

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Senate Probes May Strengthen Future of UHF

Johnson Bill Study May Pose Affiliate Relation Questions

By BEN ATLAS

WASHINGTON, March 6.—A full-dress congressional investigation of the plight of ultra-high TV is in the cards, it was learned this week as Sen. Edwin C. Johnson (D., Colo.) prepared to introduce a bill aimed to encourage UHF prospecting. It appears certain that a hearing before the Communications Subcommittee of the Senate Interstate and Foreign Commerce Committee will be scheduled for the bill soon after it is introduced. There is a chance that the hearings will deal at length with the question of network relations with affiliated stations.

The upcoming Johnson Bill, although not yet finally drafted, would allow any single interest to own as many as 10 TV stations, but the bill would require that there would have to be two UHF stations for every VHF license owned by the same group. In this way, the bill seeks to provide an incentive for VHF-ers to expand into UHF and to switch some of their VHF holdings to UHF, since they would be given a chance to increase their over-all stake in TV. Senator Johnson has assailed the FCC's present ownership rules as risking encouragement of monopoly growth in VHF. The FCC would let a single group own as many as seven TV stations, provided at least two of them are UHF.

Senator Johnson, in devising the idea of a two UHF for one VHF ownership formula, believes that this would provide a particularly strong inducement to networks and other VHF multiple licensees to shift UHF-ward on the theory that a couple of solid UHF stations in good-sized metropolitan areas would be an improvement over (Continued on page 7)

House Due to Halve Amusement Excise

WASHINGTON, March 6.—The House Ways and Means Committee's bill to slice the federal excise on admissions in half is figured sure to pass the House next week (10). A last-minute move by movie theater representatives to seek outright repeal of the tax will be made, but is expected to fall short of success. However, a compromise will be sought to

TRIALS CAN BE RISKY BUSINESS

HOLLYWOOD, March 6.—Covering a murder trial can be risky business, two KTTV newsreel cameraman can attest. Cameraman Jack Siegel moved in for a four-foot close-up of murder suspect Anthony Zilbauer on trial here. The suspect attacked Siegel, smashing camera and lighting equipment to the floor.

Zilbauer earlier had lunged at Wayne Clegg, another KTTV cameraman. Zilbauer simply doesn't like TV cameras. He is 5 feet 4 inches tall. Both Siegel and Clegg are 6 feet 4 inches tall.

Gleason Plans Summer Sub

NEW YORK, March 6.—Jackie Gleason is reportedly working on plans for a show to replace him this summer on CBS-TV and on which he will act as the producer. It would be the first time a star has produced his own summer replacement.

And CBS-TV hasn't given up on his replacement of last summer, Larry Storch. The web's programming department has some of its top brains at work blue-printing a situation-comedy for Storch's talents.

O'NEIL PICKS BIG-NAME PLUM

Stars Glitter in \$1,350,000 Stock Of 30 Films for U.S., Canada TV

NEW YORK, March 7.—The group of 30 big-name feature films which has been in the hands of the Bank of America for the past three years was nabbed this week for TV distribution by Tom O'Neil, president of the Mutual Broadcasting System and General Teleradio, Inc.

O'Neil is reported to have agreed to pay \$1,350,000 in cash

Tele Webs Battle Magazines For Top Spots as Ad Medium

Shoot Big A.M. Shows at Advertisers To Lure Clients Away From Mags

By LEON MORSE

NEW YORK, March 6.—The TV networks are in the midst of a battle with their toughest opponent yet in the struggle for advertising appropriations—the major magazines. The webs, particularly NBC-TV and CBS-TV, are making a concerted drive to shift some of the nation's top advertisers, who hitherto have devoted all or most of their expenditures on magazines, into video. Magazines, of course, get the biggest slice of the nation's advertising pie, and the video webs are out to increase their own share at the expense of the periodicals.

The main tools in video's arsenal are "Today" and "Home," the NBC-TV properties, and "The Morning Show," the CBS-TV package—all of which are magazine-concept-type programs. Indicative of the success scored by TV is last year's estimated gross of "Today," which totalled \$6,000,000, five-sixths of which were time costs and one-sixth program costs.

Estimates are that the same show will gross around \$10,000,-

000 in 1954, \$2,700,000 of which is virtually certain to be made during the first quarter of this year. It is believed that 75 per cent of this money comes from advertisers who would be spending it in print media, that is, in both magazines and newspapers.

Fantastic Sales

"Home," which debuted this week, is taking an estimated 75 per cent of its money away from magazines alone. The show got underway with \$1,500,000 in orders on the books, a fantastic sales achievement. It is conservatively maintained that it will gross at least \$4,000,000 before the year's end.

Selling has just begun on CBS-TV's "Morning Show," which debuts March 15, but opinion in the trade is that it, too, cannot fail to gross several millions this year.

The sales pitch at the webs to advertisers is "get out of the graveyard of print." The sitting ducks for the web sales sharpshooters are the smaller advertisers who usually take a page or a half page in magazines. It is pointed out to them that for \$4,000

they can buy a spot on "Home," in comparison to \$15,000 for a page in Good Housekeeping, that is, about four TV impressions for one in a magazine.

NBC-TV Memo

Also candidly analyzed are the alleged virtues of printed media. An NBC-TV memo on the subject of "Home" vs. magazines, claims mags generally sell space to advertisers on the basis that (Continued on page 2)

ABC Near Deal On Big Disney Amusem't Park

HOLLYWOOD, March 6.—Negotiations are nearing conclusion between ABC and Walt Disney for the network's use of a new 50-acre amusement park here which Disney will start constructing later this spring. The deal is believed to permit the web's use of the facilities for live as well as filmed shows, but major emphasis will be on the latter.

The Disney plant will be equipped with features which would make it an ideal locale for TV film series shooting. It's understood the ABC film syndication division is mulling its possible use for series which it would then distribute.

The plant will cost an estimated \$10,000,000 to build, and construction is expected to take a year. It will embrace features such as are not available as a group in any other single location, such as paddle boat steamers on a large body of water, trains, overhead monorail cable cars, etc.

for a four-year lease of the TV rights in the U.S. and Canada. He is expected to use the package to launch his own distribution operation.

The package contains some of the best known titles yet to get into TV distribution. It includes "Body and Soul," with John Garfield, and "Arch of Triumph," with Ingrid Bergman and Charles Boyer. "Practically every well heeled distributor in New York has been bidding frantically for the package over the past few weeks.

O'Neil's deal has not yet been set, as far as could be learned this week. It is presumed that General Teleradio legalists are now studying the package, picture by picture, before putting the agreement on paper. While it is thus possible that the deal may never actually go thru, it is considered doubtful that any other party will be able to move in and beat O'Neil's offer.

Deal Set in Feb.

O'Neil has been down in Palm Beach, Fla., since February 22. The deal was set with Francis Herwood, veepee in charge of the motion picture and research division of the Bank of America. Herwood had been in town for a

'ROSE O' TRALEE' HAS DAUGHTER

NEW YORK, March 6.—The famed "Rose of Tralee," traditional Irish ballad, is being perpetuated via the offspring "The Daughter of Rose of Tralee," a new song just acquired here by Mills Music. The new ditty was penned by a couple of true sons of Erin, J. Patrick Muirtagh and Liam O'Hara. The London publishing firm of Lawrence Wright has assigned exclusive Western Hemisphere rights to Mills.

month for that purpose. He left yesterday (5). It is believed that O'Neil himself made the agreement with Herwood at O'Neil's home in Greenwich, Conn., the week-end (20-21) before O'Neil left town.

Since then, a number of distributors have had conversations with Herwood in an endeavor to (Continued on page 9)

CLUBS IN DOLDRUMS

Slump Is Nationwide; Big Budgets a Reason

By BILL SMITH

NEW YORK, March 6.—There is hardly a night club in the United States which is a money maker today, according to considered opinion of cafe operators throughout the country.

"I'll go further than that," said Nat Harris, of La Vie en Rose. "There isn't a club in the country which is in the black."

"If things don't pick up in the next three months I look for a general collapse of the cafe industry," said Lenny Litman, owner of the Copa, Pittsburgh.

"Business is off 40 per cent and more, according to the reports," said Jules Podell, owner of the Copa here. "We are one of the few clubs which operate on a 52-week policy. We have sources of information seldom available generally. We know that clubs are badly hit."

One of the big reasons for the weakness of the cafe industry is the prevalent high price of name talent, say operators. "We wouldn't mind paying if only we made a profit," said Lee Zeiger of Washington's Casino Royal. "But how many lickings can we take and still survive?"

"Cafes lucky enough to buy a

record artist who is climbing will make money," said Karl Eddy of Eddy's, Kansas City, Mo. "But by the time the later buyers come in, the artist has cooled off in everything but his price."

"We don't mind paying too much on occasion," said Rocky Palladino, of the Boston Latin Quarter. "We figure we'll take a

(Continued on page 14)

Loew's Pittsburgh Penn Back to Acts

PITTSBURGH, March 6.—Loew's will re-open another theater with flesh for the Easter holidays in an effort to stem declining grosses.

Latest Loew house to re-open is the Penn Theater, Pittsburgh, which has not had any live talent for more than a year. Opening show, to start April 17, will have a Willard Alexander package consisting of Vaughn Monroe and the Sauter-Finegar band. Band carries 23 people.

Leo Cohen, Loew booker, is looking for other attractions to follow the Penn spot booking. So far no new deals have been made.

gain repeal of tax on admissions of 60 cents and lower to theaters and parks. (See Night Club department for cafe tax story.)

In rushing to the floor its bill to reduce the federal admissions tax from 20 per cent to 10 per cent, the House Ways and Means Committee has obviously caught movie lobbyists by surprise. The Council of Motion Picture Organizations, which spearheaded last year's vain move to exempt movie theaters from the federal admissions tax has whipped up a similar drive, but COMPO received a significant setback this week when Rep. Noah Mason (R., Ill.) cast the deciding vote in the House Ways and Means Committee against cutting the tax below 10 per cent. Mason was sponsor of the COMPO-backed repeal bill which last year passed Congress only to be vetoed by President Eisenhower.

Chairman Daniel Reed (R., N. Y.) of the House Ways and Means Committee predicts passage of the 10 per cent slash bill next week, and subsequent speedy action is predicted for the bill in the Senate. Altho the slash is not backed by the White House, Presi- (Continued on page 52)

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Nets Ready to Take on Mags In Struggle for Ad Dollars

NBC's 'Home,' Today,' CBS's 'Morning Show,' Mag-Type TV Segs, Weapons

Continued from page 1

they perform a service to industry, have national coverage, give permanency to the buyer's ads because they can be referred to, and offer personal safety. This last factor refers to the fact that agencies which recommend magazines as media are playing it

safe in view of their nationwide acceptance.

TV's answer to these claims is that it performs a similar service to industry, also gives national coverage and that magazines have no permanency as proven by a Roper survey which shows they are passed around to several people instead of being kept. And TV claims that the network, not the sponsor, takes the risk in packaging the show, and so that medium also offers personal safety.

The advantages of TV, in addition, are that it is a personal selling medium and gives the strongest kind of personal contact for the sponsor's representative, and that it has merchandising possibilities not available in print. Another significant plus factor for TV is it is much more profitable for the agencies.

Proof of Pudding

That these pro-TV arguments have had an impact is obvious.

Pepperell Sheets for example, has yanked most of its magazine advertising to participate in sponsorship of "Home." And there are numerous other examples.

It is more or less taken for granted that TV, up to the present, has made tremendous inroads against entertainment-type magazines in cutting the circulation and taking away their clients. But with "Home," video is going after the women's service magazines—McCalls, Good Housekeeping, Ladies Home Journal, and Women's Home Companion.

If and when this battle is won, TV will take on the shelter magazines—that is American Home, House and Garden, etc.—after color video becomes a factor in the industry. At that time, TV will be able to demonstrate home furnishings and other products that need color to make their most persuasive selling arguments. The time does not seem far away.

Ratings Up, or Buttons Bust

NEW YORK, March 6.—Whether Red Buttons continues to be sponsored by General Foods next season depends on his rating performance during the next 13 weeks on CBS-TV. The advertiser feels that the property should do better than it is doing in its time slot, Mondays 9:30-10, following "I Love Lucy."

CBS-TV has brought in a new producer, Don Appell, who is overhauling the show completely to build a situation comedy around Buttons. Artie Stander and Larry Gelbart are writing.

GF Cuts Back Radio Shows

NEW YORK, March 6.—General Foods this week was getting ready to cancel some of its smaller radio shows on CBS. Robert Q. Lewis' five-minute strip, 4-4:05 p.m., is to be dropped, as is a five-minute Galen Drake show on Tuesday nights. To be cut back to 25 minutes from its present 45-minute length is the "Renfro Valley" Sunday morning program which is on about 120 stations.

There has been no final decision as yet as to the fate of "Beulah," which the sponsor has Mondays, Wednesdays and Fridays, 7:15-7:30. The web is endeavoring to see that the client remains on the air with the property, but General Foods seems to be weakening on the show.

'Unfair VHF Competish'

WASHINGTON, March 6.—Claiming unfair VHF competition, owner Wilton E. Hall, of the UHF Station WIAM-TV, Anderson, S. C., has petitioned the Federal Communications Commission to stay its special temporary authorization to the Spartan Radiocasting Company to operate a VHF station from Paris Mountain, S. C., pending a judicial review. Hall claims that the VHF station's wider coverage made it more attractive to advertisers and its transmitter location on Paris Mountain was causing Hall losses up to \$1,000 a week and threatened the survival of his station.

ABC's Strategy to Nab Small Clients

NEW YORK, March 6.—A new approach is being mapped by ABC-TV sales toppers to bring into the net's line-up smaller advertisers who currently cannot afford to shell out the large sums needed for sponsorship of the big network shows. A primary objective is to bring in advertisers who hitherto have made little or no use of TV, such as magazine advertisers (see other story).

Early thinking at ABC envisions greater emphasis on catering to seasonal advertisers, promoting deals where one advertiser would bankroll part of the year and one or more different ones taking over for other seasons.

Thought is also being given to opening up more shows for sponsorship of quarter-hour segments (such as is now possible on "The Mask"), and expending greater efforts in educating small advertisers in the best ways to use sponsorship of big network shows as an integral part of their merchandising and dealer sales campaigns.

It's no secret that the webs, as well as advertisers, are perturbed by the constantly rising cost of network TV and the fact that it is becoming tougher for all but the best heeled advertisers to sponsor shows.

Theory is that two advertisers spending \$500,000 apiece are just as good as one that spends \$1,000,000, and infinitely better than no advertiser at all. The web's current sales efforts are aimed for the most part at the big spenders with the result that

the smaller fry are being bypassed.

Formation of the new sales approach will be one of the first projects to be tackled by Bud Materne, who moved in this week as assistant national sales manager. Materne, in setting up the new plan, will work closely with Chick Abry, national sales manager for ABC-TV.

AEA to Okay Closed Circuit

NEW YORK, March 6.—The Actors' Equity Association is understood to have approved the plan to pipe a closed circuit telecast of the "ANTA Album" onto the screens of movie theaters across the nation (The Billboard, February 27).

Formal announcement of the "Album" telecast, which would be put on by Box Office Television, Inc., with Edgar Rosenberg acting as executive producer, is expected to be made at a press conference Wednesday (10).

WNEW Sale Goes Thru

NEW YORK, March 6.—The sale of local indie WNEW to a group headed by Richard D. Buckley, as reported in The Billboard last week, was confirmed here Thursday (4). The all-cash sales price exceeded \$2,000,000. Buckley, ex-prexy of Blair Associates, will assume active management of the 50,000-watter as soon as the Federal Communications Commission okays the deal.

Buckley heads a group including Horace Lohnes, Washington attorney and secretary of the present station holdings board; Harry Playford, Jack Holland and Ed Wright, all three of St. Petersburg, Fla. Buckley and Playford were minority stockholders in the station.

NARTB Award to Paley

WASHINGTON, March 6.—The 1954 keynote award of the National Association of Radio and Television Broadcasters will go to William S. Paley, board chairman of CBS, on May 25 during NARTB's 32d annual convention in Chicago. The award will be presented by Harold E. Fellows, NARTB president.

NBC CREDITS EARL GODWIN

WASHINGTON, March 6.—National Broadcasting Company is crediting commentator Earl Godwin as originator of the idea for a bill proposed in Congress to install bullet-proof glass between the galleries and the floor of the House of Representatives. Godwin broadcast the idea over station WRC the day after the wild shooting spree by four Puerto Ricans. Rep. Overton Brooks (D., La.) proposed the bill after learning of Godwin's broadcast.

NBC Sours on Kate Smith Seg

NEW YORK, March 6.—Reports had it this week that Kate Smith would be dropped by NBC-TV at the expiration of her contract with the network late this spring. Miss Smith is on 3-4 p.m. across the board on the web. The program has been a difficult sale and is not doing too well in ratings. Veepee and program exec Tom McAvity was inaccessible and could not be checked as to the truth of the report.

GE Gets Summer Time on NBC-TV

NEW YORK, March 6.—General Electric will probably take over Tuesdays, 9:30-10 p.m., on NBC-TV this summer when Armstrong's "Circle Theater" takes a hiatus. Young & Rubicam is looking for a summer show for GE, probably to sell its air conditioners.

ABC 'Mask' in Slow Start as Re-Run Show

NEW YORK, March 6.—Multiple exposure of ABC-TV's Sunday night live stanza, "The Mask," got off to what was considered only a half successful start this week. The net found itself facing difficulty in getting more than eight affiliates to pick up the Tuesday night 8-9 kine. The Wednesday night re-run, on the other hand, was picked up by over 20 stations, a pretty good turnout for the first week.

Reason for Tuesday night bottleneck is that NBC and Du Mont have virtually cornered the station market with their respective Milton Berle and Bishop Fulton Sheen stanzas.

The multiple exposure treatment is reportedly being considered for extension to "Who's the Boss." A kine of the show, which is currently aired live Friday night, 9:30-10, may be slated for slotting into the Saturday night 7:30-8 period soon to be vacated by "Leave It to the Girls." If not, the Saturday 7:30-8 time slot may be filled by moving the "Dotty Mack Show" up an hour and turning the 6:30-7 time back to the stations.

Miles Cancels Nite Soaper

NEW YORK, March 6.—Miles Laboratories this week reportedly canceled "One Man's Family," the 7:45-8 p.m. strip, on NBC-Radio. The network has hopes of finding another client for the long-run radio vehicle.

Geoffrey Wade is the agency.

Colgate Undecided On Fall TV Plans

NEW YORK, March 6.—NBC-TV this week was still sweating out a Colgate renewal of "Comedy Hour." That the advertiser will renew on NBC-TV is virtually certain, but still in doubt is the sponsor's programing plans for next season.

Two new possibilities were offered to Colgate this week—the sponsorship of Sid Caesar on Monday nights, or of the new hour-length "Show of Shows" which will probably be slotted Saturdays, 9-10. Caesar is expected to do 30 shows, or perform three out of four weeks next season. Another top comedian, or possibly a top dramatic vehicle, will go during the fourth week.

This combination is giving Colgate pause for thought, for it would be meeting less opposition in the Monday time period, and would be sponsoring a proven personality on a regular basis so that an every-week audience could be built. It is also likely that the show would cost less.

The new version of "Your Show of Shows" does not offer as conservative a buy for it would be showcasing new talent. But Max Liebman's reputation as a producer should insure Colgate of a top show each week, at a respectable program cost. It is expected that if Colgate does not buy "Show of Shows," the network will try to get a minimum number of clients—one, two, or at most four—and junk its former method of selling the program in 10-minute segments. The latter selling procedure is costly and difficult.

The presentation of "Anything Goes" last Sunday by the web is regarded as an attempt to show Colgate what the "Comedy Hour" program pattern could be next season. But, in spite of a top-notch program loaded with stars, the Trendex rating of 31.7 against "Toast of the Town's" 27.4 hardly was impressive when program costs are reckoned.

It is estimated that the musical comedy came in for more than \$100,000, half of which was borne by NBC-TV. Ethel Merman is said to have received \$25,000, Frank Sinatra \$10,000, and Bert Lahr \$7,500 for the single stint. This, of course, does not take into consideration of rights which were

leased from Julie Styne, the line of 12 girls, Styne's co-producer's salary, and other expensive items. But Colgate realizes that such monetary aid from the web would not be forthcoming on a regular basis during the regular season.

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To Sell or Rent Color Sets: That Is Problem

NEW YORK, March 6.—To sell or rent is the question confronting TV color set manufacturers.

Emerson resolved the problem for itself thus, announcing a plan whereby the firm will lease color receivers until big-screen sets are available and color programing is stepped up.

Meanwhile, Westinghouse took ads in the local newspapers here Sunday and Monday, offering color sets for immediate sale at \$1,025 thru 40 local dealers. Thus Westinghouse became the first set manufacturer to put color receivers on the market for immediate sale. Westinghouse execs reported the quantity of color sets available is limited, but they do have production going.

Emerson prexy Benjamin Abrams said he decided on the rental-only policy when he learned that, altho thousands attended the widely-advertised dealer showings of color receivers here recently, only one color set was sold. Anticipating that the 19-inch color picture tube and increased color programing will be available in the last quarter of this year, Abrams said "The small picture tube color receivers which Emerson is currently producing on a limited scale will not be offered to the public for sale." Instead customers will be allowed to rent a set for a monthly fee, which will include installation and service. He did not specify how much the rental charge would be.

TAXABLE GIFTS

Ct. Rejects Religious Plea By Webbers

WASHINGTON, March 6.—Income tax returns of private producers of religious radio programs will come under closer Internal Revenue Department scrutiny as the result of an opinion handed down by the Tax Court of the United States.

The court found that Edward F. and Lelia Webber had been grossing an average of \$95,566 a year in gifts on a non-sectarian religious program they ran over stations in Oklahoma, Texas, Iowa, Kansas and Arkansas from 1946 to 1950.

The Webbers' contention that these funds were nontaxable gifts was rejected by the court, which ruled that they were part of the Webbers' taxable income. The court also stated that the radio audience was "under no legal obligation to send the money but, apparently, enjoyed the programs" conducted by Edward and assisted by his wife in music and poetry.

NLRB Decision on Tele Free-Lancers

WASHINGTON, March 6.—Special program and free-lance performers who are not independent contractors may elect to join the certified bargaining unit at TV or radio stations, according to a decision this week by the National Labor Relations Board.

The decision came when the AFTRA local in Portland, Ore., sought an election of employees at Westinghouse Radio Stations KEX and KEX-FM, who appeared regularly or frequently before the microphone. These included the sports director, farm director, a continuity writer, three children program performers, and two musicians, who have speaking duties. At an election directed by the NLRB, all these performers, excluding the musicians, may elect to join or to remain outside the AFTRA unit.

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 6.—Dry lobbyists are quietly but frenziedly rallying backstage behind Sen. Edwin C. Johnson's (D., Colo.) proposal to extend the anti-trust laws to any baseball club owned by beer or liquor companies. Altho Johnson didn't have the dries in mind when he hopped the bill, which comes up for a hearing next week (see separate story), the Volsteaders hope it will clear the way for another try at legislation to crack down on TV-radio beer ads.

WILL "TINKERTOY" SPEED COLOR ERA? . . .

Color TV sets manufacturers are giving a lot of attention to "operation tinkertoy," hailed by the National Bureau of Standards and Navy Department as a revolutionary method for mass production of electronics equipment. It does away with a lot of manual work, sets up a "packaging" system that could simplify assembling of TV receivers. Engineers who've given it an exhaustive going-over say there's little doubt that something like it will eventually be used in color sets production. It'll be very costly at first, they warn, and consequently it'll be put to use on a gradual, piecemeal basis, which won't drastically speed the industry's current timetable for color TV.

SENATORS GO EASY ON TV PROGRAMS

Don't expect TV and radio to get a clobbering in the Senate Juvenile Delinquency Committee's report due next week. The report will leave to future hearings the question of determining whether TV-radio programs contribute to youth crimes. Sen. Robert C. Hendrickson (R., N. J.), committee chairman, says he has an open mind on the subject. His committee has been given \$175,000 for an additional year's study. The committee in a month or so will publish an analysis of replies of several hundred youth experts who've come to the conclusion that wayward parents are more to blame than TV-radio and the press for deviations in youth morals.

Altho Senator Hendrickson hopes to keep upcoming hearings on an even keel, it appears certain that there'll be attempts by some witnesses to revive the TV-radio programming issue that gripped the

Gathings probe in the House last year. Several who testified against TV-radio programs during the Gathings hearings are priming for a return engagement. Hendrickson indicates that one thing's sure: He'll avoid censorship legislation.

NOBLE IDEA BUT IT WON'T WORK . . .

Congress undoubtedly won't pay much attention to this, but Rep. Barratt O'Hara (D., Ill.) seriously suggested this week that lawmakers whose committees are now knee-deep in investigations should stay away from radio and TV until the probes are completed. In offering the suggestion, O'Hara inserted into the Congressional Record a letter from George E. Brand, former president of the American Judiciary Society, which outlined a judicial code of ethics he thought should be applied to all legislative investigating committees. The letter said that the broadcasting or televising of court proceedings detracted from the dignity of the court, distracted the witness, created misconceptions in the public mind, and therefore shouldn't be permitted. The letter said this code of ethics on publicizing court proceedings had been adopted by courts in 14 States.

'Fibber & Molly' to Make Summer Run

HOLLYWOOD, March 6.—"Fibber McGee and Molly" will remain on the air during the summer to fill out a full 52-week run on NBC radio. Network has asked the comedy team to continue the five-a-week nighttime strip because affiliated stations are said to be happy since they now are permitted to sell local participations on the show to supplement the six current network spots.

Jim and Marian Jordan, the stars, writer Phil Leslie and producer Max Hutton expect to tape several extra shows each week from now until summer time to make up the extra 13 weeks of programs. Current Nielsen rating on show is 4.7, placing "Fibber McGee and Molly" in third place among multi-weekly shows. The cross-the-board show has been on the air six months.

TV LONGHAIRS LIKE RAY BEST

NEW YORK, March 6.—When it comes to TV, it seems one never knows where the highbrows go. A. C. Nielsen Company recently made an analysis of the average educational level of the audiences of all TV shows. Expressed in terms of "number of years of schooling beyond grade school," it turns out that "Juvenile Jury" and Fred Waring are tied for third place with Ed Murrow's "See It Now," — certainly a curious grouping. Their average audience has 4.5 years, which presumably makes them college freshmen. Top show for the well-schooled was "Where's Raymond?" with average 4.7 years. "Omnibus" ran second with 4.6.

NARTB Preps Blast Vs. FCC Fee Proposal

WASHINGTON, March 6.—The National Association of Radio and Television Broadcasters will oppose imposition of any kind of government licensing fees for the broadcast industry. The NARTB presents testimony on March 16 at a hearing before the Senate Interstate and Foreign Commerce Committee on Senator Edwin C. Johnson's (D., Colo.) bill to allow the Federal Communications Commission to prescribe "nominal" fees.

The Johnson Bill is aimed as a compromise to scale down the FCC schedule of fees, but the NARTB wants none at all, asserting that "fees for the privilege of engaging in an established means of free communication are inadvisable and contrary to the historic policy of government encouragement of the instrumentalities of communication in this country."

The NARTB, which will be represented at the hearing by Vice-President Ralph Hardy, will ask that Congress enact legislation completely denying the FCC the right to require payment of license fees by broadcasters. The FCC's proposed schedule of fees calls for a flat \$235 payment on most

BASEBALL-BEER

Busch, Frick Witnesses at Sen. Hearing

WASHINGTON, March 6.—Big-time brewer August S. Busch and Baseball Commissioner Ford Frick will lead an array of witnesses at a hearing before the Senate Judiciary Subcommittee on Antitrust and Monopoly next Thursday (11) on Sen. Edwin C. Johnson's (D., Colo.) bill to extend the anti-trust laws to baseball clubs owned by alcoholic beverage interests. The bill is frankly aimed at Busch, owner of the St. Louis Cardinals and director of Anheuser Busch, Inc., whose plans to telecast the Cardinal games in minor league areas have drawn Johnson's wrath (The Billboard, March 6).

A key issue in the hearing will be the question of whether organized baseball should be relegated to a role of serving to promote beer sales via TV, radio, posters and other advertising methods, a subcommittee spokesman said. Besides Busch and Frick, witnesses will include legalists from the Federal Trade Commission and the Justice Department's anti-trust division. Johnson, who is president of the Western Baseball League, has raised the issue of whether "the great American sport," witnessed by the youth of the country, should be a corollary to "beer merchandising."

The subcommittee which will stage the hearing is headed by Sen. William Langer (R., N. D.), and is comprised of the following others: Sens. Robert C. Hendrickson (R., N. J.), Everett Dirksen (R., Ill.), Harley Kilgore (D., W. Va.) and Estes Kefauver (D., Tenn.).

Busch's plans to telecast and broadcast Cardinal games next season under sponsorship of Budweiser beer will come in for considerable discussion, it was pointed out. Busch plans to telecast and broadcast all 77 of the Cardinals' out-of-town games.

types, but Senator Johnson has assailed the schedule as too tough for smaller stations.

Winning Awards is a habit at WTVJ

(and we want to thank Billboard for our latest "FIRST" . . .)



... and there's a darned good reason for this popularity . . .

Because FIRST PLACE* IN THE NATION to our Merchandising Dept. is what Billboard thinks of our "Tailor-made" campaigns . . .

Come to think of it - we can do the same for you!

WTVJ MIAMI Channel 4

100,000 Watts - 1,000 ft. Tower

IN CITIES OF 500,000 TO 1,000,000



2 VIDEO SPECTACULARS SET FOR '54, BOTH 2-HOUR SEGS

Electric Companies Seeking Talent; Chrysler Seg Into Planning Stage

NEW YORK, March 6.—Plans for ultra-expensive TV spectaculars, to be aired later this year, were shaping up on several fronts this week, with one virtually set to proceed with the casting and another preparing to get itself a time slot. Both are two-hour productions. In addition, both CBS-TV and NBC-TV are making plans for opening up time slots for additional extravaganzas which will be airing in increasing numbers in the future (The Billboard, February 13).

Set in virtually every way but the actual talent, is a spectacular to be sponsored by the Electric

Companies Advertising Program thru N. W. Ayer. ECAP now is an alternate-week bankroller of "You Are There" on CBS-TV.

ECAP is shipping up a two-hour show for Sunday, October 24, which will likely outdo the historic \$250,000 Ford anniversary show last year. This opus, like the Ford show, will be a multi-network airtel. The Ford show ran on both CBS-TV and NBC-TV simultaneously. The ECAP show will run on two or more webs, not yet selected, with the exact time slot still to be determined. Talent will be the biggest and fanciest money can buy.

Chrysler Show

The other spectacular, well into the planning stage, will be bankrolled by Chrysler Motors. McCann-Erickson, its ad agency, is whipping up the plans, and the agency's board chairman, Marion Harper, now is in Detroit huddling with Chrysler brass. Chrysler reportedly has just floated a \$250,000,000 loan from a leading insurance company and is set to make an aggressive showing via

TALENT NOTES ON AIR AND SCREEN

TALENT NOTES ON AIR AND SCREEN

James Melton has ankleed Columbia Artists Management in order to return to his former manager, Lawrence Evans, currently with National Concerts and Artists Corporation. . . . Ida Lupino and Howard Duff, husband and wife, have been cast by Screen Gems to co-star in "A Season to Love" for Ford Theater. . . . Maureen O'Hara will appear on Bob Hope's daytime NBC-Radio show as "Lady Editor of the Week" starting Monday, March 15.

At the invitation of the Canadian Government, Karl Malden will be the American guest star of the two and one-half hour radio memorial to Eugene O'Neill on March 10 over the Canadian Broadcasting System. Brooks Atkinson, drama critic of The New York Times, will be the narrator. Malden who is under contract to Warner Bros., has been released by his home studio to appear in the O'Neill tribute. . . . Elliot Nugent and Betty Garde have been signed to record the dramatic portion of a forthcoming "Guest Star" show for Gotham Recording Corporation, producer of the U. S. Treasury Department-sponsored radio series.

The American Heart Association has awarded a bronze medalion and citation to Garry Moore, CBS-TV personality, for his services as chairman of the TV Entertainment Committee of the 1953 Heart Fund. . . . The American Character Doll Company has established a fellowship at Columbia University Teachers College in recognition of the work of Dr. Frances Horwich, educator and video teacher of "Ding Dong School." The grant will be known as the "Frances Horwich Graduate Fellowship in Early Childhood Education."

a mighty splash in the battle with other auto firms.

Meanwhile, both CBS-TV and NBC-TV are working up plans to place future spectaculars in time slots now occupied by boxing. This would be done with the approval of their respective boxing sponsors, Pabst and Gillette, which feel they could well afford to bow out of one week each month in view of the interest which would be generated in the spectaculars, and also because by cutting down the number of fights the quality of the bouts could be raised to a higher level.

Pabst, which airs 10-11 p.m., Wednesdays, and Gillette, which uses the same time Fridays, both are almost sure to renew for next season, but both feel that the quality of some fights this season has been poor due to the need for a weekly bill.

RESTLESS PEOPLE, REVOLVING DOORS

Ibby Lanier, WNEW, New York, personnel director, will wed Bill MacAuliffe, business exec, on Friday (12). . . . Norman Frank, CBS-Radio program exec, is back from a two-week vacation in Haiti. . . . William Stewart, Donald Frost and Fred Schuster, account execs of Compton Advertising, Inc., have been elected vice-presidents of the agency. . . . Edwin A. Wilhelm, Maxon, Inc., director, has been upped to exec in charge of the radio-TV department of the agency.

Marge Kerr, formerly with N. W. Ayer as talent chief and developer of new programs, has joined the Du Mont TV net as manager of program development. . . . Ken White, radio and TV columnist for The Denver Post, has joined KOA radio and TV as newscaster on a full-time basis. . . . Baron Mickey Trenner Jr., ABC-TV program department staffer, has been upped to assistant to Charles F. Holden, program manager of the ABC-TV net.

Frank P. Fogarty, general manager of WOW, Omaha, and Don Searle, exec vice-president of KOA, Denver, have been appointed to membership on the BAB Plans Committee. They were named to replace George Higgins and Howard Lane, who were recently raised to membership on the BAB Board of Directors. . . . Seymour Miniz, formerly vicepee of the Admiral Corporation in Chicago, has moved over to CBS-Columbia as president.

Arthur E. Duram, director of radio-TV for Fuller & Smith & Ross, Inc., has been upped to vicepee in charge of national television and radio operations. . . . Herbert A. Vitriol, vicepee and director of marketing at Grey Advertising Agency, has moved to Sullivan, Staufer, Colwell & Bayles, Inc., as vicepee in the account executive department. . . . Harold Verne Hough of Fort Worth, Tex., and a former member of the ABC Radio Stations Advisory Committee, has joined the ABC Television Stations Advisory Committee. . . . George Wolf, vicepee and director of Radio-TV for Geyer Advertising, has been named Radio and TV chairman of the 1954 Cancer Crusade for the New York City Cancer Committee.

WEAVER FAITH JUSTIFIED

Strong Home Appeal To Sponsors Likely

NEW YORK, March 6.—The welcome mat for advertisers spread before NBC-TV's "Home," which bowed in this week, seems more than likely to see sponsors aplenty moving across it, pen in hand. The preem shows, despite some of the expected opening jitters, would seem to more than justify the faith that web President Sylvester (Pat) Weaver has had in the concept for several years.

Plus factors apart from the ability of the show to entertain and instruct which was manifest in the first week's outings, is its certain potential as a sales weapon. As such, following the path blazed previously by "Today," the show's debut should be welcomed by all broadcasters, including competing webs, as opening new commercial vistas for TV. These potentials involve attracting bankrollers from new fields to the medium (see other stories), a development from which all involved with TV can benefit.

Arlene Francis, as femsee, proved herself capable and charming, to nobody's surprise. The other talent, yclept "participating editors" in this "electronic magazine," showed varying degrees of aptitude and nervousness, the former exemplified by etiquette editor Elinor Ames, the latter by food editor Poppy Cannon. Miss Ames' bits, showing the wrong way to do things, proved amusing as well as informative.

Mechanical Aspects

The fabulous mechanical aspects of the show, involving heavy loct spent on construction of a special studio with a set featuring 10 working areas and such gadgets as a "tumbler" which inverts objects being demonstrated, perhaps seemed less spectacular than expected.

But this may be regarded, possibly, as a positive rather than negative criticism. The point is, the theater-in-the-round technique worked as applied to this domestic science show, and the elements which made it work were present and played a vital role, but were not obtrusive.

The advertising technique utilized is a highly effective one, embracing as it does the same type of demonstrations as are used in the "editorial" portions of the show, with the name of the sponsor added emphatically, but not annoyingly. Thus, the commercials are fully as interesting as any other material aired.

"Home" and its talent still seems a bit prepossessed with its own newness and with the unusualness of the gadgets at its command, however. This emphasis could well be shifted toward

entertaining the viewer rather than repeatedly commenting on the program's own originality. Too, some of the segments seemed a bit overlong, causing the pace to lag momentarily. A little more lightness, with additional features along the lines of Constance Bannister's marvelous baby films, also would be welcome, at least to a masculine viewer.

However, this is quibbling. "Home" is a good show, and it is an important show. It is a show which should move merchandise for advertisers, and as such make new friends for TV. It is, therefore, a welcome addition to the networks' daytime line-up.

Sam Chase.

TV FILM PURCHASES

The "Joe Palooka Story," distributed by Guild Films, has been contracted for in a four-city deal by H. H. Claussen, bakers. The deal puts Guild's half-hour show on WBDW, Augusta, Ga.; WCSC, Charleston, S. C.; WFBC, Greenville, S. C., and WIS, Columbia, S. C. "Palooka" was also sold to station KFEQ, St. Joseph, Mo. "Life with Elizabeth," another Guild property was sold to Claussen's to be shown on WJBF, Augusta, Ga. Other "Elizabeth" sales include: KDAL, Duluth, Minn., for the Fitzer Brewing Company; KELO, Sioux Falls, S. D., for Pfaff Sewing Machine Company and KFEQ, St. Joseph, Mo.

"Greatest Dramas," distributed by 20th Century-Fox and spot booked in over 25 markets for General Tire Company, has been sold in its initial syndicated market to Howard Johnson for viewing via WNAC, Boston.

WWTW, Cadillac, Mich., has contracted for seven CBS-TV Film Sales shows: "Crown Theater," "Gene Autry," "Amos 'n' Andy," "Strange Adventure," "Files of Jeffrey Jones," "Art Linkletter and the Kids" and "Range Rider." "Gene Autry" has also been sold to WRDW, Augusta, Ga., for alternate sponsorship by Murray Biscuit Company and Royal Crown Cola; KMID, Midland, Tex., for C. R. Anthony Stores, and to Fresno and Stockton, Calif., for Gravem-Inglis Baking Company.

Other CBS-TV Film Sales this past week were: "Amos 'n' Andy" to KGBT, Harlingen, Tex., for Egelstein Furniture Company and WTVI, St. Louis, for Bonnee Buttered Beef Steaks; "Jeffrey Jones" to WCAU, Philadelphia; "Art Linkletter and the Kids" to Greenville, S. C., for Suburban Rulane Gas Company and United Tire Company and "Annie Oakley" to KLAS, Las Vegas, Nev., for another Canada Dry Ginger Ale market.

The NBC Film Division this past week sold its new series, "Inner Sanctum," to KWVL, Waterloo, Ia., and KRBG, West Waco, Tex. "Hopalong Cassidy" was sold to KGUL, Galveston, Tex., for Dickerson Appliances; KBTW, Denver and KGMC, Amarillo, Tex. "Victory at Sea" was purchased by KRBG, West Waco, (Continued on page 9)

New Catholic TV Seg

WASHINGTON, March 6.—The National Council of Catholic Men will add a second TV show to the currently sponsored "Catholic Hour" on NBC-TV when they produce the Catholic portion of the new CBS-TV religious program "Look Up and Live" on Sundays in March and April. The new show, aimed at American youth, will feature an interview with a famous personality who will illustrate how religion has helped in meeting everyday problems. The Reverend Father Bertin Roll, of Pittsburgh, will conduct the shows in March and April.

Selling Allentown, Bethlehem, Easton

WLEV-TV

Bethlehem, Pa.

the only single medium reaching the entire

Steinman Station

NBC TV affiliate

Represented by

MEEKER TV, INC.

New York Chicago
Los Angeles San Francisco

Two Big Sales By CBS-Radio

NEW YORK, March 6.—Two key purchases of time on CBS-Radio were made this week.

Kraft bought an hour Sunday nights, probably 9-10, for its new Edgar Bergen deejay show. And Chesterfield bought Mondays 9-9:30 for a program yet to be designated.

The latter buy takes up half the slack left when Lever Brothers decided to move its "Lux Radio Theater" to NBC next season.



"For a number of years I have watched with interest your coverage of radio. Today I believe you offer the best all-around weekly report available!"

Peter Bochan
Program Director, WNAB
Bridgeport, Conn.

SUBSCRIBE TODAY

The Billboard
2160 Patterson Street Cincinnati 22, Ohio
Please enter my Billboard subscription for one year at \$10. Payment is enclosed. 840
(Foreign rate, one year, \$20)

Name

Address

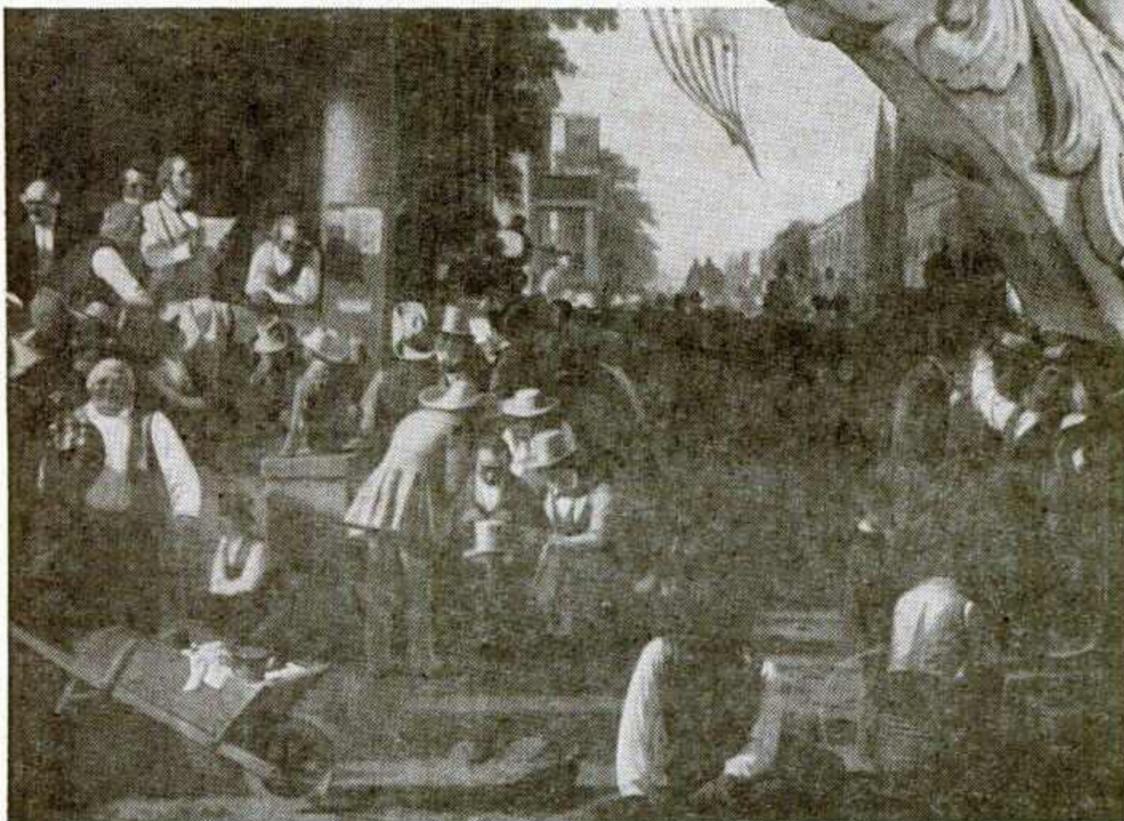
City..... Zone..... State.....

Occupation





FIGUREHEAD. COURTESY THE MACMILLAN COMPANY "THE INDEX OF AMERICAN DESIGN"



"VERDICT OF THE PEOPLE", JAMES CALES BINGHAM. COURTESY THE BOATMEN'S NATIONAL BANK, ST. LOUIS

Word comes that
 New England's
 FIRST STATION
 has won
 FIRST AWARD
 for Audience Promotion

WBZ, BOSTON
WBZA, SPRINGFIELD
 topped all 50,000 watt
 stations in
 THE BILLBOARD'S
 1953-54 Radio & Television
 Promotion Competition



From other points—WOWO, Fort Wayne, WPTZ-TV, Philadelphia—comes word of THIRD PLACE AWARDS in sales promotion. This year-round promotion by all WBC radio and television stations delivers BIG audiences . . . BIG results.

VHF IS HERE TO STAY

That's the Consensus of Trade, Govt. Experts in Billboard Poll

WASHINGTON, March 6.—The VHF area of the TV spectrum apparently is here to stay even though UHF will dominate the TV spectrum some day, despite its present growing pains (see separate story). This was the consensus here of a wide sampling of government and industry opinion gathered by The Billboard.

Ever since the freeze-lift, there has been talk that expansion of UHF would lead eventually to the elimination of the VHF band, but government and industry experts now believe that eventually there will be no problem of incompatibility in a dual band. Although serious problems now exist, such as shortages of high-power UHF transmitters, and the inadequacy of the number of sets geared for UHF reception, it is generally

agreed that in six to 10 years these problems will be non-existent. By then the spread of color TV sets, geared for both VHF and UHF reception, will be universal and the transmitter bottleneck will have long ago been broken.

Thus, there will be no need for uprooting VHF-ers, even though there might be more room for TV in the upstairs area of the spectrum. The lower band channels, occupied by blue chip stations, are the most highly prized in the spectrum and will remain so.

In the face of tough problems still to be solved in UHF's expansion, industry and government spokesmen here this week were looking toward the growing compatibility of UHF and VHF. Here is a small part of a sampling of opinion:

James D. Secrest, executive vice-president, Radio-Electronics-Television Manufacturers' Association: "Our objective is to eliminate the differentiation between UHF and VHF in the popular mind. As color TV gets on that will help the problem. That shows the trend. UHF and VHF stations will be operating simultaneously."

Allen Mills, merchandise manager, home instrument department, RCA Victor division, Radio Corporation of America: "The sooner we can promote TV to the public and not differentiate between UHF and VHF, the better. We foresee the manufacturers making combined UHF-VHF sets."

Rosel Hyde, FCC chairman: "I would like to see the distinction between VHF and UHF eliminated. The commission regards

ASKS SUBSIDY OF AM OUTLETS

WASHINGTON, March 6.—Gordon P. Brown, owner of WSAY, Rochester, N. Y., added a new wrinkle this week to the controversy over the proposed FCC license fees when he suggested that Congress subsidize hard-hit radio stations the same way it does the farmers and the airlines.

"Too many important areas in the United States have lost the services of a local radio station which was definitely performing in the public interest, convenience and necessity" because continued losses forced the station to close down, he said in a statement which attacked the FCC fee schedule proposal as "grossly unjust, punitive and discriminatory."

UHF as an essential part of a full service. The purchaser of a TV set is entitled to get complete service."

AIR PIRACY

Swede Firm Will Evade Radio Laws

COPENHAGEN, Denmark, March 6.—The non-commercial radio systems of Scandinavian countries will shortly face new competition. The president of the federation of advertising agencies here said this week that before the end of this year all Scandinavian lands will be blanketed with commercially sponsored radio programs.

These programs are being arranged by a Swedish syndicate and reportedly will be broadcast from a transmitter on a Swedish ship, which will cruise in international waters but close enough to Scandinavia for programs to be picked up. Advertising will be limited to short commercials, along American lines. Danish radio officials state that the project is illegal and can be halted—but are a bit jittery.

Norway, which like all Scandinavian countries, operates a nationalized radio network supported largely thru funds received from the licensing of receiving sets, has upped the annual license fees, starting March 1, from \$2.85 to \$3.60 per year. At present there are about 887,000 receiving sets in use in Norway and the Norwegian State Radio figures on collecting approximately \$1,167,857 from license fees for 1954.

FCC Issues 2 Video Grants

WASHINGTON, March 6.—The Federal Communications Commission this week issued two TV grants, bringing total authorizations to 612, of which 550 are post-freeze grants, including 29 noncommercial, educational grants. With 46 grants canceled, outstanding authorizations now number 610.

This week's grants went to Central Kansas Television Company, Inc., Channel 2, Great Bend, Kan., and the Brockway Company, Channel 7, Carthage, N. Y. The grant to the Brockway Company is subject to the condition that Brockway surrender its CP for Station WWNY-TV, Watertown, N. Y. (Channel 48).

In addition, the FCC announced that it would consider whether Broadcast House, Inc., permittee of KSTM-TV, operating on Channel 36 in St. Louis, is entitled to comparative consideration with other applicants for a new TV station to operate on Channel 11 in East St. Louis. The FCC had rejected the application on December 17, 1953.

Broadcasters Win Praise From Hardy

WASHINGTON, March 6.—Ralph W. Hardy, vice-president of the National Association of Radio and Television Broadcasters, praised American broadcasting's willingness to test new ideas in a talk at the ninth annual Michigan State College Radio-Television Conference this week, and said: "It makes no difference whether new program ideas are discovered on the campus, in technical centers, in an advertising agency or in the workshops of the broadcasters, they will find their way quickly into the production channels."

Hardy continued that "radio and television programs addressed specifically to the family group have particular responsibility and opportunities. To project ideas into that circle calls for real discretion, for great skill and for a highly developed awareness of basic human values. In the sense of realizing our full potential in this regard, I am sure all broadcasters recognize that we have much to learn."

Remack Peddles 'Amateur' Tapes

NEW YORK, March 6.—Remack Productions, owners of the "Original Amateur Hour," this week were offering a transcribed radio version of the show to stations around the country. The program is now on NBC-TV for Pet Milk on Saturday nights. It believed that the transcriptions being offered to radio stations are taped versions of the TV show.



Fast promotion did it!

Six months is a tender age—but we've graduated to the big leagues in our first six months of existence . . . graduated with honors we might add.

WE DOFF OUR MORTARBOARD TO THE BILLBOARD FOR CAPPING OUR FIRST HALF-YEAR WITH FIRST PLACE IN THE 16th ANNUAL AUDIENCE PROMOTION CONTEST. Other achievements include the Zenith Television Award for Public Service, to Miriam Murphy for her Harrisburg Hostess program, and the selection of Joe Gerdes, the Harrisburg entry, as one of the four national winners in the "Voice of Democracy."

Incidentally, we don't specialize in plaque-grabbing—Promotion and Public Service are extra-curricular with us. . . . Our "major" is in sales achievement for local, regional and network television advertisers.



The Billboard



Zenith Television Award



Voice OF Democracy

WTPA

HARRISBURG PENNSYLVANIA

represented nationally by HEADLEY-REED TV

BBC TO NBC

Web to Cull Best From British Air

NEW YORK, March 6.—American radio listeners soon will get a chance to listen to the best half-hour programs on the British Broadcasting Corporation when NBC, beginning in April, schedules a series of 13 top half-hours presented on English radio recently. The deal for the series was made between the network's operating veepee, Ted Cott, and Basil Thornton, the BBC representative here.

NBC will also organize a listener's panel of 1,000, which will select the top shows or shows for programing in the fall on the web. Among the programs to be heard are "Unusual Tales," by H. G. Wells; "Songs From the Shows," the best from the British musical comedy theater; "Prisoner at the Bar," stories of unique murder trials by Edgar Lustgarten, noted lawyer and writer; and "Three Tales From the Unknown," ghost stories. Series goes into Saturdays 7-7:30 p.m.

Seeks Curb On Radiomen In Video Biz

WASHINGTON, March 6.—Sen. Harley Kilgore (D., W. Va.) has asked two Senate committees to review "the growing dominance of TV by radio interests" with a view toward proposing appropriate anti-monopoly legislation to prevent this trend (The Billboard, February 27).

In a letter directed to Sen. John W. Bricker, chairman of the Interstate and Foreign Commerce Committee and Chairman William Lenger of the Senate Judiciary Subcommittee on Antitrust and Monopoly, Senator Kilgore declared that "if radio interests succeed in gaining dominance of television, further concentration is inevitable and perhaps it will create something approaching complete monopoly of broadcasting."

The letter went on: "A single corporation owns not only several major radio and television stations, but also a nationwide radio network and television network while at the same time it is one of the largest producers of broadcasting equipment and receivers, and exercises a wide influence thru ownership of numerous important patents."

Lewis to Head TV, AM Cancer Group

NEW YORK, March 6.—With a goal of \$25,000,000 this year, the American Cancer Society has formed a radio and TV Steering committee headed by William B. Lewis, Kenyon & Eckhardt prexy, to spark the society's campaign in the broadcasting industry.

Altho the 1954 campaign doesn't get under way until April 1, the ACS has already received orders for more than 500 complete radio kits and 250 complete TV kits, which provide stations with a variety of special spots and programs for use in the fight against cancer.

The newly formed ACS radio and TV committee includes Louis G. Cowan; Bruce Robertson, of Broadcast & Telecasting magazine; Richard Dana, of Young & Rubicam; S. M. Adler, William Morris Agency, and Charles Vanda, WCAU-TV, Philadelphia. At a meeting here last week Melford R. Runyon, executive veepee of the ACS, told the committee that a major share of the credit for the society's successful 1953 campaign was due to radio and TV industry support.

FCC Upholds Trinity

WASHINGTON, March 6.—The Federal Communications Commission turned down a request by major league baseball clubs that it forbid the Trinity Broadcasting Corporation of Texas from recreating game broadcasts over Texas radio stations. The New York Yankees, Brooklyn Dodgers and St. Louis Cardinals had filed the protest. The FCC in rejecting the request did not give details, but indicated a formal opinion will be issued later.

Bill to Make Outlet Probe Charity Orgs

WASHINGTON, March 6.—Radio and TV stations which permit programs to solicit contributions for persons or organizations may have the added chore of investigating those groups if a bill introduced by Rep. Katherine St. George (R., N. Y.) is adopted.

The bill seeks to amend the Communications Act of 1934 to require licensees to make an investigation of such persons or organizations, so that the licensee can answer any reasonable question that a prospective contributor might ask. The bill also provides that in making rules and regulations, under the amendment, the FCC may make such exceptions as it finds will serve the public interest.

Broad Congressional Probe Of UHF Seen a Certainty

Early Hopping of Johnson Bill On Ultra-High May Start Action

• Continued from page 1

a single VHF station in a highly competitive metropolis.

The UHF situation has come to the attention of Capitol Hill in many ways, and several of the lawmakers are showing growing concern. Letters and personal calls from constituents anxious to improve UHF's economic plight in competition with VHF have been steadily rising, and this week Washington was literally buzzing

with spokesmen for UHF interests.

The first indication of Johnson's preparations to seek legislation, came this week at a closed-door meeting of the Senate Communications Subcommittee of the Senate Interstate and Foreign Commerce Committee. Senator Johnson sat in with the subcommittee, which met with six members of the FCC. The day after, several commissioners attended a UHF conference

sponsored by the National Citizens' Committee for Educational TV and the Joint Committee on Educational TV.

Spokesmen from both the industry and the FCC at this session voiced assurances of co-operation in improving UHF's economic plight, altho several of the spokesmen pointed out that UHF was no worse off today than VHF was at (Continued on page 11)

The Billboard

PROMOTION COMPETITION WINNER

Key Advertiser Officials Pick Top Entries

The award winners in this year's Radio & Television Promotion Competition were selected by a board of judges consisting of the following advertiser-agency executives:

ADVERTISING AGENCIES

J. FRANK GILDAY
Cecil & Fredrick, Inc.

JOHN F. GILMAN
Ray S. Durstine, Inc.

LES BLUMENTHAL
William R. Westcott & Co.

NICHOLAS E. KESSELY
Lester & Russell, Inc.

DICK FENN
Deberry, Clifford, Eaves & Sheinfeld

JAMES MCGARRY
Belton, Barton, Durstine & Gibson

WILLIAM E. MATTHEWS
Young & Rubicam

ROGER FRYOR
Frost, Case & Belding

SYLVIA SIMMONS
Grey Advertising

TOM ELATER
Robinson & Ryan

ADVERTISERS

PAUL E. CHANDLER
Eckst Food Co.

WALTER CRAIG
Suzette

HARRY J. DEINES
Westinghouse Electric Corp.

RICHARD E. FORBES
General Electric Co.

JAMES F. HAGEN
United States Steel Corp.

JOHN G. HOAGLAND
Campbell Soup Co.

ROBERT LILSEN
Whittaker Pharmacia Co.

JAMES MACWITNEY
Rustol-Meyers Co.

STANLEY PULVER
Lever Brothers Co.

WILLIAM M. SAMBET
Powers & Goodale, Inc.

ALBERT R. FIFTERS
American Tobacco Co.

XL STATIONS SPOKANE, WASH.

FIRST PLACE

IN
MERCHANDISING
PROMOTION

5,000 TO 20,000 WATT STATIONS

**THE BILLBOARD'S 16th ANNUAL
RADIO AND TELEVISION
PROMOTION COMPETITION
1953-1954**

Contest Boosts, Rewards AM-TV Promotion Work

The Billboard's Annual Radio & Television Promotion Competition is carried on for the purpose of choosing and giving recognition to the most outstanding examples of promotion done by radio and television stations. It gives promotion personnel an excellent chance to exhibit what they have done to promote their call letters, their programs, their advertising effectiveness and their advertisers' products at the point of sale. Entries are placed in competition only with those from organizations of like type and size. And there are separate divisions for each of the different types of promotional efforts.

The Competition is not only of value to broadcasters, but is also of great interest to advertisers. The judges in The Billboard contest, whose names are listed in the other column of this plaque, are key executives of major advertising agencies and sponsors. They are themselves responsible for millions of dollars of AM and TV billings each year, and it is to them that a great part of all promotion is directed.

Having overcome the keen competition that is part of The Billboard contest each year and passed muster before such an astute panel of judges, the winners may take pride in their accomplishment. The Billboard joins the judges in extending to the winners heartiest congratulations.



KXK PORTLAND	KXLY SPOKANE	KXLE ELLENSBURG	KXLF BUTTE	KXIL MISSOULA	KXLJ HELENA	KXLK GREAT FALLS	KXIQ BOZEMAN
New York 17, N. Y. 347 Madison Avenue The Walker Company	Hollywood 28, Calif. 6381 Hollywood Blvd. Pacific Northwest Broadcasters	San Francisco 4, Calif. 79 Post Street Pacific Northwest Broadcasters	Chicago 1, Illinois 360 North Michigan The Walker Company				

BOLD VENTURE BY VIDEO INDIE

L.A. Station KTTV to Control New Film Series in 4 States

HOLLYWOOD, March 6.—KTTV here made another pioneer step this week in the growing pattern of station control and sale of TV film shows. The Los Angeles Times station signed up for Republic's new half-hour series, "Stories of the Century" for the entire West Coast. According to the contract, KTTV will control the package in California, Oregon, Washington and Arizona. The station's sales force will now seek a sponsor to carry the show on stations throughout the region as well as KTTV itself.

The deal marks the first time an independent station has contracted for a show for other markets besides its own. It was also asserted that KTTV will henceforth pursue a continuing policy along this line.

"Stories of the Century" is being filmed by Republic's new subsidiary, Studio City TV Productions, Inc. The show is being distributed by Hollywood Television Service, Inc., Republic's TV distribution arm, which up to now has handled its features only.

KTTV, long a user of film in its programming, asserts that acquisition of "Stories of the Century" in this latest manner will be a

service to clients rather than an effort to get into the distributing business. Thru this means, it was said, the indie is able to acquire better properties and compete with nets on an equal footing.

Contract for the property involves more than \$250,000. It also marks Hollywood TV Service's first major sale of the property, since "Stories of the Century" was made available only yesterday (5).

"Stories of the Century" is based on newspaper and official records and is currently in production at Republic Studios. It uses the technical equipment, experienced know-how and personnel of a major studio and in many of the episodes sequences originally shot

for major productions. Episodes already filmed include "Belle Starr," "The Dalton Gang," "Frank and Jesse James," "Geronimo," "Doc Holliday," "Joaquin Murietta," "Billy the Kid," "Quantrill and His Raiders" and "Cattle Kate."

"Advertisers who distribute regionally are becoming more and more anxious to buy top programs that they can place in more than one market," according to Richard Moore, general manager of KTTV. "The only way we can assure some of these top sponsors that privilege is for the station to step in and buy properties outright for the region, making them available to the sponsor."

Film Execs Huddle Toward Music Pact

NEW YORK, March 6.—TV filmites this week were wondering what kind of a new deal to expect from the American Federation of Musicians. The AFM was reported to be in negotiations with certain producers, but which ones could not be ascertained. Out of the present talks will emerge a new two-year pact for the employment of musicians in TV film shows.

At stake is the rate of contributions to Music Performance Trust Fund No. 2, whose receipts are used for free concerts. It is generally expected that the union will offer a deal whereby producers would pay 5 per cent of the sale price of shows using live musicians. At present the producers pay 5 per cent of either

their sale price or net time rate, whichever is less.

Many producers regard the 5 per cent cut too big, and a proposal of 2 per cent, it is understood, is being made by the industry. Many also consider it unrealistic to charge the same for a show that uses occasional live music as for one with a musical format.

The Liberace show has accounted for over \$58,000 in payments to Fund No. 2 in its year. This is reported to be the largest single contribution. Reub Kaufman, president of Guild Films, which produces and distributes that show, said this week that he had not been invited to any negotiations by the AFM.

Last week the AFM set a new agreement for producers of TV film commercials. Under that pact, which authorizes employment of AFM members until January 31, 1956, producers will contribute \$100 per blurb into the Fund. The agreement just expired had called for the payment of a second \$100 for the second year's use of blurbs with music, a provision now eliminated. The model agreement on commercials was signed by Musical Features, Inc., and Phil Davis Music Enterprises, Inc.

Snapshots for DuPont Free Fashion Films

NEW YORK, March 6.—The E. I. DuPont de Nemours Company, Inc., has signed TeleVision Snapshots, Inc., here to produce a series of five-minute fashion films, which will be distributed free to TV stations across the country. Merchandising tie-ins with stations and stores on the films will be set up on request.

The series, tagged "After the Fashion," is the brainchild of TeleVision's Babette J. Doniger, president, and Elena Smith, vice-president, and Walter Harrison Smith Associates. The latter will handle all merchandising tie-ups on the package.

The test film, done for dress manufacturer Paul Parnes, was shot in the Home Service Center of Woman's Home Companion magazine with Miss Doniger producing and directing. The first DuPont film will feature a "Wash 'n' Wear" theme, with models demonstrating washable Orlon, Dacron and Bylon clothes.

Loewe Heads Kling Office in Dallas

CHICAGO, March 6.—In a continuation of the expansion of its film sales organization, Kling Studios has named John W. Loewe to head up a newly opened district sales office in Dallas.

A specialist in creative film sales, Loewe was an independent representative in Texas and New York for three years prior to joining Kling. He has spent 18 years in all phases of motion picture production and sales, having also worked for Paramount, Warner Bros. and Samuel Goldwyn.

Gets Bible Stories

NEW YORK, March 6.—Lake-side Television Company has acquired the TV distribution rights to "Out of the Past." The TV film series is a package of 26 half-hour Bible stories.

MCA-TV Adds 2 N. Y. Reps, 1 for Can., 2 in Field

NEW YORK, March 6.—MCA-TV has continued the build-up of its sales staff to the point that it now has 30 reps, not including the sales topper. In recent weeks MCA-TV has added two men in New York, two in the field, and has assigned another to get their shows into Canadian distribution.

For their Canadian coverage, the firm hired Stu Smith, former Pearson Pharmacal account exec at the Harry Cohen Agency, and before that with Young & Rubicam. He is expected to open an office in one of the major Canadian cities.

For New York, MCA-TV put on Richard Golden, formerly of Wildroot and the publication field, and Jim Swift, formerly of NBC.

Also, MCA-TV hired Ed Owens, former account exec of WSL, Roanoke, Va., to set up office there and cover Virginia and North Carolina, and John Von Herberg to work out of Seattle.

PRIME EXAMPLE

Eastern Uses Godfrey Film On Air Safety

New York, March 6.—There's a TV film angle behind the six-month grounding of Arthur Godfrey this week for that now-famous take-off at Teterboro, N. J., early this year.

A few months ago, producer Jerry Fairbanks completed a 20-minute industrial film for Eastern Airlines plugging the safety of flight. The film, which was in color, was titled "Flying With Arthur Godfrey," and showed Godfrey in the air along the main Eastern routes.

The film has been circulated to TV stations, and Eastern has used stills from it extensively in its promotion, including a 1954 calendar.

Capt. Eddie Rickenbacker, president of Eastern, is said to have been so delighted with the film that he gave Godfrey the DC-3 he flew in the film on air safety as a gift.

It was in the very same aircraft that Godfrey made his Teterboro take-off that resulted in this week's grounding action by the Civil Aeronautics Board.

Screen Gems In Ethyl Deal

NEW YORK, March 6.—Screen Gems is reportedly on the verge of closing a deal with Ethyl Corporation for production of a new sports series to be aired on a network or national spot basis, with the latter most probable.

The Ethyl negotiations climax a period of heightened activity for the firm, which last week sold "Father Knows Best" to Lorillard, and acquired distribution rights to 44 "Fireside Theater" films. Screen Gems last year produced a 26-segment, quarter-hour sports show, "The Big Playback," which was spot booked by Ethyl into 46 markets before Screen Gems released it for general syndication.

Gen. Mills Mulls Stu Erwin Option

NEW YORK, March 6.—Negotiations were in the works here this week for General Mills to pick up its option for resumption of filming on the Stu Erwin show.

The film series, sponsored by General Mills over ABC-TV, is produced in Hollywood by Roland Reed Productions. Agency is Dancer-Fitzgerald-Sample, Inc.

Africo-Cuban Series Mapped by Fedderson

HOLLYWOOD, March 6.—Don Fedderson, president and producer of Don Fedderson Productions, this week was prepping the format of a telefilm series based on Africo-Cuban folklore that would be shot in Cuba. He also revealed completion of the first script for his "The Unknown," a projected series with a psychological phenomena base.

Fedderson, recently returned from a visit to Cuba, would produce the Afro-Cuban series for distribution by Reub Kaufman, head of Guild Films, in association with Max Riviero, president of Maxolga, Film Company, one of two Cuban studios. The series, Fedderson said, would be an authentic representation of Africo folklore, using Latin-American natives to entertainingly present their stories, celebrations and fears, all tied in with a definite story line.

Principal reason for his interest in negotiating the Cuban deal, Fedderson said, is because the Cubans have expressed an intense desire to develop the telefilm industry on the island. With approximately 15 stations on the island, including five in Havana, there is a ready market, he indicated. He expects to roll at least a pilot sometime in April.

Meanwhile, Fedderson said that in conjunction with his partner and co-producer, Arnold Marquis, first script of "The Unknown" has been completed by Vivian Cosby, who has been set to write most of

the stories under direction of Dr. Hereward Carrington, world-wide authority of psychological phenomena. Present plans are to interest a national sponsor. At least one network is interested in the property, Fedderson said. The series, he believes, has almost unlimited possibilities since, he pointed out, he has available 5,000 original stories, of which 1,500 are in public domain.

Set Up F-G TV Film Firm

HOLLYWOOD, March 6.—Louis Forbes and Duke Goldstone this week announced formation of a new company to specialize in production of half-hour musical telefilms to be known as Forbes-Goldstone Productions. Selection of a studio for a shooting schedule that is slated for May has not been made, the headquarters of the company will be at 1040 McCadden Place.

First pix will be two musicals with Latin American background. Forbes and Goldstone will co-produce with Goldstone directing and Forbes serving as musical director. Forbes is among Hollywood's foremost film composer-conductors and currently is a nominee for the Academy Award for his score of Cinerama. Goldstone, telefilm producer-director, is presently handling "Life With Elizabeth" and the Liberace telefilm shows.

Eversharp Up To 40 Mkts.

NEW YORK, March 6.—Eversharp has expanded its spot placement of the "Eversharp TV Theater" from 18 to 40 markets, and at the same time has booked the show into New York via WPIX, Sunday, 10 p.m.

The sponsor originally had the series in 18 markets using "Story Theater" series from Ziv-TV. With the expansion, Eversharp is using segments from Ziv's "Fireside" re-runs. Biow is the agency, and the show plugs both pens and razors.

Sterling 'Stamp' Series Built Around Stock Film Footage

NEW YORK, March 6.—Sterling Television's new 15-minute TV film series, "World Through Stamps," has been cited by the NBC Film Library as the perfect example of the proper way in which a healthy show can be built largely from stock footage.

According to a spokesman for the NBC Film Library, most writers and producers who plan to use stock shots in their shows turn out scripts before ascertaining whether or not the film footage they want is available. "It is more often the case than not for writers and producers to bring in scripts that call for stock shots that have never been shot, much less printed," he stated.

In the case of "World Through Stamps," the producer and writers built the scripts around the film footage available, rather

than vice versa. When intelligently used in this manner, it was stated, stock footage can provide excellent material for a TV show. It is interesting to note that this is the system used by 20th Century-Fox in their production of "The Greatest Drama" TV film series, being syndicated by General Telecasting.

"World Through Stamps," produced by Thomas Craven, tells interesting stories of world-wide events, using stamps as take-off and transition points. Bob Trout acts as narrator of material written by such writers as David Davidson, Ed Roberts, Alan Stern and Larry Washburn. Aitho most of the film comes from the stock footage vaults, special introductory footage of Trout has been shot.

APPROACH

ABC Pitch Slanted to Sell Client

NEW YORK, March 6.—In a move to break new ground for TV film sales, the ABC Film Syndication Division is embarking on a new sales promotion drive.

The first of a series of special promotion pieces, each leveled at a particular industry from whose ranks new local-regional sponsors are most apt to be drawn, was turned out by ABC this week. Directed at supermarkets, the brochure glosses over syndicated TV film shows in favor of promoting the TV medium as a whole. Another presentation, this one slanted toward banks, is in the works.

Current plans call for presentations to be created for each of the major industries in which potential local-regional advertisers exist.

Six New Features Boost Comet TV's Total to 33 Films

NEW YORK, March 6.—Comet Television Films, Inc., has acquired six more feature films within recent weeks. The new acquisitions give Comet a total of 33 features. The latest are "Salt of the Earth" (based on "Christ in Concrete") starring Sam Wanamaker, and "The Man Who Cheated Himself," starring Lee J. Cobb.

The latter is owned by David Richmond and was released theatrically by 20th Century-Fox. The former was released by United Artists.

The other four star Tom Conway and were produced by Sam Barewitz. Their titles are "The Checkered Coat," "Bungalow 13," "The Great Plane Robbery" and "I Cheated the Law."

Stands Vs. 'Runaways'

HOLLYWOOD, March 6.—The Hollywood AFL Film Council this week reasserted its stand to continue to oppose "with every legal means within its power" so-called "runaway" foreign production of films by American producers. For the first time the council, composed of unions and guilds representing more than 24,000 workers in the Hollywood motion picture studios, took the stand against foreign production of telefilms aimed at the American market.

Film Producers To Have Color Video Session

NEW YORK, March 6.—Film Producers' Association will get its color-film study into high gear Wednesday (10) when its membership huddles with NBC-TV color experts at the Center Theater here. As part of the program, FPA will get about 18 minutes of closed circuit time to demonstrate how the various film processes show up on the color system.

Meanwhile, several individual producers have continued to do their own experiments in color commercials. And NBC-TV has lent closed circuit color facilities to a number of agencies to air these test blurbs. This Wednesday (3), the Ted Bates Agency had such a color session at NBC.

The FPA showing next week is not due to have any commercials, but FPA is planning to have its members shoot some color package footage in the near future.

UATV Firms Harris Deal

NEW YORK, March 6.—The protracted negotiations by which Joe Harris has been trying to take over the United Artists Television contracts were reported to be just about settled this week. But the parties involved are still not talking. Harris is expected to turn over the shows to National Telefilm Associates, which distributes four other packages owned by his group.

Primarily involved is "Cowboy G-Men." Other properties still left with UATV include "Feminine Angle," "Unk and Andy," "World Report," "Fun With Felix" and "View the Clue." It is not certain that Harris would get the distribution of all of those, but none of them has been particularly successful.

Meanwhile, it was reported that Ivan Tors is delaying production of his science adventure series. The Harris group was to have financed it.

'Badge' in 143 Cities; Other NBC Series Sell

NEW YORK, March 6.—"Badge 714" is now playing in 143 cities. The property was sold in three more markets this week by the NBC-TV Film Division, its distributor. Several of the syndicator's other properties also moved sales-wise during the last two weeks: "Inner Sanctum" is now in 71 markets, "Dangerous Assignment" in 154, and "Victory at Sea" in 94.

DE CORDOVA STARRER

Project Would Kick Off Spanish-American Pix

NEW YORK, March 6.—Plans are being formulated in Mexico for what will probably be the first Spanish-American TV film series. The star of the show would be Arturo de Cordova. On his recent sales tour of

Name Reich Scenario Director for Kling

CHICAGO, March 6.—Appointment of J. Edward Reich as director of the scenario division of Kling Studios in Chicago was announced this week by Fred A. Niles, vice-president and director of Motion Picture-Television Enterprises.

Reich joined Kling a year ago as a writer in the scenario department, specializing in scripting filmed TV commercials and public relations motion pictures. Reich, in his new position, will supervise the preparation of scripts for TV commercials, industrial films, sales training films, public relations films, and slide commercials.

MISLED

Ham Fisher Vindicated By Tablet

NEW YORK, March 6.—Ham Fisher, cartoonist creator of Joe Palooka, was breathing sighs of relief this week following the vindication of his character published by The Tablet, Catholic weekly.

For some six months Fisher had been the object of an attack by one Don Munson. The Tablet had published an article by Munson charging Fisher with "invidious treatment of minority groups." Munson had also written protests to at least one of the TV stations carrying "The Joe Palooka Story," TV film, show distributed by Guild Films.

Last week "The Tablet" checked out Munson's allegations and published statements of certain religious and group leaders that Munson had misled them.

Du Pont Buys Sper's Grid

NEW YORK, March 6.—Du Pont this week bought Norman Sper's "Football This Week" from Station Distributors for fall use by its Zerone and Zerex divisions. Du Pont has the rights to the quarter-hour show for the entire country and is reported to have paid a sum estimated at between \$10,000 and \$15,000 for the property.

The show only had limited distribution this past year, but in 1952-'53 was used by Prestone.

PITCH TO SOUTH AMERICA

Bloch Gets Rights to Shoot Yankee Game Films for Sale Outside U. S.

NEW YORK, March 6.—The most ambitious attempt to tap the South American TV market with a film program expressly designed for it was being made this week by Ray Bloch Associates. The New York Yankees has given Bloch the rights to film 26 full baseball games during the season and sell them outside the continental United States.

The major sales pitch is being made to the South American TV stations where there is a large and interested baseball following. A Spanish and Portuguese soundtrack, to be narrated by Carlos Montalban, is to be dubbed into the baseball film.

There are now 23 video stations in about 10 South American, Caribbean and Mexican markets. Stations in Havana; San Juan, Puerto Rico; Mexico City, and Caracas have already expressed their interest in buying the package.

O'Neil Picks Off 30 Big-Star Feature Film Plums for TV

4-Year Lease From Bank for U. S., Canada Use to Cost \$1,350,000

• Continued from page 1

get the package themselves or at least find out who had it. Herwood wasn't talking, and meanwhile the man who practically had it sewed up was playing golf in Florida.

The pictures, all of which were released theatrically between 1946 and 1949, are said to represent about \$17,000,000 to the bank. They were derived from several production sources and include the nine Enterprise pictures. The only title in the group that is believed to have shown profits theatrically is "Body and Soul," which grossed about \$3,000,000.

Since the bank foreclosed on the films, it leased them to Moe Kerman's Favorite Films Corporation for re-issue, but they still did not make back the investments. Despite that, the package is considered dynamite for TV.

Titles and Stars

The titles, stars and theatrical release dates in the package are: "Arch of Triumph," 1948; "Body and Soul," John Garfield, Lilli Palmer, 1947; "Casbah," Tony Martin and Yvonne de Carlo, 1948; "Force of Evil," John Garfield, 1948; "Double Life," Ronald Colman, Shelley Winters and Edmond O'Brien, 1948; "Mr. Peabody and the Mermaids," William Powell and Ann Blyth; "The Fabulous Dorseys," Tommy and

Jimmy Dorsey, 1947; Orson Welles' "Mr. Smith," 1948; "One Touch of Venus," Ava Gardner and Dick Haymes, 1948; Joel McCrea and Veronica Lake, 1947.

Also, "The Senator Was Indiscreet," William Powell and Ella Raines, directed by George S. Kaufman, 1948; "So This Is New York," Henry Morgan, Rudy Valee, 1948; "Let's Live a Little," Hedy Lamarr and Robert Cummings, 1948; "Lulu Belle," Dorothy Lamour, 1948; "Magnificent Doll," Ginger Rogers, 1946; "Four Faces West," Joel McCrea, Francis Dee, 1948; "The Dark Mirror," Olivia de Havilland and Lew Ayres, 1946; "The Other Love," Barbara Stanwyck and David Niven, 1948; "The Lost Moment," Robert Cummings and Susan Hayward, 1947.

Also, "The Countess of Monte Cristo," Sonja Henie, 1948; "Caught," James Mason and Barbara Bel Geddes, 1949; "The Private Affairs of Bel Ami," George Sanders, Angela Lansbury, 1947; "Letter From an Unknown Woman," Joan Fontaine, 1948; "Ruthless," Zachary Scott and Louis Hayward, 1948; "The Scar," Paul Henreid, 1948; "Northwest Stampede," James Craig and Joan Leslie, 1948; "No Minor Vices," Dana Andrews and Lilli Palmer, 1948; "Magic Town," James Stewart, 1947, and "Secret

Beyond the Door," Joan Bennett, 1948.

The deal on these 30 pictures is said to be another and perhaps final move by the Bank of America in getting out of the film business.

'Playhouse', 'Racket' Sold In 8 Markets

HOLLYWOOD, March 6.—Two syndicated telefilm programs, "The Playhouse" and "Racket Squad," have been sold in eight markets by ABC's Western film syndication division, according to Western manager W. C. Clark.

"The Playhouse," formerly titled "The Playhouse of Stars," was sold to KTTV, Los Angeles, for 52 weeks, and to KPTV, Portland, and KLZ, Denver, each for 26 weeks. Latter two sales were made thru Foote, Cone & Belding, and call for daytime slotting of the film.

"Racket Squad" purchases were made by KERO, Bakersfield, Calif.; KOOL, Phoenix; KVOA, Tucson, and KBIS, Fresno, all for 26 weeks, and to KBTB, Denver, for an additional 26 weeks, bringing the total for the latter station to 52 weeks.

Clark said that "Racket Squad" currently is sold in more than 70 markets.

TV FILM PURCHASES

• Continued from page 4

Tex., and "Dangerous Assignment" by WOR, New York.

"Duffy's Tavern," distributed by Motion Pictures for Television, has been sold to WTVI, St. Louis. The new half-hour comedy show will be sponsored by Old Judge Coffee on Wednesday night at 9:30 p.m.

"The Black Coin," 15-episode motion picture serial starring Ralph Graves, Ruth Mix and Dave O'Brien, has been sold to WWJ-TV, Detroit, for showing starting Monday (8). Deal was made by John Kenealy, Detroit sales rep for Louis Weiss & Company, Los Angeles distributor of the film serials, and Frank Picard, film director of the station.

It is also expected that the baseball films may be distributed in Japan, if enough stations can be found to pay for a Japanese sound track.

Sold at Cost

The films, which will run two hours, will be sold at cost in an effort to build viewing in South America. Two runs of the baseball games are to be allowed stations, so that they can get additional revenue from the package.

The producers feel that the show's greatest potential lies in the future because of the limited viewing audience in most of the South American cities.

The baseball games are to be delivered to the stations 72 hours after they have been filmed. It is also possible that theatrical distribution in South America may be sought for the property.

Because of the fact that Havana is a new member of the International League, Bloch will abide by the major-minor league AM-TV agreement which provides that the films cannot be shown in any city while the home team is playing.

Handling the deal for Bloch are Sherwin Bash and Mace Neufeld. The latter is combining his honeymoon with a Mexico City business trip where he is contacting stations.

ITC Gets German Films

NEW YORK, March 6.—Interstate Television Corporation has acquired a German feature film titled "The Affairs of Dr. Hull" for TV distribution. The film, which was made in 1951 by Freiderich Mainz, is dubbed into English.

Interstate Television this week sold the "Ethel Barrymore Theater" to KELO, Sioux Falls, S. D., and WCSC, Charleston, S. C. The 13-segment series is now in 26 markets.

'D. A.' Sold in More Markets

HOLLYWOOD, March 6.—Ziv Television Programs, Inc., has sold its newest series, "Mr. District Attorney," in 25 additional markets, it was announced here this week. Newest sales of the telefilm series starring David Brian represent a wide diversification of sponsors, including banks, laundries, bakeries, public utilities, beverages, auto accessories, packaged foods, beer, jewelers, supermarkets and meat packers. These are in addition to Carter Products' Rise and Arid, and Samsonite luggage which already have contracted for "Mr. D.A." in 40 markets.

New cities represented by the sales include Baton Rouge, La.; Idaho Falls, Idaho; Albuquerque, N. M.; Quincy, Ill.; Monroe, La.; Boise, Idaho; Pueblo, Colo.; Augusta, Ga.; Amarillo, Tex.; Greenville, S. C.; Evansville, Ind.; Lawton, Okla.; Pittsburgh, Indianapolis, Wilkes-Barre, Pa.; Cedar Rapids, Ia.; Boston; San Diego, Calif.; Roswell, N. M.; Las Vegas, Nev.; Yuma, Ariz.; Phoenix, Ariz.; St. Louis, Nashville and South Bend, Ind.

TPA Near Deal for 6 More Name Series

NEW YORK, March 6.—Television Programs of America, Inc., is near to completing negotiations for six more name series that would fill up its distribution schedule for at least the next year.

The new shows that TPA is due to get are "Lassie," being produced by Robert Maxwell; "Family Next Door," being produced by Bernard Prockter's American National Studios; "Halls of Ivy" starring Ronald and Benita Colman; "Captain Gallant of the Foreign Legion" being produced by Harry Salzman in Africa; "Ellery Queen" being produced by Norman and Irving Pincus; a series starring Akim Tamiroff on the French Surete, to be produced in Paris.

Meanwhile, TPA has continued to hold fire on syndication sales of "Your Star Showcase" pending consummation of a number of regional deals. "Showcase" consists of 45 dramatic segments produced by Stuart Reynolds for "General Electric Theater" and "Your Jeweler's Showcase" last year. It is understood that Reynolds will deliver another seven segments to round out the series of 52. The films are still first-run in a majority of the current markets.

TPA will stick to its policy of peddling one series at a time, and starting the subsequent show only on approaching saturation of the one on hand. The next title that the distributor is expected to put on the block is "Ellery Queen."

Ireland Suit

On that show, TPA and the Pincus brothers were this week slapped with a \$1,756,000 slander and breach-of-contract suit by actor John Ireland. Ireland charged that his contract to star in "Queen" had been broken on the ground that he was unacceptable to prospective sponsors because of supposed disloyalty. TPA claims it didn't have a contract with Ireland and still has not been served with the suit.

Leon Fromkess, also a defendant, said that they had found out that Ireland had entered an endorsement agreement with a national tobacco company, which would have made it impossible to sell the show to any of its competitors. He denied making any derogatory statements about the actor.

Hugh Marlowe, who played Queen on radio, has been called in to play the role in the film show.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the second week of January in one-fourth of the cities surveyed individually by ARB.

The program titles are arranged according to category and as they appear in the rating books—no rank order has been attempted.

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

Table for ST LOUIS 2 STATIONS. Columns: Title of Show, Category, Station-Days-Time, January ARE Rtg.

Table for PITTSBURGH 2 STATIONS. Columns: Title of Show, Category, Station-Days-Time, January ARE Rtg.

Table for DALLAS FORT WORTH 3 STATIONS. Columns: Title of Show, Category, Station-Days-Time, January ARE Rtg.

Table for MINNEAPOLIS-ST. PAUL 3 STATIONS. Columns: Title of Show, Category, Station-Days-Time, January ARE Rtg.

TV FILM SERIES in PRODUCTION Since January 1

This feature runs in every Production issue of The Billboard's TV Film department. It offers the most complete directory available of production of TV film series and is limited only by The Billboard's ability to reach all producers in the industry.

Main table for TV FILM SERIES in PRODUCTION. Columns: Title, Program Type, Producer, Star, Running Time, Number Planned, Number Completed, How Selling, Distributor.

PILOT FILMS in PRODUCTION Since January 1

This feature runs in every Production issue of The Billboard's TV film department. It offers the most complete directory available of production of pilot films and is limited only by The Billboard's ability to reach all producers in the industry.

Main table for PILOT FILMS in PRODUCTION. Columns: Title, Program Type, Producer, Star, Running Time, Shooting Dates, Production Target Date, How Selling.

OTHER FILMS in PRODUCTION Since January 1

This feature runs in every Production issue of The Billboard's TV film department. It offers the most complete directory available of films other than series produced especially for TV.

Main table for OTHER FILMS in PRODUCTION. Columns: Title, Program Type, Producer, Star, Running Time, Shooting Dates, How Selling.

Luckies Sked Summer Films

NEW YORK, March 6.—American Tobacco this week decided to use film as summer replacement material for two of its shows.

NBC-TV in the 10:30-11 time period now occupied by "Hit Parade." The Sunday night 7:30-8 CBS-TV time period, where "Private Secretary" and Jack Benny are now programmed, will be filled by "Your Playtime."

February Disk Sales Prove Helpful to Most Dealers

Majority of NY Stores Chalk Up Big Hikes

By BOB ROLONTZ

NEW YORK, March 6.—A survey of key dealers in a number of large markets throught the country indicates that record business in general was better during February, as a result of the LP sales, than in the month of January or as against February, 1953.

This was not the unanimous opinion of all dealers checked by The Billboard this week, but it was the opinion of the majority. Some dealers reported that business increased by as much as 50 per cent; some noted only a slight jump, and a few stated that the sales had no effect at all.

The LP sales, which were held during the last three weeks of February, started when Columbia Records announced its February sale and a half program, which enabled customers to buy any Columbia LP for half-price after buying one LP for list.

Mercury set up the same sale and a half plan for its LP line for February. RCA Victor cut the price of its Red Seal LP disks to \$3.99 from the normal list of \$5.72. Westminster and Urania allowed special discounts on their LP's, so that they could be sold at a lower price during February.

Two Conclusions

Two general conclusions can be drawn from dealer comments concerning the LP sales. One is

that those dealers who jumped right on the bandwagon, and aggressively advertised and merchandised sale-priced disks during February, upped their LP sales greatly and their over-all business substantially.

Another conclusion is that most dealers are in favor of occasional manufacturer sales such as the one just past—on condition that they are notified of the sales well in advance, and on condition that the traditional mark-up, of 38 to 40 per cent, remains the same.

Liberty Music Shops, plush Madison Avenue chain here, said that its business during the sale period was "fabulous." The chain increased its mail-order business and its store business "tremendously" on all sale merchandise, and over-all business was up too.

Liberty Stand

Liberty attributes all of the increase to the LP sales. Liberty advertised the sale heavily, via co-op, taking two full page ads in the New York Times and many half page ads in other local papers. The chain stated that the

(Continued on page 38)

Big Business Jumps Enjoyed In Other Cities

WASHINGTON, March 6.—Washington disk dealers were almost unanimous in saying sales were terrific in February, but they are worried that buying may be seriously off during March and April.

Typical comments from dealers were:

Herman Rathkamp, buyer, record department, Woodward & Lothrop Department Store: "Of course business was good in February, but it mortgaged the month of March to do it. It stacked up people's libraries with merchandise they would have bought in the normal course of events anyway. March so far has been way below last year."

John Learmont, Learmont Record Shop: "Business was up about

(Continued on page 38)

PUT 'EM TO WORK WRIGHT MOTTO

CINCINNATI, March 6.—With the pacting of Ruby Wright by RCA Victor, the entire Wright family is now earning royalties by disk warbling. Johnny Wright is half of RCA Victor's Johnnie and Jack team; Wright's wife, Kitty Wells, is one of Decca's top c.&w. thrushes, and their son, Bobby Wright, is recording for Decca. With the singing of daughter Ruby, the musical family is now all set to start its own family best-selling charts.

'Beautiful Sea' Disking Rights Bought by Cap

HOLLYWOOD, March 6.—Capitol Records acquired original album rights to the forthcoming Broadway musical, "By the Beautiful Sea," this week in negotia-

(Continued on page 38)

Big RCA Tour Of C&W Artists Starts April 25

NEW YORK, March 6.—The long-planned personal appearance promotional tour of some of RCA Victor's top country and western artists will kick off on April 25 in Asheville, N. C.

The final talent arrangements haven't been made, the artists fairly certain to make the 15-day tour are Hank Snow, the Davis Sisters, Minnie Pearl, Eddie Hill, Betty Cody, Lone Pine, Charlene Arthur, Chet Atkins and Grandpa Jones. Hawkshaw Hawkins may also join the troupe.

On successive nights following the Asheville date, the tour, billed as the RCA Victor Country Caravan, will play Roanoke, Va.; Charlotte, N. C.; Jacksonville, Fla.; Mobile, Ala.; Baton Rouge, La., and Jackson, Miss.

The show will spend May 2 traveling across country and open

(Continued on page 38)

Art Weems In Hospital

HOLLYWOOD, March 6.—Art Weems, vice-president of General Artists Corporation, is confined to Cedars of Lebanon Hospital here after suffering a coronary thrombosis attack Wednesday (3). The hospital reports his condition as fair and will not permit any phone calls to be received by Weems.

It is reported that Weems is being treated under an oxygen tent. He was in Hollywood on GAC business and due to return to the New York home offices when stricken.

SPIER VS. YOUNG

Pubber Plan Clash Is Seen At MOA on Royalty Issue

By IS HOROWITZ

NEW YORK, March 6.—Renewed drives by two publishers to foster acceptance by juke box operators of opposing plans to limit the effectiveness of performance royalties levied on coin phonographs, should current attempts to amend the Copyright Act meet with success, are due to meet in head-on clash during sessions of the Music Operators of America convention in Chicago next week.

The plans, broached in tentative form to MOA execs last year, will be outlined in detail to operators at a special meeting in Chicago's Palmer House next Monday (8). Brochures spelling out the proposals will be distributed among the operators, and the following day they will be asked to vote acceptance of one or the other, or rejection of both. If either gains favor, it will be submitted to a special MOA committee which will forward recommendations to local associations around the country.

Protagonists of the two plans are Larry Spier, New York publisher, and Barney Young, president of a publishing enterprise called National Juke Box Music, Inc.

2 Pub Firms

Spier's proposal calls for the establishment by operators of two publishing firms, one affiliated with the American Society of Composers, Authors and Publishers, and the other with Broadcast Music, Inc.

Young's blueprint envisions the

establishment of a new performing rights society, in direct competition with ASCAP and BMI, one which would waive any permissible performance fees by operators and the broadcasters.

Both would be dependent wholly on operator support, which would make itself evident by large-scale orders of any records secured by either Spier's or Young's projected organizations.

100,000 Per Disk

In each case backers expect initial juke orders to range upward of 100,000 per disk. With such guarantees, each feels he can attract top songwriters and go with his material to manufacturers and almost dictate artist commitments.

Spier's plan, pegged to the idea that the best way to meet the royalty threat is to join ASCAP and BMI and convert some of their functions to operator profit, breaks down in the following manner:

Spier and his backers would finance formation of the two projected publishing firms and bear all operating expenses. He insists that this would in no way inhibit the current fight of MOA to resist changes in the Copyright Act. Operators would agree to purchase one record per month per machine of disks secured by the firms. They would sign up for two years. Profits would accrue to the firms thru the normal channels of mechanical royalties, performance fees (collected, inci-

dentally, by ASCAP and BMI), sheet music sales, orchestrations, etc.

Profits earned by the firms would be divided annually among

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PREFACE TO A SERIES

How to Get the Most Out of the Pop Charts

The Billboard's sixth annual survey of juke box operators, reported in last week's issue, emphasized again the importance of trade paper editorial features as a programing aid to operators. In fact, 78.4 per cent of the operators polled indicated specifically "trade paper charts and editorial features" as their most important programing guide. Other annual surveys conducted by The Billboard prove beyond doubt that these same features are similarly helpful to record dealers, to disk jockeys and to station program directors. Probably no other industry has witnessed the evolution of such a centralized source of buying information as now exists in the record industry.

An Announcement

Those for whom the music popularity charts are published—the dealers, juke box operators, disk jockeys and station program directors—have long recognized the value of these features. Their participation each week is largely responsible for the weekly national and territorial "Best Sellers" and "Most Played" charts. The Billboard is aware of the value of these features as an accurate reflection of the public's taste, and is mindful of their influence on the industry's buying and programing of records.

With this in mind and in view of a very recent "streamlining" of form in which the music popularity charts are presented, we will inaugurate next week a series of articles to show how these features can best be used to the fullest advantage in the record store, over the air and on the juke box. In the weeks ahead, this series of articles will treat in detail each feature of The Billboard music popularity charts: The purpose of each chart, the manner in which the information is gathered, the limitations and scope of each chart's findings.

An Invitation

Collectively, these articles will strive to give the entire industry an even greater understanding of the contributions that the music popularity charts are making to a more stabilized and profitable record industry.

At the same time, let this serve as a standing invitation to all readers to visit The Billboard's publishing plant in Cincinnati where the mechanical tabulations take place, and The Billboard's New York office where new records are reviewed and "spot-lighted," and where the weekly "Best Buy" pulse is taken.

Next week—"The Case History of a Record."

Lloyd Hearings Are Postponed

NEW YORK, March 6.—Hearings in the legal action brought by former Decca director George L. Lloyd to regain his seat on the company's board to further his budding proxy battle for control of the company were postponed this week until March 15.

Ousting of Lloyd, a founder of the firm, from his post touched off the hassle in which both Lloyd and Decca management moved to gain as many proxies as possible prior to the manufacturer's annual stockholder meeting April 13 (The Billboard, March 6).

Meanwhile, on Wednesday (3), Decca directors declared a regular quarterly dividend of 17½ cents per share on the company's capital stock. The dividend is payable March 31 to stockholders of record March 17.

Next week, both the Decca management and Lloyd are expected to mail their formal proxy bids to the company's 5,200 stockholders. Lloyd has declared that response so far to his initial stockholder letter has been "encouraging."

SPA Scores Leaks In Cleffer Income

Meet With Pubbers Set; Special Rate or Mech. Royalties, 'Phantoms' to Come Up

NEW YORK, March 6.—In a move to plug alleged leaks in cleffer income, the Songwriters' Protective Association is prepping a series of meetings with publishers. Conclaves, expected to tee off in about two weeks, will see a special committee of SPA sit down to a conference table with a similar group taken from the rolls of the Music Publishers' Protective Association.

The move is not being taken in a spirit of rancor, and the talks are expected to take place in an aura of harmony. The SPA, tho, is known to be concerned about industry trends which it feels are adversely affecting writer earn-

ings. Among the topics to be discussed are the following:

(1). The growing practice of some publishers to award record manufacturers a special rate on mechanical royalties as an inducement to waxing their tunes. The cleffers feel that publishers thereby are handing away some income that would otherwise be theirs.

(2). Agreement by publishers that Harry Fox, their agent and trustee, raise his commission on collections over a year ago from 2½ to 3½ per cent. The SPA contract specifies a ceiling of 2½ per cent. Here again, writers as-

(Continued on page 38)

Music City Inaugurates LP Safe Seal

HOLLYWOOD, March 6.—In an effort to guarantee disk purchasers an LP package that has never before been played, Music City, one of the largest retail outlets in the nation, this week inaugurated a program of "safety sealing" their LP merchandise.

LP's are sealed on the open end of the package, thereby insuring customers of "factory-fresh" merchandise. Entire cost and promotion is being assumed by Music City. Firm will henceforth use demonstration records only for LP customers. Move, it is believed, will minimize to a great extent breakage and mishandling of the expensive LP sets.

Move was made by Music City Prexy Clyde Wallich, with the belief "that a customer should certainly be entitled to a new recording when making an investment in LP records."

ASCAP's Tele Net Pact Hits Opposition

Okay on Kine, Pre-Recording Use Raises Complications for Pubs on Others' Rights

NEW YORK, March 6.—Some publisher opposition is crystallizing to the music pact arrived at by the American Society of Composers, Authors and Publishers and the television networks.

The point at issue is a sensitive one. It involves the advisability of publishers granting to the networks kine and pre-recording rights for one-time shots. Publishers this week received letters from the society, asking that they sign forms granting such permission to each of the networks.

Networks feel that the nature of the TV medium is such that they cannot reasonably operate without such a grant from the publishers. The areas covered by the grant would include recordings for reference, filing and private auditions; delayed broadcasts; trailers, using an excerpt of a program, or excerpts from a program series, to be broadcast for advertising and promotion purposes; pre-recordings, for use in lieu of a live broadcast, etc.

The claim of some publishers is that these usages involve both mechanicals and synchronizations and that a grant of such rights by publishers could be construed as

violating the rights of writers and other interested parties.

Attorneys' Views

Two leading music business attorneys have advised their publishing clients against signing the grant. In the view of several firms, much more study of the matter is needed.

In the view of another attorney, he is refusing to grant his firm's permission, because he feels that to do so would be a violation of the publishers' agreement with the Songwriters' Protective Association, and possibly an additional violation of the rights of third parties.

A writer whose score has been incorporated in a Hollywood-produced film, for instance, is likely to have commitments with that film company, and networks cannot be granted the right to use such a score on a TV film. To do so would be a violation of the rights of the Hollywood film producers, it was pointed out.

On the other hand, some publishers are granting permission to the networks without question. These publishers feel that the nature of the TV medium is such that the networks cannot be expected to operate with a blanket clearance on such matters.

It is still too early to ascertain whether ratification of the pact could be appreciably delayed by these conflicting points of view.

KLAVAN DISKS NOW VERBOTEN

NEW YORK, March 6.—Columbia Records this week sent out a notice to all deejays which reads, "For reasons beyond our control, the Gene Klavan record of 'Oh, Mein Papa' and 'Ricochet' is banned from broadcast. We request that copies of this record be defaced in such a way as to render them unplayable." Klavan, incidentally, is a deejay on station WNEW here.

Mellin Back From Busy Europe Trip

NEW YORK, March 6.—Publisher Bobby Mellin returned here this week after six weeks in Europe during which time he acquired new material, opened new publishing affiliations and completed a heavy recording schedule. One of the tunes Mellin acquired, an Italian ditty, "Te Sto Aspettano," by Tito Malio and Dan Caslar, has 22 records in Italy. Mellin is setting the tune with American lyrics for recording and exploitation here.

New firms to be opened abroad for Mellin are in the Netherlands, Sweden and Italy. He is also opening a second firm in England. Mellin acquired song material in France, Belgium, Germany and Italy and recorded over 50 instrumental sides in Holland and France.

DEEJAY TOURS CLICK

Bring Fans to N. Y. Via Package Deal

NEW YORK, March 6.—Disk jockeys thruout the East are jumping on board the newest promotion whereby they can develop closer rapport with their followers by bringing groups of their listeners into New York on week-end junkets.

The deals are being set by management of the radio stations thru D-J Tours, firm set up solely to handle this business. Each weekend a different station is being set to bring its listeners into Gotham, still the world's top tourist Mecca.

The tours, a package deal whereby the listeners get an all-expense weekend here at a rock-bottom rate, have created a stir among promotion-minded radio outlets because the station undergoes no expense in drumming up a major community promotion. The outlets themselves name the deejay of their choice to serve as host for their listeners, which in turn makes the jockey a big man in the local swim. The deal is set so that stations make a small profit, making the promotion better than self-liquidating.

The cost to the listeners themselves is a particularly attractive one, running considerably under the price they would have to pay individually for a similar trip.

Diskeries Co-operate

Collaborating with D-J Tours are virtually all the top record

firms, who see in this the opportunity to reach both the top platter spinners and the ultimate consumer. Top disk talent is being supplied by the major record labels to entertain the tourists at a big dinner-dance and banquet on Saturday nights, along with other name acts who are hired to appear. Free autographed disks will be passed out to the fans.

Ben Strouse, head of WWDC, Washington, this week pacted with D-J Tours for Easter weekend, April 17-18, on behalf of Art Brown, morning deejay on the outlet. Other stations have been set for dates following.

The all-expense package covers train transportation into New York, all meals en route and in the city, a coke 'n' cocktail party, the banquet and show, a complete sightseeing trip thruout New York, and a tour thru Radio City.

Complete Kit

The D-J Tours firm, run by a couple of former radio men and located in the Statler Hotel here, supplies outlets with a complete kit, including sample announcements, and has worked out means of tying in local sponsors of the disk shows for considerable promotion at no cost. The tours embrace only first-class hostilities and services.

Another similar promotion, launched after formation of D-J Tours but which staged its initial trip the last weekend of January, is due for a repeat performance on March 27-28. This deal, for Boston listeners only, is handled by jockey Norm Prescott of WORL, Boston. The first effort pulled 4,000 inquiries but was limited to 2,300 participants. The second Boston junket is already set to handle an equal number. Prescott plans more Boston-New York weekends on the same basis in view of the strong response.

P. A.'s DREAM

Liberace Bares Teeth In Chi Sheets

CHICAGO, March 6.—Undoubtedly one of the biggest press coups in history (since last week) was scored this week by the piano-playing heart-throb, Liberace. Three out of the four metropolitan dailies, Chicago American, Daily News and Sun-Times, are carrying daily stories on his life, with front-page banners and pictures.

Each day, all except The Chicago Tribune, are devoting column after column of editorial and picture space on how Liberace has captured the hearts of America's women, why he received 27,000 valentines, and what makes him tick in general. Spot commercials on radio and TV are directing readers to look for the latest installment of the life of "The Greatest Lover Since Valentino."

Regardless of what the papers pick up in the way of circulation, it looks as tho the fabulous draw of Liberace will be enchanted by what is probably one of the largest bits of publicity ever to be received at one time by a star. This is a veritable press agent's dream come true.

'Dagnet' Suit Motion Denied

NEW YORK, March 6.—Action developed in the suit brought by Robbins Music of The Big Three against Alamo, Hill & Range, Harry Fox and Walter Schumann regarding an alleged infringement by the tune "Dagnet" on Miklos Rosza's "Main Title," from the movie, "The Killers." A motion by defendants to have the case transferred to California was denied by Federal Judge Edward Weinfeld. Schumann is a resident of California and does business there.

The denial is based on the ground that most of the defendants do business in New York. The defendants claimed that there would be witnesses in California to testify as to Schumann's

(Continued on page 40)

BIG SHUFFLE

Cap Shifts Involve L. A., Chi Offices

HOLLYWOOD, March 6.—William Fowler, acting general manager of Capitol Records Distributing Corporation, this week announced a series of organization changes, becoming effective as indicated:

Eugene Weiss has resigned his post as country and western promotion manager, to become sales manager for Station WTVU, Scranton, Pa. Weiss' successor is to be named shortly.

William Richter, assistant branch manager in Los Angeles, assumed the post of acting branch manager there effective March 1. Charles Steiner, sales representative working out of the Los Angeles branch, will be appointed assistant branch manager there, effective March 15.

Si Paul, promotion manager at the firm's Chicago branch, has been named assistant branch manager there.

Don Hassler, Chicago sales representative, will replace Paul as promotion manager in the Windy City.

AFTRA Pacts Exclude AFM

NEW YORK, March 6.—Musicians' union chief James C. Petrillo this week announced a ruling of the National Labor Relations Board to the effect that musicians—even tho they speak or perform incidentally—are not to be included in a bargaining unit of performers represented by the American Federation of Television and Radio Artists.

Petrillo said the decision buttressed the musicians' union's traditional stand that its members need not pay dues nor belong to other entertainment unions, notwithstanding the fact that they sometimes perform

(Continued on page 40)

Paid Plugs Old Story in Ky.

NEW YORK, March 6.—The recent move by radio Station WITH, Baltimore, to force record manufacturers and distributors to buy time in order to get "plugs" for specific records has elicited a statement from radio Station WKLO, Louisville, Ky., that it has been doing just that — and successfully — since November, 1952.

The Louisville station has been selling quarter-hour segments on

(Continued on page 40)

Columbia Injection Machines to Turn Out Buttons, Toys, Other Plastics

NEW YORK, March 6.—Buttons, toys and other plastic products will soon be rolling off the injection molding machines owned by Columbia Records. The firm has organized a new division, under the name of Cryton Precision Products, which will fabricate a general line of precision molded plastic products in its record plants in Bridgeport, Conn.; Terre Haute, Ind., and Los Angeles.

The vice-president and general manager of the new divisions will be Jim Hunter, who has directed Columbia's developments in the manufacture of LP disks via compression and injection techniques and is a chemical engineer. Hunter has been in charge of the firm's still continuing switch from compression to injection molding of 45 and LP disks.

The move by Columbia into the plastics products field is a logical step for the diskery since it moved into injection molding for disk manufacture. The same injection machines which now turn

out the majority of 45's and some LP's can also be used, with some alterations, to fabricate plastic products, including combs, light switches and many other articles in common use.

Tho the basic mix, or polystyrene, might be different than that used for records, the process or method followed is similar. All that has to be changed are the dies.

Motivations

Columbia's reasons for making the moves are also logical, now that the firm has many injection molding machines in operation in its Bridgeport and Terre Haute factories. The firm will be able to manufacture these plastic products with the same machines, in the same plants and with much of the same personnel now employed for record work. Also, since a record plant does not operate at peak capacity at all times, especially in the summer months, there is room and time for the manufacture of other products.

RCA to Use Vaults in Effort to Bolster Jazz

NEW YORK, March 6.—The move to strengthen its position in the jazz disk field will be taken by RCA Victor next month thru its Victor and "X" labels. The "X" jazz packages will be gleaned from the vaults, while the parent company's jazz issues will be mostly new material, some of which has already been recorded.

The "X" jazz project is expected to result in the issue of some 100 packages in the next three years. The first release in April will consist of ten 10-inch LP disks retailing at \$3.85 and including previously unavailable sides featuring such names as Benny Goodman, Eddie Condon, Original Dixieland Jass Band, Jack Teagarden, Jimmie Lunceford, Ben Pollack, Jimmy Yancey, Rex Stewart, Johnny Dodds and Bennie Moten.

Material is being extracted from RCA Victor vaults by Orin Keepnews and Bill Grauer who operate their own Riverside label which has been quite successful in the jazz re-issue field.

Original Stampers

Material issued on "X" will be pressed from original stampers or masters rather than transferred from finished pressings. The schedule calls for two or three additional albums each month.

The RCA Victor jazz packages will be issued on EP and LP, with the LP disks retailing at \$4.85 for 12-inch albums and \$3.85 for 10-inch packages. In addition to the new jazz sides being cut, the Victor project calls for re-issuing old disks by bands and artists who are still active in the music business. Examples are disk packages by Brad Gowans and Lionel Hampton.

New talent includes the Barbara Carroll Trio, Sauter-Finegan ork, vibraphone soloists, Don Elliott, Shorty Rogers and Bob Dukoff.

Release schedule calls for two new packages and one re-issued set each month. Disks will all be specially packaged in a new type LP jacket best described as a regular sleeve with a full-sized extra flap attached so that the package opens like a book. The flap will include the liner notes and photographs. The diskery also has long-range plans to issue jazz disks cut abroad by the firm's many foreign companies and affiliates.

(Continued on page 40)

A listing of all-time juke box favorites will be found on page 87.

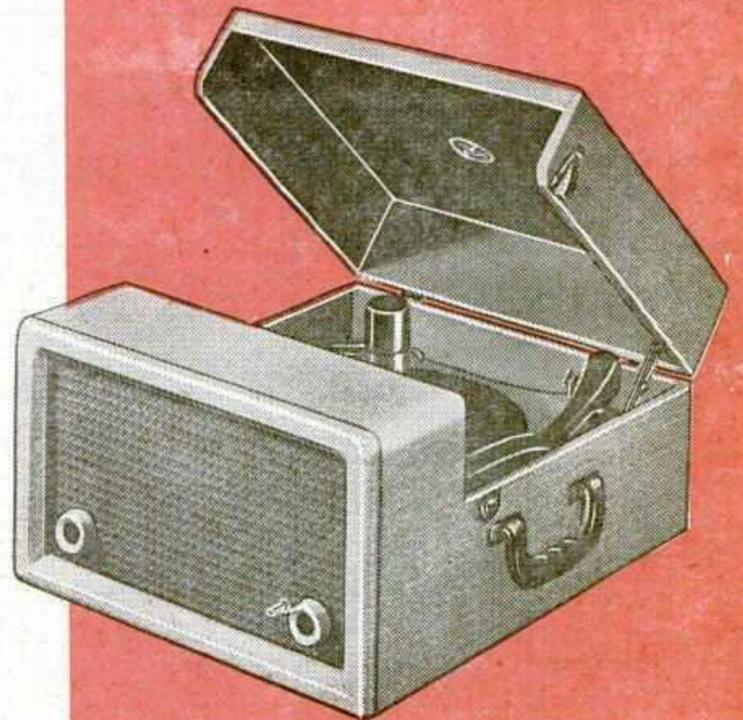
PROMOTE-DISPLAY
V-M FOR
 "GRADUATION GIFT" PROFITS

Beautiful V-M phonographs put a happy gleam in gift-buyers' eyes. V-M phonograph features keep them happy, help build goodwill for you. Check your inventory now and plan your "Graduation-Gifts" display of V-M phonos. Hard selling April advertising tells *your* customers, "Congratulate Your Graduate with a V-M Phonograph." Tie in with your ads . . . double the impact on *your* customers. V-M's selling ads mean added sales for dealers who tie-in in time!

MAGAZINE	ON SALE DATE	V-M ADVERTISEMENT
Ebony	March 13	1/2-page, B&W
Farm Journal	March 15	2/3-page, B&W
Pathfinder	March 23	2/3-page, B&W
Seventeen	April 1	1/2-page, 2-colors
Scholastic Roto	April 1	1 col., B&W
American Weekly	April 25	1/2-page, 4-colors
Parade	April 25	1/2-page, 4-colors



V-M 972 TABLE MODEL AUTOMATIC, THREE-SPEED PHONOGRAPH. Features Siesta Switch, two-needle tone arm, gentle Iri-o-matic[®] spindle, 4" x 6" speaker. Clem-Rose finish with burgundy accessories. **\$59.95***



V-M MODEL 986 PORTABLE AUTOMATIC, THREE-SPEED PHONOGRAPH. Has Adjustable Tone Chamber, Siesta Switch, Lazy-Lite, 5" x 7" speaker. 45 spindle included. Choice of Rose and Gray or Rich Brown leatherette case. **\$86.50***

*Slightly higher in the west.

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 PHONOGRAPHS AND RECORD CHANGERS



LONGHAIR GROWING

Classical Sales Hiked on Coast

HOLLYWOOD, March 6.—As a result of continued emphasis on the educational front, classical sheet music sales thruout the West Coast are currently hitting their highest peak in five years.

The situation in comparison to pop music sheet sales represents a paradox previously well documented in The Billboard. Longhair music business figures point out that their pop counterparts have done little toward perpetuating their catalogs, and moreso, in-

stigating a permanent program of music education. In retrospect, the classical and educational departments of the so-called gilt edge publishing firms have specific programs aimed at widening a further interest in music on all fronts.

Tradesters are in agreement that the revolution in music stems from a like upheaval in the nation's schools, colleges and universities. The transition and awakening that a plus sheet music market exists in the schools has slowly developed to a point where publishers now eye the field as a substantial "bread and butter" market. It is to the schools that publishers in the classical and standard field now look as the source of ever increasing sales.

ANOTHER BMI "PIN-UP" HIT Melancholy Me ELLA FITZGERALD... Decca SMITH BROTHERS... "X" EDDY HOWARD... Mercury published by SHELDON MUSIC, INC.

"ROBE OF CALVARY" (All Record Labels and Artists Listed Alphabetically) Sell... Stuart Foster Capitol... Jane Froman Columbia... Jill Corey Columbia... Stuart Hamblen Coral... Robert Mills Decca... Red Foley Jubilee... The Orioles RCA... Nelson Eddy Victor... George Beverly Shea Victor... Eddy Arnold Victor

HILL and RANGE SONGS, Inc. SMASH HIT! SADIE THOMPSON'S SONG From the Columbia Technicolor Picture "MISS SADIE THOMPSON" MAJOR LABELS MILLS MUSIC INC.

GREAT! HARRY BELAFONTE HOLD 'EM JOE I'M JUST A COUNTRY BOY RCA VICTOR RECORD No. 20-5617 FOLKWAYS

"ANSWER ME, MY LOVE" "FLIRTATION WALTZ" BOURNE, INC. 136 W. 52nd Street New York 19

Hi-Fi Section In Chi Trib

CHICAGO, March 6.—A special 16-page high-fidelity section will be contained in Sunday's (7) edition of The Chicago Tribune. Over 33,000 lines of advertising, comprising about 13 pages, will be carried.

An additional push is being delivered by The Tribune which will distribute 300 red, white and blue banners to be used at the point of sale. The banners are eight feet long and contain such messages as "Stop In for Free Demonstration of High-Fidelity."

Among the advertisers in the section are Rudolph Wurlitzer, Lyon & Healy, Hudson-Ross, Allied Radio, Webeor, RCA Victor, CBS-Columbia, Tri-Par Radio, Polk Bros., and many others, including most of the major department stores.

COPYRIGHT UPSWING

Big '53 Registration Bulges 14-Mo. Figure

By BEN ATLAS WASHINGTON, March 6.—A land-office business in music copyright registrations has developed in the last 14 months, it was learned this week. Registrations of music copyrights in this period have reached a total of 80,647, compared with 74,910 in the previous 14-month period.

Registrations for the calendar year of 1953 accounts for the upsurge in figures. Music copyrights registered during that year totaled 71,435, compared with 63,430 the previous calendar year. In January and February of 1954, the number of music copyrights registered has totaled 9,212, a drop from 11,480 in the comparable months of 1953.

In the first two months of this year, 5,557 unpublished music pieces were registered for copyright, compared to 6,522 in the same period last year. Domestic

published music registrations in the first two months of this year totaled 1,227, compared with 1,523 in the same period last year; foreign published music registrations in the first two months of this year, 1,285, compared to 1,737 last year; renewals, 1,143 in the first two months of this year, compared to 1,698 in the same period last year.

For the calendar year 1953, unpublished music copyright registrations totaled 44,016, compared to 38,849 the previous year; 9,138 domestic published music copyrights, compared to 8,519 in the previous year; 8,421 foreign published music registrations, compared to 6,935 the previous year; 9,860 renewals, compared to 9,127 the previous year.

Hi-Fi Gross Of \$250 Mil Seen for '54

WASHINGTON, March 6.—Hailing the progress of high-fidelity from a hobby to a mass production business during the past year, FCC Commissioner George E. Sterling told an audience at the Washington High-Fidelity Fair here today that the industry estimates that high-fidelity equipment sales may top \$250,-000,000 in 1954.

Sterling said that "the popularity of high-fidelity reproduction not only has spurred record sales especially of classical recordings, but also has broadened the FM audience because almost all 'hi-fi' radio-phonographs have FM reception facilities."

Since high-fidelity records and tape recordings are not confined to broadcast use, the exacting listener can, and often does, build up his own entertainment library. This is a challenge to the broadcaster, Sterling said, and added that a number of standard broadcast stations had begun to air high-fidelity programs.

In addition, he pointed out that experiments with binaural sound transmissions from separate stations and, on a multiplex basis, from a single FM transmitter, pointed a way toward future "hi-fi" developments. Referring to the FCC's proposed multicasting rule, he pointed out that three FM stations are already multiplexing programs on an experimental basis.

Magnavox Sets Clearance Sale

CHICAGO, March 6.—Magnavox dealers across the country this week were preparing for a factory approved annual clearance sale of non-current phonographs, radio and television models, as well as floor samples, etc. The sale will begin Saturday, March 13, and will end not later than April 10. Participation is optional with the dealer.

Pentron Announces Tape Pre-Amplifier

CHICAGO, March 6.—The Pentron Corporation, manufacturers of tape recorders, announced last week the introduction of a new professional tape pre-amplifier, Model HFP-1. The high-fidelity amplifier offers frequency response of 50-12,000 cycles per second, plus or minus 3 decibels, with an absolute minimum of distortion. Included is an illuminated VU recording meter centered in the brush-copper front panel. The unit is designed for intermatched use with the 9T-3M tape transport mechanism, and is said to be lower in cost than other tape recording and playback systems. The pre-amplifier is priced at \$59.75.

Music as Written

HILL AND RANGE INKS SNOW

Hank Snow has signed a new long-term pact with Hill and Range Songs as a writer. The RCA Victor country artist has been with Hill and Range for six years.

DISK CLERK PENS NEW DITTY

The new ditty "Until Sunrise," recently waxed by Joe (Fingers) Carr for Capitol, was penned by Marie Moss, a record clerk in the G. C. Murphy chain in Pittsburgh. The chain intends to feature photos of Miss Moss and Carr at the counters of all of the Murphy stores in the East to boost sales of the disk. The tune is in Moonlight Music.

PINCUS TO ATTEND MOA CONFAB

Publisher George Pincus left New York this week en route to the Music Operators of America convention in Chicago, and thence on a two-week trek to Hollywood on business. Pincus' son, Lee, a recent graduate of Cornell, has joined his father's firm.

BLACKWELL SIGNS JAY-DEE PACT

The artist signed by Joe Davis, head of Jay-Dee Records and Beacon Music is Otis Blackwell, not Johnny Otis as erroneously reported here. Blackwell, who composed "Daddy Rollin' Stone" and "Bartender Fill It Up," was signed by Davis to a five-year contract as both an artist and a clef. He will wax for Jay-Dee Records.

New York

The Record Industry Association of America has moved its headquarters here to 1 East 57th Street... While Perry Como vacations in Palm Springs, Calif., Patti Page will handle his Chesterfield TV shows. Joni James will guest on the March 19 show... Eddie Fisher will make a quick appearance at the Music Operators of America convention next week on the way back from California... The Buddy Laine ork will play Keymen's Ballroom, Chicago, on March 14 and 21... Hugo Winterhalter is vacationing

Grayline Boosts Prices On Phono-Gard Units

NEW YORK, March 6.—The Grayline Engineering Company has announced that its new model Phono-Gard record demonstrator will sell at increased prices. As predicted in The Billboard several weeks ago, the new price schedule calls for \$112.28 for mahogany units and \$119.33 for blonde units. Increases go into effect on March 15. All orders postmarked up to and including March 14 will be filled, however, at the old prices. The new model has been improved with a velocity trip mechanism, automatic turntable switch and improved electrical system using solenoid and mercury switches.

at Montego Bay in the Caribbean and is due back at RCA Victor on March 15... Charles Nathan, composer of "Say You're Mine Again," has formed his own publishing company, Chase Music Company, affiliated with Broadcast Music, Inc... Fantasy Records' recording chief, S. S. Weiss, has signed Odetta and Larry Mohr, folk singers. The duet is the first group signed by the label which is not in the progressive jazz field... The Dave Brubeck combo opens at Birdland here on March 11... Errol Garner opens at the Embers on Monday (8).

Cleffer Bea Walker has recovered from a sprained ankle... Thrush Elise Rhodes will fly to Cleveland for a Monday (8) appearance on the "Old Dutch Beer" TV seg over WEWS there. She will then play a week at the Moose Club in Erie, Pa... Thrush Karen Chandler of Coral Records, and hubby Jack Pleis, of Decca Records, will visit the operators' convention in Chicago this week. The thrush will fly to Hollywood the end of the week to visit jocks on the Coast... Daken K. Broadhead, prexy of Allied Record Manufacturing Company, returned to Hollywood this week after a week here... Frank Music Corporation has moved to new

Secession Played Down By 802 Head

NEW YORK, March 6.—In a report to the membership of Local 802, American Federation of Musicians, President Al Manuti Thursday (4) vowed that the fight for live music would continue. But he added that the local would have to "stand in the ring"—thus countering some emotional talk about the advisability of "seceding" from the AFM. The matter of secession was termed "loose talk" by a union spokesman.

That rancor against the national office of the AFM existed was apparent, and the trade even buzzed with reports of an altercation between AFM chief James C. Petrillo and a disgruntled musician in the Waldorf bar.

On the WOR-802 front, meanwhile, there were several newsworthy events. The station early in the week slapped a \$1,000,000 damage suit against the local. The action was taken Tuesday (2), in Supreme Court. The station claims the local is trying to force the employment of musicians. It was also granted a temporary injunction restraining picketing.

Thursday Judge Hammer heard arguments of the contending parties. He has given until Monday (8) to file briefs, and his decision is expected within a week. Further strategy by both 802 and the station await the outcome of the court decision.

quarters on West 57th St... Vaughn Monroe plays the Olympia Theater, Miami, starting March 10 and then does a week at the Stagecoach Inn, Hackensack, N. J., starting March 19... Mindy Carson will be at the Chase Hotel, St. Louis, until March 14 and then is set for a week at the Coconut Grove in Los Angeles starting March 18... Guy Mitchell plays three days at the Casa Loma Ballroom, March 12, 13 and 14. He will be at Blinstrub's, Boston, from March 15 to 21... Beverly Dennis starts at the Copa here on March 18... Frances E. Kaye is now handling publicity for Georgie Shaw... Jackie Gale, of United Music, arrived here last week for a two-month visit. Partner Juggy Gayle left Wednesday (3) to visit deejays in the Midwest. He will plug the Liberate-Stafford cutting of "April and You" and "How Do You Want Me to Sing My Love Song?" by warbler Larry Foster on Coral... Redd Evans, publisher, writer and performer, off to Chicago next week to plug his Redd-E Record of "Trapped" at the operators' convention... Lester Sims, of Miller Music, in the hospital for treatment of bursitis.

Ray Carroll of the Willie Bryant and Ray Carroll show over WHOM here, has been running an employment agency while not occupied with his deejay duties. The name of his firm is the Employment Corporation of America, which he opened in partnership with Saul Maslin in June, 1952. The firm now has a branch in Los Angeles. The firm has been running spot campaigns on the Ted Brown show on WMGM and

New 'Peter Pan' Phono Has Twin Speakers

NEW YORK, March 6.—The B.&R. Electronics Company is introducing a new kiddie phono with two speakers. The model, one of the firm's "Peter Pan" phonographs, will be shown during the Toy Fair which opens here Monday (8).

According to B.&R. Sales Manager Milton C. Perlmutter, the new phonograph, Model 240, plays any size record in all three speeds, utilizes a single needle and comes in a compact, fabric case. The list price is set at \$29.95.

Carroll Moves Up At Hallicrafters

CHICAGO, March 6.—Charles T. Carroll, former chief of government engineering, has been named director of engineering for the Hallicrafters Company, manufacturers of high-fidelity equipment, radio, television and communications equipment. The announcement was made by William J. Halligan, president of the firm.

Carroll has been with Hallicrafters since 1951, and in his new position replaces Harold Adler, who resigned.

without question two of the greatest sides ever made by

FRANKIE LAINÉ



LONG DISTANCE LOVE with Paul Weston

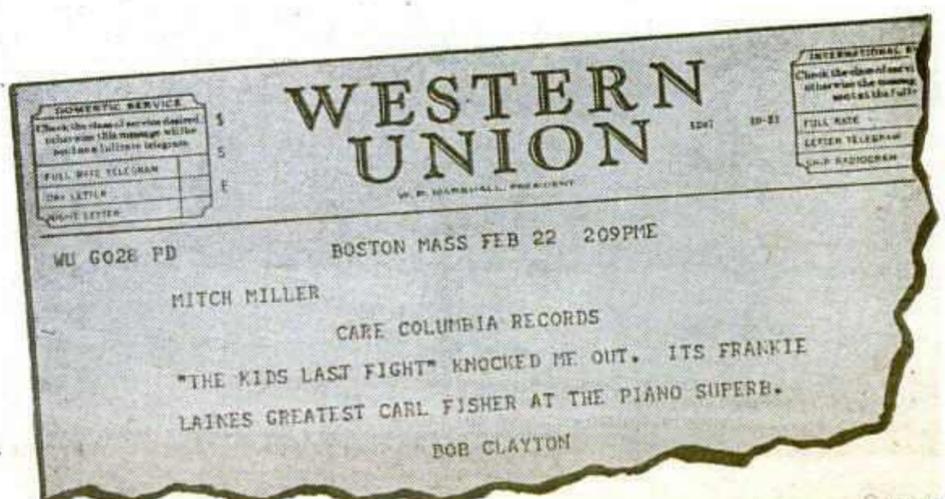
and his Orchestra

COLUMBIA RECORDS

78 rpm 40178
45 rpm 4-40178

THE KID'S LAST FIGHT

with Carl Fischer at the Upright
and the Norman Luboff Choir



Columbia and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas. Printed in U.S.A.



Thanks -
Eddie Fisher

...and here's Eddie's latest

A GIRL,

A GIRL

RCA VICTOR 20-5675

RCA VICTOR
FIRST IN RECORDED MUSIC



Mercury's Hot With These Sizzling Singles!

GOING STRONG!

"From The Vine
Came The Grape"
AND
"PATZO FOR PIZZA"
THE GAYLORDS
MERCURY 70296 • 70296X45

"Cuddle Me"
AND
"OH, AM I LONELY"
RONNIE GAYLORD
MERCURY 70285 • 70285X45

"Somebody Bad Stole
De Wedding Bell"
AND
"BAUBLES, BANGLES and BEADS"
GEORGIA GIBBS
MERCURY 70298 • 70298X45

"Fancy Pants"
AND
"BY HECK"
DAVID CARROLL
MERCURY 70292 • 70292X45

"Sadie Thompson's
Song"
AND
"DRIVE IN"
RICHARD HAYMAN
MERCURY 70237 • 70237X45

"Take My Love"
AND
"BABE IN THE WOODS"
JOYCE TAYLOR
MERCURY 70317 • 70317X45

"Till We Two Are One"
AND
"LITTLE MISS ONE"
EDDY HOWARD
MERCURY 70293 • 70293X45

"Cross Over The Bridge"
AND
"MY RESTLESS LOVER"
PATTI PAGE
MERCURY 70302 • 70302X45

"Melancholy Me"
AND
"I WONDER WHAT'S
BECOME OF SALLY"
EDDY HOWARD
MERCURY 70304 • 70304X45

"Changing Partners"
AND
"DON'T GET AROUND
MUCH ANY MORE"
PATTI PAGE
MERCURY 70295 • 70295X45

"The Breeze And I"
AND
"TO LOVE YOU"
VIC DAMONE
MERCURY 70287 • 70287X45

"The Creep"
AND
"LOVE THEME"
RALPH MARGERIE
MERCURY 70281 • 70281X45

"What Good Is
Somebody New"
AND
"THE BIG DREAM"
BOBBY WAYNE
MERCURY 70303 • 70303X45

"Here Comes My
Ball and Chain"
AND
"THREE LITTLE WORDS"
JIMMY PALMER
MERCURY 70305 • 70305X45

NEW RELEASES!



TWO SMASH HITS!
"Such A Night"
AND
"Until Sunrise"
Dinah WASHINGTON
MERCURY 70336 • 70336X45



"Stomp and
Whistle"
AND
"Buck Dance"
DAVID CARROLL
MERCURY 70335 • 70335X45



"That Girl"
AND
"Every Little
Movement"
THE HARMONICATS
MERCURY 70332 • 70332X45



"Somersault"
AND
"Huckleberry Finn"
RICHARD HAYMAN
MERCURY 70333 • 70333X45

COMING UP!



"The Train With The
Rhumba Beat"
AND
"MELANCHOLY BABY"
RUSTY DRAPER
MERCURY 70327 • 70327X45



"Big Noise From
Winnetka"
AND
"TULAROSA"
RALPH MARGERIE
MERCURY 70328 • 70328X45



"The Sparrow Sings"
AND
"UNTIL YOU CAME TO ME"
VIC DAMONE
MERCURY 70326 • 70326X45



"River Boat"
AND
"LITTLE SWEETHEART"
JIM LOWE
MERCURY 70319 • 70319X45



"Come Along With Me"
AND
"IT'S EASY TO REMEMBER"
SARAH VAUGHAN
MERCURY 70331 • 70331X45



"Silhouette"
AND
"ESPLANADA"
JAN AUGUST
MERCURY 70320 • 70320X45



"Fair, Fat And Forty"
AND
"WHO DONE IT"
**STUBBY and the
BUCCANEERS**
MERCURY 70322 • 70322X45



"Short John"
AND
"FEEL LIKE I WANNA CRY"
DINAH WASHINGTON
MERCURY 70329 • 70329X45



"Goin' Home"
AND
"THE LONESOME ROAD"
JIMMY RICKS
MERCURY 70330 • 70330X45





FASCINATING!

CAPTIVATING!

ENTICING!

'My Restless Lover'
PATTI PAGE

MERCURY 70302 • 70302X45



The Billboard Music Popularity Charts

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

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Secret Love.....	3	11
2. Changing Partners.....	4	15
3. Oh, Mein Papa (Oh, My Papa).....	2	13
4. Stranger in Paradise... 1	15	
4. Heart of My Heart....	5	12
6. Young at Heart.....	7	3
7. Make Love to Me.....	8	5
8. That's Amore.....	9	13
9. From the Vine Came the Grape.....	12	4
10. Till Then.....	6	3
11. I Get So Lonely.....	—	1
12. Cross Over the Bridge..	10	2
13. Till We Two Are One..	14	6
14. Wanted.....	—	1
15. Bimbo.....	—	1

• Tunes with Greatest Radio and Television Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- A Dime a Dollar (R)—Famous—ASCAP
- Am I in Love (R)—Miller—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Baubles, Bangles, and Beads (R)—Frank—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Bimbo (R)—Fairway—BMI
- Changing Partners (R)—Porgie—BMI
- Cross Over the Bridge (R)—Valando—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Down By the Riverside (R)—Spier—ASCAP
- Granada (R)—Southern—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- Hold Me (R)—Robbins—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- Jones Boy (R)—Pincus—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Melancholy Me (R)—Sheldon—BMI
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Our Heartbreaking Waltz (R)—Village—BMI
- Pine Tree, Pine Over Me (R)—Miller—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- That's What a Rainy Day is For (R)—Robbins—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Wanted (R)—Witmark—ASCAP
- Y'all Come (R)—Starrite—BMI
- Young at Heart (R)—Sunbeam—BMI

Television

- A Girl, A Girl (R)—Valando—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Changing Partners (R)—Porgie—BMI
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Down By the Riverside (R)—Spier—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- Heart of My Heart (R)—Robbins—ASCAP
- I Love Paris (R) (M)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- May I Sing to You (R)—Blackstone—ASCAP
- My Restless Lover (R)—Chappell—ASCAP
- Lovin' Spree (R)—Joy—ASCAP
- Oh! (R)—Feist—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Vaya Con Dios (R)—Ardmore—ASCAP
- Woman (Man) (R)—Studio—BMI

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending March 3

This Week	Last Week	Weeks on Chart
1. Secret Love	2	10
2. Make Love to Me	4	6
3. Oh, Mein Papa (Oh, My Papa)	1	14
4. Stranger in Paradise	3	15
5. Changing Partners	6	15
6. Young at Heart	12	4
7. That's Amore	5	18
8. I Get So Lonely	10	6
9. From the Vine Came the Grape	7	6
10. Heart of My Heart	8	16

Second Ten

11. CROSS OVER THE BRIDGE.....	15	2
12. TILL THEN.....	11	6
13. TILL WE TWO ARE ONE.....	9	7
14. WANTED.....	19	2
15. DARKTOWN STRUTTERS' BALL.....	13	3
16. SOMEBODY BAD STOLE DE WEDDING BELL.....	16	5
17. ANSWER ME, MY LOVE.....	14	2
18. WOMAN.....	20	10
19. EBB TIDE.....	—	27
20. BELL BOTTOM BLUES.....	17	3

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and Permission will be immediately granted.

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

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Packaged Records, Popular....	40	Rhythm & Blues.....	47
Packaged Records, Classical....	41	Other Categories.....	48

• The Music Corner

About a month ago, The Billboard's New York music staff came into proud possession of a new record listening room. It is more spacious and airier than the old room, and it contains modern hi-fidelity equipment, from the turntable to the amplifier to the two speaker systems. There is room to stretch out and relax as we listen to the latest releases that are sent to us by the large, medium and small diskeries.

We have been rather happy with the new room, and until the other day we did not know we were living in a fool's paradise. It appears that while we were comfortably sitting and listening to the new releases, straining every faculty to separate the hits from the flops, other tenants in the building were having a most unhappy time. Our new room is located at the edge of the building's stairwell, and every time we play a record—we have now been informed—the sound rushes out of doors and travels thru the building, up to the 10th floor and down to the second.

Now this matters little when we hold our Thursday night new releases session, since no one is in the building except Billboard staffers, but the Tuesday afternoon "bring-back" sessions have created havoc. Other tenants in the building are unable to continue with their work, especially—we were told—when we play the r.&b. disks. This latter form of music is completely incomprehensible to the tenants of our building.

In a way, this reaction to our record session is surprising. In New York, The Billboard is located in the RKO Building, over the Palace Theater, and the tenants are all of the entertainment world. They are hip, or in carny lingo they are with it. But when it comes to some pop, c.&w. and r.&b. disks, they appear to be hopelessly square.

Last week, the protests from our fellow tenants reached such a pitch that we called in a Capitol Records sound engineer. He advised us to summon a Johns-Manville representative and have them build a soundproof wall, so that we could keep our music to ourselves. Next week, this will happen and then we expect to be able to listen to our records in peace again, without irate words from our fellow tenants. Maybe it's better that way anyway. Probably, if they listened to the new record releases long enough, they too would start picking hits.

• England's Top Twenty

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

- Oh, My Papa—Maurice (Shapiro-Bernstein)
- I See the Moon—Feldman (Plymouth)
- Changing Partners—Robert Mellin (Porgie)
- Rags to Riches—Chappell (Saunders)
- Tennessee Wig-Walk—Francis (Odette)
- Swedish Rhapsody—Connelly (Dartmouth)
- Happy Wanderer—Bosworth (Boosey & Hawkes)
- Cloud Lucky Seven—Robbins (Robbins)
- Answer Me—Bourne (Bourne)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (*)
- If You Love Me—World Wide (Peer)
- That's Amore—Victoria (Paramount)
- Ebb Tide—Robbins (Robbins)
- Blowing Wild—Harms, Connelly (Witmark)
- The Book—Kassner (Kassner)
- From Here to Eternity—Dash (Bartoa)
- Luxembourg Polka—Dash (*)
- Golden Tango—Lawrence Wright (Mills)
- My Heart Belongs to Only You—Kassner (Regent)
- Ricochet—Victoria (Sheldon)



His Best Yet!

America's #1 Piano Stylist

JOHNNY MADDOX

Josephine and Johnny's Boogie Blues

DOT 15142

Thanks Ops for all
those plays -
See you Tuesday
night - Johnny

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS



**WHO SAID
BUSINESS
IS BAD?**



THE HILLTOPPERS

AMERICA'S #1 VOCAL GROUP

FROM THE VINE CAME THE GRAPE Dot 15127
TILL THEN Dot 15132
TO BE ALONE
LOVE WALKED IN Dot 15105



America's #1 Piano Stylist

JOHNNY MADDOX

and the Rhythmasters

JOSEPHINE
JOHNNY'S BOOGIE BLUES Dot 15142
IN THE MOOD Dot 15045
EIGHT BEAT BOOGIE Dot 15090



JIMMY SACCA

A Great New Voice

YOU'RE ALL THAT I NEED
 and
ALONE
 Dot 15130



AL LOMBARDY

NEW SUMMIT RIDGE DRIVE
CHOPPIN' Dot 15060
BLUE JEANS
CREOLE LOVE CALL Dot 15111

**CUZZIN
ALMER**

**THE
BASKETBALL
GAME**

(Parts I and II)

Dot 15135

**DOTTIE
DILLARD**

TREASURE ISLAND
 and
**I DON'T WANT TO SET
THE WORLD ON FIRE**

Dot 15138

Breaking Wide Open!

**RUSTY
BRYANT**

and his
Orch.

ALL NIGHT LONG
 and
CASTLE ROCK

Dot 15134



ELMO TANNER

HEARTACHES and **NOLA**
 Dot 15112

WHISPERING and
THE WHISTLER and his DOG

Dot 15086



HANK GARLAND

BRAZIL
 and
MAKE BELIEVE

Dot 15137

**MARVIN
HUGHES**

AIN'T SHE SWEET
 and
**FIVE FOOT TWO,
EYES OF BLUE**

Dot 15136

DOT'S HOT

and you'll be too with
 'THE NATION'S BEST SELLING RECORDS'

FOLK and WESTERN



"The Voice With a Heart"

**MAC
 WISEMAN**

**I HAVEN'T GOT THE RIGHT
 TO LOVE YOU**

and

LITTLE HOME IN TENNESSEE

Dot 1194

**LOVE LETTERS IN THE SAND
 THE WALTZ YOU SAVED FOR ME**

Dot 1191

**REVEILLE IN HEAVEN
 DREAMS OF MOTHER AND HOME**

Dot 1192



**TOMMY
 JACKSON**

America's #1 Fiddler

**WAKE UP, SUSAN
 KATY HILL**

Dot 1186

**ORANGE BLOSSOM SPECIAL
 DRAGGIN' THE BOW**

Dot 1169



Their First Great Release on Dot

ONZO and OSCAR

LET ME BE THE ONE

and

WILD OATS

Dot 1196

A Smash Hit:

**JIMMY
 NEWMAN**

CRY, CRY DARLING

and

**YOU DIDN'T HAVE
 TO GO**

Dot 1195

RHYTHM and BLUES

**THE
 COUNTS**

**B-I-G
 DARLING
 DEAR**

Dot 1168

**RUSTY
 BRYANT**

**ALL NIGHT
 LONG**

and

CASTLE ROCK

Dot 15134

Thanks Ops for
 helping keep
 Dot Hot!
 Randy Wood
 Pres.

ORDER FROM
 YOUR NEAREST

DOT

DISTRIBUTOR:

- ALLEN DIST. CO.
426 W. Broad St., Richmond, Va.
- ARISTOCRAT DIST. CO.
750 E. 49th St., Chicago 15, Ill.
- B. G. RECORD SERVICE
337 N.W. 6th St., Portland, Ore.
- BENART DIST. CO.
327 Frankfort Ave., Cleveland, O.
- BIG STATE DIST. CO.
137 Glass St., Dallas, Tex.
- C. & C. DIST. CO.
3131 Western Ave., Seattle, Wash.
- CHATTON DIST. CO.
1921 Grove St., Oakland, Calif.
- COSNAT DIST. CORP.
315 W. 47th St., New York 19, N. Y.
- COSNAT DIST. CO.
278 Halsey St., Newark, N. J.
- COSNAT DIST. CORP.
1710-12 North St., Philadelphia, Pa.
- DAVIS SALES CO.
1724 Arapahoe St., Denver, Colo.
- GENERAL DIST. CO.
2329 Penn Ave., Baltimore, Md.
- HIT RECORD DIST. CO.
1043 Central Ave., Cincinnati, O.
- INDIANA STATE DIST. CO.
505 E. Washington St.
Indianapolis, Ind.
- M. B. KRUPP DIST. CO.
309 S. Santa Fe St., El Paso, Tex.
- LIEBERMAN MUSIC CO.
257 Plymouth Ave., N.
Minneapolis, Minn.
- MALLORY DIST. CO.
630 Baronne St., New Orleans, La.
- MALVERNE NEW ENGLAND DIST.
753 Conn. Blvd.
East Hartford, Conn.
- MANGOLD DIST. CO.
913 South Clarkson St.
Charlotte, N. C.
- JAMES H. MARTIN
1310 S. Michigan Blvd., Chicago, Ill.
- MUSIC CITY RECORD DIST.
403 Lea Ave., Nashville, Tenn.
- MUSIC SUPPLIERS OF N. E.
263-285 Huntington, Boston, Mass.
- MUSIC SALES
1117 Union Ave., Memphis, Tenn.
- MUSIC SERVICE CO.
204 4th St., S., Great Falls, Mont.
- PAN AMERICAN DIST. CO.
3731 Woodward Ave., Detroit, Mich.
- PAN AMERICAN DIST. CO.
3401 N.W. 36th St., Miami, Fla.
- RANDY'S
Gallatin, Tenn.
- ROBERTS RECORD DIST. CO.
1518 Pine St., St. Louis, Mo.
- LEONARD SMITH, INC.
1064 Broadway, Albany, N. Y.
- SOUTHLAND DIST. CO.
441 Edgewood Ave., S.E.
Atlanta, Ga.
- STANDARD DIST. CO.
1705 Fifth Ave., Pittsburgh, Pa.
- SOUTH COAST DIST. CO.
314 E. 11th St., Houston, Tex.
- SOUTHERN MERCURY, INC.
1011 N.W. 5th St.
Oklahoma City, Okla.
- SUNLAND DIST. CO.
1310 S. New Hampshire
Los Angeles 6, Calif.

Dot RECORDS

GALLATIN, TENNESSEE • • • PHONE: 1600

THE NATION'S BEST SELLING RECORDS

The Billboard Music Popularity Charts POPULAR RECORDS

• Best Sellers in Stores

For survey week ending March 3

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.

This Week	Last Week	Weeks on Chart	Title	Artist
1	2	6	MAKE LOVE TO ME	J. Stafford
2	1	10	SECRET LOVE	Doris Day
3	6	6	I GET SO LONELY	Four Knights
4	3	14	OH, MY PAPA	E. Fisher
5	9	4	YOUNG AT HEART	F. Sinatra
6	12	3	CROSS OVER THE BRIDGE	P. Page
7	4	18	THAT'S AMORE	D. Martin
8	5	14	STRANGER IN PARADISE	T. Bennett
9	20	2	WANTED	P. Como
10	7	16	CHANGING PARTNERS	P. Page
11	8	8	TILL WE TWO ARE ONE	G. Shaw
12	16	5	FROM THE VINE CAME THE GRAPE	Hilltoppers
13	10	6	FROM THE VINE CAME THE GRAPE	Gaylords
14	14	5	DARKTOWN STRUTTERS' BALL	L. Monte
15	11	7	TILL THEN	Hilltoppers
16	13	15	HEART OF MY HEART	Four Aces
17	17	2	ANSWER ME, MY LOVE	Nat (King) Cole
18	15	15	STRANGER IN PARADISE	Four Aces
19	19	2	SOMEBODY BAD STOLE DE WEDDING BELL	E. Kitt
19	—	3	BELL BOTTOM BLUES	T. Brewer

• Most Played in Juke Boxes

For survey week ending March 3

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	3	6	MAKE LOVE TO ME	J. Stafford
2	1	13	OH, MY PAPA	E. Fisher
3	4	7	SECRET LOVE	Doris Day
4	2	17	THAT'S AMORE	D. Martin
5	5	14	CHANGING PARTNERS	P. Page
6	13	5	I GET SO LONELY	Four Knights
7	6	13	STRANGER IN PARADISE	T. Bennett
8	9	7	TILL WE TWO ARE ONE	G. Shaw
9	7	15	HEART OF MY HEART	Four Aces
10	9	4	FROM THE VINE CAME THE GRAPE	Hilltoppers
11	8	5	FROM THE VINE CAME THE GRAPE	Gaylords
11	—	1	CROSS OVER THE BRIDGE	P. Page
13	11	3	DARKTOWN STRUTTERS' BALL	L. Monte
14	12	11	STRANGER IN PARADISE	Four Aces
15	15	2	ANSWER ME, MY LOVE	Nat (King) Cole
15	13	24	RAGS TO RICHES	T. Bennett
17	—	1	YOUNG AT HEART	F. Sinatra
18	—	1	WANTED	P. Como
19	16	13	OH, MEIN PAPA	E. Calvert
19	18	2	SOMEBODY BAD STOLE DE WEDDING BELL	E. Kitt
19	—	1	THERE'LL BE NO TEARDROPS TONIGHT	T. Bennett

• Most Played by Jockeys

For survey week ending March 3

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	10	SECRET LOVE	Doris Day
2	2	8	MAKE LOVE TO ME	J. Stafford
3	3	13	OH, MY PAPA	E. Fisher
4	7	5	YOUNG AT HEART	F. Sinatra
5	4	8	I GET SO LONELY	Four Knights
6	6	18	STRANGER IN PARADISE	T. Bennett
7	13	2	WANTED	P. Como
8	10	2	CROSS OVER THE BRIDGE	P. Page
9	5	17	THAT'S AMORE	D. Martin
10	8	7	TILL WE TWO ARE ONE	G. Shaw
11	14	5	FROM THE VINE CAME THE GRAPE	Gaylords
12	17	4	DARKTOWN STRUTTERS' BALL	L. Monte
13	12	6	TILL THEN	Hilltoppers
14	9	14	STRANGER IN PARADISE	Four Aces
15	11	16	CHANGING PARTNERS	P. Page
16	14	3	FROM THE VINE CAME THE GRAPE	Hilltoppers
17	18	8	HEART OF MY HEART	Four Aces
17	19	11	STRANGER IN PARADISE	T. Bennett
19	—	3	SOMEBODY BAD STOLE DE WEDDING BELL	E. Kitt
20	—	3	Y'ALL COME	Bing Crosby

• Territorial Best Sellers

For survey week ending March 3

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

Market	1	2	3	4	5	6
Atlanta	1. Make Love to Me	2. Secret Love	3. I Get So Lonely	4. From the Vine Came the Grape	5. Oh, My Papa	6. Young at Heart
Boston	1. Wanted	2. Make Love to Me	3. Young at Heart	4. Secret Love	5. Cross Over the Bridge	6. Man With the Banjo
Buffalo	1. Young at Heart	2. Darktown Strutters' Ball	3. Somebody Bad Stole De Wedding Bell	4. Secret Love	5. Wanted	6. Make Love to Me
Chicago	1. I Get So Lonely	2. From the Vine Came the Grape	3. Make Love to Me	4. Young at Heart	5. Darktown Strutters' Ball	6. Secret Love
Cincinnati	1. Secret Love	2. Make Love to Me	3. That's Amore	4. Oh, My Papa	5. Cross Over the Bridge	6. Young at Heart
Cleveland	1. Cross Over the Bridge	2. Wanted	3. Cuddle Me	4. Make Love to Me	5. I Get So Lonely	6. Secret Love
Dallas-Ft. Worth	1. I Get So Lonely	2. Cross Over the Bridge	3. Secret Love	4. Oh, My Papa	5. Y'All Come	6. Answer Me, My Love
Denver	1. Secret Love	2. Stranger in Paradise	3. Make Love to Me	4. I Get So Lonely	5. That's Amore	6. Heart of My Heart
Detroit	1. Cuddle Me	2. Cross Over the Bridge	3. Secret Love	4. Young at Heart	5. Make Love to Me	6. Melancholy Me
Kansas City	1. Secret Love	2. I Get So Lonely	3. Make Love to Me	4. Oh, My Papa	5. Heart of My Heart	6. Stranger in Paradise
Los Angeles	1. Oh, My Papa	2. Secret Love	3. Young at Heart	4. Make Love to Me	5. That's Amore	6. Heart of My Heart
Milwaukee	1. Young at Heart	2. Cross Over the Bridge	3. Secret Love	4. I Get So Lonely	5. Make Love to Me	6. From the Vine Came the Grape
New Orleans	1. Secret Love	2. That's Amore	3. Make Love to Me	4. Stranger in Paradise	5. Oh, My Papa	6. Somebody Bad Stole De Wedding Bell
New York	1. Stranger in Paradise	2. Secret Love	3. Oh, My Papa	4. Darktown Strutters' Ball	5. Wanted	6. Young at Heart
Philadelphia	1. Secret Love	2. Darktown Strutters' Ball	3. Wanted	4. Young at Heart	5. Here, T. Martin	6. Heart of My Heart
Pittsburgh	1. Gee, Crows, Rma.	2. Cross Over the Bridge	3. Wanted	4. Cuddle Me	5. Young at Heart	6. Secret Love
San Francisco	1. Oh, My Papa	2. Secret Love	3. Stranger in Paradise	4. Make Love to Me	5. That's Amore	6. I Get So Lonely
Seattle	1. Oh, My Papa	2. Make Love to Me	3. From the Vine Came the Grape	4. Stranger in Paradise	5. Lovin' Spree	6. Cross Over the Bridge
St. Louis	1. Young at Heart	2. Make Love to Me	3. I Get So Lonely	4. Cross Over the Bridge	5. Answer Me, My Love	6. You're My Everything

• This Week's Best Buys

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

- HERE (Hill & Range, BMI)—Tony Martin—RCA Victor 20-5665**
Available two weeks, disk has moved quickly to the fore. Appearing this week already on the Philadelphia territorial chart, the Martin record also was reported strong in New York, Providence, St. Louis and Chicago. Good reports were returned from Boston, Buffalo, Cincinnati, Cleveland, Durham, Milwaukee and Pittsburgh. Flip is "Philosophy." A previous Billboard "Spotlight" disk.
- MAYBE NEXT TIME (Brandom, ASCAP)**
- AM I IN LOVE? (Miller, ASCAP)—Joni James—M-G-M 11696**
The thrush's latest release broke this past week in Philadelphia, Pittsburgh, Buffalo, Chicago, Milwaukee and St. Louis. Other territories in which the record is selling well include Cincinnati, Durham and Atlanta. Preference as to side is evenly divided at this point. A previous Billboard "Spotlight" disk.
- ANEMA E CORE (Leeds, ASCAP)**
- A GIRL, A GIRL (Valando, ASCAP)—Eddie Fisher—RCA Victor 20-5657**
While some important areas like New York, Detroit and Chicago reported slow delivery, most territories indicated that upon receipt of shipments this disk took right off and bids fair to repeat the history of a long line of Fisher hits. Good and strong reports were received from Boston, Philadelphia, Providence, Buffalo, Pittsburgh, Cincinnati, Milwaukee, St. Louis and Dallas. Here again the sides are neck and neck, with no decisive edge apparent at this stage of the race. A previous Billboard "Spotlight" disk.

SONS
HERE
SALES

his 1st since "AMORE"

DREAM



Martin

I'd Cry Like a Baby

AND

Hey Brother Pour the Wine

Capitol Record No. 2749





A Clean Sweep

ALL HITS
from M-G-M

PICKED AS A HIT!
Peter Potter's
"JUKE BOX JURY"
TV Show



BILLY ECKSTINE
LOST IN LOVELINESS

and
DON'T GET AROUND MUCH ANYMORE

MGM 11694 78 rpm • K 11694 45 rpm

ALAN DEAN

Sings

**POSITIVELY
NO DANCING**

POSITIVELY
A HIT!

b/w
**HOLD
ME
CLOSE**

MGM 11683 78 rpm
K 11683 45 rpm

LEW DOUGLAS

and his orchestra
play

TURN AROUND BOY

b/w CAESAR'S BOOGIE

MGM 11594 78 rpm • K 11594 45 rpm

Recorded directly from the sound track of the MGM Picture "Lili"

LESLIE CARON and

MEL FERRER

HI-LILI, HI-LO

and

LILI AND THE PUPPETS

MGM 30759 78 rpm • K 30759 45 rpm



TOMMY EDWARDS

WALL OF ICE

MGM 11668 78 rpm
K 11668 45 rpm

and
**THERE WAS
A TIME**

ROBERT MAXWELL

and His Music
play

SOLFEGGIO

MGM 11671 78 rpm • K 11671 45 rpm

Watch for
Sensational New

BOB STEWART

Record
Next Week

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 30, N. Y.

MAKE FRIENDS WITH RECORDS

Vox Jox

By CHARLOTTE SUMMERS

Billboard Bows

Ben Mast, WATA, Boone, N. C., was asked by a prominent record store in his town how to go about basing its purchase of records. Whether to base it on the songs played on certain programs, on the station or The Billboard's listings. Here is his reply: "I told them both, but I also emphasized the fact that The Billboard has very good accuracy in its predictions, and that its popularity charts are applicable to nearly every section in this part of North Carolina." ... Dan Moss WWGF, Sanford, N. C. writes: "Have been in radio eight months. Your Billboard has been a god-send to me in providing information on top tunes and background material for my disk shows. Thanks a million and everlasting success to you hard-working kids." ... Ari King, WBSM, New Bedford, Mass., adds his comments: "... May I add now that the use of The Billboard charts has been largely responsible for the music selections heard at that time. Believe me you have my loyal support in anything you undertake. All our hats off to a wonderful and certainly beneficial publication." ... Lou Barile, WKAL, Rome, N. Y., tells us that he "never ceases to be amazed at the huge number of trade and 'lay' people who read The Billboard." ... And from Gil Shepperd, WCPO, Cincinnati, just this short message, "Love Ya."

Surface Noises

Frank Polack, KOOL, Phoenix, Ariz., takes issue with Tom Edwards, WERE, Cleveland, who suggested shorter records. Polack writes: "Music on records is supposed to entertain the record buyer. If it takes three minutes and 15 seconds to do it properly by an artist, that's the way it should be done." ... James R. Errhard, KAWT, Douglas, Ariz., says, "Let's get all these record companies on the ball. Remember the little station has to live also. It's a pretty sad picture when you have to buy what you're selling for them." ... Gene Riggle, WINL, Thorntown, Ind., writes: "I wish you would publish my complaint. I have a new show on WINL and I'm having a hard time getting records. Except for Capitol and Victor, we get no records." ... Bob Armstrong, WDQN, Du Quoin, Ill., has a suggestion for record companies. "Why don't they set up their own distributing divisions? We have to rely on indie distribs for such labels as Mercury, Coral, etc.... Believe it or not we little guys have listeners too, and we often don't have the budget to buy the record services that the big stations get free. How 'bout that?" ... Ken Courtright, WTNS, Coshocton, O., has both praise and gripe to write about. "It is our understanding that Mercury will not send us its releases until some other station decides it no longer needs Mercury. Mercury is the only big outfit in the country which thinks it can make out without radio. Congratulations to Mood Records for the fine service it has rendered us." ... And here is a challenge from Frank Tucker, WCOV, Montgomery, Ala.: "A bit of surface noise, if I may... With one of our nation's biggest labels dropping us from its service list, I, as a deejay, feel that some comment is due upon that company's excuse... the excuse being that WCOV has spun its label less than any other station in the 'Cradle' territory. At least so stated their so-called checkers. My contention is that this company got a fair share of spins, especially by yours truly on his own personal shows, and I have records which go back to 1950 to prove it. As a matter of fact, I have kept records expressly for just such occasions as this. I will admit that the label in question has not dominated my shows by a long shot, but what do they expect? This label will be missed at WCOV, but probably no more than its checkers will miss hearing it on our airwaves, or our listings with The Billboard. After all a boycott works two ways. In closing, I would like to challenge any big name label, especially those who have serviced us well in the past, to send a rep to check over my personal records. He will find, I am sure, a generous portion of my shows allotted to records bearing his label."

Corps in January. Doug Wherry filled his spot following his release from the Army. ... Jim Lloyd and Tom Parker have joined KSM, Sikeston, Mo. ... Gene Presson, WMCA, Corinth, Miss., has shifted from the afternoon to the night spot. ... Si Levy has been added to the announcing staff at WACE, Chicopee, Mass. ... Dave Froh, WILS, Lansing, Mich., has been upped to general and commercial manager. ... Tom Edwards, WERE, Cleveland,

YESTERYEAR'S TOPS—

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

MARCH 11, 1944:

1. Besame Mucho
2. Mairzy Doats
3. Shoo-Shoo Baby (Andrews Sisters)
4. My Heart Tells Me
5. Holiday for Strings
6. Shoo-Shoo Baby (Morse)
7. Star Eyes
8. Speak Low
9. Do Nothin' Till You Hear From Me
10. Poinciana

MARCH 12, 1949:

1. Cruising Down the River
2. Far Away Places
3. Powder Your Face With Sunshine
4. A Little Bird Told Me
5. I've Got My Love to Keep Me Warm
6. Galway Bay
7. Lavender Blue
8. So Tired
9. Red Roses for a Blue Lady
10. Sunflower

and his wife made a visit to New York on February 28.

Emory Bedenbaugh, commercial manager of WKDK, Newberry, S. C., is now doing a 30-minute r.&b. show. ... Stan Lee (Alan Boal), is back in civilian TV and radio after serving for two years as G.I. deejay with the Army's Blue Danube net in Vienna and Salzburg, Austria. Lee started a new four-hour show on WBVP, Beaver Falls, Pa., but still operates on WDTV, Pittsburgh, as Alan Boal. ... Patti Rhodes, singer, will start her own show, "This Is Patti," over WABC, New York, on March 5. The show, heard twice weekly from midnight on, will feature records and an occasional live vocal when Miss Rhodes sings along with the records. ... Rod McKuen, KROW, Oakland, Calif., is taking a troupe of entertainers to Japan and Korea in April. He plans to remain there during the summer months or until he has toured all the Army camps in the area.

Enoch Light Is Disk Chief For Mail Firm

NEW YORK, March 6.—Enoch Light was this week named general manager of Waldorf Record Corporation, disk label operated by the White House Company as a mail-order product heavily advertised on radio and TV.

Waldorf is currently reported to be spending over \$500,000 a year in radio and TV to sell its disk packages, of 18 tunes for \$2.98. Light will act as chief of the sales and artists and repertoire departments.

For the past few years the Waldorf disks were masters leased from the low-priced Prom label. From now on the mail-order firm will record its own versions of the current pop hits. In addition, the company will set up another label to record and sell LP and EP packages to syndicate, chain and department stores. Light will also head this operation.

Light has been with Synthetic Plastics' Prom label for the past two and a half years. He recently resigned as a.&r. and sales chief to go with Waldorf.

Vito Diskery Kicks Off Pop Line Via Troy Wax

HOLLYWOOD, March 6.—Vito Records, new pop indie platter firm, bowed last week via an etching by chirp Helen Troy. Miss Troy was signed to a three-year wax pact, and is set to embark on a nationwide d.j. promotion tour aimed at hyping the sides, "I Get the Blues When it Rains," and "Kiss in the Dark."

Firm is currently setting nationwide distribution, having already aligned 12 indie distribs.

Change of Theme

Dan Rather, KSAM, Huntsville, Tex., entered the U. S. Marine

NOTHING CAN STOP THIS!!



PETER and MARY

LIND HAYES

HEALY

"Crazy Mixed-Up Song"

b/w

"LONESOME LOVER"

ESSEX 353

The Billboard Picks It!

"The indie label has a second strong entry in this wacky item based on very familiar street songs. Talent is actually Peter Lind Hayes and wife Mary Healy. Jocks will love this and it could do as well as tunesmith Charlie Grean's earlier clicks with novelty material. Flip is an attractive folk-styled item, 'Lonesome Lover.'
The Billboard, March 6.

The Cash Box Picks It!!

Variety Best Bet

"'Crazy Mixed-Up Song'-'Lonesome Lover' (Essex) This coupling is a natural for the jock and juke market. Both sides are highly rhythmic pieces. Mary Healy brings 'Crazy Mixed-Up Song' an ingratiating zest that's sure to get the novelty item over the top. Tune is out of P.D. but the arrangement gives it hep beat. Peter Lind Hayes delivers 'Lonesome Lover,' a bouyant item, in an appealing manner."

AN IMMEDIATE SMASH!



"SUCH A NIGHT"

by

BUNNY PAUL

ESSEX 352

Billboard Spotlight on...

From all indications this tune, originally a rhythm and blues item, should be strong enough to carry at least two records into prominence. Miss Paul does a fine job in projecting the provocative lyrics and should run Johnnie Ray a close second. Flip is "I'm Gonna Have Some Fun."
The Billboard, March 6.

Cash Box Sleeper of the Week

Bunny Paul, who's been teetering on the brink of a hit with her previous releases, comes up with a platter that oughta shoot her into the top artist class. It's a fascinating rhythm number with a wild beat that goes under the name of "Such A Night." Backed by a Sy Oliver arrangement that really moves, the vibrant thrush to date, and it's the type of number that should catch immediately. "I'm Gonna Have Some Fun" is the spiritual hand-clapper featuring a chorus with Bunny. We're all for the top half. Watch it.

Essex

RECORDS

Dealer Doings

By JOE MARTIN

The National Association of Music Merchants trade show and convention in 1956 will be held in New York from July 23 to 26. Shows till then will remain in Chicago. . . . Many dealers report profiting from tie-ins between the Capitol "Tawny" album and nylon hosiery products. Music House, Buffalo, offered a free pair of tawny shade nylons with each album purchase. . . . Retailers staging their own hi-fi promotions in recent weeks have reported drawing plenty of traffic and good resultant sales. Typical were the Penny-Owsley promotions in Los Angeles, which drew some 3,000. The Boston Music show in Boston gave the store plenty of live leads. . . . J. O. Glover, Melody Mart, Paducah, Ky., reports that Capitol's "I Get So Lonely" is the shop's biggest seller since "Tennessee Waltz."

file here and his recently-acquired chicken ranch at Lancaster.

"GET AND GIVE"

"Get something—give something" seems to be the philosophy of Lowell Worley, general sales manager of the Columbia record department in the Buhl & Son Distributing Company. In Worley's case, he has just won a new Nash Rambler auto in the Recoton needle sales contest and is in the midst of his own contest with Columbia record dealers, offering the winner a new Plymouth coupe, completely equipped.

Sponsored by the Buhl Sons Columbia record department, the contest, which has five more weeks to run, is giving the dealer who tops his record sales quota by the greatest percentage during January, February and March, his choice of the coupe or a trip to Hawaii for two, with \$500 in cash.

Plus the main prize, the Columbia record dealers in all of Lower Michigan and the Toledo territory are to be offered other prize opportunities. To the first 10 to double their quota go a name brand automatic wind wrist watch. Nine hi-fidelity phonographs are also to be included in the prizes, to the first dealers who follow in that order beneath the top prize winner.

A & V to Lease Canned Music

NEW YORK, March 6.—Audio & Video Products Corporation has decided to lease its expanded library of taped background music on a rental basis. The firm's catalog now consists of 60 different eight-hour programs of background music and will be rented as two, four or eight reels. Entire catalog and the rental program is aimed at the prime users of background music: Restaurants, offices, stores, banks, factories, etc.

According to Jerome K. Levy, supervisor, the new plan will permit a user to obtain five different reels and exchange them every month for five different reels at a cost of \$13 a month for each eight-hour reel. Plans gives the user 60 tapes in a year.

Dealers in electronic equipment, recorded music, etc., are also able to rent or lease the tapes under the A & V plan as well as background music operators who supply music to other locations. Tapes can be rented in quantities of one or more and with the user determining the frequency of changing the programs.

A & V is also hoping to interest groups of retail establishments, offices or factories to pool their money for the basic tape equipment and speakers and then rent the reels for airing thru all the locations involved in the group effort.

Nelli Lutcher Inks Decca Pact

HOLLYWOOD, March 6.—Thrush Nellie Lutcher signed a term recording pact here this week with Decca Records.

A veteran disk artist, Miss Lutcher previously waxed for Capitol Records and most recently appeared on the Epic label. She scored her biggest success on the Cap label some years ago via "Hurry on Down" and "Fine Brown Frame."

Miss Lutcher is scheduled to etch her first sides for Decca this week. Contract negotiations were handled by her personal manager, Carlos Gastel.

S. I. Neiman Buys Into Oren H. Smith Co., Chi

CHICAGO, March 6.—S. I. Neiman, well known in electronic sales promotion and public relations fields, has acquired an interest in the Oren H. Smith Company, Chicago, manufacturers' representatives. The announcement was made by Paul A. Rothschild, president of the firm.

Neiman, who heads the firm of public relations affiliates and is president of the International Sight and Sound Exposition, Inc., operators of the high-fidelity show, is also active in several other enterprises in the electronics industry.

Seeco Named Discos Distrib

NEW YORK, March 6.—Seeco Records will distribute records produced in Mexico by Discos Columbia, Mexican subsidiary of Columbia Records.

Columbia has been selling some of the Discos Columbia disks in Texas and other Southwestern States, but the firm decided to turn over the majority of the disks in the line to Seeco because of the firm's strong distribution in the Los Angeles market.

The arrangements for Seeco to handle the Discos Columbia line were made by Mike Kestler, vice-president of Discos Columbia.

Urania Keeps Classics Low

NEW YORK, March 6.—Urania Records will continue its special promotional offer of classical records at reduced prices thru the month of March. David Rothfeld, diskery v.p., said that the firm was well satisfied with results of the past month's campaign and that the volume has been high enough to warrant continuation of the program thru April 1.

PERSONAL APPEARANCES

The Christie Music Company and the Melody Music Company, selling juke boxes and records and owned and operated by the Christie family for 15 years, had a field day recently when they were hosts to the **Four Aces**. The Melody Music record shop was so crowded during that day, and bobby-soxers waiting in line and stretching around the block made such a commotion, that three policemen were needed to keep the crowd in check and direct traffic. The Four Aces were in Detroit in connection with a personal appearance at the Lions International Dance at Edgewater ballroom.

WEST COAST CHATTER

Chuck Inman joins the Music City staff this week, replacing veteran Alan Lavinger. Lavinger's plans have not been disclosed. . . . Moe (Chubby) Arbeitel reports a sizable increase in volume since taking over the record concession at Eastern-Columbia. . . . Dealer Phil Harris' new Musicland is going great guns at his new location, largely attributed to the switch to self-service. . . . Jimmy Warren, Central Record Sales Company, is making periodic trips between the home of-

BRAND NAMES DEALERS

Eighteen music-record stores have been named finalists in the annual Brand Names Foundation "Retailer of the Year" contest. Five of the firms will be selected as winners and honored with three bronze plaques or certificates of distinction. Nominees are Beihoff Music, Milwaukee; Butler Music, Marion, Ind.; Case Brothers, Columbia, S. C.; Cluett & Sons, Troy, N. Y.; Fuhrman Music, Stockton, Calif.; H. & H. Music, Houston; Hewitt's, Monroe, La.; Hobbie Brothers, Roanoke, Va.; Kolesnik Music, Lockport, N. Y.; Perry Music and Record Shop, Creston, Ia.; Oliver H. Ross, Fort Worth; Sherman Clay, San Francisco; Siegling Music House, Charleston, S. C.; Stephenson Music, Raleigh, N. C.; Summers & Son, Columbus, O.; J. H. Troup Music, Harrisburg, Pa.; Watkins Music, Dallas, and Chas E. Wells Music, Denver.

Breaking in all Cities!

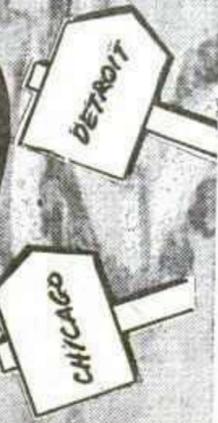
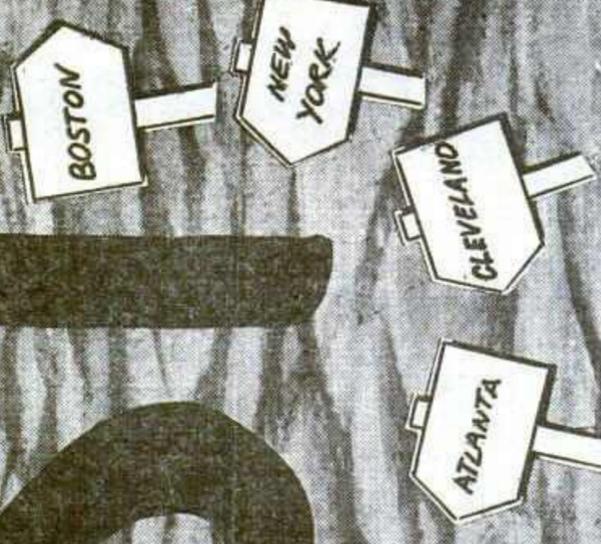
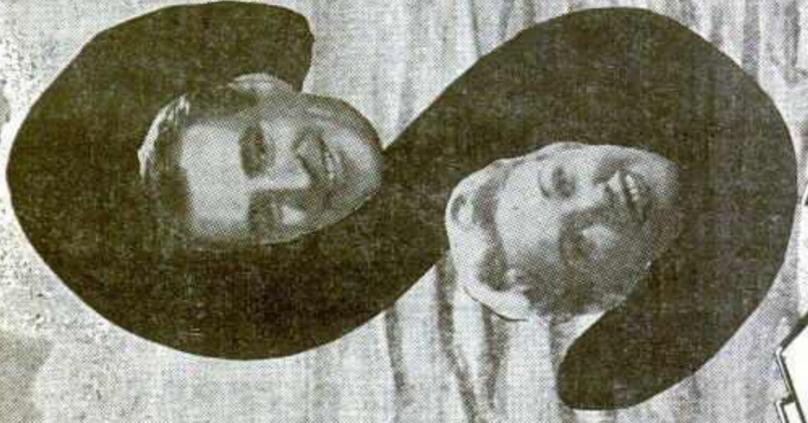
FOR DISCO

RAY ANTHONY and his Orchest

FEATURING VOCALIST MARCIE MILLER

MOONLIGHT MUSIC, INC.

1733 Broadway, New York, N. Y.





Buyboard

TOP SELLERS—

POPULAR

Listed Alphabetically

AND STILL I LOVE YOU I'M AVAILABLE	T. Leonetti	2716
ANSWER ME, MY LOVE WHY	N. Cole	2687
THE BUNNY HOP THE HOKEY POKEY	R. Anthony	2427
CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU	K. Starr	2657
THE CREEP TENDERLY	S. Kenton	2685
GEE TOO LITTLE TIME	J. Hutton & A. Stordahl	2727
I GET SO LONELY I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
I REALLY DON'T WANT TO KNOW SOUTH	L. Paul & M. Ford	2735
O MEIN PAPA SECRET LOVE	R. Anthony	2678
SIGN POST AIR EXPRESS	R. Anthony	2728
THAT'S AMORE YOU'RE THE RIGHT ONE	D. Martin	2589
UNTIL SUNRISE HUMORESQUE	J. Carr	2730
WAY, PAESANO MELANCHOLY SERENADE	A. Martino	2737
WHAT IT WAS, WAS FOOTBALL, PART I WHAT IT WAS, WAS FOOTBALL, PART II	A. Griffith	2693
YOUNG-AT-HEART TAKE A CHANCE	F. Sinatra	2703

**TOP SELLER
of the week!**
Based Upon Actual Sales

**"I Get
So Lonely"**
with
THE FOUR KNIGHTS
Record No. 2654

BEST SELLING—

**POPULAR
ALBUMS**

Listed Alphabetically

THE EDDIE CANTOR STORY—Eddie Cantor	78 rpm No. DDR-467 45 rpm "EP" No. FBF-467 33 1/3 rpm No. L-467
I GET SO LONELY—The Four Knights	45 rpm "EP" No. EAP-1-506
"I REMEMBER GLENN MILLER"—Ray Anthony	45 rpm "EP" No. EBF-476 33 1/3 rpm No. H-476
LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY—Jackie Gleason	45 rpm "EP" No. EAP-1-366 & EAP-2-366 33 1/3 rpm No. H-366
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY—Jackie Gleason	45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
NAT (KING) COLE SINGS FOR TWO IN LOVE— Nat (King) Cole	45 rpm "EP" No. EBF-420 33 1/3 rpm No. H-420
NAUGHTY OPERETTA!—Billy May	45 rpm "EP" No. EBF-487 33 1/3 rpm No. H-487
SONGS FOR YOUNG LOVERS—Frank Sinatra	45 rpm "EP" No. EBF-488 33 1/3 rpm No. H-488
SUNNY ITALY—Dean Martin	45 rpm "EP" No. EAP-1-481
TAWNY—Jackie Gleason	45 rpm "EP" No. EBF-471 33 1/3 rpm No. H-471
THINKING OF YOU—Les Baxter	45 rpm "EP" No. EBF-474 33 1/3 rpm No. H-474
VAYA CON DIOS—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-495

TOP SELLERS—

**COUNTRY
& HILLBILLY**

Listed Alphabetically

THE GLASS THAT STANDS BESIDE YOU LET'S KISS AND TRY AGAIN	J. Shepard & F. Huskey	2706
THE HOUSE OF BLUE LIGHTS BELL BOTTOM BOOGIE	M. Moore	2574
HURRY BACK HOOTCHY KOOTCHY HENRY (FROM HAWAII)	H. Henson	2732
JUST MARRIED I HARDLY KNEW IT WAS YOU	F. Young	2690
LAZARUS BYE AND BYE	M. Carson	2740
LET ME BE THE ONE I'M STILL A PRISONER	B. Strange	2592
RELEASE ME JUST TO BE WITH YOU	J. Heap & P. Williams	2518
TOOL PUSHER ON A ROTARY RIG IF I COULD LOOK INSIDE YOUR HEART	J. Dolan	2713
WAKE UP, IRENE GO CRY YOUR HEART OUT	H. Thompson	2646
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins	2701

**LATEST
RELEASE**

No. 411

DOUCHKA IF YOU WERE MINE	Les Baxter	2748
I'D CRY LIKE A BABY HEY, BROTHER, POUR THE WINE	Dean Martin	2749
THREE'S A CROWD COW BELL STRUT	Pee Wee Hunt	2750
ALL DRESSED UP WITH NO PLACE TO GO PLAY LIKE YOU LOVE ME	Owen Perry	2751
SAMOA STOMP SWEET LUWANNA	Jenks Carman	2752
GOD BLESS HER NO ONE TO SING FOR ME	The Louvin Brothers	2753
BRAVE MAN TURN AROUND, BOY	Tex Ritter	2756

BEST SELLING—

**CLASSICAL
ALBUMS**

Listed Alphabetically

BRUCH—"CONCERTO IN G MINOR"; MENDEL- SOHN—"CONCERTO IN E MINOR"—Nathan Milstein, violin; Pittsburgh Symphony Orches- tra conducted by Wm. Steinberg	33 1/3 rpm No. P-8243
CONTEMPORARY AMERICAN MUSIC—Vladimir Golschmann conducting the Concert Arts Orches- tra	33 1/3 rpm No. P-8245
COPLAND—"BILLY THE KID"; WILLIAM SCHUMAN —"UNDERTOW"—Ballet Theatre Orchestra conducted by Joseph Levine	33 1/3 rpm No. P-8238
DOVIZETTI—"TREASURED MOMENTS FROM THE OPERA LUCIA DI LAMMERMOOR"—Eiar Sym- phony Orchestra conducted by Ugo Tansini	45 rpm "EP" No. FAP-7005
GERSHWIN—"CONCERTO IN F FOR PIANO AND ORCHESTRA"—Leonard Pennario, piano; Pitts- burgh Symphony Orchestra conducted by Wm. Steinberg	33 1/3 rpm No. P-8219
LISZT—"MEPHISTO WALTZ"; CHOPIN—"BAR- CAROLLE IN F SHARP MINOR"—Leonard Pen- nario, piano	33 1/3 rpm No. P-8246
MAHLER—"SYMPHONY NO. 1 IN D MAJOR"— The Pittsburgh Symphony Orchestra conducted by Wm. Steinberg	33 1/3 rpm No. P-8224
MASCAGNI—"TREASURED MOMENTS FROM THE OPERA CAVALLERIA RUSTICANA"—Orchestra of Cetra, Turin, conducted by Arturo Basile	45 rpm "EP" No. FAP-7003
MODERN FRENCH MUSIC—Vladimir Golschmann conducting the Concert Arts Orchestra	33 1/3 rpm No. P-8244
MOZART—"SYMPHONY NO. 41 IN C MAJOR & SYMPHONY NO. 35 IN D MAJOR"—The Pitts- burgh Symphony Orchestra conducted by Wm. Steinberg	33 1/3 rpm No. P-8242

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and
**"IF YOU
WERE MINE"**

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**Pee Wee
HUNT**

**"THREE'S A
CROWD"**
and
"COW BELL STRUT"

Capitol Record No. 2750

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Listed Alphabetically

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HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9022
HIGH FIDELITY POPULAR VOCALS IN FULL DIMEN- SIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/3 rpm No. LAL-486

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Joni James

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IN LOVE?

backed with
MAYBE NEXT TIME

M-G-M Record 11696



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SAM GOODY

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JOHNNIE RAY
Such a Night 88
COLUMBIA 40200—Ray could jump back to the top with this powerful disk. He takes the tune now coming up in the r.&b. field and hands it a reading that fairly sizzles all the way, aided softly by a sensational vocal and ork backing. It may not get too much air play, but it should pull many sales and coins. Could be a smash. (Raleigh, BMI)

Destiny 77
On this side Ray returns to the warm intimate type of ballad he has been doing lately, but in spite of a warm performance, the side lacks the power of the flip. (Caryle, ASCAP)

FRANKIE LAINE-PAUL WESTON ORK
The Kid's Last Fight 87
COLUMBIA 40178—Laine has a very exciting disk here with this bright, infectious novelty about the champ's last fight. Laine sings the story ballad with the sparkle he always hands a tune, and the side is in the vein of many of his early recordings. Could be a real big one for Laine. (Hawthorne, ASCAP)

Lone Distance Love 85
A litting new ballad is sung with a lot of spirit by Laine over fine support from a male vocal group. Tune, slightly country in flavor, is a most melodic ballad, and it has a chance to break thru, too. Watch 'em both. (E. H. Morris, ASCAP)

BUNNY PAUL
Such a Night 85
ESSEX 352—The unusual rhythm and blues ditty invading the pop market could be a big piece of material. Miss Paul pounds out a sexy reading with the group and Sy Oliver's ork backing. Ops should go big for it. Competition is heavy from Johnnie Ray, but this, however, is strong enough to go. (Raleigh, BMI)

I'm Gonna Have Some Fun 80
The thrush, vocal group and ork are smartly teamed on a neat little hand-clapper. A strong second side. (Eastwick, BMI)

PETER LIND HAYES-MARY HEALY
Crazy Mixed Up Song 84
ESSEX 353 — Here's a novelty arrangement of an old and thrice familiar street song which is just whacky enough to catch on, and in big style. Performance is suitably tongue-in-cheek, and the slicing is likely to attract plenty of loot before it runs its course. Top-flight juke and jock fare. Watch it. (Trinity, BMI)

Lonesome Lover 80
Another smart hunk of programing, this is a slightly modified version of an ancient folk song which comes out appearing mighty commercial in its modern dress. (Trinity, BMI)

HARRY JAMES ORK
Stop and Whistle 80
COLUMBIA 40199 — Here's a wild, swinging novelty with plenty of trick verbiage and a fast beat sparked by Buddy Rich who handles both the vocal and the drums. Disk features some bright trumpet by James, and should pull spins. Watch it.

'Ya Better Stop 78
The James boy demonstrates a few tricks on the trumpet. His technique and tone are beautiful, and the side shapes up as a smart, relaxed instrumental. Should get a flock of spins.

NORMAN BROOKS
3-D Sweetie 80
ZODIAC 107 — This is certainly the best thing Brooks, the Jolsonesque chanter, has done in a long time. Could be that he'll hit again with this side. Ditty, reading and backing are all just fine. (Korwin, ASCAP)

Candy Moon 78
An attractive ditty on this side, too, and Brooks, again, gets a neat assist from the ork and vocal group. Good two-sided platter. (Erwin - Howard, ASCAP)

DEAN MARTIN
Hey Brother, Pour the Wine 80
CAPITOL 2749 — Dean Martin, now riding high with "That's Amore," has an intriguing novelty effort here which sounds like an old-country folk song. Martin sells it in his usual warm style, and the backing is good. Tune, which has been around a while, should pull spins and box plays. (Frank Music, ASCAP)

I'd Cry Like a Baby 76
Happy, light-hearted effort receives a pleasant reading from the chanter over catchy ork work by the Dick Stable crew. (Starlight Songs, ASCAP)

GISELE MacKENZIE
Ridin' to Tennessee 79
CAPITOL 2743—This is certainly one of the gal's best efforts in a long time. The ditty, very familiar sounding, is strong enough to break thru. A first-rate etching. (Johnstone-Moetel, BMI)

Doggone It, Baby, I'm in Love 77
The thrush turns in another good effort with her reading of some first-rate rhythm material originally marketed in the country field. Good wax. (Hill & Range, BMI)

LES BAXTER
Douchka 77
CAPITOL 2748—Here's a bright new cutting by the Baxter crew, featuring an intriguing and fresh-sounding piano solo on a wild new item with good chorus and ork support. It should pull bundles of spins and it has a chance. Watch it. (Bourne, ASCAP)

If You Were Mine 71
A warm and haunting new melody receives a lush instrumental interpretation by the Baxter crew, with some help from a wordless vocal group. For jock programing. (Ardmore, ASCAP)

THE FOUR FRESHMEN
Seems Like Old Times 76
CAPITOL 2745—The tune which has become mighty familiar again via its use as a TV theme receives a nicely styled warble by the group. The boys take the first chorus slowly, then step up the tempo for the last. Good wax. (Leo Feist, ASCAP)

Crazy Bones 76
The traditional spiritual receives a fresh, sharp performance from the boys, backed by pounding drums. It's a clever arrangement, and it should get jock action. (Moonlight Music, BMI)

might win new fans via this enjoyable slicing. Jukes in ice cream parlors and other jive hangouts could attract lots of nickels with this one. (Four Star, BMI)

Say You Do 71
Fine dance wax, with the ork playing the ditty rhythmically and Juanita Crowley chirping the words with the assistance of Morgan. (Campbell, BMI)

NELSON RIDDLE
The Deep Blue Sea 74
CAPITOL 2744—Lovely Italian ditty gets a fine, moody ork from arranger-conductor Nelson Riddle. Jocks should like this, and with enough action it might break thru. (Mellie, BMI)

Brother John 74
Despite the Americanized title, this is "Frere Jacques." The lush Riddle ork turns in a slick performance of the conductor's arrangement. (Dornelle, ASCAP)

THE NOCTURNES
Sing It Parisian 74
M-G-M 11700—That the Italian kick is still current is indicated by this new waxing, which features the group in a pretty, brightly arranged vocal on a new Italian effort. Side is cute and has a chance for many spins. (Fox, ASCAP)

I Saw a Stranger 71
Another good job for the boys, tho the material is not quite as strong as the flip. (Fox, ASCAP)

JIMMY RANDOLPH
The Thrill Is Gone 74
U.S.A. 403—Randolph bows on the new label with a sometimes impressive warble on the oldie. When Randolph lets go, he sings up a storm, but at times the arrangement cramps his style. Chanter bears watching. (Brown & Henderson, ASCAP)

Home 72
Another evergreen is handled stylishly by the warbler, and this time the ork arrangement is pleasantly uncomplicated. Singer doesn't get as much chance here to sing out, but again he shows off his fine pipes. Good first disk for the label. (Mills, ASCAP)

RICHARD HAYMAN
Huckleberry Flan 74
MERCURY 70333—Hayman blows a tasteful harmonica as the lead soloist in this listenable instrumental. (Hillcrest, ASCAP)

Somersault 72
Pop re-work of an Offenbach overture makes a good vehicle for some virtuoso harmonica playing on the part of Hayman, who's given bright support by the ork. (Cool, BMI)

REDD EVANS-DON COSTA ORK
Trapped 74
REDD-E 002—Slick hunk of material is smartly handled by Evans and Don Costa's ork for a particularly fine bow for the new label. The big-beat reading has plenty of ear appeal. (Jefferson, ASCAP)

Idle Gossip 70
A lovely ballad this and smartly presented by the new label. Evans may not be the greatest singer in the business, but the guy certainly sells the material strongly. Good listening. (Redd Evans, ASCAP)

BIG DAVE ORK
Big Dave Special 73
CAPITOL 2642—The label's new ork bows auspiciously via a slick, riff-bull instrumental in rhythm and blues style. The tenor-led ork sets and maintains a driving beat. Could draw coin in the boxes and should get spins. (Criterion, ASCAP)

One Stop 71
Even more in the rhythm and blues groove is this side. The ork pounds out the riff with a really big beat. (Ardmore, ASCAP)

MANTOVANI
Ave Maria 73
LONDON 1333 — A straight and moving rendition of the gorgeous Schubert melody, with the Mantovani strings singing from the heart. A great toner-upper on almost any air show, with play likely to spurt as Easter approaches. (F.D.)

Largo 70
Similar treatment of the Handel opus. A timeless coupling. (F.D.)

ACQUAVIVA ORK
Am I in Love? 73
DECCA 29049 — The Acquaviva ork, newly pacted by Decca, turns in an appealing performance. A good side for relaxed listening. (Miller, ASCAP)

New York in a Nutshell 66
Could be Paris, London or any metropolis which is described in this programatic opus. Jocks might find this an effective programing switch. (Robbins, ASCAP)

AMES BROTHERS
Don't Believe a Word They Say 73
CORAL 61145 — Okay ballad gets a smoothly blended reading of the quartet on a disk cut some time ago and resurrected by the label from its catalog of Ames' masters. Should sell to the fans. (Bregman, Vocco & Cons, ASCAP)

Don't Lie to Me 72
Tin Pan Alley-ish ditty is smoothly handled by the quartet for another good side. (Leeds, ASCAP)

EDMUNDO ROS ORK
Anything Can Happen (When You're in Havana) 73
LONDON 1422 — Slow mambo is played in danceable tempo by the fine English ork. Cute lyrics make the effort one that can win moderate action upon exposure.

And Then 69
Hesitation gimmick is used effectively in this smart calypso. Listening is fun. (Continued on page 38)



KING KEEPS ON BANGING OUT THE HITS

EARL BOSTIC
MY HEART AT THY
SWEET VOICE
CRACKED ICE
King 4699

COWBOY COPAS
I'LL BE THERE
STRANGER IN MY HOME
King 1329

MOON MULLICAN
GOOD DEAL, LUCILLE
WANTED
King 1237

BIG JAY McNEELY
MULE MILK
ICE WATER
Federal 12168

BONNIE LOU
DON'T STOP (KISSING ME
GOODNIGHT)
THE WELCOME MAT
King 1318

THE ROYALS
WORK WITH ME, ANNIE
UNTIL I DIE
Federal 12169

TINY BRADSHAW
PING PONG
POWDER PUFF
King 4687

LULA REED
WATCH DOG
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NO MORE
King 4688

THE STRANGERS
I'VE GOT EYES
MY FRIENDS
King 4697



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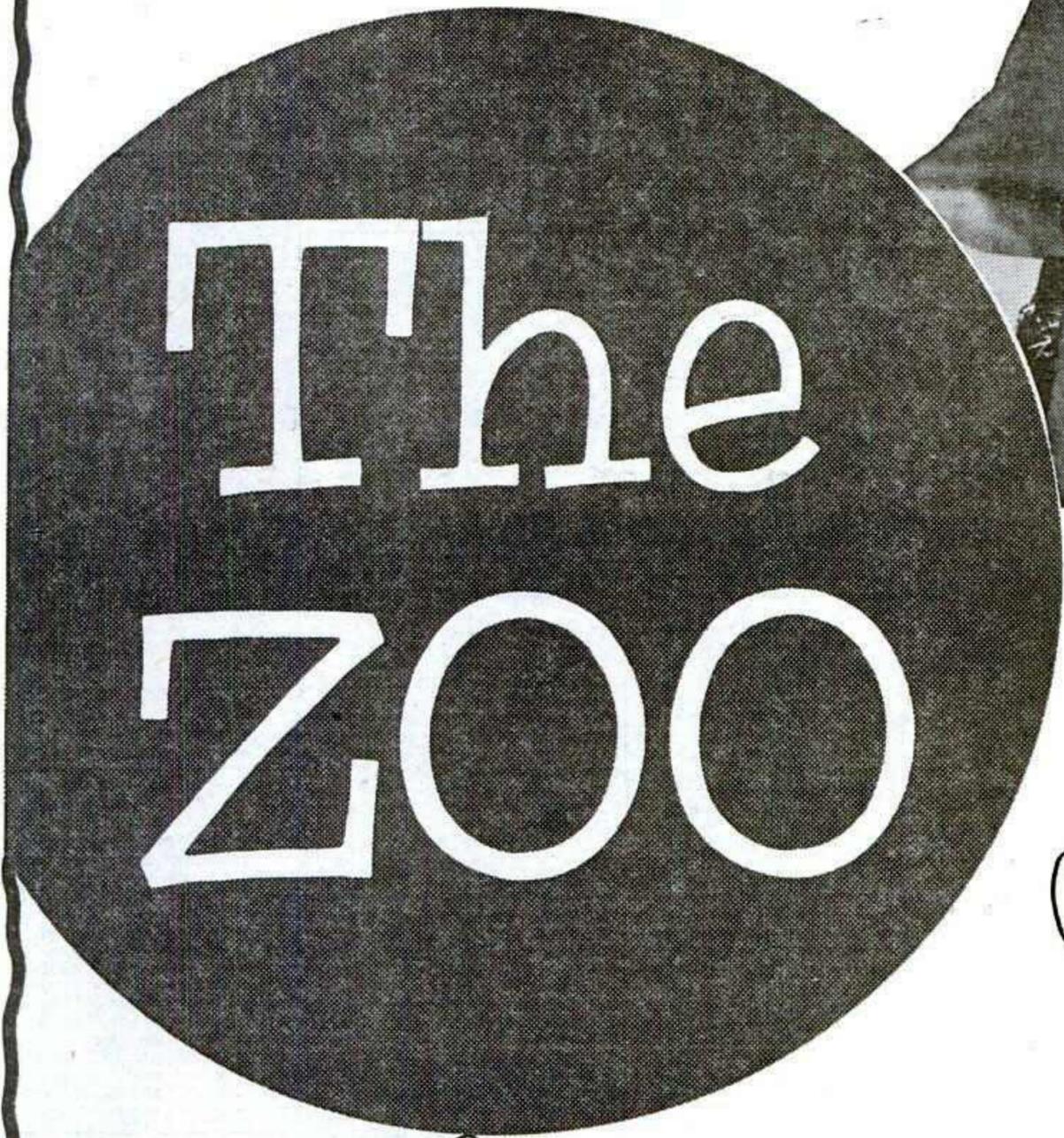
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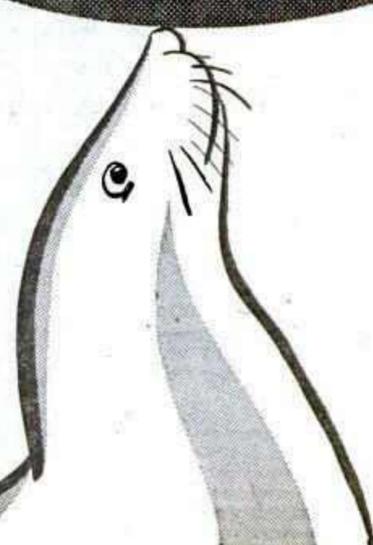
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The Billboard Music Popularity Charts
POPULAR RECORDS

• **Reviews of New Pop Records**

• *Continued from page 38*

CHUCK LEONARD QUARTET
Someone Somewhere70
JUBILEE 6059 — This is a most attractive ballad, and the vocal and instrumental reading is particularly appealing. If exposed properly, this could make noise. (Mills, ASCAP)
I Don't Want to Go On Loving68
Another good ballad reading on this side. (Top Tune, ASCAP)

CHARLIE APPLEWHITE
This Is You70
DECCA 29055 — Applewhite, Milton Berle's latest find, does nicely with an okay ditty. Should get spins. (Milton Kellern, ASCAP)
All70
Applewhite handles this one capably, and it should pull spins, too. (Sherwin, ASCAP)

PONY SHERRELL
Little People70
CORAL 61132 — This philosophical little ditty with patriotic and religious touches should get air play. Tune has been done previously, it seems, but this is a good version of it. Thrush helped write it. (American Academy, ASCAP)
You're Bad for Me65
Miss Sherrell sings and the Phil Moody ork supplies the backing on a tune which she and Moody wrote. It's the kind of stuff which bistro torch singers purvey regularly. (American Academy, ASCAP)

BETTE McLAURIN
It's Just About That Time Again69
CORAL 61129—This is a slick ballad done up attractively by Miss McLaurin, who hit some moons ago in the rhythm and blues field and has since been looking for that big pop hit. The gal has a sound. (Caesar, ASCAP)
If You Believed in Me69
Ditty is apparently an oldie, but not too often done. It's good material, and the thrush sings it nicely. (De Sylva, Brown & Henderson, ASCAP)

KENNY ROBERTS-THE PINETOPPERS
Wicked Little Cricket68
CORAL 61133—Cute little novelty is apt kiddie material, tho it should also

attract some general spins. (Supreme, ASCAP)
Buzzy the Bumble Bee68
Another good side for the moppets. (Arch, ASCAP)

SARAH VAUGHAN
Come Along With Me68
MERCURY 70331 — Miss Vaughan puts her request so graciously, few should be able to resist. A fine performance by the thrush on equally fine material. (Peer, BMI)
It's Easy to Remember67
The beautiful oldie is treated to a marvelously phrased reading which brings out all its considerable charm. A waxing which many will find pleasurable. Great spin prospects. (Famous, ASCAP)

HAMISH MENZIES
There's Always a First Time67
DECCA 29040 — An attractive new ballad gets the typically stylized reading expected of Menzies. His fans will undoubtedly like it. (Meridian, BMI)
If You Let a Man Roam67
Menzies claims that if you do as the title says, he'll always come home. Result is an airy little item which jocks might spin. (Midway, ASCAP)

CHARLIE BALEE
Somebody Stole My Gal65
DE LUXE 2017—Ops should be able to make some loot out of this one. The oldie is played with life and spirit by Balee on the piano, backed by a rhythm group. For both city and country boxes. (Robbins, ASCAP)
That's How I Need You63
Hokey piano work on a melodic waltz tune makes this an interesting platter for the boxes, especially in rural towns. (Feist, ASCAP)

JOHNNY RYAN
Waiting for You55
CORAL 61131 — Ryan pledges his fidelity and availability sincerely. Okay wax. (Weiss & Barry, BMI)
Talkin' to a Sparrow55
The high tenor of Ryan is used ably to relate the emotions of a prisoner communing with the bird outside his barred window. (Regent, BMI)

• **Review Spotlight on . . .**

RECORDS

LIBERACE
Easter Parade (Berlin, ASCAP)
The Rosary (G. Schirmer, ASCAP)—Columbia 48007—The ace pianist hands the venerable and well-loved melodies a fresh treatment. A fine coupling for the Easter season, with the appeal likely to last and last.
PERCY FAITH ORK
Dream, Dream, Dream (Feist, ASCAP) — Columbia 40185—A lovely new tune is played in lush style by the Faith crew, with a tender vocal by a sweet-toned chorus. Fine wax. Flip is "Eleanora" (Tannen, BMI).

N. Y. Stores Chalk Big Hikes

• *Continued from page 15*

sale was very profitable, and is in favor of sales of this type more often. Liberty sells its LP's at a discount normally, and is continuing this policy.

The Doubleday chain noted that business was up during February, but said that this was due to a steady increase in business and not due to the LP sales. The firm said that neither in New York nor at any of its other stores, in Detroit, Boston, St. Louis, New Orleans or other cities did business increase due to the sales.

The chain did not sell Victor Records at \$3.99 but at \$4.47 in order to hold the normal 38 per cent markup. Doubleday exec stated that he was against sales generally, claiming that if disks are over-priced, the price should be dropped rather than holding a sale.

The biggest Doubleday gripe over the recent sale was over the RCA Victor dealer discount on its \$3.99 price, which was only 33 per cent. He claimed the sale was at the expense of the dealer. Schirmer & Co.

G. Schirmer & Company stated that the sales gave a great boost to business during February and that everything in the store moved. The shop would like a sale a month if business would jump as it did in February. Sam Goody's emporium, one of the country's largest price-cutters, said that business was up 20 per cent this February as against a year ago. Goody sold RCA Victor records at \$3.50 during the sale and Columbia and Mercury's at its regular 28 per cent off regular list during the sale.

Haynes-Griffin, in Manhattan, and Tri-Boro Music in Jamaica, N. Y., felt the LP sales had very

little effect on business, which was up about 10 per cent for them this February as against last year. Both stores felt that the existence of dozens of discount record stores in New York mitigated the effect of the record sales here.

Philly Area

In the Philadelphia area, Dannenhauer's and the M-R Shop, the former in Bala, Pa., and the latter in Wayne Pa., experienced a tremendous upsurge in all record business during February. The increase over-all in both stores was 50 per cent, as against January; the increase in business on LP sale merchandise was much higher.

The stores re-ordered on merchandise three times during the sale, and made up on what they sold out of their original stock by ordering heavily before the sale ended. The stores advertised the sales in the local papers.

Some dealers, who had originally been opposed to the February sales, liked the idea better now than when it was first announced. These were mainly those who increased business via the sale merchandise. As one dealer put it, "The sales helped business by getting people thinking about records, talking about records and buying records."

Still Opponents

However, there were still some dealers who said that the sales hurt, rather than helped, the dealer.

Many dealers said that this week was a poor one and were rather concerned about the next few weeks. These felt that the sales would continue to hurt LP business until people got used to the idea of buying disks at the

Big Business

• *Continued from page 15*

30 per cent. It will be a matter of time before it gets back to normal. Nobody has been buying anything so far in March or very little. They are reluctant after paying \$8 for an album now to pay \$11.90 for the same type of thing."

N. E. Schwartz, buyer, record department, the Hecht Company; "We did fabulously well. I think it put record departments back on the map. Maybe we made some new record friends, or maybe they just came out of the woods and we won't see them again until next year. That's the big 'if' for the future." Asked how buying will be affected in March, Schwartz said: "Well, we're going into an off season anyway."

"One dealer, who refused to be quoted, took both a long run and a short run point of view: "Our sales were up 80 per cent over last year, but now business will go to hell. The sale lasted too long. We weren't prepared for it. There was no reason for it. I think it did a lot of harm." On the other hand, he said: "In the long run it might do some good. People who were not buying the lesser known performers and conductors, bought during the sale. Now they'll realize how wonderful these people are. But business was good in January, and we didn't need the sale. It upset the market. If it had been held in May or June it might have helped."

'Beautiful Sea'

• *Continued from page 15*

tions concluded between Alan W. Livingston, vice-president in charge of artists and repertoire, and Arthur Schwartz and Dorothy Fields, who wrote the score.

The much-sought-after musical, starring Shirley Booth, is currently heading for the Broadway boards following its tryout in Boston.

Under terms of the agreement, Capitol will issue the original-cast album as well as single tunes from the show to be etched by Cap name talent.

Livingston is scheduled to fly east following the New York opening to supervise recording of the score by members of the cast. Included in the score are "The Sea Song," "Alone Too Long," "Happy Habit," and "More Love Than Your Love."

The Cap acquisition of "By the Beautiful Sea" follows their highly successful package of the "Can Can" original-cast album, which bowed last year.

SPA Scores

• *Continued from page 15*

sert publishers have arbitrarily handed away income, only half of which is theirs to give.

(3). The charge that some publishers deduct promotion and advertising charges from mechanical income before calculating the writers' shares.

The writers also want publishers to show increased energy in tracking down promotional record companies which crop up in various areas, peddle their product, usually via radio or television, and disappear, ignoring any obligation to copyright holders. Half of any income derived from these "phantom" labels is due writers, they point out.

Big RCA Tour

• *Continued from page 15*

on May 3 in Hutchinson, Kan. Following the latter appearance, the Caravan will play Wichita, Kan.; Omaha; Salina, Kan.; Oklahoma City; Tulsa, Okla., and Little Rock.

Earlier, plans called for Eddy Arnold to headline the country artist troupe, but Arnold had to bow out in order to make some pilot films for a projected TV film series.

regular list price again.

A number of dealers expressed the hope that prices on LP disks would come down, pointing to the great increase in business during the sale period as proof that the public wants LP's at lower prices.

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FLAT FOOT FLOOGEE

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The Billboard Music Popularity Charts **PACKAGED RECORDS**

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. THE GLENN MILLER STORY—Sound Track .. Decca DL 5519
2. TAWNY—Jackie Gleason .. Capitol H 471
3. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" .. RCA Victor LPT 3057
4. MUSIC FOR LOVERS ONLY—Jackie Gleason .. Capitol H 352
5. SONGS FOR YOUNG LOVERS—Frank Sinatra .. Capitol H 488
6. I BELIEVE—Perry Como .. RCA Victor LPM 3188
7. I REMEMBER GLENN MILLER—Ray Anthony .. Capitol H 476
8. CALAMITY JANE—Doris Day, Howard Keel .. Columbia CL 6273
9. KISMET—Original Cast .. Columbia CL 4850
10. MUSIC TO MAKE YOU MISTY—Jackie Gleason .. Capitol H 455

EP'S

1. THE GLENN MILLER STORY—Sound Track .. Decca ED 2124-5
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" .. RCA Victor EPBT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason .. Capitol EBF 352
4. TAWNY—Jackie Gleason .. Capitol EBF 471
5. CALAMITY JANE—Doris Day, Howard Keel .. Columbia B 347
6. MAY I SING TO YOU?—Eddie Fisher .. RCA Victor EPB 3185
7. THAT BAD EARTHA—Eartha Kitt .. RCA Victor EPB 3187
8. I BELIEVE—Perry Como .. RCA Victor EPB 3188
9. SONGS FOR YOUNG LOVERS—Frank Sinatra .. Capitol EBF 488
10. MUSIC TO MAKE YOU MISTY—Jackie Gleason .. Capitol EBF 455

Reviews and Ratings of New Popular Albums

THE BOYS FROM SYRACUSE.....78
Portia Nelson, Jack Cassidy, Stanley Prager, Bibi Osterwald, Chorus and Orchestra conducted by Lehman Engel. (1-12")
Columbia ML 4837

The latest in Columbia's recordings of smash Broadway musicals of the past is an auspicious one. The Rodgers-Hart score of the hit show of 1938 is tuneful and lilting, the lyrics are still fresh, and many of the songs have become standards, such as "Falling in Love With Love," "Sing for Your Supper" and "This Can't Be Love." The cast is first-rate, especially singers Jack Cassidy, Portia Nelson and Bibi Osterwald, and the chorus and ork support them beautifully. All who enjoy Broadway musical sets will want this one.

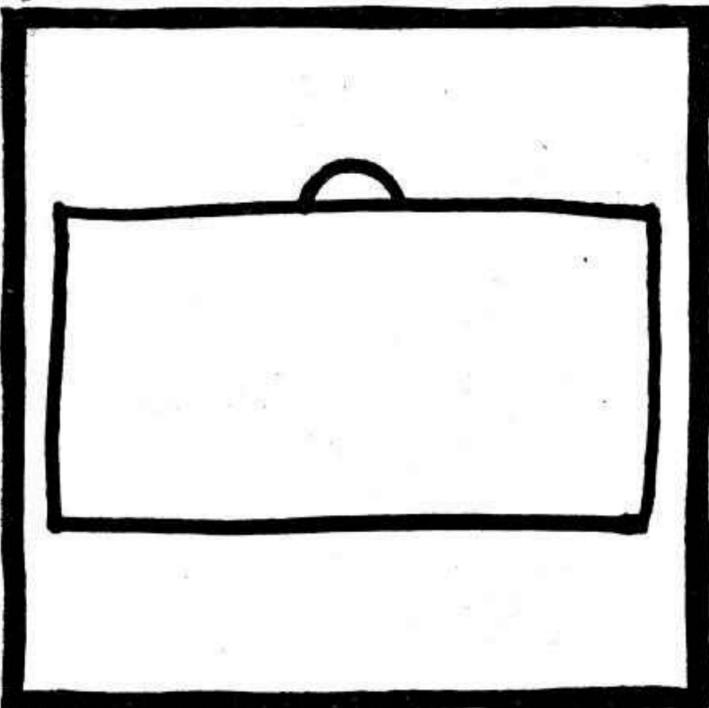
STREET OF DREAMS.....75
M-G-M Strings; Le Roy Holmes, Cond.; Mary Mayo, Vocals (1-12")
M-G-M E 3094

If well-enough exposed, this package of mood music could be a strong seller. The standard selections are not hackneyed by over-usage on these arrangements. And Mary Mayo's wonderful voice is used thruout as a musical instrumental, somewhat like what Ellington has done in jazzier vein. The Holmes' string ork is lush and paints a pretty picture. It's fine background music which can sell—even in a market which is pretty well loaded with this kind of stuff.

RADIO AND TELEVISION'S MOST HILARIOUS BONERS.....70
(1-10")
Jubilee LP 2
Classic boners—unintended indiscre-

(Continued on page 42)

EPICure No. 8 (A Roger Price "Doodle")



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LINER NOTES

By IS HOROWITZ

Altho she doesn't get billing in the album, Elizabeth Schwarzkopf's participation in the recent RCA Victor release of Wagner's *Tristan und Isolde* has now been documented. An HMV executive admitted this week that Kirsten Flagstad, the featured Isolde, had allowed Miss Schwarzkopf to dub in a couple of high notes that Miss Flagstad apparently could no longer reach with ease. The spokesman dubbed the substitution "an artistic liberty which is justifiable."

PLUSH PACKS . . .
The "special edition" album, annotated and packaged with plush finish, and sold at a premium price, is becoming a more and more familiar occurrence. Both Vox and Westminster will debut special sets in the next few weeks.

Vox's entry, Vivaldi's *La Stravaganza, Op. 4*, a collection of 12 concertos for violin and string orchestra, is a recording "first." The manuscript and parts were assembled from several European libraries and the work was recorded in Vienna. Included is a 40-page booklet containing notes by Dr. Joseph Braunstein, of the New York Public Library. Price of the three-disk set, in its special insert book-type album, is \$19.95.

Westminster's new edition of the *Messiah* by Handel, due out before the end of the month, also carries a bonus list. Here the suggested retail tag is \$19.85 for the three LP's. The music, conducted by Hermann Scherchen, is presented in the original "Dublin" version, and the disks, wrapped separately in cellophane, are carried in a plastic covered package, also sealed.

It should be noted that in neither the Vox nor Westminster case does the special price indicate a general price rise by the labels.

ARTISTS . . .

The Dutch conductor, Eduard van Beinum, heretofore heard on London Records, moves over to the company in Holland next month. His product will in the future appear under Epic auspices in the United States. The Amsterdam Concertgebouw Orchestra, led frequently by van Beinum, was signed by Philips some time ago. The ork, incidentally, will tour in the U. S. next year with Van Beinum and Raphael Kubelik, recently signed by British Decca (London). The latter firm will use Kubelik with the Vienna Philharmonic and other European orks in the future.

The young, Atlanta-born coloratura, Mattiwilda Dobbs, whose first LP's for Angel are due out soon, makes her formal debut Monday (8) with the Little Orchestra Society in New York's Town Hall.

FUTURES . . .

Columbia has ready a new recording of Berlioz' *L'Enfance du Christ* which it is releasing in honor of the American Berlioz Society. . . . One of Mercury's three hi-fi specials for March will be a Minneapolis-Dorati recording of Stravinsky's *Rite of Spring*. . . . A first disk of the Poulenc comic opera, *Les Mamelles de Teresias* (difficult to translate in a family paper), is due from Angel next month. The work was introduced last summer at the Brandeis University Festival.

NEXT WEEK

- ★ SYMPHONY
- ★ OPERA (VOCAL EXCERPTS)
- ★ ALL POP ALBUMS

'Dagnet' Suit

Continued from page 16

access to the Rosza tune, but this contention was thrown out. They had also pressed that the suit be dismissed because Schumann, tho a necessary witness, had never been served. This was disallowed. The plaintiffs will withdraw Schumann from the suit.

Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- BIZET: CARMEN SUITE; THOMAS: MIGNON OVERTURE (NBC Symphony-Toscanini) .. RCA Victor LRM 7013
BORODIN: POLOVETSIAN DANCES; IN THE STEPPES OF CENTRAL ASIA; IPPOLITOV-IVANOV: CAUCASIAN SKETCHES (New York Philharmonic-Mitropoulos) .. Columbia ML 4815
CLAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz Orchestra) .. Columbia ML 4692
CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops-Fiedler) .. RCA Victor LM 1752
ENESCO: ROUMANIAN RHAPSODIES (Stokowski and Orchestra) .. RCA Victor LRM 7043
GERSHWIN: MUSIC OF GERSHWIN (Kostelanetz Orchestra) .. Columbia ML 4819
MANTOVANI PLAYS THE IMMORTAL CLASSICS .. London LL 877

INSTRUMENTAL

(Listed Alphabetically)

- BACH: UNACCOMPANIED SONATAS AND PARTITAS FOR VIOLIN (Heifetz) .. RCA Victor LM 6105
BEETHOVEN: PIANO SONATAS 21, 23 (Gieseking) .. Angel 35024
GERSHWIN: RHAPSODY IN BLUE; ALL-AMERICAN SUITE; DEBUSSY: EN BLANC ET NOIR; ANDALUSIAN DANCE (Iturbis) .. RCA Victor LM 9018
HOROWITZ 25th ANNIVERSARY ALBUM .. RCA Victor LM 6014
KAPELL IN MEMORIAM ALBUM .. RCA Victor LM 1791
RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; SZYMANOWSKI: SYMPHONIE CONCERTANTE (Rubinstein, Los Angeles Philharmonic-Wallenstein) .. RCA Victor LM 1744

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- BORODIN: POLOVETSIAN DANCES; DE FALLA: EL AMOR BRUJO (London Philharmonic-van Beinum) .. London LL 203
BORODIN: POLOVETSIAN DANCES; DE FALLA: EL AMOR BRUJO (Stokowski and Orchestra) .. RCA Victor LM 1054
DUKAS: THE SORCERER'S APPRENTICE; SMETANA: THE MGLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini) .. RCA Victor LM 1118
PUCCINI: LA BOHEME—ORCHESTRAL SELECTIONS (Kostelanetz Orchestra) .. Columbia ML 4655
SLAUGHTER ON TENTH AVENUE AND OTHER BALLETT SELECTIONS (Boston Pops-Fiedler) .. RCA Victor LM 1726
STRAUSS, J.: WALTZES (Mantovani Orchestra) .. London LL 685

INSTRUMENTAL

(Listed Alphabetically)

- CHOPIN: POLONAISES, VOL. 1 (Rubinstein) .. RCA Victor LM 1205
CHOPIN: WALTZES (Lipatti) .. Columbia ML 4522
PAGANINI: CAPRICES; KREISLER FAVORITES (Francescatti) .. Columbia ML 4219
RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; PIANO CONCERTO 1 (Rachmaninoff Philadelphia Orchestra-Stokowski) .. RCA Victor LCT 1118

Frank Publishes 'Pajama' Score, B'way Musical

NEW YORK, March 6.—Frank Music, the Frank Loesser publishing firm, is publishing the score to another forthcoming Broadway musical, "The Pajama Game." This will make the second complete score published by Frank Music this year, the other being "Kismet."

The score for "The Pajama Game" was penned by Dick Adler and Jerry Ross and contains 13 tunes. The show is being produced by George Abbott, and dances will be staged by Jerome Robbins. It goes into rehearsal next week and is due to open on Broadway in May. In addition to the score of "Kismet," Frank Music published a number of the tunes from the current Broadway revue, "Almanac."

AFTRA Pacts

Continued from page 16

services in addition to playing instruments.

The NLRB case involved the petition by AFTRA to have the NLRB certify a bargaining unit of Westinghouse station KEX and KEX-FM in Portland, Ore., made up of all employees appearing frequently before the microphone as actors, singers or announcers.

Angel Cuts 3

Continued from page 16

facturers have inserted assorted Italian overtures or matched the opera with its conventional coupling of "Pagliacci" in a three-LP package.

Angel's promotion is partially pegged to the view that collectors who want "Cav" don't necessarily want the filler that often accompanies it, especially when they get a break on the price.

Angel's entry features Maria Callas and Giuseppe de Stefano. Release is scheduled for April.

Paid Plugs

Continued from page 16

the Beacher Frank disk jockey show from the Ranch House Drive-In Restaurant airing six nights a week from 9:30 to midnight. According to the station, six labels are now buying time on a regular basis. Each quarter-hour segment permits the manufacturer or his distributor to specify the four records to be played in the 15 minutes. The station claims that its show has sparked many local hits and has also started hits which later made national best-seller lists.

Petrillo, hearing two musicians were to be included, instructed the musicians' union's attorneys to intervene.

• **Reviews and Ratings of New Classical Releases**

SYMPHONY

BEETHOVEN: SYMPHONY NO. 6 (PASTORALE) (1-12")—Royal Philharmonic; Sir Thomas Beecham, Cond. Columbia ML 4828 75

Now there are more than a dozen, but rest assured that there will be more than a few customers who will seek out this newly etched version of the "Pastorale." These will want it firstly because Beecham conducts, and then because of the serenity and simple charm of the interpretation.

CHAMBER MUSIC

SCHUBERT: QUARTETS NOS. 13 IN A MINOR, NO. 14 IN D MINOR (DEATH AND THE MAIDEN) AND NO. 15 IN G MAJOR (3-12")—Budapest String Quartet. Columbia SL 194... 82

The most popular of all chamber groups continues its survey of the best in the repertoire, and the result—as could safely be predicted—is another outstanding package. For fanciers of the form, this set should prove as powerful a draw as the Budapest's Beethoven and Mozart sets, issued within the past year. Again, the instruments are the matched Strads and the blend of tone one to marvel at. Disks are also available singly.

MOZART: QUINTET IN E FLAT MAJOR, K. 452; BEETHOVEN: QUINTET IN E FLAT MAJOR, OP. 16 (1-12")—Rudolph Serkin, Piano; Members of the Philadelphia Woodwind Quintet. Columbia ML 4834 77

Musicianship and tonally beautiful performances of attractive scores. Artist name power alone lifts this entry above its competitors (one holds the exact coupling) and should pull sales from those only mildly interested in the repertoire. The woodwind players, all first chair men with the Philadelphia Orchestra, play with purity rarely heard on disks.

MOZART: QUARTET NO. 14 IN G MAJOR; QUARTET NO. 15 IN D MINOR (1-12")—Quartetto Italiano. Angel 25063 75

A pair of masterful readings, distinguished in every respect. The engineers have kept the recording level low, which some may feel apt to the chamber idiom; others may disagree. Coupling is so logical that at least two competing LP's have already done the same, one of which features the Budapest Quartet.

MOZART: QUINTET IN E FLAT MAJOR; CASSAZIONE QUARTET FOR WIND INSTRUMENTS (1-12")—French Wind Quintet. Oiseau-Lyre OL 50016 65

The reputation of French musicians as fine wind instrument exponents is well known. They demonstrate their capabilities most effectively on this coupling of two Mozart pieces; one for wind quartet and one for the same quartet and piano. The latter work has been available on LP for some time, but the "Cassazione" may be a first waxing. The market, obviously, is limited for this disk, but catalogs are enriched with additions such as this one.

PERGOLESI: FOUR CONCERTINOS (1-12")—L'Orchestre de Chambre des Concerts Lamoureux; Pierre Colombo, Cond. Oiseau-Lyre OL 50010 60

Best known for his "Stabat Mater," Pergolesi was also adept at the lighter and shorter works as demonstrated by these concertinos for chamber orchestra and harpsichord. The disk contains four of the original six, and the performances should please the true collector of chamber music—tho the market potential must admittedly be quite limited.

BACH: FLUTE, VIOLIN AND TRIO SONATAS (1-12")—The Collegium Pro Arts. Oiseau-Lyre OL 50015 59

Programming here is good and would sustain interest were it not for the dry readings and poor violin sound. Contained are two trio sonatas, and a sonata each for violin and flute (the latter two elsewhere available). Jacket notes are fragmentary and provide no information that might spur buyer action.

OPERA, CHORAL AND VOCAL

LEHAR: LAND OF SMILES (2-12")—Elizabeth Schwarzkopf and other Soloists; Philharmonia Orchestra and Chorus; Otto Ackerman, Cond. Angel 13507 76

This is really a companion piece to the same label's recent issue of "Merry Widow." Performances here are also first-rate and the packaging is excellent. Top-flight solo vocalists and a fine orchestra all combine to make this a delightful reading. But aside from "Yours Is My Heart Alone," there's not too much of wide appeal in the Lehar operetta. The fans and collectors will, however, want it.

ARIAS FROM THE OPERA (1-12") — Ferruccio Tagliavini, Tenor; Orchestra of Radio Italiana, Turin. Cetra A 50155 74

This collection of nine arias is largely made up of old shellac transfers, hitherto available only via import. They present Tagliavini in the full flower of his vocal talent and were largely responsible for the advance build-up that preceded his first visits to the States. Collectors of vocal vinyl will find this one tough to resist.

FOUR TENORS, SAME ARIA (1-EP)—RCA Victor ERA 181 74

The aria is "Recondita Armonia" from Puccini's "Tosca." The tenors are Caruso, Gigli, Peerce and Tagliavini. Disk provides an interesting survey of style as the aria is repeated four-fold. Such flaunting of vocal abundance is surely enough to give the competition disquieting symptoms of inferiority.

MASSENET: WERTHER (3-12")—Ferruccio Tagliavini, Tenor; Pia Tassinari, Soprano. Orchestra and Chorus of Radio Italiana, Turin; F. Molinari-Pradelli, Cond. Cetra C 1245 72

Agreed to be Massenet's second best opera (second to "Manon," of course), "Werther" is rarely performed these days; and little of it has been recorded. Except for this full-length performance and one released on Urania not so long ago, Massenet fans have had little to choose from. This version, with some of the finest operatic stars extant, should do quite well with the many who must have been waiting for "Werther." The performances, recording and orchestral backing are all excellent, and Cetra operas are usually well received.

MONTEVERDI: VESPERS OF 1610 (Complete) (2-12")—The London Singers; Ensemble Orchestral de L'Oiseau-Lyre; Anthony Lewis, Cond. Oiseau-Lyre OL 50021-2 70

A field day is in store for the musicologists, who will compare the Vox version, already available, and this new edition of the Vespers. It would be a mistake, however, for dealers to write this off as an issue of historical interest alone. The music, a milestone in the literature, is compelling on its own. Sample the "Magnificat," (side 4) for browsers who show some curiosity. Performance and sound adhere to a high standard. Latin text and English translations are furnished.

JOHN BLOW: VENUS AND ADONIS (1-12")—Soloists; Ensemble Orchestral de L'Oiseau-Lyre; Anthony Lewis, Cond. Oiseau-Lyre OL 50004 65

The only known dramatic work by the 17th Century English composer, it should exert strong appeal for collectors inter-

(Continued on page 42)

RATINGS—COMMERCIAL POTENTIAL

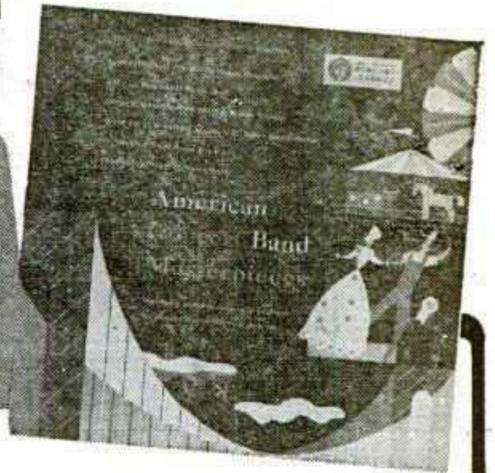
Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. Each album is rated within its own musical category.

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

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RADIO AND TELEVISION NEWS

BAND GUIDE

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RIEGGER New Dance; **HOVHANESS** Concerto No. 1 for Orchestra; **COWELL** Symphony No. 4. **Eastman-Rochester Orchestra—Hanson**. MG40005

***SMETANA** Ma Vlast ("My Fatherland") (complete). **Chicago Orchestra—Kubelik**. OL-2-100

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Brahms Symphony No. 1 in C Minor. **Chicago Orchestra—Kubelik**. MG50077

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SAN FRANCISCO CHRONICLE

Tchaikovsky Symphony No. 4 in F Minor. **Chicago Orchestra—Kubelik**. MG50003

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WASHINGTON (D. C.) HERALD

***Tchaikovsky Symphony No. 5**. **Minneapolis Orchestra—Dorati**. MG50008

"Dorati's Tchaikovsky is superbly performed and Mercury again has given vivid tone to its long-playing disc . . . I have rarely heard . . . so magnificent a performance as that of the **Finale**."

SAN DIEGO EVENING BULLETIN

***Tchaikovsky Symphony No. 6**. **Chicago Orchestra—Kubelik**. MG50006

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The Billboard Music Popularity Charts **PACKAGED RECORDS**

• Reviews and Ratings of New Classical Releases

• Continued from page 41

ested in early operatic form. A great item for schools and libraries. Others, too, should find some pleasure in this musical tale of love and the hunt.

ORCHESTRAL WORKS

- BIZET: CARMEN (1-12")**—Andre Kostelanetz Orchestra. Columbia ML 4826 82
 This splendid performance of the music from "Carmen" by the Andre Kostelanetz ork should appeal to those music lovers who prefer opera music without the vocalists. All the familiar tunes from "Carmen" are included, and the liner notes tell the story so that it can be easily followed. A good follow-up to the Kostelanetz version of "La Boheme," the first in the opera for orchestra series. Strong prospects here.
- CHABRIER: ESPANA; SUITE PASTORALE; FETE POLO-NAISE (1-12")** — Orchestre des Concerts Lamoureux, Jean Fournet, Cond. Epic LC 3023 73
 This LP contains much of the more familiar work of Chabrier. Heretofore LP's have presented his works coupled with the product of other composers. Jean Fournet conducting the Orchestre des Concerts does a creditable job.

INSTRUMENTAL

- LISZT: SONATA IN B MINOR; SONETTO DEL PETRARCA NO. 104; (1-12")**—Alexander Uninsky, Piano. Epic LC 3027 ... 71
 Both solo piano pieces have been heavily recorded—and by a wide variety of artists and at a wide variety of prices. It would seem, therefore, that this disk will have to make its way on the strength of the recorded sound (excellent) or the artist's name power (not much, tho he's fine). The works, of course, are well known and in demand.
- BACH: PASSACAGLIA IN C MINOR; TOCCATA, ADAGIO AND FUGUE IN C MAJOR; HANDEL: BASSO OSTINATO (1-12")**—Feike Asma, Organ. Epic LC 3025 69
 Two familiar Bach organ works are performed well here on the organ of the Old Church in Amsterdam and the St. John's Church in Gouda. The Handel work and Bach "Jesu, Joy of Man's Desiring" add variety to the disk. The repertoire is familiar and the rich organ sound and performance will attract bids.
- LAMBERT CONCERTO FOR PIANO AND NINE PLAYERS; PIANO MUSIC OF LORD BERNERS (1-12")** — Menahem Pressler, Pianist. M-G-M E 3081 63
 Of greatest appeal to those with a strong modern bent. Lord Berners' works are pretty much in program music style, and being performed by a solo piano and a reed and brass chamber group makes for unusual, but pleasant listening. Neither composer appears to be represented on wax by much else besides these works, tho the Lambert name is familiar. Pressler, of course, is an accomplished pianist.

• Reviews and Ratings of New Popular Albums

• Continued from page 40

tions on radio and TV—from the early days of broadcasting to modern times, they're all here. A running commentary on the disk gives the time and place of the different bloopers. Kermit Schafer, radio and TV producer, has collected this choice set. The disk is a good party item, with much comedy and history in the groove. Some of the material is quite salty.

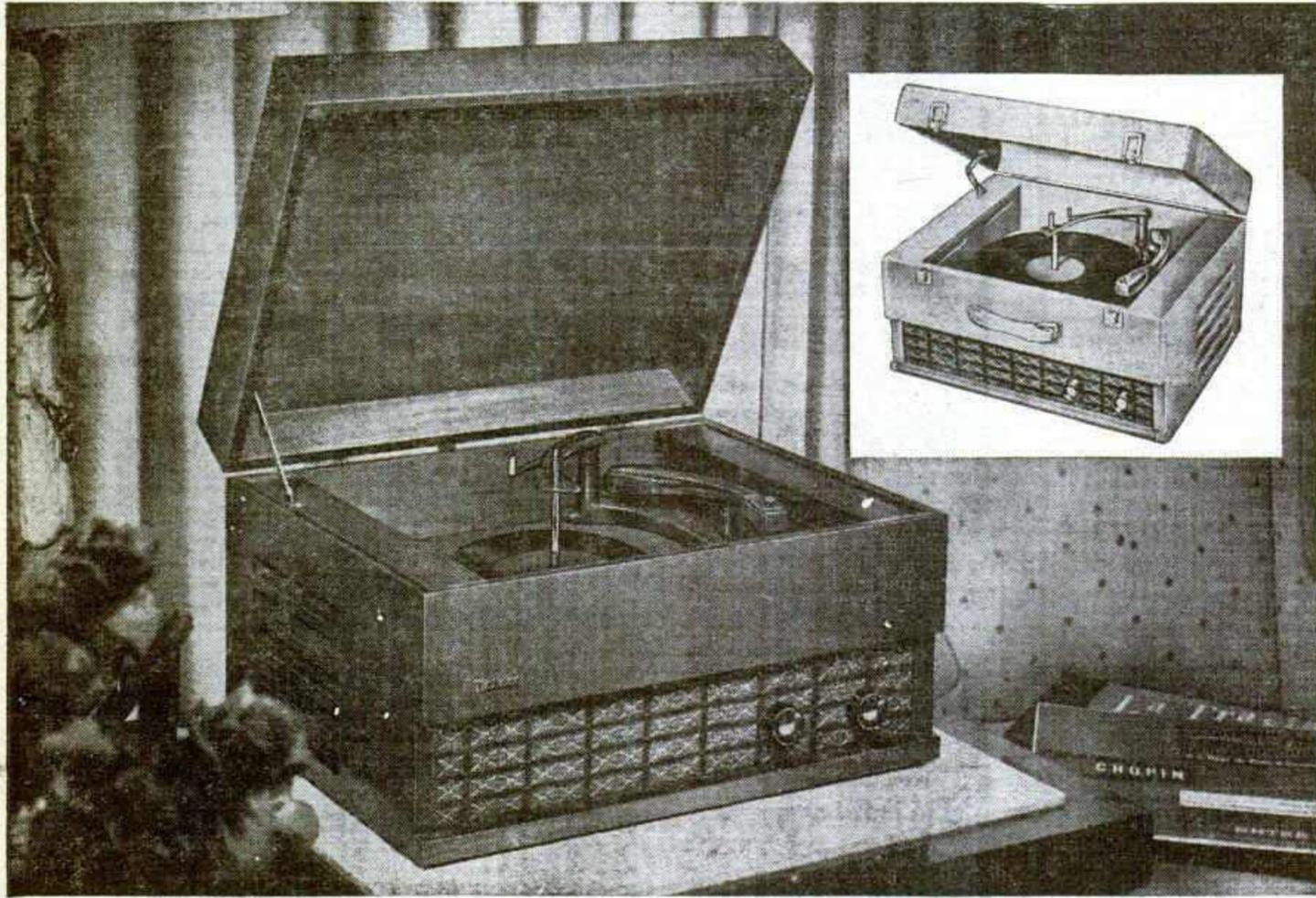
Jazz

- LOUIS ARMSTRONG: KING OLIVER'S CREOLE JAZZ BAND (1-10")** 80
 Riverside RLP 1029
 This disk is a valued addition to the recorded history of American jazz. The collectors should be waiting for it with open arms. Certainly there can never be enough of Armstrong—and in digging up some 1923 performances from the Gennett label of the Oliver combo which included the leader, Louis, Lil Hardin, Honore Dutray, Johnny Dodds and Baby Dodds, Riverside could have a real big one in jazz circles. The transfer to LP is even better than could be expected.

- JAZZTIME U.S.A., VOL. 3 (1-12")** 67
 Brunswick BL 54002
 Jazz fans will continue to get their kicks from this, the third package in the label's series of jam session types of performances. Featured here are the Terry Gibbs combo with Don Elliot and with Jackie Paris on vocals. Competing with Gibbs is a Marion McPartland group with Hot Lips Page. Material, as usual, is mostly standard. Tho not as strong an item as are the first two albums, this should do nicely.

Children's

- TOM GLAZER—WILLIE HAD A LITTLE TOOTH; JIG ALONG HOME (1-45)** 66
 Columbia J 4-184
 Mighty attractive kiddie song is "Tooth," and youngsters who have lost one or more of their own will enjoy it greatly. Bright jig ditty is also sung with warm spirit by Glazer. Can be recommended highly.
- BOZO'S NURSERY SONGS (1-78)** 78
 Pinto Colvig; Dave Cavanaugh Ork. Capitol CAS 3154
 The popular Capitol clown chants a pleasant bundle of familiar nursery ditties in style likely to intrigue the younger element among small fry. Companion music folio of the tunes in simple piano arrangements is also available.
- ROSEMARY CLOONEY — LITTLE TINK-A-TOYMAN; TING A-LING LING (1-45)** 77
 Columbia J 4-189
 Miss Clooney brings her charm to bear on two okay items, one about a toymaker and the other about an ice cream vendor. Two to five is the age group for this one.



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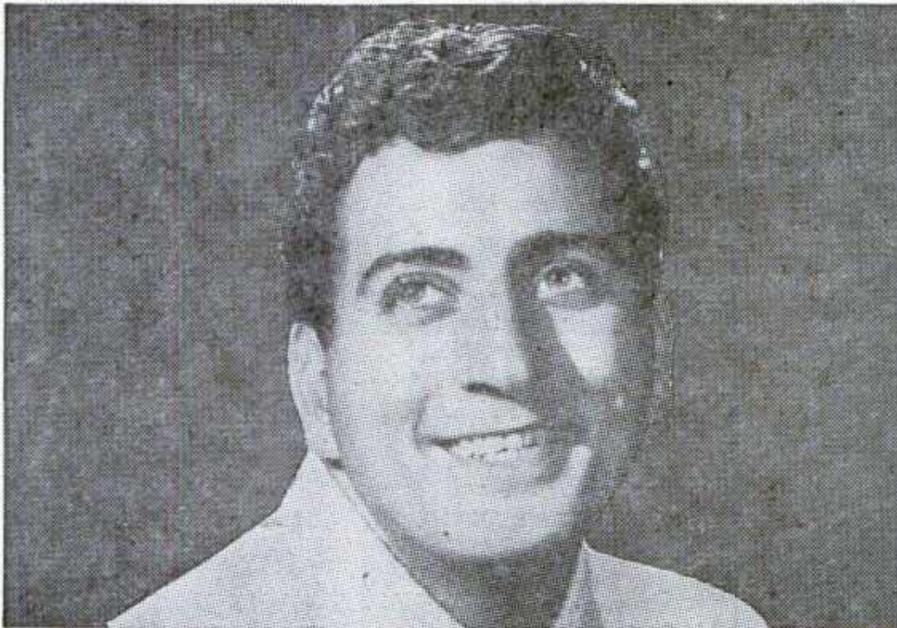
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The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending March 3

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

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	6
You Just Can't Be True—Dec 28991—BMI		
2. I REALLY DON'T WANT TO KNOW—	3	10
E. Arnold..... I'll Never Get Over You—V 20-5525—BMI		
3. BIMBO—J. Reeves.....	2	13
Gypsy Heart—Abbott 148—BMI		
4. SECRET LOVE—S. Whitman.....	4	7
Why?—Imperial 8220—ASCAP		
5. YOU BETTER NOT DO THAT—	6	3
T. Collins..... High on a Hilltop—Cap 2701—BMI		
6. THERE STANDS THE GLASS—	5	21
W. Pierce..... I'm Walking the Dog—Dec 28834—BMI		
7. RELEASE ME—J. Heap.....	7	8
Just to Be With You—Cap 2518—BMI		
8. WAKE UP, IRENE—H. Thompson.....	8	14
Go Cry Your Heart Out—Cap 2646—BMI		
9. I'LL BE THERE—R. Price.....	10	2
Release Me—Col 21214—BMI		
10. LET ME BE THE ONE—H. Locklin.....	9	25
I'm Tired of Bumping Around— Four Star 1641—BM'		

• Most Played in Juke Boxes

For survey week ending March 3

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

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	3
Dec 28991—BMI		
2. BIMBO—J. Reeves.....	6	13
Abbott 148—BMI		
3. SECRET LOVE—S. Whitman.....	5	8
Imperial 8223—ASCAP		
4. WAKE UP, IRENE—H. Thompson.....	3	9
Cap 2646—BMI		
5. LET ME BE THE ONE—H. Locklin.....	4	20
Four Star 1641—BMI		
6. YOU BETTER NOT DO THAT—	7	2
T. Collins..... Cap 2701—BMI		
7. THERE STANDS THE GLASS—	1	19
W. Pierce..... Dec 28834—BMI		
8. I REALLY DON'T WANT TO KNOW—	10	9
E. Arnold..... V 20-5525—BMI		
9. AS FAR AS I'M CONCERNED—	8	2
R. Foley..... Dec 29000—BMI		
10. HOOTCHY KOOTCHY HENRY—	—	2
M. Torok..... Abbott 150—BMI		

• Most Played by Jockeys

For survey week ending March 3

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

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	5
Dec 28991—BMI		
2. I REALLY DON'T WANT TO KNOW—	4	8
E. Arnold..... V 20-5525—BMI		
3. YOU BETTER NOT DO THAT—	4	4
T. Collins..... Cap 2701—BMI		
4. SECRET LOVE—S. Whitman.....	7	7
Imperial 8220—ASCAP		
5. I LOVE YOU—G. Wright—J. Reeves.....	3	10
Fabor 101—BMI		
6. BIMBO—J. Reeves.....	2	15
Abbott 148—BMI		
7. DOG GONE IT, BABY, I'M IN LOVE—	—	2
Carl Smith..... Col 21197—BMI		
8. WAKE UP, IRENE—H. Thompson.....	10	11
Cap 2646—BMI		
9. LET ME BE THE ONE—H. Locklin.....	8	28
Four Star 1641—BMI		
10. I'LL BE THERE—R. Price.....	—	1
Col 21214—BMI		

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

C & W Territorial Best Sellers

For survey week ending March 3

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Secret Love, S. Whitman, Imp.
4. Wake Up, Irene H. Thompson, Cap.
5. Run 'Em Off, O. Wheeler, Oke.
6. You Better Not Do That T. Collins, Cap.
7. I'll Be There, R. Price, Col.
8. Let Me Be the One H. Locklin, FS.
9. You All Come, A. Duff, Sdy.
10. Bimbo, R. Wright, Kng.

Dallas-Ft. Worth

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Bimbo, G. Wright-J. Reeves, Abb.
4. As Far as I'm Concerned R. Foley, Dec.

5. My Isle of Golden Dreams M. Robbins, Col.
6. Secret Love, S. Whitman, Imp.
7. You All Come, A. Duff, Sdy.
8. Release Me, K. Wells, Dec.
9. Release Me, J. Heap, Cap.
10. There Stands the Glass W. Pierce, Dec.

Houston

1. Slowly, W. Pierce, Dec.
2. Secret Love, S. Whitman, Imp.
3. You Better Not Do That T. Collins, Cap.
4. I'll Be There, R. Price, Col.
5. Bimbo, G. Wright-J. Reeves, Abb.
6. Release Me, J. Heap, Cap.
7. As Far as I'm Concerned R. Foley, Dec.
8. Honky Tonk Heart, E. Tubb, Dec.

Memphis

1. Slowly, W. Pierce, Dec.
2. Secret Love, S. Whitman, Imp.

3. I Really Don't Want to Know E. Arnold, V.
4. Bimbo, J. Reeves, Abb.
5. I'll Be There, R. Price, Col.
6. I Love You G. Wright-J. Reeves, Fab.
7. Tight Wad, York Brothers, Kng.
8. After Dark, K. Wells, Dec.
9. There Stands the Glass W. Pierce, Dec.

Nashville

1. Slowly, W. Pierce, Dec.
2. I'll Be There, R. Price, Col.
3. You Better Not Do That T. Collins, Cap.
4. I Really Don't Want to Know E. Arnold, V.
5. My Isle of Golden Dreams M. Robbins, Col.
6. You All Come, A. Duff, Sdy.
7. Secret Love, S. Whitman, Imp.

New Orleans

1. Slowly, W. Pierce, Dec.
2. Release Me, J. Heap, Cap.
3. I Love You G. Wright-J. Reeves, Fab.
4. Honky Tonk Heart, E. Tubb, Dec.
5. Panamama, H. Snow, V.
6. Low Down Blues H. Williams, M-G-M.
7. What Am I Going to Do With You? Carl Smith, Col.

This Week's Best Buys

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

MY EVERYTHING (Hill & Range, BMI)
SECOND FLING (Alamo, ASCAP)—Eddy Arnold—RCA Victor 20-5634

Dealers and operators that have received this latest Arnold disk this past week all report the same thing: To receive a new Arnold waxing, is to start selling. Without having had the disk long enough to "Spotlight" it ourselves, The Billboard picks it as a "Best Buy" on the basis of outstanding early sales reports from Richmond, Durham, Nashville, Dallas, Pittsburgh, Buffalo, Philadelphia, Cincinnati, Chicago and L. A. Both sides are selling, with a slight edge on "My Everything."

Folk Talent and Tunes

By JOEL FRIEDMAN
6000 Sunset Boulevard, Hollywood

Anybody knowing the whereabouts of songsmith-disk jockey Sammy Barnhart is urged to contact this column or Jim Whitaker at WWVA, Wheeling, W. Va. . . . Country musicians converged on Birmingham Sunday (7) for the first weekly "Alabama Jamboree" staged at the Armory there. Featured on the bill were Happy Hal Burns, Happy Wilson, Hardrock Gunter, the Melodettes, the Sacred Singers, Jeri Snyder, Little Charley McDill, Happy Hitters and other guest stars. Clay Long emceed the show broadcast over WILD. . . . Gwen and Bunny Doss visited with the Tommy Scott troupe in Enterprise, Ala., recently. The Scott show, combined hillbilly and circus unit, continues to rack up good grosses on tour. . . . Jimmy Smith is playing the

Saturday night square dances at Winder, Ga. . . . Joyce Moore, RCA Victor, has concluded a tour with Webb Pierce. . . . Attendance record at the "Circle Theater Jamboree," Cleveland, set recently by the Davis Sisters, was equaled last week by Cowboy Copas and His Oklahoma Cowboys. . . . Porter Wagoner into Des Moines, where he'll share top honors with the Hank Thompson gang in a show promoted by Smokey Smith. . . . Tunesmith Gary Walker, who recently joined the Army, visited with the gang at Radiozark and KWTO, Springfield, Mo., last week. . . . Cpera star Helen Traubel set to appear on the "Grand Ole Opry" show in Nashville, March 27, in response to a wire sent her by Minnie Pearl. . . . Pee Wee King off to Hot

Springs; Sheboygan, Mich., and Green Bay, Wis., on a road tour. . . . Johnnie and Jack set for a two-week tour thru California starting April 18. . . . Ruby Bateman was a guest on the "Jamboree" in Longview, Tex., recently, in addition to her spot guesting on KRLD-TV at the Big D, Dallas. . . . Reg Garrett set for a shot on "Louisiana Hayride" March 13. . . . Bob Wills and His Texas Playboys played a dance date at Redwood City, Calif., recently. . . . Rowe Brothers are playing the Plantation Club, Dallas. . . . Sonny James has returned to the WFAA shindig in Dallas. . . . Dickens Sisters set for a six-day tour in the Minneapolis area, working thru Earl Kurts, of WLS, Chicago. . . . Johnny Maddox into Memphis following his run at the Olympia Theater, Miami; with the Eddy Arnold show. . . . Curtis Gordon sliced a brace of sides in Nashville last week for RCA Victor.

Ollie Brown and His Sunset Ramblers continue to draw good crowds at his WICU-TV series in Erie, Pa. . . . Ray McCay, WLW-A, Atlanta, has been signed by the Georgia Forestry Commission for a series of transcribed radio shows scheduled to be aired via some 50 stations. . . . Irv Siegel, accordionist and tunesmith, working dates with Dick Buchanan. . . . Brother Tommy, WXGI, Richmond, Va., had June Carter, Carl Smith, Kitty Wells and Johnnie and Jack as guests on his show recently. . . . Bordeleaux Bryant and Helen Hudgins have teamed on a new tune, "Cold Shoulder." . . . Joe Morris, WKDK, Newberry, S. C., chewed the rag with Webb Pierce during the latter's recent date at the Bell Auditorium, Augusta, Ga. . . . Keith Ward, KJBC, Midland, Tex., named Mr. Cornhusker on the Jolly Cholly Stokley show at KWKH, Shreveport, La., recently. . . . Arlie Duff and the Carlisles (Continued on page 46)

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WISH
UPON A
BUNNY



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THE
LORD
ABOVE
SPEND
EASTER
DAY
WITH YOU!



Gene Autry (Columbia 40167 and J-194) Rusty Draper (Mercury 70300 and MP-16)
Tex Stewart (Mitch Miller Orch. Little Golden S-163) Burl Ives (Decca)

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Reviews of New C & W Records

HANK LOCKLIN
Queen of Hearts85
 DECCA 29030—Locklin has a chance to continue his winning ways with this bright new effort. The warbler asks the Queen of Hearts about his future with much sincerity. Watch this one; it could go. (Four Star Sales, BMI)
Mysteries of Life....80
 Here's another strong side by Locklin, as he sings on this pretty weeper of the vagaries of love and life. This side has a good chance for coins and spins. A strong two-sided release. (Four Star Sales, BMI)

BETTY CODY
I Really Want You to Know85
 V 20-5630 — A tender tune with a slow, insinuating beat. Betty Cody sings of love, past and present, and it should stir up considerable sentiment in the rural market. It's a follow-up to the Eddy Arnold cutting and it looks like a hit. (Hill & Range, BMI)
Tear Down the Mountains....76
 An affecting ballad is done tastefully by Betty Cody. Her sweetheart is done, and it's a sad, altho melodic, occasion. (Oxford, ASCAP)

PORTER WAGONER
Bad News Travels Fast78
 V 20-5631—Here's a country novelty with an attractive lyric idea. Porter Wagoner does an outstanding performance and is backed by smart instrumental work. (Ridgeway, BMI)
Trinidad....73
 A country singer is coupled with a Latin flavored tune, and a country band is spiked with maracas. Add 'em up, and you have "Trinidad," a lively side by Porter Wagoner. (Barton, BMI)

LOUIE INNIS
She Run't It77
 KING 1322—A bright country novelty by Louie Innis. Innis is working here with a very smart lyric, and he knocks off an ace job. (Mar-Kay, BMI)
What's He Got?....75
 There's a bevy of swooning country lasses who do appropriate sound effects as Louie Innis asks, "What's He Got?" It's a cute novelty with a lively lilt. (Mar-Kay, BMI)

MITCHELL TOROK
Living on Love76
 ABBOTT 156 — Mitchell Torok belts out a lively country novelty. It has a fetching beat and some attractive lines. The warbler is backed well by the Louisiana Hayride band. (American, BMI)
Edgar the Eager Easter Bunny....74
 Young folk will like this lilted tale of Edgar the Easter bunny. Mitchell Torok sings it with spirit. (American, BMI)

THE LOUVIN BROTHERS
God Bless Her
 ('Cause She's My Mother)76
 CAPITOL 2753 — The close harmony piping of the Louvin Brothers is put to good use here. Unabashed sentiment conveyed in this dinking could prove a strong draw to many listeners. Should attract spins. (Acuff-Rose, BMI)
No One to Sing for Me....72
 The theme of this one is close to that of the flip, as the boys chant of the songs their mom sang. Another good side. (Acuff-Rose, BMI)

BUDDY CUNNINGHAM
Angels in the Sky73
 VALLEY 113—A religious song, this gets a dignified performance by Buddy Cunningham, whose vocal is

backed by a full-sounding ork. Could get action. (Ridgeway, BMI)
A Wasted Love....72
 Buddy Cunningham essays a ballad here. It's a full-throated sound, and he's supported ably by the ork (Valley, BMI)

CHET ATKINS
Simple Simon73
 V 20-5638 — Chet Atkins knows his way around that guitar. No vocal here—just a mess of smart pickin' (Acuff-Rose, BMI)
Wildwood Flower....73
 Another example of Atkins' guitar technique. This side is a romantic, melodic item. (Athens, BMI)

ERNIE LEE
Your Left Over Kisses73
 M-G-M 11695 — Ernie Lee means it when he nixes those left over kisses. The lyric has a good idea, and Ernie gets plenty of mileage out of the tune. It will get good exposure.
I've Got My Heart on a Budget....72
 Ernie Lee has another smart lyric here, and he's backed in this lilted ditty by a lively group of instrumentalists. Honky tonk piano, guitar and fiddles furnish ace support.

JIMMY SWAN
One More Time73
 TRUMPET 198 — Swan turns in a potent vocal on this doleful weeper, as he tells of his troubles with his wandering sweetheart. His vocal could help this one get plays. (Globe Music, BMI)
Lonesome Daddy Blues....72
 Rhythmic blues ditty is handled brightly by Swan, who sings and yodels it with style. Disk is a good one for boxes. (Globe Music, BMI)

ARTHUR SMITH
I Get So Lonely73
 M-G-M 11704—Tune now riding high via the Four Knights' pop cutting receives a bright rendition from Smith and his vocal quartet. It could pull spins and plays in the market. (Larry Taylor, ASCAP)
Outboard....71
 Wild instrumental effort is sold with spirit by the Smith combo, with guitar featured thruout. A bouncy instrumental. (Lynn, BMI)

CHESTER SMITH
No Wonder71
 CAPITOL 2747 — Country guitars plunk an appealing backing to Smith's high piping of the weeper. A good rural slicing. (Central Songs, BMI)
Cold, Grey Dawn....69
 Things look different in the morning, we are told not too convincingly by Chester Smith. (Central Songs, BMI)

BILL MONROE
I Hope You Have Learned71
 DECCA 29009—Back country waxing is bright and bouncy. Monroe fans should reach for it quickly. (Monroe, BMI)
Wishing Waltz....69
 Another okay side, with the chanter doing his best on an attractive ballad. (Satherley Pub.)

RED RIVER DAVE-DAVIS SISTERS
Truck Driver's Special70
 TNT 1011—Operators can make good use of this country blues item. Instrumentation is a little odd, tho, for the country market. Material is different—and good.
Midnight Mare....67
 Western ditty makes good use of famed Western names, as Dave and the gals handle the lyrics capably.

RAY BATTS
Stealin' Sugar68
 EXCELLO 2028—Ray Batts sings pleasantly about how he can't help lifting that sweet stuff. Side should do okay in country jukes.
Maybe It's You Sweetheart, Maybe It's Me....63
 One or the other is the cause of present romantic trouble. Another nice side by the warbler.

OWEN PERRY
All Dressed Up
With No Place to Go67
 CAPITOL 2751 — Bouncy backing helps this slicing over the weak spots. Might do as filler wax in rural jukes. (Acuff-Rose, BMI)
Play Like You Love Me....66
 He has to have a little loving, even if it's not sincere, chants Perry in this so-so original. (Frederick, BMI)

JENKS (TEX) CARMAN
Samoa Stomp65
 CAPITOL 2752 — Has some funny

moments as Carman mixes the Western and Hawaiian idioms. A mildly pleasant waxing. (American Music, BMI)
Sweet Lullanna....65
 The memory of his South Sea lass remains fresh, and Carman chants gently of his reminiscences. (American Music, BMI)

ART GIBSON
Road of Regret65
 REPLICA 102 — Art Gibson chants the weeper ably, projecting well. Tune, a Gibson original, is appealing. (Frederick, BMI)
I'm a Cry Baby....63
 He's crying because his gal left him when dough ran out. A listenable side with sprightly backing. (Acuff-Rose, BMI)

ROD BRASFIELD
Rod's Trip to Chicago (Part 1 & 2)....65
 HICKORY 1006 — Here's the latest talkin' disk to hit the market since Deacon Andy Griffith clicked. Brasfield tells a country boy's story of his first trip to the big city. Loaded with well-worn, "whizz-bang" jokes, it might get some action in country markets—it might. (Acuff-Rose, BMI)

• Folk Talent and Tunes

• Continued from page 45

did shots on the "East Texas Jamboree" recently, with **Sammy Lillibridge**, KFRO, Longview, Tex., handling the emcee chores. . . . **Bob Neal**, WMPG, Memphis, and **Sleepy-Eyed John**, of WHHM, Memphis, have organized their own booking agency and publishing firm in Memphis, tagged **Donna Music**. . . . **Tex Justus** has added an additional half-hour to his schedule of c.&w. music at Booneville, Ind. . . . **Tommy Trent**, KTHS, Little Rock, opens his hill-billy park in that city in May, with name guest stars slated to appear along with local talent. **Ed Bishop**, WXOK, Baton Rouge, La., had **Jimmy Dickens**, **Kitty Wells**, the **Carlises**, **Del Wood** and **Johnnie and Jack** in for a date last month, drawing approximately 3,000 at two shows. . . . **Carl Smith** and the **Carter Sisters** working dates with **Mack Sanders** and **His Ranch Boys**, of KFBI, thru Kansas starting March 14. . . . **Wink Lewis** moving from WARB, Covington, La., to KTRF, Lufkin, Tex. . . . **Bill Mack**, KWFT, Wichita Falls, Tex., started a new TV show recently, with **Wade Ray** guesting. . . . **Otis Blanton**, WLBJ, Bowling Green, Ky., in need of deejay copies for his daily c.&w. stint. . . . **Bob Miller**, at WEGO, Concord, N. C., could also use releases from majors and indies like. . . . **Larry Cotton** has signed a management pact with **Howard Lloyd**. . . . **Paul Simpkins**, WHNY, McComb, Miss., promoted a show there recently, with **Marty Robbins** and the **Carlises** headlining.

• Number of Releases This Week

LABEL	Pop	C&W	R&B
ABBOTT	1	—	—
ALADDIN	—	—	2
ANCHOR	1	—	—
CAPITOL	7	4	—
COLUMBIA	3	—	—
CORAL	5	—	—
DECCA	5	2	1
DE LUXE	1	—	1
DUKE	—	—	3
ESSEX	2	—	—
EXCELLO	—	1	1
FEDERAL	—	—	1
HICKORY	—	1	—
JUBILEE	1	—	1
KING	—	1	2
LONDON	2	—	—
MERCURY	2	—	1
M-G-M	2	2	—
RAMA	—	—	1
RCA VICTOR	—	3	—
REPLICA	—	1	—
REDD E	1	—	—
SUN	—	2	1
T.N.T.	—	1	—
TRUMPET	—	1	1
VALLEY	—	1	—
U.S.A.	1	—	—
ZODIAC	1	—	—
TOTAL	35	20	16

• Review Spotlight on . . . RECORDS

EDDY ARNOLD

My Everything (Hill & Range, BMI)
Second Fling (Alamo, ASCAP)—RCA Victor 20-5634
 —See "Best Buys."

JIM REEVES

Echo Bonita (Fairway, BMI)
Then I'll Stop Loving You (American, BMI)—Abbott 160—Jim Reeves may have here his biggest disk since "Mexican Joe." "Echo Bonita" is a powerful piece of material on which Reeves sings up a storm. "You" is a warm weeper. Two strong sides.

'Mixed-Up Song' Gets Big Whirl

NEW YORK, March 6. — A many-faceted promotion push is being geared on behalf of "Crazy Mixed-Up Song," new Essex release which is already stirring action in key areas. Peter Lind Hayes and Mary Healy, who cut the tune, go into the Sands at Las Vegas March 22 and are likely to incorporate the ditty in a new act. In Chicago, at the Music Operators of America Convention starting Monday at the Palmer House, Broadcast Music, Inc., will feature the tune, which is in Trinity, BMI-affiliated publishing firm. Also, at MOA, Dave Miller, Essex topper, will have fem models with "crazy" costumes and will distribute souvenir disks. According to present indications, tune is also likely to be put out in England on the English Columbia label.

THEY DO IT AGAIN, AGAIN AND AGAIN!

PEE WEE KING AND BAND featuring Redd Stewart

Reviews of New C & W Records

As shown in The Billboard, Feb. 27 issue

PEE WEE KING ORK
Huggin' My Pillow81
 V 20-5632—The pretty ballad is awarded a tender and warm reading by Redd Stewart, with the Pee Wee King ork pacing the three-quarter-beat backing gracefully. Slicing could gain much favor and earn equal loot. (Hill & Range, BMI)
Why Don't Y'All Go Home?....77
 Bright little opus is projected with sparkle by Stewart and King. (Ridgeway, BMI)

This one was written by Pee Wee and Redd

COWBOY COPAS
(I'm a) Stranger In My Home.....79
 KING 1329—Cowboy Copas has a strong piece of material here, and he sings it with much dramatic impact. One to watch, for it is likely to create a stir in its field. (Ridgeway, BMI)

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— SOCKO —

As printed in Little Rock Gazette

Overflow Crowd Sees Pee Wee King

Pee Wee King came to the Barnyard Frolics last night and so did several thousands western music lovers, many of whom could not get in. Pee Wee, the composer of "Slow Poke" and "The Tennessee Waltz," and his outfit are one of the hottest units in western swing music this season.

Chick Adams, manager-producer of the Saturday night KLRA show, said the 2,980 seats in the Auditorium Music Hall were filled, many people were standing and "at least 1,000" were turned away. It costs 50 cents to see the Frolics go on the air from the Auditorium stage.

KRKD'S RECORD R&B LISTENING

HOLLYWOOD, March 6.—Local radio Station KRKD took unexpected kudos for its r.&b. listening power last week as the result of a telephone poll. Station had urged its listeners to phone in and vote for the most popular Johnny Ace recording. Nobody was more surprised, tho, when a member of the U.S.S. Bryce Canyon stationed in mid-Pacific phoned, via ship-to-shore hook-up. Irv Marcus, sales manager of Peacock Records, acknowledged their interest by sending the crew a box of Johnny Ace favorites.

ATTENTION

DEE-JAYS AND PROGRAM DIRECTORS

of stations big and small

If you are not on Abbott and Faber Records mailing list and would do us the honor of spinning our releases, write us on your station letterhead and we will be happy to rush you copies.

Fabor Robison

"Bimbo"—Jim Reeves

"Mexico Gal"—T. Tommy Culrer

"Mucho Gusto"—Smiley Burnette

"What's the Matter With Me"—Billy Barton

"Edgar the Eager Easter Bunny"—

Mitchell Torok

"It Ain't My Baby"—Rudy Grayzell

"Echo Bonita"—Jim Reeves

"I Love You"—Ginny Wright

"I'm in Heaven"—Tom Bearden and

Ginny Wright

"Wail"—Jerry Rowley

"Drinking Tequila"—Billy Dee

ABBOTT AND FABOR RECORDS

6636 HOLLYWOOD BLVD.

HOLLYWOOD, CALIFORNIA

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending March 3

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

This Week	Last Week	Weeks on Chart	Title	Label
1		9	THINGS THAT I USED TO DO—Guitar Slim	Specialty 482—BMI
2		4	YOU'LL NEVER WALK ALONE—R. Hamilton	Epic 9015—BMI
3		4	I DIDN'T WANT TO DO IT—Spiders	Imperial 5265—BMI
4		6	YOU'RE STILL MY BABY—C. Willis	Okeh 7015—BMI
5		8	SAVING MY LOVE FOR YOU—J. Ace	Duke 118—BMI
6		17	I'LL BE TRUE—F. Adams	Herald 416—BMI
7		20	MONEY HONEY—C. McPhatter	Atlantic 1006—BMI
8		11	SOMETHING'S WRONG—Fats Domino	Imperial 5262—BMI
9		1	SUCH A NIGHT—C. McPhatter	Lucille—Atlantic 1019—BMI
10		25	HONEY, HUSH—J. Turner	Crawdada Hole—Atlantic 1001—BMI

• Most Played in Juke Boxes

For survey week ending March 3

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

This Week	Last Week	Weeks on Chart	Title	Label
1		8	THINGS THAT I USED TO DO—Guitar Slim	Specialty 482—BMI
2		12	I'LL BE TRUE—F. Adams	Herald 416—BMI
3		2	YOU'LL NEVER WALK ALONE—R. Hamilton	Epic 9015—BMI
4		12	SAVING MY LOVE FOR YOU—J. Ace	Duke 118—BMI
5		8	YOU'RE SO FINE—Little Walter	Checker 786—BMI
6		18	MONEY HONEY—C. McPhatter	Atlantic 1006—BMI
6		7	SOMETHING'S WRONG—Fats Domino	Imperial 5262—BMI
8		2	I DIDN'T WANT TO DO IT—Spiders	Imperial 5265—BMI
8		11	MARIE—Four Tunes	Jubilee 5128—BMI
8		1	I'M YOUR HOOTCHY KOOTCHY MAN—M. Waters	Chess 1560—BMI



Jimmy Forest is living up to predictions on his UNITED 173 hit, "Flight 3-D" and "Sophisticated Lady." These are two real solid tunes that will go places. UNITED 172 features one of the fastest moving records in the field today. From coast to coast, this disc is taking the lead with the 5 C's singing "Whoovee, Baby." Back side is "Tell Me." Good on both sides.

Junior Wells' new release on States 134 is a real good tune for juke. It's "Somebody Who Do the Hoodoo Man," backed with "Junior's Walk," two sides, both with hit possibilities.

SABER 105 features the Five Echoes singing with a two-sided hit, "So Lonesome" and "Broke." Reported sales this week make this one look like another winner. CHANCE 1149, with The Flamingoes doing "Plan for Love" and "You Ain't Ready," reported big sales last week in the East and West, are again going strong and spreading out. Order your stock right now.

Look for George Stevenson on Savoy 1123 with "Meet Me at Grandma's Joint" to hit the top. Already reports from juke box plays and deejays put this one in the "top hit" class.

• R & B Territorial

Best Sellers

For survey week ending March 3

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

Atlanta

1. Things That I Used to Do—Guitar Slim, Spe.
2. I Didn't Want to Do It—Spiders, Imp.
3. Saving My Love for You—J. Ace, Duk.
4. You're Still My Baby—C. Willis, Oke.
5. Lucille, C. McPhatter, Atl.
6. You'll Never Walk Alone—R. Hamilton, Epi.
7. I'll Be True, F. Adams, Her.
8. I'm Your Hootchy Kootchy Man—Muddy Waters, Chs.
9. Money, Honey—C. McPhatter, Atl.
10. Lovey Dovey, Clovers, Atl.

Charlotte

1. Things That I Used to Do—Guitar Slim, Spe.
2. You'll Never Walk Alone—R. Hamilton, Epi.
3. I Didn't Want to Do It—Spiders, Imp.
4. Money, Honey—C. McPhatter, Atl.
5. You're Still My Baby—C. Willis, Oke.
6. Saving My Love for You—J. Ace, Duk.
7. I'll Be True, F. Adams, Her.
8. Darling Dear, Counts, Dot

Chicago

1. You're Still My Baby—C. Willis, Oke.
2. Marie, Four Tunes, Jub.
3. Things That I Used to Do—Guitar Slim, Spe.
4. Money, Honey—C. McPhatter, Atl.
5. Darling Dear, Counts, Dot
6. Love Contest, R. Brown, Atl.
7. Lovey Dovey, Clovers, Atl.

Cincinnati

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. You're Still My Baby—C. Willis, Oke.

3. Lovey Dovey, Clovers, Atl.
4. Honey, Hush, J. Turner, Atl.
5. I Didn't Want to Do It—Spiders, Imp.
6. Something's Wrong—Fats Domino, Imp.
7. Money, Honey—C. McPhatter, Atl.

Detroit

1. Things That I Used to Do—Guitar Slim, Spe.
2. You'll Never Walk Alone—R. Hamilton, Epi.
3. Such a Night—C. McPhatter, Atl.
4. Watch Dog, L. Reed, Kng.
5. I'll Be True, F. Adams, Her.
6. You're Still My Baby—C. Willis, Oke.
7. You're So Fine—Little Walter, Che.
8. Saving My Love for You—J. Ace, Duk.
9. Money, Honey—C. McPhatter, Atl.

Los Angeles

1. Things That I Used to Do—Guitar Slim, Spe.
2. I'll Be True, F. Adams, Her.
3. Honey, Hush, J. Turner, Atl.
4. Saving My Love for You—J. Ace, Duk.
5. You're So Fine—Little Walter, Che.
6. Gee, Crows, Rma.
7. You'll Never Walk Alone—R. Hamilton, Epi.
8. TV Mama, J. Turner, Atl.
9. I Didn't Want to Do It—Spiders, Imp.
10. Love Contest, R. Brown, Atl.

New Orleans

1. Things That I Used to Do—Guitar Slim, Spe.
2. Something's Wrong—Fats Domino, Imp.
3. I Didn't Want to Do It—Spiders, Imp.

4. I'm Your Hootchy Kootchy Man—Muddy Waters, Chs.
5. Lucille, C. McPhatter, Atl.
6. I'll Be True, F. Adams, Her.

New York

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Things That I Used to Do—Guitar Slim, Spe.
3. Such a Night, C. McPhatter, Atl.
4. Saving My Love for You—J. Ace, Duk.
5. I'm Just Your Fool—B. Johnson, Mer.
6. Marie, Four Tunes, Jub.
7. I Didn't Want to Do It—Spiders, Imp.

Philadelphia

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Something's Wrong—Fats Domino, Imp.
3. I Didn't Want to Do It—Spiders, Imp.
4. Things That I Used to Do—Guitar Slim, Spe.
5. Such a Night, C. McPhatter, Atl.
6. Secret Love, Orioles, Jub.
7. I'm Just Your Fool—B. Johnson, Mer.
8. Marie, Four Tunes, Jub.

St. Louis

1. Things That I Used to Do—Guitar Slim, Spe.
2. I'm Your Hootchy Kootchy Man—Muddy Waters, Chs.
3. Saving My Love for You—J. Ace, Duk.
4. You'll Never Walk Alone—R. Hamilton, Epi.
5. I'll Be True, F. Adams, Her.
6. I Do, Royales, Apo.
7. I'm Just Your Fool—B. Johnson, Mer.
8. Something's Wrong—Fats Domino, Imp.

Balti.-Wash.

1. I Didn't Want to Do It—Spiders, Imp.
2. You'll Never Walk Alone—R. Hamilton, Epi.
3. My Sadder Hour—Five Keys, Ala.
4. Something's Wrong—Fats Domino, Imp.
5. Lucille, C. McPhatter, Atl.
6. Such a Night, C. McPhatter, Atl.
7. You're Still My Baby—C. Willis, Oke.

• This Week's Best Buys

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

YOU DONE ME WRONG (Commodore, BMI)
LITTLE SCHOOL GIRL (Commodore, BMI)
—Fats Domino—Imperial 5272

Displaying the form that caused juke box operators to name Domino their biggest money-maker in the last six months (see The Billboard's annual poll of operators in the March 6 issue), the artist has in two weeks time lined up a solid set of reports across the country on his latest release. Especially strong sales were reported in New England, up-State New York, Pittsburgh, Cincinnati, Nashville, Durham and St. Louis. Disk is also selling well in Philadelphia, Chicago, Dallas and L. A. A previous Billboard "Spotlight" disk.

CRACKED ICE (Lois, BMI)—Earl Bostic—King 4699

With the market currently depressed, dealers and operators are tending to stick to the "tried and true" artists, which aptly describes the sales history of Bostic. He looks "safe" here again, with early good and strong reports coming in from Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Detroit, Durham, St. Louis and L. A. Flip is "My Heart at Thy Sweet Voice." A previous Billboard "Spotlight" disk.

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OH! WHAT A RATING!

Here's what The Billboard review in the February 20 issue has to say about The Original Five Blind Boys' record:

ORIGINAL FIVE BLIND BOYS
 Jesus Is a Rock in a Weary Land...85
 PEACOCK 1723—A powerful spiritual in which the singers drive home its message in faith in Jesus and final redemption. The group holds on to a good beat and works up to a wildly enthusiastic climax. A top offering for this market.
 Song of Praise....80
 Using the Lord's Prayer and the 23d Psalm as examples of prayer and praise, the lead singer instructs the listeners how to pray and give testimony to the Lord. Satisfying musically and spiritually.



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• Rhythm and Blue Notes

By BOB ROLONTZ

Lou Chudd, head of Imperial Records, in New York for a few days on business before going out to Chicago for the MOA convention. While in New York he fraternized with Ahmet Ertegun and Jerry Wexler of Atlantic Records, and visited The Billboard offices... Atlantic Records' artists snagged four positions in The Billboard's Seventh Annual Juke Box Operator Poll



this week. Here is the list of r.&b. stars who placed in the first 10 as the top money-makers in the last six months on the boxes: Fats Domino, B. B. King, Joe Turner, Faye Adams, Earl Bostic, the Dominoes, the Clovers, Ruth Brown, Clyde McPhatter, Dinah Washington. To the question, "Which record label has been your biggest money maker (in the r.&b. field) in the last six months?" the operators answered as follows: Atlantic, King-Federal, RPM-Modern, Imperial, Okeh, RCA Victor.

A new record by Louis Jordan is being released by Aladdin this week. Titles are "I'll Die Happy" and "Ooo Wee." Jordan will be at the Casino Royal, Washington, the week of March 15; then to the Rendezvous in Philadelphia for a week and then at the Celebrity Club, Providence, R. I. Charles Brown will do a series of one-nighter dates thru Texas and Louisiana during April. Amos Milburn will be at the CIO Hall in Steubenville, O., on

March 7 for a one-nighter.* In April the warbler will hit Lake Charles and New Iberia, Louisiana, and Oklahoma City and Tulsa. . . . Up From Florida. Romaine Brown and his Romaines first-time it at Chubby's, Collingswood, N. J., for the March 8 week, returning for the March 22 and 29 weeks at the Lyric Band Club, Hanover, Pa. Lil Hardin Armstrong and George Wettling made a series of hi-fi jazz recordings at a church at Barrington, N. J., for Austin Gutman, the session arranged by Philadelphia d.j. Eddie Newman of WDAS.

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

DINAH WASHINGTON
Short John 85
 MERCURY 70129—Miss Washington sings up a storm with a suggestive piece of material, whose probable banning on some stations will probably not have the slightest effect on its ability to rack up the coin. (Brownwood, BMI)

Feel Like I Wanna Cry 78
 Blues ballad is warbled with compelling warmth by Miss Washington. Fine wax. (Tamara, BMI)

BUDDY PHILLIPS
That I Wanna See 80
 DE LUXE 6045—The new singer does a sock job with this wild r.&b. tune on his first waxing for the label. The tune is unusual, with many stops, and that, plus the warbler's singing and the exciting ork beat, could help this one bust thru. Watch it. (Franklin, BMI)

LITTLE JUNIOR PARKER
Can't Understand 79
 DUKE 120 — Strong and repetitious beat and theme spark this reading of a blues item a little out of the ordinary. Watch this one. (Lion, BMI)

Dirty Friend Blues 71
 Parker's blues lament over losing his gal is a neat chanting effort, but not strong enough to break thru. (Lion, BMI)

STICKS McGHEE
The Wiggle Waggle Woo 75
 KING 4700—A good novelty lyric and an infectious driving rhythm will mean plenty of exposure for this side. The vocal by Sticks McGhee is backed by a solid, honking accompaniment. (Wheeler, BMI)

LONG JOHN
Crazy Girl 74
 DUKE 122—The chanter delivers a strong reading of an above-average hunk of blues material. Guy sings well. (Lion, BMI)

She Used to Be My Woman 71
 Okay chanting of a 50-so piece of blues material. (Lion, BMI)

GENE FORREST-FOUR FEATHERS
Wiggle 73
 ALADDIN 3224—Salty lyric will get this one spins on the boxes. Gene Forrest does the vocal, with answering choruses by a girl warbler. (Aladdin, BMI)

THE BLUE FLAMERS
Driving Down the Highway 72
 EXCELLO 2026—The ork work here is more powerful than the singer's vocal. The band gets a good rocking sound, and this alone will help it get some box action.

THE EBONAIRES-MAXWELL DAVIS
You're Nobody Till 71
 ALADDIN 3212—The boys turn in a smoothly blended and warm reading of the fine old standard. Mood is

that usually set by The Mills Brothers. Good listening and good fare for the boxes. (Southern, ASCAP)

EARL FOREST
Out on a Party 70
 DUKE 121 — Forest and the combo deliver a rocking reading of a drinking blues item which could grab some coin. A strong tenor solo adds interest. (Lion, BMI)

DEEK WATSON
Why Do a Drink Make You Think? 70
 JUBILEE 5133 — Looks as if the original Ink Spots are now split three ways. Watson calls himself and group "Ink Spots and combo." The material, basically a blues, could get some nickels. Watson does well. (Armstrong, BMI)

HENRY GLOVER
Lovers Only 69
 KING 470 — This verges on the cool, and Henry Glover warbles a cool lyric. It's an interesting side for jazz fans. (Jay & Coe, BMI)

JERRY McCAIN
Wine-O-Wine 68
 TRUMPET 217 — Stronger vocal by McCain could have put this one over, but as it stands, it should pull some juke coin. The warbler sells it in okay style, but he could have used more sparkle. (Globe Music, BMI)

JESSEE POWELL ORK
Leavin' Tonight 68
 FEDERAL 12171—Don Taylor does okay on the vocal of this slow-blues item. Good listening, but the material is routine. (Wheeler, BMI)

BILLY EMERSON
No Teasing Around 67
 SUN 195—Slow blues is handed a warm reading from Emerson, while the ork backs him with a staccato beat. Not too impressive. (Hi Lo Music, BMI)

LONNIE JOHNSON
My Woman Is Gone 65
 RAMA 9—Johnson does nicely, in a relaxed way, with a good but routine blues item. Good for spins. (Jags, BMI)

DEEK WATSON
Underneath the Lamp Post 67
 Glover tries a ballad here, painting a tender picture as he warbles of two lovers dawdling under a lamp post. Fair. (Jay & Coe, BMI)

JERRY McCAIN
East of the Sun 65
 Pretty down home blues receives a fair vocal from McCain over smooth combo backing, which features a big beat. For Southern boxes. (Globe Music, BMI)

JESSEE POWELL ORK
Hot Box 68
 Good riff instrumental here, and the combo, led by a tenor sax, does a neat job. Ops might like it. (Jay & Coe, BMI)

BILLY EMERSON
If Lovin' Is Believing 60
 Emerson tries on this one, but the material is rather weak. (Hi-Lo Music, BMI)

LONNIE JOHNSON
Don't Make Me Cry, Baby 65
 More good Johnson chanting on blues material—nothing special, tho. (Jags, BMI)

Norman Disk Label Given Okay by AFM

HOLLYWOOD, March 6.—Plans for disk jockey-jazz promoter Gene Norman's disk label were formed here this week, with the grant of a recording license by the American Federation of Musicians.

Label, tagged "Gene Norman Presents," will have its first release ready for distributors by March 15, with a package of four LP's and extended play sides. Wax will feature sides by Charlie Ventura, Dizzy Gillespie, Gerry Mulligan and Buddy DeFranco. Of the four artists featured, only two (Continued on page 51)

Melrose Sued Over 'Lonely'

NEW YORK, March 6.—Broadway Music this week brought suit against Melrose Music, asking that the latter's tune, "I Get Lonely," be adjudged a Broadway property. Ditty is a current click via a Four Knights waxing on Capitol, with a cover slicing by Bing Crosby and Guy Lombardo on Decca also stirring some action.

Base of Broadway's suit is the claim that Pat Ballard, credited as the writer of the song, wrote a ballad of the same name for Broadway, which was copy- (Continued on page 51)

Col's Band Disks Get Becker Hypo

HOLLYWOOD, March 6.—Gene Becker, Columbia Records' special popular repertoire director, embarked on an eight-city tour Thursday (4) aimed at promoting a bevy of new dance-band wax the firm is unveiling this spring.

Becker, here for recording sessions with the Dan Terry ork, will visit deejays and distribs in San Francisco, Seattle, St. Louis, Chicago, Detroit, Cleveland, Pittsburgh and Philadelphia, armed with acetates of platters by Terry, the Pete Rugulo ork and the Les Elgart band. Becker will attend the Music Operators of America (MOA) meet in Chicago and also take in the Columbia district sales managers' meet in that city March 9. He is expected to return to his New York headquarters by March 15.

Doc Berger Named Sheldon's Contact

NEW YORK, March 6.—Sheldon Music has named Doc Berger to handle its disk jockey and artist contact operations in the East, according to Goldie Goldmark, general manager of the firm. This is another move in the publishing company's continued expansion.

Berger's first assignment will be to work on the firm's current tunes, "Melancholy Me" and "Don't Cry, Mama," as well as two new Sheldon tunes to be released shortly as recorded by Teresa Brewer and Lou Monte.

VERSATILE

D. J. or Monk, Schultz Handles 'Em in Stride

CHICAGO, MARCH 6.—If disk jockeys, music dealers and others interested in receiving records from Decca find that deliveries are slightly late, the reason will probably be that Sellmann C. Schulz, vice-president of Decca Records Corporation, is trying to find quarters for an elephant, buying hay and feed for horses, (Continued on page 51)

EASTER DITTY IS BASED ON BOOK . . .

Publisher Ben Bloom's Easter tune, "Horse With the Easter Bonnet," recorded by Gene Autry for Columbia, is based on the best-seller children's book of the same name published by the Morrow Company. The disk will be packaged for the kiddie market and also sold as a regular pop single release.

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A Sure Fire Hit
FATS DOMINO
"YOU DONE ME WRONG"
 b/w
"Little School Girl"
 #5272
Imperial Records
 6425 Hollywood Blvd.
 Hollywood 28, Calif.

In the March 6th Issue
 the publisher of
"HAVE A HEART"
 song by Julius La Rosa was listed incorrectly. It should have read
ARCOT MUSIC PUB. CO.
 1650 Broadway, N. Y. 19, N. Y.

Dootone Records—BMI
HIT TUNES
 Rhythm and Blues—No. 310
"Please Be Sure"
"Neither You Nor I Are to Blame"—(Semi-Religious). Johnny Creach leads the vocal melodiously, and swings his violin in a one-man class with his Trio.
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"Ocean of Prayer"
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• Review Spotlight on . . . RECORDS

JIMMY FORREST ORK
Flight 3-D (Pamlee, BMI)—United 173—Here is one of the wildest, swingiest instrumentals to come along in a long time, and it is sold by the ork with a solid beat and lots of excitement. A powerful juke disk. Flip is the Ellington evergreen "Sophisticated Lady" (Mills, ASCAP).

TALENT
BUDDY PHILLIPS
That I Wanna See (Franklin, BMI)
Sleep On (Franklin, BMI)—DeLuxe 6045—Phillips bows on the label with a strong reading of two listenable hunks of material. The singer knows his way around a blues and he could come thru with "That I Wanna See." Worth watching.

• Reviews of New Sacred Records

RED FOLEY
The Robe of Calvary 82
 DECCA 29044—The sacred ballad is delivered with compelling warmth by Foley, and he's given sympathetic support by chorus and ork. A side that should make its strength felt in several markets. A fine addition to the Foley catalog. (Hill & Range, BMI)

first-rate gospel duo, turn in a strong reading of a new sacred effort. They sing it with feeling, and it should appeal to the family market. (Lois, BMI)

ZEKE CLEMENTS
Thank You, Lord 75
 M-G-M 11701—Clements does a good job here, singing via multiple taping, the song with two voices. Good wax for the market. (Blazon, BMI)

BAILES BROTHERS
Watch and Pray 77
 KING 1317—The Bailes Brothers, a

HOWARD SERATT
Troublesome Waters 74
 SUN 198—Seratt has a pretty gospel effort here, and he sings it persuasively. Side has a chance for spins with gospel jocks and could get sales action in the market. The singer has a warm quality. (SESAC)

I Must Be Saved 70
 Okay reading of a serious gospel tune by Seratt, new chanter on the label. (SESAC)

Music as Written

Continued from page 18

the Gallagher and O'Brein show on WMCA.

Coral execs Bob Thiele and Norm Weinstroer will be in Chicago next week to attend the Music Operators of America convention. . . . Johnny Thompson, Coral's Southern division manager, is in town this week for huddles with home office brass. . . . Broadcast Music, Inc., publisher of "I Went Out of My Way," cut by Bob Stewart on M-G-M, has tagged the ditty its No. 1 plug. Topper Julie Stearns has his professional staff out to work on the opus. . . . Don Gabor, Remington chief, leaves next week for a vacation in Mexico.

Chicago

Bobby Wayne, Mercury artist, opened Sunday (7) at the Chez Paree in headline spot. . . . Aaron Cushman, publicity director for the Chez, is off for a week's vacation in Miami Beach with his wife, Doris. While there, he will complete arrangements with Sophie Tucker for her forthcoming appearance at the Chez.

Guy Cherney, Tiffany artist, has been held over for two weeks at the Black Orchid. Josephine Premice follows him into the room for four frames beginning March 16. . . . Tony Bennett opened at the Chicago Theater for two weeks Friday (5).

Eddy Howard, Mercury artist, in town for a short rest. . . . Don Foreman, former promotion man for the local Capitol office, has his own deejay show now. He's on the air Monday thru Friday at 4 p.m. for a half hour over WTAQ, with music and celebrity interviews. . . . Pancho Medell and his orchestra featuring Carol Summers (Mary Ford's sister), opened at the Starlight Room Friday (5). . . . Chicago songwriters, Al Trace (former bandleader) and Dave Bohme, have sold their tune, "Padre," to Bud Brandom for a reported top figure. The first disk of the tune is on an unknown label and is sung by Lola Dee, a new artist. . . . Ted Weems and his orchestra playing Illinois and Wisconsin thru March 12.

Bob Thiele, a.&r. man for Coral, in town last week to record. . . . Al Oldrich, division sales manager for Coral, back in town from a five-week tour of the Midwest on promotion and sales. . . . Shim Weiner, assistant division manager of Decca, in St. Louis last week helping to set up the new Decca branch office there. . . . Al Chapman, branch manager for Decca, back in town after a tour thru Indiana where he introduced the territory salesman to the area.

Mike Maitland, district sales manager of Capitol, off to Lincoln, Neb., and Des Moines in a promotion tour. . . . Harry Link, of Edward B. Marks Music Corporation, will be in town to join Chicago man, Larry Norrett. They will be pushing the Mills Brothers' version of "You Didn't Want Me When You Had Me." . . . Frankie Laine opens at the Chicago Theater April 16. His latest release is "The Kid's Last Fight" and "Long Distance Love" for Columbia.

Chuck Cabot ork booked steady thru May 22, going into El Paso, Roswell, N. M.; the Rice Hotel, Houston, and the Peabody, Memphis. . . . Ernie Venuto, at General Artists Corporation for the past six years, has resigned his post in the firm's club department. . . . George Wyle, tune-smith and arranger, conducting the Howard Keel stint at the Last Frontier, Las Vegas. . . . Rex Allen has exited Good Samaritan Hospital and is on the mend following a broken leg suffered in a skiing accident. . . . Ames Brothers have cut an old Jack Owens tune, "Don't Believe a Word They Say." . . . Mindy Carson makes her Coconut Grove bow March 18. . . . Harry James into the Diamond Knee, San Francisco, March 19. . . . Mike Stewart, manager of the Four Lads, here prepping nitery dates. . . . Howard King, of Encore Attractions, skies east setting TV and night club dates for Vito artists Helen Troy and Tony

Romano. . . . Capitol Records' Dave Cavanaugh walking around with a cane, having suffered a broken knee cap in an auto accident with publisher Mickey Golden. . . . Eddie Fisher hosted at two cocktail fetes last week. . . . Bobby Short into the Keyboard March 17.

Donald Stein, former salesman for King Records in the Midwest, has taken over as manager of the branch office here, succeeding Les Caldwell, resigned.

Cincinnati

Barney Rapp, ork leader and associate of Frank Sennes Agency here, resumes his booking duties this week after five weeks in a hospital for major surgery. . . . Bob Stewart, baritone, formerly with such orks as Shep Fields, Bill McCune and Henry Jerome, is new on the staff of WLW and WLW-T here. Stewart recently signed an M-G-M wax pact.

Philadelphia

Dick Mulliner took over the bandstand chores at the Warwick Hotel's Warwick Room. . . . Ork leader Tony Gillard is the new owner of the Club Diner eaterie in the downtown stem. . . . Maestro Bobby Roberts has been named chairman of the Musicians' Division for the 1954 Allied Jewish Appeal campaign which gets under way this month. . . . Jack Ziebler placed his "My A.B.C. Song," already with a Columbia and a 20th Century release, with Myers Music, local pubbery. . . . Earl Townsend, pianist and arranger once inked with Isham Jones, Eddie DeLange and other earlier names, joined the staff of the popular music department at the Granoff School of Music here. . . . Oakes Ballroom, which dates back to the turn of the century, gets a new operator in Morris Greenberg.

Coast Classical Sales Hiked

Continued from page 18

curriculum, and equally important, a change in their budget for a given school's music department.

An indication of this is seen at the University of California at Los Angeles (UCLA) which today maintains a total of 12 orchestral units comprising symphony, band, chamber and choral groups, etc., as opposed to only four basic units of five years ago.

University of Washington, Seattle, recently opened a mammoth music building at a reported investment of \$2,000,000. UCLA is currently undergoing a building program scheduled to house what possibly will constitute the largest music department in the West. Similar signs of progress are being made in other universities thruout the nation, and also in lower schools of education.

The reasons for this tremendous growth of music investment are simple. college enrollments are higher than ever before, with serious music students being lured away from the private music academies in great numbers. Basically, the students are attracted by the advantage of a complete scholastic program and the added lure of campus life, an

adjunct of music learning the private music schools largely cannot provide. Colleges across the land recognize the influx, and have risen to their task by meeting the serious music student with many inducements and a program of musical education that is growing with the times.

Chief among the many advantages offered at campus schools is the choice of any number of highly respected music teachers. They, too, appear to have been lured away from the private schools, and in many cases, away from the concert stage as well. Instructors who rank equally as well on the podium are now found on the staffs of schools in every section of the country. Composer Roger Sessions is at Princeton, Walter Piston at Harvard, Lillian Stueber at the University of Southern California, the entire Budapest String Quartet at Mills College in San Francisco; Lukas Foss, Ernest Toch and Miklos Rozsa at UCLA, and Giovanni Camajani, the nation's foremost authority on Baroque music, at the University of San Francisco.

Wisely enough, longhair music publishers have taken cognizance of the growth of the school market and have introduced long-range plans aimed at stimulating music interest.

Carl Post, West Coast manager of Associated Music Publishers, BMI longhair subsidiary, points to a schedule of informative lectures that he regularly gives at such far-flung points as the University of San Francisco, San Diego State College, the University of Tulsa, and more than 30 other schools and universities in the West. The lectures serve more than as a sheer display of available sheet music. Titled "The Publisher's Responsibility to Teacher and Student," Post declares the talks are aimed at encouraging new talent, and generally promoting the sale and public performance of music in the many catalogs represented by Associated. These catalogs include the works of Paul Hindemith, Villa-Lobos, Darius Milhaud, Alexander Tansman, Carl Orff and many other gaints of the classical field.

Says Post, "A public library, during a one-half hour visit, can order well over \$500 worth of music. The educational field is now a vast untapped gold mine. As an example, schools at every level now put together orchestra and band libraries. The purchase of one orchestral work for that library means a score and approximately 40 parts, averaging about \$25 to \$35. A fairly good library needs about 100 works, both standard and contemporary."

Other publishers concentrating in the educational field, such as the Big Three, Mills, Leeds, E. H. Morris and the Warner group have similar programs with full-time staffs who regularly visit the nation's schools. Altho no specific figures are available, estimates ranging from \$250,000 to \$750,000 annual volume per publisher is believed being accomplished today.

Based on the current growth of the longhair music business, it appears that the nation's music publishers who continue to develop their position in the field will likewise continue to prosper.

Heath Contest Seeks Singer

LONDON, March 6.—Promoted by the bright, brash "Daily Sketch," a nation-wide hunt is now on for a girl singer to replace Lita Roza with Ted Heath's band.

Organized by Ted Heath's idea man, Victor Bernard, the contest—looking for what they call the "Zinger" Girl—is whipping up interest all over the country. To boost applications the "Sketch" is offering large cash prizes for the lucky winner.

The only thing worrying the judges is that an unknown would have to be miraculous to step into Miss Roza's shoes, while an already-established name would hardly like to become Heath's second thought. Whatever comes out, the stunt is excellent publicity for the band and music generally.

Set Contest on 'Rose Marie' Album

NEW YORK, March 6.—M-G-M Records has set a contest for record dealers and movie exhibitors as part of the firm's exploitation campaign on the sound track album from the film "Rose Marie." Contest calls for dealers and exhibitors to team up for special window displays on the movie and record album.

First prize is \$1,000 each to the winning dealer and exhibitor. Second prize is \$50 to each, while third prize winners get \$25.

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Hocus-Pocus

By BILL SACHS

MARTIN SUNSHINE (Kismet) is working the International Harvester circuit thru Southern and Western Wisconsin. . . . **Alan Shepard** and the **Amazing Mrs. Shepard**, mental team, open at Oakton Manor, Pewaukee, Wis., Thursday (11) for a week's stand. . . . The first World's Congress of Fakirs is slated to be held in Lyon, France, March 19-23, when competition will be held in hypnotism, insensitiveness, fire acts, power of resistance to pain, and other categories, according to the press agents of Congress Mondial Des Fakirs, with headquarters at 35 Cours de la Liberte, Lyon. . . . **Bob Corbin** is featuring his magic and calliope music with a **Jimmy Hetzer** unit touring the Southland. Others in the unit are **Watts and Newman**, **Marco the Chimp**, and **Low Henderson and Company**. At Brookfield, Miss., Corbin bumped into **Brundell** and his "Temple of Mystery," featuring **Pauline**, the Girl With the X-Ray Eyes. . . . **Landrus the Magician**, after a swing thru New York State and Georgia on school dates, has hit out for the Texas country, where he is set for 27 school bookings beginning in mid-March. . . . **Joseph Ralston**, Boston baffle, is planning a tour of magic clubs with a quartet of magi presenting a two-hour show. The sponsoring orgs will not be requested to post a guarantee, Ralston says. . . . Mount Allison University, Sackville, N. B., recently sponsored a Magic Night for students and guests, featuring **Dr. D. W. MacLauchlan**, dean of men at the college. Also on the bill were **Wilson White**, of New Glasgow, N. S.; **Kenneth Bagnell**, Glace Bay, N. S.; **Joan Phinney**, Middleton, N. S., and **Barbara Rolan**, Dartmouth, N. S. It's planned to make it an annual event. . . . **Marcus Bloch** (Great Marco) magus-hypnotist of New York, has been tendered an honorary membership in the Arabian Magical Society, of which **Dr. Abullah Bey** is president. . . . **Yellowstone the Magician** (Eddie Turner), of Baldwin City, Kan., will appear on the program at the first convention of the Joker Magic Club, a teen-age society, to be held in Burlington, Ia., in July. Some of Yellowstone's magical ideas appear in the 1953 Ireland Yearbook, and his latest, *Necktie-to-Silk*, appears in the February issue of *Genii*.

THE STAFF of the Blackstone show comprises the following: **Clarence Foster Bell**, press agent; **Paul Groll**, company manager; **Gladys Lyle**, musical director; **Halloway Branch**, production manager; **William Rice**, stage manager, and **William Wolf**, transportation. Assistants are **Lynn Howard**, **Nancy Morgan**, **Shirley Marcen**, **Valerie Cote**, **William Rice** and **Halloway Branch**. . . . **John D. Lippy**, of Gettysburg, Pa.,

is appearing in that territory with an International Harvester unit. John also has four museums, dealing with Gettysburg and Lincoln memorabilia, that keep him busy. Lippy's father passed on recently. . . . **Charles J. Jones** (Colta), doubling from his job as projectionist at a Harrisburg, Pa., theater, continues to show his magic in that sector, assisted by his wife. . . . **Gogia Pasha**, president of the Indian Magicians' Association, is on an extended tour of Japan, playing American clubs and before Japanese audiences. . . . **Dorval**, who has kept busy in Montreal niteries the past two months, has taken his bag of nities into Hotel Laproninte, St. Jerome, Que. . . . **Ching**, who recently played the Seville Theater, Montreal, with a Chinese revue, is described by **Arthur Schalek**, our Montreal correspondent, as "a young fellow who does wonders with cards." . . . **Dr. Jack C. Danks**, well known in magic circles, who left his native Johnstown, Pa., in 1943 to take up residence in Southern California, is spending two months with his daughters, **Jacqueline** and **Jane**, in Beatty, Nev., before returning to Los Angeles to resume his practice. Danks has been practicing in Tampa the last two years. . . . The **Great Thornton** is playing hotel and club dates in the Miami area with a one-hour show. In the spring he plans to take a full-evening magic show to the Coast.



Continued from page 13

the ringside flirting bits were negated by raucous laughter which seemed completely out of place. Her finisher, "Harvest Moon" medley, was well staged. The long duster and big picture hat added considerably to the sight appeal. Ear values were heightened by a vocal duet with her pianist, **Buddy Pepper**. The finisher gained her a big hand, forcing her into a beg-off.

The dance team of **Alan and Blanche Lund** showed a new routine, "It Happened in Paris," which opened slowly and finished strongly. The idea was good, but the choreography in the middle of the number seemed to lose its identity with the main story line. The team's "Country Fair" was a sharp picker-upper for good hands and imaginative terping. The wind-up to **Brahms' "Lullaby"** was a beautiful dreamy thing.

The **Ted Saucier** band backed **Miss Kirk** with such finesse that it gave her added value. The band's glee club effect was done excellently. **Mark Monte's** relief was as smooth as ever.

Bill Smith.

Hotel Sahara, Las Vegas, Nev.

(Monday, March 1)

Capacity, 550. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, **Milton Prell**. Booker, **Bill Miller**. Publicity, **Hebert, Rose Associates**.

The ice show starring **Sonja Henie** is turning away crowds at the Sahara this week, while other niteries up and down the Strip wish they could have the overflow.

The seemingly ageless **Sonja Henie** still maintains her youthful figure, and her effortless artistry on the ice is emphasized by revealing and expensive costumes.

Most revealing, if not the most expensive, is a note from the fashion book of **Marlene Dietrich**. Where **Dietrich's** flesh-colored gown (upper portion only) was widely publicized, **Miss Henie's** flesh-colored briefie begins and ends nowhere, altho silver sequins are clustered in the proper locations.

The ice ballet numbers are well done and include "Stranger in Paradise," "Adagio on Ice," "Cuban Rhythm"; "Hawaiian Fantasy," in spectacular black

light, and a "Can Can" number for a finale.

Only non-skater in the show is comic **Pat Henning**, who comes on with hob-nail boots, admittedly to pass the time while the skaters are changing costumes. Tho strangely out of place, he brings in his laughs dutifully, regardless.

The **Henie** show may be more expensive than the Sahara bargained for. Stage managers fear the entire hardwood floor will be ruined by the constant exposure to sub-freezing cold, even tho it is protected from dampness.

Ed Oncken.

Clover Club, Miami

(Monday, March 1)

Capacity, 420. Two shows nightly, 9:30-12:30. Price policy, \$3.50 beverage minimum with dinner; \$7 food or beverage minimum for late show. Owner-operator, **Jack Goldman**. Booking, non-exclusive. Publicity, **Leslie Stimmonds**.

It's **Tony Martin** all the way here. His opening was one of those rare events that hasn't happened in night clubs here in a long time.

The big hit of the 1954 night club season in Miami is **Tony Martin**. He had 'em standing on opening night for both shows, and reservations were coming in constantly for his two-week booking. Owner **Jack Goldman** said it's the biggest thing that's happened to the club in its turbulent history.

Martin gives the customers their money's worth. He's relaxed, he's in fine voice, he's constantly "projecting" himself to the whole room—and it isn't an easy room to play. This reviewer has never seen him better.

For the most part, his repertoire consists of new tunes, but a highlight of his performance is still the special-material routine based on his friendship for **Harry Richman** (currently playing the Beachcomber Club across the bay). It got, as usual, a thunderous ovation, exceeded only by the applause that greeted the announcement that **Richman** himself was in the room.

With **Martin** (as he has been for the past year or two) is comedian **Alan King** who had 'em howling in his solo spot and would've had 'em rolling in the aisles (if there was room in the aisles to roll) with his routines with **Martin**. The two make a neat combo and the crowd held them on stage until it was nearly time for the second show.

Herb Rau.

Terrace Room, Hotel New Yorker

(Tuesday, February 23)

Capacity, 400. Price policy, cover charge \$1 to \$2. Shows at 9 and 12 p.m.; Saturday and Sunday matinees. Operator, **Hotel New Yorker**. Booking, non-exclusive.

Ed and Wilma Leary's package show, "Silhouettes on Ice," is a good blade revue for the room's first since joining the **Hilton Hotel** chain. **Jo Barnum** and the **Learys** spark the proceedings.

For the first ice show at the New Yorker Hotel since it became part of the **Hilton** chain, **Merriell Abbott** has brought in the package icer, **Ed and Wilma Leary's "Silhouettes on Ice,"** a Music Corporation of America unit. The revue, which has played many of the **Stalder** chain ice rooms, stacks up as a good blade show, mainly due to the sock solo work of petite **Jo Barnum** and the smooth pair work of the **Learys**.

Miss Barnum has never appeared to better advantage than in her two routines with the show. Since she is the only exciting skater in the blade revue, things pick up as soon as she hits the ice, and she manages to sell solidly in both appearances, the first a wild solo routine and the other an attractive Gypsy number. The soloist's bright blade work, including sit spins, one-foot spins and flying camels, pulled big hands from the packed room.

Wilma and Ed Leary, the producers of the package, manage to inject life and sparkle with each appearance on the frozen surface. The femme half of the duo, probably one of the most attractive skaters on the ice today, sells via looks alone. The pair performed a semi-Apache routine—a sultry, sexy bit that holds interest from first to last and gives the gal much chance to show off her skating movements. Both do yoman work thruout the entire show.

Ben Dova pulled many chuckles with his comic drunk routine, performing the same act on skates that he has done so many times on vaude stages. Altho he was forced to work at a disadvantage, due to the small

Burlesque Bits

By UNO

Harry Wald, owner of the World pic house in St. Louis, on a brief visit to New York closed a deal with **Rose LaRose** for her to star in a color movie he will produce. It will start shooting in a few weeks in the Phoenix Stu-

area allowed for his props, he did well.

The show started slowly, due to dull chorus routines. However, the finale, an exciting Latin number gave it a bright finish. The work of the **Learys** and the line, plus the lavish costuming, merged into a sock finale.

A nod should go to the producers for a real attempt on ice for an integrated show with a story line. It moved briskly and did away with the oft-used ice show black-outs. Sharper choreography and execution of the opening routines would help. As it now stands the package is a good one for other hotel ice rinks.

Steve Kisley and his ork back the show capably and please the dancers.

Bob Rolontz.

Ciro's, Hollywood

(Monday, March 1)

Capacity, 450. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, **Herman D. Hoyer**. Publicity, **Jim Bryon**. Booking policy, non-exclusive.

Julius La Rosa a sure lure in his Coast bow. **Singer's** turn should improve once he cures a visibly bad case of stage nerves. **Janik and Arnaut**, offbeat terp team, an electrifying act.

With tons of pre-selling via his departure from the **Arthur Godfrey** show, piper **Julius La Rosa** appears equal to advance notices by giving a heavy **Ciro's** house more than they bargained for. He's a solid performer with a big voice and easily handles a variety of jump tunes and ballads in veteran fashion. Tho lacking in stage savvy, **La Rosa** manages to chase some jitters as he goes along to draw an increasingly hefty hand.

La Rosa relies on the standards in the main, offering "I Concentrate on You," "South of the Border," "Sittin' on Top of the World" and "Try a Little Tenderness." The last named was superbly rendered and ran a close second to his big winner in "Eh Cumpari." The addition of another Italian melody would certainly spice his repertoire. **Joe Gencio** a c o m p a n i e s him on piano.

Supporting terp team in **Janik and Arnaut** is one of the best ever unveiled at **Ciro's**. **Fem** simulates a python by slithering down a rope and engaging in a bout with her partner. Realistically garbed, the act takes on added appeal as the fem more than ably routines six minutes of amazing snake-like writhing. Team drew a thunderous ovation.

Dick Stabile splits the musical chores with the **Bobby Ramos** rumba band.

Joel Friedman.



CAUGHT AGAIN

LA VIE EN ROSE, NEW YORK: Last year when **Amalia**, the Portuguese import, first appeared here she demonstrated a voice that had body, richness and fire. This time around the vocal qualities are even better, because her salesmanship has improved, as has her appearance. She now speaks English, even does an English chorus of "April in Portugal"—the song, originally a Portuguese tune, had been around for some years before it became a hit here. Basically, however, it is **Amalia's** Flamenco stylings which make her a wonderful singer.

Since last caught, **Amalia** has changed her hairdo, has learned make-up and has costumes that set her off as a sultry personality. On the show caught, following the hilarious antics of comedian **Zero Mostel**, she had no trouble establishing herself.

Zero Mostel—he still effects the baggy pants semi-tramp outfit—is a rare comedian. His **Durante** bits, chatter and pantomimes still raise some terrific yocks.

The **Skyarks**, brought in as a fast replacement, do about the same act (plus choreography) they did on the **Martin** and **Lewis** show at the **Copa**. The two girls and three boys look well and sing standards competently.

Bill Smith.

dio in Manhattan. Associate producer will be **Max Rosenberg**, of the studio. . . . **Chalimar**, known to burly performers, died in Columbus, O., last week. . . . **Milt Jacobson**, owner-operator of the Stone, Detroit, has added **Jimmy Grant**, comic; **Tanya Morris**, known as "The Sepia Sexation," and **Shirley Roberts** to his cast of vaude performers. . . . **Blase Starr** made her Philadelphia night club debut March 8 at the **Wedge**, **Buddy Ottenberg's** famous girlie show spot where **Joe Brooks** handles the publicity. . . . A case of "the show must go on" was strongly evidenced at the **Hudson**, Union City, N. J., February 27 when comic **Bennie Moore** came out of a sick bed with a pleural ailment and fever to perform in the first half of the Saturday evening show. By that time **Dick Bernie** was dug up and brought on from New York to relieve **Moore**, who was returned to his doctor's care. Also sought for the emergency but not found were **Charlie Robinson**, **Harry Clexx** and **Joey Cowan**. . . . **Lilly White** closed at the **Carmen**, Philadelphia, and opened for two weeks at the **Emerald Room**, Milford, Conn. . . . **Phil Silvers**'s recipe of how to become a top banana in his story in *The Herald Tribune* of February 28 is "You have to give of your heart's blood." . . . **Betty Dixon** and **Dreen Lee** are pulling good crowds into **Abe Neiman's** **King Cole Show Bar** in downtown Denver.

Shirley Jean, who played a prominent part in "Our Gang" comedies, has changed her name to **Gilda**, under which she is now doing a strip routine in a Los Angeles theater. . . . Participation by burleskers is invited for the Ninth Annual National Laugh Week's convention to be held April Fool's Day thru April 10 at the **Malin Studio**, New York. A feature will be **Harry Hershfield**, America's No. 1 story teller, who has been invited by **Bill Treadwell**, national chairman of the org, to tell "How to Tell a Joke," in preparation for the "Joke Exchange" highlight of the week. As a prelude, **George Lewis**, head of the National Association of Gagwriters and executive director of the National Laugh Foundation, will offer thru the **Comedy Workshop** of the **Humor Societies of America** a five-week course in comedy appreciation. Classes are to be in the same studio each Monday night, beginning March 1. The first speaker will be **Stan Drehan**, well-known gagwriter for radio and TV comics. . . . **Bob Collins**, comic, forced into retirement because of a heart condition, is in receipt of encouraging news from TV sources that his own written half-hour script, "Hello Papa," is acceptable and has been turned over to legal hands for further scrutiny. . . . Special features booked for the **Hudson**, Union City, the next few weeks include **Linda Scott** and **Tina Christine**, March 14; **Vicki Welles**, March 21, and **Georgia Sothern**, March 28. . . . **Rhode Island's B-N-B Club** was crammed to the rafters with firemen recently when participants in the **Fire Chief's** Convention came to witness the torrid dances of flame-tressed **Winnie Garrett**. . . . **Dorian Dennis** is the featured dancer at the **Knotty Sho Bar**, Philadelphia.

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News Notes on Talent

Continued from page 14

faves G. Brassens, J. Valton and Claude Luter, plus the vaude acts of Tohama; Bedinis, Risley; Four Angels, equilibrists, and Fredy Angel, juggler.

DANISH COMEDIAN ARRIVES HERE . . .

COPENHAGEN, Denmark—Oswald Helmuth, Danish revue comedian, has left for America for a month's tour of Scandinavian-populated towns in which he will appear under local Danish auspices. Helmuth is skedded to appear with Victor Borge at the Golden Theater, New York, March 21, in a benefit matinee.

BLUE NOTE MAY RE-OPEN . . .

CHICAGO — The Blue Note, which closed several months ago, will re-open early in April if the proper jazz attractions become available.

ICE-CAPADES' SET FOR KAYCEE . . .

KANSAS CITY, Mo.—After an absence of three years, the John H. Harris-produced "Ice Capades" will appear at the Municipal Auditorium here April 10 for a week's stand. The 1954 show cost close to \$1,000,000, carries a company of 175 persons.

GLASGOW BOOKS BILLY DANIELS . . .

As announced in January, Billy Daniels, making a 10-week tour of England, will start at the Glasgow Empire in May.

LAINE BOOKED FOR ENGLAND AGAIN . . .

Frankie Laine will make his third visit to England in September but is unlikely to play the Palladium unless some considerable date reshuffling is done.

New York

"The Big Pay Off" (second company) will be set for a series of one-nighters starting in Washington and heading south. The package, to sell for about \$4,000, is now looking for a new cast. The chief nightly stunt will be a free mink stole. . . . Jack Durant opens at the Los Angeles Coconut Grove March 18. . . . Henny Youngman gets his first Palladium, London, date. . . . Georgia Shaw, who recorded "Till We Two Are One" for Decca, is starting a series of night club dates in record rooms, including the Golden Hotel, Reno, Nev. Claudia Pinza, daughter of Ezio

Court Orders End Of Picket at Club

PHILADELPHIA, March 6.—Judge Edwin O. Lewis, in a precedent setting opinion, ordered an end to the five-year picketing of Anchorage Inn, on East River Drive, by members of the waiters and waitresses union, Local 301 (AFL). Anticipating an appeal, Judge Lewis said if his decision was sustained by the State Supreme Court "it will have widespread effect on labor disputes." Seeking to organize workers of the Anchorage, Local 301 has picketed the establishment since March 18, 1949. Last April, the Anchorage management petitioned Common Pleas Court No. 2 for an injunction.

Judge Lewis ruled that "there is no right in a labor union to maintain organizational picketing for an indefinite time."

He said the time limit for small business establishments employing small numbers of workers should be two or three weeks; for larger enterprises employing hundreds of workers, two or three months.

Danes Give Top Pay to J. Baker

COPENHAGEN, Denmark, March 6. — Josephine Baker wound up a 19-day date at the Harlem Cabaret Friday (19), getting the equivalent of \$8,990, plus travel expenses.

This is unquestionably the biggest salary any spot here has paid an act or "name" in many years—in fact it's probably an all-time high. Miss Baker had her own pianist, two drum beaters and a maid to assist her in making costume changes. It should be noted that no act pays any taxes here unless they remain here more than three months.

Pinza, will open March 9 at the Empress nitery. . . . Jewel Eberle is current at the Cafe Pierre of the Hotel Pierre. . . . A package headed by Christine Jorgensen is being readied by Charles Yates. . . . Felicia Sanders, now at the Blue Angel, is making an album for Columbia with Norman Paris called "Felicia Sanders at the Blue Angel." . . . Harry Belafonte will double from "Almanac" into La Vie en Rose, March 11 for one show a night. . . . A Billy Gray show is being sought for La Vie en Rose.

Picture producer Brucks Randall, doing semi-documentary, "Black Dahlia," is looking for a sexy brunette in her early 20's to play the lead. Jo Brooks, his representative, is in the East looking at prospects. . . . Lenny Ditson joined Mercury Artists.

Lela Rolontz, assistant to Eliot Murphy at the "Aquashow" last summer, set one of Jo Barnum's routines for her current appearance at the New Yorker Hotel ice revue here. Miss Barnum this week became engaged to ice comic Freddie Trenkler, of the "Hollywood on Ice" cast.

Jo Thompson, chanteuse of cocktail lounges for a long time, was moved into the main room of Ciro's this week, as Murray Weinger, operator of the room, signed her to a personal management contract. Weinger also handles the Red Caps. . . . The Nautilus has lined up the following after Denise Darcel completes her two weeks: Buddy Hackett, Mickey Rooney and Eddie Albert.

Miami

Jo Thompson, chanteuse of cocktail lounges for a long time, was moved into the main room of Ciro's this week, as Murray Weinger, operator of the room, signed her to a personal management contract. Weinger also handles the Red Caps. . . . The Nautilus has lined up the following after Denise Darcel completes her two weeks: Buddy Hackett, Mickey Rooney and Eddie Albert.

Here and There

Ronnick's, deluxe Hartford, Conn., night spot, is resuming floor shows on a limited basis, Saturday nights only. The State Theater, Hartford, Conn., largest combo film-vaude house in the State, now flies its 60-foot wide Magniglow screen during stageshows.

D. J. or Monk

Continued from page 48
or arranging for transportation of a cage full of playful chimpanzees. The reason for the odd list of duties is his recent appointment as chairman of the 12th annual Shrine Circus in the Medinah Temple, February 26-March 14.

As general chairman, Schulz is burdened with the responsibility of finding quarters for the animals, arranging transportation for the performers, purchasing feed, scheduling TV appearances for the performers and securing transportation for acts to perform at hospitals, plus a thousand and one other small details.

Tho being new with the circus association, the music executive finds arranging entertainment right down his alley, for he has been entertainment chairman of the North Shore Country Club numerous times and has served in similar capacities for the Advertising Men's Post No. 38 of the American Legion, Chicago Athletic Club 40-8 Local 1234 and Royal Order of Jesters.

Before assuming the vice-presidency of the Decca Record Corporation Schulz was associated with the Brunswick-Balke-Collender Company and the Harmon McGinnis Advertising Agency.

Norman Disk

Continued from page 48
LP's were culled from jazz concerts promoted by Norman. Future output of the firm will stem from concert dates as well as new material etched specifically for the label.

Joining the Gene Norman firm in an executive capacity is Eddie Laguna, who will handle production and distribution chores. Laguna was previously associated with the now defunct Sunset Record firm.

On the concert front, a modern jazz bash, promoted by Norman here Sunday (28) at the Shrine Auditorium, drew a capacity crowd of 7,200, netting \$16,212, with the house scaled to a \$3.60 top. Line-up consisted of the Stan Kenton ork, chirp June Christy, Charlie Parker, Dizzy Gillespie, Errol Garner Trio, Lee Konitz and bongo star, Candido.

Norman has set another jazz date for March 13 at the Embassy Auditorium here, with the Earl Bostic ork, the Robins and several additional r.&b. acts as yet to be named.

BATHE—Lula Bell, 80, mother of Count Popo DeBathe, veteran clown, February 14 of a heart attack. Survived by her son.

BISHOP—Clyde (Pappy), 54, veteran trouper, February 22 in Humboldt, Kan. Most of his 31 years in show business were spent as a ride foreman and concessionaire on the M. A. Brader Shows.

BOND—Cyril (Cy), former associate of the Dodgem and Philadelphia Toboggan ride manufacturing firms, February 12 in Nashville. (Details in Outdoor section.)

CATON—Mrs. Ruth (Harris), 74, former vaudeville and silent-film performer known as Goldie Burbank, March 1 in Toledo. She began her acting career at age five with her father and mother, James and Kitty Fox. Later she teamed with her mother in an act known as The Melville Sisters. They did wooden-shoe dancing and yodelling on tours of the U. S., Australia and Great Britain. Later Mrs. Caton became a member of the widely known Sutherland Sisters, seven young women who were notable for their long hair which reached below their knees. From 1910 to 1913 she worked in movies for the former Universal Film Corporation. She then joined the Hart dramatic company in Toledo until her retirement from the stage in 1921. Surviving are two sons, Earl and William H., both of Toledo.

ESTON—Mrs. Jenny, 78, mother of Pedro Eston, veteran circus performer, February 11 in Glasgow, Ky.

ESTRIDGE—Dan, 23, son of Mr. and Mrs. Tex Estridge, February 20 of injuries sustained in an automobile accident. Born and raised in show business, Estridge was a veteran of four years in the U. S. Air Force. Survived by his widow, two children, and three brothers. Burial in Hartwell, Ga.

HEALEY—J. S., veteran outdoor showman and phone-man, February 27 in Topeka.

HILL—Mrs. Mabel Wood, 83, composer, known professionally as M. Wood-Hill, March 1 in Stamford, Conn. The well known for her transcriptions of Bach, she was perhaps best known for her original songs which

Melrose Sued

Continued from page 48

righted by the publisher in 1928. They charge infringement and unfair competition, and ask for an accounting of profits and damages. Also named in the suit are Ballard; Melrose's selling agent, E. H. Morris, and Larry Taylor. The latter fits in as the original publisher of the "new" ditty, altho he later assigned it to Melrose.

The Capitol and Decca are not named as defendants in the action they have been advised by Broadway to hold publisher royalties in escrow until the case is settled. Suit was brought by Broadway's attorney George Garfunkel in Federal Court here.

include "Ebb Tide," "Song of Capri," "The Gull," "Oxford Garden," "Snow on the Hills," "Aesop's Fables," "Calliope or the Vocal Enchantress," "The Tidy Dwan," "Les Yeux" and "Where?" Much of her classical music was sung by various choral groups, and her Bach compositions had been performed by the New York Philharmonic, Chicago Symphony and other orchestras. Among her dramatic works are a rewrite on the orchestration of Sir Henry Bishop's music to Robert Burns' operetta, "The Jolly Beggars," and an original, "The Adventures of Pinocchio," a ballet-play. Her music was heard extensively thruout the U. S., Canada and England. A son and two brothers survive.

In Loving Memory
of our dear Son and Brother
Geo. W. Hartley Jr.
Who passed away March 13, 1946
Sodly missed by
MOTHER, FATHER & SISTER IRENE

KERNS—Richard D., 37, known professionally as Dick Callahan, carnival performer and wrestler, February 21 in Atlanta of injuries sustained in an automobile accident near Douglasville, Ga. He was a resident of Washington. Survived by five brothers, George W., William A. and Gilmore, Washington; John B., Landover Hills, Md., and Robert of Ohio, and five sisters. Burial in Culpeper, Va.

LINDEMANN—Albert C., 59, widely known circus man, February 28 in St. Nicholas Hospital, Sheboygan, Wis. (Details in Circus section, this issue.)

MESOLEY—Joseph F., 75, one-time vaudeville and minstrel performer and, for the last half-century, an inspector in the East Greenwich Worsteds Mills, February 28 in Providence. Survived by three sons and four daughters.

PECK—Eugene Earl, former magician, ventriloquist and musician, recently in Tacoma, Wash. After a career in vaudeville, chautauqua, lyceum and circuses, he retired to go into the hearing-aid business. Survived by his widow, May Blossom; a brother, Wallace Peck, Santa Monica, Calif., and a sister, Mrs. Laura Paterson, Los Angeles.

PULLEN—Cleve Herbert, 66, veteran rep show operator, theater manager and band leader, February 24 in Houston. Shortly after starting out in show business at the age of 17 he became band leader on the Brundage Circus. Later he had the band on the Patterson and other old-time circuses. After many years of operating Pullen's Comedians, rep show, thru Illinois, Missouri and Oklahoma, he became manager of various theaters in Texas and Oklahoma for the Phil Inley chain. At the time of his death he was manager of the Granada Theater, Houston. Survived by his widow, Ruth; a son, Harry H. Lansing, and three brothers. Burial in El Reno, Okla.

ROBINSON—John G., IV, 60, Cincinnati attorney and the fourth generation of the Robinson family which organized the John Robinson Circus in Cincinnati in 1824, March 1 in Miami of cancer. (Further details in Circus section, this issue.)

SCHLEE—Maud Slocum Mores, 75, retired operatic star, recently in Detroit. Known professionally as Hilda Carle, she was a member of the famed Bostonians Light Opera Company, for which Victor Herbert composed several shows.

IN MEMORIAM
RAY
STECK
March 11, 1948
HAZEL & DWAYNE STECK

SCOPE—John S., 41, owner-manager of the Manor Theater, Wilmington, Del., for the past five years, February 17 in Chester, Pa. Surviving are his widow, three children, a brother and a sister. Services February 21 in Chester, Pa., with burial in Immaculate Heart Cemetery, Linwood, Pa.

WANDREI—Gus, 55, maintenance man at the Adams Theater, Detroit, suddenly March 4 in that city.

Births

COBB—A daughter to Mr. and Mrs. James W. Cobb at the Nellis Air Force Base Hospital, Las Vegas, Nev., February 19. Father is stationed with the Air Force at the Atomic Proving Grounds, Indian Springs, Nev. Mother is the daughter of Dr. Jack Danks, well known in magic circles.

KAISER—A daughter, Corinne, to Mr. and Mrs. Connie Kaiser, February 28 in Yonkers, N. Y. Father is president of Marathon TV Newsreel.

LEVY—A daughter, Tina Rae, to Mr. and Mrs. Sam Levy Jr., February 28 in American Hospital, Chicago. Father is a sales representative of Barnes-Carruthers Theatrical Enterprises in that city.

PIERCE—A daughter to Mr. and Mrs. Bob Pierce, February 25 in Jefferson Hospital, Philadelphia. Father is manager of the John Bartram Hotel, that city, and mother is Marie Pierce, ice skating star.

PIAS—A daughter to Mr. and Mrs. George Della Pias, February 24 in Nazareth Hospital, Philadelphia. Father operates his own theatrical booking agency in that city.

Fingers to hold

Who wants to walk alone when Daddy's hand is there to hold? Makes a girl feel the same size as everybody. That's the way all little girls and boys need to feel—safe in a world of love where they can grow without fear. That's where the security we need begins—for every one of us.

To build security for those we love—that is our common dream—a dream that can come true only in a country like America where every man and woman is free to work for it.

It is by taking care of our own that we also make America strong. For the strength of our country is simply the strength of each secure home joined to the security of another.

Saving for security is easy! Here's a savings system that really works—the Payroll Savings Plan for investing in United States Savings Bonds.

Go to your company's pay office, choose the amount you want to save. That money will be set aside for you before you even draw your pay. And invested in Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9 years and 8 months you will have \$2,137.30. For your sake, and your family's, too, how about signing up today? Or join the Bond-A-Month Plan where you bank.



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Iowa State Fair Retains Rodeo, Adds Autry as Feature

Skeds Four Nights of Auto Racing; Okays \$622,510 Centennial Budget

DES MOINES, March 6.—The Iowa State Fair board Monday (1) reached an agreement with the Rodeo Cowboys' Association for four daytime rodeo performances at this year's centennial fair after earlier negotiations had indicated the big annual might drop the event. And to further strengthen the program, the board announced

that Gene Autry would be featured at all four performances.

Lloyd Cunningham, secretary of the Iowa board, reported that an agreement had been worked out with RCA and that four afternoon performances were now scheduled September 2-5. The RCA agreed to the \$6,875 in prize money, which was the same amount paid out for five shows last year. The cowboys had asked for nearly \$2,000 additional. Another factor ironed out was the use of platform or high acts during the rodeos. The fair board had been in disagreement over whether only RCA acts could be used.

The fair board had been discussing the substitution of other type events for the rodeo while the matter was being negotiated. These included ostrich races and wrestling exhibitions. They finally announced, however, they would stick to the rodeo and drop plans for the other entertainment.

Ups Race Dates

The fair also expanded its night auto racing program by setting four nights of auto racing this year. (Continued on page 58)

Frank Winkley Gets Exclusive At Peoria Plant

Signs Exposition Gardens for Events Other Than Fair

PEORIA, Ill., March 6.—Frank Winkley, Minneapolis-based auto race promoter, this week contracted for the exclusive promotion rights at Exposition Gardens here at times other than during the run of the Heart of Illinois Fair July 19-25.

Winkley plans to spot bookings of major grandstand attractions as well as stage auto races at the plant here. He will open weekly auto racing Sunday, May 16, with a program that will embrace a 100-lap late model stock car race and big car, short distance events on the half-mile track and modified stock car, short distance racing on the quarter-mile track.

Harry Kreft, a staff member, will be resident manager here for Winkley. The fair continues under the joint operation of the Peoria Junior Chamber of Commerce and Exposition Gardens.

Pa. High Court To Hear Pleas Vs. New York

PHILADELPHIA, March 6.—Neighborhood people and the city will journey to Pittsburgh where the State Supreme Court will begin hearings Monday (22) over Julian Shapiro's proposed amusement area in the 6200 block on Stenton Avenue. The high court had offered Shapiro's attorney a choice of that date, or in this city in April. March 22 was chosen in order to allow time for construction should Shapiro win.

Judge Charles Guerin of Common Pleas Court here in his opinion has already called the ordinance banning amusement parks in neighborhood "A" commercial zones as "special legislation, unjustly discriminatory, arbitrary, unreasonable and confiscatory—aimed directly at this piece of property." Judge Guerin's opinion had upset an action of the Zoning Board which revoked Shapiro's license to build.

Immediately after the Common Pleas decision the city announced it would appeal, and the residents followed suit.

Hold Last Rites For J. S. Healey

KANSAS CITY, Mo., March 6.—Funeral services were held here Wednesday (3) for J. S. Healey, outdoor showman and phoneman, who died February 27 in St. Francis Hospital, Topeka. Healey had been staging a talent show in the Kansas capital for the Kehoes Producing Company. Interment was in Mount Hope Cemetery here.

UNLOADING PEANUTS; POPCORN OIL PRICE DIPS

NEW YORK, March 6.—Peanut oil for popping corn will be cheaper and of virtually the highest quality this season, according to James Ryan, of C. F. Simonen's Sons, Philadelphia. Ryan told the second regional popcorn and concession conference of the International Popcorn Association that the government is releasing huge stores of stocked-up peanuts which are being acquired for making into oil. "These are the finest edible nuts," he said, "and the peanut people would love to get hold of them." Discussing coconut oil, Ryan added that prices of this type are also dropping and that no end to the decrease is in sight.

'Half-a-Loaf' Batt Terms Action on Tax

Expects Amendment From House Floor That Would Provide Greater Relief

CHICAGO, March 6.—Harry Batt, chairman of the legislative committee of the National Association of Amusement Parks, Pools and Beaches, observed that "half a loaf is better than none" in commenting on the House ways and means committee approval this week of a 50 per cent reduction in the present 20 per cent admission tax. He indicated that the campaign for further relief this year would be continued.

Contacted at his New Orleans home, Batt said that he anticipates an amendment from the House floor which would provide for added relief. He indicated that such an amendment probably would provide for no tax on admissions of 25 cents or less. The ways and means committee this week voted against limiting the tax to admissions of 50 cents or less.

Paul Huedepohl, secretary of the NAAPPB, pointed out here this week that the tax in 1939 started at 41 cents.

Huedepohl called attention to the fact that the wording of the revenue act section would be up to the Internal Revenue Department and said "our (the parkmen's) problem, if the admission tax is reduced to 10 per cent, is to

have the tax apply to the major fraction of each 10-cent unit."

"At one time," Huedepohl pointed out, "the applicable section read, 'A tax of 1 cent on each 10 cents admission or major fraction thereof.' This meant that on a 11 to 20 cents admission we had to collect 2 cents tax."

"Every effort will have to be made to have the revenue act read 'one cent on every 10 cents admission or major fraction thereof,'" Huedepohl declared.

Illustrating the significance of (Continued on page 58)

Roy Rogers, R-B to Play Soldier Field

CHICAGO, March 6.—The Chicago Park District announced the schedule of events at Soldier Field this year will include the Roy Rogers Show, Tournament of Thrills auto show, 33 auto race events and very likely the return of Ringling Bros. and Barnum & Bailey Circus.

The circus, which last played the Soldier Field parking lot in 1951, is tentatively scheduled by the Park District to show here August 28-September 5. The Roy Rogers Show will be in for three evenings and one afternoon performances, April 30-May 2, while Tournament of Thrills is scheduled for a July 17 appearance. Other events in which outdoor show business plays a role are the American Legion July 4 celebration and the Labor Day program September 6.

Chicago Stadium Signs 2d Icer, May Skip Circus

CHICAGO, March 6.—Speculation mounted this week that the Chicago Stadium will pass up its annual spring circus this year. While no word was forthcoming from the Stadium, it was known that no dates had been set and that no acts had been signed.

Meanwhile, it was formally announced that Shipstads and Johnson's "Ice Follies" definitely would move to the Stadium. Arthur M. Wirtz, Stadium president, said the icer was set for October 13-31.

It formerly played the Chicago Arena for 18 years and was dropped when that building announced recently it was selling out to CBS, with the network planning to set up a television studio in the structure. Also an Arena tenant, the John Harris "Ice Capades" plays the Arena this month for the final time. Unofficial guesses were that it, too, would move to the Stadium, giving that building a three-show ice schedule. It already has its own show, "Hollywood Ice Revue," playing there at Christmas time.

Relative to the circus date, William Horstman, Wirtz' circus executive, had no comment about the Stadium show.

Ft. Recovery Fete Reappoints Burke

FORT RECOVERY, O., March 6.—B. B. Burke this week was reappointed concession and show manager for the 49th annual Harvest Jubilee, to be held here July 5-11, it was announced by E. Thomas Hastings. This year's affair will serve as a build-up for the 1955 golden anniversary event.

Already set for the 1954 jubilee are a big fireworks display on opening night, Gooding Amusement Company on the midway, nightly balloon ascension, two free acts performing daily, and a Thursday afternoon kiddies' pet parade.

Barnes Office Snags 17 Days At Pomona Fair

POMONA, Calif., March 6.—Barnes-Carruthers Theatrical Enterprises of Chicago will supply two shows to run the full 17 days of the Los Angeles County Fair here starting September 17, C. B. (Jack) Afflerbaugh, president and general manager, said. The booking agency has supplied the grandstand show for the last nine days for several years.

During the first eight nights, B-C will present, under the personal direction of Fred H. Kressmann, a European circus. The last nine nights will feature, as in the past, "Fair Follies." Horse racing is featured in the afternoons with pari-mutuel betting on 14 days. No betting is permitted in California on Sundays.

Afflerbaugh stated that he had also booked "Dancing Waters" for afternoon and evening showings on the stage in Radio-Television building thruout the entire fair run.

House Due to Halve Amusement Excise

Continued from page 1

dent Eisenhower is not expected to veto it.

A last-minute thrust to win repeal of the excise at least for admissions below 60 cents came to the surface this week when Rep. Victor Wickersham (D., Okla.) hopped a bill to make this provision where admissions to public parks and theaters are concerned. The Wickersham bills were committed to the House Ways and Means Committee. It is expected that an attempt to amend the over-all slash bill will be made on the House floor.

The House Ways and Means Committee bill, which reaches the floor Wednesday (10), proposes slashing the 20 per cent tax in half for cabaret admissions, movie theater admissions, permanent use of lease of boxes or seats, sale of tickets outside of box offices, photographic apparatus and equipment, and several other items. The Reed committee says the reductions would stimulate business. COMPO in a last-minute appeal argued that outright repeal of the

movie admissions tax is urgent because there are more movie theaters in dire economic straits this year than last year.

IAAM Officers Plan Convention

KANSAS CITY, March 6.—Plans for the convention of the International Association of Auditorium Managers were started at a meeting here of President Axel Reed, past president Clarence Hoff and Secretary Charles McElravy.

The sessions will be at Long Beach, Calif., for about a week, starting July 18. Host will be David Olmstead, manager of the Long Beach auditorium. A trade exhibit will be included in the plans. The dates coincide with the Miss Universe contest at Long Beach.

Lincoln Fair To Start Work On Poultry Bldg.

1st Saturday Night Opening Set; Stand Attractions Signed

LINCOLN, Neb., March 6.—A 300 by 70-foot poultry building, with offices and rest rooms, is to be built in time for the 1954 Nebraska State Fair as a result of fair board action here this week.

The structure, to cost about \$60,000, will be of clear-span construction and designed for use in off-fair time as an exhibit building to house home shows, do-it-yourself expositions, etc. It will have 24,000 square feet of exhibit space.

Construction will start next week, Ed Schultz, secretary, said.

The fair board also completed attraction bookings. Signed were a revue for five nights from Barnes-Carruthers Theatrical Enterprises, Chicago, represented by Rube Liebman; seven nights of fireworks by the Thearle-Duffield Fireworks Company, Chicago; one performance of Tournament of Thrills, represented by Leo Overland; one performance of Aut Swenson's Thrillcade, and three days of motor speed events. Later, to be staged by National Speedways, will be a big car racing program, a 150-lap stock car race and motorcycle races.

For the first time in history, the fair will open on a Saturday night, teeing off September 4. Grandstand attraction that night and the following night will be a pageant with a cast of 300 to be presented by the Nebraska City Centennial, Inc., to mark the Kansas-Nebraska Territorial Centennial.

The William T. Collins Shows, holders of the midway contract, will swing into action opening night.

Among plant improvements approved by the fair board this week were the installations of new electrically operated totalizers and ticket machines or the 17-day horse race meeting to be held on the fairgrounds April 12-31.

Cyril Bond, Ride Veteran, Dies in Tenn.

NASHVILLE, Tenn., March 6.—Cyril Durward (Cy) Bond, veteran associate of ride manufacturers and park manager, died here February 12. He had been in retirement since 1952 from the Curtiss Wright Company, for which he was a production specialist. Burial was in Mt. Olivet Cemetery.

Bond, a 32d Degree Mason and Shriner, was a former associate of both the Dodgem Corporation, Exter, N. H., and the Philadelphia Toboggan Company. Among his activities were the management of the twin Dodgem ride at the New York World's Fair, and also management of Frederick Roads Park in Baltimore and Mid City Park, Albany, N. Y. He was taken ill in September.

Bond was an early leader in Boy Scout work and in his youth was very active in the YMCA. His survivors include his widow, Mrs. Carmine Rice Bond; a daughter, Mrs. Elmer C. McLoughlin of Buffalo, N. Y.; a son, William B. Bond of San Diego, Calif.; two brothers, Dr. Lester Bond of San Diego, and Russell Bond of Cleveland, and five grandchildren.

Olney Event Maps Plans

OLNEY, Ill., March 6.—Plans for the July 2-5 Olney Centennial call for a carnival on main streets, free acts, fireworks, parades and a pageant, according to Phil H. Heyde, in charge of entertainment. Heyde said the date will mark the first time in years a carnival has played the town. He expects the event, which is being backed by civic organizations, to draw attendance of 50,000 people.

Bumper Crop Driving Popcorn Prices Down

NEW YORK, March 6.—Popcorn prices are due to decrease for the coming season, due to a bumper crop. This is the forecast of popcorn broker Hersch Yesley of Yesley Sales, Newtonville, Mass.

Addressing the second regional popcorn and concession conference of the International Popcorn Association, Yesley discussed how plantings in the past have indicated future price trends, and suggested to large sellers of the finished product that they keep their eyes peeled for news of plantings. The meeting was held Tuesday (2) in the Hotel New Yorker.

Predicting a continuation of the popcorn price decline, Yesley said, "We all know what has happened the past couple of years, price-wise. The 1952 popcorn crop was small, so prices went up. The 1953 crop was large, so prices came down. Here we see a fine example of the free play of the economic forces of supply and demand. Of course, some get hurt when prices are high, and others get hurt—perhaps worse—when prices fall. This is the cost we have to pay for a free system."

Price Still Sinking
"As of the present moment, popcorn prices have shown no definite signs of stability. There has been another general reduction in price the past fortnight, and it is still too soon to state . . . that we have seen or are seeing the bottom. Only time will tell, but popcorn prices are certainly beginning to look cheap. Let's hope we are seeing the low, for it will be better for everyone in the long run."

"Now, I have suggested that the reason why prices have come down so far is that the crop is large. This is only part of the reason. Another factor at work is that we have a few weak sisters among the processors, who have either not been able to take in all their contract popcorn from the farmers, or who have taken in the corn but are so pressed for cash that they must turn over some corn regularly at the best available price to meet their obligations. Eventually, and perhaps soon, this distress selling will decrease, after which we should see a more orderly market."

"It is very interesting to me in studying popcorn prices over the past seven years to notice that the spring of the year is the time when the price trend usually changes. The 1952 crop was short and prices reached their peak in January and February of 1953."

"They started down in March and have been coming down since. We had a large crop in 1948 and the lowest prices for that crop came in March, 1949. Conversely, the 1947 crop was a small one and we find the high for the crop being made in February and March of 1948. There is a definite pattern in all this, and for a very good reason."

Weather Big Factor
"Take the case of a large crop. Prices fall, and if they sink to too low a level it becomes difficult to interest farmers to plant much popcorn. By early spring, planters' intentions can be appraised, acreage will be small, prices start forming quickly. What happens from then on depends on the weather. Prices fluctuate accordingly as the weather is favorable or unfavorable."

"If the industry has gone thru a small crop season, then prices

are high and attractive to the farmer at planting season; good farmers will plant abundant acreage to popcorn, and immediately as this becomes apparent in the spring, processors who have corn to sell begin to change their ideas on the value of their inventory."

"And this brings us up to the present. We have an abundant supply which is depressing prices; not so much from the farmers because they have already sold most of their crop, and sold it, shall I say, at prices happy to themselves. It is the processors who are taking the brunt of the punishment. They have the corn and some must sell, for reasons already suggested. However, planting time is not far away."

Distress Buying
"If the better farmers decide to forget popcorn this year because today's or tomorrow's prices make it impossible for processors to offer them an attractive price guarantee, it is not beyond the realm of possibility to find processors buying up whatever distress lots of last year's crop are still hanging over the market. Remember, this is provided we cannot get enough acreage planted this spring."

"Will we get the acreage? I don't think anyone really knows. So, keep on the alert for accurate information on the acreage that goes into popcorn this year. This will be the first tip-off on the probable trend of prices."

"Permit me this final observation. The popcorn industry would be much healthier and profitable for all over a period of years, if less time were spent trying to outguess the market, and more time spent on ways and means to improve the quality and to get more people to eat more popcorn at prices profitable to all. When buyers try to match wits with sellers, someone usually gets burned. The difference between a fair price sufficient to get a good crop, or a price so high or low as to encourage an unbalanced crop, is not too great. And an unbalanced crop does no one any good. Processors and consumers of popcorn eventually both pay the piper for these unbalanced crops."

Outdoor Package For Holidays Set By Howdy Outfit

NEW YORK, March 6. — The Howdy Doody people are making a fast start on gathering outdoor coin for the upcoming season. Abe Feinberg of this city is booking a low budget, half-hour, two-person package for the TV kid show people, aimed at drive-in theaters and kiddie parks. The units will be available during the April 16-24 school holiday.

The packages consist of Clara-bell the clown and Chief Thunderthud, who will put on an audience participation and slapstick show, with Thunderthud as emcee.

MAKE YOUR KIDDLAND PAY BIG
By Using A Ride That ALL Children Can Enjoy
Ask for our literature and locations of users from coast to coast of the Kiddie's Delight Hand Car Ride.
HODGES AMUSEMENT & MFG. CO.
1415 West Pruitt St., Indianapolis 23, Ind.

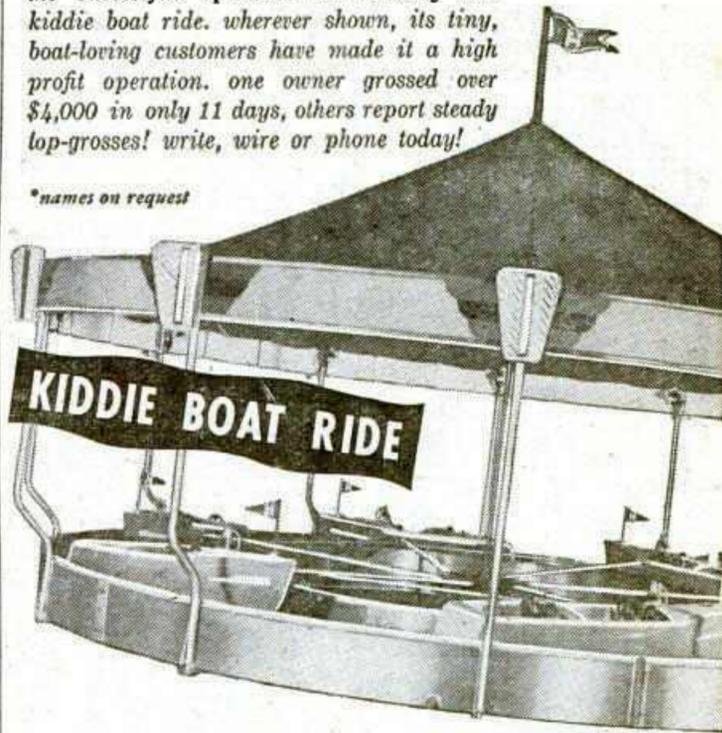


a high capacity ride.
6 aluminum boats each
holds 4. extreme portability.
fluid-drive mechanism,

* 11 day gross...
\$4,000!

another allan herschell "profit maker" for the successful operator! the exciting new kiddie boat ride. wherever shown, its tiny, boat-loving customers have made it a high profit operation. one owner grossed over \$4,000 in only 11 days, others report steady top-grosses! write, wire or phone today!

*names on request



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This tireless talker, the Message Repeater, is an electronic mechanism 6" cubed, weighing 6 lbs. It can repeat (at a whisper or a roar) any message you record. Designed for a thousand uses in Outdoor Showbusiness . . . useful to everyone from the concessionaire to the grandstand. Use it as an electric barker . . . to make special announcements . . . to ballyhoo for you indefinitely unattended. It repeats messages over and over without any loss in fidelity. It has its own speaker, microphone, is cartridge loaded. You erase and re-record in seconds! EVERY OPERATOR CAN AFFORD ONE.

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The TLT-A-WHIRL Ride

"Best Buy in Rides Today" * Very Popular and Profitable
* Good Looking * Good Quality
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LOOK! PARKER DOES IT AGAIN!

THE MERRY-GO-ROUND BUSINESS IS GOOD
We are now working 10 hours a day, 6 days a week, and are starting 2-10 hour shifts to get our orders out on schedule. Can still accept a few more orders for late spring delivery. Standard Model, \$5,500.00; De Lux, \$6,675.00. For particulars address
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LEAVENWORTH, KANSAS

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Complete with magnetic motor starter and jog switch for positioning Ride, conveniently housed in one rain-proof cast aluminum box, together with all electrical controls for the Ride.

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MINIATURE TRAINS
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YOU CAN RELY ON ANY EQUIPMENT from

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ADULT RIDES — 3-Abreast Merry-Go-Rounds. KIDDIE RIDES — Ferris Wheels, Rocker, Airplane, Chair-O-Plane, Auto, Flying Horse, Pony Cart Ride, C.O.I.N. OPERATED — Cow Pony, Moon Rocket. Write for Catalog. Two Seasons to Pay—Bank Terms.

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All the news of your industry every week in The Billboard . . .

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Concessionaires, pitchmen, bookers, performers, game and ride operators, manufacturers and suppliers of all kinds—you need The Billboard every week to get all the important, timely news of the outdoor amusement field.

Read THE BILLBOARD EVERY WEEK

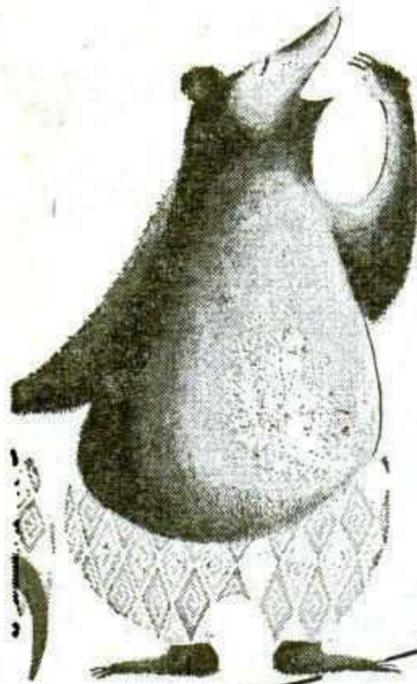
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Wake Up...



...to your Biggest Sales Opportunity of 1954



...the hectic high-buying **SPRINGTIME**
when all of

OUTDOOR SHOWBUSINESS
prepares for the Big
NEW 1954 SEASON



The Billboard
Spring Special
APRIL 10 ISSUE
Ad Deadline March 31

...to Get Ahead and Stay Ahead All Year Long!

Right now—outdoor showmen are priming for the great new season ahead. That means thousands of dollars will be spent in equipment, supplies, merchandise and service they must have to operate successfully.

The Billboard Spring Special with its big Fair List and dozens of other valuable features is information and buying headquarters for thousands of outdoor show people in all phases of the business.

Perfect timing—long-lasting sales power—8,000 more buyers than any regular issue—yet your Spring Special ad costs not a penny extra over low weekly rates.

Get the cream of the early surge of buying. Get ahead—stay ahead of your competition all year long. Plan your Spring Special ad now!

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PLaza 7-2800

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188 W. Randolph St.
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CINCINNATI
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ST. LOUIS
390 Arcade Building
CHestnut 0443

HOLLYWOOD
6000 Sunset Blvd.
HOLlywood 9-5831

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents. \$3.50; 50 Cards, \$4; 75 Cards, \$5; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers. \$3.50. LIGHT WEIGHT BINGO CARDS White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00
 Replacements, Numbered Balls, ea. .30
 3,000 Jack Pot Slips (strips of 7 numbers), Per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75¢.

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¢.

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. Plastic. M. 1.50
 Adv. Display Posters, size 24x36. Ea. .15
 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute. Wood Ball Markers, Master Board, 3-piece layout for Thin, Transparent Plastic Markers. Brown, 1/4-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. C a r d b o a r d Markers, 2 sizes: 1 1/4-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 100z. Send for illustrated circular for 160.00
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

J. M. SIMMONS & CO.
 525 S. Dearborn St. Chicago 5, Illinois

Out in the Open

Dave Speer, who with his father, Ray, handles publicity for the Minnesota State Fair among other outdoor events, recently slipped an engagement ring on the finger of Barbara Dypwick, daughter of Mrs. Alexander E. Dypwick, of Minneapolis.

Buster Keller, auto race promoter, is in New York peddling a novelty record of his own creation. Even if he hits in getting one of the recording companies to publish the disk, Buster will still be around seeing to it that the gas buggies whip excitingly around Eastern ovals.

J. Dan Baldwin, manager of the Kentucky State Fair, Louisville, was a Chicago visitor recently. He huddled with attraction people on plans for this year's fair. . . . Leo Cremer Jr. and Frank Weizstein, of the Leo Cremer Rodeo,

were also in the Windy City where they spent some time going over plans with Mert Thayer for this fall's rodeo at the International Dairy Show in the International Amphitheatre.

Jim Mullin, who handled publicity for the recent Florida State Fair and who has been out with National Speedways recently, is in Chicago doing press work for a home show.

A. S. Brewer visited Fred Walters, secretary of Carroll County Fair, Huntington, Tenn., recently. Walters is recovering from a recent stroke, and is now able to move around the house.

Vince Borelli, bandleader last season for the major George A. Hamid & Son revue, is currently touring with the Ice Vogues-Sonja Henie Ice Revue. The tour, which began in January, lasts for 16 weeks, closing May 17 in Columbus, O. Vince recently completed work on the march he wrote, "The Hamid Express," and it is ready for publishing.

Sam Levy Jr., sales rep of Barnes-Carruthers Theatrical Enterprises, passed out cigars last week when his wife presented him with a daughter, Tina Rae in a Chicago hospital.

Antiques Show Opening Set In N. Y. Garden

NEW YORK, March 6.—The 10th National Antiques Show opens a seven-day run tomorrow in the basement Exposition Hall at Madison Square Garden. Stocking 200 exhibitors' wares, the show will be open from 1 to 11 p.m. daily except Sunday (14) when the closing hour will be 7 p.m. Admission is \$1.50 for adults and kids alike.

One of the attractions will be George Connor, a recognized expert who will make \$1 appraisals on objects brought by customers. Going appraisal price for antiques is usually \$5 and up. Also on display will be Julius Carlebach's set of hand-carved chessmen, each four and a half feet tall. The pieces date back to 1650 when Swiss royalty had pages push the chessmen about the courtyards while the rulers called out the moves. It is the only such set in the U. S.

The show annually draws paid admissions ranging around 100,000, the promoters claim.

GEORGE DOES IT

Mag Article Spots Hamid Circus Acts

NEW YORK, March 6.—An article, "Allez-Oop—How Television Gets Its Circus Acts," appearing in the February 26 issue of TV Guide, credits the George A. Hamid agency with a major role in this department.

Quoting Hamid Sr. the article said: "There's no denying that TV has hit the movies hard. My own picture houses feel it. But outdoor show business in general has had a boost from TV. It's gotten so that a park may buy an act sight unseen if it has appeared on TV."

"At the start of this revolution in show business, many old-time circus people were loath to appear on the new medium, feeling that once the public had seen their acts they would be box-office poison. But experience has proved the contrary."

Hamid and the Orioles, a high act, are pictured. Leo Grund, a Hamid associate, is credited with handling much of this activity for the agency.

Mesker - - SECTIONAL PREFABRICATED STEEL



SKATING RINKS
 EASILY ERECTED—QUICKLY DISASSEMBLED—COVERED WITH 26 GA. SHEET METAL FIREPROOF—MORE ECONOMICAL—40-50-60 FOOT WIDTHS—LENGTHS MULTIPLES OF 10 FEET
 PRICES ON REQUEST
GEO. L. MESKER STEEL CORP.
 EVANSVILLE 8, INDIANA

POPCORN & CONCESSION SUPPLIES

Supplies and equipment for Popcorn—Cotton Candy—Snowcones—Candy Apples—Cookhouse. Featuring "Star" and "Cretors" Popcorn Machines—"Echols" Ice Shavers.

UP TO \$100 TRADE-IN

on our new **MIDWAY MARVEL FLOSS MACHINE**
 SEND FOR DETAILS



CHUNK-E-NUT PRODUCTS CO.

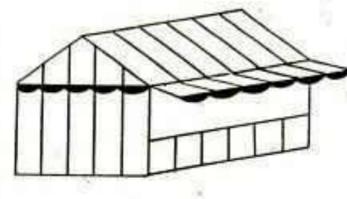
BILL DRUTT
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GIVE TO DAMON RUNYON CANCER FUND

It's pure peanut oil!



only **popsit plus!** liquid seasoning

gives corn true butterlike flavor!

THAT MEANS SALES!

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 Several Makes and Models of
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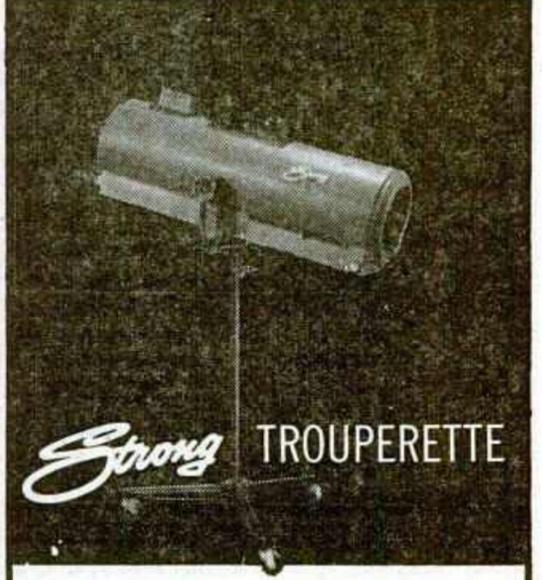
Simply plug into any 110-volt outlet for an extremely bright, flickerless spot

...sharp edged from head to flood!



Strong TROUPER

Fully Automatic • High Intensity
ARC SPOTLIGHT
 Burns 80 minutes without retrimming.



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INCANDESCENT SPOTLIGHT
 6 1/2 times brighter head spots than other incandescent spots.

Horizontal masking control

angles 45 degrees in each direction.

Fast operating, 6-slide color boomerang. Mounted on casters.

See your theatre, school or stage equipment dealer or send coupon for full details . . .

THE STRONG ELECTRIC CORPORATION
 "The World's Largest Manufacturer of Projection Arc Lamps"
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 Please send free literature and prices on the Strong
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 City & State
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EXCEPTIONAL VALUE! UNUSED GOVT. SURPLUS 60" SEARCHLIGHTS and ELECTRIC POWER PLANTS

Original govt. cost \$32,000.00

Special Price Only **\$1,250.00**

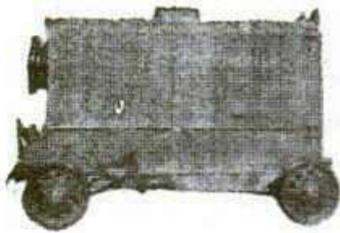
F.O.B. Atlanta



Consist of: Searchlight and Electric Power Plant mounted on 4 wheels, each with cable, complete.

SPECIFICATIONS:

Generator—16 KW., 100 volt DC—160 Amp. at 1200 RPM. Engine—Hercules gas type JXD, 6 cyl., 320 cu. in., 4" bore, 4 1/2" stroke, 1200 RPM. On 4 pneu. wheels (Tires extra).



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FULTON AUTO EXCHANGE

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SPRING SPECIAL—FOR TWO WEEKS ONLY!!

SEARCHLIGHT CARBONS, \$.05 Per Pair

Here is a once-in-a-lifetime opportunity to stock up on carbons (for standard 60" Searchlight) at a tremendous saving. Previous price in case lots of 500 pair was \$16 per pair.

SEARCHLIGHTS! POWER PLANTS! And Searchlight PARTS!!

Send check or money order \$25.00 per case, f.o.b. our plant.
(Tel. Norwood 7-2620, M. G. Irving)

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Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days we will gladly send a copy upon request.

**POPCORN | COTTON CANDY | COOK HOUSES
SNO-CONES | CANDY APPLES | GRABS**

If you operate any of these stands be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money saving prices and the fastest service in the business.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD ST. CINCINNATI 2, OHIO

Your Dollar is King...

When concessionaires buy their coin-operated arcade and skill game equipment from Billboard advertisers. You will find the best in

GOOD USED EQUIPMENT

in the ads that appear every week in The Billboard

COIN MACHINE SECTION

CHECK THESE ADS this week. Coin Machine section starts on **PAGE 75**

Portland Expo Will Return to Own Building

PORTLAND, Ore., March 6.—Directors of the Pacific International Livestock Exposition this week voted to return the show to its own building, which has housed the exposition for most of its 44 years. October 19-23 were selected as dates for the 1954 exposition.

The 1953 show was held in tents when the exposition building was leased as a U. S. Air Force warehouse, but the lease has been terminated and the building will be vacated within a few weeks. Upon notice of the lease termination last month, the directors had not decided whether the building would be used for the 1954 show.

Coliseum Plan

Theo. B. Wilcox, board chairman, said that even should the proposed \$8,000,000 coliseum win approval at the May election, construction could not be completed in time to accommodate the 1954 Pacific International. As now drafted, the livestock exposition would be an integral part of the coliseum project.

The extent of the 1954 entertainment program will depend on the condition of the building after the Air Force vacates it, Wilcox said. Arena and vaudeville shows have been staged at past expositions.

THE BULL DOG HITCH AND JACK THAT DO THE JOB!



250-P Parking Jack with 288-B Coupler complete with Ball, all for \$28.18 F.O.B. Wausau, Wis.

The easy operation of this rugged Bull Dog Parking Jack and Bull Dog Coupler makes this combination the best on the market! Write for information on the complete line of hitches, jacks and a big variety of utility, house and horse trailer axles today!

Hammer Blow Tool Company
Wausau 23-C, Wisconsin

8¢ PROFIT ON EVERY 10¢ SALE!

with **SNO-MASTER ICE SHAVERS**
Makes Snowcones and Snowballs!
Write for details. Inquiries welcome from dealers, distributors, sales agents

SNO-MASTER
124-H Hopkins Pl. Balto. 1, Md.

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

TABLES & STEEL OR WOOD
CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. **ADIRONDACK CHAIR CO.**
1140 B'way, N.Y. (27 St.), Dept. 38, MU 3-1385

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Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
1 ROLL \$1.50
EACH ADDITIONAL ROLL SAME
ORDER AT 25¢ PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name at Place. Established price, Tax and Total. Must be Consecutively Numbered from 1 up to from your Last Number.

Tivoli Gross Goes Up, But Profits Slide

COPENHAGEN, Denmark, March 6.—Copenhagen's midtown fun spot, Tivoli Summer Garden, chalked up an unusual number of all-time records during 1953. Topping the list was the highest income in the park's history, a total of \$1,230,196. It was 7.47 per cent, or \$85,501, above the 1952 gross.

Operating expenses were also up 8.87 per cent, \$1,128,950. This resulted in a decrease of \$6,519 in profits, the net of 1953 being \$101,246 against \$107,765 in 1952. Annual dividend was maintained at 10 per cent and the five members of the board of directors each received \$7,011.

Particularly noteworthy were the gate figures for 1953. Starting off with an all-time high opening-day attendance of 80,629, on May 1, the season's total paid gate also hit an all-time high of 3,792,434, an increase of 8.7 per cent over 1952.

Season cards sold were 20,610 against 18,409 in 1952.

Sandusky Spot Plans Weekend, Holiday Action

SANDUSKY, O., March 6.—Cedar Point again will operate on pre-opening dates, it was announced this week by D. M. Schneider, president and general manager, who said success of the idea last year prompted this season's plan.

The resort's full facilities will open June 12. The beach, amusement area and picnic grounds will be open May 29-31, Decoration Day weekend, and June 5-6.

After several years absence, the park again will have a Wax House containing a display of famous and infamous personages. Edward Schmid, Hebron, O., purchased most of the wax figures that formerly were shown at the resort and will bring them back this year, along with a number of new ones, for display, in a remodeled building.

A regrouping of smaller rides into a modern Kiddieland with an unusual entrance is scheduled to be completed before Decoration Day. Several new rides are in prospect for the coming season and much modernization work is now being carried on at the large resort grounds. The work crew spends as much time as possible outdoors but works inside when the weather changes.

Additional picnic groups have already been booked as well as a number of newspapers, which will send carriers to the resort for one, two or three-day outings. Officials report that several railroad excursions are in the making from different cities. Railroaders expressed the opinion that people now might be more inclined to ride trains to the resort than a few years ago because of the heavy summer highway traffic.

Martone to Manage Long Bch. Kidspots

LONG BEACH, Calif., March 6.—Toney Martone, veteran ride operator, has been named partner and general manager of the Hi-Tide Amusement Company here. The firm is the kiddie ride operation of the Long Beach Amusement Company, operators of the Nu-Pike and Virginia Park. Martone has been busy in the ride business for many years with the Heart of America rides, Kansas City Amusement Company, and Fairly & Martone Shows. He will make his home here.

BAR-B-DOG
with
AUTOMATIC ROTATING SPIT
\$189.50

The Bar-B-Dog combination hot dog roaster and bun warmer holds 48 buns and 48 hot dogs. Will barbecue 300 per hour. Can be used for "foot-long," 90% glass enclosed to add to savory appearance of the deliciously barbecued hot dogs as they rotate on the automatic spit. Perfect heat control. Stainless steel and glass construction meets all food requirements. Write for full details.

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CONCESSION SUPPLY CO.**
3916 SECOR ROAD, TOLEDO 13, OHIO

BIG PROFITS
WITH SOFT ICE CREAM

Sani-Serv DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE-INDIANAPOLIS, IND.

ASTRO FORECASTS
All Readings Complete for 1953

On hand in these sizes: 2 1/2 x 3 1/2; 3 1/2 x 4 1/2; 4 1/2 x 5 1/2. Write for prices.
Single Sheet, 8 1/2 x 11, 100, 75¢ per M... \$4.00
Gold Fish Pamphlet, 4 page, 8 1/2 x 11... 11.5¢
12 Signs, Any Quantity, Each... 11.5¢
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12-P., 2 1/2 x 3 1/2. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample... 10¢
FORECAST AND ANALYSIS, 10-P., Fancy Covers, 8 1/2 x 11. Each... 4¢
Samples of each of the above 4 items for No. 1 45-Page Assorted Color Covers... 50¢

NEW DREAM BOOK
120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample... 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11... 25¢
PACK OF 79 EGYPTIAN F.T. CARDS. Answers All Questions. Lucky Numbers, etc... 40¢
Sign Cards, Illustrated, Pack of 36... 15¢
Graph Cards, 9x17. Sample 5¢, Per M... \$7.50
MENTAL TELEPATHY, Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% Deposit. Our name or ada do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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Roadshow Rep

J LOUIS JOHNSON has been promoting amateur groups in Northern New Hampshire, using E. F. Hannan's "Little Maine Town" as an opus. Johnson is an oldtime 10-20-30 actor and manager. . . . Kenneth Shute, Sedalia, Mo., asks that someone send in the roster of the Durham Players, an outfit that formerly played New Mexico. Shute would like to locate some of the cast. . . . W. K. Collins writes from Lynn, Mass.: "The passing of Neal O'Brien takes away one of the best of the old-time minstrel stars. O'Brien was one of the best of the blackface comedians." Collins says he still remembers when O'Brien worked with Eddie Bogart, who hailed from Binghamton, N. Y. . . . Turgeon's Show reports poor biz in Central Arkansas. Says owner F. H. Turgeon: "I never saw such lean returns, and what's more, I don't know where to jump. Bad times are surely with us." . . . From Cambridge, Mass., O. L. Kingsley writes: "I was in Concord, N. H., recently and caught an amateur group giving the old "Uncle Josh Spruceby" bill. It made me think

of the time I lived in Salem, Mass., and carried the bass drum in the street parade they gave with that oldtimer. The parade was a rube dress affair and made a big hit. These were the days!" . . . Nick Hyams, who formerly presented amateur minstrels in the East, writes from Garfield, Wash.: "I never expected to get this far west when I pushed out from Philadelphia in December. The old minstrel game looked tough, so I got a good three-character play and with a real advance man in the person of my nephew, Owen, I started out. We didn't do a thing until we hit Western Iowa and didn't get much until we made two one-day stands in Nebraska. Then we pushed into South Dakota and since then we have made about 30 stands to good biz. Lee and Dorothy Barnaby and myself make up the show. We have a fast and nifty trick and I'm not afraid to present it anywhere. We plan to go thru California and work back thru the Southwest."

Carnival Routes

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- A. M. P.: Augusta, Ga., 12-20.
- Big State: Rockdale, Tex.
- Blue Grass: Vero Beach, Fla.; Ocala 15-20.
- Borderland: George West, Tex.
- Crafts Expo.: Vidorville, Calif.
- Gentsch, J. A.: Forest, Miss., 15-20.
- Glades Am.: Uleta, Fla.
- Harrison Greater: Kershaw, S. C., 12-20.
- Hill's Greater: Corpus Christi, Tex.
- Lane, Leo: Archer, Fla.; Riviera Beach 18-27.
- Milliken Bros.: Nahanta, Ga.; Jessup 15-20.
- Moore's Modern: Crystal City, Tex.; Eagle Pass 15-20.
- Raley, Harold: Bluffton, S. C.; Varaville 15-20.
- Red Ribbon: Monticello, Miss.
- Royal Expo.: Hawthorne, Fla.; Williston 12-27.
- Southern Valley: Monroe, La.
- Stephens, C. A.: Pahoek, Fla.; Dade City 15-20.
- Tidwell, T. J.: Midland, Tex.; Andrews 15-20.
- Victory Expo.: Del Rio, Tex.
- Wade, W. G.: Inverness, Fla.; Eustis 15-20.

Circus Routes

Send to
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- Davenport, Orrin: St. Paul 9-14; Sioux Falls, S. D., 15-21.
- Polack Bros., Eastern: (Armory) Wilkes-Barre, Pa., 10-13.
- Polack Bros., Western: Chicago 9-14; (Armory) Decatur, Ill., 17-20.
- Repensky, Loyal: Daytona Beach, Fla., 11.
- Rice Bros.-Joe Mix: Glasgow, Ky., 8-12; Paris, Tenn., 15-19.
- Rudy Bros.: Walnut Creek, Calif., 10; Sunnyvale 11; San Mateo 12; Palo Alto 13; Redwood City 14; Pittsburg 18; Napa 17.
- Terrell Bros.: Alken, S. C., 9; Florence 10; Rock Hill 11-12; Camden 13; Georgetown 15; Charleston 16-17.

Miscellaneous

- Bailey's Minstrels, Bill: Tallahassee, Fla., 8; Marianna 9; Dothan, Ala., 10; Panama City, Fla., 11; Ft. Walton 12; Pensacola 13; Mobile, Ala., 15.

Ice Shows

- Hollywood Ice Revue: (Garden) Cincinnati 9-10; (Coliseum) Springfield, Mass., 12-17.
- Ice Capades of 1954: (Arena) St. Louis 9-13; (Arena) Chicago 14-April 1.
- Ice Polles of 1954: (Aud.) Buffalo 9-14; (Aud.) Syracuse 15-21.

Drivin' Round The Drive-Ins

MARVIN SANDS, owner of the Wysox (Pa.) Drive-In and Starlite Drive-In, Tunkhannock, Pa., announced that the booking and buying for his open-airers will be handled this coming season by Robert C. McCloud. . . . Vince Novinski was in Philadelphia recently arranging bookings for his Sunset Drive-In at Mountain Top near Wilkes-Barre, Pa. . . . March opening is set by Paul and Betty Schaefer for their Lycopom Drive-In, Williamsport, Pa. . . . Paul W. Amadeo, general manager, Turnpike Theater Corporation, Newington, Conn., and Mrs. Amadeo have returned from a six-week vacation stay in Florida. . . . Attorney Steven E. Perakos, of Perakos Theater Associates, New Britain, Conn., has been named head of the by-laws committee of the New Britain Lawyers' Club.

CONNECTICUT'S first drive-in theater to resume operations for 1954 was the Pike, Newington, Conn., managed by Paul Amadeo. . . . M. J. Daly, Blue Hills Drive-In Theater Corporation, Bloomfield, Conn., has returned to his Hartford home following a three-week vacation in Boca Raton, Fla.

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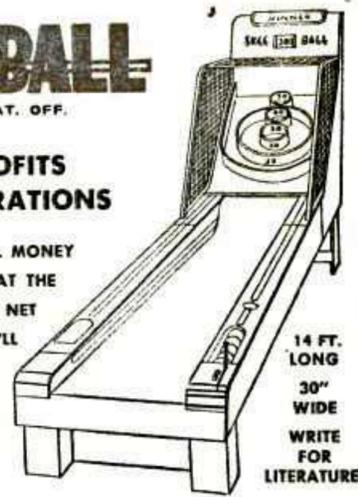
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J.-A. Skate Queen Contest Announced

Bermuda Cruise Eliminated This Year; Replaced by Visit at Canadian Resort

BROOKLYN, March 6.—Plans for the 1954 (14th annual) New York Journal-American skate queen contest were announced this week by rink operator Sonny Durante, who annually co-sponsors the event at his Empire Roller-drome, opposite Ebbets Field, Brooklyn. Following last year's successful pattern, which drew over 600 entrants for the eliminations, finals will again be conducted

ed on Easter Eve. Eliminations, at which all entrants must appear, are set for Thursday night, April 8.

For the first time in several years the queen's main award will not be a cruise to Bermuda. Durante felt that the Bermuda lure might be getting shopworn after so many tries and, instead, arranged to send the winner and her companion to plush Laurentide Inn in the Canadian Laurentians. Round-trip air-transportation by either Colonial or Trans-Canada will be part of the prize. Other awards, announced by Durante, include six Benrus wrist watches for the queen and five runners-up, also the traditional skate queen loving cup.

Only four rules have been posted for the 1954 skate queen contest: (1) All girls between the ages of 15 and 26 are eligible; (2) contestants will be judged on beauty, personality, poise and appearance—but no test of skating skill will be involved; (3) each contestant will be required to appear on roller skates at the eliminations and, again if selected, at the finals, and (4) the decision of the judges will be final.

Judges have not been named as yet.

Adams & Son Occupy New Bronx Layout

NEW YORK, March 6.—A new building in the Bronx has been occupied by Jack Adams & Son, Chicago Roller Skates distributor. Occupying 27,000 square feet of space at 723 Morris Park Avenue, the structure is a former theater which has been remodeled into a showroom, warehouse, stockroom and office building.

Adams has served the roller rink trade for 50 years with a wide variety of skates, parts and accessories, and has made worldwide sales trips, always operating out of the Bronx. His new building gives him more than three times the space ever before occupied.

The Adams organization will also contain a new division to be known as Bonny's Skating Apparel. This enterprise will manufacture and merchandise Bonny's Skating Skirts and Hug-Me-Tights, also in the new location.

'Holiday' Inks Shoda, Lists Show Line-Up

NEW YORK, March 6.—Arnold Shoda was signed this week for a leading role in the "Holiday on Ice of 1955" production which goes into rehearsals in July in Sioux City, Ia. The route begins in late August.

Female stars, while not all signed, so far include Jinx Clark and Kay Servatius. John Finley, of Holiday on Ice, Inc., said male performers contracted are Rudy Richards, Bill Bocker, the Cook and Bohian adagio team, Phil Hiser, comics Flip and Flop, and Paul Andre.

Shoda is a veteran of night club and hotel ice shows who got his professional start in the line at the Center Theater eight years ago. A local boy, he performed two years at the Roxy, two years at the Hilton in Chicago, several times at the New Yorker, and at the Roosevelt in New Orleans, all in starring roles.

Fairview Hosts RSROA Meeting

DETROIT, March 6.—The new Skelly toe-stop and how it is steadily growing in demand thru-out the country was the topic highlighting the discussion at the meeting Monday (1) of the Michigan chapter, Roller Skating Rink Operators' Association, held at the Fairview Gardens, Detroit.

Shaw Hakim, operator of the Fairview Gardens rink, was host for the meeting, which was chiefly a social affair, followed by a noon luncheon.

The next chapter meeting was scheduled for April 5 at Flint Park Roller-rink, with operators, Mr. and Mrs. Harper Spencer, to serve as hosts.

This will be the last chapter meeting before the State competition meet.

Wildwood to Dancing

WILDWOOD, N. J., March 6.—With start of the spring season, Wildwood Roller Rink has set aside Friday nights for ballroom dancing. Music is provided by the Velveteers orchestra.

Harry Batt

Continued from page 52

the major fraction clause, Huedepohl said: "With a 10 per cent tax, if we were to charge 14 cents admission, the major fraction clause would make the tax 1 cent and the total admission price, therefore, would be 15 cents.

"The purpose of having the major fraction clause is to eliminate pennies in making change and holding our admissions in the 10, 15, 20, and 25-cent brackets."

Convention Program Announced by PSAA

FEASTERVILLE, Pa., March 6.—Vernon D. Platt, president of the Participating Sports Association of America, an organization formed to fight for elimination of the 20 per cent admission tax on roller skating and swimming, this week announced the program for the PSAA's second annual trade show and convention, to be held March 29 at Somerton Springs here.

The following is the program set up by Eric Arneith, Fischer's Pool Swimming Club, Lansdale, Pa., program chairman:

Registration, 10 a.m.-noon; trade show and exhibits, 11 a.m.; buffet luncheon, 12; talks and papers on skating rink and pool problems, followed by round-table discussions, 1 p.m.; exhibit and trade show inspections, 2:30; talks by the industries' outstanding personalities, including Robert D. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, Detroit, 3:30; trade show exhibits and awards, 4:30; cocktail hour and banquet, 6; movies, slides and trade show visitations, 8; dancing, 9:30. The program has been sent to 2,300 pool owners and 2,200 rink owners, Platt reported.

Robert Koch, Warrington (Pa.) Recreation Center Association, convention trade show chairman, announced that the following supply firms have already rented space for exhibits at the convention: E. Coppersmith, pool supplies; Buff-Henley, paper; Philadelphia Toboggan Company, devices; Pepsi-Cola Company, Globe Ticket Company; Quaker Equipment Company, filtration supplies; Sam Curry and F. Crumback, pool supplies; Sanders, posters; Poppers, popcorn equipment; 4-U Company of America, drinks; Sparton Paper Company, and Fischer & Porter, chlorination.

In a recent letter to operators, Platt said that the PSAA's own bill, HR3421, has an excellent

chance for consideration as a token bit of legislation by the administration as a tax elimination. "This would be favorable to young people's sports and aid the program to curb juvenile delinquency," he pointed out.

Platt said that the subject is now ready for action by Congress and urged pool operators to write to their congressman, urging relief from the tax inequity on private enterprise in recreation and young people's sports. He also reported that the RSROA is currently asking its members to join the drive by contacting their congressmen.

Mineola Drive Nets \$454 for Polio Campaign

MINEOLA, N. Y., March 6.—Earl Van Horn's Mineola Roller Rink recently turned over to March of Dimes officials \$454 raised during evening skating sessions, February 12-14.

Each session during the three-night drive exhibitions were skated by members the Earl Van Horn Dance and Figure Club, and then official March of Dimes containers were passed around the rink.

Those who took part in the skating exhibitions included Marilyn Post and Tommy Erickson, national junior pairs champions of the United States Amateur Roller Skating Association; Eddie O'Donnell and Barbara McCusker, Olive McDonald, Eddie Kenski, Carol Brady, Everett Yagud, Audrey Wegman, Larry Seegot, and Nicky and Toni Savanetti.

Iowa State Features Autry

Continued from page 52

year. Last year it ran night racing on the final night (Labor Day) and the event drew a strong turnout.

Cunningham announced that a contract had been inked with National Speedways, Inc. (Al Sweeney-Gaylord White), for four nights of nocturnal auto racing and a two daylight programs. The day programs will be held Saturday, August 28 when a program of stock car sprints is scheduled and the following afternoon, when big car sprints will be the attraction. The night racing schedule calls for big car sprints September 3, 4 and 6 with a 250-lap stock car meet September 5. As an added attraction, a parade of old-time automobiles is scheduled as a tie-in with the fair's 100th birthday on September 4 and 6.

Cunningham also announced that contracts had been signed for two thrill shows, one with Aut Swenson's Thrillcade and the other with the Earl Newberry-Leo Overland Tournament of Thrills. Thearle-Duffield Fireworks, Inc., will again provide the pyro displays, Barnes-Carruthers Theatrical Enterprises the night grandstand revue, and Amusement Company of America the midway attractions.

Okay Budget

The board approved a budget for the centennial fair of \$622,510, which is about \$75,000 above last year's expenditure. Cunningham pointed out that the board had set aside a special \$75,000 fund for promoting the centennial features.

A replica of the Fairfield plant, as it was in 1854, will be constructed on the fairgrounds and additional plans call for a covered wagon parade from Fairfield to Des Moines. The first Iowa fair was held in Fairfield in 1854.

Other board activities included the approval of plans to improve the Grand Avenue entrance to the fairgrounds and the construction of a new model milk house in which dairy products will be displayed. In addition, funds for the general maintenance, painting and upkeep of buildings on the grounds were okayed.

H. L. Pike, fair president, announced the appointment of supervisors for this year's fair. Four new superintendents were named: Harry Robison, Derby, poultry; C. J. Matthiessen, Monticello, grandstand; Lynn Baldwin, Des Moines, photo salon, and Dr. E. G. Zimmerman, public health.

Set Supervisors

Other supervisors include J. H. Nutter, Rockwell City, speed; W. H. Maxwell, Winterset, horses; John W. Corey Jr., Spencer, cattle; H. M. Duncan, Columbus Junction, swine; Dewey Jontz, Runnells, sheep; Victor Felter, Indianola, agriculture and horticulture; R. J. Walstrom, Ames, apiary; Mrs. James Dwyer, Des Moines, culinary; Mrs. W. L. Van Peurson, Mitchellville, textiles; C. Macy, Grundy Center, industry and machinery; W. J. Campbell, Jesup, concessions; Lyle R. Higgins, Harlan, public safety; C. C. Wagler, Bloomfield, admissions; Henry Deets, Des Moines, grounds; Dr. H. U. Garrett, Des Moines, livestock sanitation; L. R. Fairall, Des Moines, publicity and advertising; Cory, 4-H and FFA cattle; Duncan, 4-H and FFA swine; Jontz, 4-H and FFA sheep; Stan Hess, Des Moines, Iowa art salon; G. A. Lineweaver, Ames, boys' 4-H clubs; Esther Whetstone, Ames, girls' 4-H clubs; Jessie K. Parker, Des Moines, school exhibits; Mrs. C. W. Reed, Des Moines, program committee chairman, and Louise Rosenfield, Ames, rural family living.

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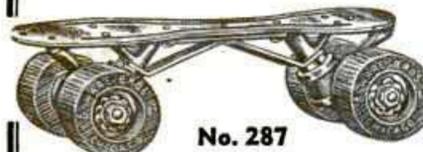
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KID PARK TALENT SHOWS

Lighthouse Benefit Is Bruckner Opener

NEW YORK, March 6.—The combined Funland and Joyland kiddie parks will go into daily operations May 29 with a benefit promotion at which leading TV kiddie attractions will appear, with the Lighthouse standing to gain from the proceeds. The attractions will be booked in for monthly shows, according to Funland park owner Arthur Becker. Joyland, on the same block on Bruckner Boulevard in the Bronx, has Becker and George Brewer as partners.

Over the winter Becker, after acquiring 385 feet more frontage on the highway, has developed the combined area with the erection of a Dodgem building and a restaurant which will be leased. In store are two more major rides for Funland, one to be a Carrousel.

Promotion for the opening will be handled by son Don Becker and by Dick Miller of The Lighthouse. As the arrangement now stands, kiddie attractions will donate services in the form of appearances on May 29, although there will be no show. Tickets will be sold for rides, probably at the same five-for-49-cents rate as was charged last year. The Lighthouse will get all receipts over and above operating expenses. The come-on will be offers for the children to be personally greeted by their favorite entertainers.

As an enticement to the kiddie

TV actors, the Beckers are outlining plans to present a free show monthly during the season. A patio behind the restaurant will be fitted out with a stage on which performances will be held.

Also slated for the May 29 opening are appearances of what-ever adult-appeal performers can be lined up. To promote both the opening and stimulate business during the season, Funland will have a clown format designed, and will promote the clown at every opportunity. Tentatively named "Brucky" the clown will be in evidence at the park and will be offered to kiddie TV shows on which he will hand out ride tickets.

Plugs have been arranged with the Morey Amsterdam video show and it is expected to get news coverage on Friday, May 28, when blind children of The Lighthouse will have the park all to themselves and their escorts.

Store Ads Planned

Advertising, Don Becker said, will be limited to posters and cut-out displays in neighborhood stores. He and Miller will work together in seeking press, radio and TV breaks on publicity. In the event of inclement weather both the May 28 and 29 programs will be put off to the following week.

Funland is managed by another Becker son, Roger. It now contains a Schiff Coaster, Space Ship and Ferris Wheel, Herschell Tank Ride and kiddie Three-Abreast, and Mangels Roto-Whip. Joyland has a Herschell kiddie Two-Abreast and four rides of the former Mar-Craft of Buffalo company; the Rocket, Pony, Boat, and Auto rides.

Swope Park Gets \$20,275 Concession \$\$

KANSAS CITY, Mo., March 6.—The Sam Bornstein Concession & Catering Company grossed \$113,909 at Swope Park last season, according to the annual concessionaire report filed by park board secretary, John Lacey. The firm has operated at Swope Park for more than 30 years.

The board received \$20,275 as rental from the Bornstein firm, representing 15 per cent on the first \$50,000 gross, 17 per cent on the second \$50,000, 20 per cent on more than \$100,000 and 30 per cent on gross sales of novelties.

Miniature Trains' income was not included in the report; one of Bornstein's companies operates the trains

DIXIE & JAZZ SESSIONS SET BY ROSENTHAL

PALISADE, N. J., March 6.—Palisades Amusement Park will alter its conventional music policy this season by presenting Dixieland and jazz sessions. The jazz band will alternate with a dance band, instead of rotating two dance orchestras. Owner Irving Rosenthal said he is going to give the experiment a five-week trial. Music and dancing will be free, and bands will be provided by Bert Block of Associated Booking Corporation.

April 10 Set As Opening Day Of Ocean View

NORFOLK, Va., March 6.—Ocean View Amusement Park will open April 10 instead of on Easter Sunday, as is customary, because the holiday falls late this year, according to manager Albert Miller. Miller is having a permanent shelter erected over the picnic area, which seats 1,000 persons.

A fashion parade will be held on the outdoor stage on opening day, as in previous years, and the Easter Egg Roll will be held the next day, Sunday, April 11.

Miller has slated fireworks and free acts for the season for Ocean View, which has a free gate. Personnel will include Walter Heron and his wildlife exhibit, Dana F. Gray, who will own and operate 100 boats and the boathouse, and Tarzan Banks, with his man-eating alligator and her brood of 12. Banks will put on a daily free act.

The customary refurbishing of rides and other equipment is taking place, and workmen are fixing over the dance pavilion.

\$236,677 Asked For Running of Pleasure Beach

BRIDGEPORT, Conn., March 6.—City Comptroller John Morris is asking \$236,677 from the Board of Apportionment to operate municipally owned Pleasure Beach Amusement Park. The appropriation last year was \$245,677.

Morris, who said he expects a profitable season, is asking \$3,000 for demolition of the old skating rink and several concession buildings. These were left damaged by a fire last season, the damage being not fully covered by insurance. Another specified amount is \$5,000 for a Kiddie Boat Ride installed.

Jantzen Beach Mulls Gate Charge, Sports

PORTLAND, Ore., March 6.—Directors of the Haydem Island Amusement Company this week outlined plans for Jantzen Beach Park that include new rides and attractions, a possible change in pricing policy and tentative consideration of developing a sports arena from the dance pavilion.

Erle G. Swanson, company president and park manager, said the directors discussed a proposal to remove the gate charge, but a 10-cent admission was favored on the ground that it provided a mild form of sifting the park's patrons. Still under consideration is a proposal to make the 10-cent ticket good for redemption at a park concession.

The price at the pool was reduced from 60 cents to 40 cents, with a 20-cent locker fee. Rides will remain at 25 cents.

New features will include a Topsy Turvey, a Whip and a baseball batting range, Swanson said. The Topsy Turvey, new to this area, is an attraction in which the customers seem to revolve within a room but in which actually the room is revolving until it is upside down, then rights itself.

Ballroom to Arena?

If plans for the sports arena are carried out it would utilize the 100 by 100-foot ballroom that has been doing only fair on name bands. It would continue to be available for dancing but would seek sports attractions, especially basketball. Further decision on this awaits

outcome of a proposal at the May primary at which the voters will be asked to approve construction of an \$8,000,000 all-events coliseum. Approval of that project would cancel the Jantzen plans.

Long-range plans for the park will be settled after a decision on a site for an additional Columbia River bridge between Portland and Vancouver, Wash. Right-of-way agents for the Oregon Highway Commission are now buying up property for the bridge approaches, and indications are that the park will have to yield ground. While lessened space is not expected to cramp park operations, the new highway is likely to require reorientation of facilities.

The park will open April 17 for weekends and for full operation on May 1.

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Hart Retires At Glen Echo After 40 Years

WASHINGTON, D. C., March 6.—Joseph S. Hart, veteran superintendent at Glen Echo Park here, announced his retirement this week. He will be succeeded by Emory Crouch.

Hart came to the park in 1914 and has been active each season since. Only two of the present Glen Echo buildings date back to the time he joined the organization; one is the old Funhouse and the other is a stone structure near the entrance. Over the years, Hart has supervised replacement of all other structures and all rides at the park.

Program Date Changed

RENSELAER, Ind., March 6.—Change in plans by station WNBQ, Chicago, put the television show featuring the Miniature Train Company, on the air February 20 instead of Saturday (27). Meanwhile, the program is being aired by other stations at various times.

Disk Jockeys to Star At Palisades Opener

PALISADE, N. J., March 6.—It will be Murray Kaufman Day at Palisades Amusement Park on April 17, as Kaufman, other metropolitan area disk jockeys and the Merry Mailman greet visitors on the season opener. Owner Irving Rosenthal said 125,000 mailers will be sent out as invitations for the opening.

Fifty painters took to the midway this week as outside sprucing-up got underway. In store for the park is a spanking-new pastel shaded color scheme. The new multi-unit batting cage is up and work is proceeding on the front designed by Jack Ray. Batting machines of the I. Q. firm are on order.

Also due to arrive shortly are a new Big Eli wheel, Eric Wedemeyer's Roto-Jet, eight Bullpen Arcade machines of the Dodgem Corporation, several Jo-Lo Perfumatic cologne vending units, and a 25-cent play golf tee-off machine put out by Joe Weisman. This piece is 27 feet long and it has not been decided how many golf balls per customer will be dispensed.

Added units this season will include a Reptile Exhibit owned by Roger Shaheen of Massachusetts, which will be placed where the old Chairplane was located.

Tom Moran and six other bill-posters are going out this week to cover the North Jersey and metropolitan area with paper. Rosenthal said he doubted the value of window cards and is not using any this year, but will concentrate on one, two, three, six and 24-sheets as well as bus cards and ads on Jersey Central commuter trains.

Kaufman will plug the park daily on his record show and will put on weekly shows from the park. Saturday shows will probably be put on by disk jockey and emcee Bill Silbert as was the case last season, Rosenthal said.

Daily free acts will open with the Barretts, roller skate act, for the first week. They will be followed on succeeding weeks by Winnie & Dollie, sway pole; the Skytones, high wire, and Bob Tap & Lorraine, dance on high platform, all booked in by the George A. Hamid office.

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Public Relations Duties Included;
Butler to Handle Press-Mag Ads

SARASOTA, March 6.—Announcement of the appointment of Edward Knoblauch as public relations director at the head of the publicity department of the Ringling Bros. and Barnum & Bailey Circus will be made early next week by John Ringling North, Big Show president.

The enlargement and reorganization of the publicity department, in the works since the first of the year, also provides for the

appointment of Roland Butler, long time section chief, as director of newspaper and magazine advertising.

Knoblauch, a newspaperman of nearly 30 years' experience, started his journalistic career in Peoria, Ill., in 1925. He later worked in the Chicago and New York offices of the Associated Press and served as chief of the bureau for the AP at Havana and Madrid.

Joins International News

Eleven years ago he joined the foreign staff of the International News Service and handled special assignments in South and Central America and in Cuba for a period of two and one-half years.

After covering the organization of the United Nations at San Francisco in 1945 he was sent to Madrid as head of the INS bureau and King Features Syndicate offices there—a post he occupied until January 1, this year, when he resigned to accept his present post with the Big Show.

Butler, one of the great figures of the circus publicity world, graduated into that field after

stints as staff artist on The New Bedford, Mass., Standard, The Boston Globe and The Boston Post. He was also amusement editor of The Boston Herald-Traveler and served as advertising-art manager of The Boston American.

27 Years With RB

In his long and legendary career as publicist, the last 27 years of which have been with the Ringling Circus, with the exception of a two-year hiatus, Butler has been responsible for some of the most spectacular prose and poster creations in circus history.

Other veterans continuing in the department include Edward Johnson, contracting press agent; Frank Braden, Allan Lester and William Fields. The latter, a top-flight legit publicist, usually aids the Big Show only in New York and Boston.

About a month ago North announced the appointment of F. Beverly Kelley to head up the radio and television publicity section. He is assisted by Charles B. Schuler.

Rudy Contracts Portland, Ore.; Opens in Calif.

SOUTH SAN GABRIEL, Calif., March 6.—Owner Rudy Jacobi said this week that his Rudy Bros. Circus had been contracted to play Portland, Ore., under Grotto auspices. Stand will be April 3-4 at the Portland armory.

The circus opens its season Wednesday (10) at Walnut Creek, Calif., and moves north after several dates in the Bay area. Promotion chiefs include Bill Butler and Ben Van Zant.

At Portland the show will step up its ad program to include three six and 24 sheets. Acts for the northern dates include the Ted DeWayne Troupe, teeterboard; Berg's Seals; Patsy Dare, contortion; Brown Troupe, Risley and trampoline, and others which are booked for the season.

Hunt Bros. Set Opener For April 22

BURLINGTON, N. J., March 6.—Hunt Bros. Circus will take to the road April 22 this season, opening in the Baltimore Halethorpe suburbs. The show will play under conventional canvas for the early weeks of the campaign, then will use its new Campfield tent when the drier weather comes along. Show will tour in 25 show-owned trucks.

Booking by Ed Schuster is solid thru May, the Hunts said last week, with indications the route would be practically all laid out thru Labor Day by the time the season opens. Charles Hunt denied the circus will play Canada as reported in a British show weekly. "We won't lose anything up there," he said.

Personnel, with a couple of spots to fill, consists so far of Jimmy Winn, novelties; Walter Long, soft drinks; Mrs. Ethel Small, popcorn and floss; Willoughby Cook, menagerie; Johnny Wasowsky, mechanic; Roy Bush, elephants; Cliff Hauser, cookhouse; John Bartram, horses; Albert Underwood, chief billposter assisted by three men. Lunch stand and boss canvasman are open.

Flora Zacchini Hurt; Snow Slows Jumps; Cleveland Off

CLEVELAND, March 6.—Flora Zacchini, human cannonball, broke her left ankle when she struck the net in the final act of the final show of the Grotto circus here Sunday afternoon (28).

Most of the personnel already had left or was packing for the jump to Rochester, N. Y., where the show opened on time Monday (1) despite a blizzard which clogged roads. Cole Bros. elephants, en route to Peru, Ind., were delayed three days by the storm, and Jack Joyce's camels, en route to Chicago and St. Paul

Minneapolis Attendance Off, Concessions Up

MINNEAPOLIS, March 6.—With 42,000 admissions thru Wednesday matinee, (3), the 36th annual Shrine circus in Minneapolis Auditorium was 12 per cent down from 1953 ticket sales, according to L. F. (Bud) Johnson, general chairman.

"Our heaviest decline is in the sale of reserved seats," Johnson said. "General admission sales are just under a year ago. This has affected both afternoon and evening performances and thru Wednesday matinee we have had no sellouts."

The circus opened February 25 and closes Saturday (6), totaling 19 performances including three Saturday. Scale is 60 cents for kids, \$1.20 for adults general admissions and \$2.40 for reserved seats. Kids buying ducats at the schools paid 40 cents each. In contrast to the drop in ticket sales, concessions were up by "at least" 10 per cent, while revenue from the program book was about 10 per cent better than in 1953, Johnson said.

Bailey-Cristiani Sets Wyoming Alaska Next?

DENVER, March 6.—Bob Stevens, agent for Bailey Bros. & Cristiani Circus, said here Friday (5) that the show has contracted Shrine auspices at two spots played last year by Polack and three made in 1953 by Gil Gray.

Included, he said, are Corpus Christi and Pecos, Tex.; and Casper, Cheyenne and Laramie, Wyo. Stevens said he is on his way to Alaska.

were delayed by a minor truck wreck.

Miss Zacchini said she felt her foot catch in the net and her weight come down on it. She expected to return to Sarasota to recuperate and another member of the family was likely to substitute at the St. Paul date for Orrin Davenport.

Clyde Beatty and his wild animal act made the Rochester date along with others in the Davenport package.

Business in Cleveland was off by almost 10 per cent, it was reported. The final results at Detroit also showed a drop from last year's business.

Noel Tilburg and Edna Dee Curtis are producers and directors of the show. They put together the show and sell it as a package to the local Shrine. Van Tilburg said this year's show cost him about 10 per cent more than last year.

Personnel included Leo Hamilton, equestrian director; Preston Lambert, announcer; Jack Cervone, band; Orville Wilbur, props, and these performers:

The O'Brians and Buddy Peterson's skaters; George J. Keller's animals; Rieta Grotefent, sway pole; Charles Peterson's jockey dogs; London Girls and Don Phillips and Company, juggling; Three Ds, ground bar; Jorgen M. Christensen's dressage horse; LaBelle Norma, Lola Dobritch and King Reynolds, wire; Ethel D'Arcy, trapeze; Three Phyllis Sisters, webs; Rieta, cloud swing; (Continued on page 73)

Beatty May Reset Bow; Movie Work Progresses

PHOENIX, Ariz., March 6.—Clyde Beatty Circus this week was mulling a plan for changing its opening date, and it was reported likely that it would launch its season March 22 at El Centro, Calif. Original opening date had been March 20 at Tucson.

Change in plans was likely because of the need for retaking some scenes in the movie, "Ring of Fear," which stars Beatty and which is to be released in mid-May. The extra shooting will be scheduled after work is completed on the second movie, Paramount's "Big Top," which is now under way.

The second film uses Beatty equipment but not the Beatty act or name. Several Beatty people are working in "Big Top," how-

Kansas City Starts Ahead of Cold 1953

KANSAS CITY, March 6.—Hamid-Morton Circus, playing under police auspice here this week, opened ahead of last year's run, Director Bob Morton announced. He said the circus opened to 10,000 this year, compared with 7,600 a year ago when a blizzard trimmed business.

Advance sale was \$4,000 ahead and first day was \$1,500 ahead, Morton stated.

Whalers Sign New York Lot; Open Friday

NEW YORK, March 6.—Mrs. Haroy, the Danish whale, will open in New York on Friday (12) on a parking lot at 69th and Broadway, it was revealed Friday (5) by Vernon L. McReavy, of the whale exhibition company.

He said TV time and other publicity, including newspaper ads, are being set. The whale will be displayed under an ornate canopy formerly used by an exhibition of a replica of the British Coronation coach. It has been stored in a New York railroad yards for a year pending arrangements for exhibition and leasing of a New York lot.

John G. Robinson Passes in Miami

CINCINNATI, March 6.—John G. Robinson IV, 60, Cincinnati attorney, and the fourth generation of the Robinson family which organized the John Robinson Circus here in 1824, died of cancer Monday (1) at the winter home of his mother, Mrs. Leonora S. Robinson, in Miami. He had gone to Miami two months ago.

Robinson entered law practice 38 years ago after an early career with his family in the circus business. He also worked for a time in silent movies in California. Deceased was prominently identified with Phi Delta Phi, legal fraternity, for many years, and was also a Sigma Chi. He was also a member of the Cincinnati Lawyer's Club and the Cincinnati, Ohio State and American Bar associations.

A 32d degree Mason, Robinson was also a member of the National Circus Fans' Association and a vice-president of the local tent of that organization.

In addition to his mother, Robinson is survived by a daughter, Mrs. Betty Lüneborg, Shreveport, La.; twin sisters, Mrs. Leonora Krehbiel, Detroit, and Mrs. Eleanor Patterson, Miami, and three grandchildren.

Services were held in Miami Thursday (4), with burial postponed until a later date in the Robinson mausoleum in Spring Grove Cemetery, this city.

Polack Eastern Finds Business Satisfactory

ROANOKE, Va., March 6.—Polack Bros. Eastern unit swung into its Shrine Temple schedule here Tuesday (4) in Roanoke Auditorium, following last weekend's show at McGuire Air Force Base on the Fort Dix, N. J., reservation.

Show spokesmen said the tour thus far has been satisfactory altho not any more lucrative than last year. The McGuire date, an outright sale to the base's Special Services org, drew pretty well for a Saturday night (27) with nearly 2,000 in the hanger. Place seats around 3,000. A two-thirds crowd also attended the Friday night show, altho earlier crowds on both days were described as just so-so.

Prior to the Jersey showing, the unit drew satisfyingly at the County Center in White Plains, N. Y. for local promoter Ed Ceccolini. It was three-a-day for Saturday thru Monday (20-22).

A. C. Lindemann Heart Victim

SHEBOYGAN, Wis., March 6.—Albert C. Lindemann, 59, widely known circus man, died in St. Nicholas Hospital here, February 28, following a heart attack. Altho he had been under treatment for a heart condition for the past two years, his death, nevertheless, was unexpected.

Starting out in show business while still in his teens, he first joined the Yankee-Robinson Circus. In 1913, he became associated with Carey Bros. Circus, and later, in 1919, with two of his brothers he organized the Lindemann Bros. Circus, which eventually became the Seils-Sterling Circus. Lindemann was co-partner in the business and acted as the show's assistant manager and ringmaster.

The brothers retired from show business in 1938, but later, in 1944, Albert joined the Ringling Bros. and Barnum & Bailey Circus and served as its lot superintendent until 1946. Up until the time of his death, Lindemann maintained an association with circuses as an executive with the Kelly-Miller Circus, operating out of Hugo, Okla. He is survived by his widow, Leona Kath Lindemann; a brother, Pete, and three sisters, Mrs. Emil Schrader and Mrs. Lloyd Pierce, both of Sheboygan, and Mrs. Frieda Kraft, Milwaukee. Services were held here March 3, with burial in Wildwood Cemetery.

Cirque Medrano in Paris is featuring horse and elephant numbers from the Swiss Knie Bros. Circus. Rolf Knie does high-school riding and presents 12 liberty horses, while George Zruska handles the Knie elephants. Also on the bill are Del Moral Trio, head-perch act; Rigettis, unsupported ladder on pedestal; Five Dangelos, jugglers; See Hee Troupe, Chinese acro; Ulf, slack wire; Cycling Villenaves, bike; Miss Diane, trapeze, and Andre and Diane Bisogno's aerial ballet.

Wallace-Clark Staffers Join Hugo, Okla., Shows

HUGO, Okla., March 6.—Shows going out of this circus center will absorb most of the staff of the Wallace & Clark Circus, which will stay in storage on the West Coast this season.

Norman (Luke) Anderson and his mother, Laura Anderson, owners of Wallace & Clark, will have the concessions on the George W. Cole Circus, owned by D. R. Miller and Herb Walters. This is the former Cole & Walters Circus. The Andersons also will have a hippo pit show on the Cole circus.

Jack Turner, former Wallace & Clark agent, will be agent for the George W. Cole opera. The show

will have a new line of paper from Neal Walters, Eureka Springs, Ark.

Meanwhile, Sam Price, who had the Wallace & Clark brigade, will be agent for the Tex Carson Circus, owned by Jack Moore in association with D. R. Miller. Tom McLaughlin, penguin show operator and one-time agent for Cole & Walters, will be agent for the Plunkett family's tent show and he will be assisted by E. J. (Red) Rumble, formerly with Wallace & Clark and Hugo shows. Wallace & Clark's elephant and Liberty horses will be with the Siebrand circus-carnival.

Under the Marquee

Among the 15 acts at the Cirque d'Hiver in Paris are Clavel, 12 lions; Cipriana Troupe, jockeys; Senorita Folco, somersault on horseback; Four Astoris, bars, trampoline, pedestal; Four Castors, risley; Craggs, perch; Kent Bros., bike; Three Morles, jugglers; and the musical (8) Rudi Llatas and Zavatta and Alex clowns.

Lee Cheminant, head electrician at winter quarters of Ringling Bros. and Barnum & Bailey Circus, designed and built a special 900-watt set of flood lights for the recent operation on Toto, baby gorilla. . . . Harold McCarrey, ticket chairman of the Western Ontario Fair, played host to the staff of Polack Bros.' Eastern Unit recently when the show worked London, Ont. Those attending included Mrs. Polack, owner-manager; K. Krenkel, assistant manager; Fred Proper, concessions manager; Betty Proper, auditor; Bill Kay, promotional director; Patricia Kay, secretary; Dorothy McCarrey and Jack and Barbara Hay.

Juggler Marty Lynch is seriously ill following surgery in Crouse Irving Hospital, Syracuse, N. Y., and would like to hear from friends. His home address is 413 Catherine Street, Syracuse.

Tex and Dolores Clayton visited Ira and Leona Watts and Whitie and Mary Thorn recently in Macon, Ga., when they stopped off to visit the winter quarters of the King Bros.' Circus. The Claytons are skedded to tour with the Kelly-Miller Circus this season. . . . Victor Robbins, Clyde Beatty Circus band leader, cards that he is on location with Paramount at Phoenix, Ariz. Paramount is using Beatty equipment

Fire Hits Fair, Mills Trucks at Greenville, O.

GREENVILLE, O., March 6.—An \$80,000 fire at Darke County Fairgrounds here Tuesday (2) destroyed a cattle barn, three trucks of Mills Bros.' Circus, which is in quarters here, and 10 horses and ponies belonging to a riding club. It was the second fire there in recent weeks. Two sheep barns were lost earlier. The State Fire Marshall's office is investigating. Jack Mills, co-owner of the circus, set his loss at \$55,000. Included was a power generating plant. A circus employee, Richard Vigo, discovered the fire. He and others rescued six horses and ponies before the blaze became too severe.

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to shoot a film which stars Martin and Lewis and Zsa Zsa Gabor.

Carey C. Emrie, 87-year-old circus vet, who calls Cincinnati his home, walked off with three prizes recently at an Ohio Night celebration at a nitery in Punta Gorda, Fla., where he is wintering at his son's beach home. First, Carey grabbed off a jar of candy for being the oldest person present; second, he was awarded an aluminum roaster for having the most grandchildren of anybody present, and third, he drew down a fancy poke for being the best entertainer. He did a softshoe dance that he hadn't done for years. "When one gets three or four Tom Collinses under one's belt, one can do almost anything," Carey opines. In a recent visit to the Ringling-Barnum winter quarters at Sarasota, Emrie bumped into Edna Antes, widow of his good friend, Bill Antes. He also encountered some of the folks he trouped with on the old Russell Bros.' Circus.

Mr. and Mrs. Herman Cepler, and their children, Bobby and Theodora, all of whom make up Great Cepler Family high-wire act, were the subject of an article in The San Antonio Sunday Light February 28. The article, accompanied by pictures, told of their life as residents of San Antonio and also as troupers.

Polack Western's correspondent, Harry Dann, advises that Justus Edwards is keeping personnel busy with radio-TV appearances while Al Sweeney handles newspapers in Chicago. . . . Soldier Longsdorf and Gus Bell had problems in fitting all aerial rigging into the Medinah Temple. . . . Mayme Ward's efforts produced new outfits for the introduction to LaNorma's act. . . . Margot Koche returned to rearrange the opening number. . . . Curt and Melita Wicons' daughter, Anita, is a pet of the show. . . . Herbie and Homer Hobson gave their annual party for the personnel at their State Street spot, Herbie's Circus Lounge. . . . Mayme Ward is the foil for the finale of Norbert Kreisch's act.

Carla Wallenda was stricken with measles, reports Henry Kyes of the Polack Eastern show, and she was confined to a hotel. . . . Eddie White, of AGVA, visited at McGuire Air Force Base. . . . Gene Randow is gin rummy champion. . . . Bobby Harrison was late arriving because of burning out a bearing on a truck. . . . Polack people at La Vie En Rose, New York, included Nate and Harriet Lewis, Harold and Eileen Voise, Gene Randow and Henry Kyes. . . . Polack visitors included Guy Martin, Charles Hunt, Harry Hunt and Charles Hunt Jr. . . . Poodles Hanneford tripped over a rope while taking a bow and broke an arm. Mrs. Hanneford recently fell and broke a shoulder. . . . So Kris Krenkle is looking for the camel-back trunk, yellow clarinet and cross-eyed prop man, Kyes tells. . . . Marga Nichols returned to the show after her fall but Rose Murphy took her place in the production numbers pending her recovery. . . . The Geraldos returned to London, Ont., to pick up their infant boy, who had been hospitalized. . . . Joe and Lydia Bogino gave a birthday party for Carla Wallenda with Joan Wallenstein, Jenny Zoppe, Benito Securo, Georgia Voise, Clem Parker, Jim Olson and Jean Mendez attending. . . . Polack visitors included Hoodie and Goldie Ashton, Shelly Rothman, Irv Weinberg, Tom Carroll, the James Hoyes, Joe Minchin, Madeline Clark, Kathy Kramer, Mrs. Alfredo Landon, the Bartones, Rhoda Bailey, Cleo and Tony Martin, Mrs. Pete Ivanoff, the Curley Weissners, the Jimmy Blues, Whirlwinds, Stanley Wathon, Alcedas, Pascha, Oma Reed, Joe LaPlant, Al Sherwin, Shiek Gwinnell, the Paul Kayes, Victor and George Georgetto. . . . English rejoined the show in White Plains after the New York bingo finals. . . . The Ivanoff comedy bar act is at Radio City, New York.

WEST UNIT STRONG

New Elephants Star In Polack Edition

By TOM PARKINSON

CHICAGO, March 6.—Mac McDonald has turned out an elephant act that is new in details, speedy in performance and skilled in execution. Around it, Polack Bros.' Western unit has assembled a set of strong acts, several of them new, which measure up to the high Polack par.

Drawing special attention are Harold Alzanas' new high wire act, Lou Jacobs' clowning, Antonucci's chimps and the Boliano-Ivankos' acrobatics. George J. Keller doesn't make this and a few other early stands, but his wild animal act will be a regular for most of the season. Jacobs, Rudy Ducky and Charley Cheer work come-in clown business.

Production opening for the show has girls, clowns and big heads in wall-around, and Ginny Lowry singing. Harry Dann, Ducky and Jacobs are a credit to clowndom here. Eight web girls in outstanding wardrobe wind it up.

Janet's dō's and ponies make a superb appearance with top grooming, and prove again that old-fashion d&p routines are perennial favorites. The Sikorska (Wicoms) Duo, aerial perch and iron jaw spins, demonstrates why Polack brings them back time after time. They are followed by a second production, this one to introduce Jacqueline Hurley. In top hats and tails wardrobe the eight-girl line shows a walking stick gimmick. Then Miss Hurley works contortion atop a stand fitted with indirect colored lights. These and her styling combine to put the act at the head of the list for its kind.

Norbu (Norbert Kreisch) adds twists to the gorilla stunt, notably his leap on a rubber rope, and Arden Larry's whip-and-leopard fronting contributes much to the turn. The Freddi Troupe (6) performs fast and with confidence on the teeterboards. They flip a pair to a three-high and do a two-and-a-half to a perch chair. Their wardrobe and manner are fine.

New Alzana Turn
Rudy Ducky, back to clowning after working his basketball dog act in recent years, shows real ability and in this appearance uses one dog and balloon for a clown throwback to his other act.

Harold Alzana starts his new act with the familiar 45-degree walk-up to the high wire. On the wire, he does a hop-up, touching toes to fingers, a one-foot hopalong giant swing and three-person human wheelbarrow. He's alone for spectacular rope-skipping and a jump across a short rope in the hands. With Minnie Alzana, Arden Kreisch and Lynne Hutton-Williams, he rides a bike across while girls are suspended on trapezes from the wheels. He winds it up with his angle walk-down and earns the top applause he gets. Clowns come on to relieve the tension, with Jacobs' jargo dog leading walkarounds.

Elephants Star

The elephants close the first half. It's much like a Liberty horse act, with the six baby bulls tailed up and trotting around the ring, pausing for a trick and then resuming the circling. They do a curb walk and rearfoot curb-walk, then two-by-two waltz-arounds before taking a bow. Second phase has them countermarching in sets of three, marching in two files, and more formations in trotting groups of two's and four's. Two come to the center for heads stands, six circle, one does a rear foot walk and six circle again. One countermarches five and the fifth joins it. They come around to be joined by the fourth and so on until all have reversed directions and they are back in the circling routine. Five move to a standard elephant tableau formation while the smallest sits on the ring curb and nods that it won't join. Six run around the ring while Peggy McDonald hops to and from the smallest in a bareback rider's fashion. Then six run to the forward side of the ring for a bow. These bulls trot thru the entire complex routine and don't seem to miss a cue. McDonald carries a horse-man's whip as well as a bull hook and works the act in ringmaster fashion.

With the smallest bull, Opal, the McDonalds come to another high point. With aluminum spans

similar to the runs of railroad shows, they make a bridge and Opal crosses in a hind leg walk. This is topped when she walks back on her forelegs. Then comes the climax of the act. Standing at one end of the span, she raises her rear right leg, then her front left and, with effort, her left rear. The resulting one-foot stand is a winner and a rarity.

McDonald's accomplishment with these elephants can be compared only with Jack Joyce's camel act for unusualness and perfection.

Pigs, Trampoline, Jacobs

The Haslevs (Freddis) open the second half since Andre Fox's new Palominos are out of the show. The five, using trampoline rigging with two catchers, are entertaining and do a "passing leap." The production line is back, this time in farrierette and milk-maid dress, to set the scene for Bob Nelson's trained pigs. The porkers' slow motion jumps over hurdles and to a table are comic. Their funny pace thruout the teeterboarding, tub roll, walkthru steps and slide makes the turn, and a piglet bit with a bottle and buggy is okay. Melitta and Wicons perform their handstand on a perch, other business with a shoulder perch and their upside down walk on the high perch. It's all strong and holds continued appeal.

Lou Jacobs has his miniature car here and it draws good laughs. Considered alone, it is strong, but compared with previous presentation, when he had the aid of two midgets instead of one person out of wardrobe, it is second best.

Chimps, Adagio Act

There is a ballet of 12 girls in the air, to introduce La Norma in her trapeze act that is punctuated with ankle catch, toe and heel suspensions and a knee catch. She has sparkle and showmanship.

The Ontonucci chimps were shorthanded when reviewed, one wonders what was left by the working two for the missing member to perform. They work in a rope enclosure without chains. While they ride stilts, bikes, scooter, this familiar chimp routine is minimized in favor of pogo sticks, tub roll, playing catch with baseball props, beating drums, smoking a cigarette, ballroom dancing and jumping rope. An Indian war dance with wardrobe is novel. Clowns follow with a walkaround paced by Ducky's dancing with a life-size dummy.

The Boliano-Ivankos are un-spectacular at the outset, their routine bearing the earmarks of adagio routines from the night club circuit they have been playing. But the dance effect fades and they emphasize circus work as the three men toss the girl thru the air, catch her, swing her from one to another and finally use her as a jumping rope. It ends as a good circus turn.

Musical Saw Duo

The clowns come up with a novelty in the form of a duo on the musical saws by Charley Cheer and Jacobs. Ducky joins in with a musical balloon, and Harry Dann and Frank Cain break up the concert with a big prop spider. It's enjoyable and novel beyond the point indicated by the laughs it gets.

Closing the show again this year is the massive Ward-Bell flying act, with nine people and three passing leaps. They maintain their abilities and popularity.

Ethel Robinson is Polack booking agent and talent scout. T. Dwight Pepple, general agent, also produced the Spanglettes numbers. Gus Bell also took part in the production direction, while Margot Koche did the choreography. Bee Carsey had the band while Jean Walz did musical arrangements and Will J. Harris composed special music and lyrics.

Arthur Springer is announcer. Mayme Ward is wardrobe mistress and Soldier Longsdorf is prop boss.

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Dallas Inks Okla.-Tex. Grid Game for 10 Years

DALLAS, March 6.—State Fair of Texas has a new 10-year contract with the University of Texas and University of Oklahoma for the annual football game between teams of the two universities during the fair. The new contract runs the Texas-Oklahoma series thru 1966. Previous contracts carry the game thru the year 1956.

The modern series between Texas and Oklahoma has been played at the Dallas fairgrounds each year since 1929 as a feature of the State fair. The game has been a sellout in the 75,504-seat Cotton Bowl stadium each year since 1946. The contest falls on opening day of the fair this year.

Last year's game was nationally televised.

A conservative estimate of the value of the 10-year contract just signed is a million dollars for each of the two universities and a quarter million for the Dallas Fair.

Kansas State Ups Budget 386

TOPEKA, March 6.—The Kansas State Finance Council has authorized the Kansas State Fair at Hutchinson to increase its budget \$38,665 to a total of \$333,215. Dr. Leonard Axe, secretary of the council, said the fair board planned to expand its 1954 event and has the money, but that the State limitation had stood in the way.

Canora, Sask., Ex Elects First Prez

CANORA, Sask., March 6.—Ron Martin was elected president of the Canora Agricultural Exhibition at an organizational meeting. Plans were discussed for the first annual event and dates are expected to be June 30 and July 1. P. Hoehn was elected vice-president. Baseball, horse races, a beard-growing contest, machinery display, livestock show and parade are planned. The event will not be sponsored by any one group but will involve several local organizations.

May Revive Event At Viking, Alta.

VIKING, Alta., March 6.—Revival of the annual fair here was seen at a recent meeting of the Viking and Birch Lake District Agricultural Society. Officers named were Fred Roddick, president; J. F. Heslop and R. Gilpin, vice-presidents, and H. G. Thunell, secretary-treasurer. A good bank balance was reported.

MASS. URGED TO ELIMINATE OVERLAPPING

BOSTON, March 6.—Massachusetts fairmen have been urged to avoid the overlapping of dates that has left two choice weeks of this year without any fairs. Leo Doherty, State Director of Fairs, advised the annuals in his recent Bulletin that managers straighten the matter out between themselves, but suggested that in the future they "consider exhibitors who are going to show at these fairs, and also the commercial exhibitors and concessionaires."

N. H. Governor Seeks Changes In Aid System

CONCORD, N. H., March 6.—Changing the State subsidy method for fairs from the 14-year-old basis of "the more you spend the more you get" was recommended by Gov. Hugh Gregg at the annual meeting of the New Hampshire Fairs' Association here Tuesday (3).

Governor Gregg said he favored the subsidy, derived from taxing pari-mutuel betting, but thought the distribution policy was unfair. Last year the fairs received \$1.26 for each dollar spent on premiums.

Joseph Kershaw, of Surry, was elected association president to succeed Donald MacCallum, of Northwood. Chosen vice-president was Dr. Dana H. Lee, of Lancaster, while Dr. Robinson W. Smith, of Laconia, was renamed secretary-treasurer.

Directors Elected
Elected directors were: Frank Kimball, of Hopkinton; Carl Fogg, of Deerfield; Everard Horr, of Dover; Lynn Webster, of Canaan; Clark Ingals, of North Haverhill; William McCann, of Dover; Lester E. Mitchell, of Plymouth; George F. Wilson, of Rochester; Harry Blanchard, of Sandwich, and George Grinnell, of Jerry.

Fair dates were set as follows: Cheshire Fair at Keene, August 26-28; Hopkinton, September 4-6; Lancaster, September 2-6; Deerfield, September 30-October 3; Dover, August 12-15; Madbury, September 9-12; Canaan, August 27-29; Northwood, August 20-22; North Haverhill, August 16-17; Rochester, September 19-25; Sandwich, October 12, and Plymouth September 15-18.

Warren, Ark., Assn. Sets 1954 Revival

WARREN, Ark., March 6.—The first fair and rodeo of the newly organized South Arkansas Fair and Marketing Association will be held here the last week in September, according to G. R. Blankenship, president. It will be the first fair held at Warren since World War II.

Half of Mass. Agriculture Exhibits Made by 4-H's

BOSTON, March 6.—Nearly half of the agricultural exhibits displayed at Massachusetts fairs last season were by 4-H boys and girls, according to Leo Doherty, State Director of Fairs. Doherty said 29,543 of the youngsters produced 60,170 exhibits, or 49 per cent of the total in the agricultural classes.

Other statistics discussed were the 1,402,557 attendance figure for all fairs in the State, and the total premiums paid out by the State—\$60,291. Fairs themselves paid

out \$36,575 to make the total \$96,866.

The Agricultural Purposes Fund, Doherty said, was increased by \$10,000 to be appropriated for fairs not having pari-mutuel racing. The seven pari-mutuel fairs had a total handle in 1953 of \$4,627,907. Agricultural Purposes Fund receipts were \$125,181.

Eastern Mass. Assn. Skeds April 28 Confab

WEYMOUTH, Mass., March 6.—The Eastern Massachusetts Agricultural Fairs Association will hold its spring meeting April 28 in Grange Hall here. Henry F. Giguere, this city, is president of the organization.

Spokane Inks Midway Show

SPOKANE, March 6.—The Spokane Interstate Fair here will feature the Cavalcade of the West Shows on the carnival midway during the four-day run starting September 3. Herb Welch, fair manager, said. The contract was signed with Welch representing the exposition, and Herb Dunn, the show.

The first annual Spokane Motor Show will be held at the fairgrounds March 24-28. Welch said there will be a complete showing of new cars, boats, motorcycles, sports cars, hot rods, custom cars, trailer houses, classics and club exhibits. Promoters for the show are Charley Heitz and Bill Ketchner, of Portland, who had the 1952 Portland Motor Show. Welch will manage the local showing.

The annual Spokane Home Builders Show is set to open on the fairgrounds April 23. The event ends May 2.

Concord, N. H., Adds Race Track

CONCORD, N. H., March 6.—The Contoocook Valley Fair Association has purchased additional land for its fairgrounds here and the acreage is being cleared to make way for a race track, Frank Kimball, president, announced.

Officers recently elected, in addition to Kimball, included George Cilly Jr., vice-president; Harold Clough, treasurer, and Charles Jones, secretary. Directors include Wayne S. Rich, Robert P. Farnum, Pal Fenton, Robert Prince, H. D. Holmes, Robert Cunliffe, W. E. Phelps, S. S. Martin, F. A. Savoy, Dr. Edward Putnam, Joseph Young, M. R. George, L. A. Nelson, Alan Pope and Robert Russell.

Helena, Ark., Elects New Prez

HELENA, Ark., March 6.—John C. Sheffield, Helena attorney, is the new president of the Phillips County Fair Association. He succeeds G. W. Crabtree, of West Helena.

D. D. Dodd and L. P. (Crip) Anderson, of Marvell, were named vice-presidents. Ike Van Meter was re-elected secretary and Edward Hirsch, of Marvell, was elected treasurer. Harry Neblett was named auditor.

Members of the board of directors include J. J. White, Werner Schaffauser, James I. Goodwin, Jim Countiss Jr., D. G. Walker, John C. Sheffield, D. D. Dodd, Edmund Hirsch and Ike Van Meter. G. W. Crabtree is an honorary life member of the board.

The directors set September 20-25 as the dates for the 1954 Fair.

Cookeville, Tenn., Names Boyd Sec'y.

COOKEVILLE, Tenn., March 6.—Dibrell Boyd has been named secretary of the Putnam County Fair Association here, succeeding Tom Gentry, who held the post for three years. County Judge Luke Medley was re-elected president; Douglas Powers was named vice-president.

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Early Preems Still Lure Most Shows

NEW YORK, March 6.—A rash of announced early openings by Eastern carnival units indicates that virtually all will be open by late April, as in the past, and despite the resolutions voiced loudly last year—and every other year—by managers surveying units bogged down on muddy lots.

A number of shows will be in operation before the end of this month. Some few are already open, apart from those engaged in Florida showings, and each week from now on will find more units spotted thruout Southern territory.

Two factors continue to prompt the early getaways—the hope for a break in the weather and early gains and tightening winter bank-rolls. The latter can nudge operators into action perhaps more quickly than anything else.

Gamble Continues
While percentages, weather-wise, are often against the operator, the gamble must go on. While most seem to get belted by the elements each spring, some few wallowing in luck find the early dates lucrative enough as they manage to escape the rains.

Having set its opening date for April 8 in Washington, the James E. Strates Shows are almost sure to be the first of the Eastern biggies to get underway. Strates holds first-in privileges in Washington and this makes an early showing mandatory since the relinquishing of the initial date would certainly find other units working hard to usurp it. Without Washington, however, it is more likely that Strates would exit his Florida winter quarters early since the threat of bad weather in the spring has never seemed to daunt him. His luck in Washington, incidentally, has been mostly good.

The Cetlin & Wilson Shows will open in Petersburg, Va., their winter quarters home town, as usual about May 1. Frank Bergen's World of Mirth Shows have not yet announced an opening date. A stand in Washington on the heels of the Strates Shows

George Leonard To Join Gooding As Press Agent

COLUMBUS, O., March 6.—George Leonard, veteran press agent, has been signed as press agent of the Gooding Amusement Company. Currently manager of two Tampa theaters, one a drive-in, Leonard will join the Gooding organization at winter quarters here about April 15.

Signing of Leonard is in line with the Gooding expansion. In recent years Hal F. Eifort handled the press, advertising and promotions as well as assisting in the booking and some of the business phases. Addition of Leonard to the staff will relieve the load on Eifort so that he can devote more to assisting Floyd J. Gooding. Eifort will continue to do some press and advertising work.

Orange State Jamboree Gets Up \$1,500 for MSA

DANIA, Fla., March 6.—The Miami Showmen's Association profited by \$1,500 at a jamboree held Friday (26) here on the Orange State Shows by Leo Bistany, owner-manager. The event was held in the City Auditorium with the mayor and several city commissioners present.

With Patrick J. Finnerty assisting in the auction, bidding was brisk and resulted in \$800 being raised. Bill Cowan took over the like and his appeal resulted in another \$300 coming in, making

has been the pattern in the past few years but Bergen continues to voice the hope of opening later because of the gamble with the elements. The O. C. Buck-Model Shows has not yet announced an opening date.

Some in North
While most shows naturally will aim for the warmer climate of the Dixie States, a few will be getting under way in the North early next month. The King Reid Shows, quartered in Vermont, will open in April and head for Canada not long after. By April 15 Harry Heller's Acme Shows expect to be operating in the New York area.

Lloyd Serfass' Penn Premier Shows will open in Baltimore April 5, an early date that should offer some assurance of being first in. John H. Marks will open in Richmond, Va., in April, as usual, with John likely sure that he will have first crack at the natives there.

Some of the possible overcoat operations scheduled include the March 29 opening of the Vivona Bros.' Shows at Sumter, S. C., and H. B. Rosen's Interstate preem at Albany, Ga., on March 27.

The Ross Manning Shows, which found an early start paid off last year when the weather behaved, will try again by opening April 9 at High Point, N. C.

SHIFTS INTO HIGH

RAS Winter Make-Ready Matches Hustle at Major Baseball Camps

TAMPA, March 6.—There's as much hustle and bustle at the Royal American Show's winter quarters here on the Florida State Fairgrounds as at any of the dozen major league baseball camps now alive with players and fans.

Tho the RAS doesn't move out of here on its way north until May 2, the impression given by all the rush and activity is that its departure date is less than a week away.

"It's the greatest show we've ever assembled," said President Carl J. Sedlmayr with pride as he moved thru the lot overseeing the work under way. "And no show we have ever sent out will be as spick and span."

To handle more efficiently the vast amount of work going on, the railway shop department has been moved off the fairgrounds and relocated two miles south. Over a mile of extra track has been laid there by Royal American to accommodate the flats, and the box and stock cars now being overhauled and repainted. Wally Cobb, the show's trainmaster, is in charge.

Preps Train
At the fairgrounds here, on track, are the show's 20 standard, all-steel Pullmans. All are being repaired and repainted. These cars, and all those at the new railway quarters two miles south, have been equipped with all the safety devices required by the American Association of Railways.

Wagons and trucks are getting a going-over. Many are new, and nearly all are now of steel and

the total \$1,100. Introduced to the audience were Robert K. Parker, past president, and Bill Moore, president.

Four more names were subscribed for the bronze plaque at \$100 each: Splinter Royal, Frank Caravella, Burnam Pelley Jr., and Gary Michael Grosso. Bistany said he will stage another jamboree later in the season to help the club.

Entertaining at the affair were the Shamrock Trio, George Chaterson, Jimmy O'Brien, Sis and Tag, and Timothy O'Sullivan.

FIGHTS AND DANCE PAY OFF FOR MSA

MIAMI, March 6.—Between the benefit fights and last Saturday night's (27) dance, the Miami Showmen's Association collected more than \$1,200. The Gavilan-Cunningham bout at the Miami Beach Auditorium resulted in a club profit of \$1,000 and the dance netted \$205. Chris Dundee handled the fight chores, and the club plans to participate in another boxing event soon.

Masucci Will Stage Annual At Keller, Va.

SUFFOLK, Va., March 6.—Rocco Masucci, general manager of Virginia Greater Shows, has leased the entire Keller, Va., fair and will stage the entire annual this year. It was erroneously reported last week that Masucci would stage the Weirwood Fair.

Masucci will present the horse racing, auto racing, fireworks, grandstand free acts, exhibits, and exclusive midway. Dates of the Keller Fair are August 23-28, and the Weirwood Fair is August 9-14.

aluminum construction. As fast as new wagons and trucks are made, an equal number of old ones, mostly wooden, are being retired. All wagons and trucks in the RAS fleet have been equipped with new-type folding poles. This permits as many as four or five wagons to be unloaded at one time by the new rubber-tired caterpillar tractors recently purchased, greatly speeding up unloading operations.

Three new huge fronts are being built for new shows, including one for "Dancing Waters." The front for the latter is 108 feet long, and a 30-foot-high top has been bought to house the unit. Sedlmayr expressed the belief that this new show would top all those carried by the carnival in recent years.

All the old fronts for such major back-end units as Leon Claxton's "Harlem in Havana" and "Moulin Rouge," both of which are being

ALL SET

Marks Inks 12 Annuals, All in Dixie

RICHMOND, Va., March 6.—A route of 12 fairs, all in Dixie territory, was announced here this week for the John H. Marks Shows by R. C. McCarter, general agent.

The West Virginia State Fair, Ronceverte, played by the Marks organization for many years and heavily contested in recent years as railroaders sought the date, is back again on the shows' route. The remainder of the shows' route contains events played for many years.

The shows' annuals will get under way early for the territory, beginning August 8 at Staunton, Va. Other events are Galax, Va., August 16; Ronceverte, August 23; Roanoke, Va., August 30; Lynchburg, September 6; Burlington, N. C., September 13; Albermarle, N. C., September 20; Hickory, N. C., September 27; Fayetteville, N. C., October 4; Clinton, S. C., October 11; Monroe, N. C., October 18, and Winston-Salem (Colored), N. C., October 25.

WOM Sets 2 Show Units, Philly Stand

Wanous, Wyatt Presentations Inked; Bergen Pacts 69th St. Lot in Philly

RICHMOND, Va., March 6.—Two new show units have been booked for the World of Mirth Shows, Frank Bergen, general manager, announced here this week. They are Walter Wanous' Side Show and a unit being prepared by Snapp Wyatt. The latter will be carried on fair dates only.

The Wanous presentation, best known in Western territory, will be making the World of Mirth route for the first time. Wyatt, quite active in the building of presentation of shows some years ago before retiring to Florida to devote most of his time to painting banners on assignment, is a specialist in the building of animated units. He has created some notable horror units that toured with major shows.

Bergen said that the presentation planned by Wyatt will be new and totally different from anything he has done in the past. Wyatt last had a show with the World of Mirth before the war.

It is believed that the show's line-up of back-end attractions is now just about completed. A feature, which will be toured thruout the season, is Tony Diano's wild animal menagerie.

Bergen also announced the

signing of the coveted lot at 69th and Market streets in Philadelphia. The show date covers two weeks in June. Bergei, said the late date was set as a hedge against weather. Normally, he pointed out, a Philly date would be set for May by his organization.

The June date probably means that the show will have to back-track from New Jersey since it has been in Plainfield, N. J., for a Memorial Day date for nearly two decades. Bergen said the still-date route was virtually complete.

Bergen returned here from Florida to handle the details on the Philadelphia date and to check on activities at winter quarters. The urgency of the Philadelphia booking cut his Florida stay short by several days.

While in Florida Bergen visited the Florida State Fair at Tampa. He also visited Ralph W. Smith, retired secretary-treasurer of the shows, who is residing in Fort Lauderdale. Smith, who has been ill, expects to be well enough to return here in April when the show is being made ready for the road.

De Belle Quits Strates, Takes ACA Publicity

ORLANDO, Fla., March 6.—Starr DeBelle resigned his post as publicity director of the James E. Strates Shows at the conclusion of the Orlando Fair, and announced that he was joining the Amusement Corporation of America to serve in a similar capacity during the coming season.

One of the best-known carnival press agents, DeBelle had been with the Strates organization for seven years. Prior to that he had served with the World of Mirth Shows and the Johnny J. Jones Shows, among others.

The deal to join the ACA was set at the Florida State Fair, Tampa, where DeBelle met with Paul Olsen, co-owner of the shows. DeBelle will report in Hot Springs, the ACA winter home, and take up his duties on April 20.

In the meantime DeBelle is handling public relations for acting Governor Charles Johns who is running for election to finish out the term of the late Governor McCarty. The campaign will cover about six weeks.

LEVYS OPTIMISTIC

Metropolitan Preps for New Route Thru West Territory

NEW YORK, March 6.—Altho still convalescing from a recent operation, Shirley Levy is fully active again in managing the affairs of her Metropolitan Shows. Her husband, Sam, is supervising refurbishing activities already underway at the show's Ensley, Ala., winter quarters. Shirley will remain at her apartment here until she gets final clearance from her doctor, but this, she says, ought to be soon.

Optimistic about her health, Shirley is equally hopeful for the coming season. It will surely be better than last year, she says, pointing out that the 1953 trek—the first on rails—was anything but terrific.

The scheduling of new territory is building hope among the Metropolitan personnel. For the first time the show is totally routed in new Western territory. The familiar Eastern stands have been abandoned and a route put to-

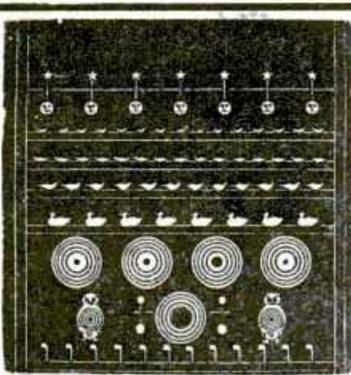
gether in the West. While some of the bigger dates sought were missed, the hope is that the initial routing will showcase the show and make the booking next year easier.

Bow at Bessemer
The show will open the first week in May at Bessemer, Ala. The proximity of the lot to winter quarters will make a railroad move unnecessary. The next four weeks will also be played in Alabama.

The show will travel on 30 cars, it is said. All rail equipment is reported in excellent shape with all wagons on pneumatic tires.

Brand new Girl and Minstrel show fronts are reported under construction. Four new light towers are other planned major additions to the property.

Ray Cramer is in charge of the show. J. J. McColl, trainmaster, is also in quarters, preparing the rolling stock. Thirty-two men are now active in quarters, it is said.



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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.

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These EVANS' Quality
LONG RANGE GALLERIES**

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.
GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal. With or without motor and belt!

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1556 W. CARROLL AVE.
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Want Independent Shows with own outfits, also Legitimate Concessions that don't conflict.
For two of the largest Fairs of their kind in Pennsylvania.
THE SELINGROVE FAIR
Week of July 19 to 24
Drawing an estimated crowd of 100,000.
And the
AMERICAN LEGION CELEBRATION
to be held on the American Legion Fairgrounds
Ebensburg, Pa., Week of July 4 to 10
Sponsored by 22 posts of the American Legion of Cambria County.
Write
ROLAND E. FISHER, Selingsrove, Penn.

JAMES H. DREW SHOWS
OPENING APRIL 2nd
HAVE CHOICE SPRING ROUTE WITH CELEBRATIONS AND FAIRS SOLID FROM THE FIRST OF JUNE UNTIL END OF NOVEMBER
WANT SHOWS: Monkey, Animal, Iron Lung, Glass, Mechanical, or any Grind show. (Note—Reed Bros.' Circus, Wire me.)
CONCESSIONS: Ball Games, String, High Striker, Bumper, Cork Gallery, Balloon Dart, Pitch-Till-Win, Jewelry, etc.
SELL X on Popcorn, Apples, Custard, Foot Long, Pronto Pup, Arcade, Long & Short Range, American Camp, African Bobo, French Fries, Derby, Glass Pitch.
NOTE: Have ride unit opening Eastman, Ga., March 20th. Will place limited number concessions with this unit. All replies to
JAMES H. DREW SHOWS
FAIRGROUNDS Phone 3047 EASTMAN, GEORGIA

BE WITH A POWELSON UNIT
CONCESSIONS—Can place Cookhouse, Arcade, Jewelry, Glass Pitch, Mug Outfit, Water Games, Lead Galleries, Games of all kinds—no grift.
SHOWS OF ALL KINDS—Motordrome, Side Show, Girl Show, Fun House, Jig Show.
HELP—Foreman and Second Men on all rides.
WANT TO BUY—Merry-Go-Round.
POWELSON AMUSEMENTS
Box 125 Coshocton, Ohio Phone 1088M

HARRISON GREATER SHOWS
Opening Kershaw, S. C., March 12 thru March 20—Two Fridays and Two Saturdays. Want at once Cook House or Sit Down Grab; Popcorn, Candy Apples open. Good opening for Bingo. All Slum Concessions open. Due to disappointment want Patch. Prefer one with own Concessions. Slim Cunningham, Mark Hoge, Sam Housner, get in touch. Want Ride Help for following rides: Foreman for Merry-Go-Round, Ferris Wheel and Chairplane. Have complete outfit for Side Show. Wally White, get in touch. Have opening for one more Girl Show. All mail and wires to
FRANK HARRISON Bishopville, S. C.

UNITED EXPOSITION SHOWS
Opening March 25—Hope, Arkansas. Catching 4-Day Rodeo and Stock Show. Going North—15 Weeks Around Chicago and 5 Weeks Around St. Louis—Nothing But Smoke Stack Towns.
Want Man to take charge of Athletic Show. Ring on trailer (Leslie Davis, contact). Man for Fun House. Also Second Men on Rides. Must drive. Can place Bingo Countermen and Hanky Pank Agents for flashy outfits. Want Man to handle front gate.
FOR SALE
Motordrome Bally Rollers. Good shape. 2 Indian Cycles in running condition. Rubber Fair, all for \$100.00. 7½-kw. A.C. Light Plant. Air-cooled Wisconsin Motor. Perfect shape. Stored at Bryan, Tex. Government issued, 200 hours actual running time. On two-wheel trailer. Can be pulled behind car. Priced to sell, \$500.00.
Wire C. A. VERNON, Hope, Ark.

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Five Rolls 4.50
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6,000 8.70
8,000 9.60
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30,000 15.50
100,000 33.00
500,000 133.00
1,000,000 250.00

Roll or Machine Double coupons, double price

**NEWS & NOTES
Members Get
1st Printing
Of NSA Paper**

NEW YORK, March 6.—The first printing of the National Showmen's Association free bulletin, 750 copies, was sent out last week to members and friends of the organization.
President Joe McKee and Ethel Weinberg, executive secretary, will receive copy to be included in subsequent issues. The bulletin, as yet unnamed, will be published monthly. Its standing features are a front page salutation and back page listing of all officers and committees.
Inside the bulletin, which is printed in blue ink on yellow stock—the club colors—are four columns of news, notes and anecdotes of the showmen's group and its Ladies' Auxiliary. It is intended to arrange for agents with shows to handle distribution during the season.

**100 Turn Out
For Show Folks
Mass Meeting**

SAN FRANCISCO, March 6.—The much discussed "mass meeting" of the local chapter of Show Folks of America was held Monday night (1) in the clubrooms here to find out, if possible, what could be done to promote the organization. The session was attended by more than 100 members, active and inactive.
Nathan Cohn, local attorney, conducted the meeting. He appointed a committee, including Mrs. Ori Blome, M. (Whitey) Monette, Charles Albright, Harry Myers and Bill Coles, to assist him.

Opinions were heard from the floor. In the discussion regarding membership, some proposed that the club go after a larger membership by reducing dues. Some favored a lower membership with an increase in dues. Some dissatisfaction was expressed over the methods used in electing officers, the group generally preferring a mailed ballot.
Much stress was placed on the issuance of a bulletin at regular intervals. A bulletin will be mailed with a full report on the Hi Jinks event to be held March 15. Bobby Cohn is chairman of this affair. He said that entertainment would include Hollywood personalities.
M. J. (Mike) Doolan, of Los Angeles and Chicago, attended and offered suggestions for increasing interest in the club.

**Marks Names
R. C. McCarter
General Agent**

RICHMOND, Va., March 6.—R. C. McCarter has joined the John H. Marks Shows as general agent, it was announced here this week. Negotiations for the alliance, which were begun several weeks ago in Miami, were concluded here Thursday (4).
McCarter said that an earlier report aligning him with the Gem City Shows was incorrect and unauthorized by him. He said that he had been queried on his availability for the job but that no deal had been set.
McCarter last served with the Marks Shows 22 years ago, transferring from the Bruce Greater Shows in the winter of 1931. His background includes show ownership, the staging of fairs and promotional events and the general agenting of a number of shows, including the Cetlin & Wilson Shows.
After conferring here yesterday with Owner Marks, McCarter planned to leave on a booking trip to complete the show's still date route.

**4 More Shows
Signed for
Vivona Show**

FLORENCE, S. C., March 6.—Vivona Bros.' Shows will go into its fairs schedule this season with 21 rides and 12 shows, according to general manager John Vivona. Morris Vivona has purchased a new Carroussel which will be used on the No. 2 unit until the units join for fairs. The season begins March 29.
With the exception of four weeks of celebrations, which are pending, the show is booked solid into 14 fairs, seven celebrations and several still dates. Babe, John and Mrs. Catherine Vivona have arrived at quarters from their New Jersey home and Danny Dell's new business and entertainment trailer is also on its way, with Danny also to report shortly.
John Vivona reports the signing of Lew Alters' Side Show, Monica Baress with her Girl Revue, Tony Masiello's Girl Show and Eveline Howie's "Congo." The Side Show has a 230-foot front with double-decked banners, Vivona said, and will contain 14 acts.
Miss Howie will report Friday (12) and on Saturday (20) both James Rapple, advance publicity, and Harry E. Wilson, publicity director, will report. John Vivona says the pair will try a new deal for merchants' matinees this year, with two advance men.

**Prell Contracts
Stamford, Conn.,
Spring Expo**

NEW YORK, March 6.—Prell's Broadway Shows will play the Stamford (Conn.) Spring Exposition this year, Joe Prell, general agent, announced here this week. The James E. Strates Shows played the event last year.
The date, reported big after its initial run last year, is sponsored by the Lion's Club. Several organizations were interested in the possible booking of the spot.
Dates at Richmond, Va., Washington and Baltimore have also been set, Prell reported. He said that his route was virtually complete.
The winter quarters at Kissimmee, Fla., are active. Abe Prell is in Florida with several rides and a diesel unit and Ben Prell is at his Scotch Plains, N. J., home.

**Reynolds Sets
'54 Route With
Ft. Smith Fair**

MUSKOGEE, Okla., March 6.—With the signing of the Arkansas Free State Fair at Fort Smith, World of Today Shows has completed its '54 route, June C. Reynolds, org's general agent, announced. Mrs. Reynolds recently returned to the show's winter base here after a booking trip on which she lined up still dates in addition to the Fort Smith fair.
L. C. Reynolds, business manager, was also a recent arrival here following a New York and Chicago jaunt. While away, he lined up a Skooter and Dark Ride for the season and announced further improvements are being made on the show's Tinkertown Kiddieland.
Show is scheduled to open May 14 with four still dates to play before starting on its fair route the latter part of June in Minnesota. The Wilno cannon act will be carried for the entire season.

1953 Kiddy Ferris Wheel mounted on two wheels, factory made. 1953 Whirlwind, Kid Ride-Low Ride, Buckets turn like Octopus; factory made. 1950 Grano 18 foot Chair-o-Plane, A-1 shape. All Rides ready to go with or without transportation. Would consider trade on Octopus or what have you? Call 2-1156 or 2-2844 or write 282 W. Main St., Waukesha, Wis.



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WORLD'S FINEST TRAVEL TRAILER**

For big catalog, special showmen's folder and a good deal write Airstream Trailers:
Andy Charles Jackson Center, Ohio
Art Costello 1755 N. Main St., L.A., Calif.

FOR SALE

1947 Spitfire and semi, 1946 Rolloplane and semi, 1953 Whirl-O Kiddle Ride, King's Funhouse built on semi, Rollo-Whirl built on 2-wheel trailer, Dark Ride complete; 10 ft. tank trailer with filtering system, suitable for Turtle Show; 6 Deep-Sea Turtle Banners, 8x10; 50 ft. Panel Show Front, canvas, top and side-walls, complete; Evans Chuck-a-Luck Cage, complete with lay downs, brand new. Any of the above can be booked on the Hot Greater Shows. It is all stored in Hot Springs, Ark.

**FAITH WOLF
MAYBERRY TRAILER PARK
Route 4, Box 61 Hot Springs, Ark.**

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**CONCESSION, CIRCUS, CARNIVAL
AMERICAN
TENT & AWNING
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One of America's largest Builders of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.
BILL SANDERS

WANT

Grind Store Agents, also Bucket Agents. Dave Wallace, answer.
**S. B. WEINTROUB
Forest, Miss.**

FOR SALE FOR SALE

One Ell Wheel #5 with transportation, in A-1 condition; 1 Kiddle Airplane Ride, 1 Dodge panel sound truck; 2 Light Plants, G.M. Diesel; 1 50 kw. and 1 15 kw. mounted on 32 ft. Hobb's semi trailer with 1949 G.M.C. tractor. Plenty of electric wire, junction boxes, all in A-1 condition; 1 24-ft. Fruehauf van trailer with 1949 G.M.C. tractor and 301 Tulsa winch and new tires; 1 22 ft. Nabor's trailer with Ford tractor; 1 32 ft. Hobb's trailer van used as office and concession hauling space; 1 20x40 show tent; two Rhesus Monkeys, very gentle, and other show equipment too numerous to mention. One Reo tractor heavy duty; seven Side Show banners, all kinds of Concessions. This equipment can be bought very cheap. Located at Stafford, Texas, at the Oak Drive-In Theatre.
CARL BOHN, Gen. Del., Stafford, Tex.

FOR SALE

One Allan Herschell 10 car Kiddie Auto Ride, cast aluminum car, covered by timer clock. One Sunshine Choo Choo electric train, heavy duty motor, four coaches. This ride has been completely overhauled, including new wheels, axles, bearings and gears. Lighting system for both rides and ticket box. These rides are newly painted and load on a 24 ft. semi trailer. Five ten hundred 20 tires. For quick sale, \$3,200 takes all equipment. W. H. McCLANAHAN, 107 Rice St., No. Little Rock, Ark. Phone: WI 5-2524.

WANTED

Major and Kiddie Rides—also Acts or Show to be used as drawing attraction for Memorial Day weekend. (The Free Acts should run about one hour for at least two days engagement). State full particulars to
**KENNETH W. JENKINS, Commander
Cletus Clements Post #278 Bangor, Wis.**

WANTED—SIDESHOW ACTS—WANTED

For John Marks Shows. Bally Girls, Pin Cushion, Fire Eater, Working Acts, Feature Freaks, Half & Half. People who worked for me, answer. Billy (Monal) Hayes, Bobby Burns, Jerry Dale, Peggy Hershel, Frenchy, answer.

EARL MEYER
General Delivery, Sarasota, Fla., until March 22.

FERRIS WHEEL

Due to disappointment will book Wheel for committee money for proven celebrations in New York and New England money territory. This is a wonderful opportunity. Also open spot for one other major ride.
**THE ROBERT D. KELLOGG SHOWS
STILLWATER, N. Y.
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TWO VETERAN OUTDOOR SHOWMEN are kept abreast of the latest goings on in the industry by Ray P. Thelan (center), exalted ruler of Elks Lodge 99 in Los Angeles. On the left is Charles H. Duffield, veteran fireworks exec., while on the right is J. Ed Brown, veteran midway showman.

Midway Confab

Big Hearted Bennie Weiss spent a day in New York last week getting his bingo operations set up for the coming season. Bennie didn't waste any time heading back to the land of sunshine and his Miami Beach home.

Diamond-Tooth Billy Arnie, veteran comedian, who celebrated his 75th birthday recently, was the subject of an article in the February 13 issue of *The Light-House* and Informer, Columbia, S. C. The article told of Arnie's tour of Europe in 1908, which included a stop at Buckingham Palace.

Bob Tilton is taking it easy in Boston getting ready to open his Marlana show April 15. He will also operate his big gal show for fairs. Tilton and his featured attraction, Marlana, were shaken up and suffered bruises in a recent auto crash en route from Baltimore to Boston. Tilton's sedan was demolished.

L. M. Higgs, manager of Ernie Farrow's No. 2 unit, Spartan Greater Shows, announced the org would play fairs at Camden and Eldorado, Ark., and also would go into Minnesota this season.

H. W. (Hap) Arnold writes from Tampa that his wife and he will come in soon, with their son-in-law and daughter, Mr. and Mrs. Calvin Nelson, and granddaughter Barbara. Hap is the show's mailman and *The Billboard* agent, and will have two hanky panks. The Nelsons will operate the French fries.

Mrs. Rocco Masucci and her niece and nephew's husband, Mr. and Mrs. Philip Minelli, returned to their New Jersey home after visiting for a few days at the quarters. Weekend visitors included Jack Nurney, First National Bank president; Bill Sanders, of the American Tent and Awning Company, and Jack Murren, of the Hampton Fair Association.

Mrs. Kay Brancolino is trying to get in touch with her sister, Mrs. Lucy Watkins, regarding the serious illness of their father, Joseph De Angelo, of 29 Swan Street, Trenton, N. J.

Babe Decker, who is a patient at the John Sealy Hospital, Galveston, Tex., underwent surgery recently and is slated to be operated on again soon. She would appreciate hearing from friends. . . . **Stanley Schmidt** cards that Mrs. Schmidt returned home after undergoing surgery at Memorial Hospital, Lake Charles, La., recently. . . . **Jim Shroul**, superintendent of operations for Page Bros.' Shows, arrived at the org's winter quarters, Springfield, Tenn., recently and is now getting the show ready for an April 17 opening. He is being assisted by **Frank Hunter**, **Carl Weaver**, **Rodie Marrow**, **J. B. Thompson**, **Glen Watson**, **James Buchannon** and **T. M. Wade**.



JIM AND MARGE LEAHY, concession operators on the World of Mirth Shows, were among the fun-makers at the recent picnic staged by the Miami Showmen's Association.

Sam Landesman, cookhouse operator on the West Coast Exposition Shows, is recuperating after a stomach operation at San Francisco hospital. He recently visited the Show Folks of America club-rooms, but returned to the hospital for additional treatment.

Marie and Teddy Levitt returned to their home in Santa Clara, Calif., following a three-week vacation trip to New York, where they visited relatives. It was Levitt's first trip east in 17 years and Mrs. Levitt's first. One party given in New York in honor of the visitors was attended by 57 of Levitt's relatives. En route to California, they visited Buffalo and Niagara Falls, arriving on the West Coast in time to attend the Cloverdale Citrus Show where the Gold Coast Shows, owned by Bill Meyer, played. Levitt is general agent for the show, which will go on the road about April 1.

Lillian Russell, **Amber West**, **Robert MacGregor** and **Jacquelin Kellow** were skedded to leave Bath, Pa., March 6 for Culver City, Calif., where they are to appear in the chorus in the revival of **Karl J. Walker's "Gay New Yorkers."** **Theodore (Ted) Kita** is slated to join in three weeks. . . . **W. L. Borrer**, cookhouse operator, spent the winter in Florida with the Leo Lane Shows. He plans on returning to Clinton, La., soon to repair his cookhouse.

George Storik worked the Diamond Knee night club, San Francisco, recently as bouncer and coachman during **Les Brown's** (Continued on page 68)

CETLIN & WILSON SHOWS

WINTER QUARTERS OPENING LAST OF MARCH

SHOW OPENING IN PETERSBURG, VA., APRIL 30

FIRST FAIR—BEAVER VALLEY FAIR, AMBRIDGE, PA., WEEK JUNE 7th

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Fair Circuit Starts at Ionia, Mich., Free Fair First of August and Then All Fairs Until the Middle of November.

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WANT LARGE CIRCUS SIDE SHOW

Want Grind Shows with own equipment that are worthwhile. We have Snake Show and little Horses booked.

WANT Workingmen experienced in all departments.

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ON ACCOUNT OF DISAPPOINTMENT CAN PLACE MAN TO HANDLE TOWERS AND TWO SEARCHLIGHTS.

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WANT FOR THE CREAM STILL DATES IN ALABAMA AND 14 FAIRS TO FOLLOW

CONCESSIONS: Cookhouse, Custard, French Fries and all legitimate Concessions. Also want Long and Short Range Galleries, Photo Studio, Will sell Exclusive on American Palmistry.

RIDES:

Tilt-a-Whirl, Octopus, Live Pony, Scooter. (Lloyd Burge, get in touch.)

SHOWS:

Can place any non-conflicting Shows with own equipment. Have complete outfit and Monks. Want operator for same. Also complete Snake Show. Want man to operate Fun House. Will book Glass House. Ray Cramer would like to hear from Side Show Acts and useful Show People.

HELP:

Winterquarters now open. Can use Foremen on all rides. Also Second Men. Want Scenic Artist. Canvasmen for Big Tops. Can place Welders and Wagon Builders, Train Help. Want man to handle Kiddieland. Will place useful Help in all departments.

Contact **SAM LEVY**

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Featuring **Capt. E. Engerer's Lion Act for 1954**

Opening April 8-21, Clarksville, Indiana, just across the street from the Colgate factory, three blocks from Louisville, Ky., bridge. Followed by Indianapolis at Penn. & Morris Streets, April 26-May 8; Columbus, Indiana, May 10 to 15; Jeffersonville, Indiana, May 17 to 22; then three weeks in Louisville, Kentucky, one week each location.

This is the show that will put you where the people are.

CONCESSIONS: Cookhouse, must be neat and flashy. Ball Games, High-Striker, Long Range, Custard, Hanky Panks, stock only.

RIDE HELP: Octopus Foreman, Second Men on all rides, including Kiddie Rides.

SHOWS: Wonderful route. Side Show, Drome, Jig, Mechanical, Fun House, Glass House, or what have you. You must own complete outfit with your own transportation. We will book the above at twenty-five per cent for season. Fairs start July 19; solid until October 2.

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CONCESSIONS: Hanky Panks, Age and Scale, Palmistry, Photos, Novelties.

RIDES: Will book three or four Kiddie Rides. **FLOYD BRINK**, answer.

SHOWS: Will book Snake Show, Girl Shows or any Show of merit. Want Special Shows for Bloomsburg (Pa.) Fair.

RIDE HELP: Those who can drive semis preferred.

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SIX CATS—2 Styles. PUNKS—15 styles or Designs. 3-BALL MECHANICAL BUCKET—New type, cannot get out of order. JEWELRY SPINDLES. MILK BOTTLES—Aluminum and Wood. DART BOARDS—Sponge Rubber with Nylon Thread Dividing Lines is the best for the Carnival Man. HUCKLE BUCK GAMES and don't forget the DAM FAMILY BALL GAME.

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M a n y others.
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1799 N. W. 28th Street
Miami, Fla.

More than 300 members jammed the clubrooms at the last meeting, at which a nominating committee was elected to draw up a slate of officers for 1955. Named from the board of directors were Harry Schreiber as chairman, Patrick J. Finnerty, Lyman Truesdale, Paul Prell, and alternate William Tucker. Named from the body were John Hoffman, Alton Pierson, A. R. Whiteside, and alternate Sid Goodwalt. President Bill Moore appointed Louis A. Rice, Lyman Truesdale, Michael Roman, Fred Holtzman and Paul Prell to conduct the election and handle ballots.

On the dais with Moore were Sam Prell, first vice president; Oscar Buck, second vice-president; Ross Manning, third vice-president; Cliff Wilson, secretary; Eddie Edwards, assistant secretary; Dave Endy, president emeritus; William Cowan, past president; Robert K. Parker, past president, and Sam Solomon, past president of the Showmen's League of America.

Drapes have been installed in the restaurant and refreshment room. William Cowan, past president, reported that the plaques awarded for outstanding services last year will be ready for distribution within three weeks.

President Moore reported that 265 names have been secured for the large plaque and that while plans were made for only 250, several members have asked to have the listings kept open so they could have their names inscribed. The plaque will be molded and cast shortly and anyone wanting his name included can do so by wiring the executive secretary, Phil Cook.

Harry Schreiber, co-chairman of the membership committee, reported that paid-up members for 1954 total 2,092. Lew Lange and William R. DeCostas, club attorney, read the new revision of the charter and bylaws and, after a thoro discussion, they will be voted on at the next meeting.

Also at the last meeting, Earle R. Bennett, of the firm bearing his name, presented his company's proposal for group insurance for the showmen's association.

The club was presented with a beautiful electric wall clock by a large manufacturer thru the efforts of MSA member George Langley, and President Moore presented the club with a beautiful clock-radio. An electric sign will be erected atop the building as soon as possible, and a 30-foot flagpole will go up this week,

Club Activities

Greater Tampa Showmen's Association
1799 N.W. 28th Street, Miami

TAMPA, March 6.—The Monday (1) meeting was called to order by President C. J. Sedlmayr Sr. Vernon Korhn, secretary, reported a total of 739 members were in good standing.

Ed Lowe reported 157 pints in the blood bank, the largest of any organization's bank in Florida. C. J. Sedlmayr Jr. reported the cemetery was in good condition and that the women's Clover Garden Circle had taken over its landscaping as its '54 project.

George Ringlin, chaplain, reported the sick list included Glenn Wade Sr., who was confined to St. Joseph's Hospital.

Bob Lohmar, back after a northern jaunt, reported he was glad to be back in the sunshine. George Reinhardt served the post-meeting lunch.

Ladies' Auxiliary

President Virginia McGee called the meeting to order, assisted by Hazel Maddox, Esther Young and Vera Hauck, first, second and third vice-presidents respectively; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Chaplain Ella Stophel reported the sick list included Helen Julius, Arlene Kenter and Ura Marshall. She also announced that Gloria Pierson had become the mother of a girl.

Grace Fillingham was elected to represent the club on a radio and television show sponsored by a national advertiser. Mickey Wenzik, ways and means chairman, announced plans for the year's fund-raising campaign and thanked Dolly Young for her recent efforts on the committee's behalf. A picture for the cemetery was donated by June Boyles.

Bertie Perrot, of the Clover Garden Circle, announced more shrubbery would be planted by the group along the cemetery driveway. Mary Delaney won the dark horse. Following the meeting a covered dish supper was served.

according to Cliff Wilson of the building management committee.

A drive to increase the blood bank netted five pints and \$300 with which to buy additional blood, should there be any need for same.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 6.—Regular meetings thruout the winter have been well attended and considerable interest is being shown in the purchase of the club's present location as a permanent home for the organization. The building committee has had the structure appraised and a complete report will be given at the next meeting.

Contract has again been signed with the Hotel Continental for the club's 35th annual banquet and ball to be held New Year's Eve.

Final meeting of the season will be March 26 and the club will reopen October 29 for the fall and winter.

The membership was saddened by the recent death of George Elser.

Ladies' Auxiliary

The membership goal was reached at the Friday night meeting when three new comers were added to the rolls to give the club a total of 100.

Leola Campbell is taking orders for the new club pins which will be patterned after the original pins. Plans were completed for the 34th annual birthday dinner in the Hotel President.

Following the business meeting four tables of canasta were enjoyed and much talk was heard regarding new clubrooms or a clubhouse.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

President Peggy Steinberg was in the chair at the regular Monday (22) meeting. All officers and a large turnout of members and guests were in attendance.

Letters were read from Rose Rosard, Myrtle Carroll, Minnie Ford, Gladys Mackey and Fern Redmond. Mrs. Ernestine Baer, guest of Clara del Bosq, was introduced. Bank night prize was taken by Gene Kann and President Steinberg. Door prizes, donated by Edith Hargrave, Nancy Meyers, Margaret Farmer, Madison Hopes, Clara Little and Thora Rickard, were won by Julia La Doux, Lucille Dolman, Claudette Estfan, Gertrude Weber and Margaret Farmer. Two aprons made and donated by Esther Carley were won by Marosa Herman and Ruth Ostrov.

Harry Seber and Sam Dolman represented the men's club and explained plans for the organization's show-within-a-show to be held at the National Orange Show on March 30. Miss PCSA will be crowned at the event and will be awarded a number of valuable gifts.

The club okayed sending a check to the City of Hope from the Madge Buckley Heart Fund. Due to a shortage of funds in the coffers, a new collection was started by Mary Taylor, followed by Clara Parsons, Marosa Herman and Liza Matthews.

A total of \$212.10 was raised at the February 15 bingo and canasta party. Nina Rogers, assisted by Lucille Dolman and Daisy Marion, worked the games all day. Peggy Forstall headed up the food department.

Mary Taylor was appointed supervisor of the bazaar books for the year. A number of beautiful articles have already been donated and books will be distributed in the next few weeks.

Lone Star Show Women's Club

3105 Forest Avenue, Dallas, Tex.

DALLAS, March 6.—In the absence of President Edna Hacker, Martha Moss, first vice-president, took over the gavel. Other officers present included Pearl Vaught, treasurer, and Grace Tindler, secretary. Invocation was read by Julie Connors.

Marie Obluck and Emera Meeks were hostesses at a Valentine Day party. Following a buffet supper, cards were the order of the evening.

Members and their friends turned out in good numbers for the first dinner of the year. Edna Hacker and Martha Moss were head cooks; Grace Tindler was in

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, March 6.—Vice-President Ned Torti was in from Milwaukee to preside at the Thursday (4) meeting. Also present were Maurice Ohren, vice-president; Lou Keller, past president; Walter F. Driver, treasurer emeritus, and Joe Streibich, secretary.

Elmer Jones and the house committee reported progress on plans for the St. Patrick's Day party. The entertainment committee advised that members and friends would be guests at the Polack Bros.' Circus here Monday (8).

The welfare committee reported J. C. McCaffery had been discharged from the hospital and is showing improvement. Sick list includes Fred Potenza, Ray Balzer, Sam Manganaro, Harry Atwell, Frank Daniels, Sam Roberts, Louis Drillick, David Swarhout and Russell Johnson.

Past-President J. P. (Jimmy) Sullivan advises he will be on hand for the March 11 meeting of the nominating committee. Treasurer William Carsky is out of town on business. Lou Leonard stopped off en route from Florida to California. Hank Shelby left for Texas. Ralph Lockett stopped off en route to join the Beatty Circus. William Wolper came in from the South and Bernie Mendelson is back from a Florida jaunt.

Tom Sharkey is a daily clubroom caller. Other recent callers included Arthur Brown, Morris Brown, Joe Welles, Chester Chapp, Lou Keller, Petey Pivor, Frank Wald, Whitey Lehrter, William A. Hellich, Walter F. Dirver, Hank Shelby, Hy Neitlich, Solie Wasserman, Jess Wrigley, Louie Berger, Al Kaufman, Leonard Sacks, Mel Harris, Henry Polk, Elmer Byrnes, Dave Goldfen, J. T. (Whitey) Richards and Oscar Bloom.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 6.—The Pacific Coast Showmen's Association will honor part of the Clyde Beatty Circus personnel Monday night, March 29, when "Billposters and Advancemen's Night" will be held. The following day the club will observe its "Showmen's Day" at the National Orange Show in San Bernardino. At the regular Monday night (1) meeting President Hunter Farmer conducted the session with Al Weber, treasurer, and Joe Mead, secretary, on the rostrum.

Jack Clark, Australian showman, was voted into membership. Eddie Harris and Elmer Hanscom made donations for the big party to be held at the Orange Show. Reports were heard on the "Miss PCSA of 1954" contest being conducted by the Ladies' Auxiliary. A tabulation of votes is expected to be presented at the coming Monday session.

The sick and relief committee reported that E. J. Rose, Ray Rosard and William Downey were ill.

The door prize was won by Steve Freedman. Tony Masseth, who has his Redwood Empire Shows' rides at Auction City near Downey, visited the clubrooms. Alex Freedman was in attendance at the meeting following the Riverside County Fair and National Date Festival in Indio, where he had the novelties.

charge of prizes; Pearl Vaught handled the door, and Inez Carroll the refreshments.

The sick list includes Connie Rush who suffered a broken back. Mr. Carroll recently suffered a stroke. Vernon (Pop) Smith is convalescing in a hospital and Renee Gordon is home recuperating from surgery. Percy Morency is also ailing. June Reynolds, who was too ill to attend the installation, lettered that she was much improved.

The club was saddened by the February 19 death of Mrs. Kelly Weaver. Margaret Pugh and Grace Tindler left town for a few weeks and Inez Carroll is scheduled to leave to join the Siebrand show.

Next party will be St. Patrick's Day.

Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

A large turnout of ladies were on hand for the Monday night (22) social. Prize winners included Pat Crognale, Edith Schulz, Julia Garney, Marion Fodal, Gerry Barber, Mary Sine, Lillian Williams, Julia Garney, Catherine Prevish and Betty Greely. Door prize was taken by Clara Silber.

Hostess Peggy Cohen welcomed back Lillian Williams and Clara Silber after their release from a hospital. Reported on the sick list were Ann Stone, Edythe Ritzick and Jenny Heshner.

President Dotty Miller reports having a fine time on her Western vacation. The club extended thanks to Florence Williams for her donation.

Latest project is a "burn the mortgage drive" to free the cemetery plot from all debts.

International Showmen's Association

415 Chestnut St., St. Louis

ST. LOUIS, March 6.—An estimated 800 turned out for the recent vaudeville and dance jamboree where 15 acts were presented by Joe Smith of the booking agency bearing his name. Billy Zoot Reed, who is currently at a local nitery, took over the emcee chores. Event started at 8:30 p.m. and wound up at 2 a.m. Proceeds went into the cemetery fund.

Another party is planned for this month.

Anderson Skeds Early May Bow

TOLEDO, March 6.—Anderson Amusement Company will hit the road in May and will confine its trek to the western part of Ohio and Southern Michigan. W. T. (Bill) Hopkins, general manager, announced. Hopkins, assisted by his wife, Ruth, and son, Don, will handle the tour as Gerald Anderson, owner, plans to remain off the road most of the season.

Plans are to take out four major and two kid rides, including a Ferris Wheel, Flying Saucers, Merry-Go-Round, Chairplane and kid autos and airplanes. All rides and rolling stock are being repaired and painted here. Some 25 or 30 concessions are planned Hopkins said.

From the Lots

Hendrix Bros.

CITRONETTE, Ala., March 6.—Org pulled in here today after completing two weeks of satisfactory business at the Mobile Mardi Gras where it was located on the police station parking lot. It was the first time this lot was ever used for show purposes, and business more than overcame the high rental fee charged by the city.

Outfit is carrying four major and one kiddie ride, but only the Ferris Wheel and Merry-Go-Round were set up here because of size of lot.

Business Manager Millsaps was kept busy entertaining the influx of visiting showmen who include Frank W. Peppers, John R. Warren, Al Wagner, Larry Schaff; George R. Turner, former deputy tax assessor; W. F. Chastain, Prichard Tom L. Collins, county license inspector; Mr. and Mrs. Bern Smuckler, Jesse Bradley, Charles Foley, Walter B. Fox and Charles Griggs.

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Want Hunky Panks of all kinds, prize-every-time Concessions, straight sales. Shows of all kind except Jig. Wheel to dual with ours. Any Ride not conflicting such as Coaster, Octopus, Caterpillar, Rock-o-Plane.
All address Leo Lane Shows, Archer, Fla., this week
For Sale—Monkey Motordrome and Roll-o-Plane with transportation.

NEW ENGLAND AMUSEMENT CO.
WANTS FOR 1954 SEASON
GLOUCESTER, MASS., 4TH OF JULY. BIG LAST YEAR, BIGGER THIS YEAR.
Concession Builder and two men to up and down Concessions. All Hunky Panks open. Agents for Ball Games, Glass Pitch, French Fries and Cigarette Block. Will sell X on Ball Games and French Fries. Contact by mail only.
HARRY J. KAHN
60 PARKSIDE ST. SPRINGFIELD, MASS.
P.S.: FOR SALE—G-12 Miniature Train, complete with track, late model. French Fry outfit ready to operate—CHEAP.

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VOLUSIA COUNTY FAIR, DE LAND, FLORIDA
6-BIG DAYS AND NIGHTS-6 MARCH 22-27
Want direct sales concessions of all kinds for independent midway. Pitchmen and Demonstrators for exhibit building. Want complete Circus, Rodeo or Hillbilly Revue or any other complete unit to feature for Grandstand Attraction.
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Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
Send Cash With Order. Stock Tickets, \$22.50 per 100,000.
100,000 \$29.50
10,000 ... \$ 9.95
20,000 ... 12.00
50,000 ... 18.50

Winter Quarters

Tennessee Valley

BALDWIN, Miss., March 6.—Winter quarters work is finished. All rides have been rebuilt and newly painted, and office concessions have new canvas.

Staff includes: Theodore Meadows, owner-manager; Una Meadows, secretary-treasurer; Maurice Meadows, electrician; Sylvia Ann Meadows, kiddie-auto, and Sam Housner, business manager, who will also have four concessions.

Personnel: Mr. and Mrs. W. T. Goode, cookhouse and grab; Mr. and Mrs. Hall, custard; Mr. and Mrs. Jimmy Shipmon, 3; Nelson Wills, 2; Fred Ingle, 1; Mr. and Mrs. Amos Reed, 3; Garth, 3; Mr. and Mrs. Jimmy Johns, 3; J. W. Western, 2; Bob Coleman, 3; Mr. and Mrs. Chuck Armstrong, 8; Mr. and Mrs. J. M. Cooke, 1, and Reptile Show; Jerry Burke and sister, 2; Mr. and Mrs. Cliff Farmer, 1; Mr. and Mrs. Jackson, 1; Mrs. Leonard Wynters, 1; Mrs. Clifford Collins, 1; Tom and Jerry Wright, 2; Mr. and Mrs. John Roach, wrestling gorilla; Sam George, Girl Show, and Sonny Leevis, 3 shows.

Ride foremen: Clifford Collins, Ferris Wheel; Rayman Austin, Merry-Go-Round, and Leonard Wynters, Chairplane. Ticket sellers are Mrs. Austin, Mrs. Ina Jones and Sarah Walton.

A 90-kw. Diesel light plant purchased last fall will light the midway. Show's bookings include the Strawberry Festival, Portland, Tenn.; a July 4th celebration and 12 fairs. Route will cover Mississippi, Tennessee and Alabama, with the season running from March 13-November 1.

Visitors at winter quarters included Charles Shelton, Roy Cotton, Danny Arnett and Rodger Walkup.

F. C. Bogle

ARMA, Kan., March 6.—Work in quarters is in full swing in preparation for an April 8 opening in Pittsburg, Kan. The show will not leave the State in 1954. In view of excellent crop prospects the still date and fair route shapes up as the strongest in seven years. Route includes three Army pay days, four centennials and nine fairs. Newest addition to the route is the Ogden, Kan., Centennial, July 3-5.

Personnel with the show: Opal Bogle, secretary-treasurer; Boets Cutler, concessions manager; Curley DeWolf, mechanic and ride superintendent; Leon Garrison, electrician and assistant mechanic, and Elvin Bishop, builder and painter. R. L. Bishop will be in charge of advance ticket sales for kiddie matinees.

Concessionaires and show operators include: Carl Harlan, two; Mr. and Mrs. Sam Epple, two; Jim Colder, three; Mr. and Mrs. Bill Crowe, three; Mr. and Mrs. E. Bishop, one; Col. Lew Alters, combination Side Show and Tom Thumb; Mr. and Mrs. George Monroe, Girl Show; Jack Naisworthy, Athletic Show, and Mr. and Mrs. Sammy George, Girl Show. There will be an office-owned Funhouse.

Vivona Bros.

IRVINGTON, N. J., March 6.—Work is being speeded in quarters so that everything will be ready for the March 29 opening in Sumter, S. C.

Dave Linebarier is again in charge of quarters. Dave's wife, Dottie, and their daughter are cooking for the crew of 15.

Joe Palhowicz has the trucks in shape, having overhauled and painted the whole fleet of 35 tractor-trailers and straight jobs. Show fronts have been made over and painted, and some new ones added. Rides have been repainted and repaired.

John Vivona and his brother are en route to quarters to plan the Sumter opening.

Cross Road Amusement

NUNICA, Mich., March 6.—The show is in good shape with preparations just about completed for an April 12 opening here. Business manager for the coming season will be John Grandile. Owners are Mr. and Mrs. Don Branam.

Howard Fassfender and son, Toney, will have four kiddie rides, as they did last season. Fassfender will also have a pony ride this year, while Andrew Decker handles his long-range gallery. Fassfender will be The Billboard agent.

PHILLY SETS 30-DAY WAIT FOR LICENSES

PHILADELPHIA, March 6.—Applications for licenses to operate carnivals here must be filed at least 30 days before the proposed start of the carnival, it was announced this week. Stanley A. Carlo, deputy commissioner of licenses and inspections, said this is necessary so that proper investigations can be made by the police department. A city ordinance gives the department the right to refuse a license to any carnival operator who has been guilty of a law violation anywhere in the country, Carlo said.

Eddie Young Sets 14 Fairs

TARPON SPRINGS, Fla., March 6.—Eddie Young's Sterling Crown Shows have wrapped up their route for this season which includes a total of 14 regular season fairs and several late annuals. Seven annuals inked in Illinois include those at Danville, Marion, Griggsville, Jerseyville, Flora, Vienna and Greenup. Others are Winchester, Pulaski and Fayetteville in Tennessee; Aberdeen and Corinth in Mississippi and Montezuma and Dublin in Georgia.

Show will again be painted white and work here is already under way. Plans are to carry 15 rides, 10 shows and upward of 50 concessions. O. J. (Whitey) Weiss is again business manager. John J. Cousins did much of the winter booking altho Young also had a hand in routing the show.

Front end personnel will include Art Riley with his cookhouse; Dick Crawford, 10; Harry Rubin, 6; Jack Vinson, bingo plus 4; R. Caldwell, 4; Mrs. Edith Young, 2; Hattie Hoyt, 2.

Miami Slates Repayment of Debentures

MIAMI, March 6.—Highlight of the last Miami Showmen's Association meeting was the announcement that, starting Monday (8), the club will start redeeming some of its debentures, and that \$5,000 has been set aside to be repaid now.

The board of directors said there are high hopes that most of the debentures will be paid back next winter when the members come off the road, and that the entire debt can be wiped out by next year. Appointed as a committee to handle the distribution of money in the redeeming of bonds are Cliff Wilson, William Tara and Harry Schreiber.

Kansas City Fems Celebrate at 34th Birthday Party

KANSAS CITY, Mo., March 6.—A total of 48 members of the Ladies' Auxiliary of the Heart of America Showmen's Club celebrated their organization's 34th birthday with a dinner Friday night (26) in the Walnut Room of the Hotel President. Seven past presidents and five charter members attended the festivities.

The ceremonies started with the officers marching to their chairs to the piano accompaniment of Rex Herron. President Lorelei Hugo introduced May Wilson as femsee, and the club's chaplain, Ellanora Price, delivered the invocation.

A four-course dinner followed with arrangements handled by Dorothy Hugo and her entertainment committee. Louise Parker, 82-year-old mother of the club, read notes of former birthday parties and short talks were made by all present. Ruth Martone announced that she would leave soon to join her husband in California where they will make their home in Long Beach. A basket of carnations, sent by the men's club, decorated the speaker's table.



WANT WANT

For the New and Greater VOLUSIA COUNTY FAIR, De Land Fla., week of March 22—Day and Night. The first bona fide Fair to be held in Volusia County in 15 years with County Agent, Commissioners, De Land Chamber of Commerce and all Political and Civic Leaders. Two Big Children's Days. Jack Kochman's Thrill Show, 4 Days and Nights, Fireworks, Special Events daily.

Can place legitimate prize-every-time concessions, and Hanky Panks of all kinds, Cookhouse, Grab, Novelties, Age & Scales and direct sales of all kinds.

SHOWS Want one or two outstanding shows with own equipment. Liberal percentage.

RIDES Will place non-conflicting major rides. Would like to hear from Scooter, Sky Wheel and Roller Coaster.

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For Largest Stock Show in State of Mississippi at Greenwood, Miss. 6 Days commencing Monday, March 22 thru 27 inclusive. Close in Downtown. First show in

CONCESSIONS of all kinds, especially want Cookhouse that caters to show people. Also Bingo. SHOWS with own outfits. Need Mechanic with own tools to keep our fleet moving. Contact

SOUTHERN VALLEY SHOWS

Eddie Moran, Mgr., Monroe, La.

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WANT FOR HAWTHORNE, FLORIDA. TO OPEN MARCH 13.

Two Saturdays. Followed by Williston, Fla., with C. A. Stephens Shows; then Augusta, Ga.

SHOWS—RIDES—CONCESSIONS

All address J. P. BOLT, Royal Exposition Shows Hawthorne, Fla.

TENNESSEE VALLEY AMUSEMENTS

Open March 13, Baldwin, Miss., with Pontotoc, Miss., Lions' V.F.W. Festival, West Point, Miss.; Northeast Mississippi Fat Live Stock Show, with 19 counties participating to follow.

Book Pitch-Tilt-U-Win, Bowling Alley, Long Range, High-Striker, Hoop-La, Hanky Pank Agents, man and wife for Flashy Photo Studio. Paul Cross, come on. Grid Shows, Minstrel, 10-in-1, etc., with own equipment. Book Rides: Octopus, Tilt, Rolltoplane, etc. Sam Housner wants Clerks for Razzle, Skillo, Pin Store. Roy McKinney, call 5331.

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ROCHESTER, N. Y.

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FOLLOWED BY THE VOLUSIA COUNTY FAIR, DE LAND, FLA.

Legitimate Concessions and Hanky Panks of all kinds. Can also place a few high-type, non-conflicting Shows with own equipment for the above dates.

NOTE: Roland Porter, Gene Knight, please advise by wire where I can reach you by phone.

NOTE: Jack (Scotty) Sullivan, let us know where we can phone you, or come on.

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Opening April 3 (2 Saturdays) in Best Industrial Town in South Carolina
Heading North

Opening for Popcorn and Candy Apples, Floss; all Hanky Panks, book two of a kind only; Buckets, 6 Cats, Swinger, Bowling Alley, Fish and Duck Pond, Long and Short Range Galleries. Have new Panel Front Girl Show, complete, will book another. Want Manager with Girls for both. Book small Side Show, Snake Show or any Grind Show, small percentage. Time getting short; get with a show that knows what it's doing, and opens every Monday. All mail, wires or calls to
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P.S.—Annie Lee King or Brothers, get in touch with me.

First Call F. C. BOGLE SHOWS, Inc. First Call

WANTS Opening April 8 (Thursday), Pittsburg, Kansas **WANTS**
—KIDDIE RIDES OF ALL KINDS—

CONCESSIONS: Darts, Ball Games, Coke Bottles, Bumper, Grab, 6 Cats, Glass Pitch, Buckets, Scales, Photos, Water Games, Long and Short Range, Novelties, High-Striker, Jewelry, Watch-La, Basketball, Swinger, Color Blocks, Spindles, Mitt Camp.

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HELP: First and Second Men on all Rides, must drive. Winterquarters open, come on. Want Paper and Banner Man. Want man to operate Funhouse and care for Front Gate.

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P.S.: Would like to hear from Eddie Weston, G. W. Cain, Teska Bros., Evans Motor-drome, Lew Alters (Side Show) wants to hear from Bobby and Billy Taylor, Ruby and Sandy Neal, Birdy and Lepold Williams, Geo. and Vernon Spears, Carmen Delero, Gus and Ethel Staley, Fred Maurer, K. C. McCrary, Wally Miller and PooDoo King.

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USED 8 WEEKS—Balloon Dart, Duck Pond, Bear Wheel, Coke Bottles. All are chrome trimmed, plush sides and ceilings. All redwood, varnished frames, new tops and sidewalls. USED, IN GOOD CONDITION—Pin Bowling Alley (new tables), two-triangle Barrel Concession, triple Big-Tom Concession, new Cats, Milk Bottles and Tables for Ball Games. Two 12x12 ft. center Concessions, two Scales, complete with amplifiers. 1951 CHEVROLET 2 TON TRACTOR, 27 FT. HOBBS FURNITURE VAN, new tires, possum belly, perfect condition. 1947 DODGE with 14 ft. all aluminum box. Good condition. UNIVERSAL TRAIN—Brand new, never used; capacity, 52 people, 4 cars. This train is beautiful, ideal for parks. Can book these Concessions with Bill Hames Shows. Five Concessions already booked for San Antonio Battle of Flowers in April, followed by Buccaneer Days in Corpus Christi, with all Concessions booked there. Have sober, honest Agents if needed. Good deal—Cash only. Contact:

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WANTED FOR THE SEASON 1954

Ball Games, Pitch-Till-You-Win, Cork Gallery, Hoop-La, Candy Floss, Basketball, High Striker, Six Cats, Long Range Lead Gallery, Photos, Side Show, Snake Show, Girl Show, Monkey Show, Wild Life.

Want Ferris Wheel Foreman, Chairplane Foremen, General Ride Help, Truck and Tractor Drivers, Agents for office-owned Hanky Panks. All replies

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P. O. BOX 521 CUMBERLAND, MARYLAND

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Want Concessions of all kinds. Shows—Good proposition two Girl Shows, Ten-in-One and one other Show; would give exclusive to one man for Back End. Want Ride Help for eleven rides, Mechanic and Electrician who understands Caterpillar Generator; Truck Drivers preferred. Foremen on all Rides. Want French Fries, Popcorn, Candy Apples, Custard, Long and Short Range Gallery, all kinds of Hanky Panks; a few choice Concessions open. No line-ups. 25 and 50. All address HARRY HELLER, 9 Virginia Ave., West Orange, N. J. Phone Orange 4-5447.



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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



ONE OF THE HAPPY family groups at the Miami Showmen's picnic was Mildred Lazures (left) and Mr. and Mrs. Harry Sussman. Miss Lazures and Mrs. Sussman are both daughters of Mr. and Mrs. Jules Lazures, well-known, long-time concession operators with the World of Mirth Shows. Sussman, who once held down the concession office on that organization, is now secretary-treasurer of the I. T. Shows.

Midway Confab

Continued from page 65

stint there. Storti is slated to work the Harry James show at the Diamond Knee in the same capacity. . . . Dotty (Blondie) O'Day, New Orleans, made her San Francisco debut at the Barbary Coast Club recently. Joan Langford, daughter of Princess Cherokee, was surprised with a birthday party recently. . . . Keith Makar, Eastern carnival man, is vacationing in San Francisco. . . . Jinx Lane, of the Craft Shows, was injured in a fall at a club in San Francisco recently. She's up and around now, tho. . . . Princess Cherokee signed recently to appear at Manus Franges' Bella Pacific Club in the International Settlement, reports George Masi.

The following National Showmen's Association members observed their birthdays last week: February 28, Herman Moskowitz; March 1, Alfred Rinaldi, Joe Uk-nis; 2, Gabe Aillinger; 3, Michael Dorso, Dave Endy, Ernest P. Moore; 4, Eugene F. Keane, Edward A. Kirshman, George Regan; 5, Jack Penner; 6, George Bovino, Frank Capell, Max Packman. Aaron (Katie) Katzens has re-

ahead. Roberts played opposite the wild animal show of Floyd King's brother, and is off to dates in Imperial and San Bernardino, Calif.

New members approved by the Miami Showmen's Association include Lester F. Billings, Evangelow Bloutseas, Shelby D. Bosket, Harry Conti, Harry Engelhart, William Erne, Joseph Favata Sr., Murray Ganz, Dudley Hampton, Stacy Johnson, Albert T. Lenz, Charles J. McDonough, Angelo Marchione, Abe M. Miller, Robert E. Murray, Howard F. Nash Jr., Jerry Offredo, Victor Oller, Frank Pacia, Richard Pronath, Ralph R. Pope, John Rosania, Robert Sobol, Frank L. Trenker, Thomas J. Vit-telli, Raymond Young, Zelic Bass, Roy Lee Hotaling, Preacher Rollo Laylan, George Lewis, Roy McCrew, Charles James Martin, Ernie Palmquist, Edwin H. Shaffer, Herman Stark and Clarence Wood.

Oscar Bloom, J. T. (Whitey) Richards and Tom Sharkey were recent Chicago visitors. . . . George and Bonnie Moore have built a new girl show which will go out with the F. C. Bogle Shows. Mr. and Mrs. Lee Larsen, former cook-house ops on the Bogle org, have opened a cafe in Batesville, Ark.



CAUGHT by the camera outside the Miami Showmen's Association building recently are Tubba Heiman, concession agent for Bill Moore on the Cetlin & Wilson Shows, and Mickey Karr, independent concession agent.

turned from his Florida vacation, and other recent NSA visitors included Sam Seskin, Sam Bibring, Michael Synn, Larry Neumann and Harry Levine. Henry Fein dropped in after recovering from a long illness. Still on the sick list is Frank (Popeye) Blatsky, in James Ewing Hospital in New York City.

Mr. and Mrs. Dudley Hampton, of Blue Grass Shows, are the proud parents of a baby boy, Dudley Jr., born February 10, while the show was playing Florida. Bud and John Davis, owners of the Roller Coaster and other equipment booked with Blue Grass, left the route for their Enfield, Ill., home and will rejoin for the regular season beginning April 22.

Sky Roberts, or Rajah Bey, Electronics Wonder of the World, had his electronics show at the Indio, Calif., Date Festival February 17-22, and says the gate appeared up but spending was off somewhat, altho he came out



SOAKING UP THE SUNSHINE at the Miami Showmen's Association clubhouse are these three well-known concession men. Left to right: Harry Modele, Brownie Garner, and Joe Aarons, agent for numerous operators over the last 40 years. The three are among the many hundreds of summertime stand-bys at the new building.

PCSA Fem Prez Appoints Aids

LOS ANGELES, March 6. — Peggy Steinberg, president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, this week appointed committees and chairmen for the year. Margaret Farmer was named chairman of the Christmas party with all the membership to serve on the committee. A similar committee on membership will be headed up by Nancy Meyers, and Ruth Ostrov and Maria Bernardi were named sergeants at arms.

Other committees include: Finance—Margaret Farmer, chairman; Grace Merkel, Marie Tait, Opal Manley, Lucille Dolman, Trudi di Santi and Clara Zieger. Cemetery—Edith Hargrove, chairman; Marie Tait, Lucille Dolman, Peggy Forstall, Mary Taylor, Trudi di Santi, Marlo Le Fors, Sick and relief—Emily Bally, chairman; Ral Bernard, Fern Redmond, Maybelle Hendrickson and Ruth Wolff Woods.

House—Peggy Forstall, chairman; Mar-rosa Herman, Maree Rhodes, Minnie Ford, Helen Vaughn, Leona Cook, Charlotte Cohen, Elsie Kennedy, Mae Mortenson, Mabel Brown and Hazel Connors. Entertainment—Julia La Doux, chairman; Rose Rosard, Maybelle Bennett, Norma Burke, Berta Harris, Fay Prosser, Vivienne Jacob, Mae Snobar, Esther Carley, Minnie Spring, Clara Little, Dot Cronin, Regina Pink and Marie Mead.

Board of trustees—Nina Rogers, chairman; Mary V. Taylor, Edith Hargrove, Peggy Forstall, Betty G. Coe, Margaret Farmer, Lillian Schue and Edith Walpert. Directors—Grace Merkel, chairman; all past presidents and Clara Andersen Emily Bailey, Maybelle Bennett, Mabel Brown, Norma Burke, Esther Carley Charlotte Cohen, Hazel Connors, Leona Cook, Dot Cronin, Ann Doolan, Bobbie Douglas, Minnie Ford, Lucille Gilligan, Berta Harris, Marosa Herman, Blanche Henderson, Midge Holding, Vivienne Jacob, Ruby Kirkendall, Ruth Korte, Lola Krokos, Virginia Kline, Evelyn Lantz, Marie Levitt, Gladys Mackey, Marie Mead, Mae Mortenson, Isabel Meyers, Ruth Ostrov, Fay Prosser, Rose Rosard, Maree Rhodes, Mae Snobar, Julia Smith, Betty Schoonover, Boris Stause, Florence Webber and Helen Vaughn.

Basar—Julia La Doux, chairman; Rose Rosard, Maybelle Bennett, Norma Burke, Berta Harris, Fay Prosser, Vivienne Jacob, Mae Snobar, Esther Carley, Minnie Spring, Clara Little, Dot Cronin, Regina Pink and Marie Mead. Publicity—Madison Hopes, Ruth Wolff Woods and Blanche Henderson. Ambassadors of good will—Virginia Kline, Ann Doolan, Gladys Mackey and Ida Chase. Ways and means—Marosa Herman, chairman; Berta Harris, Ann Doolan, Vivienne Jacob, Evelyn Lantz, Midge Holding, Isabel Meyers, Clara Parsons, Mae Snobar, Marie Levitt, Ral Bernard, Clara Andersen, Lillian Nichols, Ruth Korte and Betty Schoonover.

Va. Greater's Staff & Crew Refurbishing

SUFFOLK, Va., March 6.—Re-furbishing work is nearing completion at Virginia Greater Shows winter quarters, and show folks are trickling in as the season opener nears. Newcomers to the crew include Ed Jerles, Blackie Griffin and Duke Byman, Byman being scenic artist who is repainting the show's Carrousel and panel fronts.

Fred Sanders will come in from his Sarasota, Fla., home soon with his Snake Show, and William Cousins and Garland Stewart have signed to take over operation of the show's two Girl Revues.

Hard at work are George (Tennessee Slim) Gillespie, John Strause and Octopus Red, all refurbishing the Octopus; Kelly Wright overhauling the trucks and motors, James Bowser and Sam (Sheriff) Mitchell on the Ferris Wheel equipment, Hoover Byrum on the three kiddie rides, and Dutch Kershner on the Carrousel equipment.

Largo to look over the show's 22 rides and 14 shows which were presented. Harry Mammias, who has two rides booked, reported satisfactory results.

While the show was in Largo eight lavatories were built and will be used during the regular season.

The Strawberry Festival in Plant City, while off a bit from last year, still proved a nice date for everyone. Groscurth ordered a new Carrousel top and marquee to be delivered in time for the regular season opening, April 22.

WANTED

High Act for March 17 to 21. Also few Hanky Panks for St. Petersburg and Ruskin, Fla. All answers to
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Southern States Shows
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Balance C.O.D. No catalog. **NEW ENGLAND JEWELRY,** 9 Empira St., Prov., R. I.

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EAUTOP! NEW TOY — WESTERN Engines. Made of assorted color plastic; naturally screened lites; mane, reins, angle bells, colored handles. This toy sends the kids. Send for jobbers prices. Eddy Supply, 3026 Mesquite Road, Ft. Worth 11, Tex. mh20

INGO BLOWERS—RETAILING \$150, SELLING out, \$49.50. AC Electric Balls, Lipka Co., 617 East 11th St., New York 9, N. Y. mh27

ELOROPHYLL SOAP — SOMETHING new, fine French milled; excellent for shampooing, shaving, toilet bath. Same as 3 cake box. \$1. Agents wanted. Write to Shaw, 1218 7th, Fort Huron, Mich.

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(Continued on page 70)

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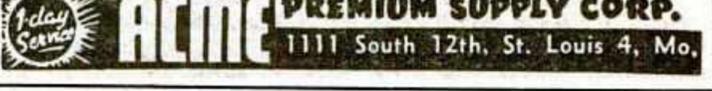
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 REGULAR-CLASSIFIED AD—15c a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____ issue
I enclose remittance of \$ _____

Name _____
Address _____
City _____ State _____

GIVE TO DAMON RUNYON CANCER FUND



AMERICA'S FASTEST SELLING NOVELTY ASSORTMENT
CONTAINS 53 QUICK MOVING 10c SELLERS

The Big Sales Display Card of Many Colors. A real Money Maker that has the Flash! Contains more of the fast sellers, 9 different kinds of Trick Matches and Cigarette Loads. BIG PROFITS to any Dealer selling to Men. Thousands sold in News and Novelty Shops, Pool Halls, Lounges, Souvenir Stands, Resort Centers, Army Camps, Cigar Stands, etc. Wagon Jobbers and Business firms can buy Smokers, Fun Shops and many other good Novelty items from these well known wholesalers:

CHANDLER-FICKY DISTRS.
1108 Olive St., St. Louis 2, Mo.
BERT EASLEY'S FUN SHOP
216 N. First St., Phoenix, Ariz.
FISHER NOVELTY CO.
14 N.W. 1st St., Evansville 8, Ind.
FRANCO-AMER. NOVELTY CO.
1209 Broadway, New York 1
GIBSON PRODUCTS CO.
1905 "O" St., Lincoln, Nebr.
LINCO DISTRIBUTORS
200 S. 3rd St., W., Missoula, Mont.

LEE PRODUCTS COMPANY
437 Whitehall, S.W., Atlanta 2, Ga.
PREMIUM SALES CO.
421 E. Walnut St., Des Moines 1, Iowa
ROYAL MERCHANDISE CO.
3944 Balboa, San Francisco 21
SOUTHERN SUPPLY CO.
420 Eye St., N.W., Washington 1, D. C.
SPORS COMPANY
LeCenter, Minnesota
THE NOVELTY & TOY CO.
205 Commerce, Montgomery, Ala.

LYLE DOUGLAS, Mr. Joke Novelties, 238 W. Davis St., Dallas 8, Texas

BEAUTIFUL 4-PIECE SETS
Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings. Necklace can be worn separately as a pin! Sparkling machine-cut Rhinestones and Jewels. HANDSOMELY Gift Boxed. Other 4 piece sets—\$1.00 and \$1.25 each.

OTHER SENSATIONALLY PRICED ITEMS

- Watches and Watch Sets—\$7.50 per doz.
- Opal and Cameo Sets—\$7.50 per doz.
- Pin and Earrings—\$4.50 per doz.
- Necklace and Earrings Sets—\$7.50 per doz.
- Earrings—\$2.50 and \$3.50 per doz.
- Scatter Pins (Boxed)—\$3.50 per doz.
- Adjustable Ladies' Rings (Boxed)—\$3.50 per doz.
- Rhinestone Bracelets (Boxed)—\$4.00 per doz.
- Charm and Gadget Bracelets (Boxed)—\$4.00 per doz.
- Men's Identification with expansion band—\$5.75 Rhodium, \$4.50 Gold Plate.
- (Watch type display box—16 each.)
- Locket Necklaces—\$9.50 per doz.

ALL SETS HANDSOMELY GIFT BOXED.
25% deposit on all C.O.D. orders.
SEND FOR 32-PAGE 1954 CATALOGUE!
All new styles, many new items!
220 FIFTH AVE., NEW YORK, N. Y.

17-JEWELS
2-TONE DIAL, WAFER THIN
(BRAND NEW)
ALL YELLOW CASE

Looks like \$100 flash.
One year written guarantee
with every watch
25% dep., bal. C.O.D.

\$6.50 BANDED
SAMPLE \$7.00

NATIONAL DIST. CO. PH. 82-6473
222 CALUMET BLDG. MIAMI 32, FLORIDA

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS

Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

General CATALOG

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

PHOTO-IDENTS, \$6.75 Doz. Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63

SEND FOR NEW 1954 CATALOG

For Engravers, Store and Fair Workers and Ring Demonstrators.

Providence prices plus 10% Discount, consult catalog

McBRIDE JEWELRY CO., 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

SEND FOR OUR GENERAL CATALOG LISTING IDENT'S-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up
NO. 2400, assorted styles—per gross \$5.50
\$7.50 PER GRO. & UP
Illustrations 1/2 actual size
NO. 2000, aluminum Ident's—per gross \$7.50

FRISCO PETE 226 S. Wells St., Chicago 6, Ill. All Phones—FRanklin 2-2567

BUSINESS OPPORTUNITIES

Continued from page 70

WHOLESALE DIRECTORY OF MANUFACTURERS, distributors of thousands of nationally known products: Jewelry, Clothing, Novelties, Household Items, etc. Buy for resale or personal use. Details free. Carter, Box 6011-BD, Chicago 80. mh27

800% PROFIT WITH OUR O. R. MAIL order plan. Complete plan, ad copy, etc., just 25¢. Chester Whitesel, Box C-51, Reynoldsburg, O.

FOOD AND DRINK CONCESSION SUPPLIES

COMPLETE FROZEN CUSTARD EQUIPMENT and entire set-up, slightly used, sacrifice. J. Pastore, 835 Wilcox Ave., Bronx, N. Y.

New Multiplex Root Beer Barrel
Large size, factory guarantee, low price. Write today.
OHIO CHEMICAL
1111 Daugherty, N.W. Canton 2, Ohio

FORMULAS & PLANS

ANY FORMULA, \$3; CATALOG, CHEMICAL Instruction Sheet, 10¢. Joseph H. Bel-fort, 192 N. Clark, Rm. 620, Chicago 1, Ill.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krip-porn, 120 S. Halsted, Chicago, Ill. mh20

CUMMINS DIESEL GENERATING SET—25 kw 120/208/60/3 phase, 4 wire; test run, 10 hrs.; price \$2,195. E. T. Schmalz, P.O. 216, Harvey's Lake, Penna. mh20

FOR SALE—MINIATURE STEAM TRAIN, cap. 24, perfect condition, will sacrifice for \$1000. Miniature Fire Truck, Crosley, factory built, 1952 model, like new. Write or phone Raymond Vaughn, c/o Gen. Del, Ormond Beach, Fla. Phone Ormond Beach 3-3902.

FOR SALE—ELECTRIC TRAIN, \$350: come get it. H. M. Bryant, St. George, S. C.

FOUR LIFE SIZE STUFFED ANIMALS— For outdoor photography, Bear and post Pony, new; Bucking Horse and Texas Long-horn, 2 years old; Saddles, Bridles, Martin-gales, Chaps, all like new. Write or phone Raymond Vaughn, c/o Gen. Del, Ormond Beach, Fla. Phone Ormond Beach 3-3902.

LOWREY ORGANO—TURNS ANY PIANO into electric organ, easily carried, excellent condition, volume pedal added, \$495. Dave Cass, Athol, Mass.

FOR SALE—SECOND-HAND SHOW PROPERTY

ADULT CHAIROPLANE, KIDDIE WATER and Aerial Duck Ride; 20x40 Bingo, complete; 20x20 Marquet; Semi Trailers, Trailers, Large Bus, Percell's Park, South Williamsport, Pa.

ALLAN HERSHELL 8 CAR AUTO RIDE, good shape, \$1,200; Smith-Smith Chair-iplane, \$900; carnival main entrance, \$350. Colegrove, Hemlock, N. Y.

ALL 16MM. SOUND — \$10-\$15 WEEKLY, postage prepaid. Complete programs rented—Westerns, Features, Serials. Rob-son, State Theater Building, Pittsburgh 22, Penn.

AMUSEMENT ARCADE — KEY WEST, Florida, no competition, best equipment, best location. Terms to proper party. Idea for semi-retirement. Contact George Mc-Lean, care of Funland Park, 7850 N. W. 27 Ave., Miami Fla. Ph. 84-2044.

BLEACHERS, FOLDING CHAIRS, THEA-TER Chairs, Outdoor Chairs, Stadium Cushions, Sidewall, Tents, Screens. Lone Star Seating Co., Box 1734, Dallas, Tex.

BRILL'S TESTED KIDDIE RIDE BUILDING Plans—Sloping Rocket, Airplane, Auto, Boat, \$100. 12 Passenger Chairplane, each. Free 43 Plan Circular. Brill, Box 875, Peoria, Ill.

CATERPILLAR—GOOD RUNNING OPERA-TION; lost lease, must sell, \$1500 cash. S&C Amusements, Box 124, Butzowa, Pa. Phone Bethlehem, UN 7-3062.

FOR SALE—FIRE PROOF TENT, 40x80 FT., with 215 aluminum framed canvas seats. Used one season as summer playhouse; will take \$1000 cash, seats alone are worth this much. J. Edward Starkey, P. O. Box 856, New Haven, Conn. Phone New Haven Fulton 7-2497. mh13

FOR SALE—POPCORN MACHINE: ELEC-tric, Star, counter model; A-1 condition. Bertha Kent, 5431 W. Washington St., Indianapolis, Ind.

FOR SALE—SUPER ROLLOPLANE, WITH or without transportation; one \$5 Eli Wheel; 130 kw. International Light Plant; one Custard, factory built body, mounted on GMC. Will sell all or any part; no reasonable offer refused. J. F. Matin Shows, 383 Broadway, Bayonne, N. J.

FOR SALE—LONG RANGE SHOOTING Gallery mounted on tractor and trailer; 2 rows of moving ducks, 1 revolving song, 5 guns, living quarters. Ready for business, specially priced for quick sale, \$850. Rooco Nasuto, 27 MacArthur Ave., Garfield, N. J.

FOR SALE—H. E. EWART KIDDIE Rocket Ride, used two seasons, like new; sacrifice for \$300. T. B. Wilks, 4633 Hough-ton, Fort Worth, Texas.

GIRL IN FISH BOWL ILLUSION—LENZ \$20) money order, with free direction to make; one 8x10 beautiful banner for same, \$65; Drive-In picture, two machine outfit, \$775. Home Co., 97 Arch St., Butler, N. J.

HONEST TO GOODNESS SAVINGS—NEVER undercut Popcorn Machines, formerly \$750; while they last, \$350. Other makes many models, also carmelcorn equipment. State your needs; be ready for spring. Star Sales, 1600 7th St N. W., Canton, Ohio. Phone 4-6823 mh13

JUGGLING CLUBS AND ROLLING GLOBES made to order, finest of craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Mo. mh20

KIDDIE ELEPHANT SWING—14 CAPAC-ity, 1/2 hp., fluid drive, upholstered seats, perfect condition, inspection invited; \$725 for quick sale. W. R. Hurwood, Box 503, R.F.D. 1, Norfolk, Va. mh20

"LITTLE TUG-BOAT" RIDE—PERFECT for kiddies 14 mos. to 8 yrs., nearly new, price \$1500. Want to buy adult Ferris Wheel, Box 296, Atlanta 1, Ga.

LONG RANGE LEAD SHOOTING GAL-ery, built into a 24 ft. tandem wheeled trailer (Semi); rear doors open up slant wise to give you 12 ft. counter; six Winchester pump guns, 2 boxes tubes, tube loader. Gallery can go up in 30 minutes, same time down; can carry other joints on road in semi. \$1,400 takes it. Grever Kortonic, 4355 Warner Rd., Cleveland 5, Ohio.

MERRY-GO-ROUND—PARKER, 36", RE-built, \$1500; 22 wood jumping horses, gas motor, no music, no top. Ray Palmer, 16 Main St., Netcong, N. J. 2-0878.

MINIATURE TRAINS — ALL SIZES, engines; new, used, custom built. Photos details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. mh13

NEW KID RIDES—\$499 AND UP; SAFE, well built; greatest buy we have seen anywhere. Young's Carnival Sales, Little Falls, N. Y. mh13

NEW SLIDE PROJECTORS — TAKE BOTH 3 1/2" x 4" and 2x2" (and color wheel), low factory price. Gronberg Projectors, 820 N. W. 21, Portland 9, Ore.

SNAKE SHOW—COMPLETE, WITH OR without animals; 50 ft. Bannerline, 20x40 Deluxe Tent, glass front Snake Boxes, Tape Recorder, Loudspeaker, Reticulated Python, 20 ft.; two Boa Constrictors; African Python, 9 ft. Tanit Ikae, 301 Linebaugh Ave., Tampa, Fla. Phone 9-23853.

WAX MUSEUM—40 SUBJECTS, FIGURES and Heads, Heads—Pin Head Man, Chinese Murderer, Bearded Lady, Horned Man, Buffalo Bill, Jungle Chief, Horned Elu, Blue Beard, Lincoln. Price, \$30 each; \$1,000 all 40 pieces. Atlantis Temple, 1121 N. Jantzen Ave., Portland, Ore.

15 PONIES—ALL FOR \$750. CAN BE DE- livered for small charge. Phone or wire, no time for letter writing. Day phone 7742, night 2061. P. L. Cobb, Hotel Ponder, Amite, La.

16MM. FILMS FOR RENT—\$5 ONE TO three days, 16mm. Films and Projectors for sale. Ace Camera Supply, Florence, S. C. mh24

16MM. HIARC PROJECTOR—COMPLETE, \$500; Holmes and Watts 35mm. Masda, complete, \$200; Holmes and Other 16mm. Sound Projectors, each \$150. All perfect condition. Schlecht, 1840 Morse, Chicago 26, Ill. mh27

16MM. FILMS FOR RENT—\$5 ONE TO three days, 16mm. Films and Projectors for sale. Ace Camera Supply, Florence, S. C. mh24

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures—Laugh producing program, \$1; catalog 10¢. Balda Art Ser-vice, Oshkosh, Wis. mh20

1953 KING BROS. & CRISTIANI CIRCUS Route Book—Handsomely bound, 4 color lithographed cover, profusely illustrated; takes you from opening to closing day; 15,121 miles thru 19 States and five Cana-dian Provinces; staff, program, etc.; every showman will want a copy; while they last, \$1.50 postpaid. Address Globe Pub. Co., Box 355, Macon, Ga. mh20

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND- reading, Mentalism, Spooking, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated cat-alog, 50¢ wholesale. Nelson Enterprises, 336-B S. High, Columbus, Ohio. mh20

MISCELLANEOUS

"MAKE THEM YOURSELF"—YOUR OWN genuine leather, hand laced Billfolds for only \$1.50; we furnish all parts and lace ready to assemble; ideal for gifts or per-sonal use; send \$1.50 cash or money order. Muskogee Leathercraft Co., P. O. Box 1435, Muskogee, Okla.

SAVE—BUY FROM GOVERNMENT; Trucks, Tents, Boats, etc., details \$1. Rube, Box 213, East Hartford, Conn. mh27

START A COIN COLLECTION—FOR IN- formation send 25¢ covering advertising, printing, handling, postage, 20 different Indian Pennies, \$1.50. G. Klein, 748 Law-rence Road, Jackson, Miss.

YOUR NAME IN HEADLINES ON STAND- ard newspaper page; make up your own headlines; 3 different, \$1; not over 36 let-ters each; headline blanks, \$30 per thou-sand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. mh27

MUSICAL INSTRUMENTS, ACCESSORIES

BAND ORGAN TUNING AND REPAIRING; ship your organ to us for repairs. Horst-man, 457 Oneida St., Pittsburgh 11, Pa.

CALLOPES, BAND ORGANS, MECHAN-ical music machines, repaired, rebuilt. Road service, guaranteed work, reasonably priced. Southeastern Organ Repairs, 269 Verne St., Tampa, Fla.

SELMER E FLAT SAXOPHONE IN GOOD condition; first \$150 gets it. Will ship subject to examination. Robert Sittler, Granby, Mo.

PERSONAL

HUGE SAVINGS FOR HOMEOWNERS ON Nationally Advertised Merchandise, guar-anteed! Catalogs and information, \$1 (de-posit); no risk, money-back guarantee, Room Heavener Jr., 110-P Walnut, Col-mar, Pa.

LETTER REMAILED, 25¢; PRIVATE FOR- warding address available; scenic post-cards mailed, 10¢ each. Len's Service, 945 N. W. 40th St., Miami 37, Fla. mh27

MAIL ADDRESS—USE MY OFFICE; LET-ters forwarded daily; telephone service, public stenographer, notary public, Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322.

NIAGARA FALLS—LETTERS MAILED, 25¢; send dollar for 10 plasticrome beauti-fully colored scenic postcards; address stamp return, remailed free. Reliable Mailers, Box 592, Niagara Falls mh27

THE "MAILBAG" WILL RECEIVE, FOR- ward and mail your letters from here for \$1 month or \$10 year. Prompt, reliable, dependable. "Mailbag", 119 Carnahan St., San Antonio 9, Tex.

WANTED—INFORMATION CONCERNING address or location of Alex. Jack Brown. Please notify Mable Kirk, Route 2, Athens, Ala.

WILL SEND 7 HISTORIC POSTCARDS NEW Orleans, address and return. Will remail, \$1; letter 25¢. Turay's, Box 1471-B, New Orleans, La. mh13

Joke Novelties for APRIL FOOL!
Be sure to order now.

SMOKERS FUN SHOP from your favorite Novelty Jobber. This popular year-round seller is especially good for April Fool sales.

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants, New! Brill-iant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid, 110 signs, \$8.00 postpaid. Sell 35¢ each, 50¢ deposit required on C.O.D. orders. Send for free literature.

NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY

HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO AC-TION. A NATURAL FOR BARS & FUN STORES.

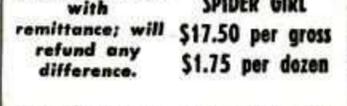


No. 3895
Size 3 in. high,
\$20.00 per gross
\$2.00 per dozen
(No less sold)



No. 4995
BASHFUL MONKEY
\$14.00 per gross
\$1.50 per dozen

No. 3927
SNAKE BOW TIE
\$14.00 per gross
\$1.50 per dozen



No. 3936
SPIDER GIRL
\$17.50 per gross
\$1.75 per dozen

WISCONSIN DELUXE CO.
1902 North Third St. Milwaukee 12, Wisconsin

Attention, Promoters!
The New Retractable **BALL PEN** Instant DRY INK
Gross \$28.80 up Sample Order \$3.50
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
28 East 22nd St. New York 10, N. Y. Spring 7-7180

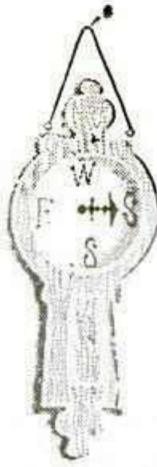
Everybody Buys 'Em Fast. Pitch... **PIONEER**
Qualatex
Super-Agate BALLOONS
Wherever you sell 'em kids and grown-ups alike can't resist the pitch. Order No. 15, 10 or 6—MSG—Beautiful High Gloss Super Agate Mouse Heads with inflatable ears... from your supplier or write...
The PIONEER Rubber Co. 487 Tiffin Road - Willard, Ohio

Save \$\$\$—Special Offer
PROMOTIONAL WATCHES WITH EXPANSION BANDS
1. men's sweep, Rad.-chrome, \$3.00
1. men's sweep, fancy dial, YEL-LOW, \$4.25
1. men's WATER RESISTANT, sweep sec., fancy 3-D dial, YELLOW, \$3.25
1. men's sweep, outside numerals, YELLOW, \$4.25
Men's 171, dress watch, extra thin, YELLOW top, stainless steel back, Ladies' 171, DRESS watch, dainty model, yellow RGP case, stainless steel back, \$3.95
Ladies' 171, DRESS watch, dainty model in rhinestone case, \$4.25
ALL BRAND NEW with 1 yr. SERVICE CERTIFICATE
Minimum order 1 dozen—Samples \$1.50 add'l. ea.
FOR RESALE ONLY
Transworld, 565 5th Ave., N. Y. 17, N. Y.

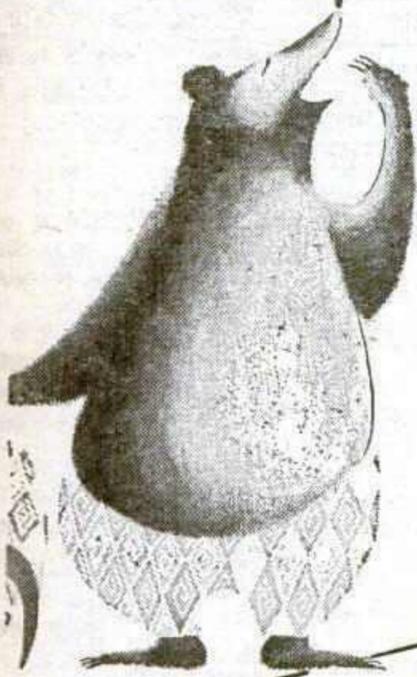
10c COMICS
100—\$3.50; 500—\$15.00
Standard 10¢ & 15¢ Sellers
3 Samples 25¢, prepaid
25c POCKET NOVELS
100—\$7.00; 50—\$4.00
2 Samples 25¢, prepaid
All comics and books have covers and are in saleable condition, many just like new. All prices F.O.B. Chicago, N. C.O.D. & Midget Bibles, 60¢ D.Z., Sample 10¢. Hard Luck Folders, 50¢ D.Z., Sample 10¢.

LEWIS NOVELTIES
354-B West 75th St. Chicago 37, Ill.

Wake Up...



...to your Biggest Sales Opportunity of 1954



...the hectic high-buying **SPRINGTIME** *when all of*

OUTDOOR SHOWBUSINESS *prepares for the Big* **NEW 1954 SEASON**



The **Billboard**

Spring Special

APRIL 10 ISSUE

Ad Deadline March 31

...to Get Ahead and Stay Ahead All Year Long!

Outdoor showmen, concessionaires, game operators, novelty dealers and pitchmen will shortly be ordering huge quantities of prize, novelty and gift merchandise items they must have to operate successfully.

The Billboard Spring Special with its big Fair List and dozens of other valuable features is information and buying headquarters for thousands of your best outdoor showbusiness customers and prospects.

Perfect timing—long-lasting sales power—8,000 more buyers than any regular issue—yet your ad costs not a penny extra over low weekly rates.

Get the cream of the early surge of merchandise buying. Get ahead—stay ahead of your competition all year long. Plan your Spring Special ad now!

WRITE **WIRE** **PHONE**

Your Nearest Billboard Office Today

NEW YORK
1564 Broadway
Plaza 7-2800

CHICAGO
188 W. Randolph St.
Central 6-8761

CINCINNATI
2160 Patterson St.
DUnbar 6450

ST. LOUIS
390 Arcade Building
Chestnut 0443

HOLLYWOOD
6000 Sunset Blvd.
Hollywood 9-5831

3 WAY SAW
1-14" 8 pt.
Compass Saw Blade
1-12" 8 pt.
Compass Saw Blade
T 1-10" 8 pt.
Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles

\$5.00 Per Doz. Sets No Less Sold

HACK SAW FRAMES
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

Per Doz. Sold No Less Sold
\$6.00

10-inch Hack Saw Blades... \$3.60 Per Gr. Sold in gross lots only.

REGULATION SIZE HAND SAW
24 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 \$ 90 ea. to a carton, no less sold.

5 WAY CABINET SAW SET
1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw.
\$13.50 For doz. sets. No less sold.

6 P.C. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 1 1/8" to 3 1/2" includes stubby recess and square shank. 7 1/2" each (6 or more).

All above items made in U.S.A. except Hack Saw Blades.
25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

JOKE NOVELTIES

Exploding Book Matches... Box (4 dz.) \$1.20 Gr. \$ 3.05
Snake Book Matches... Box (4 dz.) 2.00 Gr. 4.95
Sparkle Book Matches... Box (4 dz.) 2.00 Gr. 4.80
Trick Kitchen Matches, boxed... dz. .50 Gr. 4.65
Cigarette Loads (tins)... dz. .45 Gr. 4.65
Smokers' Fun Shop, ass't of 33 items... Card (2 dz.) .90 Gr. 3.35
Auto Trick... dz. 1.50 Gr. 16.00
Hot Pepper Gum, box of 20 packs... dz. .20
Sneeze Powder... Card (2 dz.) .90 Gr. 3.35
El Skunko Perfume... dz. .75 Gr. 7.90
Cow Voice... dz. 2.00 Gr. 22.00
Razberry Cushions... 2.25

No C.O.D.'s. Cash with order. Minimum order \$3.00.
Explosives via express only. Prices f.o.b. Indianapolis. Write for catalog. State your business.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

BRAND NEW WATCH SPECIAL!
MEN'S CHROME PLATED ANTI MAGNETIC WATCHES
\$3.75 3 EA.

- 1 yr. written guarantee
- FREE watch boxes
- Anti-Magnetic
- Jeweled
- Movement
- Luminous Dial and Hands
- Red Sweep
- Second Hand
- Exceptional Value
- Fancy Matching Expansion Band

ABOVE PRICE INCLUDES EXCISE TAX. SEND NO MONEY - PAY POSTMAN C.O.D.
BURTON SALES CO.
843 W. Madison St., Chicago 7, Ill.

SIGN ON THE LINE
With our NEW RETRACTABLE BALL PEN

- Bank Approved
- Precision Made
- Push Button Action
- Smudge Proof
- Leak Proof

At the lowest price
\$25
per gross. Assorted Colors.
\$2.50 A CHILD CAN WRITE WITH IT!
NEW FREE Catalog of Tremendous Bargains
BURKE 10 W. 27 ST., N. Y. C.

!!OUTSTANDING!!
FOR SALES AND EYE APPEAL IT'S NEW—IT'S TERRIFIC!

No. 710 Full of Fire Brilliance!
\$3.85 Doz.
\$45.00 Gross Gold Finish

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY PHOTO COPIED TO 5x7 SIZE, TWO from same photo, \$1 postpaid; original returned unharmed. Johnson, Box 3355, Washington 10, D. C.

BE READY FOR SPRING—ORDER YOUR Victor Portable Direct Positive Camera now. don't delay; write for circular. Berson Camera Co., 166 Bowery, N. Y., N. Y. mh13

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mount Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ap3

DIRECT POSITIVE PHOTOGRAPHERS— We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. mf

EASTMAN DIRECT POSITIVE PAPER. cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester, N. Y. mh2

FOR DIRECT POSITIVE OPERATORS
Low priced Photo Mounts. Also extensively used for night club mounts.
Vertical or horizontal. Hurd. Thous.
3 1/4 x 4 1/4 or 3 1/2 x 3 sizes \$2.65 \$21.50
Portrait size 2.65 21.50
5x7 size 4.00 41.00
8x10 size 7.00 65.00

For all your requirements in mounts, frames, envelopes, mailers, albums, write us and save money.

INTERNATIONAL SALES CO.
4148 East Baltimore Street Baltimore 2, Md.

NEW BELL & HOWELL 285 B 1. 16MM. Sound Projectors; special price, \$450 each with 12 inch speaker; guaranteed. Ideal, 4644 Geary, San Francisco 18, Calif. mh13

PHOTO BOOTH OUTFITS CHEAP— ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. mf

PRINTING
AAA QUALITY 14x22 WINDOW CARDS. The Bell Press, Winton, Pa. mh13

ADVERTISING CALENDAR CARDS— YOUR ad raised printed on front, calendar on back, 1,000 only \$3.75 postpaid. Guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

ALWAYS LOWEST PRICES, FASTEST SERVICE— Flashy 14x22 three-color window cards for all amusement purposes, \$8 hundred; larger 17x26 deluxe cards, \$12.50 hundred. Tribune Press, Dept 54-W., Earl Park, Ind. mh27

BUSINESS AND APPOINTMENT CARDS— Expertly, speedily photographed, \$4.12 per 1,000, postpaid, prepaid. Business Save-Service, 119 Virginia, Ann Arbor, Mich.

BLOTTER BUSINESS CARDS— BEAUTIFULLY printed, 1,000 for \$3.95, shipped prepaid. Order today. J. L. Business Cards, 344 N. W. 38th St., Miami, Fla.

PRINTING OF DISTINCTION— LETTER-heads, Envelopes, Tickets, Cards, Decals, Window Cards. Samples, price list, 3 stamp. Mallo, 767-B Leith, Flint 5, Mich. mh13

200 LETTERHEADS— 8 1/2 x 11. AND 200 ENVELOPES, 6 1/2, \$2.95; 100 each \$2; blue or black ink; postpaid. Palmer Press, Du Quoin, Ill.

SALESMEN WANTED
AD MATCHES! SELL AMAZING DESIGNS; 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing! Sales Kit furnished. Match Corp., Dept. D-70, Chicago 22, Ill.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon; experience; styles, top quality. Big cash income now real future, equipment free. Hoover, Dept. C-109, New York 11, N. Y. mh27

TRAVELING RECORD SALESMAN— WITH phonograph record experience of selling top level management of department stores; Replies held in confidence. Box 919, Billboard, 1564 Broadway, NYC. mh13

TATTOOING SUPPLIES
A-1 TATTOOING MACHINES—DESIGNS, colors, needles, fittings, genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. mh13

TATTOO EQUIPMENT AND SUPPLIES— Tattoo books, tattoo course and tattoo club for you during all seasons. Illustrated brochures, 25¢ Zeis, 728 Lesley, Rockford, Ill. ap3

WANTED TO BUY
MAJOR RIDES—AM INTERESTED IN purchasing any and all types of major rides; have cash for best buys. Contact George McLean, care of Funland Park, 7850 N. W. 27 Ave., Miami, Fla. Ph. 84-2044.

WANT SWORDS FOR SWALLOWING— Also Giant Scissors, Corkscrews, Neon Tubes, or what have you; full sets or single items. Send description and price. Earl Anderson, 216 Sherbourne Ave., St. Paul, Minn.

WANT GOOD CONDITION KIDDIE RIDES for location Pacific Northwest; give price, age, picture. Cash for acceptable machines. 2156 No. 115th, Seattle 33, Wash.

WANT TO BUY—USED INDOOR LONG Range Gallery, near my territory. State all. Shooting Gallery, 1783 E. 9th St., Cleveland, Ohio. mh20

WANTED—AMERICAN AND WALTING 1/2 Scales, any quantity, must be in good condition. State model, length of time in use, your lowest prices and pictures if possible. Piedmont Distributing Service, 105 Cherokee St., Blacksburg, S. C. mh13

WANTED TO BUY—A SET OF "MUSICAL coins" or "discs." Reggie Saxe, Towne Hotel, Columbus, O.

DIRECT FROM MANUFACTURER
Beautiful, Better Quality Three-Piece Set with Metal Caps. Hooded point fountain pen, mechanical pencil and ball pen. Available in four or more colors. Attractively boxed.

Gross Sample \$48.00 Doz. \$5.00 tax incl. \$5.00

OTHER SETS UP TO \$72.00 GROSS. 25% Deposit, Balance C.O.D., F. O. B. New York.

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395 Broadway, N. Y. 13. Can. 4-8016

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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.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

AMATEUR SINGERS, DANCERS, ENTERTAINERS, PERFORMERS; opportunities, preparations, publicity, booking, instructive career guide. Send \$1. Author, Box 1870, Milwaukee, Wis. mh20

CHARLIE SINGER SPOUSE, FORMERLY Miami, Fla., located 19 Clairmont Drive, Greenville, S. C. Things are popping. Rush available date and pictures.

CONJURIONIST—FEMALE, FOR ESTABLISHED acrobatic act; booked solid to November; photos of work important. Louis Woodman, General Delivery, Sarasota, Fla.

GIRL AERIALIST—FOR HIGH LADDER act, long season, top salary. Contact Jaydee Martin, Box 8158, Tampa, Fla. mh20

GOOD COWGIRL VOCALIST AND GUITARIST or male vocalist and guitarist for steady nite club work and possible radio show for a nationwide sponsor. Must be sober, dependable, plus good showman; must cut it or no notice; salary \$90 a week. Send photos and recording; wire or phone immediately, no collect calls. Andy Sanders, Flame Club, 701 So. Broadway, Green Bay, Wis. Hemlock 5-1458 or Hemlock 5-6732.

AT LIBERTY—ADVERTISEMENTS
5c a Word Minimum \$1
Remittance in full must accompany all ads for publication in this column. No charge accounts.
Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL
AGENT OR TWENTY-FOUR HOUR AND Banner Man for small circus. Can do good job either department; have good transportation; am sober, honest, reliable; available for season '54. Contact me immediately by wire or letter, General Delivery, Madison, Ind. State proposition, allow time for forwarding. Ray Biehler.

AVAILABLE NOW—COMPLETE COLORED Show and Band, a midway attraction with own transportation, no advance money necessary. Contact Ellen Henry, 820 1/2 State St., Little Rock, Ark. Phone Franklin 28758.

"CHARLOTTE" ANNEX ATTRACTION— One-third monkey, one-third girl, one-third man. Reliable managers with acts, answer. Charles Hunter, Care General Delivery, Silver Springs, Md.

INSIDE LECTURER—MENAGERIE experience. Punch, magic, sober, reliable, single; desires connection outdoor season. Dave Lano, 322 Partridge, Flint 3, Mich. ap3

HIDING ACT—TWO SUPERB DRESSAGE Horses for circuses, fairs, celebrations. Capt. Von Alenicht, Rt. 2, Box 592, Albuquerque, N. M. mh13

ZEKES EDUCATED DUCKS AND ROPE Walking Dog. Fred A. Goulden, 328 W. Main St., Palmyra, N. Y.

MISCELLANEOUS
AVAILABLE APRIL 1—FOR CIRCUSES, Fairs, Rodeos, Celebrations, both indoors and outdoors. Denny Ryle and "Sunshine," the only horse who performs blindfolded above terra firma. Contact Denny Ryle, R. R. #2, Greensburg, Ind. Phone 35882.

DISK JOCKEY—3 YRS. DETROIT MARKET experience, 8 yrs. other stations; gimmick ideas for sale, \$400 per month. Fred Mitchell, 5920 Helen, Detroit, Mich. np

SINGLE YOUNG MAN WANTS TO JOIN a framed high act; 6' tall, 150 lbs., experienced. Write Box 917, The Billboard, 1564 Broadway, New York City.

MUSICIANS
ACCORDION PLAYER—STROLLER, FOR bar or? Travel anywhere; consider all. P. O. Box 1252, Miami 8, Fla.

BASS, ALTO, TENOR, CLARINET, SOME Trumpet and Piano. Good vocals and comedy; age 25; name experience. Desire stage bar trio work with good unit with possibilities. Bob Van, 7821 Lyndale So., Minneapolis, Minn.

COMMERCIAL TRUMPET MAN— PREFER section but can handle lead; available after March 20th. John Fancolly, Atlantic, Ia. Phone 1269.

DRUMMER AVAILABLE— FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and reliable. Write, wire or phone George Sloan, 1119 E. 11th St., HA-5052, Kansas City 6, Mo.

ELECTRIC GUITAR—RHYTHM AND lead, vocals, solo or parts; 6 years; top trio. G. Erickson, Harmon Hotel, Minneapolis, Minn.

EXPERIENCED LADY PIANIST, SOLOVOX. Cocktail lounge, single, accompanist, orchestra, shows; read, fake, transpose. Gladys Bell, Milner Hotel, Minneapolis, Minn. mh13

FLASH PIANO MAN—AVAILABLE immediately. Blocked chords specialist, arrange, recorder; desire steady trio work; union. Bern Solyn, 100 Federal St., West Hartford, Conn. AD 2-4554.

GUITAR—ELEC. LEAD OR FULL RHYTHM, commercial or take-off. Fake or sight read; good voice, sing solo or parts; sober, white, union; years of experience; prefer small combo. Musician, Box C-1, c/o Billboard, Cincinnati 22, Ohio. mh13

HAMMOND ORGANIST—NEW ORGAN; rated tops, years of experience; grab me or we both lose. Photo, recordings. Box C-2, c/o Billboard, Cincinnati 22, Ohio. mh20

LEAD TRUMPET—LOCATIONS; GUARANTEED to cut either jazz, lead or styled; name experience. Musician, Room 319, Auditorium Hotel, Kansas City, Mo. mh20

LOMBARDO STYLE LEAD ALTO, GOOD Clarinet and Tenor. Read, fake; name experience. Robert Krienke, 1667 Bayard, St. Paul, Minn.

ORGANIST (HAMMOND)—CLUB, RESTAURANT, hotel; present job two years; desire change; salary secondary if up good; North or South. Organist, 725 Central, St. Petersburg, Fla. mh27

PERCUSSIONIST—HAVE FIVE PIECE crystal drums, vibes, and two tympanies; experience in shows, circuses, bands, and dance work, also commercial; prefer small combo, progressive, will travel; member Local #174; personable and reliable. Buddy Jackson, 2018 1/2 Gen. Taylor, New Orleans 15, La.

PIANIST AND HAMMOND ORGANIST— available immediately. Experienced all lines; commercial; sober; cut or no notice. Jesse Jackson, Gen. Delivery, Atlanta, Ga.

PIANO OR DRUMMER—GUARANTEED salary year around; traveling orchestra, sleeper bus. Verne Byers, 11090 West 23rd, Denver, Colo., Belmont 3-6619. mh13

WANT HELP FOR NEW MONKEY CIRCUS. Sober truck driver, experience preferred, playing east. Carroll Miller, R. D. #3, Box 277C, Holly Hill, Fla.

WANTED—COMMERCIAL MINDED MUSICIAN for replacements on organized territory band; six years in business without a lay off; guaranteed salary. Contact Del Clayton, 1611 City Nat'l. Bank Bldg., Omaha, Nebr. mh20

Georgia
Atlanta—Southeast Sports, Boat and Vacation Show, March 6-14.

Iowa
Cedar Rapids Home Show, May 18-28.
Paul Waters, Memorial Coliseum.
Des Moines—Iowa Sports and Vacation Show, April 3-11.
Ottumwa—Food and Trade Show, April 6-10. Charles E. Knoblauch.

Kansas
Wichita—Police Circus, March 9-14. Ben C. Truex, mgr., 217 S. Water St.

Louisiana
Alexandria—La. Market Poultry Show, May 20-21. L. L. Walters.

Baton Rouge—L. S. U. Livestock Show and Rodeo, March 6-14. W. M. Babin, Box 8637, Unit Station.

Baton Rouge—Rodeo, March 6-14.
Gonzales—East Ascension Strawberry Festival, April 24-25.
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 14-15. C. R. Trahan.

Natchitoches—La. Broller Festival, May 14-15. Coleman Martin.

Massachusetts
Amherst—Little Intl. Livestock Show, March 17.
Boston—New England Spring Flower Show, March 14-20. A. H. Nehring, 300 Mass. Ave.
Worcester—Spring Flower Show, March 11-14.

Michigan
Bay City—Better Homes Show, March 18-25. Jack Davis, Box 12.
Detroit—Sports, Boat and Travel Show, March 13-21.
Grand Rapids—West Michigan Sports and Boat Show, March 22-27.
Lansing—Hobby and Antique Show, March 23-26. L. Verne Slout, Vermontville, Mich.
Vermontville—Maple Syrup Festival, April 24. Lloyd Eaton.

Minnesota
Minneapolis—Northwest Sports, Travel & Boat Show, April 16-25. P. W. Nick Kahler, 1645 Hennepin Ave.
St. Paul—Shrine Circus March 8-14. Walter King.

Missouri
Joplin—Better Home Show, April 19-23.
New Madrid—H. Fat Barrow Show, April 3. Winston Hall.
St. Louis—Sports, Travel and Boat Show, March 4-14.

Nebraska
Omaha—Sports and Vacation Show, April 5-11. 3302 Dodge St.

New Mexico
Carlsbad—Rodeo, May 26-29.
Hobbs—Fiesta, March 29-April 4.
Portales—Dairy Show, April 5-10.
Truth or Consequences—Fiesta, March 29-April 4.
Truth or Consequences—Rodeo, April 2-4.

New York
New York—American Toy Fair, March 8-17. H. D. Clark, 200 Fifth Ave., New York 10.
New York—National Antiques Show, March 8-14. Morton Yarnon, 97 Duane St., New York 7.
New York—International Flower Show, March 7-13.
Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24.
Utica—Utica Sports & Boat Show, March 25-30.

Ohio
Cleveland—American and Canadian Sportsmen's Vacation and Boat Show, April 2-11.
Middleport—Spring Festival, April 26-May 1. Chas. Childs.
Youngstown—Home Show, April 6-11. Clyde E. McGranahan, 170 Redwood Trail.

Oklahoma
Guyton—Pioneer Days, April 26-May 1.
Oklahoma City—Greater Oklahoma Home Show, April 4-11. Sidney Davidoff, 324 Blittmore Hotel.
Oklahoma City—Rodeo, April 21-24.
Pawhuska—Osage Downs Purity and Race Meet, May 16-23.

Oregon
Spray—Rodeo, May 22-23.

Pennsylvania
Philadelphia—Motor Boat & Sportsmen's Show, March 5-12. Clinton W. Smullen, 813 Commercial Trust Bldg.

Tennessee
Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.
Memphis—Cotton Carnival, May 8-15.

Texas
Bandera—Bandera Stampede, May 7-9. Ruth Rhodes.
Corpus Christi—Buccaneer Days Celebration, April 30-May 2. Buster C. Shely.
Dallas—Southwest Sports, Boat and Vacation Show, April 23-May 2.
Dallas—Home Show, May 8-16. H. F. Van Horn, 102 Walnut Hill Village.
Dayton—FPA Livestock Show Fair & Rodeo, May 6-8. A. W. Rigby.
El Paso—Home Show, March 17-21. George Colours, P.O. Box 3156.
Karnes City—Karnes Co. Centennial, May 6-8. Herb Smith.

Virginia
Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.
Vernon—Rodeo, April 26-May 1.
Waco—Home Show, May 4-9. Dorothy Geffrey, Heart of Texas Coliseum.

Washington
Culpeper—Firemen's Festival, May 28-30. H. L. Hinton.
Norfolk—Home Show, April 6-10. John Scallan, 4801 Clare Road.

Wisconsin
Milwaukee—Milwaukee Home Show, March 13-20. H. Ellis Saxton, 606 W. Wisconsin.
Milwaukee—Milwaukee Sentinel Sports and Vacation Show, April 3-11.

CANADA
Saskatchewan
Saskatoon—Spring Light Horse Show, April 6-9. S. N. MacEachern.

Want to Make Real Money
\$50.00 in a day definitely assured—selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to
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A live-action toy that brings in the profits. You cash in on the national reputation of this famous TV character. Full color counter display furnished with first order.



Press Down! Presto! Howdy Doody goes into action for you. \$33.00 doz.

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The baby's Pal! Ideal for play... wonderful as a pillow. Double use makes double profits for you. Sanitized, non-allergenic, non-toxic vat-dyed colors; wash-fast... absolutely safe for baby! Specify color: Pink or Blue. \$10.80 doz.

Crying LITTLE LESTER and LITTLE ELSIE

Push 'em down... watch 'em sit... listen to 'em cry for beer or milk! A real novelty action toy. Sells on sight to adults as well as the kids. A sensational seller in taverns, clubs, lounges, etc. Packed in individual full color cartons. \$7.50 doz.

Specify whether Little Lester or Little Elsie, or assortment. Cash in full, orders sent postpaid. Terms or 50% dep., bal. C.O.D., F.O.B. Chicago.

Jay Sales Co. 192 N. Clark St. Chicago, Ill.

SENSATIONAL VALUES for ENGRAVERS

No. 1115—Ladies' Aluminum Idents \$3.60 Gro.

No. 1115/1—Ladies' Aluminum Idents \$4.00 Gro.

No. 1115/2—Men's Aluminum Idents \$7.95 Gro.

No. 1115/3—Double-Heart Idents \$7.95 Gro.

No. 1160—Heavy Nickel Silver Idents \$3.95 Dz. (Gold or Chromium Finish)

No. 1118—Aluminum Expansion Idents \$3.95 Dz.

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GENUINE CUBAN ALLIGATOR BAGS



Cash In—30 Day Special Offer Large size (7"x11") genuine alligator bags, full skin with head as shown, or with stuffed baby gator across front. Leather lined, fitted with center zipper pouch. A beautiful flash \$8.90 each

lots of 6 or more; sample \$10.00 pp. For resale only. Suggested retail \$22.50. Send 25¢ for catalog. 19 styles, belts, wallets, etc.

PREMIER CREATIONS 11295 Biscayne Blvd. Miami, Fla.

SPECIAL! Full Size. 17 1/4" x 11 1/4" HORSE CLOCKS

In Two-Toned Bronze or Gold Finish With 40-hour wind movement. \$5.40 Ea. in Lots of 6 Sample, \$6.00

Self-starting Westinghouse licensed with sweep second hand \$6.00 Ea. in Lots of 4 Sample, \$6.75

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 and federal tax.

HOUSE OF BRONZE 1497 Myrtle Ave., Brooklyn 37, N. Y. GLenmore 6-1840

Pipes for Pitchmen

By BILL BAKER

"HAVE SEEN... a number of pitch folks here," pipes Mrs. Laura M. Chapin from San Antonio. "They came in to work the Stock Show, but since it was in a rather remote spot, many of them came in to the stores." Mrs. C. reports that while she was working rug shuttles in the H. L. Green store on the Alamo, she learned that the Fosters, with jewelry, and Tommy Rough, with pens, were working another Green store in another section of the city. The Jarretts, doing their mental act, were staying out of the rain in Neisner's, and Al Goldstein, with a partner, was on towels in the window of the Grand store.

good Doctor encountered along the way, was Father Patrick. Says Doc: "Father Patrick must have done pretty well for himself during the Georgia and Florida sales, because he's floatin' around the country side in a big Oldsmobile and is planning on getting married." In bringing his dispatch to a close, Lockey confided that Punk Elder is still holding his own in Bainbridge, Ga. He also set up a howl for more pipes from Harvey H. Faulkner, Little Hawkins, Big Hawkins, Dr. Dale, Professor Braziel and Clyde Faulkner.

HUSK O' HARE... Chicago perfumer, reports that the pitch folks who worked the recent annual Sports and Outdoor Show in Chicago went away feeling pretty chipper about the chips they picked up during the show's 10-day stand. Another red one for the boys, according to Husk, should be the Automobile Show which opens March 13 in the same spot.

JONNIE JOHNSON... pitcher of cutters and sharpeners, letters that after doing his stuff in the Kress store, in Jackson, Miss., his next port of call will be Baton Rouge, La. Jonnie reports that A. J. Jack Beard, the embroidery and art needle worker, blew into Jackson recently driving a big Lincoln loaded with stock.

DR. M. J. LOCKEY... info that he recently wound up in Madison, Fla., after leaving Daytona Beach and making a brief stop in Tampa. At Tampa he spotted Jack Jacobia, Richie Keefer, Sold Castle and Abbie working sheet at the big Gasparilla Day fracas. He says that the place was a little crowded with the boys, so he had to take a sneak for himself. One other notable character, whom the

HAPPY HELLER... making his regular report from Detroit area, says that in spite of the rather anemic financial situation in the Motor City, he's been working his eucalyptus oil deal to good returns in the Sears store in suburban Highland Park, Mich.

HENRY H. VARNER... postals that he recently sneaked away from Akron just long enough to take in the Grotto Circus in Cleveland.

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Gainor Hosiery Company, Detroit, is featuring a complete line of nylon hosiery at low prices. The Improved Wire Company, Providence, R. I., is regularly promoting rolled gold plate for wire artists. Johnson Smith & Company, Detroit, continues to present the Midget Bible, a new edition containing pictures of the Last Supper and the Crucifixion as well as the Lord's Prayer. This Bible contains over 200 pages and is approximately the size of a postage stamp. It is a perennial big seller offered to dealers at only 90 cents a dozen; \$4.70 per 100.

Weinman's, Memphis, is offering a complete array of big-name reconditioned watches at \$8.75 each. A beautiful yellow expansion band may also be had at 95 cents extra. A special sale is now in effect at Weinman's whereby six assorted watches may be obtained for only \$49. Kipp Bros., Indianapolis, is again pushing its complete line of joke novelties consisting of exploding book matches, snake book matches, sparkle book matches, trick kitchen matches, cigarette loads, smokers' fun shop, auto trix, hot pepper gum, etc. Ace Toy Manufacturing Company has added over 6,000 square feet to its production facilities. This will further insure prompt Christmas deliveries from one of America's leading toy manufacturers.

Minneapolis Off

Continued from page 60 Del Raes, aerial perch, and Two Luvas, aerial. Art Henry's ponies, Marie Henry's dogs, Alarnos' pigs; Cannestrelli, roly boly; Eric Badicton, monorola; Valitha and Aldino, barrel jumps; Jinx Hoaglan's jumping horses; Triskas, high wire; Goetschi Brothers, unicycle; Jorgen Christiansen's mixed animals group; Ernie Wiswell, comedy car; Fred and Shirley Logan with five Kelly-Miller elephants; Johnny Gibson's aerial revue, and the Greater Rasini, rocket car. Clowns included Joe Coyle, Tom Snell, Roy Thomas, Gene Warneke, Frankie Little, Norman Atwell, Carl Marx, Joy Thomas, Bozo Cary, Robert Powers, Jerry Bangs and Arden Beecher. A little hospital show was given Wednesday (3). Shriners entertained circus personnel Tuesday night (2). Among those catching the show were Hans Lederer and Leo Grund, New York bookers.

Ace Toy Manufacturing Company reports that in one of its weekly ads in an early issue of The Billboard details of its new polar bear item will be announced. The firm describes the toy as exciting. It is made of non-inflammable material. Another item being featured by Sterling Jewelers is the Index and Pocket Secretary, a jeweled, pocket size, 14-k. goldplated reference guide. Ruled, alphabetically arranged pages are contained in a sturdy metal casing. An ideal gift item, it is designed with 14 simulated jewels. There is also space on the Pocket Secretary for the engraving of names or initials, making a good engraver's item. It is priced at \$5.40 a dozen or \$60 per gross. Organization Services, Inc., Detroit, is presenting a complete line of attractive gold-finish cast metal brooches, carded and retailing for as much as \$1. Display cards will be imprinted free of charge on all orders of 100 dozen or more. A sample brooch may be had for 25 cents or a dozen assorted for \$3.50.

Miniature Academy



Award Oscar Oscars also available in file pin, clutch back type, \$1.50 dozen, \$16.80 in gross lots. Minimum order three dozen.

EVERYONE IS A WINNER Wear The New MINIATURE ACADEMY AWARD OSCAR

(Each Individually Carded). 1 1/4" in height. Worn in Lapel. 18-Karat Gold Plated. \$1.20 dozen \$13.20 in gross lots. Minimum order three dozen. Assorted Sample Order of Four Oscars, three \$1.00 postpaid.

JOBBERS, WRITE 25% deposit with order, balance C.O.D., F.O.B. New York. We Also Carry a Full Line of Magic Jokes, Tricks, Toys. PRITTY NOVELTY CO., INC., Mfrs. & Distr. 12 West 27th Street, New York, N. Y.

SPECIAL CARNIVAL PLUSH VALUES

30" SUPER PLUSH BEAR New Vinyl Rubber painted nose. Asstd. colors. 1 doz. lots to ctn. \$21.75 dz. 30" GIANT PLUSH BEAR Terrific value, asst. colors. 1 doz. to ctn. still... \$20.00 dz. 21" x 17" FRENCH POODLE Asstd. Colors \$30.00 dz. Chain & Collar 22" DRUM MAJORETTE Soft body, silk taffeta, Plastic Face... \$12.75 dz. Prices, Net F.O.B. N. Y. C. 25% deposit with order, bal. C.O.D.

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H. B. DAVIS CORPORATION 145-B West 15 Street New York, N. Y.

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240R JOBBERS—DISTRIBUTORS CLOSE OUTS—LIMITED AMOUNT—ACT TODAY! 38" UPRIGHT RABBIT, High Grade Plush—\$24.00 doz. 20" UPRIGHT RABBIT, High Grade Plush—\$13.20 doz. SPECIAL OFFER! PLUSH SCOTTY DOG 10x8 1/2 Per Dozen... \$5.50 SITTING PLUSH DOLL 16x8, Pressed face, Per Dozen... \$6.00 Both are cotton stuffed. No Extra Charge for Samples. Act quickly! Send today for assortment showing excellent quality of this terrific offer. FOB, N.Y.C., 25% dep., C.O.D. if not rated. FREE 32-Pg. Catalog. Please state nature of business. Ask for New CARNIVAL and CONCESSION numbers and closeout lists. Send today! ACE Toy Mfg. Company 122 W. 27th St. N.Y. 1, N.Y.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St. Cincinnati 22, O.

- Ackley, Jimmie
Adams, Edith
Adams, Oliver
Alres, Mrs. Bee
Alburtus, Mr.
Alland, Maurice
(Very Important)
Allen, D. V.
Allen, Frank
Allen, Wm. S.
Ancil, John O.
Anderson, A. W.
Anderson, Joe W.
Anderson, Edith L.
Anderson, Sadie
Anderson, Sig
Andrews, Deward C.
Andrican, Mrs. Charlie
Ayers, C. W.
Ballew, Roy (Godine)
Balmer, C. R.
Bambino, Frank
Barbay, Stanley
Barnes, Charlie & Bess Walker
Barnhart, Clyde E.
Barr, Raymond L.
Barron, Freddie
Bates, Paul
Bauman, Robt.
Baum, Freddie
Beal, Joe
Bear, C. H.
Beck, Basil Kingsley
Beck, Robt. E.
Bell, Fred & Mrs.
Bellows, Alan
Bellows, Mrs. A. G.
Belshaw, Gladys
Benge, Mrs. (Gertrude)
Bennett, Virginia (Show Cookhouse)
Bentley, Claude
Berall, Ronnie
Birbil, Roy
Blake, Wayne Harman
Blankenship, James
Bluestein, Morris
Boggs, John Allen
Borror, W. J.
Boudin, Jack
Bowans, Mrs. Rose Mary
Bowen, Clyde
Bown, Elzie
Boyd, Frank
Boyle, Chas. (Chick)
Boytton, C. F.
Bradford, Nettie L.
Bradley, Thos.
Brant, Mac
Bray, Mrs. Mary L.
Breedon, Wm. Donald
Broadus, Jack
Brooks, Johnnie
Broughton, Mrs. Mabel
Brownfield, C. E.
Brown, Eugene (Brownie)
Brown, Mr. Jesse
Brumelow, Robt.
Budd, Charlie
Burger, Walter J.
Burton, F. H.
(Blackie)
Byrnes, Dave (Bucket Agent)
Cain, G. W.
Caler, Gaylord
Camp, Frank
Cantrill, Fred
Carpenter, Jack
Carter, Eston
Cassano, Louis
Cavanaugh, Geo. & Mrs.
Chapman, Gene
Chapman, Mrs. Gene
Cheatham, Pee Wee
Chiccarelli, Jack
Chicco, Esq., E.
Chism, Mr. Angus
Church, C. L.
Cinerali, Leonard
Clark, Mrs. Frances
Clark, Fred
Clark, Jack
Clippard, Harold & Mrs.
Collins, Clifford C.
Collins, Robt. L. (Jr.)
Comiser, Mrs. L. C.
Cooper, Stella
Cordill, Tony (Age & Scales)
Corey, Joe
Cornett, James N.
Costner, Harry B.
Creely, Geo. J.
Cridler, Robt.
Cummings, Zola
Cunningham, O. C. (Snake Dancer)
Curl, Dr. A. M. (Astrologer)
Cutler, Richard Ray
Dainey, Prov. V.
Daley, Mabel
Daniel, Louise
Davis, D. S. (Dave)
Davis, John Roby
- Davis, Mrs. Marlene
Davis, Wop
Davison, Pete
DeArmitt, Ernest E.
DeBolt, Edie
DeBord, Edward P.
DeLacy, Doyle
Dearduff, Roy & Mrs.
DeL, Mr. Melisson E.
Demtro, Dewey
Demetro, John Dutch
Dentist, Geo.
Dingee, Les
Di Paola, Nick
Dombroski, Walter
Drew, Eula Whitworth
Duchene, Louis
Duffy, Dennis
Dugan, Jack (Cook House)
Dunbar, Gale Reckley
Duncan, Emma Jean
Dunlap, Bill (Lamkin)
Dunlap, Geo.
Engle, Wallace M.
Ephraim, Peter J.
Evans, James & Mrs.
Farrall, Pat & Thelma
Farris, Carl D.
Fast, Dan
Fee, Thos. P. & A. M.
Ferguson, Vivian
Fowler, Edna (Musicalian)
Foss, John, Agta.
Foy, Pete
Frazier, Cecil
Gallagher, Jack
Galluppo, Mrs. Jack
Gardner, John Jos.
Garrett, John M.
Garretson, Joe
Gatton, Freddie
Geiger, Bob
George, John
Gibson, Shirle
Gillor, Marvin
Goodman, Sparkplug
Graham, Del
Grauman, Saul
Gray, Ernest
Green, Don & Gloria
Gregg, Blanche
Grover
Grenfell, Mrs. Evan
Griffin, Ray
Grissley, Charlie & Mrs.
Gross, Ben
Guerra, Armand (Armand's Seal Act)
Guilano, Charles
Hackett, Mrs. E. J.
Hadden, Bobby
Hale, D. D.
Hall, Kennis Preston
Hamilton, Olin Wm.
Hamilton, Warren (Warren the Wizard)
Hansford, Alice
Hanson, Al
Harrington, Ben & Mrs.
Harrington, Red
Harrison, Frank (Cookhouse)
Haven, Whitey
Hayes, Billie (Mona)
Hayes, John A.
Hudson, Jack Wm.
Henson, Roy
Hightower, Don
Hildebrand, Rickey Hill, Edw.
Hitchman, Barney
Hoffman, Mrs. Cleo
Hollan, August J.
Holmes, McKinley
Holt, Robt. W.
Holtkamp, Dr. L. B.
Hooper, Happy
Hoover, Bill G.
Hoover, Capt. David G. (Lions)
Horrell, Chas. (Shackles)
Horvath, Bob (Horse House, Roy (Horse Trainer)
Howard, Roy
Hoxie, Bill
Huang, Chai
Hudson, Jack
Hunt, Michael
Hunter, Miss Billie
Hunter, Wm. (Bill)
Hutchison, A. E.
Ingle, Shorty
Irons, Dale & Nettie
Jackson, Crooked Neck (Novelty Man)
Jeffries, Capt. J. J.
Jenkins, Benj.
Johnson, Mrs. Ethel
Johnson, Russell
Johnson, Swede
Johnston, Rudy
Jones, Hascle (Blue Haven, Train Hand)
Jordan, Whitey
Joyce, Dolly
Judy, R. F.
- Kaapuni, Ernest
Kearns, Pat
Keck, Eddie
Keegan, Ralph
King, Faith
King, Frank
Knirk, John
Koutter, H. B. & Mrs.
Krause, Fred
La Monte, J. & Mrs.
La Morris, W. F.
Lamb, J. M.
Lane, Al
Lang, Metta M.
Lanko, Wilson (Speedy Wilson)
Lee, Karen
Leedy, Bob
Lento, Tony
Lester, George
Levy, Stanley
Lewis, Dumball
Lewis, Sammy
Lippincott, Mal & Mrs. (Magician)
Locke, John J. A. A.
Loder, Edward J. & M.
Loder, J. & M.
Logan, Peter V. & M.
Long, John G. & A. M.
Longo, Edward V. & A.
Lonsen, Donald
Lont, Vincent J. & A.
Louter, Ray V. & A. M.
Lowrey, Sammy M. & G.
Loyde, Jas. J. & T.
Luck, Bill
Lumsden, Robert
Lunsford, Geo. S.
Luther, M. H.
MacMinn, Mac & Mrs.
McAlister, J.
McDonald, Wallace
McGell, Frank
McIntosh, Albyne
McIntyre, W. R.
McLaughlin, William A.
Mahon, Dick
Mandrake, Leon (Mandrake & Co.)
Mann, Ben
Manstein, Bill
Mantecillire, Steve (Flatop)
Marsh, J. Edward
Marshall, Thurman & Mrs.
Martin, Carl Gene
Martin, Kurt
Mason, Harry W.
Mayes, Prof. L.
Mayo, Bill
Mhor, Mike
Mielich, Jacob J.
Miller, Gordon & Mrs.
Miller, Harvey A.
Miller, James R.
Miller, Skippy
Millsap, Hazel
Mitsch, Gus
Monroe, George
Montez, Robert
Moore, James E.
Moore, Joseph H. & M. A.
Morgan, Chas. or Mahoney
Mort, Louis
Morton, Joe B.
Mundy, Stuart (Shorty)
Murphy, Mrs. Jerry (Whip Act)
Murphy, Mrs. Rose
Murray, Robert G.
Nave, Ray J. & A.
Nichols, Gloria
Nordine, Burl A.
Norton, Dale
Novak, Matthew J.
Obada, A. (Boobie)
O'Brien, Mrs. Joe
O'Brien, Michael (Chef)
O'Connor, Mrs. Betty
O'Dell, Blackie
O'Flaherty, Mrs. Marie
O'Kelly, John C.
Orth, Joseph William
Owens, Earl
Parker, Mrs. Lee
Parker, Rita & Jimmie W.
Patrick, Judy
Patt, Thomas
Pence, Lonnie & Mrs.
Pennington, Charlie
Peppers, Danny
Petrillo, Mike & Laura Mae
Zellweger, Mrs. Mildred
- Pettus, Bert
Pitzer, Billy
Ploski, Philip Raymond
Pond, Edwin Sutton
Porter, Mrs. Janet
Porter, Lloyed
Porter, Roland
Postak, William
Prinncess, Don (Pee Pool) (Printress?)
Printer, L. P.
Ranger, L. S.
Renaud, Marthe
Reynolds, Paul C.
Riccardi, Mrs. E. L.
Ridgen, C. C. & Mrs.
Riley, A. C.
Grutes, Curley
Roberts, Mrs. Josephine
Robinson, Mrs. Alma (Bunny)
Robinson, Jack (Model Shows)
Rogers, Mrs. Pearl
Rucker, E. H.
Russell, Marie Ross
Ruton, Eddie H. (Ruton's Canines)
Ryan, Tex & Clara
Sallust, Bill
Salyina, Pete
Sampson, Mrs. Nellie
Scanlan, Thomas L.
Schuch, Pete
Schultheis, Bud
Schulz, Thomas A.
Scott, Gilbert
Seibert, Mrs. H. L.
Seigrist, Mrs. Helen
Selby, Elaine
Shaffer, Carl Fred
Shapiro, Henry E.
Shea, Robert S.
Shields, Jack
Shields, Wilmet (Important)
Shoemaker, Dorothy P.
Showler, Sallor
Snyder, Patrick & A.
Simmons, Tommy
Sisco, R. H.
Sloan, David & M.
Sloan, Robt. & A.
Slom, Morris
Sotabury, Charles
Smith, Kitty (Arms Wonder)
Smith, Ray (Tallent)
Smith, Mrs. Vada J.
Snyder, Carl D.
Soden, Jack
Spencer, Ray F.
Spitzer, H.
Stanley, Mrs. Annie
Stanley, The Marjorie
Vann, Dr. Frank
Stanic, Dr. Frank
Stanley, W. O.
Star, Hedy Jo
Steele, James B.
Stein, Louis
Stenger, George E.
Stevenson, Jack
Stratton, Tony
Strickland, Caroline
Strozier, Robert
Swank, Harry & Ruth
Swart, Ernest Benair
Thomas, Robert
Thomas, Mrs. Sidney
Thompson, Clarence Eugene
Thompson, Guy B.
Tilson, Arnold M.
Todd, James H.
Topping, Elmer
Trenkler, Freddie
Tripp, Virginia
Tutterow, Charles C.
Van, Dan Allen
Wagner, Walter A.
Walker, Fred T.
Walker, James
Walker, William
Wallace, Al (Costumer)
Walsh, Joseph Patrick
Warrick, Birman Lynn
Webster, George B.
Weir, Al
Wells, Benjamin L.
Wendell, Max
Whitney, Elton W. Jr.
Winters, Joseph H.
Williams, Mrs. L. L.
Wilson, Amos H.
Wolfe, Mrs. Ruby
Wright, Jimmie
Yancey, Robert Joe
York, Claude
York, Ed
Younger, Cliff (The Osage Kid)
Zellweger, Mrs. Mildred

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1564 Broadway New York 19, N. Y.

- Adler, Felix
Albert, Albert
Anderson, Paul
Buchanan, E. L.
Davis, Sissy
Deitz, G. A.
Kurtz, Ronald
Lake, Pearl
McClister, William J.
Milan, Betty & Bob
Monturo, Alfred
North, Alex
Oklahoma Kids
Peppin, Edward
Pipe, William
Ridgen, C. C.
Ruiz, Caesar
Rumsomer, Tex
Ryan, John
Shea, Robert S.
Simon, Charles T.
Thompson, Joseph C.
Trupiano, Rocco
Tumbler, Bill
Woodman, Carl W.
Zimmer, Vera
- Anderson, Mary
Bailey, E. H.
Chester, Thelma
Colbert, F. R.
Donato, Lilian
Duane, Clyde
Ernie, May
Franklin, Chick
Fraser, Harold
Good, Frank
Haven, Helen
Herridon, Neal
Hill, William
- Hunter, Frances
Kennedy, Charles
Michelson, Henry
Powers, Babe Patricia
Rodrigues, Jean
Hamilton
Sippel, Johnny
Shea, Robert
Snell, James
Strong, H. E.
Volante, Francine
Watson, James

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390 Arcade Bldg. St. Louis 1, Mo.

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Ackley, James W.
Alexander, Mr. & Mrs. Elmer
Bacon, Mrs. Jean
Baker, D. C.
Barfield, Sally
Barford, Charles
Berg, Richard
Bowlin, Helen M.
Brunson, John F.
Brunson, Evelyn
Bryer Sr., Mr. & Mrs. Ollie
Buddah, Prince
Burton, Joe
Butler, Mrs. Billy J.

- Calolan, Carl
Campbell, Ernest (Bob)
Carpenter, Keith L. J.
Carpenter, W. E.
Carr, Mrs. Alice W.
Carson, Rex W. (Americo)
Chapman, Archie
Chaney, Charles
Collins, L. E. (Roba)
Coomes, Lawrence
Crotser, Tom W.
Crumley, Thomas W.
Cummins, John
Cutler, Lou & Rose
Davis, Marley T.
Davis, Noah E.
Decker, Robert
DeLaney, John E.
DeMicheil, Otto P.
Dennis, Jacky A.
Deureaux, Paul
DeWeese, R. Dean
Dion, Ted
Doersom, Charles
Dorso, Al
Fields, George Lewis
Frist, Evelyn F.
Ranger, L. S.
Gaines, Mr. & Mrs. Jimmy
Gilham, Thomas F.
Goodman, George
Grose, George W.
Grandam, B. O.
Gratel, Jack
Hagenack, Clarence
Harris, Marvin J.
Henderson, Les & Vera
Herrington, Lucy
Hockett, N. J.
Jenks, John
Kearns, Jack
King, Larry M.
Kirby, Iola Ashley
Lowe, Mrs. Katherine
McKinney, George
McSpadden, Dickie & Bonetta
MacWilliams, E. C. & Ruth
Madison, Mr. & Mrs. Harry
- Mann, Frank
Marcus, Red
Middleton, Mrs. Ann
Miller, Bert
Miller, Frank (Windy)
Miller, Jim
Moore, Eddie
Moore, I. M. (Blackie)
Moorehead, C. W.
Moreno, Geraldine
Morgan, Charles or Mahoney
Morgan, J. M.
Murphy, Pat
Noite, Irwin E. & Martha
O'Brien, Ray J. & A.
Osbourn, Walter
Parker, Miss Lee
Rambo, Wesley
Ramseyer, Edward
Ray, Edw. & A. M.
Robinson, Ernest
Roberson, William O.
Roberson, Miss Violet
Rollins, Louis
Ryan, Peter J. & A.
Salerno, Veronica
Schaeffer, Jr., Bill
Schoen, Robert J.
Schultz, Robert J.
Shanley, James
Shea, Robert S.
Shipley, Leonard L.
Sharp, Anita
Sharp, Virginia M.
Siki, Mrs. William
Smith, James
Stenfeldt, Walter
Staley, Loyd G.
Stevens, William
Sunday, Cheri
Taylor, Mr. & Mrs.
Thomas, Bernie M.
Trotter, Wm.
Viers, Steven
Vinson, Jack E.
Waddell, Norman
Welty, Mrs. Catherine
Whalen, Thomas F.
White, Melvin G.
Williams, Mrs. Leo
Wilson, Frank G.
Wilson, Harry S.
Woodward, Mr. & Mrs. Ted
Wrisk, Donald

Winter Fairs

- Arizona**
Phoenix—Community Fair, March 17-21
Tucson—Community Fair, March 17-21.
Agnes McNabb.
Yuma—Yuma County Fair, April 7-11.
- California**
San Bernardino—National Orange Show March 25-April 4. Earl Bule.
- Florida**
Bartow—Eastern Imperial Brahman Show & Sale, March 16-18.
De Land—Volusia Co. Fair, March 22-27. Conrad Bldg.
Eustis—Fla. Sportsmen's Expo-Lake Co Fair, March 15-20. Karl Lehmann.
Inverness—Citrus Co. Fair, March 9-13.
Ruskin—Fla. Tomato Festival April 14-16. Lyle C. Dickman.
Vero Beach—Vero Beach Fair, March 8-15.
West Palm Beach—Palm Beach Co. Fair, March 5-13. LaMar Allen, P.O. Box 107.
Williston—Levy Co. Fair and Expo., March 22-27.
- Montana**
Bozeman—Mont. Winter Fair, March 13-20
Geo. T. Sims.
- CANADA**
Manitoba
Brandon—Manitoba Winter Fair, March 29-April 2. P. A. McPhall.

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GIVE TO DAMON RUNYO CANCER FUND

L. L. Rosenberg Named To Head N. Y. Coin Ops

NEW YORK, March 6.—Louis L. Rosenberg, Brooklyn operator, last week was elected president of the Associated Amusement Machine Operators of New York, Inc., at a dinner meeting in the Henry Hudson Hotel here.

Other officers named were Sanford Warner, vice-president; Jack Semel, treasurer (re-elected); Louis Glatzer, financial secretary; Wilbur Aaronson, secretary (re-elected); and Jerry Miller, sergeant at arms.

Re-elected to the board of directors were Vincent Capezzola, Jerry Polkart, Milton Green, Phil Greitzer, Bart Hartnett and Al Koondel.

Elected to the board were Domonick Alleva, Harry Berger and Dave Lowy. Theodore Blatt was renamed counsel.

Barnet Tannenbaum, outgoing president, was awarded a set of silver service from the membership. Bill Parker, a member who is retiring from the coin machine business, was also cited by the membership.

Guests included Willie Blatt, Miami operator; Ben Becker, Bally Manufacturing Company; Al Gilbert and James Caggiano, of the Coin Machine Employees' Union; Mike Munves, of the Munves Corporation; Barney Sugarman, Runyon Sales, and Meyer Parkoff, Atlantic-New York.

Al Simon and Dave Simon, both of whom were out of town, wired their regrets.

NEW TREND IN SHUFFLE UNITS

Three-for-a-Quarter Play Opens Bright Game Horizon

CHICAGO, March 6.—An old idea which is a backbone of successful grocery store merchandising, and one which was picked up by the juke box business, has found its way into the amusement game business and promises to enjoy a long and fruitful life in games.

The idea: quantity discount, which makes its cheaper to buy three plays instead of just one.

When a juke box spin was priced at a nickel, a quarter would buy six plays. Today, operators are forced to charge a dime, three for a quarter.

Shuffle game manufacturers took their cue: two now offer shuffle games equipped for straight dime or dime plus three-for-a-

quarter play; one manufacturer is readying a new shuffle game so equipped, and a fourth is considering the idea.

United Manufacturing Company introduced three-for-a-quarter play on its Leader and Chief Shuffle Alleys. The two new United games—Team Shuffle Alley and League Shuffle Alley—are equipped for dimes and quarters. J. H. Keeney & Company, Inc., designed its new Mainliner shuffle game for dime or quarter play. Chicago Coin Machine Company will unveil its new shuffle game—Super Frame—with twin chutes.

Stepped-Up Production

Billy De Selm, United sales manager, revealed that a major portion of United's stepped-up

Shuffle Alley production is equipped for quarter play. De Selm stated that the public proved its preference for three plays for a quarter on juke boxes—a standard practice in many areas now. He also said that the double price was a natural for six-player games since two quarters set up six participants for action. De Selm declared that the idea has drawn

(Continued on page 95)

ROUTE SUCCESS

Showmanship Pays Off in Ride Receipts

HOUSTON, March 6.—Showmanship picked up from a career in show business is paying off for Edward Jacobson, former Detroit theater manager, who is now getting his feet wet in the kiddie ride business.

Jacobson set up a small route of Rocket Space Ships manufactured by Deco, specializes in large neighborhood shopping center locations, and already plans to expand in the kiddie ride field.

Jacobson follows such well-tried promotional ideas as giving

(Continued on page 95)

Chi Coin Ships Distributes New Shuffle Game

CHICAGO, March 6.—Distributor shipments of Super Frame, a new six-player shuffle game, were started Monday (8) by the Chicago Coin Machine Company.

Super Frame boasts a hinged frame for the back glass, a coin chute light, twin coin chutes offering dime or three-for-a-quarter play and various cabinet innovations.

Featuring advance scoring, the first three frames is on a single basis (30 points for strike and 20 for spare); the next three frames have double scoring. Frames seven, eight and nine record triple points and the final frame quadruple points (120 for strike and 80 for spare).

The special feature—the Super Frame—then lights up one of four numbers—200, 300, 400, 500. At the same time one number of a "match lit" board of numbers from 0 to 9 lights up, the patron gets one play. If the last digit of the player's score matches the "match lit" number, the player gets the Super Frame number added to his total score.

Munves Starts 34th Arcade Season With Heavy Orders

NEW YORK, March 6.—The Munves Corporation, largest New York Arcade equipment outlet, is preparing for its 34th season with a goodly flurry of advance orders before the March 15 date when such orders generally are received, according to Max Munves, sales executive.

Munves said that the firm now has a Grandmother (coin operated fortune telling device) in production and is preparing the largest catalog in its history, 32 pages with 270 illustrations.

Meanwhile, the firm received Thursday (4) the Exhibit Supply Shooting Gallery, the first shipment of the game to this city. The piece may be used on Arcades or locations. It is a 20-shot game, with the targets in a 3-D

setting to give the illusion of depth.

Soccer Game

Another unit which arrived this week is the coin operated soccer game imported from Western Germany by the North American Import & Export Company (The Billboard, December 12). The game lists for \$195, f.o.b.

The new Munves catalog lists items from 5 cents (steel balls) to \$2,500 (photo machines). Mike Munves, who still heads the firm, entered the coin machine business in 1912 as a director of Arcade floppers, made by the American Biograph Mutoscope Company.

The firm currently occupies a four-story building, has 20,000 square feet of floor space, and 10 employees, with complete shop facilities.

SMILES OF SATISFACTION

Kiddie Rides Boost Grocery Store Take

MIAMI, March 6.—A few years ago, food store operators would have probably given a big horse-laugh to operators telling them they would soon be in the amusement business.

Now the mechanical horse and dozens of other animal rides are bringing smiles of satisfaction to retailers all over town. Practically every supermarket, and many of the smaller stores, has one or more coin-operated rides which give the kiddies a thrill

and at the same time increase the grocer's profit.

Altho first used at large supermarkets as an advertising novelty, other stores soon followed. Some, because they overheard youngsters insisting their parents take them to a store where rides were available. Others, because they were willing to take a chance on the rides bringing enough revenue to justify the space occupied.

Low Overhead

Space for the equipment and electrical power for operation is the only overhead borne by the grocer. Machines are installed and serviced by owner-distributors, who pay all taxes and licenses, giving the grocer a share of the income.

Shell's Supermarket, claiming to be the world's largest grocery, was one of the first in Miami to venture into the use of rides. Said manager George McKelvey: "Our

(Continued on page 95)

Eugene Nahm Dies at 61; Coin Pioneer

BALDWIN, L. I., N. Y., March 6.—Eugene A. Nahm, a pioneer in the coin machine industry, died Wednesday (3) at his home here. He was 61.

Last year, Nahm retired as vice-president and Eastern representative of the Johnson Fare Box Company, Chicago. He joined the Johnson organization in 1912 as a machinist and tool-maker.

Nahm held the basic patent on an automatic coin box used

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Rumor Genco To Show New Upright Game

CHICAGO, March 6.—Rumor has it that Genco Manufacturing & Sales Company will display a new upright playfield game at an open house at its plant during the Music Operators of America convention next week.

Genco officials would neither confirm nor deny the rumor.

According to the report, the unit is housed in a completely new, modernistic upright cabinet, with the game designed for one or two players.

Genco is currently producing Match Pool and Shuffle Pool, shuffle games played like regulation pool; The Invader and Sky Gunner, gun games, and Treasure Chest, an upright playfield five-ball game.

Exhibit Ships New Twin Pete

CHICAGO, March 6.—Exhibit Supply started first shipments of its new Twin Pete the Rabbit ride Monday (1), Art Weinand, sales manager, announced this week.

The ride, which permits two youngsters to ride simultaneously for a dime, will be displayed at the MOA convention at the Palmer House next week, marking the first national trade showing of the ride.

Priced at \$725, the new dual ride is mounted on a three-foot square base, features twin molded glass fibre bodies, retractable casters and National slug rejector coin mechanisms and other safety features.

QUERY BALLY DISTRIBS

Ready Lion TV Units For Consumer Market

CHICAGO, March 6.—Lion Manufacturing Company, parent firm of Bally Manufacturing Company, has made available to the consumer market the Lion remote control TV set, Paul H. Eckstein, general manager of the radio and television division, announced this week.

Bally distributors will have first crack at handling the sets. Said Eckstein: "We are now in the process of checking with our own distributors to find those willing and able to handle the consumer distribution for the sets."

Several Bally distributors, however, have already been shipped sets and are merchandising them. Two have already requested orders.

Bally distributors now handling the sets are: Amusement Supply Co., East St. Louis; Chris Novelty Co., Baltimore; Donan Distributing Co., Chicago; R. F. Jones Co. in Denver, San Francisco and Salt Lake City; Lieberman Music Co., Boston; King Pin Distributing Co., Detroit, and the King Pin Equipment Co., Kalamazoo, Mich.

During a two-year period of ex-

perimentation of the TV unit, some 300 sets were placed in strategic locations throuout the country to test receivers under a wide variety of climatic and geographic conditions.

Eckstein said that the unique remote control features of the Lion set—which permit selection of stations and adjustment of picture and sound from as far away as 100 feet—were rigidly tested in a great number of locations, including schools and hospitals as well as private clubs and bars. "The results have been highly satisfactory," Eckstein said.

Initial production will be concentrated on one model with a 21-inch screen, available in mahogany or blond wood, to retail at \$369.95. A matching wood base will sell for \$29.95. The price includes a one-year warranty on the picture tube; a 90-day warranty on parts.

Baltimore Group Signs 5-Year Pact With Union

BALTIMORE, March 6.—After months of negotiations, the Amusement Machine Operators' Association of Greater Baltimore and the Coin Machine Division, Local 426, AFL, signed a five-year pact. The Baltimore organization covers game and music routes, with exclusive vending operations included in the contract.

Erving Goldner, Chase Vending vice, president of the AMOAGB, said that the union has agreed to its jurisdiction covers wages, hours and working conditions—nothing more. He added that the union has agreed to confine itself to these interests and let manage-

ment take care of managing. Under the contract, agreements between individual association members and the union are prohibited. The union accepts the association as the exclusive bargaining agent for its membership.

Leroy Griffin, veteran Baltimore union executive, represented Local 426 in the negotiations. His son is slated to head the union. According to Goldner, this marks the first time that Baltimore operators have worked under a large-scale union contract.

A year ago, the Baltimore operators were successful in having an injunction placed on the union restraining them from picketing.

90 TO 95%

Super Pennant Baseball 10c Play: Stern

CHICAGO, March 6.—Sam Stern, vice-president of Williams Manufacturing Company and outstanding exponent of dime five-ball games, Wednesday (3) asserted that 90 to 95 per cent of the shipments of Super Pennant Baseball, novelty game set for straight dime play at the factory, are maintained at 10-cent play by the operators.

Stern estimated that only about 10 per cent of the operators convert the machines to nickel play.

This is significant because the unit is adjustable for dime play, three plays for a quarter or nickel play, two plays for a dime and one play for a quarter.

However, Stern reported that shipments of Williams' Lazy Q, five ball novelty game, are running mainly on nickel play. "But dime play is bound to come," said Stern. Stern recommends dime play on Lazy Q, but admits that the switch from nickel to dime play has been slow. He stated that operators who try dime play make more money than at a nickel.

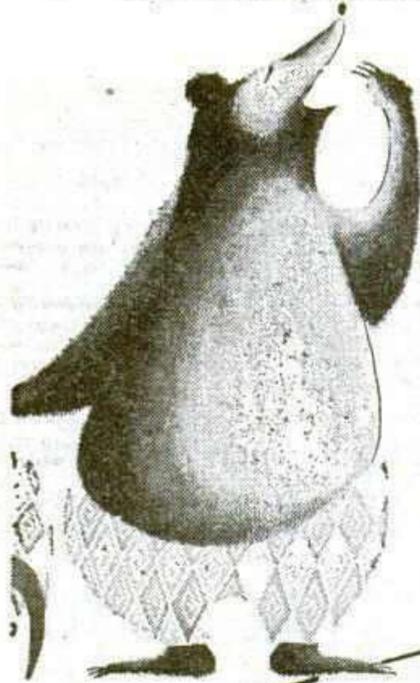
Gottlieb Debuts Mystic Marvel Five-Ball Game

CHICAGO, March 6.—Production of a new five-ball amusement game called Mystic Marvel was announced by D. Gottlieb & Company thru Alvin Gottlieb this week.

Mystic Marvel features replayed sequence service action, high score and point score. A target ton lights for replay when 10, 20, 30, 40, 50, 60, 70, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000.

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Wake Up...



...to your Biggest Sales Opportunity of 1954



...the hectic high-buying **SPRINGTIME**
when all of
OUTDOOR SHOWBUSINESS
prepares for the Big
NEW 1954 SEASON



The Billboard
Spring Special
APRIL 10 ISSUE
Ad Deadline March 31

...to Get Ahead and Stay Ahead All Year Long!

Right now — outdoor showmen, those who operate arcades in parks, on shows and at fairs and celebrations are priming for the great new season ahead. Thousands of dollars will be spent for new equipment, supplies and merchandise — and they will look to The Billboard for information where to buy.

Then there are the coin machine operators too, those who make special plans for their routes in resort areas and places of amusement — they will require additional equipment. The Billboard Spring Special with its many valuable features and lists provides the much needed information these coin machine buyers must have to operate successfully.

Perfect timing — long-lasting sales power — 8,000 more buyers than any regular issue. Get the cream of the early surge of orders — your Spring Special ad costs not a penny more than regular weekly rates.

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Your Nearest Billboard Office Today

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PLaza 7-2800

CHICAGO
188 W. Randolph St.
CEntral 6-8761

CINCINNATI
2160 Patterson St.
DUbar 6450

ST. LOUIS
390 Arcade Building
CHestnut 0443

HOLLYWOOD
6000 Sunset Blvd.
HOLlywood 9-5831

Ohio Bottlers Hear Vending Progress, Potential at Meet

G. R. Schreiber, Vend Ed., Details 'New Dimension in Retailing'

DAYTON, O., March 6.—Automatic merchandising—its accomplishments and its future—was accorded an important share of interest at the Ohio Bottlers of Carbonated Beverages convention here last week.

In a special "Look Ahead" session, G. R. Schreiber, editor of Vend and coin machine editor of The Billboard, addressed as-

sembled bottlers on "The New Dimension in Retailing."

Said Schreiber: "A new dimension—making itself felt in retailing—is automatic merchandising. The vending machine is causing a revolution in retailing just as surely as the supermarket did 20 years ago."

"It has all of the advantages of self-service, plus one exclusive feature: It makes products available where those products would not otherwise be sold at a profit."

Future expansion of vending will be mainly in three directions, Schreiber declared. The directions:

1. It will take over more and more of the job of in-plant feeding, not just supplementing cafeterias and carts, but replacing them.

2. It will take over more and more of the job of selling nuisance and convenience items, thus freeing high-priced sales people to concentrate their attention on more profitable items which require personal suggestion and persuasion.

3. It will increase the sales

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Set Program For 2d NAMA Sectional Meet

CHICAGO, March 6.—National Automatic Merchandising Association announced the program for its second sectional meeting of 1954 this week. The two-day gathering, with Marcus Kaplan, Virginia Cigarette Service, as general chairman, and Harry Rosen, Allegheny Cigarette Service, as meeting chairman, will be held Friday and Saturday (19-20) at the Hotel Hershey in Hershey, Pa.

Opening the meeting will be a welcoming address by J. J. Gallagher, Hershey Chocolate Company, while the keynote talk, "New Horizons in Automatic Merchandising," will be made by

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Stoner Coffee Machine \$375; March Delivery

AURORA, Ill., March 6.—Stoner Manufacturing Corporation set the price this week on its new Stoner Cafe coffee vender at \$375, f.o.b. Bip Glassgold, sales manager, said that addition of an outside manual cup stack (\$35 extra) would bring the cost to 410.

Initial delivery will start this month, he stated.

Glassgold said that "substantial changes" had been incorporated in the 300-cup, dry ingredient coffee machine after it had been acquired from its original manufacturer, Del Products Company, in January.

The coffee vender, like other Stoner equipment, will be available thru factory representatives.

Vending Seminars For NATD Meet

NEW YORK, March 6.—Vending will come in for serious consideration during the fourth day of the six-day National Association of Tobacco Distributors' convention in Chicago's Palmer House (March 28-April 2), with a vending machines seminar to be held under the chairmanship of Charles J. Cooper, Cooper Tobacco Company, Lancaster, Pa.

The session will deal with one problem common to all operators now to keep pace with the increasing number of brands, sizes and cigarette types which are gaining increasing shares of the market. It will also cover the right sale of venders to locations and the role of the whole-tobacco distributor as a vendar operator.

Speakers will be Robert Z. Bene, president, the Rowe Manufacturing Corporation, New York,

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NEW YORK, March 6.—Business sessions on candy, cigarettes and management planning will highlight the third day's activities of the National Association of Tobacco Distributors to be held at the Palmer House, Chicago, March 28-April 2.

The candy and confectionery seminar will be held in the morning, with Frank E. Gilman, G. & H. Distributors, Seattle, as chairman. The session will deal with the dropping per-capita candy consumption and faulty distribution methods. The panel of speakers and their subjects follows:

List of Speakers

"The Manufacturer's Marketing Problems," Robert H. W. Welch Jr., vice-president, James O. Welch Co., Cambridge, Mass.; "What Is the Candy Potential?" Edward T. Lagonero, Elmira To-

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CITE BENEFITS

YMCA Venders Found Club, Member Aids

CHICAGO, March 6.—A bank of six venders recently installed in the Hyde Park YMCA automatically increased snack service from eight to 24 hours a day and replaced a "break-even" soda fountain and sandwich bar, "Y" officials announced this week.

So up in a special first-floor alcove by Airport Vending Service, the vender battery includes coffee, cup soft drink, sandwich, milk, pastry and a candy-cookie machine. The battery, in addition to making possible more consistent and dependable snack serving, also solved a combination cost and service problem, it was noted.

Before the venders were installed, the attendant-operated fountain provided only daytime service for the "Y's" 4,000 members, who include 274 residents. Cost of the fountain included the attendant's wages, food supplies, equipment, glasses, plates, dishes.

Officials pointed out another benefit of the vender installation: it takes the short-order load off the cafeteria in the "Y" basement during the daytime when hundreds of children use the club's recreation facilities. At night, the venders provide help-yourself service to adult members.

Theater Concessionaires Discuss Candy, Drink, Ice Cream Vending

Vender Last 5-Cent Bar Stronghold; Cup Dispenser Seen Basic Drink Unit

By AARON STERNFIELD

NEW YORK, March 6.—The vending machine appears to be the last stronghold of the 5-cent candy bar in theater concessions, according to a majority of concessionaires gathered at the Hotel New Yorker here Tuesday (2) at the second regional popcorn and concession conference of the International Popcorn Association. More than 50 concessionaires from New York and New England attended.

Lee Koken, concessions head for the RKO Theaters Corporation, whose concession operations are handled largely by the ABC Vending Corporation, spoke on candy promotions and tie-in merchandising. He advised concessionaires to merchandise their more expensive candy items with counter displays and to utilize cartoon features to merchandise novelty items.

While Mel Berman, Tri-State Candy Company, Buffalo, advocated a counter dispenser for non-carbonated drinks to supplement a coin-operated carbonated drink set-up most of the concessionaires felt that venders were capable of handling the soft drink situation without any supplementary aid.

Berman vends six-ounce carbonated drinks for 10 cents and sells nine-ounce non-carbonated drinks over the counter for 15 cents. Tho he said venders were still basic, he added that drink sales had risen by 25 per cent with the installation of counter dispensers.

200 Midwest Ops Attend Apco Showing

CHICAGO, March 6.—Some 200 operators from Illinois, Wisconsin and Indiana gathered in the Illinois Room of the Palmer House here to attend a private showing by Apco, Inc., of its complete line of SodaShoppes cup drink venders. Units displayed at the Sunday (22) showing included the 1,200-cup and 2,500-cup six-drink SodaShoppes, serving four carbonated and two non-carbonated drinks using only four sirup tanks; the 1,200-cup and the 1,900-cup

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Oak Wins Suit By Lomax Co.

LOS ANGELES, March 6.—Oak Manufacturing Company was awarded a judgment of \$73.92 this week against the Lomax Trading Company of New York in Federal District Court.

Lomax Trading Company had sued Oak for breach of contract, asking \$15,000 damages. The plaintiff alleged that in May, 1951, Oak had appointed the firm exclusive distributors for vending machines and supplies in the Netherlands West Indies, Venezuela, India and Guatemala. In April, 1952, Lomax charged, Oak repeatedly sold direct to customers and also thru other distributors.

Oak's attorney entered a counter-claim in which it was alleged that the Lomax company owed it \$73.92 for supplies and it was for this amount that Judge Westover ordered the judgment.

Auto. Cafeterias Answer to In-Plant Feeding Problems

Management Mag Cites Venders, Traces History of One Location

CHICAGO, March 6.—"Automatic cafeterias are a low-cost solution to in-plant feeding for any size office or plant," Methods, a magazine devoted to "practical solutions to management's problems," reports in its current issue.

Editor's Note: While venders are a service and cost answer to many plants and offices, their installation in numbers in "any size office or plant" cannot be justified from the sales-volume standpoint. While individual venders might be placed in minimum employee spots if subsidized by the location, entire batteries would be too costly both from the subsidy (for the location) and the sales-loss factors (for the operator) to be profitable to either.

In opening its feature on automatic merchandising, Methods stated: "The automatic cafeteria is no longer a fantasy in the mind of the executive who finds he must make a nutritious luncheon service available for his employees at no cost to his firm."

Four Points

The article goes on to qualify its "any size" office or plant

statement by setting fourth four points on "who can use venders" and citing plants with "more than 200 workers."

It states: "The availability of the automatic cafeteria service as the primary method of in-plant feeding deserves consideration by those firms which operate under the following conditions:

"1. Smaller plants (300-2,000 personnel) with inadequate space

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New Coffee-Mat Sales Handled From Factory

End Natl. Distrib Agreement With Schroeder Prods.

NEWARK, N. J., March 6.—The Coffee-Mat Corporation here is currently handling sales directly from the factory, according to Dave Herman, C-M vice-president, but the possibility of naming a national distributor or regional distributors is not entirely ruled out.

When Coffee-Mat went into production last year, Schroeder Products, Medford, Mass., liquid coffee concentrate manufacturer, was named to handle national sales.

According to Herman, Schroeder was named because arrangement was mutually advantageous—Coffee-Mat would benefit from the operator relationships enjoyed by Schroeder, and Schroeder

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Guggenheim, Oak Merge Charm Lines

NEW YORK, March 6.—The charm lines of Karl Guggenheim, Inc., here and those of M. J. Abelson's Oak Sales, Pittsburgh, have been consolidated, it was announced this week by Bob Guggenheim, head of the local firm.

Among the new items now handled by Guggenheim will be silver-plated flashlights with luminous beads and polyethylene hot-water bottles.

ACE SERVICE EARNS \$\$

Denver Cig Op Traces Six Successful Years

DENVER, March 6.—While good machine appearance, service efficiency, and clear-cut agreements with location owners are essential features in a cigarette route operation, the operator must "sell himself first" in order to build continued expansion, according to Lou Davidoff, head of Ace Cigarette Sales Company.

Davidoff's story is somewhat different than usual, inasmuch as he "started out cold, six years ago, when he moved to Denver from New York. Prior to that, he had put in some three years in the vending field in Manhattan, enough to convince him that an excellent future lay in automatic cigarette merchandising. Denver became his field of operations, largely as the result of Lou's service at Lowry Field near Denver during World War II.

Practical Basis

Beginning with only his three

years of experience, an automobile and a willingness for hard work, Davidoff founded Ace Cigarette Company on a practical basis. He concentrated for the first year primarily on restaurants, taverns, and other outlets in which no cigarette machines were operating.

In approaching the location owners, Davidoff was frequently following in the footsteps of others, but a pleasant, winning personality and the ability to "size up" location owners properly, allowed him to get a foot in the door. He started with one machine, and now is operating over 100.

Running on a "one-man operation" basis, Lou found that he had to hustle just a little harder than "the other fellow." This meant that he had to keep a close watch for new potential locations, and follow up on every lead.

(Continued on page 80)

"can't pass up an ACORN"

precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

TODAY—order Acorns to increase the "take" at your locations. Shows off merchandise at any angle. All die-cast aluminum. Vends Ball gum, charms, nuts.

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CULVER CITY, CALIFORNIA
eastern office
PENNY KING CO.
2538 MISSION STREET • PITTSBURGH, PA.

Ohio Bottlers Hear Vending Progress

• Continued from page 77

volume of many items by making those items available automatically, day and night, Sundays and holidays, without adding to overhead.

During 1953 and for the past 10 years, industry was the largest single user of vending machines, Schreiber said. An estimated 60 per cent of the nation's vending machines, excluding cigarette venders, are located in industrial plants.

"That is a considerable number when you recall that there are nearly three million venders of all types and description currently in use, and that those machines last year sold products with a total retail value of more than \$1.5 billion," he stated.

He noted that most of the vending equipment is "now available to set up fully automatic in-plant feeding service—units to vend cold sandwiches, soup, milk, ice cream, pastries, coffee, and, of course, carbonated beverages."

And "there will soon be machines available to sell hot foods . . . and at that point the vending food service will be complete."

Schreiber called attention to present progress in the second

avenue of expansion—selling nuisance and convenience items. "But perhaps the most remarkable opportunity for vending, in addition to serving America's industrial workers, lies in the 'take home' market.

"Few people realize how automatic merchandising has already become a factor in take-home sales. . . . Most people think of the vending machine as providing a product which is consumed near the machine . . . as in the case of soft drinks, or purchased for immediate use, such as a package of cigarettes."

Dairies are now developing a new kind of milk market with outdoor vending stations, Schreiber said. One dairy, Land O' Lakes, increased its over-all volume (with venders) without appreciably adding to costs; rent for the land the venders occupy, depreciation, leakage, shortage, electricity, repairs, parts, salary and travel expense of maintenance personnel cost only an average of .01948 cents per quart from plant to consumer, he noted.

"It is surprising to me that bottlers have not explored this 'take home' vending market," Schreiber said. "It so happens that my family lives in the country outside of Chicago. We have home-delivery of milk, but like most people we run out often at night and on weekends. A little more than a mile from our house is a milk vending station, open at night and day, where we do a considerable business."

Outdoor Stations

Ice cube vending stations are also a growing trend. Schreiber pointed out that like milk stations, they are also a family service that is "used and liked."

"Just as we run short of ice cubes when guests drop in unexpectedly, so do we also run short of that other basic ingredient for a good mixed drink that you (soft drink) people make," Schreiber declared.

"Wouldn't it be possible for bottling companies to vend cold cartons of six from an outdoor vending machine? . . . It seems to me that this may open a whole new kind of market for the aggressive bottling company."

He drew attention to the fact that many bottlers were already in the vending business—that others were considering going into it . . . and that still others, having looked into vending, had perhaps decided "it is not for you."

"I know," he said, "there are some bottlers here who have embarked on ambitious vending programs. . . . They are vending not only bottles but (also) cups. And they are installing candy and cracker and other types of vending machines.

"This last idea is important. . . . We estimate that of the 4,500 and 5,000 companies operating venders, only 1,000 now specialize in one type of machine.

"The bottler who is vending already, or is thinking of going into it, has got to consider this trend in his planning."

Indicating the Ohio group's interest in automatic merchandising was the additional emphasis placed on vending during this year's convention.

During a pre-convention session titled "Vending Machines," four leading bottlers participated as speakers and panel members. L. C. Wright, Wright-Vess Cola Bottling Company, Coshocton, was moderator.

Panel members were Margaret B. Ware, Dr. Pepper Company, Elyria; U. H. Benderman, Pepsi-Cola Bottling Company, Cleveland, and George Radcliffe, Cincinnati Coca-Cola Bottling Works Company.

American Chicle Ups Net Income In 1953

NEW YORK, March 6.—American Chicle Company reported 1953 net income climbed to \$4,660,852 from \$4,099,675 in 1952. Earnings per common share were \$3.59 in 1953 compared with \$3.16 a year earlier.

Quarterly earnings for the period ending December 31 equaled 95 cents a common share, up 15 cents from the same quarter in 1952. Net income for the quarter hit \$1,233,913, a jump of \$196,057 from \$1,037,856 earned in the final period of 1952.

C&C to Exhibit At NATD Meet

NEW YORK, March 6.—Cantrell & Cochrane, one of the newest entries in the vending drink field (see separate story) today announced it would exhibit at the annual convention of the National Association of Tobacco Distributors, to be held March 28 thru April 2 at the Palmer House, Chicago. The C&C exhibit will be housed in room 825, the Palmer House.

George Herald, in charge of C&C's vending program, said the super Soda Bar, a Spacarb-made vender which dispenses seal top canned carbonated beverages, will be displayed. Also on exhibit will be the SodaShoppe four-flavor cup drink vender, dispensing two carbonated and two non-carbonated beverages made with C&C sirups. The unit will vend only two flavors, tho, with each flavor in a carbonated and non-carbonated version. A fountain dispenser will also be part of the C&C display.

N. J. Cig Group Holds Anniversary Banquet

NEWARK, N. J., March 6.—Nearly 350 New Jersey cigarette operators and their guests gathered at the Hotel Essex House here Saturday night (27) for the 18th anniversary banquet of the Cigarette Merchandisers' Association of New Jersey.

Amos Tilton, New Jersey cigarette tax supervisor who last year was voted by the National Association of Tobacco Distributors as the tax administrator of the year, told the operators that he had always received their 100 per cent co-operation.

"While the association between the CMANJ and the Cigarette Tax Bureau dates only from July, 1948," he said, "there has been a pleasant and constructive relationship that transcends all expectations."

Dierickx Speech

In a prepared speech, Edward Dierickx, the group's president, said: "The cigarette vending machine was the forerunner to the manufacture and use of other types of merchandising machines, and the trend continues toward a greater use of cigarette vending and merchandising vending in the future."

Sam Kessleman, CMANJ counsel, cited the growth of cigarette vending in New Jersey and said that 15,000 machines are now in operation in the State.

New Officers

CMANJ officers for 1954 are Dierickx, Dierickx Vending Company, Newark, president; Bernard Stern, LePeko Company, Inc., Jersey City, vice-president; Frank Resnick, Malkin-Illion Company, Irvington, treasurer, and Nat Satin, Queen City Vending Com-

pany, Plainfield, secretary.

On the board of directors Paul Jacobs, M. Eskin & South River, N. J.; John S. Now, North Jersey Cigarette Inc.; Al Halpern, Jersey Service Company, Jersey City; Joe Lederman, Stratford Vending Company, Newark, and Michael Herman, Mechanical Merchandising Service, Newark.

Co-chairmen for the banquet committee were Halpern, Kessleman, Dave Krantztohr, Lew Vending Service, Newark; Harry Kolodny, LePeko Company, Inc. and Nat Levy, Automatic Store Inc., Newark.

No Drop Seen By Forbes in Candy Prices

JACKSONVILLE, Fla., March 6.—Malcolm Forbes, of the New York stock brokerage firm of Merrill, Lynch, Pierce, Fenner, Beane, predicted that high chocolate prices are likely to prevail for a considerable time to come.

Speaking at the recent winter conference of the National Candy Wholesalers' Association here Forbes said that cacao bean production now amounts to 710,000 tons, but world consumption has gone up to 800,000 tons. In 1953 he pointed out, production was 721,000 tons and consumption 600,000 tons.

"When 1953 and 1954 crop reports were received," he said, "American manufacturers rushed in to buy and the cacao beans just weren't there."

He added that there might be a marked decline in consumption this year, but "we don't know what the crops will be." This will determine future price, he said. He said few manufacturers could afford to carry large stocks of present prices and that the industry is on a hand-to-mouth basis.

Wrigley Sales Hit Record \$80,756,368

CHICAGO, March 6.—The chewing gum business chalked up record sales for William Wrigley Jr. Company in 1953 for the seventh consecutive year. Philip K. Wrigley, president, announced in the firm's annual report this week that last year's sales reached \$80,756,368, with earnings of \$9,351,267 or \$4.75 a share.

In 1952, earnings were \$8,682,563, or \$4.41 a share, from sales of \$76,139,898.

Wrigley stated: "Our aim has been to keep our sales increasing at a rate at least equal to the annual increase in population, and we have been fortunate enough to do a little better than that."

A new plant in Santa Cruz, Calif., involving a \$3 million investment, is expected to be completed and in production this September, while production from another new plant in New Zealand is scheduled to start in June.

Lily Declares Dividend

NEW YORK, March 6.—The Lily-Tulip Corporation declared a quarterly dividend of 60 cents a share of common stock March 15. Last month, when 50 per cent dividend on the common stock was announced, directors said they intended to pay a quarterly dividend of 60 cents a share on the increased number of common shares.

The dividend declared this week is equivalent of 90 cents a share on the old common stock, which 62.5 cents a share was paid at quarterly intervals.

National Phoenix OK's Merger With Croft Co.

WILMINGTON, Del., March 6.—Stockholders of National Phoenix Industries, Inc., which owns the Cantrell & Cochrane Corporation, manufacturer of sirups and canned carbonated beverages for the vending trade, Wednesday (3) voted in favor of a union of NP with the Croft Company of Boston in a special meeting here.

Croft, not now active, was once a beer manufacturer. The new corporation will be the C&C Super Corporation, under which name it will be listed on the American Stock Exchange. Some 76 per cent of the stock was voted in favor of the union. The stock exchange will be one share of the new stock for each share of NP stock held and for every three shares of Croft stock held.

Cash and Plant

The combined company now owns the assets previously held by each company, including the cash and plant owned by Croft and the holdings of National Phoenix. The latter includes 100 per cent of preferred and 95 per cent of the common stock of Cantrell & Cochrane, 100 per cent of Nedicks stock, and the 43 per cent interest in the B/G food chain.

President Walker Mack said that 1954 will see further expansion in the company's holdings, including the opening of more plants for the manufacture of C&C soft drinks (existing

plants are in New Jersey California).

Officers in the new company are Mack; William Geisler, executive vice-president; Richard Weinger, vice-president, and Herbert Fink Milton, secretary-treasurer. Directors are the officers and Virgil D. Dardi, Bernard E. Procter, William Zeckendorf, Gen. James A. Fleet, Winslow Sears and James M. Johnson.

VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR
The Most Flexible Bulk Vendor Ever Constructed

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The answer to "extra profits" from your present locations . . . and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy . . . no special tools needed . . . nothing to put on or take off.

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#104—For Chicle Treats or Chloro Treats—(2 pcs. each portion)
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#106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.
CAPACITY: 7½ lbs. 210 count ball gum.
IMPORTANT: Specify Which Wheel You Desire. 6 Decals furnished with each machine.

PRICES:
Less than 100 machines \$16.95 ea.
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Packed and sold 4 machines per case. Minimum shipment: 1 case.
Prices F.O.B. Factory. Patents Applied for.

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Introducing a New Machine That Fills a New Demand... **PARTY NUT SHOP JR.**

BAR AND TAVERN HOT NUT CABINET

**NOT
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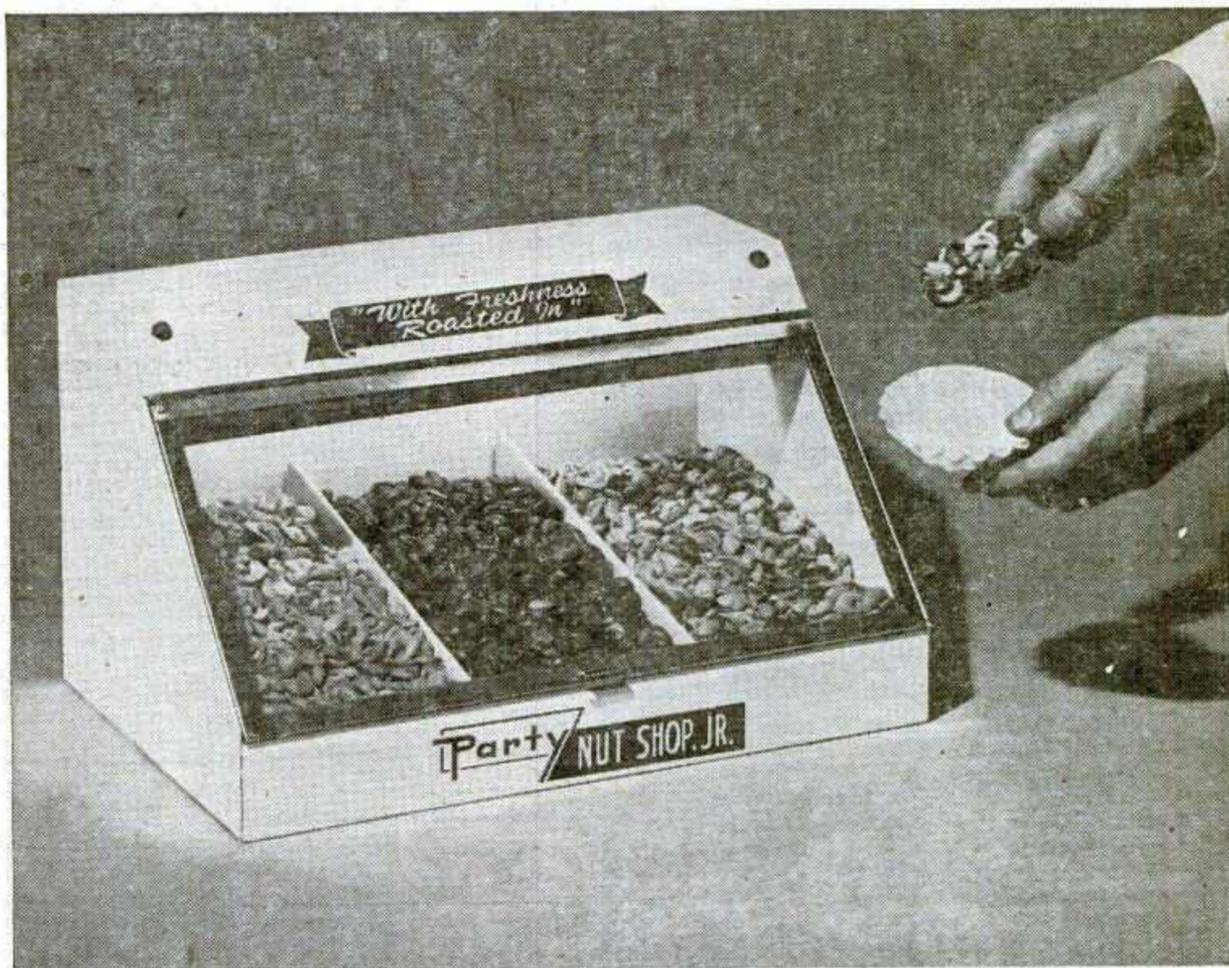
THREE COMPARTMENTS for three kinds of nuts.

LIGHTED BY TWO SMALL BULBS which also supply heat for nuts.

IT'S SMALL, only 10" high, 11" deep, 18" wide.

BAKED WHITE ENAMEL, trimmed in high finish stainless steel.

SETS ON BACK BAR, serviced by bartender at 10c or 15c per scoop depending on kind of nuts. Nuts supplied by us, or from your own source.



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	OPERATOR COST	BARTENDER COST	CUSTOMER COST
REDSKINS ...	34c Lb.	45c	85c
MIXED CASHEWS ...	55c Lb.	80c	\$1.35
MIXED NUTS ...	55c Lb.	80c	1.35

NUTS CAN BE OBTAINED FROM US
3 5Lb. Packages, as above, \$7.20
Nut Cups, \$2.50 per thousand
(MUST BE SUPPLIED BY OPERATOR)

Here's Your Trial Cabinet, Only
15 DAY REFUND PRIVILEGE!

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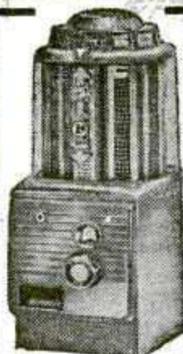
QUANTITY	PRICE
5 CABINETS	\$35.00 EA.
10 CABINETS	32.50 EA.
25 CABINETS	30.00 EA.
50 CABINETS	27.50 EA.
100 CABINETS	25.00 EA.
200 CABINETS	22.50 EA.

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- Please send me one Party Nut Shop Jr. I am enclosing \$10.00, with balance \$27.50 C.O.D.
- Please send me one Party Nut Shop Jr. and three 5 lb. packages of nuts. I am enclosing \$10.00, with balance \$34.70 C.O.D.
- Please send me one Party Nut Shop Jr., three 5-lb. packages of nuts and 1 thousand nut cups. I am enclosing \$10.00, with balance \$37.20 C.O.D.

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Reconditioned Like New
N. W. Tab Gum Vendors\$18.95
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ABT Challenger Gum 65.00
New N.W. 33, 39, 40 porc. 6.95
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Silver Kings, 5c 7.50
Mills Tab Gum Vender 17.00
Write for prices of charms & supplies.
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Ace Service Earns \$\$

Continued from page 77

When he received a tip that a store building would be remodeled into a restaurant or bar, Davidoff immediately contacted the future owner, and if at all possible, made his machine-placement deal there and then.

"I wore out a lot of shoe leather," he recalled. "The only way to expand without interfering with already established locations is to capitalize on newly-created possibilities, and I'd say that never letting a tip go 24 hours was the best approach to additional locations."

Adds Staff

It was not until well into the third year that Davidoff hired a serviceman. Prior to that, operating from his own car and

handling the repair work himself, he had been both salesman and serviceman.

Now, with an expanded group of locations thruout Denver and suburbs, he employs one full-time serviceman, and one who doubles as bookkeeper and office man. Incidentally, Davidoff emphasized the danger of "spreading yourself too thin." He pointed out that setting up locations far away from the office is likely to be more costly than profitable.

Two cardinal principles in maintaining good will and creating good business relationships, which lead to further locations were advanced by Davidoff. One is extreme machine cleanliness. Using a furniture polish preparation which provides both cleaning and polishing services simultaneously, his route man goes over every machine at every call and doesn't leave until the machine is bright and new-appearing.

Davidoff cheerfully "pays servicemen over-time rates" in order to keep up appearance. When machines are badly splashed, nicked, etc., all other operations stop until the vender is back at peak appearance.

"Cleanliness is one thing which everyone appreciates, no matter what the location may be," he said.

The second "principle" is service. "We are as swift as the speed limit will allow in getting a jammed-up vender back into service, night or day, and we always make a point of telling the location owner how long it took us to get there," he said.

Davidoff makes it a policy to stop by and "coffee klatsch" with his location owners as often as possible, merely to keep himself in the location owner's mind.

"Instead of elaborate presents, I concentrate on friendly conversation and find that the results are just about the same," he pointed out.

Davidoff gets excellent co-operation from waitresses in restaurants and bars, learning to know each by name. Thus, he is assured that when the waitress is asked to get a package of cigarettes from the machine, she won't hesitate to do so.

"Keeping the location owner and all of his employees thinking of your interest, rather than merely a serviceman who comes around and loads the cigarette machine, is plain good business with us," he said.

Ace Cigarette's two trucks, finished in light green, with a combination of black, red and white in trademark signs, are kept scrupulously clean. They are washed weekly or more often as they need it, because Davidoff has found that the vehicles' appearance automatically suggests that he will keep machines up to the same standards.

With a 100 machine route firmly established, the Denver operator has shown an increase in sales each year. And reports that there has been little indication of "retrenchment" in collections to date.

Auto. Cafeterias

Continued from page 77

requirements for a conventional cafeteria layout.

"2. Firms whose budget requirements cannot support either a subsidized food service or the cost of installation of (vending) equipment.

"3. Larger firms (over 2,000 employees) which are so highly decentralized that their employees cannot take advantage of a single conventional cafeteria because of time and distance.

"4. Firms which operate more than one production shift and find that a food service is too costly for the second and/or third shifts."

It was pointed out that "most plant managers with over 200 employees are familiar with the supplemental feeding values of automatic vending machines in terms of employee morale and well-being.

The article detailed the growth, in number of machines and in machine variety, over the past few years, identified a photo of a nine-unit battery with the type of product vended over each machine.

It stated: "The automatic cafeteria has become a reality as these various venders are properly combined to form an attractive battery of machines which are used by consumers similar to a conventional cafeteria line. Installation of such a battery which will service approximately 300-500 persons per day requires floor space of about 3 by 25 feet."

Case History

A typical "case history" of an in-plant operation is traced. The operator: Automatic Merchandising Corporation, Medford, Mass. The location: Manning, Maxwell & Moore, Boston, with 400 employees.

Prior to the installation of the "automatic cafeteria," the firm was served by a caterer who ran wagons thru the plant at 10 a.m. and 3 p.m. and set up a lunch counter at noon. "This type of service was found to be unsatisfactory," the management pointed out. Management concluded that wagon service caused costly production stoppages. . . employees complained about the lack of standardized quality in food products . . . in addition, the caterer could not provide service for a small second and third shift.

Following a joint investigation by management and an employees' committee, it was decided that venders most nearly met the needs of the plant.

Gross (vender) sales have been steady at about \$600 a week, indicating that the individual employee spends an average of \$1.50 per week, exclusive of cigarette and soft drink purchases.

After the first four-month period of vender operation, Manning's industrial relations director, Robert Holmes, stated: "The privilege of the unscheduled break has, neither harmed production nor has it been abused by individuals. The 24-hour (vender) food service has clearly bettered morale on all shifts."

Set Program

Continued from page 77

Aaron Goldman, G. B. Macke Corporation.

Rosen will present a round-up of business insurance coverage, and Dud Murphy of Price-Waterhouse will discuss operator accounting problems. At the close of the first day's program, operators will be taken on a conducted tour of the Hershey plant. An evening cocktail party will conclude the first day's activities.

Saturday will be devoted to operator problems, including "Hiring and Training of Personnel"; a talk by William Fishman, Automatic Merchandising Company. A training film will also be shown. A question and answer program and round-table discussion will conclude the morning session.

The afternoon program will be devoted to showing of vending machine manufacturer service films.

National Biscuit Elects C. M. Shanks to Board

NEW YORK, March 6.—Carroll M. Shanks, president and director of the Prudential Insurance Company of America, (this week was elected a director of the National Biscuit Company.

Shanks is a director of the Guaranty Trust Company of New York, the Federal Insurance Company, the Public Service Electric & Gas Company and the Bigelow-Sanford Carpet Company.

New Coffee-Mat

Continued from page 77

would benefit by selling venders which would create new markets for the liquid concentrate.

4 Salesmen

However, Coffee-Mat feels it can do a better selling job by sending out its own trained factory representatives, and hence it ended the agreement with Schroeder. Herman said there are currently four salesmen covering New York, New England, Pennsylvania, Ohio, Michigan and Illinois. About 1,000 units are now on location, he added.

Herman emphasized that Coffee-Mat operators are still using the Schroeder concentrate and that relations between the two companies are cordial.

He added that Coffee-Mat has a finance plan, thru Walter Heller, whereby an operator can pay a third down and take up to 18 months to pay.

Coffee-Mat makes two models, a 110-cup capacity vender listing for \$550 and a 240-cup capacity unit listing for \$650. Both machines are selective.

U. S. Tobacco Ups Net

NEW YORK, March 6.—United States Tobacco Corporation upped net income to \$2,577,944 for 1953, from \$2,492,251 in 1952. Earnings per common share were \$1.32, compared to \$1.28 a share the preceding year.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.95
N.W. 239 1c Porc.	7.95
N.W. 233 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c B.G.	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1c B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen85
Pistachio Nuts, Vendor's Mix75
Pistachio Nuts, Shell55
Cashew Whole55
Cashew Butts80
Peanuts, Jumbo28
Spanish28
Mixed Nuts55
Almonds 480 ct. 5 lbs. vac. pk.85
Baby Chicks32
Rainbow Peanuts30
Boston Baked Beans30
Jelly Beans30
Licorice Lozenges25
M & M44
Assorted Fruit Charms, 100 ct.42

Rain Bio Ball Gum, all sizes, 200 lbs. minimum, prepaid, per lb. \$.28
Adams Gum, all flavors, 100 ct.44
Wrigley's Gum, all flavors, 100 ct.47
Suchard Chocolate, 200 ct. 1.20
Hershey's Chocolate, 200 ct. 1.30
Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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Model E, 3 cols., 140 cap.	\$45.00
Model E, 4 cols., 168 cap.	75.00
Model E, 5 cols., 240 cap.	85.00
Model A, 6 cols., 180 cap.	87.50
Model 500, 9 cols., 350 cap.	95.00

ROWE CIGARETTE VENDORS

Imperial, 6 cols., 180 cap.	\$ 85.00
Imperial, 8 cols., 240 cap.	95.00
Royal, 8 cols., 320 cap.	100.00
President, 10 cols., 475 cap.	135.00
Crusader, 10 cols., 475 cap.	155.00

CANDY MACHINES

Rowe Candy Machine, 120 Bar Cap., 8 cols.	\$ 85.00
DuGrenier Candyman, 72 Bar Cap.	49.50
Uneeda Candy, No Base, 102 Cap.	45.00
Stoner Candy Machine, Pre-War, 8 cols., 160 Cap.	135.00

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NICKEL OR DIME

Portland Ops May By-Pass Odd-Cent Java

PORTLAND, March 6.—Coffee operators in the Portland area are feeling the pinch of rising costs, but so far have avoided boosting per cup prices. A survey this week indicated, however, that possible retail price increases would skip the pennies and move up to a dime.

Operators using powder concentrate cited recent increases that put their cost at \$2.90 a pound, while users of frozen concentrate have had three recent increases to build up to the present \$12.25 a gallon. Further price rises, they indicated, would push them over the line on the retail figure.

Nickel-Dime

The cup price is on a varied schedule here, nickel and dime operation being the rule. Most of the machines are in office and industrial locations, only a relatively small proportion in public sites.

In some 5-cent locations, management subsidizes the operation to keep the price low. In others, heavy volume makes the nickel operation feasible. Smaller industrial and office outlets are on a 10-cent basis, and all public operations are a dime.

Operators here are inclined to steer away from odd-cent pricing. Dewey A. Estey, of Automatic Service, pointed out that the customer who pays a dime and gets pennies back feels he has paid a dime for the product. Thus a dime operation meets no more sales resistance than would a 7-cent cup.

John Crockett, of Kwik Kafe, commented that the expense of conversion to odd-cent operation would consume the additional margin in many locations. He felt that customers are more annoyed with penny deals than they are with an outright dime price.

Price Problems

Any increase to a dime in present nickel locations would depend on individual conditions, operators noted. In some locations, a dime price would cost more in volume than it would recover in additional gross. Other nickel locations are considered strong enough to withstand an increase if the higher price becomes more general.

Thus any trend upward would be a spotty affair in the over-all picture.

Concern was voiced by operators over the future of the coffee market as retail price advances turn more drinkers to tea. Many are developing a taste for tea that is expected to endure even after the price crisis passes. The coffee industry will have lost consumers that will be hard to woo back, they point out.

Ex-Night Club Op, Insurance Broker Head Denver Route

DENVER, March 6.—Sam Appel, formerly operator of a local night club, has been appointed general manager of Standard Vending Company here.

The new vending operation will include all aspects of vending, from popcorn thru cigarettes, bulk confections, charms, etc. Formed in late January, the company is owned by Ozzie Ozrundson, Denver insurance broker.

A crew of six roulemen is being hired, including a "location man" chosen for his ability to develop locations in the Denver area.

Cite High Cig Tax in Canada

TORONTO, March 6.—Complaints of the high taxes on cigarettes was made by E. C. Wood, president of Imperial Tobacco Company of Canada, in his annual report this week.

He pointed out that smokers in Canada pay 18 cents on a pack of 20, while U. S. smokers pay only 8 cents. As long as this situation continues, U. S. cigarettes will cross into this country without paying taxes, Wood predicted.

NUTS AND BOLTS NEXT?

Hardware Assn. Examines Vending at Convention

DENVER, March 6.—The possibility of using small merchandise venders in hardware stores was explored as the Mountain States Hardware & Implement Dealers' Association met for the group's 52d annual convention.

The group, with 520 registering for the three-day conclave, researched the problems of store operating costs. In the hardware store, this often means that a clerk must put as much time into selling a 51-cent can opener as a \$150 shotgun. Therefore, it was pointed out by several speakers that vending machines would prove "the ideal solution in selling small, inexpensive items, without the help of a salesperson."

Hardware Vending

Included in those items listed as adaptable to vender merchandising were packets of nails, screws, small hardware items, inexpensive tools, cutlery, locks, etc.

In smaller communities, where the hardware store serves as a sort of "social center," it was pointed out, cigarette, candy and soft drink venders are already installed. Noting the simple conversion that would be required in order to vend acetate-packaged "mixes" of nails, screws, bolts and nuts, etc., a speaker stated that "all danger of pilferage, always the worst problem with pre-packaged hardware items of this sort, would be eliminated."

The average five or six-column cigarette machine, for example, could readily vend small packets, with a visible sample at the front,

Portland Bottler Drops Odd-Cent Units For Dime Peg

PORTLAND, Ore., March 6.—Because of the nuisance involved in searching for a penny, or changing a nickel, the average beverage vender customer would rather pay 10 cents than 6 cents, it was announced after "long-time experiments" by Portland Bottling Company.

W. R. Moore, general manager, reported keeping a close check on the firm's vender location after a double coin chute arrangement was installed to raise the price of popular bottle beverages from 5 to 6 cents. While there were no complaints over this increase, it became obvious that sales were falling off simply because of the trouble involved in locating a penny.

"At first glance, it seems that almost everyone would have a penny in his pocket," Moore said. "Actually, however, in checking we have found that far fewer people have a penny than we suspected. This means, of course, that the vending machine customer must actually make two trips to the machine if his pocket fails to produce the necessary coin."

The 6-cent price thus was responsible for more confusion and disappointment than extra profit, Moore declared.

Beich Brothers Form Candy Firm

CHICAGO, March 6.—Albert W. and Frank R. Beich have formed a new candy manufacturing firm here called Beich Bros. Candy Company. The plant, located at 29 W. Kinzie Street, will be in production by the end of this month.

The Beich brothers, grandsons of Paul F. Beich, founder of Paul F. Beich Candy Company, are sons of the late Albert C. Beich who was vice-president of the firm for many years.

The new Beich company will produce a penny caramel item initially.

Lorillard Votes 40c Interim Dividend

NEW YORK, March 6.—Directors of the P. Lorillard Company voted to distribute an interim dividend of 40 cents a share on April 1.

The firm formerly paid 30 cents a share as interim dividends. In 1953 four interim dividends of 30 cents were distributed. A 40-cent extra dividend was paid last month.

at 10, 15 or even 25 cents, he said.

At the conclusion of the convention, it was announced that a committee would be appointed to investigate the possibilities of automatic merchandising of smaller, accommodation items in the hardware trade.

NAMA Selects Meet Theme

CHICAGO, March 6.—"Blueprint for Progress" has been adopted as the theme of the 1954 National Automatic Merchandising Association, it was announced this week by General Program Chairman Frank J. Bradley.

He stated that "sound progress cannot be attained in any business or industry without careful planning. The 1954 convention program is being planned to give every vending operator, regardless of size, an opportunity to become increasingly aware of current trends in vending, so that he can apply them to his business, thus building his own 'Blueprint for Progress.'"

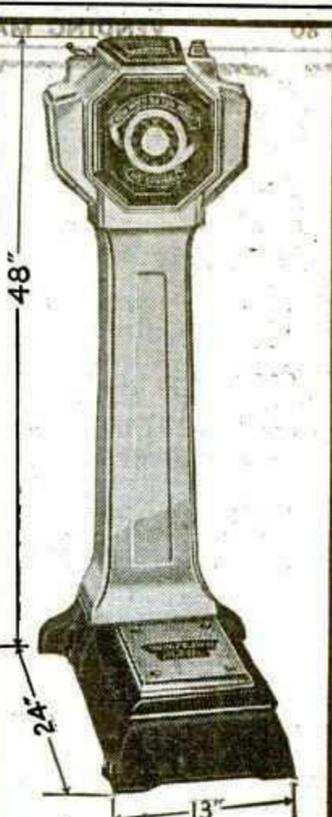
The theme was adopted Friday (26) at a meeting of NAMA's Business and Activities Program Committees in New York.

The 1954 convention and exhibit will be held July 10-13 at the Washington Armory in Washington, D. C.

Lillicrap Retires From Dixie Posts

EASTON, Pa., March 6.—Arthur R. Lillicrap has retired as vice-president and treasurer of the Dixie Cup Company here but will continue to serve in a consulting capacity.

E. Russell Kirk was elected treasurer, and Howard R. Weckler secretary. All changes are effective March 15.



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<p>ATLAS 5c ALMOND TRAY VENDOR</p> <p>Special Deal! 1 Mach. & 5 lbs. of Almonds (700 Count)</p> <p>\$10.95</p>	<p>POP CORN SEZ</p> <p>Clean—Ready for Location—10c Mechanism</p> <p>\$49.50 EA.</p>	<p>SILVER KING 1c or 5c</p> <p>Bulk completely reconditioned</p> <p>\$8.50 EA.</p>

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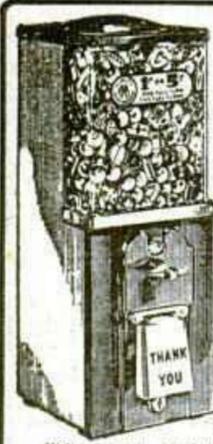
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Business Sessions at NATD

• Continued from page 77

bacco Co., Inc., Elmira, N. Y.; "The Wholesaler's Role in Marketing Candy Bars," B. A. Bouchard, sales manager, Mars, Inc., Chicago; "The Wholesaler as a Flexible Medium in Candy Marketing," Gerson N. Rogow, Federal-Rice Drug Co., Pittsburgh; and "The Wholesaler's Role in Marketing Chewing Gum," E. A. Lowndes, American Chiclet Co., Long Island City, N. Y.

Also "The Wholesale Tobacco Distributor as a Candy Marketeer," George O. Wiemuth, Jefferson-Wiemuth Co., Terre Haute, Ind.; "The Tobacco Wholesaler as a Candy Distributor," T. Stempfel, vice-president, E. J. Brach & Sons, Chicago; "The Direct Buyer and Candy Marketing," Herbert Flashman, the Slate Co., Boston, and "The Wholesaler's Role in Marketing Fountain Supplies," C. D. Clarke, general sales manager, fountain division, Charles H. Hires Co., Philadelphia.

Gunst Chairman

Henry Gunst Jr., president of the NATD Young Executives Division and vice-president of Cliff Weil, Inc., Richmond, Va., will be chairman of the afternoon cigarette seminar.

Speakers will be Robert C. Austin, vice-president, the Austin Co., Inc., Greenville, Tenn.; "The Grower's Role in Cigarette Marketing"; Robert B. Walker, executive sales manager, the American Tobacco Co.; "The Manufacturer's Role in Cigarette Marketing"; George Weissman, vice-president, Philip Morris & Co., Ltd., Inc.; "Public Relations' Role in Cigarette Marketing," and Stanley Stacy, Cavalla Tobacco Co., Milwaukee; "The Wholesaler's Role in Tobacco Marketing."

Also, Jerome Karon, Western Tobacco Co., Rock Island, Ill.; "The Direct Buyer and Cigarette Marketing"; Pichard C. Pinney, H. E. Shaw Co., Worcester, Mass.; "Service Shipments and Cigarette Marketing"; Eric Camalia, managing director, Retail Tobacco Dealers of America, Inc.; "The Retail-

er's Role in Cigarette Marketing," and a summary by Joseph Kolodny, NATD managing director.

Cunningham in Charge

Bert Cunningham, NATD board chairman, will be in charge of the management planning session that evening. The panel consists of the following:

Arnold Anderson, E. B. Crabtree Co., Minneapolis; R. T. Axton, Axton Candy & Tobacco Co., Louisville; M. Bernard Brenner, M. Brenner & Sons, Harrisburg, Pa.; Leon Chinitz, F. H. Crygeir Tobacco Co., Hartford, Conn.; J. P. Delf, E. A. Morris, Ltd., Vancouver, B. C.; Charles T. Desormeau, H. W. Desormeau Tobacco Co., Cohoes, N. Y.; Abe Goldbloom, Federal-Rice Drug Co., Pittsburgh; Robert S. Gordon, Gordon's Wholesale, Des Moines; J. B. Gottstein, J. B. Gottstein Co., Anchorage, Alaska; Arthur Haas, C. J. Donovan-Haas Co., Buffalo; H. B. Hedrich, U. J. Hedrich Co., Presque Isle, Me., and James Heffernan, J. Heffernan & Son, Champaign, Ill.

Also, J. J. Lehman, Consolidated Wholesale Co., Inc., Oklahoma City; Jack M. Lohman, Lohman Sales Co., Denver; A. Paul Owen, Chambers & Owen, Janesville, Wis.; H. B. Paddock, A. S. Goodrich Co., Milwaukee; J. Eblen Rau, Crescent Cigar & Tobacco Co., New Orleans; Irwin O. Schiller, Northern Tobacco & Candy Co., Bay City, Mich.; C. H. Stallman, C. H. Stallman & Son, Inc., York, Pa.; Louis Temkin, Temkin Tobacco Co., Providence; David Vipond, Scranton Tobacco Co., Scranton, Pa.; Don L. Wiggins, Wiggins & Sons, Inc., Independence, Kan., and Edward M. Zolla Jr., Zolla Bros-Silvian, Inc., Chicago.

State Breakfasts

Breakfasts will be held in the morning for State NATD groups from Illinois, Indiana, Iowa, Michigan, New York, Ohio, Pennsylvania and Wisconsin.

Luncheon will be a reception for the Half-Century Club members, followed by the presentation of the "1953 Young Executive Achievement Awards" by Samuel J. Silberman, president of the Consolidated Cigar Corp., New York, and Ralph S. Williams, president of Faber, Coe & Gredd, Inc., New York.

A dinner will be held for tobacco tax officials, with Henry F. Long, former Massachusetts tax commissioner, presiding. The presentation of the NATD "Tobacco Tax Man of the Year" award will be made by Amos Tilton, New Jersey Cigarette Tax Division supervisor, who won last year's award.

Ground Broken on Canada Dry Plant

MASPETH, N. Y., March 6.—Ground for what will be Canada Dry's largest plant was broken here this week, President R. W. Moore announced.

The 200,000-square-foot building will be all on one level, except for second-story office space. It will occupy eight acres.

The plant will accommodate five bottling lines, including three 60-spout units, to give a total production capacity of about 32,000 cases of quarts and small bottles a day. Production is expected to start early in 1955.

Seminars

• Continued from page 77

"The Adaptability of the Tobacco Distributor to Commercial Vending"; J. T. Teahan, Eastern Electric, Inc., New Bedford, Mass.; "The Wholesale Tobacco Distributor as a Vending Competitor"; John C. Closterman, John C. Closterman Company, Kalamazoo, Mich.; "The Wholesale Tobacco Distributor as a Cigarette Vendor"; Burnhart Glassgold, Stoner Manufacturing Company, Aurora, Ill.; "The Wholesale Tobacco Distributor as a Candy Vendor"; Dan Canalos, George Canalos Company, Lorain, O.; "Vending Machines in the Young Man's Future," and Arthur F. Schultz, Arthur F. Schultz Company, Erie, Pa.; "Coping With Direct Machine Sales."

Other Subjects

Other subjects to be discussed, if time permits, are "Industrial Vending," "Coping With Brand Diversification," "The Wholesale Tobacco Distributor as a Location Seeker," "Reducing Paper Work" and "At What Cost Locations?"

The day's activities open with an NATD-Cigar Institute of America breakfast meeting, with comments by Walter K. Lyon, CIA president, and Julius Strauss, president of the General Cigar Company, Inc. Joseph Kolodny, NATD managing director, will preside over the NATD cigar seminar. Dr. W. G. Frankenburg, director of research, the General Cigar Corporation, will speak on "How Can the Tobacco Industry Benefit From Research?"

Other speakers at the cigar session will be Carl Carlson, Garcia Y Vega, New York; Harry P. Wurman, president, Bayuk Cigars, Inc., Philadelphia; Leroy F. Ball, NATD president and head of the King Cigar Company, Flint, Mich., and Ralph S. Williams, president, Faber, Coe and Gregg, Inc., New York.

Coca-Cola Income Up \$934,000 in '53

ATLANTA, March 6.—Coca-Cola Company wound up 1953 with a \$28,209,242 net income, up \$934,468 from its 1952 net of \$27,274,774.

Earnings per common share also increased: the \$6.38 earnings in 1952 went to \$6.60 last year.

For the final quarter of 1953, Coca-Cola earned a net income of \$5,171,902, compared with \$5,094,031 a year earlier.

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the famous KEENEY DELUXE ELECTRICALLY OPERATED CIGARETTE VENDOR

- Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
- MEETS ALL PRICE CHANGES—instantaneous price adjustment on each individual column. Handles King or regular size packs.
- 9 DOUBLE COLUMNS dispense alternately from front and back on each column. Keeps cigarettes always fresh! 432 pack capacity most desirable to location—eliminates frequent servicing!

THE PACK YOU SEE . . . IS THE PACK YOU GET

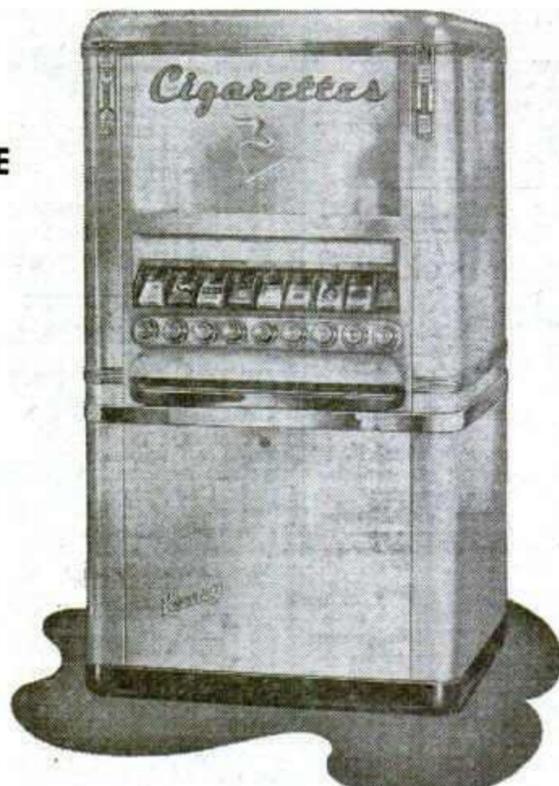
- SWING UP HINGED FRONT permits easiest method of loading the columns. Plenty of extra storage space. All mechanisms accessible.
- THREE WAY MATCH VENDING: (1) free with each pack; (2) free by pulling lever after each purchase; (3) with penny insertion.

Automatically Filled
SUPER CHANGE-MAKER optional!

Available in

- 3 Standard Finishes:
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- GOLD HAMMERLOID
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BRATED.
HEAVY SHEET
METAL BASE
TIN SCOOP,
DIAL IS GLASS
COVERED WHICH
PROTECTS POINT-
ER WHEN IN USE.
Silled hand-
workmanship
is employed in
building this
scale to assure
reliability and
accuracy.
There is sturdiness
of construction more
durable than is gen-
erally found in
scales. Finish is
black crinkle. Carry-
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string black fibre to meet the hard
and constant use that it is subjected
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BALL & VENDING GUM BUBBLE, CHICLE & CHLOROPHYLL New LOW factory price

Bubble Ball Gum, 140-170
& 210 ct.24¢ lb.
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140 & 210 ct.40¢ lb.
Clor-o-Vend Chicks, 275 &
320 ct.45¢ lb.
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CANCER FUND

Atlas Holds Open House At New Qtrs.

CHICAGO, March 6.—Coin machine manufacturers gathered together in one of the nation's most beautiful buildings yesterday (5) as Morrie and Eddie Ginsburg, of Atlas Music, held open house in their new offices.

The new building was designed with the coin machine business in mind from top to bottom. It has a little over 15,000 square feet of floor space and has been built on a lot measuring 264 feet by 125 feet.

In the back of the building there are separate rooms for every phase of the business. The various rooms, each equipped with the most modern tools and techniques available, include a paint room, a steam room, a work room, a testing room, a receiving and shipping room, a storage room, a parts room and a general service room.

All thru the building Seeburg sound equipment has been used to allow continuous music for the employees. The front offices are arranged in a single row, with large plate glass windows between each office.

Two and a half-ton air conditioning units offer relief in the summer and help spread heat in the winter. There is a circular drive around the building with ample parking facilities in the rear. The loading dock has been built with a two level drive—for regular trucks and pick-ups. In the rear of the building there is another

(Continued on page 89)

N. Y. AMI Dist. To Handle Cole Cup Drink Sales

NEW YORK, March 6.—Seacoast Distributors, local AMI juke box outlet, this week became the first establishment on the 10th Avenue coin machine row to enter the cup drink business. Seacoast has been named New York and New Jersey distributor for the Cole Products Corporation, Chicago.

Up till now, Cole sales have been handled by direct factory representatives, with local sales under the supervision of George Gruebert. Gruebert was recently transferred to Chicago.

In town to assist Dave Stern, president, and Bob Slifer, sales manager of Seacoast, were Clarence J. Inabinet Jr., from the Cole Chicago headquarters, and Dave Parker, Vending Engineers, Atlanta.

Acts as Link

Parker's firm acts as a link between coin machine manufacturers and operators, conducting service schools and setting up operations.

Charles Reissner, Seacoast service manager, will go to Chicago to familiarize himself with the Cole line. The firm makes 3, 5, 6 and 8-drink cup venders, dispensing both carbonated and non-carbonated beverages.

The first Cole unit, an eight-drink vender, arrived here Thursday (4), with the complete line to be shipped soon. Parts and service will also be handled here.

Vending, Kiddie Ride Firms Ready for MOA

CHICAGO, March 6.—Something new has been added at the fourth annual Music Operators of America convention at the Palmer House March 8, 9 and 10: for the first time vending companies, kiddie ride manufacturers and makers of coin-operated machines, other than juke boxes, will have exhibits at the show.

Most game manufacturers and distributors have arranged for open houses to show their prod-



HENRY T. (HEINIE) ROBERTS, who was at one time a leading figure in the juke box business, announced last week that he will exhibit a long-playing tape recorder at the MOA convention. The unit is designed to play eight hours of continuous music and will be offered in two models—a floor console and a wall unit.

APMA President Resigns; Board Elects Roling

CHICAGO, March 6.—At a meeting of the board of directors of the Automatic Phonograph Manufacturers' Association last Wednesday (3), N. Marshall Seeburg submitted his resignation as president. The board of directors elected R. C. Roling as the new president.

Seeburg, president of the J. P. Seeburg Corporation, who was elected APMA president just a few weeks ago, said that matters necessitating his frequent absence from Chicago made his resignation necessary.

Roling, president of the Rudolph Wurlitzer Company, who was president of APMA in 1952 and 1953, began his new duties immediately.

J. P. Seeburg II replaced Roling as vice-president and was also elected to the board of directors.

Westchester Ops to Hold Fete May 18

PORT CHESTER, N. Y., March 6.—The third annual dinner of the Westchester Operators' Guild will be held May 18 at Holiday Inn, Scarsdale, N. Y. The first two dinners of the organization had been held at Bill Rieber's, Elmsford, N. Y., but last year the club could not seat the 350 who turned up and some had to be turned away. Holiday Inn seats 400.

In a departure from the custom of the last two years, entertainment will be cut to six or eight artists, with the remainder of the evening devoted to dancing. Previously, the array of talent lasted into the wee hours.

General chairman for the event is Seymour Pollack. Committee heads are co-chairman on entertainment, Nathan Bensky; tickets, Carl Pavesi; souvenir journal, James A. Smith; seating, Max Klein; treasurer, Louis Tartaglia, and Malcolm Wein, toastmaster.

ucts during the convention.

At press time, seven non-music firms had signed up for exhibit space.

A. B. T. Manufacturing Corporation, Chicago; Auto-Photo Company, Los Angeles; Eastern Electric, Inc., New Bedford, Mass.; Exhibit Supply Company, Chicago; International Mutoscope Corporation, New York; National Vendors, Inc., St. Louis and Rite-way Sales Company, New York.

MOA Convention Stage Set; Ops Take Over Palmer House

Officers Finish 3-Day Program; Business Sessions to Key Event

By JIM WICKMAN

CHICAGO, March 6.—Operators, distributors and manufacturers of the coin-operated music industry have taken over the Palmer House, site of the Music Operators of America convention.

Thru the past week the eighth floor of the hotel has looked like a manufacturing plant for juke boxes, records, allied equipment, vending machines and kiddie rides. On the 22d floor, George A. Miller, president and business manager of MOA, along with three other officials of the association, spent the week going over last minute details.

Add three more manufacturers, who decided at the last minute to exhibit, and one gets a pretty good picture of what has gone on during the week. Miller, in commenting on the situation, said, "And this is only the lull before the storm."

The three-day program for the

convention was released as follows:

MONDAY

A business meeting will be held from 9 to 12 noon in the Crystal Room of the Palmer House on the third floor. The presentation of the flag, by the Boy Scouts of America, will get the convention underway. Rev. Father Thomas Maher, of St. Margaret Mary, will give the invocation.

President Miller will greet the attendance in a formal speech and announce the subjects to be covered in the three days of meetings. Following Miller, Sid Levine, national counselor of MOA, will give a report on legislation now being fought and a short talk on past accomplishments.

Literature will be handed to all who attend the first meeting on a 3d copyright organization and a publishing organization. Both proposals will be discussed by all present.

Ops to Mull Plans of 2 Pubbers at MOA

Continued from page 15

all participating operators, in proportion to the numbers of records purchased by each.

For his share, Spier would expect to receive 10 per cent of all profits, after expenses are deducted from gross income.

Spier's prospectus, which will be given to operators Monday (8), casts verbal barbs at Young's plan, a tactic answered in kind by Young's brochure. The latter's plan breaks down in the following manner:

Licensed Free

National Juke Box Music would serve as a publishing firm and as a performing rights society. In the latter capacity it would invite membership by other publishers.

All material would be licensed free to operators and the radio and television industry. Here, too, operators would have to give NJBMI firm orders of 100,000 or more records, so that cleffers could be approached and the co-operation of diskeries attained.

Operators would also be given a percentage of NJBMI royalty income according to their purchases of records. Royalty income would come from movies, orchestras, sheet music and other normal sources.

The general pattern of the NJBMI organization would be modeled after BMI, as envisioned by Young, who claims he already has a catalog of "several thousand" unassigned tunes in the firm. This number could be built to 10,000 within six months, he asserted.

Young's Opinion

Young, in his brochure, sums up his opinion of Spier's plan by saying that "the entire idea of joining up with ASCAP and BMI should be repugnant to every self-respecting juke box operator."

The MOA committee which will act on the wishes of the membership is headed by Martin Britz, Montana operator. The committee includes in its ranks Ray Cunliffe, Clint Pierce, Les Montooth, Howard Ellis, James Tolisano, Harry Snodgrass and Jack Mulligan.

MOA President George A. Miller removed himself as a member of the committee, as did Al Denver, head of the New York City operator association.

Illinois Ops Air Television Influx Problem

PEORIA, Ill., March 6.—The juke box play slowdown, due to increased television activity, highlighted the monthly meeting of the Central States Phonograph Operators' Association.

Les Montooth, president, told operators that the biggest problem connected with TV was salesmanship. He explained that location owners would be happy to co-operate once they found out that it was to their advantage to limit the hours of TV playing time.

Montooth urged operators to go out and talk with location owners. He suggested that they refer owners to other locations that had limited television hours that had not

caused a loss in business. "Explain to the owners that they are losing profits because of television and you'll see that they are ready to listen," Montooth said.

In addition, members talked about the coming MOA convention. All agreed that more operators from their area would attend this year's convention than ever before. Those present reported that they had made room reservations at the Palmer House, Chicago, weeks ahead of time to make sure they would be able to attend.

Monday evening there will be (Continued on page 90)

Cost Problems Speed 10c Play On Fla. Coast

MIAMI, March 6.—Juke box operators in Fort Myers, on Florida's West coast, are gradually changing to dime play, three-for-a-quarter, in night spots, according to Marvin Turner, of Palm City Music Company.

Turner, who operates one of the largest music routes in Fort Myers, explained that the heavy influx of winter tourists in the past month and the recent emergence of Fort Myers as a shrimp fishing port had combined to produce excellent business conditions.

"Like most operators in the country, those of us around Fort Myers have found it difficult to operate profitably on nickel play," Turner said. "I have already converted many of my 150 juke boxes to two-for-a-dime, especially the late equipment, and in select locations, which can stand it, I'm switching to the dime and three-for-a-quarter."

The Florida operator said he and his three employees scan The Billboard charts carefully every week before servicing juke boxes. The roustemen include John Runyon, Arthur Holton and Charlie Hollis.

Turner was associated with the Fred House Music Company in Sarasota before going into business for himself eight years ago.

2 Ristaucrat Models Ready For MOA Show

APPLETON, Wis., March 6.—Activity at the Ristaucrat, Inc., plant this week was in high gear in final preparation for the MOA show.

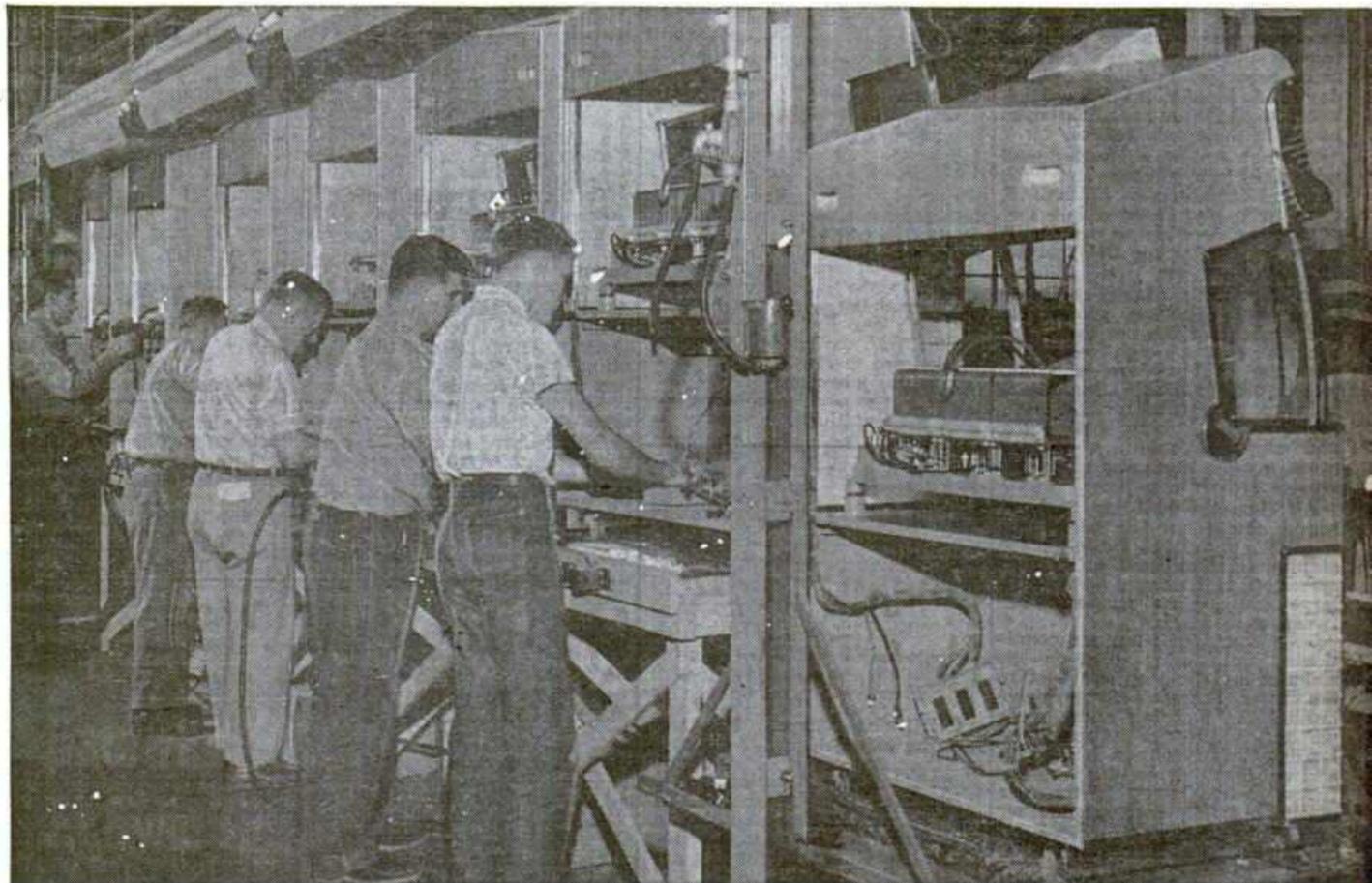
Andrew Maxim, chief engineer, said that the two units to be exhibited would be shipped to Chicago Sunday morning and that Joe Cohen, manager; the two Ristau brothers, designers and he would be on hand to talk with operators in their rooms (822-824).

One of the units will be the new floor model CM 55 juke box. Maxim explained that the unit has a completely new mechanism and that the price would be under \$700. It is a 100-selection unit and has been equipped with high-fidelity sound.

The other, a non-coin unit designed for continuous music, is called the Automatic Restacker and will play both sides of 25 records.

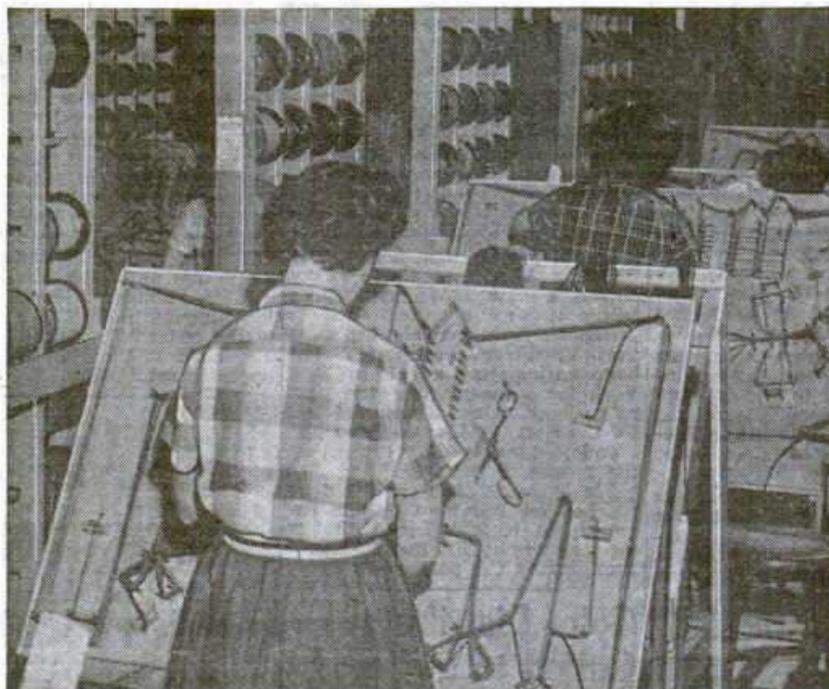
caused a loss in business. "Explain to the owners that they are losing profits because of television and you'll see that they are ready to listen," Montooth said.

In addition, members talked about the coming MOA convention. All agreed that more operators from their area would attend this year's convention than ever before. Those present reported that they had made room reservations at the Palmer House, Chicago, weeks ahead of time to make sure they would be able to attend.



More Model "E's" will soon be on their way to waiting operators. The ease with which the "E" can be serviced in the field also facilitates final assembly in the factory. A final exacting test of the completed juke box under simulated location conditions, and the instrument is ready for crating and shipment.

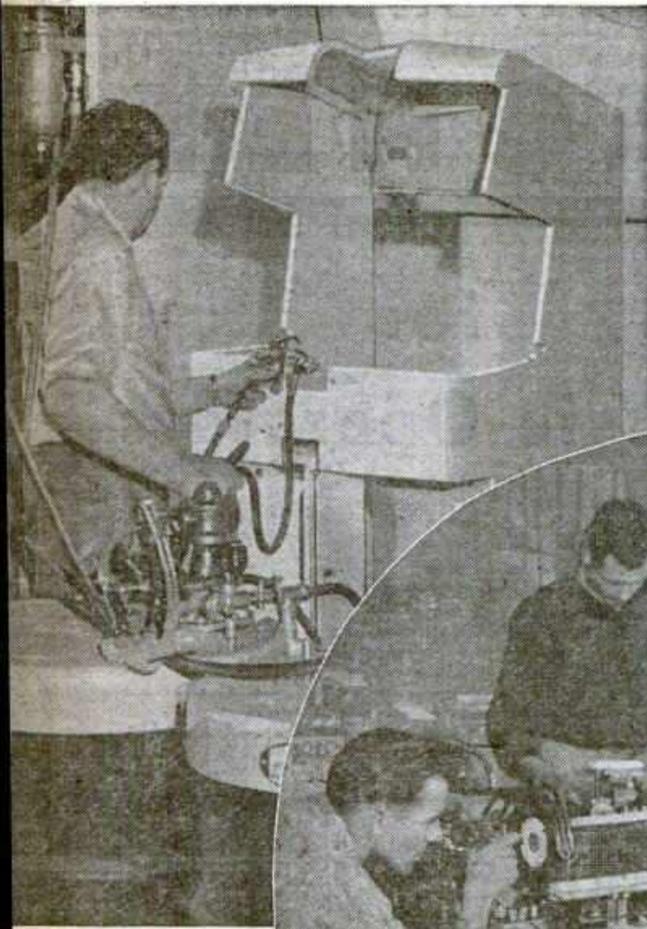
New facilities at AMI now



The complex wiring of the modern juke box gets its start with this ingenious new arrangement of spools and harness boards. Here deft operators tie hundreds of feet of vari-colored wires into compact networks that transmit electrical impulse with unerring accuracy.

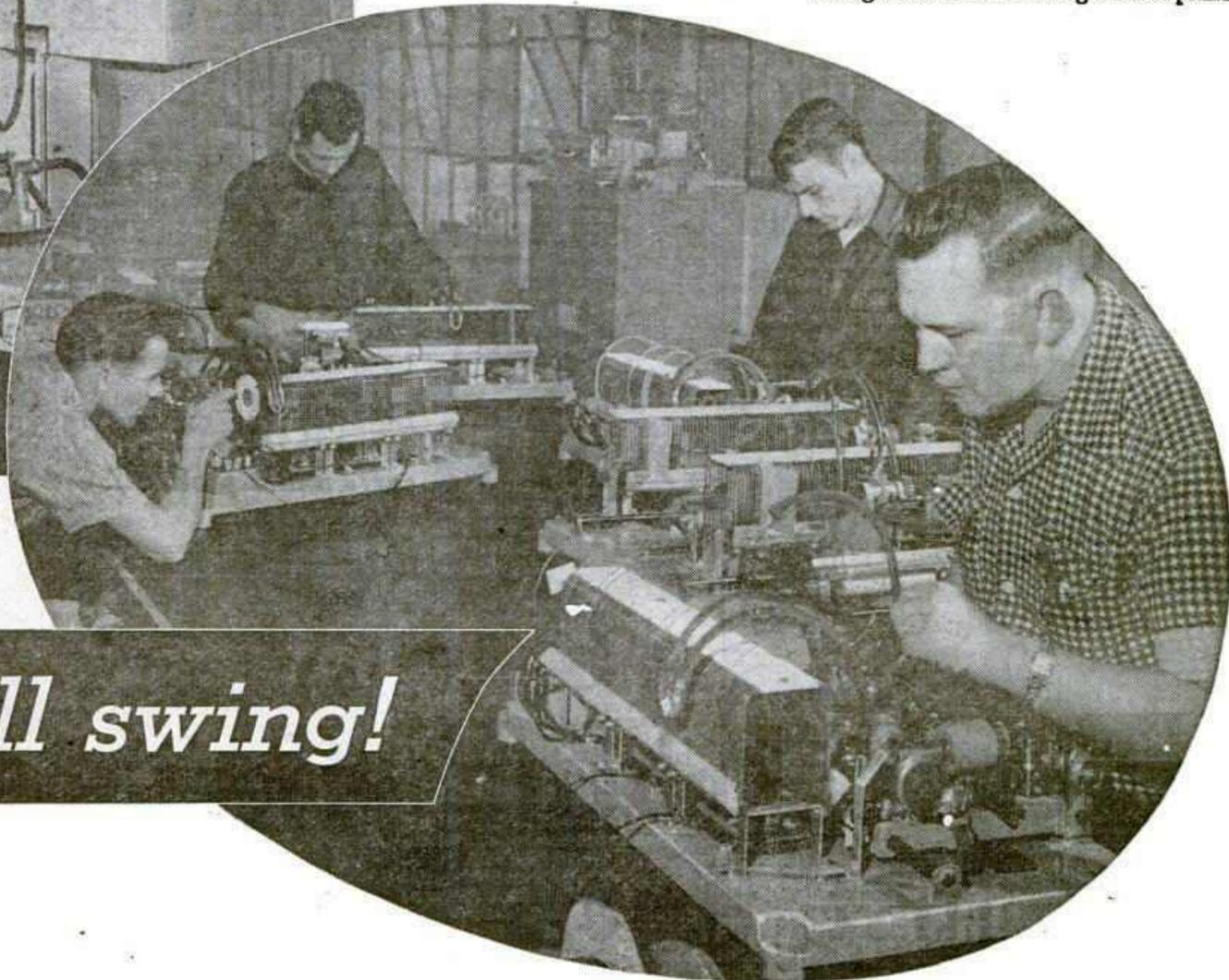


One-button play, much wanted feature of all AMI phonographs, begins here with the assembly of the selector button banks. Highly trained personnel, usually women, who excel in manual dexterity, are especially selected for this precise assembly operation.



Every craftsman in AMI's new cabinet department uses the latest equipment available to assure long retention of the "E's" factory-fresh look. Temperature and humidity are scientifically controlled and balanced throughout the entire department, just as in the most modern fine furniture factories.

Painstaking care in manufacture is an absolute must. Each step in assembly is checked again and again. The same thoroughness with which these AMI "E-120" mechanisms get their final scrutinizing inspection is an indispensable routine throughout the entire enlarged AMI plant.



in full swing!

Completion of the expansion program at the factory marks another stage in the continuing growth of AMI. New assembly lines, new methods, new equipment and new manufacturing procedures, some of which are shown, permit new efficiencies in manufacture. AMI strives to meet the increasing demand for its product, but never with sacrifice of the high standards of quality music operators expect of AMI juke boxes.

AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



H. T. (Heinie) Roberts

MUSIC SERVICE

Makes

MONEY

for

Music Operators

★ ★ ★

Here's the greatest unrestricted profit opportunity ever announced to the industry for expanding your music service and profits!!!!

"Heinie" Roberts offers for the first time...

Exclusive area franchises to well established, financially responsible distributors—into the newest, most dignified and lucrative field in the music industry today. This newest quality music market will yield to those who embrace this outstanding opportunity — a continued and ever-increasing substantial income. Identification with our firm assures an im-

mediate acceptance by all and every establishment where music can and will be played.

★ ★ ★

I personally urge you and welcome you to determine if your territory is now open. Expansion in this new Era of Music recording is so rapidly moving that it's a must that you find out if there is an opening in your territory. New Profits—New Markets—are the answer, and I welcome you to learn how you can build for yourselves a lifetime "annuity" income.

"Heinie" Roberts

★

★

★

I will look for you in **SUITE 807 and 808**

PALMER HOUSE during the M.O.A. Convention

MARCH 8-9-10

or phone or address your inquiries to:

H.T. (Heinie) ROBERTS

225 West Ohio Street, Chicago 10, Illinois
Whitehall 4-1889



Calendar for Coinmen

March 8-10—Music Operators of America, annual convention, Palmer House, Chicago.
 March 11—Summit County Music Operators' Association, monthly meeting, Portage Hotel, Akron.
 March 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
 March 19-20—NAMA sectional meeting, covering Pennsylvania and New Jersey, Hotel Hershey, Hershey, Pa.
 March 20-21—Music Guild of Nebraska, quarterly meeting, Kearney.
 March 28-April 2—National Association of Tobacco Distributors, annual convention and exhibit, Palmer House, Chicago.
 April 5—Amusement Machine Operators' Association of Greater Baltimore, semi-weekly meeting, Mandell-Balow Restaurant, Baltimore.
 April 10—Music Guild of New Jersey, 17th annual celebration, Military Park Hotel, Newark, N. J.
 April 26—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill. Place to be announced.
 May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.

All-Time Juke Box Favorites

(The million-record sellers excluding seasonal records)

TITLE and ARTIST	LABEL	TITLE and ARTIST	LABEL
Amazola—Jimmy Dorsey	Decca 25120	Paper Doll—Mills Brothers	Decca 18318
Anna—Sylvano Manganaro	M-G-M 11457	Pistol Packin' Mama—Al Dexter	Columbia 37668
Anniversary Song—Al Jolson	Decca 23714	Polonaise—Carmen Cavallaro	Decca 23791
Anytime—Eddie Fisher	RCA Victor 20-4359	Praise the Lord—Kay Kyser	Columbia 36640
Ballerina—Vaughn Monroe	RCA Victor 20-2433	Prisoner of Love—Perry Como	RCA Victor 20-1814
Because—Perry Como	RCA Victor 20-2653	Prisoner's Song—Vernon Dalhart	RCA Victor 19427
Because of You—Tony Bennett	Columbia 39362	Racing With the Moon—Vaughn Monroe	RCA Victor 20-2933
Beer Barrel Polka—Will Glahe	RCA Victor 25-1009	Rags to Riches—Tony Bennett	Columbia 40048
Begonia—Artie Shaw	RCA Victor 20-1551	Ramona—Gene Austin	RCA Victor 21334
Be My Love—Mario Lanza	RCA Victor 10-1561	Ricochet—Teresa Brewer	Coral 61043
Blue Skirt Waltz—Frank Yankovic	Columbia 12534	Riders in the Sky—Vaughn Monroe	RCA Victor 20-3411
Blue Tango—Leroy Anderson	Decca 27875	Rose O'Day—Kate Smith	Columbia 36448
Bouquet of Roses—Eddy Arnold	RCA Victor 20-2806	Rum and Coca-Cola—Andrews Sisters-Bing Crosby	Decca 25096
Boogie Woogie—Tommy Dorsey	RCA Victor 26054	Sam's Song—Gary and Bing Crosby	Decca 27112
Buttons and Bows—Dinah Shore	Columbia 38284	San Antonio Rose—Bob Wills	Columbia 20035
California Here I Come—Al Jolson	Decca 23612	Sentimental Journey—Les Brown	Columbia 37347
Chattanooga Choo Choo—Glenn Miller	RCA Victor 20-2410	Sentimental Me—Ames Brothers	Coral 60173
Chattanooga Shoe Shine Boy—Red Foley	Decca 46205	Shanty Town—Johnny Long	Decca 23622
Choo Choo Ch' Boogie—Louis Jordan	Decca 23610	Silver Haired Daddy—Gene Autry	Columbia 20727
Ciribiribi—Harry James	Columbia 37141	Sin—Eddy Howard	Mercury 5711
Cocktails for Two—Spike Jones	RCA Victor 201628	Slipping Around—Margaret Whiting-Jimmy Wakely	Capitol 1634
Come On-A My House—Rosemary Clooney	Columbia 1383	Smoke, Smoke, Smoke—Tex Williams	Capitol 1437
Cruising Down the River—Blue Barron	M-G-M 10346	Song From Moulin Rouge—Percy Faith	Columbia 39944
Cry—Johnnie Ray	Columbia 39659	Sonny Boy—Al Jolson	Decca 23614
Cry of the Wild Goose—Frankie Laine	Mercury 5363	South America—Andrews Sisters-Bing Crosby	Decca 23569
Deep in the Heart of Texas—Horace Heidt	Columbia 36525	St. George and the Dragonet—Stan Freberg	Capitol 2596
Don't Fence Me In—Bing Crosby	Decca 23484	Star Dust—Artie Shaw	RCA Victor 27230
Don't Let the Stars Get in Your Eyes—Perry Como	RCA Victor 20-5064	Strip Polka—Kay Kyser	Columbia 37952
Glow Worm—Mills Brothers	Decca 24384	Sugar Blues—Clyde McCoy	Decca 25014
Goodnight, Irene—Weavers	Decca 27077	Summit Ridge Drive—Artie Shaw	RCA Victor 26763
Gypsy—Ink Spots	Decca 23936	Sunrise Serenade—Glenn Miller	RCA Victor B-10214
Heartaches—Ted Weems	Decca 25017	Swanee—Al Jolson	Decca 2370
How High the Moon—Les Paul-Mary Ford	Capitol 1451	Sweet Lelan—Bing Crosby	Decca 25011
Hubba Hubba (Dig You Later)—Perry Como	RCA Victor 20-1750	Swing on a Star—Bing Crosby	Decca 27605
I Apologize—Billy Eckstine	M-G-M 10903	Tell Me Why—Four Aces	Decca 27860
I Believe—Frankie Laine	Columbia 39938	Temptation (Tim-Tayshun)—Jo Stafford	Capitol 1639
I Went to Your Wedding—Patti Page	Mercury 5899	Tennessee Waltz—Patti Page	Mercury 5534
If I Knew You Were Comin'—Eileen Barton	Mercury 5392	That's Amore—Dean Martin	Capitol 2589
I'm Looking Over a Four Leaf Clover—Art Mooney	M-G-M 10119	That's My Desire—Frankie Laine	Mercury 5007
I'm Walking Behind You—Eddie Fisher	RCA Victor 20-5293	The Doggie in the Window—Patti Page	Mercury 70070
In the Mood—Glenn Miller	RCA Victor 20-1753	The Thing—Phil Harris	RCA Victor 20-3968
Into Each Life Some Rain Must Fall—Ella Fitzgerald-Ink Spots	Decca 23356	There are Such Things—Tommy Dorsey	RCA Victor 27974
It's in the Book—Johnny Standley	Capitol 2249	There, I've Said It Again—Vaughn Monroe	RCA Victor 20-2388
I've Heard That Song Before—Harry James	Columbia 37521	There's a Star-Spangled Banner Waving Somewhere—Elton Britt	RCA Victor B-9000
Jezebel—Frankie Laine	Columbia 39367	Three Little Fishes—Kay Kyser	Columbia 36640
Jingle, Jangle, Jingle—Kay Kyser	Columbia 36604	Three o'Clock in the Morning—Paul Whiteman	RCA Victor 18940
Jumpin' Jive—Cab Calloway	Columbia 5005	Till I Waltz Again With You—Teresa Brewer	Coral 60837
Kalamazoo—Glenn Miller	RCA Victor 27-0026	Till the End of Time—Perry Como	RCA Victor 20-1709
Kaw-Liga—Hank Williams	M-G-M 11416	To Each His Own—Ink Spots	Decca 23615
Laura—Woody Herman	Columbia 36785	To Each His Own—Eddy Howard	Mercury 5219
Little Bird Told Me, A—Evelyn Knight	Decca 24514	Too Fat Polka—Arthur Godfrey	Columbia 38761
Loveliest Night of the Year—Mario Lanza	RCA Victor 10-3000	Too Young—Nat (King) Cole	Capitol 1449
Lovesick Blues—Hank Williams	M-G-M 30636	Twelfth Street Rag—Pec Wee Hunt	Capitol 15479
Lucky Old Sun—Frankie Laine	Mercury 5316	Vaya Con Dios—Les Paul-Mary Ford	Capitol 2486
Man-sell—Art Lund	M-G-M 10011	Wabash Cannonball—Roy Acuff	Columbia 20197
Manana—Peggy Lee	Capitol 15484	Wheel of Fortune—Kay Starr	Capitol 1964
Marie—Tommy Dorsey	RCA Victor 25523	When You Were Sweet Sixteen—Perry Como	RCA Victor 20-2259
Maybe You'll Be There—Gordon Jenkins	Decca 24403	Whiffenpoof Song—Bing Crosby	Decca 23990
Mocking Bird Hill—Les Paul-Mary Ford	Capitol 1373	Whispering—Paul Whiteman	RCA Victor 18690
Male Train—Frankie Laine	Mercury 5345	Who Wouldn't Love You?—Kay Kyser	Columbia 6061
My Foolish Heart—Billy Eckstine	M-G-M 10623	Why Don't You Believe Me?—Joni James	M-G-M 11333
My Heart Cries for You—Guy Mitchell	Columbia 39740	Woodchopper's Ball—Woody Herman	Decca 25079
Nature Boy—Nat (King) Cole	Capitol 15054	Woody Woodpecker—Kay Kyser	Columbia 38197
Now Is the Hour—Bing Crosby	Decca 24279	You Always Hurt the One You Love—Mills Brothers	Decca 23930
Oh, Johnny—Orrin Tucker	Capitol 2442	You Made Me Love You—Al Jolson	Decca 23613
Oh, Peo Wee Hunt	Decca 24279	You Made Me Love You—Harry James	Columbia 39739
Oh, Johnny—Orrin Tucker	Columbia 35228	You, You, You—Ames Brothers	RCA Victor 20-5325
Oh, My Papa—Eddie Fisher	RCA Victor 20-5552	You'll Never Know—Dick Haymes	Decca 27235
One o'Clock Jump—Harry James	Columbia 37142	You're Breaking My Heart—Vic Damone	Mercury 5271
		Your Cheating Heart—Joni James	M-G-M 11426

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:
A & V TO LEASE CANNED MUSIC. Audio & Video Products Corporation will lease its library of taped music on a rental basis Music department.
FEBRUARY DISK SALES RISE. The record business in February topped January business as a result of LP sales Music department.
MUSIC COPYRIGHTS RISE. A land-office business in music copyrights has developed in the last 14 months Music department.
 And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Top Seasonal Standards

(Million-Selling Records)

Title	Artist	Label
I WANT FOR CHRISTMAS	Spike Jones	RCA Victor 20-3177
WE COMES SANTA CLAUS	Gene Autry	Columbia 39463
AW MOMMY KISSING SANTA CLAUS	Jimmy Boyd	Columbia 39871
JUST GO NUTS AT CHRISTMAS	Yogi Yorgeson	Capitol 781
BE HOME FOR CHRISTMAS	Bing Crosby	Decca 23779
INGLE BELLS	Andrews Sisters-Bing Crosby	Decca 23281
DOLPH, THE RED NOSED REINDEER	Gene Autry	Columbia 39463
WENT NIGHT	Bing Crosby	Decca 23777
HITE CHRISTMAS	Bing Crosby	Decca 23778
HITE CHRISTMAS	Frank Sinatra	Columbia 38257
HITE CHRISTMAS	Freddy Martin	RCA Victor 27946
INTER WONDERLAND	Andrews Sisters-Guy Lombardo	Decca 23722
STER PARADE	Harry James	Columbia 36545

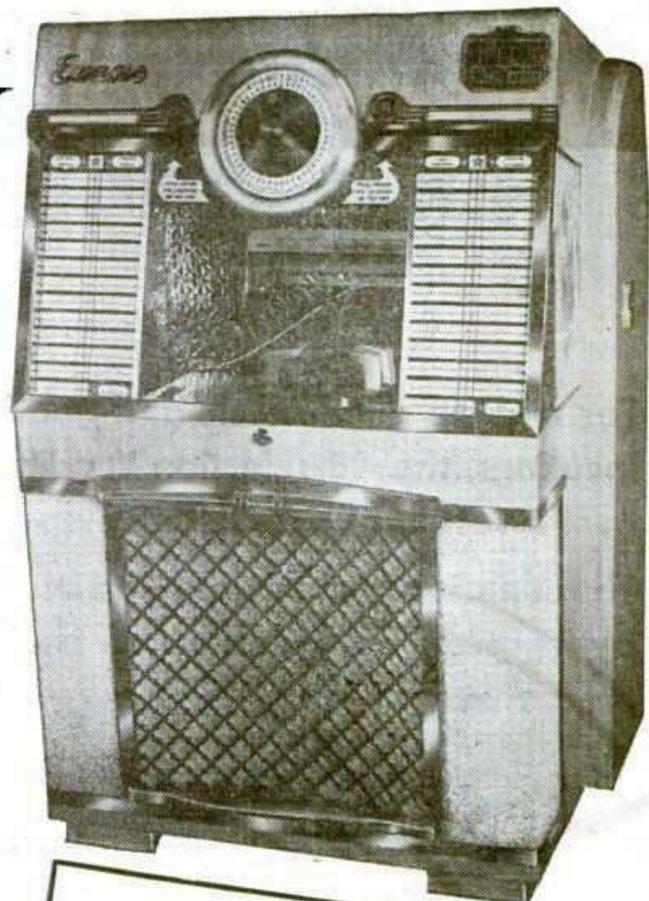
NEW! — — ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • • • 45 RPM

- **NEW! . . . PANORAMIC SOUND DISTRIBUTION!**
- **NEW! . . . HIGH FIDELITY AMPLIFIER AND SPEAKER!**
- **NEW! . . . CIRC-O-MATIC SELECTOR!**
- **NEW! . . . FABULOUS BEAUTY!**
- **NEW! . . . RAINBOW EXTRAVAGANZA LIGHTING!**
- **NEW! . . . MODERN CABINET SIZE!**
- **NEW! . . . COLORFUL INTERIORS AND INCREASED VISIBILITY!**



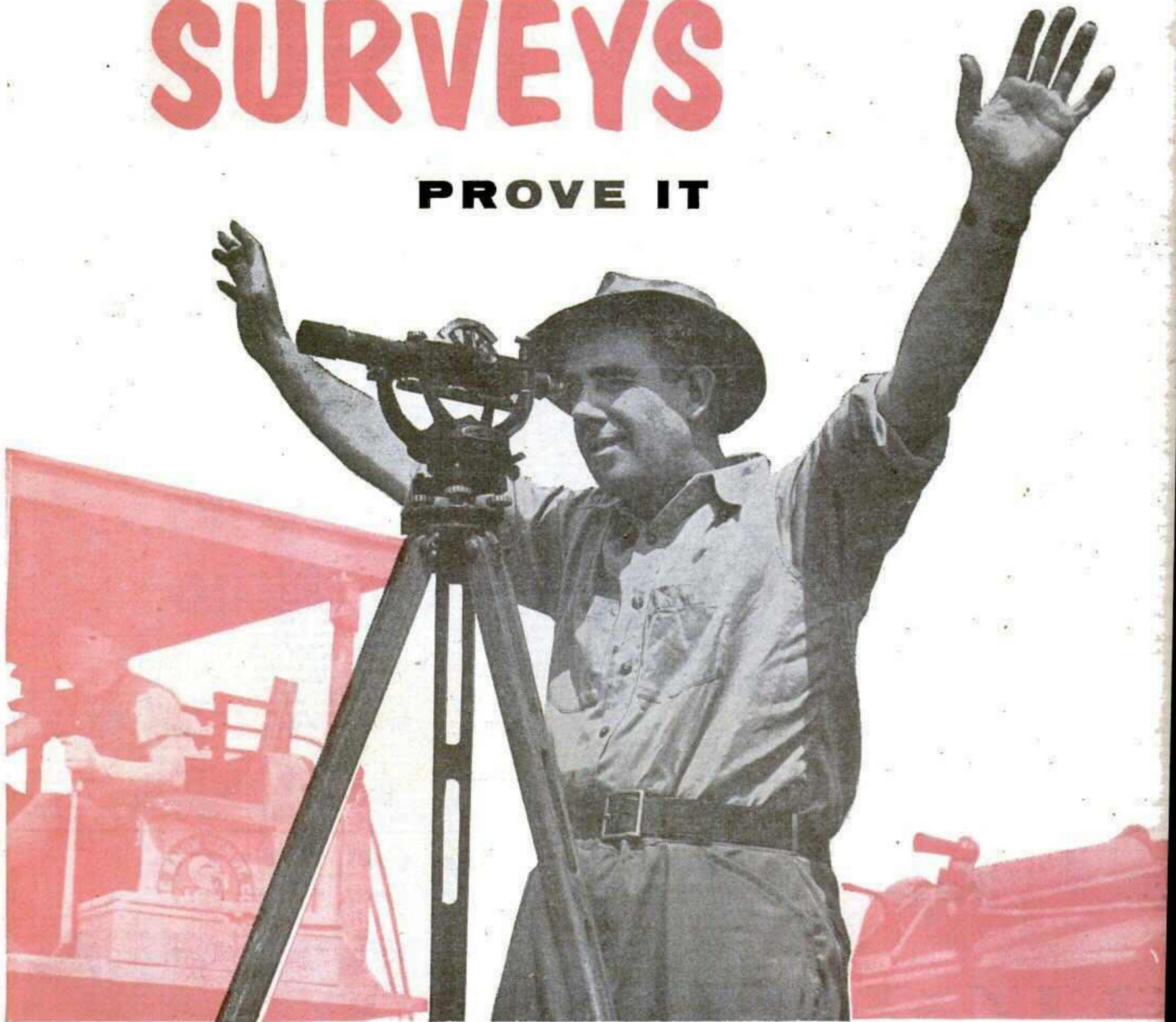
PREMIER SHOWING
 MOA Convention — Palmer House
 Suites 848-849

H. C. EVANS & COMPANY

1556 W. CARROLL AVE.
 CHICAGO 7, ILLINOIS

SURVEYS

PROVE IT



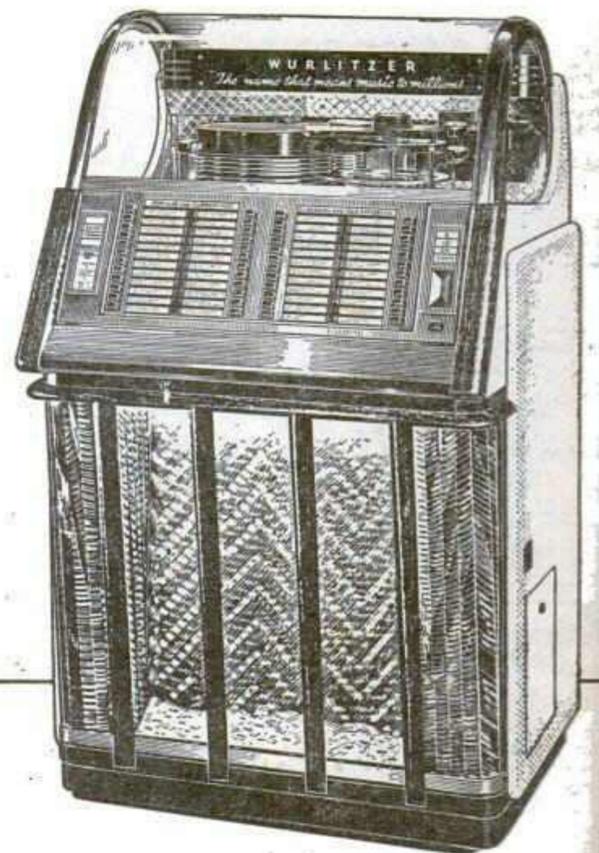
For making good music and good money in smaller locations, the 48-selection Wurlitzer has proved the best investment ever offered operators.

The superiority of its tone and its "take" are equalled by its record for trouble-free performance.

Wurlitzer

1650 48-SELECTION
STRAIGHT 45 RPM PLAY

1600 48-SELECTION
45 OR 78 RPM PLAY



SEE YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as headed below. All advertised used machines and prices are listed. Where more than one firm advertises the same equipment at the same price, frequency with which the price occurred is listed in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of Mar. 6	Issue of Feb. 27	Issue of Feb. 20	Issue of Feb. 13
del A.....	\$139.50 195.00	\$139.00 160.00	\$139.50 195.00	\$139.00 139.50
del B.....	269.00 275.00	269.00 300.00	229.50 250.00	159.95 175.00
del C.....	299.00 310.00	249.50 299.00	279.50 285.00	195.00 199.50
del D-40.....	395.00(3)	349.50 395.00	395.00 400.00	229.50 269.00
del D-80.....	439.50 495.00	439.50 479.50	495.00	299.00 325.00
CHICAGO COIN				
del Box.....	139.00	139.00	95.00 139.00	139.00
ANS				
Installation.....	325.00	325.00	245.00 325.00	325.00
ALLS				
Installation.....	125.00	125.00	125.00 215.00	125.00
STAUCRAT				
Selection.....	60.00	79.00		79.00
CK-OLA				
Ball 45 RPM.....	470.00 475.00	469.50 475.00	475.00 545.00	469.50 475.00
2.....	89.00 89.50	49.50 79.00	89.00 89.50	79.00 89.00
6.....	95.00 99.50	89.00 99.50	99.50	99.50
8.....	109.00	59.50 99.00	109.00	99.00 109.00
12.....		109.00		
18.....		175.00	195.00 225.00	189.95
22.....	289.50	275.00 289.50	275.00 289.50	275.00
24.....	375.00	375.00 395.00	375.00	575.00 395.00
26 Fireball 45 RPM.....		429.50		
30.....	459.95			429.95
37.....	125.00	125.00	125.00	125.00
38.....	250.00	250.00	250.00	250.00
BURG				
away.....	125.00	125.00	125.00	125.00
Hideaway.....		69.50		
		135.00		
		165.00		
	99.50	99.50	99.50	99.50
Hideaway.....		89.50		
A.....	450.00	450.00		
100 A.....	339.50	339.50		
100 A 78 RPM.....	419.95 449.00	349.50 450.00	350.00 375.00	449.95 450.00
	489.00	495.00	395.00 450.00	465.00 495.00
	495.00(3)		495.00	
100 B 45 RPM.....	599.50			535.00
	90.00	99.50	50.00 69.50	64.50 99.00
	135.00	99.00 99.50	99.50 135.00	99.50 135.00
16 M Hideaway.....		79.00		79.00
M.....		79.00		79.00
16 Hideaway.....	75.00	50.00		
	109.50 129.00	75.00 89.50	75.00 109.50	109.50 129.00
	150.00	109.50 129.50	129.00 165.00	165.00
M.....		109.00		109.00
Hideaway.....	139.50			
17 Hideaway.....	85.00			
B Hideaway.....	95.00			
	195.00	139.50 195.00	195.00	195.00
M.....	189.00	189.00	189.00	189.00
ML.....	159.50 189.50	159.50 199.00	159.50 179.50	165.00 199.00
	199.00		199.00	
SL.....		159.00		159.00
16 Hideaway.....		75.00		
Hideaway.....	89.50	89.50	89.50	89.50
Hideaway.....			99.50	99.50
Hideaway.....	109.50 165.00	109.50 165.00	109.50 165.00	109.50 165.00
LIAMS				
Mite.....	90.00	90.00	75.00 90.00	90.00
SLITZER				
K.....				25.00
E.....				29.50
	89.95 99.50(2)	79.50 99.00	99.50(2) 150.00	89.95 99.00
	150.00	99.50 100.00		99.50 150.00
Hideaway.....	59.00	59.50		
A Hideaway.....	85.00			
	99.00 99.50	99.00 100.00	99.00 125.00	89.50 99.00
	125.00		125.00	125.00
	189.50 189.95	169.50 189.00	185.00 189.50	189.50 199.95
	210.00 225.00	219.00	225.00 235.00	219.00 250.00
		225.00(2)	245.00	
Hideaway.....	219.00	200.50		
	249.50 249.95	229.50 249.50	249.50 295.00	249.50 269.95
	275.00	295.00 300.00	325.00	295.00 325.00
	295.00(2)	325.00		
	429.50 449.95	399.50 429.50	429.50	429.50 449.95
		495.00		
		12.95		

Nebraska Ops Donate Juke To Youth Club

OMAHA, March 6.—Howard N. Ellis, secretary and treasurer of the Music Guild of Nebraska, announced this week that a juke box would be donated to the Kearney Youth Club, Kearney, Neb., at the next guild meeting in that city March 20-21.

The guild adopted the policy of giving juke to worthy organizations during the last meeting. Members voted to make a donation at every meeting. The guild meeting will be held in the Kearney Hotel and will be hosted by Mrs. Alma Morton, of the Morton Amusement Company. A preliminary meeting will be held Saturday (20) with the regular operator session getting underway Sunday afternoon. The meeting will be primarily concerned with a report on the highlights of the MOA convention.

Thirty Jukes Lost in Blaze

KANSAS CITY, March 6.—Thirty juke boxes were destroyed in a fire which caused extensive damage to the interior of the Boulevard Music Service Company. Loss to the building and contents was estimated at \$5,500 by Herbert J. Hughes, battalion chief. Additional smoke damage was not estimated. A firm official said the loss was covered by insurance.

BANG!

AMI Model "A"

40 Selections

\$110.00

First Come! First Serve!

Write - Wire - Phone

1/3 down, balance C.O.D.
Export inquiries invited

MUSIC SYSTEMS, INC.

CLEVELAND, OHIO 2600 Euclid Cherry 1-3801
 TOLEDO, OHIO 1302 Jackson Main 6192
 DETROIT, MICH. 10217 Linwood Tulsa 3-3900
 LANSING, MICH. 1224 Turner Lansing 5-4243

How Was Your Timing on . . . "CROSS OVER THE BRIDGE"

PATTI PAGE
MERCURY 70302

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the hottest 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**

**FEBRUARY
3, 1954**

Title Strips
Ready for Top
Juke Profits

**FEBRUARY
3, 1954**

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

CONVENIENT ORDER FORM

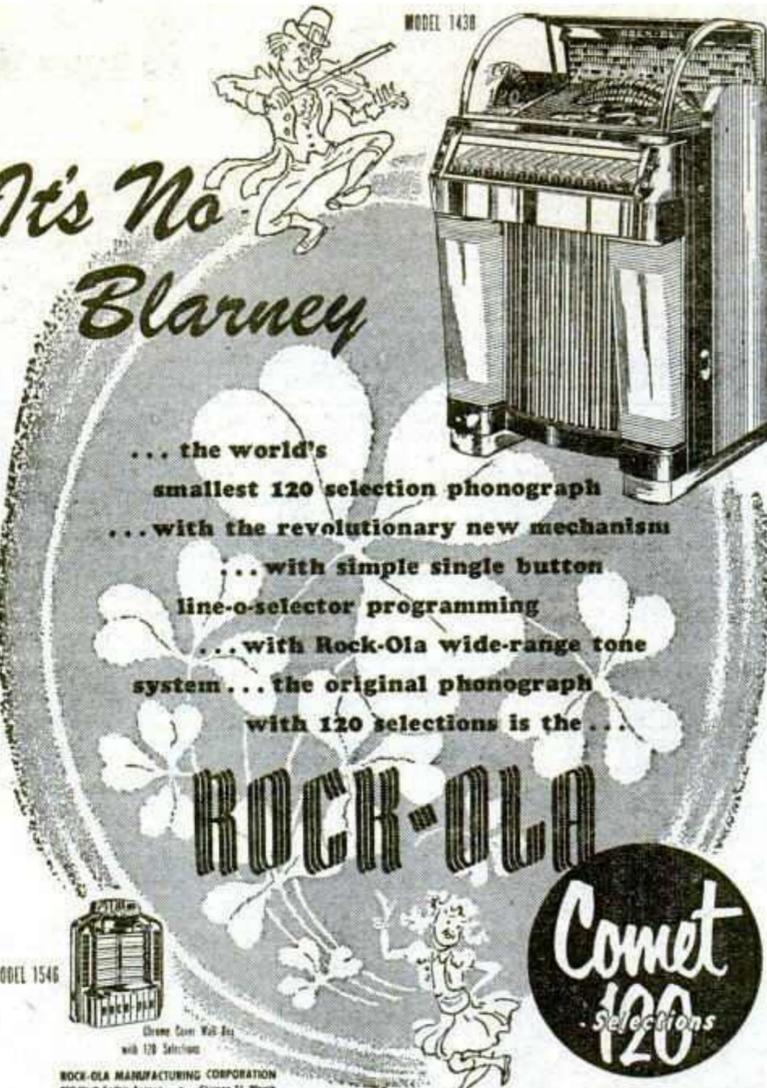
There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(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)....	15.00	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		

Atlas Holds
... from page 83
... building to be used for storage space when needed. The front of the building has a large plate glass window showing the new Seeburg Hi-Fi model 200-Select-O-Matic home...
... manufacturing and personnel for the grand opening included Herb Oettinger and Ray... of Oetting Manufacturing Company; Sam Gensburg and... Menciuri, of Chicago Coin;... Huesch, of J. H. Keeney &

Company; Sid Falk, of Independent Lock; J. Blum, of Chicago Lock; Sam Lewis and Avron Gensburg, of Genco, and Mel Binks, of Binks Industries, Inc.
On hand for the opening from the Seeburg Corporation were C. T. McKelvy, J. P. Seeburg II, B. Jaeger, N. Peterson, R. Metcalf, C. Smith, J. Barrett, H. Coke and Ken Kraft.
Hosts for the event were Morrie and Eddie Ginsburg, Nate Feinstein, Harold Schwartz, and the entire Atlas staff.
The new building is located at 2122 North Western Avenue, Chicago.

It's No Blarney



MODEL 1430

... the world's smallest 120 selection phonograph
 ... with the revolutionary new mechanism
 ... with simple single button line-o-selector programming
 ... with Rock-Ola wide-range tone system... the original phonograph with 120 selections is the ...

ROCK-OLA

MODEL 1546

Comet 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
 501 North LaSalle Avenue Chicago 21, Illinois

MOA Confab Stage Set at Palmer House

• Continued from page 83

an open house sponsored by M. S. Distributing Company.

TUESDAY

Business session from 9:30 till 12 noon. Rabbi Hoha Gamzee, of the Chicago Loop Synagogue, will give the invocation.

C. H. Gabney, of Theo. R. Sills & Company, will be the first speaker on the subject of public relations.

Following Gabney, Cong. George P. Miller will present a report on legislative activity involving the juke box industry. Congressman Miller will come from Washington. An interesting side topic, which Miller is expected to cover, will be the recent shooting that occurred in the House last week. Miller was present at the time.

Speaking on the objectives of MOA, Dick Schreiber, coin machine editor of The Billboard, will take the platform following Miller.

Later during the meeting, operators will be asked their opinions on the two proposals from the day before—a third copyright organization and a publishing company.

Dick Steinberg, of the Music Guild of New Jersey, will complete the Tuesday morning meeting with a report on the fight against the 20 per cent amusement tax levied against locations that offer dancing.

A special luncheon for officers of MOA and the Automatic Phonograph Manufacturers' Association will be held at noon Tuesday at the Conrad Hilton. There will be 14 representatives from each of the associations.

Exhibit hours are from 2 till 6 p.m.

Tuesday evening will be the annual MOA banquet. George A. Miller will act as emcee, turning the floor over to Hirsh de La Viez just before the entertainment starts. De La Viez, chairman of the entertainment committee, will introduce the various performers.

The banquet will be held in the Red Lacquer Room of the Palmer House and will begin at 7 p.m.

WEDNESDAY

The business session will be open to the public from 9:30 until 11 a.m. At that time, the meeting will be recessed for a few minutes and only operators will be allowed to return. When the meeting again gets under way, operators will hold elections. MOA has announced that only paid up members will be allowed a vote.

The meeting will begin at 9:30 with the Rev. Timothy Reeve of the First Methodist Church in suburban Franklin Park, giving the invocation.

One of the speakers for the Wednesday session will be John W. Haddock, president of AM, who will talk on the present and future of the juke box business.

General discussions will follow Haddock's talk, and then record company representatives will wind up the meeting.

Exhibit hours are from 2 till 9 p.m.

A special meeting of the MOA finance committee will be held in room 2250 at 6:30 p.m. to arrange coming events for the remainder of the year.

The three officers, who arrive in Chicago a week before convention time to insure that all would go smoothly, are Jimmy Tolisari, Jack Mulligan and Larry Marv. In addition to the three out-towners, Phil Levin and Ray Culliffe, both of Chicago, also will be on hand to give their time a services.

Predictions have been made that this year's convention would top all past events.



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BIG NEWS

FORECAST—MUSIC PROFITS TO RISE!

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100 SELECTIONS 45 RPM



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RISTAUCRAT, Inc
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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 5 columns: Machine Name, Issue of Mar. 6, Issue of Feb. 27, Issue of Feb. 20, Issue of Feb. 13. Lists various machines like ABC (United), Air Gun, Basketball Champ, etc.

Chicago

Distributors are beginning to turn up for the MOA convention. Billy de Selm, of United, reports that among those already here are Sam Taran, Taran Distributing, Miami; Tony Koupel, Central District Distributing, St. Louis; Harry Rosenberg, Double U Sales Corporation, Baltimore; John Bilotta, Bilotta Distributing Company, Newark and New York; Herman Paster, Mayflower Sales, St. Paul. Sam Lewis, Genco, welcomed Sam London, London Music Company, Milwaukee.

Alvin Gottlieb, D. Gottlieb & Company, plans to head for Miami—and the yacht—around March 17. Avron Gensburg of Genco will be a proud papa for the first time sometime this month. Ed Levin, Chicago Coin, is expected back at work Monday (8). Frank Mencuri happily reports.

George Kozy, ABT Manufacturing Corporation's sales manager, celebrated a birthday Friday (5). ABT's and his many friends ganged up to wish him the best. Burnhart (Bip) Glassgold, sales manager for Stoner Man-

ufacturing Corporation, Aurora, is enthused over the firm's new coffee machine, Stoner Cafe, due on the market this month. The \$375 vender uses dry ingredients, has 300-cup capacity.

The National Automatic Merchandising Association-sponsored industry movie is nearer to actuality now. Glenn O. Leach, NAMA public relations head, notes that concrete script and shooting data is being set up by a special Script Committee meeting this week. Richard Cole, vice-president of Cole Products Corporation, still on the West Coast on his business tour.

Jack Webb, head of the new W-E-B Vending Corporation, Hinsdale, is talking up the improved hot sandwich vender he is handling and which has components by Norge. Johnson Fare Box Company is gearing to enter the vending field again; this time as a supplier of components.

New York

Seen on 10th Avenue this week were Earle Backe, National Novelities, Merrick, L. I., and Al Cole, president of Cole Products Cor-

poration, Chicago. Dick Steinberg, executive secretary of the Music Guild of New Jersey, has been named chairman of the Music Operators of America's committee to seek the elimination of the federal 20 per cent tax for locations where dancing is held. Mr. and Mrs. Frank Alge, Pleasant Music, are honeymooning in Florida.

Herman Bramson, coinomatic Music, is in the hospital. Jack Ehrlich says he will make an operator out of his six-month-old grandson. Nash Gordon, manager of the New York Automatic Music Operators' Association, just completed a tour of jury duty. Louis Becker, Union Automatic, is vacationing in Florida. Charlie Sachs is in charge during his absence. Ben Chicofsky will attend the MOA convention in Chicago for the first time.

Gustaf Hussmann, Wurlitzer representative from Cologne, Germany, sailed for Europe Thursday (4) after a brief business visit in this country. Nat Cohn, Rite-way Sales, left for Chicago this week where he will exhibit his 3-D Theater at the Music Operators of America convention. Fran Lo Mauro, secretary to Bob Slifer, Seacoast Distributors sales manager, is happy these days. Her boy friend, Pfc. Bobby Sanchez, an Army interpreter, is back from Korea and stationed at Camp Kilmer, N. J.

Gerald Prager, Bay Vending, joined the Coin Machine Employees' Union this week. He bought out Ben Chicofsky. Meyer Parkoff, Atlantic-New York, is in charge of ticket sales to the coin machine industry for the annual dinner for Boys' Town of Italy, to be held March 20 in the grand ballroom of the Waldorf-Astoria Hotel.

Miami

Bob Norman, Southern Music Distributing Company, arranged a tie-up with a TV program here that provided an effective showcase for the AMI Model E 80 which his company distributes. The juke box was used on the WTVJ show featuring Preacher Rollo and His Saints, M-G-M recording artists and leading Florida exponents of the Dixieland beat. Emsee Jack Cobb commented on the beauty of the machine and told viewers it had been used here as a promotional device in connection with the world premiere of the film, "The Glenn Miller Story." Then Cobb pretended to drop a coin in the machine, which had been muted, and Preacher Rollo and his orchestra played the selection over the air.

Al Schlesinger, Square Amusement Company, Poughkeepsie, N. Y., who is spending the winter here, paid a visit to the AMOA office to see his old friend, business manager Jimmie Bonnie. Willie Blatt, Supreme Distributors, went to New York for two weddings, one of them the marriage of his son. Bill Burns has replaced Harry Burge as emcee on the "Juke Box Serenade" radio program heard daily over WQAM.

Henry Stone, of De Luxe records, predicts that juke box operators will soon be calling for numbers featuring his new discovery, 18-year-old Elaine Gay, who hails from Waycross, Ga. She has a singing style reminiscent of Patti Page and has cut two records for Deluxe.

Recording artists continue to play a prominent role in the local entertainment scene. Eddy Arnold heads the stageshow at the Olympia Theater; Nat (King) Cole is the headliner at the Beachcomber night club. Yma Sumac follows Liberace at the Dade County Auditorium for several performances; Jussi Bjoerling will appear soon in "Il Trovatore."

Steve Brookmire, of Mercury Record Distributors, reports business conditions good in West Palm Beach and Fort Lauderdale, especially in the latter city where store owners say volume is up about 10 per cent over last year. Clicking on South Florida juke boxes, says Brookmire, are Patti Page's "Cross Over the Bridge," Eddy Howard's "Melancholy Me," and Georgia Gibbs' "Somebody Bad Stole De Wedding Bell." He

Table with 5 columns: Machine Name, Issue of Mar. 6, Issue of Feb. 27, Issue of Feb. 20, Issue of Feb. 13. Lists various machines like Jalopy (Williams), Jockey Special (Bally), Joker (Gottlieb), etc.



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Mar. 6	Issue of Feb. 27	Issue of Feb. 20	Issue of Feb. 13
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$195.00	\$195.00
Air Football			499.50	
Air Hockey			449.50	
Arcade (Bally).....			75.00	
Atomic Jet Space Ship.....	195.00	195.00	195.00	
Bartender			110.00	
Baseball (Bally).....	50.00			79.50
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-A-Ball Jr.....			19.50	
Bat-a-Score (Evans).....	160.00	165.00	160.00	165.00
Beauty Horse (Lee).....			275.00	
Big Bronco (Exhibit).....	395.00	475.00	395.00	475.00
Big Inning (Bally).....			500.00	450.00
Blow Ball (Kirk).....	140.00	140.00	140.00	140.00
Bolascare (Evans).....	125.00	125.00	125.00	125.00
Bolascare (Supreme).....			275.00	
Bowl-a-Ball (Chicago Coin)...	95.00	95.00	95.00	95.00
	200.00	195.00	200.00	200.00
Challenger (ABT).....	25.00	65.00	25.00	29.50
Champion Horse (Bally).....	395.00	485.00	395.00	500.00
Chicken Sam (Seeburg).....	500.00	525.00	500.00	525.00
Choo Choo Train.....	75.00	75.00	75.00	75.00
Counter Grip (Mercury).....	495.00	495.00	495.00	495.00
Dale Gun (Exhibit).....	49.50	65.00	45.00	65.00
	69.50	94.50	65.00	69.50
Derby, 4 Player (Chicago Coin).....			94.50	95.00
	150.00	150.00	150.00	150.00
	195.00(2)	195.00(2)	195.00(2)	195.00(2)
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Field Goal (Scientific).....	175.00	175.00	175.00	175.00
Flip Skill	25.00	25.00	25.00	25.00
Goalie (Chicago Coin).....	75.00	95.00	75.00	95.00
Gripper (Mercury).....	119.50	119.50	119.50	119.50
Gun Patrol (Exhibit).....	18.50	18.50	18.50	18.50
	165.00	195.00	165.00	175.00
				195.00
Heavy Hitter (Bally).....	45.00		45.00	45.00
Hit-a-Homer	20.00	20.00	45.00	20.00
Hockey (Chicago Coin).....	55.00	55.00	55.00	55.00
Hot Rod Racer.....		185.00	185.00	
Jack Rabbit	99.50	99.50	99.50	99.50
Jail Bird.....			110.00	
Jet Gun (Exhibit).....	145.00	175.00(2)	175.00(2)	164.00
	175.00(2)	195.00	225.00	175.00(2)
	225.00			195.00
Lite League	99.50	100.00	99.50	100.00
Love Meter	20.00	20.00	20.00	20.00
Midget Movies	185.00	295.00	185.00	295.00
			185.00	185.00
			295.00(2)	295.00
Midget Skee Ball (Chicago Coin).....	165.00	165.00	165.00	165.00
Miss America Boat (Lane).....	375.00	375.00	375.00	375.00
Mystic Pen.....	125.00			
Night Fighter (Genco).....	325.00	325.00		
Ocean Liner (Scientific).....	475.00	475.00	475.00	475.00
Panoram (Mills).....	250.00	250.00	250.00	250.00
Pee Wee	18.00	18.00	18.00	18.00
Pennant Baseball (Williams).....			325.00	
Photomatic (Mutoscope).....	195.00(early)	195.00(early)	195.00(early)	195.00(early)
	250.00	250.00(early)	250.00	250.00
	525.00(late)	525.00(late)	525.00(late)	525.00(late)
	650.00(late)	650.00(late)	650.00	650.00
			650.00(late)	
Pikes Peak			25.00	
Pistol Pete (Chicago Coin).....	99.50	99.50	95.00	99.50
Pitch 'Em & Bat 'Em.....	175.00	185.00	185.00	185.00
Pokerino (Scientific).....	85.00	85.00	85.00	85.00
Pokerino Jr. (Scientific).....	75.00	75.00	75.00	75.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Pop Up	18.00	18.00	18.00	22.50
Rapid Fire (Bally).....	125.00	125.00	125.00(2)	125.00
Rifle Range Ray Gun.....	75.00	75.00	75.00	75.00
Rocket Ship (Meteor).....	250.00	250.00	250.00	250.00
Rudolph the Red Nose Reindeer (Exhibit).....	395.00	395.00	395.00	396.00
Set Shot			349.50	
Shipman Art Show.....	45.00	49.50	45.00	49.50
Shoot the Bear (Seeburg).....	149.50	165.00	139.50	179.50
	185.00	189.50	195.00	185.00
	195.00(2)	229.50	199.00	195.00
	199.00		229.50	229.50
			110.00	
Shoot-The-Shutes	125.00	129.50	125.00	129.50
Silver Bullets (Exhibit).....	149.50	149.50	149.50	149.50
Silver Gloves (Mutoscope).....	195.00	195.00	195.00	195.00
Six Shooter (Exhibit).....	145.00	195.00	145.00	144.00
Skee Ball (Evans).....	95.00	95.00	95.00	95.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skill Gun (ABT).....	25.00	25.00	25.00	25.00
Sky Fighter (Mutoscope).....	125.00	195.00	125.00	195.00
Space Gun (Exhibit).....	159.50	185.00	169.50	185.00
	225.00		225.00	225.00
Space Invader (Exhibit).....			184.00	
Space Ranger (Deco).....	385.00	385.00	385.00	
Space Ship (Bally).....	350.00	465.00	350.00	465.00
Star Series (Williams).....	50.00	139.50	50.00	139.50
Submarine Gun (Keeney).....	110.00	120.00	95.00	110.00
			120.00	
Super Bomber (Evans).....	175.00	175.00	125.00	175.00
Super Jet (Chicago Coin).....	475.00	495.00	475.00	495.00
Tank			110.00	
Target King.....			25.00	
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz	110.00	115.00	115.00	125.00
	169.00		169.00	
13-Way Athletic Scale (Mercury).....	79.50	79.50	79.50	79.50
Thunderbolt Horse.....		195.00	195.00	
Tommy Gun Deluxe (Evans).....			95.00	125.00
Trap-The-Rat			110.00	
Voice-o-Graph (Mutoscope).....	525.00	595.00	525.00	550.00
		595.00(late)	595.00	595.00
Voice Recorder (Wilcox-Gay).....	195.00	195.00	195.00	195.00



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Bender Warehouse Reno, Nevada

• Shuffle Games

	Issue of Mar. 6	Issue of Feb. 27	Issue of Feb. 20	Issue of Feb. 13
Big League Bowler, 4 player (Keeney)	\$85.00	\$85.00	\$85.00	\$85.00
Bowl-a-Ball (Chicago Coin)...	125.00	195.00	150.00	195.00
Bowl-a-Matic (Universal)....	345.00	345.00	345.00	345.00
Bowling Alley (Chicago Coin) Bowling Alley, 6 player (Chicago Coin).....	59.50	59.50	59.50	59.50
Broadway Shuffle Alley (United).....			95.00(2)	185.00
Carnival Bowler (Keeney)....	350.00	350.00	374.50	350.00
Cascade Shuffle Alley, 6 player (United).....	315.00	315.00	294.50	315.00
	325.00(3)	325.00(2)	325.00(2)	294.50
Classic Shuffle Alley, 6 player (United)	335.00	340.00	365.00	355.00
	349.50	375.00(2)	360.00	375.00(4)
	375.00(2)		350.00	375.00
Clover Shuffle Alley, 6 player (United)	285.00	315.00	335.00	350.00
Club Bowler, 10 player (Keeney)	285.00	295.00	295.00	295.00
Crown Bowler (Chicago Coin).....	295.00	324.50	325.00	325.00
			325.00w/p	
De Luxe League Bowler (Keeney)	150.00			
Domino Bowler (Keeney)....	350.00	350.00	350.00	350.00
Double Header (Williams)...	40.00	40.00	40.00	40.00
Double Score Bowler 10th Frame (Chicago Coin).....			365.00	365.00
Drum Scoring, 6 player (Chicago Coin).....		185.00		
Eight Player Shuffle Alley			45.00	
Five Player Shuffle Alley (United)	69.00w/p	85.00	90.00	115.00
	90.00	99.50w/p	119.50	125.00
	115.00	135.00	110.00	115.00
	119.50	135.00	125.00	125.00
			135.00(2)	135.00
Four Player (Keeney).....	85.00	85.00	85.00	85.00
Four Player Shuffle Alley (United)	75.00(2)	75.00	95.00	75.00
	89.50w/p	109.50	110.00	95.00w/p
	109.50	115.00	110.00	115.00
			115.00	119.50
Hi Score Bowler (Universal)...	169.00			
Hi-Score, 6 Player (Chicago Coin).....	105.00w/p	105.00w/p	105.00w/p	105.00
	120.00	135.00	159.50	135.00w/p
	135.00w/p	159.50	159.50	135.00
	159.50			159.50
High Score League Bowler (Keeney)	125.00(2)	125.00(2)	125.00	125.00
Hook Bowler (Bally).....	50.00			
Imperial Shuffle Alley (United)	395.00	425.00	425.00	399.50
League Bowler, 4 player (Keeney)	50.00	99.50	99.50	99.50
League Bowler, 6 player (Keeney)	120.00			
Liberty Shuffle Alley (United)			294.50	
Manhattan Shuffle Alley (United)			255.00	
			294.00	
Matched Bowler, 6 player (Chicago Coin).....	185.00	275.00	185.00	275.00
			185.00	275.00
Name Bowler (Chicago Coin).....			250.00	
Official Shuffle Alley, 4 player (United).....	185.00	215.00	185.00	215.00
			195.00	215.00
Olympics Shuffle Alley (United)	325.00	335.00	345.00	345.00
	350.00(3)	350.00(3)	350.00(2)	365.00
			355.00	385.00
Royal Shuffle Alley (United).....	399.50	425.00	399.50	425.00
			399.50	425.00
Shuffle Alley Deluxe, 6 player (United)	89.00	110.00	115.00(2)	115.00
	115.00(2)	115.00(2)	145.00	155.00
	145.00	149.50	149.50	175.00(2)
	175.00	175.00	175.00	175.00
				189.00
Shuffle Alley Express, 2 player (United).....			50.00	
Shuffle Alley, 6 player (Chicago Coin).....	95.00	185.00	95.00	
Shuffle Alley, 6 player (Keeney)	99.50	100.00	99.50	100.00
	125.00	125.00	115.00	125.00
			100.00	119.50
			125.00	150.00
			125.00	125.00
Shuffle Alley, 6 player (United)	100.00(2)	100.00	129.50	100.00(2)
	129.50	145.00	125.00	145.00
			150.00	145.00
Shuffle Cades (United).....	69.00			
Shuffle Line (Bally).....		69.50	69.50	
Shuffle Target (Genco).....		49.50	49.50	
Single Shuffle Alley Rebound (United)				
Six Player 10th Frame (United).....	220.00	225.00	220.00	225.00
Skee Alley (United).....			225.00	225.00
Star Bowler, 2 player.....	295.00	295.00	295.00	
Star 6 Player (United).....	200.00	235.00	235.00	245.00
	245.00		250.00	325.00
Star 10 Frame, 6 player (United)	225.00	249.50	275.00	279.50
	279.50	295.00	295.00	275.00
			295.00(2)	
Super Deluxe League Bowler (Keeney)	165.00	165.00	165.00	
Super Six Shuffle Alley (United)	190.00	209.50	190.00	209.50
	215.00	215.00	215.00	229.50
				195.00
				249.00
Team Bowler, 10 player (Keeney)	265.00	265.00	265.00	
Tenth Frame Special Bowler (Chicago Coin).....	285.00	285.00	285.00	285.00
10th Frame Super Shuffle Alley (United).....	159.00	250.00	225.00	259.50
	259.50		225.00	275.00
				225.00
Tenth Frame, Double Bowler (Chicago Coin).....	365.00	365.00	299.50	
Twin Bowling Alley (Chicago Coin).....				

Coinmen You Know

Continued from page 91

Also reported a heavy demand for Mercury's Olympian Series on P.P. Brookmire also announced his firm had been appointed manufacturer's representative for the new Phono-Gard record demonstrator.

Columbia records' star, Liberace, caused a traffic jam when he arrived in Miami for a concert series in Dade County Auditorium. While here he made personal appearances at the new branch of First Federal Savings & Loan Association, his local sponsor on TV, and drew such an overflow crowd that traffic policemen were required to handle the throng outside the bank. The local appearances, said Morris Marder, of M & C Amusements, stimulated juke box interest.

Sam Taran's throat operation didn't prevent him from showing up at the golf course the following day for a round on the links. Taran has been advised by his doctor not to speak above a whisper for two weeks. . . . A juke box has been donated to the Miami Bowmen's Association by Bill Payne and Regina McLinden.

Has TV hurt juke box play in Miami? Most operators say yes, among the most emphatic being Jimmy Marino. Marino Music Company, and Willie Levey, of L Music Company. Marino says a music route has been dealt a blow, with collections down about 10 per cent from a year ago. Fortunately, he adds, games and shuffle alleys are holding to the same level as a year ago. Levey reported a slide in music collections of at least 10 per cent. He admits that while TV has definitely played a part, another reason is that more new business establishments have opened in Greater Miami. This, he says, tends to spread business thinner around.

Belle Shaw is recuperating from a virus infection which deepened into pleurisy. Her husband, Mac, together with his partner, Gil Gross, is accountant for many coin operators and distributors, among them the Ross Distributing Company, Bush Distributing Company, Pan American Distributing Company, Mangone & Mangone, All-Coin Amusements, Marino Music Company, Stirling Amusements, State Amusements, Amy Stratton, Advance Music, South Dade Vending Company, Shuffleboard Company, and Juke Distributors and the Amusement Machine Operators' Association.

Norman Rogers, R & S Automatic Music Company, says collections have picked up in the majority of his locations in the past three weeks. Rogers' brother-in-law, Isadore Stone, of Toronto, is in town attempting to get set in the music business. . . . Rose Brookmire is the efficient secretary and chief clerk at Mercury Record Distributors.

Jimmy Thorpe, who cuts countrypop and western ditties for Decca records, appears with Uncle Martin on television on WTVJ and also on radio on WWPB. His latest Decca recording is "Till We Two Become One," which Marvin Novak is getting many spins on juke boxes. . . . Henry Stone, of the same label, is on a week tour of the South.

Billie Blatt, Supreme Distributor, returned from New York where he attended the wedding of his son, Martin. . . . Sam Barnett, of Barnett's Service, given up his juke box location and is now concentrating on juke boxes. . . . Juke box operator Edwin Turner, Palm City Music

Company, Fort Myers, Fla., was in town buying music equipment and records. . . . Juke box operators who receive such excellent service from Mrs. Jean Powers at Florida Record & Music Company, distributor of Capitol records, will regret to learn she is planning to assume the duties of a housewife.

Twin Cities

Bud Harrison, operator of Howard Sales Company, which covers five or six counties in Western Minnesota, has sold his route to Dick Knudson and Loren Bowdoin, both newcomers in the coin machine business.

Another route sale was that by Verling Geib, of Geib Industries, Deadwood, S. D., to Lyle Collins, also of Deadwood. About 30 pieces of equipment were involved. Collins came to the Twin Cities the past week to get acquainted with distributors here.

Paul Engel, 23, son of Matt Engel, salesman for the Lieberman Music Company, was inducted into the Army and is getting his basic training at Fort Riley, Kan. Paul is a geology major at the University of Minnesota where he received his bachelor of science degree and now is studying for his master's degree.

Mel Cardinal, of Lew Bonn Company, M-G-M distributors, reports Jaye P. Morgan's new "Ring, Telephone, Ring," is catching on in this market and getting good operator play. . . . Amos Heilicher at Mercury Records distributing is singing high praise of Vic Damone's "The Breeze and I" and Eddy Howard's "Melancholy Me." . . . Fast-movers for Herb Sandell at Lieberman Music are "Positively No Dancing," by Karen Chandler on Coral, and Johnny Maddox' "Josephine" on Dot.

Russell Gherty, of Baldwin, Wis., in buying music, reports he is kept plenty busy with his 400-acre farm, where he milks 94 cows daily, and taking care of his ever-growing coin machine route.

Ralph Nicholson, of Bally machines, Chicago, spent several days visiting with Harold Lieberman and meeting coinmen there. . . . Danny Heilicher, associated with brother Amos in Advance Music Company and Soma Records, is back from a California honeymoon and now working harder than ever to support a wife. Amos spent several days in Chicago last week.

Mr. and Mrs. Hugh May, of Eau Claire, Wis., and Mr. and Mrs. Glen Bischell, of Chippewa Falls, Wis., pooled accommodations and arrived together for some shopping and fun. May bought some music and bowlers for his operation. . . . This area expects to be well represented at the MOA convention with Lieberman, Bill Averbeck, Amos Heilicher and Archie LaBeau.

Mr. and Mrs. Arnold Tessmer, of St. Paul, who travel together almost all the time, were in buying music recently. . . . Arnold Golden, of Sandler Distributing Company, reports he has sold a number of both new Wurlitzers and old phonos and that his sales floor is beginning to have that "deeply dented" look, waiting for new merchandise to arrive.

Mark Coughlan, of Mankato, Minn., was in shopping. . . . So was Lyle Harten, of Albert Lea, Minn. . . . Pat Partridge, of Ogilvie, Minn., picked up some games. . . . George Atol, of Duluth, was in the Twin Cities "just looking around." . . . Bowlers interested Dick Henderson, of Willmar, on his trip to town. . . . Orville Willet, of Lemmon, S. D., added music to his operation on his recent trip to town. . . . Pete Vanderhye, of Dodge Center, Minn., was in on his usual trips to town. . . . Recent shoppers included Chet LeDoux, of Virginia, Minn.; Lester York, of Mitchell, S. D., and Frank Phillips, of Winona, Minn. . . . Dave Chapman, Minneapolis operator, reported business holding up in good fashion.

Los Angeles

Sid Bloom, secretary of Oak Manufacturing Company, is on a

business trip thru the East and Midwest to show the company's 10-column Rainbow tab gum vender. His first stop will be New York, then the Penny King Company in Pittsburgh, Oak's Eastern sales agents. Bloom will be in Chicago Wednesday and Thursday (11-12), and plans to return here Friday (13).

Paul and Lucille Laymon, Paul Laymon Company, off for a 10-day trip to Chicago and New York. They'll take in the Bally factory in Chicago and then go to North Tonawanda, N. Y., for visits with the Wurlitzer people. Charley Daniels, of the Laymon firm, is pinch-hitting with gardening chores at Paul's home in his absence.

Abe Chapman, bothered by back injury, while cohort Jack Simon, Simon Sales Company, keeps his export business steadily on the rise. . . . Oscar Tetzlaff, Banning music and games op, chinning with Fred Gaunt at the Badger Sales Company. . . . Al Silberman, of Badger, reports a sizable increase in drink machine business, with warm weather holding on in Los Angeles.

Joe Sanchez, Tijuana, Mexico, operator, in town last week. . . . Operators throught the city anxiously eying the calendar as the fishing season nears. . . . Lyn Brown, Lyn Brown Company, continues to build up his kiddie ride route. . . . Al Thaelke, United Manufacturing Corporation, due to visit Southern California.

Aubrey Stemler, regional representative for Eastern Electric, off on a business trip thru Arizona. . . . Hank Tronick, Minthorne Music Company, besieged by a flock of out-of-town buyers. Firm's new hi fi speaker display is attracting plenty of operator attention, and likewise sales.

M. O. A. SPECIALS!

BALLY BINGOS	SHUFFLEBOARD and SUPPLIES	SHUFFLE GAMES
Beauty \$285 Frolic 210 Palm Beach 195 Atlantic City 175 Spot-Life 85 Coney Island 125 Bright Spot 110	18 22 Ft. Rock-Ola Shuffleboards .. Write Shuffle Game Wax, Case (12) \$ 3.30 Pucks (Set of 8) 14.00 Fast Wax, Case (12) 4.50 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 Wall Model 95	Imperial \$395 Classic 340 Olympic 325 Clover 315 10th Frame Super 250 10th Frame Star 225 6 Player Star 200 Official Match 185 Deluxe 4 Player 145 4 Player 100 5 Player 85 4 Player 75 Twin Rebound w/f. . . 55
MISCELLANEOUS	SHUFFLEBOARD CONVERSIONS	KEENEY
United Stars \$115 Lite-a-Line 50 Jumpin' Jacks 95 Twin Pokerino, Late Models 150 Shoot the Bear 165 Exhibit Jet Gun 145	Keeny 4 Way Bowler \$135 Keeny Bowling Champ 40	10 Player Club \$285 Deluxe League Bowler 150 6 Player League 120 4 Player League 80
YACHT CLUBS—LIKE NEW . . . \$250	CHICAGO COIN CONVERSIONS	BALLY
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Te Truck Tax to Up n Shipping Costs

DENVER, March 6.—A new truck tax law, passed by Legislature in late 1953, is expected to increase coin machine shipping costs substantially, according to Denver cigarette vending organizations.

The Newton-Mile tax, which provides the State with additional revenue for every mile traveled by commercial carriers, whether loaded or empty, is expected to bring about sharp increases in rates on all cargoes, it is feared.

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25c Operation—King Size Cols.

- DuGren. W's, 9 Col. \$115
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- Natl. 9-30's, 9 Col. 130
- Natl. 1-50's, 9 Col. 145
- Rowe Royals, 10 Col. 145
- Rowe Presidents, 10 Col. 155
- Uneda Elec., 9 Col. 125

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- CLASSIC OLYMPIC \$375
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- STAR-10TH FRAME 295
- STAR & PLAYER 245
- OFFICIAL S.A. (MATCH) 215
- SUPER 4 PLAYER 215
- DELUXE 4 PLAYER 175
- 5 PLAYER with Formica 135
- 5 PLAYER with Formica 115
- 4 PLAYER 115
- 4 PLAYER 95

KEENEY

- DOMINO CARNIVAL CLUB BOWLER 350
- 10 PLAYER 295
- 10 PLAYER TEAM BOWLER 245
- SUPER DELUXE 4 PLAYER 145
- HIGH SCORE LEAGUE BOWLER 125
- BIG LEAGUE BOWLER 85

CHICAGO COIN

- 10th FRAME DBLE \$345
- 4 PLAYER HI SCORE 275
- 4 PLAYER HI SCORE, Flyaway pins, form. top 135
- 4 PLAYER HI SCORE w/ stationery pins, form. top 105

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NEW

EXHIBIT SPACE GUN
GENCO INVADER
ABT CHALLENGER
"First-Conditioned"
EX. REINDEER \$395
GENCO NIGHT 335
EX. SPACE GUN 235
SEEBURG SHOOT THE BEAR 199
EX. JET GUN 175
CHI COIN BAS. KETBALL CHAMP. 175
EX. GUN PATROL 145
TELEQUIZ, w/film 115
CHI COIN 4
PLAYER DERBY 150
EX. SIX SHOOTER 145
CHICKEN SAM 75
RIFLE RANGE
RAY GUN 75
CHI COIN GOALEE 75
UN. TEAM HOCKEY 65
WMS. QUARTERBACK 65
CHI COIN HOCKEY 55

BINGO 5 BALLS

NEW

Bally ICE FROLICS
United HAYANA
"First-Conditioned" BALLY
Dude Ranch \$425
Yacht Club 295
Beach Club 375
Beauty 315
Palm Beach 235
Frolics 235
Atlantic City 195
Coney Island 145
Spotlight 115
Bright Spot 145
Bright Lights 95

5 BALLS

- GOTTILIES
New-Lovely Lucy
Guys-Dolls \$175
Quintette 190
Coronation 165
Chinatown 140
Skill Pool 150
Wild West 145
Niagara 145
Hit 'n' Run 140
Globe Trotter 135
Rose Bowl 135
Mermaid 125
- All Str. Bsktbl. 115
Joker 95
Dble. Feature 85
Rockettes 85
Triplets 80
Knockout 69
King Arthur 65
Dble. Shuffle 65
UNITE
Utah \$59
Aquacade 39
Carolina 39
Stardust 39
- Ramona \$39
Baby Face 39
WILLIAMS
Sweepstakes \$195
Shoot Moon 120
Thrill 120
Jalopy 120
Shoo-Shoo 95
Maryland 49
Dizmo 35
CHICAGO COIN
Camel Caravan \$115
Fighting Irish 75
Football 45
- Thing \$45
Majors of '49 45
Grand Award 35
Trinidad 35
Catalina 35
Thrill 35
Springtime \$89
South Pacific 69
Tri-Score 69
Camel Caravan 69
Harvest Time 45
1-2-3 39
Puddinhead 39
Screwball 35
EXHIBIT
Shantytown \$85
Bebop 65
Playtime 45

Defeat State Bill to Curb Game Activity

COLUMBIA, S. C., March 6.—A State Senate bill designed to curb the odds-making aspects of some pin games and limit the number of free games was overwhelmingly defeated last week.

An amendment to the bill was passed, however, which is chiefly a reiteration of the present State law. Its principal change is in banning the operation of pin games by persons under 18 years of age.

Sen. P. Bradley Morrah, in a modification of his original bill, stressed he was trying to protect legitimate pin ball machines which are used for entertainment only and which may award a reasonable number of games.

Sen. John Henry Williams introduced the amendment which knocked out Morrah's bill and substituted the present law—with minor changes.

Eugene Nahm

Continued from page 75

in the transportation field. He was credited with a primary role in the invention of the subway turnstile and supervised the engineering of several turnstiles in New York.

He also designed a coin counting and wrapping machine used by coin machine operators and banks and a new theater token system which has been adopted by large motion picture chains.

Other inventions by Nahm have been used on busses and in other places where automatic coin control and token systems were necessary.

Several years ago, Nahm was guest of honor at a dinner of the coin machine industry in New York and was given a citation calling him the "dean of collection systems."

He also served as a director of Bowser, Inc., manufacturer of gasoline pumps, and as president and director of Visible Cash Controls, Inc.

Nahm was born in St. Louis and attended the University of Missouri. During World War I, he served overseas with Army Ordnance.

He leaves his widow, Emma; two sons, Robert E. and Eugene A. Nahm Jr., and a grandson, Robert E. Nahm Jr.

Concessionaires Discuss

Continued from page 77

they discard the rules and regulations for an evening, and if sugar-containing carbonated drinks and candies are part of the good time, they don't appreciate being reminded of their diets.

He also pointed out that candy sales were greatest when patrons enter the theater, while drink sales reach their peak as patrons leave.

Carl Siegel, Stanley-Warner Management Corporation, introduced Joe Tanzer, head of Jo-Lo Perfumatic, U. S. distributor for Perfumatic of Canada. Tanzer told of the cologne vendors' success in theater chains, explained how the unit operated.

Speaking on how far concessionaires can go in miscellaneous vending, Siegel said that the extent of diversification was limited only by how far the manufacturers go in producing new venter types.

He said that theaters in his chain vend, among other things, ice cream, photographs, cookies and combs.

Placement Important

Placement is a prime consideration in miscellaneous vending, Siegel said. For example, one of the best placements is next to the water cooler and as near to the men's room as possible.

For some mysterious reason, he declared, men are shy about going near a women's room, but women have no compunctions about going near a men's room.

Siegel noted that photo machines have done well in theater lobbies. Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, said that comb vending sales were erratic, but they represented a service to customers. He said that one location did \$30 in combs during one month.

James Loeb, Walter Reader's Theaters, Asbury Park, N. J., stated that intermissions present a great source of revenue to theater concessionaires and that it behooves them to sell intermissions to theater managers.

Hersch Yesley, Yesley Bros. Sales Company, Newtonville, Mass., said there was an abundant popcorn supply, plenty of distress selling, and low prices. This situation, however, was rough on processors who have bought on contract in advance of the season, he added.

James A. Ryan, C. F. Simonin's Sons, Philadelphia, said that coconut oil from the Philippine Islands is dipping in price because European countries are getting surplus cottonseed oil from the U. S. and hence buying less copra from the Philippines, thereby lessening demand.

He added that peanut oil was also dropping in price because the government was getting rid of surplus peanuts by placing them on the market.

H. E. Chrisman, Cretors Company, Chicago, took the concessionaires to task for lack of promotion in high profit items. He compared many concession operations to 5 and 10-cent stores, where everything from popcorn to pickled pig's feet is sold.

Fewer Items

Chrisman advised the concessionaires to stick to a few items, promote them with point-of-sale aids, and concentrate on high profit items.

Nat Buchman, American Theater Supply, Boston, said that in New England, popcorn sales were equaling, and in some cases surpassing, candy sales. He added that dime popcorn appears to be on the way out, except for kiddie matinees.

Buchman said that lack of proper display was costing concessionaires plenty in ice cream sales. He pointed out that super market ice cream sales were booming because these outlets know how to display the product. Drugstore ice cream sales, he continued, were dropping because the product was hidden from the buyer.

Koken, RKO concessions here said that RKO had tried a new ice cream venter in its Albee Theater, Brooklyn, and that the automatic merchandiser had boosted sales considerably. He added that with the addition of six-flavor SodaShoppes in an RKO outlet in Grand Rapids, Mich., soft drink sales rose nearly 200 per cent.

Bert Nathan was moderator of the all-day session; he was assisted by Koken.

Charles Okun, Coca-Cola, was host to the concessionaires at lunch. Peter Warren, Pepsi-Cola, was host at an evening cocktail party.

City Warns: Show Coin Licenses

MINNEAPOLIS, March 6. City officials warned operators here last Saturday that they would lose their coin machine license ordinance in the city "obeyed right to the letter."

The ordinance states that each machine must carry its own license, with serial number of the unit prominently recorded, and that such license must be on the machine where it can be seen.

Ordinarily, the tab-size license is slipped under the glass on pin games. With the advent of operators, however, this became impractical and operators began leaving licenses with local owners.

However, last week James Sullivan, head of the police morals squad, decided the ordinance was implicitly plain. He walked into a bar and found pin games without licenses attached as required. The local owner had three licenses back the bar. Sullivan checked, found the serial numbers on machines did not jibe with those on machines.

So Sullivan charged the operating company with operating games without a license. The operator pleaded guilty and explained that it was an oversight. He stated that he had forgotten to put the serial numbers on machines and had developed a habit of putting licenses on a wall of locations with other permits.

"That has to stop," Judge Sorenson ordered, fining the operator \$100. "The ordinance is clear for your own protection as well as the city."

200 Midwest

Continued from page 77

four-drink units serving three carbonated and one non-carbonated drinks and using only three sirup tanks, and the 1,000-cup SodaShoppes Junior, serving two carbonated and one non-carbonated drinks from two sirup tanks.

All of the SodaShoppes at the showing were constructed and built to meet the health and sanitation requirements of those communities operating under ordinances and codes of the U. S. Public Health Service.

Mel Rapp, Apco vice-president, was in from New York to greet operators. Other Apco representatives at the showing were Danny Gould, Midwest divisional manager; Bill Kirsche, Indiana regional representative; Claude Robarge, Wisconsin regional representative, and Ray Joscko, chief engineer of the Apco factory in Minneapolis.

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3500 S. JENNINGS FORT WORTH, TEXAS

Problems Block Coin Progress S. America

CHICAGO, March 6.—"South America represents an ideal market for amusement games, but many problems stand in the way of development right now," declared Sol Gottlieb, of D. Gottlieb & Company, who just returned from an air trip through Central America. Gottlieb covered almost 15,000 miles in a 22-day trip.

A poor rate of exchange, reluctance by governments to permit importation of non-essential items, preference of people to live in apartment houses and other buildings rather than some-where else are among the problems which block extensive machine operations in South America, Gottlieb related.

The average wage for a Brazilian worker is equivalent to \$24 a month, Gottlieb said, which doesn't permit him to do much on anything except necessities.

An oil boom in Venezuela was held responsible for the development of the coin machine business there, he said.

The trip took Gottlieb from Miami to Lima, Peru, Rio de Janeiro, Sao Paulo, Montevideo, Buenos Aires and Panama. He was astonished at the tremendous building and growth taking place, especially in Sao Paulo. He said he saw at least 20 buildings all 20 stories high being built.

Record 32 Coin Mach. Firms To Show at Europe Fair

FRANKFORT, Germany, March 6.—The ninth annual International Frankfort Fair to be held here March 7-11 will host a record 32 coin machine exhibitors.

Since the spring fair is chiefly an export fair, coin machine exhibits should be visited by more exports from abroad than last autumn.

Hall 9 is reserved for coin ma-

chines only, but because most exhibitors will require more space than last autumn and also because there will be more exhibitors, coin machine firms will probably occupy other halls, too.

Belgian firms will have their own stands for the first time, reflecting the tremendous upsurge of the German coin machine industry during the last six months.

Kiddie Rides

Continued from page 75

first coin-operated ride, a mechanical horse, was installed as a drawing card. We did not expect much profit from it. Now we have four rides and will probably add more."

Shell's also has 12 soft drink venders, an automatic photo machine, four coin-operated scales, four gum venders, a post office stamp vender which gives full value for money, and numerous other vending machines.

"Paying Proposition"

Carl's Markets, operator of 19 of Miami's most modern supermarkets, has one or more rides in every store. Maurice Held, director of purchasing, stated: "We put them in on a trial basis over a year ago and we found they were a paying proposition. As long as they make money we intend to keep them."

Jesse Adams, manager of one of Carl's stores, added, "They don't take up much space, and it is often space which would be wasted anyway. In fact, many of them are even outside the store."

Ted Moorhead, secretary-manager of the Retail Grocers' Association of Florida, says that many of his members are small neighborhood stores which do not have enough volume to make enough profit on such equipment. But many of them try a ride and find that it pays for the space occupied. He says it also keeps the children from wanting to go to supermarkets where there are rides.

The Community Market, a member of the group, has had two rides for over a year and manager Glen Burt reports a net profit of around \$500. The Community Market is larger than the average grocery but much smaller than the average super.

Gottlieb

Continued from page 75

get button lighting up for one, two or three replays.

The completely new feature of Mystic Marvel is called "Double Award." Inserting two nickels at the start of the game doubles all replay awards to two, four or six replays.

The game is fitted with a light indicator for balls played, plus light-up indicators for "Double Award" and "Second Coin."

Alvin Gottlieb said that the cards feature has always proved successful. He said he was especially enthusiastic about the Double Award feature since he is convinced it will increase operator profit. "It is actually a compromise between a nickel and a dime five-ball game, enabling a participant to play a game for a nickel but at the same time encouraging him to double awards and play for a dime," he said.

Route Success

Continued from page 75

free rides to display action and stimulate interest. Machines are placed near entrances preferably, where they attract the attention of every youngster.

His basic display idea is the use of a slowly rotating placard—about 12 by 15 inches—which carries a large cartoon of a grinning child's face and the message, "Ride the Rocket Space Ship—10c." The motion is a sure eye-catcher, and is controlled to stop and start about every half turn, creating an additional mystery for inquisitive small fry.

Taking advantage of a unique personal resemblance to Groucho Marx, Jacobson mounted small pictures of himself—complete with cigar—on the rides. The picture undoubtedly suggests that it must be Groucho himself and helps build interest.

VIBRATOR SET FOR HOT FOOT

COPENHAGEN, March 6.—The operators of the Vibrator, coin-operated foot-cooling machines in the railroad stations and other mid-town locations, are right on the ball. During the current frigid spell, attractive signs reading "Warm Feet" have been affixed to the machines and are pulling added business. The versatile gimmicks will undoubtedly offer foot-cooling service when the first heat wave hits town.

GIANT KIDDIE RIDE SALE

★ BEAUTIFULLY RECONDITIONED ★ 100% GUARANTEED

Take advantage of SLASHED PRICES NOW! ... take delivery anytime you say. A small deposit holds your machines until spring. TRADES ACCEPTED. WRITE—WIRE—CALL TODAY for top selection.

BALLY CHAMPIONS (Western Champ)	\$485	BALLY SPACE SHIPS	\$465
EXHIBIT BIG BRONCO (Prairie King)	395	DECO SPACE RANGERS	385
ATOMIC JET SPACE SHIPS	195	BERT LANE MERRY-GO-ROUND	Write
		LEE MERRY-GO-ROUND	Write

WANTED: UNITED ALLEYS BALLY BINGO MACHINES WURLITZER—SEEBURG MUSIC

IMPORTERS: NOW IN STOCK FOR QUICK SALE 10 SEEBURG 100-C's—like new 10 WURLITZER 1500's—like new

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Cash must accompany all orders for less than 3 insertions. Count your name and address when computing ad cost.
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18 Pokerino Tables, Blue Glass, good condition, \$50 each. Hemlock 6-5634. Located Bayonne, N. Jer.

Business Opportunities

Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, New Jersey.

Help Wanted

Operators, location men and salesman to handle postage stamp machines; all territories available; good opportunity for producers. Box 708, The Billboard, Chicago 1, Ill.

Parts, Supplies & Services

Shuffle Game Weights—Polished steel, 2 3/4"x3/4", \$1.25 each; chrome plated, \$1.60 each. Weddell, 4968 Narragansett, San Diego, Calif.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448.

Routes for Sale

Established Route of 50 Juke Boxes, 65 assorted games, 10 cigarette machines and '52 half-ton truck; other interest, bargain. Box 707, The Billboard, Chicago 1, Ill.

Well established western route—Late model phonographs, bingos, bowlers, etc., \$70,000. Priced at Billboard prices; will pay out in 10 to 12 months; will finance 1/2. Box 706, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

Cigarette Machines—Bargains just off location. Let us know what make and model you need. Central Vending Machine Service Co., 3967 Parrish St., Phila. 4, Pa. EV 6-4244.

Cigarette Machines, quarter operation Uneeda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; National 6 column Candy Bar Machine, \$45; Statler 9-column Cookie Machine, \$22.50; DuGrenier 5, \$40. Harris Vending 2717 N. Park Ave., Philadelphia Pa.

For Sale—Approximately 135 Pulver 1 1/2 tab gum machines, as is, \$199.50 for lot. Midwest Vending Exchange, 2130 Shelby, Indianapolis Ind.

For Sale—250 Coin-Operated Radios, steel cabinet, P. O. Box 151, Holyoke, Colo.

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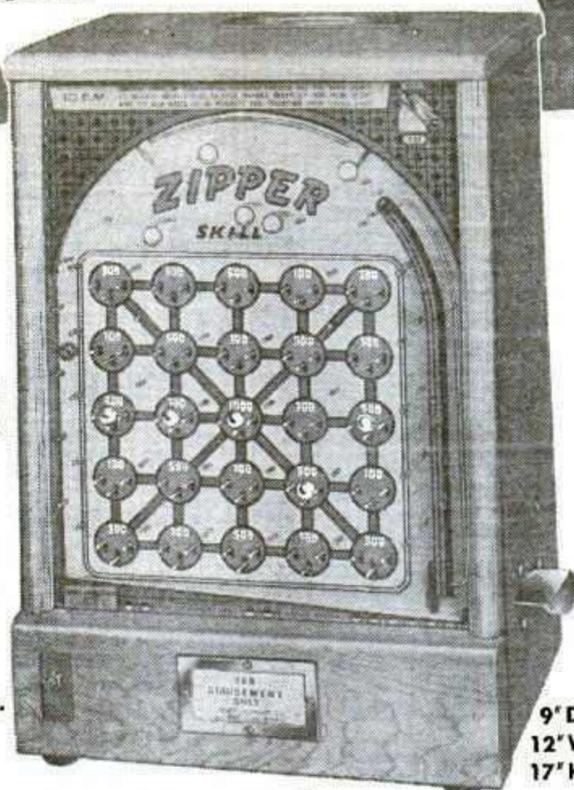
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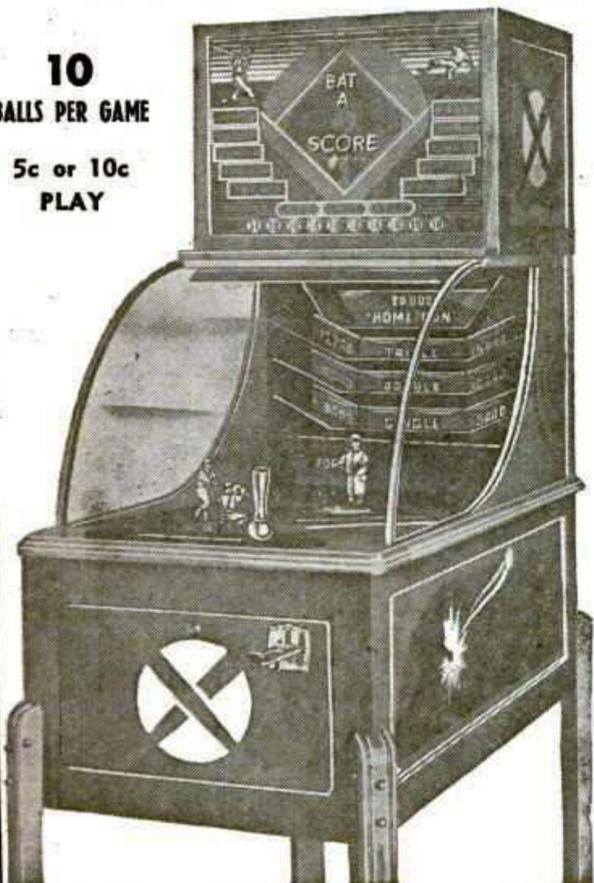
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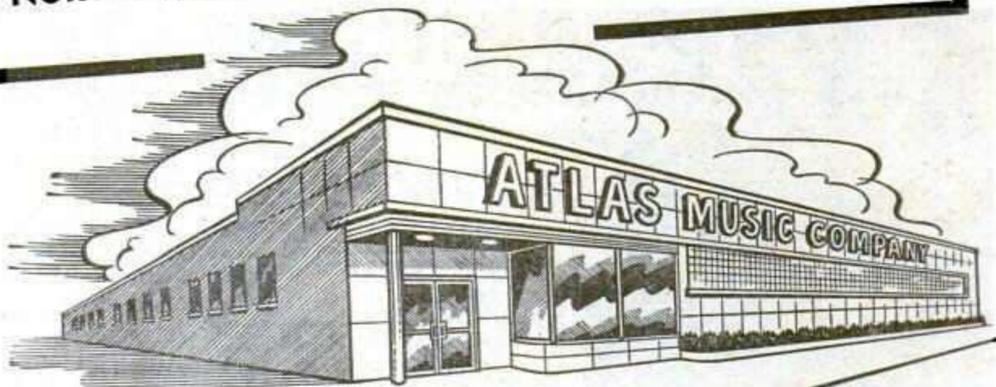
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Inserting 2 coins at start of game **DOUBLES ALL REPLAY AWARDS**

3 SEQUENCES ...
 Target Button lights for Replay when 10-Jack-Queen-King-Ace are made in Rotation-OR four "8's"-OR four "9's."

MULTIPLE REPLAY AWARDS ...
 Depending on number of Sequences made, Target Button lights up for 1 or 2 or 3 Replays. Second coin increases values to 2 or 4 or 6 Replays.

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LOOK!
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LOOK!
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100% Skill Match "The Lited Number" for Super Frame Scoring!

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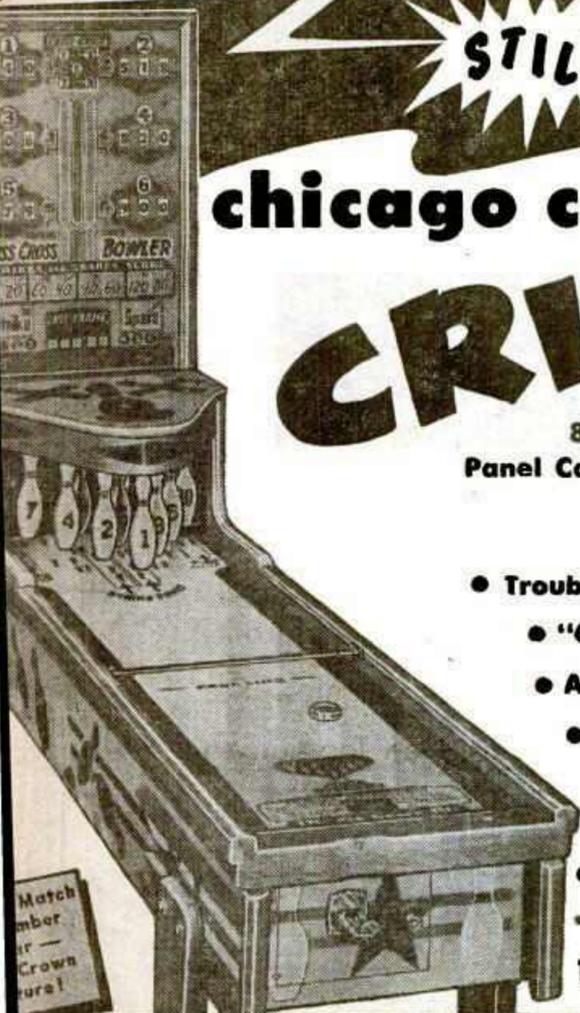
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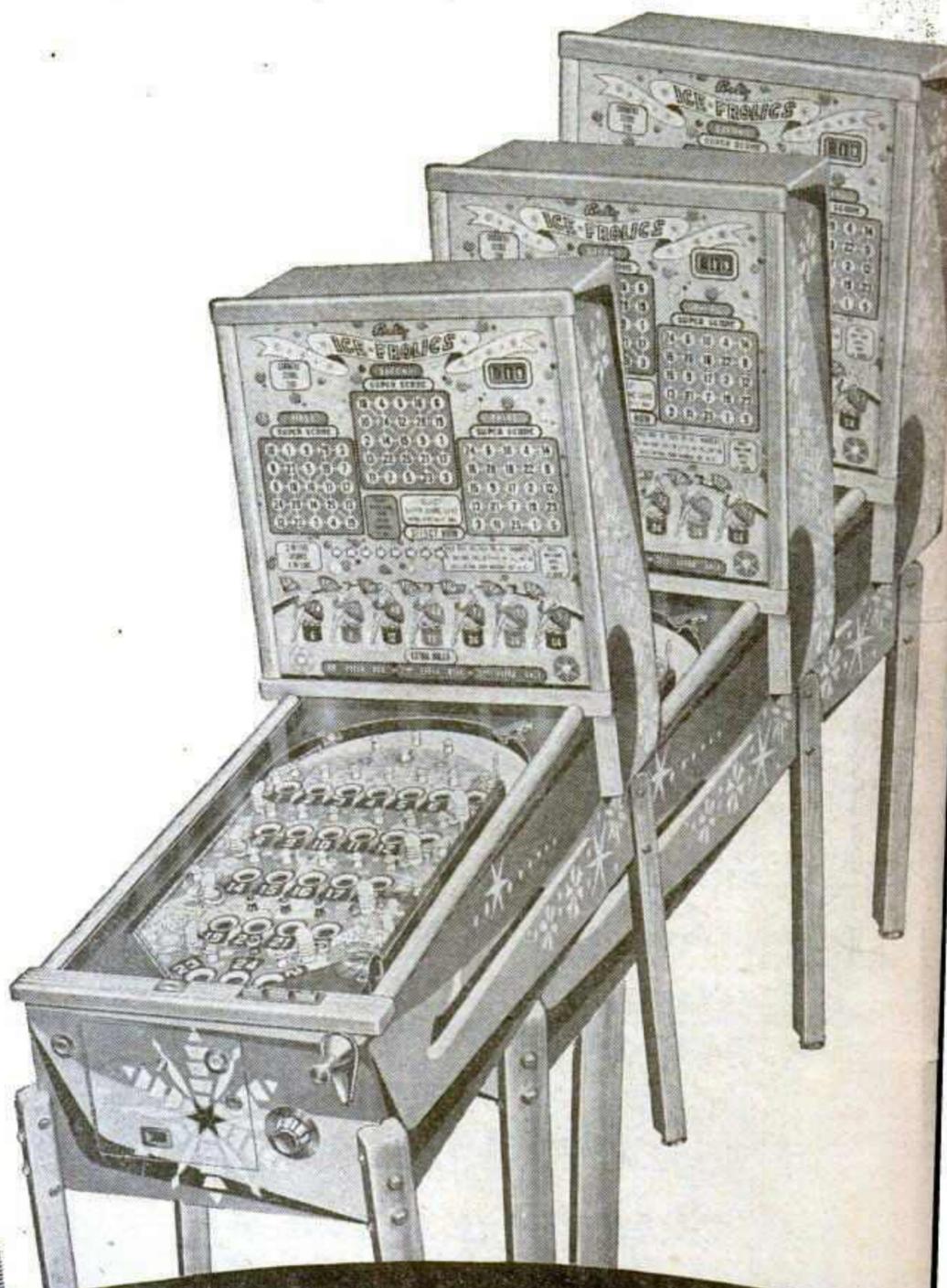
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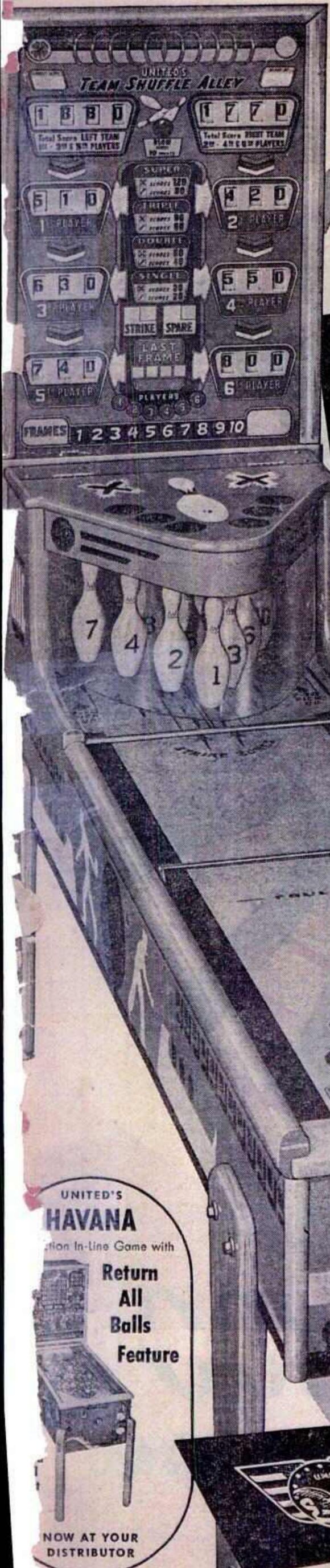
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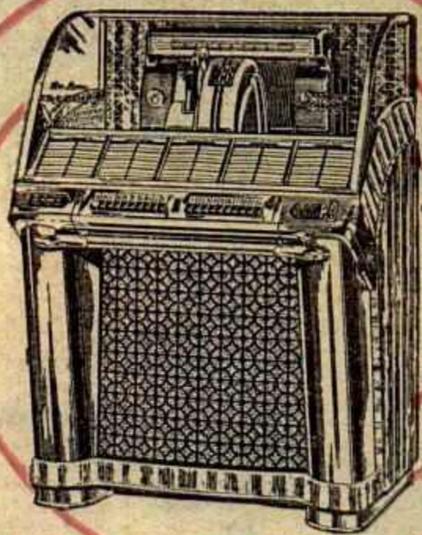
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