpm cat. nos.

### POPULAR

78 | 45

- MY ONE AND ONLY HEART/SAY YOU'RE MINE AGAIN**  
Perry Como ..... 20-5277 (47-5277)
- SWEET THING/WHY COME CRYING TO ME**  
Dinah Shore ..... 20-5247 (47-5247)
- WILD HORSES/I CONFESS**  
Perry Como ..... 20-5152 (47-5152)
- A-L-B-U-Q-U-E-R-Q-U-E/MOON**  
Ralph Flanagan ..... 20-5237 (47-5237)
- HOT TODDY/SERENADE**  
Ralph Flanagan ..... 20-5095 (47-5095)
- LULU HAD A BABY/THE BOYS IN THE BACK ROOM**  
Spike Jones ..... 20-5239 (47-5239)
- DON'T LET THE STARS GET IN YOUR EYES/LIES**  
Perry Como ..... 20-5064 (47-5064)
- APRIL IN PORTUGAL/PENNY WHISTLE BLUES**  
Freddy Martin ..... 20-5052 (47-5052)
- HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED**  
Eddie Fisher ..... 20-5137 (47-5137)
- LITTLE RED MONKEY/ANNA**  
The Three Suns ..... 20-5246 (47-5246)
- NOW THAT I'M IN LOVE/YANKEE DOODLETOWN**  
Sauter-Finegan ..... 20-5248 (47-5248)
- MY SWEETHEART MAMIE/THERE'S PLENTY OF FISH IN THE OCEAN**  
Dennis Day-Freddy Martin ..... 20-5265 (47-5265)
- CO-ED/DON'T BUILD YOUR DREAMS TOO HIGH**  
Vaughn Monroe ..... 20-5236 (47-5236)
- I HAD THE CRAZIEST DREAM/HOME IN PASADENA**  
The Skylarks ..... 20-5257 (47-5257)
- MISSING/THE WIDOW WALK**  
Damita Jo ..... 20-5253 (47-5253)

### COUNTRY-WESTERN

- YOU ALWAYS HURT THE ONE YOU LOVE/ I'M GONNA LOCK MY HEART**  
Eddy Arnold ..... 20-5193 (47-5193)
- THE MISSOURI WALTZ/MOONLIGHT AND ROSES**  
Eddy Arnold ..... 20-5192 (47-5192)
- THE GLORY LAND MARCH/IN DADDY'S FOOTSTEPS**  
Hank Snow—The Jordanaires ..... 20-5249 (47-5249)
- DON'T LET THE STARS GET IN YOUR EYEBALLS/ UNHAPPY DAY**  
Homer & Jethro ..... 20-5214 (47-5214)
- A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'**  
Hank Snow ..... 20-5034 (47-5034)

### RHYTHM-BLUES

- The Billboard Says THIS WEEK'S BEST BUYS**
- The Du Droppers**  
**I WANNA KNOW**  
and  
**LAUGHING BLUES**  
20-5229 (47-5229)\*
- I'M WITH YOU/LAST STOP**  
Jo Jo Johnson ..... 20-5262 (47-5262)\*
- BREAKFAST BALL/BLUE FAIRY BOOGIE**  
Boots Brown ..... 20-5228 (47-5228)\*

Indications are that label may have its first big hit in years. Big in Detroit, Washington and Baltimore and top seller in Durham, N. C. Philadelphia and Cincinnati also returned favorable reports.

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS



EOA 434



EPA 439



EPA 424

CLIP—  
FILL IN—  
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TODAY!

the first multiple recording  
by 000

# PERRY COMO



and a  
great new  
ballad...

## SAY YOU'RE MINE AGAIN

record no. 20/47-5277



# TONY MARTIN

with a  
zingy  
newcomer

## "NOW HEAR THIS!"

and  
THE vocal hit of

## "APRIL IN PORTUGAL"

record no. 20/47-5279

RCA VICTOR  
FIRST IN RECORDED MUSIC



Record Reviews

Popular

Continued from page 30

and the canary's vocal should help it grab spins. If the kids want to dance, this platter is made to order. The Bunny Hop...78 Here's a new instrumental version of the dance tune made famous by the Anthony ork when recorded vocally about six months ago. Ork turns in a solid performance on the tune and shows off impressive ensemble work. Side is danceable. A double-barrelled platter.

DON CORNELL Many Are the Times...78 CORAL 60968 - Pleasant three-quarter-beat ditty is spun out neatly by the chanter. Side has an old-world flavor that many might like. This one doesn't have the power of the warbler's previous releases. There's No Escape...75 Professionally assembled ballad with a reminiscent turn is given a resonant rendition by Cornell. He's done much better, tho.

PEGGY LEE Who's Gonna Pay the Check?...78 DECCA 28631 - Cute novelty, clefted by Peggy Lee, built around a catchy riff, and asking the old refrain, "Who's Gonna Pay the Check?" Performance, in dialect, is top-flight. Should get deejay and box play. Sorry Baby, You Let My Love Get Cold...77 Blues tune gets a relaxed, slick vocal by Peggy Lee. Dave Barbour's arrangement is insinuating and sophisticated. Ditty is by Jessie Mae Robinson.

BILL KENNY I Keep Thinking of You...78 DECCA 28677 - Bill Kenny chants this ditty with his usual type of phrasing and flashy style. It's a smooth, pretty rendition, and one of Kenny's best in quite a while. Good for many many spins, and a disk worth watching. Who's to Blame?...75 Bill Kenny, of the Ink Spots, gives this weeper his distinctive treatment.

ALAN DALE I Wish I Had Never Learned...77 CORAL 60960 - Dale comes thru with a sensitive reading of the pretty ballad for a wax entry that could do profitable business if exposed sufficiently. Backing by Ray Bloch helps outline its tender qualities. Bears watching. Alexander's Ragtime Band...74 Dale is joined in his re-creation of the Irving Berlin classic by Judy Lynn, and they make a listenable twosome as they inject a few novelty twists. Backing is appropriately Dixie. Jocks can use.

AL MARTINO Here Are My Arms...77 CAPITOL 2431 - In the style of Martino's smash "Here in My Heart" of a year ago is this new slicing by the warbler. The tune is similar to his first hit, and Martino belts out the lyrics in his own big-voiced style, singing it with gusto over large choral and ork support. Side will probably pull many spins and could get new attention for the warbler. There's Music in You...75 Martino quiets down on this side to turn in a normal, relaxed reading of an appealing Rodgers and Hammerstein ditty, over a smooth ork backing. Pleasant wax.

FELICIA SANDERS What Should I Do?...76 COLUMBIA 39965 - Miss Sanders reveals a new facet of her vocal equipment in this finely-phrased, tender warble of the pretty ditty. Side could move with exposure. I May Not Remember Your Name...73 Another intimate warble by the thrush. A romantic etching that should please many.

HENRI RENE ORK The Song From Moulin Rouge...76 V 20-5264 - This entry may have tough sledding in the face of earlier and more powerful renditions of the beautiful movie melody. Tune is sweetly tootled by saxist Alvy West, tho, with the Rene strings in close and effective support. Street of Shadows...73 Smooth saxing by Alvy West is the main feature of this atmospheric ork reading of the blues from the title flicker. Good wax for jock programing.

LEW DOUGLAS ORK Ruby...76 M-G-M 11472 - Sensitive rendition of the pretty movie opus by ork and chorus brings out its many-faceted charm. A fine slicing that should earn satisfactory loot if the tune makes it. My Flaming Heart...69 Tune from the flicker, "Small Town Girl," is sung prettily by Lucille Reed.

ELLA MAE MORSE Big Mamou...76 CAPITOL 2441 - Capitol's version of the Cajun tune has Miss Morse's rhythmic reading backed by a driving ork arrangement by Nelson Riddle and a flavorsome vocal group. Should tune catch favor, this version should pick up a hunk of the loot.

Is It Any Wonder?...69 Singer's past history shows that rhythm tunes pay off best for her. Added to this is the fact that she's bucking Joni James on this tune. Nevertheless, it's a pleasing performance.

THE HARMONICATS Little Red Monkey...75 MERCURY 70118 - The harmonica trio is assisted here by the clavoline, an instrument able to produce a wide variety of instrumental sounds. Together they award the English import an effective reading. Should do much to help the tune build in favor. Pachuko Hop...73 A good rhythm slicing that moves solidly thruout.

BILL SNYDER Close to My Heart...75 DECCA 28627 - Stylish conversion of a well-known longhair melody is beautifully played by Snyder on his piano. Ork support is able and occasionally lavish. Disk is a fine program item, and should do right fine in class phono spots. Portrait of Jenny...73 Another tender and smooth-as-smooth reading by the keyboard artist.

MORTON GOULD ORK Wedding Dance...75 ENTRE 102-E - The gay rhythm of the folkish freilachs is projected with stimulating drive in this bubbling interpretation by the large ork. A virtuoso effort that many should enjoy hearing. Could pull coin in metropolitan-area jukes. Music Box Tango...73 Tuneful tango is taken for a lush ride by the ork's large string section, with the other instruments contributing interesting tonal colorations. A fine slicing for class programing.

ANDRE KOSTELANETZ ORK Playing Around...75 ENTRE 104-E - Kostelanetz leads his forces in a sprightly instrumental played pizzicato thruout. Light and frothy, the side should get preferential treatment from jocks. Counter sales should be satisfactory, as well. Time on My Hands...71 An elegant treatment of the beautiful standard.

BARBARA RUICK Now That I'm in Love...75 M-G-M 11483 - Cute ditty based on the Lone Ranger theme from the "William Tell" overture is delivered with considerable charm by the thrush to a galloping beat by the ork. Competition by the Patti Page entry, tho, is tough to meet. Gbi-Li, Gbi-Li, Gbi-Li...72 Orient-flavored novelty has its cute moments, and Miss Ruick makes the most of them. A pleasant etching that should earn deejay spins.

LOUIS JORDAN Just Like a Butterfly...75 DECCA 28664 - Relaxed performance by Louis Jordan and the ork of the sentimental oldie. Jordan's vocal is full of heart, and his warbling is backed by a tasteful ork arrangement by Nelson Riddle. It's Better to Wait for Love...68 Simple riff has a pseudo-sophisticated lyric, which palls - even tho Louis Jordan's vocal is adequate.

CHARLES NELSON Rollin' Home...74 COLUMBIA 39975 - Folk-based melody is used effectively in the construction of a rapid, gang-sing ballad of the outdoor, open-fire variety. Nelson sings it robustly, with strong assistance by the Paul Weston ork and the Norman Luboff choir. The Golden Years...71 Nelson warmly chants the waltz ballad from the movie, "Houdini."

FRANK CHACKSFIELD'S ORK Little Red Monkey...74 CORAL 60966 - The odd English tune is run thru in a manner which highlights its mysterious nature. The eerie quality is abetted by use of the clavoline in the ork arrangement. Waxing is an English import, and could snare juke and deejay action. Roundabouts and Swings...68 Cute instrumental could serve as merry-go-round music.

BOB CRAIG The Masquerade Is Over...73 DECCA 28632 - Craig, possessor of a legit set of pipes, hands the ballad an intense performance. He's backed in outstanding fashion by the Gordon Jenkins ork. Good wax. Daniel in the Lion's Den...69 The big-voiced chanter pulls out all vocal stops in this dramatic reading of the Bible-story opus. An exciting waxing that could earn loot with exposure.

ETHEL SMITH After Hours...73 DECCA 28674 - Beautifully-performed blues. Ethel Smith's rendition on the organ is distinctive, yet retains plenty of r.&b. flavor. Both pop and r.&b. deejays should give this a try. Swedish Rhapsody...71 Fetching performance of the instrumental by Ethel Smith on the organ. The folk melody has a lilting air.

TERRY SHAW Evening in Monte Carlo...73 MERCURY 70123 - Shaw delivers a "dizzy fingers" type of organ instrumental reading to an up-tempo original while bass and drums back him with Latin-American tympani sounds. Most interesting, this.

Misrlou...73 Shaw gets some weird sounds into this reading of the familiar item. More good listening here.

MACE BARRETT It's the Strangest Feeling...73 CORAL 60962 - Barrett, newcomer to the label, has a felixible set of pipes that can belt out a big ballad with the best of them. He displays his talent here on fair material, and the effort should win him some attention. I Don't Have to Close My Eyes...73 Same comment.

BOB WHALEN I Met the One That I Love in High School...70 V 20-5255 - Ditty that recalls the happy days of school may have special appeal for those recently graduated. Tune is simple and retentive, and it's given a pleasant ride by tenor Whalen. Is It Any Wonder?...67 Romantic ballad is pleasantly sung by the tenor, with the distinctive backing by Winterhalter adding plus values. Could spin some.

FERRANTE AND TEICHER Beezwhacks...70 ENTRE 103-E - It's the "Flight of the Bumble Bee" as conceived by the zany piano duo. Their pianos have been doctored to give out a wide variety of sounds, and the twosome exhibits a startling keyboard technique as they spin out the classic. There's enough novelty appeal here to win the effort deejay attention, and the disk could step out sales-wise. That Old Black Magic...68 The same approach on a romantic evergreen.

THE SKYLARKS Home in Pasadena...73 V 20-5257 - Distinctive, stretched-out style of the group is paced here by a slow, tho persuasive, beat, and their reading of the ballad should be awarded deejay spins. I Had the Craziest Dream...70 Group is heard in a stylish reading of the movie ballad from "Springtime in the Rockies."

JACK FINA ORK Little Red Monkey...73 M-G-M 11477 - Fina switches to the Hammond organ, with a string-filled ork backing him on a good coverage disk of the currently active instrumental. Wrong Note Rag...70 Honky Tonker from the Broadway smash "Wonderful Town" is smartly done in the proper satirical vein by Fina and the ork.

JERRY GRAY ORK And the Bull Walked Around, Olay...73 DECCA 28673 - Story novelty-ditty is given an appealing reading here by the ork and chanter Thurl Ravenscroft to an insistent beat. Coin boxes should be able to find a slot for this entry. Tompkins Cove...68 Opus is projected smoothly by the ork. An okay instrumental.

RICKY VALLO If That Would Bring You Back to Me...72 M-G-M 11473 - Vallo does nicely to so-so backing by Leroy Holmes on an attractive new ballad entry. Three Beaus and a Peep add interest. There's No You...72 This is the fine old ballad of some 10 years ago. Vallo turns in another good chanting job.

MR. GOON-BONES My Blue Heaven...72 REPUBLIC 7024 - Corny rendition of the standard, but done to a sprightly beat that many should like. Good juke filler. You Were Meant for Me...69 Bones, banjo, guitar and harmonica blend together in pleasant fashion.

JERRI ADAMS You-oo-oo...71 DEE GEE 3402 - Fine, musicianly performance by Miss Adams and the ork on a mighty pretty ballad. The gal's breathy style bears watching. With You...71 More of the same.

THE WEAVERS Taking It Easy...71 DECCA 28637 - Folk ditty is rendered with the usual charm displayed by the group for an effort the Weavers' fans will enjoy. Benoni...69 A tom-tom beat paces this attractive reading. A listenable side.

JOE ALLEGRO Wanderlust Blues...71 V 20-5258 - Neat piping by Allegro of a carefree ditty. Might earn moderate spin action. Senorita...68 Allegro injects a happy fiesta feeling in his rendition of the cheerful south-of-the-border opus.

BABY PAMELA RICH Easter Bunny Song...70 MERCURY 70124 - Miss Rich is another of the moppet chirp entries. She sings much like Helen Kane used to. Ditty is okay kiddie fare. Goody, Goody, Gumdrop...70 More of the same stuff.

LEROY HOLMES ORK Caravan...70 M-G-M 11474 - Current activity on this revival should get some coin for this instrumental reading. Three on a Match...68 Johnny Corvo handles the vocal chorus capably on this straight dance type reading of the oldie. BOB KENNEDY I'll Never Be Lonesome Again...65 REVEAL 999 - Kennedy hands this slow ballad a tasteful performance

Reviews of the Current Classical Releases

THE MUSIC OF VICTOR HERBERT - Mantovani and His Orchestra (1-12")...88 London (33) LL746 The recommendation to dealers on this one is a simple one - buy and promote this set. It's a powerhouse coupling of top Victor Herbert operetta tunes rendered by the shimmering and lush strings that have become the hallmark of the Mantovani ork. Backed with a number of successful sets, this could be the artist's biggest yet. It's definitely one that pop and classical dealers can handle equally well.

LISZT: CONCERTO NO. 1, IN E FLAT; MENDELSSOHN: CONCERTO NO. 1, IN G MINOR, OP. 25 - Jose Iturbi, Pianist; RCA Victor Symphony Ork (1-12")...77 V (33) LM1734 The diskery has a smart coupling here, one that packages two well-known concertos on a single disk, and gives Jose Iturbi a chance to show off his forthright piano technique. The pianist performs both works with elan and the Victor Symphony Orchestra accompanies him quite capably. Both of these works have been released previously on LP, but the coupling and the commercial strength of the pianist will help this diskery rack up steady sales.

BACH FESTIVAL - E. Power Biggs (1-12")...73 Columbia (33) ML 4635 This consists of chorales and chorale-preludes for organs and brass. In addition to Bach's contributions, there are several by Krebs and Homilius, two of the master's favorite students. It's a well-programed set, and listeners will recognize many of the selections. Biggs' mastery of the organ shows his usual power and expressiveness, while the brasses add to the brilliance.

MENDELSSOHN: SYMPHONY NO. 3 IN A MINOR, OP. 56 - The Pittsburgh Symphony Orchestra; William Steinberg, Cond. (1-12")...72 Capitol (33) S 8192 Capitol's catalog with the Pittsburgh Symphony ork has been building steadily since the ork was pacted by the diskery last year. As a whole, the ork has been waxing the war-horses, and this new cutting is no exception, since the Mendelssohn "Scotch" Symphony is still standard concert fare. Under the spirited direction of William Steinberg, the Pittsburgh Symphony turns in a vigorous performance. Tho the cutting will not set any sales records, it should do well with most dealers as a standard sales item.

SLAUGHTER ON TENTH AVENUE AND OTHER BALLET SELECTIONS - Boston Pops Orchestra; Arthur Fiedler, Cond. (1-12")...72 V (33) LM 1726 The Boston Pops ork, under the direction of Arthur Fiedler, turns in a slick, capable performance of the romantic Rodgers and Hart ballet work "Slaughter on 10th Avenue" as well as a (Continued on page 41)

over a subdued backing featuring Joey Rankin at the marimba. Lucky Guy...60 Tempo picks up on this side, and singer turns in a happy vocal while Rankin sets a bouncy beat on the marimba.

BILL ANDREWS Lonely...65 DELHI 101 - Tune is a simple waltz, and it receives a tender performance from Andrews, liberally flavored with corn. The latter attribute, however, may appeal to some. That's When I Get So Lonely...55 Another ditty cut from the same pattern, but somewhat overdone.

Sugar Blues...68 CRYSTALETTE 612 - Ralph Ford turns in a cuts rhythm arrangement of the oldie on the Hammond organ. Ain'tcha Comin' Out?...65 Same comment.

JO ANN LEAR-CAL CALA I'm Chuzry 'Bout You...35 VANITY 510 - Jo Ann Lear sounds as tho she can handle a tune on this disk, but it's hard to tell with this uninspired material. Cal Cala's vocal is adequate. I'm Relaxin'...30 Cal Cala tries to relax, and Jo Ann castigates him. But they both have a hard time with material that was better left unwaxed.

International

ally performed by a vocal trio and the band. Deep in the Cellar...68 Routine drinking ballad is done to a polka beat.

ADAM ASTON Kto Dzis Caluje Twe Usta...72 DANA 635 - Tuneful romantic ditty is another pre-war Polish import. Tango beat is relaxed and danceable. Vocal is finely phrased by the chanter. Jak Za Dawnych Lat...71 Another pleasant and listenable Polish tango.

MIECZSLAW FOGG ORK Flolki...72 DANA 623 - A tango, done with sentiment and warmth by Mieczslaw Fogg and the ork. A vocal in Polish by a fine baritone is excellent. Nice disk for specialized markets. Tulipany...69 Okay disk for specialized markets is this tango, with a vocal in Polish. The orkster is Mieczslaw Fogg, and he's got plenty of schmalzzy fiddles in the arrangement.

SIX FAT DUTCHMEN The Happy Dutchman Polka...73 V 20-5151 - Tho issued by the International division, this polka will have some novelty appeal to pop fans - and therefore to pop deejays - owing to the English lyric. Ork is under the direction of H. Loeffelmacher, with

vocals by Phyllis McRae and Donovan Moreland. Essig Polka...73 Lively rendition by the Six Fat Dutchmen. An instrumental, this side has a happy beat and is quite short in length. Good for regional play in boxes.

FRANK HERMANEK ORK Clairene Waltz...69 V 20-5159 - Old-world orchestration makes of this pleasant waltz an effort Polish disk buyers should like. Fine for terping. Jolly Peter...68 Bouncy schottische is rhythmically played by the ork with the tuba accompanying solidly thruout.

Jazz

Continued from page 30

JERRI ADAMS When My Sugar Walks Down the Street...73 DEE GEE 3400 - The vocal group comes up with a bopish reading of the oldie which the hip jocks should go for. What Else Is There to Do?...71 Miss Adams sings up a storm in a soft, moody way on a somewhat unusual item. Sounds like an item for the hep crowd, but it could make noise with enough exposure and exploitation.

EX-DIXIELAND BOB CATS Teasin' Rag...70 CRYSTALETTE 649 - Group here includes some of Crosby's original Bob Cats crew: Matlock, La Marr, Miller, Goodrich, Riechman, Wayland, Hermans, Smith, Baduc and Randall. It's a first-rate two-beat, but recording quality is just so-so for a re-issued master. Maryland, My Maryland...69 Same two-beat combo delivers another evergreen in similar fashion.

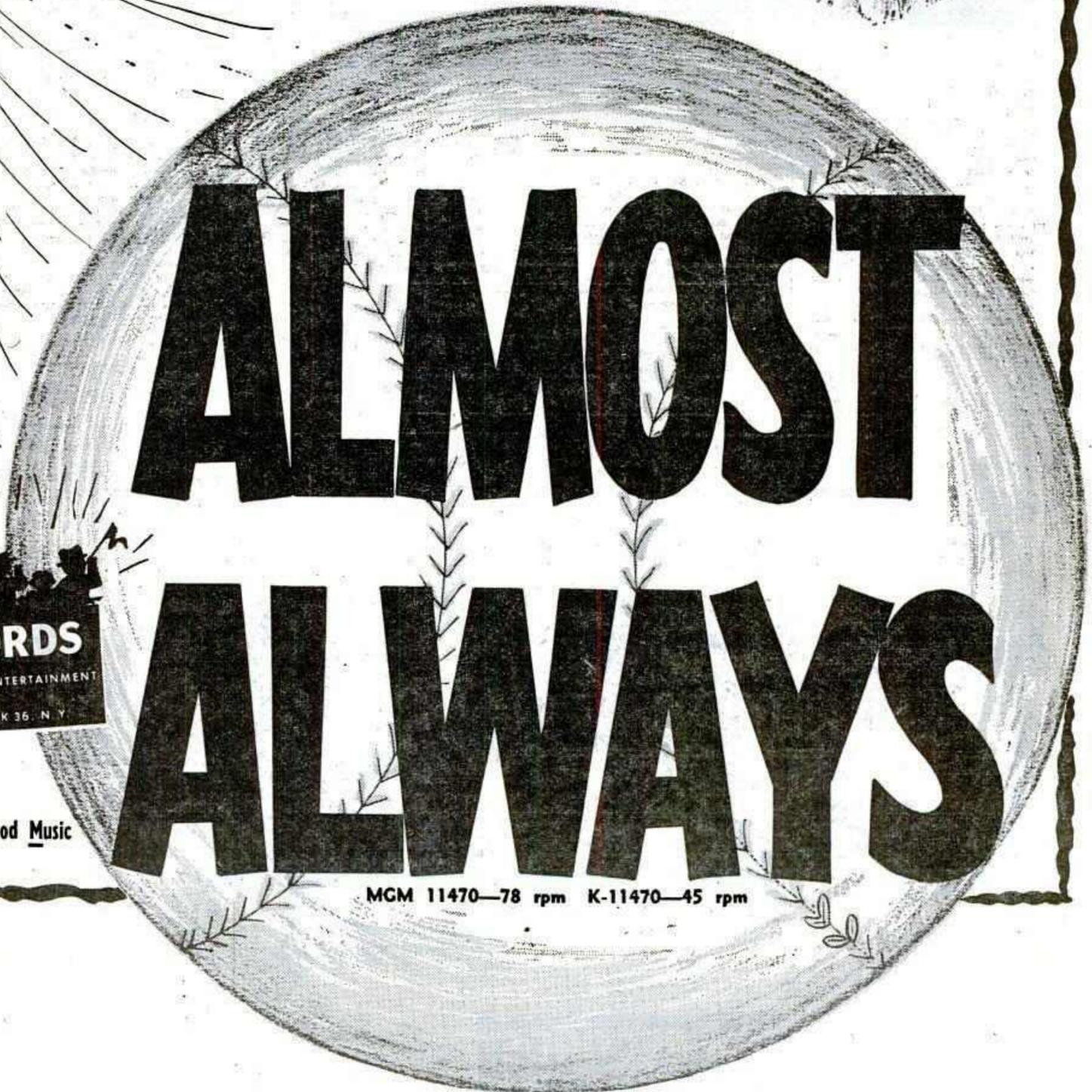
MILT JACKSON QUARTET Autumn Breeze...70 DEE GEE 3702 - Group here is Jackson on vibes, John Lewis on piano, Percy Heath on bass and Al Jones on drums. It's a slow, moody and bopish item, with Jackson playing some fine, relaxed music. Bluesology...68 Jackson and the combo tackles a straight blues-item for another good side. Tempo again is relaxed.

NAT PIERCE AND HIS HERDSMEN I'll Be Seeing You...67 DEE GEE 3501 - With Pierce at the piano, the rest of the combo has Carl Fontana on tram, Stu Williamson on trumpet, Bill Perkins on tenor, Sam Staff on bary, Dick Hafer on alto, Art Mardigan on drum and Irv Manning on bass. Ditty is the oldie; tempo is slow. It's bop. Eeph...65 The ork's tempo picks up for this side. Instrumental is more swing than bop.



Best HIT of the Season

**JONI  
JAMES'  
SMASH HIT...**



**ALMOST**

**ALWAYS**



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MGM 11470—78 rpm K-11470—45 rpm

The Billboard's Music Popularity Charts

# Territorial Best

## 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... IF I WERE KING | Hilltoppers, Dot 15055    |
| New Orleans... ANNA          | P. Weston, Columbia 39968 |

## 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 York

1. Doggie in the Window  
P. Page, Mercury
2. I Believe  
F. Laine, Columbia
3. Till I Waltz Again With You  
T. Brewer, Coral
4. Pretend  
N. (King) Cole, Capitol
5. Ruby  
R. Hayman, Mercury
6. Song From Moulin Rouge  
P. Faith, Columbia
7. Tell Me a Story  
J. Boyd-F. Laine, Columbia
8. Tell Me You're Mine  
Gaylords, Mercury
9. Wild Horses  
P. Como, Victor
10. April in Portugal  
L. Baxter, Capitol

### Philadelphia

1. Doggie in the Window  
P. Page, Mercury
2. Tell Me a Story  
F. Laine-J. Boyd, Columbia
3. Tell Me You're Mine  
Gaylords, Mercury
4. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
5. Glow Worm  
Mills Brothers, Decca
6. Pretend  
Nat (King) Cole, Capitol
7. Somebody Stole My Gal  
J. Ray, Columbia
8. Till I Waltz Again With You  
T. Brewer, Coral
9. I Believe  
F. Laine, Columbia
10. Seven Lonely Days  
G. Gibbs, Mercury

### Chicago

1. Doggie in the Window  
P. Page, Mercury
2. Song From Moulin Rouge  
P. Faith, Columbia
3. Caravan  
R. Marterie, Mercury
4. Tell Me a Story  
F. Laine-J. Boyd, Columbia
5. I Believe  
F. Laine, Columbia
6. Anna  
S. Mangano, M-G-M
7. Wild Horses  
P. Como, Victor
8. Downhearted  
E. Fisher-H. Winterhalter, Victor
9. Ruby  
R. Hayman, Mercury
10. Seven Lonely Days  
G. Gibbs, Mercury

### Detroit

1. Doggie in the Window  
P. Page, Mercury
2. Less Than Tomorrow  
H. Menzies, Decca
3. Tell Me a Story  
F. Laine-J. Boyd, Columbia
4. April in Portugal  
L. Baxter, Capitol
5. Pretend  
Nat (King) Cole, Capitol
6. Song From Moulin Rouge  
P. Faith, Columbia
7. Ruby  
R. Hayman, Mercury
8. April in Portugal  
R. Hayman, Mercury
9. I Believe  
F. Laine, Columbia
10. Hot Toddy  
R. Flanagan, Victor

### Los Angeles

1. Doggie in the Window  
P. Page, Mercury
2. Song From Moulin Rouge  
P. Faith, Columbia
3. I Believe  
F. Laine, Columbia
4. Pretend  
Nat (King) Cole, Capitol
5. Till I Waltz Again With You  
T. Brewer, Coral
6. Tell Me You're Mine  
Gaylords, Mercury
7. Ruby  
R. Hayman, Mercury
8. Anna  
S. Mangano, M-G-M
9. Wild Horses  
P. Como, Victor
10. Yes, Sir, That's My Baby  
H. Kari, Capitol

### Boston

1. Doggie in the Window  
P. Page, Mercury
2. Anna  
S. Mangano, M-G-M
3. I Believe  
F. Laine, Columbia
4. Tell Me a Story  
F. Laine-J. Boyd, Columbia
5. Tell Me You're Mine  
Gaylords, Mercury
6. Pretend  
Nat (King) Cole, Capitol
7. Somebody Stole My Gal  
J. Ray, Columbia
8. Till I Waltz Again With You  
T. Brewer, Coral
9. Side by Side  
K. Starr, Capitol
10. Ruby  
R. Hayman, Mercury

### Cincinnati

1. Doggie in the Window  
P. Page, Mercury
2. I Believe  
F. Laine, Columbia
3. Your Cheatin' Heart  
J. James, M-G-M
4. Wild Horses  
P. Como, Victor
5. April in Portugal  
L. Baxter, Capitol
6. Pretend  
Nat (King) Cole, Capitol
7. Seven Lonely Days  
G. Gibbs, Mercury
8. Yokahoma Mama  
H. Kari, Capitol
9. If I Were King  
Hilltoppers, Dot
10. Tell Me a Story  
F. Laine-J. Boyd, Columbia

### Pittsburgh

1. Doggie in the Window  
P. Page, Mercury
2. Pour Me a Glass of Teardrops  
B. Williams, M-G-M
3. Ruby  
R. Hayman, Mercury
4. Tell Me a Story  
F. Laine-J. Boyd, Columbia
5. I Believe  
F. Laine, Columbia
6. Can't I?  
Nat (King) Cole, Capitol
7. Song From Moulin Rouge  
P. Faith, Columbia
8. Ramona  
Gaylords, Mercury
9. Less Than Tomorrow  
H. Menzies, Decca
10. Till I Waltz Again With You  
T. Brewer, Coral

## 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. Flip is "Almost Always."

... More disk tracks playing by Maddox, this time with a small uk backing. Operators should go for this one and it has retail potential. There's already action on

up-tempo arrangement of top jazzmen. The latter controls the disk. A strong good version of

### Country

Can't ball you back wings sparkling effort some time. performance handles

*May we Repeat...*



# JONI JAMES

HAS ANOTHER HIT  
with ...

# IS IT ANY WONDER

ORDER NOW! MGM 11470 (78 rpm)  
K-11470 (45 rpm)



... For Week Ending April 11

# Sellers (Popular)

## Atlanta

1. Pretend  
Nat (King) Cole, Capitol
2. Caravan  
R. Marterie, Mercury
3. Doggie in the Window  
P. Page, Mercury
4. Till I Waltz Again With You  
T. Brewer, Coral
5. Tell Me You're Mine  
Gaylords, Mercury
6. I Believe  
J. Froman, Capitol
7. April in Portugal  
L. Baxter, Capitol
8. Side by Side  
K. Starr, Capitol
9. Tell Me a Story  
F. Laine-J. Boyd, Columbia
10. Say It With Your Heart  
B. Carroll, Derby

## Washington-Baltimore

1. Doggie in the Window  
P. Page, Mercury
2. Song From Moulin Rouge  
P. Faith, Columbia
3. April in Portugal  
L. Baxter, Capitol
4. Caravan  
R. Marterie, Mercury
5. Pretend  
Nat (King) Cole, Capitol
6. Can't I?  
Nat (King) Cole, Capitol
7. I Believe  
F. Laine, Columbia
8. Tell Me a Story  
J. Boyd-F. Laine, Columbia
9. Till I Waltz Again With You  
T. Brewer, Coral
10. Little Boy and the Old Man  
J. Boyd-F. Laine, Columbia

## Seattle

1. Doggie in the Window  
P. Page, Mercury
2. Pretend  
Nat (King) Cole, Capitol
3. Tell Me You're Mine  
Gaylords, Mercury
4. Till I Waltz Again With You  
T. Brewer, Coral
5. Tell Me a Story  
F. Laine-J. Boyd, Columbia
6. Wild Horses  
P. Como, Victor
7. I Believe  
F. Laine, Columbia
8. Ramona  
Gaylords, Mercury

## Denver

1. Doggie in the Window  
P. Page, Mercury
2. Pretend  
Nat (King) Cole, Capitol
3. I Believe  
F. Laine, Columbia
4. Tell Me a Story  
F. Laine-J. Boyd, Columbia
5. Till I Waltz Again With You  
T. Brewer, Coral

6. Your Cheatin' Heart  
J. James, M-G-M
7. Hot Toddy  
R. Flanagan, Victor
8. Side by Side  
K. Starr, Capitol
9. Tell Me You're Mine  
Gaylords, Mercury

## Dallas-Ft. Worth

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. Tell Me You're Mine  
Gaylords, Mercury
5. Seven Lonely Days  
G. Gibbs, Mercury
6. Hot Toddy  
R. Flanagan, Victor
7. Your Cheatin' Heart  
J. James, M-G-M
8. I Believe  
F. Laine, Columbia
9. Side by Side  
K. Starr, Capitol
10. Can't I?  
Nat (King) Cole, Capitol

## St. Louis

1. Doggie in the Window  
P. Page, Mercury
2. Song From Moulin Rouge  
P. Faith, Columbia
3. I Believe  
F. Laine, Columbia
4. Hot Toddy  
R. Flanagan, Victor
5. I'm Sitting on Top of the World  
L. Paul-M. Ford, Capitol
6. Tell Me a Story  
J. Boyd-F. Laine, Columbia
7. Dancin' With Someone  
T. Brewer, Coral
8. Ruby  
R. Hayman, Mercury
9. April in Portugal  
L. Baxter, Capitol
10. Anna  
S. Mangona, M-G-M

## New Orleans

1. Doggie in the Window  
P. Page, Mercury
2. April in Portugal  
L. Baxter, Capitol
3. Pretend  
Nat (King) Cole, Capitol
4. I Believe  
F. Laine, Columbia
5. Tell Me a Story  
F. Laine-J. Boyd, Columbia
6. Side by Side  
K. Starr, Capitol
7. Say It With Your Heart  
B. Carroll, Derby
8. Anna  
P. Weston, Columbia
9. Can't I?  
Nat (King) Cole, Capitol
10. I'm Sitting on Top of the World  
L. Paul-M. Ford, Capitol

"M-G-Music's in the air!"

**JONI JAMES**  
**IS IT ANY YOUR**  
**WONDER CHEATIN'**  
**and HEART**  
**ALMOST**  
**ALWAYS**  
and  
**I'LL BE WAITING FOR YOU**



MGM 11470 78 rpm; K 11479 45 rpm

MGM 11426 78 rpm; K 11426 45 rpm

RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!

**SILVANA MANGANO** *Sings...* **Anna** and I LOVED YOU

MGM 11457 78 RPM K-11457 45 RPM

**BILLY ECKSTINE** *and* **COQUETTE** *and* **A FOOL IN LOVE**

MGM 11439 78 rpm; K 11439 45 rpm

*low* **DOUGLAS** *with his orchestra* **ruby** MY FLAMING HEART

MGM 11472 K 11472

*barbara* **RUICK** NOW THAT I'M IN LOVE *and* **GHI-LI, GHI-LI, GHI-LI**

MGM 11483 78 rpm; K 11483 45 rpm

*hank* **WILLIAMS** *and his orchestra* **Kaw-Liga** and YOUR CHEATIN' HEART

MGM 11416 K 11416

*Ken* **REMO** *Sings* **MEXICO** and MY HEART IS A KINGDOM

MGM 11419 78 RPM K 11419 45 RPM

*leslie* **CARON** *and* **HI-LILI, HI-LO** *and* **mel FERRAR** **LILI AND THE PUPPETS**

MGM 30759 78 rpm; K 30759 45 rpm

*buddy* **DE FRANCO** *and his orchestra* **THE SONG FROM MOULIN ROUGE** and **MANY ARE THE TIMES**

MGM 11491 78 rpm; K 11491 45 rpm

<b>TOMMY EDWARDS</b>	<b>A FOOL SUCH AS I</b> and <b>I CAN'T LOVE ANOTHER</b> MGM 11395 78 rpm; K 11395 45 rpm	<b>ALAN DEAN</b>	<b>SERENADE OF THE MANDOLINS</b> and <b>THE MOON WAS YELLOW</b> MGM 11454 78 rpm; K 11454 45 rpm
<b>JO ANN TOLLEY</b>	<b>I'D NEVER FORGIVE MYSELF</b> and <b>YOU CAN LIVE WITH A BROKEN HEART</b> MGM 11471 78 rpm; K 11471 45 rpm	<b>LeROY HOLMES</b>	<b>CARAVAN</b> and <b>THREE ON A MATCH</b> MGM 11474 78 rpm; K 11474 45 rpm
<b>BETTY COX</b>	<b>I'M IN LOVE</b> and <b>UNTIL TODAY</b> MGM 11440 78 rpm; K 11440 45 rpm	<b>DANNY DAVIS</b>	<b>I DON'T WANT YOUR KISSES</b> and <b>COME TO THE WEDDING</b> MGM 11443 78 rpm; K 11443 45 rpm

**THE CRICKETS** *Sing* **YOU'RE MINE** and **MILK and GIN**

MGM 11428 K 11428

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

**MAMA SAYS--**

**TODAY'S TOP TUNES**  
now includes The Billboard's

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Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:  
"Yesterday we had an example of the power of The Billboard Today's Top Tunes. A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes, here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.

Name ..... (please print) 983  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**THE NO. 1 INSTRUMENTAL BAND HIT!**  
Riding high on all Billboard Charts

# 'CARAVAN'

BY

# RALPH MARTERIE



AND HIS FAMOUS  
DOWN BEAT ORCHESTRA

The Only Dance Band in America  
WITH TWO TOP RECORD HITS!

**"PRETEND" and "CARAVAN"**

NO. 70045 • 70045X45 NO. 70097 • 70097X45

**A NEW RECORD STAR!**

# RICHARD HAYMAN



With Two Top Instrumental Record Hits!

## "RUBY"

Backed With "LOVE MOOD"  
MERCURY 70115 • 70115X45

AND

## "April In Portugal"

Backed With "ANNA"  
MERCURY 70014 • 70014X45



## VOX JOX

By GENE PLOTNIK

### Chatter

WKZO, Kalamazoo, Mich., has added six hours of record shows to its weekly sked, in a drastic overhaul of its program structure. Titles of new shows are "Make Way for Music" and "Your Date With Music." . . . KCLF, Clifton, Ariz., has dropped network affiliation and is strictly on music now, 18 hours a day. Russ Wonnacott is no longer with the station. . . . WEBK, Tampa, Fla., has started a new Saturday morning show called "Teen Time." A different high school sends a student rep each week with that school's record favorites. . . . Robbin Busse, WTTT, Port Huron, Mich., has turned one night a week of his "Robin's Nest" over to pre-1944 jazz recordings. . . . Deke Miles, WRFD, Worthington, O., has moved to WSDC, Marine City, Mich., as program director and deejay. . . . Larry Crenshaw has relieved Tom Weaver as program director of WCMA, Corinth, Miss. With Buddy Bain, Larry has started a "How

WFGM, Fitchburg, Mass., recently interviewed Tony Scott of Duke Ellington's band on his concepts of jazz. Mail response was so big that the station is now programming a straight jazz show. . . . Jimmy Lynn, WPWA, Chester, Pa., after three months has moved his teen-age disk show to the local YWCA to accommodate the swelling studio audience. . . . Eddie Lambert is leaving WEAT, Lake Worth, Fla. He is going into business on the West Coast. . . . Joe Ryan, WALL, Middletown, N. Y., has added 8-10 p.m. three nights weekly to his spinning chores. . . . Irv Rosen, WOLF, Syracuse, N. Y., leaves the station in June to join Uncle Sam. . . . Smokey Stover has started a new show, 4-5 p.m., daily on KTLW, Texas City, Tex., in addition to his two-and-a-half hour show on KREL, Baytown, Tex. . . . Columbus (Ga.) High School has voted Julian (Daddy Jule) Silver, WPNX, that city, the most popular disk jockey in Columbus. . . . Bill Demjan has left WNCC, Barnesboro, Pa., for the Army. . . . Gil Shepard has started "Colony Flip Parade" on WCPO, Cincinnati, to give listeners a chance to hear disks they'd probably never hear otherwise.

### YESTERYEAR'S TOPS—

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

APRIL 17, 1943

1. I've Heard That Song Before
2. Bfrazil
3. That Old Black Magic
4. You'd Be So Nice to Come Home to
5. Don't Get Around Much Anymore
6. For Me and My Gal
7. As Time Goes By
8. Velvet Moon
9. It Started All Over Again
10. There Are Such Things

APRIL 17, 1948

1. Now Is the Hour
2. Manana
3. I'm Looking Over a Four-Leaf Clover
4. Beg Your Pardon
5. But Beautiful
6. Sabre Dance
7. Baby Face
8. The Dickey-Bird Song
9. Toolie Oolie Doolie (The Yodel Polka)
10. You Can't Be True, Dear

Do You Like It?" show featuring both pop and hillbilly artists. . . . Jack McDermott,

### Joy, Sorrow and Progress

John McGuinness, WTNB, Birmingham, Ala.: "Here we are going to 10,000 watts and still don't have any service from Capitol, Columbia (in pop) and M-G-M." . . . Lonnie Barron, WSDC, Marine City, Mich., heard that 14-year-old Howard Bendit had to have a bicycle to exercise his legs after six months in a cast. Lonnie mentioned it over the air and in three days had enough cash to present the lad with the bike. . . . Jerry Kay, WWEZ, New Orleans, La.: "I still say the major companies are releasing artists' records too soon. They not only kill the current hit by the artist but also get everyone confused. There are so many releases coming out now the poor deejay can't play all of them."

Jox! See The Billboard's TV Film Program Guide next week for round-up on TV deejay programming.

## DEALER DOINGS

By BOB FRANCIS

### Chicago Notes

Bill (Andy) Anderson, of the Record Center, has a beef against manufacturers who release platters to deejays before dealers get a chance at them. Decca's version of "Big Mamou" got an airing Sunday (5), and the company lists it as No. 2 on its best-seller list of new recordings. Anderson claims that "Big Mamou" is earmarked: "Available April 20" on his dealers' lists. . . . Randy Blake, WJJD deejay and head of Stewart Sales, says the mail order house specializing in folk records included some pop disks in its latest catalog. The result has been some surprise sales on Sammy Kaye's "Dance of Mexico," released by Columbia. Blake reports: "Almost every order calls for it." Likewise, says Blake, orders are heavy on Jay White's "On the Trail" (Essex), a tribute to Freddy Gardener. . . . Harking back to Anderson, the dealer opines that Columbia's Frankie Laine-Jimmy Boyd hit "Tell Me a Story" has the same sort of public appeal which was packed by "Once in Love With Amy" and "On Top of Old Smoky" a few years back. . . . Bette Andrews, of the Hudson-Ross chain, is off on a three-week vacation jaunt in Florida.

### Here and There

John Ball reports from Buffalo that the main store of the Music House, local four-store music-appliance chain, will reopen for business Thursday (23). A March 11 fire which started in the upper floors of the building damaged the store considerably besides practically all the stock. Damaged

stock was sold to Stattler's Department store, which is currently conducting a fire sale. Remodeling is now practically complete, and the outlet will re-open with completely new stock. . . . M-G-M has just turned out a 100,000 hanger printing, listing all of Hank Williams available records. It will be sent to distributors for dealer consumption. Job is designed for use both as a store hanger and a customer mailing piece. . . . Grinnell's, of Detroit, snared Victor Borge for a personal appearance on its record department Tuesday (7). . . . RCA Victor has discontinued its monthly Picture Magazine.

## New Copyright Body Planned

WASHINGTON, April 11.—A non-governmental Copyright Society of the U. S. A. is being organized in New York. Purpose of the society is to continue publication and distribution of the Biblio-Graphical Bulletin, the copyright office's experimental production, under the name. The Bulletin of the Copyright Society. Sam Tannenbaum, of the Broadway firm of Johnson and Tannenbaum, legalists for the motion picture industry, will head the new organization.

The society was formed after a series of conferences in New York at which radio, television, music and movie industry representatives consulted with Arthur Fisher, register of copyrights. Its membership, according to Fisher, will be "general and national."

The Billboard's Music Popularity Charts

# Classical Records

... For Week Ending April 11

## 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-	1	27
	man, J. Pearce, N. Scott, R. Shaw Chorale, NBC Sym-		
	phony Ork, A. Toscanini, conductor... V(33)LM-6009		
2.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneap-	2	4
	olis Symphony Ork, Dorati, conductor.....		
	Mercury(33)MG-50009		
3.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork.	—	12
	A. Fiedler, conductor..... V(33)LM-1001		
4.	GREAT CARUSO—M. Lanza..... V(33)LM-1127	—	36
5.	ANNA RUSSELL SINGS—A. Russell, H. Bworkin,	5	15
	piano ..... Col(33)LM-4594		
<b>45 R.P.M.</b>			
1.	ROSSINI WILLIAM TELL OVERTURE—NBC Sym-	2	30
	phony Ork, A. Toscanini, conductor... V(45)WDM-605		
2.	RACHMANINOFF: CONCERTO FOR PIANO—A. Rubin-	1	18
	stein, NBC Symphony Ork..... V(45)WDM-1075		
3.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy,	4	10
	conductor, Philadelphia Ork..... V(45)WDM-1020		
4.	MUSIC OF JOHANN STRAUSS—Minneapolis Sym-	3	36
	phony Ork, E. Ormandy, conductor... V(45)WDM-262		
4.	BEETHOVEN: SYMPHONY NO. 9—E. Farrell, N. Merri-	4	8
	man, J. Pearce, N. Scott, R. Shaw Chorale, NBC Sym-		
	phony Ork, A. Toscanini, conductor... V(45)WDM-6009		

## Reviews of the Current Classical Releases

• Continued from page 36

hodge-podge of other ballet selections which range from the "Three Cornered Hat" to Morton Gould's "Interplay." Other selections include dances from "Fancy Free," the "Age of Gold Polka"; "Sabre Dance" from the Gayne Suite; two dances from "Petrouchka," and the "Barcarolle" from Menotti's "Sebastian." Slicing will appeal less to the orthodox ballet fan than the novice or eclectic collector.

**BACH: SIX ENGLISH SUITES—Alexander Borovsky, Pianist (2-12")** ..... 72  
Vox (33) PL 7852

With the exception of the Fifth Suite, the works in the set, tho recorded, are available on LP only as played on the harpsichord. For those who prefer piano tone, the Vox collection can be highly recommended. Borovsky brings great perception to his readings, and the classic line of the suites is beautifully drawn. Packaging is attractive, and the album includes an unusually informative set of notes by Donald MacArdle.

**ROGER GOEB: SYMPHONY NO. 3; BARTOK: SONATA FOR TWO PIANOS AND PERCUSSION — Leopold Stokowski, Cond. (1-12")** ..... 71  
V (33) LM 1727

The Goeb symphony is given its first representation on records, and the event is a noteworthy augury for lovers of American music. The waxing is one of those sponsored by the American Composers' Alliance thru funds made available by Broadcast Music, Inc. There will be others in the series to feed what seems to be a growing demand for the home-grown product. With the Bartok sonata, already satisfactorily waxed on LP, the Goeb opus makes this entry a fine prospect for collectors of contemporary musical expression. Performances by Stokowski are first-rate.

**RICHARD STRAUSS: A SONG RECITAL—Anny Felbermayer; Alfred Poell (1-12")** ..... 60  
Vanguard (33) VRS 431

Those who enjoy lieder should be attracted by this new release. It features the lovely voice of soprano Anny Felbermayer and the most capable singing of Alfred Poell on a group of 16 songs by Richard Strauss. Miss Felbermayer displays her fine technique and sense of form in her collection of songs, and Poell also turns in an effective performance. Both singers are capably accompanied by Victor Graef on piano.

**GLIERE: THE RED POPPY SUITE NO. 2; GLAZOUNOV: RAYMONDA BALLET SUITE — Orchestra of the National Theater; Yuri Fayer, Cond. (1-12")** ..... 69  
Vanguard (33) VRS 432

The complete "Red Poppy" ballet suite, as well as the full "Raymonda Ballet," is included on this new LP disk. Ballet followers will probably show interest in this new release. The "Red Poppy" ballet, which is remembered today mainly for the "Russian Sailor's Dance," shows its age on this slicing. It is performed in bright style by the National Theater orchestra, directed by Yuri Fayer. The "Raymonda Ballet," a pleasant, if not very stirring, ballet suite, is also played capably by the orchestra.

**HAYDN: CONCERTO IN D MAJOR FOR CELLO, OP. 101—Enrico Mainardi, Cellist; Berlin Philharmonic Ork; Fritz Lehmann, Cond. (1-10")** ..... 64  
Decca (33) DL 7536

Mainardi phrases the classic work intelligently, but his interpretation is of the long-drawn-out variety. Most American listeners are used to hearing the work played with more snap and verve. His tone, too, is wiry and edgy. The disk, however, is a good buy for collectors who want just this composition on a relatively inexpensive 10-inch platter. Other available versions are on 12-inch vinyl, with other works on flip sides.

**RATINGS:** 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor  
**HOW RATINGS ARE DETERMINED:** Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

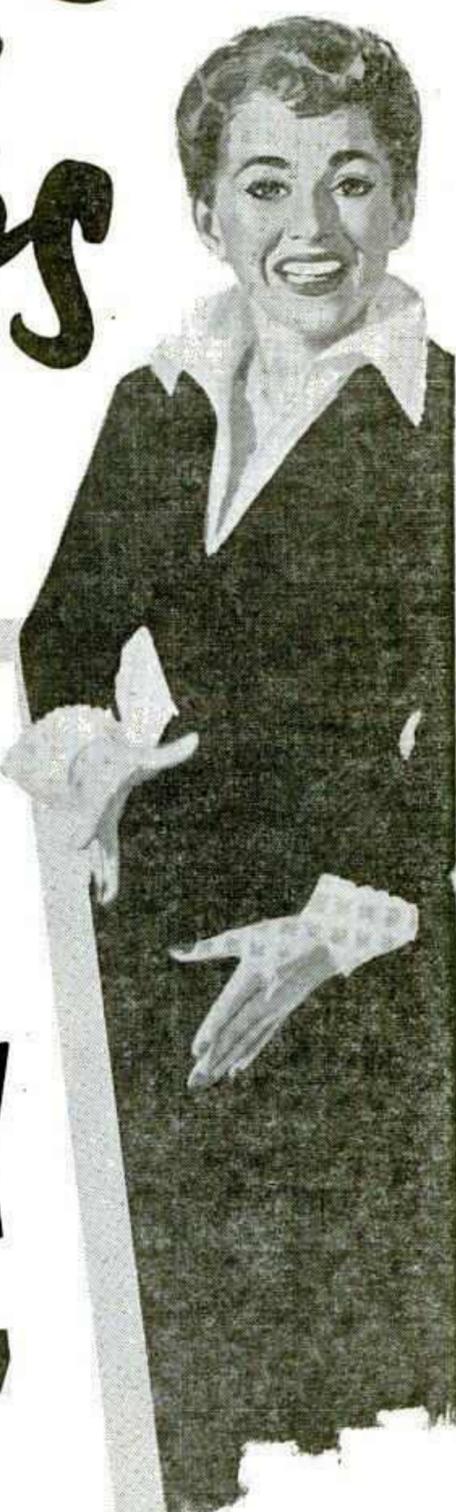
*Climbing Higher Every Day!*

# Georgia Gibbs

AND HER SMASH HIT

'SEVEN LONELY DAYS'

MERCURY 70095 • 70095X45



**A GREAT STAR!  
A GREAT SONG!  
A GREAT RECORD!**



**VIC  
DAMONE**

**"APRIL IN  
PORTUGAL"**

MERCURY 70128 • 70128X45

**A BIG HIT ON "NO HELP WANTED"  
NOW A BIGGER HIT BY**



**RUSTY  
DRAPER**

**"BIG MAMOU"**

FLIP SIDE

**"WHY, WHY, WHY"**

MERCURY 70137 • 70137X45



**Album and LP Reviews**

**Jazz**

- BENNY STRICKLER AND THE YERBA BUENA JAZZ BAND**.....74  
GTJ EP 1001 (1-7")
- KID ORY'S CREOLE JAZZ BAND**  
GTJ EP 1002 (1-7")
- TURK MURPHY'S JAZZ BAND**  
GTJ EP 1003 (1-7")
- DON EWELL'S PIANO JAZZ**  
GTJ EP 1004 (1-7")
- GEORGE LEWIS**  
**NEW ORLEANS MUSIC**  
GTJ EP 1005 (1-7")
- BURT BALES' RAGTIME PIANO**  
GTJ EP 1006 (1-7")
- THE BANJO KINGS**  
GTJ EP 1007 (1-7")
- BOB SCOBEY'S FRISCO BAND**  
GTJ EP 1008 (1-7")
- PETE DAILY'S RHYTHM KINGS**  
GTJ EP 1009 (1-7")
- FIREHOUSE FIVE PLUS TWO**  
GTJ EP 1010 (1-7")

Good Time Jazz, the independent diskery on the West Coast which is in part responsible for the current revival of New Orleans music, has issued 10 new LP releases featuring some of the great names of this basic jazz form, as well as other names who are not as well known. In addition, the label is featuring some of the up-coming young men, both in the New Orleans and the Dixieland traditions. Anyway you slice it, it is a lot of Good Time Jazz, and it will give a boost both to new collectors as well as old time followers of the idiom. The Kid Ory EP is outstanding, especially the trombonist's cutting of "Blues for Jimmy Noone," which was cut at a West Coast concert. The diskery has also come up with the first waxing of the late Benny Strickler, playing his fine trumpet with the Yerba Buena Jazz Band. George

Lewis, heading one of the few orks today playing authentic New Orleans music, has an exciting group of waxings, the best being the well-known "Mama Don't Allow" and the doleful "Burgundy Street Blues." The Banjo Kings bring back memories of showboats and minstrels with their shaggy, playing the brightest banjo since Eddie Peabody used to ply his wares. First-rate performances are also available from Bob Scobey's Frisco Band, Pete Daily's Rhythm Kings and Turk Murphy's ork. All in all, these 10 EP disks should have a strong appeal to the collectors, especially those who prefer Bunk to bop and New Orleans to progressive.

**Popular**

**BY THE LIGHT OF THE SILVERY MOON** .....85

Doris Day, Paul Weston Ork, Norman Luboff Choir (1-10")  
Columbia (33) CL 6248

Doris Day's many, many fans will be more than pleased with this new set, which features the thrush singing eight of the tunes in her latest movie "By the Light of the Silvery Moon." She demonstrates again her great versatility, her ability to sell a ballad with fetching tenderness and her exuberance and brightness on up-tempo tunes. The set contains ditties written many years ago, and Miss Day makes them all sound fresh again. The best sides, and strong enough to be single releases, are "King Chanticleer," "Be My Little Baby Bumble-Bee," "Ain't We Got Fun?" "If You Were the Only Girl!" and the title song. The thrush's popularity and the strength of the picture make this set look like a winner.

**Other Records Released This Week**

**Popular**

- Ain't This a Wonderful Day**—Anita O'Day-Larry Russell Ork (Vaya Con Dios) Mercury 89047
- Anna**—Al Caiola (Cachita) V 20-5252
- Blue** — Eddie (Piano) Miller (Everybody Needs a Sweetheart) V 20-5254
- Cachita**—Al Caiola (Anna) V 20-5252
- Camelo**—Henry Levine Ork (You and Your Lovin' and Huggin' and Kissin' Belong to Me) Norcon 1052
- Everybody Needs a Sweetheart** — Eddie (Piano) Miller (Blue) V 20-5254
- Fascinatin' Rag**—Armand Hug and Ray Bauduc (Tea for Two) Okeh 6950
- In Some Tomorrow**—Cal Cala-Jo Ann Lear (Keep It a Secret) Vanity 509
- Keep It a Secret**—Cal Cala-Jo Ann Lear (In Some Tomorrow) Vanity 509
- Tea for Two** — Armand Hug and Ray Bauduc (Fascinatin' Rag) Okeh 6950

**Vaya Con Dios**—Anita O'Day-Larry Russell Ork (Ain't This a Wonderful Day) Mercury 89047

**You and Your Lovin' and Huggin' and Kissin' Belong to Me**—Henry Levine Ork (Camelo) Norcon 1052

**Country & Western**

- Barbara Allen**—Hawkshaw Hawkins (Life Story of Hank Williams, The) King 1190
- Bring Your Sweet Self Back to Me**—Lefty Frizzell (Time Changes Things) Columbia 21084
- Fill the Cup to Overflowing**—Wesley Tuttle (I've Got a Round Trip Ticket) Capitol 2408
- I've Got a Round Trip Ticket**—Wesley Tuttle (Fill the Cup to Overflowing) Capitol 2408

(Continued on page 49)

**Can Disks, Concerts Sustain?**

Continued from page 16

jected series of pop concerts for adults.

The mayor himself will direct the entire project which will get under way immediately. It is hoped that the weekly matinee concerts can start next January 2, the first Saturday in 1954, and continue weekly on that afternoon.

**Whitney Conducts**

Robert Whitney is musical director and conductor of the Louisville Orchestra, and Mrs. Dann C. Byck is president of the Louisville Philharmonic Society. Richard Wangerin is the orchestra manager.

The new plan will give the Louisville Orchestra the longest season of any such musical group in the country. There will be only one gap in the year-round program—a six-week summer vacation—and that was proposed by the musicians.

**Disk-of-Month**

The project all revolves in a "record-of-the-month club" plan.

Judicious estimates, said the mayor, indicate that at the end of the four-year period, the Louisville Orchestra should be receiving enough money from the sales of records to maintain the commissioning program on the same 46-new-works-a-year basis.

"I am extremely grateful to the Rockefeller Foundation," said the mayor, "for providing the funds for this test to determine if an American symphony orchestra can be made self-sustaining on the basis of record sales and local support."

Twelve of the 46 commissioned works each year, he said, are to be selected from those submitted by music students. "At least one-third of these," he added, "must reside outside the U. S."

The same geographical consideration applies in the selection of the other 34 works, he said, pointing out that at least 12 of the composers would have to come from outside the U. S.

The composers, said Farnsley, will receive \$1,000 each, plus \$200 for the scoring of their works. Students will get \$500 each for their compositions. The selections of the pieces will be by committee, but the committee personnel has not yet been determined.

**New Works Plan**

The project calls for each work to be played at least four times. Thus, Farnsley said, at the first concert the orchestra will play three of the commissioned works already heard by Louisville—plus one new one. Each week, thereafter, another new work would be added.

Once each month, it is planned, Columbia Record engineers will come here to record the month's four new compositions and each month the Orchestra will issue a single, long-playing record for its subscribers to the "Club" plan. The mayor said the plan is to sell the records on a year's subscription basis only.

"Four thousand records a month," he said, "would be our break-even point. When we hit 5,000, we will be making the project a going concern. And I am told that 5,000 a month is not too much to expect."

"Certainly," he added, "not all of the music will be great music. At least we will be giving music a hearing."

"This whole thing gives us a chance to offer our recordings to the British Broadcasting Company, to stations in France, Italy, Belgium—in all the free countries where they love music."

**The BIG Record Of A New Hit!**



# EDDY HOWARD

**"SAY YOU'RE MINE AGAIN"**

MERCURY 70134 • 70134X45

**First Release As A Single!**



# RONNIE GAYLORD

OF THE FAMOUS GAYLORDS AND AMERICA'S TOP RECORD "TELL ME YOU'RE MINE"

**"MY HEART IS FREE AGAIN"**

MERCURY 70131 • 70131X45



## 'Record Show'

Continued from page 15

and "Oo, What You're Doing to Me." Due to the absence of her pianist, the chanteuse sat down and accompanied herself, having a whale of a time while doing it, and pleasing the audience no end. She proved that she can carry almost a whole show on her slim shoulders.

The Billy May ork did not have enough chance to show off its warm sound and attractive arrangements during this show, doing more backing of the acts than anything else, and only being featured for a few minutes. This was a mistake that should be rectified, as the ork is too good a swinging ensemble not to have at least a 15-minute slot in which to blast away. The ork performed yeoman work during the show, being onstage from start to finish. Gil Lamb was another performer who carried a heavy load opening night, also being called back for the last half of the performance, after a 15-minute stint in the first. The Lamb did not draw big yocks, his act, which is now standard, drew a big hand from the crowd both times he appeared.

Dancer Stuffie Bryant showed off some slick stepping during his tap routine, performing with a pleasant air that came over brightly. Harrison and Miller, a boy-girl dance team were rather ineffective with their dance numbers. The Encores, the May ork's vocal group, four guys and a gal, were strong with "Cute Piece of Property" but mighty weak with their comic tunes.

All in all, this is not one of the strongest of the long line of Gale Agency packages. Fans of Sarah Vaughan and Billy May will not want to miss their favorites, but the show is unimaginatively staged, and does not move rapidly. Bob Rolontz.

## Patti's 'Doggie'

Continued from page 15

300,000, and Mercury expects the disc sales to hit 2,000,000. Meanwhile, Santly-Joy's offices here have been besieged by candy manufacturers, toy company executives, etc., who wish to get licenses to use the "Doggie" idea in their products. This is unusual for a pop tune.

The thrush's latest disk, "Oo, What You Do to Me," backed with "Now That I'm in Love," has been in deejays hands only about one week. Many dealers are not yet stocked up on the disk, but sheet music orders have already started.

## Richmond Eyes

Continued from page 15

possibly work out an arrangement whereby he will handle American representation of the scores of all these films. One of the upcoming films is "The Odyssey," starring Kirk Douglas and Silvana Mangano.

Richmond expects to be in Italy for two or three weeks. He will be in the company of Ralph Serpe, co-ordinator between the Italian producers and IFE.

The entente between Richmond and the film execs developed in the wake of evidence that the exploitation of the tune "Anna" had had salutary effects on the film's box office. In New York, for instance, where considerable disk jockey play occurred, the picture was held for seven weeks, although booked for only three.

## 802 to Vote

Continued from page 16

the \$3 went into the local's relief fund.

With regard to doubling, a resolution points out that this practice serves to create unemployment and unfair competition. Although doubling has been tolerated to date, there is no reason to feel that it should be permitted to go unchecked permanently, the resolution added, and suggested that the term doubling be construed to mean the playing of only two instruments. And the playing of related instruments when played in conjunction with the doubles shall be permitted subject to terms as follows: The price for doubling shall be an additional 20 per cent; for playing of the related instrument, an additional 25 per cent. This resolution would apply to radio, television, legit theaters and presentation houses.

## Stanley Steamin'

Continued from page 15

sent them out to jocks and operators and stirred up excitement on the tune.

Trudy Richard's Derby waxing of "The Breeze" bears a curious resemblance to the Kay Starr disk. And Newton is shipping the platter all over the country next week. Among many traders his triple play is considered a very cute stunt, and proof that recording men have very long memories.

HOLLYWOOD, April 11.—Hal Stanley, Kay Starr's manager, is steaming at what he claims is unethical procedure on the part of Leeds Music. Miss Starr's recent album for Capitol Records includes one of the Leeds' tunes, "The Breeze," among its sides as well as her initial recording of "Side by Side." Interest in the "Side" side prompted Capitol to release that disk as a single. Leeds, Stanley steams, is trying to get Capitol to release "Breeze" similarly as a single.

To gain this end, Stanley claims, Leeds has been sending communications to various deejays signed in the name of Miss Starr and indicating that the "Breeze" will soon be coming thru as a single. Stanley is gaining collar heat, first, because the communications were sent out sans Miss Starr's knowledge, despite the fact that her name is signed to them; secondly, because deejay plays for "Breeze" side is taking spinner attention away from "Side" side, thereby taking the edge off of a hit-breaking disk.

Capitol is similarly irked at this, claiming that swinging attention away from a platter that's hit-headed in favor of another disk by the same artist is cutting into the sales potential of the first disk. Cap has no mention of singling "The Breeze." Stanley, in the meantime, is still a steamer.

## RCA Subsidiary

Continued from page 16

takers rather than sellers of merchandise.

### Squeeze Is On

Because distributors have shrunk while labels have increased, the squeeze play has already been on in many areas. The key labels have been jockeying around for position with increasing frequency in the last year. The aggressiveness of the several labels varies in direct relation to their current market strength. Each tries to reject the encroachments of others.

Okeh is known to have experienced a rough time in some areas trying to get a satisfactory distribution set-up. The distributors were willing to welcome the newcomer, some of the entrenched labels took an opposite view and quite flatly made it a choice between Okeh and themselves.

The same happens regularly when a label tries to shift from one distributor to another. Most of these larger labels insist on their okay before a distributor can add a new line. It's a case of each label being unable to survive under exclusive distribution, but unwilling to work along side of too many others.

### The Situation

This then is the situation that the fledgling label "X" faces, a situation that can lead only to further struggles and behind-the-scenes machinations and manipulations. Undoubtedly label "X" will have to offer more bait than just potential and the name and fame of RCA Victor. One trader speculated that the new label might start off with a basic catalog from old RCA Victor masters; others feel that distributors would look more kindly to a clean start without any encumbering initial inventory.

Meanwhile, distributors have been in touch with RCA Victor in droves as a result of last week's Billboard story, evidencing interest in the new line. The diskery's own distributors have also sought further clarification.

No further developments regarding label "X" are available this week beyond the announcement of Joe Carlton as the recording director (see separate story). According to Manie Sacks, the decision on the sales manager of the new label will be withheld until after Carlton takes over on April 20. In the meantime, RCA Victor is concentrating top-level thinking on the problem of further development of its own r.&b. line.

The Billboard Music Popularity Charts

... for Week Ending April 11

# TOP COUNTRY & WESTERN 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.

- Dallas-Fort Worth... **BUMMING AROUND**  
T. T. Tyler, Decca 28579
- Cincinnati... **SINGING TEACHER IN HEAVEN**  
J. Skinner, Capitol 2401
- Houston... **SLAVES OF A HOPELESS LOVE AFFAIR**  
R. Foley, Decca 28567
- Nashville... **THIS ORCHID MEANS GOODBYE**  
Carl Smith, Columbia 21087
- NO HELP WANTED, NO. 2**  
R. Foley & E. Tubb, Decca 28634

## Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

### Dallas-Ft. Worth

- Kaw-Liga  
H. Williams, M-G-M
- Mexican Joe  
J. Reeves, Abbott
- No Help Wanted  
Carlises, Mercury
- Your Cheatin' Heart  
H. Williams, M-G-M
- Bumming Around  
J. Dean, Four Star
- I Couldn't Keep From Cryin'  
M. Robbins, Columbia
- I'll Go on Alone  
M. Robbins, Columbia
- Knothole  
Carlises, Mercury
- Hot Toddy  
R. Foley, Decca
- Bumming Around  
T. Tyler, Decca

### Cincinnati

- Kaw-Liga  
H. Williams, M-G-M
- No Help Wanted  
Carlises, Mercury
- Your Cheatin' Heart  
H. Williams, M-G-M
- Fool Such as I  
H. Snow, Victor
- Eddy's Song  
E. Arnold, Victor
- I Couldn't Keep From Cryin'  
M. Robbins, Columbia
- Mexican Joe  
J. Reeves, Abbott
- Singing Teacher in Heaven  
J. Skinner, Capitol
- Paying for That Back Street  
K. Wells, Decca
- Knothole  
Carlises, Mercury

### Houston

- Mexican Joe  
J. Reeves, Abbott
- Kaw-Liga  
H. Williams, M-G-M
- I Haven't Got the Heart  
W. Pierce, Decca
- Bumming Around  
J. Dean, Four Star
- No Help Wanted  
Carlises, Mercury
- Slaves of a Hopeless Love  
R. Foley, Decca
- I Couldn't Keep From Cryin'  
M. Robbins, Columbia
- Last Waltz  
W. Pierce, Decca
- Don't Let the Stars Get in  
Your Eyes  
S. Willet, Four Star
- Big Mamou  
L. Davis, Okeh

### New Orleans

- No Help Wanted  
Carlises, Mercury
- Last Waltz  
W. Pierce, Decca
- Your Cheatin' Heart  
H. Williams, M-G-M
- No Help Wanted, No. 2  
R. Foley-E. Tubb, Decca
- Kaw-Liga  
H. Williams, M-G-M
- Playing Dominoes and  
Shootin' Dice  
J. Dolan, Capitol
- Goin' Steady  
F. Young, Capitol
- So Long  
M. Mullican, King
- Death of Hank Williams  
J. Cardwell, King
- Paying for That Back Street  
K. Wells, Decca

## Nashville

- I Couldn't Keep From Cryin'  
M. Robbins, Columbia
- Last Waltz  
W. Pierce, Decca
- No Help Wanted  
Carlises, Mercury
- I Haven't Got the Heart  
W. Pierce, Decca
- Knothole  
Carlises, Mercury
- Your Cheatin' Heart  
H. Williams, M-G-M
- Orchids Mean Good-Bye  
C. Smith, Columbia
- After You Leave  
M. Robbins, Columbia
- Kaw-Liga  
H. Williams, M-G-M
- No Help Wanted, No. 2  
R. Foley-E. Tubb, Decca

## C & W Record Reviews

Continued from page 30

**Anybody's Baby...73**  
Weeper about a gal who has gone wrong is smoothly warbled on this listenable disk.

**BETTY CODY-LONE PINE**  
**Jealous Love...75**  
V 20-5263—Tune has already caused a stir in some country spots. This is a very good version with Lone Pine and his wife, Betty Cody, combining effectively on the weeper. With plays, this could get somewhere.

**I'm Talkin', Start Walkin'...72**  
The duo comes thru with a bright duet. Lyrics are cute. Band sets a fine beat. Could catch some juke box action.

**TOMMY DUNCAN**  
**Hound Dog...75**  
INTRO 6071—Duncan and the Miller Brothers team for a fine country reading of the currently active rhythm and blues ditty. Should catch some coin, too.

**I Guess You Were Right...71**  
Typical country bounce item.

**SUNSHINE RUBY**  
**Too Young to Tango...75**  
V 20-5250 — Young 13-year-old gal kicks-off her disk career with a pleasing performance that could catch favor. Label is pushing this in the pop field as well as country.

**Hearts Weren't Meant to Be Broken...70**  
Youngster handles a real weeper on this side, and she has quite a tear in her voice.

**CLYDE MOODY**  
**Mexican Joe...74**  
DECCA 28662—Patter ditty about a gay gent from Mexico is sung cheerfully by Moody. Should earn some rural juke coin.

**The Kind of Love I Can't Forget...70**  
Moody chants the weeper effectively, projecting a mood that will bring pleasurable tears to many listeners.

**SKETS YANEY**  
**Miss Me Just a Little...73**  
M-G-M 11476 — A first rate country ballad is this. Yaney does it in fine fashion, too.

**Paper to Burn...71**  
Material is good, and Yaney hands it his usual reading for a good wax item.

**TABBY WEST**  
**Pretty Little Dedon...73**  
CORAL 64153 — Cajun-flavored novelty, with chanted choruses and a lead sung by Tabby West. The latter's performance is solid, and the disk has good production. Will attract box and deejay interest.

**A Cold, One-Way Street...70**  
Flavorful country weeper, well sung by Tabby West to authentic backing. Lyric tells its story well.

**BOB NEWMAN**  
**It's Mama, She's the One...73**  
KING 1186—Bob Newman sings and talks the lyrics of this instrumental ballad about mothers with warmth and feeling. A nice side.

**Sweet Music...73**  
A good job by the warbler on this lilting ballad, sung with a lot of spirit over a happy backing.

**BOBBY LEE**  
**Always Sorry...73**  
M-G-M 11478—Lee comes thru with a good chanting on an above average country ballad. Could get some action.

**Lightnin' Bop Blues...66**  
With the combo behind Lee using clarinets, this figures to be of more interest in the western market than the country market. Lee does nicely, too, on a routine blues ditty.

**TEX WILLIAMS ORK**  
**The Big, Big, Lie...72**  
DECCA 28660—Cute ditty about a gal who gives with a fib in matters romantic is handed an okay reading by the deep-voiced chanter.

**Changeable...69**  
Tick-tock beat paces this bouncy reading of the cute opus. Jimmie Widener is the vocalist.

## 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	Chart
1	1	9
2	2	12
3	3	9
4	4	4
4	6	2
6	5	13
7	9	2
8	—	1
9	—	1
10	6	13

## 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	Chart
1	1	9
2	2	15
3	3	6
4	5	3
5	4	14
6	—	1
7	6	11
8	—	2
9	8	18
10	7	6
10	—	1

## 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	Chart
1	2	9
2	1	8
3	3	10
4	5	3
5	4	6
6	5	4
7	7	10
8	—	5
8	—	1
10	7	2
10	10	2

**WILMA LEE-STONEY COOPER**  
**You Belong to Somebody Else...72**  
COLUMBIA 21088 — In the "Stars Get in Your Eyes" pattern is this up-tempo weeper, sung warmly by the thrush over hoe-down backing by Stoney Cooper and the ork. Okay wax.

**Don't Play That Song...68**  
Wilma Lee turns in a doleful vocal on this insufferably sad weeper that should bring tears to all eyes when played.

**EARL SONGER**  
**Samsou...71**  
CORAL 64149—Tho the lyrics of the effort are repetitious, they're delivered effectively by the new Coral artist to an engaging string accompaniment. Rural jocks can use.

**Who Will I Send Your Picture to...62**  
Country weeper is casually sung by Songer on this side.

**TERRY FELL**  
**Hillbilly Impersonations...70**  
GILT-EDGE 5084 — An even dozen top folk artists are impersonated, some quite capably, in the course of

this novelty effort. Side might earn juke coin and should provide some pleasant moments on deejay sets.

**LOU MILLET**  
**Get a Grip on Your Heart...69**  
COLUMBIA 21086 — The warbler monotonizes his philosophy about love to his girl on this slight opus.

**Bayou Pigeon...68**  
Lou Millet sings this rhythmic love song loudly as he tells his girl to prepare for a wedding.

**JIM EANES**  
**Gloomy Tomorrow...69**  
DECCA 28609—Lyric tells a sad love story, and Jim Eanes warbles the vocal with sincerity.

**When the One That You Love Is in Love With You...65**  
Lyric tells of the happiness of true love. Sincere rendition.

**JACK TURNER**  
**I Couldn't Keep From Crying...68**  
V 20-5267—Turner shows a voice of promise as he projects this weeper

**WHY?**  
OVER 100  
INDIE LABELS  
DO BIZ WITH  
RCA VICTOR!  
Flip to "Market Place"  
PAGE 49

GETTING BIGGER  
EACH WEEK!  
LEE MADRON in  
"DON'T TRUST NO  
WOMAN"  
and  
"MADRON BLUES"  
CW 204 and CW 45-204  
CANYON RECORDS  
834 N 7th Ave. Phoenix, Arizona

Please Play  
"DON'T PLAY THAT  
SONG"  
Recorded by  
Wilma Lee & Stoney Cooper  
Columbia  
Dolly Long Def  
Porter Wagoner RCA Victor  
R. F. D.  
MUSIC PUB. CO., INC.  
146 W. 54th St., N. Y. 19, N. Y.

## SCREWBALL

flip side

## LAST NIGHT ON THE BACK PORCH



# Folk Talent and Tunes

## Folk DJ Cleanings

Frank Hayden, of WTCO, Campbellsville, Ky., is anxious to spin new disks by all upcoming artists. "It's rough for guys on the outside," Hayden writes. . . . Irwin Feldman, who ran the "Old Corral," at WBIP, Booneville, Miss., took his Army physical recently. . . . Smiling Jim Flaherty is featuring top songs from different cities, using The Billboard as guide, on his program over WHAY, New Britain, Conn. . . . C. V. Jones, KVET, Austin, Tex., has booked Ernest Tubbs for five Texas dates the week of May 4. . . . Tex Justus, WVMC, Mt. Carmel, Ill., is now airing a one-hour deejay show and a quarter-hour live session from The Silver Record Shop in downtown Evansville, Ill. These shows are aired via WBNL, Booneville, Inc., and are in addition to his WVMC work. . . . Rosalie Allen, WOV, New York has her park dates scheduled, her first being at Valley View Park on May 24. . . . Don Owens, formerly with WEAM in Arlington, Va., has joined the staff of WBMD, Balto. . . . John Hathcock, KAMO, Amarillo, Tex., notes that a flock of country and western bands are regularly employed in the city. Included are Roy Harris and His Magnolia Boys playing at Rusty's; Billy Briggs and the Chew Tobacco Rag Boys, at the Avalon Club; Elmer Evans, at the Clover Club; Roy Terry at the Star, and Jimmy Curtis, at still another club. . . . Carl Swanson, WRUN, Utica, N. Y., recently returned from a two-week vacation. Sheldon Horton, WVAM, Saxton, Pa., is planning to emcee the "Saturday Night Hayride" at Martinsburg, Pa. The show brings in talent from Nashville, Wheeling, W. Va., and other points. . . . Tommy Sufon, at WING, Dayton, O., is now doing 22½ hours weekly, including one hour broadcast of the Dayton Barn Dance. Sam Lillibridge, KCLW, Hamilton, Tex., is planning to open the Hamilton Hill-billy Park May 17 with Bob Shelton the attraction. It'll be nothing new for Merle Travis when the folk singer plays the part of a guitar-playing G. I. in the movie, "From Here to Eternity." Travis was signed for the part by Columbia last week. . . . Capitol Records has inked the Smith Brothers and Boots Woodall, of WAGA-TV, Atlanta, to long-term contracts. . . . Another Atlanta boy, Barney Vandagriff, has been signed by Flair Records. . . . WEAS' Bill Strength started his own hillbilly show on the station April 1. It's an hour-long segment starting at 7 a.m. . . . Bob Wills and his Texas Playboys recently cut eight sides

with feeling. Competition is tough on this tune.  
**Hound Dog**...65  
 Another country version of the big r.&b. hit. It's a hand-clapping side, with Turner working hard at it, but it fails to build excitement.  
**CARSON ROBISON**  
 Spring! Spring! (Part 1 & 2) .....60  
 M-G-M 11475—The Robison is one of the great old timers in the western field, this is certainly not one of his better efforts in the talk-sing stuff he's been writing and recording lately. Remember "Life Gets Teejus?"—well this record does long before the second side. It's the story of a guy and his troubles with handling a garden.  
**VIC BANKS**  
 It's All Over Now but the Shouting....58  
 CRYSTAL 373—A capable job by the warbler on a pleasant country weeper.  
**Tennessee Tom Cat Rag**....55  
 Vic Banks sings this story ditty adequately but is not helped by so-so recording.  
**EDDIE AND DAISY DEL BERGE**  
 Blue River Lullaby .....35  
 I-O-A 103—Eddie and Daisy combine sorrowfully on this outune with a string backing.  
**I'll Love to Dream**  
 My Dreams Alone....30  
 Duo blend wistfully on this weeper.  
**VIC BANKS**  
 Church Bells .....35  
 CRYSTAL 374 — Banks handles this religious item in a quiet way with a lot of strumming behind him.  
**A Million Memories**....30  
 Material is okay, but neither Banks nor the band does much with it.  
**GUS TRAVIS**  
 Waiting .....20  
 I-O-A 104—This may have some appeal in the Iowa headquarters of the label, but it's hard to imagine its having any general appeal.  
**Just Be Sweet**....20  
 Ditto this side.

for MGM Records. . . . First disk cut by Arkansas-born Gene Sterling for Vogue was released last week. Sterling has his own deejay show on KRSC in Seattle. . . . Bill Martin reports from Atlanta that WATL announcer-hillbilly disk jockey Jed Jolley uses Johnny Tyler's "Take Your Blues and Go" Specialty recording for his theme. . . . Martin says Jimmy Smith plays in Thomson, Ga., April 28 at the Teen Age Rodeo State Finals, and that Lefty Frizzell is set for an all-night round and square dance in the sports arena April 15. . . . Composer, Floyd Wilson, recently accepted a post as staff writer and talent scout or new recording and publishing firm of the city, Valley Publishers, Inc. . . . Billy Vaughn, composer, pianist, arranger, and baritone voice of The Hilltoppers, has accepted a.&r. duties for the Dot label. . . . Gene Stewart, of Pee Wee King's band, recently recorded in Nashville for Decca. . . . George Morgan is sporting a new home in North Nashville. . . . Ernest Tubbs, Hank Snow, and Lew Childre highlighted a benefit show in Chattanooga April 5 fresh back from their Korean tour. The show was played for Tex Cousin Jody Summey, who remains in Nashville's Thayer Veterans Hospital with a badly mangled hand. The show also featured an almost complete "Grand Ole Opry" cast. . . . Decca's Bill Monroe is showing rapid improvement at Nashville's General Hospital. . . . North Carolina and Virginia bookings are going top business under direction of "Uncle" Joe Johnson, of WPAQ, Mt. Airy, N. C. Johnson has just completed a week of dates with The Duke of Paducah, Radio Dot and Smokey and Ken Marvin along with his own Blue Mountain Boys and Odessa. . . . Carl E. Lamm, the Smiling Country Mayor of WCKB, Dunn, N. C., is booking WSM "Grand Ole Opry" talent thru Eastern North Carolina, with recent dates for Victor's Johnnie and Jack with Decca's Kitty Wells Columbia's Carl Smith. . . . Bill Giddens is starting a new round and square dance schedule in Gadsden, Ala. Shorty Sullivan, who was recently at WVOK, Birmingham, is heading the talent chores. . . . Dean Turner's Fort Worth "Cowtown Roundup" on Friday nights is being broadcast over KXOL while Turner d.j.'s from KWBC. . . . Joe (Cornbread) Asher is operating a Miami record salon in addition to his record spinning chores at WINZ. Many of his shows are being done from the store. . . . Bob Ferguson, KWSC, Pullman, Wash., is doing a new narrative style series on the lives of present day entertainers. . . . "New River Ranch" near Rising Sun, Md., is set to open May 3 under direction of Alex Campbell who d.j.'s from WASA, Havre De Grace, Md. . . . The "Maggie & Scotty Show" from WEAU in Eau Claire, Wis., is being carried on a 12-station net three times a week with the American Dairy Association picking up the check. . . . Chuck Thompson, of WFOR, Hattiesburg, Miss., spent a full day at the phones receiving congratulations on his 500th broadcast March 23. . . . Glen (Uncle Charlie) Truax is doing a new Saturday morning spinner of country music from KGLO, Mason City, Ia. . . . The Dickens Sisters will appear with Eddy Arnold at the Sahara Hotel in Las Vegas, Nev., May 5-18. . . . Don Autry, brother of Gene, is set for a flock of rodeo and fair dates for the summer. He works out of Hollywood. . . . Stoney Rigsby, of Four Star Records, goes on tour after his current 13-week stay at the Famous, Washington.

**Nashville**  
 Decca's Paul Cohen has just completed his longest stay in Nashville—seven weeks. Sessions have been held with practically all of label's country talent, including a series with The Four Aces. Burl Ives was called in from Florida. New names added to the roster include Marge Collie, who formerly recorded for Columbia as Marge Tillman; Gene Stewart, who has been vocalizing with Pee Wee King's outfit, and Ricky Riddle, formerly with the defunct Tennessee label. Several new instrumental groups of Nashville musicians were recorded and named The Tennessee Doodlers,

and Dutch McMillan and the New Mound City Blue Blowers, with the names to be added to other sessions already performed. . . . Smiley Burnette, in Springfield, Mo., last week transcribing more of his Radiozark Enterprises series. Capitol's Skeets McDonald doing two weeks at Detroit's Roosevelt Lounge after a week of Texas stands. . . . Redd Harper just completing California appearances. . . . Bob Wills and His Texas Playboys currently in Arizona, New Mexico and Texas after an extended absence from the three states. . . . Carolina Cotton with manager, B'bbie Bennett, set to arrive in Las Vegas May 8. Miss Cotton is doing her third consecutive grand marshaling of Helldorado Days beginning the 14th with nightly appearances at The Last Frontier preceding. . . . Smokey Smith expecting to be back at his KRNT record-spinning chores any day after surgery at Des Moines' Methodist Hospital. . . . Ted Brown, of KWHP, Cushing, Okla., writes that it is unusual for two names, Columbia's Marty Robbins and Capitol's Roy Acuff, to be taking the top request spots on his shows. . . . Jerry Johnson, recently doing the country spinning at WTVN, St. Johnsbury, Vt., has moved to WASA, Havre De Grace, Md., where he is a part of the engineering staff. . . . Cousin Ed Denkema, of WGRD, Grand Rapids, Mich., heading 123 of his listeners in a four-bus motorcade to Nashville for "Grand Ole Opry" April 18. . . . Buddy Bain, country man at WCMA, Corinth, Miss., wired that station was recently destroyed by fire which included all of library and studios. Activities were resumed with only three air hours lost from transmitter, however. A new record library is badly needed. . . . Ike Martin, of Springfield, Mo., recently staged a "Porter Wagoner Day" with the rising RCA Victor recorder doing appearances and an autograph party thruout the day, April 4. . . . Shorty Thompson, who originated ABC and Mutual shows from Springfield's KWTO for a number of years, is now doing radio, TV and personals in the Denver area. . . . Capitol's Martha Carson set for appearances in West Virginia cities April 19-24. Stands are set for Fairmount, Huntington, Clarksburg, Fayetteville and Morgantown. . . . The March 31 "Hank Williams Day" promotion by Country Song Roundup wound up with more than expected activity in the pop field. Reports in volume are telling of unusual successes of pop jockeys who ran Hank Williams portions on that day with wide audience appeal. The University of Alabama Scholarship Fund, sponsored on these shows coast-to-coast, has passed all expectations with contributions still com-

ing in every mail. . . . Nashville new arrivals include a boy, Michael to the Tommy Jacksons (Dot), and a five-month-old adopted daughter, Loretta Ann, for the Ernie Newtons. . . . A. V. Bamford, of Nashville, promoted an April 12 "Hank Williams Memory Date" at New Orleans Municipal Auditorium with packed houses twice. Bill included Audrey Williams, Carl Smith, The Carlises, Autry Inman, String Bean, with Hank's mother present to receive a plaque presented by the city's disk jockeys. This is same location where Hank's wedding and "Jambalaya" shindig took place about six months back. . . . M-G-M recently released a recording of "King-Size Kisses," penned by Coy McDaniel and Fannie West Light.

## Hollywood

Red Garrett, new RCA Victor recorder, starts a five-week theater tour of the East Coast April 13. He just completed an eight-week tour of Illinois and Missouri with his band, the Tennessee Pioneers. . . . Captain Stubby and the Buccaneers, five-man singing and instrumental team of WLS' "National Barn Dance," join Dennis Morgan, Van Heflin and Connie Russell in a premiere Monday (13) at Milwaukee's Wisconsin Theater, all proceeds going to the cancer fund. . . . Blackie Crawford and the Western Cherokees are touring with Webb Pierce for a week starting Sunday (12) when they open at Magnolia Gardens, Houston, an outdoor spot managed by Walter Colvin and Biff Colby, of KNUZ. . . . Joining the Western Cherokees is Rusty McDonald, Intro recording artist. The Cherokees, incidentally, have a 15-minute d.j. show and a 30-

(Continued on page 48)

## Record Manufacturers!

April 17 is the last day to mail your list of distributors to The Billboard for use in a special feature of The Billboard's Big 65th Juke Box Anniversary Issue (dated May 23).  
 This is an editorial service for which there is no charge or obligation.  
 Lists must be submitted alphabetically by State and should include U. S. Possessions and Canada.  
**Rush Your List of Distributors Today to:**  
 Music Editor  
 The Billboard  
 1564 Broadway  
 New York 36, N. Y.

**POLLY POSSUM and Joe Wolverson**  
 "SIN IN SATIN"  
 Col. 21090  
 RIDGEWAY MUSIC, INC.  
 Charlie Adams  
 6087 Sunset Blvd., Hollywood 28, Calif.  
 Sole Selling Agent, KEYS MUSIC, INC.  
 146 W. 54th St., New York, N. Y.

Keep Your EYE on These!

"ORCHIDS MEAN GOODBYE"  
 CARL SMITH Columbia 21087

"A WREATH ON THE DOOR OF MY HEART"  
 COWBOY COPAS King 1200

"DON'T YOU EVER GET TIRED"  
 b/w  
 "THAT'S HOW I TAKE YOU"  
 ROD MORRIS Capitol 2424

**FAIRWAY MUSIC CORP.**  
 6365 Selma Avenue  
 Hollywood, California

GIVE TO DAMON RUNYON CANCER FUND

THANKS, DISK JOCKEYS

DEALER-OP'S

**JIM REEVES**

**'MEXICAN JOE'**

NATIONAL BEST SELLERS  
 6 MEXICAN JOE I. Reeves.....1

MOST PLAYED by JOCKEYS  
 5. MEXICAN JOE I. Reeves.....2

MOST PLAYED in JUKE BOXES  
 5. MEXICAN JOE I. Reeves.....9.2

Pressing in Philadelphia—Memphis—Los Angeles

**ABBOT RECORDS**  
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The Billboard's Music Popularity Charts

... For Week Ending April 11

# we are not embarrassed!

Maybe you have been seeing our ads on Doris Browne's record of "PLEASE BELIEVE ME" and are wondering why we are spending our hard earned money to advertise a record that isn't selling on the charts.

We wish we had money to spend foolishly but unfortunately we haven't any.

We are advertising this record because it is selling steadily and its sales are slowly building.

If this record were the type that smashes into a hit overnight we wouldn't have to write this kind of ad. But . . . a record that sells steadily also piles up sales figures. However, it is a little harder to get that kind of a record into the best seller charts.

We are not embarrassed because our record is not in the charts. It will eventually get there because more and more people are getting to like it!

Seldom will you find a record with the emotion and feeling that this one has. Doris Browne puts a million dollars worth of SOUL into her performance. You will be hearing from this girl as time goes on!

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Are you one of those who buys only according to the charts? Listen to this record and for a change trust your own good judgment. God didn't give you a brain just for the purpose of saying "me too" and being led around like a bull with a ring in his nose. Your own brain was meant to be used also.

We'd like to hear from YOU as to what you think of "PLEASE BELIEVE ME." It's Record G 290 and your nearest Gotham Distributor has it in stock on 45's and 87's.



**GOTHAM RECORD CORP.**  
PHILADELPHIA, PENNA.

## National Best Sellers

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

This Week	Last Week	Weeks on Chart	Record
1.	2	4	<b>HOUND DOG</b> —W. M. Thornton..... Night Mare—Peacock 1612—BMI
2.	1	13	<b>(MAMA) HE TREATS YOUR DAUGHTER MEAN</b> — Ruth Brown..... R. B. Blues—Atlantic 986—ASCAP
3.	3	6	<b>CRAWLIN'</b> —The Clovers..... Yes, It's You—Atlantic 989
4.	6	3	<b>RED TOP</b> —King Pleasure..... Jumpin' With Symphony Sid—Prestige 821
5.	4	8	<b>LET ME GO HOME WHISKEY</b> —A. Milburn..... Three Times a Fool—Aladdin 3164—BMI
6.	7	4	<b>WOKE UP THIS MORNING</b> —B. B. King..... Don't Have To Cry—RPM 380—BMI
7.	5	10	<b>BABY, DON'T DO IT</b> —Five Royales..... Take All of Me—Apollo 443—BMI
8.	8	2	<b>DAUGHTER, THAT'S YOUR RED WAGON</b> — G. Irving-S. Kari..... Down for Debbie—States 115—BMI
9.	—	1	<b>BEAR CAT</b> —R. Thomas Jr..... Walkin' in the Rain—Sun 181—BMI
10.	—	1	<b>I WANNA KNOW</b> —Du Droppers..... Laughing Blues—V(78)20-5229; (45)47-5229—BMI

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Record
1.	1	3	<b>(MAMA) HE TREATS YOUR DAUGHTER MEAN</b> — R. Brown..... Atlantic 986—ASCAP
2.	3	3	<b>HOUND DOG</b> —W. M. Thornton..... Peacock 1612—BMI
3.	3	5	<b>24 HOURS</b> —E. Boyd..... Chess 1533—BMI
4.	5	3	<b>CRAWLIN'</b> —Clovers..... Atlantic 989—BMI
5.	2	13	<b>BABY, DON'T DO IT</b> —Five Royales..... Apollo 443—BMI
6.	9	2	<b>LET ME GO HOME WHISKEY</b> —A. Milburn..... Aladdin 3164—BMI
7.	6	6	<b>WOKE UP THIS MORNING</b> —B. B. King..... RPM 380—BMI
8.	10	10	<b>CROSS MY HEART</b> —J. Ace..... Duke 107—BMI
9.	—	1	<b>DAUGHTER, THAT'S YOUR RED WAGON</b> — G. Irving-S. Kari..... States 115—BMI
10.	7	19	<b>I DON'T KNOW</b> —W. Mabon..... Chess 1531
10.	—	1	<b>BEAR CAT</b> —R. Thomas Jr..... Sun 181—BMI

## 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.

Philadelphia . . .	<b>EARLY BIRD</b>	B. Doggett, King 4605
	<b>IS IT A DREAM</b>	Vocaleers, Robin 114
	<b>HONEY JUMP</b>	O. McLollie, Modern 902
New Orleans . . .	<b>TELL ME, MAMA</b>	Little Walter, Checker 770
Washington, D. C.-Baltimore, Md. . . .	<b>PLAY GIRL</b>	S. Lewis, Imperial 5234

## 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.

Market	Record	Artist	Label
Philadelphia	1. Red Top	King Pleasure, Prestige	
	2. Hound Dog	W. M. Thornton, Peacock	
	3. (Mama) He Treats Your Daughter Mean	R. Brown, Atlantic	
	4. Crawlin'	Clovers, Atlantic	
	5. Let Me Go Home Whiskey	A. Milburn, Aladdin	
	6. Early Bird	B. Doggett, King	
	7. Daughter, That's Your Red Wagon	G. Irving-S. Kari, States	
New Orleans	8. Bells	Dominoes, Federal	
	9. Is It a Dream	Vocaleers, Robin	

ANOTHER GREAT  
**EUNICE DAVIS**  
**"GO TO WORK PRETTY DADDY"**  
Atlantic 992

Climbing to the Top  
The Orioles  
**"DEM DAYS"**  
JUBILEE 5115  
b/w  
**"BAD LITTLE GIRL"**  
ORDER NOW!  
JUBILEE RECORD CO., Inc.  
315 W. 47th St., N. Y., N. Y.

6. R. Brown, Atlantic	Woke Up This Morning
B. B. King, RPM	Tell Me, Mama
Little Walter, Checker	Baby, Don't Do It
Five Royales, Apollo	Let Me Go Home Whiskey
A. Milburn, Aladdin	

## Washington—Baltimore

1. Hound Dog	W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean	R. Brown, Atlantic
3. I Wanna Know	Du Droppers, Victor
4. Crawlin'	Clovers, Atlantic
5. Baby, Don't Do It	Five Royales, Apollo
6. Red Top	King Pleasure, Prestige
7. Going to the River	Fats Domino, Imperial
8. Play Girl	S. Lewis, Imperial
9. Let Me Go Home Whiskey	A. Milburn, Aladdin

## St. Louis

1. Hound Dog	W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean	R. Brown, Atlantic
3. Red Top	King Pleasure, Prestige

**COMPARE!**  
The original  
**DOLLY COOPER**  
version of  
**"I WANNA KNOW"**  
It's the Best on  
Savoy #891

**SAVOY RECORD CO., INC.**  
58 Market St., Newark, N. J.

4. Crawlin'	Clovers, Atlantic
5. Call Me Up	Four Blazes, United
6. Woke Up This Morning	B. B. King, RPM
7. Baby, Don't Do It	Five Royales, Apollo
8. Bear Cat	R. Thomas Jr., Sun
9. Whoopin' and Hollerin'	E. Forrest, Duke

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April 17 is the last day to mail your list of distributors to The Billboard for use in a special feature of The Billboard's Big 65th Juke Box Anniversary Issue (dated May 23).  
This is an editorial service for which there is no charge or obligation.  
Lists must be submitted alphabetically by State and should include U. S. Possessions and Canada.  
**Rush Your List of Distributors Today to:**  
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**Starting To HIT!!!**  
CINCINNATI - NEW ORLEANS AND OTHER PLACES  
**FATS DOMINO**  
**'GOIN' TO THE RIVER'**  
IMPERIAL 5231

Imperial Records  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

**They're NEW! They're GREAT! TRY THEM!!!**  
**LYNN HOPE & Orchestra**  
**"BROKEN-HEARTED" b/w "MOROCCO"**  
AL 3178  
**FLOYD DIXON**  
**"TOO MUCH JELLYROLL" b/w**  
**"BABY, LET'S GO DOWN TO THE WOODS"**  
AL 3111  
**"Peppermint" HARRIS**  
**"GOODBYE BLUES" b/w "WASTED LOVE"**  
AL 3177

**Aladdin RECORDS**

- Chicago**
1. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
  2. Hound Dog  
W. M. Thornton, Peacock
  3. Crawlin'  
Clovers, Atlantic
  4. I Don't Know  
W. Mabon, Chess
  5. I Played the Fool  
Clovers, Atlantic
  6. Daughter, That's Your Red Wagon  
G. Irving-S. Kari, States
  7. Baby, Don't Do It  
Five Royales, Apollo
  8. Red Top  
King Pleasure, Prestige
  9. Whoopin' and Hollerin'  
E. Forrest, Duke

- Cincinnati**
1. Hound Dog  
W. M. Thornton, Peacock
  2. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
  3. Crawlin'  
Clovers, Atlantic
  4. Hittin' on Me  
B. Johnson, Mercury
  5. Daughter, That's Your Red Wagon  
G. Irving-S. Kari, States
  6. Red Top  
King Pleasure, Prestige
  7. Woke Up This Morning  
B. B. King, RPM
  8. 24 Hours  
E. Boyd, Chess
  9. My Kind of Woman  
E. Slay, Savoy

- Charlotte**
1. Hound Dog  
W. M. Thornton, Peacock
  2. Let Me Go Home Whiskey  
A. Milburn, Aladdin
  3. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
  4. Pappa  
B. Brown, Gotham
  5. Daughter, That's Your Red Wagon  
G. Irving-S. Kari, States
  6. Woke Up This Morning  
B. B. King, RPM
  7. Baby, Don't Do It  
Five Royales, Apollo
  8. 24 Hours  
E. Boyd, Chess
  9. I Don't Know  
W. Mabon, Chess

2. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
3. Crawlin'  
Clovers, Atlantic
4. I Wanna Know  
Du Droppers, Victor
5. Let Me Go Home Whiskey  
A. Milburn, Aladdin
6. Baby, Don't Do It  
Five Royales, Apollo
7. Red Top  
King Pleasure, Prestige
8. Woke Up This Morning  
B. B. King, RPM
9. Soft  
T. Bradshaw, King
10. I Don't Know  
W. Mabon, Chess

Listen To The Lyrics!  
**THE LONELY ONE**  
by  
PERCY MAYFIELD  
#460 #460-45  
**Specialty records**  
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- New York**
1. Hound Dog  
W. M. Thornton, Peacock
  2. Let Me Go Home Whiskey  
A. Milburn, Aladdin
  3. Red Top  
King Pleasure, Prestige
  4. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
  5. Dream Girl  
Jesse & Marvin, Specialty
  6. Baby, Don't Do It  
Five Royales, Apollo
  7. You're Mine  
Crickets, M-G-M
  8. Pretend  
Nat (King) Cole, Capitol
  9. Soft  
T. Bradshaw, King

- Atlanta**
1. Hound Dog  
W. M. Thornton, Peacock
  2. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
  3. Woke Up This Morning  
B. B. King, RPM
  4. Let Me Go Home Whiskey  
A. Milburn, Aladdin
  5. Crawlin'  
Clovers, Atlantic
  6. I Wanna Know  
Du Droppers, Victor
  7. Baby, Don't Do It  
Five Royales, Apollo
  8. Daughter, That's Your Red Wagon  
G. Irving-S. Kari, States
  9. Bear Cat  
R. Thomas Jr., Sun

- Los Angeles**
1. Hound Dog  
W. M. Thornton, Peacock
  2. Crawlin'  
Clovers, Atlantic
  3. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
  4. Soft  
T. Bradshaw, King
  5. You're Mine  
Crickets, M-G-M
  6. Pappa  
B. Brown, Gotham
  7. Baby, Don't Do It  
Five Royales, Apollo
  8. K. C. Loving  
L. W. Littlefield, Federal
  9. Let Me Go Home Whiskey  
A. Milburn, Aladdin

- Detroit**
1. Hound Dog  
W. M. Thornton, Peacock

**HOT in Baltimore & Washington**  
**SMILEY LEWES**  
**'PLAYGIRL'**  
IMPERIAL 5232  
**Imperial Records**  
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**Three GUARANTEED PEACOCK HITS**  
No. 1 HIT  
**MARIE "HONKY TONK" ADAMS**  
**"AIN'T CAR CRAZY"**  
**"I'M THE BLUEST GAL IN TOWN"**  
Can't Miss Double-A-Sides  
PEACOCK #1614

**LOOK OUT HERE COMES DUKE**  
**ST. LOUIS JIMMY**  
Singing Low Down Blues  
**"WHY WORK"**  
**"DRINKING WOMAN"**  
DUKE #110

**JIMMY McCracklin**  
No. 2 HIT  
**"SHE FELT TOO GOOD"**  
**"SHARE AND SHARE ALIKE"**  
—A Definite Hit... Watch It—  
PEACOCK #1615

**DOUBLE ARTIST RECORD**  
Featuring  
**BONITA COLE—"LIFE'S LIKE THAT"**  
**BILL FORT—"GATEMOUTH'S GHOST"**  
Great Instrumental  
DUKE #111

**SPIRIT OF MEMPHIS**  
First Release on Peacock  
—THEIR BEST YET ON RECORD—  
**"SURELY, SURELY, AMEN"**  
and  
**"LORD SAVE AMERICA"**  
No. 3 HIT  
PEACOCK #1710

**SPIRITUAL-ON-DUKE**  
**SWANEE SPIRITUAL SINGERS**  
**"GOD SPOKE TO ME ONE DAY"**  
**"LET ME STAND BY THE ROCK"**  
DUKE #200

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**TOMMY PRISCO**  
LOVE FOR SALE  
NOW I KNOW  
1178 and 45-1178

**BONNIE LOU**  
DANCIN' WITH SOMEONE  
SCRAP OF PAPER  
1213 and 45-1213

**Folk/Western**

**BONNIE LOU**  
SEVEN LONELY DAYS  
JUST OUT OF REACH  
1192 and 45-1192

**WAYNE RANEY**  
BETRAYED WALTZ  
FALLING  
1187 and 45-1187

**JACK CARDWELL**  
THE DEATH OF HANK  
WILLIAMS  
TO ARMS  
1172 and 45-1172

**MOON MULLICAN**  
SO LONG  
OOGLIE, OOGLIE, OOGLIE  
(THE TOKYO BOOGIE)  
1164 and 45-1164

**HAWKSHAW HAWKINS**  
THE LIFE OF  
HANK WILLIAMS  
PICKING SWEETHEARTS  
1174 and 45-1174

**Rhythm/Blues**

**TINY BRADSHAW**  
SOFT  
STRANGE  
4577 and 45-4577

**HENRY GLOVER**  
SOFT  
(I LET YOU SLIP)  
THROUGH MY FINGER-  
TIPS  
4618 and 45-4618

**ROY BROWN**  
CRANDPA 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

**ANNISTEEN ALLEN**  
BABY, I'M DOIN' IT  
YES, I KNOW  
4608 and 45-4608

**Federal**

**LITTLE ESTHER**  
HOUND DOG  
SWEET LIPS  
12126 and 45-12126

**LITTLE WILLIE LITTLEFIELD**  
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DOMINOES**  
THE BELLS  
PEDAL PUSHIN' PAPA  
12114 and 45-12114

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**RHYTHM & BLUES NOTES**

By BOB ROLONTZ

R.&b. interest is focused these days on two mighty strong waxings that are slugging it out for top honors in the field. The disks are "Mama" with Ruth Brown on Atlantic Records, which is still in first slot on the juke box chart, and "Hound Dog" with Willie Mae Thornton on Peacock, which moved up to top slot on the best-selling chart this week. This is the first time in quite a while that the women have led the field with the strongest r.&b. waxings. ... Atlantic Records has come thru with another solid hit with the new Clovers slicing of "Crawlin'," which is in the first five on both national r.&b. charts. Jubilee Records has signed Andrew Wideman, 12-year-old blues singer who was discovered via National Broadcasting TV's "Star Time" show. ... Douglas (Jocko) Henderson, deejay over WHAT, Philadelphia, is doing a guest show in New York every Saturday over WLIP. ... The Captains, Dot Records artists, will do a series of one-nighters after they kick off at the Blue Mirror, Washington, next week. ... Rainbow Records has purchased the master of "Fine Brown Frame" and "Dear Ruth" by the Buccaneers, which was originally issued on Southern Records. ... Brunswick has signed James Allen, Southern blues singer, for the label. ... The Kings, a Joe Louis discovery, are waxing the "Joe Louis Mambo" on Jubilee. Hal Allen is personal

manager of the group. ... Coral Records has pacted The Cincinnatians, a new group, to a long-term contract. ... Lou Simpkins, head of United Records, is at the Mayo Clinic in Rochester, Minn., for treatment

**Philadelphia**

Steve Gibson and The Redcaps with a new RCA Victor contract under their belt, plus a new waxing binder for vocalist Damita Jo, return to the local scene at the Rendezvous, after a private club date on Sunday (12) at the Erie (Pa.) Social Club. ... The Jolly Joyce Agency, with offices here and in New York City, has the Three Peppers, who after wintering at the Singapore, Miami Beach, open Monday (13) at the Esquire Sho-Bar, Montreal. The agency also has the Top Notes at the Holiday Tavern, Toronto, and returns Chris Powell and the Blue Flames on Monday (13) to Philadelphia for a stay at Bill and Lou's. ... Paul Quinichette, ex-Count Basie tenorman, is making his first local appearance this week at Bill and Lou's where Jimmy Turner, formerly at Club 421, is the new house manager. ... Earl Plummer, formerly singing with Steve Gibson and the Red Caps until stepping out several months ago as a single, has formed the Earl Plummer Quartet, with Joe (Rip) Sewell, ex-Tiny Grimes tenorman, featured. They make their bow at Spider Kelly's.

Big beat and the group's sound are strong.

There Ought to Be a Law (Against Breaking a Heart)....67  
The boys try hard, but the material may be a bit too pop-like for their style and their market.

**BUDDY JOHNSON**  
Hittin' on Me .....73  
MERCURY 70116 — Ella Johnson wails a blues about her aversion to guys who swing at their gals. A good job, with the Johnson ork contributing ably. Could attract juke coin.  
Ecstasy....67  
Nolan Lewis is the warbler on this side, and he tries hard to inject interest in the routine ballad. His effort is mildly successful.

**MARIE ADAMS**  
I'm the Bluest Gal in Town .....70  
PEACOCK 1614—Sophisticated torch blues is warbled ably by the songstress.  
Ain't Car Crazy....65  
A good beat paces this otherwise routine effort.

**JO JO JOHNSON**  
I'm With You .....65  
V 20-5262 — This record can be credited to the engineers. It was a pop record originally but re-taped at a slower speed it came out a male voice with some r.&b. flavor.  
Last Stop....64  
Same thing here but at a slower tempo.

**FOLK TALENT AND TUNES**

Continued from page 45

minute live program daily on KJIM, Beaumont, Tex., their headquarters. They promise to spin any disks sent them. ... The entire cast of WSB-TV's Sunday night Western show will be featured when Roy Rogers and Dale Evans play Atlanta's Municipal Auditorium May 1. Bill Martin reports. ... Up Victoria, B. C., way, CKDA's Norm Pringle reports the three top c.&w. recordings are "No Help Wanted" by the Carlises, "A Fool Such as I" by Hank Snow, and "Till I Waltz Again With You," a Charlie Gore and Ruby Wright disk. Pringle also suggests Hank Snow record a memorial album of Jimmie Rogers songs, favorites up that way. ... Buddy Hawk, WAPX, Montgomery, Ala., recently inked by Atlantic, guested on the "WWVA Jamoree," Wheeling, W. Va., recently. Then he returned to Montgomery to cut four more sides for the label, according to Aubrey L. Mayhew, Hawk's manager. ... On April 17 first issue of Peach State Gazette, Jimmy Smith's fan club magazine, comes off the presses. Edited by Bill Martin, first issue will feature Eddy Arnold, Pee Wee King, WCKY's Nelson King and Marty Roberts, WJJD's Randy Blake, WNER's Jay Arlan and WSM's Eddie Hill. ... Art Young and Dona Lee, WBEN, Buffalo, television and radio artists, left last week for Hollywood on vacation. Upon their return they expect to do a d.j. show. ... Bill Russell, the man with the harmonica, just completed an extensive show tour thruout Western New York, Ohio and Pennsylvania.



**At your age!**

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!" You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured if treated early. For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

American Cancer Society

**Rhythm & Blues Record Reviews**

Continued from page 30

**THE ROCKETS-VAN WALLS**  
Big-Leg Mama .....81  
ATLANTIC 988 — Here's a potent hunk of wax, which with exposure could break thru. The Rockets, a powerful new vocal group, sing this melodic opus with spirit and a solid beat, helped much by Van Walls on piano. It's a strong side that looks headed for coins.  
Open the Door....78  
A slow-tempo blues, with a lot of comic kicks, is handled warmly by the group, sparked by a good lead who both sings and talks the lyrics. Van Walls contributes his usual listenable piano stylings. Final gimmick adds to the disk. Another good side.

**ROY BROWN**  
Mr. Hound Dog's in Town .....81  
KING 4627—Mighty strong material, powerfully chanted and played, should help this entry capitalize on the excitement generated by the original click on Peacock. Should be plenty of loot left for this waxing.  
Gamblin' Man....75  
Sad, sad blues about a guy without luck is presented persuasively. Backing is in Southern style.

**THE "5" ROYALES**  
Help Me Somebody .....81  
APOLLO 446—The musical plea for assistance is wailed convincingly by the combo to a slow, tho insistent, beat. A good waxing. Bears watching.  
Crazy, Crazy, Crazy....75  
The Royales do their usual strong vocal, tho flip holds the more powerful entry.

**THE RAVENS**  
Come a Little Bit Closer .....80  
MERCURY 70119—The group tackles a western-type voice and chorus ditty for a fine, rocking rhythm and blues side. It is a potent wax item that could turn into a coin grabber.  
She's Got to Go....77  
Bass Jimmy Ricks leads the group again here. This time on a 'buck dance blues which sounds like one of the group's better sides.

**EUNICE DAVIS**  
My Beat Is 125th Street .....80  
ATLANTIC 992—Eunice Davis turns in a sock performance on this swingy rhumba blues, backed with drive by the rocking ork. Thrush sings better on this waxing than any of her disks released to date, and the slicing could get her a lot of attention. It's a strong juke waxing that could move out.  
Go to Work, Daddy....79  
The chantress again comes thru with a mighty good vocal on a bright blues effort, over bouncy backing by the combo. This side, too, has a good chance and should pull loot. A good platter.

**OSCAR McLOLLIE**  
The Honey Jump (Part 1 & 2) .....79  
MODERN 902 — One side of this platter was reviewed previously on the class label. The second side is exactly the same as the first, except that the infectious jump tune is played instrumentally, instead of with a gang vocal. The rocking effort swings and shows off the McLollie ork to advantage. The vocal side is a very potent one, and with exposure it could move out. Watch it.

**JIMMY McCRACKLIN**  
She felt Too Good .....76  
PEACOCK 1615—Joyous shouting by McCracklin ably conveys the carefree

nature of funny ditty. Ork pounds a solid beat.  
Share and Share Alike....72  
The chanter wails his formula for achieving success in Southern blues style for a side that could earn fair response in the territory.

**STICK McGHEE**  
Meet You in the Morning .....75  
ATLANTIC 991—Joyous opus about a pending rendezvous is warbled vibrantly for a happy side. Ork sets a strong beat which it maintains thru-out. Side should garner spins.  
New Found Love....73  
Routine blues ditty gains in interest via rhythmic gimmicks and a driving beat.

**ST. LOUIS JIMMY ORK**  
Drinkin' Woman .....75  
DUKE 110—Jimmy does an effective job on this listenable Southern blues as he tells about his woman. The lyrics are better than the tune, which is in the routine blues pattern. Jimmy's performance should help this side get some attention.  
Why Work?....70  
An up-tempo blues is sold adequately by the vocalist, with okay help from the ork. Side is unexciting in spite of the beat.

**THE FIVE BILLS**  
Till Dawn and Tomorrow .....74  
BRUNSWICK 84004—The boys do a smooth and mighty pretty job on this attractive tune, showing off their fine harmony. Group is good, and with their clean, smooth style could probably do better pop-wise than in the r.&b. field.  
Waiting, Wanting....74  
Same comment.

**IKE CARPENTER ORK**  
Crazy, Crazy .....74  
DECCA 28668 — Vibrant vocal by Miss Effie Smith is effective over the powerful orking of the Carpenter combo. An exciting side that could earn juke loot.  
(Mama) He Treats Your Daughter Mean....73  
Rhythm blues is read well by the ork, and Miss Smith's again convincing on the lyrics.

**TINY GRIMES ORK**  
Begin the Beguine .....74  
ATLANTIC 990 — The Cole Porter classic is worked over thoroughly by the Grimes combo. An interesting instrumental good for listening or dancing.  
The Man I Love....73  
The beautiful Gershwin tune is neatly outlined by the group, with guitar handling solo chores attractively. Side could also interest jazz fans.

**BONITA COLE**  
-Gatmouth's Ghost .....74  
DUKE 111—One spin and it's easy to tell the why of the title. It's a rocking instrumental effort, featuring sax honking thruout, and played brightly by the ork. A good side.  
Life's Like That....65  
Bonita Cole explains how tough life is on this new platter, but the gal sounds as if life has got her down too. Or maybe it's the material.

**THE FIVE KEYS**  
Mama, Your Daughter Told  
a Lie On Me .....74  
ALADDIN 3175—Quick follow-up on the "mama-daughter" material currently making noise sounds-like an effective hunk of wax for the group.

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# Denver Gets Lots of Music

DENVER, April 11. — Music lovers in the Rocky Mountain area received their spring quota this week as "The Biggest Show of '53" made its one-night stand at Denver's Coliseum Friday (10), besides Guy Lombardo and his orchestra tonight at the University Arena.

Record crowds packed the huge Coliseum last night, and early ticket sales were higher than they have been for any event in Denver in the past several months.

With the same show that has pleased audiences in other cities, Woody Herman's Third Herd, Dusty Fletcher, Frankie Laine and Ella Fitzgerald brought down thunderous applause, and altho the members were obviously very tired, they did several encores. The audience would have kept them all evening if possible.

Tonight's show, "The Sweetest Music This Side of Heaven," features the entire Lombardo aggregation, as well as Johnny O'Brein, the Harmonica Humorists and the Four Evans with their interpretation of "two generations of the dance."

# R. & H. Sue for Song Infringement

MIAMI BEACH, Fla., April 11. — Suit for copyright infringement has been filed against the Latin Quarter, Palm Island, by Richard Rodgers and Oscar Hammerstein II; Williamson Music, Inc., and Chappell & Company, Inc., alleging that their copyright songs were performed without authorization at the establishment.

The songs involved in the suit are "Some Enchanted Evening" and "If I Loved You," by Rodgers and Hammerstein, published by Williamson Music; "How High the Moon," by Nancy Hamilton and Morgan Lewis, and "It's De-Lovely," by Cole Porter, published by Chappell.

The plaintiffs, all members of ASCAP, asked the court to restrain the defendant from publicly performing the songs in the future, and to award statutory damages of not less than \$250 for each of the unauthorized performances, together with court costs and attorney's fees.

Miami Beach Latin Quarter Cafe, Inc., proprietor of the Latin Quarter, was named defendant in the suit which was filed in the United States District Court for the Southern District of Florida Miami division.

# Jolly Joyce Signs Up Mrs. Williams

PHILADELPHIA, April 11. — Carrying one of the biggest names of the moment in the western and folk field, the Jolly Joyce Agency, with offices here and in New York City, grabbed off a major attraction in signing Mrs. Hank Williams (the former Billy Jones) to an exclusive booking contract. The deal covers for the Joyce Agency in handling the widow of the famous western singer in television, theaters, fairs, parks, auditoriums and celebrations. Currently playing the Texas territory, Mrs. Williams goes under the Joyce agency wing on April 15.

Along with Mrs. Williams goes her personal manager, Paul Howard, who will also provide the western guitar accompaniment for her singing. Mrs. Williams, in her act, will feature the songs of her late husband.

# Ernie Simon Signs Year's Deejay Pact

CHICAGO, April 11. — Ernie Simon, WGN, WGN-TV deejay, has signed a 12-month contract to do a four-hour deejay stint every Sunday morning from 7:30 to 11:30. This is the longest one-sponsor commercial program on a major station in Chicago. Sponsor is Martin J. Kelly, Inc., Chrysler-Plymouth dealer.

# Goldkette to Head New Talent Org

DETROIT, April 11. — Organization of a non-profit National Artists Foundation to develop and promote new talent is being undertaken here under Jean Goldkette, veteran orchestra leader, who will function as national director. While emphasis appears strong in the music field because of Goldkette's background, the foundation plans are being drawn wide enough to include talent in all fields of show business as well as the other arts.

Method of the foundation will be to provide scholarship funds and other educational assistance, group insurance, retirement benefits and development of new outlets, as well as to manage and promote talent. The operation is not intended to be a booking service, Goldkette said.

# Victor Moves Fast On Hillbilly Lass

NEW YORK, April 11. — The beaten to the punch in the search for moppet talent by a number of other labels, RCA Victor has started a promotion drive on a 13-year-old Texas lass, called Sunshine Ruby. Gal was signed to the hillbilly label and cut "Too Young to Tango." Field reaction was such that label shoved out disks to 2,000 pop jockeys this week. Her full name is Ruby Bateman, and she's from Myrtle Springs, Tex.

In connection with the spurge in the under-age talent hunt, it's interesting to observe that almost without exception the kids are signed as hillbilly artists and then gradually pushed over into the pop field. That's what happened with Jimmy Boyd (Columbia), and Molly Bee (Capitol). Little Barbara on Coral also stems from the country field.

# Trend Releases First Two Novelty Disks

HOLLYWOOD, April 11. — Trend Records, new diskery entering all fields, this week released its first disk, two novelty sides featuring Gus Mueller, Buster Johnson, Leo Wood and Henry Busse. The tunes are oldies, "Wang Wang Blues" and "Somebody Stole My Gal."

Albert Marx, formerly head of Discovery Records, and Paul W. Trousdale, wealthy construction and oil man, are associated in the new diskery. Already Trend has inked Jerry Fielding ork to an exclusive deal. Fielding's first effort will be an LP album of standards.

Other artists set for Trend recordings include Joe Burton, pianist, with a trio backing; the Donn Trenner Trio and vocalist Helen Carr; Marilyn (Corky) Hecht, harpist, who'll concentrate on modern jazz compositions; Jud Conlon and the Rhythmaires.

Marx leaves for New York at the end of the month to supervise recording sessions with Claude Thornhill ork. While on East Coast, Marx also will audition new talent.

Trend will contract its pressing, and will distribute thru independent distributors. Diskery intends cutting jazz, standards, novelties, rhythm and blues, and western r-lodies on 45's, LP's and 78's.

# 4th 'Curtain Call' Volume in Release

NEW YORK, April 11. — The fourth volume in Decca's "Curtain Call" series will be released this week, making available another eight collector-item sides culled from the label's catalog. The new package features one-time hit slings by Marlene Dietrich, Libby Hollman, George Jessel and Ben Bernie.

Like past releases in the series, the new set will be made available on all speeds. The disks will be promoted to juke operators as well as dealers, since previous "Curtain Call" platters have moved well in both markets.

# Record Releases

- Life Story of Hank Williams, The—Hawshaw Hawkins (Barbara Allen) King 1190
- Meanest Man in Town—Maddox Brothers and Rose (Rosalie by the Rio) Four Star 1633
- New Ulm Polka—(Whoopie) John Wilfahrt Ork (When the Sun Comes Over the Brewery) Decca 28663
- Rosalie by the Rio—Maddox Brothers and Rose (Meanest Man in Town) Four Star 1633
- Time Changes Things—Lefty Frizzell (Bring Your Sweet Self Back to Me) Columbia 21084
- When the Sun Comes Over the Brewery—(Whoopie) John Wilfahrt Ork (New Ulm Polka) Decca 28663

# Rhythm & Blues

- Blue Rum—Clarence James Combo (Goodnight Corrine) Triple A 2511
- Boogie Express—Birmingham Boogie Boys (Boogie Woogie on a Saturday Night) M-G-M 11468
- Boogie Woogie on a Saturday Night—Birmingham Boogie Boys (Boogie Express) M-G-M 11468
- Four Moons—The Gil Melle Sextet (Gears, The) Blue Note 1606
- Gears, The—The Gil Melle Sextet (Four Moons) Blue Note 1606
- Goodnight Corrine—Clarence James Combo (Blue Rum) Triple A 2511
- No More in Life—Bill Doggett Trio (Real Gone Mambo) King 4617
- Real Gone Mambo—Bill Doggett Trio (No More in Life) King 4617

# International

- Bye, Bye My Baby—Johnny Vadnal Ork (Slap Happy) V 20-4232
- Green Meadow Polka—Ted Tyle Ork (Rain Rain Polka) V 20-5109
- Polsha — Lawrence Duchow Ork (Two Eddie Polka) V 20-5115
- Rain Rain Polka—Ted Tyle Ork (Green Meadow Polka) V 20-5109
- Serce—Mieczyslaw Fogg (WDomu Czeka) Dana 636
- Slap Happy—Johnny Vadnal Ork (Bye Bye My Baby) V 20-5232
- Two Eddies Polka—Lawrence Duchow Ork (Polsha) V 20-5115
- W Domu Czeka—Mieczyslaw Fogg (Serce) Dana 636

# Children's

- (How Much Is) That Doggie in the Window—Anne Lloyd-Mitchell Miller Ork (Three Little Puppies) Golden Record R 145
- Three Little Puppies—Anne Lloyd-Mitchell Miller Ork (That Doggie in the Window) Golden Record R 145

# Music as Written

Continued from page 18

Singer Dennis Day is first layman to receive Manhattan College's Alumni Medal of Honor, presented to him in New York. . . .

Ellen Sutton guests with Ronnie Kemper on latter's ABC radio net show Wednesday (15) to introduce her new Kem side, "How Ya Gonna Keep 'Em Down on the Farm?" . . . Earlier in the week, Monday (13), Kemper introduces his own song, written with Frankie Carlo, "So Long, So Long, So Long." . . . Thrush Nancy Andrews has been signed by Sacramento producers Lewis and Young to sing leading roles in summer stock in Northern California, starting in July. She'll play in "Call Me Madam"; "Kiss Me, Kate"; "No, No, Nanette" and "Hit the Deck." . . . Meanwhile she's warbling on week-ends at Larry Potter's Supper Club.

Nicholas Brodsky and Jack Lawrence have just completed three of six songs for M-G-M's "The Flame and the Flesh," Italian-made movie. Initial tunes are "By Candlelight" and "No Other Love," both of which will be sung by Carlos Thompson in the role of an Italian street singer. Third tune, "Madeline," will provide pic's musical background for 45 minutes and is named for character portrayed by movie's star, Lana Turner.

Agent Hal Gordon signed Ike Carpenter and his ork to a new Decca Records contract. First platters are "Mamma, He Treats Your Daughter Mean" and "Crazy, Crazy." . . . Music director Marlin Skiles on Tuesday (14) starts scoring "Bowery Knights" at Sound Service Studio for Allied Artists. . . . Sammy Cahn, Warner Bros. producer and songwriter, and his wife, Gloria, last week flew to New York to be at the bedside of his mother, Mrs. Alice Cahn, who's critically ill following surgery. . . . First of 14 Cole Porter songs for M-G-M's "Kiss Me, Kate" were recorded this week by Kathryn Grayson and Howard Keel. . . . Jack Benny has signed Gisele MacKenzie, former CBS radio "Club 15" artist, as featured vocalist on his "Variety Revue" which opens a three-week engagement at the Curran Theater, San Francisco, April 21. Also on the show will

be the Will Mastin Trio, featuring Sammy Davis Jr.

Dimitri Tiomkin and Ned Washington have written a new march dedicated to the Army infantry, "Take the High Ground," which is title of Dore Schary's latest movie. Johnny Green conducts a 60-piece brass band and male chorus of 24 for pic. . . . For the 10th consecutive year NBC-TV's "Colgate Comedy Hour" musical director, Al Goodman, has been re-signed by RCA Victor. Goodman's present recording is on themes from motion pictures, the eight-sided album soon to be released. . . . Alberto Colombo is musical director of M-G-M's "Big Leaguer." . . . Set to tape a "Treasury Bandstand" radio show for the nationwide bond drive is Cee Davidson and ork, Hotel Sahara house band.

# New York

The Dante Trio is returning to Jack Dempsey's Monday 13. . . . The Miss High School of 1953 Contest being run by Jubilee in connection with the exploitation of the Four Chicks and a Chuck's recording of "High School" was originally scheduled to close April 30. Jerry Blaine, diskery's prexy, has extended the date to May 31 to give as many kids as possible a chance to enter the contest.

Myrna Torme, sister of warbler Mel, was married Monday (6) to drummer man Davey Williams. . . . Sid Prosen, publisher and writer of "Till I Waltz Again With You" and the recent "Scrap of Paper," will marry Edwina Reuter Saturday (16) at the Hotel Roosevelt.

Agency, is running a benefit for Billy Exiner, former drummer next week. Exiner was stricken with Berger's disease recently and is now hospitalized. The benefit will be held at Birdland here Sunday (19) from 3 to 7 p.m. The following artists have promised to attend: Charlie Barnett, Ruth Brown, Barbara Carroll, Roy Eldridge, Slim Gaillard, Stan Getz, Coleman Hawkins, Al Hibbler, Peggy Lee, Hot Lips Page, Bud Powell, Stuff Smith and George Wetling. It is hoped that the Birdland will be packed with friends of the drummer on Sunday for this benefit.

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# Hocus-Pocus

By BILL SACHS

**GEORGE MARQUIS** reports that **Blackstone** collapsed on the stage of the Carolina Theater, Burlington, N. C., recently while touring the T. D. Kemp Circuit. Marquis says he opens for Kemp May 8, with **Joe Karston** on advance and publicity. . . . **Fred Beckman**, Montreal magicker, is now associated with the **Roy Cooper** booking agency in that city. . . . **Rigoletto Brothers** and **Aimee**, real old-timers in magic, played the April 2 week at the Seville Theater, Montreal. . . . **Irving Destor**, camera magician and Associated Press Newsfeature man, will present his 75-minute lecture and demonstration at the Barbizon-Plaza Hotel, New York, Friday night, April 24, following the annual election meeting of New York Ring No. 26, International Brotherhood of Magicians. . . . **Nate Kane**, chairman of Lab 26, International Brotherhood of Magicians and an authority on fraudulent mediums, spoke before the Knights of Magic at the Crown Hotel, New York, Sunday (12) on "Magicians Versus Mediums." . . . **Logan Pritchett (Mr. Zuko)**, secretary of the International Brotherhood of Ventriloquists, reports that there's still time for vents to make the Directory of Ventriloquists to be published soon by the IBV. Vents should send their names and addresses to the IBV president, **W. S. Berger**, 33 West Maple, Fort Mitchell, Ky. Berger and his vast vent collection, known as **Vent Haven**, is slated for an early spread in The Saturday Evening Post. . . . **Larry Weeks**, magical juggler, opened April 6 at the Copacabana, Montreal, for a two-week stand.

**AL AVALON (Hal Haviland)** posts from San Francisco under date of April 6: "I am doubling out of San Francisco to Los Angeles Sunday, April 13, for the nationwide Television show, 'You Asked for It.' My part will be to tear up all the old bills left over from March 15. Still presenting my 'Capers With Papers.'" . . . **Lucille and Eddie Roberts**, who conclude their fifth engagement at Hotel Pierre, New York, May 10, move from there to the new Black Orchid Room, Chicago, for a month's engagement beginning May 26. . . . Magicians' Guild of America will hold its annual banquet and show at Hotel Henry Hudson, New York, Sunday evening, April 26. A \$7.50-a-head fee covers both the show and dinner. **Joe Laurie Jr.** will emcee a program made up of **Dick DuBois**, **Norma Krieger**, **Thomas Potter Dunne**, **Bill Williston**, **Larry Weeks**, **Lou and Florie Handman**, **Frank and Ruth Clinton**, and **Louis Handin**. **Justin F. Ratterman**, 226 Carlton Avenue, Brooklyn 5, is in charge of arrangements. . . . **C. Thomas Ma-**

**grum**, with his one-man show, is playing schools in Eastern Iowa and leaving a trail of well-satisfied superintendents and happy children, according to **Finis and Annamay Robinson**, who for many years have been presenting their own combination show of magic, vent, music and art pictures in that territory. The Robinsons, who make their headquarters in Waterloo, Ia., have been in the magic and vent figure retail business for more than 12 years and report that they will soon advertise their new vent catalog in The Billboard.

## Extra Added

Continued from page 14

Club Avalon in Wildwood, N. J., for the new season with the **Four Matys Brothers** starting. . . . Former emcee and light operetta lead **Bob Murphy** has opened the Java Jug, new local coffee house. . . . Latin Casino filling in its open weeks this month with **Kay Thompson** and the **Williams Brothers** followed by **Jack Carter** and **Norman Brooks**.

## New York

**Nelson Eddy** will probably be the major headliner at the Copa following the **Jimmy Durante** show. . . . **Johnny Pransky** is now handling **Lucienne Boyer**. . . . **George Wood** of the Morris office, is heading for Europe and sporting a \$500 vicuna overcoat. . . . **Gus Lamke**, former booker for the Schine Theater, is now booking the Schine hotels. . . . **Bill Miller** will probably not be back in Miami Beach next season as a cafe operator.

**Betty Grable** and husband **Harry James** were offered \$30,000 at Las Vegas, Nev. They turned it down. . . . **Frankie Taylor** is handling **Joe Louis**, former heavy-champ. . . . The Blue Angel now celebrating its 10th year. **Eddie and Rack**, twin piano, will start there again Tuesday (14) doubling from the **Bea Lillie** show. . . . The **Eddie Fisher** show at the Paramount cost \$15,000. **Hugo Winterhalter** and his band get \$9,000 of it. Fisher is paying for the entire show. . . . The first day of 3-D pic, "Wax Works," at the Paramount Theater, the camera broke down and caused a 45-minute lull.

## Here and There

Pier 76, Providence nightery popular for years with members of the profession, has been sold.

**Rolly Rolls**, pianist, has opened a two-weeker at the St. Anthony Hotel, San Antonio. **Dolph Traymng** and his ork also opened a six-weeker at the spot. **George DeWitt** follows **Rolls** here starting April 23.

## Caught Again

**LA VIE EN ROSE**, NEW YORK: This spot has put in a new boy, **Frank Murphy**, a tall, gangling kid with a powerful bary voice. In fact, the pipes were so powerful that it seemed as if the mike could be cut off. **Murphy** (now on Okeh Records) made a pleasant impression but obviously needs considerably more p.a. coaching to sell. His pacing was unimaginative, and his phrasing was equally inept. He did best on ballads but detracted somewhat thru awkward use of hands and poor posture. All these things, however, can be remedied. The basic singing voice is there, as are his looks. **Bill Smith**.

# NIGHT CLUB REVIEWS

## Bar of Music, Hollywood

(Thursday, April 2)

Capacity, 400. Price policy, \$2 minimum, Saturdays. Shows at 9:15, 11:15 and 12:45. Operators, **Albert and Regina Villaudy**. Manager, **Jack Villaudy**. Publicity, **Jerry Riley**. Estimated budget this show, \$3,000.

**Elsa Lanchester** opened here as headliner and proved herself equal to the task by attracting the crowd. But it took a youngster (who's nevertheless been around for awhile) to keep them.

It was obvious that here was a new **Freddie Stewart**. He's a lad who previously detracted with excessive arm and body mannerisms. This performance showed he's become a poised, stage-wise singer who finally realized that late revelers can be held with the right combo of mellow singing and astute showmanship.

A few weeks ago when **Stewart** started on the bill, his offering could have been relegated to the mediocre. His current renditions put him in a new class. He's obviously learned (with assist from **Bob Wells**) that a nitery act such as his doesn't require the detracting physical histrionics to put a song across. From the time he segued into "Why Don't You Believe Me," displaying excellent phrasing, to pace-changer "Them There Eyes" and his encore "I

(Continued on page 53)

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

(Wednesday, April 1)

Capacity, 475. Price policy, \$2 cover on week-ends. Owner-operator, **Larry Potter**. Publicity, **Kay Biddle**. Shows at 10 and 12:15. Booking, non-exclusive. Estimated budget this show, \$2,100.

The man with the flexible face, **Jack Marshall**, is always good for a laugh. His standard hat brim changing routine continues to please along with the fast-paced vocalizing that goes with it.

His gags are good in any crowd at any time. Biggest yocks were reserved for his patter about psychoanalysis of water sprinklers.

Until recently, **Marshall** had underestimated the value his trombone playing gave his act. He's since remedied this and got a mitt for a mellow "September Song" and a slush pump version of "Trumpet Blues" that left the crowd yelling for more. One of

(Continued on page 53)

## Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, March 24)

Capacity, 960. Price policy, \$2 cover. Show at 10:30. Owner, **Schine chain**. Publicity, **August V. Tozzi**. Booking policy, non-exclusive. Estimated budget this show, \$4,500.

Perfect blending of eight fine voices and exceptional pantomime is the forte of **Les Compagnons de la Chanson**.

Choristers charmed with seven numbers at the opener here. Fronting was soloist **Jean Louis Jaubert**. Numbers consisted mostly of standard blended renditions. Biggest mitt-getters were two interpretations of "Au Clair de la Lune," first as an American jazz number and a take-off on the **Don Cossack Choir**, with four of the lads taking hot licks on Dixieland instruments. They opened with "Dreams Never Grow Old" (sung in English), with guitar backing.

Group scored impressively with their better known Columbia disk, "Three Bells," a unique version of "Ghost Riders in the Sky" and "Mona Lisa." Best pantomime was "King Dagobert."

Opening night attracted capacity with its continental flavor.

(Continued on page 53)

## Fast Named AGVA Exec

CHICAGO, April 11. — **Ernie Fast**, who came here in January as manager of the Chicago branch of the American Guild of Variety Artists, this week was named Midwest regional director for the union. **Fast** also continues as head of the local.

# Burlesque Bits

By UNO

**Lou Miller** and **Eddie (Nuts) Kaplan** have joined forces in the interests of a new and large booking agency with offices in the Brill Building, New York, heretofore run by **Miller** solo. **Kaplan** has severed all connections with the **Monarch Theatrical Agency** in Miami Beach, a company he was instrumental in starting several months ago. The new **Miller-Kaplan** combo will go in on a big scale with nitery placements under an American Guild of Variety Artists franchise, with **Kaplan** in charge of that department. **Miller** will continue handling all burly road and stock shows. Also planned to open June 1 is a branch office in Suite 210, at 311 Lincoln Road, Miami Beach, under the management of **Gus August**, who operated his own agency in Florida up to recently. . . . **Ann Bergen**, originally booked for two weeks, is being held over at the **Gayety**, Norfolk. . . . **Bob Miller**, assistant treasurer of the **Hudson**, Union City, N. J., became a second time papa, and his wife, the former **Angela Aragona**, a second time ma, on April 1 with the arrival of **Angela Maureen** in **Margaret Hague Hospital**, Jersey City, N. J., to keep **Robert Joseph Jr.** company. . . . **James Coughlin**, long time ace comedian who had been on the sick list several months, died at his home in **Big Rapids, Mich.**, on April 7. . . . **Pete DeCenzie's** color film, "Peep Show," is now touring Texas. . . . The **Downtown Theater**, San Francisco, is in process of being demolished. . . . **Norton and Patricia**, ballroom team just back from the **British Colonial Hotel**, Nassau, Bahamas, opened at **Leon and Eddie's**, New York, thru **Mim Grossman**. . . . **Norita Watson** is recuperating at home after many cancer operations.

**Sandra Farrell**, wife of straight-man **Milton Donn** and mother of **Bobbie**, 15, and **Honey Lou**, 3, is back on the **Hirst** circuit as a strip-talker after two years in stock and niteries. The juniors accompany their ma on the tour. . . . For the week of April 19 at the **Hudson**, Union City, N. J., **Carol LeClair** will replace **Ricci Cortez** in the **Douglas - Morris** unit. . . . **Mac Robbins**, comic now playing club dates, became the father of a baby girl, **Elyse Mindy**, born to his wife, **Stella**, in **Beth El Hospital**, Brooklyn, March 21. . . . **Marie Voe** replaced **Lorali** at the **El Rey**, Oakland, Calif., with the latter moving to **Candy Renee's (Mrs. Walter Hale)** Star in **Portland, Ore.** Also new at the **El Rey** are **Bel Aire**, **Targore Garu** and **Neva Starr**. **Miss Starr** returned after a month's vacation in **Los Angeles**. Continuing at the **El Rey** are **Bruce (Boob) Brooks**, **Bimps Wallace** and

**Eddie Hayward**. **Marilyn**, the **Calendar Girl**, opened April 10 to be followed by **Syra**, **Miss Swiss Cheese**, April 24. . . . **Harry Savoy**, comedian opposite **Syd Nadell** in a **Hirst** unit, is making a return to burly after 25 years in vaude and niteries. . . . A double birthday celebration on May 9 at the **Theatrical Booking Studio**, New York, will feature as principals **Freddie Fulton**, of the studio, and **W. C. Handy**, composer. Sharing the spotlight at this fete will be a former boxer and fight referee, **Joseph P. Vacarella**, now the mayor of **Mount Vernon, N. Y.** . . . **Buddy Bryant**, straight man, who made his initial appearance at the **Hudson**, Union City, this season with his wife, the diminutive but peppy **Torchy Blair**, strip-talker, has been re-inforcing comics 28 years on other circuits, also in stock, the **Mike Todd "Peep Show"** and the **A. B. Marcus** extravaganzas. . . . Current stock cast at the **State**, Theater, Canton, O., includes **Harry Landers**, **Milt Hamilton**, **Harry Kahle**, **Francine**, featured; **Josephine Day**, **Theodora**, **Vicki Lester** and **Darlene Shaw**. . . . April (1) **Fool's Day** started the observance of the **Eighth Annual National Laugh Week** by the **National Association of Gagwriters**, according to **Bill Treadwell**, **National Chairman** of the happy event. **George Lewis** is the director.

## Chez, Chicago

Continued from page 13

clicks. Then "Consequences" is a well-done ditty for laughs.

"Love to Love" is top nitery fare, and the "Lady Is a Tramp" brings forth another touch of humor. "Stormy Weather" is the wind-up. While the version is strong, the piece is a lightweight compared to the reception a couple of the earlier offerings tally.

**Alan King** pops with refreshing, fast comedy. He's got timing and delivery. He neatly avoids the faded topics and routines, and builds a laugh volume that holds at high pace.

**Lou Wills Jr.'s** dancing is good enough by itself. He embellishes with top-flight acrobatics, starting with a standing back flip. **Twisters** flips and butterflies worked into dance routines bring him big hands.

**Chez Paree** **Adorables** and **Johnny Martin** in new wardrobe and songs, complete the bill in good style.

Tom Parkinson.

## London Palladium

Continued from page 13

**Durant** fell out of his first high note with a bang onto the stage, he had the audience exactly where he wanted them, getting one of the biggest hands a supporting player has ever had at the **Palladium**.

Then **Ernie**

By then the house was all warmed up and ready for **Tennessee Ernie**, who launched into all his better-known recordings—"Shotgun Boogie," "Blackberry Boogie," "Kissin' Bug Boogie," "Kentucky Waltz," "Stacko Lee" and his latest for **Capitol**, "I Don't Know." Just to vary the rhythm, he gave out a fine version of **Gershwin's "Summertime."** Each song was linked by an easy patter, put across with a lazy charm and good-neighborliness which made his act a fitting topper on an excellent bill.

Leigh Vance.

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## Drivin' Round The Drive-Ins

**T**INTED windshields are bringing cries of anguish from drive-in theater owners. Customers complain, they say, that glare-resistant windshields blur black-and-white pictures, make Technicolor unrecognizable and render useless the Polaroid glasses used for viewing one type of the new three-dimensional pictures. A campaign has been launched by the International Drive-In Theater Owners' Association to persuade auto makers to solve the problem of glare in some other manner. . . . **Clarence Nash**, billed as the original voice of **Donald Duck**, visited **Mel Geller** and **Sam Taustin's Brandywine Drive-In**, Wilmington, Del., on a special Donald Duck promotion for Walt Disney Productions.

**C**HARLES COLLINS and his partners are about ready to open the Pike Drive-In near Montgomery, Pa. . . . **W. C. Smith** interests, operating several open-airers in the area, will build a drive-in in the swank Devon-Strafford sector of Philadelphia. . . . **Melvin J. Fox** announced the opening of his drive-ins in Southern New Jersey, including the **Bridgeton**, **Bridgeton, N. J.**; **Delsea**, **Vineland, N. J.**, and **Burlington**, **Burlington, N. J.** He also announced a June 1 opening is expected for the new drive-in he is building at **Levittown, Pa.** . . . **William Goldman**, president of the **William Goldman Theaters**, Philadelphia, announced that building operations on the circuit's first drive-in would begin soon. It will accommodate 750 cars. It is being planned by architect. (Continued on page 52)

## Set Tex. RSROA Events

**SAN ANTONIO**, April 11.—**C. H. Treadwell**, owner of **Midtown Rollerodrome**, will be host to the Texas second amateur roller skating championship meet to be held here at his drome on May 8-10. Winners from San Antonio will compete in the Midwestern meet before going to the nationals in Cleveland in August.

## New Holleman Diskery

**DETROIT**, April 11.—**Owen H. Holleman**, manager of **Arena Gardens** here and well known as a rink organizer, is forming a record firm, **Reel Rhythms Recording Company**, with two partners, **George R. True** and **William F. Skelly**.

## St. Stephen Combination

**ST. STEPHEN, N. B.**, April 11.—Dancing and roller skating have been combined at **St. Stephen Rink**, located about a mile from downtown. The rink draws its trade from both sides of the international border.

## Advance Man Wanted

To book aspices in cities and sticks. Must have experience, car, speak the king's English and be absolutely reliable. This is NOT a magic or home-talent show, but if you have sold either, this is a pushover to book with **Lions, Kiwanis, police, firemen, P.T.A.'s**, etc. Now in 4th season. **CARL WEBSTER PIERCE**, 2137 Fairfield Ave., Hollywood, 28, Calif. Phone: HEmpstead 6661.

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## BARDEX MINSTRELS WANT

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**DR. MILTON BARTOK** Belle Glade, Fla.

## Complimentary Tickets Build Biz for Scott

**QUINCY, Ill.**, April 11.—Sixteen years of successful operation have taught **Albert R. Scott**, of **Scottie's Paradise Rink** here, that there are no easy short cuts to profitable operation. Most successful device employed by **Scott** to build attendance in dull periods is that of handing out complimentary passes at high schools when classes are over. A mimeograph machine and several dollars worth of postal-size cards comprise his (Continued on page 52)

## New Skatery For Detroit

**DETROIT**, April 11.—A new skating establishment, to be known as **Carver Roller Rink**, is being prepared for an early opening at 29249 **Carlyle Avenue** in the West Side suburb of **Inkster**, in what was formerly a supermarket. Owners are **Lester Chensue**, a newcomer in the field, and **Jose R. Alvarenga**, who had an interest in the near-downtown **Forest Gardens Club Rink** operated by **Sunnie Wilson**, which was closed some time ago. **James E. Spencer**, another newcomer in the field, will be manager. Opening date has not been set.

## Roadshow Rep

**G. M. COLLINS** and wife have been playing sponsor dates in New England with a dramatic-musical show. . . . "With a new and added tax on tent shows prevailing in Canada, things are becoming increasingly tougher across-the-boarder," pens **D. H. Belleveau** from **Montreal**. "It seems to me that this rule should work both ways and that Canadian shows should be charged additional playing fees in the U. S." **Belleveau** has been visiting in **Montreal** for a month but will return to the States to open his tent museum in **Central Pennsylvania**. . . . "I've been doing a little in small towns but have spent most of the winter in **Shelby, Mont.**" letters **A. A. Goodrick** from **Thompson Falls, Mont.** "I will have my variety show on wheels again this season and if I do as well as last year I'll be satisfied. At **Shelby** I met **Jere Doss**, who had his family show, the **Doss and Mae Show**, on the road for many years. He now calls the unit the **Doss Family Show**. **Doss** has been mixing up his small town sponsor dates with dance engagements and eating spot pitches. I plan to take some merchandise items along with me this season."

**CHUCK DAVIS** says that among the old-time rep and tent show people who are making their home in **Houston** are **Skinny Humberling**; **Tommy O'Dell**, who is operating a tavern there; **Steve Powers**, working local clubs on Saturday nights; **Red Fletcher**, who is running the **Ritz Theater**; **Ned Reis**, who operates a tavern; **Billy Sharp**, showing 16mm. pix around **Houston**; **Tommy McDonald**, roofing salesman, and **Davis**, who is beating drums on Saturday nights with a local band. . . . **Eddie Towner**, former 10-20-30 showman, advises from **Kansas City, Mo.**, that he is writing sheet, with his itinerary taking him thru **Kansas** and **Missouri**. "What has become of the members of the **J. Doug Morgan Show**, **Frank Smith Players**, **Billy Young Show**, **Jack Hart Show** and the **Fontinelli Stock Company**?" asks **Towner**.

## CRACKER BARREL HUDDLE

### Eastern Owners Swap Ideas at Trade Meet

**ELIZABETH, N. J.**, April 11.—An exchange of ideas for the betterment of rink operation was the purpose of a meeting, presided over by **William Schmitz**, general manager of the **America on Wheels** chain, held March 30 in the conference room at **AOW headquarters** here. Among rink and skating people attending the conference were **Miss M. Stanlee** and **Connie Macklon**, former golf pro, who as op-

erators of **Park City Roller Rink**, **Bridgeport, Conn.**, are newcomers to the trade; **Sam Sholes**, **Bob Dryer** and **Esther Toister**, **Sholes' River View**, **Boston**; **Peggy and Joe Barnes**, **Waltz Skating Club**, **Philadelphia**; **Marvin Facher**, **America on Wheels**; **Doc and Charlotte Yoder**, **Sinking Springs Roller Rink**, **Reading, Pa.**; **E. V. Regalia**, **Florham Park (N. J.) Rink**; **Jack Edwards**, director of **Racing, AOW**; **Ed Tierce**, **Plainfield (N. J.) Academy**, and **Vi Koch**, roller skating editor of the **Paterson (N. J.) Evening News** and **Bergen Evening Record**, **Hackensack, N. J.**

**Regalia** told operators of a recent **Pepsi-Cola** party promotion which proved to be a great success at the **Florham Park** rollery. Under arrangements with **Pepsi**, the soft drink concern conducted (Continued on page 52)

## MAGNETIC

### Queen Contest Pulls Parties To Price Hill

**CINCINNATI**, April 11.—**Lou Meyer**, operator of **Price Hill Roller Rink** here, has termed the skate queen contest, currently under way at the suburban rollery, an unqualified success.

Tied closely to a party booking gimmick, whereby contestants earn extra votes for their efforts in bringing such events to the rink, officials this week reported that parties have been scheduled for the entire month of April. Additional parties set for May are expected to make that month a big one, too.

The contest, offering a one-week, all-expense trip to **Florida** for the winner and a companion of her choice, was staged primarily to stimulate party business and bolster business during the lull end of the skating season. (Continued on page 52)

## Skating Campaign On at Merryland

**GLASGOW, Del.**, April 11.—"Learn to Roller Skate for Entertainment and Good Health" is the theme of an advertising promotion campaign inaugurated by **Merryland Roller Rink** here. Emphasis is placed on the fact that age is no barrier in roller skating.

Lessons are provided by **Rolly Matson** at a cost of \$1.50 per month. Music is provided during class sessions by organist **Gordon Van Kueren**. Classes are scheduled every Tuesday, Wednesday and Thursday from 7 to 8 p.m., with children's classes every Saturday from 11:30 a.m. to 1. Private lessons are also given.

For added incentive, skating contests will be staged at the rink every third Saturday of each month, with medals awarded first, second and third places.

## L'Assumption Resumes

**RESERVE MINES, N. S.**, April 11.—Roller skating has resumed at **L'Assumption Hall** here after a lapse of four months. The rink is open nightly, with admission at 40 cents. Workers from the coal mining and steel industries, principal industries in the area, form the bulk of rink trade.

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## NEWS NUGGETS

### Portland, Ore., Circus Turnouts Dip 5,000

PORTLAND, Ore., April 11.—Shrine Greater Circus closed its 12-performance run here Saturday (4) after pulling a total of 24,877 customers, Manley Treece, general chairman said. The total count was some 5,000 below last year, he said. Jerry Colonna was featured in the show which included 14 acts booked by Chester Hogan, Tacoma booker.

### CHI DAIRY EXPO ELECTS OFFICERS . . .

CHICAGO—William E. Ogilvie has been named secretary and general manager of the International Dairy Show to be held in the International Amphitheatre here October 10-17. Ogilvie is top man in the International Livestock Exposition held here each November. Other officers include Charles Potter, treasurer, and J. W. Austin, assistant treasurer.

### CLEVELAND INKS "BIGGEST SHOW" . . .

CLEVELAND — "The Biggest Show of '53," with Frankie Laine, Ella Fitzgerald, Louis Jordan and his Tympany Five, and Woody Herman and His Third Herd, are skedded to go into the arena here for a one-nighter, April 20.

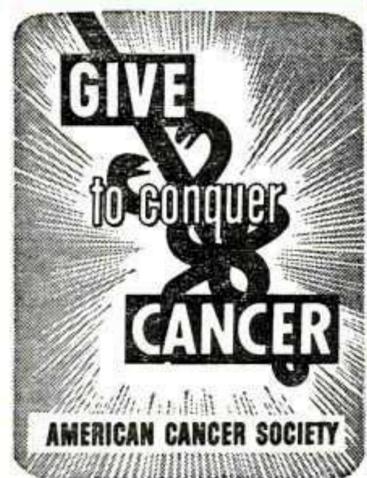
### Tom Arnold Icer Plays So. Africa

JOHANNESBURG, South Africa, April 11.—Tom Arnold's "Festival on Ice" did good business at its recent stand here in the Olympia Rink. Cast included 40 performers with Daphne Walker, former English Olympic figure skating champ, as the featured skater.

### Drivin' Around The Drive-Ins

Continued from page 51

David Supowitz and erected on the William Penn Highway near Collegeville, Pa. . . . Announcement was made recently of the organization in Dover, Del., of the Movi-Park Company, headed by Reese B. Harrington, Harrington; Harry Keith, Saratoga, N. Y., vice-president, and Harrison Scarth, Atlantic City, secretary-treasurer. Company will build six drive-ins in Delaware, Maryland and Virginia. In addition to movies, firm will feature circus acts and a rotating zoo in its drive-in operations. Harrington, a veteran in the business, has operated in that area for 39 years. Keith has been with Harrington in Circus-Ways of Delaware, operating rolling equipment for various circus organizations. Scarth is a well-known concessionaire.



### PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer in quires 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.

### ALLENTOWN AUTO SHOW GETS STRONG TURNOUTS . . .

ALLENTOWN, Pa. — Pennsylvania Motor Sports Show at Dorney Park Auditorium drew strong crowds over the week-end. Saturday (4) turnout was estimated at 8,000 with Sunday's crowd said to be in the neighborhood of 10,000. Show featured foreign domestic sports cars, speedboats, airplanes and a miniature auto racetrack.

### BOB CROSBY WITH JACOBSEN FOR 10 DAYS . . .

LOS ANGELES — Hollywood Circus Corporation will have Bob Crosby with it for 10 days only due to earlier television commitments, Charlie Jacobsen, co-owner, announced. Stands that will feature the singer are Des Moines, May 1-2; Omaha, May 3; Sioux City, 4; Beatrice, Neb., 5; Salina, Kan., 6; Emporia, Kan., 7; Wichita, Kan., 8-9, and Joplin, Mo., 10.

### 'Biggest Show' Fills House At Portland

PORTLAND, Ore., April 11.—"Biggest Show of '53," musical big-name talent combo, jammed the Public Auditorium here Tuesday night (7) with a total of 3,623 paying up to \$4.80 to see the performance.

In addition to Frankie Laine, Woody Herman and ork, Ella Fitzgerald, and Louis Jordan and his quintet, comedians Frank Marlow and Dusty Fletcher and dancer Bobby Ephram completed the billing.

### Motor Show Sets Record

NEW YORK, April 11. — The second International Motor Sports Show, which opened last Saturday (4) at Grand Central Palace, scored a new record with over 45,000 attending the first four days of the show.

Sales of sports cars are reported running well ahead of last year. The show closes tomorrow (12).

### Tickets Build

Continued from page 51

budget for his patron boosting method.

"This technique is important during the first couple of weeks in spring," he reports. "By then most of my regular patrons are getting a bit tired of skating. So I dish out a few hundred free admittance tickets for one particular evening. In a few weeks I begin to notice the results as groups of newcomers appear. I repeat the process every couple of weeks and it invariably breaks in a new crop of skaters to take the place of those I know I'm going to lose."

Attendance has been holding up for Scott. The seasonal drop which takes hold during Lent did not affect attendance quite as much this year. Skating parties are heavily booked, with the rink turning down groups not considered profitable in past seasons. A recent party development paying off well is the afternoon session, usually held as birthday celebrations for several persons simultaneously.

Parties can only be made attractive to groups desiring to build their treasuries when they are able to see a good profit as a result of their ticket-selling labors, says Scott. His deal calls for a 50-50 split after federal taxes.

Skate sales have been particularly gratifying, Scott says. Reason for volume movement of skates is attributed to pricing them right. Scott feels that by keeping skate price tags slightly under those of the downtown stores he is able to make up the shorter mark-up by greater volume.

### Attendance Up At Denver Auto Event

DENVER, April 11. — The Denver Automobile Show, thru Thursday (9), its fifth day, was running well ahead of its '52 predecessor attendance-wise and given a break thru today's finale, expected to pull in the neighborhood of 150,000. Event is in the City Auditorium.

More than 90,000 square feet of space is devoted to displays of cars, trucks, motorboats, sailboats, accessories and foreign and domestic sports cars. In addition the Horseless Carriage Club has a display of early autos, including a 1907 American and a 1908 Maxwell.

The revue, which is operating with a reported \$15,000 budget, is booked thru Sidney Page, Chicago booker. Vic Hyde, novelty-instrumentalist, is included in the line-up along with the Aristocrats, 12-gal line; Ted and Flo Vallett, novelty-acro; George Ellis, comedy unicycle; Five Guardsmen, songs, and Nip Nelson, comedy. In addition a 50-voice chorus is directed by Roger Fee and a 15-piece ork by Milton Shrednic.

### Cagers Draw 36,029 Fans In Chicago

CHICAGO, April 11. — Abe Saperstein's Harlem Globetrotters continued their strong draw here Easter Sunday (5), playing to a total of 36,029 fans in two games at the Chicago Stadium. The quartet pulled 36,944 the Sunday previous at New York's Madison Square Garden.

A near capacity crowd of 16,887 turned out for the matinee game when the Trotters played the College All-Stars. The evening crowd topped that when a reported 19,142 jammed their way into the building. An intermission of two and a half hours was held between the games. According to Saperstein, total paid admissions were estimated at \$86,500 for both contests.

### Dramatic & Musical Routes

Affairs of State: (Selwyn) Chicago. Ballet Theater: Providence, R. I., 15; Hartford, Conn., 16; Newark, N. J., 18; (Metropolitan O. H.) New York, 19. Call Me Madam: (Shubert) Chicago. Boyce, Victor: (Cox) Cincinnati. Can Can: (Shubert) Philadelphia. Constant Wife, with Katharine Cornell: (Metropolitan) Seattle 15-20. Deep Blue Sea: (Cass) Detroit. Dial M for Murder: (Harris) Chicago. Evening With Will Shakespeare, An (Shubert) New Haven, Conn., 17-18. Farfel Follies: (American) St. Louis. Fourposter: (Auditorium) Rochester, N. Y., 13-15; (Erlanger) Buffalo 16-18. Gigs: (United Nations) San Francisco. Good Night, Ladies: (Shea) Jamestown, N. Y., 14-15; (Erie) Schenectady 16-18. Greco, Rose: (Playhouse) Wilmington, Del., 16-18. Guys and Dolls: (Municipal Auditorium) Oklahoma City. I Am a Camera: (Wilbur) Boston. Maid of the Ozarks: (Erlanger) Philadelphia. Male Animal: (Blackstone) Chicago. Masquerade: (Walnut) Philadelphia. Men of Distinction: (Locust) Philadelphia. Mrs. Nothing, with Helen Hayes: (Erlanger) Chicago. New Faces: (Shubert) Boston. Point of No Return: (Cery) San Francisco. School for Brides: (Shubert) Detroit. South Pacific: (Indiana Univ.) Bloomington, Ind., 13-15; (Purdue Univ.) Lafayette 16-18. Stalag 17: (Nixon) Pittsburgh. Top Banana: (Paramount) Omaha 13-15; (KRNT) Des Moines 16-18. White Cargo: (Majestic) Boston. Williams, Emlyn: (Great Northern) Chicago.

### Skating Shows

Ice Capades of 1953: (Ak-Sar-Ben Auditorium) Omaha, Neb., 13-15; (Memorial Coliseum) Fort Worth, Tex., 17-22. Ice Cycles of 1953: Ottawa, Ont., Can., 15-18; Shawinigan Falls, Que., 20-23. Ice Follies of 1953: (Arena) Milwaukee, Wis., 13-19.

### Miscellaneous

Miller's, Irvin C., Brown-Skin Models; (Douglas) Macon, Ga., 16; (Lenox) Augusta 17.

### Celebs Help Auto Show At Canton

CANTON, O., April 11.—Hyped by name attractions, the auto show, which opened here in the Arena Saturday (4) under auspices of the Canton Auto Dealers' Association, drew big crowds all week. Opening day an estimated 6,000 came thru the outside gate, according to William J. Towell, association president.

Phil Spitalny and his all-girl orchestra headed up the entertainment program. Leonna Cozzoli, local gal, who sings under the name of Rose Marie, was also popular with the new-car viewers.

Polack Bros.' Circus will come in here under Tadmor Shrine auspices April 16-18; "Ice Cycles of 1953" are skedded for an eight-day run starting May 5. Saturday and Sunday matinees and no Sunday evening performance are skedded with prices scaled at \$2, \$2.50 and \$3.

### Little Rock Gives Jones Fair Crowd

LITTLE ROCK, April 11.—Spike Jones drew a two-thirds house in one performance at Robinson Memorial Auditorium here Friday (2).

The show ran for 150 minutes and showed a lot of variety, but both Little Rock newspaper critics gave the show a poor review. Jones and his organization appeared here last year for two shows. Friday's show was brought in by Phil Back, promoter of Little Rock.

A. W. Harville, aud manager, also reported a show built around Charlie Spivak, March 23, drew light at both performances. The show was a Lions Club-sponsored event.

### San Antonio Bldg. Nets \$2,215 in '52

SAN ANTONIO, April 11.—The Coliseum Advisory Board this week reported an excess of receipts over expenditures amounting to \$2,215. In its initial report to the Commissioners Court, the board stated that it had received \$54,584 in rentals, concessions, parking and other fees during 1952.

It spent \$52,369 during the year, mostly for permanent improvements and salaries. Three main revenue items were \$22,490 for rental; \$24,319 for concessions and \$497 for parking.

During 1951 the revenue totaled \$62,022 and the expenditures were \$47,878.

### Cracker Barrel

Continued from page 51

the party, giving away 10 cases of Pepsi as well as shoe skates as door prizes. The company, at its own expense, advertised the party for several weeks over a local radio station.

Ed Tierce, the Plainfield Academy operator, explained a switch in the school party booking gimmick which has succeeded in filling his rink on slow nights. Tierce makes a deal with schools for a 50-50 split of receipts. In return for this unusually good deal the schools permitted him to place advertisements, plugging the party, on their bulletin boards. Tierce reported that the schools charter busses and come from far and near to produce packed houses.

Marvin Facher, who is in charge of all advertising for AOW, gave operators a number of hints on gimmicks used in the promotion of business.

Dcc Yoder and Jack Edwards talked on rink racing, the "most lively phase of roller skating," and how it benefited operations by increasing box-office receipts.

Following the four-hour meeting ending at 6 p.m., attending operators were the dinner guests of Schmitz at a restaurant. All expressed enthusiasm for the meeting and suggested that more such gatherings be held.

### Detroit Inks Lombardo In Quickie Deal

DETROIT, April 11.—An unusually quick booking by Manager William Van Lopik will bring Guy Lombardo Orchestra into the Masonic Temple here for a Sunday afternoon concert, April 26. Deal was made this week, with only two weeks to get out paper and other promotion on the event.

Meanwhile, the temple is being kept busy for the wind-up of the season between special rental bookings, including the "Roy Rogers Show," Don McNeill's "Breakfast Club" origination, and a number of concerts in the classical musical field.

### Top Talent Set for N. E. Home Show

BOSTON, April 11.—Show Director Fred P. Pittera has lined up strong name talent for the fourth annual New England Home Show, scheduled for the Mechanics Building here April 18-26.

Claude Thornhill and his orchestra, TV and screen actress Dorothy Hart, Coral Records' new singer, Sonny Curtis; a Cinderella week-end and a WCOP Hayloft Jamboree have been set so far.

Some \$10,000 in gate prizes and the local phase of the Mrs. America contest are figured to lure crowds to the event. Top prize will be a round-trip air junket to Europe via Italian Air Lines. Second prize is a flight to Bermuda and a week at the Castle Harbour Hotel.

Promotional accent will be on newspaper, radio and poster advertising in addition to 600,000 reduced-price pasteboards being distributed by several greater Boston gas companies with their monthly bills.

Pittera is also running his Annual Hot Rod-Motor Sports Show at Palisades (N. J.) Park.

### Queen Contest

Continued from page 51

which normally shows a drop-off.

Officials believe the contest will have value to the rink in sustaining future business, too. They point to six publicity pictures already printed in the local press and promises for at least that many more breaks before wind-up of the contests. This publicity is expected to carry over as a springboard for next year's contest, which at this time appears to be a certainty. The latest development to enthrone the management and convince it that the contest is clicking, was two offers for a cut-in on the current competition. A suburban businessman offered to donate a large trophy to the contest winner, and the Price Hill Merchants' Club wants to crown the winner "queen for the day" at its annual picnic held at Coney Island, local amusement park. Both offers were unsolicited, said the rink management.

Meyer also announced that he is sending seven speed skaters as unattached contestants to the April 28-May 1 Ohio championship of the Roller Skating Rink Operators' Association at Skateland, Cleveland. Meyer is equipping his contestants with uniforms and matching robes.

### 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.

REVIEW

# King-Cristiani Show Sticks to Tradition

GRIFFIN, Ga., April 11.—King Bros. & Cristiani's performance relies heavily and safely on the capable and large Cristiani family. Their turns are augmented by a comfortable number of additional performers, and, in all, the show displays generally big-time acts.

Highlights are the Cristiani riders, Hugo Zacchini cannon, Rody Brothers and Jimmy Millette. Running order was being shuffled at each performance this week and the assortment of acts also was changing somewhat. Running time was about two hours.

Spec opens the show and gives the first glimpse of outstanding costumes. Even rainy-day wardrobe is excellent, and no one appears in practice garb or haphazard selection, altho leapers aren't all in identical costumes yet. Joe Lewis works come-in.

First act is the Dingler Trio in a standard but accomplished aerial bar routine. Harry Rooks and Oscar Cristiani share end rings for twin four-pony drills, and Rooks is back later with an eight-horse Liberty act that is strong on countermarches and precision curb walks.

**Caroli, Lalage**

Using a fixed perch, Sylvia Caroli pleases with bike balancing and other high work. Her work, styling and appearance are tops, and the rigging is at-

## Legit Line-Up

Continued from page 2

kin that he'd like to stage the latter's "The Last Island," if it comes to a production boil next season. Sponsorship is still in the making.

**DRAKE SUBS FOR YUL BRYNNER...**

Alfred Drake went on this week in the "King and I" to take over an 11-week stint from Yul Brynner, while the latter takes a vacation. It was just 10 years ago, plus six days, that Drake smashed home as Curley in "Oklahama" at the St. James. Following his current chore, he will do a couple of summer stock sessions in "Man and Superman" before taking off for Hollywood to star in Edwin Lester's musical version of "Kismet." . . . While Beatrice Straight takes an eight-week absence from "The Crucible" for a necessary interest in motherhood, Maureen Stapleton will replace her in the Arthur Miller drama at the Martin Beck, starting Monday (13). . . . Edmon Ryan will resume the role he played opposite Constance Bennett in the silo groove last summer, when the George Batson comedy unveils at the Royal Theater Wednesday (15). John Baragrey has withdrawn from the cast. . . . Harriet Kaplan has joined the staff of Robert Lanz, who recently opened an artist's management office at 666 Fifth Avenue.

Phil Silvers, currently touring in "Top Banana," is music-comedy's hot-as-a-pistol item for next year. Jule Styne wants him to co-star in his song-and-dance version of "Once in a Lifetime" with Carol Channing. Herman Levin would also like him for a musical about the Hollywood sound-film era, with a book by Arnold Auerbach and Arnold Horwitz. Silvers is due back here in August to make up his mind. . . . Screen rights for "The Time of the Cuckoo" have been acquired by Ilya Loperi. No price yet disclosed.

## Story Via Pic

Continued from page 1

that it will be slightly revamped, and will be made available to theater groups on a local level in order to help in the fight against inequitable taxation in the various States.

The picture is part of the comprehensive plan to eliminate Federal and State admissions taxes which were originally instituted because of national emergency conditions. The film points out in part that the comprehensive 20 per cent tax, which is placed on theaters, does not apply to other retailers in the nation's communities.

tractive with special lighting. In the same display, Lalage works an unsupported ladder turn and Manuel Baragan handles chair balancing.

Single pony-elephant combos fill each ring in the next spot. These are newly broken acts with rough spots still showing. Making-acts are there, tho, for a popular act and mid-season viewers should find it in good shape. Plan calls for a dog to ride each elephant. Teams handling this act are Oscar and Marion Cristiani, Steve Fanning and Corky Cristiani, and Harry Rooks and Cosetta Cristiani. Center bull closes with rolling globe and flags.

Jimmy Millette clicks with his trap and head balancing act, closing with a balance on a spinning trapeze to a big hand. The Rody Brothers go over with their aerial swings and catches, topping it with a pirouette to the hands. They work with a net and have cut their 1952 routine for this edition. Millette first worked with a four-web number and the Rodys worked alone, but a later arrangement had the two acts in a single display that added up to strong aerial demonstrations.

**Clown Alley**

There's a car pitch with clowns and a donkey, and the alley also works an atom smasher gag early in the show. Clowns include Phil Enos, Joe Lewis, Gallifilli Bagonghi, Eddie Harris, Buzzy Barton, Steve Crowe, Red Dingler, Frank Dix and George Dalbeanie. Later in the performance clowns work the water buckets and there are several walk arounds.

Fred Canistrelli, with Hortans, presents a juggling and roly boly combination climaxed by a full head-to-head stand on the roly boly, with the closer winning good reception.

A well-populated display has the Cristiani-Zerbinis (5) flanked by Red Dingler Trio and the Hortans Troupe (6). Zerbinis act, the second Cristiani troupe, works teeterboard to a three high, a neat three-high foot to hand catch, and a twister to a three-high. The Hortans teeterboarders close with a good flip to a four-high, and the Dingler Trio comes in with neat trampoline bounding.

Another big display has Jane (Continued on page 60)

## Bar of Music

Continued from page 50

Never Kissed a Girl," Stewart proved that with proper direction, ability to hold an audience—and make them yell for more—is a relatively simple thing once you've got a fine voice such as Stewart's.

Charles Laughton's wife (Miss Lanchester) is sure-fire for this night spot. Her innuendoes get across and she's bound to stick around again for a spell. Her standards, "Hat Pin," "Eaters Anonymous" and "Lola" got the mitt, but not the spontaneous ovation accorded Stewart. Her new offerings, "Drive In" and "The Clock" provided adequate yocks, but effectiveness was lost in her mush-like dialectics. Miss Lanchester, incidentally, is also appearing at the Turnabout Theater here along with her Bar of Music engagement.

Danceable rhythms are supplied by Eddie Bradford ork (4). Intermissions are musically filled with Gregory Stone and Nilo Mendendez, duo pianists.

Ed Velarde.

## Larry Potter's

Continued from page 50

Marshall's assets is cleanliness of gags, altho he deviated just enough for the late nitery patrons.

The Four Knights, Capitol recording artists, got a good reception for their harmonizing. Their repertoire was suitable, but performance could be greatly enhanced with proper showmanship. When they've developed the ability to sell a song, rather than just harmonize, they'll rate bigger raves.

Bill is rounded out by Shere Clark, billed as a dancer. Backing and music for terping is provided by Johnny D'Varga ork (5). Ed Velarde.

**ANDRIANCE—William A.**, 59, in Stamford, Conn., April 1. He was a well-known art director and father of movie actress Jan Sterling. Survived by his widow, Winifred; another daughter, Mrs. Ruth Lubliner, Chicago; a stepdaughter, Mrs. Lewis C. Davis, Villa Nova, Pa., and a sister, Mrs. Dorothy Caracciola, Nantucket, Mass. Burial in that city April 4.

**BRANNON—Fred C.**, 51, veteran motion picture director with Republic Studios, April 6 in Cedars of Lebanon Hospital, Hollywood. He leaves his widow, Dorothy, and a sister, Mrs. Margaret Williams. Interment in Forest Lawn Memorial Park, Glendale, Calif.

**BRANNAN—Harry N.**, 64, veteran concessionaire and novelty man, in Jackson Memorial Hospital, Miami, Fla., after a brief illness. In addition to working many fairs, he had also been with Ringling-Barnum, Cole Bros. and Downey Bros. circuses and the J. C. Harlaecker Attractions. Burial in Woodlawn Cemetery, Miami, April 1.

**BROPHY—Leslie M. (Pete)**, one-time carnival general manager, April 7 in St. Louis. (For details see story in Carnival Section.)

**BRODERICK—Lawrence F.**, 47, brother of John Broderick, pianist in the vocal-piano comedy team of Arren and Broderick, April 4 of a heart attack in his suite in a Cincinnati hotel. A native of Sharon, Pa., he has been Cincinnati district manager of the Sharon Steel Corporation for the past nine years. Survived by his widow, Mabel, and his brother and mother, Mrs. Sara Broderick, both of Chicago.

**BUTTERFIELD—Ross D.**, 35, April 6 in La Cresenta, Calif. A Pathe film technician, Butterfield was a World War II Navy veteran. He is survived by his widow, Florence; two sons, Louis and Ross Donald Jr.; a daughter, Patricia; his parents, Mr. and Mrs. Francis M. Butterfield, and a brother, Francis M. Jr., of Inyokern, Calif. Interment in Forest Lawn Memorial Park, Glendale, Calif.

**CHALLENGERE—Lillian May**, 67, early day radio singer, April 6 in Arcadia, Calif. She performed on Los Angeles radio stations in the 1920's and was featured soloist on many CBS network shows. Surviving are her husband, Albert, and a son, George C. Hall, Long Beach, Calif. Interment in Forest Lawn Memorial Park, Glendale, Calif.

**CHAMBERS—Willie Mae**, former parachute jumper known professionally as Star Red Eagle, April 2 in Detroit. She was an Indian and became one of the first women in her field. She also was an airplane pilot, motorcycle racer and stunt driver. Survived by her husband, Lonnie, and three sons, Raymond, Jerolene and Willie B. Interment in Clinton Grove Cemetery, Detroit.

**DUBINSKY—Benjamin D.**, 86, inventor, March 31 in San Antonio, Tex. He held patents on the development of the juke box. Survivors include his widow, a son, a daughter, five grandchildren and three great grandchildren.

## My Sincere Thanks

To all Show People, Clubs and Shows who bore with me during illness and death of my beloved husband.  
**Mrs. Sadie Emswiler**

**FOWLER—Art**, 52, motion picture and television performer, April 6 at the New York Cardiac Home, Hillburn, N. Y. A ukulele virtuoso, he toured the world, afterward appearing in a number of Western films. He was a member of the Lambs and husband of the late Emma Haig, musical comedy actress. Two sisters and a brother survive.

**FRANKLIN—Clyde F.**, 72, retired Broadway actor, April 3 in Newark (O.) Hospital of a heart ailment. He had played supporting roles with such leading actresses as Jane Cowl, Grace George, Pauline Frederick and Nazimova. Following retirement from the Broadway stage several years ago, he became associated with the Auditorium Theater, Newark. During more than 40 years on the stage he played about 1,000 roles. Broadway productions in which he appeared included "The War Song," "This Man's Town," "The Up and Up," "Precedent," "Lost Boy," "When the Bough Breaks,"

## Marriages

**PALMER-TOMLINSON—**Homer E. Palmer, non-pro, and Madge Tomlinson, former rep and stock leading woman and widow of Cash Tomlinson, long a popular leading man in dramatic stock, March 16 at the Little Chapel Around the Corner, Las Vegas, Nev.

## Cocoanut Grove

Continued from page 50

Hawaiian Night was, as usual, observed on Tuesday, with decor in native tradition. Les Compagnons supplied the French flavor and Landre and Verna danced effectively. Englishman Ray Noble and band supplied danceable Anglo rhythms. Crowd probably came out as much for Noble's rare local appearance as for the two-act bill. Current nitery engagement is Noble's first since last summer in San Francisco. Ed Velarde.

# The Final Curtain

"Bloodstream," "Merry-Go-Round," "Good Earth," "Peace on Earth," "Strangers at Home," "Hipper's Holiday," "Geraniums in My Window," "Black Pit," "Slight Case of Murder," "Lend Me Your Ears," "All Editions," "Too Many Heroes," "On Borrowed Time" and "Autumn Hill." Survived by his widow, the former Musa Beall, one-time actress, Newark, and a son, Col. Robert D. Franklin, Albuquerque, N. M. Burial in Newark.

**GARDNER—Walter**, 69, well-known horizontal bar performer, April 3 in New York. Formerly a member of the Artois Brothers, he later toured the world with Fardner and Dunham. His widow survives.

**GREENLAW—Albert E.**, 73, singer and choral director, April 4 in Detroit. Survived by his widow, Ella, and two daughters. Interment in Woodmere Cemetery, Detroit.

**GRUBER—Mrs. Mary**, 50, New York theatrical agent, April 5 in Chicago. She had appeared on the stage for many years under the name of Mary Chase and more recently had been business manager for several night club entertainers, among them Josh White.

**HALL—Robert Frank**, 68, veteran radio announcer, April 5 in Los Angeles. He was born in Council Bluffs, Ia., where he began his career in radio. Interment in Inglewood Park Cemetery, Inglewood, Calif.

**HARRISON—Robert**, 68, actor who had appeared in hundreds of roles during a long career, April 3 in New York. He first began his professional career at the Elitch's Gardens Stock Company, Denver, where he was discovered by Nat Goodwin and engaged for his repertory troupe in San Francisco. The 600-odd parts he portrayed included roles in "The Merchant of Venice," "Candle in the Wind," "Harriet," "The Complex," "Nine Pine Street," "The Honor of the Family," "The Squealer," "Move On, Sister," "Caught," "The Ragged Edge," "Tight Briches" and "According to Law." During the past 30 years in the theater he appeared with such stars as Otis Skinner, Maude Adams, Helen Hayes and Judith Anderson, with whom he appeared last in "The Tower Beyond Tragedy" and "Come of Age." His widow, Mildred Leech Harrison, survives.

**LaFONTE—Sarah**, 82, recently in Montreal. She was the mother of Fred LaFontaine, pony ride operator at Edgewater Park, Detroit. Six other children also survive. Interment in Montreal.

**LIDELL—Moses**, 45, theater projectionist, while on duty at Victoria, Tex. He was formerly a projectionist at Baytown, Tex.

**LINEBACK—Clarence A.**, 40, Slide Show talker and boss canvassman who had spent 17 years with the Cettif & Wilson Shows and later toured with the James E. Strates and Royal Crown shows, March 28 in a Richmond, Va., hospital following a heart attack. Recently he had joined the John H. Marks Shows at Richmond quarters to go out as a talker with Sandra Lee. Survived by two sisters and three brothers. Body was sent to his home in Mount Airy, N. C., for March 30 burial in the family plot.

**McLAUGHLIN—Don**, veteran circus executive, April 3 in Waco, Tex. (Details in Outdoor section.)

**MOORE—Effie**, veteran minstrel show owner and performer on many carnivals, recently in a Vicksburg, Miss., hospital. She had been retired for several years.

**MINOR—Jack**, veteran popcorn concessionaire, March 24 in Toledo from a heart attack. Survived by his widow, Myrtle.

**O'NEIL—Mr. and Mrs. Frank**, who operated a Monkey Show on the Happyland Shows for several years, recently in a fire caused by a gas explosion in a motor court cabin at Odessa, Tex. Only known survivor is a brother of Mrs. O'Neil, John Kine, Dayton, O.

**PAGE—Arthur C.**, 64, farm director of Radio Station WLS, Chicago, and associate editor of The Prairie Farmer, April 4 in a Geneva, Ill., hospital. He had conducted the station's "Dinnerbell" program for 23

## Births

**BROCK—**A daughter, Marsha Rae, to Mr. and Mrs. Ray Brock March 24 in St. Elizabeth's Hospital, Appleton, Wis. Father is disk jockey, staff announcer for Station WHBY here.

**BROOKS—**A daughter to Mr. and Mrs. Norman Brooks March 26 in Montreal. Father is a singer.

**COLEMAN—**A son April 5 in Hartford (Conn.) Hospital to Mr. and Mrs. Francis (Tody) Coleman. Father is assistant manager and mother, Betty, is secretary of Coleman Bros. Shows.

**GRAMM—**A son, Randall Paige, to Mr. and Mrs. Alan Gramm April 4. Father formerly was with Jerry Wald's orchestra. Mother is the daughter of Lou Herscher, veteran songwriter and music publisher, man Bros. Shows.

**KRASNA—**A daughter, Beth, to Mr. and Mrs. Norman Krassa in Santa Monica, Calif., April 8. Father is a playwright and film producer. Mother is the former Erie Galbraith and Mrs. Al Joilson.

**SULLIVAN—**Twin daughters, Patricia Hunt and Susan Wynn, to Mr. and Mrs. Joe Sullivan in Baltimore. Father is a director at WBAL-TV.

**MITCHELL—**A son, George Jr., to Mr. and Mrs. George Mitchell at McComb City Hospital, McComb, Miss., April 1. Father is a concessionaire with J. A. Gentsch Shows.

years and was known as the dean of agricultural broadcasters. He is survived by his widow, Inez; three sons, Tom, John and David, and five grandchildren.

**PLUNKETT—Morley B.**, 58, member of the famous Dumbells Troupe, March 31 in Peterborough, Ont. The Dumbells staged their first show around Vimy Ridge in 1917 and later entertained thousands of troops in other sectors of the front during World War I. Afterward they toured Canada and the U. S. with a full revue. A brother, Capt. Merton Plunkett, originated the show.

**RALTON—Harry**, 43, songwriter, April 3 in London. A writer of many songs for the late tenor, Richard Tauber, he is perhaps best remembered for his song hit, "I Remember the Corn Fields."

**RATH—Clayton M.**, 66, April 6 in Detroit. He was superintendent of buildings at Michigan State Fairgrounds the past seven years. Survived by his widow, Erna, and three children. Interment in Monticello, Ind.

**RUUD—Mrs. Edwin**, 81, the former concert singer, Minna Kaufmann, April 7 in Oslo, Norway. Born in Pittsburgh, she was the widow of Edwin Ruud, a Norwegian engineer. She is survived by a son.

**SCOFFIELD—W. Allen**, 66, organist who toured the nation as an accompanist for the Metropolitan Opera Company during the early years of the century, April 4 in Norwalk, Conn. His widow, three daughters and three sons survive.

**SCHUMM—Harry W.**, 75, veteran stage and screen actor, April 4 in Los Angeles. He came to Los Angeles 40 years ago from his native Chicago. His widow, Marie, survives. Interment in the Chapel of the Pines.

**SCOTT—Walter Francis (Deaf)**, 49, veteran steer and rodeo performer, March 23 at Fort Worth of kidney trouble. After retiring from active participation in rodeo contests, Scott painted water color windows for various rodeos at the World's Champion Rodeo in Madison Square Garden, New York, for nearly 25 years. Survived by his widow, daughter of Fog Horn Clancy; a son, Walter; two daughters, Barbara and Jeanne, and three sisters, Marian, Jane and Alice.

**SOBEL—Mrs. Freda Silverman**, 66, singer, April 3 in Poughkeepsie, N. Y. She was known at the turn of the century for her concert work, having made her debut at Town Hall in 1909. A son, a daughter and three sisters survive.

**STRATTON—Clarence Reed**, March 28 in Jefferson Memorial Hospital, Mount Vernon, Ill., of a heart attack. For the last four years he had been with Wilson Famous Shows. He is survived by his widow, Wilma.

**WIDRA—Waclaw**, 75, former well-known European actor and general manager of the Czechoslovak National Theater, April 7 in Prague, Poland.

# VIOLA

Passed Away

April 16, 1952

You Are  
In My Heart  
and Mind  
Every Minute

# NOBLE

IN MEMORY  
OF OUR DEAR SISTER

## VIOLA FAIRLY

WHO PASSED AWAY  
APRIL 16, 1952

God Knew Best When He Called You Home. Our Memories Of You Are Sweet And Will Be In Our Hearts Always.

BROTHERS AND SISTERS  
LESTER, CHARLIE AND BABE HUTCHISON,  
VERNA BAUMAN, JULIA MECKER

IN LOVING MEMORY OF

## VIOLA FAIRLY

Who passed away  
April 16, 1952.

EDITH KELLY

## OUTDOOR GROUPS EXPAND EXCISE TAX BATTLE PLANS

NAAPPB Files Mason Bill Protest; Will Seek Own Bill Sponsorship

NEW YORK, April 11.—An increasing awareness of the need to forestall the lone wolf efforts of the motion picture industry to obtain relief from excise taxes and the grouping of all other show business endeavors which are also affected by the tax was voiced this week by industry leaders.

While nearly all acknowledge that tax relief, if any, should be applied on an industry-wide basis, and not just to any one segment, the amusement park interests, for one, will attempt to have a bill introduced for their industry alone as a strategic move.

There is information that influential members of the carnival industry are also exploring this possibility, altho many express a reluctance to proceed other than in concert with other groups.

George A. Hamid Sr., president of the National Association of Amusement Parks, Pools and Beaches, Tuesday (7) outlined that body's program to members of the New England Association of Amusement Parks and Beaches. He received pledges of support

from that organization and its individual members.

On Friday (10) Hamid said in Buffalo that the NAAPPB would seek sponsorship of a special bill covering its particular interest; forward to each member of the House Ways and Means Committee and the Senate Finance Committee, copies of the editorial appearing in The Billboard April 11, and file with the House Ways and Means Committee a letter of protest against the Mason Bill (HR 157) with a request that an association spokesman be heard at the meeting scheduled for Monday (20).

The Mason Bill is conceded an excellent chance for quick passage out of committee and favorable acceptance in the House and Senate (see story on page 1).

Max Cohen, general counsel of the American Carnivals' Association, who has worked closely with Hamid, said that he would continue to work in close conjunction with the park association. He also

said that he would welcome additional pledges of aid from the many non-member carnivals in the country, all of which stand to gain or lose in the current tax battle.

Phil Isser, president of the National Showmen's Association and head of the I. T. Shows, said that he was in full accord with the program and Hamid's urging that carnival operators get solidly behind the ACA.

A number of outdoor operators favor legislation similar to the Dingell Bill which called for the elimination of admission taxes on all charge of 60 cents or under. This, of course would mean complete exemption for most operators in the park and carnival fields.

The 60-cent limit, however, would not be a solution for the entire field, altho it is claimed that most of the nation's motion picture houses charge no more than this 85 per cent of their operating time.

## King-Cristiani Displays Strong Pulling Potential

Street Parade Continues to Draw; Balloon Ascension Delayed by Winds

By TOM PARKINSON

GRIFFIN, Ga., April 11.—The King Bros. & Cristiani Circus, resplendent with new paint, some new faces and several new twists, swung out on its new season at Macon winter quarters Saturday (4), whipped a rainy day in Thomaston Monday (6) and hopped to Griffin for Tuesday (7).

The show is strong on appearance, talent and advertising. Billing is heavy and supplemented by two heralding systems. Street parades turn out big crowds and clearly arouse interest. On the lot, show is framed tightly along traditional lines, with plenty of investment showing.

By the end of the third stand, the newly scheduled balloon ascension had not gone off, however, this had been anticipated in part, and it was expected that the revival would be in shape within a short time. At Macon Friday, a test ascension was made but the bag didn't go high enough to permit the parachute leap, and the balloonist rode it out. There was too much wind at Macon Saturday and at Griffin Tuesday, while rain killed the deal at Thomaston.

Plenty of Talent

In the performance, Co-Owner Lucio Cristiani and the Cristiani family are supported not only by a hefty assortment of working turns but also by a backlog of capable talent on the show but not currently scheduled to work. The abundance of performers was to be increased Thursday (9) when a Digger Pugh contingent of girls and an English clown would arrive from Britain. Altho 12 girls and three clowns were contracted, there had been a tangle, and by Tuesday it appeared that the circus would receive five girls and one clown, with the others probably going to Royal American Shows.

Co-Owner Floyd King has assembled a strong staff, with some changes since last year but with most of the regulars back on the job.

As general agent, King has the circus booked for auspices stands across Eastern United States and into Canada. Show crosses the border in less than two months and will spend several weeks in Canada. Apparently, the show will stay in the East until time for its regular fall invasion of Southern States. Policy calls for auspices whenever possible but independent booking when satisfactory sponsor is not available in desired towns. Phones, programs and UPCs are being used. The show, with a nut roughly equal to that of a 20-car outfit

of 1929, carries 51 pieces of rolling stock, plus house trailers and advance trucks. A second canvas spool truck now permits reeling of all major tops. One low-boy trailer moves the No. 1 bandwagon and cross cages. Show's de luxe office trailer continues, and all trucks are recent models decorated in King's traditional yellow with red and blue trim.

There is a new banner line for the 70 with three 30s for the Side Show. New menagerie top is the same size and it houses the 12 elephants, three rosin backs, two cage trucks and four cross cage wagons as well as one camel and lead stock selection. Parade and ring stock is in the backyard and another cage truck, for untamable lion, is in the Side Show. Menagerie cage animals list a hippo, polar bears, deer, tiger, two lions, hyenas, anteater; monks, monks and leopard.

Big Top, Seating

Big top, held over, is a 120 with one 45 and two 40's. The four 45-foot centers and all quarter poles are aluminum. Nine-high chairs, with space for two more rows in front, are used on front and back and fitted with aluminum and canvas trim. Gates also are aluminum. Blues are equipped with cleated ramps which make for easier patron access to high boards.

Cannon truck splits one end of blues. Bandstand, air calliope, and light switch equipment are canvas circled at the back door. Show uses three rings with wooden curbs, carpets and plenty of tanbark to complete the overall classy appearance of equipment and layout.

Show is getting \$1.08 plus tax for general admissions in Georgia. Kid ducats are 50 cents plus tax. Street march is basically the

(Continued on page 70)

## Cole Circus Sets 20 Acts For Chicago

CHICAGO, April 11 — Cole Bros. Circus has completed its program for the 17-day showing in the Chicago Stadium. It includes 20 acts in addition to the Cisco Kid and Pancho and a clown alley of some 20 performers. Show runs April 17 to May 3.

In addition to the Cole Liberty horses, ponies and the elephants, acts will include Craig's Chimps, Adrianna and Charly, Lalage, Otto Gretona family, George Keller's wild animals, Johnny Gibson's Aerial Ballet, and three perfect turns, Ateleks, Pape and Renee, and Phil and Bonta.

Allen and Company, and the Loof Rios will provide the aerial thrills. Flying acts will include the Romas, Lavals and the Siegrists. Grover O'Day, Lew Christy and Wimpy will have comedy bike acts.

Preston Lambert will handle the mike chores with Izzy Cervone leading the band. Leo Hamilton will again be equestrian director.

## Latham, Md., Track Opens Season May 1

LANHAM, Md., April 11.—West Lanham Speedway will open its '53 season May 1, with its initial program of stock car races under the NASCAR banner, Edward L. Mahoney, owner, announced. Rufus Keel, operating for Sport Service, will again handle the concessions and Spencer A. Stine the billposting.

## Admission Tax Bill Backers Optimistic

Continued from page 1

comments from various persons in the amusement industry expressing concern lest chances of repealing the Federal Admissions Tax would be destroyed if the "piece-meal" bill were passed exempting movie theaters. Committee spokesmen pointed out that this does not constitute an expression of opposition specifically to the Mason Bill and they say that so far not a single person has asked to be heard at the hearing specifically against the Mason Bill. On the other hand, movie theater interests are planning to send a small but powerful delegation of spokesmen, whose testimony according to plans disclosed this week by Metro-Goldwyn-Mayer, will be bulwarked by a screening of a special film in the committee room, graphically portraying why the Mason Bill should be enacted (see separate story). Presentation of charts and slides is not uncommon at committee hearings, but rarely has "Exhibit A" been submitted to Congressional committees in the form of a film dramatization.

Congressman Mason in a statement to the committee at the hearing is expected to reiterate an assertion he made this week that "the present tax is unfair in that it penalizes a legitimate industry which in recent times has been struggling to keep its head above the water of financial solvency. Congress should recognize

the trouble the film exhibitors find themselves in and help them regain their once profitable place in the American economy by repealing the admissions tax." Mason said that he assumed that "legitimate show houses will ask the same relief." He indicated that he would not be surprised if similar relief would be asked by theaters staging plays, musicals, operas, ballets and symphonies. Mason asserted that the movie industry "should pay an income tax like any other business," but he added that "no industry should be assessed a heavy tax when it is operating in the red." Mason has estimated that exempting movie theaters from the Federal Admissions Tax would cost the treasury from \$150,000,000 to \$200,000,000 a year.

There is a chance that the movie theaters might still find themselves behind the tax eight ball even if Congress grants them relief. It is known that several States are ready to move into this field as a new source of revenue if the federal government withdraws. Other States where admissions taxes are already being imposed, might be likely to hike theirs. Furthermore, the federal government and the States are expected to work out a formula before many months ending some of the tax duplications and dividing responsibility between the two subdivisions for collection of several of the amusement excises, including theater admissions.

## 175 OPERATORS ATTEND NEW ENGLAND CONFAB

Prexy John Dineen, Hampton Beach, N. H., Re-Elected: Forum Highlights Meeting

By FRANK LUPPINO JR.

BOSTON, April 11.—Some 175 park operators, personnel, and representatives of amusement interests gathered here Tuesday (7) for the 27th annual convention of the New England Association of Amusement Parks and Beaches.

Registration began on the mezzanine of the Parker House at 10 a.m. A general program and discussion followed the noon luncheon in the hotel's Hawthorne Room. Many State and city dignitaries were on hand.

President John Dineen, who was re-elected, addressed the luncheon group and introduced Charles

Gibbons, speaker of the Massachusetts House of Representatives, who welcomed the group and spoke of their strong contribution toward juvenile delinquency elimination.

Col. John O'Brien, representing the governor, also welcomed the group and extended best wishes of the State head. Mayor John B. Hynes spoke of the progress the city was making to place it in a position to attract conventions and other groups whose members would visit amusement facilities. He spoke of plans to provide the city with a new municipal auditorium.

Frank Kelly, of Boston's Park

Commission, also greeted the group and was followed by George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches. Hamid briefly spoke on the work being done by NAAPPB in combating the 20 per cent excise nuisance tax and asked members to be alert to make their wishes known to their Washington representatives. He said that he would get into the matter at greater length later in the program and paved the way for NAAPPB Executive Secretary Paul H. Huedepohl, who spoke of the some 40 bills in Washington which would al-

(Continued on page 63)

### 8 SIDES

## Evans' Band Sets Decca Record Date

NEW YORK, April 11.—Merle Evans, now in his 35th year as musical director of the Ringling Bros. and Barnum & Bailey Circus Band, will cut eight phonograph record sides with the band at the Decca Records studios here next week. The organization previously recorded for Capitol.

Band personnel at the recording date will be the same as currently playing the Big One's show at Madison Square Garden and will include, besides Evans: Cornets, Frank Spring, Otis Jones, Bob Warren, Orlando Di Fabio, Joe Browning, Raymond Escoria and Joe Thorne; flute and piccolo, Max Ring; clarinets, Everett Gavin, Howard Johnson, Paul Turner, Bob Hanson, George Vetter, Paul Schaffer, Don Baker, Charles Kardson and Ocie Hunt; horns, Frank Simminer and Emil Stango; baritones, John Horak and Dave Simon; trombones, Henry Kulik, Ray Cassell, Lew Bader and Andy Grainger; basses, Bill Pryun, Hal Woods and Harvey Phillips; drummers, Ray Floyd and Bill Browning Jr., and organ, Clarence Woods.

## Hold Last Rites For Don McLaughlin In Monmouth, Ill.

MONMOUTH, Ill., April 11.—Funeral services were held here Wednesday (8) for Don McLaughlin, veteran circus executive. He died Friday (3) on the lot of Hagen Bros. Circus in Waco, Tex.

McLaughlin was with the advance of the Kelly-Miller Circus for many years and for the past two seasons had served as secretary with Cole & Walters' Circus. McLaughlin and his brother, Dick, recently joined the Hagen show with their penguin exhibit.

In addition to his brother he leaves his parents, Tom and Elizabeth McLaughlin. Floral pieces were received from Kelly-Miller, Cole & Walters, Hagen Bros., Diano Bros., Wallace & Clark, and Capell Bros. circuses.

## Paragould, Ark., Track

PARAGOULD, Ark., April 11.—The Paragould Stock Car Racing Association plans to open a new stock car racetrack here May 12, according to Doyle Yopp of the organization. Construction work on the oval, which is two miles east of the city, is already under way, he said.

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# Cole Cincy Shrine Date Looms a Click

CINCINNATI, April 11.—Syrian Temple Shrine Circus, offering a new attraction this year in Cole Bros.' Circus at the Cincinnati Garden, a new location, got its six-day engagement off to a good start Monday (6), the matinee drawing 7,000 persons and the night performance pulling 9,500 people. Altho official figures for the week were not available as of Saturday morning, business thru Friday night was believed to have approximated or bettered that of opening day. This estimate is based on reports of generally good attendance at night shows during the week and a 12,900 Friday night sell-out at which many people were turned away.

Another sell-out house was definite for tonight, with today's matinee also a capacity. Tickets were priced at \$2.50 for reserves and \$1.25 for general admission. Official figures will appear in next week's issue.

The Shriners cut a substantial number of performances off this year's engagement because of the 11,000 seating capacity of the Garden. The arena proved to be an ideal setting for the Cole show, which used three rings in presenting portions of the performance. For many years in the past the Shrine had contracted Polack Bros.' Western Circus for appearances in Taft Auditorium, which seats 2,500. This year the Shrine bought the Cole show outright.

The Shrine worked on its own this year in hustling a 186-page advertising program, and also did a capable job of ticket selling. Officials said that program advertising revenue was more than three times that of '52. All soliciting was done by Shriners. Proceeds of the show will go into a fund for the Shrine Crippled Children's Hospital at Lexington, Ky. Construction work on the \$1,300,000 facility gets under way there soon.

In addition to Monday and Saturday matinees, Tuesday and Thursday morning shows were presented before some 20,000 orphans and handicapped children who were taken to the Garden via chartered buses. While many of the kids came as guests of the Shriners, the total turnout, nevertheless, helped to swell over-all gross, inasmuch as many local charitable organizations picked up the ticket tab for the tykes.

Altho the opening matinee started late, Bill Horstman, chief of the Cole operation, gave patrons an excellent show that was beautifully costumed, and Leo Hamilton, equestrian director, had it running in good time. Jack Cervone directed a first-class band, while Jimmie Lee served as announcer, Orville Wilber superintendent of props and Floree Galt handled publicity. Fred B. DeBra is temple

potentate and George H. Larkin was general chairman of the Shrine committee.

**Program:**

1. Overture, presented by the Shrine band under the direction of Cervone.
2. Grand entry.
3. Lew Christie and Grover O'Day, cycling, and Nitos Troupe, acro.
4. Gladys Fox, seven ponies.
5. Renee, four dogs.
6. Launer Twins, the Arnolds, and Nita and Peppi, acro.
7. Tornia and Eric, perch-trapeze.
8. Ardiana and Charley, the Valentines, and Don and DeLores, trampoline.
9. Clowns.
10. Henry Arnold, Liberty horses.
11. Elly Ardely, balancing and head stand on swinging traps.
12. Lopez Trio, casting.
13. Gretonas, high wire.
14. Terrell Jacobs, lions and tigers, who was presented with a jeweled fez by Harry Geisel, of Murat Shrine Temple, Indianapolis, before his performance.
15. Great Beckett, looping the loop while balancing on a Ferris Wheel-type device.
16. Kurt Trio, Risiko and Nina, and Ricci and Shirley, balancing.
17. Capt. Paul Jones, five elephants.
18. Flying LaVals and Flying Siegrists.
19. Clowns.
20. Orantos, the Anteleks, and Pape and Renee, perch.
21. John A. Gibson's Hollywood Sky Ballet, billed as the "Stratosphere Symphony."

Interspersed thruout the program were clown numbers presented by A. Augusted, Happy Kelles, Grover O'Day, Percy Rademaker, Lew Christie, Roy and Jack Landrus and Lew Kish.

Visitors taking in the show included Gene Haerlin, Dayton (O) Shrine; William T. Nesbitt, Cincinnati, who formerly specialized in circus parades and small shows; Lew I. Petzold, Evansville (Ind.) Shrine Circus; Vernon L. McReavy, circus promoter; E. Walter Evans, president of The Billboard, and Charles Wirth, of The Billboard's Cincinnati editorial staff. Next date for the Cole show is Chicago, April 17-May 3.

## Hamid-Morton Up at Buffalo

BUFFALO, April 11.—Hamid-Morton Circus, thru Thursday (9), its fourth day here in Memorial Auditorium, was running approximately 14 per cent ahead of a year ago, Col. Bob Morton, owner-manager, announced. Promotion here was handled by Shrine officials for the first time, and ends today.

Afternoon performances were nearly all capacity. Monday and Tuesday evening shows drew an estimated 8,000 each with the following two nights 7,000 each.

## Talent Topics

LeBrac and Bernice, unicycle duo, were in Chicago last week prior to joining the Roy Rogers show for a four-week stint. Los Aeros, high pole, are still taking it easy in Port Richey, Fla., but will open May 10 in Clarksville, Tenn. followed by another celebration in Dayton, O.

St. Leon-Marcus Troupe are back in action in California following their winter circus tour in Mexico. Malikova, high wire; Eddie Reuton's dogs and Kenneth Waite's clown turn, are playing Shrine circuses on the West Coast. Trio recently closed a Portland, Ore., date but will play Tacoma and Nanimo, B. C., booking handled thru the Boyle Woolfolk Agency, Chicago.

Eric Erickson, high pole, has been signed as the free attraction on Bill Gullette's Imperial Shows. Erickson will join the carnival June 11 in Beardstown, Ill. Margo Sisters, unicycle duo, have signed to play fairs for Tommy Sacco, Chicago agent.

Hub Hubbell, of the Shooting Hubbells, pistol and rifle marksmanship, infos they are keeping busy with indoor celebrations in New England. Act worked four shows recently for the Diamond B. Rodeo and report that attendance was good at all performances.

Bud Carlell and Rose, whips and ropes, were recent Chicago visitors, stopping off between sports show dates in Michigan and several more of the same in Wisconsin. Larry Ruhl is busy readying his high act routine at his Muskegon, Mich., home. Ruhl will do a single ladder sway pole this season.

Daphne Walker, one of the featured skaters in the Voorhees-Fleekles fair ice show of a couple of years ago, is currently heading up an icer in South Africa. Larry Gagnon, comedy rodeo act, is moving east for outdoor dates. Sky Kings, high act, closed with Gem City Shows at Attalia, Ala., last week.

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CARROLL, SCHULER, BUTLER AGREE

Ringling Bros. Radio-TV Promotion Department Is Intricate Operation

NEW YORK, April 11. — The operation of the radio-television promotion department of the Ringling Bros. and Barnum & Bailey Circus is an intricate affair.

On March 1, Norman Carroll, newly appointed radio and television director, arrived in New York to begin his chores. Until the show's opening on April 1, Carroll, who operates his department in co-ordination with Roland Butler, chief tub-thumper for the circus, worked alone. On that date, Charlie Schuler came in from winter quarters to assist Carroll.

To this department falls the job of obtaining radio and television stunts, tie-ins, appearances of circus personalities on programs and the job of getting circus personnel, costumes and equipment to and from radio and television studios without any interruptions of the Big One's twice-a-day performances.

Allen's Role Carroll relies heavily on R. H. Allen to get personnel to and from their appearances on shows, especially at night when Carroll takes over the chore of announcing the show at the Garden.

Constant Selling The unloading of the circus garnered heavy television coverage this year, and co-operation during the early stages of the Garden run is not overly difficult, according to Carroll. However, after the first few days of the show, Carroll and his right-hand man, Charlie Schuler, have to continue a strong selling job, via phone and in person, to keep the barrage of television and radio plugs continuing.

Carroll and Schuler, in addition to their usual chores of getting programs set with radio and television executives, also have the problem of Annie Oakley requests. Most of the requests come from people who are allied with radio and television and the chore is complicated by requests ranging from the ridiculous to the

sublime. A great percentage of requests were for duets during Easter week, a time when the Big One was completely sold out. But the problem seems to be handled with diplomacy and deserving requests are efficiently handled.

Kate Smith's television show was the first of the majors to do a full half-hour of circus, with Felix Adler, Charlie Bell and Harold Smith on the bill and with Carroll also in the act as ringmaster. This show scored strong plugs as Kate Smith urged country-wide viewers to be sure to catch the Big One when it played their home town.

Sullivan Uses Clowns Ed Sullivan's "Toast of the Town" television show used circus clowns on its Sunday (5) show. "Show of Shows," with Sid Caesar and Imogene Coca, recently did a 20-minute satire on the Greatest Show on Earth.

Network coverage has been emphasized this year by Carroll and Schuler because New York is the focal originating point for many top radio and television shows, and these shows reach into areas that will see the R-B show during the season.

Wednesday (22) will see Arthur Godfrey devoting his entire show to the circus, and several circus acts plus some parade equipment will be used. Timing of the acts is almost done with a fine tooth comb, as only a matter of minutes is available between the times the acts have to be at the Garden and at the Godfrey show. Taxicabs are employed to transport most personnel to and from the Garden, and Allen keeps them lined up at near-by curbs awaiting the dash to and from shows.

Poster System The problem of who goes on what show and when is simplified by a poster system utilized by Carroll and Schuler. The current week is ruled off on a large sheet on the wall of their hotel offices. Every time an act or individual is scheduled for a show, a card goes up on the poster with a thumb tack under the appropriate date and in time-of-day sequence. The duplicate card is given to Allen, who works with the circus personnel involved, to see that they are informed, and that transportation is supplied. The chore is complicated further because not all individuals desired to appear on a show can be available at the time requested, because of the Big One's running schedule, so Carroll and Schuler have to know who is available and at what time of day or night.

Radio Important Another plum that may be picked for circus promotion is a half-hour, and possibly an hour, radio show. The format was created by Carroll and will feature past and present story lines based on colorful personalities and happenings on the Big One. Talks are scheduled this week between John Ringling North, Arthur Concello and Carroll, prior to a discussion with Cecil B. DeMille regarding the possibility of airing the show.

Because of contractual agreements as a result of DeMille's production of "The Greatest Show on Earth" flicker, the radio-television section of the circus' promotion department has been

unable to use film clips of the circus on television shows. By necessity, still shots had to be employed on all TV shows, and close co-operation between Butler and Carroll has enabled this department to get Butler-okayed still shots to television stations with no difficulty.

While Carroll and Schuler continue to line up shows thru the end of the Garden run, their chore does not end with the show's departure from New York. Before it opens in Boston, following the Garden closing performance on May 10, a completely new razzle-dazzle has to be started in the Bay State city so that it becomes circus conscious.

Carroll will probably leave New York for Boston prior to the show's closing in New York. His show-announcing chores will be taken over by Side Show Manager Dick Slayton, who has announced afternoon performances for the Big One.

Mills Readies Festive Bow

GREENVILLE, O., April 11.—Rep. William M. McCulloch will be toastmaster at Mills Bros.' traditional opening day banquet here Saturday (18). He heads a list of local, State and national figures, plus Ohio CFA members who will hold a State convention in conjunction with show's launching.

Lt. Gov. John Brown of Ohio; William Saxbe, Speaker of the House, and other Buckeye officials have signified they will attend. Rev. C. C. Wessel, of St. Paul Lutheran Church, will give the invocation and, preserving tradition established by late Re. Doc Waddell, also offer prayers in the big top before both opening-day shows.

Cookhouse tent already is up and a new big top, picked up Thursday (9) at Chicago, goes up Monday for rehearsals. The Juggling Bakers, Droguettes, Ferreyra Trio, Hard Times Leonard, Margie Butcher, Frenchy Le Beouf were among latest arrivals at headquarters. George Churchill and Bill Lee completed lettering last of the fleet, including elaborate scroll work on a new Fruehauf concession semi. New bull semi, being constructed by Trailmobile, will be delivered early next week. Jack Mills paid quarters a flying visit Tuesday and Wednesday (7 and 8). Jake and Harry Mills already have established residence here. English clowns Coco Jr., and Sasha spoke before the local Rotarians, and Jack LaPearl addressed Lions Club members at near-by Camden. English comics also participated in a special zoo campaign kickoff parade at Columbus.

Talent playing the recent Arapahoe Exposition, Englewood, Colo., included Shephard Bros., Swiss bell ringers; Daisy and her Pups, from the Blondie movies, and Buck Bradley and Susie, acrobatic-roppers.

Lakewood to Open Season With Lockheed Promotion

ATLANTA, April 11. — Lakewood Park opens its season April 25 with a promotion that is expected to bring an estimated 30,000 Lockheed Aircraft employees and their families to the spot. Mike Benton, president of the park and of Southeastern Fair Association, said that the company will take over the entire park for the outing.

The following day, Sunday (26), the park officially opens to the public with the entire midway of 30 rides and attractions in operation.

The park was improved to the tune of \$20,000 last year, and this year a like sum is being spent for additional street lighting and more rest room facilities.

With the Lockheed outing teeing off the season, Benton foresees a record-breaking year as a follow-up to last year's highly successful operation at the park.

The park has set NASCAR-sanctioned auto races for April 12, June 7 and August 30. In addition, school outing will be held May 1 at the funspot and again on May 5. May 7-10 will find the Col. L. H. Crum Wild West Rodeo playing the park, and the annual queen contest will be held June 24. A fireworks display has been arranged for July 4, and on July 22 the Miss Atlanta Jr. contest will be held.

Arrangements are being made for presentation of a heavy lineup of name talent for the summer season.

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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 Replacement Numbers Balls, ea. .30 3,000 Jack Pot Slips (strips of 7 numbers), Per 100 1.25 Middleweight Cards, 5 1/2 x 7 1/4: White, Green, Red, Salmon, Yellow. Per 100 2.00 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M. 1.50 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. 1.50 Adv. Display Posters, size 24x36. Ea. Cardboard Strip Markers, 10 M for Rubber Covers, Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00 Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M. 1.00 Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed. M. 2.25 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 14¢. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

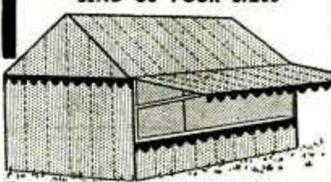
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# Coney Island Org Installs Silberman

Chamber Has Dinner-Dance at St. George; Operators, Concessionaires Hit Rezoning

By UNO  
NEW YORK, April 11.—The 13th annual dinner-dance and installation of officers for the ensuing year of the Coney Island Chamber of Commerce was held Thursday (9) in the grand ballroom of the Hotel St. George, Brooklyn. According to Connie J. Hilbert, chairman of the dinner committee, attendance was the largest in the history of the organization.

Following the dinner, toastmaster Kenneth Bourke, general manager of Feltman's Park, introduced the Hon. Roger Brock, who was to act as installation head. The new prexy, Moe S. Silberman, after being sworn in, told about the plans of the promotion committee before the board of directors, for the coming season. These included, he said, special outdoor shows over the Decoration Day, July 4 and Labor Day weeks; the new elaborate lighting for Surf Avenue, nightly parades, the return of a week-long Mardi Gras fete for the close of the season, a beauty contest as usual under auspices of The Brooklyn Daily Eagle, and a volunteer firemen's tournament.

He also extended thanks to the Schaefer Brewing Company for another year's sponsorship of the weekly fireworks exhibit. Charles Horowitz, deputy mayor of New York, was the principal speaker of the evening. He dwelt strongly on the good work Chamber officials were doing in making Coney a mecca for all amusement lovers and providing advantages for making the resort a great community center.

### Rezoning

Sounding out most of the larger of the ops and concessionaires as to their views in regards to the current, much-discussed, rezoning ideas of Park Commissioner Robert Moses before the City Planning Commission which would make Coney, specifically the Boardwalk, more of a residential area the concensus was an emphatic nay to the entire proposition, particularly from those with large real estate holdings. Some even hinted at an ulterior motive behind the plan.

According to License Commissioner Edward T. McCaffrey, one of the dais guests, Coney this season, and, for the first time in a long time, will not have a single girlie show. Last season he had issued licenses to as many as four. The ops, he contended, went out of bounds in show competition, with the result that they had to be closed before the end of the season. Other dais members comprised such celebs and biggies in and out of city administration as Michael O'Brien, Thomas M. O'Neill, Jr. John O'Mara Walter M. Jeffords Jr. the outgoing president; Magistrate John F. X. Masterson, Thomas G. Parisi, Frank J.

Pino, Edward Vogel, Thomas H. Tesauro, Frederick H. Zurmuhlen, Bernard J. Gilroy, Dr. Philip I. Nash, Miles P. McDonald, John J. Lynch, George P. Monaghan, I. H. Klein, Andrew J. Mulrain, Brooklyn Postmaster Edward Quigley, George F. Kister, Phillip J. Cruise, Louis L. Friedman, Magistrate Charles E. Ramsgate, George C. McCullough, Jerome Trierter, William Jerome Daly, Frank D. Schroth Jr. and Edward Zeltner.

### History

The first venture in the amusement game for the new prexy, who now operates Moe's 5-Star Final ball-rolling game on the Boardwalk, was in the Henderson Theater Building. A pioneer of Coney, he settled at the resort in 1899 when his dad, the late Bernard Silberman, opened a hotel on West Fifth Street and Neptune Avenue. He is a member of the Coney Island Hebrew Association, National Showmen's Association, Boys' Town, Police Athletic League, Kismet Temple Shrine, Ancient Accepted Scottish Rites of Free Masonry, Fortitude Lodge No. 18, F. & A. M.; Fellowcraft Club of the same lodge and the Long Island Grotto.

Charles Turecamo and his ork served excellent music for the dances and for the entertainment in between. Talent included Lou Nelson, emcee and comic, and Mary Martin, who doubled first as a vocalist and then as partner of the ballroom dancing team of Martin and Martinez. A feature of the evening was the distribution of reprints of The Billboard's story in last week's Spring Special, "Coney Island—Then and Now," a copy of which was laid on each chair and later picked up by the guests read, and tucked away in pockets as souvenirs.

## R-B Movie May Set New Gross Mark

HOLLYWOOD, April 11.—"The Greatest Show on Earth" might well be the highest grossing movie of all time. Released early last year, the film has earned to date more than \$18,000,000.

Since its release, the Cecil B. De Mille production has played 8,500 theaters in the United States alone. It is currently being shown at from 250 to 400 theaters a week. With many theaters in other parts of the world yet to play the film and a number of return engagements in store, the film is expected to set a new record.

Winning an Academy Award, Paramount Studio's advertising department released special material pointing up the honor.

## Out in the Open

Frank R. Conklin, after a several-day stay in New York, sailed Wednesday (8) on the Queen Elizabeth for England where he will remain for four or five weeks acquiring thoroughbred British breeding stock for his Midway Farms stables. He reports his brother, **Patty**, is busy with supervision of construction on the new Roller Coaster being built at Canadian National Exposition grounds, Toronto.

**Fred La Fontaine**, pony ride concessionaire at Edgewater Park, Detroit, for several years, is planning to move to Florida and buy a motel.

**J. R. Singhiser**, owner-manager of Fontaine Ferry Park, Louisville, and **Mrs. Singhiser** spent Easter week-end in New Orleans, visiting **Mr. and Mrs. Harry Bait** at Ponchartraine Beach. For the Singhisers, the trip was an observance of their fifth wedding anniversary, a return to the city where they had honeymooned. **Bill De l'horbe**, of National Amusement Device Company, Dayton, was a Chicago visitor last week. **Vernon McReavy**

returned to the Windy City last week after handling promotion details on the Cole Bros.' Circus date in Cincinnati. . . . **Frank Winkley**, auto race promoter, also v as a Chicago visitor, in to arrange for his billposting paper and other advertising material for the coming season. . . . **Bligh Dodds**, chairman of the government relations committee of the International Association of Fairs and Expositions, was scheduled to return Wednesday (17) to his Gouverneur, N. Y., home from a vacation at Lakewood, Fla.

**Eddie Carroll**, Riverside Park, Agawam, Mass., made his TV debut on **Jerry Healy's** sports show over WWLP-TV, Thursday (2). Carroll, who highlighted the sports features lined up for the 1953 season at his park, also shared the program with **Harvey Tattersall Jr.**, his director of racing at the funspot, and **Jocco Maggiacomo**, last year's stock car champ. Healy is scheduling more special sports programs featuring racing at Riverside Park. **Harry Storin**, p.a. for the park, set up the appearances.

## New Features For Hershey; May 3 Debut

HERSHEY, Pa., April 11.—Several new features, including a golf driving range, are being readied for the May 3 opening of Hershey Park. In addition to the new attractions, considerable painting and redecorating has been done, plus installation of directional signs thruout the park.

Many free entertainment features are planned in connection with the 50th anniversary celebration of the town of Hershey, according to George W. Bartels, manager, who revealed that the first of these programs will be an appearance by the United States Navy Band in the park bandshell on Sunday, May 10.

Free concerts by the area's leading bands and orchestras are offered every Sunday and on holidays in the bandshell. In addition, there will be free aerial acts during June, July and August. Hershey Park Ballroom will reopen Saturday (2) with **Tex Beneke** and his orchestra providing music. Visitors will also have the opportunity of inspecting the free Hershey Park Zoo, open daily, except Mondays, from 10 a.m. to 4.45 p.m.

There are 11 major riding devices, 7 Kiddie Rides, 2 Funhouses and a Penny Arcade. Regular rides include twin Ferris Wheels, Cuddle-Up, Pretzel, Old Mill, Roller Coaster, Bug, Skooters, Whip and Aerial Joy Ride. Kiddie units are a motorboat, Ferris Wheel, train, horse-and-buggy, speed boat, airplane and automobile.

The park's swimming pool, which embraces three units, opens May 23.

## Tampa Spot Sells Gas, Food, Rides

TAMPA, April 11.—Super-Test Amusement Park, owned and operated by Stanley Hughey and his son Mike, opened here Friday (3) at Dale Mabry Highway and Columbus Drive. Several rides, including a Merry-Go-Round, Caterpillar and a Whip are being operated in addition to a service station and a diner.

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WITH SOFT ICE CREAM

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TABLES & STEEL OR WOOD  
**CHAIRS**

Folding or Non-Folding  
Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed.  
**ADIRONDACK CHAIR CO.**  
1140 B'way, N. Y. (27 St.), Dept. Y-38, MU 3-1308

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SPOTLIGHT YOUR CONCESSION!

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**4 for \$5.00**  
**1 for \$1.75**

Sorry, no C.O.D.'s.  
Add 20¢ postage for each balloon.  
Special Quantity Prices on Request.

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PACK OF 79 EGYPTIAN F. T. CARDS.  
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Shipments Made to Your Customers Under  
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HELP WANTED  
WOOD CARVERS, ALSO

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Manufacturers of all types of Show and Concession Tops, Hoods, Ballys, Flies, Side-  
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(I will be glad to furnish the names  
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**SLAYTON SAYS:**  
**R-B Kid Show Misses  
Novel 14th Act by Hair**

NEW YORK, April 11.—Dick Slayton, Side Show manager of the Big One, admits to having a bit of difficulty in signing a 14th act for the show. He is seeking an attraction around which to build a strong bally for the road tour. However, the Turkish Army has dealt him a set-back in his latest attempt to get an additional act.

Dick, who sold tickets for two years before becoming assistant Side Show manager last year recently learned of a Turkish lad who had been born with a 12-inch tail. Efforts to contact the lad brought forth information that he was being inducted into the Turkish Army. Direct contact with the Turkish Army produced no tangible results as it was not willing to release the lad for an American circus tour.

Then, thru the U. S. State Department, Slayton learned that the Turkish Army had decided it wanted no inductee who sported a tail. The army resorted to surgery, removed the lad's tail, and got a first-class inductee. Slayton is still looking for an attraction that will stand a strong bally.

**Carnival Routes**  
Send to  
2160 Patterson St.  
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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alamo Expo: San Antonio, Tex., 19-25.  
American Beauty: St. Genevieve, Mo.  
American Eagle: Fulton, Miss.  
American Midway: Cleburne, Tex.; Irving 20-25.  
A.M.P.: Augusta, Ga.  
Badger State: Milwaukee, Wis., 19-25.  
Baker United: Terre Haute, Ind., 13-17; Franklin 23-25.  
Beam's Attrs.: Windber, Pa., 18-25.  
Becht, Lee: (Dooley By-Pass) Cincinnati, O., 13-19; (Liberty & John Sts.) Cincinnati 21-25.  
B & H.: Winooski, Vt., 19-25.  
Big State: Rosenberg, Tex., 13-16; San Antonio 18-25.  
Blue Grass: Owensboro, Ky., 16-25.  
Bogle, F. C.: Pittsburg, Kan.  
Bohn & Sons United: Schulenburg, Tex.  
Breeze, Nelson: Rides: (Cincinnati Garden) Cincinnati, O., 18-26.  
Brewer's United: Humble, Tex., 20-25.  
Brown & Wallace: Oak Ridge, Tenn.; Knoxville 20-25.  
Burke, Harry: Baton Rouge, La.  
Burdick's Greater: Goldthwaite, Tex., 17-25; Gatesville 27-May 2.  
Burkhart: Piedmont, Mo.  
Buck, O. C.-Model: Alexandria, Va., 16-25.  
Capital City: Warner Robins, Ga.  
Cavalcade of Amusements: Montgomery, Ala.; Bessemer 20-25.  
Cavalcade of West: Medford, Ore., Portland 21-26.  
Central American: Emporia, Kan., 18-25.  
Central States: Great Bend, Kan., 20-25.  
Coleman Bros.: Middletown, Conn. (Continued on page 71)

**Personnel**  
Slayton's strong line-up of Side Show attractions include: Princess and Willie Kaiama, Hawaiian Revue, with Madeline Long, Pegge Kendall, Karen King and Betty Burghardt. Music is provided by the Princess, Willie and Al Burghardt. Other personnel includes: Charles Barent, Seal, the Seal Boy; Fred L. Harris, magician and Punch and Judy; Josephine Rosale, Senorita Carmen and her Snakes; Ted Evans, English giant; Mossa Kutty, fire-eater; Fred Bancroft, knife act, featuring the wheel of death; Betty Bancroft, sword and swallowing; Percille Bejano, monkey girl; Emmitt Bejano, alligator skinned boy; Harold Smith, musical glasses; Freda Pushnik, armless and legless, and Francis Keating and Charles Christian, lecturers. Keating and Christian will handle ducat sales on the road.

Slayton is loud in his praise of the banner line that will be used this year. Bill Ballantine, author of recent circus articles in True magazine and in the current issue of Esquire, designed the show front and uniforms. The front,

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Beatty, Clyde: Anaheim, Calif., 14;  
Escobido 15; San Diego 16-19.  
Blue Banner: Carlsbad, N. M., 14; Roswell 15; Clovis 16; Albuquerque 17-18; El Paso, Tex., 20; Tucson, Ariz., 22; Phoenix 23-24.  
Capell Bros.: Fairfield, Tex., 16; Willis Point 17.  
Cole Bros.: (Stadium) Chicago, Ill., 17-May 3.  
Circus Enterprises: Union Springs, Ala., 14; Alexander City 15; Columbus, Ga., 16; LaGrange 17; Carrollton 18; Cedar-town 20.  
Cole & Walters: Pawnee, Okla., 16.  
Davenport, Orrin: Hibbing, Minn., 13-18; Duluth 20-25.  
Diano Bros.: Jacksonville, Tex., 14; Henderson 15; Tyler 17; Lufkin 18; Carthage 20; Shreveport, La., 21; Minden 22; Hope, Ark., 23; Camden 24.  
Gainesville Circus: Gainesville, Tex., 15-17; San Antonio 24-25.  
Gran Circo Americano: San Juan, P. R., 20; Vega Baja 21-23; Arecibo 24-30.  
Hagen Bros.: Shawnee, Okla., 14; Wewoka 15; Seminole 16; Norman 17; Oklahoma City 18-19; Stillwater 20; Ponca City 21; Nowata 22; Bartlesville 23; Muskogee 24; Miami 25.  
Hagan-Wallace: N. Wilkesboro, N. C., 14; Lenoir 15; Boone 16; Elizabethton, Tenn., 17; Bristol, Va., 18; Harlan, Ky., 20; Hazard 21; Jenkins 22.  
Hamid-Morton: Harrisburg, Pa., 13-18; Washington, D. C., 20-26.  
Kelly-Morris: Hawkinsville, Ga., 14; Albany 15; Moultrie 16.  
King Bros. & Cristiani: Hickory, N. C., 14; High Point 15; Burlington 16; Danville, Va., 17; Martinsville 18; Lynchburg 20; Roanoke 21; Pulaski 22; Marlton 23; Kingsport, Tenn., 24; Johnson City 25.  
Mills Bros.: Greenville, O., 18; Dayton 20; Richmond, Ind., 21; Muncie 22; Huntington 23; Bluffton 24; Lima, O., 25.  
Polack Bros. (Eastern): (Auditorium) Canton, O., 16-18; (Armory) Akron 20-25.  
Polack Bros. (Western): (Auditorium) Oakland, Calif., 17-26.  
Ring Bros.: Calera, Ala., 13; Pell City 14; Ragland 15; Oxford 16; Jacksonville 17; Cedartown, Ga., 18; Somerville 20; Cannon 21.  
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 10.  
Wallace & Clark: Doniphan, Mo., 16.

**LIST HOUSE WAYS AND MEANS  
SENATE FINANCE MEMBERS**

NEW YORK, April 11.—This listing gives the members of the U. S. House Ways and Means Committee and the U. S. Senate Finance Committee, the two bodies in which all federal tax legislation must originate. This list is printed as a convenience for the amusement industry whose members may wish to contact their representatives to express personal thoughts on pending and possible future legislation.

House Ways and Means Committee: Daniel A. Reed (R., N. Y.), chairman; Thomas A. Jenkins (O.), Richard M. Simpson (Pa.), Robert W. Kean (N. J.), Carl T. Curtis (Neb.), Noah M. Mason (Ill.), Thomas E. Martin (Ia.), Hal Holmes (Wash.), John W. Brynes (Wis.), Angier L. Goodwin (Mass.), Antoni N. Sadlak (Conn.), Howard H. Baker (Tenn.), Thomas B. Curtis (Mo.), Victor A. Knox (Mich.), James B. Utt (Calif.), Jere Cooper (Tenn.), John D. Dingell (Mich.), Wilbur D. Mills (Ark.), Noble J. Gregory (Ky.), A. Sidney Camp (Ga.), Aime J. Forand (R. I.), H. P. Eberharter (Pa.), Cecil R. King (Calif.), Thomas J. O'Brien (Ill.) and Hale Boggs (La.).

Senate Finance Committee: Eugene D. Millikin (R. Colo.), chairman; Hugh Butler (Neb.), Edward Martin (Pa.), John J. Williams (Del.), Ralph E. Flanders (Vt.), George W. Malone (Nev.), Frank Carlson (Kan.), Wallace F. Bennett (Utah), Walter F. George (Ga.), Harry Flood Byrd (Va.), Edwin C. Johnson (Colo.), Clyde R. Hoey (N. C.), Robert S. Kerr (Okla.), J. Allen Frear Jr. (Del.) and Russell B. Long (La.).

**BOSTON NOTES**  
**Few Ride Builders  
Attend N. E. Meet**

By JIM McHUGH  
BOSTON, April 11.—There was a noticeable lack of strength on the part of ride manufacturers attending the annual meeting of the New England Association of Amusement Parks and Beaches at the Parker House here Tuesday (7). Bill de L'horbe represented the National Amusement Device Company, Charlie Phelps and Dick Addison were on hand to peddle their kiddie Fire Engines and intermediate Coasters, and Charles Hoffman, of the Clapper Company, Eastern sales group for the Miniature Train Company, represented that firm. Russ Jones, president of the American Recreational Equipment Association, and a member of the Berry Company, Boston supply house, got only a slim show of hands at the annual banquet.

**Father Sullivan Honored**  
Father Edward Sullivan, popular "circus priest," was awarded a life membership in the association at the annual banquet. Father Sullivan missed the Ringling opening for the first time in many years, and there is a possibility that he won't get to New York at all during the New York run since both his mother and sister are hospitalized.

**Hutch Keeps Order**  
Business meeting proceedings had to be interrupted to name Jesse M. Hutchinson, Riverside Park, Agawam, Mass., concessionaire, sergeant at arms. Jesse took up his night stick at once and proceeded to maintain order. Jesse has held the post for a number of years and the oversight might well have had serious consequences in that everyone would have been most unhappy functioning without the benefit of proper order.

**Without Mustard**  
The proceedings were interrupted a second time to play a recording especially dedicated to Wallace Jones, of the William Berry Company, Boston, entitled "Hot Dog Rag." The record, of course, pointed up Wallace's principal interest, that of supplying the amusement and restaurant fields with griddles and other food dispensing aid.

**Uzzell Still Ailing**  
Paul Huedeppoh, executive secretary of the National Association of Amusement Parks, Pools and Beaches, visited Glen Echo Park, Washington, en route here. He also stopped off in New York to visit R. S. Uzzell, who has been ailing for some time and who missed his first meeting in many years only a year or so ago.

**Bowen Holds Court**  
Henry Bowen, operator of Whalom Park, Fitchburg, Mass., again was the center of activity, both business and social. A host without peer, Henry's rooms after the banquet gave the appearance of a full-fledged business session with many association members present. Henry was in the best of spirits, but it's hard to guess why. He guessed wrong on Easter and decided to postpone the opening of his funspot when the skies loomed threatening in the morning. The weather cleared, the sun came out, and the reports from

the parks that did get open were glowing.

**Haney Gets Post**  
John J. Dineen, of Hampton Beach, N. H., continues a truly functioning president with more irons in the fire than a blacksmith. John was re-elected along with Larry Stone, Paragon Park, Nantasket Beach, Mass., first vice-president; Wallace St. C. Jones, treasurer, and Fred L. Markey, secretary. Paul Haney, of Rocky Point Park, Warwick, R. I., was named second vice-president, succeeding Howard Duffy, Old Orchard Beach, Me., who asked to be relieved on the advice of his doctor.

**Date Switch No Aid**  
The April meeting date, planned to attract a larger crowd than the usual March date, it being reasoned that more operators would then have returned from winter vacations, didn't prove out. Total attendance was 175 and the turnouts for lunch (Continued on page 71)

**Woodside Park  
Opens Season;  
New Rides Set**

PHILADELPHIA, April 11.—Woodside Park opens its season today. All of its facilities will be in operation on Friday evenings and Saturday and Sunday afternoons and evenings until May 9, when the park begins daily operations except on Mondays.

New features this year are a Horse and Buggy ride, a Baby Bug and a Junior Roller Coaster in Kid-tieland. Also new is a music and public-address system with outlets thruout the park.

Willow Grove Park, the city's other outdoor amusement center, starts week-end operations later in the month.

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## R. L. Thornton Elected Mayor Of Dallas

DALLAS, April 11.—R. L. Thornton Sr., president of the State Fair of Texas since 1945, was elected mayor of Dallas for a two-year term Thursday (9). Thornton led his ticket, which included eight city council candidates, winning by a two to one margin over his opponent. Thornton, who was drafted for the position by the Citizens' Charter Association, will take office May 1 but will retain the non-paying presidency of the fair. The entire Charter slate was elected. Thornton received a 12-to-1 majority in his own neighborhood. He agreed to make the race only at the insistence of the Dallas newspapers and officials of the Charter Association and after obtaining a legal ruling that he could continue as president of the fair. Thornton also is chairman of the board of the Mercantile National Bank, one of Texas' largest banks.

## Gresham, Ore., Spring Event Pulls Crowds

GRESHAM, Ore., April 11.—The spring edition of the Multnomah County Fair was launched this week to overflowing crowds at the fairgrounds here. Billed as the first annual Spring Flower Show, the event was instituted by the County Commission in line with its new policy of utilizing the fairgrounds property during the off-season. Manager Duane Hennessy explained that the flower show, like the fair in the fall, seeks to point up the importance to the community of the nursery industry, foremost enterprise in Multnomah County.

The four-day show opened Thursday night (9) with all commercial exhibit space sold out, taken chiefly by dealers in building materials, garden tools and furniture, greenhouses and floral shops. Space in the exhibit buildings was taken for displays by amateur and commercial growers. Admission is 50 cents. An estimated 4,000 persons attended a private showing staged Wednesday (8) for State, county and Portland city dignitaries and the press.

## Louisville Inks Racing Ostriches

LOUISVILLE, April 11.—Kentucky State Fair has booked Gene Holter's racing ostriches as an added grandstand attraction for all nine days of this year's fair. The birds were booked thru William Shilling, New York agency, and will be in addition to the revue to be produced by Barnes-Carruthers Theatrical Enterprises, Inc., Chicago. Grandstand is free.



KENNETH BLACKWELL recently assumed the post of manager of the Indiana State Fair, Indianapolis.

## Fair Dates

Copyright 1953 The Billboard Pub. Co. The following corrections and additions to the list of Fair Dates were received during the week ended April 10. The complete list of Fair Dates was published in the issue dated April 11. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- Alabama**  
Lexington—Lexington Community Fair. Oct. 1-3. Charles P. McMeans.
- Arkansas**  
Marvell—Phillips Co. Fair. Sept. 21-26. L. P. Anderson.
- Indiana**  
Roann—Roann Booster Club Fair. Sept. 23-26. Loren Tomlinson.
- Maryland**  
Bel Air—Harford Co. Fair Assn. Aug. 18-22. A. G. Ensor.
- Massachusetts**  
Middlefield—Highland Agri. Soc. Sept. 4-5. Willard A. Pease, Chester, Mass.  
Northampton—Three-County Fair. Sept. 6-12. John L. Banner.  
West Springfield—Eastern State Expo. Sept. 20-27. Jack Reynolds.
- Michigan**  
Centerville—St. Joseph Co. Fair. Sept. 20-27. Lester R. Schrader.  
Durand—Shiawassee Co. Fair. Aug. 10-15. Blair Woodman.  
Onekama—Manistee Co. Agri. Soc. Aug. 24-27. Jack Harvey, Manistee, Mich.
- Minnesota**  
Owatonna—Steele Co. Free Fair. Aug. 18-23. Stan Muckle.
- Nebraska**  
Omaha—Ak-Sar-Ben Livestock Show & Rodeo. Sept. 25-Oct. 4. J. J. Isaacson.
- New Jersey**  
Aurora—Gloucester Co. 4-H Fair. Aug. 13-14. John Glass, Woodbury, N. J.  
Branchville—Sussex Co. Farm & Horse Show. Aug. 4-8. John W. Rabb, Newton, N. J.  
Bridgeton—Cumberland Co. Co-op Fair Assn. Sept. 15-19. Dan Dandrea.  
Burlington—Burlington Co. Farm Fair. July 30-Aug. 1. D. L. Kensler, Mt. Holly, N. J.  
Dunhams Corner—Middlesex Co. Fair Assn. Aug. 19-22. Fred C. Heyl, New Brunswick, N. J.  
Far Hills—Somerset Co. 4-H Fair. Aug. 14-15. Stanley Voorhees, Somerville, N. J.  
Freehold—Monmouth Co. 4-H Fair. Aug. 17-18. Leonard B. Williams.  
Lakewood—Ocean Co. Fair. Aug. 5-6. Fred Scammell, Toms River, N. J.  
Ocean City—Cape May Co. 4-H Fair. July 29-31. Mrs. Harry Downes, Clermont, Cape May C. H.  
Pomona—Atlantic Co. 4-H Fair. Aug. 20-22. Doris Gustafson, Mays Landing, N. J.  
Preakness—Passaic Co. 4-H Fair Assn. Aug. 13-15. Mrs. Marie Morgan, Paterson.  
Uniontown—Warren Co. Farmers' Fair. Aug. 12-14. C. Fred Lorenzo, Belvidere, N. J.  
Washington Crossing State Park—Mercer Co. 4-H Fair. Aug. 14-15. Joseph B. Turpin, Trenton.
- New York**  
Avon—Genesee Valley Breeders Assn. Sept. 4-5. John Steele.  
Ballston Spa—Saratoga Co. Agri. Soc. Sept. 1-4. Wendell Townley.  
Batavia—Genesee Co. Agri. Soc. Aug. 25-29. Jay Keller, Bergen, N. Y.  
Brookfield—Brookfield-Madison Co. Agri. Soc. Aug. 26-29. Raymond P. Burdick.  
Canandaigua—Ontario Co. Agri. Soc. Aug. 4-8. Dr. L. C. Webster.  
Chatham—Columbia Co. Agri. Soc. Sept. 4-7. William A. Dardess.  
Greenwich—Washington Co. Fair. Aug. 17-22. Phil J. Houlton, Hoosick Falls, N. Y.  
Hamburg—Erie Co. Agri. Soc. Aug. 17-22. Frank A. Slade, Buffalo.  
Hemlock—Hemlock Lake Union Agri. Soc. Sept. 2-5. Ralph D. Barnard.  
Henrietta—Monroe Co. Fair. Aug. 18-22. Albert Lochner, North Greece, N. Y.  
Horseheads—Chemung Co. Agri. Assn. Aug. 16-22. Robert S. Turner.  
Kingston—Ulster Co. Agri. Soc. Aug. 19-20. Albert Kurdt.  
Middletown—Orange Co. Fair Assn. Aug. 10-16. Fred Germain.  
Morris—Otsego Co. Fair Assn. Sept. 1-5. Edward Tripp.  
Norwich—Chenango Co. Agri. Soc. Aug. 11-14. Percy Woodruff.  
Owego—Tioga Co. Fair. July 26-Aug. 1. Carl Saddleire.  
Peekskill (Indian Point Park)—Westchester Co. Fair. Sept. 6-12. E. D. Keimans.  
Pike—Wyoming Co. Fair Assn. Aug. 24-27. Henry M. Wagenblass, Warsaw, N. Y.  
Plattsburg—Clinton Co. Fair. Aug. 10-15. W. H. Day.  
Syracuse—New York State Fair. Sept. 5-12. Harold L. Creal, Solvay, N. Y.  
Trumansburg—Trumansburg Fair. Sept. 16-19. Verner L. Timerson.  
Walton—Delaware Valley Agri. Soc. Aug. 25-29. Paul G. Williams.  
Waterloo—Seneca Co. Agri. Soc. Aug. 11-15. Donald L. Huff.  
Watertown—Jefferson Co. Agri. Soc. Aug. 25-29. Charles Guzewich, Adams, N. Y.
- Oklahoma**  
Okmulgee—Okmulgee Co. Free Fair. Sept. 14-17. Mrs. W. L. Spears.
- Pennsylvania**  
Edinboro—Edinboro Community Fair. Sept. 10-12. J. C. Ondrey.  
Meyersdale—Somerset Co. Fair Assn. Aug. 3-8. H. A. Finegan.  
Nazareth—Nazareth Agri. Fair. Aug. 5-10. Joseph Sherman.  
North East—North East Community Fair. Sept. 16-19 (tentative). Mrs. Jean B. Sprague.  
Reading—Reading Fair. Sept. 13-20. Charles W. Swoyer.
- South Dakota**  
Cheyenne Agency—Cheyenne River Fair. Sept. 5-7. Frank Ducheneaux.
- Tennessee**  
Clarksville—Montgomery Co. Negro Fair. Aug. 20-22. Pope G. Garrett, Sr.  
Gallatin—Gallatin Colored Fair. Aug. 27-29. Edw. V. Anthony.
- Texas**  
Bellville—Austin Co. Fair Assn. Oct. 15-17. Anita Machemehl.  
Boerne—Kendall Co. Fair Assn. Aug. 28-30. A. McD. Gillett.  
Bowie—Montague Co. Fair Assn. Sept. 17-19. Mrs. Earl Sansom.  
Brenham—Washington Co. Fair. Oct. 1-3. W. C. Holle.  
Caldwell—Burlison Co. Fair Assn. Oct. 8-10. Kenneth B. Clark.
- Virginia**  
Weirwood—Weirwood Fair. Aug. 11-15. W. P. Jefferson, Cape Charles, Va.
- West Virginia**  
Dunbar—West Va. Agri. Assn. Sept. 5-13. Robert E. Flint, Charleston, W. Va.  
Sutton—Braxton Co. Fair Assn. Aug. 31-Sept. 5. Earle Morrison.

## Mich. Assn. Skeds School For May 15-16

HILLSDALE, Mich., April 11.—The Michigan Association of Fairs will hold its annual fair school May 15 and 16 in the Park Place Hotel, Traverse City, Harry B. Kelley, secretary-treasurer, announced. In recent years the short course on fair management has been held in Lansing. Three sessions are scheduled during the two days. The first will start at 2 p.m. on Friday (15), followed by dinner at 6:30 and an evening meeting at 7:30. On the second day a morning session from 9 to 12 will wind up the course. No formal addresses are on the program with most discussions of the informal round table type. The question box program, which has proved popular during the last couple of years, will again be used with H. D. Parish, president of the association, presiding.

## Spokane Assn. Names George Prez

SPOKANE, April 11.—Spokane Interstate Fair Association elected Henry George, Spokane electric contractor, president to succeed John T. Little. Arthur Mayer was re-elected first vice-president and Firth Chew, treasurer. Lionel Wolff, Spokane attorney, was named secretary, and Cliff Williams, of Dishman, head of the rodeo committee. Directors of the Washington State Fair Association are scheduled to meet in Spokane May 9 for a district confab being arranged by P. H. (Herb) Welch, manager of the local fair association.

## Regina, Sask., Uses New Aud

REGINA, Sask., April 11.—Exhibition Auditorium, built at a cost of better than \$500,000 and opened in March, 1952, was used for livestock sales for the first time during the recent winter fair. Last year's winter fair was canceled because of a hoof and mouth disease outbreak at the time of the building's opening. The structure has space for nearly 500 head of livestock, and a dormitory that can accommodate many stock handlers. General comment among livestock men was that the structure was the finest of its kind in Canada.

## Twister Damages Lincoln, Ill., Plant

LINCOLN, Ill., April 11.—The Logan County Fair was damaged Thursday (9) when the fairgrounds were struck by a tornado. The twister ripped out a concrete wall of an exhibit building. No one was reported injured.

- Crockett—Houston Co. Fair. Oct. 6-10. H. Ed Munden.
- Edna—Jackson Co. Fair. Oct. 1-3. Claudius Branch.
- Giddings—Lee Co. Fair Assn. Oct. 8-10. Monroe Hannes.
- Harlingen—Valley Mid-Winter Fair. Nov. 22-29. Ed Slaughter.
- Levelland—Hockley Co. Fair Assn. Sept. 17-19. Pat J. Ryan.
- Liberty—Trinity Valley Expo. Oct. 14-17. Paul Crutchfield.
- Livingston—Polk Co. Fair. Oct. 1-3. J. M. Mathis.
- Longview—Greeg Co. Fair. Sept. 28-Oct. 3. Bill Beasley.
- Mesquite—Dallas Co. Fair. Sept. 15-19. Earl C. Cogburn.
- Navasota—Grimes Co. Fair. Oct. 22-24. M. S. Croft.
- Paris—Red River Valley Expo. Oct. 12-17. J. W. McCoy.
- Rosenberg—Fort Bend Co. Fair. Sept. 30-Oct. 3. J. W. Oberhoff.
- Texarkana—Four States Fair. Sept. 11-19. L. E. Gilliland.
- Tulia—Swisher Co. Fair. Sept. 17-19. Jack Schwartz.

## Des Moines Gets Okay To Keep 700G Surplus

DES MOINES, April 11.—The Iowa State Fair will have the full use of its \$700,000 surplus as a result of State legislative approval this week. The fair requested that it be permitted to retain the money rather than have it revert to the State's general fund.

The Legislature gave its okay to have the fair divide the surplus into three funds: \$300,000 as a reserve against contingencies, \$350,000 as a fund to be used for plant maintenance, and \$50,000 as a working cash fund for the '53 fair.

The fair's request pointed up the vast strides made by the fair board in bolstering the annual's finances since 1940. Then, the cash surplus totaled only \$43,000. In the intervening years the surplus not only has been increased to \$700,000 but \$713,000 has been plowed back into plant improvements.

Lloyd Cunningham is the fair's secretary.

## Red Deer, Alta., Names Sharman; Sets Improvements

RED DEER, Alta., April 11.—Officers of the Red Deer Agricultural Society are president, H. B. Sharman; vice-presidents, John Morton and J. P. McKinnon; past president, M. H. Pixley, and secretary-treasurer, D. W. Robertson.

To help the fairgrounds commission carry out its program of expansion and improvement at the grounds, directors voted an extra grant of \$1,800, in addition to the regular annual grant of \$1,800.

Among improvements slated for this year are a new racehorse barn, parking lots and work on the baseball diamond. The board also is assisting with cash contributions to the \$10,000 grant made to the city for construction of an arena on the fairgrounds.

An agricultural society has been formed at Innisfail, Alta., and the org will be affiliated with the Red Deer Society, directors were informed.

Chuckwagon races will be presented one night and two afternoons at this year's fair.

Mail-order reserved seat sale will start earlier this year.

## Poindexter Quits As Mo. State Fair Concessions Mgr.

SEDALIA, Mo., April 11.—Warren E. Poindexter, veteran superintendent of concessions at the Missouri State Fair, has resigned, L. C. Carpenter, State commissioner of agriculture, announced. No replacement has been named.

Poindexter recently acquired a partnership in a local restaurant and expects to devote all his time to its operation.

Carpenter also announced that W. H. Ritzenthaler, of Salisbury, Mo., had been named the fair's new publicity director.

Lottie Ray, who was with the Stratostars high act in '52, opened Monday (6) as the Sky Queen with the Carl D. Ferris Shows in Savannah, Ga. Booking was handled by Billy Senior and is to run for 30 weeks.

## Danville, Ill., Gets New 25G Grandstand

DANVILLE, Ill., April 11.—Vermilion County Fair will have a new grandstand this year to replace the one destroyed by fire during the winter. According to William F. Brown, owner of the plant, work is already under way on a new \$25,000 stand that will be comp'ed by mid-May.

The structure will be completed in time for the plant's opening still date May 10, which will be IMCA big car auto races brought in by National Speedways, Inc. (Al Sweeney-Gaylord White).

## Edmonton Ex Sets Coronation Event

EDMONTON, Alta., April 11.—Edmonton Exhibition grounds will be the site of a ceremony June 2 to mark the coronation of Queen Elizabeth. The affair, arranged by a committee of government, civic, military and other officials, is expected to attract thousands.

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# See \$2,000,000 Season Gross for Hamid-Morton

## Increases Exceed Expectations, Lead to Augmented Performance

NEW YORK, April 11.—A \$2,000,000 gross is in prospect for the Hamid-Morton Circus. Business has at least equalled, and often gone ahead of last year's records since the start of the 18-week winter-spring trek, George A. Hamid, a partner in the circus operation, said.

A big boost to the season's gross was garnered two weeks ago at Pittsburgh where the show racked up a record \$150,000 gross during a six-day run for the sponsoring Syria Temple, reportedly the largest single Shrine group in the country.

Hamid said that he believed the Pittsburgh gross constituted an all-time record for an underprivileged children fund for a six-day run. The showplace, Syria Mosque, has a limited capacity and 5,000 seats had to be added. The Pittsburgh picture, however, was not all gravy, he added, explaining that staging costs were exceptionally high.

### Evans Promotes

Lee Barton Evans handled the Pittsburgh advance and the big advance sale indicated that the run would be of record proportions, Hamid said.

Oklahoma City was the only date played to date which fell below expectations. Hamid attributed the business dip to a lack of proportion. He said that last-minute efforts resulted in good business on the last two days, in-

dicating that the run could have been good if enough sales effort had been expended in advance.

Hamid said that his partner, Ccl. Robert Morton, had looked for a possible 10 per cent decline in business prior to the initial stand while he had anticipated a possible 5 per cent loss while hoping that it would wind up even.

### Adding Talent

As a result of the unexpected bonanza, the performance is being augmented. Claude Valois, high school rider, and the Rosales Sisters, a perch act, have been added to the show. Several more acts also will be added to create more three-ring displays, he said.

The advance at Buffalo, current stand, was reported up 20

per cent. The dates at Harrisburg and Altoona, Pa. earned more than a year ago. Memphis was reported up 10 per cent and Milwaukee also was said to be up slightly. Kansas City, Mo., and Wichita, Kan., were about on a par with last year.

The show is at the half-way mark. The route includes 18 winter and spring dates and six fall showings.

The Washington showing, scheduled for the week of April 20, is receiving the full promotional treatment for the first time, with Omer J. Kenyon in charge for the show. The date will be sponsored by Almas Temple, and Hamid said that he was counting on a banner week there, too.

# R-B Gate, Advance Sales Surpass 1952

## Full Easter Holiday Showing Aids Boom; Macy Tie-In Likely to Be Stupendous

NEW YORK, April 11.—With sell-out business registered daily at matinees and strong night turnouts continuing since the Wednesday (1) opening, the Ringling circus is compiling a Madison Square Garden gross that is well ahead of last year.

The show earnings this year are benefiting from the fact that the Easter holiday period was included in its run, unlike last year when some of this lucrative, no-school, period was missed.

The week-end night houses are running beyond the three-quarter average mark. Night business picks up on Friday normally, but started on Thursday this week, and continues thru Sunday.

### Mac, Promotion

A tie-in with Macy's, major department store, Tuesday (14) is likely to result in one of the biggest publicity splashes the show has had to date. Fourteen bulls, seven babies and seven of the grown pachyderms, will be paraded to the store where the little ones will be taken inside and outfitted with costumes for their cross-country tour.

Macy's will use full-page newspaper ads to point up the stunt, similar to the ads which they have run in tie-ins with several motion pictures. William Fields, of the New York press staff, handled promotion details. A number of acts also will be included in the store program.

The show's publicity has been mushrooming. National magazine coverage this year is greater than ever, with such mass distribution vehicles as This Week, Esquire and Seventeen, to mention just a few, devoting considerable space to the Big One.

### Lester at Garden

Agent Allan Lester is now devoting full time at the Garden, handling all inquiries and screening all reporters-photographers. This in itself is a major chore with literally hundreds of writers seeking admittance. In the past, the job has been shared by the agents.

# Theater Chain Buys Into African Show

JOHANNESBURG, South Africa, April 11.—African Consolidated Theaters, movie house chain, has acquired a half interest in Boswell Bros.' Circus. Show is expected to keep the Boswell title and Stanley Boswell is continuing to manage the show.

ACT, which controls over 200 theaters, is expected to enlarge the show. Much advertising is expected to be given the show on the motion picture screens.

# BEATTY EDITION COMBINES OLD, NEW

## Execs Ironing Out Flaws at Los Angeles; Equipment, Canvas, Costumes Sparkle

By SAM ABBOTT

LOS ANGELES, April 11.—Clyde Beatty Circus, which opened here Thursday (2) for an 11-day stand under Kiwanis Welfare Club auspices, is a combination of old and new show effects and, altho not flawless, is expected to smooth out.

Show, when caught, did not have the finish that it had on the same occasion last year. Prior to opening here in 1952, the circus had played nine performances. Despite the rush to the metropolitan area, the performance suffers little. Extra effort is being made to iron it out.

The Beatty org makes a neat appearance on the lot. The big top was flameproofed just prior to the opening. A winter quarter's paint job brightened the equipment layout.

### Old and New

In offering the 1953 version, Beatty combines some of the old circus tradition with the new. Mrs. Jane Beatty was instrumental in the costuming and lighting, both being bright and reflecting the feminine touch.

The show starts with little fanfare, the spec being put into the performance. On this score, there will be fans who like this and others who do not. The sendoff is given impetus by Robert White with a flamboyant announcement that "the show is on."

Vic Robbins is back to direct the band, which is given a circusy touch by Fred Mullen on the calliope. The selections are varied from those of the old school with some newer hits. Both are well done. Robbins and his group deserve special credit for their accompaniment with the Anne Garri Dancers, which are featured on this date.

The displays follow:

## REVIEW

# King-Cristiani Show Sticks to Tradition

• Continued from page 53

King at one end and Jerry Pressley and Wanda Cristiani at the other for tight wire turns, while the Rudolphos (Carolis) hold down the center position with high foot perch on assorted poles, one of which is a break-away ladder that grabs interest. They close with the girl on a spinning anchor device atop a foot perch and this wins more applause.

Display, with eight girls on candy striped ladders, frames the effective cloud swing act by Manual Baragan. This performer has a pleasing manner which helps to sell his knee catches, back balance, forward knee catch, and cradle rock to a side slip and catch. Ladder girls are Eloise Berchtold, Corky Budd, Cosetta Cristiani, Chita Cristiani, Jerry Pressley, Jane King, Wanda Cristiani, Sylvia Caroli and Barbara Fairchild.

First concert announcement brings forth Chief White Cloud and troupe, including Prince Chichi, young knife thrower. Wrestling feature is to be added. At a different spot in the show, tractor pitch is carried off with a tug of war between tractor and elephant.

### Leaps, Bareback Riding

The Tripolis (6) again click with the crowds for their spring-board leaps. Lucio Cristiani here wins big laughs with his comedy leaping, and Tripoli Cristiani's somersault over five bulls is a flashy closer. Act also counts in some straight somersault leaping, leaps thru a hoop and jumps over two bulls, with Benny Zerbini, Remo Canistrelli, Frank Dix, Red Dangler and Freddie Canestrelli taking part.

Daviso Cristiani heads up the menage display riding a beautiful gaited Palomino with good style in the ring and on the track. Jerry Pressley and Barbara Fairchild ride in the side rings.

Clowns' final production is a burlesque of the cannon act, with good business preceding the explosion which sends a dummy from the big prop gun. Like the atom gag, this one gets a big laugh. Stur: was built by Lucio Cristiani.

The family's bareback turn (6) features Lucio's comic riding, dives and step-offs. Mudadore, Belmonte, Oscar, Daviso, Corky and Hortans take part in principal bits, five-on-a-horse and other business. They weren't working the carrying act and one of the horses is new, but the riding and comedy still is a powerful part of the performance and it scores well with the audience.

### Fast Elephants

Second concert announcement ballys Chief White Cloud, riding, roping and shooting; Prince Chichi, knives, with Princess Canyon Star; Barbara Fairchild, roping, and the wrestling.

Five elephants move to the center spot for work by June Cristiani and Steve Fanning. This is a fast-moving act with a five-tableau, trunk spin, merry-go-round, three on tubs, crawl under, walk-over, forefoot stands and a walking long mount.

Hugo Zacchini's human cannonball puts the smash finale on the strong performance. The cannon turn is staged with good timing that builds suspense properly and doesn't over-do it.

Lighting is good thruout, but particularly for center ring spotted features. Wardrobe standards extend to the prop hands, all of whom have new titled uniforms. Ushers and other attendants are uniformed.

Harry Thomas has the whistle and makes announcements in good style. A. Lee Hinkley's band is in top form with well-selected pieces. — TOM PARKINSON.

1—The Escalante Troupe in Ring 1 and the Felipi's Troupe in Ring 3 go thru both serious and comedy turns on the bars. Altho the turns have the usual comedy routines of the pratt sweep and the exploding mallet, both get good hands. The serious work is well-timed and entertaining. 2—Beatty has 15 clowns and for this spot they are all on with gimmicks. Much of it is corn, but the topical treatment tickles the subtle adults and the make-up, the kids. 3—The show continues with Colleen Alpaugh handling elephant and ponies in Ring 1 and Milonga Cline doing an excellent job in Ring 3 with the same kind of stock.

4—Cloud Swings over Rings 1 and 3 prove adequate as fill-in acts. 5—Beatty's theme for the spec this year is "Arabian Nights." For this he brings on the elephants with howdahs and haremish-dressed girls. The ballet girls, along with the dancers, parade in their Moorish garbs. The line also includes some menagerie animals led by grooms in turbans and Beau Geste suits. 6—Beatty takes over in the center arena for his lion and tiger act. The turn has been accentuated this year by the use of steel cages with the animals coming on and off in full view of the audience. Beatty's turn is smoother than ever. However, on this show the elephant-riding tiger was out. Beatty builds suspense and the barrel-rolling lion followed by the rollover tiger bring the turn to an anti-climax. The lion run for the safety gate as it slams in his face wins Beatty a heavy mitting. 7—The Clowns.

8—While the arena is being struck, the Four Kentons take over Ring 1 and the Wallendas Ring 3. The Kentons win applause with their new twist on the revolving ladder, using a chrome anchor. Blond distaff member holds the traps for smooth work by the males. The Wallendas (9) command attention with their high unsupported ladders. Working on a large pedestal, the six girls do spread eagles and other antics on the ladders held apart by their three male companions. Putting a ladder across the two unsupported ones, two girls do handstands on the outer edges while two of the guys do head-to-head stuff. Turn is center ring stuff. 9—Wild West concert pitch. Bob White does a top job of selling it. 10—Milonga Cline in Ring 1 and Dorothy Herbert at the opposite end of the big top put their canine charges thru both comedy and serious turns. 11—All three rings working. Stanley Book performs in Ring 1, Tiny Gallagher over the center and Rafael Marquez over the third one. Book does top heel and toe catches to please. Miss Gallagher, a pert blonde, wins with her headstands, and side-to-side sways. Marquez, with pretty Gloria, pulls heavy from the third ring end with his headstands and sways.

12—Clowns in Ring 1 with the barbershop gimmick. Ring 3 features Dick Lewis' table rock. Both get chuckles. 13—Norbu, the Human Gorilla, combines agility and comedy with his knockabout stuff. Brought into the center ring in a bamboo cage, he is "taken out" to perform. Knocking his fem trainer about, he goes thru the chimp antics, climbing to the tent top for a downward and upward pull on an elastic rope. Finale is the snatching of a shill's purse and her desiriting when she tries to retrieve it. 14—Dorothy Herbert in Ring 1, Milonga Cline in 3 with pony drills and Equestrian Director Johnny Cline in the center with a 12-horse Liberty drill. Turns are smooth. End ring acts work counter to Cline's center turn, adding to the animation. 15—

(Continued on page 76)

## Clearwater OK for K-M

CLEARWATER, Fla., April 11.—Kelly-Morris Circus appeared here, March 30 under Junior Chamber of Commerce auspices, playing to a two-thirds house at the matinee and a half-house at night, reports George F. Cable.

# Los Angeles Gives Beatty Good Crowds

LOS ANGELES, April 11.—First seven of the 11-day run for the Clyde Beatty Circus on the lot at Washington and Hill streets has been successful. Getting underway Thursday (2), the show pulled strong over the week-end with capacity houses on Saturday and Sunday (4-5).

The show barely missed three performances on Sunday (5) when it became necessary to turn away large crowds. People arrived on the lot too late for a second afternoon performance to be arranged.

Matinees have been holding up well with cut-rate tickets thru approximately 50 Thrifty Drug Stores in the region accounting for a good share of the customers. Nights, altho cool, are holding their own.

Monday night, the circus was host to the membership of the Pacific Coast Showmen's Association with about 25 attending. Following the performance, show personnel was entertained in the PCSA clubrooms. J. Ed Brown was the PCSA chairman with Dave Friedenheim and Earl Stoltz serving on the committee. A buffet supper was served. About 250 from the show attended.

Show closes here tomorrow night but plays in the vicinity for the next several weeks.

# Twitter Johnston Frames New Show

PICTOU, N. S., April 11.—G. W. (Twitter) Johnston, veteran circus and carnival trouper, has announced the formation of a new motorized circus that will play the maritime provinces this season.

Title for the show, which is being readied here, will be Johnston Bros.' Circus and Museum. Johnston's sons, Robert and Richard, will be associated with him in the enterprise. This will be the first circus venture by a maritime showman since Ray Rogers' Barnett Bros.' Circus went on the road in the early 1930's.

## Under the Marquee

Richard and Edith Barstow, the brother-sister team who staged and choreographed the Ringling Bros. and Barnum & Bailey Circus, have just readied a night club act for Elaine Dunn, of "Pal Joey." She'll debut the act at the Copacabana when she doubles there in May.

Mrs. Frank Geyer, who a few years ago weighed 550 pounds and was known as Dolly Dimples, circus fat girl, is now living near Orlando, Fla., and working as "Madame Celeste," palmist, it was reported in The Cincinnati Post of April 10 by Harry Mayo, staff writer, in a feature article filed from Orlando. Mrs. Geyer, who grew up in Cincinnati as Celeste Herrmann, has slimmed down to 120 pounds, on orders of her doctor. Accompanying the article were three photos showing her as a performer, another snapped in 1951 when she weighed 150 pounds, and the latest showing Mrs. Geyer and her husband at their Florida home.

Bozo Ward has been managing a night club in Long Island, N. Y., since closing a four-week stand at the Roxy Theater, New York.

Warren (Rube) Simonds, clown, will play dates in Syracuse; Hartford, Conn., and Ottawa, Ont., for Frank Wirth. . . . Dick Hemphill is at his home in Hagerstown, Md., recuperating from a recent operation. He says that he received numerous get-well cards and letters during his hospitalization.

Dick Curtis, a veteran of 60 years in the circus field, reports that he will not return to the road in 1953. He plans to spend his time taking care of his pecan trees at his home in Cuevas, Miss. Last season Curtis was with Royal American Shows.

Frank T. (Cookhouse) Kelly, vet trouper, is working at the Flying L Dude Ranch, Bandera, Tex., and would like to hear from friends. . . . Ray Brison, Side Show manager on Hagen Bros.' Circus, reports that when the show played San Antonio recently he was visited by two former Side Show operators, Milt Robbins and Marvin Smith. . . . Dr. H. F. Troutman reports that the line-up of the April 3-4 All American Indoor Circus, sponsored by the American Legion at the Logan (W. Va.) Armory, included Capt. Eugene Christy, lion act; Billy Irwin, table rock and clowning; George and Bessie Geddis, dogs and bal-

# Dressing Room Gossip

### Siebrand Bros.

Dust storm and cold weather, which struck show at Globe, Ariz., Sunday (29) kept all the actors shivering but had little effect on business. Another dust storm hit at Tucson on Saturday (4), but a full performance was given before a capacity house. Business continued strong in Tucson with two week-end matinees.

Performers had a field day on Good Friday, making a tour of local landmarks, taking still and production movies in the desert and ending the day with a picnic and swimming at picturesque Sabino Canyon. Easter was celebrated with baskets, eggs and gifts for Tony and Gerald Pina, Tommy Joe and Linda Kay Hodgini.

George Vest is acting like a new father since the Siebrands purchased a new and bigger electric organ. Bill Jones hit the jackpot recently when he persuaded a whole troupe of Marino cliff dwelling Indians to put on tribal dances for the amateur intermission feature.

Penny Wilson is the new "champ." She knocked out Concha Erikson during practice when she was kicking up into a handstand. Concha had a real shiner the next day and took a lot of ribbing with good humor.

Inez Carroll, our mail-lady, always rushes back to the circus on Billboard day. Hans Erikson was under the weather a few days with the flu. Bob Emerico and Joe Hodges Hodgini caught Mr. and Mrs. Ted Taylor's acts at a local night club. Rudy Mueller's baby elephant suffered a torn toenail. Danita Roche and the Hodgins spent several hours in the desert collecting cactus for lamp bases.

Visitors included: Mr. and Mrs. Basil Smith, Ted Taylor, Donna Rich, Bill and Margie Tellez, Dick Moss, Ernest Sprague, Johanna Smith, the Novellos, and the Ortiz family, who now have a Mexican movie road show company.—JOE HODGES HODGINI.

ancing; the Clairs, juggling; Allen and Lee, dogs, upside down and hand balancing, and Yetta and Cloyd Harrison, cyclists. The show consumed an hour and a half.

Rex M. Ingham did a lot of visiting on a recent swing thru North Carolina. He stopped off at Greensboro to see Cody and Ada Stanley, former rodeo performers; at Salisbury, to visit with Mr. and Mrs. Jimmy Hodges, retired Side Show performers; Tom Dees in Bessemer City; Augburgs, in Charlotte, en route with their animals to play school dates; Mr. and Mrs. Jethro Almond, former show owners, now retired in Albermarle, and Mr. and Mrs. Joseph Almond, now in the poultry business near there. Recent visitors at the Ingham home in Ruffin included Eddie and Ethel Hill, Jack Ramsey and Jack Crawford.

Great Scott Bros.' miniature circus is playing auspicious dates in Ohio to good crowds, reports V. S. Scott, co-owner. Following a run of these type stands, unit will join Gooding Amusement Company for the season. Recent visitors to the show included Jack Lampton, J. Goutermont and Pete Briggs from Columbus, O.; Mr. and Mrs. Jack Mildner, Canton, O.; Homer Snecker, manager of Happy Attractions, and Norman Senhauser with a group of fans from the Walter L. Main Circus Tent, Dover and New Philadelphia.

Jack Joyce, of the Polack Eastern unit, has made a number of television appearances since he first cracked the media on "What's My Line". Nate Lewis, also of the Eastern org, did a television bit at Clarksburg, W. Va. . . . Fred B. Naylor, formerly with Sells-Floto Circus, and Mel Stevens, Buffalo auto dealer, visited the Polack show at Erie, Pa. They renewed acquaintances with George and Ruby Cutshall.

### Hagen Bros.

Ending the fourth week out in Texas with plenty of sunshine and a little rain thrown in with the heat made it real trouping weather. At Bay City the lot was under water and no other lot to be found, so the show journeyed to the next date a day ahead of time and everyone took in the movies. On the border everyone visited Mexico and purchased souvenirs of the border. Little Lynn Steward, daughter of Mr. and Mrs. Dan Steward, is making the spec riding on top of the head of the elephant, Dixie. At Brownsville, several new animals were added to the menagerie.

Dianne Wilson joined and is working in the big show and Side Show. Harry Brown is in charge of reserved seats. Plenty of new and flashy wardrobe is appearing in the show. William (Bill) Ward, at the organ, is doing a bang-up job at it, also Dorothy Brown on web-ladder. Donna Dee Pyle joins the show on the week-end, and works in the big show, and then back to school again.

Franco Pearce, playing the calliope, and clowns make the schools and business district every day. Bertha Drane has charge of the front door. Art Rich has charge of the McLaughlin Penguin Show on the midway. Mrs. Bobby Steward has the novelty stand. Dorothy Brown, Mildred Pyle and the writer's wife have been on the sick list.

Visitors: Ben Davenport and company, Harry Hammell, Mr. and Mrs. Tom McLaughlin, Wilson Spiva, Al and Doris Hoopengartner, Bonnie and Tommy Chamberlin, Cecil Johnson, Mr. and Mrs. Ray Morrison, Tom and Tiny Twist and daughter, Billie, Mac McDermott, Rubin Ray and wife and daughter, Peggy; Evelyn Turner, Charley and Virginia Smith, Jimmie Hammiter, Eddie Grady, Frank Ellis, Morton Smith and company, of the Gainesville circus. CFA Ted Bowen is making a model of one of the spec gowns for his manikins. Roy Halomiczek and Tom Scaperlander, also CFA, were on hand, also Howard Suesz and family.

HARRY VILLEPONTEAUX.

### Circus Enterprises

In Moultrie, Ga., a threatening windstorm held the night attendance down. On Sunday off in Carrabelle, Fla., fishing was the general order of the day, but all the fishermen returned with empty creels.

At Chattahoochee, Fla., we day and dated Kelly-Morris Circus, and visits were exchanged. Sound cars of both shows patrolled the streets, and Kelly-Morris staged an impromptu parade between shows. Net results were only fair business for both shows.

Buck Leahy left in Monticello, Fla., to fulfill prior contracts. Danny Styron took over mail, route and The Billboard duties. Mr. and Mrs. Frenchy Le Bouef and daughter, Myrtle, left to fulfill contracts with the Mills circus.

Bert and Marie Pettus are repainting their trailer. Tommy Pettus has new clown wardrobe and works in clown alley. Sandra Pettus celebrated her seventh birthday.

Jimmy Douglas, clown, visited in Havana, Fla., and reported he would be separated from the Army soon and would troupe this season. Happy Davis visited the show for two days. Frankie Lou Woods, en route to Hugo, Okla., stopped over for the day at Donaldsonville, Ga.

Smitty and his two helpers, George and Halftrack, keep the fleet rolling.—FRANK BREUESE.

### Ringling Bros.

Opening night was a big affair, many famous radio and TV stars taking part in the show. Since there were many star appearances and speeches by the committee members of the Cerebral Palsy Fund, the first show ran past midnight. But we are now running on schedule with a well-timed show.

Costumes, more colorful and elaborate than ever, received good mention. The elephants in the Candyland spec look like swans with huge wings—the work of Paul Wenzel.

Norman Carroll and Charley Shuyler keep the clowns and performers busy with TV and radio shows. Thirty clowns appeared on the Ed Sullivan show.

Our program cover features the show's star attraction, Mr. Mistin Jr., who to the show folks is just Roland, a little boy with a lot of personality. During rehearsals in the Garden, Dick (N. P.) Barstow and Gracie Genders celebrated birthdays.

Many friends and circus fans visited during the first week. Among them were: Claire and Tony Conway, Mr. Fawcett, Mr. and Mrs. J. Tomlinson, Allen McCarthy, Esse Forrester O'Brien, Willie and Annie Robbins, Helen and Charley Geiger, Libby and Mike Hollander, Kathy Kramer, Bobbie McGough, Burgess Meredith, Joey Amico, Shiek Gwinnell, Phyllis Carouso, Sue Fox, Rose Alexander's family, Joe Menchen, Elmer Santana, Fanny McClosky's family, Alfred and Honey Shyrette, Mr. and Mrs. Paul Jerome, Lola Diers, Murray Schwartz, Al Schwartz' mother, Hilda and Andre Pinceman, Elsie Alzana, Lorraine and Johnny Hammond, Don McGuinness, Mr. and Mrs. Tombari, Marcel, Frenchie and Freddy Wolthing Forgeur, and Jenny, Alberto, Albertino, Ruggera and Cucciola Zoppe.—MARY JANE MILLER.

### Polack Western

Many Florida tans are in evidence, since many of the gang went to Sarasota for a short visit prior to our Indianapolis date. Indianapolis was our first theater set-up of the season, and space was a problem.

Bob and Ann Porter have a new house trailer. Millie Ward is busy redecorating her trailer, while Mayme Ward makes many TV and radio appearances. Sonny and Jean Moore received new trappings, plumes and tassels for their two ponies.

Barbette made a flying business trip to Cleveland. Tony Schaller's new sport shirt is a technicolor nightmare. Dolly Green is back in the iron jaw number. Betty Bell wishes she had insurance coverage on her birthday gifts en route from Countess Wiswell.

The truck and trailer contingent are busy scanning road maps, with the jump to Oakland coming up. Fred A. Schmagor, of Sterling, Ill., visited Art Springer. Other recent visitors included Bob Mason, George Hubler, James Gemin, Dave Toledo, Jim Copley, Sam Polack, Bessie Polack, Rex Ronstrom, Dr. Bergin, Smiley Daley, and Bob Anderson.—HARRY DANN.

## WRESTLER FOR CONCERT WANTED

Who can join on wire. Colored Musicians wanted for Side Show Minstrel account enlarging band; especially Trombone and Combination Drummer with drums. Address: LOCKWOOD LEWIS, Bandleader, Candy and Seat Butchers wanted. Meals and berths furnished employees. Address: PETE CRISTIANI, All others address:

### KING BROS. & CRISTIANI CIRCUS

Burlington, N. C., April 14; Danville, Va., 17; Martinsville, 18; Lynchburg, 20; Roanoke, 21.

## FOR SALE PERFECT MIDGET HEREFORD COW

30 inches high.

Please make highest offer first letter.

HAWTHORN-MELODY FARMS  
Libertyville, Illinois

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Week of April 26, Hartford, Conn., State Armory; Altoona, Penna., Jaffee Mosque. Apply to

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Riggers, Seamen, Candy Butchers, Boss Canvas Man and Billposters. Pay every day. Show doing big business. Enoc Bradford, contact me at once by wire or come on. Route as follows: April 13, Calera, Ala.; 14, Pell City, Ala.; 15, Ragland, Ala.; 16, Oxford, Ala.; 17, Jacksonville, Ala.; 18, Cedartown, Ga.; 20, Somerville, Ga.; 21, Cannon, Ga. FRANCO RICHARDS RING BROS. CIRCUS

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### L. H. Crum's All Star Rodeo, Inc.

Opening Albany, Georgia, April 30th thru May 3rd; Atlanta, Georgia, May 6th thru 10th; Philadelphia, Pa., June 18th thru 20th. Many big dates following.

	Entry	Day Money
Saddle Bronc Riding	\$20.00	\$100.00
Bareback Bronc Riding	\$20.00	\$100.00
Bull Riding	\$20.00	\$100.00
Calf Roping	\$25.00	\$100.00
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Entry fees added to purse. Contestants, come on! Contract performers, contact L. H. CRUM, Box 588, or "POP" STAPLES Box 131, Quitman, Georgia, or phone Quitman 5832. Featuring the only three colored, twelve horse Liberty Act in America today, plus many other outstanding acts. Fair secretaries and sponsors, catch one of these performances if interested in a big show. Seeing is believing.

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WANTS AT ONCE

Girls for web, traps, cloud swing; Menage Riders, Boss Canvasman, capable Electrician, capable Mechanic. Good salary, excellent cookhouse and sleeping conditions. Phone Managers and Phonemen. We have good size towns with solid sponsors. We pay 25% daily on banners, U.P.C., tickets—10% additional override to phone managers. Address all communications to:

ARTHUR STURMAK, Mgr. Route: Lenoir, Ky., Apr. 15; Boone, 16; Elizabethtown, 17; Bristol, 18; Harlan, 20; Hazard, 21; Jenkins, 22; Norton 23; Dry Ridge, 24; Cumberland, 25.

## PHONEMAN

Who can sell banner and tickets. King-Cristiani circus crew for eight weeks in Canada. Write or wire

### ELMER YATES

Royal Connaught Hotel Hamilton, Ontario, Canada, after April 18, giving your phone number.

## WANTED

Two Contracting Agents, \$125.00 week. Drawing account, gasoline for car, \$62.50 per town contracted other than Vets. \$75.00 per town for all Shrine Club Dates. (Lewie Ringold, Jack Hagen, Bennie Fowler, Call Collect). Crew Managers wanted; 35% commissions. BAILEY BROS. CIRCUS Arlington, 14; Halton City, 15; Wichita Falls, 16-17; Vernon, 18; Pampa, 20; All Texas

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Office ready to go. Book and GA Tickets. Collect and pay daily. V.F.W. deal.

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## WANTED BOOKING AGENT

Who can book auspices for promotions. Promotional Directors with or without Crews, also Phonemen. Jack Hagen, Joe McMahon, answer. Wire where I can call you.

AL KAYDA or CLYDE ST. LEON c/o Western Union, Chico, Calif.

## WANTED

To join on wire, experienced Girl Aerialist for recognized High Ladder Act. Long season, top salary. State all in first wire or air mail. Send photo, will return. Box D-25 % The Billboard, Cincinnati 22, Ohio.

## WANT

Steam Calliope player, also Circus Cornet, join on wire. Other musicians write.

### LLOYD WATTON, Bandleader

Diano Bros.' Circus, as per route

## WANTED CIRCUS ACTS

Doing two or more. Clowns. Gil Wilson, come on. Good cookhouse and treatment.

### RUDY'S ALL AMERICAN CIRCUS

Adrian, April 15; Wrightsville, 14; Bartow, 18; all Georgia.

## Collins Buys Mountain View Funspot in Holyoke, Mass.

### Lincoln Park Operator Adds Second Unit Under Family Management

BOSTON, April 11.—John Collins, operator of the highly successful Lincoln Park, North Dartmouth, Mass., announced at the annual meeting of the New England Amusement Parks and Beaches Association here this week that he had purchased Mountain View Park, Holyoke, Mass. No price was disclosed.

The park, which encompasses several hundred acres and has a mile and one-half frontage on a principal highway, was purchased from the Holyoke Street Railway Company. The funspot was operated by the Pellissier family for some 60 years. Louis D. Pellissier was general manager.

Included in the transaction was one of the most successful summer stock theaters in the area, the Valley Players. Other properties include a Roller Coaster, ballroom, Merry-Go-Round, Dodgem, dark ride, Funhouse and Whip. Eight kiddie rides are also included.

#### Son, Brother to Aid

Collins said that he planned to operate both funspots. The dual operation will be made possible since his son, John Jr., and his brother, Denny, will both be available for active posts, he said. For this year the emphasis will

probably be on the building up of picnic business. The spot is ideal for catering to large outing groups and efforts to build this phase of the business have already been inaugurated.

Lincoln Park and Mountain View are within 100 miles of each other, thus simplifying the supervisory job that Collins will undertake. Considerable expansion has taken place and many improvements made to Lincoln Park in recent years and it is assumed that major jobs along these lines are pretty much at an end for the time being. This, too, will make it possible for Collins to devote more time to Mountain View

than would be possible if he were faced with the job of expanding activities at both spots.

Collins' son and brother both have considerable experience in the operating end of the business. John Jr. has aided his father since he was a small boy.

The outlook for the season is excellent, Collins says. Lincoln Park got away to its biggest start over the Easter week-end. Fair weather prevailed on Sunday and the crowds and spending reached record proportions.

Henry Bowen, operator of Whalom Park, Fitchburg, Mass., and an attorney, represented Collins in the transaction.

## Sunshine Brings Early Bloom to Coney Island

NEW YORK, April 11.—Temperatures in the high 50's awoke Coney Island from its hibernation on Easter Sunday, and brisk business was reported from the funspot, as thousands of New Yorkers and Easter visitors to the city milled along the Bowery, Surf Avenue and the Boardwalk.

Attendance reports place total visitors at some 500,000, and they found the resort its usual self, radiating excitement, color and noise in spite of the undertones of displeasure that Island amusement operators have displayed as a result of recent city proposals to rezone and upgrade the spot.

Last week, a proposal was submitted to the City Planning Commission by Robert Moses, park commissioner indicating his desire to see Coney Island gradually turn into a residential area thru rezoning of virtually the entire seashore spot.

#### Rezoning Project

Moses based his recommendations upon a belief that new housing developments springing up in the area were setting the pace for future Coney Island development. The rezoning project was termed long-range by a planning commission representative, who said that proposed rezoning would only serve to replace amusements and rides with retail stores, playgrounds and other improvements in keeping with a residential area as the amusement enterprises disappeared in their natural course.

While Coney Island no longer enjoys the old-time vaudeville shows, legitimate theater companies, and top eating establish-

ments that are associated with show business names like Eddie Cantor, Sophie Tucker, and Jimmy Durante, who worked there as entertainers in its heyday, the spot still serves millions annually as a recreation spot, and its need is felt to be vital, an opinion expressed by the Island Chamber of Commerce, as a source of low-cost entertainment for the working classes. The Chamber of Commerce group is currently working to prove the value of the amusement spot to the city officials.

## DALLAS SPOT PREEMS TO STRONG GROSSES

DALLAS, April 11.—State Fair Midway got off to a good start Saturday (4), with all rides and concessions up two to three times over its opening day last year, Midway Supt. Fred Tennant Jr., said. Good weather prevailed for the opening, but chilly, rainy days put a crimp in the following week.

The beauty contest produced by Joe Rucker Jr., special events director, pulled good crowds and got maximum space in the newspapers, with picture coverage in both Dallas dailies on Sunday following midway opening.

Winner of the contest, dubbed "Miss State Fair Midway," will represent the park in a Dallas-Fort Worth press-photographers' elimination contest for the national event to be held at Galveston.

Next special event for the

## BALMY WEATHER BOOMS OPENINGS

### Eastern Spots Get Off to Record Starts as Sun Beams on Easter

NEW YORK, April 11.—Lured from their apartments by the spirit of Easter and exceptionally good weather, millions of Gothamites took part in spring's first mass exodus to parks and beaches.

Palisades (N. J.) Amusement Park reported the largest April crowd in 56 years, 80,000 persons. At Rockaways' Playland 75,000 persons were counted.

Coney Island drew 500,000, with everyone pleased with the take altho sad undertone was expressed by those who take a dim view of the proposed upgrading of the amusement area into a residential site, a desire expressed by Park Commissioner Robert Moses last week at a City Planning Commission meeting.

#### Jersey Beaches Swamped

A record crowd of 275,000 visited Asbury Park, N. J., where the 18th annual Orchid Promenade was held. Atlantic City drew an estimated 300,000. Temperatures there were even higher than near New York and ran up to the middle 60's.

The reports from New England were equally good, with one operator describing the Easter turnout and business as resembling the Fourth of July. Without exception the funspots which opened Easter reported excellent crowds and business.

Promotional stunts, egg hunts, parades, etc., are what brought people out, the operators said. Almost all parks staged egg hunts, with the hen fruit containing either ticket or money awards.

Ed Carroll's Riverside Park, Agawam, Mass., had its biggest opening Sunday ever. John Collins, Lincoln Park, North Dartmouth, Mass., reported that his Easter business was of record proportions, the best ever.

#### Shore Spots Click

The beaches also were crowded, but this meant little to many concessionaires who had failed to schedule openings. Those that were open reported the public anxious to spend.

A few operators, who had planned to open for Easter and then canceled plans when the weather appeared threatening, admitted that they lost a tremendous day.

## Cool Weather Curbs Biz At Detroit

DETROIT, April 11.—The Detroit park season got off to a mixed start this past week-end, with Edgewater Park pacing the industry by opening on Friday (3). Jefferson Beach opened its gates Easter Sunday. Weather was generally chilly and cloudy.

Motqr City Park failed to open when a shortage of help made it impossible to complete necessary repairs and final preparations. Mrs. Helyn Horwitz, park owner, set the opening date back a week until tomorrow (12).

Mrs. Horwitz received a further setback three days before Easter when her car was damaged in a collision. She escaped with only minor injuries, and was able to remain on the job, supervising the plans for the opening.

At Jefferson Beach Park, mid-afternoon attendance on Sunday was good, with a newly completed highway to the park entrance helping to bring in people. Evening business was down, affected by the low temperature, but afternoon crowds were reported spending at a satisfactory level.

Reports from Edgewater were even more encouraging, with Sunday afternoon called "very nice" by the management. Night crowds on week-end evenings also were substantial.

## Cincy's PeeWee Opens Season

CINCINNATI, April 11.—Ferd Clemen cracked the season at his kiddieland, PeeWee Valley, located on Reading Road, Cincinnati's most heavily traveled highway, last Saturday to a good turnout. An Easter-egg hunt Sunday (5) jammed the funspot's 400-car parking lot. Clemen begins daily operation the middle of May.

This marks Clemen's fourth season on the six-acre kid spot. Last season was his biggest to date, business running 30 per cent over that of 1951. Clemen uses TV spot announcements and newspaper advertising to herald the kiddieland. His improvements for this season include a new picnic grove, a formal garden and new lighting system. He plans to make a pitch for picnic business this season and already has two such events lined up.

Rides include a National Century Flyer, a Smith & Smith Kidie Chairplane, Hodges Hand Cars, a pony track, Rocket Ride, Jeep Autos, a Schiff Coaster, and a new Allan Herschell three-abreast Merry-Go-Round. Kid spot also features a miniature golf course and a Penny Arcade. Clemen is equipping the latter with coin-operated kiddie rides.

Free act for this week-end is Carolyn Costine's Cindy the Chimp and dog act.

## Spending Up At Jantzen

PORTLAND, Ore., April 11.—Free-spending crowds characterized business at Jantzen Beach Park, which opened Saturday (4) for its first week-end of the season, Manager Erle Swanson reported.

Poor weather brought lighter attendance than a year ago when the opening came a week later amid favorable weather. Per-capita spending, however, was higher. The park is continuing its 10-cent admission policy with children, under 12 free. An innovation this year was a pre-opening teen-age dance, which was well attended, Friday night (3).

Jantzen will go on full-time operation May 9, closing Mondays but with the pool open every day.

## Colorful Palisades Chalks Up A Record Opening Week-End

#### By FRANK LUPPINO

NEW YORK, April 11.—Surrounded by floral tributes from well-wishers that threatened to overflow administration building offices, co-owners Irving and Jack Rosenthal were able to look out the windows at their Palisades (N. J.) Park, Saturday (4) with a feeling of accomplishment.

The park opened its season to crowds that found the entire amusement area refurbished and resplendent in its tastefully perfect colorama of 48 pastel shades, designed and executed by Jack Ray. To add to their pleasure, as well as to the crowd's, was the gleam of the sun and temperatures in the high 50's.

Some 10,000 persons passed thru turnstiles that afternoon, many being lured there by the National Hot Rod-Sports Car Show. Altho an evening shower curtailed activity to a degree, the rain didn't deter young auto fans who braved the precipitation to purchase ducats for the car show, held in specially erected tents

in the picnic area. Admission was 50 cents for adults and 25 cents for children.

Even before the evening shower, Irving Rosenthal announced that he was so pleased with afternoon results of the auto show that it would be held for two weeks beyond the originally set closing date of April 19.

#### Car Novelties

The show featured custom-built cars, imports, motorcycles, outboard racing shells, a captured Stalin car, one of the few Tucker cars ever produced and a Mercedes that once transported Hitler.

But the park really rang the bell in breaking all 56-year records for an opening Sunday when some 80,000 persons visited the funspot Easter Sunday (5), according to Anna Halpin, park manager. There is no question that advertising and promotion paved the way for the record, aided by a spirit of Easter, temperatures again in the high 50's and an all-day stint by the sun. A banner that has hung for

several weeks across Broadway in the Upper Times Square area called attention to the park to thousands of Easter visitors to New York. With both New Jersey and Gotham radio stations carrying 70 spot announcements a week, backed by well-placed paper and bus and subway signs, crowds were sure to visit the park, given encouragement from the weather. In addition, the park has received strong plugs via television and newsreels.

#### Taxi Advertising

Irving Rosenthal announced that New York City's 12,000 taxicabs will begin sporting three-color stickers next week plugging the 15th annual New York City Anchor Club outing, Monday, July 13, an event scheduled to bring thousands of orphans to the park.

Prominently displayed cards and signs in and on Public Service (N. J.) buses confront one at every turn in New York's Port Authority Bus Terminal. Even at

(Continued on page 76)

## Egg Hunt Pulls Kids At Spokane

SPokane, April 11.—Lloyd Vogel, owner-manager of Natatorium Amusement Park, believes an Easter egg hunt for under school-age children played a big part in a record 5,000 Easter day opening attendance. He plans to make the egg hunt an annual affair.

The hunt was planned in four installments but when approximately 2,000 kiddies showed up it had to be rearranged into eight events. Twenty cases of eggs were used. Each stamped egg was good for a free seat on any of the park's dozen rides.

Another opening day attraction was a special price of 9 cents per ride for children under 12. The weather was on the cool side and rain threatened part of the day. Vogel arranged for the Spokane Junior Police force to help handle traffic.

The park will be open week-ends only until its May 16 grand opening, which will coincide with start of the annual Shrine Sportsmen's Show.

# 175 Park Operators At N. E. Meeting

Continued from page 54

leviate taxation on film house admissions but which held no provisions for outdoor amusement operations.

### Tax Progress Outlined

Huedepohl told of plans to have their own bill introduced in Washington to provide tax relief and of the appointment of a Washington observer who is preparing such a bill for consideration.

The recent meeting in Cincinnati with a representative of the Treasury Department was covered by Huedepohl, who pointed out that this was the first time that their organization had been asked to meet with tax representatives of a government agency to ascertain what suggestions the industry had to propose to government agencies responsible for tax collections.

Among the subjects on which NAAPPB representatives were questioned at the Cincinnati get-together were possible objections to the name of a park appearing on admission tickets, dated tickets, serial numbers on tickets, numbers on both ends of tickets and other tax matters affecting park and pool operations. Huedepohl reported that the group at the meeting had no objection to any of the above, save placing dates on tickets, and explained that such a move would prove costly in cases when pre-dated tickets were not used and would have to be scrapped.

No objections were raised by

members present at the luncheon when they were asked if they went along with suggestions made on the amusement industry's behalf at the Cincinnati meeting.

### Tells of Zoo

Larry Stone, first vice-president of the group, then was introduced and he paved the way for a talk by Edward J. Carroll, who spoke of his Kiddieland zoo operation at Riverside Park, Agawam, Mass. He spoke of the cost of animals, the full time caretaking job necessary, problems with park patrons, feeding and sanitation requirements, and provided the commentary for a color film that was shown of his animals and their pens. He introduced Larry Rainer, animal handler from Riverside, who spoke on some of the problems brought about by the exhibition of animals.

James McHugh, Eastern outdoor editor of The Billboard, spoke on the importance of publicity, and its need in present times when competitive amusements are vying for patronage. McHugh pointed out that publicity was a vital adjunct to the selling job for any amusement venture and that it should work hand-in-hand with advertising.

Larry Stone, program chairman, who arranged for advertising media representatives to address the group, then introduced Harry Storin, who introduced the panel members and served as moderator for the discussion.

### Advertising Discussed

Panel member Bruce Pattyson, sales representative for WBZ-TV, Boston, pointed out the need for members to determine where best to spend their advertising monies. He pointed out the better programming provided by TV stations and their longer hours of operation, stressing early morning and late evening shows.

Pattyson told of the wide advertising coverage of TV and of the dropping costs to reach per thousand viewers, as well as new stations coming on the air. He pointed out the value to prospective advertisers to determine the number of sets in the areas where they contemplate spending television advertising monies, and said that total sets in a given area serve as the best yardstick to determine television coverage. He also pointed out that a check of converter sales would indicate how present set owners were taking to the new higher frequency stations that are coming on the air.

In the absence of Anthony G. Glavin, director of the New England Newspapers' Advertising Bureau, Program Chairman Larry Stone read a statement on newspaper advertising that Glavin had submitted. Glavin warned park men not to take for granted the fact that they are well known, and said that a continuing policy of keeping their names before the public was necessary. He pointed out the natural advantage of newspapers as an advertising media inasmuch as they are the source to which people turn to obtain news about their locality.

### Plugs for Radio

Roy Whisnant, president of WCOP, Boston radio outlet, pointed out the merits of radio advertising. He spoke of radio as a method to reach the listener as economically as possible, and stressed that radio is to be found everywhere. He gave backing to his statement by pointing out that more radio sets were sold in 1952 than in any previous year, and said that surveys showed that people spent more time listening to radios than anything else, save working and sleeping. He explained the value of repetitive commercials in the radio advertising picture.

L. R. B. Atwater, research director of the Donnelly Advertising Company, Boston, spoke of poster and billboard advertising and its value in expressing a message cheaply and quickly to a lot of people by making short, eye-catching copy do a hard selling job. He delved into survey methods used to obtain traffic counts on roadways, and the percentage of surveyed individuals who remembered seeing that type of advertising, as a continuing method of making this type advertising more effectual for the advertiser.

# Cincy Tables Ordinance On Park Discrimination

CINCINNATI, April 11.—City Council voted 6 to 2 Wednesday (8) to shelve Councilman Theodore M. Berry's ordinance which would have required Coney Island and other amusement parks licensed by Cincinnati to admit all persons, without discrimination.

The action was taken despite a final appeal of the measure by Berry, Richard Bluestein, assistant to the president of Hebrew Union College; Mrs. Donald Spencer, Alpha Kappa Alpha sorority; Rev. David R. Thorberry, archdeacon of the Episcopal Church, and Rev. Maurice McCracken, Cincinnati Committee on Human Relations.

Council rejected Berry's minority Law Committee report recommending passage of the ordinance, and adopted by the same vote the committee's majority report to shelve same, signed by Councilman Simon Leis, chairman, and Mayor Carl W. Rich.

Speaking next was John U. Riley, Transportation Displays, Inc., Boston, on transit advertising and its placement to reach the traveler at the point of departure, while in transit, and at the destination point. He pointed out that Boston commuter trains would shortly give up the use of advertising cards along the sides of car interiors and that end cards, framing exit doorways, would be used solely. He advised the group that transit advertising on trains, buses, subways and trolleys could be bought as a package or use could be restricted to certain areas, or to certain transportation lines, depending upon the advertiser's desires.

### Co-Operative Effort

Donald Lang, Boston Post, spoke of co-operative efforts in advertising and showed examples of such co-op advertising. He pointed out that park operators are in an ideal position to use co-operative advertising in newspapers, as an example, because while the park men might be competitive in spirit, they are united in purpose. He spoke of group-supported advertising and its opportunity to promote ideas on a big scale while arousing and renewing reader interest at low cost.

Storin, who not only tied the whole panel of speakers and their messages together with interesting and pertinent facts and figures, also moderated the question and answer period that followed. He stressed, as did advertising panel members, that no one advertising medium does a 100 per cent job for an advertiser and that use of a combination of advertising media was necessary for best results.

Harry G. Bowen, president of Whalom Park Amusement Company, Fitchburg, Mass., served as the moderator of an open forum on new developments, and members took an active part in pointing up new ideas that they were trying this year for the first time and projects tried in the past that had proved successful.

A local Internal Revenue Department representative conducted a short question and answer period. In his brief informal talk, he pointed out that in cases where park operators were confused as to whether or not admission taxes were applicable, that the best plan to follow was to charge and pay the tax, but to obtain a ruling from the tax department on the specific admission attraction. He stressed that the method of presentation of facts to the tax department was all-important, as to whether or not tax exemption would or would not be allowed.

George Hamid then returned to the dais and spoke at length on tax matters.

A cocktail hour was held in the roof lounge from 5:30 to 7:30 p.m., followed by the annual banquet and entertainment at the roof ballroom.

Al Martin, of the Boston agency bearing his name, was introduced and he turned the show over to Roy Rogers, who served as emcee. The entire show was provided by the Martin Agency and included Cal Claude, acro-balancer; Virginia Howard, vocalist; Russ Burgess, magician; Shirley Haward, acro-danseuse, and Paul Winik and Edna Mae, terp team. Russ Ring provided musical accompaniment at the piano.

Councilman Jesse D. Locker voted with Berry each time.

Following defeat of Berry's minority report, he moved that the ordinance be referred back to the Law Committee, so that Coney's management will be on notice that Council had not dropped the question, but lost on this motion by a 6 to 2 vote.

In urging adoption of the majority report, Leis suggested that court action be taken to correct discriminatory actions by amusement parks. He said this has never been done here despite the fact that Ohio law on the matter is clear. Berry, however, said that such action would only aggravate tension. At that point Councilman Douglass M. Allen said Berry was losing sight of a basic principle of law—a person is innocent until proved guilty. Berry's ordinance would punish without proof of guilt in the courts, he pointed out.

The ordinance provided for license suspensions of 30 to 90 days for violations, and revocations in cases where licensees had been convicted in court for discrimination.

# Harriet Island Preps for Bow

ST. PAUL, April 11.—Work is progressing rapidly at Harriet Island Park here, the city's new resort which Rocco Shiovone, manager of the Rocco Shows, has contracted to operate this year.

A crew is at work repairing roads, trimming trees and beautifying the area, and electricians, plumbers and architects are putting finishing touches on buildings. Shiovone reported last week that rides were placed on trucks, ready for installation this week. Recent purchases included a Roll-o-Plane, Merry-Go-Round and several kid rides, making a total of 12 slated for the midway. A number of concessionaires are at work here building new fronts.

ATLANTIC CITY, April 11.—Richard S. Jackson was sworn in recently as a member of the five-man City Commission.

He was named to the post of director of parks and public property, and succeeds Philip B. Grevatt, who resigned because of ill health.

# SKEE-BALL

Reg. U. S. Pat. Off.  
America's Favorite Skill Game for  
**PARKS - RESORTS & ARCADES**  
PLANS—CARS—EQUIPMENT for  
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New STUNTS for your  
**DARK RIDE & FUN HOUSE**  
PHILADELPHIA TOBOGGAN CO.  
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Amusement Devices Since 1904

**IDLEWILD PARK**  
OLCOTT, N. Y.  
Can place Kiddie Rides, Photos, Ball Games and Novelties and legitimate Concessions that do not conflict. Permanent building for refreshment stand.  
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**MUST SELL TO SETTLE ESTATE AMUSEMENT PARK**  
Located on ten acres of Puyallup Valley land and built around a miniature lake with windmill. Equipment consists of a coal-burning Steam Train and three Passenger Cars on one mile of track, large Ferris Wheel, large Airplane Ride, Merry Mixup, Fire Truck, Jet Plane Ride, 12 excellent Ponies and equipment, Lunchroom, Barn for Ponies and Public Toilets. Price: \$25,000.00. Write  
**MRS. FREDA JOHNS**  
Route 5, Box 354, Puyallup, Washington, or Phone: Puyallup 5-2009.

**WANT TO BOOK FOR PIKE KIDDELAND**  
Located in Hartford, Conn. 2 or 3 abreast Merry-Go-Round, Boat Ride, Fire Engine or other Kiddie Rides. Will book on small percentage or will buy Merry-Go-Round and Boat Ride. Write or Phone 112-6028  
**ROBERT GLOTH**  
P. O. B. 24, Newington, Conn.

**#5 ELI FERRIS WHEEL FOR SALE OR LEASE**  
Good condition. Reasonable offer. Write  
BOX 71, Murray Hill Station  
New York 16, N. Y.

**NEED RIDES AND CONCESSIONS**  
Established Amusement Park wants legitimate Concessions and Kiddie Rides not conflicting. Contact  
T. V. TEMPLE, Mgr.  
**EDGEWATER PARK**  
Celina, Ohio

**LOCATION WANTED FOR GLADYS GILLEM AND HER TRAINED LIONS FOR SEASON**  
Park, Zoo or Resort. Good drawing card; 50-50 basis or salary.  
**GLADYS GILLEM**  
c/o Circo Loyal Repensky  
308 Aguiar St. Habana, Cuba

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP  
GET THE NEW REVOLVING **HOLLYWOOD SPOTS-LITE** EARLY INSTALLED  
BETTER'N A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH PATENTED  
GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINGS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.  
Write for Complete Free Details  
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**NANTASKET BEACH WATERFRONT**  
Space for Roller Coaster, Rides, Games, Candy, Shooting Gallery, Shows, etc. Golden opportunity. Good parking. Big crowds. For information  
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**FOR SALE**  
30 Unit group game "The Races." At most new. Terrific money maker. Sacrifice.  
**BOX 844, THE BILLBOARD**  
1564 Broadway New York, N. Y.

**Parks Need Golf**  
Look at the success leading amusement parks make every season with Holmes Cook giant miniature courses. You give us 15,000 sq. ft. We'll provide a layout, equipment and accessories that are every way superior. Inquire promptly.  
**HOLMES COOK MINIATURE GOLF CO.**  
Box 1463, New London, Conn.

**High Quality KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

**ELECTRICAL GROUP GAMES LOCATIONS WANTED**  
Either percentage or option to buy. Capable of grossing \$200 per hour. FASCINATION, THE RACES, ETC.  
If you have the location we will do the rest. Any reasonable offer accepted.  
**Box #837, The Billboard, 1564 B'way, New York 36, N. Y.**

**ARCADE OPENING**  
Owing to disappointment, a Penny Arcade Building for rent. Flat or P.C. rental. Must have 75 to 100 machines. Books open to responsible parties. Write, Phone or Wire  
**ROLLING GREEN PARK**  
SUNBURY, PA. TELEPHONE: SELINSGROVE 6201.

**For Amusement Parks, Pools, Beaches and Arcades**  
RIFFLE SPORT and the CHALLENGER will increase your profits through the entire season. Write today!  
**A.B.T. MANUFACTURING CORP.**  
715 N. Kedzie Ave., Chicago 12, Ill.

**EARN MORE MONEY WITH A GREYHOUND RACE IN YOUR LOCATION OR GET YOUR MONEY BACK**  
12 UNIT \$3540 • 14 UNIT \$4130  
**GREYHOUND AMUSEMENT DEVICE CO., INC.**  
2124 SURF AVENUE CONEY ISLAND 24, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND**

## Concession Blaze Mars I. T. Preem

But Manager Isser Reports Plush Spending  
Indicates Banner Season Lies Ahead

NEW YORK, April 11.—A fire which destroyed the concession line at about closing time Wednesday night (8) marred the opening stand of the I. T. Shows at Boulevard and 48th Street, some 15 minutes from Times Square.

The blaze leveled a number of concession units owned and operated by Morris Brown and Ed (Freckles) Lewis. The loss to Lewis was estimated at about \$4,000, while the equipment lost by Brown had an estimated value of about \$2,000.

None of the equipment owned or operated by the shows was damaged, Phil Isser, general manager, said. While the stands were well stocked and the damage considerable for the number of units involved, the loss would have

been much larger several weeks hence when the front end will be expanded considerably with many units added. Only a few concessions are operated in New York where license restrictions govern all operations.

Isser and personnel of the show are exceedingly happy, despite the fire, because of the free-spending crowds that greeted them at their first spot. Indications for a successful season are at least as favorable as those encountered at any time during his lengthy show-owning career.

The No. 1 unit opened Saturday (4) at Linden Boulevard, and the initial reports from this show, which is being operated by I. Trebish and Al Howard, were also good.

Isser said that a number of units will be added by the time the show gets into its Long Island dates. Tony Marino is building an illusion show which will be ready for the Island tour. A wax show has been purchased from Frank Bergen's World of Mirth Shows, and it will be picked up when that organization gets into its New Jersey dates.

Two new light plants have been received from the Fabrick Company and are in operation.

## Gem City Biz Tops Early '52 Stands

ATTALIA, Ala., April 11.—Gem City Shows opened in the rain here this week but despite the handicap, grosses were up sharply over last year when they played Attalia two weeks later.

Three more shows joined Ray Marsh Brydon's back-end here. Cavanaugh came on with his Western unit, which features Dottie the trained horse as well as whip and rope turns. Kitty Docen has added a new wing and several new machines to her Penny Arcade.

Johnny Reed, who calls Attalia his home town, celebrated here with a party for the show's personnel. Ronnie Shapiro suffered a broken ankle when he was thrown from one of Cavanaugh's horses, and Dee Dean will handle his concession until the leg mends. Wendell Pierce recently purchased a new motor for his new lighting system.

Frank Stallings, manager of the Trenton, Tenn., fair, and Mrs. Stallings, visited Owner Tom Hickey here. Fitzie Brown and A. Wallace, co-owners of Brown & Wallace Shows, also stopped off to cut up jackies.

The Sky Kings, high act free attraction, closed here but will return for the late Southern fairs.

## Leslie Brophy, Show Gen. Mgr. In '20's, Dies

ST. LOUIS, April 11.—Funeral services for Leslie M. (Pete) Brophy, 65, one-time carnival general manager, were held here Friday (10) in St. Louis Cathedral. Brophy died Tuesday (7) of cancer of the lungs following a lingering illness.

For the past 22 years Brophy had been engaged in commercial ventures. In the 1920's he was general manager of the D. D. Murphy Shows and was credited with having lifted that show from a three-ride unit that played St. Louis lots into one of the largest railroad shows of its time. The show folded in 1931 and Brophy entered business here.

He had maintained many show business friendships since his withdrawal from the carnival field, and until last year he annually attended the Chicago outdoor conventions. He was a frequent visitor in late years to shows playing in the St. Louis area.

He is survived by his widow, Mrs. Darlene Brophy; a daughter, Darlene, and an adopted son, Bob.

## WHAT'S THIS? TOO MUCH HELP

DENVER, April 11.—C. A. Goree, owner of the C. A. Goree & Sons Shows, still can't believe it: At the show's stand recently in Duncan, Okla., he had more ride help than could be placed. "That," he observes, "is the first time in 10 years that I had that pleasant experience."

## Outlook OK as Marks Bows In Richmond

RICHMOND, Va., April 11.—A revamped John H. Marks Shows gets under way here this weekend with a date at 26th and Hull streets in South Richmond. A second Richmond date will be played at West Broad Street and High Avenue beginning Monday (20).

Art Lewis, general manager, reported winter quarters activities completed as planned and said that the outlook for the season was good.

The opening date has been staged in South Richmond for a number of years and the earnings there are invariably good.

## Vivona Grosses Heavy at Sumter Despite Rain

NEW BERN, N. C., April 11.—John Dempsey, builder and ride superintendent; Bill Holt, lot superintendent; Vic Palmer, advance publicity and billposter; Tony Masiello, mechanic; L. H. Barrett, The Billboard representative and mail; Kenny Bullock, artist, and Peter Hendrix, Diesel engineer and electrician.

A birthday party was held Friday (3) at Sumter on the occasion of John Vivona's 31st birthday. He received many gifts at the affair which was well attended by show personnel.

The current stand is under auspices of the American Legion 40-and-8, and W. A. Godley, local fair manager, has contributed materially in making the date a success.

SUFFOLK, Va., April 11.—Virginia Greater Shows, opened their 1953 season here this week. This city has served as the show's winter quarters for the past 13 years. Date is being sponsored by Suffolk Junior Chamber of Commerce.

Personnel and staff this year include Rocco Masucci, general manager; Mrs. Masucci, secretary-treasurer; William C. Murray, general agent; Jimmy Thomas, master mechanic, and H. W. Arnold. The Billboard sales agent and mail man.

Concessionaires include Tony Buzzella, E. C. Weber, Arthur Christian, Bill Penny, H. W. Arnold, Calvin Nelson, Dot and Ronnie Prue, E. W. Jones, Charles Drake, C. Young and Scotty Logan. The Bill Jones bingo is managed by Gene Snyder.

Frank Allen is operating the Side Show and Cary Le Roy Tucker is operating the Cotton Club Revue. Leo, Mike and Ike Matina are with Allen's Side Show. Pony Ride and long-range gallery is operated by Mr. and Mrs. Albert E. Schmid.

Shows have been refurbished and all equipment has been modernized. The Diesel light plant was overhauled by a Norfolk engineering firm.

Manager Masucci feels that 1953 will be a banner year. Following its run here, shows move on the road for its usual tour of sponsored dates and fairs.

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## TOP PUBLICITY BREAK

## Strates Shows Featured in The Saturday Evening Post

NEW YORK, April 11.—One of the best publicity breaks ever accorded a carnival appears in the April 11 issue of The Saturday Evening Post. The feature story, lavishly illustrated with colored photography, traces the growth and current operation of the James E. Strates Shows, termed one of the largest carnivals traveling in the United States today.

The others, as listed in the Post, are the World of Mirth, Royal American and Cetlin & Wilson. Crediting the Strates organization as a "Sunday school show," the article, written by James Poling on assignment from the magazine, is a thoughtful, exploratory and accurate piece on Strates and his personnel. It is believed that the Strates show is the first carnival organization ever to be treated to a feature spot in the Post, a magazine with a circulation in excess of 4,000,000.

The eight colored photographs, spread across two pages, include a panorama shot of the midway at the New York State Fair, Syracuse; a night shot of the revolving rides; a shot of Joe Boston and Mitz working in front of Jack Norman's Broadway to Hollywood Revue; a day shot of the midway in action with the Rocket and Spitfire in the foreground; a shot of the Great Lester, illusionist, sawing his wife, Diane, in half; a well-stocked and busy novelty stand; a second shot of Norman's girl show unit with the bally well populated, and an excellent picture of Owner Strates with a titled wagon as a background.

Among those mentioned prominently throughout the story are Dick O'Brien, manager; Duke Jeanette; Starr deBelle, press agent; Kisten Dahl, the Snake King; Mayor John S. Newman, Watertown, N. Y.; Bligh Dodds, Gouverneur, (N. Y.) Fair operator and former president of the International Association of Fairs and Exhibitions; Georgina Henry, Jean McLeod, Jack Norman, Dale Barron, Jean Dellabate and Strates' wife, Mabel, and children, Elizabeth, Theodora and James Jr.

A quote from The Billboard, crediting Strates with his unprecedented effort in rebuilding his show after a disastrous winter quarter fire, is also included. Strates is also credited with owning the Model Shows, a fact at the time the story was written. Since then Strates has been joined by O. C. Buck in the operation of that unit and the organization is now known as the O. C. Buck-Model Shows.

In addition to highlighting Strates and his organization, the

## Goree Org Back In Barn, to Go Out Again in May

DENVER, April 11.—After hitting a streak of bad weather, the C. A. Goree & Sons Shows have withdrawn temporarily from the road but will re-open May 1 at Liberal, Kan.

The show opened March 27 in Wichita Falls, Tex., then went into Duncan, Okla., but bad weather combined with a poor location in Wichita Falls yielded unsatisfactory business.

Show, which heretofore had been routed into Idaho and Utah, is set to play thru Kansas, Colorado and Wyoming, with 15 weeks of fairs and celebrations in its route. Included among the stands will be a three-week downtown engagement here under the sponsorship of the police department.

Elvin Bishop has been signed as ride superintendent and Omar Davis has booked on two rides and one concession.

James and John Goree, sons of the show's owner, visited at Duncan, coming in from the San Marcos Military Academy, San Marcos, Tex., where they are enrolled.

story is a good industry piece. The Post decided to do the story shortly after a similar piece on Strates appeared in The New York Times Sunday Magazine Section last summer.

The Post also ran a story on Gibsonton, Fla., the carnival town, about a month ago. It is interesting to note that Jack Norman was mentioned in both.

Since this is the season when stories on outdoor show business normally pepper the nation's periodicals, the usual number of expose-type articles are likely to appear. Real magazine has a piece titled, "I Was a Carnival Gyp," running in its May issue. A reading of an advance copy shows that the self-styled expert, one Gypsy Frobisher, must have culled his information from the reading of similar articles.—JIM McHUGH.

## Detroit Shows Get Fair Biz Despite Cold

DETROIT, April 11.—The carnival season in the Detroit area got off to a slow start Easter Sunday, with two shows opening in opposite ends of the suburban area. The weather was chilly and cloudy, but people did turn out on the lots in sufficient numbers to inspire an optimistic prediction of business for both shows.

Joyland Midway Attractions, owned and managed by Roscoe T. Wade, a brother of W. G. Wade, opened at Pelham and Van Born roads in Taylor Township, under auspices of the Moose. The show will stay two weeks, and move to another location, at Telegraph and Eureka roads, under auspices of the local Patriotic Council.

Business was considered encouraging in view of the chilly weather, according to Paul (Jack) Greeley, show secretary.

Roscoe T. Wade has decided to return as a carnival operator, after a year in park operation as owner of Wolf Lake Park on Lake Michigan, near Musegon. Wade has given up his interest in the Wolf Lake project, and will carry on with the Joyland Attractions route in the Michigan territory this year. Joyland now has a few rides and a number of concessions, with the balance of equipment remaining in winter quarters at Adrian, Mich., until later in the season. Dave Picard, of Chicago, has joined the show with a line-up of concessions.

The W. G. Wade Shows were the first to get the curtain up this year, opening last Friday (3) in suburban Highland Park for a month's stand under auspices of the Junior Chamber of Commerce. This site, opposite the old Ford Motor Company plant, has been used as break-in location by W. G. Wade for several years. Business there likewise was considered satisfactory, according to D. Wade, general representative. This major unit opened with rides and a few selling privileges only, but will add attractions during the next four weeks.

Wade Greater Shows, the second unit of the W. G. Wade organization, went into action Tuesday (7) in a near downtown location at the Eastern Market, under management of Cameron D. Murray.

## Pike Back on Road; Show Opens in Okla.

SAPULPA, Okla., April 11.—Bill Pike, former owner and manager of the Pike Amusement Company which was off the road for the past two years, opened the Park Amusement Shows here Saturday (4) to good business, despite cool weather. Pike will play his show thru Oklahoma, Kansas, and Missouri this season. D. Edward Belknap is legal adjuster with the show.

# Midway Confab

Harry T. (Sheriff) Williams is confined in Room 7E-28 of the Veterans Hospital, New Orleans, where he would like to receive mail... Sue-dan, annex attraction, has joined Bill Chalkias' Side Show on the Gold Medal Shows after wintering in San Francisco. Sue-dan recently vis-

ited Jean Rendelle and Harry Fink on Gem City Shows; Barbara Le May, Louise Daniels, Darlene Lynn and Rosetta on C. A. Stephens Shows, and Cleo Renee, Chuckles Elsie, Freda Fred and George West at the Palm Lake Court, Miami.

Mr. and Mrs. Charles Hodges, of Coldwater, Mich., trekked to Detroit over the week-end to inspect conditions and buy costumes and equipment for their shows. They also took delivery on a new Lincoln Capri.

Joe S. Scholibo is in Shreveport supervising the disposal of the kiddie rides owned by B. S. Gerety and situated on the Louisiana State Fairgrounds. For the past two years, Joe has been associated with Kiddielands, most of the time at Houston but also at Gerety's fun spot on the Shreveport fairgrounds. Gerety, who was the owner of the late Beckman & Gerety Shows, is now back at his Kerrville, Tex., home following several trips to a hospital in San Antonio, 20 miles out of Kerrville. He is reported "doing nicely" by showmen who have visited him since his return home.

Mr. and Mrs. R. W. Rocco will leave their Miami home April 20 to join the Jimmie Chanos Shows in Richmond, Ind. The Roccos had their concessions on Gold Bond Shows the past several years.

Chicago-based J. C. McCaffery, co-owner and general agent of the Amusement Company of America, planned a Washington stopover Wednesday 15 en route to Birmingham... Leon Claxton, owner-operator of the "Harlem in Havana," and Kenny Revling, talker on the Claxton show, spent the greater part of a week in Chicago recently lining up talent for his '53 unit.

Harry Hawks, who had the shanty wagon at the train on the World of Mirth Shows for years, was recently buried in Bridgeton, Me. He died in a Jamaica Plain, Mass., veterans hospital.

Carlton Coe writes that he is about to leave Canada, where he has been vacationing, for his home in Detroit... Nathan B. Wohlgenutto reports that he is operating a dart joint in Houston.

Jir. McCall, former owner-manager of the McCall Shows, is operating a goat farm at his home in Wilcox County, Georgia. One of the goats gave birth to four kids recently.

Mr. and Mrs. J. R. Carroll returned to San Antonio after spending several weeks in Los Angeles with their son and his family. They expect to open with one of the F. E. Gooding Amusement Company units, in Ohio, late in April... Dolly Altenburg, wife of R. Neil Altenburg, widely known wild animal dealer, trainer and exhibitor, is in St. Luke Hospital, Milwaukee, where she underwent an operation recently. She would like to read letters from friends... Joe Stevens Jr., son of Mary and Joe Stevens, concessionaires, spent his Easter vacation with his parents in Houston. Joe Jr. is studying pharmacy at the University of Texas and will not accompany his parents on the road this season... Nina Uffrup, formerly of Art Lewis Shows, has opened a restaurant in New York.

Harry and Sue Bauers, former aerialists, about whom George J. Gallo, advertising manager of the 20th Century Shows, has received many inquiries, are now connected with that show. Bauers is an artist and front designer and builder with 20th Century. Mrs. Bauers currently is in St. Landry Parish Hospital, Opelousas, La.

Harvey (Doc) Arlington, James H. Drew's hired boy, who has been working at an Indianapolis picture house all winter, passed thru Cincinnati last Thursday (9) en route to the Drew shows' winter quarters at Dunbar, W. Va. While in Cincy, Doc dropped in at The Billboard office to visit old friends. The Drew organization launches its season at Marmet, W. Va., Thursday (16), and will again play its old established route, Arlington reports.

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Concessions

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SEND YOUR  
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Box 1029 Phone 7-5551 Knoxville, Tenn.

**WANTED**  
**For HOME SHOW**  
**APRIL 27 THRU MAY 2**  
**PITCHMEN, SILHOUETTE MEN**

For Home Show, Huntington, W. Va., Memorial Field House.

Contact  
**MIKE LEWIS**  
Memorial Field House  
Huntington, West Virginia

**CORRECTION NOTICE!**  
On March 21, 1953, our ad read:  
**PUNK RACKS—Our Punks are in 15 colors and designs... \$15.00 doz.**  
The price should have been:  
**\$36.00 PER DOZEN**

**RAY OAKES & SONS**  
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Day Phone: Lyons 3-4632  
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Strange and Weird Attractions  
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child  
Many others. Your ideas made up. Write for Folder. Free

Tate's Curiosity Shop  
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**HUBERT'S MUSEUM**  
228 W. 42nd St. New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**WANTED**  
**For 1953 Season**  
Out till the snow flies.

Can place one good Grind Show, Milk Bottles, Balloon Darts, Photo Gallery, Scales, Pitch Till You Win. Contact

**GREASER AMUSEMENT CO.**  
Box 153, Dorchester, Wisc.

**WANT-AGENTS-WANT**

For the following Concessions: Bowling Alley, Pitch Till U Win, Buckets, Penny Pitch, Roll Downs, Clothes Pins and Razzes. Will open April 25th in Moberly, Mo., with the Grand American Show. Write or Wire

Care General Delivery, Moberly, Mo.  
**SAM WEINTROUB**

**Sober, Reliable Man**

To manage Carnival Equipment and operate Ferris Wheel, Baltimore and nearby. State age and reference. Salary \$75.00 weekly.

**SUPERIOR RIDES, INC.**  
22 S. Fulton Ave. Baltimore 23, Md.

**R. W. WILLIAMS SHOWS**  
OPENING APRIL 20

Wants Foreman for Ferris Wheel, Merry-Go-Round, Chairplane and Tilt. Second Men for all rides. Chuck Hellem contact at once.

**ROY WILLIAMS**  
2010 Murcheson Rd. Fayetteville, N. C.

**ROYAL MIDWEST SHOWS**  
Opening Apr. 25, 8 Days, Charlestown, Ind.

Want Stock Concessions, Lead Gallery, Shows with equipment, Ride Help.

**ROXIE HARRIS**  
General Delivery Charlestown, Ind.

**FITZIE BROWN & WALLACE Shows**

**WANT NOW for SPRING ROUTE of Large Industrial Cities With STRONG FAIR ROUTE To Follow**

<b>RIDES</b>	Will book Octopus, Fly-o-Plane, Live Ponies, set of Kid Rides. Lester Collier, please contact.
<b>SHOWS</b>	Organized Jig Show. We have complete outfit ready to go. Homer Lee & Geo. Dennis, please contact me.
<b>CONC.</b>	Will place reliable party with Penny Arcade at reasonable flat rate. All Hanky Panks open, or \$6.00 week.
<b>HELP</b>	Ride Foremen and Second Men who drive semis. General Help for Concessions.

Contact **FITZIE BROWN**  
OAK RIDGE, TENN. NOW:  
KNOXVILLE, TENN., WEEK APRIL 20

**BROWN AND WALLACE SHOWS**

**L.J. HETH Shows**

**LAST CALL—OPENING MAY 4—LAST CALL**  
Downtown North Birmingham, Ala.  
All People Contracted Answer

**WANT SHOWS**—Organized Minstrel Show (we furnish complete outfit), Motordrome with own outfit, Wildlife Show, Monkey Show or any show with own outfit not conflicting. Madame Burleson, answer.

**HELP WANTED**—Operator for Fun House, also Glass House, Man to handle front marquee and sell tickets on gate, Foreman for Merry-Go-Round, Ferris Wheels, Little Dipper, Octopus.

**All replies P. O. Box 5515, North Birmingham, Ala.**

Second Men on all Rides. All must be licensed semi-trailer drivers. Jim Jacobs, answer. Pictorial Artist at once.

**WANT TO BUY SIDE SHOW TOP; MUST BE GOOD CONDITION.**

**CONCESSIONS**—Cookhouse and Grab, Arcade, Derby Racer, Novelties, other Hanky Panks. Can also place a few Agents for Hanky Panks.

**THE SHOW WITH A MILLION FRIENDS**

**BYERS BROS. SHOWS**

OPENING NEW BOSTON, TEXAS, SATURDAY, APRIL 25-MAY 2  
BIG ARSENAL AND ORDNANCE PLANT PAY ROLLS

**WANT** For Two-a-Week Street Celebrations in Missouri, Iowa, Wisconsin and Michigan. No Gate at Any Time.

**HELP:** Ride Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Octopus, Spitfire. Show Painter at once. Also Electrician to handle Diesel Plants. (C. M. "Red" Miller, misplaced your address, contact at once.)

**SHOWS:** Want Pit Attraction for Platform Show framed on 32-ft. van with 50-ft. front. Also want Man for Long Range Gallery, have all new Remington Speedmasters. (Mr. Middleton, will you be there with your Show?) Bob and Bobby Warner, come on.

**RIDES:** Will book or buy one more Kiddie Ride.

**CONCESSIONS:** Have good opening for small Cookhouse or Sit-Down Grab. Corn Game open. Also all Hanky Panks except Water Games, Darts and Pitches.

**All replies to CARL W. BYERS, Mgr., 1306 West 8th Street, Texarkana, Texas**  
P.S.: Leonard Higgs wants Agents for Six Cats, Buckets, Pan Game. Lourin, come on or contact.

**PLAYLAND ON PARADE**

**CETLIN & WILSON SHOWS**

OPENING APRIL 30 IN PETERSBURG, VA.

<b>CAN PLACE</b> and furnish Wagons for Caterpillar, Spitfire and Fly-o-Plane.	<b>WANT</b> —Carpenter and Show Painter.
<b>CAN PLACE</b> Little Dipper or Roll-o-Coaster.	<b>CAN PLACE</b> Scales and Age for still dates and possibly arrangements could be made for all our big fairs.
<b>WANT</b> —Workingmen in all departments and Second Men for rides.	<b>CAN PLACE</b> legitimate Hanky Panks for the season.
<b>CAN PLACE</b> first-class Side Show with own equipment.	All address Winter Quarters, P. O. Box 787, Petersburg, Va.

**WORLD'S LARGEST MIDWAY**

**ROYAL AMERICAN SHOWS**

Has again been awarded the contract to furnish all Attractions and Concessions for the South's Greatest Spring Festival—the Memphis Cotton Carnival, Memphis, Tenn., starting May 9 and ending May 16 (2 Saturdays and 1 Sunday).

**WANT** **WANT** **WANT**

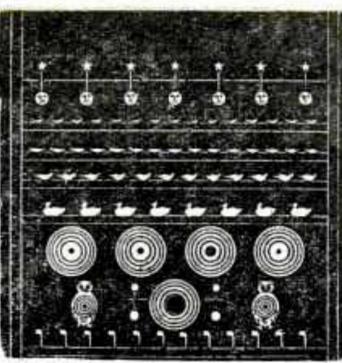
**CAN USE STARTING AT MEMPHIS AND FOR THE ENTIRE SEASON**

Working Men in the Concession Department, Bingo Agents, also Sub-Agents on Slum Stores, such as Ball Games, Pitch Games, Shooting Galleries, String and Dart Games, Glass Pitch, Coke Bottles, etc.

**WILL BOOK FOR MEMPHIS ONLY**

Any Game of Skill that will pass inspection, also Pitchmen, small Grab Stands, Demonstrators, or anything suitable and in keeping with our policy.

**Contact: SAM GORDON, Concession Mgr.**  
c/o Royal American Shows, Tampa, Fla., until April 26; then c/o Claridge Hotel, Memphis, Tenn., on and after May 1.



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SHOOTING GALLERY  
OPERATORS!**

**IF YOU NEED GALLERIES  
ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last.

**IMMEDIATE DELIVERY—  
NO WAITING for  
These EVANS' Quality  
LONG RANGE GALLERIES**

**Complete details in our  
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GALLERY "L"—2 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and bell.  
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Manufacturing Show Canvases for Over Fifty Years.  
Underwriters' Approved Flame Resistant Materials Available.  
5 DAYS' SHIPMENT ON MOST SIZES

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**SAXONBURG VOLUNTEER FIREMEN'S  
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**JULY 20-25 INCLUSIVE**

**PARADE JULY 23**

**WANTED—SHOWS**

Contact Carnival Secretary  
**CARL WETZEL, R. D. #1, Cabot, Pennsylvania**

**APPLE BLOSSOM FESTIVAL**

**WINCHESTER, VIRGINIA, APRIL 30 AND MAY 1**

BIGGER THAN EVER, OVER 200,000 EXPECTED. Owing to tremendous increased cost of staging this event, privileges are: Walking Privilege, \$15.00; Novelty Stands, \$30.00; Cotton Candy and Jewelry, \$30.00. Straight sales only.

**WINCHESTER AMUSEMENT CO.**

FRONT ROYAL ROAD WINCHESTER, VA.

**UNITED AMUSEMENT SHOWS**

**8 RIDES! FREE ACT! FIREWORKS! FREE GATE!**

Want for Providence, R. I., April 20 to 25 (Children of St. Lucy and Association of the Catholic Blind Festival), followed by Attleboro, Mass., Taxpayers' Jamboree, April 27 to May 2; plus 22 more big weeks.

WANT Age, Scales, Duck Pond, Fish Pond, String Game, Cork Galleries, Novelties and other Slum Stores that do not conflict with what we have. WANT Help for all Rides, also Agents for office Concessions and Bingo. Will book Tilt, Octopus, Spitfire and any clean Show of merit. Permanent address:

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**FOR SALE  
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The world's most fascinating group game. 34 units—all incidental equipment included. Used only one season (2 months). Minimum required space 20x35. Exclusive guaranteed—private owner. Reasonable.

Contact **JOE PINELLI**

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**COLEMAN BROS.' SHOWS, INC.**

OPENING APRIL 23, MIDDLETOWN, CONN.

Want Candy Pitch, Penny Pitch, String Game, Basketball, Coke Bottles, Bowling Alley, Frozen Custard. Also want Diesel Electrician who knows how to operate Caterpillars.

P. O. BOX 886 MIDDLETOWN, CONN.

**BINGO HELP WANTED**

Counter Men and Semi Drivers. Our fairs start May 27th. Opening Apr. 8 to 13, West Side Ave., and Audubon, Jersey City, N. J. Top salary.

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You'll get more return for your money... show more profits... with our RIFLE SPORT and CHALLENGER.

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715 N. Kedzie Ave., Chicago 12, Ill.



**For  
CARNIVAL  
Use**

**Club Activities**

**Showmen's League of America**

54 West Randolph Street, Chicago

CHICAGO, April 11.—The Thursday (9) meeting was handled by Past President S. T. Jessop, who returned this week from Florida. Also at the table were Joe Streibich, secretary; William Carsky, treasurer; Walter F. Driver, treasurer emeritus, and past presidents Sam J. Levy, J. C. McCaffery, Fred H. Kressmann and Lou Keller.

Welfare committee reported Bob Robbin was scheduled to be released from Billings Hospital here this week; Chester A. Barker in Little Company of Mary Hospital, Chicago; Max Craman in West Penn Hospital, Pittsburgh, following an accident, and B. S. Gerety and Billy Williams confined at their homes. Frank Daniels is still in the Chicago Municipal Tuberculosis Sanitarium.

The final meeting of the spring season will be held April 30, and the opening meeting next fall is scheduled for October 1. The nominating committee will hold its first meeting April 17. During the remainder of this year all new members will be issued a 1954 membership card.

Members attending the meeting after absences included Frank Winkley, Earl Newberry, Andy Kasin and Al Rossman. Secretary requested that all members send in changes of address.

Clubroom visitors included Ben Mallwin, Dave Goldfen, Fred H. Kressmann, J. C. McCaffery, Louie Berger, Oliver Barnes, Herb Dotten, Max Brantman, Harry Cherniak, Ralph Goldstone, Bud Brownell, Hadji Delgarian, Harry Mamsch, Henry S. Polk, Sam J. Solomon, Andre Dumont, Morris Brown and Walter F. Driver.

**Ladies Auxiliary**

Mrs. Mae G. Taylor, president, presided at the Thursday (2) meeting at the Hotel Sherman. Other officers present were Mrs. Lucille Hirsch, first vice-president; Mrs. Viola Moore, second vice-president; Mrs. Frances Berger, third vice-president; Mrs. Carmelita Horan, treasurer, and Mrs. Elsie Miller, secretary. Invocation was offered by Mrs. Margaret Filograsso, chaplain.

Mrs. Moore, chairman of ways and means committee, proposed several ideas for the convention and open house. Mrs. Miller will head the drive for the Cancer Fund. Anne Sleyster, relief chairman, is going to Florida.

Clara Etta Barker's husband, Chester, is hospitalized with a heart condition. Billie Lou Bunyard is in University Hospital, Little Rock. Others ill are Marie Brown, Louise Rollo, Marguerite Shapiro, Rose H. Page, Etta Henderson and Virginia Kline. Trixie Clark is recuperating from an illness.

Mrs. Horan planned the Thursday (9) social. Evelyn Hock won the lace table cloth donated by Ann Belden. Billie Billiken, of Houston, Tex., sent matching straw mat and tray won by Mary Grecco. Harriet McBeath came from Villa Park, Ill., to be hostess.

Louise Warning is in Chicago with the "Call Me Madam" company, playing at the Shubert Theater. Minnie Simmonds is in Cleveland.

Lillian Lawrence is chairman of the membership drive. Mrs. Hirsch will be hostess at the April 23 social.

**Dillon Preps Show For Outdoor Trek**

EAST LIVERPOOL, O., April 11.—Dick Dillon, owner-manager of the wood carving exhibit bear in his name, has just finished a new show front for his show. It is 62 feet long with a 14-foot marquee extending eight feet in front of the regular front and is heavily scrolled and equipped with mirrors. Dillon recently played a number of winter dates including the Buffalo Sports Show. Until fair time, he plans on setting down in an amusement park.

**Show Folks of America, Inc.**

145 Turk Street, San Francisco

SAN FRANCISCO, April 11.—The regular meeting was called to order by First Vice-President Charlotte Porter. Fifty members were in attendance. The committee, which handled the entertainment and refreshments for the recent combined birthday celebration and farewell party, was given a rising vote of thanks by the members and the president. Members were saddened by the death of Della Ross Whittaker Thursday (2). She was buried in Showfolks Rest in Olivet Memorial Park Monday (6).

George Simmonds was reported feeling much better. Harry Seber is on the sick list as is Rose Lavelle Manford, who has been in the San Francisco Hospital for more than a week.

Two new members were accepted. Roy and Ethyl King, both old-time show people, were given an initiation by Treasurer Phil Sapiro.

Committee members have been appointed for the ladies' bazaar scheduled in November. Charlotte Porter is to serve as chairlady and Mary Texiera, co-chairlady, with the following members: Georgia McDonnell, Mrs. Elmer Hanscom, Josephine Lynch, Hazel Christensen, Mary Clawson, Barbara Hellwig, Doris Monette, Frances Seber, Marie Levitt, Rolley Castle Burglon, Berta Harris, Josephine Blome, Jane Albright, and Mrs. Ralph Meeker. Many prizes have already been donated including a \$100 government bond and a man's wrist watch.

A final report was made on the combination High-Jinks Nite and St. Patrick's Party which netted about \$2,000 for the club. With Duke Navarro, producer of the Victory Trooper Show as chairman, the entertainment was fensed by Lucille Lando, KGO-TV star. The club thanked the performers for their co-operation. They included Cookie and Carolyn; Jimmy Russell, vocalist; Lorelee Lando, pantomimist; Beverly Clare, dancer; Tommie Belluomini, accordionist; Bert and Billy Jones, comedy banter; Duke and Evelyn, interpretive dances; Linda Lando, vocalist; Roger Nissim, rhythm taps; Jeanie Young, Hawaiian dancer; The Slovik Family, acrobats; Jeanie Barston, vocalist; Patsy Speer, baton twirler and tapster; Linda Lando and Roger Nissim, pantomimist, and Beverly Clare, Jeanie Young, and Jeanie Barston, chorus. Navarro, who staged many shows for wounded veterans in hospitals here and overseas, was featured in his South Sea Island dances. Music was by Phil Sapiro and orchestra.

Refreshments were served by John Provenzale, chairman of the house committee and Co-Chairman Sam Landesman.

**Missouri Show Women's Club**

ST. LOUIS, April 11.—Members honored Daisy Davis at the social Thursday (2). After playing cards and bingo, President Teresa Sidenberg presented Daisy with a crown, and Social Secretary Babe Weinstein pinned on a ribbon inscribed "Queen Davis." Treasurer Margaret Lohmar presented Daisy with an orchid from the members. Secretary Joan Lipsky made a talk honoring Daisy as a long and faithful member.

Tillie Kahle presented a beautifully decorated cake, which Daisy served. Estelle Regan, entertainment chairman, also served Easter refreshments.

Faye Davis was hostess Monday (31) at a barbecue. Guessing contest, games and cards were played, with table prizes and gifts for all.

Saturday night party (4) was the largest ever held in the clubrooms. Guests danced and sang. Sammy Bernet and Minnie Quillan played the piano and entertained with songs. Prizes were awarded to Doris Morrow, Sally Prevost and Margaret Lohmar.

Nora Gdynia and Arlene Sidenberg are both hospitalized. Letters were received from Lotis Francis, Madaline Ragan and Grace Goss, a charter member.

**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

**W.G. WADE SHOWS**

**New Contracting  
RIDES • SHOWS  
• CONCESSIONS •**

**For our 1953 Season**

G. P. O. Box 1488  
Detroit 31, Michigan

**RIDE MEN WANTED**

Foremen and Second Men for Wheels and Tilt-a-Whirl; must be semi drivers.

**HAPPYLAND SHOWS**

3426 Iroquois  
Detroit, Mich.  
PHONE WA 1-7924

**TILT HELP  
WANTED**

Foreman and two Second Men. Top salaries to capable men. Load on wagons, no truck driving. Address:

**WILLIAM PINK**  
General Delivery Hot Springs, Ark.

**WANT TO BUY**

Bulge and Midget Auto Racer and Kid Sky Fighter Rides. Will pay cash. Must be priced right, no junk.

**F. W. MILLER**  
CAVALCADE OF AMUSEMENTS  
Montgomery, Ala., this week; Bessemer, Ala., Apr. 20-26.

**DALE BARRON**

Wire us your address at once. Important.

**KING REID**  
MANCHESTER, VT.

**DOC STEINBECK WANTS**

Hanky Pank Agents for Age and Weight, Cabbage Head, Basketball and Bingo, Counterman, Hazelton, Kans. (W.O.), until Apr. 17; then opening Great Bend, Kans., Apr. 20. No collect calls or wires. c/o CENTRAL STATES SHOWS (The Show with a proven route)

**Fun, Fortune and Facts**

Can be had from a new book that explains in easy lessons HOW TO WRITE PEOPLE'S HOROSCOPES FOR FUN or for 'big fee'—which means good fortune for you. Send for free particulars which will surprise you.

**JAY WILCOX**  
G.C. P.O. Box 1403 New York 17, N. Y.

**WANTED**

The right Man for all types of Rides. Must be sober and reliable.

**DELGARIAN AMUSEMENT CO.**  
2303 N. Melvina Ave.,  
Chicago 39, Ill.

**KIDDIE RIDES—FOR SALE**

Have 9 Rides—best of shape, mostly all new or appearance of new, both physically and decoratively. In fact, everything—such as wiring, midway lights, ticket box, shelter tent or concession stand and everything that goes to set up a complete "Kiddieland Park." Also original crates for shipment of rides—all stored here. Contact **JOE S. SCHOLIBO**, P. O. Box 1434, or La. State Fairgrounds, Shreveport, La.

**CONCESSIONS—FOR SALE**

Both 16 and 18 foot Concessions—10 ft. depth—canvas, frames, push back-grounds and trunks complete. Also have wheels and other concession paraphernalia—stock and slum—all at giveaway prices. Complete corn game—frame top, seats and large P.A. system and two speakers. Contact **JOE S. SCHOLIBO**, P. O. Box 1434, Shreveport, La., or La. State Fairgrounds, Shreveport.

**RETURNEES**

**Byers Bros. Frame New Road Show**

TEXARKANA, Tex., April 11.—The return to the road of the Byers brothers, Carl and James, will be marked in New Boston, Tex., April 25, when Byers Bros. Shows open their season.

The Byers have been off the road since 1943 when they sold their show to Richman & Carpenter and turned to the operation of park rides. Their rides at Council Bluffs, Ia., will continue to be operated by Jim, while Carl manages the new road org.

Shows' route will take it to Missouri, Iowa, Wisconsin and Michigan on a two-a-week celebration basis. Plans are to open with 7 rides, 6 shows and some 25 concessions. A new GM Diesel light plant was purchased recently from the Lewis-Diesel Engine Company, Memphis. A free gate will prevail at all times.

Leonard Higgs, for the past several years with Ernie Farrow's Wallace Bros. Shows, will operate his string of concessions with the Byers.

Winter quarters here are under the supervision of Carl and make-ready work is progressing.

**American Midway Inks Texas Celes At Paris, Irving**

WACO, Tex., April 11.—American Midway Shows have signed to provide the midway attractions at two Texas celebrations, Don Brashear, owner-manager, announced here this week. The events are the Lions Club annual Festival at Irving, April 20-21, and the spring opening of Barrett's Recreation Center, Paris, April 27-May 2.

Since the show has been out, business has been substantially above last year, Brashear said. Line-up includes 10 rides, 6 shows and 20 concessions. In addition Big Eva, an elephant, is carried as a free attraction.

**Raising Fund for Sayres, Maimed in Rescuing Children**

UVALDE, Tex., April 11.—Uvalde citizens are contributing to a fund for Joe Sayres, 18, of Philadelphia, a carnival employee who lost his right hand recently in saving two children from possible injury.

Sayres had been employed two days by the American Legion-sponsored carnival when the accident occurred. Two small girls wandered into the area where machinery used to drive the Ferris Wheel was operating. Sayres rushed to save them before they became entangled and his hand got caught in the gears.

**Royal Midwest Inks Tomato Fete**

CHARLESTOWN, Ind., April 11.—Royal Midwest Shows have been signed to furnish the midway attractions at the annual Tomato Festival at Scottsburg, Ind., September 2-3, Bill Harris, show's general manager, announced. Event will feature free acts, contest and other local contests.

**VIDEO AT HOME AIDS I. T. WORK**

NEW YORK, April 11.—Installation of a television set at the winter quarters of the I. T. Shows perked up work considerably, Manager Phil Isser reported. With entertainment at hand, the working boys stayed on to catch the fights and other shows, got to bed early and were up with the birds in the morning to continue their work. Previously, Isser said, some of them were just getting in about the time to go to work and production naturally suffered.

**Eddie Young's STERLING CROWN Shows**

"The Truck Show Beautiful"

**OPENING THURSDAY, APRIL 30, THRU MAY 2**

INSIDE U. S. NAVY BASE, GREEN COVE SPRINGS, FLA. AUSPICES U. S. NAVY CHARITY FUND

"THIS IS IT"—FOLLOWED BY A STRONG ROUTE OF DATES

**CAN PLACE**  
**CONCESSIONS** Bingo, Cookhouse, Grab, Custard, Ice Cream, French Fries, Fish Ponds, Ball Games, Darts, Novelties and any kind of Hanky Pank.  
**CONCESSION AGENTS** For Short Range Count and Peek Stores, Six Cats, P.C. Dealers and useful Help for office Concessions. (Goody, contact Mack House.) George Jones can use Help for Derby Racer, Glass Pitch, Scales and Age and Mug outfit.  
**SHOWS** 10-in-1, Wild Life, Fun House, Dog and Pony, Mechanical, Drome or any Show not conflicting. Must have own transportation and equipment.  
**CAN PLACE**  
**SHOWMEN** Operator for Fun House; must drive truck.  
**RIDES** Will book two or three Kiddie Rides not conflicting.  
**RIDE HELP** Can place Ride Superintendent who knows all rides. Also Foremen for Tilt, #5 Eli Wheel and Dangler. Also Second Men for all rides. Must be sober and drive trucks. Top salary and bonus. (Le Roy De Lawter, answer.)  
**GENERAL HELP** Help for Snake and Monkey Shows.  
**All replies to E. L. YOUNG, Mgr., P. O. Box 157, Tarpon Springs, Florida**  
**Show Leaves Here Tuesday, April 28.**

**RAY WILLIAMS SHOWS**

**WANT WANT WANT**

**OPENING MARION, OHIO, FRIDAY, MAY 1**

**WITH LIMA, SPRINGFIELD AND SIDNEY TO FOLLOW**

**RIDES**—Will book any Flat Ride or Rides not conflicting.  
**RIDE HELP**—Need Ride Help on all Rides.  
**SHOWS**—Will book Ten-in-One, Five-in-One, Monkey Show, Minstrel, Wild Life, Unborn, Motordrome, Funhouse, Posing Show, etc.  
**CONCESSIONS**—Will book Ball Games, Short Range, Water Games, Glass Pitch, Jewelry, Cigarette Pitch, Penny Pitch, Hi-Striker, Age & Weight, Balloon Darts and all Hanky Panks. Will give P.C. to responsible party with Hanky Panks.  
 All parties with me previously, please contact.  
 This show carries ten office-owned Rides, Free Act and have eight Celebrations and ten of the best Fairs in Michigan, including Burr Oak, Standish, Wayland, Three Rivers, Ludington, Cheboygan, Alpena, Petoskey, East Jordan, Scottville and others.

**WIRE, DON'T WRITE**

**EARL KELLY, Bus. Mgr. RAY WILLIAMS SHOWS RAY WILLIAMS, Manager**  
 P. O. Box 1664, Detroit, Mich. Phone Temple 2-4607. This week Van Buren & Ecorse Rds., Detroit, Mich.

**SOL ROSENFELD WANTS AGENTS**  
 For 6 Cats, Slum Stores and Buckets. Need Man to handle dark room in Photo Gallery. All report Marmet, W. Va., April 15. Ride Man wanted immediately; good wages; come and get it. Notice, for sale: Flat Ride in perfect condition with truck; will sacrifice for \$2500. Address **SOL ROSENFELD** Care Drew Shows Marmet, W. Va., until April 25.

**AGENTS WANTED R. W. ROCCO WANTS**  
 For JIMMIE CHANOS SHOWS Opening May 1, Richmond, Ind. Agents for Count Stores. Can use Hanky Pank Help to put up and tear down. Prefer Semi Truck Drivers. (Fuzzy, get in touch with me at once.) Address: 3170 S. W. 8th St., Miami, Fla. (Phone: 4-3441), until April 20; then Richmond, Ind., Apr. 25 until opening.

**PENN PREMIER SHOWS**  
*worlds • cleanest • midway*

**EIGHTH ANNUAL AMERICAN LEGION SPRING FESTIVAL and FLOWER SHOW, April 23 to May 2, Fayetteville, N. C. Fort Bragg payroll, 60 thousand soldiers. 9 days, 2 Fridays and 2 Saturdays.**

Want for long season, 15 Fairs, to start Harrington, Del., July 27th to August 1st. Eleven Fairs in Florida starting January 20th, 1954. Will book Side Show, have complete outfit for same. Want Grind Shows, Fun House, Glass House, Dark Ride. Will book Ex on all Kid Rides except have Pony Ride. Want Ride Help: Foremen for Caterpillar, Whip, Tilt-a-Whirl, Ferris Wheels. Sure pay, also bonus. Second Men on all Rides, drivers preferred. Ladies can sell tickets. Want Talkers, Help on Monkey Show. Want talented Girl Dancers for Girl Revue, office paid, good salary. Johnny Barro wants Men and Lady Riders. Want Cook House, must cater to show people. Want Concessions: Hanky Panks, Scales and Age, Photo, Palmistry, Novelties, Jewelry, Penny Pitch, Hoop-La, String Game, Derby Racer. P.C. Agents, office-owned games. Will finance and build Shows to right folks. Leaving Winter Quarters, Airport, Kissimmee, Florida, April 18th. Drivers and Ride Men, please report. Johnny Hoffman will be on Fair Grounds at Fayetteville, N. C., Monday before opening. All address:

**SAM E. PRELL, General Manager, Winter Quarters, Kissimmee, Florida**

**NEXT FIRST IN EVERY WEEK NEXT NINE INDUSTRIAL TOWNS--ARMY CAMPS WEEKS GEM CITY SHOWS**

**NOW SHOWING TULLAHOMA, TENN.**  
**WEEK APRIL 20—MURPHYSBORO, TENN. WEEK APRIL 27—CLARKSVILLE, TENN.**  
 Can place Shows of all kinds with own outfits (except Girl Shows). Will furnish complete Show for well-organized Jig Show. Will give you first \$500.00, then P.C. State in detail what you have. Want Dark Ride, Glass House, Drome, Monkey, Snake, Mechanical, Grind Shows, Big Illusion Show, etc. Committee money only. Will place Major Rides not conflicting. Concessions: French Fries, Custard, Novelties, American Palmistry, String Game, Water Games, Long and Short Range Galleries, Milk Bottles, Basket Ball, Hanky Panks of all kinds. Help: Useful Carnival People of all kinds. Man to take care of Hanky Panks and drive trucks. Wire—John Reed. (Ace, come on.)  
**ALL REPLIES: GEM CITY SHOWS, PER ROUTE ABOVE.**

**8 BIG DAYS BEAVER COUNTY EXPOSITION**

**June 6, thru June 13, including Sunday**  
 Want legitimate Concessions, Cookhouse, clean Shows major and Kiddie Rides not conflicting.  
 Can place Foremen on Wheel and Jenny; must be sober, reliable and drive semi.  
**L. R. Wilcox (Kangaroo Man), contact. No Flats or Mitt Camps. Contact**  
**JOHN R. LEWIS**  
 Perry Highway, Zelenople, Pa., or **JACK BARSTOW**  
 1612 5th St., New Brighton, Pa.

**WANTED TO BOOK ATHLETIC SHOW FOR SEASON**  
 (Jackie Miller, contact.)  
 All kinds of Concessions wanted. Contact **SONNY MYERS AMUSEMENTS**  
 (Formerly Gust Karras Shows) St. Joseph, Mo.

**WANT FOR Royal American Shows**  
 Good Second Talker for Leon Claxton, Harlem in Havana. Good deal to right party. Opening in Memphis May 9. Write: **Kenny Revling**  
 3608 S. Himes Tampa 9, Florida

**NOTICE—\$100.00—NOTICE REWARD**  
 Information as to the whereabouts of R. R. (Lucky) Miller, traveling with carnivals. He has Concessions with his wife, Dottie Miller. Also runs Girl Shows. This information is important. Reward will be paid at once. Phone 9-2015 or 2-0941 or wire collect to **T. W. McCARTY**  
 928 W. Flagler St. Miami, Florida

**MAKE \$100.00 A DAY On Candy Floss**  
  
 Our new Super Deluxe new style head, bowl, brushes, holders, spindle. Smooth running Heater resistant and **FREE** parts Wonderful opportunity to start your own business—big money. Write for literature TODAY Old customers—send your machine in now for check-up.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
 726 Benton Avenue Nashville 4, Tenn.

**8 RIDES** **3 SHOWS**

## DESBRO SHOWS, Inc.

"NOT THE BIGGEST BUT ONE OF THE BEST"

Winter Quarters now open Waterloo, New York. Free trailer space.

Want for opening May 7, through 16, center city location. First show in 15 years.

Concessions that work stock.

Will book two more shows. What have you?

Ride help—second men who want foreman jobs. Will break you in.

Can use wives on concessions.

Age wants bingo caller and counter men.

All replies to Waterloo Fairgrounds.

<b>ANGE DESIDERIO</b>	<b>HAROLD MASTERS</b>	<b>RAY SANFORD</b>	<b>F. W. SMITH</b>
59 Conkey Ave. Rochester, N. Y.	Office Mgr.	Ride Supt.	Asst. Mgr.

## CAVALCADE OF AMUSEMENTS

Can place Foremen for Looper, Octopus and Roll-o-Plane. Salary no object if you are sober and dependable.

**CONCESSIONS:** Want legitimate Concessions of all kinds. Scales and Age open.

**SHOWS:** Want Wild Life, Unborn and Monkey Show. Can place capable Operator for Glass House.

**HELP:** Capable Man who can operate Popcorn Wagon and Candy Apples. Want Waiters for Cookhouse.

Want Lot Man who can handle Railroad Show. Will turn Grab over to sober Operator. Can place Train Polers, salary \$50.00 weekly. Also want Mule Skinners and Chalkers. Contact Frank Seigar, trainmaster. Others address:

**AL WAGNER, Mgr.**  
Montgomery, Ala., this week; Bessemer, Ala., next week.

### WANTED

#### DANCERS—FOR GIRL SHOW—DANCERS

Also Talker to operate Shows who can drive car. Good salary. Top money to Girls. No drunks.

**Wire PERKINS, c/o CONTINENTAL SHOWS**  
KINGSTON, NEW YORK, APRIL 16 TO 25

### WANT CARNIVAL AND RIDES

FOR PEACH DAYS CELEBRATION, BRIGHAM CITY, UTAH, SEPT. 11-12-13.  
UTAH'S BIGGEST CELEBRATION NOW IN ITS FORTY-NINTH YEAR.

For information write  
**CHAMBER OF COMMERCE**  
Brigham City, Utah

### PAGE BROTHERS' SHOWS

Want Custard, Arcade, Scales and Hanky Panks of all kinds. Special proposition for Live Pony Ride. Want Ride Help on all Rides; Foremen for Wheel, Tilt and Merry-Go-Round. Cy Williams, contact. Dave Decorte and Whitie Pellett want Pin Store, Count Store and Skillo Agents. Dick Palmer wants Girls for Girl Show, also Acts for Side Show.

Springfield, Tenn., now; Russellville, Ky., next week.

### FIRESTONE NON-DIRECTIONAL NEW SECONDS

#### 9.00x20 Tires . . . \$50.00 Each Nel

25% deposit, balance C.O.D., F.O.B. Chicago. Special prices to all show truck owners. Write to JOHN LEMPART, Outdoor Show Representative.

**CONTINENTAL TIRE & SUPPLY CO.**  
Distributors of Firestone Tires  
1322 N. Ashland Ave. Phone: Humboldt 6-7873 Chicago 22, Illinois

### FLOYD O. KILE SHOWS

**WANT TO JOIN AT ONCE**

Eli Foreman, \$50.00; Merry-Go-Round Foreman, \$50.00; Second Men on both, Man for Allan Herschell Autos. Bonus to reliable men. Winter quarters open, come on in. Want good Kid Ride to join May 1st. Long season, very good proposition. Act quick. Now booking Concessions. This show goes North this year. All replies

**FLOYD O. KILE**  
P.O. Box 85, Baton Rouge, La. Winterquarters, Livingston, La.

### RIDES WANTED

Merry-Go-Round, Tilt, Rotoplane. No long jumps, in an around Cleveland for 24 weeks, low P.C.

**WANT RIDE FOREMEN**

Wheel Foreman, Screw-Ball Foreman. Also Second Men on all rides. We pay high wages to sober, reliable help. Wives welcome, work in concessions.

**SCREW BALL RIDE FOR SALE**

**A. J. SUNNY AMUSEMENTS**  
3006 E. 130 St. WA. 1-4679 CLEVELAND 20, OHIO



**1953 Fair Dates**  
**The Billboard April 11th**  
**SPRING SPECIAL**

While They Last We Will Mail Copies of the Big SPRING SPECIAL Issue Anywhere in the United States or Canada—just Fill Out and Mail Coupon.

168 Big Pages... Packed with . . .

- Complete '53 Fair Dates—Rodeo—Amusement Park List
- More than a Dozen Valuable Feature Articles, covering all Outdoor Showbusiness
- Offerings of all types of supplies and equipment for the coming season—Plus hundreds of new, fast-moving merchandise items.

THE BILLBOARD CIRCULATION DEPARTMENT  
2160 PATTERSON ST. CINCINNATI 22, OHIO

Please send \_\_\_\_\_ copies of The Billboard April 11th Spring Special Issue postpaid at 25c per copy. \_\_\_\_\_ c enclosed 773

Name .....

Address .....

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Occupation .....

## Club Activities

### Miami Showmen's Association

233 W. Flagler St., Miami

MIAMI, April 11.—A special meeting of the board of directors was called on Thursday (2) by President William Cowan to discuss the sale of the club-owned property on Biscayne Boulevard and 72d Street. Clif Wilson, building committee chairman, reported a buyer for the property and advised that the lots could be sold for a good price, if permission were granted by the board. The board of directors gave approval for the sale and a reasonable profit from the sale will be realized.

Miami show people were stunned by the deaths of Abe Rabinovic and William J. Culeton. Rabinovic was a well-known outdoor showman and former secretary of the James E. Strates Shows.

William Cowan, club president, returned after a short business trip and readied his concessions. He left here Monday (6) for Alexandria, Va., where the Buck-Model Shows opened.

R. C. McCarter, well-known general agent, is leaving Miami shortly to promote three fairs which he has lined up. He'll devote all his time to building these fairs into large-scale events.

Past-President Leo Bistany flew in recently from Cuba, where his shows have been playing. He reports that business is fairly good and that he will continue operations there for another five weeks. Harry Weiss also arrived from Cuba, where his bingo is operating. He announced that he will soon join the Marks shows in Richmond, Va.

Among recent departures for various shows were Amos Saltus, Simon Geffen, William Moore, James Stabile, George Lewis, R. C. McCarter, Peter Wagner, Harry Modele, Harry Schreiber, Joe Galvin, Fred Conti, Happy Kirwin, Chester Ford, Dave Graver and Dukey Geffen.

The membership application of Frank J. Murphy, proposed by Ben Glass, has been received. Mail was received from A. L. Rossman, Berny Renn, Mel Dodson and Gordon H. Clarke.

Recent club visitors included Charles Baldwin, Walter Link, Richard Crawford, Harry Edwards, Strings Cohn, Harry Steche, Richmond Cox, H. W. Jones, Larry Nathan, William Tara and Harry Matisoff.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, April 11.—The last spring meeting was held Thursday (9). Both the Board of Governors and general meetings were conducted by John S. Weisman, second vice-president. Also on the dais were Gerald Snellens, third vice-president; Harry Rosen, treasurer; Louis D. King, chaplain, and Phil Isser, president. Since the previous meeting had been conducted by Veepee Weisman, President Isser asked to be excused from presiding at the current meeting but took part in various matters under discussion.

For the summer project, a joint drive on award books is contemplated, in co-operation with the Ladies' Auxiliary. Details will be announced shortly.

Applications for membership have been received from Al Schneider, Frank Russo and Edward A. Kirshman, all sponsored by Harry Rosen, and Pasquale C. Razzano, sponsored by David White. These applications will receive attention at the next meeting of the eligibility committee.

On the sick list at present are: Vince Anderson, New Haven (Conn.) Hospital; Jack Rose, Veterans Hospital, Coral Gables, Fla.; George D. Hensley, Edgewood Division of Pilgrim Hospital, West Brentwood, L. I., and Irving Udowitz, Wards Island, New York. Max Tonkin was recently discharged from the hospital.

In spite of the opening of many shows, a good daily attendance is still chalked up at the club rooms. Recent visitors were Harry Sandler, Jack Agree, Louis Kronenberg, Maurice Spitkove, Morris Saul, Morris Black, Charles Lawrence, Murray Zand, Louis Elias, George Regan, Sam Stillman, Irving Reichenthaler, Joseph Agule, Ben Herman, Joseph Shaw, Abe Steinberg, Frank Blatsky, Ben Rosenberg, Sam Weisser, Al Janpol and Charles Morris.

Altho meetings are discontinued for the summer, special meetings may be held in case of emergency.

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### Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, April 11.—Fred Silber, first vice-president, presided at the Monday (6) meeting. Other officers present were L. Rosenthal, treasurer, and Marvin Keys, second vice-president. Jack Zeman served as secretary. Directors present included Douglas Brown, Sam Ginsburg, Harry B. Letzer, Ben Morrison, Herbert Pence, Lloyd Westerman, and Jack Dickstein.

Secretary Bob Morrison, vacationing in Miami, is expected back this week. Edward G. Sheldon is entering the Armed Services for two years but will remain a member of our organization.

Ralph Lewis, who wintered in Los Angeles, is in Detroit again. Max Kahn is still in Harbor Hospital.

### Ladies' Auxiliary

Members and friends attended a social Monday (6) in the clubrooms. Bingo was played after lunch. Prizes were given to Viola Lippa, Mrs. Hendricks, Mrs. Roach, Carrie Dear, Grace Ziegler, Helen Hill, Jessie Pushin, Sallie Lippa, Frances Moran, Clara Conner, and President Doty Miller.

Mrs. Pushin was welcomed after a long illness. Secretary Florence Williams is ill. Maisie Pence has been visiting this week in Akron and Toledo.

### Regular Associated Troupers

3115 West Adams Blvd. Los Angeles

LOS ANGELES, April 11.—Activities continue around the clubrooms, altho the shows are going on the road and members are leaving. President Larry Nathan is back after recovering from an operation, and Myrtle Hutt and Pete Steinkellner, third and fourth vice-presidents, were back on the rostrum after absences due to illness.

The Easter Party drew a large group Thursday (9). Jetta Clancy donated 10 dozen eggs, gaily colored by Emily Bailey, Jennie Riegel and Inez Allton. Lilabel Williams, chairman of the party, brought home made cookies.

Fanciful Easter costumes were modeled by Maree Rhodes, Gertrude Mathews, Zoe Wick, Lil Eisenman and Emily Bailey. Prizes were presented by Mrs. Williams and Tillie Palmateer. Mabelle Bennett furnished the costumes.

Mary Dewey, costumed as an Eastern bunny, gave baskets of eggs to the president and members. Mrs. Riegel and her committee served refreshments. Babe Miller, who came from Mission Beach for the meeting, reported that Moxie Miller is home from the hospital.

Potluck dinner will be served at the next meeting, with members bringing donations of food. The first annual breakfast will be served Sunday (12) at the clubhouse, with Martha Nathan and Maxine Ellison as hostesses.

### Greater Tampa Showman's Association

Tampa, Fla.

Ladies' Auxiliary

President Bette Rodgers called the meeting to order. Also on the rostrum were Virginia McGee, first vice-president; Hazel Maddox, second vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer.

A letter from the Tampa Day Nursery thanked Jeri Ringling and her committee for the work at the nursery. Elsie Johnson reported on the benefit bingo for the auxiliary at her home. Polly Pelak received many volunteers for the Easter lily sale for the Cerebral Palsy drive. Bertie Perrot and Esther Young announced a beach party to be held Saturday at Ralston Beach for members and their families.

Helen Julius donated 10 white Bibles to the burial committee. Mary Cain won the Dark Horse. Vera Hauck and Dorthea O'Conner served refreshments.

### Mobile Premiere Okay for Peppers

MOBILE, Ala., April 11.—Frank W. Peppers' All States Shows did good business Easter Sunday after opening here Wednesday (1). Bow took place on a big lot at Royal and Canal streets. Route this year will take the show into Alabama, Florida and Mississippi.

### SHOW T-E-N-T-S

Concession—Circus—Carnival

## AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.  
**BILL SANDERS**

### FOR SALE

#### Six Eli Airplane Cars

Good running condition. Motors included. Priced for immediate sale.

**\$75 each**  
Can be seen at  
**TIRELLA AMUSEMENT COMPANY**  
86 Elizabeth St. Dover, N. J.  
Telephone: Dover 6-1968

### WANT

#### TO BOOK A GOOD CARNIVAL

any time during the coming summer under the auspices of Westphal Hose Co. #5. This is a good mill town, with population of 19,000. Contact

**Paul V. Keller, Secy.**  
Hose Co. #5 Martinsburg, W. Va.

### DROME RIDERS

Men and Women; top salaries; also Drome Help needed for A. C. of A. Shows. Contact

**DEL CROUCH**  
4300 Fredericksburg Road  
San Antonio, Texas

### CONCESSIONS WANTED

for  
West Salem Volunteer Fire Dept.  
on June 11-12-13. Contact

HAROLD MYERS  
Box 35 Shenango, Pa.

### CARNIVAL WANTED

FOR ANNUAL CELEBRATION, July 2-3-4

Sponsored by Chamber of Commerce  
Licking, Missouri  
Contact ALBA RAY JR.  
Licking, Mo.

### 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

### BEAM'S ATTRACTIONS

COMMUNITY WEEK, WINDBER, PA., APRIL 18-25

Will book Hanky Panks of all kinds. Want Spitfire Foreman, Second Men for rides, help for Motordrome, Acts and Talker for Side Show, Concession Agents and Capable Show people. Show on lot, report immediately. Our opening date has been changed. All people contracted report at once.

Contact M. A. BEAM or STEVE DECKER, Windber, Penna.

**ATTENTION, SHOWS  
WINTER QUARTERS NOW OPEN**

**ATTENTION, RIDE HELP**

Want Manager who can drive semi to handle combination Glass and Fun House built on semi. Want to book any Shows of merit with their own equipment (low P.C.). Want A-1 Cookhouse for our #1 Unit that will cater to show people. Can place Foremen and Second Men who drive semis and are licensed chauffeurs for Rock-o-Plane, Tilt-a-Whirl, Allan Herschell Two-Abreast Merry-Go-Round (loads on one semi). Want Foremen: Two Ferris Wheel Foremen for single wheels on our two units, Fly-o-Plane, Roll-o-Plane and Octopus. Also Help for Kiddie Rides. Top salaries and bonus. Will book set of Kiddie Rides. Want Hanky Panks of all kinds. Also high-class Penny Arcade.

Want for the most beautiful framed Side Show on the road A-1 Talker, Tattoo Artist, Sword Swallower and two good Freaks to feature. All replies to W. T. BRATTON, SIDE SHOW MANAGER.

All replies to: WM. T. COLLINS SHOWS, 801 E. 7th St., Minneapolis, Minn.

**JOYLAND MIDWAY ATTRACTIONS**

Want for Telegraph & Eureka Roads, Suburb of Detroit—with Belleville, Michigan, to follow:

Good proposition for flashy Bingo Game for season. Also Cook House for season. All Hanky Panks not conflicting: Cork Gallery, Ball Games, Fish Pond, Guess-Your-Age, Scales, Long and Short Lead Galleries, etc.

Can place any good Mechanical Show, Monkey Show or any good back-end attraction. Must be in first-class condition. RIDE HELP—ALL RIDES; GOOD TREATMENT. HAVE CHOICE LIST OF CELEBRATIONS AND FAIRS—ALL IN MICHIGAN.

ROSCOE T. WADE, Owner & Manager  
All replies to PAUL GREELEY

606 Temple Ave., Detroit 1, Mich. No collect calls or telegrams.

**Show Opens April 30 in Washington, D. C.**

AL MOODY, TRAINMASTER, WANTS TRAIN HELP

FOR SALE: Midget Show Front; Unborn Show Front; C Cruise Ride; Hi-Ball; Rolloplane.

Also for Sale: Circus top in A #1 condition; 70 feet by 170 feet; used 1/2 season; now in storage O Henry Tent and Awning Co., Chicago.

**World of Mirth Shows**

FRANK BERGEN

% William Byrd Hotel, Richmond, Va.

**HELP—WANTED—HELP**

NEED TILT, WHEEL, LOOPER AND MERRY-GO-ROUND FOREMAN AND HELPERS AT ONCE.

Must be sober, reliable and industrious. Good references required. Semi drivers preferred. Good wages if you can produce. Best treatment and finest equipment in show business.

ARMAND MILLETTE—COME ON AND BRING FOREMAN  
FLOYD COLLINS—CONTACT BILL LEISURE HERE NOW  
ARTHUR SHOOMAKER—CONTACT US AT ONCE

**GOODING AMUSEMENT CO.**

1300 NORTON AVE. PHONE UN 1193 COLUMBUS, 8, OHIO

**WANT SIDE SHOW ACTS**

Opening With Gooding Show, May 11

Magic, Fire Eater, Sword Swallower, Ticket Sellers, wives on Bally, also Bally Girls, Useful Side Show Help, Annex Attraction: Following people contact me—John Stikes, Beverly, Lon Rodgers, Frank Little, Freddy Strup, Armless Boy, Frances Lopas and Chuck. All Wires and Letters to

L. B. MALOTT

5431 WEST WASHINGTON Phone: Belmont 4453 INDIANAPOLIS, IND.

**WANTED**

BILL POSTER WITH TRANSPORTATION PREFERRED. BOOKKEEPER WITH SHOW EXPERIENCE. RIDE HELP ON ALL RIDES—SEMI DRIVERS PREFERRED. SOME HANKY PANKS AND P. C. STILL OPEN. SCALE, AGE, BALL-GAMES, PHOTO, CORK GALLERY, OR ANY OTHER NON-CONFLICTING GRIND STORE, ADDRESS ALL MAIL TO

CLIFF MULLINS

ROGER WILLIAMS HOTEL, PROVIDENCE, R. I.

**WANT BINGO CALLERS**

Year-Around work. No beginners. Can also place Hanky Pank Agents. Address

JACK GILBERT

Stuyvesant Hotel, Buffalo, N. Y.

**HELL'S BELLES ILLUSION SHOW**

OPENING BATTLE OF FLOWERS APRIL 20

Need capable Talker, Charles Noller, Nate Mercer, Doc Hankins, wire. Can place Working Men, also Ticket Seller; must drive trucks. Need two Ladies to work in Illusion, must weigh under 150 lbs. Long season. Hop-scotching. Best Fairs in America, sure pay.

A. W. McASKILL

Memorial Trailer Park, 2617 Roosevelt Road, San Antonio, Tex. Phone: K-9312.

**MAD CODY FLEMING SHOWS**

OPEN APRIL 25TH

Want few Stock Concessions and Pit Shows. Ride Help. Tiny Jameson wants Red Minnick, Looper Jack, Ferris Wheel Slick, answer or come on. Old Tiny will use you.

Address: MAD CODY FLEMING, Hickox, Ga.

**SUNSET AMUSEMENT COMPANY**

OPENING APRIL 30, EXCELSIOR SPRINGS, MO.

On account of disappointment need Tilt and Octopus Foreman, must drive semi. Salary and bonus. Can place 2nd Men who drive, Willard Briggs and George C. Martin contact. Opening for Ball Games and Hanky Panks. Winter Quarters open.

701 N. Main St. Excelsior Springs, Mo.

**Winter Quarters**

**Coleman Bros.**

MIDDLETOWN, Conn., April 11.—Activity at quarters has stepped up appreciably with troupers arriving daily to prepare equipment for the April 23 opening. Everyone seems to be optimistic over prospects for 1953.

Owner-Manager Richard Coleman has returned from a Florida vacation and has already staked out the lot. Some of the equipment is being set up under the direction of Tody and Bob Colman. Butch Rossito has the cookhouse up but is not yet serving meals. Paul Smith is painting his Ferris Wheel and will then prep his ball games and cat rack. The Motor-drome will have a new crew this year. Jack Faircloth is the ride manager and Ann Faircloth is secretary-treasurer. Mr. and Mrs. Amo Dyer, who have the photo gallery and jewelry, arrived last week but left for their home in Maine to pick up their equipment.

Others due in soon are Tommy Woods, popcorn, candy apples and cotton candy, who will be assisted by Mr. and Mrs. Blackie Weiner, already in town; Paul and Mrs. Towns, Funhouse and pitch-till-you-win; Bill Storey, French fries, scales and blower; Doc Jones and Nelson Beardsley, seven concessions; Tim and Betty Coleman, seven; Tom and Mrs. Ely, bingo, and Mr. and Mrs. Corley Long, lead galleries.

Bob and Rachael Coleman and their two infant children escaped injuries recently when their car blew a tire, causing the car and trailer to turn over. They were en route from Florida. The car was not badly damaged but a new trailer has been ordered. The free act this year will be the Stardusters with Mike and Hope Kent.—DAVE ALTMAN.

**Heller's Acme**

CAMPGAW, N. J., April 11.—It has been decided that the show will open its season April 30 with a 10-day stand in a Northern New Jersey city. Eight rides, four shows and about 25 concessions will be carried. Equipment is now being refurbished at winter quarters here.

Heller has taken over Lawrence Harbor Beach and will furnish all amusements. The beach has a 2,000-foot Boardwalk with hotel, dance hall, skating rink, bowling alleys, golf course, restaurant and shooting gallery. Additional rides and concessions will be added for the May 15 opening.

Since Heller will have two units this year, there have been some shifts in personnel. Frederick De Coursey will manage the carnival units, with Heller booking the show. Mrs. Bessie Holland will be secretary, and Ivan Paxton will have charge of the electrical and mechanical ends. Heller will personally manage the Harbor Beach project, and is considering its operation as a year-round project. The carnival unit will operate 24 weeks.

De Coursey, who will assume his duties soon, is a veteran of both the indoor and outdoor amusement fields. He has been employed by Heller several times since 1926.—HARRY HELLER.

**Wolf Greater**

MINNEAPOLIS, April 11.—Work is being stepped up for the April 25 opener in Brookfield, Mo. Blackie Jurden, ride superintendent, is supervising the work with Carl Hess in charge of painting.

Plans are to go out with 11 rides, 6 shows and some 30 concessions. Three new kiddie rides have been added and six new tractors have been purchased. Route will be in Minnesota, Iowa, Missouri and Arkansas.

**WANT  
SMALL CARNIVAL**

for Fourth Annual

AMERICAN LEGION CELEBRATION

JUNE 19, 20 AND 21

Must have 5 or 6 Rides and 10 or 12 Concessions. We will furnish 5 or 6 concessions including our own Bingo.

Big \$225 Fireworks Display and Outstanding Free Attraction, Don Antonio, "The Great Kosmar" of Havana, Cuba.

Write or Phone

C. Y. BROCKMAN

Phone 39 J Ft. Recovery, Ohio

**Morris Hannum Shows**  
*One of the Great Eastern Shows*

OPENING OLYPHANT, PENNSYLVANIA, APRIL 23

TEN DAYS—CLOSE MAY 2—TWO SATURDAYS PLUS SUNDAY

Want Shows—Grind Shows with own transportation. Auggi and Duffy, will expect you May 16th.

Concessions—Hanky Pank Concessions of all kinds. Mac Wethys Bingo wants Agents and Caller Help. Ride Men who drive for all rides. Report to Sam Murphy, Winter Quarters, Reading, Pa., Fairgrounds. All replies

MORRIS HANNUM

934 Murdoch Rd., Philadelphia, Pa. Telephone Philadelphia, Chestnut 7-8176 till April 21st. Hotel Casey at Scranton from then till May 2nd.

**BILL HAMES SHOWS**

SHOW OPENS APRIL 18

CAN PLACE RIDE HELP

AT LAKE WORTH BEACH PARK,  
FT. WORTH, TEXAS

Also want Ride Help for Carnival. Want Motordrome and other good Shows and Attractions for Buccaneer Days Celebration, Corpus Christi, Texas, April 27 to May 3, and for entire season. Can place Billposter. Must have own car.

Address BILL HAMES, Box 1377, Fort Worth, Texas

**C. A. STEPHENS SHOWS**

NEWNAM, GA., FOLLOWED BY TOP STILL DATES AROUND ATLANTA

Concessions—Custard, Age, Scales, Novelties, Short Range, Long Range, Hankys; no exclusive. Will place no Money Games or Camps.

Rides—Place any major Ride not conflicting, plus set of Kid Rides or will buy.

Shows—Place Side Show with own equipment.

Montezuma, Ga., this week.

**GRAND AMERICAN SHOWS**

10 RIDES

8 SHOWS

Playing Iowa and Missouri. Opening April 25, Moberly, Mo.; Ottumwa, Iowa, May 11; then Iowa until Sept. 1st.

Want Shows with own equipment—Fun House, Snake, Mechanical, any Grind Show. We have wagon fronts and tops for two Shows. Want Girls for one, Burlesque Troupe for one. Want Concessions—Arcade, Cookhouse, Ducks, Fish Bowl, Basket Ball, other Hanky Panks that do not conflict. Want Wheel Foreman or Young Man who wants to learn. Write

L. O. WEAVER, Mgr. Telephone 221 Queen City, Mo.

**MARKS SHOWS**

MILE LONG PLEASURE TRAIL

Foremen for Twin Ferris Wheels and Caterpillar, also Second Men who can drive semi-trailers. SHOWS—What have you to offer? Motordrome open. Can place legitimate Concessions. Now playing 26th and Hull Sts., Richmond, Va.; week of April 20-25 at West Broad St. and High Point Ave., Richmond, Va.

Everybody wire or write ART LEWIS, Gen. Mgr.

WILLIAM BYRD HOTEL, RICHMOND, VA.

**WANTED HELP WANTED**

For Summer Season—Opening May 23

Agents for Age & Weight, Fish Pond, Darts, Cats, Spill the Milk, Cork Gallery, Glass Pitch and other games. Operators for Shooting Gallery and Penny Arcade. Must be sober and reliable. Contact

E. M. SWANK, Mgr.

CELORON PARK

CELORON, N. Y.

**MOTOR STATE SHOWS**

Opening April 23rd, Suburb Detroit

Can place few more Hanky Panks not conflicting. One more Wheel Man for new #5. Also Men on other rides. Drivers preferred. Our Celebrations start in mid-June. Can place Man for Monkey Show. Also on Kiddie Rides. All address, Joe Frederick, Owner-Mgr. 2263 Newton St., Detroit 11, Mich. Phone Trinity 3.2860. Have Wurlitzer #125 Band Organ for sale, A-1.

**Want I. K. WALLACE SHOWS Want**

OPENING LAST WEEK IN APRIL

Want Girl Show, Mechanical, Illusion, Fat Woman, Wild Life, 5-in-1. Want small Merry-Go-Round, or any Major Ride low percentage. Want Foremen and Second Men for Wheel and Chairplane (Winter Quarters now open). Can place Small Cookhouse, Popcorn, Candy Apples, Candy Floss, Ball Games, Pitch-till-Win, Duck Pond, Fish Pond, Hoop-La, Jewelry, Six Cats, Buckets. Frank Johnson, Boyces, Curtis Farnell, Sam Folgerman, contact at once if interested. Write or wire I. K. Wallace, Ellerbe, N. C.

**MAJESTIC GREATER SHOWS**

Atlanta, Ga., April 20-25, Mayson and Turner Sts., and 5 more weeks in Atlanta

Want Photos, Lead Gallery, Ball Games, Balloon Dart, Coke, Scale and Age, Hoop-La and other legitimate Merchandise Stands. Set of Kid Rides, 8 Indiana and Michigan Fairs and Celebrations to follow.

SAM GOLDSTEIN, Macon, Ga., this week

McCoy & Hazen present

**CENTRAL AMERICAN SHOWS**

APRIL 18-25—EMPORIA, KANSAS

Want Legitimate Concessions of all kinds. Will book Buckets and Six-Cat. Some PC still open. Want Grind Shows. Can use reliable party to run Pit Show with show-owned equipment. Wire Mac McCoy or Bennie Hazen, c/o Western Union, Emporia, Kans P.S.: Tom Fleming, Zora, Arkansas Fat and Rocky, contact me at once. Mac Coy.

**GIRLS—For Girl Show—GIRLS**

Top salary and bonus. Pay every night if you want it. Hula, Rumba, Shake, Fan and Strip Dancers. Want top Strip Dancer to feature. Want Candy Man for two Shows. Wire

F. W. MILLER—GIRL SHOW

c/o CAVALVADE OF AMUSEMENT

Montgomery, Ala., this week; Bessemer, Ala., April 20 to 26.

### JIMMY FERENZI

#### WANTS

Girls for No. 2 Girl Show: good salary, wardrobe and transportation furnished. Bonus nightly. Also Canvasman for small tops. **WANT COOKHOUSE HELP**—Countermen and Dishwashers. Also want one good Griddle Man to take over only Grab Stand on Midway; salary or percentage. Wines and drinks, do not answer this ad.

### JIMMY FERENZI

THOMAS JOYLAND SHOWS  
This week, Williamson, W. Va.; next week, Logan, W. Va.

### RIDE HELP WANTED

First and Second Men for 16-Tub Octopus; First and Second Men for No. 5 Eli Ferris Wheel; Foreman for Allan Herschell Kiddie Auto Ride. Wages \$40.00 to \$50.00 per week. Must be semi drivers. No drunks. All replies:

### TROY E. WILLIAMS

WILLIAMS AMUSEMENT CO.  
c/o Fairgrounds Monroe, N. C.

### WANT ILLUSIONIST

For first-class Show; prefer Magician. Must know illusions and presentation. Join now. Wire; don't write.

### BARBAY & MANSION

Care Royal American Shows,  
Tampa, Fla.

### WANT

MAN AND WIFE TO TAKE COMPLETE CHARGE OF UP-TO-DATE COOK HOUSE. Must know how to cater to show people. References required. Address:

### H. B. ROSEN, Mgr.

Interstate Shows, Lanett, Ala., this week.

### WANTED

4 or 5 Kiddie Rides for 4th of July. Also Portable Dance Floor for season.

Pat Murphy's Grand Ave. Picnic Park  
LAKE VILLA, ILLINOIS

### FOR SALE

### No. 5 Eli Ferris Wheel

in first-class condition, with 28-ft. Van, both \$4,200. Wheel without Van, \$3,700.  
HENRY BUSHAY, Salem Depot, N. H.  
Old Car Barn or Box 592

## GOLD BOND SHOWS

WANT—OPENING APRIL 24, CREVE COEUR, ILL.—WANT

#### CONCESSIONS

Hanky Panks of all kinds only. Frozen Custard, Hoop-La, Pitch-Tilt-You-Win, Slum Bowling Alley, Slum Blower, Ball Games, Photos, Cigarette Pitch, Penny Pitch, Scale and Age.

#### SHOWS

5-in-1 or 10-in-1. (Can furnish complete outfit with transportation.) Monkey, Snake, Mechanical, Motor-drome or any worth-while attraction.

#### RIDE HELP

For best of equipment. Foremen for new Tilt-a-Whirl, Octopus, Spitfire. Second Men on all Rides.

### All replies MICKEY STARK, Mgr.

P. O. BOX 229, MT. STERLING, ILL. (Winterquarters at Fair Grounds)

### JOHNNY T. TINSLEY SHOWS

This week, Ride Unit, Salisbury, N. C., Bicentennial Celebration, Main Show, Pendleton St., West Greenville; Sanford, N. C., City Recreation Park, week April 20. Then the big one week April 27.

### DURHAM, N. C., CENTENNIAL

First Carnival in Twenty Years

CAN USE Short Range Gallery, Cotton Candy, Custard, Live Ducks, all kinds of Hanky Panks. WILL BOOK Sky Fighter and Kiddie Rides. Clifford Guest wants to hear from Kirk and Dale Dunlap at once. All address:  
THIS WEEK, GREENVILLE, S. C.

### Want--INTERSTATE SHOWS--Want

FOR HALEYVILLE, ALA.—FIRST SHOW IN SIX YEARS UNDER STRONG AUSPICES. SIDE SHOW WITH OR WITHOUT OWN EQUIPMENT (EXCELLENT PROPOSITION). WILL BOOK ANY WORTH-WHILE GRIND SHOWS. Will give good proposition to Motordrome, Penny Arcade, Fun House and Glass House. CONCESSIONS: All Hanky Panks open. Good opening for Short Range, Long Range, High Striker, Age and Weight, Novelties, Jewelry, Photos, Frozen Custard, French Fries. Will sell "BX" on two MIT Camps. Can place Agents for Roll-downs and Clothes Pin Store. RIDE HELP: Foremen for Ferris Wheel, Chair-o-Plane and 4 Kiddie Rides. Second Men on all Rides. Must be licensed drivers. Will use Wives in Ticket Boxes.  
All address H. B. ROSEN, Mgr., Lanett, Ala., this week

### GREAT SUTTON SHOWS

WANT—Small, clean Cook House, Bingo, Pony Ride, Penny Pitch and any Hanky Panks. Can use Second Men on all Rides.

### FRANK M. SUTTON SR.

Harrison, Ark., this week; Branson, Mo., April 20-25; then Springfield, Mo., April 27-May 2.

### RIDE HELP WANTED

Foreman for #12 Wheel, must be sober, reliable and know his business; salary \$75 per week if you can produce. Second Men on all Rides. Tim Ayliffe wants Agents for ten office-owned Concessions. Chas. Fisher, Harry "Slim" Martin, come in at once; can place you.

### LEE BECHT AMUSEMENTS

Dooley By-Pass, Cincinnati, O., April 12-19; Liberty and John Sts., Cincinnati, O., 21-26.

## King-Cristiani Strong Unit

Continued from page 54

same as last year. Hitch for the red and gold bandwagon has been increased to six. Motorized and pony-drawn cages are all in the line-up. Number of mounted people will be increased with the arrival of English act, and a camel is being broken for riding. Other units include trampoline truck, clown band truck, Side Show band on a cage, 12 elephants with banners, air calliope truck, and the red and gold-leafed steam calliope truck of Gentry Bros.' origin. Plenty of music, paint, flags, stock and people make this an attraction.

King said the balloon stunt was strictly to pull the large crowds to the lot at matinee time. Rig consists of two poles to hold the large muslin bag over a burner for the kerosene flame. Smoke inflates the bag and several burner charges create hot gas for lift power. Once high enough, the rider cuts loose and parachutes to the lot.

Cancellations on the first three days were due to the possibility the balloon might burn if a gust of wind folded it into the flame. Study was being given to applying tent-type flame resistant chemicals to the muslin in hopes that the stunt could be used despite the wind.

#### Delayed Balloon Paper

Whether the balloon would pull crowds to the lot has not been fully tested. Since ascensionists on hand are new at the game and in view of long-range weather bureau information, early cancellations were expected. Thus the ascension is not being fully advertised. Newspaper ads carry art on the stunt, as does one style of herald. But the special one-sheets and additional press material were not used by advance agents at the first 10 or 12 towns. Show sources recognize that cancellations will be necessary from time to time, but they expect the ascension to go off with regularity soon.

Business at Macon was virtually equal to last year's big starter there, with three shows being given. Thomaston gave substantially more than a half house for the matinee, despite an all-morning rain and muddy entrance. Entry was graded and

graveled for the afternoon come-out. Rain halted between shows but resumed at night show time. Towners bucked that to all but fill the top for a surprising turnout.

Elephants were required on every show truck and most house trailers in leaving Thomaston. Despite this handicap so early in the season, activities were on schedule at Griffin. Show goes over the road at night and the convoy is preceded the afternoon before by unit which includes stake driver and a second set of tent stakes. It's used to lay out the lot completely on day before show time. A large percentage of the staff and performing personnel stops in hotels regularly.

#### Staff, Dept. Heads

Staff includes: Floyd King and Lucio Cristiani, owners; Lucio Cristiani, manager; Floyd King, general agent; Arnold F. Maley, secretary; Ralph Clawson, adjuster; Ora O. Parks, general press; C. S. Primrose, contracting press; Harry Kackley, Benny Fowler and J. R. Hervey, local contractors; Ernesto Cristiani, front door; Paul M. Conaway, attorney.

Oscar Cristiani, superintendent; Guy Smuck, 24-hour man; Belmonte Cristiani, superintendent of canvas; Hugh Hart, Briehaupt, timekeeper; Steve Fanning, Pete Sadowski, master mechanic; Napoleon Reed, cook-house; Elmer Kauffman, advertising car manager; Rose Clawson, downtown tickets; Carl Wyche, boss canvasman; Charles Ryan, squadron; Robert Fortin, Side Show canvas; Nick Bengor, props; Malcolm McDonald, chief usher; Harry Rooks, chief horse trainer; Eva Hinckley, mail agent; Leona Theodora, superintendent of wardrobe, with Katie Lucky and Lilly Strepetow; Whitey Thorn, electrician; Jack Kaplan, national advertising.

Robert Allen, H. A. Myers, Jack Bishop, R. Elmer Yates, Herbert M. Knight, Joe Haworth, C. W. Johnston, Pat Flanigan, Walter Hohn, J. R. Fremont and Don M. Barry, promotional managers.

George Emerick, balloonist; Malcolm Rickert, alternate balloonist; Leslie Bartlett, steam calliope; Mike O'Shaughnessy, fireman; James Stank, menagerie superintendent; Walter Rice and Ralph Hunter, mechanics.

#### Bands, Sideshow

A. Lee Hinckley, band leader, with Alfred Burlingame, Edward Doman, Phil Doto, Philip Garkow, William Geiss, Lewis Marks, Ned Nisham, Walter Peele, Charles Wanford, Al Yoder and Leslie Bartlett.

Mugador Cristiani, superintendent of tickets, with Cleon Emerson, Remo Cirstiani and Fred Canistrelli.

Tommy Hart, Side Show manager, with Lew Stone, tickets and second openings; Johann Peterson, Iceland giant; Eloise Berchtold, untamable lion and snakes; Ricky Richardi, sword swallower; Christine Doto, alligator girl; Philip Fulton, Hindu entertainer; Carlos (Frisco Kid) Leal, fire eater; Fred West, Hawaiian musician.

Joe Simpson, manager, No. 2 Side Show; Joe Hepka, canvas.

Pete Cristiani, concessions, with Al Dennis, Ellis Feifer, Dick Thomas, Red Moran, Roy Jones, Frency Moore, Iowa Farrington, Michael J. (Shaky Mike) Gionfriddo, Danny Craig, Blackie O'Malley, B. W. Huddleston, Albert Powell, Warren Ratz and Larry Davis.

Lockwood Lewis, Side Show band, with Alfred Brazley, Harrison R. Hall, James B. Johnson, Jazz Lips Richardson, Julius Shelton, William Wayman and Marie Williams.

## COMING EVENTS

#### California

Los Banos—May Day Celebration, April 29-May 3, Art Craner.

#### Connecticut

Hartford—Shrine Circus, April 27-May 2, Address Box 1708.

#### Florida

Jacksonville—Home Show, April 28-May 3, Edgar V. (Bud) Smith, 317 W. Forsythe St.

#### Maryland

Baltimore—Notre Dame Council K. of C. Circus, April 16-19.

#### Michigan

Bay City—Builders & Better Homes Show, April 11-19, Jack Davis, Box 12.

#### Missouri

St. Louis—Police Circus in Arena, April 23-May 3, Frank Wirth.

#### New York

Syracuse—Third Ward Men's Club of Salina Carnival, May 22-30, George Mundy, 103 Breman Ave.

#### Ohio

Cincinnati—Home Builders Show, Cinti. Garden, April 18-26, Earle W. DeLaittre, Cleveland—Auto Show in Public Auditorium, April 23-26.

#### Oregon

Portland—Home Show in Portland Ice Arena, Al Learman.

#### Texas

Dayton—FFA Livestock Fair & Rodeo, April 30-May 3, A. W. Rigby.

Humble—Humble Fair & Rodeo, April 23-25, J. P. Smith.

Plainview—Dairy Show, April 11-17, Wayne B. Smith.

Poteet—Strawberry Festival, April 17-18, Emory Franklin.

San Antonio—Battle of Flowers, April 19-25.

#### Virginia

Norfolk—Home Show April 26-May 3, Jack T. Craig, Box 6156.

## DOG SHOWS

#### Alabama

Birmingham—April 25-26, Mrs. J. Bryan, 728 9th Ave., W.

Gadsden—April 28, Mrs. J. Gibson, Box 112.

Mobile—April 19, Mrs. M. Simons, Box 321.

#### California

Wanut Creek—April 26, C. Hatfield.

#### Delaware

Wilmington—April 25, Foley, 2000 Ranstead St., Philadelphia.

#### District of Columbia

Washington—April 17, C. Alexander, Kensington, Md.

#### Georgia

Atlanta—April 17-19, Edgar A. Moss, Greensboro, N. C.

Columbus—April 23, Clell Dildy, Biloxi, Miss.

Macon—April 21, Mrs. Guy Fisher, 3367 Osborne Place.

#### Iowa

Cedar Rapids—April 18, Viva Rowray, 3210 E. Ave., N. E.

Sioux City—April 28, Albert Loest, Kansas City, Mo.

Waterloo—April 19, Bow Org, Detroit.

#### Kansas

Wichita—April 19, Miss E. Jones, 3536 E. 13th St.

#### Kentucky

Louisville—April 25, Mrs. H. Johnson, 4910 S. 3d St.

#### Maryland

Baltimore—April 19, Foley, 2009 Ranstead St., Philadelphia.

Bel Air—April 20, Foley, 2009 Ranstead St., Philadelphia.

#### Michigan

Saint Paul—April 19, Mary Johnson, 2807 W. Broadway, Minneapolis.

St. Paul—April 19, O. Wallo, 5800 W. 84th St., Minneapolis.

#### Nebraska

Lincoln—April 26, Bow Org, Detroit.

#### New York

Buffalo—April 25, Foley, 2009 Ranstead St., Philadelphia.

#### North Carolina

Wilson—April 25, Edgar A. Moss, Greensboro, N. C.

#### Ohio

Columbus—April 19, Bow Org, Detroit.

#### Rhode Island

Pawtucket—April 26, Myra Oakland, 75 Barney St., Rumford, R. I.

#### Tennessee

Chattanooga—April 14, Clell Dildy, Biloxi, Miss.

#### Virginia

Arlington—April 18, Foley, 2009 Ranstead St., Philadelphia.

Fort Myer—April 17, Foley, 2009 Ranstead St., Philadelphia.

#### Washington

Olympia—April 19, Mrs. Helen Maring, Portland, Ore.

#### Wisconsin

Milwaukee—April 25, Mrs. Wm. Webs, R. 3, Box 239, Mukwonago, Wis.

### WANT CARNIVAL GENERAL AGENT

who knows Ohio and Michigan.  
Top salary.  
**P. O. BOX 2325**  
Knoxville, Tenn.

### MIDWAY OF MIRTH SHOWS WANT STOCK CONCESSIONS OF ALL KINDS.

Fish Pond, Hoop-La, Cigarette Gallery, Blower.  
**SECOND MEN FOR RIDES (Must drive Semis)**  
MADISON, ILL., 14 DAYS, OPENING APRIL 20.

### GOREE & SONS SHOWS

Opening May 1, Liberal, Kansas  
**WANT**  
Concessions of all kinds except Cook House, Bingo and Mitt Camp. Will book four Stores if you have Hanky Panks. Want Side Show People. All Shows open including Girl Shows. Ride Help on Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round, Roll-o-Plane, Octopus and Dipper. Will book Kid Rides. (Elvin Bishop, Williams, Harmon, McClain and Gill Hedges, write.)  
**C. A. GOREE, Mgr.**  
P. O. Box 27 Azle, Texas

### CANADIAN GATEWAY SHOWS

**WANT AGENTS AND RIDE HELP**  
Roll Down, Pin Store with or without own equipment. Merry-Go-Round, Ferris Wheel, Grind Stores. Can use one Side Show. Men to operate Monkey Drome, High Striker and Hoops. This show is solid. Booked with good route in Western Canada. All replies:  
10630 96 St., Edmonton, Alta., Canada.

### CONCESSION HELP WANTED

BOOTS CUTLER WANTS SIX CAT AND BUCKET STORE AGENTS to join at once.  
**Tivoli Exposition Shows**  
Joplin, Mo., this week; Bartlesville, Okla., next week.

### FOR RENT

Fenced-in Stock Car Race Track. Ideal location for Circuses, Carnivals and most any type Outdoor Shows. Lights, P.A. system available if desired, in Murphysboro, Ill., Jackson County seat. Address:  
**ANTHONY STAGNO**  
Stagno Park Murphysboro, Ill.

### WANT GENERAL AGENT

With car who is capable of booking large Truck Show. Must know Tennessee, Kentucky, Illinois and Indiana. Salary no object if you can produce.  
Address: **BOX 215, c/o The Billboard**  
390 Arcade Bldg. St. Louis 1, Mo.

### WANTED

Side Shows, Rides that don't conflict and legitimate Concessions for best proven route in Midwest. 5 Centennial Celebrations in month of June. NO STILL DATES. Can use Agents for office-owned Concessions. Opening May 15th, Waterloo, Iowa. Write or wire  
**ROYAL UNITED SHOWS**  
Box 326, Sioux Falls, S. Dak.  
(Percy Purcell, contact immediately.)

### BELLANTONI'S RIDES CAN PLACE

Foreman and Second Men for 32-ft. Spillman Merry-Go-Round, Chairplane, Ferris Wheel, Octopus, Roll-o-Plane, Kiddie Auto and Whip. Also Agents for office-owned Concessions. Boozers and chasers will not be tolerated.  
41 Woodbine Ave., Newark 6, N. J.

### Dyer's Greater Shows

Want Spitfire Foreman and Second Men who drive trucks. Athletic Show Manager and Crew: we have outfit or will book yours. Cookhouse, Lead Galleries, Shows, Concessions. What have you? Contact Tuckerman, Ark., now; Mounds, Ill., next.  
P.S.: For Sale—Athletic Show Tractor and Eli Trailer, Van Trailer.

### WANTED

Ride units for May 29th and 30th.  
Contact  
**H. L. HINTON, Capt.**  
Culpeper Rescue Squad  
Culpeper, Virginia

### Motordrome Operator WANTED

Can place capable and dependable Motordrome Operator. Good proposition. Have complete Drome with Cycles. (Bobbie, contact me.)  
**AL WAGNER, Mgr.**  
CAVALCADE OF AMUSEMENTS  
Montgomery, Ala., this week; Bessemer, Ala., next week.

**Give TO CONQUER Cancer**  
AMERICAN CANCER SOCIETY

### WILL BOOK

Two more Rides. Have opening for some Hanky Panks, Cotton Candy, Candy Apples, Snow. Grind Shows with own transportation.  
**Helman United Shows**  
Narco, Louisiana this week, then Big Colored Celebration, Grayville, La.

### WANTED

Big Carnival for 2nd, 3rd and 4th of July Celebration.  
At least five or six Major Rides. Sponsored by the American Legion Post of Houston, Mo. This is the big one. Write to  
**PAUL NELSON or ANDREW KELL**  
Houston, Mo. Raymondville, Mo.

# DON FRANKLIN SHOWS #1

**WANT RIDE HELP**—Foremen for Tilt, new Octopus, new Merry-Go-Round, Little Dipper; new 1953 Trucks for all. Highest wages, long season; join at once, this week. Second Men all Major Rides, must drive semis, \$40.00 weekly to start. Man for Light Towers. Everett Morris, phone me.

**CONCESSIONS**—Want Cook House, Custard, Age and Scales, Novelties, Hats, Long and Short Ranges, Fish Pond, Coke, Bumper, Watch-La and other Hunky Panks. 18 consecutive Fairs follow Red Oak, Iowa, July 4th. All replies:

**DON FRANKLIN, Mgr.**

Victoria, Texas, this week; Bryan, Texas, next week.

## #2 SHOW AT POTEET, TEX., STRAWBERRY FESTIVAL This Week; BATTLE OF FLOWERS, SAN ANTONIO, NEXT WEEK

Wants Foremen for Merry-Go-Round and Spitfire, also Second Men. Hunky Panks of all kinds, Agents for office Concessions. All replies to

**RALPH WAGNER, Mgr.**

### WANT—UNITED EXPOSITION SHOWS—WANT

Foremen for Dark Ride and Mix-Up. Second Men on all Rides. (Must drive. Top wages. Will not tolerate drunks.) Will book Little Train. Will book Glass Pitch, Strings, Coke Bottles, Frozen Custard. Want Bingo Help who drive. Girl Show Manager with two or more Girls (I have equipment).

H. E. BENSON wants Piano Player for dance job. If married, will place wife. 15 Girls as Hostesses for Taxi Dance (experience unnecessary), 28 weeks' pleasant work, good earnings. Wire or come on.

SPEEDY DAWKINS wants Motordrome Riders. Men and Women. (Larry and Herbert, come on.) Ding every night. MARIE LEDOUX wants Side Show Acts and Help of all kinds. Something to feature. All address: C. A. VERNON, Mgr., Metropolis, Ill., this week; West Frankfort, Ill., to follow (first Carnival in 4 years).

## JOE SCIORTINO WANTS

**BOSS CANVASMAN TO HANDLE GIRL SHOW** (Must be experienced and sober).

**GIRLS FOR GIRL SHOW AND POSING SHOW** (Top Salaries—Wardrobe and Transportation furnished)

All reply to:

**JOE SCIORTINO, c/o 20th Century Shows**  
Texarkana, Texas, this week; then per route

## WORLD OF TODAY SHOWS

### JIMMIE CHAVANNE WANTS

**FOR WORLD'S LARGEST AND BEST FRAMED SIDE SHOW**

Break to feature, Working Acts, Girl for Sword Box, Girl for Electric Act, Man for Ticket Box capable of making second openings. Salary no object if you can produce. Acts must have wardrobe. ANNEX ATTRACTION: Nothing but the best—one that can and will make the first Bally and first Show. Must have flashy wardrobe. (Jackie Dale and Zora Blair, answer. Mona and Blue, let me hear from you.) ONLY FOUR STILL DATES—THEN FAIRS UNTIL LAST OF NOVEMBER.  
All Address: BOX 782, MUSKOGEE, OKLA.

## COOKHOUSE HELP WANTED

**COOKS — WAITERS — STEAMTABLE HELP — DISHWASHERS**  
SHOW OPENS APRIL 30—AM AT WINTER QUARTERS NOW

**GEORGE REINHARDT**

% WORLD OF MIRTH SHOWS, RICHMOND, VA.

## FOR SALE

**BARGAIN FOR QUICK CASH SALE**  
**FERRIS WHEEL**—Eli No. 5, with new power unit last season.  
**MERRY-GO-ROUND** — 32' Parker, with fluorescent lights.  
**MIX-UP**—24 seats.  
**KIDDIE AUTO RIDE** — 8 seats, with fluorescent lights.  
**TRANSPORTATION FOR ALL RIDES**  
**TRANSFORMER** — 37½ K.V.A. on trailer.  
**MIDWEST AMUSEMENT COMPANY**  
Grandview, Missouri  
Kenneth E. Armfield, Owner

## CARNIVAL OR RIDES

### WANTED

For week of June 29 through July 4. Contact

**H. C. MORRIS**  
American Legion Post #49  
Troy, Pennsylvania

## FOR SALE CHEAP

1 Roll-o-Plane, steel fencing; 1 C. W. Parker Kiddie Chair-o-Plane, 12 seats, steel fencing; 1 Gruner Chair-o-Plane, 18 foot towers, 24 seats, steel fencing and ticket booth. These rides operated around Chicago last year and are in good condition.

**LAWRENCE MATURA**  
3417 S. Western Blvd., Chicago 8, Ill.  
YArds 7-1600

### WANTED

Organized Carnival or independent Rides, Shows, Concessions, week June 29-July 4. Atomic plant area. Car given away—free fireworks last day. Sponsored by Civic Club, Mound City, Ill. Contact

**K. L. ALLISON**  
Mound City, Ill. Phone: 143 (days) or 130 Ring 3 (nights).

## WANTED

All types of Outdoor Entertainment. Rodeos or what have you?

**MANITOWOC SPEEDWAYS, INC.**  
P. O. Box 223 Manitowoc, Wis.

## WANTED

For Annual Fall Festival, last week in July or first week in August  
Lincoln, Kansas  
Ferris Wheel, Merry-Go-Round and two Kiddie Rides. All must be in good condition. Contact:

**SCOTT DILLET**  
Lincoln, Kansas

## FOR SALE

Carnival, Rides, Stands, complete, partially booked. Flat rental. Buyer can book remainder of summer. Reasonable. Write

**SECRETARY**  
Box 13 Pittsburgh 30, Pa.

## FOR SALE OR LEASE

5 Rides—#12 Eli Wheel with new trailer and tractor; 24-Seat Chairplane, new motor; three factory-made Kid Rides. 3 Truck-Trailers, Concessions, Light Cables, Boxes, Show Fronts, Sound Organs, ready to operate. Address:

**GEORGE HALL**  
Box 372, Lawton, Okla.

## COOKHOUSE HELP

### WANTED

Also Man to take charge of Grab Stand. Contact:

**A. J. GRIFFITH**  
Care World of Today Shows  
Muskogee, Okla.

## Carnival Routes

Continued from page 58

Continental: Kingston, N. Y., 16-25.  
Crafts Expo.: Santa Paula, Calif., 14-19.  
Down River Am. Co.: River Rouge, Mich.  
Drew, James H.: Marmet, W. Va., 13-25.  
Dyer's Greater: Tuckerman, Ark.; Mounds, Ill., 20-May 3.  
Ferris, Carl D.: Savannah, Ga.; Richmond, Va., 20-25.

Franklin, Don, No. 1: Victoria, Tex.; Bryan 20-25.  
Franklin, Don, No. 2: (Fair) Poteet, Tex.; (Fair) San Antonio 19-25.  
G. & B. Rides & Shows: Clendenin, W. Va.; Spencer 20-25.

Gem City: Tullahoma, Tenn.  
Gentsch, J. A.: Columbia, Miss.  
Georgia Am. Co.: Cornelia, Ga.  
Gladstone Expo.: Philadelphia, Miss.; Batesville 20-25.

Gold Medal: Anniston, Ala.  
Golden Rule: Runnemede, N. J., 17-25.  
Great Southern Expo.: Gonzales, Tex.; (Fair) Humble 20-25.  
Great Sutton: Harrison, Ark.; Branson, Mo., 20-25.

Greater Dixieland: Alexandria, La.  
Hale's (Independence Ave. & White) Kansas City, Mo., thru May 17.  
Hammond, Bob: (Lee & Whittle St.) Houston, Tex.; (Battle of Flowers) San Antonio 21-31.  
Happy Attrs.: Mount Vernon, O.; Newark 20-25.

Harrison Greater: Goldsboro, N. C.  
Helman United: Narco, La.; Grayville 20-25.  
Hills Greater: Dumas, Tex.  
Hottle, B. W.: Gretna, La.  
Interstate: Lanett, Ala.

Johnny's United: Evergreen, Ala.; De-mopolis 20-25.  
Jollytime: Norlina, N. C.  
Ken-Penn Am. Co.: New Kensington, Pa.  
Keystone Expo.: Belton, S. C.  
Majestic Greater: Macon, Ga.; Atlanta 20-25.

Manning, Ross: Roanoke Rapids, N. C.  
Marks, John H.: (Hull & 26th Sts.) Richmond, Va.; (W. Moore & Norfolk Sts.) Richmond 20-25.

Midway of Mirth: Murphysboro, Ill.  
Mid-West: Hawthorne, Nev., 14-19.  
Mighty Hamontree Midway: Chattanooga, Tenn., 18-25.  
Mighty Hoosier State: Clarksville, Ind.  
Mighty Page: Lancaster, S. C.  
Milliken Bros.: Douglas, Ga.; Hazelhurst 20-25.

Moore's Modern: Durant, Okla.  
Oklahoma Expo.: Nowata, Okla., 18-25.  
Page Bros.: Springfield, Tenn.; Russellville, Ky., 20-25.

Palmco Expo.: Navassa, S. C.  
Palmer: East Spencer, N. C.  
Park Am.: Bristow, Okla.  
Penn Premier: Essex, Baltimore, Md.  
Peppers All States: Chatom, Ala.  
Playland: West Columbia, S. C.  
Playtime: Manchester, N. H., 17-25.

Powelson Greater: Brewster, O., 18-25.  
Prel's Broadway: Fayetteville, N. C., 23-May 2.  
Raley Bros. Expo.: Bonneau, S. C.  
Reid, King: Manchester Center, Vt.  
Royal Expo.: Wadley, Ga.

Schaefer's Just for Fun: Eldorado, Ark.  
Shan Bros.: Maryville, Tenn.; Harriman 20-25.  
Stephens, C. A.: Montezuma, Ga.; New-nan 20-25.

Siebrand Bros.: Clifton, Ariz.  
Skerbeck: Escanaba, Mich.  
Southern Valley: Hammond, La.  
Star Am. Co.: Wilmar, Ark.  
Strates, James E.: (Okla. & Bennings Road) Washington, D. C.

Tassel, Barney: Claxton, Ga.  
Tatham Bros.: White Hall, Ill., 20-25.  
Tennessee Valley Am.: Clarksville, Tenn.  
Thomas Joyland: Williamson, W. Va.  
Tinsley, Johnny: Greenville, S. C.  
Tivoli Expo.: Joplin, Mo.; Bartlesville, Okla., 20-25.

20th Century: Texarkana, Tex.  
United Am.: Hopkins Park, Providence, R. I., 20-25.  
United Expo.: Metropolis, Ill.; West Frank- fort 20-25.

United States: Morganton, N. C.  
Virginia Greater: Suffolk, Va.; Salisbury, Md., 20-25.

Vivona Bros.: Emporia, Va.  
West Coast: Merced, Calif.; Seaside 21-26.  
Wolfe Am. Co.: Kings Mountain, N. C.

## Boston Notes

Continued from page 58

and the business meeting were good, but the attendance at the banquet was considered slim.

### Martin Fortified

Al Martin, Boston talent agent who supplied the floor show, termed one of the best ever seen here, was well fortified with secretaries Debbie and Eleanor in tow. While Al fidgeted awaiting the verdict of the audience, his female aides exuded confidence, knowing full well, they said, that it was smash entertainment all the way thru.

### Cogert Trailing Prospects

Jacy Collier was on hand representing the George A. Hamid & Son Boston interests, along with George Sr. and Mrs. Bess Hamid, while Henry Cogert was up in New Hampshire selling additional acts to fairs.

### Collins Leases Gimmick

Frank Sterner, Revere Beach, Mass., operator, whose Tessie the Tease shooting gallery gimmick was introduced only last year and is offered only on a lease basis, reported that an installation is set for John Collin's Lincoln Park, North Dartmouth, Mass.

### Mrs. Stone Reigns

Mrs. Rose Stone, dowager queen of the operating fraternity, looking extremely fit after a Florida vacation, was on hand greeting friends. Son Larry and wife Phyllis were also present, but their offspring, a son, is still too young for such doings.

### Athletes on Hand

Jumping Joe Dugan, a former Yankee third baseman with a host of friends among the operators, was the center of attraction.

# LAST CALL KING REID SHOWS LAST CALL

OPENING APRIL 29, MEMANDS, NEW YORK

GET SET FOR THE SEASON AT OUR OPENING DATE AND BE ASSURED OF PLAYING OUR GREAT INTERNATIONAL AMERICAN-CANADIAN ROUTE. WE HAVE CONTRACTED THE FINEST DATES IN OUR HISTORY

**ATTENTION, CANADIAN SHOWFOLKS:** Can place a few additional Rides, Shows and Concessions for our Canadian Dates. CONTACT US NOW.

**SHOWS** Can place Midgets, Unborn, Mechanical, Crime or any other worth-while Grind Shows.

**RIDES** We have 15 of our own. Can also place Roll-o-Plane, Comet, Scooter (flat ride) and Live Ponies.

**HELP** Can place only the best of Ride and Show Help and guarantee a full season's work on our international tour. Experienced Foremen wanted for Wheels, Merry, Octopus, Caterpillar and Spitfire. Second Men on all other Rides (drivers preferred). Come into Winterquarters at once. Show moves out April 26th.

**CONCESSIONS**—All folks contracted must acknowledge this ad.

**KING REID, Winter Quarters, Manchester, Vermont**

# CANADA CANADA CANADA MOTOR CITY SHOWS

(Canada's Largest Motorized Show)

**CAN STILL PLACE FOR 1953 SEASON**

**CONCESSIONS**—Hanky Panks of all kinds, Long Range Gallery, Mouse Game, Fish Pond or any other non-conflicting Grind Store.

**RIDES**—Will book Kiddie Rides not conflicting with office owned rides.  
**SHOWS**—Will book Girl Show, Monkey Show, Wild Life Show, Snake Show, Illusion Show.

**HELP**—Second and Third Men for Twin Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl, Caterpillar, Flying Scooter, High Ball, Jet Bomber, Allan Herschell Auto Ride and Boat Ride, Pony Ranch.

**WE PLAY SOME OF ONTARIO'S FINEST FAIRS AND CELEBRATIONS**

### CELEBRATIONS

Emancipation Day Windsor.  
(The greatest freedom show on Earth)  
Stratford Centennial  
Barrie Centennial Year  
12th of July Orangeman's Celebration  
Oakville Lions Spring Celebration

### FAIRS

Aylmer Fair  
Woodstock Fair  
Peterborough Fair  
Owen Sound Fair  
Brampton Agricultural Fair  
Orangeville Fair

**WRITE WIRE PHONE**

2875 DOUGALL ROAD, WINDSOR, ONTARIO, CANADA WINDSOR 3-8044

# SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

Want Photos, Novelties, Custard, Scale and Age, Basketball, Coke Bottle, String Game, Bumper and Hi-Striker. Do not have any of these at present time.

Can place Bingo Caller. Need experienced Merry-Go-Round and Tilt Foreman; Second Men on all Rides, must be semi drivers. Want Operator for Fun House. Bill Hunter's Help report to Harriman, Tenn.

All answers to Maryville, Tenn., this week; Harriman next week.

## WANTED FOR CARL D. FERRIS SHOWS

WITH BEST ROUTE OF CELEBRATIONS AND FAIRS FOR 1953

SAVANNAH, GA., THIS WEEK; HAMLET, N. C., WEEK APRIL 20; THEN RICHMOND, VA.

Shows—Side Show, Motordrome, Monkey Show, Fun House, Wild Life, Penny Arcade.

Concessions—Fish Pond, Duck Pond, Pitch-Till-You-Win, Photo Gallery, Hoop-La, Novelties, Jewelry, Short Range, Balloon Dart, Willie Lewis and Zach Perry will book Swinger, Nail Game, Pan Game, Rat Game, Harry Franklin or Fineburg, get in touch with Willie Lewis. Norman Lachance wants Pin Store Agent. George Yoeman, wire me. Answer

**WILLIE LEWIS**

Care Savannah Hotel or CARL D. FERRIS, care of show.

## ROYAL EXPOSITION SHOWS

Want Shows and concessions such as Girl Revue, Pit Shows. Can also use a small ten-in-one. Can use various Hanky Panks. Playing strictly industrial towns with good payrolls.

Address this week

**J. P. BOLT, Royal Exposition Shows, Wadley, Ga.**

P. S.—Efficient Merry-Go-Round and other ride help, answer.

## ROSS MANNING SHOWS

ROANOKE RAPIDS, N. C., APRIL 13-18

Concessions: Novelties, Hi-Striker, Hanky Panks. Ride Help—Want Ferris Wheel Foreman, also Chairplane Foreman. Shows: Want Man to operate Motordrome; have complete outfit. Cliff Osteen wants to hear from girls who have worked for him; will send tickets. Clarence Osteen wants Harry O'Brien and Jimmy Morgan to contact immediately. LeOla wants Man to operate Snake Show. Write or wire

**ROSS MANNING**

WELDON HOTEL, WELDON, N. C.

## BURDICK'S GREATER SHOWS

WANT FOR '53 SEASON

Place Independent Rides that do not conflict. Hanky Pank Concessions, Cookhouse or nice Grab. Independent Shows with own equipment. Have nice 20x40 Top if you have something to put in it. Place good Electrician. One or two more Ride Men. Want to buy small Adult Mixup. Opening April 17 at Goldthwaite, Texas. Big sheep, goat and cattle sale. Gatesville, Texas, April 27-May 2; North Camp Hood Army pay day. Ozona, Texas, Horse Show to follow. Other Celebrations and Fairs to follow. Get with the show that knows Texas. Privilege and percentage reasonable.

**IRA BURDICK, BURDICK'S GREATER SHOWS**  
1503 NO. 5TH STREET PHONE 3-3151 TEMPLE, TEXAS

## STARLIGHT SHOWS

Want Hi-Striker, Punk Rack, Basketball and Cigarette Gallery. Also want Shows with own outfits. Want sober Wheel Foremen and Spitfire Foreman who can drive semis. Crawford and Rosedale this week.

**M. H. BARACKMAN**  
General Delivery Ft. Worth, Texas

## Milwaukee, Wis., Lots BELLE CITY SHOWS

Open April 24 at So. 13 & Okla. Ave. Want skill Concessions. Some Ride Help wanted. We play spots only to make money, not to kill time. Fond du Lac, Madison, Racine and Sheboygan, Wis., to follow.

**BELLE CITY SHOWS**  
3453 No. Third Milwaukee 372, Wis.  
Chas. Panacek, Owner

## FOR SALE

Bingo complete, 20x40 frame, new khaki top, beautifully trimmed, amp., blower, volt reg., many extras, \$1400.00; Monkey Speedway, complete with cars, banner line, 5 banners, ticket box, baby platform, cages, props, \$400.00; 00 Ground Cable, enough for good size show, 200 amp. switch box, bugs, extras, light tower, \$300.00; 1941 C.O.E. GMC Truck, new motor, excellent tires, good 16-ft. van body, \$350.00. All replies:

**TED CRUBBUCK**  
54 Edna Pl., Buffalo, N. Y.  
Phone: Garfield 5004

## 16-FAIRS & CELEBRATIONS--16

Want for now and Humble, Tex., Fair and Rodeo, April 20-25; fifteen others to follow.

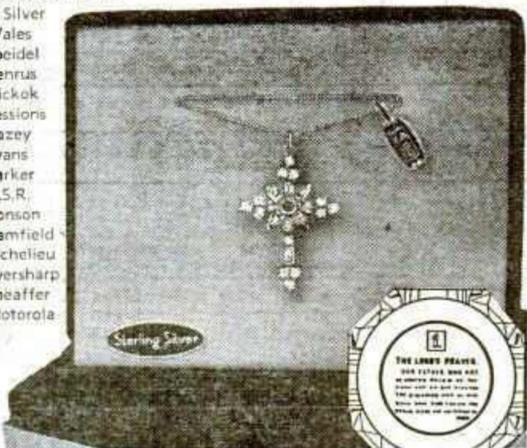
Want Ferris Wheel Foreman and other Ride Help. Rides: Kiddie Cars, Planes, Train, Street Car, Ponies, Chairplane, Merry-Go-Round and others. Concessions: Bingo, Scales, Cork Gallery, Duck Pond, Penny Pitch, Ball Games, Coke Bottles, String Game, Balloon Darts, Photos, Lead Gallery, Bumper and Palmistry. Shows: Snakes, Wild Life, 5-in-1 or any good Grind Shows.

Phone: M. E. 9897. Write or wire  
**BREWERS UNITED SHOWS**  
3421 Melbourne Houston, Tex.

OUR NAME BRAND LINES INCLUDE:

- Dormeyer, A. C. Gilbert, Oster, Elgin-American International, Silver, Wales, Speidel, Benrus, Hickok, Sessions, Dazey, Evans, Parker, A.S.R., Ronson, Camfield, Richelieu, Eversharp, Sheaffer, Motorola

Different and Wonderful! 'OUR LORD'S PRAYER' CROSS AND CHAIN



Sterling Silver Only \$3.00 Each Retail \$15.00 and Worth It

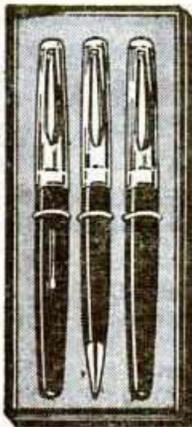
- Rogers & Bros., Anso cameras, Remington, Rand, Horrocks-Ibbetson, Longines, West Bend, Jacques, Kreisler, Wm. Rogers, New Haven

You'll get big action with this distinctively different religious item. 'Our Lord's Prayer' is magnified and easy to read when you look through center of cross.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia

Send for FREE Copy of TEMPLE'S SUPPLEMENT Visit our showroom when in Philadelphia.

TEMPLE COMPANY INC. 708 Sansom Street Philadelphia 6, Pa. Market 7-8242



DIRECT From Manufacturer

Beautiful, Better Quality Three-Piece Set with Metal Caps. Hooded point fountain pen, mechanical pencil and guaranteed ball pen.

Gross \$48.00 tax incl. Sample Doz. \$5.00

25% Deposit, Balance C.O.D., F.O.B. New York.

MODERN PEN MFG. CO., INC. 395 Broadway, New York 13 CANal 4-8016

RETRACTABLE BALL PEN

With New Instant Dry Ink. Push Button to write. Press clip to retract.

Beautiful stream lined styling. \$36.00 Per Gross Sample Doz. \$4.00

Guaranteed refills 94 ea.

Advertisement for McBRIDE JEWELRY CO. featuring engagement and wedding rings.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

Order form with sections for ad type, placement, and contact information.

DISPLAY-CLASSIFIED SECTION A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word - Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line - Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ACTION COMEDY PARODIES, INTRODUCTIONS, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif. jn20

AGENTS & DISTRIBUTORS

ATTENTION, HOSIERY—LOW PRICES FOR Jobbers, pitchmen and salesmen complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful, sale \$3; prompt payments and satisfaction guaranteed or money refunded.

MEXICAN JUMPING BEANS—NEW CROP.

Very active, just arrived; \$5 thousand; lots 5,000 to 10,000, \$4 thousand. National Products Co., Laredo, Tex. ap25

WANTED AGENTS—MEN, WOMEN, TODAY'S miracle self-seller; \$1 item; 100% profit. Get territory today. Send \$50 for sample. Ted, 191 N Hill Ave., Pasadena, Calif. ap18

WHITE SUMMER EARRINGS—HIGH QUALITY; made in U.S.A.; 3 doz. assorted; \$50 prepaid, S & E Sales Co., 2007 So. K St., Tacoma 3, Wash. my2

YOUR OWN BUSINESS—SUITS \$1.50; Overcoats, 65c; Mackinaws, 35c; Shoes, 12 1/2c; Ladies' Coats, 30c; Dresses, 15c. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago 7. np

1500 MONEY-MAKING ITEMS—NOVELTIES, Sunglasses, Watches, Nylons, Men's Suits, Camera flash, nationally advertised Patent Medicines, Toilettries, Blades, School Supplies, carded Merchandise, etc. Serving South and East Coast since 1933. Send for price list. Southern Supply Co., Dept. 13, 420 Eye St., N.W., Washington 1, D. C.

ADMINISTRATOR SALE

Three white face, two cinnamon ringtalls. All wear clothes; any child can handle. Contact John Kyn, 1620 Gummer Ave., Dayton 3, Ohio, or Kevekor's Pet Shop, 1667 So. Garvin St., Evansville 13, Ind.

ANIMALS, BIRDS, PETS

ALLIGATORS, CROCODILES, TEGUS, LIZARDS, Boas, Whiteface Black Ringtall Spider Monkeys, other exotic animals, reptiles and birds. Absolutely world's largest collection of Rattlesnakes. Pet shops, please use letterheads. Tropical Import Dept. 402, Box 402, Sidel, La. Telephone 583-M94, 8 p.m. to 8 a.m. only.

BADGERS, DESCENTED SKUNKS, RACCOONS, Ferrets, Coatis, Monkeys, Lynx, Coyotes, Horned Owls, Fancy Pheasants, Parrots, Parakeets, Registered Toy Type Chihuahuas Puppies. Many other types of Animals, Birds, Charone. Animal Ranch, Burlington, Wis. Telephone Wheatland 23U.

BARGAIN MONTH—OUR 30TH YEAR IN wild animal business. Wild Raccoons, any size, 10 or more, \$3 each; Pigmy Skunks, 2 for \$19.50; Lynx Cats, \$19.50; Mother Opossum and Babies, \$3.50; Snakes, native and foreign. Round the world with animals, birds and reptiles. Free price list. Thompson Wild Animal Farm. Phone 2-1236; Clewiston, Fla. ap18

BUY SEALS, SEA LIONS, WILD, TRAINED from world's only trapper-trainer, Homer P. Snow, director, Sealitorium-Ostrich Farm, Box 763, Oxnard, Calif. ap18

DON'T LEAVE WINTER QUARTERS WITHOUT requesting our ALL NEW price list of "Snowbirds" in imported BIRDS and ANIMALS. Brad 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: 812, Nos. 608, 611 and 612 20th Street, Terminal International Airport. "Tear out this ad and keep it in your wallet. You will need the address this Season."

GIANT SNAKES ON HAND AND READY to ship. Anacondas, Pythons, Boas at wholesale prices to showmen, Rattlesnake dens, harmless snakes, small or large; Iguanas, Tegus, Ross Allen's, Silver Springs, Fla. Phones: MARION 2-6369, MARION 2-7080, MARION 2-336 (night).

LIVE BIRDS, MAMMALS OR REPTILES ordered before noon from the Mono Trading Co., Inc., Box 212 (Phone 64-0941), International Airport, Miami 48, Fla. will be delivered in the New York and Philadelphia areas the following morning. Midwest and Pacific Coast second day. Dependable, temperate, controlled planes at rates comparable to express. Be sure to specify "U.S. Flight 201" for this new, fast service. U.S. Airlines, Inc., International Airport, Miami, Fla.

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MIRACLE CROSS When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

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1999-G. Same as above, Chain and Cross, in beautiful gold finish. \$6.00 Doz. \$66.00 Gross

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Gold finish. White brilliant center. Red sides. Deposit with all C.O.D. orders. Please state your business. PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

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Advertisement for Pizz Kids bar gadget featuring a cartoon character and product details.

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BANG! UP YOUR PROFITS WITH 'LITTLE ATOM' IT SELLS ON SIGHT WITH A BANG! The Tiny Pistol 1 1/2 Inch Long Uses Ammunition (Blank Cartridge) That Actually Shoots. JOBBERS, DISTRIBUTORS: Write, Wire, Phone for Quantity Prices.

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G & S Mfg. Co. NASHVILLE 3, TENNESSEE

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Height and Dozen Price:

10 1/2"	8 1/2"	5 1/2"	4 1/2"
\$16.80	\$13.80	\$6.00	\$3.60

**SPECIAL!** Key Chain Charms, asstd. 1 gr. to box @ \$1.75 per gross. 25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only. Free Folders on Other Items.

**COOK BROS.** 916 S. Halsted St. Chicago 7, Ill.

**OCEAN CITY FISHING TACKLE OUTFITS**

In Handsome Cellophane WINDOW SHADOW BOX

- #30—Youth's Fresh Water ..... \$1.98
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- #70—Sportsman's Fly Rod ..... 10.00
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1/3 Dep., Bal. C.O.D. Full cash must accompany all orders under \$10.00.

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7 & 10 Color Specials  
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**HOBBO BAR NOVELTY**

12" high, beautifully hand painted. Made of durable rubber plastic. Sample—\$2.50 each. \$36.00 doz. With Swiss music! \$6.00 each, \$60.00 doz.

We manufacture 24 new Joker and Fun-Making Novelties—Send \$10.00 for assorted Samples—No C.O.D.'s. Jobbers: Write for Quantity Discounts and New Catalogue.

**HAWAIIAN NUDDIE DOLL**

Soft, flesh-like plastic rubber, life-like, over 7 1/2" high. Wiglets, shimmles, bumps and grinds. \$6 DZ. Without costume \$7.20 DZ. Sample—\$1.25, 3 for \$3.50.

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**Bubble Boy FOR YOUR BAR**

NEW! NEW! NEW!  
Bubble Boy Fountain comes to "Automatic" Life!

**MYSTERIOUS-MAGIC-ACTION**  
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-Ball.  
Greatest Bar Gag ever invented.

Send \$1 for sample  
10 day Money Back Guarantee  
1 doz. \$6.50—Gross \$78 P.P. Prepaid

**HOLLYWOOD HOUSE, Mfg.**  
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**TOPS FOR PITCHMEN, AGENTS**

The new Hide-Away Pocket inside, the coat or trousers affords protection in crowds. Patented snap button on zipper draws taut. Cannot be unfastened without arousing wearer. Installed in 15 seconds—just iron tape to lining fabric. \$3.75 Doz. 1 Sample, \$1.00 ppd. No C.O.D.'s.

**ZIPPER-POCKET-LOCK**  
Box 17462, Foy Station, Los Angeles, Calif.

**MONKEYS—YOUNG, BLACK-WHITE FACE**  
Ringtails or Golden Spiders, Caracas, America, 3 for \$100 f.o.b. Miami. Money order, cash with order or 50% order, balance c.o.d. J. Pearson, P. O. Box 4331, Miami, Fla.

**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; 10 (S.A. Caiman) baby Alligators, \$85. Live delivery guaranteed. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami, Fla.

**PLENTY FRESH FAT SNAKES, ALL** kinds; also Alligators, Owls, Armadillos, Horned Toads, Terrapins, Coatumundis, Paca, Peafowl, Agouti, Rhesus Monkeys, Guinea Figs, Wild Cats, Prairie Dogs, Otter Martin Locke, Phone 141, New Braunfels, Tex. my18

**SMALL ANIMALS, READY TO SHIP, RAC-**coons, Opossums, Skunks, Arctomys, Capra and others at reasonable prices. Ross Allen's, Silver Springs, Fla. Phones: MARION 2-6369, MARION 2-7080, MARION 2-3336 (night). ap18

**SPECIAL FOR 1953—COMPLETE DEN** Assorted snakes, \$18; no packing charges; no deposit on boxes. C. C. McClung, LaPlace, La. Telephone 5411.

**THIS WEEK ONLY—BABY SPIDER MON-**keys, \$30; adult Rhesus, adult and young Javan, Whiteface, Ringtails, \$35; Cobras, Pythons, Giant Alligator Snapping Turtles, Alligators, Baby Turtles and Chameleons; Mowrer's Bird & Animal Co., 1421 St. Louis St., Springfield, Mo.

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**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. ap25

**ANALYZE HANDWRITING FOR PROFIT!** Complete outfit, \$1, including Illustrated Charts, Instructions, Signs! (Extra Charts, \$10 1000.) Graphologers, Box 971-B, Philadelphia. my2

**ATTENTION!**  
If you want to **INCREASE RESULTS** use this eye-catching **DISPLAY-CLASSIFIED** style of ad see first page this section

**AUTOMATIC MECHANICAL SHOOTING** Gallery Equipment, Ammunition, rifles, etc. Ill health; real value. L. R. Cannam, 1901 Lothrop St., Omaha, Neb.

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**CHILDREN'S DANCE SCHOOL—150 PU-**pils. Ideal for dance team. Entire floor with apartment; 20 minutes from NYC; lease and cheap rent; newly decorated. Bette Maxwell Call Al. 5-7768 or Kearny 2-7727, Kearny, N. J. ap18

**CONCESSION STAND ON WHEELS FOR** sale. No reasonable offer refused; Trailer, 19" x 8", Folding Awning, Grill, Refrigerator with Freezer, Soda Cooler, Gas tank, 4 new tires, A.C. and D.C. Light Power. Write Donato Stanko, c/o S. C. Call, 101 E. Drinker St., Dunmore, Pa.

**EARN \$15,000-\$30,000 ANNUALLY. FRAN-**chise protected. Guaranteed minimum \$12,000 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 \$5 for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. my9

**ECHOLS, GOLD MEDAL SNO-CONE MA-**chines, Peanut Roasters, Hot Dog, Hamburger Fryers, 4 Target Balloons, 65¢; 27 round, \$1.85; 29, \$4.30, \$2.25 gross. Atlanta Popcorn Supply, 146 Walton, My2 Atlanta, Ga.

**ESTABLISHED RINK—GOOD BUSINESS,** will sell for equity; must sacrifice on account of death. Central Florida, open all year around. Mr. Wm. Lane, 804 N. Magnolia St., Ocala, Fla.

**FOR SALE—NEAR LITTLE ROCK, BEN-**ton, Sheridan and Pine Bluff, Ark. Beautiful swimming lake. Operated by owner 27 years; sick, forced to sell; around 60 acres of timber land; water sports of all kinds. This is a popular resort. Skating rink, dance hall, cafe, sleeping porch, bath house, two garage apartments, house, five juke boxes, arcade, completely equipped for first-class park; nationally known. Write P. O. Box 1662, Little Rock, Ark.

**PORTABLE ROLLER RINK—50 BY 100 FT.,** 130 pr. Chicago skates, Bogan P. A. system, pop cooler, paris, etc. Georgia A. Nantony, 228 High Ave., Byersville, Ohio.

**MINUTE MEN AMUSEMENT PARK** wants a portable Skating Rink. Population of 33,000 Negroes. Beginning April 15th thru May 30, 1953. Address inquiries to J. C. Edwards, Pres., Marshall, Tex. Phone Office 4-4062, Home 4-2574. Terms: 70-80% plenty of money to be made.

**NANTASKET BEACH WATERFRONT,** Nantasket, Mass. All developed suitable for roller coaster, baseball or skee ball machines, shooting gallery, candy floss. Good proposition. For information contact Adams Realty Management, 415 Beacon St., Boston, Mass. ap25

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**RADIO ADVERTISING WITHOUT RISK!** Pay "per order"! 450 Broadcasters! Details free! Tryton Advertising Agency, Box 84, Elizabeth, N. J. my18

**SELL LAWN ASSORTMENTS OF FIRE-**works, \$14.95 retail value; samples, 1 No. Assortment, 1 Safe and Sane 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 options, \$2.50 up; supplies included; Illustrated circular free. Snowball Co., 9534-B Lemturner, Jacksonville 8, Fla. ap25

**START VENETIAN BLIND LAUNDRY—**Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. If

**WHAT EVER YOU SELL—WE'VE GOT IT** at lower prices! Defrosters, Mops, 6-in-1 Saws, Cigarette Lighters, Auto Lamps, Bulova Watches, Razor Blades—over 100 others! Prices 10% to 25% lower than you pay now and you can buy in small quantities! Write quick for free catalog. Modern Merchandise Co., Dept. 32, 169 W. Madison Street, Chicago, Ill. ap18

**WHAM-O FAMOUS NATIONALLY ADVER-**tised Throwing Knives, \$1.75 retail, \$12.50 doz.; Wham-O Hunting Slingshots, \$1.50 retail, \$10.80 doz.; Wham-O Dueling Swords, \$4 pair retail, \$26.66 doz. pair f.o.b. Samples prepaid retail price. Dutz Enterprises, Box 284, Lincoln 2, Ill. my9

**COSTUMES, UNIFORMS. WARDROBES**

**CLOWNS & BURLESK COMICS' PROPS,** Wigs, Hats, Free list! (Boxful Clown Oddments, \$3.) "Happy" Morgan's Clown Headquarters, 2404-N 15th, Philadelphia. my2

**TRUNKS—TWO H. M. WARDROBE, ONE** Taylor, cheap; also Chorus Costumes, Scarfs, 450 E. New York St., New York City. Phone Fordham 7-2257 between 10 and 8.

**FOOD AND DRINK CONCESSION SUPPLIES**

**PRE-POPT POPCORN, "READY TO EAT,"** shipped everywhere. New popcorn Machine, Supplies, Carmel, Conn. terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap25

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**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS, CARA-**mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jn8

**ATTORNEYS MUST SELL HIGHEST CASH** offer. Complete lot located Kennett, Mo.; International tractor truck, dual wheel; cook shack trailer with tent, stools, counters, cash register, deep freezer, ice box, gas range, elec. meat slicer, broiler, griddle, coffee urns, utensils, dishes. Contact Gregory & Cours, Attys., 608 Tampa St., Tampa, Fla.

**CUSTOM BUILT ARCADE TRAILER—**Swinging Monk Ray Guns, some converted to bear and deer. Will trade for Williams World Series. Oswald Coin Machines, Route 5, Manitowish, Wis. ap18

**ELECTRO FREEZE FROZEN CUSTARD** Machine mounted on truck, ready to operate. Price, \$1,250. Write Simon Krause, care Elks, 1320 Arch St., Philadelphia, Pa.

**FOR SALE—ONE FROZEN CUSTARD** Trailer, fully equipped, \$1,200. Mrs. Frank Nebus, 124 South Felius St., South Amboy, N. J.

**FOR SALE NON-COIN POP CORN** Warmers, excellent working condition; less than half new price. Onken, 1121 Howett, Peoria, Ill. ap25

**FOR SALE—PORTABLE RINK FLOOR,** maple about 8,600 sq. ft. Roller Rink, Faribault, Minn. my2

**KIDDIE MERRY-GO-ROUND—12 WOODEN** horses, 2 autos, top, Conway clutch, motor, music, \$850. Lewis, W208 Main, Spokane, Wash.

**NATIONAL CARBONS FOR 60" SEARCH-**lights; 500 pairs, \$60; 25 pairs, \$3 f.o.b. Dallas; guaranteed. Smith, 4701 Roxbury Lane, Dallas, Texas. ap25

**OFFICE ON WHEELS—TWENTY-SEVEN-**foot trailer; 4 wheel Sun Trailer, completely equipped, 4 desks, chairs, refrigerator, etc. Porter Precision Products, By-pass #50, Cincinnati 15, Ohio. Princeton 6338. ap25

**ROLLER RINK, PORTABLE—TENT 50x132,** maple floor, skates, grinder, cooler, plus extras, \$2,750. Roller Rink, 940 Ashland St. St. Paul 5, Minn. my2

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6 24 SA Rifles, Ammunition, Mutoscope Punching Bag, Card Venders, Panorams and other equipment.  
Backus and Warner  
San Marcos, Texas

**SPARTAN MANOR HOUSE TRAILER—TOP** condition, awning, extras, \$2,200 cash. Consider part trade show property. Wardell, Box 525, High Point, N. C. ap18

**400 GALLONS BLACK NAVY PAINT IN** 5's, 65¢ a gallon; excellent condition, just reground; sample 35¢. Robert Parsons, Townsend, Va. ap25

**FOR SALE—SECONDHAND SHOW PROPERTY**

**ALL 16MM. SOUND—3,000 REELS; FEAT-**ures, \$30; some \$20; used Projectors, \$150. Programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

**ARCADE ON SPECIAL BUILT 28-FT.** aluminum trailer; 55 machines, refinished, tractor, all complete, \$3500; 35x70 new top, used sidewalls and poles, \$650; 1913 Buick, Carrousel, \$5 each; front 42 plane circular Brill, Box 875, Peoria, Ill. ap25

**BUILD KIDDIE RIDES FROM TESTED** plans: Auto, Boat, \$100 Chairplane, Airplane Rocket, Carrousel, \$5 each; front 42 plane circular Brill, Box 875, Peoria, Ill. ap25

**COMPLETE CANVAS FOR 14 BY 30** Bingo, perfect condition; awnings and bally; bargain. John Collin, Box 984, Shawnee, Okla. ap25

**ELECTRIC CARAMEL AND POPCORN** Unit, Formulas, Theater Display Warmer, Salted Shell Peanut Venders; bargains. Drum, 735 22nd St., Denver, Colo.

**For advertising that SELLS and SELLS and SELLS**  
Try a Billboard classified ad  
see first page this section

**FOR SALE—16 SEAT CHAIR PLANE IN** good condition; also Wisconsin motor, practically new fully equipped; reasonable. A. Tortorello, 332 Oliver St., Newark, N. J. MA 2-5569.

**HAVE TWO MONKEY SPEEDWAYS, 3** cars and 24' track. Will sell or trade one for good Popcorn Machine and Candy Floss or Short Range Shooting Gallery, D. W. Summar, 2923 Azle, Fort Worth, Tex.

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**KIDDIE GASOLINE TRAIN RIDE WITH** Trailer; also Jeep Ride, Ticket Booth; good condition, ready to operate. James Galloway, Albion, Pa.

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**ONE NO. 5 WHEEL, WITH OR WITHOUT** transportation; cash deal; also one Leroy Power Unit, used, just overhauled; 1-cylinder, Eugene M. Grunner, Route 3, Murphysboro, Ill.

**ORIGINAL PHILADELPHIA TOBOGGAN** Donkey Ball Games, Kicks, brays, throws prize. One man operation; photo on request. Seymour Machson, 1215 Ave. N. Brooklyn, N. Y. ap18

**SHORT RANGE COMPLETE—THREE** Winchesters; highest offer; takes it. For particulars write A. Hope, 4150 1st Ave., S. St. Pete, Fla.

**SLACK WIRE RIGGING—NEW CONDI-**tion; jacks adjustable 8 feet, chromium. Leo X. Powers, Eureka, Pa.

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**OTHER SENSATIONALLY PRICED ITEMS:**

Opal and Cameo Sets—\$8.50 per dozen. Pin and Earring Sets—\$6.50 per dozen. Necklace and Earring Sets—\$7.50 per dozen. Earrings—\$2.50 per pair. (Boxed)—\$3.50 per dozen. Adjustable Ladies' Rings (Boxed)—\$3.50 per dozen. Rhinestone Bracelets (Boxed)—\$6.00 per dozen. Men's Identification with Expansion Band—\$6.00 Rhodium, \$6.50 Gold Plate. (Watch Type Display Box—\$1.00 per dozen EXTRA.) Locket Necklaces—\$5.50 per dozen. 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 and \$2.50 ea. 3-4-Piece Sets in Rhinestone and Rhodium Plate—\$2.00 and \$2.75 ea. Rhinestones and Plain Crosses—\$4.00 and \$5.50 per doz. Watches and Watch Sets.

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**CONCESSIONAIRE'S, OPERATORS, STREET WORKERS**

Don't fail to send for your Free Copy of our General Catalog that will be ready for mailing on or about May 10. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

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If you are looking for a new, profitable item with a good potential, here is the dream of every good pitchman. Never before offered on the American market.

**Our IMPORTED AUTOMATIC NEEDLE THREADERS**

An honest and clean value with tremendous sales appeal to men and women alike. The only threader on the market today with which you can thread a needle with one, two or four strands of thread without any special skill in one single and simple operation. A short but effective demonstration will knock any crowd over; in fact, 8 out of every 10 prospects will buy. The threader retails for \$1.00 or \$1.25 and they come nicely packaged. Don't pass up this chance and we urge you to give this item a test and a try. The prices are:

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ORDER A SAMPLE DOZEN TO BE FIRST WITH IT!

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SAMPLES \$5 EA.

27 INCHES HIGH



The most adgrable 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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### BUY JUMBO PLUSH BEARS IN THE WEST

Number	Dozen
123 30 Inch Bears	\$30.00
F.O.B. New York	28.00
124 14 Inch Bears	13.50
125 10 1/2 Inch Bears	9.50
126 15 Inch Cloth w/Plastic Face Doll	6.00
127 21 Inch Cloth w/Plastic Face Doll	12.00
128 25 1/2 Inch Cloth Doll, Plastic Face	16.00
129 Large Rubber Ringtail Monkeys, Inflated	3.50
130 25 Gro. Assfd. Slum, SPECIAL	19.50

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BLUEPRINTS, MINDREADING, BOOKS, Formulas, Hypnotism, Palmistry, Escapes, Costumes, Lectures, Mummies, Apparatus, List 30¢. Genoves, G.P.O. Box 217, Dept. B, New York 1, N. Y. my2

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### VITO MARTUCCI

or anyone knowing whereabouts, get in touch with brother, Dan, Mom is dying. Call Trenton, N. J. 6-1373, collect.

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COLORED PEOPLE BUY ON SIGHT—YOU can earn \$50 weekly; cosmetic and hair pomades. Hy-Beaute Chemical Co., Atlanta 3, Ga.

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

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### WANTED TO BUY

NEW OR USED BASEBALL PITCHING machines and batting range equipment wanted. State age and kind. Wm. Jumer, 9141 Grayton, Detroit, Mich.

SMALL MERRY-GO-ROUND—NO. 5 FERRIS Wheel, Al. Armin, 1184 E. 95th St., Brooklyn 36, N. Y.

U. S. GOLD COINS—TOP PRICES PAID. Write, stating denominations, dates, condition. R. H. Burnie, P. O. Box 487, Pascagoula, Miss.

WANT TO BUY—KIDS FLAT RIDES, SUCH as Autos, Pony Carts, Train or Whip; also kids aerial rides, such as Swings or Airplanes, regardless of make or condition. Write Thompson Bros., 2906 Fourth Ave., Altoona, Pa. ap18

WANT TO BUY—DOUBLE HORIZONTAL Bar (stage rigging). State price, age, send picture. Edward Bornshlegel, 3307 W. Lisbon Ave., Milwaukee 8, Wis.

WANTED—MERCHANDISE SUITABLE FOR mail-order selling. Submit samples, prices or circulars to Victor M. Pisanello, 124-A Thompson, Poughkeepsie, N. Y.

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12 16 UNIT TURF OR DABBY DERBY type game. Contact Kimmerle, 1154 Jeanette Ave., Union, N. J. ap18

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In Two-Toned Bronze or Cold Finish With popular electric movement

\$5.60 Ea. in Lots of 6 Sample, \$6.25

With 40-hour wind movement \$5.00 Ea. in Lots of 6 Sample, \$5.50

NEW LOW PRICE ON BRONZE HORSES Send for free 1953 catalog, 25¢ deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale, add federal tax.

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Merchandise offerings for Salesmen & Retailers & Jobbers & M. O. Dealers—ONLY (Toys, Jewelry, Books, Raw Materials, Foods, Novelties, Machinery, etc.) New confidential National Job Lot Bulletin sent you EVERY WEEK via FIRST-CLASS MAIL! Only bulletin of its kind available listing HUNDREDS of eye-opening JOB LOTS—including BRAND NAMES! Just one good Buy a month may mean HUNDREDS of dollars' Profit to you! Buy merchandise for resale at BELOW COST prices! Confidential bulletin COSTS YOU less than 40¢ weekly! Can be worth THOUSANDS to you! Trial 12 weeks, \$7.00; 6 months, \$12.50; 12 months, \$20.00. Check with order, please—money refunded in FULL if first issue doesn't please you.

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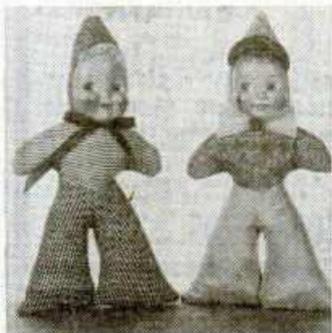


Dependable and efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable cameras. Write for details. P D Q CAMERA CO. 1165 N. Cleveland Ave., Chicago 10, Ill.

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Made of lightweight non-rust metal, 30 in. high and enamelled flamingo red. \$2.99 pair wholesale. Money-back guarantee. Send remittance to: CERTIFIED PRODUCTS CO. Dept. 31, Louisville 11, Ky. Agents Wanted.

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- 15" CLOWN, BOY or GIRL. Fine quality rayon silk, cotton stuffed. Bright Colors, Plastic Face. \$6.00 per dozen. In 6 doz. lots. \$5.40
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### SAMPLE ASSORTMENT 25 PIECES FOR \$20.90

1 1/2 doz. 15" Clowns, etc., 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.

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Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C.O.D.

Only \$12.50 each in lots of three.

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## 10 1/2" RIDE TO FASTER PROFITS with PLASTIC



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55¢, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID B.S. ONLY, NO POSTAL C.O.D.'S! REGULAR SALES

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### 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 4 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, Trotting and Fly Fishing. For right and left-handed castings. 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.**



Snake Bow Tie \$2.25 Doz. \$23.50 Gr.  
Create a sensation with this attractive striped rayon silk bow tie with elastic neck band. Squeeze bulb at end of plastic tube which is attached and concealed in tie and rubber snake wiggles out of the folds of the tie.



No. 4995 BASHFUL MONKEY Doz. \$2.25 Gr. \$23.50  
A new rubber lappel novelty with plenty of realistic features; rubber bulb, hose and safety pin attachment. Squeeze rubber bulb and monkey comes to life. Overall length with legs and arms outstretched, 7 inches.

25% deposit, balance C.O.D. Wisconsin De Luxe Co. 1902 N. Third St. Milwaukee, Wis.

### SOLID STERLING With Brilliant "ICE"

Resembles One Worn by One of America's Top Television Stars



Gorgeous, stunning pendant necklace made famous by a top TV personality. Demanded by women the instant they see it. Sim. Diamond Ice set in gleaming Sterling Silver heart pendant. Full length fine chain.

**\$6 DOZ.** \$66 gross individually carded. (Min. order, 1 doz.)  
**STERLING JEWELERS**  
44 E. Long St. Columbus, Ohio  
Phone ADams 4621. Send for catalogue.  
25% deposit with order, balance C.O.D.  
\$20 minimum order from Canada and foreign countries

### ATTENTION CARNIVAL MEN

Get Your Ducklings From Us. MAKE BIG MONEY  
Everybody from 6 to 90 will pitch for these cute yellow ducklings. Can supply weekly shipments April 8th on by parcel post. Write or phone us today. (Phone Vanue, Ohio, 22A.)  
**HILE DUCK FARM**  
Dept. 3 Carey, Ohio

**CORRECTION!**  
In our April 11th ad we listed a 43-PC. DISH SET for \$10.00. This should have been: **53-PC. DISH SET.....\$10.00**  
Fisher Wholesale Dist. Co. 3324 W. Roosevelt Rd., Chicago, Illinois

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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.

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Forms Close Thursday for the Following Week's Issue

**EXCEPTIONAL BASS PLAYER, DOUBLING** trombone preferable, not essential. Play jazz, Latin, read, cut shows. Excellent paying proposition. Write air mail, postage 10¢, stating qualifications; enclose snapshot. Orchestra now on South American tour. Casa Harrison Orchestra, El Panama Hotel, Panama, Republic of Panama.

**FEMALE ENTERTAINERS—VOCALISTS,** instrumentalists, comedienne, traveling show; good salary; expenses; long tour. Write P. O. Box 167, Deloit, Wis. Enclose photo.

**GIRLS—DANCERS, STRIPS FOR STOCK** burlesque; steady work, good pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. ap18

**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.

**PIANIST—CAVALLARO STYLE FILLINS,** society combo. Cut shows; locations. Orchestra Leader, Spur Inn, Karnak, Ill.

**PIANO MAN-DRUMMER—MUST PLAY** good two-out shows; year-around guarantee; Southern locations; one-nighters. Buddy Bair, 3211 Baker Circle, Columbus, Ga.

**STRIPPERS FOR A PEEP SHOW—TEN** each day you start and split of take. Box C-315, c/o Billboard, Cincinnati 22, O.

**TRUMPET—DOUBLING VOCALS AND** drummer; hotel type combo, with good bookings starting May 1st. Write Box C-312, c/o Billboard, Cincinnati 22, Ohio. ap18

**VERSATILE PEOPLE FOR TENT SEASON.** Contact Chick Boyes, Hebron, Neb. ap25

**Wanted CATCHER AND FLYER** for flying return act. Work year 'round in So. America; salary weekly. Must be competent. Send photo, weight, salary. S. GESMUND, 926 Davis St., Kalamazoo 13, Mich. ap18

**WANTED—EXPERIENCED ENROLLMENT** men or women for seven different States. Unusually good deal. Write O. D. Harper, Associated Teachers of Music, Watertown, S. D. ap25

**WANTED—FAST-STEPPING STRIPPERS** for Girl Show. Good treatment, top salary and bonus. Write Leslie Kiesler, Hotel Newville, Rochester, Minn. ap18

**WANTED—PROF. STEEL GUITARIST FOR** Western band. Must sing baritone; steady work; start radio program Sept. 1st. Box C-317, c/o Billboard, Cincinnati 22, Ohio.

## 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

### BANDS & ORCHESTRAS

**DON MOORE'S RHYTHM-AIRES—AVAIL-** able for booking June 1-September 30. Four-piece college combo from the University of Florida. Six years' experience in show and dance work. Pictures and recordings available. Library containing 3000 modern arrangements from the 1920's up till the present. Hotel work and night club work in the past with references. Contact P. O. Box 3641, University of Florida, Gainesville, Fla.

**MODERN, VERSATILE, 4 OR 5 PIECE OR-** chestra wants summer engagement. Write or phone. Milo Hall, 3401 33rd W., Seattle, Wash. my2

**NEW SIX-PIECE COLORED ALL-GIRL OR-** chestra at liberty; beautiful wardrobes, etc. R. Bradley Williams, 15 Park Row, Room 326, New York 7, N. Y.

**SIX-PIECE COMBO WANTS MIDWEST** summer resort location. Experienced, modern, danceable. State particulars. Leader, Box 228, Men's Quad, Bloomington, Ind. ap25

### CIRCUS & CARNIVAL

**LADY—EXPERIENCED AERIALIST AND** juggler. Disappointment cause of this ad. Write Mickey Du Val, Gen. Del., Poplarville, Miss. ap25

### DRAMATIC ARTISTS

**PRODUCER-DIRECTOR—WILL STAGE** dramas, musicals, summer season; sets, lighting, etc. P. C. Freer, Hayes Reg., 164 W. 46th St., N.Y.C. ap18

### MISCELLANEOUS

**ACCORDION PLAYER, STROLLER—ANY-** where immediately; consider all. Available for sheet music or record business work. Box C-314, c/o Billboard, Cincinnati 22, O.

**MUSICIANS AND ENTERTAINERS FOR** all occasions; singers, dancers, models and novelty acts, clowns, puppet shows, ventriloquists, etc. Xmas and New Year shows for children and adults. Call Harvey Thomas, 162 N. State St., Chicago, Ill. Phone: DEarborn 2-2734 or KEystone 9-8191.

**PALMIST—AGE 30; TRAVEL ANYWHERE;** do half and half; gorgeously beautiful in a gypsy-like way. Phone 8225, Rose Davis, Ave. a, Pa.

**TWO TATTOO ARTISTS WANT PERMA-** nent location. Man and wife, both do tattooing; very good cash percentage or straight rent. State all in first letter. Phone 70409. E. L. Peace, 1401 Amherst Ave., Portsmouth, Va. ap18

### MUSICIANS

**A-1 HAMMOND ORGANIST—LIGHT, DIS-** tinctly "String-Organist" style; suitable best hotels, restaurants catering to lines; patronage; ideal for department stores. Guarantee enthusiastic comments; first-class instrument furnished. John Metz, Natchitoches, La. my8

**DIXIELAND DRUMMER—TWO-BEAT BUT** not mickey; good solid drive. Will pay own transportation to job. White pearl Slingerlands, Zildjian cymbals. Age 30; sober, dependable, good appearance and personality. Location only. Chuck Regan, 326 S. Minnesota, Sioux Falls, S. D. my8

**DRUMMER—COMBO, BIG BAND EXPERI-** ence; read, fake; union; free June 15; prefer big band, modern. Charles Blacklock, 310 1/2 West Pecan, Carbondale, Ill. my2

**FEMALE PIANIST—LOVELY APPEAR-** ance; novelties on piano and Solovox; radio and television experience; union; no agents. Box C-316, c/o Billboard, Cincinnati 22, Ohio.

**I AM RETIRED FROM THE U. S. ARMY** band as musician for over 30 yrs. Am specialized on trombone and snare drum. Would like to join circus band or to any concern that has band such as hospital, factory, etc. Al W. Limny, 380 Sweet Ave., Buffalo 11, N. Y. ap25

**PIANIST—EXCELLENT, FULL CAVALL-** ardo society style; clean, tasty with good technique; also nice Latin, fine reader. Closing Phoenix Flame Supper Club April 16 after 22 months. Previous jobs include hotels Roosevelt, Peabody, St. Anthony, Cavalier, Claridge, Heidelberg, etc. Age 27. Ted Jones, 2502 North 32 St., Phoenix, Ariz. Crestwood 42595. Prefer strictly society styled orchestra. ap18

**PIANIST—READ, FAKE, ETC.; EXPERI-** enced revues; capable, dependable. Box C-311, c/o Billboard, Cincinnati 22, Ohio. ap18

**PIANO MAN—AVAILABLE IMMEDIATELY** for small commercial unit. Southern location preferred. Musician, 558 South Hull St., Montgomery, Ala.

**RINK ORGANIST—FEMALE; GOOD SKATE** tempo; reliable; references; summer rink considered; Eastern location desired; available now. Box C-313, c/o Billboard, Cincinnati 22, Ohio. ap25

**STEEL GUITARIST—AVAILABLE MAY** 10th. Read; sober; prefer Western small combo. Write Steel Guitarist, 423 W. 3rd St., Davenport, Iowa. ap25

**TENOR-CLARINET—AVAILABLE APRIL** 12. All essentials and arrange; sober, reliable. Deane Billings, 5023 Minerva St., St. Louis, Mo. ap18

**TRUMPET, COMEDY, VOCALS—GOOD** combo, know all the tunes; name experience. Lake Tahoe district preferred. Musician, Box 195, Pollock Pines, Calif. ap25

**TRUMPET—EXPERIENCED LEAD SEC-** tion or combo; commercial band preferred; arrange available immediately; contact before April 10th. Del Noel, Earl Hotel, Richmond, Va. ap18

**TRUMPET—CAN COME UP TO ALL RE-** quirements. Kenny Buckles, 418 W. 3rd St., Garnett, Kan. Phone 368.

### PARKS & FAIRS

**AT LIBERTY—SENSATIONAL HIGH-FIRE** Diving Act. Somersaulting thru the air; sharp, ugly spares; 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

**CHAMP CALVERT—AMERICA'S ACE HIGH** wire performer. Closed tremendous 1952 season; now booking. Champ Calvert, 164 Avonhill Ave., Rochester, N. Y.

**OUTSTANDING ENTERTAINMENT—PRO-** fessor Wright and his 5 person variety show of Magic, Rhythm and Quiz. Professor Wright, Casey, Ill. my23

**TWO BIG ACTS—5 PEOPLE; ACROBATIC** and balancing; 35 minute program; literature on request. Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

### 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 Foussaint, Personal Mgr., 395 W. 144 St., N. Y. C. 31. ap18

**ROLLINS, THE MIDGET MAGICIAN,** would like bookings in and around the surrounding area of Altoona, Pa. For information write to 2110 Seventh Ave., Altoona, Pa.

### VOCALISTS

**AT LIBERTY—GIRL, VOCALIST, SWEET,** western and hillbilly, all parts; guitar and mandolin; fourteen years radio; work alone or with group. Reliable, conscientious; best references; available immediately. Prefer established location. 432 East Nebraska, Grand Island, Neb. ap18

**TENOR FOR TRIOS, QUARTETS—VAU-** deville background; sings and reads parts; character and dialect. Charles Adams, 1 Marshall St., Irvington, N. J. ap18

**VETERAN—POP SEMI; 23; GOOD LOOK-** ing; radio, clubs; 2 years Army shows; anywhere. John Ledke, 813 State, Emporia, Kan.

## WANTED

**3 EXPERIENCED Merchandise Pitchmen**

You can earn \$15,000 and up annually. Must be willing to travel and able to be bonded.

We will pay you during a short training period. Send full information regarding your past experience in first letter.

Address all replies to **BOX 618, THE BILLBOARD** 188 W. Randolph, Chicago 1, Ill.

**ATTENTION, JOBBERS There Are Big Profits in Decals** when you deal direct with manufacturer! **COMIC DECALS, GIRLIE DECALS, TWO-SIDED DECALS, TOURIST DECALS, SOUVENIR DECALS, GAG DECALS, DECAL SIGNS.** Send 25¢ today for generous assortment of samples. **IMPRINT ART PRODUCTS, Inc.** 411 Manhattan Ave., Brooklyn 22, N. Y.



## A MONEY-MAKING SENSATION... A NEW & DIFFERENT FAST SELLING FUN MAKER

### THE MYSTERY PUFFS

A fast-selling item. Brings a look of utter amazement to the face of the most sophisticated.

Nothing beats ALCO'S MYSTERY PUFFS! WATCH THE SCOTTIE DOG (1 1/2 inches high) SMOKE A CIGARETTE BEFORE YOUR VERY EYES. Or see a dollar bill, a sketch or any object smoke—and puff a cigarette. IT IS ABSOLUTELY AMAZING. IT WILL AMAZE YOUR FRIENDS—and they will pull it on their friends. An endless chain of sales.

**GET IN ON THE GROUND FLOOR NOW. ABSOLUTELY NEW.**

Scottie Dog Holder and package of 12 Mystery Puffs. Suggested retail for combo 50¢—unit earns \$9.00. You get a baker's dozen. Pay for 24—get 26. Two for demonstrating. Demonstrators cost you nothing. Package of 12 Mystery Puffs. Suggested retail 25¢. Unit earns \$6.00. Card of 26 packs of Mystery Puffs and 13 Scottie Dog Holders to unit. Dealer's cost, \$5.40. Card of 26 Mystery Puffs without Scottie Holders. Dealer's price, \$3.60.



Write for Distributorship. **ALCO SPECIALTY CO.** Manufacturers and Distributors 1215 ROSINE ST. Telephone: JACKSON 6070 HOUSTON 19, TEXAS

## WE'RE SORRY!

Due to an error, the price of the

## "ANIMATED CHEF"

should have been \$5.97 ea. in lots of 6 Sample \$6.95

Price was misquoted in our April 11th ad as \$5.00 ea. in lots of 6... we hope you have not been inconvenienced by this error.

**FISHER WHOLESALE DIST. CO.** 3324 W. Roosevelt Rd. Chicago, Illinois



## "PLASTER"

Attention, Carnival and Roadside Stands, for a better flash and finish see our new 1952 line. No flat backs, all painted eyes and highly tinselled, no increase in prices. Write today for price list.

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Shapely, beautiful plush animal. Bright leash and collar. Movable eyes, hand embroidered nose and tongue. Tancolor.

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EVERYTHING MUST GO!!!!!!  
Over 200 doz. Ass'd Sizes of Fur Monkeys and Feather Dolls  
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4" Fur Monkeys \$2.50  
6" Fur Monkeys 3.75  
7" Fur Monkeys 4.80  
9" Fur Monkeys 9.00  
12" Fur Monkeys 15.00  
4" Feather Dolls 5.40  
6" Feather Dolls 9.00  
12" Feather Dolls 28.80  
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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 25¢ Dep., Bal. C.O.D.—2 Samples, \$1.00 **PACKARD BALL PEN** 26 East 22d St. New York 10, N. Y. Spring 7-7180

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## Pipes for Pitchmen

By BILL BAKER

"AFTER LEAVING... Houston, I went to Baton Rouge for the Louisiana State University Fat Stock Show and Rodeo," George H. Brooks pens from Hot Springs. "I worked popcorn, peanuts, candy apples and caramel corn for Gus Zoroas on the outside of the main entrance. Business was on a par with last year. The McClure Brothers, of Oklahoma City, had their string of stands at the show. Johnny McLaughlin was in charge. Novelties on the outside were operated by Morris Bluestein. Have been working at the race track here since my arrival. Barney Caplan worked rubber horses and monkeys outside the track."

FRED C. LANDRUS... is with Zarlington Players med show, currently touring Texas.

ED MACK... and Jim Wall last week wound

up a successful three-month run for the Broward Labor Journal and Florida Amvets, they report. They'd like to see more pipes here from sheetwriters.

"I'M SURE THAT... many members of the pitch profession are left with a heavy heart over the recent death of Doc Ross Dyar," letters Mary Ragan from Benton, Ark. "My sister, Madaline, and I considered him one of the finest personalities in the pitch business. We were seven years old when we entered his lot across the street from our grandmother's house in Indianapolis. We made so much noise that he took us by the hands and marched us home. And we told him that some day we'd have a med show. When I opened my Nan King Show in Columbus, O., in 1945, Ross was on the lot to give all the help he could. I don't know what I would have

## Palisades Chalks Big Wk.-End

Continued from page 62

track 50, from which Orange and Black Line buses depart every 12 minutes for the park, Palisades has top billing on the list of stops.

The park has increased its parking facilities this year to accommodate 3,000 additional cars in a near-by area from which buses will provide free service from the park at 10-minute intervals. Established parking lots have been enlarged to increase their capacity by 2,500 cars.

### Decorated by Ray

Jack Ray, who conceived the park's colorama paint scheme, used special types of decorative enamels, paints and lacquers to obtain the striking effects that greet park visitors. Also employed with much success on modernistic light towers is a day-glo type of fluorescent paint that radiates color with a soft, eye-catching effect from indirect light that illuminates it from below.

The park's over-all lighting plan has been modernized with the latest type of cold cathode light tubes, in addition to use of new type fluorescent light fixtures. Incandescent lights are utilized to give maximum light with a minimum of glare or eye-catching attention. Strategically placed floodlights illuminate buildings, flag-staffs, and attractions.

The park continues its birthday-parties-for-the-kiddies promotion. With a minimum of five children the only restriction, the park provides luncheon, birthday cake, favors, gifts, plus a ride on

the Coaster, Turtle, Tank, Wildcat and Rodeo for \$1.25 per child. Signs around the park call attention to the party gimmick with parents advised to call Anna Halpin, manager, for reservations.

### Hold Price Line

The admission price to the park of 25 cents has not been hiked. The park offers rides at 5 cents on Tuesday and Thursday afternoons until 7 p.m., except on holidays, with a 10-cent price applying after 7 p.m. on those days.

Flashing rows of bulbs atop the bath house outline a portion of the park to Gothamites across the Hudson River. A traveling sign, which plugs the park with changing messages, is in operation following its use during the winter to plug Eastern Airlines trips to the South. The airline continues to share use of the sign with the park. Also an eye catcher, and visible for miles, are four revolving searchlights which have been a park fixture for several years.

Several new kid rides have been added this year, among them a Toonerville Trolley, and a Merry-Go-Round-type ride is being imported from England. This ride utilized boats, fire engines, bicycles and conventional-type horses.

Irving Rosenthal reports an increase in outings booked. He is currently working on a number of promotions. His outlook for the season is optimistic.

## Beatty Features Old and New

Continued from page 60

Clowns on the hippodrome track. 16—This turn, which may well be called the Aerial Ballet, is a highlight in the show. A bevy of girls fill each ring and go thru iron-jaw routine. As a finish, various colored lights play on their sheer skirts. With the tent darkened, the turn is spectacular. 17—Joannides takes over the center ring with members of the Phil Escalante Troupe in Rings 1 and 3. Joannides juggles on the slack-wire, increasing the number of spinning globes and twirling hoops to get a glamorous effect. Escalante was unable to perform on the night caught. Ring 1 work was entertaining.

18—The clowns in a bullfight routine. 19—Swinging Ladder Ballet. The girls of the ensemble on ladders over the track and the rings. Fourteen misses enter beating out tamborine rhythms. 20—The Two Eries take over the center ring. Erie, dressed in white dinner jacket, starts off with a neck bottle stand on a globe and then the one-finger. Moving to a glass covered fountain that actually spews water, Erie socks with cane stands and other difficult ones while juggling. 21—Clown walkaround. 22—The six elephants with two small ones take over in the three rings. They sell well with their paces, moving to the track for a sock finish with a top mount. 23—The Wallenda Troupe takes over with tight-wire act high above the center ring. The nine-six guys and three gals—do a walkover and then enhance their performance with stands and the bicycle ride. Sock stuff for the finish of the act and the show.

24—Grand finale with all on. Los Angeles circus-goers are well out of their seats by this time. Beatty will have trouble getting full benefit of the ending.

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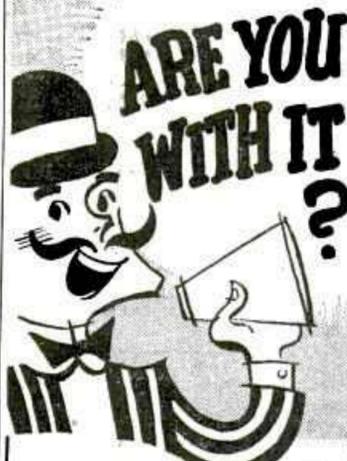
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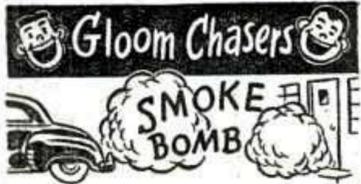
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Send for New 1952 Catalog - Just off the Press WE PAY POSTAGE ON ALL PREPAID ORDERS (This does not include airmail) "Originators of the All-Aluminum Ident" MILLER CREATIONS 739 Avaton Chicago

Advertisement for Joseph Bros. watches, featuring 'Bulova • Waltham', 'Elgin • Benrus', and 'Gruen Watches' for men and women. Includes 'Special \$50 Deal' and 'New Big 1953 Wholesale Catalog, 25c'.

Advertisement for 'FRISCO PETE' jewelry, featuring 'FREE VIBRO-GRAVER WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE' and 'Men's IDENT. BRACELET'.

Advertisement for 'Men's IDENT. BRACELET' by Heath Distributing Co., featuring 'Smart, Flashy, Quality Merchandise' and '\$9.00 Bulk'.

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Parcel Post: Wilkins, Annalee (License Plates), 20¢; Adams, Mike; Alberts, Cliff; Alland, Maurice; Allen, Frank; Allen, Vickie (Cook House); Allen, Roy; Allison & Stevens; Amarantes, Raymond; Andreano, Frank; Anderson, Wm. P.; Andrews, James S.; Andrews, David; Annin, Ralph J.; Applebaum, Sam; Arlmond, Little Head; Armstrong, Calvin; Austin, Wm. R.; Bain, Mr. Gene R.; Baker, Walter; Baldwin, Andrew; Barent, Chas. R.; Barnes, Charlie & Basil Walker; Barnette, John; Barr, Gertrude; Barrett, L. H. & Mrs. Barrett, Martin; Barron, Freddie; Barteo, Geo. Livels; Beal, Joe; Beck, on Vincent J.; Beck, Robt. & Mrs. Bellows, Alan; Bennett, Imogene; Berall, Ronnie; Berger, Harry; Bernard, Joe M.; Bernstein, Mrs. Harry; Bishop, Elvin; Blaire, Zora; Boardman, Ernest; Bockelman, Frederick N.; Borgia, Joseph; Bost, Billy; Bowen, Roy; Boudreau, A. A.; Boudreau, Pete & Gil; Boyer, Lee C.; Bradley, Cnoch; Bradley, Thos. W.; Brady, Jos. V.; Brennan, Mrs. Elizabeth of Vincent J.; Bridgeman, Geo. 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## Operators Plan Still More Diversification for 1953

### Billboard's Survey Shows Great Juke Gains Over Past 12 Years

(Editor's Note: This is the third in a series of features based on The Billboard's 1953 Survey of Coin Machine Operating Companies. Survey results were obtained thru a questionnaire mailed to 3,000 operating companies. A total of 275 completed questionnaires form the basis for this series.)

CHICAGO, April 11.—Altho the average operator of coin machines already runs a diversi-

fied business—juke boxes and venders and/or games—his plans for 1953 call for further diversification, according to The Billboard's 1953 Survey of Coin Machine Operating Companies.

The 275 representative operating firms whose replies were used replied that on the average they now have two or more types of machines. When asked if they planned to add new types of machines during 1953, 42.9 per cent replied that they did, 55.6 per cent replied in the negative and 1.5 per cent did not answer.

#### Percentage Breakdown

Those operators who said they planned to add new types of equipment this year were asked to specify the types. A breakdown of their replies follows:

	Per Cent
Juke Boxes	32.1
Pinball Games	22.6
Venders	17.4
Arcade Pieces	13.1
Kiddie Rides	13.0
Others	1.7

Commented the survey: "Note that automatic phonographs lead all other types of equipment in operator plans for expansion—particularly significant when it is remembered that 8 out of 10 of the operating companies partici-

pating in this survey already have some phonographs on their routes."

#### Diversification

Diversification, as used in the survey, referred to the trend in the coin machine business of operating music, games and venders in combination rather than specializing in any single type.

Generally speaking, the longer an operator has been in business, the more likely he is to have a diversified operation—the companies which started since 1946 are already remarkably diversified (see chart).

The most remarkable gains over the past 12 years have been in music, the survey disclosed. Approximately 6.5 out of every 10 operators, who were in business in 1941 or earlier, had some music on their routes when they started.

Today, among those operators in business in 1941 or earlier, 8.5 out of 10 operate some music. Gains were also registered for many other types of equipment as the chart shows, thus demonstrating the basic soundness of diversification.

(NEXT WEEK: Does the average operator think of himself as a juke box, games or vender operator?)

## How Operators Expanded

Shown here are the answers to two questions in The Billboard's 1953 Survey of Coin Machine Operating Companies (see story on this page). Questions are reprinted as they were in the questionnaire.

Q. What type of equipment did you buy when you began operating?

	1941 or Earlier	1942-'45	1946-'51	1952
Juke Boxes	66.4%	95.9%	56.2%	49.9%
Bulk Venders	11.9	..	18.1	14.3
Pinball Games	61.9	66.7	54.3	57.1
Cigarette Venders	13.4	..	6.7	..
Arcade Pieces	47.9	20.8	16.2	35.7
Kiddie Rides	2.2	..	..	14.3
Candy Vender	3.7	..	6.7	..
Others	12.4	..	16.3	28.6

Q. What type of equipment do you operate today?

	1941 or Earlier	1942-'45	1946-'51	1952
Juke Boxes	86.5%	95.9%	70.4%	64.3%
Bulk Venders	6.6	4.1	19.9	14.3
Pinball Games	67.9	91.7	58.0	42.8
Cigarette Venders	20.8	8.3	19.8	7.1
Arcade Pieces	48.5	37.5	33.3	35.7
Kiddie Rides	8.8	4.2	2.8	21.4
Candy Venders	2.8	4.2	10.5	7.1
Others	7.4	13.5	21.9	35.6

## LIEBERMAN, MPLS.

### Bally, United, AMI Hold Service Schools

MINNEAPOLIS, April 11.—Approximately 100 operators and servicemen from Minnesota, Nebraska, Wisconsin and North and South Dakota attended the Lieberman Music Company service school Monday thru Wednesday (6-8). The distributing firm is factory representative for Bally, United and AMI products (The Billboard, March 28).

Representing Bally at the event were Paul Calamari and Henry Brown, engineers. The Bally

portion of the program was conducted on the following five-point plan: Maximum benefit from wiring diagrams and relay charts; simplified circuit tracing; service call reduction plans; preventative maintenance, and methods of keeping games at peak efficiency.

United engineers handling the school were Hank Ross and Ken Shelton. Herb Oettinger, United general manager, and Billy DeSelm, sales manager, were on hand Tuesday (6) to discuss the firm's products with operators and servicemen.

The music machine part of the school was handled by Al Mason, AMI field engineer, and Ed Ratajack, AMI Western regional manager.

### New Distrib Firm Formed in Boston

BOSTON, April 11.—A new amusement game and vending machine distributing company has been incorporated here under Massachusetts laws. It bears the trade name Graben Vending & Coin Machine Corporation and has headquarters at 1326 Washington Street.

Graben is headed by Benjamin H. Ross, president. Among the products it is handling thus far are music machines, gum, peanut and cigarette venders and American and National slug rejectors.

## Open New Trimount Hdqrs. in Boston

BOSTON, April 11.—The Trimount Coin Machine Company celebrated the formal opening of its modernized headquarters with six days of open house festivities Monday thru Saturday (6-11). The firm's general manager, Irwin Margold, and 40 office, sales and shop staffers greeted hundreds of New England operators, servicemen and their families during the week's activity.

Thru the remodeling Trimount gained 10,000 square feet of floor space, bringing its total to 40,000. One of the featured additions is a music room which houses three non-coin operated units—Seeburg's Select-o-Matic 200 library unit, a custom model and a new console. Margold said that these Seeburg products would bring in an entirely new type of customer.

Entrance to the new showrooms is from a well appointed foyer, with marble walls and glass partitions and a built in red leather waiting bench. To the left are the business offices, equipped with steel desks and latest office machines. To the right, is the office of Margold, flanked by a glass enclosed salesman's room.

One of the features of Margold's office is a large built-in bookcase holding bound copies of The Billboard, containing every issue dating back to 1946, presented by the Gottlieb Company.

The game room division, entered directly off the front of the foyer, is separated by movable partitions. Here are displayed Seeburg music machines, kiddie rides, and separated by the partition, games. Trimount represents Gottlieb, Williams and Chicago Coin games in New England.

The parts section is in blond wood and has a 25-foot counter, behind which are five aisles with shelf compartments finished in antique green. A top panel over the counter locks down flush with the counter at night. Off this room is the service department. Together with the parts department it occupies 10,000 square feet. The service department has

been set up mostly for overseas shipments, and is one of the largest and most complete in the country.

"Over 50 per cent of our used equipment now goes overseas," Margold said. The company is a leading Eastern exporter of used amusement machines, he pointed out. Biggest shipments are of used music machines and coin games to France, Belgium and Holland. In some cases, Trimount makes special coin chutes to accommodate foreign coins. Export business to Canada and South America also has been growing rapidly, he said.

In the export and service departments, used music and game machines are cleaned by the use of live steam. They are then exposed to an air drier and refinished.

Dave Bond, president of Trimount, with Mrs. Bond embarked for Europe just prior to the opening. They will tour England, Holland, Switzerland, France, Italy and Israel.

## Court Decides License Issue In Salem, Mass.

SALEM, Mass., April 11.—Judge Charles Fairhurst ruled in Essex County Superior Court that the License Board of Salem has exclusive authority to issue licenses for automatic amusement devices, such as pinball machines.

The petition was filed after Mayor Francis X. Collins had claimed licensing authority and had denied all applications for licenses for 1953.

Attorney Joseph B. Harrington, of Salem, sued for a declaratory judgment originally in behalf of a bowling alley operator and owners of five other establishments. The original petitioners, however, withdrew and Central Machine Company substituted as the petitioner.

Judge Fairhurst issued a decree ordering the members of the Licensing Board to "receive and act upon any and all applications for licenses under Section 177-A, Chapter 140, of the General Laws."

### EXPORT PLANS

## Miami Firm Readies New Fortune Mach.

MIAMI, April 11.—A counter fortune telling machine will be introduced to the coin machine trade this month by the Acme Furniture Manufacturing Company, Inc.

The machine answers one of 12 questions, following the depositing of a coin. It will operate on penny, nickel, dime or Cuban penny. The questions are all on the funny side. Called Miss Miami Fortune Teller, the machine requires but 14 by 5 inches of counter space. It is 12 inches high.

For export purposes the machine is tagged Miss Havana and answers in Spanish.

### 10-CENT PLAY PHONE SURVEY

CLEVELAND, April 11.—A good yardstick for measuring dime play on games and music machines might be possible thru survey data gathered by Ohio Bell Telephone Company since it switched its pay phones from a nickel to 10 cents last September.

After a six-month study of its 10,100 converted coin boxes, the company discovered usage dropped 21 per cent while income increased 52 per cent. Part of the gain was made thru cutting servicing costs for collection periods.

## Keeney Bows Club Bowler, 4 in 1 Game

### Also Names New Reps for Penn., Arizona Areas

CHICAGO, April 11.—A new 10-player shuffle game which can be played four different ways was placed in production at the J. H. Keeney plant Thursday (9). Paul Hebsch, sales manager, also announced the appointment of distributors in Arizona and Pennsylvania.

Called Club Bowler, the new Keeney game is eight feet long by two feet wide and has all the latest proven shuffle, game features such as dial scoring, permanent plastic playfield, flasher lights for strikes and spares, and oversized flyaway pins.

The four ways the game may be played are:

1. Straight 20-30 scoring.
2. Double scoring in 3, 5 and 7 frames.
3. 10th frame scoring.
4. Bonus scoring in every frame.

The operator makes a slight adjustment to vary the play.

Keeney's new Arizona distributor is Garrison Sales, 1000 W. Washington, Phoenix. The firm is owned by Roy Garrison.

The Pennsylvania distributor is the Music Distributing Company, 2001 Fifth Avenue, Pittsburgh. Gerry White and Rusty Smith are principals in the firm.

## Remodel Lazar Distrib Qtrs.

PITTSBURGH, April 11.—B. D. Lazar & Company, Bally distributor, has started a remodeling job on its offices and showrooms. J. D. Lazar stressed that the construction operations would not interfere with the firm's sales or repair departments.

Meanwhile, B. D. Lazar, head of the company, and his wife left for a two-month air tour of France, Switzerland, Italy and Israel.

The new arrangements will permit a larger display area and improve game servicing facilities.

## Calendar for Coinmen

April 13.—National Automatic Merchandising Association, area meeting covering Region III, Mayflower Hotel, Washington.

April 14.—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

April 16.—National Automatic Merchandising Association, area meeting, Skirvin Hotel, Oklahoma City.

April 19.—National Automatic Merchandising Association, area meeting, Baker Hotel, Dallas.

April 20.—Westchester Operators' Guild, Inc., American Legion Hall, White Plains, N. Y.

April 21.—National Automatic Merchandising Association, area meeting, Plaza Hotel, San Antonio.

April 24.—National Automatic Merchandising Association, area meeting, Rice Hotel, Houston.

April 27.—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.

April 28.—National Automatic Merchandising Association, area meeting, Roosevelt Hotel, New Orleans.

May 14.—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

## Conn. Group Told Need For Game Dime Play

HARTFORD, Conn., April 11.—Dime play on all new equipment including juke boxes, pin games, alleys and Arcade equipment was the main topic under discussion at Thursday night's (9) meeting of the Connecticut State Coin Association at Tinty's Restaurant, Hartford.

Abe Fish, of the General Amusement Game Corporation of Hartford and CSCA president, contended that "dime play on all new equipment has been on the minds of many far-sighted operators thruout Connecticut. The salvation of the coin machine industry may well de-

pend on the standardization of dime play."

Fish told some 50 CSCA delegates at the evening meeting that "there must be a definite increase in income in order to stem the ever-rushing tide of increases in wages, taxes, equipment prices, parts, automobiles, trucks, insurance, records, equipment depreciation, rent and many other items too numerous to mention here tonight."

He added: "Many in this great industry of ours have been hoping against hope that prices would fall, that taxes would go

(Continued on page 95)

## Poole Predicts N.E. Ride Trade Upswing

By GUY LIVINGSTON

BOSTON, April 11.—Altho the kiddie ride business got off to a slow start here last year, there is plenty of optimism now. One firm, Poole Distributors, Inc., which has steadily increased its lines the past four months, predicted thru Owner Harry Poole that peak receipts would last for at least another three years.

In addition to handling B & R, Kingsley and Capitol rides, the Poole organization distributes Wurlitzer juke and Genco games in New England. The firm started to intensify its ride efforts after the Sportsmen's Show in Boston late last year where it conducted operation tests. The company found that 90 per cent of ride fans were in the 2 to 7 age bracket while the other 10 per cent were from 8 to 13 years old.

Poole said: "The coin-operated ride is proving to be a field in itself. It is attracting financing from sources outside the conventional coin field. In New England many of the new routes have been backed by professional investors, lawyers and school teachers."

### Traffic

The secret of kiddie ride success is "traffic," according to the distributor. The type of ride makes little difference, he be-

lieves. However, he did say that Elsie the Cow seems to be a favorite of the small fry group.

Poole feels, however, the horse will always be the favorite, regardless of the competition of other type rides. "Few American youngsters fail to get a ride on the horses of the Merry-Go-Round at a very tender age and immediately an association is formed," he said. "As he or she grows older, that first indoctrination to horses remains a memory, and so up to about seven years, the desire for rides on mechanical horses is strong. After seven, the child's outlook broadens and interest is awakened in other types of rides."

Department and variety stores now account for about 80 per cent of the locations cracked by the new entrants in the business, Poole said, altho some drugstores and supermarkets have tested the rides. Space is almost as big a factor in ride locations as traffic, he pointed out.

### Heavy Summer

Poole predicted that this summer would be one of the biggest for kiddie rides in the area. He said that already many investors were financing miniature parks, featuring from 10 to 25 rides. Arcade operators at beach resorts and funspots were installing rides, and every small concessionaire on the country roadsides and lake spots were anxious to test them out, he asserted.

Groups of investors around the Hub also are interested in placing the rides and groups of rides in existing locations, such as roadside restaurant and chain highway eateries.

"These are naturals," says Poole. "The locations already ex-

(Continued on page 95)

## Pony Op Adds Coin Steeds

DETROIT, April 11.—The boom in kiddie rides in this area has attracted an old line showman—Fred La Fontaine who for the past 40 years has operated pony ride concessions with a number of road shows.

La Fontaine started in show business with Patty Conklin, Canadian midway impresario, who also is a Bally ride distributor in Canada. Born in Montreal, La Fontaine settled in Detroit a few years ago and has been operating the pony ride concession at the Edgewater Amusement Park here.

La Fontaine said that he expanded his business to include the coin-operated horses after watching the rapid progress made in the trade in Michigan the past year.

## 10-DAY DELIVERY

# Chicago Coin Begins Output Of Super Jet, Distribs Set

CHICAGO, April 11.—The Chicago Coin Machine Company made its formal entry into the kiddie ride field this week with the announcement that production on Super Jet had started and deliveries would be under way in 10 days. Tests on the rocket ride were disclosed two months ago (The Billboard, February 21).

The Super Jet requires the same floor space as a mechanical

horse, is dime-operated and can move upward, downward and to either side. Its movement and simulated feeling of flight can be controlled by the rider. The rear assembly includes several rocket tubes. It has flasher lights and ray guns which not only serve as additional features for the ride, but also are a trade stimulant. The base of the ride is of sturdy metal and houses the mechanism which is easily accessible thru a hinged door.

### Old-Time Firm

Chicago Coin has been a manufacturer of coin-operated rides for the past 22 years and is owned by Sam Gensburg and Sam Wolberg, its founders. The company's plant is at 1725 W. Diversey, which houses 110,000 square feet of production space including a 25,000 square foot addition completed two years ago. Since 1931, Chicago Coin has not only been a major factor in game design and output but also has manufactured juke boxes and accessories. In 1950, the firm introduced a juke play stimulator called the Band Box, and early in 1951 started production on a counter music machine which plays 45 r.p.m. records.

Research into new amusement products and steady expansion have keynoted the growth of the company. During World War II, Chicago Coin manufactured precision instruments for the Air

Force and was one of the first to get defense contracts after the Korean outbreak. For meeting its government contracts the firm received many citations from the Armed Forces.

Chicago Coin has concentrated on shuffle games in the past two years. Last December (The Billboard, December 13), Chicago Coin bought Genco Manufacturing & Sales Company, another pioneer of coin amusement games. The firms are run separately and are competitive. Ed Levin is Chicago Coin sales manager. Genco is under the general management of Sam Lewis and Avron Gensburg.

## 80% of Conat Shipments Go By Air Freight

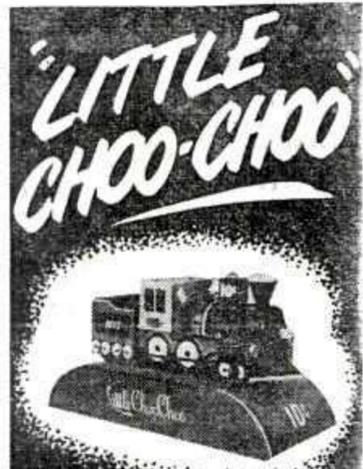
NEW YORK, April 11.—Nat Cohn, head of Conat Sales here, revealed this week that 80 per cent of his out-of-State Kiddie Ride shipments are being sent by air, with Slick Airways and National Airways accounting for the bulk of the business.

Cohn said that R. E. Smith, Los Angeles; Ted Bush, Miami; Leo Weinberger, Southern Automatic Music; Louisville; Joe Brilliant, Detroit; K. E. Wilkinson, United Amusement, Houston, and Jerry Starr, Matty Enterprises, Chicago, all Conat distributors, have the bulk of their Kiddie Rides shipped them by air.

Cohn explained that it takes from 10 to 14 days for a Kiddie Ride to go by freight from New York to Los Angeles, while the same ride will make the trip in 24 hours by air freight.

He added that rides are not crated when shipped by air—a blanket is merely tossed over them. However, he added, when a ride is shipped by rail, the 75 to 100 pounds of packing material and the time and effort consumed in packing add greatly to its cost.

Then too, he continued, when an operator has a good location, he loses money every day the ride is in transit. If he can cut a week or two off transit time, the added revenue will overcome the extra freight charges shipping by air would entail.



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## Publisher, Juke Box Forum Sought by De La Viez

Continued from page 15

mittee will be held in New York in about a month, de La Viez declared.

The main purpose of the committee, said the MOA veepee, is to correct the "great lack of understanding between publishers and operators." On the part of publishers, this alleged lack is evident in three main areas. He listed these as follows:

1) Publishers labor under the misconception that operators only buy records of tunes already established as hits. 2) Publishers "don't understand the promotional value of juke boxes in building hits," and 3) the belief that MOA "is a huge monster, a strong organization that is empowered to represent all operators in dealing with ASCAP."

All these conceptions are false, de La Viez asserted.

The average operator, he contended, buys records as soon as they are released. This is true at least of diskings by artists whose past efforts have demonstrated they have a hit potential, he added. In many cases, said de La Viez, operators blanket their machines with such records, exposing them to listeners before they get off the ground sales-wise. Bolstering his argument that operators are a potent factor in building hits, he pointed to a growing trend in the industry to concentrate phonograph equipment in

non-tavern locations, many of which are frequented by teenagers who are the largest single block of pop disk buyers.

De La Viez stressed MOA was formed and continues to function primarily as a device to fight adverse legislation that threatens juke box operation on a national basis. Even in such matters, he declared, it has no jurisdiction over its members, who are controlled, if at all, solely by their local associations.

In some quarters the de La Viez move was interpreted as a

conciliatory gesture toward ASCAP. It was recalled that MOA, some months back, sharply rebuffed a bid from ASCAP to sit down together and discuss a possible compromise solution to the disk royalty hassle. From a more extreme quarter came the charge that de La Viez's efforts were aimed at eventually undermining the resolution of ASCAP to fight for an amendment to the Copyright Act. De La Viez, on the other hand, stated flatly that his move "in no way hinges on the fate of the ASCAP bills."

## RISTAUCRAT TELLS CHANGE OF PLANS

Entering Market With Two New Floor Models—48 and 100-Selection Units

Ristaucrat, Inc., announced this week that it would enter the market with two new floor models, a 48 and a 100-selection phonograph. It had been previously announced a 24 and a 48-selection machine would be made. Plans were changed in view of current market conditions, it was announced.

Joe Cohen, general manager, stated that both the machines

would utilize similar cabinets. Customers will have their choice of the 48 or 100-selection chassis. He said, "Both units will be 45 r.p.m. mechanisms and each will remain in the low price brackets."

Ristaucrat hopes to have the machines in production for early fall delivery. The 100-selection machine is tentatively set to sell between \$500 and \$550, while the 48-selection phonograph will probably sell between \$400 and \$450.

Ristaucrat entered the market in 1950 with a non-selective counter model phonograph which played one side of 12 records. Originally the box offered two records for a nickel. In January, 1951, the firm brought out a selective model, again playing one side of 12 records and set to deliver one tune for a nickel. The Ristaucrat machine touched off a run of counter model juke boxes. Sales, however, were below expectations and now all but the Ristaucrat Company have abandoned the field.

## Service School Set in Canada

CHICAGO, April 11.—Frank Schulz, Rock-Ola service specialist, has workshop service sessions scheduled at Brilliant Music Company, Detroit, April 13-14, and for the Cliff Davie distributorship, of Orillia, Ontario, April 15. The latter session will be in Toronto. Another workshop will be held at the Laniel Amusement Company, in Montreal April 16-17.

James E. McNulty, phonograph division of Rock-Ola, announced that the first carload of Fireball 120-selection phonographs was shipped April 3, consigned to the Laniel Amusement Company.

Romeo Laniel, owner of Laniel Amusement Company, stated that because of the increase in demand, he had been unable to maintain a sample machine on the floor at all times.

## Two Counties Propose Juke Box Curfews

COLUMBIA, S. C., April 11.—Beaufort County would be the ninth, and Williamsburg County the tenth in the State to curb juke boxes by bills introduced in the General Assembly.

Senator Rogers of Beaufort and Sen. Leonard Mishoe of Williamsburg offered the bills to ban juke box play in rural areas after a certain hour.

The Beaufort bill proposes a ban from midnight Saturday till 7 a.m. Monday. The Williamsburg ban proposes the hours between 10 p.m. Saturday and 7 a.m. Monday.

Eight other counties, Richland, Kershaw, Clarendon, Georgetown, Darlington, Marlboro, Lee and Horry have similar laws.

## Cleveland Hit Tune Party to Feature Twenty Top Stars

Six of Ten Unreleased Records Chosen; Show May Be Televised

CLEVELAND, April 11.—Plans are taking shape for the second Hit Tune Party, co-sponsored by the Ohio State Phonograph Owners' Association and the Cleveland Press. The event will be staged April 11 at the Public Music Hall.

Approximately 20 artists have accepted invitations to make appearances and most of 10

unreleased records have been picked.

Joe Mulvihill, 1100 Club disk jockey, will act as master of ceremonies. He will introduce the artists and chat with them to give the 3000 attending teenagers some of the background of the stars. Later in the program, (Continued on page 85)

## GERMAN JUKE BOX BUSINESS ON UPGRADE

COLOGNE, Germany, April 11.—The German juke box business is on the upward trend, reports the Automaten-Markt, coin machine journal of Germany.

Last year, hopes of a thriving juke box business in Germany were at rock bottom. The industry since, however, has gained a good hold and future business seems assured.

The firm of Gustav Husemann, Cologne, however, put on the market a number of American second-hand boxes which had been stored in Germany. The effort proved successful, and Husemann is now the sole distributor in Germany for Wurlitzer.

At the autumn fair, four juke box exhibitors displayed models. In contest to the noisy competition, of the previous year the fair displayed a praiseworthy discipline in exhibiting the musical merits of various boxes by controlling the volume.

One of the exhibitors showed the latest model of the Danish Jensen-Box. The distributor, Rehbock, of Hamburg, surprised the public when the Jensen-Box displayed a considerably improved tone over that heard during the previous fair.

## Decca Leads Coin Phono Bowling Race

CHICAGO, April 11.—With the bowling season rapidly drawing to a close, a close battle is being waged for first place honors in the Automatic Phonograph bowling league here. Holding first place is Decca Records' team, consisting of N. Delort, F. Tutomase, D. Radusta, A. Ignoffo, and W. O'Brien. One game behind are Gillette Distributors' bowlers, J. Shuman, D. Baxter, R. Holl, H. Leonarczyk, and G. Holl.

Team standings follow:

Team	Won	Lost
Decca Records	56.5	33.5
Gillette Distributors	55.5	34.5
Coral Records	50	40
Walter Oomens Sons	50	40
ABC No. 1	49	41
Melody Music	48	42
Galgano Distributors	45	45
ABC No. 2	43.5	46.5
Columbia Records	42	48
B & B Novelty	41.5	48.5
Atlas Music	31	59
Star Music	29	61

In the women's division, T. Galgano leads in high game with a scorching 212, while I. Oomens leads high series with 472. John Oomens leads the high individual game with a big 254 scratch, while N. Delort leads the high series with 637 scratch. Decca leads in team series with 2446, and Melody leads high team game with 862.

## Permo Shuffles Territory Set-Up

CHICAGO, April 11.—Gail S. Carter, vice-president of Permo, Inc., announced several appointments, plus the acquisition of a warehouse in Los Angeles.

"Effective April 1," Carter said, "we will maintain a warehouse of Fidelitone and Permo-Point products at Los Angeles. We feel we have taken a long step forward. Our distributors will get better and quicker service, save transportation costs and be able to cut down on their inventories. The two-week shipping time-lag between Chicago and

the West Coast will be eliminated."

Wilbur Smith, veteran employee of Permo, Inc., has resigned and joined the J. W. Marsh Company of Los Angeles. He will specialize in the handling of Fidelitone, Permo and Permo-Point phonograph needles with that organization. The J. W. Marsh Company will take over the representation of the Fidelitone and Permo-Point products and warehouse these products for shipment to California and Arizona distributors.

Carter announced the appointment of Ronald G. Bowen, of Denver, to handle its Fidelitone and Permo-Point line of products in the Rocky Mountain States, and the appointment of the Ronald G. Bowen Company to (Continued on page 85)

## Rock-Ola Names New Distrib in Cincy Area

CHICAGO, April 11.—Rock-Ola Manufacturing Corporation announced the appointment of Joe Westerhaus, of 3726 Kessen Avenue, Cincinnati, as the exclusive distributor of Rock-Ola phonographs in Southwestern Ohio, Southeastern Indiana, and Northern Kentucky.

Westerhaus has been in the coin field many years in the Middle West.

## N. J. Guild Plans Dinner-Dance On April 22

NEWARK, N. J., April 11.—The Music Guild of New Jersey will mark its 16th year as a trade association April 22 with a gala affair at the Essex House here. The dinner-dance event, during which many recording artists will appear, will be held in the hotel's plush Elizabeth Room. Six hundred operators, distributors and guests are expected to attend.

Chairman of the committee handling arrangements for the affair is Harold Chasens. He is assisted by MGNJ execs. Jules Rusoff, Frank Alge, Herman Halperin and B. J. McFarland.

Meanwhile, the MGNJ board has authorized a transfer of \$1,000 from the association's treasury to help the Music Operators of America conduct its fight against proposed fee legislation.

## New England Juke Biz at Peak Level

BOSTON, April 11.—The music business in New England has been built up during the postwar years and hitherto unthought of locations are opening up vast new fields for operators, 10-cent play is inevitable, according to Harry Poole of Poole Distributors, Inc., holding the Wurlitzer franchise for the six-State region.

"The New England music machine business is getting on a more solid basis," Poole said at his showing of the new 1600 and 1650 Wurlitzers to the trade in his newly remodeled showrooms on Commonwealth Avenue.

"If our costs remain high, and that seems assured with present prices of gasoline, oil, insurance, etc., 10-cent play has to come," he declared.

The first step, he said, would be to eliminate 5-cent play and switch over to two for 10-cents, six for a quarter. He declared that some operators had already made the move and had increased business 20 per cent in luncheonette, soda bar and tavern installations.

Poole Distributors, Inc., now has 6,000 square feet of space, a reception room, music room, game room, parts and service

department and shipping rooms. A new Ford vanette is touring New England with the new model Wurlitzers. An extension cord is hooked up to operators' headquarters and demonstrations are staged.

Poole, who has been in the (Continued on page 85)

Announcing... MAY 23 BILLBOARD



A Special Issue

Commemorating the

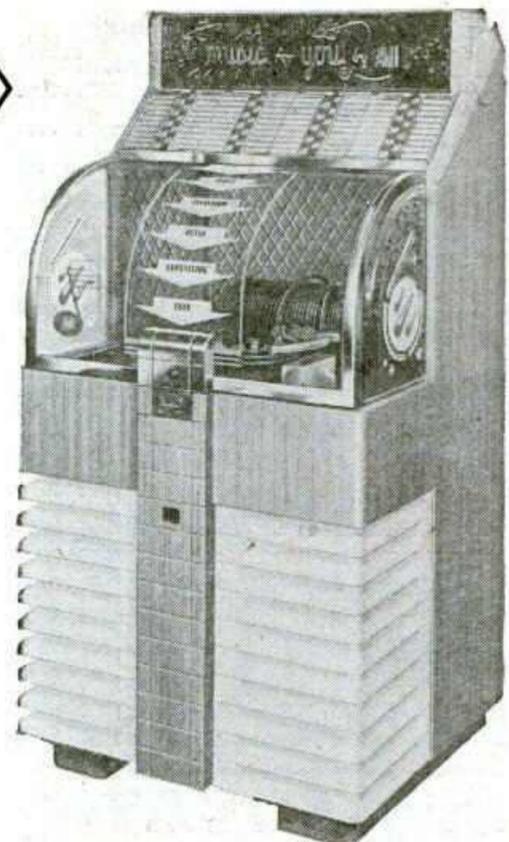
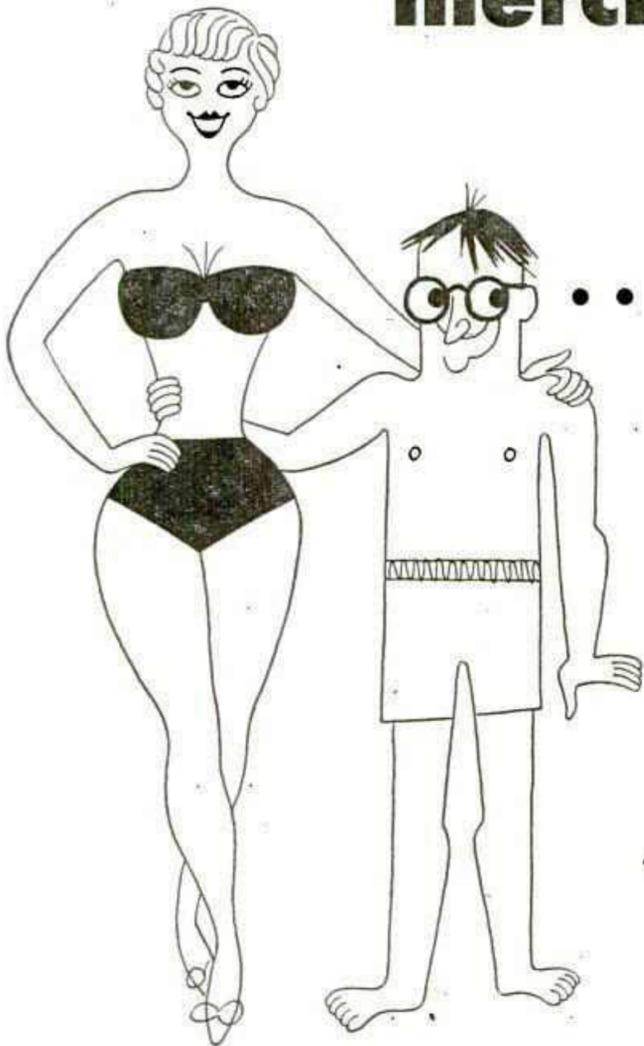
65th Anniversary

of the

Juke Box Industry

*According to Robert A. Whitney, president of the National Sales Executives, sales climb 35% to 50% when merchandise is moved from lower shelves and displayed at eye level.*

# keep your merchandise at EYE LEVEL



*The "D" is available in 80 and 40 selections, blond or mahogany cabinets.*

All the really important merchandising factors that mean Plus Sales to operators are at eye level on the Model "D". Eye level top panel, eye level title strips, eye level selector buttons — all combine to capture even the most fleeting glance. Chock full of features that say PLAY to patrons, "D" is designed to sell more music on location to more people. See your nearby AMI Distributor soon. Look over "D's" new bright metal trim features, its new "picture-window" lettering, its gay new interior decoration. You'll agree that the Model "D" is the music machine that's sure to be seen!



*Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

### 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:

**RCA PLANT ON FULL OVERTIME.** RCA Victor pressing plants shifted into high gear this week, with the healthiest pop re-orders the label has received since early January (Music department).

**GOTHAM BUYS KIDDIE LABEL.** Gotham Records this week acquired the Adventure kiddie label from Sol Goodman (Music department).

**PATTI'S "DOGGIE" SWEEPS NATION.** The complete sweep made by Patti Page with her Mercury dishing of "Doggie in the Window" is so thoro as to exceed anything within the memory of tradesters (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

## Wurlitzer Appts. Poole In Conn. Area

NORTH TONAWANDA, N. Y., April 11.—Harry Poole and Charles Suesens, owners of Poole Distributors, Inc., of Boston, will represent Wurlitzer in seven counties of Connecticut. The announcement of the new territorial assignment, made by Robert H. Bear, Wurlitzer sales manager, follows the introduction of the new Wurlitzer model 1650.

The Connecticut counties which will be covered by Poole's sales and service facilities include Hartford, Litchfield, Middlesex, New Haven, New London, Tolland and Windham. Fairfield County, which adjoins the New York metropolitan area, will remain part of the territory of the Young Distributing Company, Inc., New York.

Poole Distributors were designated to represent Wurlitzer in Boston for the sale and service of phonographs, remote and allied equipment on February 20, 1952.

"Harry and Charlie have built up a fine sales and service organization and have spent the last year working closely with operators in most of the New England States," Bear said. "They have been successful in placing Wurlitzer equipment and we considered it reasonable to extend their territory to take in the major part of Connecticut."

"We are sure that the Connecticut operators will benefit from the availability of fine service which the Poole organization can offer."

Poole Distributors' offices are located at 1022-24 Commonwealth Avenue, Boston.

### Miller Needle Co. Into New Plant

CHICAGO, April 11. — The M. A. Miller Manufacturing Company, needle manufacturers, has completed moving its production facilities from Chicago to Libertyville, Ill.

The new plant, located at Fourth and Church Sts., Libertyville, is in production on the entire Miller line. It contains three times more floor space than the old plant, according to L. W. Mintz, sales manager.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of April 11	Issue of April 4	Issue of March 28	Issue of March 21
Hideaway	\$275.00		\$275.00	\$275.00
Model A	249.00 265.00	\$225.00 249.00	95.00 225.00	249.00 260.00
	294.50 295.00	265.00 294.50	249.00 260.00	279.50 325.00
	325.00	295.00	325.00	
Model B	375.00 394.50	325.00 375.00	350.00 375.00	349.50 395.00
	400.00	394.50	425.00	425.00
Model C	394.50 399.00	394.50 395.00	395.00 399.50	395.00 399.00
	429.50 450.00	399.00(2) 429.50	425.00(3) 450.00	445.00 450.00
Singing Tower	39.50	39.50		
CHICAGO COIN				
Hit Parade	129.50	129.50		
EVANS				
Constellation	350.00 395.00	284.50 395.00	275.00 375.00	275.00 395.00
MILLS				
Constellation	129.50	129.50		149.50
PACKARD				
Manhattan	79.50 99.50	79.50 99.50	79.50	79.50 129.50
Model 7	69.50	69.50		79.50
ROCK-OLA				
Commando	39.50	39.50		
Deluxe	39.50	39.50		
Playmaster Hideaway	49.50	49.50		
Premier	39.50	39.50		
Rocket 50-51 Blonde	375.00	375.00		
Rocket 50-51				395.00
Standard	39.50	39.50		
1948 Blonde	295.00	295.00	295.00	295.00
1422	79.00 94.00	79.00 85.00	79.00 85.00	79.00 79.50
	119.50 125.00	94.00 119.50	94.00 119.50	94.00 99.50
	129.50	129.50	125.00	125.00
1426	114.50	114.50 115.00	115.00	89.00 99.50
	119.00(2)	119.00(2)	119.00(2)	119.00(2)
	149.50 150.00	149.50 169.50	149.50 150.00	150.00
	169.50			
1428	199.50 249.00	199.50 225.00	225.00 249.00	275.00
	249.00			
1432	395.00	375.00 395.00	375.00 395.00	379.50 395.00
			425.00	
1434	449.50	449.50 495.00	495.00 499.00	479.00 499.00
		499.00		
SEEBURG				
Casino	39.50	39.50		
H 146 Hideaway	89.00	89.00	89.00	89.00
147 M Blonde		159.50		
H-146 M Hideaway	75.00	75.00 89.00	75.00 89.00	75.00
H-147 Hideaway	115.00	115.00	115.00	115.00
H-147 M Hideaway		125.00		125.00
H-148 M Hideaway	199.00	159.00 199.00	159.00 199.00	199.00
		199.50	199.50	
H 148 M	199.50	199.50		
Hi Tone	39.50	39.50		
Lo Tone	39.50	39.50		
M 100 BL	795.00	795.00	795.00	795.00
M-100 B 45 RPM	774.50 775.00	774.50 775.00	775.00	775.00
M-100-A 78 RPM	574.50	574.50	575.00 595.00	575.00 595.00
	595.00(3)	595.00(3)	649.00(2)	640.00
	649.00 675.00	649.00	675.00	649.00(2) 675.00
Plaza	39.50	39.50		
48 ML				199.50
146	125.00		150.00	150.00
146 Hideaway	150.00		150.00	150.00
146 M	119.00 125.00	99.00 119.00	99.00 119.00	125.00 129.00
		125.00	125.00	
146 S	119.00 125.00	119.00 125.00	119.00 125.00	125.00 129.00
147	124.50 175.00	124.50	175.00	175.00
147 M	140.00 149.00	125.00 140.00	125.00 140.00	140.00 149.00
	159.50	149.00	149.00	
	140.00	140.00	140.00	140.00
147 S	139.50			
148				
148 Hideaway		185.00		
148 M		200.00		200.00
148 Blonde	250.00		250.00	250.00
148 ML	225.00	225.00 229.00	225.00	225.00
148 ML Blonde			219.00	
148 SL	199.00	199.00	199.00	219.00
1941 Hideaway	49.00	49.00	49.00	49.00
1946	129.50	129.50		
1947	149.50	149.50		129.50
1947 Hideaway	129.50	129.50		
1947 M	169.50	169.50	169.50	169.50
1948 Hideaway	129.50 225.00	129.50 225.00	225.00	225.00
Vogue	39.50	39.50		
WILLIAMS				
Music Mite	49.50 75.00	49.50 75.00	75.00	
WURLITZER				
500	39.50	39.50		
700	49.50	49.50		49.50
750	69.50	69.50		69.50
750 E		89.00		
800	49.50		54.50	
950	39.50	39.50		
1015	119.00 124.50	119.00 125.00	109.50 119.00	119.00 119.50
	149.50	135.00 149.50	125.00 129.50	145.00
	150.00(2)	150.00 169.50	150.00(3)	150.00(2) 169.50
	169.50			
1017	115.00			
1017 Hideaway	129.50	115.00 129.50	99.50 115.00	115.00
1080	125.00 140.00	125.00(2)	125.00(2)	95.00 125.00(2)
	149.50 150.00	149.50 150.00	140.00 150.00	140.00
1100	269.00 294.50	250.00 269.00	229.50 250.00	225.00 229.50
	295.00(4)	294.50	269.00 275.00	269.50 275.00
		295.00(3)	295.00(3)	295.00(3)
1250	375.00 389.00	350.00 389.00	350.00 369.50	395.00(3)
	394.50 395.00	394.50 395.00	389.00	389.50 379.50
			395.00(2)	369.50 325.00
Victory	39.50	39.50		

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.

**JUDGE**

**SEEBURG**

148SL ..... \$199.00  
147M ..... 139.00  
146M or S ..... 99.00

**Hideaways**

H148M ..... \$179.00  
H146M ..... 75.00

AMI Model A ..... \$225.00

ROCK-OLA 1432 (50 selections) ..... 395.00  
ROCK-OLA 1422 ..... 79.00  
ROCK-OLA 1428 ..... 249.00  
WURLITZER 1015 ..... 119.00  
WURLITZER 1100 ..... 229.00  
WURLITZER 1250 ..... 359.00

**Wall Boxes**

3W7-L56 (5-10-25r 3-wire) ..... \$34.50  
3W2-L56 (5r 3-wire) ..... 12.50  
W1-L56 (5r wireless) ..... 5.00  
W6-L56 (5-10-25r wireless) ..... 29.50

Packard Chrome Wall Boxes ..... 5.00  
4820 WURLITZER WALL BOX (like new) ..... 44.50

Export inquiries invited

**MUSIC SYSTEMS, INC.**

DETROIT, MICH.—10217 LINWOOD  
CLEVELAND, OHIO—2600 EUCLID

LANSING, MICH.—1224 TURNER  
TOLEDO, OHIO—1302 JACKSON

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

**WHAT DO YOU HAVE TO SELL?**

Write BOX 666  
2160 Patterson Street  
Cincinnati, Ohio

## Why LOCATIONS Prefer EVANS' PHONOGRAPHS

Because locations strive to keep patrons in a pleased and spending mood, they will consider a phonograph's player-convenience features of great importance. You'll find ready acceptance when you offer an Evans' Phonograph, especially the 100-Selection CENTURY.

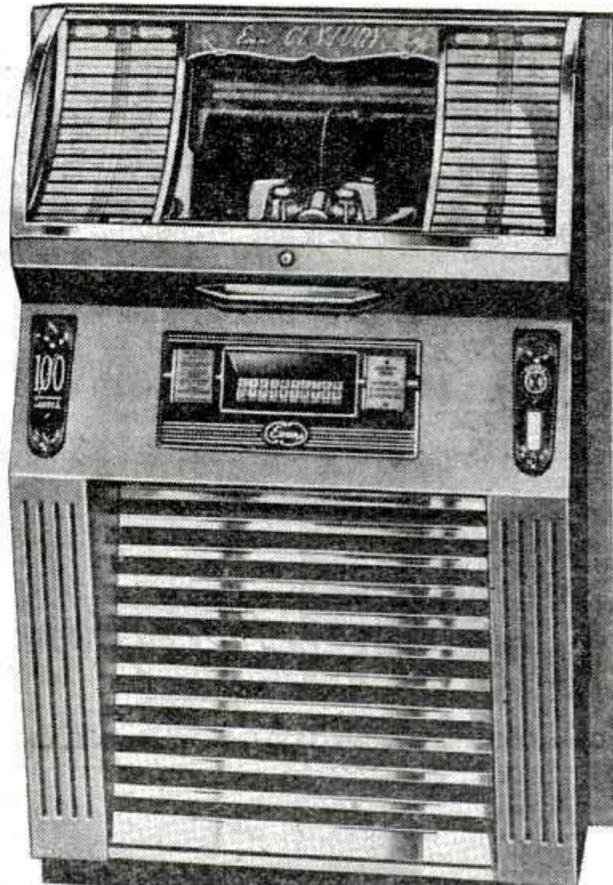
Evans' CENTURY simplifies, speeds and invites play through the exclusive CENTURAMIC Selector System. Adequately lighted Eye-Level Programming permits players to "shop" the title strips quickly and easily. Finger-tip-convenient, the CENTURAMIC Selector Buttons are operated in a natural, easy-to-understand number sequence, swiftly and without annoying mistakes!

**ON DISPLAY AT YOUR EVANS DISTRIBUTORS**

**100-SELECTION CENTURY**  
50 RECORDS 45 RPM

and

**40-SELECTION JUBILEE**  
20 RECORDS 78 or 45 RPM



OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

**H. C. EVANS & CO.**  
1556 W. Carroll Ave. Chicago 7, Illinois

For Every Location

North... south... east... west... everywhere **RIFLE SPORT** and the **CHALLENGER** attracting customers, old and young, therefore making more profits... write for details today!

**A.B.T. MANUFACTURING CORP.**  
715 N. Kedzie Ave., Chicago 12, Ill.

# NEW

★ Straight 45 Play or  
45-78 RPM Combined  
Compact Cabinet ★  
★ Built-in Volume Control



This magnificent Model 1650 incorporates the famous Wurlitzer 48-selection mechanism—adapted to straight 45 RPM play through the use of smaller Deep-Indent Trays. It is also available as Model 1600 offering 45 or 78 RPM play.

New compact chassis permits a newly styled cabinet combining increased beauty with decreased overall dimensions.

The result is a phonograph for limited size locations that offers unlimited earning power.

**New Low Price**  
**LOWEST OPERATING COST**

The 1650 is priced to pay the operator greater profits—built to save him service costs. It is more accessible to save service time. It has the lowest standby lighting in Wurlitzer history—60 watts! From dome to casters, inside and out, the Model 1650 is designed and engineered to make more money for you.

See Your  
**WURLITZER**  
Distributor

The

*Wurlitzer*  
48-Selection  
Straight 45 Play **1650**

48-Selection  
45 or 78 RPM Play **1600**

**The Rudolph Wurlitzer Company • North Tonawanda, New York**

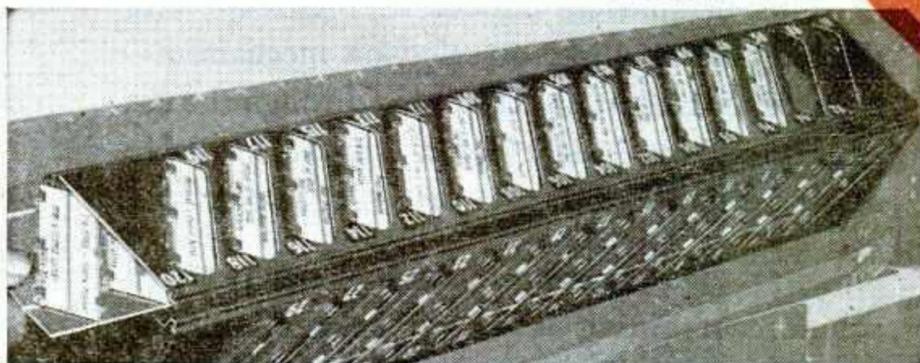
The only  
Phonograph  
with

# 120 Selections

## So Simple!

... to Play  
... to Program  
... to Pile up  
Profits!

Model 1436



### ROCK-OLA

# FireBall

#### The Rock-ola Carrousel Line-O-Selector PROGRAMMING TRAY

As orderly and efficient as file trays, four title holders permit breakdown of program into most popular musical classifications of thirty tunes each. Trays slide quickly out of frames for easy changing of one or more titles. Automatic loading lock secures tray in frame when it's reinserted. No other programming system permits easier selection or faster servicing.



To play—touch  
Line-O-Selector Button  
for choice of Four  
Programs.



... then push one  
button under number  
selected (only one) and  
out comes your tune.

Available in 2 models for either  
78 RPM or 45 RPM records

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

#### EASTERN

**BAILIE DISTRIBUTING CO.**  
647 South West St., Syracuse, N. Y.

**EASTERN VENDING SALES CO., INC.**  
940-42 Linden Ave., Baltimore, Md.

**HACOLA DISTRIBUTING CORP.**  
265 Franklin, Buffalo, New York

**B. D. LAZAR COMPANY**  
1635 Fifth Avenue, Pittsburgh 19, Penn.

**MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts

**S & K DISTRIBUTING CO.**  
2014 Fairmount Avenue  
Philadelphia 30, Pennsylvania

**SEACOAST DISTRIBUTORS, INC.**  
1200 North Ave., Elizabeth, New Jersey

#### MIDWEST

**BADGER NOVELTY COMPANY**  
2546 North 30th Street, Milwaukee, Wis.

**BRILLIANT MUSIC COMPANY**  
19963 Livernois Ave., Detroit 21, Mich.

**CALDERON DISTRIBUTING**  
450 Massachusetts Ave., Indianapolis, Ind.

**CENTRAL COIN MACHINE EXCHANGE**  
525 S. High St., Columbus, Ohio

**J. WESTERHAUS**  
3726 Kessen Ave., Cincinnati 11, Ohio

**DIXON DISTRIBUTORS**  
3808 Southern Blvd., Youngstown, Ohio

**FABIANO AMUSEMENT CO.**  
208 E. Dewey Ave., Buchanan, Michigan

**J. ROSENFELD COMPANY**  
3218 Olive St., St. Louis, Missouri

**LA BEAU NOVELTY SALES CO.**  
1946 University Ave., St. Paul 4, Minn.

**LAKE CITY AMUSEMENT CO.**  
4533 Payne Avenue, Cleveland, Ohio

**SAVAGE NOVELTY COMPANY**  
628 Third Street, Beloit, Wisconsin

**SUPERIOR SALES COMPANY**  
1337 Second Ave., Des Moines, Iowa

**TOLEDO COIN MACHINE EXCHANGE**  
814 Summit St., Toledo, Ohio

**UNI-CON DISTRIBUTING CO.**  
3410 Main Street, Kansas City 2, Missouri

**WORLD WIDE DISTRIBUTORS, INC.**  
2330 N. Western Ave., Chicago 47, Ill.

#### NORTHWEST

**PUGET SOUND NOVELTY CO.**  
114 Elliott Ave., West, Seattle, Wash.

#### SOUTHERN

**A. M. & F. DISTRIBUTING CO.**  
3118 Tulane Ave., New Orleans, Louisiana

**H. M. BRANSON DISTRIBUTING CO.**  
811 E. Broadway, Louisville, Kentucky

**CAPITOL MUSIC COMPANY**  
135 E. Amite Street, Jackson, Mississippi

**COIN AUTOMATIC MUSIC CO.**  
241 W. Main St., Johnson City, Tennessee

**FRANCO DISTRIBUTING CO.**  
24 North Perry, Montgomery, Alabama

**ROBINSON DISTRIBUTING CO.**  
301 Edgewood Ave., S. E., Atlanta, Ga.

**S & M SALES COMPANY, INC.**  
1074 Union Avenue, Memphis, Tennessee

**SOUTHERN MUSIC CORPORATION**  
2828 So. Blvd., Charlotte, North Carolina

**SOUTHERN MUSIC DIST. CO.**  
418 Margaret St., Jacksonville 6, Florida

**SOUTHERN MUSIC DIST. CO.**  
503 W. Central Ave., Orlando, Florida

**FRANK SWARTZ SALES COMPANY**  
515-A Fourth Ave., So., Nashville, Tenn.

**WERTZ MUSIC SUPPLY CO.**  
1013 E. Cary St., Richmond 19, Virginia

#### SOUTHWEST

**AUTOMATIC MUSIC CO.**  
1214 W. Archer, Tulsa, Oklahoma

**BORDER SUNSHINE NOVELTY**  
2919 N. Fourth Street  
Albuquerque, New Mexico

**BOYLE AMUSEMENT COMPANY**  
527 North West Third  
Oklahoma City, Oklahoma

**FT. WORTH AMUSEMENT COMPANY**  
1210 S. Main Street, Ft. Worth, Texas

**FRONTIER AMUSEMENT**  
2020 Myrtle Avenue, El Paso, Texas

**PAUL W. HAWKINS**  
329 East 7th Street, Tucson, Arizona

**RUTHERFORD ENTERPRISES**  
608 Johnson Street, Amarillo, Texas

**UNITED AMUSEMENT CO.**  
446 N. Main St., San Antonio, Texas

#### WESTERN

**H. B. BRINCK**  
825 East Front Street, Butte, Montana

**DAN STEWART COMPANY, INC.**  
2667 West Pico, Los Angeles, California

**DAN STEWART COMPANY, INC.**  
140 E. Second, South, Salt Lake City, Utah

**MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado

**OSBORN DISTRIBUTING COMPANY**  
2647 Thirty-Eighth Avenue  
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

**ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue • Chicago 51, Illinois

### Cleveland Hit

Continued from page 80

Mulvihill will play 10 unreleased records on a Wurlitzer juke box. Audience applause will determine the Hit Tune for May.

The new tunes already selected for the program include "Strange Things Are Happening"—Columbia—Red Buttons (39981); "San"—Capitol—Pee Wee Hunt (2442); "You're Driving Me Crazy"—Coral—Buddy Greco (83687); "You Shouldn't Have Kissed Me the First Time"—Zodiac—Norman Brooks (P48766); "My Heart Is Free Again"—Mercury—Ronnie Gaylord (70131), and "Let Me Hear You Say I Love You"—Capitol—Vicki Young. Tentatively set are "Great Scot"—June Christie—Capitol, and "Why, Darling, Why?"—Travelers—Columbia.

The record selected by the audience will become the Hit Tune for May and will be featured in full page ads, cards in street cars and busses, and window displays throughout Cleveland.

The line-up of stars include Ray Anthony, Vicki Young, Delores Hawkins, the Ames Brothers, Buddy Greco, The Gaylords, Four Lads, Tony Morelli, Eddie Heywood, Bob Santa Maria, Fred Lowry, Bill Farrell, Tune Lanes, Bob Presti, Frank Amato, Henry Levine, Vicki Lynn, Jay Miltner, Johnny Andrews, and Barbara Page.

Tony Bennett's recording of "No One Will Ever Know" was the winner of last month's party. His tune is being featured as the Hit Tune for April.

### New England

Continued from page 80

business 25 years, says that the days of the so-called "old-time operators" are numbered.

He explained: "Old-time ops, who operated out of their houses, with no figures on costs, etc., are finished. Modern merchandising methods must be used in the music business today."

He revealed his blueprint for operation consisted of four departments:

1. A purchasing department, allowing larger buying power and sensible financing.
2. Traffic survey department which makes checks on locations and business activities.
3. A location department that goes into locations within locations. (He also said that studying locations within locations meant increases ranging up to 25 per cent thru the proper placing of machines.)
4. Record selection department. Proper title stripping and proper selection of records is the scope of this division.

Poole said that hillbilly music and ballads were going over big on New England juke boxes. "This is a new development," he said. "Up to a year ago, hillbilly and western disks were weak, but now they are coming in strong."

As part of his promotion for Wurlitzer, Poole has reserved a booth and will install a new Wurlitzer 1600 at the 28th annual New England Hotel and Restaurant Show at the Hotel Statler, April 29, 30, May 1.

Poole Distributors, Inc., represents Wurlitzer, Jenco Manufacturing Company, B. & R., and the Kingsey Corporation Capitol Projectors.

### Music Systems Preems First Hi-Fi Audio Room

WESTPORT, Conn., April 11.—The mid-Fairfield County area will have its first high-fidelity studio when Music Systems of Westport, Inc., opens its Audio Room to the public next week.

The firm will carry all of the leading makes of high quality AM-FM and record playback equipment as well as tape recorders. For demonstration purposes, the various types of units will be inter-connected thru a switchboard so that all possible combinations of tuner, pickup, amplifier and loudspeaker can be heard and evaluated with a flick of a switch.

Fred G. Berger is business manager.

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

# Coinmen You Know

## Chicago

**Jimmy Martin**, local vending machine distributor, recently entertained **Sid and Stuart Grossman** at the Steak House. Sid is with the Linker Cigar Company, one of the largest tobacco jobbers in Kentucky. Stuart, Sid's son, just returned from overseas where he was a member of the Air Force. Stuart will sell DuGrenier cigarette and gum machines, and Martin's Little Candy Store for the Martin firm.

**Herb Perkins**, Purveyor Shuffleboard, is planning another trip to push his expanding export business. Firm has had a heavy run of used shuffle and in-line orders the past week. . . . **Les Rieck**, Evans' music division manager, says demand for the Jubilee 40 continues to keep pace with the Century model. **Fred Morris**, manager of the games division, said shipments on Saddle & Turf will be under way in a few days. This is the spin table which can handle up to seven players.

First Distributors reports initial orders for the Keeney Club Bowler are encouraging. **Wally Finke** just completed a combination business-vacation trip to Florida. His partner, **Joe Kline**, spent a long week-end in New York on a business deal. The merchandise division continues to add new lines and will soon issue a summer catalog.

**Joe Caldron**, Trans-World Trading Corporation, reports demand for used phonographs and new games is increasing in three South American countries. . . . **Bally** and **United** staffers found operators attending the Lieberman service school excellent students and were pleased with the whole hearted co-operation of the Lieberman organization.

**Dave Gottlieb**, president of D. Gottlieb & Company, and **Mrs. Gottlieb** were in New York and Philadelphia last week. While in the City of Brotherly Love they attended the Bar Mitzvah ceremony of **Charles Franklin Ash**, son of **Joe Ash**, Active Amusements. **Nate Gottlieb** returned from a brief Florida vacation.

## Miami

The coterie of coinmen who gather at the boxing matches every week includes **Sam Taran**, **Ted Bush**, **Willie Blatt**, **Willie Levey**, **Morris Marder**, **Dave Friedman**, **Ozzie Truppman** and **Whitey Pincus**. It's their favorite diversion. . . . The new Mercury record representative is **American Distributors**, now at 505 W. Flagler Street, the former address of Stone Distributors. **Joe Brouman** is the top man, with **Steve Brookmire** as his associate. In addition to Mercury, the firm

handles **Glory**, **Rockin'** and other labels, as well as phonograph accessories.

**Ed Mercer**, Orange Blossom Music, reports that one of the clicks on his juke box route is "Head Happy With Wine," a King number. . . . **Moon Mullins**, Mullins Amusement Company, was observed congratulating **Marvin Novak**, King record distributor, on his impending move to larger quarters.

**Bush Distributing Company** held an informal showing of the two new Wurlitzer models—the 1600 and 1650—one designed for straight 45's and the other for either 78's or 45's but not mixed. . . . **Willie Blatt** estimates there are still 300,000 juke boxes of pre-World War II vintage on location throughout the country.

The Amusement Machine Operators' Association is moving nearer to a decision on dime play with indications that the final verdict will be reached sometime in April. Word that New York City is expected to switch to dime play within 30 days strengthens the belief hereabouts that Greater Miami ops will do likewise.

**Miami American Shuffleboard Company** is expanding its operation. **Dave Friedman** returned from a 10-day trip to Key West and reported that he was kept busy resurfacing shuffleboards. Many locations operating shuffleboards along the Overseas Highway between Miami and Key West also have become customers of Miami American.

**Doris Shapiro**, AMOA, has an additional reason for looking forward to week-ends. That's when she receives a phone call from her son, **Ronnie**, who is traveling with **Gem City Shows**. The other day he called from Selma, Ala. **Raoul Shapiro**, of Supreme Distributing Company, is **Ronnie's** dad.

**Ken Willis**, Bush Distributing Company, received two foreign visitors the other day — **Frank Wilson**, Port-au-Prince, Haiti, and **Roberto Jaar**, Honduras. Out-of-towners included **Oscar Garcia**, an operator from Key West, and **H. W. Wood** who operates juke in Orlando. Wood recently was discharged from the Army after serving in Germany and was married upon his return home.

**Jack Lipsiner**, Coin-Operated Service, believes there is no longer a "season" in this area. Summer used to be the slack period of year, he says, but now there is as much activity in the summer as the rest of the year and business managers to hold up thruout the 12 months. Lip-

siner operates music boxes and handles service calls for a number of operators.

**Eduardo Arcentales**, of the export department at **Taran Distributing**, is entertaining his father and sister who came here from Ecuador. . . . **John S. Kelly Jr.**, vice-president and general manager of King records, is spending a vacation in Fort Lauderdale. . . . **Raoul Shapiro**, Supreme Distributors, and his wife, **Doris**, AMOA secretary, are host to vacationers from Bayshore, N. Y. They are **Raoul's** brother, **Ruby**, and his wife, **Molly**.

**Vincent Klobe** announces that effective April 15 his company, **Top Tune Distributors**, will be the new distributor of **Coral records**. Other labels, which Klobe has added in the past few weeks, are **Prestige**, **Chance**, **Job** and **Trumpet**. Altho in business only a couple of months, Klobe has ambitious plans for **Top Tune Distributors**. **Norman Dupre**, he says, will be in charge of **Top Tune's** Jacksonville office and will travel the area from **St. Petersburg** and **Orlando** north, while Klobe and possibly one other salesman handle the territory from **Key West** to the center of the State. Among other lines which **Top Tune** features are **Imperial** and **Specialty**.

**George Caravasio**, Southern Phonograph Company, proved that any male can be lassoed in time. Caravasio was considered by his coin machine buddies as a prime example of the confirmed bachelor—and were they joined the other day! It seems that he has succumbed to the charms of **Marie Kostakos**, of **Elkins, W. Va.**, and they will be wed May 3 at the Greek Orthodox Church in Miami. They met while Marie was visiting here. Her dad owns a chain of theaters in **Ohio**, **West Virginia** and **Pennsylvania**.

**Georgie Holtzman**, music operator of Brooklyn, is spending some time with his brother-in-law, **Morris Marder**, who operates juke here. Holtzman is recuperating from a recent operation. **Willie Levey**, **Whitey's Music**, is a partner with Holtzman in the Brooklyn route. . . . **Sea Coast Distributors**, the **RCA** record distributor here, keeps two vending machines close to the disk counter. One is a candy machine and the other a cigarette vender.

Coinmen shared in the three-day wave of prosperity when some 6,000 servicemen were turned loose on "liberty" here after completing maneuvers in the Caribbean. . . . **J & M Vending Company** is spotting more and more of its machines in outdoor

## DIME PROBLEM

# New Op Group Seeks Light On Price Hike

BURBANK, Calif., April 11.—About 40 operators, members of the recently formed Co-Operative Music Operators, informally discussed 10-cent play and the McCarran Bill at the regular semi-monthly meeting here Tuesday (31). Session was held in the Sky Room at Lockheed Airport, Minthorne Music was the host.

**Walter Hemple**, of the First National Music Company of San Fernando, was the chairman of the session. **Merle Holmes** was named to serve in that capacity at the next meeting on April 14.

**COMO**, said Hemple, was an informal group of music machine operators in the San Fernando Valley and Pasadena areas. The object of the group is to exchange ideas and seek solutions to common problems. The **Paul A. Laymon Company** will pick up the dinner check at the next meeting.

**Ed Vanetta** talked briefly on the McCarran Bill and the association went on record as opposing it. A plan to make an effective campaign is to be mapped and will be worked thru **George Miller** and "the California Music Guild."

**Frank Matula**, of the Teamsters' Union, talked on the merits of his organization.

Several operators, including **Homer RaZor**, **Clyde Ballard**, **Ben Korte**, **Holmes** and **Hemple** related their experiences with 10-cent play. Operators in the Valley and Pasadena reported an average increase in take of 35 per cent.

Altho without officers, **COMO** is undertaking a public relations campaign. A committee, headed by **Hemple**, called on **Peter Potter**, who has the popular television show, "Juke Box Jury," with the result that several plugs were obtained for dime play on his program.

Officers are scheduled to be elected at the next meeting. It also will be held at the Sky Room at the Lockheed Terminal.

locations. At Washington and 11th streets, Miami Beach, the company has a three-drink Supervend and a Refresh-O-Mat which are drawing plenty of action.

**Willie Blatt**, president of the AMOA, believes that systematic replacement of music equipment is like an insurance policy. It not only protects an operator against sliding collections but

(Continued on page 93)

## Dietrich Named To Wurlitzer Post

NORTH TONAWANDA, N. Y., April 11.—The Wurlitzer board of directors, at a meeting held in Cincinnati, named **Alfred F. Dietrich** assistant secretary of the company. He will assume this position in addition to his duties as credit and collection manager of the North Tonawanda Division.

**Dietrich** joined the Wurlitzer's credit department October 15, 1935. From June, 1943, until November, 1945, he was on active duty with the Navy and was name assistant credit manager upon his return.

## Permo Shuffle

Continued from page 80

handle its Permo line in the same territory. The territorial coverage will exclude the State of Colorado, which will continue to be handled by **Gail Halliday**.

It was also announced that **Howard West**, **Fidelitone** divisional sales manager, would cover Louisiana in addition to his present territory—the Southwest-ern portion of the country.

**Carter** also announced the appointment of **Hiram Prince**, of **Park Ridge, Ill.**, as a **Fidelitone** divisional sales manager to handle its products in **Texas**, **Oklahoma**, **Arkansas**, **Kansas**, **Nebraska**, **Iowa**, and **Kansas City, Mo.**

## How Was Your Timing on . . .

# "Somebody Stole My Gal"

Johnnie Ray  
Columbia 39961

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!

Spotted as a  
Billboard  
BEST BUY



Title Strips  
Ready for Top  
Juke Profits



### 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		

## Old Gold, Raleigh Go King-Size; Four Majors Now Have Big Versions

### Sales Success of Pioneer Longies Spurs Trend; Ops Minimize Problems

NEW YORK, April 11.—Any doubts that operators may have entertained about the rapid growth in popularity of king-sized cigarettes were dispelled this week with the announcement by two major tobacco companies that they would begin distribution of jumbo versions of their standards.

Robert M. Ganger, president of

the P. Lorillard Company, told shareholders at their annual meeting Tuesday (7) that the company's regular Old Gold brand would be available in king-size across the country within 30 days.

Brown & Williamson went one better. It announced this week that the standard-size Raleighs would be discontinued, and king-

sizes would be substituted. The changeover starts this week, and is expected to be national in scope by the end of the month.

#### Pioneers

Chesterfield was the first major to go king-size, in the fall of 1952, followed soon by Philip Morris, Lucky Strike and Camel remain the only major brands without a king-size version. However, the former firm makes Pall Malls and Herbert Tareytons, while the latter firm makes Cavaliers, all king-size brands.

The king-size Old Gold, like jumbo Philip Morris and Chesterfields, will sell to wholesalers at a 4 per cent net higher price than regular length, reflected by most retailers at a cent more a package.

Old Gold's sales campaign will be centered on newspaper advertising. (Continued on page 97)

## Schedule Coffee-Mat Showing April 18-19

### Schroeder Products Nat'l Distributor For \$550 Vender; Set Op Sessions

WOBURN, Mass., April 11.—Operators from as far south as Washington and as far west as Buffalo are expected to convene here Saturday and Sunday (18-19) to witness the first trade showing of the Coffee-Mat coffee vender at the plant of Schroeder Products Company, Inc., manufacturer of a liquid coffee concentrate designed for vending machine use.

Robert H. Covin, Schroeder sales manager, said that the Woburn firm will act as exclusive national sales agent for the Coffee-Mat Corporation, Newark, N. J., manufacturer of the vender.

Meanwhile, Covin said that round-table conferences are scheduled for the two days at the Woburn plant. Among the subjects to be discussed will be selling locations, commission contracts, location contracts, service problems, labor relations and wage scales, and vender and management relationships.

#### \$550 List

The unit being displayed uses a frozen liquid concentrate and will sell for \$550, F.O.B., Newark. It has 115-cup capacity.

Dimensions are 64.5 inches high, 24.5 inches wide and 21.5 inches deep. The color scheme is red and black, with a cream-colored screen to serve as a background for advertising messages.

The unit has been field tested for two years, with the Woburn firm supplying the concentrate for all vendors or test runs. However, Covin said that an operator who purchases the units may buy his material from any source he wishes.

While Schroeder will act as exclusive national sales agent for Coffee-Mat, it will not sell in those areas where franchises have been granted to operators.

These areas include New York, where Phil Rizzuto, of the New York Yankees, has an exclusive franchise, and New Jersey and Philadelphia.

C. A. Schroeder, vice-president and general manager of the firm, said the vender has only one motor, a 1/100th horsepower unit, and that the machine contains few electrical parts. It vends for 10 cents, taking either a dime or two nickels.

Schroeder pointed out that the vender's sanitary feature is that all commodities are sealed in containers at the operator's shop and are still sealed when placed in the machine by the serviceman.

The vender was designed by S. W. Small and David Herman (The Billboard, March 28), and has been field-tested in Newark, East Orange, Trenton and Elizabeth, N. J., as well as in Philadelphia and Providence.

## VENDER FINANCE PLAN

### Fla. Citrus Mutual Inviting Applications

LAKELAND, Fla., April 11.—Florida Citrus Mutual is now inviting applications for financing citrus juice dispensers and vendors following final approval of its special finance program, R. M. Townsend, manager of the Beverage and Dispenser Division, announced.

He said that FCM was sending out blank forms to machine manufacturers for presentation to their customers who request such financing. Thus, the manufacturer can put prospective purchasers directly in touch with Florida Citrus, Townsend declared. The finance plan remains as announced earlier: 20 per cent of the purchase price as down payment with 6 per cent simple interest upon the balance at the time of each monthly payment upon a 24 months' pay-off schedule.

Applicants make their own choice among machines from Mutual's approved list. Latter includes the following vendors: Snively Groves, Inc., Dispensolator, using single strength juice, \$800; Mills Industries, Inc., Mills two-flavor unit, using concentrates. The Mills model, Townsend said, was being redesigned for future production "with notable advances over the present model."

He stressed that omission of other vendors in the approved list does not necessarily imply an unfavorable rating. "As we have the opportunity of observing the performance of other vending

and manual dispensing equipment, new brand names may be added."

The Mutual approved list also included six pre-mix manual dispensers using concentrates and one using simultaneous-mix concentrate.

In all financing of vendors or dispensers, Florida Citrus Mutual contracts require that the purchaser, or lessee, look to the manufacturer's warranty for replacements. It also stipulates that he arrange for mechanical servicing either thru the manufacturer or thru local facilities. "Mutual is not organized to take care of these servicing requirements," Townsend stated.

## Coan's Units Backbone Firm's Canadian Trade

### Ready Special Cig Model; Volume Up In Spite of Tariff

MADISON, Wis., April 11.—Candy vendors key Coan Manufacturing Company's Canadian trade. R. G. Morris, secretary-treasurer, stated this week that the firm's now sizable export volume to that country "grew like Topsy" before its full potential was realized.

The first Canadian shipments, made in September last year, were the result of customer demand. Coan had no special distribution or sales set-up for Maple Leaf operators, and so orders "just came in unsolicited," Morris said.

This has now been rectified, and there are currently at least (Continued on page 88)

## New ABC Unit Brews, Vends Regular Coffee

PHILADELPHIA, April 11.—The first half dozen models of a new type of coffee vender, designed by the Square Manufacturing Company, have been placed in operation here by Berlo Vending, wholly-owned subsidiary of ABC Vending Corporation. The Square firm in Chicago also is owned by ABC.

While full details of the coffee machine were not released, it is known that it features a regular coffee drink, using a standard grind, instead of concentrates. (Continued on page 88)

## Record Rowe Gross In '52: \$36 Million

### \$60,000 Drop in Net Due to Higher Costs, Taxes, Stepped-Up Research

NEW YORK, April 11.—The Rowe Corporation did a gross business of \$36,533,627 in 1952 for a 9.8 per cent gain over the previous year's \$33,275,721. The figure, which represents business from the sale of vending machines and from Rowe's operating division, was the highest in the history of the firm.

President Robert Z. Greene, who released the report, said that net earnings were \$794,404, or \$1.58 a share, as contrasted with \$854,399, or \$1.70 a share, in 1951. He explained that the reduction in earnings was not due only to increased costs and taxes, but also to "extensive research and development work carried on during the year."

Greene said the research work falls into two categories: 1. Quality control and product improvement on established lines of merchandisers. 2. Development of new types of equipment for the future.

#### Future Plans

Predicting that new and larger markets are opening for the industry, Greene said that "in the not-too-distant future, we expect to produce machines which can be operated either separately or in combinations to satisfy the needs of every kind of location desiring to make cigarettes, food, beverages, snacks or complete meals available to employees, patrons, travelers or the public."

Greene cited the increasing public and industrial acceptance of automatic merchandising and pointed out that "an executive of the Pennsylvania Railroad recently said that a program, such as that under which Rowe is operating food and beverage dispensing machines on one of its trains, can reduce the tremendous deficits American railroads now incur in their food sales."

"The use of properly dispensed automatic dispensers," he added, "has solved the multishift per-

sonnel food problems in many large plants."

#### Sandwich Vender

Greene said that limited production was planned this year for the firm's refrigerated sandwich vender. Rowe has been experimenting with the unit for two years and has had pilot models on location.

In his report to stockholders, Greene said that dividends aggregating 80 cents a share were paid on the company's outstanding capital stock during 1952. A quarterly dividend of 20 cents was declared payable March 31, 1953.

He added that defense production accounted for about 16 per cent of Rowe's factory output. (Continued on page 88)

## Uneda Named Lehigh Distributor For 3 States

NEW YORK, April 11.—The Uneda Vending Service here this week was named distributor in New Jersey, Connecticut and most of New York State by Lehigh Foundries, Inc., Easton, Pa., manufacturer of cigarette vendors.

Uneda partners, Nat Hochman and Harry Ebbin, said that the first shipments of the Lehigh PX vendors arrived here this week.

Ebbin said that Lehigh had been covering New Jersey and parts of New York State from its Easton office, but that Connecticut and most of New York had not been covered thoroughly.

He added that Uneda would have the distributorship for all (Continued on page 88)

## Juice Bar Distributors Given Spacarb Line

NEW YORK, April 11.—Howard Richardson, vice-president of Spacarb-Juice Bar Corporation, announced this week that a number of distributors, formerly handling juice equipment only, would now include cup drink, ice cream and coffee vendors.

The firms which will add Spacarb cup units, Fred Hebel ice cream and Bert Mills Coffee Bars, are: County Sales of California, San Diego; Dobson Distributing Company, Dallas; Founteen, West Bend, Wis.; Edward Granger, Mission, Kan.; Weidman National Sales, Detroit; Higgins Vending Sales, Seattle; L-D-H Sales Company, Knoxville; Mid-Atlantic Spacarb Distributors, Washington; Spacarb Essex, Inc., Maplewood, N. J., and Spacarb of New England, Boston.

Richardson also reported that

the Vendall Company, Inc., Minneapolis, had been named distributor for North and South Dakota and Minnesota. The firm is headed by Earle Grout and William Zuber.

All firms will handle both sales and service for all Spacarb-Juice Bar equipment.

It was also announced that H. I. Hagmaier, Pittsburgh, and Maurice Spillane, Atlanta, had been appointed sales representatives.

I. H. Houston, Spacarb-Juice Bar president, left on a two-week tour of the South and West to promote sales of the newly merged firm's products.

## Times, Places For NAMA April Meetings

CHICAGO, April 11.—The site, time and chairmen for the final four April area meetings (The Billboard, April 11) were announced this week by National Automatic Merchandising Association as follows:

April 19, Baker Hotel, Dallas, starting at 6 p.m.; chairman, Joe Dobson, Dobson Vending Service, Inc., Dallas.

April 21, Plaza Hotel, San Antonio, 6:30 p.m.; chairman, H. W. Harlin Jr., Southern Vendors, San Antonio.

April 24, Rice Hotel, Houston, 6:30 p.m.; chairman, Rudy Weyel, Southern Texas Vendors, Inc., Houston.

April 28, Roosevelt Hotel, New Orleans, 6:30 p.m.; chairman, Tom A. Vaughn, New Orleans Cigarette Service Corporation.

Announcing... MAY 23 BILLBOARD



A Special Issue

Commemorating the

65th Anniversary

of the

Juke Box Industry

WASH LOSS

Woman Lifts Bundles From Detroit Ops

DETROIT, April 11.—Action to prevent thefts of clothing from automatic laundries is being taken by the Michigan Self Service Laundry Association...

The woman pointed to a particular bundle and was able to tell how much was in it apparently having previously inspected the bundle for just that purpose.

The association is sending a warning letter to all automatic laundries in the area, with the co-operation of the Detroit Police.

Fla. Cig Tax Receipts

TALLAHASSEE, Fla., April 11.—The Florida State Beverage Department announced that \$1,702,959 was collected during February thru cigarette taxes.

Miami's total, as usual, was the highest—\$207,615. Following Miami were Jacksonville with \$111,722; Miami Beach, \$72,298; Tampa, \$71,786; St. Petersburg, \$62,409; West Palm Beach, \$39,494; Orlando, \$37,147; and Daytona Beach, \$25,834.

Abrahamson on Trip

NEW YORK, April 11.—Aleck Abrahamson, vice-president of Chunky Chocolate Corporation, is traveling the South and Midwest, visiting operators and distributors.

Export Volume On Perfume Venders Upped

Perfumatic Ships 300 to Belgium, 60 to Puerto Rico

UNION CITY, N. J., April 11.—Jo-Lo Perfumatic exclusive U. S. and foreign distributor for Perfumatic of Canada, this week stepped up its export volume with the shipment of 300 perfume venders to Belgium.

Rameo Trading Company is exporter. The coin chutes have been changed to take the Belgian five-franc piece (equivalent of an American dime) and a silk screen with instructions in French have been added to the unit.

Meanwhile, Jo Tanzer, head of Perfumatic here, said that 60 machines have been shipped to Puerto Rico and that R. R. Hall, distributor there, reports heavy grosses.

Hawaii Strong

Pacific Sales Factors, Honolulu distributor, also reports strong play on the venders there. Meanwhile, Tanzer said that a change has been made on the locking device of the vender in order to make it more nearly vandal proof.

Eppy Introduces New Eight-Ball Ring Charm

NEW YORK, April 11.—Samuel Eppy & Company, Inc., announced it is making a billiard ball charm.

The charm has a black eight within a white circle and comes with a ring loop on it.

New Plant Operation

SPARTANBURG, S. C., April 11.—In-Plant Service Company was issued a State charter this week to operate venders and canteens with a capital stock of \$50,000.

OREGON TALE

Java Venders Multiply; 10c Price Common

PORTLAND, Ore., April 11.—Coffee operations continue to increase thru Oregon with operators predicting any price rise stemming from advancing supply costs would mark the end of most 5-cent installations.

Virtually all Portland operators put additional machines into operation in the last two months, and a new operator, Donald McDonald, put 12 Kwik Kafes venders on locations in Coos Bay. McDonald vends for a dime in industrial locations, mostly in the timber industry.

While the advance in green coffee bean price had not, up to this week, brought an increase in the price of concentrates used in venders, operators here were prepared for announcement of a raise.

Ace-Saxon Robbed Of Cigarettes, Cash

MIAMI, April 11.—Ace-Saxon, Inc., suffered a \$2,000 loss when three armed and masked bandits stole a truck last week and later abandoned it a few miles from the firm's offices.

Cigarettes, valued at more than \$1,000, and \$1,000 in a strong box were missing when the vehicle was recovered, according to President John F. Saxon.

The bandits took the truck after failing to force two Saxon employees to open the office safe.

New Pepsi Plant

MILWAUKEE, April 11.—Pepsi-Cola Bottling Company of Milwaukee has started construction on a new bottling plant at 29th Street and Capitol Drive.

Subway Vender Strike Settled After 10 Days

Compromise Is Indicated; Men Return Apr. 11

NEW YORK, April 11.—More than 9,000 gum, chocolate, peanut and scale machines in the New York City Transit System, unserved since April 1, were back in operation today after the strike of 120 members of the Vending Machine Employees' Union (Local 20650, AFL) against the Interborough News Company, operator of the venders, had been settled late Friday (10).

While details of the settlement were not announced, Charles Maloney, Interborough executive, said that the new contract is based on a compromise.

The union had been asking for weekly wage increases ranging from \$10 to \$12. Maloney indicated that the union was granted some, but not all of the request increases. James Burke, union organizer, could not be reached for comment.

The servicemen's basic rate, before the signing of the contract, was \$66 a week; they had been granted raises totaling \$6 during 1952.

Soft drink machines, which are operated by ABC Vending Corporation, Chick's Vending and Automatic Canteen, were not affected during the strike.

The INC-union contract, which was signed in 1951, expired March 31. The last previous and only strike by the union against Interborough, in 1949, had lasted only three days.

Scale Inspections To Start in S. C.

COLUMBIA, S. C., April 11.—Penny scales are slated for early examination by State weights and measures inspectors.

Some 600 to 700 scales are to be checked. J. Roy Jones, commissioner of agriculture, said: "It's a bad thing to see so many scales marked out of order or not giving an accurate weight."

Lily-Tulip Net Drops

NEW YORK, April 11.—Lily-Tulip Cup Corporation earned a net income of \$2,676,695 during 1952. In 1951, net income was \$3,106,330.

CLOSE-OUT!

JEWEL VENDOR

Two compartment, 5c, vends all bulk mdse. Orig. cost \$29.50

\$10.00 EA.



- Mills 1c Adams Gum, 6-Col. \$17.50
Exhibit Card Vendors, 1c 15.00
DuGrenier 1c Adams Gum, 4-Col 17.50
Columbus 1c Bulk 8.00
Columbus 5c Bulk 8.50
NW 1c Ball Gum 7.50
NW 1c Mod. 39 Bulk 8.50
NW Mod. 49, 1c or 5c 12.50
Master 1c Bulk 8.50
Master 1c & 5c Bulk 10.00
Silver King, 1c or 5c 8.50
Asco Hot Nut, 5c 7.50

VENDING MDSE.

- Virginia Salted Peanuts 31c lb.
Spanish Salted Peanuts 27c lb.
Deluxe Nut Mixture 49c lb.
Cashews, 450 Count 65c lb.
Cashew Butts 40c lb.
Licorice Lozenges 23c lb.
Boston Baked Beans 23c lb.
Rainbow Peanuts 23c lb.
Confection Mixture 23c lb.
Baby Chicks (Tablet Gum) 35c lb.

Above Mdse. Pkd. in 30 Lb. Ctns.

- 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!

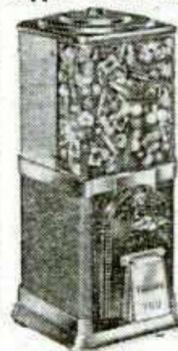
1/3 Dep. Req. With All Orders

RAKE COIN MACHINE EXCHANGE

609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

VICTOR'S

Topper Deluxe Half-Cabinet Style



Also Available

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted.

\$14.25 ea.
\$13.25 ea.
100 or more All machines packed and sold 4 to the case

- 1 to 23 \$14.25 Ea
24 to 47 14.00 Ea
48 to 99 13.75 Ea
100 or more 13.20 Ea

Write for our complete charm and merchandise list. Prices subject to change without notice.

Pioneer Vending Service

590 Albany Avenue Brooklyn 3, N. Y. Phone: President 4-5358

"The Charm Center"

introducing and Supplying the Latest in Charms

Write for Free Price List and Samples of Many New Items Never Before Advertised. Order All Your Charms From One Place—We Have Them at Lowest Prices.

LOGAN DISTRIBUTING CO. 627 Milwaukee Ave. Chicago 22, Ill

BIG 3/4 INCH 8-BALL CHARM



A big BLACK 8-BALL, with a black-8 within a white circle. The real Billiard Ball 8-Ball, with a ring loop on it.

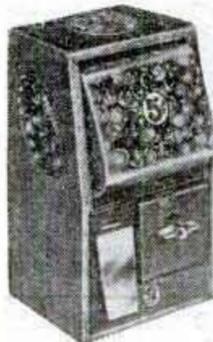
Happy Days Are Here Again—this 8-BALL CHARM is making Operators Penny-Happy with empty machines.

\$15.00 per 1,000. F.O.B. Jamaica, N. Y. Or: At Your Distributor.

Several dozen Operators urged us to make an 8-Ball Charm. How right they were; how glad we are that we did.

SAMUEL EPPY & Co., Inc. 91-15 144th Place Jamaica 2, N. Y.

VICTOR'S



DELUXE MODEL BABY GRAND and NEW ROCKET CHARMS \$14.25 Ea. machine less than 100
500 NEW ROCKET CHARMS \$10.00 \$13.25 Ea.

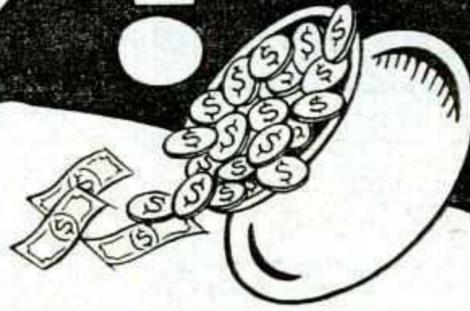
100 or more. Available with 1c or 5c slot.

Write for lowest prices on gum and charms

H. B. HUTCHINSON JR. 860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

SAY!

WHO SAID PENNIES DON'T MAKE DOLLARS



WITH AN "ACME" COUNTER FORTUNE TELLER you will take pennies out by the "pofful." Sturdy construction of the cabinet of marine plywood by one of Florida's leading furniture manufacturers, along with the mechanical action which is all rust-resisting metal; one simple adjustment that a child can make. CAN NEVER GET OUT OF ORDER. Size 14"x12"x5".

THE SENSATIONALLY LOW PRICE of this machine makes it possible for the operator to get his money back the first two weeks, due to "Who Buys or Pays" feature, which also has a two-fold purpose. Answers Twelve Hilarious Questions—YES or NO. Coin slot will also take nickels and dimes.

The Sensational Low Price of \$29.50 IN LOTS OF 4 OR MORE

Sample \$32.90 prepaid. Distributors Wanted. Write, Wire or Phone. Better still, send for a sample if you're in doubt. Terms: 1/3 deposit, balance C.O.D. To avoid C.O.D. charges remit in full. FOR EXPORT, can be had in any language.

References: Dun & Bradstreet, Lyons.

Descriptive Circular—Yes. Some valuable territory available exclusively to distributors.

Manufacturers of Quality Coin Machines

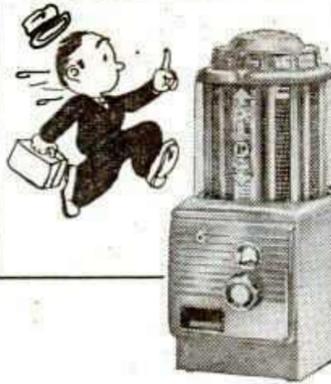
ACME FURNITURE MFG. CO., INC.

2750 N. W. 22ND ST.

PHONE 64-4543

MIAMI, FLA.

"They Sell Themselves"



Beresin to Be Feted At Testimonial

PHILADELPHIA, April 11.—Jack Beresin, president of ABC Vending Machine Company and chief barker of the Variety Clubs International, will be honored at a testimonial dinner at the Bellevue-Stratford Hotel April 20.

Proceeds will be used to build a recreational hall at the Camp for Underprivileged Handicapped Children, maintained by the Philadelphia Tent of the Variety Club.

Beresin will be feted in recognition of his years of service to many humanitarian causes, especially in behalf of the camp. One of the founders of the local Tent in 1935, he became its chief barker in 1938.

LILY-TULIP VEND ADS WIN AWARD

CHICAGO, April 18.—An advertiser in Vend, sister publication of The Billboard, won first place in its division this year in the Associated Business Paper annual awards announced April 7.

Lily-Tulip Cup Corporation, the first Vend advertiser to enter the competition, won the honor for its 1952 ad program "promoting product features and giving product information."

The ABP awards are made each year to the firms which have done the best job of advertising in the nation's top merchandising business papers.

Coan's Unit

Continued from page 86

four Coan distributors in Ontario alone. Morris pointed out that while only Eastern Canada is now being emphasized for export business, Western regions will be singled out for more attention this year.

The four Ontario distributing outlets are Regent Vending, Ottawa; Selco Distributing Company, Belleville; Kabaco, Ltd., Preston; and Ace Vending, Toronto.

Secondary Line

Morris stated that the firm's cigarette equipment will shortly be offered as a second Canadian line to its U-Select-It candy units. The cigarette vander coin mechanism is now being designed to accommodate the higher pack price in Canada (35 cents). Cookie units are not presently a factor, because Canadian firms do not make suitable packs available, he said.

During the past three months, Morris said, over 200 candy machines were exported to Canada. By the end of 1953, he looks to the provinces as providing a steady and high volume market.

Tariffs are the deterring factor holding up even more rapid development of the Canadian field, Morris feels. Citing his firm's candy unit, he said that the U. S. price of \$99.50 became approximately \$145.50 for the Canadian operator after the 50 per cent tariff was added. Another adverse factor, he pointed out, was the inability of Canadian banks to finance operator purchases, so they had to go to private lending companies.

In spite of the higher equipment costs, the Canadian market will absorb an increasingly larger share of U. S. vander production in the next few years, Morris predicted.

Uneda Named

Continued from page 86

of New York State south and east of Rochester, and that later this might be extended to include the entire State.

Ebbin, Hochman and Sam Fredman will handle the Lehigh sales assignments, with the possibility of the sales staff being expanded in the near future.

The Lehigh cigarette vander comes in both manually and electrically operated models with eight columns and a 340-pack capacity. A changemaker is furnished as optional equipment, while a slug rejector is standard equipment. It lists for \$209.50 in the electric model and \$175.50 in the manual model.

Ebbin said that Uneda would continue with its parts and rebuilding business. Taking on of the Lehigh line will in no way alter the firm's expansion plans in that field.

Rowe Gross

Continued from page 86

and was continuing at a slightly reduced rate.

Scope of Activities

The Rowe Corporation is the parent corporation of the Rowe Manufacturing Company, Inc., which manufactures and sells automatic merchandising machines, and of 43 subsidiary operating companies which install, service and stock automatic merchandising machines throughout the United States.

Celebrating its 25th anniversary this year, Rowe has spread operations from its original cigarette vending—still its major field—to production, sale and operation of venders which sell pastry, milk, candy, ice cream and other commodities.

New ABC Unit

Continued from page 86

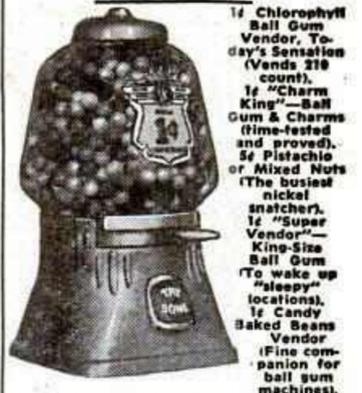
While the present model does use powdered cream, it is reported subsequent production would use regular cream.

Using the regular grind, the machine makes fresh coffee after each 50 cups have been vended. The present model has a 600-cup capacity, while future units will vend 2,000 cups.

Like the Square-produced four and six flavor cup soft drink venders, the coffee machine will only be made available to ABC and its subsidiary controlled routes.

LARGER PROFITS WITH TROUBLE FREE LOW COST

"SILVER-KINGS" OPERATORS' CHOICE



1/2 Chlorophyll Ball Gum Vender—Sensation (Vends 210 count). 1/2 "Charm King" Gum & Charms (Time-tested and proved). 5¢ Pistachio or Mixed Nuts (The busiest nickel snatcher). 1/2 "Super Vendor"—King-Size Ball Gum (To wake up "sleepy" locations). 1/2 Caramel Baked Beans Vendor (Fine companion for ball gum machines).

5¢ Silver-King "Hot Nut" (For that "extra-special" spot). 1¢ "Hunter" Action Ball Gum Vender (The kids stamped it). 1¢ or 5¢ Silver-King Nuf Vendors (Best bet for bars).

Vendors for All Foreign Coins. Immediate Delivery at Best Dealers Everywhere. SILVER-KING CORP. 622 Diversey Parkway, Chicago 14, Ill.



You too will need a "M.C. Truck like Sandy MacTight if you vend marbles. (Money Carrying)

MARBLES

The Marble Season Is Here! NOW IS THE TIME

To Put Marbles in Your Machines AGATE—GLASS—ASSORTED COLORS Barrel of 50,000 ..... size 9/16 \$49.00 Barrel of 40,000 ..... size 5/8 \$39.00 Keg of 21,000 ..... size 9/16 \$21.00 Keg of 17,000 ..... size 5/8 \$19.00 Shipments made at once F.O.B. factory. Freight or truck. FULL CASH WITH ORDER.

ROY TORR Lansdowne, Pa.

Advertisement for VICTOR'S Topper Deluxe Globe Style and Half-Cabinet Style vending machines, including prices and contact information for Parkway Machine Corporation.

Advertisement for CANADIAN OPERATORS' ACORN VENDOR, featuring a variety of vending machines and contact information for International Vending Co., Ltd.

Advertisement for 12 DEALS, offering experienced vendor salesmen for various vending machines.

Northwestern

SELECTIVE TAB GUM VENDERS

"When I walk into an establishment with one of your machines, most proprietors beam all over and say, 'Just put it over there, and leave it.' You don't even have to sell people on the idea. These Northwesterns sell themselves by being so attractive and practical!" S.F.L., Texas.

THE NORTHWESTERN CORPORATION 2213 East Armstrong St. Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED

Northwestern

DISTRIBUTORS

- List of authorized distributors for Northwestern vending machines, including Badger Novelty Company, Badger Sales Company, Fisher Brown, King & Company, Maddox Sales & Service, etc.

Advertisement for SILVER QUARTER OPERATION KING SIZE INCLUDED! featuring DuGrenier V or VD models and conversion options for cigarette machines.

Advertisement for UNEEDA VENDING SERVICE, INC., The Nation's Leading Distributor of Vending Machines, offering new and reconditioned machines.

Advertisement for SPARKS SPECIALTY CO. SCALES FOR DISTRIBUTORS, featuring a scale priced at \$89.95 and a list of products.

Advertisement for LOGAN DISTRIBUTING CO. PHENOMENAL BABY GRAND DE LUXE AND 5¢ ROCKET CHARMS, featuring vending machines and contact information.

Advertisement for MANDELL GUARANTEED USED MACHINES, listing various vending machine models and prices, along with merchandise and supplies.

All the news of your industry every week in The Billboard... SUBSCRIBE TODAY - see page 3 for rates

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 11	Issue of April 4	Issue of March 28	Issue of March 21
Ace Shoe Shine.....	\$49.50	\$49.50		
Advance Model D Ball Gum.....	5.95 7.45	5.95 7.45	5.95 6.95	5.95 7.45
Advance No. 11.....	5.95	5.95	5.95(2)	5.95
Ajax Hot Nut, 5c.....			39.50	39.50
Alco Deree Shoe Shine Machine.....				20.00
Almond, 5c.....	5.00			
Asco Hot Nut, 5c.....	7.50		7.50 14.95	7.50
Atlas Bantam, 5c.....	6.95	6.95	6.95 7.50	6.95 7.50
Atlas Deluxe Nut Vendor.....	7.95	7.95	7.95	7.95
Cebco Nut, 5c (2 col.).....	10.00			
Columbus, 1c.....	5.00 7.45	7.45 8.00	7.45 8.00	7.45 8.00
Columbus, 5c.....	5.00 8.50	8.50	8.50	8.50
DuGrenier Adams Gum, (4 col.) 1c.....	17.50	17.50		17.50
Du Grenier Candyman.....	57.50	62.50		
Eastern Electric C-8.....			125.00	
Exhibit Card Vendor, 1c.....	15.00(2)	15.00(2)	14.50 15.00(2)	15.00(2)
Foot Ease (Exhibit).....	85.00 95.00	85.00 95.00	85.00 95.00	85.00 95.00(2)
Jewel, 5c.....	10.00			
Kirk Astrology Scale.....	95.00	95.00	95.00	95.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Kwik Shoe Shine Machine.....		54.50	54.50	54.50
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95 10.00	7.95 10.00	7.45 7.95	7.95 10.00
Master, 1c.....	5.00 7.45	7.95 8.50	7.45 8.50	7.45 8.50
Master, 5c.....	5.00 7.45	7.45	7.45	7.45
Mills Adams Gum Vendor.....	17.50	17.50	17.50	17.50
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 750.....		85.00		
National 930.....	130.00	95.00 130.00	130.00	130.00
National 950.....	145.00	95.00 145.00	145.00	145.00
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	13.95	13.95(2)	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	12.50	12.50
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	69.00 69.50	69.00 69.50	69.00 69.50	69.50(2)
Rowe Gum, 1c (5 col.).....				39.50 69.50
Rowe Imperial (6 col.).....				79.50 79.50
Rowe Imperial (8 col.).....	78.50 82.50	82.50	82.50	42.50 78.50
Rowe President (8 col.).....	125.00	155.00	155.00	119.50 125.00
Rowe President (10 col.).....	125.00 155.00	155.00	155.00	125.00 155.00
Rowe Royal (6 col.).....	90.00	90.00	90.00	98.00
Rowe Royal (8 col.).....	90.00(2) 130.00	90.00 130.00	90.00 130.00	90.00(2) 130.00
Rowe Royal (10 col.).....	90.00 95.00	95.00 140.00	95.00 140.00	90.00 95.00
Rowe Royal (12 col.).....	140.00			140.00
Shipman 3-Way Stamp Vendor.....	39.50	39.50	39.50	39.50
Silver Hunter.....	20.00(2)	18.50		
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King, 1c or 5c.....	8.50	8.50	7.45 8.50	8.50
Silver King 5c.....	7.45 7.95	7.45	7.45	7.45
Silver King Nut, 5c.....	7.95			
Siros Brush-Up.....	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.).....	18.50	18.50	18.50	18.50
Uneda Model A (6 col.).....		87.50	87.50	87.50
Uneda Model A (8 col.).....		92.50	92.50	92.50
Uneda Model A (9 col.).....		95.00	95.00	95.00
Uneda Electric (9 col.).....	125.00	125.00	125.00	125.00
Uneda Model E (8 col.).....	80.00	80.00	80.00	80.00
Uneda Model E (9 col.).....	80.00	80.00	80.00	80.00
Uneda Model E (12 col.).....	80.00	80.00	80.00	80.00
Uneda Model 500 (7 col.).....	90.00			90.00
Uneda Model 500 (9 col.).....	90.00 95.00	95.00 135.00	95.00 135.00	90.00 95.00
Uneda Model 500 (15 col.).....	135.00			135.00
Uneda Model 500 (15 col.).....	95.00		90.00	75.00 90.00
Uneda Monarch (6 col.).....	75.00		110.00	75.00 110.00
Uneda Monarch (8 col.).....	75.00		79.50	79.50
Uneda Monarch, 25c.....	79.50	79.50	79.50	79.50
J-Pop-It.....	195.00	195.00	195.00	195.00
U-Select-It.....	49.50	45.00 49.50	49.50	49.50
Victor Baby Grand.....	11.00	11.00	9.95 11.00	11.00
Watling Scale.....	89.50			
Watling Fortune Scale.....	119.50	119.50	119.50	119.50
Watling 200 Scale.....	160.00	160.00	160.00	160.00

## Rowe Announces Ice Cream Bag For Routemen

NEW YORK, April 11.—Officials of the Rowe Manufacturing Company announced the firm is producing an ice cream carrying bag for use by servicemen priced at \$12.50. They said the bag, when packed with five pounds of dry ice on top, would keep ice cream from melting for eight hours. Without ice, they added, ice cream would be kept long enough to service a vendor. The bag measures 17.5 by 12 by 10 inches and will hold four standard boxes of 24 popsicles or sandwiches each. Insulation is of spun glass. Both interior and exterior is of heavy duck, with a re-inforced handle and a heavy duty zipper.

## Trans-Canada Named Apco Distributor

NEW YORK, April 11.—Melville Rapp, vice-president of Apco, announced that Trans-Canada Distributing Company, Ltd., Montreal, had been appointed Canadian distributor for Arco venders. Rapp said Louis Dettner, Trans-Canada head, would appoint sub-distributors in each of the Canadian provinces. The firm will carry a complete inventory of SodaShopee as well as spare parts, plus a complete package including cups, sirup and tanks. The Montreal office also will serve as a customer service depot.

**"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.

**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

**WHAT ARE YOU VENDING?**  
Stick Gum? Ball Gum? Tab 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

**BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL**  
New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. .... 24c lb  
Clor-o-Vend Ball Gum, 140 & 210 ct. .... 40c lb  
Clor-o-Vend Chicks, 275 & 320 ct. .... 45c lb  
Chicle Chicks, 320 & 520 ct. .... 36c lb  
Bubble Chicks, 320 & 520 ct. .... 30c lb  
These LOW prices F.O.B. factory  
**AMERICAN CHEWING PRODUCTS CORP.**  
Mt. Pleasant & Fourth Aves.  
Newark 4, N. J.

**TOPPER DELUXE**  
Globe or 1/2 Cabinet style  
**\$56.80**  
For Four Spanish Peanuts, 30 lb. ctns., 266 lb. Blanched Virginia Peanuts, 30 lb. ctns., 226 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.

**THIS IS NEW!**  
**5c HOROSCOPE SCALE**  
TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.  
TWO MACHINES IN ONE... A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.  
**SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH**  
**NOT A NOVELTY BUT AN INVESTMENT**  
**WATLING MFG. CO.** 4650 W. FULTON ST. CHICAGO 44, ILLINOIS

**Precision-Built for PROTECTION & PROFITS!**  
**ACORN ALL-PURPOSE VENDOR**  
The only completely die-cast aluminum, precision built  
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**  
**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.  
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

**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 35c for complete samples and low, low prices.  
**FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS**  
**PENNY KING CO.** 2538 MISSION STREET PITTSBURGH 3, PA.

**BASEBALL TOP**  
Spin the top... play is indicated when top stops spinning.  
PLASTIC ..... \$3.00 per M  
SILVER PLATED .. \$6.50 per M  
A Natural tie-in with baseball season. Complete game of baseball may be played. Hexagon-shaped, 3/4" diameter. Plays indicated—1, 2, 3 bases, home run and out. Embossed on top. Everyone will love playing with this sensational top. Also: A complete line of charms and feature items. All charms F.O.B. New York City, N. Y.  
**PAUL A. PRICE COMPANY, 55 LEONARD STREET, NEW YORK CITY 13**

**Mr. Operator . . .**

A battery of **BABY GRAND DE LUXES** and **ROCKET CHARMS** will send you back to your Victor Distributor again and again and again with repeat orders.

**IMPORTANT: ONLY A SPECIALLY BUILT BABY GRAND DE LUXE WILL VEND ROCKET CHARMS**

**This Is What Operators Are Saying About Victor's ROCKET CHARMS and BABY GRAND DE LUXE . . .**

" . . . 12 Baby Grand Deluxe and Rocket Charms on test location in this area emptied on average of every 8 to 10 days . . . "

C. B.—Green Bay, Wisc.  
"I made a net gross return of \$199.20 on 17 Baby Grand machines with Rocket Charms in 4 weeks . . . "

M. H.—Dallas, Texas

" . . . the Rocket Charm vender . . . has grossed \$172.10 for the past two months . . . the machine sold empty . . . in ten days."

M. E.—Dallas, Texas

" . . . we have just finished checking 8 machines with Rocket Charms and after commission . . . we had \$93.90, or \$11.73 per unit for the first ten days."

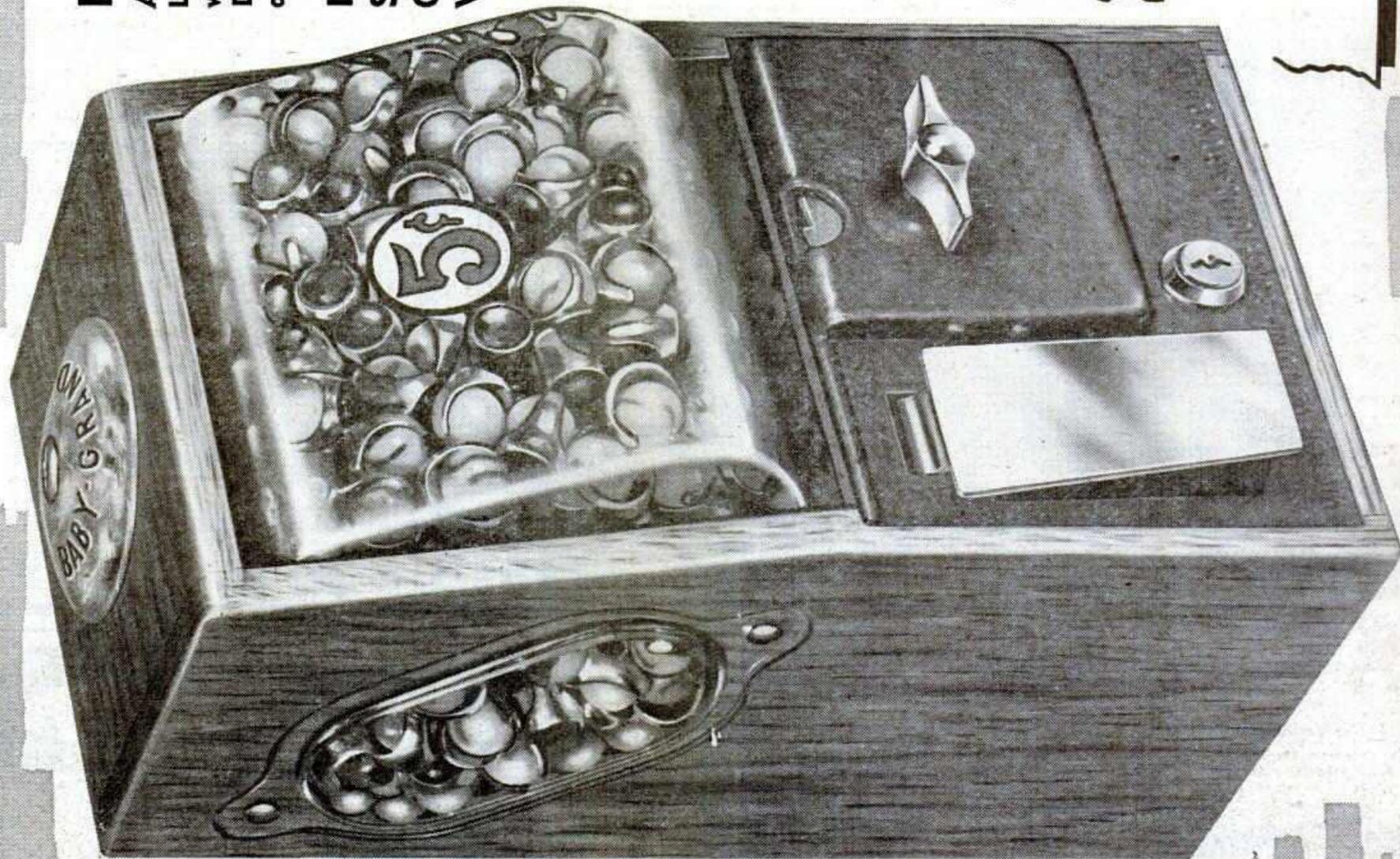
V. R. H.—Dallas, Texas

"This machine (Baby Grand with Rocket Charms) has grossed . . . \$150 during the two months it has been on location. . . ."

C. N.—Dallas, Texas

" . . . one of the finest money earners we've ever had on location. Baby Grand with Rocket Charms has been grossing about \$12 to \$15 every ten days. . . ."

J. N.—Chicago, Ill.



**Big Big!**

is the **WORD** for

**VICTOR'S**

NEW COMBINATION

**ROCKET CHARMS**  
and  
**BABY GRAND DE LUXE**

Featuring all the earning power that can be packed into a Bulk Vender . . .

Test locations show that **ROCKET CHARMS** and **BABY GRAND** empty in 4 to 5 days. **BABY GRAND** holds 500 **ROCKET CHARMS**.

1 Baby Grand Deluxe (5c Play) . \$14.50    4 Baby Grand Deluxe . \$57 per case of 4  
500 Rocket Charms . . . . . 10.00    2000 Rocket Charms . 40

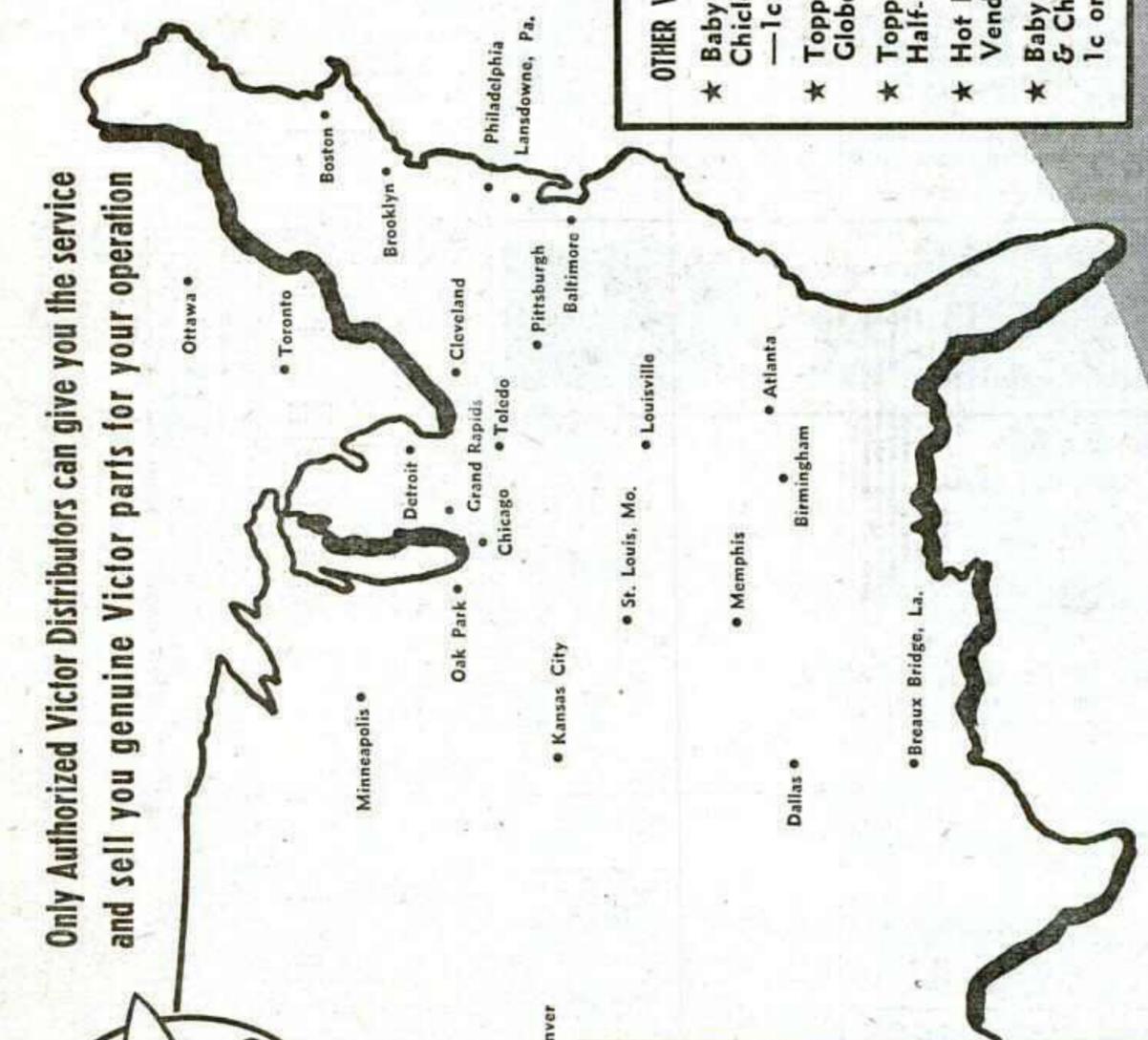
Total cost of single deal . . . . . \$24.50    Total cost of case deal . \$97

Your Gross Profit at 5c per play is \$50 per 1,000

Wherever you are...  
 There is a VICTOR distributor available to handle  
 your orders for BABY GRAND and ROCKET CHARMS



Only Authorized Victor Distributors can give you the service  
 and sell you genuine Victor parts for your operation



CONTACT YOUR NEAREST VICTOR DISTRIBUTOR . . .

- Listing is Arranged Alphabetically by Cities*
- |                                                                            |                                                                                      |                                                                    |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| 1 ATLANTA, GA<br>H. B. Hutchinson<br>860 North Ave., N. E.                 | 10 CLEVELAND 8, OHIO<br>Confection Sales Co.<br>10008 St. Clair                      | 20 MINNEAPOLIS, MINN.<br>Ellingsworth Supply Co.<br>659 Adams St.  |
| 2 BALTIMORE 2, MD.<br>Parkway Machine Corp.<br>715 Ensor St.               | 11 DALLAS, TEXAS<br>Graft Vending Mach. & Supply Co.<br>2841 W. Davis St.            | 21 OAKLAND, CALIF.<br>Standard Specialty Co.<br>5115 E. 14th       |
| 3 BIRMINGHAM, ALA.<br>Birmingham Vending Co.<br>540 Second Ave., N.        | 12 DENVER 19, COLO.<br>Star Vending Co.<br>510 West 4th Ave.                         | 22 OAK PARK, ILL.<br>R. H. Adair Co.<br>6926 W. Roosevelt Rd.      |
| 4 BOSTON 20, MASS.<br>Champion Nut & Chocolate Co.<br>1194 Tremont St.     | 13 DETROIT 5, MICH.<br>Hill Vending Service<br>11240 Minden Ave.                     | 23 OTTAWA, CANADA<br>Regent Vending Machines, Ltd.<br>779 Bank St. |
| 5 BREAUX BRIDGE, LA.<br>LeBlanc Vending Co.<br>P. O. Box 324               | 14 GRAND RAPIDS, MICH.<br>Miller-Newmark Distributing Co.<br>42 Fairbanks St., N. W. | 24 PHILADELPHIA, PA.<br>Veedco Sales Co.<br>2124 Market St.        |
| 6 BROOKLYN 3, N. Y.<br>Pioneer Vending Service<br>590 Albany Ave.          | 15 KANSAS CITY 1, MO.<br>Bernard K. Birrerman<br>4709 E. 27th St.                    | 25 PITTSBURGH, PA.<br>Sidmore Vending Co.<br>2137 Fifth Ave.       |
| 7 CHICAGO, ILL.<br>Devices Novelty Sales Co.<br>1624 N. California         | 16 LANSDOWNE, PA.<br>Roy Torr<br>590 Albany Ave.                                     | 26 ST. LOUIS, MO.<br>I. Rosenfeld Co.<br>3218 Olive St.            |
| 8 CHICAGO 22, ILL.<br>Logan Distributing Co.<br>627 Milwaukee Ave.         | 17 LOS ANGELES 6, CALIF.<br>Ace Vending & Distributing Co.<br>2702 W. Pico Blvd.     | 27 TOLEDO 14, OHIO<br>Arthur Graeff<br>3121 Strathmoor             |
| 9 CLEVELAND, OHIO<br>Cleveland Coin Machine Exchange<br>2021 Prospect Ave. | 18 LOUISVILLE, KY.<br>Gardner & Lose, Inc.<br>2611 Halle Ave.                        | 28 TORONTO 4, CANADA<br>Tiverton Enterprises<br>738 Lansdowne Ave. |

For information on "ROCKET CHARMS" Contact

EVERETT GRAFF, 2841 W. Davis St., Dallas, Tex. Phone Yale 8323

- OTHER VICTOR PRODUCTS
- ★ Baby Grand DeLuxe Chiclé Treats Vender —1c Play
  - ★ Topper DeLuxe Globe Style
  - ★ Topper DeLuxe Half-Cabinet Style
  - ★ Hot Pop Popcorn Vender
  - ★ Baby Grand DeLuxe & Chloro Treats—1c or 5c Play

**VICTOR VENDING CORP.** 5701-13 W. GRAND AVENUE  
 CHICAGO 39, ILLINOIS  
 Manufacturers of the Famous Line of TOPPER Venders

DETROIT TEST

Contract Validity Upheld in Court

DETROIT, April 11. — An important legal principle in the coin machine business was established as the result of a ruling by Common Pleas Judge L. Eugene Sharp on April 2, sustaining the validity of game, juke and vending location contracts.

headed the Marston Distributing Company, as counsel for the defendant.

As a result of the court's ruling, counsel and principals in the case agreed to terminate the case with the operator taking an 18-month extension of the contract in place of damages. The contract had five months still to go under the original terms.

Important

"It is a very important decision for the operator, who is making a very large investment in the purchase of equipment," Ackerman said. "He will know that he has some substantial protection, and is not just at the mercy of the location owner to put him out at will."

The basic decision also applies

Jack Kelner Named Tobacco Table Prez

CHICAGO, April 11.—Jack Kelner, Kelner Vendors, was recently named president of the Chicago Tobacco Table, a service club composed of tobacco executives.

Kelner, who heads his own cigarette vending operation which he pioneered in this section, also is a distributor for National Vendors, St. Louis.

to shuffleboards, cigarette machines, and all other types of vending and amusement machines.

"This does not mean that the operator can abuse the location owner, however," Ackerman warned. "If he does not give proper service and change records in a reasonable length of time, he can, of course, be thrown out. Incidentally, that was the defense used in this case, that the services were not answered in a reasonable time."

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.

Table with columns for machine names and prices across four issues: April 11, April 4, March 28, and March 21. Includes entries like ABC (United), Across-the-Board (United), All Star Basketball (Gottlieb), etc.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES. REGULAR CLASSIFIED (Minimum \$3), DISPLAY CLASSIFIED (Minimum \$6). ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Agents, Distributors

CLOCK RADIO. Coin operated. Beautiful blonde cabinet. Exclusive territories available. Cash in on this new and original fast-selling item.

Business Opportunities

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story.

Help Wanted

Salesmen calling on Clubs to sell non-coin operated games; low priced, fast sellers, high commissions.

\$50,000 Annually for Next 2 Years— If you are an experienced vending machine salesman—and are capable of thinking in these figures, we want to talk to you.

Parts, Supplies & Services

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices.

USED 1c-5c CANDY, NUT, BALL GUM, TAB GUM VENDERS. BOUGHT-SOLD. TUBULAR COIN WRAPS—1c to 50c.

Stamp Folders, direct from manufacturer, at lowest price. City Distributors, 145 Ainslie St., Brooklyn, N. Y.

Stands, heavy cast iron, \$4.25 ea.; \$4 ea. in lots of 6. Wall Brackets, Coin Counters, Ball Gum, Chloro-Treats, Chiclé-Treats, Candies, Nuts, parts for Victors and Silver Kings; write for free price list.

"The Charm Center," introducing and supplying the latest in charms; Light Bulbs, False Teeth, Harmonicas, Knives, Compasses, Whistles; metal, plastic, etc.; largest selection; write for free list.

Write for free list on Bulk Vendors, Counter Games, Stamp Machines, Merchandise Arrow Vending Machine Co., 102-17 Roosevelt Ave., Queens 68, N. Y.

Routes for Sale

Cigarette Vending Route for sale, approx. 550 machines on location, in California. Box 616, The Billboard, Chicago 1, Ill.

26 United 10th Frame Bowlers; prizes on machines; \$14,000 cash buys it. Ed Rogel, 212 Smith St., Joliet, Ill.

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.

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.

Chicago Coin Bowling Alley, 6 player, formica top, \$225; Silver Bullets, \$125; Dale Gun, \$50; Seeburg Bear Gun, \$225; take all for \$600; 3 Hunter Ball Gum Pistols, like new, with stands \$100 cash. ABC Coin Machine Co., 2509 S. Presa, San Antonio, Tex.

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 vender, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Coin operated Kiddie Rides, practically new; write for prices. Brass, 805 W. Mercury, Butte, Mont.

For Sale—Arcade-Type Machines: Total Roll, \$15; Chicoin Goalee, \$25; Quizzer with film, \$35; United Team Hockey, \$29.50; Bally Speed Bowler, \$35. Counter Games; Pikes Peak, \$25; Duck Hunter Penny Target Games, vends Ball Gum, \$17.50; Penny Grip Machine, \$12.50; Wurlitzer Counter Model Juke Box, Model 61, \$49.50; Mills Lo-Boy Black Porcelain Scale, \$25; Seeburg 1940 model 20-record juke box, guaranteed running good, \$25; Wurlitzer 3025 Wall Boxes, \$5. 1/2 deposit, bal. C.O.D. Ace Music Co., Waukon, Iowa.

For Sale—4-Compartment Andrews Penny Bulk Venders and Stands, excellent condition, selling because of ill health. Mary Mullen, Lansing, Iowa.

For Sale—Complete Arcade, all or any part; priced right; write for information. Robert Wymen, 3433 Bevis St., Cincinnati 6, O.

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.

1c Masters, excellent condition; red and black porcelain finish; keyed alike, \$8.50 Young Vending, 2401 Fairway Dr., S. W. Roanoke, Va.

Reconditioned Silver Kings, 1c peanut, \$6.50; 5¢ Hot Nut, \$9.50; automatic 10¢ Popcorn Machines, \$39.50; reconditioned Vendall 5¢ Candy, \$85; Automatic Bowling Alley, 10¢ play, \$95; 4 Pop-Ups, 1¢ counter game, \$3 ea.; Mimeograph Machine, like new, \$15. Logan Distributors, 627 Milwaukee Ave., Chicago 22, Ill.

Sacrifice—25 Scientific Pokerinos, \$50 ea.; also 5 Scientific Skeeballs, two 2 1/2-gallon Taylor Frozen Custard Freezers. Write Box 183, Weirs, N. H.

Two Automatic Refrigerated Sandwich Machines, excellent condition, makes change. Rodgers the Caterer, 4038 Locust St., Philadelphia, Pa. EV 6-3120.

6 Challenger Hot Nut Venders, used 3 months, new \$150 ea.; sacrifice \$75 ea. C. F. Corn, Washington, Ind.

10 ARCTIC ICE CREAM VENDERS 72-bar capacity, 4 used slightly, only \$200 each; 4 Atlas Ice Cream Venders, \$375 ea. G & W VENDORS 2105 1/2 10th Ave., South Milwaukee, Wisc.

25 Bally Speed Bowlers, \$25; 6 Bally Baseballs, \$50; 3 Keeney Twins, \$50; all in working order. Berco Amusements, 229 Outwater Lane, Garfield, N. J.

Wanted to Buy

Large Cigarette Machine Route in any part of the country; all correspondence confidential; have highest trade references. Box 607, The Billboard, Chicago 1, Ill.

PASS THE WORD Must have 100 Chicago Coin Bowling Alleys with Blue Cabinets; will pay \$20 ea. Write or call Streamliner Coin, 663 N. Wells, Chicago 10. Phone: RAndolph 6-0879.

Went Northwestern—Model 33 Peanut, 40¢ 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.

Wanted to buy—Northwestern 49, Acorns, Toppers, DuGrenier Model N Cigarette Machines; state condition, make, model, price. Arrow Vending Corp., 102-17 Roosevelt Ave., Corona, N. Y.

Want 500 all types Five Ball Flipper Games; send list, state names, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif.

	Issue of April 11	Issue of April 4	Issue of March 28	Issue of March 21
Georgia (Williams).....	95.00	99.50		
Gizmo (Williams).....	35.00	49.50	35.00	49.50
Glamour (Bally).....			53.00	49.50
Globe Trotter (Gottlieb)....	145.00	145.00		75.00
Gold Cup (Bally).....	24.50	55.00	24.50	59.50
Golden Gloves (Chicago Coin)	69.50	75.00(2)	69.50	75.00
Grand Award (Chicago Coin)...	35.00	35.00		95.00
Handicap (Williams).....	195.00			35.00
Happy Go Lucky (Gottlieb)...		\$139.50		
Harvest Time (Genco).....	65.00	109.50	65.00	109.50
Hayburner (Williams).....	124.50	125.00	124.50	125.00
Hit-a-Homer.....	140.00	155.00	150.00(2)	139.50
Hits and Runs (Genco).....	165.00	155.00	165.00	150.00(2)
Hit 'N' Run (Gottlieb).....	22.50	22.50	22.50	22.50
Hit Parade (Gottlieb).....	65.00	65.00	65.00	65.00
Holiday (Chicago Coin).....	150.00(2)	150.00	150.00	160.00
Holiday (Keeney).....	29.50	29.50	29.50	29.50
Holiday (Williams).....	39.50	39.50	39.50	39.50
Hong Kong (Williams).....	259.50	259.50	259.50	259.50
Horsehoes (Williams).....	175.00	199.50	199.50	225.00
Hot Rod (Bally).....	159.50	139.50	159.50	159.50
Jack and Jill (Gottlieb).....	99.50	99.50	89.50	99.50
Jalopy (Williams).....		49.50	49.50	49.50
Jockey Special (Bally).....	175.00	150.00(2)	175.00	175.00
Joker (Gottlieb).....		175.00		
Judy (Exhibit).....	45.00	54.50	45.00(2)	54.50
Jumping Jack (Genco).....		105.00		54.50
Just 21 (Gottlieb).....	99.50	99.50	99.50	99.50
King Cole (Gottlieb).....	265.00	285.00	295.00(2)	310.00
King Pin (Chicago Coin)....	295.00(2)	295.00(2)	310.00	310.00
K. C. Jones (Gottlieb).....	20.00	69.50	39.00	49.50
Knock Out (Gottlieb).....		69.50	69.50	69.50
Leader (United).....	49.50	49.50	49.50	49.50
Lite-a-Line (Keeney).....	95.00	124.50	50.00	95.00
Long Beach (Williams).....		99.50	124.50	
Lucky Inning (Williams)....	129.50	129.50	55.00	129.50
Madison Square Garden	50.00	69.50	69.50	75.00
(Gottlieb).....	75.00	79.00	79.00(2)	99.50
Majors (Chicago Coin).....	99.50	99.50		
Major League.....				
Majors of '49 (Chicago Coin)				
Majorette.....				
Manhattan (United).....				
Mardi Gras.....				
Maryland (Williams).....				
Mercury (Genco).....				
Merry Widow (Genco).....				
Minstrel Man (Gottlieb)....				
Moon Glow (United).....				
Niagara (Gottlieb).....				
Nifty (Williams).....				
Oklahoma (United).....				
Old Faithful (Gottlieb)....				
Olympics (Williams).....				
One, Two, Three (Genco)....				
Oasis (Exhibit).....				
Palm Beach (Bally).....				
Paradise (United).....				
Paratrooper (Williams).....				
Phoenix (Williams).....				
Photo Finish (Universal)....				
Pin Bowler (Chicago Coin)...				
Pinch Hitter (United).....				
Pinky (Williams).....				
Playland (Exhibit).....				
Playtime (Exhibit).....				
Puddin' Head (Genco).....				
Punchy (Chicago Coin).....				
Quarterback (Williams).....				
Quartette (Gottlieb).....				
Rag Mop (Williams).....				
Rainbow (Williams).....				
Ramona (United).....				
Red Shoes (United).....				
Rip Snorter (Genco).....				
Rockette.....				
Rose Bowl.....				
St. Louis (Williams).....				
Sally (Chicago Coin).....				
Saratoga.....				
Screwball (Genco).....				
Sea Jockeys (Williams).....				
Select-a-Card (Gottlieb)....				
Serenade (United).....				
Set Shot Basketball.....				
Shanghai (Chicago Coin)....				
Shantytown (Exhibit).....				
Sharpshooters (Gottlieb)...				
Shoot the Moon.....				
Shoo Shoo (Williams).....				
Show Boat.....				
Skill Pool (Gottlieb).....				
Sluggest.....				
South Pacific (Genco).....				
Spark Plug (Williams).....				
Special Entry (Bally).....				
Sportsman (Williams).....				
Spot Bowler (Gottlieb).....				
Spot-Lite (Bally).....				
Springtime (Genco).....				
Stars (United).....				
Star Dust (United).....				
Steeplechase.....				
Stop and Go (Genco).....				
Summer Time (Gottlieb)....				
Sunshine Park (Bally).....				
Super Hockey.....				
Super World Series				
(Williams).....				
Teestakes (Williams).....				
Teetheart (Williams).....				

# Coinmen You Know

Continued from page 85

actually peps up his route and brings increased earnings.

At the Miami Manufacturers' Exposition, held at Dinner Key Auditorium, Florida Citrus Mutual featured a variety of vending machines designed to sell the public on this new medium of dispensing fruit juices. Long lines of persons queued up to receive sample cups full of the nutritious juices. A Mills venter was set up with fresh frozen grapefruit juice on one side and frozen orange juice on the other. Another 10-cent seller was a combination grape juice and orange juice venter put out by the Welch Grape Juice Company to advertise its product. It holds a maximum of 900 cups of liquid. A variety of counter-type dispensers also was displayed at the exhibit. Florida Citrus Mutual is pushing its drive to promote juice venders and recently adopted a policy of financing the sale of juice machines to location owners.

Ruth Michaelson, Long Island Music Company, Brooklyn, and her daughter Enid are vacationing here and seeing a good deal of Raoul and Doris Shapiro... Dave Engel, Dade Vending Company, doesn't have far to go now for his legal work. His son Max recently passed the Florida bar examination.

Miami Beach is literally mobbed with tourists but businessmen agree that the visitors are spending less this year. Most of the hotels appear to be filled and the sunburned visitors are still queuing up at mealtime in front of the more popular restaurants.

More Pepsi-Cola vending machines are cropping up at Miami most of them geared to a dime. On the other side of Biscayne Bay, the Miami Daily News has a 5-cent Pepsi machine in its composing room.

Eddie Petrocine, North Dade Amusement Company, is one of the most youthful-looking grandfathers to be found anywhere. His daughter, Mary, and son-in-law Jimmy Phillips recently became the parents of a daughter, Deborah June.

John Hofer has been added to the sales force of Pan American Distributing Company, the phonograph record subsidiary of Taran Distributing Company. Hofer comes here from Charleston, W. Va., where he managed the Red Robin Record Shop.

## New York

Morris Kahan, County Enterprises, is home recovering from a nose operation. His partner, Larry Serlin, is vacationing in Florida, with Lou Price holding down the fort. Charlie Heridia, Music Service, Inc., is vacationing in Spain, where he plans to remain for a few weeks.

Cpl. Gilbert Sonin, son of

Marty Sonin, local juke box operator, is due home in June after 11 months in Korea. Marty's other son, Jason, will be barmitzvahed soon... The first floor model of Riteway Sales' Tank Ride arrived at Nat Cohn's Friday (10). Models are now on their way to Riteway distributors throughout the country.

Tony Guiliano, Merry-Go-Round Arcade, West Haven, Conn., was on 10th Avenue buying equipment last week as was Ben Sterling, Rocky Glen Park, Moosic, Pa. ... Charlie Katz is holding down the fort at National Kiddie Rides, while Hymie Rosenberg is on his cross-country sales trip. ... Al Gilbert, executive secretary of the coinmen's union, reports there are more potential buyers of game routes than there are routes available. ... Operators here are doing well with the Fifth and 10th Frame double score features on Chicago Coin and United Shuffle games.

## Detroit

Vincent A. Meli has moved the Meltone Music Company to a downtown location and is continuing plans for expansion in both music and cigarette machine fields. Meli bought the apartment building which houses his new headquarters, and is incorporating the Meli-Dy Realty Company to handle the property. ... Irving B. Ackerman, counsel for a number of leading coin machine organizations, has been reappointed to the Board of Supervisors for Wayne County. ... Fred Chlopan, president of the Detroit Shuffleboard Association,

returned from a month's vacation at Fort Lauderdale, Fla., enthused with plans for new activity in the field of house leagues, to be activated this summer under the direction of John C. Westerdale, director of league play for the organization. ... Roy Arnold has closed the office of the Nation Wide Distributing Company. The firm sold coffee venders and was formerly on Grand Boulevard.

Paul B. Cousino and Roger F. Monteen, Monteen Vending Company, have built a small diversified route of nickel and penny candy and gum venders. They also have a number of fortune-telling units. Cousino is serving as the active manager of the business, while Monteen is taking a full time course at Wayne University. ... Myron Alpert, Detroit attorney, and Al Wagner, scion of a well-known local show family, have established a cigarette machine route. The firm is known as the Detroit Vending Company. They may add other machine lines later. Al is the son of the late Henry Wagner, owner of major amusement parks in the Motor City area for forty years.

## Pittsburgh

Michael Ballinger, Acme Vending Machine, reports juke box play up because people are getting tired of TV. ... Sidney Reinwasser, local coin machine operator, is carrying GE, Crosley, Admiral, and Westinghouse portable and clock radios. ... S. LaScola reports that the juke box business seems to get along better when there are a number of hits coming along at one time.

## Tentative Program Set For '53 NCWA Convention

WASHINGTON, April 11.—A tentative program for the 1953 National Candy Wholesalers Association's convention and exposition, to be held in Chicago's Conrad Hilton Hotel August 2 thru 5, was announced this week by the NCWA executive committee.

The convention will open Sunday, August 2 with a meeting of the NCWA board of directors, to be followed by a preview of the Nation's Complete Candy show that evening. The first business session of the convention will be held the following morning, with the grand opening of the exposition set for the afternoon.

The second session is slated for Tuesday morning, August 4, with an afternoon executive meeting for wholesale members only, followed by the annual election of officers.

The third general session will convene on the final day of the convention, with the annual banquet set for the evening.

Named convention attendance chairmen were Ralph A. Schewe, Merrill, Wis., general chairman, and the following regional chair-

men: Fred E. Owens, Rome, N. Y.; Sam E. Sawyer, Elba, Ala.; Berkeley K. Smith, Waterloo, Ia., and Jack Beatty, Albuquerque, N. M. Official reservation forms for rooms at the headquarters hotel and exhibit layouts are available to wholesalers, manufacturers, traveling men or raw material suppliers on request from the NCWA office at 1424 K Street, N. W., Washington.

## New Detroit Firm Plans Major Ice Cream Operations

DETROIT, April 11.—Plans for a large scale operation in the ice cream vending field are being made here by the newly incorporated United Vending Corporation. The firm, in which United Dairies, Inc., owns stock, has been capitalized at \$50,000.

General salesmanager of new company is Alfred G. Deratany, who has been active in the ice cream vending field for some years. He sold out his half-interest as a partner in the International Ice Cream Vending Company two and a half years ago to a partner, Nathan Flaisher. In the past two months, since Deratany took over active management and promotion of the program at United, the firm has placed 45 ice cream venders on location. Ultimate plans are to place about 400 machines in this area. While locations will be chiefly in industrial plants, retail stores will also be included.

Present plans are for ice cream vending only.

## Lorillard Registers Debentures With SEC

New York, April 11 — A registration statement covering \$22,500,000 of 25-year debentures and 356,573 shares of common stock was filed by the P Lorillard Company with the Security and Exchange Commission. Proceeds will be applied to reduction of short-term bank loans incurred to finance inventory required by increasing bank volume. Current figure on these loans is \$56,700,000.

The common stock will be offered to current stockholders on the basis of one new share for each seven held. Lehman Bros. and Smith, Barney & Company will head the underwriting group.

	Issue of April 11	Issue of April 4	Issue of March 28	Issue of March 21
Tampico (United).....	64.50	79.50	64.50	79.50
Tahiti (Chicago Coin).....			59.50	64.50
Telecard (Gottlieb).....		49.00	79.50	64.50
Tennessee (Williams).....		29.50	69.50	79.50
Texas Leaguer (Keeney).....	49.50	50.00	49.50	50.00
Thing (Chicago Coin).....	45.00	89.50	45.00(2)	99.50
Three Feathers (Genco).....		64.50	64.50	64.50
Three Musketeers (Gottlieb)...		85.00	85.00	85.00
3-4-5 (United).....		135.00	125.00	135.00
Thrill (Chicago Coin).....	29.50	35.00	29.50	35.00
Touchdown (United).....		165.00	165.00(2)	165.00
Trade Winds (Genco).....	29.50	49.50	29.50	49.50
Trigger (Exhibit).....		100.00	99.50	100.00
Trinidad (Chicago Coin)....	35.00	49.50	35.00	49.50
Triple Action (Genco).....				35.00
Triplets (Gottlieb).....	85.00	95.00(2)	85.00	95.00(2)
Tri-Score (Genco).....	69.00	89.50	69.00(2)	89.50
Tumbleweed (Exhibit).....	65.00	75.00(2)	75.00(2)	75.00(2)
Turf King (Bally).....		75.00	85.00	75.00
Tucson (Williams).....		44.50	44.50	44.50
Twenty Grand (Williams)....		175.00		
Utah (United).....	59.00	84.50	59.00	84.50
Watch My Line (Gottlieb)...		85.00(2)	85.00	85.00
Wild West (Gottlieb).....			165.00	
Winner (Universal Industries).....	49.00	55.00	49.00	55.00
Wisconsin (United).....	65.00	99.50	65.00	99.50
Wizard.....	34.50	35.00	34.50	35.00
Zingo (United).....		49.50	49.50	49.50

### Canadian Show Okay

TORONTO, April 11. — Reg Gilchrist, head of R. C. Gilchrist Company, coin machine distributors, reports response from location owners at the convention of the Canadian Restaurant Association last week was encouraging. Gilchrist has had a display at the show for the last four years.

### Pepsi-Cola's '52 Net Tops 1951

NEW YORK, April 11. — Net income of the Pepsi-Cola Company for 1952 topped the 1951 income by more than a million, according to a statement by Alfred N. Steel, president of the firm.

The annual report listed last year's net income at \$3,880,362, compared with \$2,632,181 in 1951. Gross profit on sales was \$35,002,415, against \$30,216,383 the year before, while pre-tax earnings rose to \$7,935,126 from \$4,192,890.

Net working capital at the end of 1952 was \$16,410,772—The highest in the company's history. Stockholders' equity was a record \$29,001,926, compared with \$26,817,393 a year earlier.

Expenditures for improvements last year, including vending machines and plant construction, total \$3,935,000, compared with \$8,791,000 in 1951.

### Want Arcade Equipment Cash Waiting

- Ex. Six Shooter
- Ex. Gun Patrol
- Shoot-the-Bear
- Sky Fighter
- Ace Bomber
- Drive-Mobile
- Night Bomber
- Chi. Coin Midget
- Skee Ball and Basketball
- Wm. World Series
- Bally and Keeney Guns

Also all Exhibit, Mutoscope and other Arcade Machines.

### ECONOMY SUPPLY COMPANY

579 Tenth Ave. New York 36, N. Y. BRyant 9-6677

## The Best Games Sold . . . Anywhere!

**TOP BUYS! 5-BALL GAMES TOP QUALITY!**

BASKETBALL . . . \$ 95	HAYBURNER . . . \$125	ROCKETTE . . . \$ 85
CAMPUS TOWER . . . 65	KNOCKOUT . . . 75	SEA JOCKEY . . . 125
CONTROL TOWER . . . 95	LUCKY INNING . . . 35	SLUG FEST . . . 135
DALLAS . . . 60	MAJORETTES . . . 145	SHOO SHOO . . . 90
DE-ICER . . . 75	OLD FAITHFUL . . . 85	SPARK PLUG . . . 145
DBLE. SHUFFLE . . . 65	PIN BOWLER . . . 80	SPOT BOWLER . . . 85
DREAMY . . . 75	PLAY LAD . . . 65	TRIPLETS . . . 95
FIGHTING IRISH . . . 75	RAG MOP . . . 95	TUMBLEWEED . . . 65
GEORGIA . . . 95		WATCH-MY-LINE . . . 85

**ORDER NOW! BINGO GAMES**

FROLICS . . . \$395

PALM BEACH . . . 450

ATLANTIC CITY . . . 375

SPOT LITE . . . 275

CONEY ISLAND . . . 295

BRIGHT SPOT . . . 195

BRIGHT LIGHTS . . . 95

UNITED A-B-C . . . 95

Williams LONG BEACH . . . 195

**ACE COIN COUNTER**

Counts coins, wraps them. Weighs less than 8 lbs. Complete with tubes and reset meter. Counts 16, 36, 104, 256.

**\$159.50**

**THE ONLY GENUINE DE LUXE FORMICA TOPS for UNITED SHUFFLE GAMES SPECIAL PRICES**

1-5 . . . \$15.00    6-10 . . . \$13.50

11-25 . . . 12.50    Over 25 . . . 11.50

**MISCELLANEOUS EQUIPMENT**

Seeburg BEAR GUN . . . \$250

Univ. WINNER . . . 55

Bally TURF KING . . . 145

Exhibit DALE GUN . . . 45

Bally UNDERSEA RAIDER . . . 95

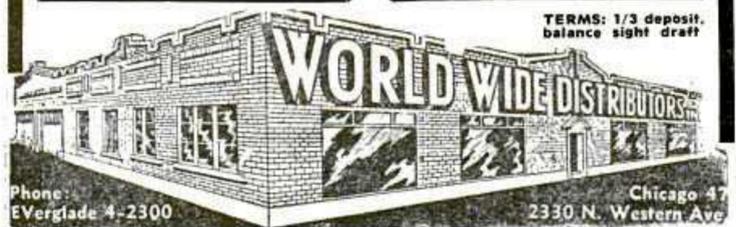
United MATCH-A-SCORE (New) . . . 35

Williams MUSIC MITE (New) . . . 145

Keeney KING PIN . . . 35

Keeney LEAGUE BOWLER . . . 125

TERMS: 1/3 deposit, balance sight draft



**WORLD WIDE DISTRIBUTORS**

Chicago 47  
2330 N. Western Ave.

Phone: Everglade 4-2300

## HERCULOCKS\*

### "Cops" in LOCKS!

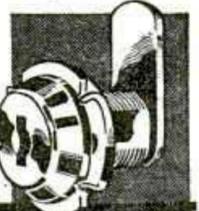
Coin machine operators favor Herculokeys because of these outstanding features:

**CONSTRUCTION**—In addition to rugged manufacture and positive locking action, only the Herculokey has the Gear-Tooth keyway . . . a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculokey key will fit.

**EXTRA PROTECTION**—Your key code is registered in our files under your name . . . reserved for your use. No danger of duplication or conflict in your territory.

Check into HERCULOKEYS now—for dependable security!

\*T.M. Reg. U. S. Patent Office



**ILCO**

**INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts**

**MONARCH EXTRA-VALUE BUYS!**

**SPECIAL!**

United Super Shuffle Alley, 6-Play . . . \$315

United Deluxe, 6-Play 275

United 10-Frame Star 410

Genco "400" . . . 215

• National 9-Col. Cigarette Vendors and Stoner 8-Col. Univerdors . . . WRITE

Write for latest Spring Bulletin—complete List of Equipment of all types, New-Used.

**SPECIAL! "POP" CORN SEZ 10¢ VENDORS RECONDITIONED LIKE NEW WRITE**

**NEW! Write for Prices!**

10th Frame Double Score—United Clover—Keeney 10 Player.

**CLAYT NEMEROFF • CHARLEY PIERI**

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**Monarch Coin Machine, Inc.**

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

	Issue of April 11	Issue of April 4	Issue of March 28	Issue of March 21
Air Defense (Kirk).....				
Air Raider (Keeney).....	\$119.00	\$119.00	\$119.00	\$119.00
All Stars (Williams).....			100.00	100.00
Astroscope 10c.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope).....	155.00	155.00	155.00	125.00
Bank Shots (American).....		250.00	285.00	250.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Inning (Bally).....	149.50	149.50	149.50	149.50
Solascro (Supreme).....	95.00	95.00	95.00	95.00
Bomber.....	65.00	65.00	65.00	65.00
Boomerang.....	45.00	59.50	45.00	59.50
Class Alley (Chicago Coin).....	20.00	24.50		49.50
Challenger (ABT).....		20.00	29.50	20.00
Champion Hockey.....			69.50	
Chicken Sam (Seeburg).....	85.00	105.00(2)	85.00	105.00(2)
Counter Grip (Mercury).....		150.00	150.00	150.00
Crusader Horse.....	34.50	34.50	34.50	34.50
Cupids Wheel.....	149.50	149.50	149.50	149.50
Dale Gun (Exhibit).....	49.50	65.00(3)	45.00	49.50
Defender (Bally).....	125.00	125.00	125.00	125.00
Deluxe Athletic Scale (Mercury).....	79.00	79.50	79.50	79.50
Derby, 4 Player (Chicago Coin).....	155.00	195.00	185.00	195.00
Drivemobile.....	295.00	295.00	295.00	245.00
Electric and Grip Test.....	79.50	79.50	79.50	79.50
Electricity Is Life.....	99.50	99.50	99.50	99.50
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope).....	150.00	150.00	150.00	150.00
Field Goal (Scientific).....	149.50	149.50	149.50	149.50
Glider.....		45.00		
Goalie (Chicago Coin).....	69.50	74.50	69.50	85.00
Gun Patrol (Exhibit).....	175.00	195.00	175.00	195.00
Heavy Hitter (Bally).....	29.50	49.50	49.50	65.00
Hi-Ball Striker (Exhibit).....	65.00	69.50	69.50	69.50
Hobby Horse.....	89.50	89.50	89.50	89.50
Hockey (Chicago Coin).....	49.50	65.00	49.50	65.00
Holly Crane.....		75.00	75.00	75.00
Horoscope (Watling).....		279.50	299.50	
Jack Rabbit (Amusement Corp.).....	95.00	95.00	95.00	95.00
Jeep and Fire Engine.....	249.50	249.50	249.50	249.50
Jet Gun (Exhibit).....	175.00	195.00	175.00	195.00
Jitters (Exhibit).....	125.00	125.00	125.00	125.00
Kicker & Catcher.....	18.50	29.50	18.50	29.50
Kissometer (Exhibit).....				175.00
Lite League.....	99.50	99.50	99.50	99.50
Love Meter (Exhibit).....	39.50	39.50	39.50	39.50
Merry-Go-Round.....	550.00	550.00	550.00	550.00
Metal Typer.....	375.00	375.00	375.00	375.00
Midget Movies.....	225.00	225.00	225.00	225.00
Midget Ski Ball (Chi. Coin).....	125.00	175.00	125.00	175.00
Model F (ABT).....	199.50	199.50	199.50	199.50
Palm Reader.....	20.00	20.00	20.00	20.00
Panoram.....	275.00	295.00	275.00	295.00
Parachute Gun (Seeburg).....		295.00(2)	295.00(2)	295.00(2)
Pen, Writer.....	95.00	95.00	95.00	95.00
Periscope.....	250.00	250.00	250.00	250.00
Photomatic (Mutoscope).....	250.00(early)	250.00(early)	250.00(early)	250.00(early)
Pikes Peak.....	250.00(late)	250.00(late)	250.00(late)	250.00(late)
Pistol Pete (Chicago Coin).....	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pitch 'Em & Bat 'Em (Scientific).....	29.50	29.50	29.50	29.50
Pokerino (Scientific).....	75.00	90.00	75.00	90.00
Pony Express (Exhibit).....		125.00		125.00
Pool Table (Edelco).....	185.00	185.00	185.00	125.00
Punch-A-Ball (Genco).....	85.00	99.50	85.00	99.50
Q-Ball (Scientific).....	245.00	225.00	245.00	225.00
Quizzer.....	75.00	75.00	75.00	75.00
Rapid Fire (Bally).....	95.00(2)	95.00(2)	95.00(2)	95.00(3)
Recordio (Wilcox-Gay).....	125.00	125.00	125.00	125.00
Rifle Range Ray Gun.....	125.00	125.00	125.00	125.00
Rocket Patrol.....	105.00	105.00	105.00	105.00
Shipman Art Show.....	450.00	450.00	450.00	450.00
Shocker (Acme).....	49.50	59.50	49.50	59.50
Shoot the Bear (Seeburg).....	24.50	24.50	24.50	24.50
Silver Bullet (Exhibit).....	225.00	235.00	225.00	235.00
Silver Gloves (Mutoscope).....	249.50(3)	245.00	210.00	225.00
Six Shooter (Exhibit).....	250.00	269.50	245.00	245.00
Skee Ball (Wurlitzer).....		249.50(3)	249.50(3)	249.50(2)
Ski Roll (Evans).....		269.50	269.50	269.50
Skill Gun (ABT).....	125.00	125.00	125.00	125.00
Skill Test (Groetchen).....	160.00	175.00	165.00	175.00
Sky Fighter (Mutoscope).....		195.00		195.00
Sky Pilot.....	150.00	150.00	150.00	150.00
Solar Horoscope.....	125.00	125.00	125.00	125.00
Star Series (Williams).....	39.50	39.50	39.50	39.50
Sub Gun (Keeney).....	59.50	59.50	59.50	59.50
	125.00	125.00	125.00	125.00
	100.00	100.00	100.00	100.00
	69.50	85.00	69.50	85.00
	100.00	139.50	85.00	100.00
	125.00(2)	125.00(2)	95.00	125.00(2)

### Penny Vend Gets Yonkers Bus Line Okay

NEWARK, N. J., April 11.—After extensive tests, starting late in 1952, the Yonkers (N. Y.) Railways has given the green light to the Penny Vend Corporation to install tab gum venders on 50 busses operated by the transit firm.

Paul Berkley, president of Penny Vend, said the venders had been tested on two busses of the line (The Billboard, January 31), and that installations on the other 48 busses were currently being made.

He added that the venders are still being tested on busses in Washington, in a New England city and on a New Jersey line. However, he pointed out that the tests probably would be continued for several months before any expansion on these lines would be undertaken.

**Operating Subsidiary**  
Penny Vend is an operating subsidiary of Transportation Vendors, Inc., here, manufacturer of the venders. The firm has been in business a little less than two years.

Ben Golob, Transportation Vendors president, said that the firm was stepping up its production of the venders, and had made some modifications on the units, mainly the addition of some chrome.

However, Golob said that the firm contemplates no major expansion plans for the next six months to a year. Berkley indicated that tests on other bus lines were in the offing, but he too said that the operating firm would go slowly on expansion plans.

### NBC Names Shoemaker

NEW YORK, April 11.—Perry M. Shoemaker, president of the Delaware, Lackawanna & Western Railroad, this week was named to the board of directors of the National Biscuit Company.



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- PIN GAMES
- MUSIC MACHINES

**Joe Ash**

We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention.

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**WURLITZER DISTRIBUTORS**  
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Clover Shuffle Alley, Cascade Shuffle Alley, Regulation Shuffle Alley, Showboat and Cabana.

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Saddle and Turf, Seven Player Spin Table.

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Golden Nugget Upright Ball Game.

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GIVE TO DAMON RUNYON CANCER FUND

# Newspaper Vender Made By L. A. Firm

SAN FRANCISCO, April 11.—A coin-operated newspaper vender, which its manufacturers claim to be "psychologically tamper proof," is being produced by the News Equipment Manufacturing Company, Oakland, Calif., a subsidiary of the Aladdin Heating Corporation.

The vender consists of a locked metal box on a four-legged stand. Insertion of a coin opens the lock. The assumption is that the buyer will take only one paper after the coin has unlocked the box. Manufacturers, who have location tested the vender in 25 cities, say this assumption holds true nearly all of the time.

A shatter-proof plastic front shows the newspaper front page above the fold. The operator can adjust the coin mechanism so the box will operate for either daily or Sunday papers. The rack itself holds about 43 papers (about 30 pages each). The manufacturers claim that the vender enables news dealers to distribute papers at night, on Sundays to locations previously considered poor risks. Also, it was pointed out, the papers stay clean and dry in all weather. The vender sells for \$50, with discounts for larger orders.

# Am. Tobacco Sales Reported On Rise

NEW YORK, April 11.—Paul M. Hahn, president of American Tobacco Company, told the firm's stockholders that dollar sales and domestic unit sales for the first two months of 1953 were higher than for the corresponding period last year.

He added that the dollar sales for the 1953 period do not reflect the recent increases in cigarette prices which became effective after the termination of price controls.

The stockholders again defeated a proposal for cumulative voting for directors advanced by three individual stockholders. This is the fifth consecutive year the proposal has been defeated.

# Conn. Group

Continued from page 78

down, and that costs would at the same time somehow decrease, but when all has been said and done, their hopes have failed.

"Only in unanimous, concerted, bold action will operators—not only in Connecticut but throughout the country—succeed by placing the best of equipment in their locations at a dime. This is the only conceivable method of elevating the business to a proper level of profit."

The CSCA president reminded the coin operators that "at no one time should anyone in the coin industry forget that he's in a public service industry, serving the public with entertainment, relaxation."

He urged, too, that Connecticut coin machine men take "an ever-increasing part" in State public service work, such as benefits for charities and the like.

Fish praised the action of Mac Perlman, of the Atlantic-New York Corporation, Seeburg distributor, in placing a Seeburg juke box in the lobby at Loew's Poll Theater, in downtown Hartford, in conjunction with M-G-M's "I Love Melvin."

"This is concrete evidence that a coin machine distributor is going out of his way to show both public and industry that he wants to provide service, service and more service," he said.

The juke box is being used to plug film tunes.

# Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

## Chocolate Sales Rise

Manufacturers' sales of confectionery and competitive chocolate products in February totaled \$83,063,000, a 1 per cent drop from \$83,802,000 in sales racked up in February, 1952, and a 5 per cent decline from January's \$87,060,000 sales, the Commerce Department has reported. Sales for January and February combined reached \$170,123,000, according to reports from about 400 chocolate manufacturers, accounting in 1950 for 87 per cent of chocolate sales.

Some 46,529,000 pounds of chocolate bar goods, valued at \$19,124,000, were sold in February, while 18,462,000 pounds of bulk goods (including penny goods), worth \$4,811,000, were sold during the same period. Sale of 5 and 10-cent specialties accounted for an additional 9,406,000 pounds, worth \$3,408,000, Commerce figures show.

## Cigarette Use Up

Domestic consumption of cigarettes during 1953 will be "as large or larger than 1952" while tobacco leaf exports are "likely" to top the 1952 peace-time low of 395,000,000 pounds, the Agriculture Department predicted this week.

Farmers are preparing to plant 1,659,000 acres of tobacco this year, about 6 per cent less than the 1,776,000 acres planted last year, Agriculture reported. In the seven-month period ending with January, consumption of cigarettes was nearly 4 per cent above the corresponding period of 1952, Agriculture said.

## Bottle Shipments

Shipment of 459,282 gross of returnable glass beverage bottles in February was considerably above the 353,911 gross shipped in January but slightly below the 489,999 gross mark established in February, 1952. Production since the first of the year also stepped up with 687,433 gross rolling off the assembly line as against 565,637 in January.

## Sugar Distribution

Agriculture Department has reported that 1,120,463 short tons of sugar were distributed for U. S. consumption during January and February, compared with 1,122,318 short tons for the same period last year. Total includes deliveries for U. S. military forces at home and abroad. Stocks of sugar on hand February 28 totaled 1,513,221 short tons, as against 1,472,970 last year.

At the same time, the Bureau of Customs reported that 393,682,472 pounds of unrefined sugar have been imported for the first quarter of 1953 under the terms of the Philippine Trade Act of 1946. Quota of Philippine sugar imports, both refined and unrefined, is limited to 1,904,000,000 pounds annually.

## Almond Imports

Nearly 5,107,000 pounds of almonds have been imported since October 1, approaching the 12-month quota of 7,000,000 pounds, the Bureau of Customs announces. Customs also reported that 2,681,332 pounds of walnuts were imported during the first three months of this year; calendar year importation of walnuts is limited to 5,000,000 pounds.

At the same time, the Department of Agriculture announced the selection of six members and their alternates to serve on the Filbert Control Board, which administers the Federal marketing agreement and order regulating

the handling of filberts grown in Oregon and Washington. The agreement and order is a means of adjusting the supply of in-shell filberts to demand.

## Peanut Consumption

Five per cent less peanuts were reported used for making candy during the September 1952-February 1953 season than during the same period last year, but the quantity used for salted peanuts and peanut butter are each up 6 per cent, the Agriculture Department revealed this week.

Some 135,455,000 pounds of shelled edible peanuts were on hand on February 28, compared with 119,051,000 pounds on January 31 and 102,968,000 pounds in February 1952, according to Agriculture.

## Western Ops Mull High Commissions, Blue-Sky Dealings

LOS ANGELES, April 11.—Western Vending Machine Operators' Association, at its regular monthly meeting, discussed ways of combating exorbitant commission offers and blue sky promoters. In the absence of M. I. Slater, president, Bob Leidenberger, secretary, conducted the session.

With approximately 20 operators in attendance, the group went into the matter of what it called unfair competition from operators offering commissions of 35 to 50 per cent. Operators talking on the competitive commission rates included Preston Coombs, Phil Sreden, Frank Biro Jr., and Bill Seigle.

The next meeting will be April 28 at the Unique Restaurant, Figueroa Avenue and Washington Boulevard.

## Pool Predicts

(Continued on page 79)

ist and traffic is heavy." Help in securing locations, concession agreements and insurance is offered by Poole to those going into the new business. A legal staff and insurance department, as well as a location department is available for investors in kiddie rides. Locations are protected with two-year contracts.

Saturation point for kiddie rides in a given area is a situation that has to be closely watched, Poole warned. Already 5-and-10-cent stores have gone heavily into it in the Boston area.

"This year, outdoor spots will be venturing into the kiddie ride field for the first time on a coin-operated basis," he said. "This means that there will be considerable switching of rides when the season switches back to year-round locations. At the rate kiddie rides are being installed in new locations they will be well spread over New England by next winter."

"The novelty stage of the Kiddie Rides is already over. Most moppets have tried out all the various types now on the market. Some of the best results have been reported by supermarket and dime store operators, where mothers find the rides a means of allaying children's restlessness."

Poole also stressed the "proper placing" of kiddie rides. "Proper placing means increases of as much as 25 per cent," he said. Placing of rides is determined thru a survey of the location made by Poole's staff.

## Hires Promotes Clarke

PHILADELPHIA, April 11.—Charles E. Hires Company has appointed C. Duffield Clarke general sales manager of the fountain division. Clarke, who joined the firm in 1937, has been national accounts sales manager since 1950.

## Ala. Tobacco Receipts

MONTGOMERY, Ala., April 11.—State Revenue Commissioner Joe Edwards reported that gross receipts from tobacco taxes for March totaled \$594,560, compared with \$612,564 for March, 1952.

# Shaffer Specials

in better quality buys

<p><b>Extra Special!</b></p> <p><b>SEEBURG</b></p> <p><b>M-100-A</b></p> <p>78 rpm—100 selections</p> <p><b>\$595.00</b></p> <p>Mechanism cleaned, rebuilt, checked. Cabinet refinished. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt.</p>	<p><b>SEEBURG</b></p> <p>148-ML (Blonde) . . . . \$209.50</p> <p>147 (Pearlite Finish) . . 159.50</p> <p>146 (Pearlite Finish) . . 129.50</p> <p>1946 Hideaway . . . . . 89.50</p>
<p><b>SPECIAL</b></p> <p>AMI 5/10 Wall Box . . \$22.50</p>	
<p><b>WURLITZER</b></p> <p>1250 (48 Selection) . . \$319.50</p> <p>1100 . . . . . 229.50</p> <p>1015 . . . . . 109.50</p> <p>219 Stepper . . . . . 19.50</p>	

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

# Shaffer Music Co.

Columbus, Ohio  
606 S. High Street  
MAin 5563

Cincinnati, Ohio  
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SHOOT THE SPOOK

The conversion target for Shoot the Bear will get the most from what you have, and now is the time to get it. Shoot the Spook eliminates costly target maintenance, it prevents erratic scoring. Properly packaged, with understandable directions to install. 90-day Warranty.

Write or phone for details. NEWstead 6531

**PRICE \$37.50**

1/3 DEPOSIT, BALANCE C.O.D.

**100 SERVICE COMPANY**

2634 OLIVE STREET ST. LOUIS, MISSOURI

<p><b>ELECTRIC SCOREBOARDS</b></p> <p>Overhead, 15-21 pts. Horsecollar \$125.00. 15-21-50 pts. Wall Model 15-21 pts. and 15-21 50 pts. \$95.00. Fluor. Shufflbld. Lights (set of 4) \$12.00. Shuf. Scorepads. Ea. .25. Pucks (set of 8) . . 12.00. Wax, dozen . . . . . 3.00.</p>	<p><b>22' Maple Tops, brand new, crated . \$90.00</b></p> <p>Shuffle Board Adjusters, set . . . . . 12.00</p> <p>Keeney 4-P. Leap. Bowler, 9 ft. . . . . 125.00</p> <p>Bally Shuffle Line 109.50</p> <p>C.C. Goales . . . . . 69.50</p> <p>Jumpin' Jacks . . . . . 295.00</p> <p>ACE Pin Game Locks, Keyed Alike</p> <p>ABT &amp; Monarch, Push Coin Chutes</p>	<p>Got. Bank-a-Ball . . \$74.50</p> <p>Got. Bowl. Champ. . 50.00</p> <p>Genco Mercury . . . 59.50</p> <p>Genco 1-2-3 . . . . . 34.50</p> <p>C.C. Holiday . . . . . 29.50</p> <p>C.C. Football . . . . . 59.50</p> <p>Un. Carolina . . . . . 34.50</p> <p>Un. Summerline . . . 59.50</p> <p><b>BINGO GAMES</b></p> <p>Lite-A-Line . . . . . \$ 99.50</p> <p>Keeney Holiday . . . 259.50</p> <p>Un. Stars, New . . . 295.00</p> <p>5 Star . . . . . 99.50</p> <p>Bright Lights . . . . 219.50</p> <p>Bright Spot . . . . . 315.00</p> <p>Coney Island . . . . . 300.00</p> <p>Spot Lite . . . . . 300.00</p> <p>Leader . . . . . 269.50</p>
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**TICKETS**

2500 7-11 . . . \$1.15 bag

2170 R.W.A.B. 1.00 bag

2460 Lucky 7 1.10 bag

**MID-STATE COMPANY**

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Tel.: Dickens 2-3444

over 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

	Issue of April 11	Issue of April 4	Issue of March 28	Issue of March 21
Target Skill (Genco) . . . . .	\$125.00	169.50	125.00	169.50
Telequiz . . . . .	75.00	75.00	79.50	75.00
ten Strike (Evans) . . . . .	69.50	69.50	79.00	69.50
13-Way Grip & Lift Scale (Mercury) . . . . .	450.00	450.00	345.00	450.00
Thunderbolt (Merry-Go-Round Sales) . . . . .	99.50	99.50	99.50	99.50
Fommy Gun (Evans) . . . . .	95.00(2)	125.00	95.00	125.00
Indesza Raider (Bally) . . . . .	39.50	39.50	39.50	39.50
Iew-A-Scope . . . . .	425.00	450.00	425.00	450.00
lice-o-Graph (Mutoscope) . . . . .	525.00	525.00	525.00	525.00
Western Baseball . . . . .	85.00	85.00	85.00	85.00
World Series (Rock-Ola) . . . . .	24.50	24.50	24.50	24.50
Wm. Lc. . . . .				

**START THE SEASON IN "FIRST" PLACE**  
With "FIRST"-Class Equipment!

**VENDING**

**KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR**  
Easy to Service, Quicker Loading, Greater Profits.

**RECONDITIONED**  
Uneeda Electric Cigarette Machine, 9 Col. .... \$125  
Pop Corn Sex, Like New ..... 69

**BINGO 5 BALLS**  
Bally Beach Club United CABANA Genco GOLDEN NUGGET  
"First-Conditioned" BALLY  
PALM BEACH ..... \$455  
FROLICS ..... 415  
ATLANTIC CITY ..... 410  
SPOT LIGHT ..... 315  
BRIGHT SPOT ..... 315  
CONEY ISLAND ..... 315  
BRIGHT LIGHTS ..... 215

**UNITED**  
BOLERO ..... \$195  
A.B.C. .... 145

**GENCO**  
JUMPING JACKS ..... \$295  
"400" ..... 195

**WILLIAMS**  
LONG BEACH ..... \$185

**PRIZE BOARDS!**  
Board deals expertly made up to your specifications, or order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

**5 BALLS**

**CHICAGO COIN**  
King Pin, New \$155  
Thing ..... 45  
Majors of '49 45  
Grand Award 35  
Trinidad ..... 35  
Catalina ..... 35  
Thrill ..... 35

**WILLIAMS**  
Sweepstakes \$225  
Jalopy ..... 175  
Hayburner ..... 155

**GOTTIEB**  
Skill Pool ..... \$195  
Globe Trotter 145  
Triplets ..... 95  
Watch My Line 85  
3 Musketeers ..... 85  
Knockout ..... 75

**EXHIBIT**  
Shantytown \$ 85  
Tumbleweed ..... 75  
Bebop ..... 69  
Playtime ..... 45

**UNITED**  
Utah ..... \$ 59  
Anacacac ..... 39

**GENCO**  
Double Shuffle 575  
College Date 75  
Sharpshooter 65  
Bowling Champ 59  
Buttons & Bows 59  
Select-a-Card ..... 55  
Telecard ..... 49

**EXHIBIT**  
Shantytown \$ 85  
Tumbleweed ..... 75  
Bebop ..... 69  
Playtime ..... 45

**UNITED**  
Utah ..... \$ 59  
Anacacac ..... 39

**KEENEY 4-Way SHUFFLEBOARD CONVERSIONS** (for long boards)

**NEW SHUFFLE BOARD SCOREBOARDS**

WALL MODEL ..... \$ 95  
OVERHEAD ..... 125

**5 BALLS**

**CHICAGO COIN**  
King Pin, New \$155  
Thing ..... 45  
Majors of '49 45  
Grand Award 35  
Trinidad ..... 35  
Catalina ..... 35  
Thrill ..... 35

**WILLIAMS**  
Sweepstakes \$225  
Jalopy ..... 175  
Hayburner ..... 155

**GOTTIEB**  
Skill Pool ..... \$195  
Globe Trotter 145  
Triplets ..... 95  
Watch My Line 85  
3 Musketeers ..... 85  
Knockout ..... 75

**EXHIBIT**  
Shantytown \$ 85  
Tumbleweed ..... 75  
Bebop ..... 69  
Playtime ..... 45

**UNITED**  
Utah ..... \$ 59  
Anacacac ..... 39

**GENCO**  
Double Shuffle 575  
College Date 75  
Sharpshooter 65  
Bowling Champ 59  
Buttons & Bows 59  
Select-a-Card ..... 55  
Telecard ..... 49

**EXHIBIT**  
Shantytown \$ 85  
Tumbleweed ..... 75  
Bebop ..... 69  
Playtime ..... 45

**UNITED**  
Utah ..... \$ 59  
Anacacac ..... 39

**KEENEY 4-Way SHUFFLEBOARD CONVERSIONS** (for long boards)

**Coming Your Way... Keeney's 10-PLAYER CLUB BOWLER with 4-WAY OPERATION**

- 20-30 scoring.
- 10th Frame: 2 Extra Shots on Strike—1 Extra Shot on Spare.
- Bonus Scoring with Extra Scoring on All Frames—an exclusive Feature!
- Score doubles on 3, 5 and 7.

**IMMEDIATE DELIVERIES!!!**

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**SEEBURG 1-46 HIDEAWAY** ..... 125  
**SEEBURG 1-47** ..... 175  
**SEEBURG 1-48 BLOND** ..... 250  
**SEEBURG M-100A** ..... 675  
**SEEBURG WOM (W4-L56)** ..... 150  
**WURLITZER 1015** ..... 140  
**WURLITZER 1080** ..... 375  
**WURLITZER 1250** ..... 295  
**WURLITZER 1100** ..... 295

**A.M.I. MODEL A** ..... \$325  
**A.M.I. MODEL B** ..... 400  
**A.M.I. MODEL C** ..... 450  
**A.M.I. (Orig. Hideaway)** ..... 275  
**A.M.I. WOM (5/10)** ..... 25  
**ROCK-OLA 1422** ..... 125  
**ROCK-OLA 1424** ..... 150  
**ROCK-OLA 1428 (Blend)** ..... 250.00

Reconditioned—Refinished! Terms: 1/3 Deposit, Balance C.O.D.  
FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

**ATLAS MUSIC COMPANY**  
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**THE BILLBOARD Index of Advertised Used Machine Prices**

**• Shuffle Games**

	Issue of April 11	Issue of April 4	Issue of March 28	Issue of March 21
Baseball (Bally).....				
Baseball (Williams).....	\$49.50	\$79.50	\$45.00	\$45.00
Bowlette (Gottlieb).....	20.00	39.50		
Bowling Alley, 6 player (Chicago Coin).....	215.00 249.50 295.00(2)	215.00 235.00 249.50 250.00	235.00 259.00 265.00 295.00	265.00 295.00 265.00 295.00
Bowling Champ (Keeney)....	89.50	75.00		
Bowling Classic (Chicago Coin)	59.50 79.50	59.50 79.50	59.50 89.50	59.50 89.50
Bowling League (Genco)....	25.00	25.00		
De Luxe League Bowler (Keeney).....	255.00 295.00	255.00(2) 295.00	265.00 295.00	265.00 295.00
Deluxe Bowler (Williams)....	39.00	39.00		
Deluxe 6 player (Chicago Coin).....			295.00	
Double Bowler (Keeney).....	79.50	65.00 79.50	65.00 79.50	65.00 79.50
Double Bowler, 2 player (Keeney).....	99.50	99.50	99.50	99.50
Double Header (Williams)....	45.00 49.50 69.50	45.00 49.50 69.50	45.00	
Double Header, 2 player (Williams).....		49.50 69.50	49.50	49.50
Double Shuffle (United).....	50.00			
Double Shuffle Alley Express Rebound (United).....	79.50 139.50	79.50 139.50	139.50	139.50
8 Player (Genco).....	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United).....	160.00	160.00	160.00 175.00	175.00
	180.00w/p	180.00w/p	185.00w/p	195.00w/p
	185.00w/p	185.00w/p	189.00w/p	200.00w/p(2)
	189.00w/p	189.00w/p	200.00w/p	210.00
	205.00 245.00 249.50w/p	200.00 210.00 245.00	210.00	245.00(2)
		249.50w/p	245.00(2)	
Four Way Bowler (Keeney)...		215.00		
Four Player Rebound (United).....	100.00	100.00	100.00	125.00
Four Player Shuffle Alley (United).....	169.00w/p	169.00w/p	169.00w/p	179.50w/p
	175.00 220.00	175.00 220.00	175.00 220.00	220.00
	239.50w/p	239.50w/p		
Hook Bowler (Bally).....	149.50	100.00 149.50	149.50	105.00 149.50
King Pin (Keeney).....	35.00	35.00		35.00
League Bowler (Keeney).....	125.00(2) 139.50	125.00(3) 139.50	125.00(2) 139.50	125.00(2) 139.50
League Bowler, 4 player (Keeney).....	54.50 125.00 149.50 159.50	125.00 149.50 159.50	125.00 159.50	125.00(2) 159.50
Lucky Strike (Keeney).....	50.00			
Official Shuffle Alley (United).....	335.00	335.00 340.00	345.00	345.00 356.00
Manhattan 6 player (United)	325.00w/p	325.00w/p	325.00w/p	345.00w/p
Shuffle Alley (Chicago Coin).....	79.50w/p	79.50w/p		
Shuffle Alley (United).....		45.00		
Shuffle Alley (Universal).....	69.50w/p			
Shuffle Alley DeLuxe 6 player (United).....	245.00 249.00w/p 250.00 275.00 295.00(2) 345.00	245.00 249.00w/p 250.00 295.00 310.00 345.00	249.00w/p 250.00(2) 295.00(3) 310.00(2) 350.00	250.00 270.00 285.00w/p 295.00 315.00 325.00 350.00
Shuffle Alley Express (United) Shuffle Alley Express 2' player (United).....	39.50 139.50	39.50 139.50	79.50w/p 139.50	79.50w/p 139.50
Shuffle Alley, 6 player (Keeney).....	215.00 225.00 265.00	215.00 255.00 265.00	265.00	265.00
Shuffle Alley, 6 player (United).....	190.00 200.00w/p 215.00w/p 225.00 229.00w/p 239.50 250.00 275.00w/p	190.00 200.00w/p 215.00w/p 229.00w/p 235.00(2) 250.00 265.00w/p 275.00w/p	190.00 215.00w/p(2) 229.00w/p 235.00 240.00w/p 250.00(2)	215.00 215.00w/p 235.00 240.00w/p 250.00(2)
Shuffle Baseball (Chicago Coin).....			45.00	
Shuffle Horseshoe (Chicago Coin).....	95.00 99.50 129.50	95.00 99.50 129.50	95.00 129.50	95.00 129.50
Shuffle Horseshoes (2 player) (Chicago Coin).....			75.00	
Shuffle Line (Bally).....	109.50	109.50 110.00	75.00 109.50	75.00 79.50 105.00 109.50
Shuffle Slugger (United)....	65.00	65.00	65.00	65.00
Shuffle Target (Genco)....	95.00 99.50	95.00 99.50	95.00	95.00
Single Shuffle Alley Rebound (United).....	89.50	89.50	89.50	50.00 89.50
Six Player, 5th frame (Chicago Coin).....	425.00	425.00	425.00	
Six Player Twin Rebound (United).....	125.00			
Skee Alley (United).....	69.50 79.00	69.50 75.00 79.00	79.50	79.00
Speed Bowler (Bally).....	45.00			
Star Bowler (United).....		375.00		
Star Bowler, 2 player	350.00	350.00	350.00	350.00
Star, 6 player (United)....	325.00w/p 375.00(2) 395.00	325.00w/p 375.00(2) 395.00	325.00w/p 375.00(3) 395.00	345.00w/p 375.00(2)
Super Deluxe League Bowler. (Keeney).....	275.00			
Super Six Shuffle Alley (United).....	299.00w/p 310.00 315.00 325.00 335.00(2) 345.00 350.00	299.00w/p 310.00 325.00 335.00 340.00 350.00 385.00	299.00w/p 325.00 335.00(2) 355.00 385.00	315.00w/p 335.00(2) 345.00
Super Twin Bowler (Universal).....	59.50 69.00	59.50 69.00	59.50 69.00	59.50 69.00
Super Twin Bowler (United). Super Twin Rotation (Exhibit).....		395.00	395.00	
Ten Play (Keeney).....		400.00		
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 69.50	49.00 49.50 69.50	49.00 49.50	49.00 49.50
Twin Rotation (Exhibit)....	245.00	245.00	245.00	245.00
Twin Shuffle Alley Rebound (United).....	129.50w/p 165.00	129.50w/p 165.00	129.50w/p 165.00	129.50w/p 165.00
Twin Shuffle-Cade (United)..	150.00	150.00	150.00	150.00
Two Player Rebound.....				100.00 150.00



Before we ship, all equipment thoroughly cleaned, refinished and in top working order... All games guaranteed for 60 days.

**ARCADE EQUIPMENT**

Wms. Doubleheader (2 Player) \$ 69.50  
Seeburg Shoot the Bear Gun... 225.00  
Exhibit Jet Gun ..... 185.00  
Exhibit Dale Gun ..... 59.00  
Merry Athletic 13-Way Scale 79.00  
Glider ..... 45.00

**BINGO GAMES**

Frolics ..... \$399.00  
Lite & Line ..... 95.00  
Five Star ..... 75.00  
3-4-5 ..... 125.00  
400 ..... 220.00

**SHUFFLE GAMES**

**KEENEY**  
Deluxe League Bowler ..... \$255.00  
Six Player ..... 255.00  
League Bowler ..... 125.00  
Ten Player ..... 400.00  
Shuffleboard Conversions Bowling Champ 4 Way Bowler ..... 75.00 215.00

**UNITED**  
Star Bowler ..... \$375.00  
Super Six Player ..... 240.00  
Official ..... 340.00  
Six Player ..... 235.00  
Five Player ..... 200.00  
Skee Alley ..... 75.00  
Express Champ ..... 45.00  
Shuffle Alley ..... 45.00  
Super Twin Bowler ..... 59.50  
Twin Rebound ..... 145.00

**CHICAGO COIN**  
Six Player (Formica Top) .... \$250.00

**BALLY**  
Baseball ..... \$ 79.50  
Shuffle Line ..... 110.00  
Hook Bowler ..... 100.00

**PHONOGRAPHS**

Special Wurlitzer 1015 ..... \$135.00  
Seeburg 148 Hideaway ..... 185.00  
AMI Model C ..... 395.00  
Late Seeburg 5-10-25 Wireless Wallomatics, Clean ..... 30.00

**SHUFFLEBOARD SUPPLIES**

Shuffle Game Wax, Case (12) ..... \$3.30  
Fast Wax, Case (12) ..... 4.50  
Pucks (Set of 8) ..... Write  
Score Sheets, 10 pads ..... 7.50  
Fluorescent Lights, pair ..... 22.50  
Used Rock-Ola Shuffleboard Lites, pr. .... 12.50  
Adjusters ..... 18.50  
New Shuffleboard Scoreboards, Overhead ..... 125.00  
Wall Model ..... 95.00

**SPECIAL! FORMICA TOPS**

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All Equipment Beautifully Re-conditioned, Look and Work Like New.



REFUND in 10 days if not satisfied EVERYTHING WE OFFER IS IN STOCK

### MUSIC

Seeburg Lo-Tone	\$ 39.50
Seeburg Hi-Tone	39.50
Seeburg Casino & Plaza	39.50
Seeburg Vogue	39.50
Seeburg '46	129.50
Seeburg '47 & '48 Cellar Unit	129.50
Seeburg '47	149.50
Seeburg 100 A	595.00
AMI Singing Towers	39.50
AMI Continuous Play Mechanism	115.00
AMI Continuous Play Mechanism (2 in cabinet), like brand new	250.00
AMI A	265.00
AMI C	429.50
AMI Automatic Hostess (unit of 20)	500.00
Rock-Ola Standard	39.50
Rock-Ola Deluxe	39.50
Rock-Ola Premier	39.50
Rock-Ola Command	39.50
Rock-Ola Playmaster (the best cellar unit ever built)	49.50
Rock-Ola 1422	129.50
Rock-Ola 1426	169.50
Rock-Ola 51/50 Rocket, Blonde	375.00
Williams Music Mite	49.50
Packard No. 7	69.50
Packard Manhattan	99.50
Chicago Coin Hit Parade with stand	129.50
Mills Constellation	129.50
Evans Constellation	395.00
Wurlitzer 600	39.50
Wurlitzer 950	39.50
Wurlitzer Victory Model (in very gorgeous cabinet)	39.50
Wurlitzer 700	49.50
Wurlitzer 750	69.50
Wurlitzer 1017	129.50
Wurlitzer 1080	149.50
Wurlitzer 1015	169.50
Wurlitzer 1100	295.00
Wurlitzer 1250	395.00
Wurlitzer 48 Record Conversion Boxes	29.50

### WALL BOXES—PARTS & SUPPLIES

Wurlitzer Wall Box 3020	\$ 24.50
5c/10c/25c	5.95
Seeburg & Packard Wall Boxes	25.00
Solotone & Personal Music Amplifiers (brand new)	25.00
Solotone & Personal Music Master Control Units	49.50
Solotone Entertainer (with 10 individual turntables)	99.50
Solotone Wall Boxes with Radio Stations and Entertainer Systems	5.00
Stands for All Music Counter Models	9.50

### SHUFFLE ALLEYS & ARCADE EQUIPMENT

United Express	\$ 39.50
Ace Shoe Shine Machine (stainless steel finish)	49.50
Williams Quarterback	59.50
Universal Twin Bowler	69.50
Universal Alley, Flyback Pins	69.50
United Skee Alley	69.50
Williams Star Series	69.50
Williams Double Header	69.50
Chicago Coin Shuffle Alley, Flyback Pins	79.50
Scientific Que Ball	79.50
Chicago Coin Classic	79.50
Wattling Scales	89.00
Chicago Coin King Pin	95.00
Genco Shuffle Target	99.50
United ABC	99.50
Chicago Coin Pitching Horse-shoes	99.50
Keeney 4-Player League Bowler	149.50
Keeney Cigarette Machine, 9 Col. (brand new)	249.50
Chicago Coin 6-Player Bowling Alley	295.00
Exhibit Super Twin Rotation	395.00

### KIDDIE RIDES

Jeep and Fire Engine (smartest kiddie ride on the market—taking in more money than bigger rides)	\$249.50
Thunderbolt	450.00
Rocket Patrol (built to last a lifetime)	450.00
Merry-Go-Round (newest miniature kiddie ride—seats two)	550.00

### PIN GAMES

All Makes, All Models from \$14.50 up Tremendous Bargains WRITE FOR COMPLETE LIST & PRICES

### PARTS & SUPPLIES

We carry in stock at all times parts and supplies for all machines ever built. Let us know what you need and we will fill your order.

ACT QUICKLY—ORDER TODAY 1/3 with order, balance C.O.D.

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## Old Gold, Raleigh King Size

Continued from page 86

tising, with insertions scheduled in 243 papers, along with supporting introductory efforts in television, magazines, and at point-of-sale.

### B&W Plans

Brown & Williamson announced that except for length and a redecorated package design, the long Raleighs will be duplicates of the standards. Current advertising plans for the king-size entry are slated to get underway early in May, when the distribution changeover is completed.

William S. Cutchif, B & W vice-president, reported that sales of Viceroy, another king-size brand made by the firm, "exceeded our best expectations."

Meanwhile, at Lorillard, Ganger said that "king-size cigarettes account for 18 per cent of total consumption, contrasted to only 4 per cent six years ago." He added, however, that "the most significant period for the longer cigarette still lies ahead."

### Market Report

Ganger pointed out that as late as last February, the company's market researchers had found that as many as one of five smokers of popular regular-size brands would prefer the same cigarette in king-size if available. He added that another 20 per cent said they would be interested in trying such a king-size.

"If these trends continue to hold," he observed, "it means that close to half of present smokers of popular brands are vulnerable to king-size." He said this trend was due in part to the accelerated advertising put behind king-size brands in recent months.

The moves by Lorillard and B & W will have considerable impact on vending operators, but they will not present many problems.

### Not If—When

First of all, the moves come as no great surprise. After Chesterfield and Philip Morris went king-size it was not a question of if the other brands would do so but when they would do so.

Secondly, the addition of another king-size brand doesn't present much of a problem as far as vending machines are concerned. Virtually all postwar venders either come with columns which take either standard or king-size brands, or they can be readily converted.

The selling of the king-size packs for an extra penny in the case of Old Golds—and also in Chesterfields and Philip Morris—will be a problem to some operators, but it won't be a new one. The operators had to cope with this once when Chesterfields came out with a longer version,

## Elect M. McGreevy Vendo Co. Director

KANSAS CITY, April 11.—Milton W. McGreevy was elected to The Vendo Company's board of directors at the annual stockholders meeting. Directors, in addition to McGreevy, are E. F. Pierson, chairman of the board; John T. Pierson, Robert W. Wagstaff, J. E. Hagstrom, Henry Gaddis, T. A. Buckley and Taylor S. Abernathy.

McGreevy is a resident partner of Harris, Upham & Company, a member of the New York Stock Exchange, Kansas City and Chicago Boards of Trade. He also holds directorates in the Kansas City Life Insurance Company; Fox Midwest Theaters, Inc.; Braniff International Airways, and Flour Mills of America, Inc.

## Williamson Intros New 5c Slogan Bar

CHICAGO, April 11.—Williamson Candy Company is making its new Slogan nickel bar available nationally, following sales in selected Midwestern market areas. The caramel and coconut fudge roll, in a red and white wrapper, comes in 96 count.

An added feature of the new bar, from which it obtains its name, is the premium offer described on each wrapper. This consists of 24 different slogan stickers, for books, bikes, T-shirts, etc., that can be obtained for a dime and one bar wrapper.

and again when PM's went jumbo.

In regions where the pennied pack is the rule, the adjustment is simple. However, in areas where a straight quarter vend is the rule, the extra cent creates a problem. While some models have several columns to vend at once price and other columns at another price, most units can only operate on one price.

This means that either the operator or the location will take a penny less for a king-size popular brand, or else they will split the cent.

Most operators agree that it will take time for the popular brand king-sizes to become established, but virtually all agree that when, and if, that time comes, they'll carry them in their venders, problems or not.

### NEW OP REPORTS

## Volume, Service System Key to Drink Route \$\$

TORONTO, April 11.—To be successful in the automatic merchandising business, one must have volume and a definite system of servicing, according to Robert W. Marshall Brown, who started an operation late in 1952.

In the business since last September when he purchased six cup venders from Cole Products of Canada, Ltd., Brown has a background of 20 years in the advertising business, working with one of the largest meat packers in Canada.

"I haven't made regular profits from my route thus far only because I have been too busy learning to go out after more locations," he stated. These additional locations, Brown feels, would take him "over the hump."

He is looking forward to the day when he will have enough machines, (he figures 10), when the cost of each can be spread over a number of units and so minimize depreciation. On paper, Brown says, each one of his units takes in more than is put into it, but the cost of depreciation keeps his operation in the red.

### Minor Maintenance

Thus far, he has found the machines to require few mechanical repairs, all of which he has done himself. Some of his machines have gone as long as nine weeks without requiring any mechanical attention. Most of the mechanical trouble has been due to nickels sticking in the coin-changer. This is because of the peculiar composition of Canadian r-kets, some of which are made of steel.

It pays to keep a machine clean, Brown pointed out. He washes his units almost daily, and makes sure that they are always waxed. One of the main ways to keep a machine from getting sticky, is to adjust the mechanism so that the throw does not splash, he said.

The opportunities for ideas in the business intrigue Brown. For instance, he has adopted a novel way of increasing volume; this involves placing a plastic tray in a stainless steel bracket at the sides of the machine to facilitate carrying drinks to a distant location. The tray saves many man-hours in the number of persons traveling to the machine for a drink, and permits carrying multiple servings. Ordinarily, one person can carry no more than three drinks at a time without spilling. On the tray, Brown has had lettered the need for returning the tray to its place origin.

The usefulness of this service may be illustrated in a bowling alley location. First, eliminating most spillage on the floor; second, while one person in a group of five bowls, another who isn't bowling can go over and pick up the drinks without interruption of the game.

### Orange Tops

Another interesting aspect of the business to Brown is the varying of drink flavors. He has discovered that for some reason the "new Canadians," or recent immigrants, seem to like orange better than any other drink.

## You Can't Miss with This!

HERE'S THE TIP-OFF . . .

EVANS'

# Saddle & Turf

Exciting . . . Entirely Different



## SEVEN PLAYER SPIN TABLE

COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful! Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop.

SEE YOUR DISTRIBUTOR QUICK! OR CONTACT FACTORY DIRECT . . .

## H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SHUFFLE BOWLERS	Five Stars	\$ 95.00	Mut. Photo, early	\$350.00
United 2 Player, rebound	Leader	250.00	Mut. Voice-o-Graph	425.00
United 10th Frame, new	Stars	325.00	Munves Set Shot, new	375.00
Chi. Coin 6 Player, rebound	Genco 400	225.00	Oracle of the Sphinx, new	379.50
Keeney 10 Player, rebound	Genco Jumping Jacks	325.00	Pitch'm & Ball'm	185.00
Keeney 4 Player, rebound	Write		Pop Sex	69.50
Exhibit Twin Rotation	Write		Quizzer & Film	95.00
Genco Target Skill	Write		Star Series	100.00
United 6 Player, rebound	Sample		Siro's Brush Up	50.00
United 5 Player with Formica & Big Pins	Drivemobile	\$175.00	Sci. Pokerinos	85.00
United 6 Player, rebound	Astroscope, 10c	125.00	Supreme Bolascro	95.00
Exhibit 4 Player	Bar-A-Ball, New	75.00	Texas Leagueur	50.00
United 6 Player with Formica & Big Pins	Boomerang	45.00	Ten Strike	75.00
United 6 Player with Formica & Big Pins	Bally Defender	125.00	Undersa Raider	95.00
United 6 Player	Bally Heavy Hitter	65.00	Tale Quiz With Film	125.00
DeLuxe	Bally Rapid Fire	125.00	Wms. Super World Series	195.00
United 6 Player	Chi. Coin Hockey	75.00	Wurlitzer Skee-ball	150.00
Supers	Chi. Coin Pistol	75.00	Western Baseball	85.00
Chi. Coin 6 Player 5th Frame	C.C. Midget Skee Ball	125.00	COINTEGR GAMES	
Bolero	Chicken Sam	105.00	A.B.T. Challengers	\$20.00
Brite Lites	Chi. Coin Goatee	125.00	A.B.T. Model F	20.00
Coney Island	Dale Gun	65.00	Advance Shockers, new	24.50
3-4-5	Edelco Pool Table	75.00	Dancing Dan	29.50
Frolics	Ex. Gyn Patrol	195.00	Genco's Punch-a-Ball, non-coin	15.00
Spot Lites	Ex. Silver Bullets	125.00	Hit-A-Homer	22.50
Brite Spots	Evans Ski Roll	125.00	Kicker & Catcher, used	18.50
ABC	Evans Super Bombers, new in original crates, \$350.00; Autoscope's latest Photo Machine, 2 picture card—Write		Shipman's Art Show	59.50
All merchandise factory reconditioned			Shipman's 3-Way Stamp Vendor	39.50
Terms: 1/3 deposit with all orders, balance C.O.D.			Wizard	49.50
Distributors for Northern Ohio NOW DELIVERING MODEL D			Three of a Kind	18.50
M. S. GISSER Sales Manager			HORSES	
Cleveland Coin MACHINE EXCHANGE, INC.			ONE OR FIVE BALLS	
2021-2025 Prospect Ave., Cleveland 15, Ohio			Futurities	\$240.00
All Phones: Tower 1-6715			Turf Kings	75.00
			Winners	49.00
			Champions	40.00
			Photo Finish	39.00
			Across the Board	225.00

CIGARETTE MACHINE ROUTE For Sale on sunny Florida's east coast. Fast growing town. 101 machines; half are late model new machines. \$18,500 plus cigarette stock. CIGARETTE SERVICE 224 S. DIXIE, MELBOURNE, FLA.



BASEBALL IS HERE AGAIN!

RIGHT OFF THE BAT... *Williams*  
BREAKS ALL PROFIT RECORDS

WITH *De Luxe*  
**BASEBALL**

*Proved* OVER A  
PERIOD OF YEARS THE  
OUTSTANDING  
MONEY MAKER  
OF ALL!!

NEW ELECTRIC PITCHER



LITES ON  
PLAYFIELD BASES  
INDICATE MEN  
ON BASES!



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILMORE ST. CHICAGO 24, ILL.

ORDER FROM YOUR DISTRIBUTOR TODAY!

*Yes!*

OPPOSING TEAM  
IS ON THE FIELD  
SET OFF BY A  
REALISTIC BACK-  
BOARD BASEBALL  
FIELD IN PANORAMIC  
THIRD DIMENSION

MANUALLY  
OPERATED  
BUTTON  
CONTROLS PITCHING  
UNIT

PLAYERS  
ACTUALLY  
RUN THE  
BASES!

LITE BOX  
HINGES  
FORWARD  
FOR EASY  
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5¢ - 10¢ - 25¢  
Single Entry Slug-Proof Coin  
Mechanism Accepts Credits in  
any combination of coins.  
Records Credits for all coins  
paid in Advance.

MANUALLY  
CONTROLLED  
BAT!  
*Adjustable*  
TO OPERATE ON:  
1 PLAY for 10¢ - 3 PLAYS for 25¢  
or  
1 PLAY for 5¢ - 2 PLAYS for 10¢  
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HINGED FRONT DOOR FOR EASY SERVICING!

PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

**LOOK AT THESE SPECIALS**

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Chicago Coin 4 Player Derby	295.00
Chicago Coin Goatee	115.00
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Chicago Coin Hockey	49.50
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Exhibit Dale Gun	65.00
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Periscope	90.00
Quizzer	95.00
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Kicker & Catcher, New	35.00
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Wurlitzer Bar Box, 5-10¢	9.95
Seeburg 3 Wire	18.00
Rock-Ola 1948 Blond	295.00
Seeburg 1948 Blond	245.00
Seeburg 1947 M Metal Cabinet	175.00
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Williams Music Mite & Stand	125.00
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National King Candy Vendor	19.50
National King Ball Gum, New	9.95
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Star Candy Vendor	10.95
4-Column Stamp Vendors	18.50
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Alkuna Cracker Vendor	37.50
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ABC, Very Clean	145.00
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Bowler	\$345.00
Chicago Coin 6 Player Matched	
& 10th Frame	375.00
Chicago Coin 6 Player Deluxe	250.00
United 6 Player Formica Top	200.00
Big Pins	180.00
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Chicago Coin Bowl-a-Ball	Write

**SPECIALS**

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Genco Jumping Jacks, Like New	285.00

**NEW EQUIPMENT**

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Mutoscope Sky Fighters	
Exhibit Jet Guns	
Exhibit Gun Patrol	
Mutoscope Cross Country	
Mutoscope Drivemobile	
Bingo Games, all types	

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Coin Wrappers, 2000 Per Box	
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Pucks for Shuffleboard, 8 in Set	
Per Set	12.00
Shuffle Alley Pucks, Each	1.50
Leaf Rainbo Gum, Per Lb.	.28
Leaf Tab Gum, Chlorophyll, Per Lb.	.60
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**SEEBURG M-100 A**  
with DAVIS Guarantee  
**\$595.00**  
Looks and Operates Like New  
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**72 Units — PANTAGES-MAESTRO Music**  
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148 ML	\$225	C	\$3
147 M or S	140		
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H 147 HIDEAWAY	115	1426	\$11
H 146 HIDEAWAY	89	1422	94
1941 HIDEAWAY	49		

**WURLITZER**  
1080 \$125  
1017 HIDEAWAY 115

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

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Wurlitzer 3020, 5¢, 10¢, 25¢, Reconditioned	19.50
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	22.50
Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished	9.95
Seeburg W1-L56, 5¢, Wireless, Reconditioned, Refinished	1.95
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**SAM SOLOMON'S BUYS**  
All Games Reconditioned  
Frolics \$425.00  
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BINGO GAMES		MUSIC	
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Spotlite	315.00	1426 Rock-Ola	149.50
Stars	299.50	H148M Seeburg	199.50
Coney Island	295.00		
Long Beach	275.00		
Life-A-Line	159.50		
ABC	149.50		

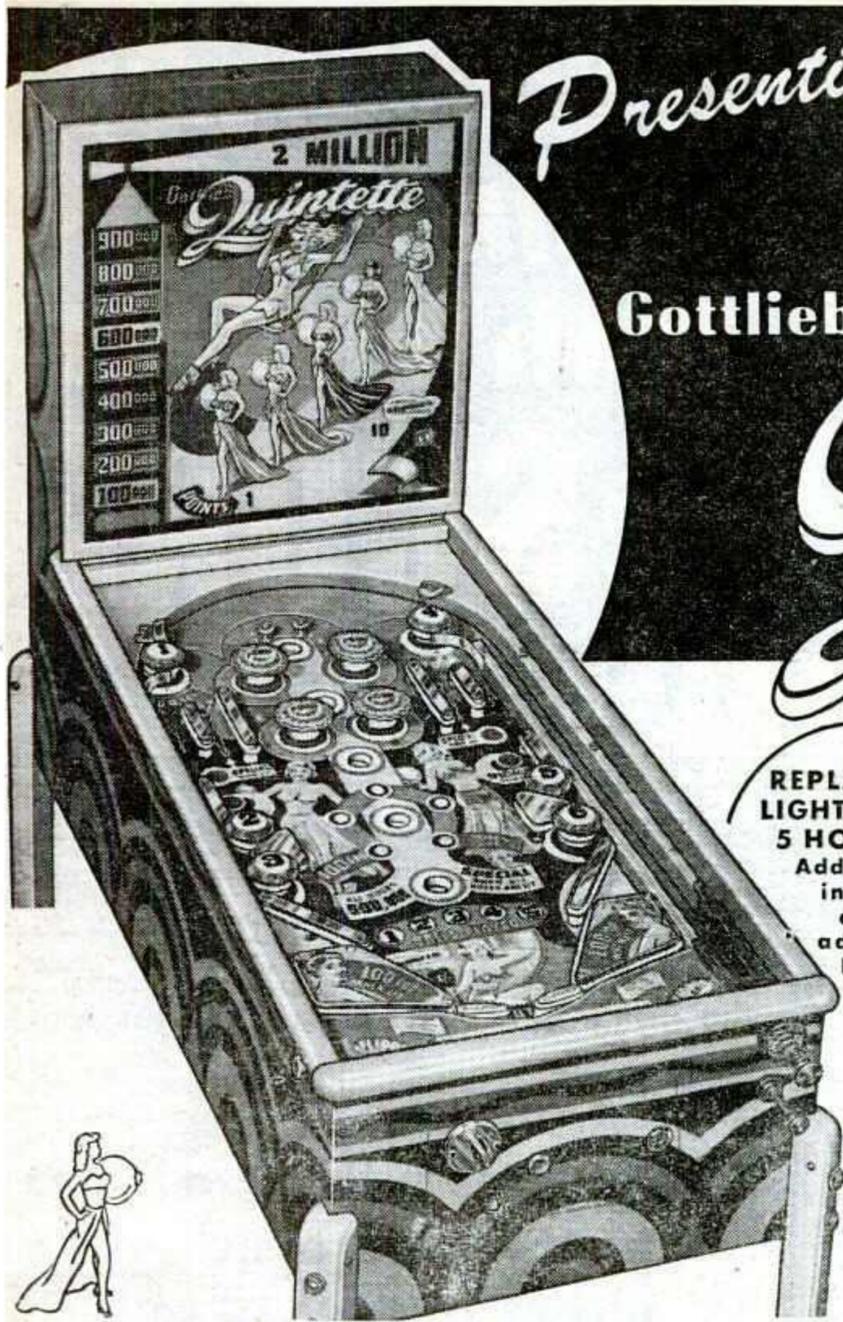
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RED HOT

REPLAY FOR LIGHTING ALL 5 HOLES...

Additional ball in lit hole awards additional Replay

1 TO 6 ROTATION SEQUENCE lights Side Contacts alternately for Replay

A-B-C-D NON-ROTATION SEQUENCE lights 2 Roll-Overs for Replays

"SPOT-EM" ... spots players 1 to 3 holes in various combinations

ROLL-OVER BUTTONS light for HIGH SCORE

Illuminated "BALLS PLAYED" Recorder

REPLAYS FOR: HIGH SCORE... POINTS SCORCHING BALL SPEED! 4 "POP" BUMPERS... 2 FLIPPERS... 3 CYCLONIC KICKERS!

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Mills 20 rec., 40 secc. CONSTELLATION \$160.00

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BINGOS WANTED! Beach Clubs, Palm Beaches, Bright Spots, Beautys, Atlantic Cities, Coney Islands, Frolics, Spot Lites, Bright Lights.

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UNITED CLOVER S. A. UNITED CASCADE S. A. UNITED STAR REGULATION S. A. CHI. NAME BOWLER, 6 Player CHI. 10th FR. DOUBLE SCORE BOWLER, 6 PL. Keeney 10 Player Team Bowler Write Star Bowler, 10' 2 Player, Wood Balls \$350.00 United Star 6-Player, S.A. 375.00 United Super 6-Player S.A. 350.00 United De Luxe S.A., 6 Player 345.00 United 4-Player 220.00 United 5-Player 245.00 United Twin Rebound 165.00 United Twin Shufflecade 150.00 Un. Single S.A. Rebound 89.50 Un. Double S.A. Express Rebound, 8' 139.50 Un. 2-Player S.A., Express 129.50 Univ. Twin Bowler 49.50 Univ. Super Twin Bowler 59.5c Chicoin 6-Player, Formica Top 295.00 Chicoin Shuffle Horse Shoes 129.5c Chicoin Bowling Classic 89.50 Chicoin Trophy Bowl 99.50 Bally Hook Bowler 149.50 Keeney DeLuxe League Bowler 295.00 Keeney League Bowler, 4 Player 159.50 Keeney Double Bowler, 2 Player 99.50

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ACORN VENDOR, 1c or 5c \$14.95 Mills 8 Col. \$198.50 Mills 5 Col. \$89.50 Candy 27.50 Mills Tab Gum, Rebuilt 16.50 Silver King 13.95 N.W. 49, 14, 5c 17.25 25c Razor Blade 19.95 S. K. Hot Nut 29.95 73-Bar U-Select-It 49.50 N.W. Tab Gum 25.95 32 Ball Gum 7.50 N.W. Stamp 49.00 U-Pop-It 195.00 Kleenex, 3 or 10c 49.50 Smokeshop LoBoy 239.50

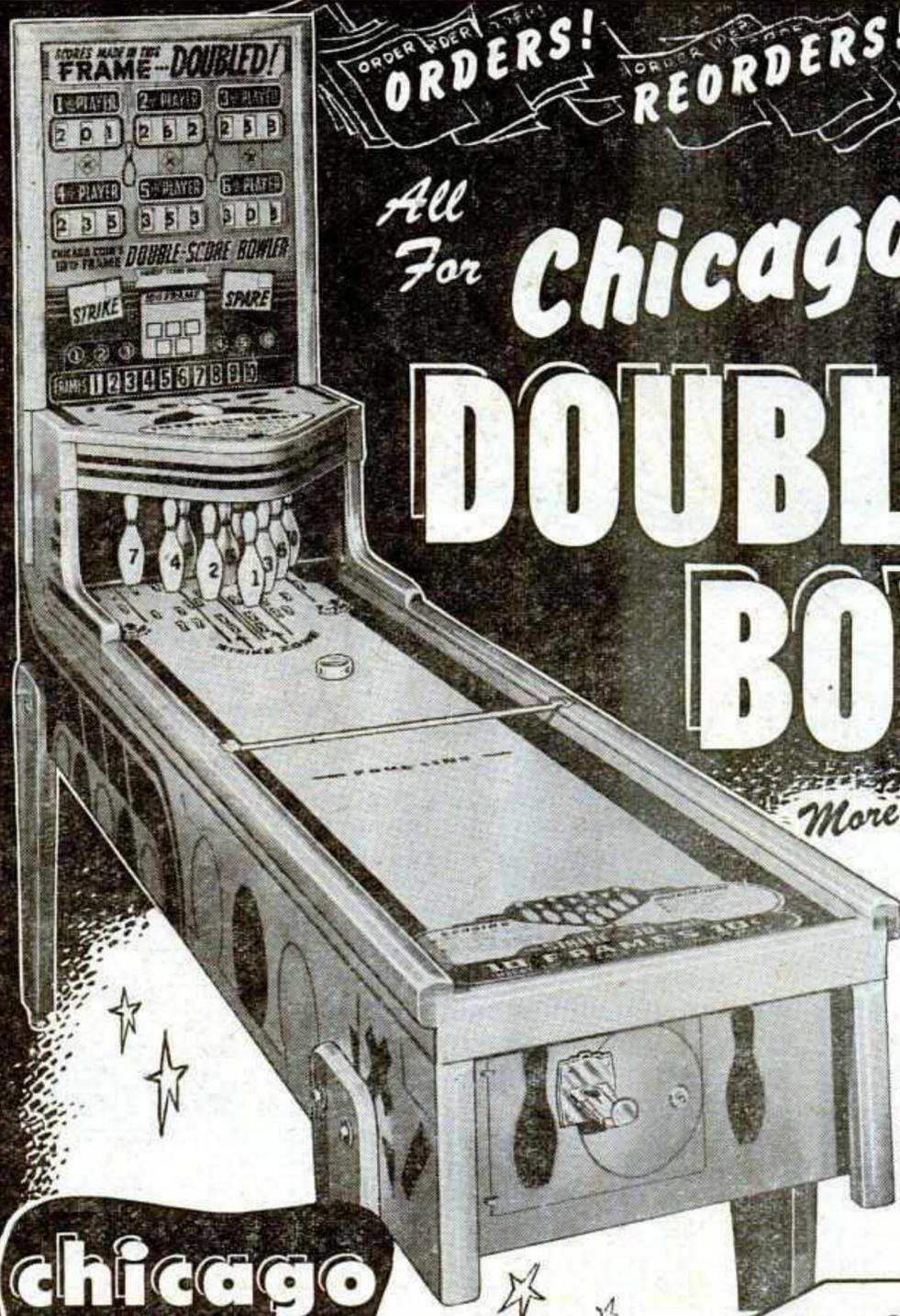
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*All For* **Chicago Coin's** **10th FRAME DOUBLE-SCORE BOWLER**

*More Action! More Excitement! More Suspense!*

No matter what score players have... the game is never over till the last puck!

**HERE'S WHY!...**

**A Player in the 10th Frame has the opportunity to Add up to 180 POINTS to his Total Score.**

- New hinged front door with protected jumbo cash box!
- Easy to read individual score dials!
- Jumbo "Fly-Away" pins!
- 7 - 10 split pick-up!

**chicago coin MACHINE COMPANY**

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

**5th Frame Score DOUBLES!**

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We will continue to do everything possible to always merit your confidence.

*Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors*

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1 Frolic ..... 400.00  
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Machines reconditioned and refinished A-1 condition.

One-third deposit, balance C.O.D.

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**FOR SALE!** LARGE STOCK of TOP MACHINES

Wurlitzer 1400's  
Midget Movies  
Meteor Rocket Space Ships  
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**WILL BUY WHOLE ROUTE OF HORSES KIDDIE RIDES**  
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WANTED: Will pay cash or trade above for BALLY BRIGHT LIGHTS, BALLY BRIGHT SPOTS, HORSES. (See Special Kiddie Ride Ad Page 79.)

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Cliffy Clef says: **YOU CAN'T BUY A BETTER RECONDITIONED PHONOGRAPH ANYWHERE!**

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A .....\$294.50	Spot Lite .....\$284.50
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147 .....\$124.50	1426 .....\$114.50
148 ..... 139.50	1428 ..... 199.50
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Two-Wheel Heavy Duty Coven Cart Sled (Lite Wt.) \$38.50

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WILLIAMS FRESHIE ..... 69  
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CHICAGO COIN CHAMPION ..... 64  
GOTTLIEB BOWLING CHAMP ..... 59  
8-COL. EAST'N ELECT. CIC. VENDOR ..... 125  
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Terms: 1/3 Dep., Bal. C.O.D.

Write for Prices and Complete List Reconditioned Equipment.

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**NEW and EXCLUSIVE**

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Complete Line of Parts and Supplies  
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K.O. Fighter ..... 175.00  
Chi. Coin Goalee ..... 110.00

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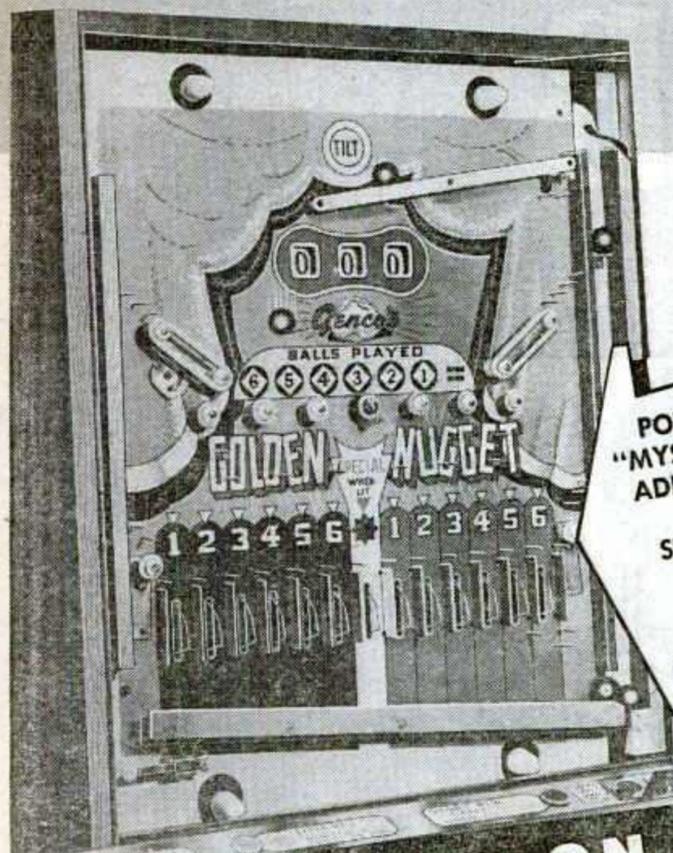
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Liberator ..... 95.00  
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*in the industry!*



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PLAYER FREE  
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**PACKED WITH FEATURES FOR THE OPERATOR!**

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**'GOLDEN NUGGET'**  
UPRIGHT BALL GAME with EXCITING "EYE-LEVEL" ACTION!

## IT'S A FACT

Genco is the only game manufacturer using an Automatic Resetting Circuit Breaker—the greatest single factor in the elimination of service calls and improvement of fuse design in the last 10 years. It's guaranteed.

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"SPACE-SAVER"  
Ultra-Modern Design  
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by 64" high. Crated  
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Every Location—Per-  
fect for Export.

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ALL MACHINES HAVE SCREENED FORMICA, BIG PINS AND 7-10 SPLIT  
United Clover and Cascade Write United Deluxe, Six Player .....\$249.00  
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