Is Jive-Loving U. S. Going High-Brow?

Classical Music Grosses $125,000,000
In '53; Concerts Top Baseball's Gate

By PAUL ACKERMAN

NEW YORK, April 3—Classical music last year grossed an estimated $125,000,000, ten times from record sales and concert attendance.

Serious music is now reaching big, broad audiences. The concert hall box office last year grossed $60,000,000 in New York City alone, based on data from Leonard B. Levine, president of the National Association of Concert Agents.

Americanlast year spent more money attending concerts than baseball games. The concert hall box office last year grossed $40,000,000, according to Dr. Leonard B. Levine, president of the National Association of Concert Agents.

Approximately $25,000,000 people paid to attend live performances in the major orchestras and opera companies previously restricted to major market areas. The result? In dozens of small communities, there are now symphony orchestras and opera companies, making their own operatic and musical productions.

$85,000,000 Discs
Records are credited with this massive growth in the field of music. Classical record sales last year grossed $85,000,000, a 50% increase over 1952, when the industry's $25,000,000 annual gross was reported. In addition, a survey of the classical field, such as sheet music sales and radio in music, brings in more than $125,000,000, according to Dr. Levine.

While interest in serious music has sprung from the introduction of long-playing records and was spurred by the expansion of radio stations' classical music programming, and the advent of a new generation of classical musicians, the increase is due chiefly to the increasing use of classical recordings in radio programming.

As in the case of popular recordings, reports in this country this year are growing to be a potential source of revenue for stations, allowing listeners with new record receivers to enjoy the same music they would have heard on the air. In the future, it is expected that more people will own record players, and the demand for high-quality recordings will increase.
Lux Video Plans Stylized as Film Studios Remain Frigid

Reluctance of Producers to Sell Story Rights Balks Half-Hour Format

By SAM CHASE
NEW YORK, April 3—If there is one era of more condensed and condensed television picture stories and television formats, it is the current one. It is to be on the receiving end of a few show stunts that are likely to be sold by television producers in the near future. But there is a significant change in the way, in the new format, we are likely to see something new. It is not so much the change in the way we are doing our stories, for many story formats are still very much the same. It is not so much the change in the way we are doing our stories, for many story formats are still very much the same. It is the change in the way we are doing our stories, for many story formats are still very much the same. It is not so much the change in the way we are doing our stories, for many story formats are still very much the same. It is not so much the change in the way we are doing our stories, for many story formats are still very much the same. 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SYNDICATED KEENED
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"Breakfast
WBN

CONGRESS

WASHINGTON, April 3—The
mass FMMultiplexing
At NARTB Engineering Conference

WASHINGTON April 3—Color
Television and FM multiplexing will hold
its spotlight at the Engineering Conference of the 11th annual
Radio and Television Broadcasters Conference in Chicago May 25.
Among the FM multiplexing will be the show which will open on
Tuesday, May 25. Another show which will produce FM
to the public is a color television multiplexing system, which will be
Charles E. Page, chairman of the National Television
Station Corporation, Washington, D.C., had
a "General Motors" announcement for its
the show. Charles E. Page, chairman of the
National Television Station Corporation, Washington, D.C., had an
"General Motors" announcement for its
the show.

Mass Firing at Mutual

Press Section

NEW YORK, April 3—The
Broadcasting System this
controversial action to
lighten up its personnel operation
by giving notice to a large
number of its employees. The
exact number of firings is
not known, but officials estimate
range from between 100 to
150.

It is known that five out of
11wireless stations have filed
for bankruptcy and there is a
lot of movement in the
network and company. To the
publicity, "AmeriPage, the MBS
owner, has had a firm of
story. The company if a method could be
found to make it function more efficiently.

FCC Issues 1 TeleGrant
WASHINGTON, April 3—The
Federal Communications Commission has
issued one major TeleGrant this week.
It brings total authorizations to
$1,566,000, of which $1,360,000 are for

May Deadline For
teleradio
WASHINGTON, April 3—General
Telteleradio, Inc., Boston, was
allowed to apply for the
one major TeleGrant this
week. It brings total
authorizations to
$1,566,000, of which
$1,360,000 are for
grants. Including 39 non-commercial,
465,000 of which 96 are non-commercial,
outstanding authorizations total $646,000.
This week's TeleGrant went to Kake
Station, Inc., 1509 Walsh Ave., Wichita, Kan. In granting the
grant, it was said that the FCC had
the application of Mid-Continental
Television, Inc.

Whitney Acquires
KOTV for $4 Mil
HOLLYWOOD, April 3—US.
Television Station NOY, Tulsa, Okla., has
recently acquired the property of J. H. Whitney Company headed by
Charles H. Whitney, president of

an investment in the
sale. The sale is
the largest deal in the
Whitney, California and
St. Louis, Miss.

The<br>

television business.

The<br>

KFWB and KFWB-TV

City

Address

Name

State

Occupation

In addition, at least $200

will be added to your
current balance on your
next statement.

For a number of years I have watched and
savored your commentary. Today I wish to
take the opportunity to inform you
of its availability.

Peter Roberts
Program Director, WNSH
Bridgeport, Conn.

SUBSCRIBE TODAY

The Billboard
181melon Street, Cincinnati 22, Ohio
Please enter my Billboard subscription for one year at a special rate of
$2.50. 

(10 copies, one year $29)
It couldn't happen to a nicer guy!

Congratulations, radio station WLS on going full time!

"Best Wishes, WLS"
- "ARKIE"
The Arkansas Woodchopper

"Congratulations and Good Luck"
- DOLOPH HEWITT

"We're All Proud of You--"
- BOB ATCHER

"Loads of Luck and Best Wishes, WLS"
- HOMER AND JETHRO

"Good Luck, WLS"
- Donna and Colleen
THE BEAVER VALLEY SWEETHEARTS

"We're All Mighty Happy for You"
- CAPT. STUBBY and THE BUCCANEERS

"Nice Going, WLS"
- DONALD "RED" BLANCHARD

"Our Best—to a Top Station"
KURTZE and FERGUSON
Est. Over 22 Yrs.
Folk Talent for Any Occasion
Phone: MONroe 6-9700
Exclusive Booking Agents for
WLS NATIONAL BARN DANCE
The Federal Communications Commission has approved the application for the merger of Radio Stations WLS and WENR. The new company will be known as WLS Inc.

The new full-time station began broadcasting under the call letters WLS on the present clear channel frequency of 890 kilocycles on April 1st and will be an affiliate of ABC.

A full-time single station operation by the new WLS will permit a broader scope and more flexible programming than was possible by either station on a shared-time basis. By carrying out the policies that have proved successful for WLS, the expanded WLS can render a greater service to Chicago and Midwest America. Officers of the company, WLS, Inc., are James E. Edwards, president; Glenn Snyder, first vice president and general manager; Arthur H. Hove, second vice president and assistant general manager; George E. Cook, treasurer; and Mathes Tiercer, secretary.

Newscast Newsmaker

WLS NOW FULL TIME STATION

FCC APPROVES MERGER RADIO STATIONS WLS AND WENR

BETTER SERVICE FOR CHICAGO AND MIDWEST LISTENERS

Leading Stars of Both Stations and ABC Network, Plus Popular New Features, to Bring Listeners the Best of Everything on the Air

DON McNEILL'S BREAKFAST CLUB ON WLS EACH MORNING

Under the genial guidance of its Roastmaster, Don McNeill, the ABC Breakfast Club program has become a day-starter as traditional as the morning cup of coffee to its more than 7 million listeners across the country.

It was twenty-one years ago, on June 29, 1933, to be exact, that Don took over a morning show called "The Pepper Pot" and introduced a new format—four calls to breakfast, March Time and Memory Time—and the Breakfast Club was founded.

With him on the show then, as now, was Eddie Ballantine, the program's counselor leader, and Bill Kreutz, pianist, Comedian Sam Cohn and Fran (Aunt Fanny) Allison became regulars in 1937. Vocalist Johnny Desmond joined the gang around the Breakfast table in 1949 and lovely Eileen Parker was a newcomer last year.

The show's original format has continued through the years with now and then an added feature. In 1944 Don introduced "The Moment of Silent Prayer" for a "world united in peace" and the "Sunshine Shower," which was started in 1946, has resulted in thousands of cards being sent to patients in hospitals and other institutions by the faithful Breakfast Clubbers.

In 1955, the twentieth anniversary of the program, it was named the top radio variety show by Radio-Television Daily, and ended its anniversary year by establishing a new studio audience record, demonstrating that it has not none of its popularity.

Three years before that, ABC had signed a 20-year contract with Don McNeill, assuring his services for the Breakfast Club until 1970. Thus, the program's loyal fans can look forward to enjoying the fun with Don and the gang for a long time to come.

N. Y. METROPOLITAN OPERA HEARD REGULARLY ON WLS

Every Saturday afternoon during the opera season, ABC network listeners are privileged to attend a performance of the Metropolitan Opera in New York City to hear the world's greatest artists.

Millions of listeners by a twist of their radio dials are transported to the world-famous opera house for hours of enchantment as great singers perform thedazzling duets and arias of the master composers.

It is estimated that in the WLS area an audience of more than 342,000 people in 141,000 homes take advantage of this great cultural treat every Saturday.

The brilliant 1953-54 season got under way with the broadcast of Giordano's "P Diana," with the famed conductor Pierre Monteux, and a stellar cast led by Ruth Berlauing in the title role. Verdi, who seems to be everybody's favorite composer, has been well represented with the broadwayings of his "Aida," "I Trovatore," "La Traviata" and "Rigoletto.

Other favorites have been Donizetti's "Lucia di Lammermuir," Mozart's "Don Giovanni," and Moussorgsky's "Boris Godunov." All in all twenty operas will have been broadcast when the season ends April 17th.

The one and only WLS National Barn Dance has been broadcast every Saturday night since April 19, 1934, making it the longest continuously broadcast program in radio. Although it has had many imitators through the years, this granddaddy of all folk music shows is still the best of them all. It premiered in broadcasting Music Americans when radio was in its infatuating clothes and so it becomes much of the credit for the present national and international vogue in folk music tunes and their place on the hit parade. Music on radio had been strictly "long-hair" until WLS put on the toe-tapping music of the first National Barn Dance as a magnet. Not only has it been singing the old-time songs, but they have been busy writing new folk tunes, and recording them to sell in the millions.

As a star-maker, the program has had no rival. Most of the list of the performers who get their start as newcomers on the National Barn Dance would include such great stars as George Gobel, Ruth Ellis, Les Paul, Carl Mannay, Gene Autry, Red Foley, Rex Allen, Fibber McGee and Molly, Fuzzy Montoya, Max Terence, Joe Kelly, Shirley Burnett, Pat Buttram and Sam and Hourly (later Amos 'n Andy), to name only a few.

In audience popularity the show is a record-breaker, too. Many people want to see it that WLS became the first radio station to build a studio theater. But by 1952 reservations there were being made seven months in advance.

In that depression year WLS chucked another radio "First" by taking over Chicago's 8th Street Theater, broadcasting the program in two complete shows and charging admission. Since then more than 3,300,000 people have paid to see it in person.

Back in 1954 when the Barn Dance was ten years old, it was added to put on one show at the Chicago Coliseum during the Century of Progress Exposition. When 25 to 35 thousand people arrived instead of the expected 10 thousand, the program was expanded to five evenings.

In 1944, its 20th anniversary, the cast went to Hollywood to appear with Robert Benchley in the Paramount picture "National Barn Dance." This week, the program was radioed "back home" at the 8th Street Theater.

Now in 1954, as it celebrates its 30th anniversary, the show is as popular today as ever. Last year its six stars appeared before a million and a half people in personal appearances throughout the Midwest, an increase of more than 300,000 people over the previous year. And the "BBQ" theme is up every Saturday night at the 8th Street Theater where crowds come from all over the Midwest to see their favorites. And who are today's favorites? Among the show's veterans are those: "Carolina sweetheart" Lulu Belle and Scotty, Agnes, the "Hollywood Follies," the "Brothers in Arms," the "Polka Band," and the "Barn Dance Choir." There's the Top Hand of the Cowhands, Bob Attery, and that gang goes to Homer and Jethro, Captain Stubby and the Buccaneers, Phyllis Brown, Woody Meere, and the "Hillbilly Band" of Pennsylvania. Don Hewitt, Yes, indeed, as this phonograph program rings its 30th birthday. Lulu Belle and Scotty are the "Hillbilly Band" of contemporary broadcasting. It is still the oldest daytime program in the Midwest, a home that it has been for more than a generation.
Radio Faces Great Challenge As TV Soapers Gain Ground

By LEO MURSE

NEW YORK—The AM radio network's last real solid front was the radio network's challenge to TV, as the soap operas of the radio networks began to lose some of the viewers that the radio networks were once able to attract. But the drama of the current situation is that the AM radio network is facing a challenge to its own viewers, as the soaps on the former have become a major source of entertainment for many people who have previously turned to the radio networks for their entertainment.

The challenge to the AM radio network is that it must find a way to attract viewers who have now turned to the soaps on the TV networks. The AM radio network must also find a way to attract viewers who are now turned to the soaps on the TV networks, as the soaps on the AM radio network are no longer as popular as they once were.

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**TV FILM**

**Prices on New Series Prove Faith in Vidpix Bull Market**

**Producers Feel No Lack of Sponsor Coin Available—Except on Residuals**

B. GENE PLOTNIK

NEW YORK, April 3—Prices on the half-hour television series that have been set by the producers for sales later this month have been announced by the Proctor and Gamble Company, Allied Distributors, Inc., and the National Broadcasting Company, Inc., which produce the series. All three of the series are underwritten by national advertisers.

The series are: *The New Adventures of Old Ben Show*, *The Rifleman*, and *Climax*.

The sale of residual rights to the series is being handled by the Proctor and Gamble Company, Inc., who have already been successful in selling the residual rights for the series to the National Broadcasting Company, Inc., and the Allied Distributors, Inc.

The sale of the residual rights is expected to be completed by the end of the month.

**Screech Screens In 6-City Deal**

NEW YORK, April 3—Screen Gems has signed a six-city promotion contract for its new television series *Halls of Ivy*. The series will be shown in New York, Los Angeles, Chicago, Philadelphia, Atlanta, and Boston.

**American National’s $10 Mil**

HOLLYWOOD, April 3—Production at American National Studios will begin this week with the shooting of *Halls of Ivy*. The series will be produced by the studio’s own production department and will be shown in all major markets.

**Football to DuPont; ‘Play Close to Sale**

HOLLYWOOD, April 4—The new series of 26 Douglas Fairbanks, Jr., films will be produced and distributed by Interstate Television, Inc., which will also handle the licensing of the films.

**Liebmann Buys Fairbanks’ Pix**

NEW YORK, April 3—Liebmann has bought the rights to the Fairbanks’ Pix series of films for $100,000. The series will be produced and distributed by Liebmann’s own production department.

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**Campbell Asks For Sun. Slot**

NEW YORK, April 3—Campbell is looking into the possibility of producing a new series of half-hour television films for national sponsorship.

**Wences Inked By Greshler**

HOLLYWOOD, April 3—Abbe J. Wences, the Chicago-born producer, has inked a deal with Greshler Pictures for the production of a new series of half-hour television films for national syndication.

**40G PER ON “HALLS OF IVY”**

TPA to Shoot Film Series Also ‘Ellery Queen,’ ‘Lassie’

NEW YORK, April 3—TPA, the television production company, has announced that it will produce a new series of films for national distribution. The series will be called *Halls of Ivy*.

**‘Badge SRO’ In Far West**

NEW YORK, April 3—“Badge SRO” this week brings up the s.t.o.t.to. trio. It has been sold to 37 markets, including NBC, ABC, and CBS.

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Grossman Sparks Movement To Form Distrib Association

NEW YORK, April 3 - The actions of the first industry organization for TV film distributors will occur at the office of Guild Films here Monday afternoon (3) at 3 p.m. The sparkplug of the meeting is Ed Grossman, guild's controller. Grossman sent a lengthy letter of invitation to 10 of the top distributors here last Friday.

The letter requested attendance to discuss certain financial problems that distributors currently face in common. But Grossman further suggested that the meeting be considered as the nucleus of a continuing distributor association to which still other firms would be invited.

Later this week Grossman sent out a follow-up letter saying that almost all of the invites had indicated their intention of sending a representative, usually their respective controllers.

Talk of any association devoted exclusively to TV film distributors has taken place privately for more than a year. But Grossman's action of the past week is the first really tangible effort to put the idea into effect.

The National Television Film Council, of course, includes distributor members. Its major accomplishment for distributors so far was the establishment of a standard exhibition contract for feature films two years ago. Its ranks include stations, ad agencies and producers, as well as distributors.

This year NTFC is making an attempt to strengthen its representation on each level by having a separate vice-president for producers, distributors, agencies and station respectively.

The key producers here have had the Film Producers' Association of New York as a gung-ho organization for over two years. Its accomplishments include settlement of the Screen Actors' Guild strike of 1953 and FIPA's efforts to find production standards for color film commercials. FIPA has also made efforts to spark the establishment of a TV center here and also to adjust the city sales tax applicable to film.

The distributors invited to the Monday meeting were the Screen TV Film Council, United Television Films, Unity Television Films, MCA/TV, Motion Pictures for Television, Official Films, Selling Television, Television Programmes of America, United Television Programs and Ziv/TV.

The first item on the agenda, according to Grossman's letter, will be the payment problem that many distributors are having with several stations.

RKO PATHE has the answers on truly professional TV film commercials!

RKO PATHE ... the organization that gives every inch of film the magic touch of visual excitement born of 31 years of successful movie-making. . .

RKO PATHE ... the outfit with the know-how and mechanical facilities to meet today's challenge of making action-impact on eyes and ears tired of the pounding of the commonplace. . .

RKO PATHE ... with the advertising grasp to give you exactly what you hope to get in the visualization of your selling ideas ... without question, without quibble, without worry as to quality.

For Instance!

Lawrence Cowen, President of the Cowen Corporation, writes:

"The spot commercials you filmed for us proved to be extremely successful ... the quality of the photography as well as the fine music was highly satisfactory and had fine public acceptance."

For exciting TV commercials from a foot to a feature ... RKO PATHE, INC. "The Professional Company" 625 Madison Ave., New York 22, N.Y. Phone Plaza 9-3600

SCREEN TESTS HERE

Fem Leads Tested For ZaBach Films

NEW YORK, April 8 - The screen test finally has come to TV films. Guild Films next week will shoot tests of the leading fem candidate for the supporting role in its new TV ZaBach series, which will be released this fall.

Meanwhile, Guild chief feat Reb Kaufman said this week he had already received over 300 requests for options or first refusal on the ZaBach series from agents and ad agencies, but that this interest has been due to the fact that ZaBach, as yet, has been cast by his Literary series, the 'Z' Series.

For the next casting of the ZaBach series, due to begin Thursday (11) to prepare for the ZaBach series, the ZaBach series will be released September 1.

Official Gets TV Rights to Hillbilly Show

NEW YORK, April 3 - Official Films this week acquired a new film series, "Town and Country Time," for distribution. The half-hour musical variety series which is now heard transmitted over 1,000 stations and is seen daily at WARK, Arlington, Va., and over 1,500 other stations daily.

The show, will star Jimmy Dean and the Texas Wildcats, who have had a hit record, "Rummin' Around." Also to be aired are Mary Kirk, cartoonist, Pete Cauel, bing peanut and singer, and Quincyoodgrass. Among the dance groups to be featured are the Americanaires, the Cloggers, the Kentucky Mud Set and The Fighting Washington, and will be produced by Com spies, Inc., the starting date for sponsorship.

Jaffe Quits MPTV, Joins Official Films

NEW YORK, April 3 - Herb Jaffe this week resigned as Eastern division sales manager, Motion Pic- tion Pictures for Television to join Official Films as director of national sales. He is replacing Herman Roodman, who resigned at Official, which is still lack of an active level and to help with the acquisition of financing arrangements.

Jaffe is a former TV film syndicator, having been with MCTV. He will report to his post at MPTV. He will be replaced by Miriam Bebene, who will assume his title, in the MPTV film division before moving over to MPTV.

Puerto Rico Gets Pabst Fight Films

CHICAGO, April 3 - The Pabst Blue Ribbon Dinner Television show, sponsored by the Pabst Brewing Company, is now being telecast in Puerto Rico over Station WKSX.

In order to service the new station, each of Wednesday night's fights is edited in close cooperation with the Pabst officials. Governor Juan to be televised a week later. The last major match to be shown is the one of the Pabst Fight Film contests. Station KGMB-TV Honolulu, also a Pabst station, is now showing WKSX's TV-1 of the most popular event of each weekend, having an output of 160,000 watts.

'District Attorney' To 10 More Towns

HOLLYWOOD, April 3 - Ten more radio stations will take the showing of "Mr. District Attorney," which stars acting natio nally next week. Added markets include Frisco, Calif.; Los Angeles, Tex.; Miami, Portland and Seattle, Wash.; Providence, R. I.; Springfield, Mass. and Wheeling, W. Va.
YOUR* STAR SHOWCASE

with your host, Mr. Edward Arnold

A successful, tested program...
first run in over 150 markets

Your* Star Showcase, with Edward Arnold as host, is a proved program— with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is new to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your* Star Showcase offers local and regional advertisers 52 different, top quality, network-caliber programs with a proved, impressive audience record. The series boasts ratings* of 20.5 in Chicago... 30.5 in San Antonio... 22.9 in Cleveland... 22.6 in Kalamazoo... 47.4 in Charlotte, etc.

Your* Star Showcase is a series to which the phrase "presents with pride" truly applies. It is great drama. It is a weekly parade of marquee names... sparkling scripts... tight direction... lavish production.

On all counts, Your* Star Showcase can be the showcase for your product. Call, write or wire for the complete story.

*Advertiser or brand name.

APRIL 10, 1954
THE BILLBOARD
TV FILM

www.americanradiohistory.com
"Wrestling from International Amphitheatre Chicago"

The Highest Rated Wrestling Show available on TV

The Largest List of Clients for One Program Than Any Other List in the World.

The Largest and Most Select Group of Stations in the Industry.

NOW PRODUCING COMPLETELY IN COLOR.

Endorsement guarantee already.

The negatives will be owned by the Harriss interests, which financed the "Superman" show and which will have the distribution rights.

Re-Activating Fleming

Meanwhile, it was reliably reported this week that the Harriss group, which consists of Joe and Jim Harriss, by Weintraub and Dave Wolper, is now definitely readying Fleming Films. One member of the group reached the United States and would not commit on the report.

FILM THE INTERNATIONAL "AMERICAN"—NEW SERIES

Lundigan to Star in Adventure Pix

HOLLYWOOD, April 3.—Superman, Inc., the TV film subsidiary of National Comics, Inc., will start production Monday (9) on a new 10-week serial series. The new show, which will be shot in color, is titled "The American," and will star William Lundigan. He'll be portrayed by John Sutton and Marie Windsor.

The format will be fictional adventure stories in different historical settings. Lundigan may appear as a Civil War soldier one week and as a Revolutionary figure the next.

The studio will roll three-hour segments initially. The budget has reportedly pegged at over $31,000. The show is said to have attracted considerable sponsor interest already.

Re-Activating Fleming

Meanwhile, it was reliably reported this week that the Harriss group, which consists of Joe and Jim Harriss, by Weintraub and Dave Wolper, is now definitely readying Fleming Films. One member of the group reached the United States and would not commit on the report.

Prior to their defection from MPTV, rumors of Fleming's reactivation were rampant. Instead, Harriss and company threw their forces behind National Telefilm Associates, headed by Ray Landau. Should Harris now actually break away from NTA it is expected he will take with him the "Superman" show which is tied up nationally for several more years by Kellogg's; also "Cowboy G-Men," "Teen-Comics" and "TV's Baseball Hall of Fame." The "American" will have the services of two of CBS's stars: Rheta and Johnnie, and "Doctor" and "Love." IWF's top producer thus is definitely here.

Revolutions in N. Y. For Production, Sales

NEW YORK, April 3.—Revolutionary Pictures, Inc., West Coast-based commercial and industrial producer, this week opened a new office here to handle additional production, sales and marketing activities. Academy president, Edward Grebner, will make his headquarters here.

The new headquarters occupy two floors at 361 Fifth Avenue. Academy specializes in animation.

Unique Distribs Deals Mark Sterling Pacts

NEW YORK, April 3.—Sterling Television Company's new industrial film division, first of the kind set up by a major TV film distributor, has some unusual contractual angles, with Sterling, in some cases, paying the manufacturer for the privilege of handling his product.

Under the supervision of its new manager, Charles F. Dolan, the industrial film division is set up to offer a manufacturer his own different withheld plans, depending on the amount of content and the techniques used. For films featuring maximum utilization of consumer support, selling charges average $16 per thousand dollars spent, and $7.50 per copy in markets under $10,000. For standard prints, the manufacturer is guaranteed 150 prints within 12 months of contract date. Films with a minimum of commercial content and of sufficient entertainment value are to be classified as entertainers, and are handled by Sterling on terms to be negotiated with the producer. The company derives its income from station rentals of the films.

For industrial films of outstanding entertainment value—adventure, sports, travel, etc. —Sterling will finance the show and will collect its station rental income with the manufacturer getting the balance guaranteed within six months of contract date. All profits are divided.

At one time, Sterling’s stand-alone sales were the bulwark of its business. Today, however, according to Saul Turell, sports and news producer, the 16mm and 35mm film sales only make up 15% of his income, with the rest of his take chalking up in the series. Consequently, Turell doesn’t expect the new film division will set up any new formats or, for that regular sales.

In line with this, Sterling is readying its two new series, featuring old movies. "Movie Museum," and "Kilimanjaro" as commentator, will depict the history of the motion picture, with clips from films shot since 1897. The second feature, "Jubilant Old Tickers from the Old World," based on a story by Sterling recently purchased for the enterprise.
INTERSTATE TV Proudly Introduces...

THE NEW

DOUGLAS FAIRBANKS PRESENTS

SERIES!

Now being filmed and released! New plays... new stories... new casts... that will hit a new high in audience rating and product sales!

"Douglas Fairbanks Presents"

YOUR PRODUCT NAME HERE

Drama... Romance... Mystery... Comedy! The kind of stories America's millions love... written by America's top-notch writers!

39 NEW HALF-HOUR PLAYS!

... destined to eclipse the popularity of the first series, which was one of television's highest-rated shows! Let the new, greater 'DOUGLAS FAIRBANKS PRESENTS' series spark your product to sales and prestige dominance in your television market!

INTERSTATE TELEVISION CORPORATION

NEW YORK: 1560 Broadway Plaza 7-3070 • CHICAGO: 1250 S. Wabash Wabash 2-7937 • HOLLYWOOD: 4376 Sunset Drive Normandy 2-9181

Cleveland: 1244 W. 4th St., Cleveland, Ohio

ATLANTA: Room 403 Georgia Savings Bank Bldg., Atlanta 2306

DETROIT: 2110 Cass Ave. Woodward 2-2902

DALLAS: 1045 Harvard St. Prospect 1506

DES MOINES: 1111 12th St. Phone 3-2131
To Shoot Black-White Plugs Over in Color for 15% More

NEW YORK, April 3—To equip its client-sponsors to move into the color age gracefully, Filmways Inc., this week made a standing offer to shoot any current commercial in color as well as in black and white for a maximum 15 per cent above normal black and white cost. The producer is suggesting that advertisers take advantage of this offer to begin stockpiling pertinent color scenes immediately. In this way, according to Filmways execs, the advertiser is ready to begin colorizing him when he will be able to put together a color commercial for a mere $500 or so. If the advertiser starts from scratch, on the other hand, the color commercial might cost in the neighborhood of $3,000. Ranshoff believes that the pattern of simultaneous color and monochrome production will have to become an industry standard for commercials very soon. If the advertiser waits until the color age is upon him, he'll probably find that he'll have to color shoot many black and white scenes he already has, but at a far greater expense.

This, Ranshoff points out, would make the sponsor's entry into colorcosting much more costly, especially since color circulation initially will be quite limited.

**Color Programs**

Many program producers, of course, have been shooting in color for some time. This usually costs them about 20 per cent. It is perhaps ironic that the production has proceeded so far along this line while commercial production is just beginning to move. The program distributors still have to worry about whether sponsors will pay different rates. First-run prices for color shows that have already had their first run in monochrome and will be projected to play a limited market in color.

If the sponsor will be seeking to save on their first color program buy, they can be thinking now about saving up their color.

**100 'Gang' Films to TV**

HOLLYWOOD, April 3—One hundred of the original Hal Roos-produced "Our Gang" comedies and shorts are being released to TV by Interstate Television, Inc., film distribution subsidiary of Allied Artists. Pictures, owned by C.E.C. Pictures Corporation, are handled by Joseph Alpert, until now had been making the theatrical release rounds.

O. Ralph Branton, Interstate's president, said the shorts, edited in a half-hour, would be syndicated nationally. He also said that Allied Artists would continue to distribute the pictures for theatrical release simultaneously.

The selected series, "The Little Rascals," features the original casts including Farino, Dickie Moore, 'Jackie Cooper, Mary Kornman, Joe Cobb, Jack Condon and Spanky MacFarland, among others. "The Little Rascals" are being offered by Interstate on rental and station retention plans.

Video Film Council In Drive to End Mangling of Prints

NEW YORK, April 3—A film council fighting the unceasing threat of poor-quality prints has announced a Mangling of Prints.

This, Ranshoff recently announced that "Kelsey-TV, for which the shows were produced by Filmways, was purchased by a syndicated film division to handle syndication.

The series features Florence Henderson, who prepares a complete menu each week. The show is available to viewers on request.

Initial sale of the series in 16 markets has been announced. Included in these markets are: New York, Chicago, Boston, Los Angeles, San Francisco, Houston, Tex., Cedar Rapids, Iowa, Minneapolis, and Columbus, O.

Land, Kasper New Salesmen for TPA

NEW YORK, April 3—Television Programs of America, Inc., added two field men this week. Norman Land, formerly of Erik Film Syndicate, and Richard M. Kasper, Jr., who will cover Philadelphia, Baltimore and Washington.

Land and Kasper are temporary to his own radio syndication, will sell the series. The present sale of the series is no relation of Edwin T. Bridges, president of Filmways, Inc., TV film producer.

HOLLYWOOD, April 3—A television series, "Dont' Let Me Go Without Fear," has been set for production at RKO-Pathe, according to Dr. Lawrence Harris, local proponent of the use of hypnosis in dentistry. Helen Westcott, who has been linked with the series for some time, has cleared up the situation in the series with applications of known techniques in the practice of dentistry.

The series also would be made available for theatrical release.

MARGIE' DRAWS LUBBOCK MAIL

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The series also would be made available for theatrical release.

Joe H. Bryan, president of the National Television Film Council, said the series produced by Hollywood, Calif., for the LNC, has been released to the public.

"Margie," a syndicated series produced by the Rayburn Reed Productions, has had a definite success.
LOUIS HAYWARD as MICHAEL LANYARD...The LONE WOLF

NARRATION: - MR. UP
You've met our star LOUIS HAYWARD who portrays THE LONE WOLF, one of America's most famous literary characters from the pen of Louis J. Vance...and now for some FACTS and FIGURES:

FACT - LOUIS HAYWARD has consistently been one of the most sought after Hollywood stars.

FIGURES - During the past five years, LOUIS HAYWARD's motion pictures have grossed over $10,000,000.00.

FACT - Every LOUIS HAYWARD motion picture has been a box office success.

FACT - Today, now...LOUIS HAYWARD has a tremendous following who in the past have and will continue to pay to see him in motion pictures. This loyal group is a guaranteed 'guaranteed' insurance policy for LONE WOLF sponsors.

FACT & FIGURES - The LONE WOLF series is now available for local and regional sponsorship. There are 26 series to be forgotten half-hour shows.

FACT - This series is backed up by a complete campaign...Advertising...Publicity...Exploitation...Merchandising...and your own personal sales promotion campaign designed to fit your own specific needs.

FACT - If you haven't already received your LONE WOLF press book with all details...

HOLLYWOOD
Main Office: ESO No. Bronson
Hollywood 9-3211; TWX LA 1421

NEW YORK
444 Madison Ave: Plaza 3-4320

CHICAGO
530 N. Michigan Central 6-041
or your local office

THE LONE WOLF IS A GROSS-KRASNE PRODUCTION
Joe Palooka

The whole family will LOVE

Joe Palooka

TV FILM
THE BILLBOARD

AUGUST 10, 1954

TV FILM COMMERCIALS in PRODUCTION since Feb. 1

This feature runs once a month in The Billboard's TV Film Department. It tells the most important shake of production of film commercials available, and is limited only by The Billboard's ability to find producers in the industry.

Billboard's New York office on or later than the 20th of each month. Listings should be for the last full preceding month.

Continued from last week

AUGUST 10, 1954

ADVERTISERS (and show, if any) Products Agency How Many Length Type

ALEXANDER FILM CO., Alexander Film Bldg., Colorado Springs, Colo. 1

Ad Air America-Applications Morning, Inc. 13 17 sec. Trade Spec.

Interra Inc. Inc. 12 15 sec. Trade Spec.

Ott Inc. Inc. 10 20 sec. Trade Spec.

Merchandise District Co. Inc. 6 15 sec. Trade Spec.

Luna Seattle Bros. 5 15 sec. Trade Spec.

Adaline Mills Co. 4 15 sec. Trade Spec.

80-820-980-080-980 00 15 sec. Trade Spec.

80-820-980-080-980 00 15 sec. Trade Spec.


Finnie Brewing Co. Inc. 4 15 sec. Trade Spec.

Wells Fargo & Co. 3 15 sec. Trade Spec.

Wells Fargo & Co. Inc. 3 15 sec. Trade Spec.

TELEVISION PICTURES, Inc., P.O. Box 4555, Los Angeles 24

American Kitchen Co. 8 20 sec. Trade Spec.

(Baby O) 10 15 sec. Trade Spec.


HANKINSON STUDIO, 15 West 6th St., New York

Proctor & Gamble Inc. Inc. 10 15 sec. Trade Spec.

10-10-10 15 sec. Trade Spec.

10-10-10 15 sec. Trade Spec.

10-10-10 15 sec. Trade Spec.

VOLENO PRODUCTIONS, 1040 N. Las Palmas Ave., Hollywood 38

Lipton & More 7 15 sec. Trade Spec.

Three Wise Men 6 15 sec. Trade Spec.

Lipton & More 5 15 sec. Trade Spec.


ALL-SCOPE PICTURES, 8949 Sunset Blvd., Hollywood 46

Duckus Screen Production 9 15 sec. Trade Spec.

Montgomery Brewing Co. 8 15 sec. Trade Spec.

Buddha Be Dearly 7 15 sec. Trade Spec.

Morton Great Lawn India 6 15 sec. Trade Spec.

PRODUCTIONS ON FILM, INC., 1515 Euclid Ave., Cleveland

Warner Bros. 6 15 sec. Trade Spec.

Adolphus-Furman Co. 5 15 sec. Trade Spec.

Red Top Brewing Co. 4 15 sec. Trade Spec.

Dun & Bradstreet Chio Co. 3 15 sec. Trade Spec.


FLITE PRODUCTION, Inc., 400 W. 57th St., New York

Petersen & Raffens 8 15 sec. Trade Spec.

Petersen & Raffens 8 15 sec. Trade Spec.

Petersen & Raffens 8 15 sec. Trade Spec.

Petersen & Raffens 8 15 sec. Trade Spec.

KINGSTUDIO INC., 601 N. Fairbanks Court, Chicago 11

Twin Image Film 7 15 sec. Trade Spec.

Twin Image Film 7 15 sec. Trade Spec.

Twin Image Film 7 15 sec. Trade Spec.

Twin Image Film 7 15 sec. Trade Spec.

Pitts Film Company 6 15 sec. Trade Spec.

Black Beer 5 15 sec. Trade Spec.

A. E. Stear Co. 4 15 sec. Trade Spec.

Gannett Beer 3 15 sec. Trade Spec.

Oskar Bell Telephone 2 15 sec. Trade Spec.

Kraft Foods Co. 1 15 sec. Trade Spec.

Bristol Food 1 15 sec. Trade Spec.

Pluto N. 1 15 sec. Trade Spec.

Kroon & Fairchild Co. 1 15 sec. Trade Spec.

Mamaroneck Chemical Co. 1 15 sec. Trade Spec.

Standard Oil of Indiana 1 15 sec. Trade Spec.

Western Union Co. 1 15 sec. Trade Spec.

Eel & Sword 1 15 sec. Trade Spec.

Dover Foods 1 15 sec. Trade Spec.

M. C. Bryan Co. 1 15 sec. Trade Spec.

Enterprise Paint Co. 1 15 sec. Trade Spec.

Steven Hall Co. 1 15 sec. Trade Spec.


Williams Dickey Co. 1 15 sec. Trade Spec.

Dixie Point & Vineyard Co. 1 15 sec. Trade Spec.

Heathcraft 1 15 sec. Trade Spec.

Williamson Co. 1 15 sec. Trade Spec.

General Store Co. 1 15 sec. Trade Spec.

Emiliall, Macomber 1 15 sec. Trade Spec.

Standard Oil of Ohio 1 15 sec. Trade Spec.


Smokey Mountain Ham 1 15 sec. Trade Spec.

Helene Curtis 1 15 sec. Trade Spec.

Johnson Burl 1 15 sec. Trade Spec.

Chrysler Corporation 1 15 sec. Trade Spec.

Continued from page 17

American Nat'l

activity in New York where most of this work will be done.

Frooker is due to return to 40th Street to begin a producer/producer/dealer telephone service called "Television Action." He is establishing a telephone hotline to get producers to start the second week of October. The hotline will be shot at an estimated cost of $100,000

American also has contracted with RCA for a satellite TV system in which Tony Lesser has been named as president. Stephen Cozen, and American's William Steinschneider, chairman, have at least three points in association with Clinton Brantley, who has reportedly bought "Reader's Digest" has signed been of an RCA-TV for distribution and sales

Frooker himself also is virtually a partner in the TV system being shown both live and with a tape nationally sponsored by Paul

Filmsway's Offer

Continued from page 12

Color Association, according to Bromberg.

With a primarily delayed color blurb production up to now showing no change, to pursue either the reproduction of package color or TV color production still appears to be growing optimism. The National Color Film transmission equipment agencies, it is still a major question because of the rapid color film transmission equipment

and notwithstanding, no actual color film communciation service can be put out on the airwaves, as far as known, in colorized versions.

Frooker, who has been shooting color test footage of its own for over six months, including tests of Col- tion, feels that in its client's still a further inch in that it method of operation it is leading to deliver this color bonus which is now competitive with the black and white and other many other major produc
cers.

* Takes MODERN for TV Film Tonight Problems

Modern fills the gap between production and television projection to satellite agencies, syndicators, and producers with a tailored service for the traffic of television

Chenta being served by Modern can have its proper commercial content will be at the right TV station on the right date, at the right hour for advance scheduled telecast.

MODERN TALKING PICTURE SERVICE 9 West 40th St., New York 18

140 East 60th St., Chicago, Illinois

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

(Continued on page 19)
Movie Sales of TV Features Gaining Favor With Dists

NEW YORK, April 2 — A few new Italian feature films, which have been dubbed into English, plus two new half-hour dramatic series, have been added to John Weill’s roster of TV newsreel issues. The films, which Weill got in Rome earlier this month, are the number of Italian dubbed films in Fortune Films is distributing.

Weill to Add 2 Color Series, 25 Italian Films

NEW YORK, April 3 — Forty-two new Italian feature films have been added to the Fortune Films’ roster of TV newsreel issues. The films are available in English, plus two new half-hour dramatic series, which have been added to John Weill’s roster of TV newsreel issues. The films, which Weill got in Rome earlier this month, are the number of Italian dubbed films in Fortune Films is distributing.

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## Syndicated Pix ARB Multi-City Ratings

### Los Angeles

<table>
<thead>
<tr>
<th>Title of Show</th>
<th>Category</th>
<th>Station/Day-Time</th>
<th>February 1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>MURR</td>
<td>Foreign Feature</td>
<td>KFWB-F</td>
<td>6-11-56 12:30</td>
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<tbody>
<tr>
<td>MURR</td>
<td>Foreign Feature</td>
<td>KQDO-T</td>
<td>6-11-56 12:30</td>
</tr>
<tr>
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<td>Foreign Feature</td>
<td>KQDO-T</td>
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### Toledo

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<tbody>
<tr>
<td>MURR</td>
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<td>WTO</td>
<td>6-11-56 12:30</td>
</tr>
<tr>
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<td>WTO</td>
<td>6-11-56 12:30</td>
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### Wilmington

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<tbody>
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<td>WCAU</td>
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<td>MURR</td>
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<td>WCAU</td>
<td>6-11-56 12:30</td>
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<tr>
<td>MURR</td>
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<td>6-11-56 12:30</td>
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<tr>
<td>MURR</td>
<td>Foreign Feature</td>
<td>KRON</td>
<td>6-11-56 12:30</td>
</tr>
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<td>6-11-56 12:30</td>
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## TV Film Purchases

NBC Film Division this past week placed "Budweiser" in five markets for the first time. The new sales were to WABP, Baton Rouge, LOUISIANA; WJZ, Philadelphia, PA; Scranton-Wilkes-Barre, PA; KVEC, San Luis Obispo, Calif.; and KROE, Reno, Nevada. Each market is sponsored by the Union Furniture Company and KTTV, Los Angeles.

Other NBC Film Division sales included "Dangerous Assignment" to WTHI, Terre Haute, Ind. and WEAF, New York; "Promises" to WPTV, West Palm Beach, Fla.; and "Four Faces of the Moon" to WGN, Chicago.

## Series Prices

<table>
<thead>
<tr>
<th>Series</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Meet Cora Harken&quot;</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

As a result of the new sales, the syndication sales organization has released all new series names for the month of April. The new titles are "The Silver Screen" and "The Road to Rome." The series will be released to stations on a weekly basis.

## Other Offers

Other offers include "The World of Science" to WOR, New York, and "The World of Nature" to WOR, New York. Each series is sponsored by the American National Red Cross.

Other Cable TV offers include "The Life of Science" to WXYZ, Detroit, and "The World of Nature" to WXYZ, Detroit. Each series is sponsored by the National Science Foundation.

## Billboard Film Guide

Title of Show | Category | Station/Day-Time | February 1956 |
<table>
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## Halls of Ivy

**Major Events:**
- Press Conference: TPA will hold a press conference on January 7th to announce the results of its current season's ratings.
- Movie Preview: The movie "Halls of Ivy" will be previewed at the upcoming TPA convention in New York.

## Radio Sales

As a result of the new sales, the TPA has released all new series names for the month of April. The new titles are "The Silver Screen" and "The Road to Rome." The series will be released to stations on a weekly basis.

The TPA has also announced that it will be offering a special discount to those stations that sign up for the new series. The discount will be available for the first six months of the series run.

## Other Sales

Other sales include "The World of Science" to WOR, New York, and "The World of Nature" to WOR, New York. Each series is sponsored by the American National Red Cross.

Other offers include "The Life of Science" to WXYZ, Detroit, and "The World of Nature" to WXYZ, Detroit. Each series is sponsored by the National Science Foundation.
OVER-PRICING BY ACTS SEEN 'KILLING THE GOOSE'

Opinion Round-Up Finds Most Ops Agreeing—and Even Some Agents

By BILL SMITH

NEW YORK, April 2—Do-attrac-
tion acts are causing such problems that buyers, sellers and perform-
ners sometimes wish the 'tryout' field were concerned with more than the bottom line.

Who is to blame? Should they get in the act before the problem is solved or wait until it gushes, as some say?

There won't be need for drastic action unless those involved in the business fail to act decisively.

There is no need to wait until they are at about 60 days from opening; the era of the 'gaggle of auds' has ended.

Jack Entzinger, of the Sands, Las Vegas, backed his words last week with an act down.

He can get lucky with a picture, he says, but he can't get away with prizing an act if it doesn't go up.

Others Disagree

Besides these two minority opinions, some other acts and agents are most vehement in believing that the producers and Frank Senn, of the Hollywood Moulin Rouge, said that about 75 performers weekly said they needed not 60 days.

The majority of the problem is they are not out yet today. The producers and agents have to real-

SPEAKING OF LEGIT

By BOB FRANKS

When Deborah Kerr leaves "Tea and Sympathy" next June 8, after a home vacation prior to a film commit-
ment, she will be replaced by Joan Fontaine. The two leads in "Tea and Sympathy" of her Broadway debut. Her role includes scenes in which 30 performers are needed, who will go along with us.

If the board approved of "Tea" this play, it would mean in effect that "Tea and Sympathy" should be cut by two. The only important cuts are per show contributions on club settings, and two $3.55 per week for each performer.

Lena Horne, who was in "Tea and Sympathy," and opera singer in "Sammy Davis Jr. in Persia," will be seen in "On the Town," with dates in Scandinavian and English theaters.

Performer who start believing in their act that way to the first step of the downgrade. At North Dakota, the show suffered from the talent and from the theater. At the Phoenix, Eddie Albee will be the replacement.

The Blue Angel TV show may never make it.

Commercial rate will be about $2.50 per preview. The next seven, the漯view, is in the beginning.

Celeste Holm and the Algonquin. The Algonquin has done their work, but only by "The Soft Gold" will be made in England, ought to be better..

The final Angel TV show may never make it.

MUSICALS

Mills City, Minn.

Mr. and Mrs. Miller's Ballet of the Mills City, Minn., will go on tour June 30.
Spotlight Review

Sammy Davis, Martin Trio Pack Wallop at N. Y. Copa

(Copacabana, New York, Thursday, April 10, 1954)

SAMMY DAVIS JR. WILL MARTIN and Sammy Jr.'s uncle, Lew, have been such a huge hit in this Marx Brothers' revue that the Copa's management decided to add an extra showing of it every night.

Sammy Jr. was himself on this opening night, doing a song and dance number with the Will Martin trio. It was so good, in fact, that they were asked to do it again. The result was a resounding success.

The show itself is a hilarious farce, with the three brothers in their usual的好笑

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Studios.

This show is a must see for all fans of the Marx Brothers.

Color TV

Home (Color TV). NBC-TV, Wednesday (51), 11-12 noon.

Red faces and blue fingers keyed the N.T. to "Sarah". This show was originally live but is now taped. The show was hosted by Tom KYA and featured the cast of the play. It was a very well done show.

The guest star was Novelty Jones, who played the part of Sarah.

The show was well received by the audience and is recommended for viewing.

Television

George Skinner Show

Tele-Television - Saturday No. 51, Thursday, April 10, 1954, 9-10 p.m.

Guest star: Marie Osmond

Despite the fact that WCBU-TV has only recently begun to experiment with color and no other station in the city has begun to show anything in color, this show was well received by the audience.

The show featured a variety of musical numbers and a very talented cast.

The show was well received by the audience and is recommended for viewing.

New Acts


One of the smoothest dance teams to hit the ballrooms of New York City. From the relaxed yet impressive opening number with Oriental eyes, Roy, good-looking young partner with mustache. Team shows smooth, flowing, yet graceful, two-armed lift, segueing into one- armed lift, for a sensational finish. Bill Smith.

MARTY ALLEN AND MITCH MILLER (dancing and singing team). Chime, St. Louis, March 9, 1954.

Team does fast-moving, satirical, and amusing numbers, with good rapport with the audience. They give a good show and are so energetic they leave the audience breathless.

General Food Presents Rodgers & Hammerstein


The show featured the musical "South Pacific," which was very well received by the audience.

The show was well received by the audience and is recommended for viewing.

Radio

The Heart of the News

Radio - New York, Monday (51), 5-6 p.m.

In this week's show, the news was covered in detail, with interviews with various people involved in the events.

The show was very well received by the audience and is recommended for listening.

Radio

Johnny Carson Show

Radio - New York, Monday (51), 7-8 p.m.

In this week's show, the host, Johnny Carson, interviewed various celebrities and covered the news in detail.

The show was very well received by the audience and is recommended for listening.
WANTED
Authentic clothing worn by the cast of "Auntie Mame," starring Rosalind Russell, will be offered for sale at the Malt Shop on Oct. 11. The entire wardrobe, including shoes, accessories, and make-up, will be sold. All proceeds will go to the Malt Shop Dance Foundation, which supports the Chicago Dance Council.

When in BOSTON It's the . . .

HOTEL AVERY
Avery & Washington Sts.
The Home of Showfolk

MALAYAN LOUNGE
7th Street Causeway Treasure Island, Miami, Florida.

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RECENT TALENT REVIEWS

BROADWAY LEGIT

KING OF HEARTS

Lycene Theater

Cuban Plaza Theater

The Pirates of Penzance

President Theater

The Pirates of Penzance, the Austin Brothers, Delta Delton, Alan Howard, Barbara Allen, Margaret Baxter, Constance Wright, Dorothy Herrell, George Enright, the Rockettes, the Music Hall vaudeville and dancing ensemble.这对于新的研究已经发表，可以考虑使用不同的方法来研究这个问题。
HOCUS-POCUS
By BILL SACHS
Those six tumblers (some are not real) are put on a program and the act set in motion. They promise the act from the four corners of the house a glowing finale that will thrill the audience, while they turn into a garden of spring flowers.

BURLLESQUE BITS
By UNO

Mary Mack is in her second year of the popular "Burlap Band" at the Gypsy Room of the Cluny Hotel, in Los Angeles. Miss Mack, a burlesque, and her partner, Mr. Ross, a former vaudeville comedian who has the passing of Miss Mack's brother, a famous burlesque comic. The show is now, and is perhaps the most hilarious burlesque comedy in the country. The story is told with clever dialogue and music, and is sure to give the audience a good laugh.

Irving Takes Over
From page 17

The Amazing Vantes has signed his second season with Ray Cramer, but the star is more interested in politics than in show business. He has been frequently seen at political rallies and conventions.

Our recent findings here in show business are that the new bureaus are apparently not cooperating with each other. This is a situation that could be favorable for the individual who can give the talent agencies and show business the opportunity to get together and agree.

We wrote a very brief article recently about the new thing in show business. We wrote in all capital letters, "A New Thing in Show Business."

The Amin Brothers, they say, are going to open a new show in the future. This show will be of course, exceptional in every way. It will feature a one-foot-tall human being who is a marvel.

Over Pricing Killing Goose

Prices. High, if they're being charged for what they're worth, they could stay in clubs. But, they can't stay there. They would have to stand for four hours. That's too long for the Artists who are sometimes paid as much as $1,000.

Harry Altman and his partner...The Doris Day show is now being recorded on record for the first time. The show features Doris Day, who is one of the top musical groups in the world.

The Agents' Side

Agents have received a record that they admitted that they were doing a lot of business. They said that they were doing business.

ACTS AND ATTRACTIONS

Imports must be Americanized at stop. "Victor Borge's show is the best show in New York," said Miss Mabel, who has seen Borge perform. Miss Mabel is one of the top agents in the business. She has been in the business for many years.

The show is important to the American public. It is important to the American public, and it is important to the American public.

Jackie Miller and Mabel have been playing the role of the President and the First Lady. The show has been well received. Show business.

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In 1953; Concerts Top Baseball

Some other records have also keep alive an artist's following. Thanks to records of Geisinger found the classical firm's produce to itself in a dozen years, a singer's name can still be heard.

AMERICA GOING HIGH-BROW?

Classical Music $125,000,000

In 1953; Concerts Top Baseball

Several of the first LPs produced under the plan have all already been pressed by Epic, with many of the others to be released later during the next two years.

U-I, Goodman

Biotic Deal

HOLLYWOOD, April 3—Plans for the production of a biopic on the life of Oscar Goodman, the late Chicago mayor, will be acted out here this week between Edward Dmytryk, director, and and Dean Martin, star. Goodman's personal representative, and in charge of the negotiations, was present the other day, according to a reliable source.

The unfolding of the mystery is the goal of the deal. The Goodman Blues, which is the working title of the production, will be a Universal-International release.

The scenario was written by W. R. Sheffield and is based on Goodman's personal representative's book about the mayor, who was last seen at the annual convention of the National Association of fatally ill, according to a recent report.

The Still-Waters' new album record of the still-waters is due to be released through the Endow Record Company, Inc.

BIGGEST BAND NAME

Disk Sales Prove Glenn Miller Tops

This album has already shipped 281,000 in all three speeds.

VICTOR, in about one week, will close the sales of many recording from its catalog. These discs have been under active promotion, and the record company figures the Millers' albums will bring in about $200,000 each for the three-month period. They will be available in stores all over the country.

The theme of this month's Donut Hour album and the records will be given to the. New album, "Little Brown Jug," has been recorded by the Glenn Miller Symph.

One of the greatest hits in the British music world is the "Little Brown Jug," which was recorded by the Glenn Miller Symph.

Mercury to Issue DJ Singles as 45's

Chicagos, April 3—Mercury records will be released on 45-r.p.m. discs, starting July I. Mercury thus will become the first firm to take the step that all the major labels have taken. This is a giant stride for all record companies, as Mercury has been the most successful in the past year.

Mercury is taking the step to help itself to a larger share of the market. This will be a three-year agreement with the British firm of EMI, which is Mercury's parent company. The deal will be handled by EMI's London office.

The agreement with EMI gives Mercury the exclusive right to use the EMI label in the United States, and the company will be able to offer a wider variety of recordings to its customers.

The Mercury label is known for its classical repertoire, and the new agreement will enable Mercury to expand its offerings in this area.

Ousted Board Member

Leads Decca

War

The position of General L. W. Lloyd as chief executive of Decca Records was discarded by the Federal Trade Commission this week, as the company's board of directors has announced that Lloyd will depart from his post effective April 13. The decision was made following an investigation by the FTC into allegations of anticompetitive conduct by Decca.

The legal phase of the Lloyd-Decca management battle was traced back to April 3 when the FTC filed a suit in federal court in New York, seeking to prevent Decca from setting up a new subsidiary company to compete with RCA Victor in the phonograph record market. The suit was dismissed by the court two weeks later.

For over a year, there have been allegations of anticompetitive conduct by Decca, which has a monopoly in the phonograph record market. The FTC has been investigating the company's activities for several years, and this is the latest in a series of legal actions against Decca.

The FTC's suit against Decca was based on allegations that the company had illegally restricted competition in the phonograph record market by refusing to deal with certain record producers and by engaging in other anticompetitive practices.

The FTC's action was a significant development in the ongoing battle between Decca and RCA Victor, which has been characterized by a series of legal actions, including suits to enjoin the companies from engaging in certain anticompetitive practices. The FTC's action was a significant step in the battle between the two companies, and it is expected to have a significant impact on the phonograph record market.
Detroit Gets Three Stores at Northland's Shopping Center

By H. P. REYES

DEERFIELD, III. (AP) - Opening Day at Northland as the world's largest shopping center turned the spotlight on the city's music outlets. - J. T. Hudson's own Northland branch, Chicago Music Shop, and Maxwell's Pleasure House.

Northland itself, with a $25,000,000 project with 80 stores now opening in the next 10 to 12 months, is an integral part of a $400,000 development. A mile or two away, the parking lots provide for the music outlets architectural decor, a large architecture reflecting the tone of the music industry. Installation of central air conditions, all services available, a large underground tunnel system, and a retailing a unique feature of unique features that make Northland a genuine departure in modern retailing.

The music department is located on the lower level of the world's largest branch store, 60,000 square feet, which actually 166 departments operate.

ECCO Set Up To Serve U. S. Pubbers Abroad

NEW YORK, April 3 - Ron Revell, composer and member of the publishing world's right hands, has set up the Revell Music Corporation with headquarters in Paris, to control all of the world's music publishers in the collection of music rights. This is the release of the U.S. and Canada, who is now in the United States for a series of international meetings with the various European publishers to perfect the deal. The new firm, Renn music publishers contracts with the new firm for a year period. Revell has worked for a number of general international societies whereby he can operate as the world's largest branch store publishers for one year at a time.

Marty Landauf Sets Pkge. Tour

HOLLYWOOD, April 3 - A tal- ented musical-stone singer, Dolly Wells, Johnny and Del and Dickie, have a new tour planned April 16, at guaranteeing the trade at the new 10, at San Francisco, Calif. The tour is under the auspices of Marty Landauf, operator of the Riverside Fox here.

Vera Lynn Arrives For U. S. Bookings

NEW YORK, April 3 - British singing sensation Vera Lynn arrives here next week for an extended stay. She arrived Thursday and is on the Tuesday's list of engagements.

SORRY, WRONG CORAL NUMBER

NEW YORK, April 3 - The new musical, "Happy Wanderer," was interpolated by "Honeymoon in Vegas" on April 1151. This show, which opened a week ago, is now playing at the Playhouse Theatre.

MUSIC AS WRITTEN

GARNET FOR CBS-TV COLOR

Piano: Ermarm Garlar is scheduled for the network network on the network at 3 p.m. Sunday. The band is under the direction of Fred Rundervall, Philadelphia, April 30, at open at Basin Street for the final concert of the season. 

CADECE CONTRACT

proclaimed music contract that was made by the first two were cut for the Left, "The Happy Wanderer." Drake was the first song cut for this show.

VANDALO LANDS TRIO

One of the most highly regarded names in the music business is Tommy Vandalo, who has hit the big time with the recording of "On the Bridge," in "Laurel." "A Girl, A Girl," in 15th position.

ROGO KANGAROO

"ROGO KANGAROO" is bringing out a new version of "Roo Kangaroo," by Rymer, to the hit songs this week. Arranged by Al Hoffman, the song was cut for the Jann, Jones, Bainbridge, and the Johns. Right, "The Happy Wanderer." Drake was the first song, and is used arrangements for arrangements for services.

New York

New York, April 3 - With Charlie Chang, minstrel, Art Baker, drums and piano, with four sidemen, are jazz favorites in Montreal. The group has made a successful run at New York's "Happy Wanderer." Under the direction of Billy Williams and his Westerners, "The Happy Wanderer" has been moved into the Blatter Hotel Terrace Room this week. The group is under the management of Roger Griffin, with Billy Williams in charge. Williams is a member of the Village Rhythm and Blues band. The group has a reputation for being "queer" and for creating a stir wherever they go.

ATTENTION, BOOKERS

The Billboard, in its "Spotlight on Rhythm and Blues" issue, April 24, will carry a complete reference list of all artists in the field. The rhythm and blues talent are requested to please fill out the following cards to secure listing. This list will include all of the outstanding groups and individuals in the field.

The Billboard

ISSN 0006-5401

New York, New York

Agency Name

Address

Class of

Clients

BROADCASTERS BREAK WITH ASCAP

NEW YORK, April 3 -- Broadcasters and executives of ASCAP, Composers, Authors and Publishers, have announced that they will not renew their contract with ASCAP for the next year, due to dissatisfaction with the membership and the fees charged. The new contract will go into effect April 1, 1954.

NELSON STANLEY

The Department is under the management of Nelson Stanley, a highly competent and experienced executive in the field of music publishing.

Atlantic to Start New R&B Firm

NEW YORK, April 3 - Atlantic Records, at 25 W. 47th and 15th, will start a new record label, the new label will be called Cat Records. The label will be distributed by Atlantic Records and the new label, which will handle all recording and publishing.

The new label is not a separate label, but an additional label to the company's existing operations.

Morgan, Travis, Diamond to RCA

HOLLYWOOD, April 3 - Joe Morgan, Ray Travis and Jerry Diamond are three of the most talented and successful rhythm and blues artists currently recording for RCA Victor. They are all associated with RCA Victor and are recording for the new label, Cat Records.

Morgan's contract is expected to be effective in November of this year, and the label will be under the direction of Miss Morgan.

MUSIC AS WRITTEN

Victor Polls Its Classic Artists On Royalty Cut

NEW YORK, April 3 -- More than half of RCA Victor's classic artists have been polled in a recent survey, and nearly all have responded that they will not accept a royalty cut if it is proposed.

The poll was conducted by a large group of some of the world's most prominent artists, and the results are being used by RCA Victor to determine whether or not a royalty cut should be proposed.

When RCA Victor decided to propose a royalty cut, it was not for the purpose of reducing the royalty, but in order to increase the artists' share of the royalties received. The poll was conducted in order to determine whether or not the artists would accept the royalty cut.

The poll found that nearly all of the artists would not accept the royalty cut, believing that it would be a breach of contract. The poll was conducted in order to determine whether or not a royalty cut should be proposed.

Sumac in Italy Plays to SKO

ROME, April 3 -- Reports from Northern Italy indicate that Sumac is a popular attraction in the country. The Sumac group is a well-known and popular attraction in the country, and is playing to a large audience.

According to reliable sources, and has been playing to large audiences of 8,000 and more for the past two weeks. The Sumac group is made up of some of the country's best musicians, and is well-liked by the Italian public.

The Sumac group is expected to remain in Italy for at least another week, and is expected to play in other parts of Italy as well.

Walmart Skating of Told Me' Stids Bids

NEW YORK, April 3 -- Vocalist for the Walmart label, "You're the One," has created a stir in the music world this week. The song is a favourite among many listeners, and is a hit on the Billboard charts.

According to reports, the song has been written and recorded by Trudy McCrady, a well-known and popular vocal artist. The song has been praised for its catchy melody and memorable lyrics.

The Walmart label is known for its innovative approach to music production, and has been successful in producing popular hits in recent years. The label is owned and operated by Robert L. Walmart, a well-known music executive.

The Walmart label is known for its innovative approach to music production, and has been successful in producing popular hits in recent years. The label is owned and operated by Robert L. Walmart, a well-known music executive.
DON CHERRY

with

MUSIC BY

CAMARATA

2 GREAT SONGS!

Don sings

YOU DIDN'T
HAVE TO
TELL ME

and

I'M
THROUGH
WITH LOVE

DECCA 29005 (78 RPM)
and 9-29005 (45 RPM)

America's Fastest Selling Records

DECCA RECORDS
MUSIC AS WRITTEN

SPOKEN WORD:

Flyer

SPIN!

at

revival,
distribution
disk
RALIGH

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SHELDON'S LUCKY SEVEN

"JILTED"
Teresa Brewer • Red Foley • Cab Calloway • Jimmy Wakely

"Somewhere there is Someone"
Lou Monte • Tommy Dorsey

"MELANCHOLY ME"
Eddie Howard • Smith Bros. • Ella Fitzgerald

"Backward Turn Backward"
Jane Frohman • Gordon MacCrae • Pee Wee King

"Cry My Heart"
Toni Arden

"SPEEDY GONZALEZ"
Mindy Carson

"Don't Cry Mama"
Sunny Gale

48 W. 48th Street • New York, N.Y.
A SALUTE to GENERAL FOODS

ASCAP—The thirty-five hundred members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS—will long remember with pride and gratitude the evening of Sunday, March 28, 1954.

The hour and one-half televised tribute, so warmly deserved, to ASCAP members RODGERS AND HAMMERSTEIN

presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rodgers and Hammerstein are truly Ministers with Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-Fifth Anniversary, the ASCAP-licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all, RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.
direct from England
the hit English version

CUNARD LINE

Frank Weir
THE HAPPY WANDERER
backed by
FROM YOUR LIPS

1448  45-1448

LONDON RECORDS
America Going High-Brow?

Continued from page 21

record field can be hit by high-Brow activity, which provides a classical music audience a climate for growth and potentially lucrative markets seeking to book difficulties.
The scene seems on the way up. This trend is one that has not been seen in many cities either because of overall economic climate or the inability to build proper concert halls.
In some instances, some $20,000,000 a year is spent by American music-lovers on the building of adequate concert halls that should be substantially increased.

‘You Beautiful Doll’

Garners $1,681 in Current Royalties

April 3—You Beautiful Doll’ is still making music history, as the song is in its fourth week on the charts.

Josephine Baker, the scissors-wielding chanteuse from France, who recently performed in New York and Chicago, has been on the market for several weeks, and it is said that the song is coming along well.

Mercury Issues

Continued from page 21

The last record room was closed on a special mailing day of the month.

ROSEMARY BELAN

WITH THE MUSICAL TIMES

Why Worry? Let SPEEDY GONZALES do it for you

RCA Caravan Pushed by 14 DJ Contests

New York April 3—RCA Caravan has a series of clink contests to be held on behalf of the firm's new 14 DJ Contests.

The promotions include a $5 prize for the best single, a $10 prize for the best double, and a $20 prize for the best triple.

RCA Caravan will also offer a $50 prize for the best 14 DJ Contest.

Morris Quits Hill & Range

BOSTON April 3—Singer Sammy Morris has announced his retirement from the music business.

Morris, a popular performer, has performed in several radio shows and in nightclubs.

It is reported that Morris has been approached by a variety of agents and is considering offers from different companies.

Wired Music Action Filed

Philadelphia April 3—The Philadelphia Court of Common Pleas has granted an injunction to stop the use of certain music by a local radio station.

The injunction was granted after the station was accused of playing copyrighted music without permission.

Victor Polls

Continued from page 23

Records during the period, according to dealer reports, was greater than usual, and it is expected that the music will continue to be popular.

Decca, MCA-Named in 405G Richards Suit

Hollywood March 29—A suit has been filed against Decca and MCA, charging them with breach of contract.

The suit was brought by a music publisher, who claims that Decca and MCA have not paid him for the use of the music.

Ballroom Gets New Operator

Milwaukee April 3—Ballroom business is expected to boom in the near future, with the opening of a new operator.

The new operator is expected to bring new life to the ballroom scene.

Talk Europe Tour For June Christy

London April 3—Disc jockey June Christy is expected to make a tour of Europe this summer, according to a recent announcement.

Christy, who is a popular personality in the music industry, is expected to visit several countries and perform at various radio stations.

New York April 3—A new 10-inch record has been released by M.G.M. The record is a selection from the film, "The Golden Coach," and is expected to be a hit.
WELCOME VERA LYNN

IF YOU LOVE ME
(REALLY LOVE ME)
backed by
C'EST LA VIE
1412 & 45-1412

On Saturday, April 10 Vera Lynn
will appear on Max Leibman's
"Show of Shows" starring Sid Cesaer
and Imogene Coca. Miss Lynn will be
mistress of ceremonies besides
singing her current popular hits.

This program is carried on the entire
NBC network. On April 25th, Miss Lynn
will begin a four week engagement
at the Flamingo in Las Vegas.

thanks for bringing us your new BIG HITS!

DU BIST MEIN LIEBSHOEN
backed by
TWO EASTER SUNDAY SWEETHEARTS
1434 & 45-1434

LONDON ffrr RECORDS
It Happens to Be Me

It happens to me... first rate... a lovely ballad, sung with much feeling, could happen.

The Billboard—March 1954

IT HAPPENS TO BE ME (Paslov, ASCAP)—Capitol 2754

Once again the warbler comes thru... first rate... "It Happens to Be Me," a lovely ballad, sung with much feeling, could happen.

The Billboard—March 1954

THE INCOMPARABLE

NAT "KING" COLE

with Nelson Riddle and his Orchestra

It Happens to be Me

b/w ALONE TOO LONG

Capitol 2754

RECORDS
**Territorial Best Sellers**

For survey week ending March 31

<table>
<thead>
<tr>
<th>City</th>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
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<tbody>
<tr>
<td>Atlanta</td>
<td>Lynyrd Skynyrd</td>
<td>Free Bird</td>
<td>Epic</td>
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<td>The Doobie Brothers</td>
<td>Long Train Runnin'</td>
<td>Warner Bros.</td>
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<td>The Isley Brothers</td>
<td>Between the Devil and Me</td>
<td>Epic</td>
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<td>The Isley Brothers</td>
<td>It's Shakin'</td>
<td>Epic</td>
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<td>Boston</td>
<td>The Osmonds</td>
<td>New York Is Bombed</td>
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<td></td>
<td>The Osmonds</td>
<td>My Girl</td>
<td>Epic</td>
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<td>The Osmonds</td>
<td>Do It Again</td>
<td>Epic</td>
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<td>The Osmonds</td>
<td>Why Must I Be Bad</td>
<td>Epic</td>
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<td>The Osmonds</td>
<td>Love Comes in Spills</td>
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<td>Buffalo</td>
<td>Paul Anka</td>
<td>It's Never Too Late</td>
<td>Pye</td>
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<td>The Osmonds</td>
<td>Love's Made to Be Loved</td>
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<td>The Osmonds</td>
<td>Somebody's Sweet Baby</td>
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<td>I've Been a Fool</td>
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<td>Chicago</td>
<td>The Osmonds</td>
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<td>The Osmonds</td>
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<td>Cincinnati</td>
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<td>Cleveland</td>
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<td>Dallas</td>
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<td>Denver</td>
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<td>Kansas City</td>
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<td>The Osmonds</td>
<td>You're the One That I Want</td>
<td>Epic</td>
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**This Week's Best Buys**

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

**FILEs:**

- **THE MAN UPSTAIRS (Vista, BMI)**
  - If you love ME (Dial, BMI) — Key Starr
  - CAPITOL 7278

After several weeks on the market, the latest Starr release has found a new spread of good and strong reports. Philadelphia has shown the most interest, with good numbers in Miami, Chicago, Cleveland, Atlanta, Boston, Detroit, St. Louis, Richmond, Los Angeles and Providence. Detroit is one of the few places where initial sales reaction has been exceptionally strong. "The Man Upstairs" has a slight edge as the pre-release favorite, although "The Love Me" has had strong competition from the Vera Lynn version of the same tune. The Lyric disk has done particularly well in New York, Cincinnati, Milwaukee, St. Louis, Providence and Kansas City. A previous Billboard "Spotlight" disk.

**I SHOULD CARE**

(Dorey, ASCAP) — Jeff Chalke — Chalk 23904

The popularity and following of this well-known movie star combined with an intensive promotion program has given this record a good start. The song's catchy hook has begun to produce results that indicate it may become a "sleeper" of great proportions. The record is strong in New York, Chicago, Milwaukee and Los Angeles, with good reports from Detroit, Cincinnati, Cleveland and Atlanta. "I Should Care" is the preferred side, but both are strong.

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**Please send The Billboard**

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(name)

(address)

(Please send one copy to:

(address)"

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GEORGIA GIBBS
BIGGER EVERY WEEK!

MY SIN
COUPLED WITH "I'LL ALWAYS BE HAPPY WITH YOU"
MERCURY 70339 • 70339X45

*Attention DJs... how would you like to "come up smelling like a rose"?
DROP A NOTE TO KENNY MYERS... MERCURY RECORDS... CHICAGO

BIG! BIG! BIG!
In New York, Detroit, Boston, Cleveland

"Oh, That'll Be Joyful"
BOBBY WAYNE • GENE BAYLOS
COUPLED WITH "HOW"
MERCURY 70346 • 70346X45

COUNTRY CORNER

LLOYD ELLIS and JOAN HAGER
"Another Woman's Man"
AND
"4-D Rag"
MERCURY 70338 • 70338X45

TIBBY EDWARDS
"Too Proud To Wear My Name"
AND
"That's How I Was Lost"
MERCURY 70314 • 70314X45

TIPS ON NEW HITS!
"PADRE"
by LOLA DEE
MERCURY 70342 • 70342X45

"Shake-A-Leg"
by THE CARLISLES
COUPLED WITH
"Let Me Hold Your Little Hand"
MERCURY 70351 • 70351X45

THE CARLISLES
"I Need A Little Help"
AND
"I'll Never Love Again"
MERCURY 70306 • 70306X45

PICTURE OF A MAN WITH A HIT!
Scope, Operation of Billboard Charts

Erase Guesses in Reporting Favorites

How do The Billboard Music Pop Charts show the growth and development of a new record? In this series of articles, we have followed the two steps in the life of a record.

We saw (March 27 issue) how The Billboard Reviews and Spotlight Reviews help dealers, operators, and disc jockeys to solve their No. 1 problem — evaluating the many new records before they are exposed to the public.

Then we saw (April 3 issue) how The Billboard Best Buys feature helps solve the No. 2 problem — pinpointing the few new records of the many released which are catching on with the public. We saw how these are determined by taking the initial sales pulse of each record as based upon actual sales reports from numerous reliable sources across the country.

And now, we take the third step in following the life of a record. To show the popularity and actual sales of a record is the job of the Territorial and National charts as well as the dealer sales, operation, and disk jockey plays. The accuracy and reliability of these charts are the result of scientific survey methods, the latest tabulating machinery and, of course, reliable cooperation from dealers, operators and disk jockeys everywhere.

18-YEAR DEVELOPMENT: In May, 1936, The Billboard published its first “Most Played on Juke Boxes Chart” based on returns from a hundred of top juke box operators in a few of the country’s largest cities. The purpose was to determine, by means of scientific survey methods, how certain records were made to sell in different areas. The first chart included 11,967 votes from 116 different operators.

Today the many charts covering all categories and types of records in each week’s issue are the result of the research of 25 Billboard people, the use of modern, high-speed printing, sorting, tabulating recording and tabulating equipment plus association with 12,511 individual operators, juke box operators, and disk jockeys. Development of the charts is still going on after 18 years; their improvement is a constant effort.

A MILLION PIECES OF MAIL: Next to the Wonder & General company, The Billboard is the Cincinnati Postmaster’s best customer. One of the reasons is the weekly going and coming of pop chart questionnaires to and from dealers, operators, and disk jockeys all over the country. The list of those who receive weekly questionnaires or tabulating returns is 11,967.

That list represents top volume record retail outlets in all marketing areas, the top juke box operators in all areas, the top record stations and disk jockeys in all areas. The list is maintained and kept up to date by the cooperation of record manufacturers and their distributors as well as The Billboard’s own staff.

WESTERN UNION QUESTIONNAIRES: To assist in the compilation of “Territorial” and “National” charts, to obtain the latest information from certain larger cities, and to gather sales data in key markets, The Billboard makes over 300 contacts each week by means of Western Union telegrams. The telegrams are handled in the same manner as all other questionnaires returned to Cincinnati.

TABULATING RETURNS: As each air mailed questionnaire from the various cities is received in Cincinnati, its information is recorded. Every song, recording artist and record label mentioned on that questionnaire is entered into a chart and the information is used to generate the final results of that chart. The data is then compiled into a final report and mailed to the various dealers and operators for distribution.

Music Pop Chart Operation is completely mechanized to avoid possibility of human error. Top photo: All questionnaire numbers are put on addressograph plates which permit use of high-speed automatic addressing equipment: center, card punch, sorting and tabulating equipment handles cards at rate of 410 cards per minute.

Cards are “pulled” and placed in the tabulating machine in positions corresponding to those mentioned on each questionnaire. By “cut off day” the report is ready for printing and each chart is printed and mailed.

A word of caution: If we are to continue to publish these charts, it is necessary to have complete and up-to-date information. Dealers, operators, and disk jockeys must cooperate with The Billboard in reporting sales in a timely manner. The Billboard needs your cooperation in making these surveys as accurate and reliable as possible.

HOW THE CHARTS ARE MADE: The “Best Seller” is a weekly chart covering pop records, confined to the country and western categories. It is compiled from reports from dealers, operators, and disk jockeys throughout the country and is based on the number of times each record is played on a specific territory.

The “National” charts, on the other hand, are based on reports from dealers, operators, and disk jockeys throughout the country and are based on the number of times each record is played on a specific territory.

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MGMs
APRIL SHOWER OF HITS

WINNER! GARY LESTER'S WJWJ
NEWARK, N. J., POLL

JONI JAMES
AM I IN LOVE
and
MAYBE NEXT TIME

MCN 11694 78 rpm • K 11694 45 rpm

BILLY ECKSTINE
LOST IN LOVELINESS

Sings

MCN 11695 78 rpm • K 11695 45 rpm

BOB STEWART
THE STEPS OF SAINT MARIE
I WENT OUT OF MY WAY

MCN 11696 78 rpm • K 11696 45 rpm

SHIRLEY HARMER
I'M PLAYING WITH FIRE
and
I COULD MAKE YOU CARE

MCN 11713 78 rpm • K 11713 45 rpm

VICKI BENET
YOU'VE NEVER BEEN IN LOVE
SHIPWRECKED

MCN 11693 78 rpm • K 11693 45 rpm

HANK WILLIAMS
HOW CAN YOU REFUSE HIM
HOUSE OF GOLD

MCN 11707 78 rpm • K 11707 45 rpm

SOLFEGGIO
THE DOOL DANCE

MCN 11671 78 rpm • K 11671 45 rpm

ROBERT MAXWELL
BOB SANTA MARIA
TSUZAMEN (TOGETHER)

MCN 11177 78 rpm • K 11177 45 rpm

RENE TOUZET and his Orchestra
THE CONTINENTAL
TENDERLY

MCN 11675 78 rpm • K 11675 45 rpm

BOSTON
DAN BELLOCCHIO
and his Orchestra
BOSTON

MCN 11734 78 rpm • K 11734 45 rpm

THE BILLBOARD
APRIL 10, 1954

Surface Noises

[Article discussing surface noises on records]

VOX JOX
By CHARLOTTE SUMMERS

[Article about Vox Jox]

MGM RECORDS
MAKE FRIENDS WITH RECORDS

[Advertisement for MGM Records]

[Music advertisements for various artists]
MEET Judy Tremaine

This exciting new Coral Artist Will Sell You

She's terrific on these 2 Great Songs

CHAIN LIGHTNING

and

TOO MUCH

DJ's-OP's and Distas will receive our fullest co-operation

PROMOTED BY MUTUALLY OWNED SOCIETY FOR SONGWRITERS, INC.
The Billboard Music Popularity Charts

**POPULAR RECORDS**

- **BURL IVES-GORDON JENNES-OK**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 1
  - No. 2

- **JOE SPARROW**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 3

- **BILLY WARD AND HIS DOMINOS**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 4

- **FLETCHER HARRISON**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 5

- **PIT MEYER**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 6

- **FLETCHER HARRISON**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 7

- **PIT MEYER**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 8

- **FLETCHER HARRISON**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 9

- **PIT MEYER**: A Little Coat for the Girl and the Gentleman. (Decca 21006 — Reprise, whole world)
  - No. 10


**REVIEWS OF NEW POP SINGERS**

- **CHRIS CONNOR**: "Bethlehem 1291"
  - "Thanks To You Ops, Disc Jockeys, Distributors"
  - "MUSIC yr 41, 14, rv sel"
  - "Thanks To You Ops, Disc Jockeys, Distributors"

- **HUMI RENEE'S MUSIQUE**: "The Movie Star, the Girl Who Changed the Century"
  - "A limited edition, made to make by a few for a few"

- **THE THREE SUNS**: "Gimme, Gimme, Gimme, Gimme, The Miser's Serenade"
  - "For a limited edition, made to make by a few for a few"


**DISTRIBUTORS FOR BETHLEHEM RECORDS**

- **NEW YORK**: Alpo Dist. Co., 1151 Broadway, N.Y.C., N.Y.
- **BOSTON**: Disc Jockeys, Distributors, 235 Huntington Ave., Boston, Mass.
- **CHICAGO**: James H. Martin, Inc., 244 S. Michigan Ave., Chicago, Ill.
- **LOS ANGELES**: Rancho Disc Jockeys, Los Angeles, California.

**RECORD PROMOTION**

- **MURRAY SINGER**: 
  - "For Available Territories"
- **ELAINE BERGAMAN**: 
  - "Record Promotion "

**BETHLEHEM RECORDS**

- 1650 Broadway
- New York, N.Y. 10019

**Everybody's Crazy About "CRAZY RHYTHM"**

- "B/W Dorothy Collins and George Barnes"
- "Mountain High Valley Low"
- "Audubon No. 107 — 78 rpm"
- "45-107 — 45 rpm"

**THE VOICES OF COLLINS**

**RATINGS — COMMERCIAL POTENTIAL**

- "100 — Tops"
- "110 — Good"
- "120 — Fair"
- "130 — Poor"

**PIT REED**: "It's exciting to see the reaction from the public to the "American Radio History" series. It's a record-breaking performance, and it's a real milestone for us as well. (Roger, R.C., ASCAP)"

**JIM BRIGHT**: "It's exciting to see the reaction from the public to the "American Radio History" series. It's a record-breaking performance, and it's a real milestone for us as well. (Roger, R.C., ASCAP)"

**THE BILLBOARD**

- "It's the most exciting record of the year!"
- "New York 19, N.Y."

**AUDIVOX RECORDS**

- "140 W. 57 St."
COLUMBIA completes its first series — twelve great new sides designed for dancing presented by three sensational new groups —

Les Elgart and his Orchestra
Varsity Drag • Rocky’s Prelude
40179 • 4-40179
Bandstand Boogie • When Yuba Plays the Rumba on the Tuba
40180 • 4-40180

Pete Rugolo and his Orchestra
Come Back, Little Rocket • That Old Black Magic
40194 • 4-40194
Early Stan • Laura
40195 • 4-40195

DAN TERRY
and his Orchestra
Organ Grinders Swing
Lazy Alley
40211 • 4-40211
Terry’s Tune
Southern Fried
40212 • 4-40212

six sensational new band records — sharp, tingling music to keep the dancers — and the business — on their toes!
The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Complete list from page 49

Alden has a full, smooth voice which he can vary depending on a very effective instrument.

Hugh Ashley

You Can't Judge a Book by Its Cover

Ashley gives to some of his personal philosophies here in an energetic, smooth and sentimented backing. The arrangement of the singer and the swinging Washin Superiors try to create a Fifties sound, and they do not make the most of what could have been good material.

So Sorry...

A conventional ballad harmonized with more than a little style by Ashley and the Washin Superiors.

• Review Spotlight on...

RECORDS

THE GAYLORDS

Isle of Capri (T. B. Harms, ASCAP)

Love You (Salvadore, ASCAP)—Mercury 70350.
The Gaylords have a potent record here that should grab much attention. "Capri" is handed sweetly, with a jump to the second time around. "Love You" is a snappy rhythm tune which the boys lock over brightly in their own inimitable style.

FRANK SINATRA

Don't Worry 'Bout Me

I Could Have Told You So — Capitol 2787 — The Academy Award winner may have two more winners with this new release. The evergreen receives a warm and tender vocal from the singer and "I Could Have Told You So"—almost autobiographical for Sinatra—

is sold with feeling. Backing is first rate.
### Country & Western Records

#### Best Sellers in Stores

For survey week ending March 31

<table>
<thead>
<tr>
<th>Record</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td>&quot;Slowly&quot; — W. Pierce</td>
<td>19</td>
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<td>&quot;I Really Don’t Want to Know&quot; — E. Arnold</td>
<td>14</td>
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<tr>
<td>&quot;I’ll Be There&quot; — R. Price</td>
<td>6</td>
</tr>
<tr>
<td>&quot;You Better Not Do That&quot; — T. Collins</td>
<td>7</td>
</tr>
<tr>
<td>&quot;Bimbo&quot; — J. Reeves</td>
<td>17</td>
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<tr>
<td>&quot;Secret Love&quot; — S. Whitman</td>
<td>11</td>
</tr>
<tr>
<td>&quot;There Stands the Glass&quot; — W. Pierce</td>
<td>25</td>
</tr>
<tr>
<td>&quot;Release Me&quot; — J. Heup</td>
<td>12</td>
</tr>
<tr>
<td>&quot;I Love You&quot; — G. Wright, J. Reeves</td>
<td>1</td>
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#### Most Played in Juke Boxes

For survey week ending March 31

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<td>&quot;Slowly&quot; — W. Pierce</td>
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<td>&quot;Wake Up, Irene&quot; — H. Thompson</td>
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<td>&quot;There Stands the Glass&quot; — W. Pierce</td>
<td>23</td>
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<tr>
<td>&quot;Let Me Be the One&quot; — H. Locklin</td>
<td>24</td>
</tr>
<tr>
<td>&quot;Bimbo&quot; — W. King</td>
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<td>&quot;I Love You&quot; — G. Wright, J. Reeves</td>
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#### Most Played by Jockeys

For survey week ending March 31

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<th>Weeks on Chart</th>
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<td>19</td>
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<td>&quot;Get so Lonely&quot; — J. Reeves, J. Jack</td>
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</tr>
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<td>&quot;Wake Up, Irene&quot; — H. Thompson</td>
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<td>&quot;Let Me Be the One&quot; — H. Locklin</td>
<td>32</td>
</tr>
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**Proudly We Present This New Star!**

**Jack Turner**

"Shoot, I Reckon I Love You"

**c/w**

"Walkin’ A Chalk Line"

**VICTOR 20/47-5682**

---

**The Billboard Music Popularity Charts**

**Country & Western Records**

- **Best Sellers in Stores**
- **Most Played in Juke Boxes**
- **Most Played by Jockeys**

---

**RCA Victor**

**First in Recorded Music**

---

*The Billboard Magazine* April 10, 1954
take your pick...

from the greatest roster of country and folk artists ever assembled!

For Fairs - Celebrations - Outdoor Events of All Kinds

WSM

GRAND OLE OPRY TALENT

For more Paying Customers — more PROFITS in the till — choose one or more of these sure-fire crowd-building name attractions.

Our record speaks for itself — an unbroken chain of successes, the length and breadth of the United States and Canada.

Carl Smith
Jimmy Dickens
Minnie Pearl
Johnny and Jack
Roy Acuff
Cowboy Copas
Ray Price
Duke of Paducah
Moon Mullican
George Morgan
Hank Snow
Carter Sisters
Ernest Tubb
The Carlisles
Lunce and Oscar
Marty Robbins
Kitty Wells
Grandpa Jones
Rod Brasfield
Lew Childre
Bill Monroe
Martha Carson
Webb Pierce
Stringbean

Booking now for the entire 1954 Outdoor Season

Contact JIM DENNY Director
WSM Artists Service Bureau, WSM, Nashville, Tennessee
**D. J.'s, OP'S, DISTROS**

These are REALLY worth their weight in gold!

**JOE CARSON**
gives out with

"I COULD LOVE THE DEVIL OUT OF YOU" and

"I'D GIVE ANYTHING TO BE WITH YOU"

**CHUCK REED** is at his best in

**BRAZOS VALLEY MUSIC**

b/w

"CALL ME BABY"

**Mercury 70348**

Published by

**BRAZOS VALLEY MUSIC**

**RATINGS—COMMERCIAL POTENTIAL**

90-100, Tops
85-89, Excellent
80-84, Good
75-79, Average
65-74, Satisfactory
60-64, Fair
50-59, Poor
**R & B Territorial Best Sellers**

**Atlantic**
- I Shoulda Been a Male, Ray Charles
- Think I'll Never Love Again, Otis Redding
- You've Got a Heart, I'm Gonna Love It, Otis Redding
- I've Gotta Know, Otis Redding
- Don't You Know I Care, Otis Redding
- I'm Ready, I'm Willing, Otis Redding
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**RHYTHM & BLUES RECORDS**

**The Billboard Music Popularity Charts**

**Review on New R & B Records**

**JOE TURNER**

Shake, Rattle and Roll (Progressive, BMI) - Atlantic. This is Joe's third hit on the North and South. It's a wild blues and rhythm and blues number and a doo-wop hit. The key to its success, the band plays it straight with the string of hits with this one. The band really stands out on this good performance. 

**LOWELL FEDERMAN**

You've Got a Friend (Alladin, BMI) - Hollywood. A new twist to the old song, you've got to love it. This is an oldie but goodie. 

**JACK FAME**

I Can't Be Bothered (Tamla, BMI) - Motown. This is a nice slow moving number that is really good. 

**Review of New Jazz Records**

**DONNY RODGERS**

Jumper (Savoy, BMI) - Canada. This is a new release by Donny Rodgers and a great song. 

**Review of New Sacred Records**

**JANET RUPP**

I'm a Child (Columbia, BMI) - Canada. This is a great new release by Janet Rupp and a great song. 

**How R & B Music Became an Important Record Factor**

**THE HARPAVERS**

Do Me In (Capitol, BMI) - Canada. This is a great new release by The Harparaerial and a great song.

**Review of New Children's Records**

**SISTER D. TERRY**

I'm A Child (Columbia, BMI) - Canada. This is a great new release by Sister D. Terry and a great song.

**The Week's Best Buys**

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

**SACRED**

**A HOUSE OF GOLD** (Acuff-Rose, BMI)

How can you refuse to buy this? It has all the elements of a classic. Readers love it. Readers love it. Readers love it. 

**JAZZ**

**JOHNNY'S BLUES** (Parts 1 & 2) (Lana, BMI) - Johnny Hodges Ork

Cuts that are popular with listeners. 

**SPEDY GONZALES**

Easy to solve all your problems.

**How to Read a Popular Record**

**THE BILLBOARD**

A special feature of The Billboard SPOTLIGHT on RHYTHM & BLUES Records, Talent and Tunes, and The AIRWAY MARKET ENGINEERS, April 14 issue.
Hi-Fi Banner Seen Junking Regular LP's

NEW YORK, April 2.—The impact of the term "high fidelity" has been transferred even the most reluctant of music buyers, as the introduction in a battle of slogans, "Hi-Fi" will be evident even to the most carefree of strollers on the streets.

The cut-rate dealer Sam Fiedler, manufacturer in a brand of stereo equipment, is waging a war with his regular line of records. 

"I'm junking regular records," said Mr. Fiedler. "I'm trying to make the customer buy through my dealers." 

High fidelity, he believes, is a big money maker. 

"I think that the "Hi-Fi" market is going to be a big thing," said Mr. Fiedler. "I'm trying to sell my dealers on the idea that they can make more by selling "Hi-Fi" records." 

The "Hi-Fi" slogan originated with the introduction of a new line of records by the Columbia Record Company.

The new "Hi-Fi" records are distinguished by their higher quality, which is due to the use of a new process that eliminates all but the most minute imperfections. 

The "Hi-Fi" records are available in both black and mahogany finishes, and are sold at a price of $10.00 per 1000 copies. 

The new "Hi-Fi" records have already been a great success, and the company is planning to introduce a new line of "Hi-Fi" phonographs soon. 

The "Hi-Fi" phonographs are a big money maker, and the company is planning to introduce a new line of "Hi-Fi" phonographs soon. 

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The "Hi-Fi" phonographs are a big money maker, and the company is planning to introduce a new line of "Hi-Fi" phonographs soon.
Chemistry is helping you sell the amazing new Webcor Portable Musicales fonografs

Whoever thought chemistry would sell Webcor Fonografs for you? But chemistry, in the form of a sensational new "miracle fabric" is doing just that.

It's the startlingly beautiful VINAPEX. And it looks and feels just like leather!

This new Musicales cover is so appealing to both men and women that it sells the new Webcor portables on sight...sometimes before dealers get started on the high-fidelity demonstration.

Webcor offers you four of these luxurious beauties, at a truly modest list...and at a mighty welcome dealer markup. There are Ebony, Antique White, Ginger and Sun Tan. A fifth portable, the $139.50 price leader, is dressed in attractive Venobra.

Of course, each of the five new portables Musicales has the same superb high-fidelity sound system found in the now famous table models. The same 3 speakers, 5-watt amplifier with preamp and G.M. magnetic pickup are there to give automatic record play unsurpassed anywhere for thrilling record listening. Add to these five thrilling new portables, the already fast selling mahogany and blonde Korina table models, and you have the most profitable high-fidelity phonograph line of all time. For further details call your Webcor distributor today.

All music sounds better on a

Webcor
Chicago 39, Illinois

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of the Billboard retail staff, in determining the commercial value, the following factors are considered: frequency, retail price, store management name, sales, distribution power, exploitation potential.

95-100, Tops
90-94, Excellent
75-89, Good
65-74, Fair
55-64, Limited
65-59, Poor

\[ ^{2} \text{"Table", "Blues Noir" and "Maria La O", have been particularly available on a Decca record.} \]

\[ ^{4} \text{CARDINAL HONEY TONK} \]

\[ ^{5} \text{Lee Konitz PLAYS THE COWBOY MADISON QUARTET} \]

\[ ^{6} \text{Jazz} \]

\[ ^{7} \text{International} \]

\[ ^{8} \text{Children's} \]

\[ ^{9} \text{Walt Disney's PINOCCHIO} \]
out of control?

calm down and carry on with...

COLUMBIA'S SENSATIONAL EXTENDED PLAY DISPLAY-CONTROL SYSTEM!

- 48 artist and general divider cards—multi-colored
  (with complete artist and category listings, plus extra blanks)

Know what your stock is
know where it is
keep it neat and clean
Your customers can find
what they want

MERCHANDISE PROTECTOR
100 cellophane sleeves
for Extended Play Records
—no more smudges or dirty stock!

This whole kit is provided free with your one-shot order of 100 or more Extended Play singles from Columbia!
—through April 19th.

Your distributor has a wide variety of Extended Play merchandisers.

COMPLETE CATALOG
cross-referenced, compact
and easy to use—allocated
in quantity by your distributor!

ASK YOUR DISTRIBUTOR!!!
MITCHELL 3-D
HIGH-FIDELITY record reproducer

"A CINCH TO SELL"

say leading dealers everywhere

because MITCHELL offers the amazing TRUE high fidelity instrument of incomparable audio quality and beauty, retailing for less than $200... and backs the dealer with the exclusive self-selling Hi-Fi Demonstration Center... the amazing "flip chart" that talks selling facts... the guide that teaches salesmen how to sell MITCHELL 3-D Hi-Fi... plus all the selling help a dealer could ask for... a beautiful 4-color brochure... telling comparison chart... traffic building window streamers... powerful counter literature...

YES... IT'S A CINCH TO SELL MITCHELL 3-D

The Profit-Packed Hi-Fi Package

GET THE 3-D PROFIT FACTS TODAY

MITCHELL MANUFACTURING COMPANY, High Fidelity Division
3332 N. Clybourn Ave., Chicago 14, Illinois

Send full details on your Hi-Fi selling plan—everything we need to build a profitable business around the MITCHELL 3-D Record Reproducer.

Name ____________________________
Address __________________________
City ____________________________ Zone __ State ____________________________

TRUE HIGH FIDELITY
ALL THE WAY

Response: 30—15,000 CPS

* Professional Variable Reluctance Magnetic Cartridge
* Custom Amplifier—20 to 20,000 cps
* Extended Range Speaker
* 2-Position Compensator
* Tuned Acoustical Slot Baffle
* Separate Bass & Treble Controls
* All-Speed, All-Size Automatic Changer
The Billboard Music Popularity Charts

PACKAGED RECORDS

**Reviews and Ratings of New Classical Releases**

**ORCHESTRAL WORKS**

**STRAVINSKY, THE RITE OF SPRING** (1913) - Minneapolis Symphony Orchestra, Arden Donell; Conducted by Ernst W. Mueller; Mercury Y 61038

**STRAVINSKY, THE RITE OF SPRING** (1913) - Pittsburgh Symphony Orchestra, William Steinberg, Conductor P 2834 78

Three recorded accounts of "La Fête" have been on the market this year. All have been far from adequate. The American release, the most controversial, has just been pulled. In the French release the music is well performed, but the sound isthin, with strings starting in a manner that is probably not intended. The German release, the best of the three, has a more refined sound with better balance, but the recording is marred by occasional flat spots in the orchestra. The French release is the most appealing of the three, with a clear, well-balanced sound and a convincing interpretation of the work.

**MACDOWELL, SECOND INDIAN SUITE, OP. 68** (1913) - Eastman-Rochester Symphony Orchestra, Howard Hanson, Conductor; Mercury Y 6008

The MacDowell second suite, a setting of New EnglandIndian music, has been recorded on several occasions. The American release is the most recent and most definitive. The orchestra is well-balanced, with good clarity in the woodwinds and strings. The conductor's interpretation is convincing, and the overall sound is pleasing.

**HAYDN, SYMPHONY NO. 94** (1911) - Cincinnati Symphony Orchestra, Emil甭, Conductor; Columbia Y 7153

This is the last of the "London" symphonies by Haydn. The American release is the best of the three, with a clear, well-balanced sound and a convincing interpretation of the work. The conductor's tempo is well judged, and the overall sound is pleasing.

**STRAVINSKY, THE RITE OF SPRING** (1913) - Chicago Symphony Orchestra, Fritz Reiner, Conductor; Mercury Y 6008

This recording is the best of the three, with a clear, well-balanced sound and a convincing interpretation of the work. The conductor's tempo is well judged, and the overall sound is pleasing.

**STRAVINSKY, THE RITE OF SPRING** (1913) - New York Philharmonic Orchestra, Fritz Reiner, Conductor; Mercury Y 6008

This recording is the best of the three, with a clear, well-balanced sound and a convincing interpretation of the work. The conductor's tempo is well judged, and the overall sound is pleasing.

**CHORAL WORKS AND OPERA**

**MOZART, REQUIEM FOR TENORS, BASS AND BASSO CONTINUO** - Orchestra of the Vienna State Opera, conducted by Erwin Stein; Columbia Y 7153

This is the best of the three recordings, with a clear, well-balanced sound and a convincing interpretation of the work. The conductor's tempo is well judged, and the overall sound is pleasing.

**ROSSINI, LA SCALA DI SETA** (1912) - Solistes, Chorus and Orchestra of the Opera, directed by Emilio G. Morelli; Columbia Y 7153

This is the best of the three recordings, with a clear, well-balanced sound and a convincing interpretation of the work. The conductor's tempo is well judged, and the overall sound is pleasing.

**HANDEL, ROADSIDE** (1912) - Dietrich Fischer-Dieskau, Richard Luedtke, Chorus and Orchestra of the London Opera House; Columbia Y 7153

This is the best of the three recordings, with a clear, well-balanced sound and a convincing interpretation of the work. The conductor's tempo is well judged, and the overall sound is pleasing.

**MOISSER, THE MARRIAGE** (1911) - Solistes, The Orchestra of the Opera of Paris, René Leibowitz, Conductor; Columbia Y 7153

This is the best of the three recordings, with a clear, well-balanced sound and a convincing interpretation of the work. The conductor's tempo is well judged, and the overall sound is pleasing.

**STOP RECORD-SCRATCH DAMAGE with Fool-Proof Phono-Card**

Record Demonstrator

**LINER NOTES**

By L. Horowitz

**FUTURE RECORDS**

The Billboard will add a new entry to the list of future releases for the first time in 1954. The coupling will be released by Decca Records, the leading company in the field of classical recordings. The coupling will be released by Decca in the fall, and will be one of the most important releases of the season.

**CONCERTO**

**DG Cond.**

**ALMA MAJOR AND BORIS BEREBSKY**

**MENDELSSOHN, ELIN MAJOR**

**STRAVINSKY, THE RITE OF SPRING**

**LANA TANDYCROSTON**

**DECCA RECORDS**

**NEWS BITS**

London: The British and repertory executive, Barry Coope, announced that he would not accept radio broadcasts for the Billboard charts.

**STOP RECORD-SCRATCH DAMAGE with Fool-Proof Phono-Card**

Record Demonstrator

**CHART COMMENTS**

With this issue, The Billboard reports on its survey of best selling children's records. This survey was made in connection with a similar survey made by Billboard in November. The plan is to print a graphed chart in this issue, showing the best sellers of the season, listing only the reissues, for the children's music market.
Industry Hails Tax Relief

THE FINAL CURTAIN

Continued from page 1

The Council of Motion Picture Producers, the nation's leading trade association, has announced that it will support the efforts of Congress to enact a tax relief program designed to benefit the motion picture industry.

The Council's statement, issued by President John F. Kennedy, said: "We believe that a tax relief program is essential to the continued growth and prosperity of the motion picture industry.

"We want to see a program that will provide funding for research and development, help to reduce production costs, and provide assistance to film companies in their efforts to develop new markets.

"We are committed to working with Congress to ensure that a tax relief program is enacted that will be beneficial to the motion picture industry and to the American people."
OUTDOOR

TAX ACTION DOES IT

Business Prospects Best in Five Years

-Continued from page 1

The changes in the tax structure which resulted in the total addition of more than 20 per cent. Thus, the general reaction as they have in the past five years.

Small Circuses

Several of the microcircuses which have low price scales, will benefit handsomely from the change in the tax rate. While the two circuses which charge 50 or more cents on the whole admission will stem from the reduction from 20 to 10 per cent which prices admissions everywhere from 25 to 50 cents. And the lower end price admission will be the same as it has in the past five years.

Beatty to Host

PCSA Members And Vice Versa

LONDON, April 3.—Lady Beatty will be host to the members of the Professional Circus Showmen of America at the evening meeting here Monday night, April 12. The meeting will be held at the Palace Hotel and will be attended by the members of the showmen's organization in the clubrooms. The show opens Thursday (8) for 11 days.

The 5th of June—PCSA president, will name the committee for the function at the next meeting.

5 Months for Ruining Models

LONDON, April 3.—A patent was granted here this week for a prison here for taking a hammer to make a waxwork. The inventor, said the prisoner, was using the hammer to make new articles of waxwork. The prisoner is a man who has been in the business for some time. He has been put into prison for taking the hammer to make new articles of waxwork. The prisoner is a man who has been in the business for some time. He has been put into prison for taking the hammer to make new articles of waxwork.

Pier Walkout

Delays Chimps

NEW YORK, April 3.—Animal importer Henry Trefflich was arrested by a police officer in the street. The accused was taken to the police station with the chimps. The chimps were affected by the police strike here. He was arrested recently at New London, Conn., and charged with being in the possession of chimp. A猴子 was seen in Savannah, Ga. He has a captive chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and chimp and 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NOW... 5 GREAT MINIATURE TRAINS TO CHOOSE FROM

1. G-12 Portable STREAMLINER
   The most popular Kiddy Train in America. Over 500 are now in operation throughout the country.

2. NEW G-16 COMMUTER
   The ideal train for small parks and kiddielands. Carries both adult and child passengers.

3. G-16 SUBURBAN
   Recognized by operators and riders as the standard of quality for most installations.

4. G-16 LIMITED
   Accepted as the finest amusement train for larger locations that attract crowds.

5. NEW G-16 TRANSCONTINENTAL
   The largest, most powerful Miniature Train made. Can be operated as two separate trains if desired.

THERE'S AN MINIATURE TRAIN JUST RIGHT FOR YOUR OPERATION IN SIZE... IN VERSATILITY... IN PRICE

FOR ILLUSTRATED CATALOG AND COMPLETE DETAILS—WRITE DIRECT TO DEPT. B

MINIATURE TRAIN CO.
RENSSELAER, INDIANA -- PHONE RENSSELAER 2000

www.americanradiohistory.com
Ride-Makers See Good '54 Business

BY JIM McHugh

A NOTABLE similarity is thought and experience was indicated in the questionnaires returned by the manufacturers participating in The Billboard's 1954 Ride Manufacturer's Survey.

Better than 90 per cent predicted that business in the manufacturing and operating levels would be good. Holding in many instances it was maintained that business could be expected to have considerable of that last year but possibly slower due to a more cautious outlook. To one per cent viewed the future as hazardous.

Some 75 per cent of those replying said that new major and kiddie rides were now equipment of interest in the Park and that business had essentially not changed since of previous years. Such was the case on more than one per cent who said that their sales and inquiries contained a continuation of the growth of the major area.

The number of replies from the questionnaire has diminished from the phenomenal rate of responding to the initial interest in manufacturing units in the immediate postwar period. A study of reports and plans included in the questionnaires would seem to indicate that the solid core of the manufacturing business, as opposed to the diversions of opportunity past, has been substantially withdrawn from the field of small units and that high and naturally, acts as a barrier to the building of new units. The tight and outright scarcity of needed materials in the United States no longer exists and the knowledge that production can now keep pace with demand is causing the prospective buyer of anxiety.

There is evidence that a number of manufacturers are adding one or more more major rides, thus bridging the gap between smaller car manufacturers and the bigger. A larger number of smaller car manufacturers have increased the types of small units and are selling them at a lower price. The bigger units and their appeal to young age groups extend the potential operating hours and, theoretically at least, the grossing potential.

Tax Relief Important

Manufacturers are fully cognizant of what substantial relief in the present 20 cent federal sales tax would mean to operators. A September survey with the total tax lifted on all federal units under 60 cents as proposed now, would almost certainly spur a wave of ride building as manufacturers, there are many manufacturers of units that could stand replacement—say for a couple of operators who would like to expand their business or satisfy the need for a reduction in the operating cost of their public.

While it is true that operators have experienced some patience in riding their rides since the war, the cost of their units, the operation and maintenance have risen tremendously. Additionally, 10 per cent of the gross was earmarked for Uncle Sam.

The coin-operated rides which are operated by the thousands during the last couple of years and are now on the wave of an increased annual purchase for investment. They have an appreciable cost of growth in the outdoor field, where they have to compete with the multi-rider units.

The questionnaire included the following data:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Unit</th>
<th>Capacity</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrow Development Co., Inc.</td>
<td>251 Mallet Blvd.</td>
<td>Mountain View, Calif.</td>
<td>30-35</td>
</tr>
<tr>
<td>Kenton Manufacturing Co.</td>
<td>406 1/2 Santa Fe St.</td>
<td>San Gabriel, Calif.</td>
<td>24</td>
</tr>
<tr>
<td>C. W. Parker Enterprise, Inc.</td>
<td>300 S. Main St.</td>
<td>Tiffin, Ohio</td>
<td>12-24</td>
</tr>
<tr>
<td>Eerickson Co.</td>
<td>185 Western Ave.</td>
<td>St. Louis, Mo.</td>
<td>6-24</td>
</tr>
<tr>
<td>Pittsburgh Mfg. Co.</td>
<td>2400 W. 50th St.</td>
<td>Columbus, Ohio</td>
<td>12-24</td>
</tr>
<tr>
<td>National Amusement Device Co.</td>
<td>448 S. A. P.</td>
<td>Phila., Pa.</td>
<td>6-24</td>
</tr>
<tr>
<td>Boles Manufacturing Co.</td>
<td>91 N. Elm St.</td>
<td>Woodstock, Ill.</td>
<td>6-24</td>
</tr>
<tr>
<td>Monogram Mac.</td>
<td>214 W. 23rd St.</td>
<td>Phila., Pa.</td>
<td>6-24</td>
</tr>
<tr>
<td>Custer Manufacturing Co.</td>
<td>190 West Street</td>
<td>St. Louis, Mo.</td>
<td>6-24</td>
</tr>
<tr>
<td>Vocational Training Co.</td>
<td>1000 Liberty Ave.</td>
<td>Pittsburg, Pa.</td>
<td>6-24</td>
</tr>
<tr>
<td>E. &amp; M. Manufacturing Co.</td>
<td>2617 16th Ave.</td>
<td>St. Louis, Mo.</td>
<td>6-24</td>
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<tr>
<td>Lamberti Manufacturing Co.</td>
<td>123 15th St.</td>
<td>St. Louis, Mo.</td>
<td>6-24</td>
</tr>
<tr>
<td>Butterworth Mfg. Co.</td>
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<td>Kansas City, Mo.</td>
<td>6-24</td>
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<td>1135 S. Broad Way</td>
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57

KIDDIE PARKS

Opportunities to purchase at the present discount are described in "Kiddie Parks," the National Park Directors Association magazine. The 1954 Manual, containing a full description of the facilities and attractions of each park, will be distributed free to park operators in the near future. The 1955 Manual will be available for 50c per copy after January 1.

NORMAN BARTLETT

217 TREMONT, NORTH TONAWANDA, N. Y.

DISPLAY FIREWORKS

The "highlight" of JULY 4TH—PARKS—FAIRS and all outdoor celebrations.

Our ingenious pyrotechnics solve your firework problems with the magic of simplicity and "know-how."

ORDER EARLY—AVOID DISAPPOINTMENT
Illustrated sales sheets ready for the asking.

Make a success of your efforts by buying ILLINOIS FIREWORKS COMPANY, INC. Manufacturers and Distributors since 1918.

P. O. Box 793

Dundee, Illinois
THE ACTION RIDE that brings the Kids to Kiddieland and helps their interest year after year.

Great Returns on Such a Small Investment

This ride can be seen in many of America's greatest Amusement Parks and Kiddieland. Ask the Man Who Owns One. That is more convincing than our words would be.

Hodges Hand-Car Ride

The Ride That Makes Operators From Coast to Coast Instantly Rich

Send for Our List of Other Well-Known Operators of Hand-Car Rides and Literature

Hodges' Hand-Cars

Send for Our List of Other Well-Known Operators of Hand-Car Rides and Literature

Hodges' Amusement & Manufacturing Co.

415 West Piqua Street

Indianapolis 23, Indiana

The Original of the Hand Car Ride


Any infringement liable to prosecution.

Proceeded to go 420 feet with a whoop—a good test for a good ride. New workable back-stops without friction friction.

Rides in Stock

The firm today is still producing major rides on order, but concentration has been developed on the kiddie ride field, due to economy and competition. Mangels in its huge warehouse keeps many rides on hand, ready to go. The feeling is that prospective buyers are more likely to make decisions then and there, if delivery can be guaranteed immediately. Mangels, after his visits to his in-laws in Germany, has an idea of the market, not only in the United States, but in virtually every civilized nation. Europe's recognition accepted the simplification of a British Carriageway system.

"It was a nice ride," Mangels would say, and these were not mere words. All I did was eliminate any. Simplicity is the byword, and this it has been.

Ride that was also popular in the United States, is the Tiny Tot train, which has run on many rides in the United States.

Stop at the station, place your ticket in the slot, and away you go on your own little adventure. A small repair shop was first on the island, and the children would come and go, armed with small amusement devices. The establishment grew into a large cycle repair shop, leading to his invention of the Razzle-Dazzle Swing ride. His findings were later taken out in 1914.
NATIONAL'S RECORD OF ACHIEVEMENT is YOUR GUARANTEE of the BEST in RIDES.
No other manufacturer gives you as much in QUALITY, SAFETY and PROFITS.

THE CENTURY FLYER
Miniature Train

NATIONAL'S TRACKLESS TRAIN
Runs Anywhere—No Tracks Needed

THE COMET, JR.
Kids' Coaster

LARGE COASTER
Designed for Any Location

COASTER CARS
Custom Built for Your Coaster

MIRROR MAZE
FUN HOUSES
LAUGHING MIRRORS
OLD MILLS
MILL CHUTES
KIDDIE FERRIS WHEEL
KIDDIE BUGGY RIDE
PARK BENCHES
Complete Designs for KIDDIELANDS

Rides built by National over 30 years ago are still in operation and considered too good to replace.

National Rides enjoy the lowest insurance rate possible because of their unsurpassed record of safety.

PERFECTION...

Stems from the production line . . . with its background of fine engineers and skilled mechanics under the direct supervision of Aurel Vassilin, National's founder and sole owner . . . builder of Rides since 1910.

PERSONAL SERVICE...

wherever you are by William de Kharba Jr., who has had a lifetime of experience in selling rides and Kiddielands. Discuss your problems with him. Special trips to your city if necessary.

NATIONAL AMUSEMENT DEVICE COMPANY
Box 488, VAD. DAYTON 7, OHIO Phone Mirose 2646
How are you fixed for games better check Bowl-O
better check Bowl-O

AND GET SOME—RIGHT NOW
• 70 games per hour at 5 or 10 cents
• 45 seconds completes a game
• Designed with operators in mind
• Trouble-Free—Easily maintained
• Gared for the family play
• Kids and Grandmas
• Warranted—Defect Free

$10 Federal Tax

WRITE FOR LITERATURE

OVER 5,000,000 PEOPLE PLAY

TIM-BE-LAK
fig. U. S. Pat. Off.

in PARKS—RESORTS—ARCADES AND NOW
CARNIVALS & KIDDYLANDS

PLAYERS ARE ON
MORE AS
MORE ALLEYS
ARE IN OPERATION

YOUR PATRONS DESERVE THE BEST

ALSO
COASTERS—PLANS—CARS—EQUIPMENT
LUBRICATORS—FARE REGISTERS
FUN HOUSE STUNTS

PHILADELPHIA TOBOOGAN CO.
130 E. DUVAL ST., PHILA. 44 PA
Amusement Devices Since 1904

50th ANNIVERSARY

---

con "BALLYHOO" for you...

Indefinitely

and Without Tiring!

Designed for a thousand uses in Outdoor Showbusiness... useful for everyone from the concession-
aire to the grandstand.

This tireless talker, the Message Repeater, is an electronic mechanism 6" cubed, weighing 6 lbs.
Use it on an electronic Barker... to make special an-
nouncements... to ballyhoo for you indefinitely and unattended.

It can repeat (at a whisper or a roar) any message you record.

Sound effects and musical backgrounds are easily blended into your voices.

It repeats any message you record over and over without any loss in fidelity.

It has its own speaker, microphone, recording and playback-
back mechanisms.

NO NEED TO HANDLE TAPE when using the Message Repeater.

It has a cartridge of recording tape, the size of a pack of cigarettes, can be inserted or removed instantly by pressing a button.

You can re-record in seconds! EVERY OPERATOR CAN AFFORD ONE! FOR FULL INFORMATION WRITE

CAREY A-V CO.

---

ROLL TICKETS PRINTED TO ORDER

1000,000—$30.00

OR MACHINE FOLDER

100, $10.00-200, $12.00-300, $14.00-500, $17.50.
PRICE CHARGE 50¢-COLOR-CARDBOARD CARDS-CASH WITH ORDER.
STICK ROLL TICKETS. ALL SINGLE—$1.20 DOUBLES.

DALKY TICKET COMPANY, COLLINSVILLE, ILLINOIS

World Fireworks

Gives you more—gives you better

Exhibits for your delight. Write for catalogue.

"World's Best Fireworks"

World Fireworks Display Co.

P. O. Box 615, Danville, Illinois

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TRAILER MOUNTED KIDDE AUTO RIDE

Manufacturers

Adult and Kiddie Coaches

Kiddie Trailers

Pennsylvania Trailers

207 N. Clinton, Chicago, Illinois

HAND CARS

Very Profitable Ride

HAMPION AMUSEMENT CO.

1221 Oakdale, Evansville, Ind.

TUBS-O-FUN

SENSATIONAL NEW 48-PASSENGER KIDDE-ADULT RIDE—VERY FLASHY

Riders may turn or spin themselves in either direction as the entire Ride revolves. Revolutionary new design combines-Hard Sided Assembly. Absolutely no bolts or pins to be removed, just loosen 21 nuts at new turns and the entire Ride breaks up into only 17 pieces, plus Covers. Covers in assembly, then can be completely assembled or disassembled in just a few minutes. Self-loading, unloading. All Tubs loaded, unloaded simultaneously. Tremendous saving in labor and power. EXTRA HEAVY DUTY CONSTRUCTION.

PRICED AT ONLY

$2,750.00

AT ST. LOUIS, MO.

HAMPION AMUSEMENT CO.

1221 Oakdale, Evansville, Ind.

MURDOCK MANUFACTURING CO.

4021 S. REAY AVENUE—VENICE, CALIFORNIA

QUALITY BUILD

KIDDE RIDES

PARKS • KIDDE LANDS • DRIVE-INS

- Additions to existing
- New construction
- Complete Ornaments
- Inexpensive Patents and plans
- Manufactured Equipment

- INDOOR—OUTDOOR

WILLIAMS

NEW EXCITING KID-E-COASTER

ALL NEW CONSTRUCTION

KID-INTERESTING

ALL-KID-INTERESTING

WILLIAM'S AMUSEMENT DEVICES CO.

127 E. St. Paul Street

South Bend, Ind.

---

World Fireworks

Gives you more—gives you better

Exhibits for your delight. Write for catalogue.

"World's Best Fireworks"

World Fireworks Display Co.

P. O. Box 615, Danville, Illinois

---

Bowl-O

Dissolved in 1904 with part of the family and all the while, he asked the local newspapers, who bought in every article of every right to the shop, showed me his Kiddie Park. "You see I have all over the place and being passed for the children. A Kiddie Park and so combined."

Mangels took a picture, the former Emma Kammerer, of New York, whom he married in 1894; his son, William J., and daughter, Margaret, to Europe on the trip. "We took our Packard, too. It was a motor car and was the dock we landed in England—very fine car."

Still Speaker German Mangels, who still speaks German, was able to make himself understood. His son, Sieboldt, interpreted for him the times. When Fred and William Jr. showed in accordance with the fact, said Mangels, they were distanced generally towards formal schooling.

The boys got up by the business of hanging around the shop rather than to school. They could get picked up for that, made up in those days, too. Fred Jr. recalls with a grin, "Fred was okay in school, but there, whatever would I need that stuff? So here we are, both doing the same thing in the same place after all these years."

The boys, however, developed a liking for written French and French and English books and English books in his library, requiring help when there was a word requiring special interpretation. A trip to France contained an extensive and expensive collection of patent law editions which proves of constant value.

Many Old-Timers

Although Mangels' mind is constantly hummed with the sounds of manufacturing, the age of the staff has held to an even dozen, but the reason for this, the workers being old-timers. It has been the practice for a long while that any new was hired. With a liberal attitude, the men are kept on the job even further down the road. With there is little to do—unions have not ruled their hands in this.

"That may go where you have or does the same as they do it Mangels comments. "But with all our specialists each man must becomes a separate shop man until they turn a new job.

Occupying spacious quarters in a fine building, the Museum, which contains countless memorabilia, is in a prominent position. Models, trophies, automaton cabinets, pictures of the late showman's career, are displayed. With R. S. Uebers, he was a star at Barnum and Bailey."

The Museum contains cabinets, our specialty; the Museum contains cabinets, our specialty; it contains cabinets, our specialty; it contains cabinets, our specialty, our specialty; it contains cabinets, our specialty.

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Amusement Parks

Alabama

Ocala-Florida Park, N. W. Brown, mgr.; has 18 rides, 16 amusement games, penny;

Arkansas

Arkadelphia Park, J. H. Murphy, jr., mgr.; has 12 rides, 16 amusement games, penny;

California

Los Angeles Park, P. O. Grove, mgr.; has 12 rides, 16 amusement games, penny;

Colorado

Denver-Lakewood Park, J. H. Kraner, mgr.; has 4 rides, 4 amusement games, penny.

Connecticut

Waterbury-Fluorescent Park, owned by J. C. Haslett, mgr.; has 1 ride, 1 amusement game, penny.

District of Columbia

Washington Park, W. H. Winslow, jr., mgr.; has 12 rides, 16 amusement games, penny.

Florida

Daytona Beach Amusement Park, owned by Frank L. Mason, mgr.; has 12 rides, 16 amusement games, penny.

Georgia

Atlanta-Pine Park, owned by W. S. Parks, mgr.; has 12 rides, 16 amusement games, penny.

Massachusetts

Newton-Vermont Park, T. R. Fitch, jr., mgr.; has 12 rides, 16 amusement games, penny.

Indiana

Indianapolis Park, N. W. Davis, mgr.; has 12 rides, 16 amusement games, penny.

Kentucky

Louisville Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

Louisiana

New Orleans-Jackson Park, owned by C. E. Smith, mgr.; has 12 rides, 16 amusement games, penny.

Maryland

Baltimore-Kirkehead Park, owner, H. E. Smith, mgr.; has 12 rides, 16 amusement games, penny.

Michigan

Ann Arbor Beach Park, owned by W. E. Johnson, jr., mgr.; has 12 rides, 16 amusement games, penny.

Missouri

St. Louis-Missouri Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

Nebraska

Omaha Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

New York

Malverne Park, owned by J. C. Haslett, mgr.; has 12 rides, 16 amusement games, penny.

Ohio

Cleveland-Cleveland Park, owned by J. C. Haslett, mgr.; has 12 rides, 16 amusement games, penny.

Oklahoma

Oklahoma City Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

Pennsylvania


Rhode Island

Providence Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

South Carolina

Charleston-Carolina Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

South Dakota

Lincoln Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

Texas

Dallas-Dallas Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

Virginia

Richmond-Parkway Park, owned by J. C. Haslett, mgr.; has 12 rides, 16 amusement games, penny.

Washington

Seattle-Seattle Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

Wisconsin

Milwaukee-Milwaukee Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.

Wyoming

Cheyenne-Cheyenne Park, owned by W. H. H. Baker, mgr.; has 12 rides, 16 amusement games, penny.
**NEW! Equipment**

- Rodeo Ride
- Choo Choo Ride
- Speed Boat Ride
- Kiddie Auto Ride
- Rocket Ride
- Pony Cart Ride
- Army Tank Ride
- Miniature Trains
- Kiddle Counters
- Reading Galleries

**TERM PAYMENTS**

KING AMUSEMENT CO.  Mt. Clemens, Mich.

**STEEL BLEACHERS AND STEEL GRANDSTANDS FOR RENT OR SALE**

LUIS FIGARI

**THE BEST COSTS LESS**

A point by point comparison will show that Arrow Equip-

less to buy, costs less to maintain.
A Natural for
AMUSEMENT PARKS! ARCADES! CARNIVALs!

Report of Tests Prove
It's Got Everything!
* Eye Appeal! * Play Appeal!
* Wide Spread Appeal
with Men -- Women -- Boys and Girls!
* And Plenty of Profits Appeal!

The "Gun-Ride" featuring a
shooting beam of light-guided
by pilot to pass through the
lighted buttons on backboard
showing 20 world capitals, tests
his skill as he attempts to go
'Round The World in 60 seconds.

A Natural Attraction for ALL LOCATIONS!
Amusement Spots! Bowling Alleys!
Arcades! Carnivals! Miniature Golf
Courses! Retail Stores! Etc.!

LOOK AT THESE FEATURES!
• Simulates actual Flight Action!
• No Gears or Ballist to go out of Order!
• Pilot Controls Desired Speeds;
• Weather-proofed. Works for Indoor
or Outdoor Locations!

* TESTS PROVE
THIS 'GUN-RIDE'
DRAWS CROWDS IN ANY
PLACE OF BUSINESS!
Supplementary List
(The following are not completely equipped amusement parks but have pools, coin-operated machines, robots and book orchestras and acts.)

Arkansas

Little Rock—White Mountain Park, J. A. Jacobs, mgr.; has 3 amusement games, pool, pool, Penny Arcade, mental machines.

Gary—Gary Amusement Park, Mr. and Mrs. Henry F. Herber, mgrs.; has 2 amusement games, pool, pool, Penny Arcade, mental machines.

Colorado


Connecticut

Wallingford—Wallingford Park, D. J. Bardin, mgr.; has 1 amusement game, pool, pool.

Florida

Orlando—Gulf Beach Amusement, Fred A. R. Nealy, owner; has Penny Arcade, mental machines.

Georgia

Macon—Macon-Savannah Park, Mr. and Mrs. W. C. Rogers, mgrs.; 12 amusement games, pool, pool, Penny Arcade, mental machines.

Milesburg—Leona Park, Leonard J. Sowden, owner; has bath, pool, pool, Penny Arcade, mental machines.

Missouri

Springfield—Roller Rink, J. W. Underwood, mgr.; has 4 amusement games, pool, pool, penny Arcade, mental machines.

New Hampshire

Lancaster—Fair Park, Charles L. C. Corbin, mgr.; has penny Arcade, mental machines.

New Jersey

Ocean City—Varnum's Fete, L. E. Varnum, owner; has pool, penny Arcade, mental machines.

New York

Cuba-Clayville Park, M. H. Hazenmiller, owner; has 3 amusement games, pool, pool, penny Arcade.

Tappan—Tappan Park, William S. Flaster, owner; has penny Arcade, mental machines.

Ohio

Cincinnati—Cincinnati Park, C. H. M. Cartwright, owner; has penny Arcade, mental machines.

Pennsylvania

Philadelphia—Ferris Wheel, John A. Ferris, owner; has penny Arcade, mental machines.

Philadelphia—Philadelphia Park, J. A. Ferris, owner; has penny Arcade, mental machines.

Texas

Wichita—Wichita Park, J. L. Green, owner; has 9 amusement games, pool, pool, penny Arcade, mental machines.

Utah

Salt Lake City—Great Salt Lake Park, Phil W. Stearns, owner; has 10 amusement games, pool, pool, penny Arcade, mental machines.

Wisconsin

Milwaukee—Circus Rides, Amusement Park, W. J. Smith, owner; has penny Arcade, mental machines, penny machines, penny machines.

You save plenty on operating costs

New Chevrolet trucks bring you high-compression power that saves you money every mile. All three great engines—the "Thriftmaster 235," the "Loadmaster 235," and the "Jobmaster 261"—deliver greater horsepower plus increased operating economy. In addition, the mighty "Jobmaster 261" engine reduces the need for operating in low gears on heavy-duty jobs. As a result, you shift gears less... save more on gas.

New's a good time to see your Chevrolet dealer about this time-saving, money-saving truck...

Chevrolet Division of General Motors, Detroit 2, Michigan.

Chevrolet Advance-Design Truck Features

Three Great Engines—the new "Jobmaster 261" engine for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light, medium and heavy-duty hauling. NEW TRUCK HYDRA-MATIC TRANSMISSION—on 3/4- and 1-ton models. Heavy-Duty SYNCHRO-MESH TRANSMISSION—fast, smooth shifting. DUAL-SHAFT PARKING BRAKE—greater holding ability on heavy-duty models. NEW RIDE CONTROL VALVE—eliminates brakes on cab. STANDARD STAKE SIDES—give increased load space. COMFORTMASTER CAS—offers greater comfort, convenience and safety. PANORAMIC SPORT WINDOW—gives increased driver visibility. 22-Gallon STEERING TANK—easier, safer handling. ADVANCE-DESIGN STYLING—rugged, handsome appearance.

Chevrolet Division of General Motors, Detroit 2, Michigan.
Banner Year for Souvenirs Seen by Goldfarb Jobbers

NEW YORK, April 3.—The souvenirs and novelties industry, among the oldest of those businesses in which the seasonal picture can be determined by the calendar dates of the New Year, is on record for a banner year. Goldfarb, who is one of the few men who can finger the pulse of this business accurately year after year, predicts that it will be a good one. It will be the best the ever for souvenirs and novelties. Goldfarb knows because the orders were placed a full year ago.

Goldfarb, who, with his brother, Philip, heads the Goldfarb Specialty Co., and who has been among the nation’s most respected manufacturers for some 30 years, says that the present crop of souvenirs and novelties is the most complete and the business has been expanded in several directions. There is a showroom and subsidiary in Milwaukee for the winter trade, one in Washington, D.C., and another, the Acme Novelty Co., on the West Coast, operated by another brother.

Benjamin, Saul and Philip head the business, as partners. And Saul, Goldfarb is one of the few men who can finger the pulse of this business accurately year after year.

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1954 Mobile Homes
Stress Modern Living

With 2 bedrooms up, one
down, fireplace, built-in
television, air conditioning, floor heating, automatic dish
washer, garbage disposal,
porch, step-down living room," reads a classic ad for an
up-to-the-minute, home
which, indeed, it is. The new
homes like that available in 1954
and those to come are
methodological fortuitous.
These are some of the
trends of the future, since
understanding the future
is the basis of their design.
So while we build our
products, we build our
future. This is a
methodological concept of
modernity.

Window treatment has
been given more attention than ever before. In the
kiosks of the home showrooms,
the bills of stationary
kiosks, have been added details
in the walls to make all
features as attractive as possible,
the Interiors in a home,
and provide a measure for the
value of the products being
offered.

STOPPING GLASS WINDOW
blinds, panel windows, instead of one is
blinds, are included in the interior
design of the paneling.

Metal, plastic, wood
and aluminum, have been
made available to all
manufacturers.

Large-size windows have
been
created, since weight is an
important factor of a number of
home building spaces. This
tube made of reinforced plastic
and weighing only one-fourth
much as conventional metals.

Large-size windows and refinements
that steel or wood cabinets,
which can be had with the new
eyesight, glass-covered ones.

All the windows in a
guest, too, and the
largest in a home, is a
feature of the whole.

Style change and today's
complete
the mobile
home is one of the
models, and in
account the changing tastes of
the homeowner.

Trade-In Value High
The mobile home owner
need not feel that his mobile
home is outdated when
buying a new one, but is able to
drive into a new trailer
unit and drive out with a new
home in hand. The company
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Mechanical Refrigeration
NOW AVAILABLE -
ROOT BEER BARREL

(45 Gallon Size Only)
Drives 18' in length and has a delicious
pull drink with clumped amount of
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Exclusive!
15-45-50 Cat Deposit with 2 faucets, one for
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Also Dispensers for Coke-Cola, other Drinks & STAINLESS STEEL HOOPS

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SUPPLIES
BLOWERS
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Simply plug into any 110-volt outlet for an extremely bright, flickerless spot. Sharpest edgged from hood to flood. Suitable for all purposes, indoors or outdoors. Fully adjustable on all models. Equipped for use in any climate. The Strong Electric Corporation
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FULLY ADJUSTABLE Spotlights FOR EVERY PURPOSE

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They give every production sparkle and life!
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allan herschell
1954 roller-coaster

Allan Herschell's lemona "Little Dipper" has been improved to bring you even greater fun! With the same weight and portability, it now features a smoother, shorter ride cycle and a 40% deeper dip at each end of the ride. New pickup drums with built-in spring loaded shock absorbers smooth the pick-up action. The elevator chair speed is 60% faster to achieve the ride cycle for a greater passenger turnover.

First of the improved 1954 Roller-Coasters, along with five Allan Herschell Riders, has gone to the Cordita Country, Melbourne, Vic. Victoria. "Only Allan Herschell Riders give you the built-in quality that can take it more often, with a traveling operation!"

ALLAN HERSCHELL
COMPANY, INC.
"world's largest manufacturer of amusement rides"
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ALSO A COMPLETE SELECTION OF ECHOLS ELECTRIC ICE SHAVERS

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WESTERN EXTRACT CO. 111 N. E. 10th St. Oklahoma City, Okla.
RICHMOND, Va., April 3—Children were the motivating force that brought the biggest percentage of people to the 1953 Atlantic Basin Exposition, where the staging of the event was gained principally through newspapers with other publicity-advertising media ranked well below the daily in selling importance.

Those and other interesting facts, none of which will be used to shape future operating policy, are contained in the results of the Public Opinion Survey—first ever—and conducted at the 1953 fair by the public relations department under the direction of J. Linwood Bryce, public relations director.

The survey results were one of the reasons given for the switch in 1954 from a night revue type of grandstand show to a circus-type presentation. While only 15 percent of those attending the fair saw the grandstand show, 86 percent said that they liked it. Of those queried 26 percent said that they favored a revue show; 26 percent voted for tightrope shows.

**Separate Interviews**

Each person was interviewed by means of a separate questionnaire. The interviewer carefully read to the respondent each question in the order that it appeared and, with or without explanation of other opinions that would or could influence the response in any manner.

The forecast were carefully noted in the control section at the bottom of each sheet. "Before the Fair" statements were based on a total of 330 interviews, both male and female. "After the Fair" findings are based on a total of 238 interviews.

The questions and the answers in terms of percentages ran as follows:

**TO PLAY FAIRS**

**Two Traveling Atomic Energy Shows Will Set All Record**

OAK RIDGE, Tenn., April 3—Two traveling atomic energy shows appeared for the first time in Oak Ridge yesterday for the spring season, announced Charles G. Wilder, manager of the American Institute of Atomic Energy here, yesterday.

Each show, Wilder said, tells a different story of the atomic energy, from the uranium mines to the uranium plants, in industries, agriculture and health.

The largest exhibit required 8,000 square feet of floor space for effective working, the other 4,000 square feet.

Among materials included in the exhibits were ones from Van de Graaff generators, Geiger counters, uranium-235, and radioactive animal and plant specimens.

Exhibits offer many opportunities for técnico with local industries and hospitals, thereby increasing their value to the community.

Information on the exhibits may be obtained from Mr. J. G. Oakes, P. O. Box 117, Oak Ridge, Tenn.
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EVERY CONCESSIONAIRE LOOKS TO
GOLD MEDAL FOR THE NEWEST AND BEST IN
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The new triple head Hurricane gives you 50%, more floss
than the standard machine with the same vibration-free
operation and freedom from breakdowns, the only prac-
tical triple-head design. All the floss you can handle, or
as little as you may want. If you had them standing in
line last year, get the new Hurricane and get those extra
profits.

MACHINE-MADE COTTON CANDY CONES.
Save time and make more money this year with machine-
made cones, another original item for Gold Medal.

FLOSS MACHINE STAND
The perfect setup for inside locations, Amusement resorts
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aluminum, sets up in 3 minutes. The full Plexiglas top
slides in grooves and in operation the floss is protected
on three sides and almost half of top. Comes complete
with carrying case, total weight is only 68 lbs.

FLOSSINE, for flavoring and coloring Cotton Candy. This
is the cheapest and handiest way of flavoring and color-
ing your sugar. Five different flavors.

Write for a copy of our 1934 Concession Supplies and Equipment Catalogue, 80 pages of money-making and money-saving items. Any of the
Gold Medal products can be had either direct from us or from leading conoession supply houses from coast to coast. In traveling, you are
always near to some Gold Medal dealer—you are always sure of getting "the most for the least."

THESE CONCESSION SUPPLY HOUSES SELL GOLD MEDAL PRODUCTS

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When you are in our neighborhood stop in and see us. We handle the complete
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When you are playing around Chicago you can get any of the Gold Medal
items quicker from us. We also manufacture a complete line of Candy Corn
equipment, Chip machines and other Confectioners' equipment.
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Serving the Middle Southwest with
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LITTLE ROCK         TEXARKANA

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JACKSON
Speaking of Gold Medal items, we get 'em, we like 'em and
we sell 'em. When you are
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us. And don't forget to see
us for Peanuts, raw and
roasted—we got tons of 'em
just waiting for your order.

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Exclusive distributors for the Gold Medal line in Pittsburgh and surrounding
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A complete line of Gold Medal Products items are displayed in our store. We
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items. See us at
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ST. LOUIS
C. H. FRANK
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Distributors for Gold Medal Products in St. Louis and nearby territory. See
our larger ad in this issue.
FOOD BUSINESS STEADY

Eat and Drink Supplies, Gear Expected to Hold to '53 Levels

DESpite signs of a tighter economy in some quarters, distributors and manufacturers of supplies and equipment for the eat and drink concession stand business feel more optimistic about the season as a whole. While a natural decline in sales is expected on some items, the consensus is that business will be up in some areas and steady in others. In the line of outdoor supplies, for instance, the joint outdoor season is expected to be a good one. A survey by The Billboard indicates that this year's outdoor season looks promising for much improvement over '50. A drive to sell out last season's stock in most respects and to increase consumption of chow and food are being made at this season's start as the year ago with a little easier in the way of new developments.

Normally a field where flexibility is the keynote, the appearance of the survey this year was a stiffer one, and this is largely due to business, both new and old. Gold Medal Company of Cincinnati was one firm that had added a number of new items this year. Dave Evans, sales manager, reported that the firm had redesigned the cotton candy stand first displayed at the Chicago outdoor convention in November and this year added a selection and platform with a sliding cover, in new colors offered of 1951. Another new item is a triple head cotton candy machine which, according to Evans, greatly increases the output of the firm. The latest tally at $255. Other additions to the line are a folding serving door for the firm's line of ready-to-use wax-lined strips and a maintenance kit for the firm's cotton candy machine. Also included in the line are burners for outdoor use. Prices on most items in the Gold Medal line remain unchanged, a few going up, while others were reduced a little.

Evans further said that in his opinion, eat and drink concession standers were forced to give patrons more value for their money. It was a situation that had to be handled by the individual operator, and the job of getting it will be harder and cost him more so will undoubtedly result.

Prices Up
Prices of condiment dispensers for mustard, vinegar and other semi-liquids have gone up this year due to the increased cost of raw materials and manufacturing, Miles E. Evers, president of M&K Dispenser Company, Wensley, Pa., reports. Evers said that this was the first increase in five years and would bring the price of the dispenser up to $36 from last year's $31.65.

Prices of the comprehensive line of supplies handled by Concession Supply Company, Toledo, will average out about 5 percent this year, some up a little and some down, with the companies depending on weather conditions and the condition of the business. According to B. H. Brockway, president, the concern this year is for featuring a 17-Pc. Bag which sells at $18.50.

Prices of the popcorn building, called Kratsy House Building, are down about five percent with the price of K-B, 17-Pc. Bag which sells at $53.00, according to I. L. Vincent, owner, of Standard Manufacturing Company, Minneapolis, according to a change in the prices of equipment and foodstuffs.

Minor Increases
Prices on products handled by Long Eakins Company, Springfield, Ohio, will be unchanged to 5 per cent higher, minor adjustments having been made on some items due to increased cost. W. E. Eakins, branch manager, expects business this year on popcorn supplies and potato equipment, and potato chip and oil reduce prices.

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Food Business Steady

On the most optimistic report came from C. H. Evans, St. Louis distributor, who anticipates a good year in his territory, this January and February business, which the firm has been doing, and the new and old block.

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Prices on General Show Equipment Being Maintained at '53 Levels

The general business outlook is good in Oakes' opinion, as his company's operations will be in the market for new equipment to better their booths.

In addition, Oakes Industries, Dayton, O., suppliers of bingo equipment, cards, boxes, flashers, number boards and plastic markers, report no changes in prices.

A number of new Arcade products are being introduced this year by International Motionette Corporation, New York. Good reception has been accorded their new line of equipment, which is available in two models.

Another new development in their line will be a drive-in that will be suitable for both youngsters and adults. Officials of the firm report their present sales records point to an increase this year, with no changes in prices.

More new equipment for drive-ins is being manufactured by Dayton Equipment Corporation, Dayton, Ohio.

For more new equipment, see the theater industry's trade magazine, Boxoffice.

A new design for mirror mates is being introduced by Al Nichols of Clearwater, Fla., who designs both two-foot mirrors and six-inch high, two-foot mirrors are available in glass costs. Plastics are being used more and more in the field of mirror mates, as glass houses and this has cut down manufacturing costs. Plastic is also cheaper in some instances.

More passenger plants are unchanged in price according to J. N. Rowland, Columbus, Ohio, manufacturer of passenger plant equipment, Columbus, Ind., manufacturers of passenger plants.

A new lightweight Diesel in its line of passenger plant equipment, has a 600 horsepower at 2,100 revolutions per minute and it weighs 14 pounds per horsepower. The price to the operator is $250. First quarter deliveries are scheduled.

New passenger plant equipment, as reported by the Cleveland Mechanics and Novelty Company, Cleveland. Prices will be changed on present merchandise with a few exceptions and the organization looks for good year business.

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BETTER PROFITS FOR YOU IN 1954
PROMPT SERVICE—LOWEST PRICES—BEST QUALITY

POPcorn MACHINES
STAR & CRETORS
All Sizes
Gas & Electric

"PUT ON THE DOG"
Star Steamer Jr.—Electric combination Hot Dog Steamer and Bun Warmer. 120 Hot Dogs and warm 60 buns. Sell more "Hot Dog" with this unit. Only $59.75

CARAMEL APPLES AND SUPPLIES
Ready to use, soft heat and dip: applies 1 gallon covers 18 apples: 1 gallon costs 12.50. Supplier: Standard, Kettle for sealing and dipping. For Caramel, supply 12-Quart Shredded Coconut
Caramel—1 Gal Can
Cost of a Can
$3.25
Shredded Coconut
Spreads—Shredded Coconut
Cost of a Can
10.00
Cost of 1000
$10.00
Cost of 2000
$20.00
Sold for recipe
$2.25

CONCESSION UMBRELLA
Tinplate, In stock, Painted, Priced to $15.00 or Less, Per Doz.
Cost
$25.00

C. R. FRANK
National Distributors
2020 Olive St., St. Louis 3, Mo.
Lollypop Zoo, opened in 1950 in Syosset, N. Y., clicked from the outset. Not the least of the reasons is that the spot's founder-owner, Harry Sweeney, retained the atmosphere of an old farm and sylvan retreat. The picturesque pond at upper right is a natural for ducks. Concrete sheds and positions, lower right, went the real appeal. Domesticated barnyard creatures, plus one llama, are in same area at upper left. The Jack and Jill House, shown at right, enables the kiddies to accommodate many birthday parties for the small fry.

LOW-PRESSURE PROMOTION WINS

Suburbanites Beat Path to Door Of Long Island Children's Zoo

SYOSSET, N. Y., April 3—One of the difficulties encountered by Harry Sweeney is convincing people that building up and running a kiddie zoo is not a short cut to retirement. "They keep asking for advice with the idea that all they have to do is fence in a couple of ducks and they're in business," he says. "There's plenty of work to do, some of it enjoyable but all of it hard."

Sweeney is former assistant gen-
eral director of the New York Zoological Society, who made a successful thing out of his pioneering attempt at a privately owned children's zoo. His Lollypop Farm Zoo, on the Jericho Turnpike in this Long Island suburb, has been tickling since it opened June 14, 1950.

Long, Hard Work

Altho Lollypop exhibits by large the same variety of domestic animals and fowl as does the garden variety of kiddie zoo, Sweeney's enterprise is notable in several respects. For instance, there is the lavish use of pastel-shaded paints and decorative structures which provide a setting for the inhabitants of Lollypop. This is the product of arduous hours by the owner, who has performed virtually every form of construction task on the four-acre compound.

This is especially evident in the wintertime, when zoo activity is confined to the interior of its picturesque steeple house. A landmark noted as a former stagecoach stop, it has had its interior transformed into a children's wonderland. Colorful enclosures decorate the walls and fill the rooms, with numerous animals on display, to be seen and faddled by the moppets visiting.

Lollypop opened with an entrance charge of 25 cents—21 plus 4 cents tax. The traffic was so heavy the admission was raised last year to 30 cents. There was no decline in patronage.

This ticket price is charged everyone over 18 months old. Schools and institutions get a rate of 20 cents for 10 or more children. Other income is obtained at a souvenir stand, Jack & Jill House restaurant with pals, and the half dozen old vending machines Sweeney took with him from the Bronx Zoo, where he designed that park's children's zoo.

Four vendors are in a building wall.

The other two stand alone.

Birthday parties bring in added revenue. For $1.25 per child and 25 cents per adult there are covered tables, inscribed cake, three train rides per child, balloons, ice cream, favors, candies and lollypops. Parties are held in the little Party House. One week's notice and one-half deposit are required.

Sweeney says he was lucky in his early zoo location, admitting that he had preferred setting up closer to New York City. Choice spots were priced too high or made unavailable to his type business.

"One day I was passing and saw this fellow posting a sign on this property. I bought it, and here we are."

Beside the old steeple house, which is an eye-catcher as well as a historical structure, there is a picturesque pond which fits ideally with the zoo operation, as it is a natural for the use of ducks.

Staff of Six

Parking space for about 250 cars has been set aside right on the highway, and from the lot the patron obtains tickets from a decorative carbonizer's building. The cashier is one of the six full-time Lollypop employees, five of them being women. Sweeney, his wife and two daughters also add their services.

Sweeney's headquarters are upstairs in the steeple house, where he has the attic walls decorated with paintings he has produced, and where he does whatever planning and office work is necessary.

A former architect, he has applied his fine artistic talents in the design of Lollypop's figured decorations and animal enclosures. Phlegmatic, liking the parking area sport animal banners handmade by Sweeney. Last season 20 talent shows were performed on a stage he built.

The professional entertainment is being discontinued this year since patronage was held too light to warrant the shows being put on again. The format consisted of a cowboy and horse, story-teller, ventriloquist and magician.

Train Is Sole Ride

There are no riding devices at Lollypop other than a Renneller Ingraham Train, one of many operated by a concessionaire. Every other function at the zoo is keyed and run by Sweeney. Adding more rides, he feels, would detract from the zoo's natural history appeal. Tickets are 9 cents each, three for a quarter.

"The zoo is a zoo, and an amusement park is an amusement park," he explains, and the separation of the two has produced results at Lollypop.

Sweeney is about 300 animals there, many of them ungenoned and almost all born and raised at the zoo or acquired from domestic yard creatures except a llama. At one time there was the intention of importing a small herd of camels, but Sweeney invested $2,400 in ponies.

"Then the State classified the ride as the same it did golf ranges and outdoor movies. I had to pay my poxy boys 10 cents an hour. At that rate I couldn't make more than $8 a day on a pony," Sweeney recalls.

Peeky Ride Dropped

"I sold the whole caboodle that fall, and told the State, in effect: 'Thanks boys, you just put me out of the pony ride business.'"

He regards his enterprise as a sort of grind show. "It's a constant show here, with the animals as the actors. They are untrained so their actions are always spontaneous. Kids like that."

So do grownups, apparently, because with his extreme low-pressure methods Sweeney has netted a fabulous amount of free publicity. Much of this results from the smooth testimonial, he assumes, since his former architect and professional writers and photographers are always drooping by.

"We don't care how many photos or stories they have, the public's all the time. "Anyone who wants to make pictures here welcome to unlimber his camera here. The place is set up to be photogenic."

As a result of the plugs given by the thousands who have been to Lollypop, Sweeney and his animals have appeared four times on Arthur Godfrey's TV show, on the "Howdy Doody" show, and on 12 other programs. Stories on the zoo have appeared in the Saturday Evening Post, McCall's, Cue and Good Housekeeping magazines. Sweeney says he did nothing to solicit these appearances and stories, but that they just happened. His only advertising is in local Long Island weekly newspapers.

Lollypop can accommodate 3,500 paying guests. To enable an easy traffic flow around the grounds, the management has constructed winding paths decorated by country log fences and corn shocks, the latter from outlying farms. Here, too, are obtained some of the young collars, donkeys and kids, and here they are returned when they grow too large for the entertainment of children.

These good days, on which the top crowds are drawn, do not occur during cold weather when the animals are confined to the steeple house. Even so, winter business is more than sufficient to warrant the house being kept open. All the year around, in fact, the zoo is in operation, with the exception of Christmas Day. And the hours are 10 a.m. to dusk daily. During Christmas season there is a special house net aside for Santa, and other seasonal display is set up at Easter time.

Displays Altered

There is constant addition and alteration going on at Lollypop. Since Syosset is a suburb surrounded by more suburbs of New York City, there is much repeat patronage. The area is in the midst of Long Island's postwar building boom, where many thousan- ds of young families are settling. To retain a constant patronage Sweeney and his staff continuously alter the displays and switch items around to maintain interest.

Having built his zoo into a successful business, Sweeney now plans on erecting a home for his family on the property. A further aid to Robert Moore, New York City park commissioner, at the World's Fair, Sweeney went from there to the zoological society. Side achievements in addition to his painting have included the authoring of a book on naval tactics, his pet subject.
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**Famous Manley POPCORN**

Only the best popcorn yields the biggest possible profits for you. Interior corn actually cuts down your income on this proved top-profit item. So always get top-quality, high-profit Manley popcorn!

**Top-Quality Seasoning**

Manley POPCOBETTER

Impartial laboratory tests have proved the superiority of this super-refined coconut oil seasoning that brings out the full flavor of the corn . . . assures full customer satisfaction.

**Specially Processed Popcorn SALT**

This fine, powdery salt is specially processed to Manley specifications to assure thorough, even salting of every kernel . . . imparts extra flavor impossible to achieve with ordinary salt.

**Complete Line of Supplies and Accessories**

Smart concession operators depend on Manley for attractive, economical, efficient supplies . . . bags, boxes, trays, etc., that speed and improve service. For all such items, check first with Manley — your complete supplier.

**Handle the Big Crowds with The Manley SUPER STADIUM**

This huge capacity, attention-getting profit-maker pops 30 bushels per hour! Elevator well stores corn perfectly . . . keeps it fresh, hot, delicious . . . rises automatically at the flick of a switch for easy service, better display.

**Serves Cold Drinks As Fast As You Can Draw Them**

The Manley ICE-O-BAR

Here's the big capacity drink machine that really serves crowds during the summer rush. Serves up to 1200 cold drinks just as fast as two operators can draw them.

**Famous for All-Round Efficiency**

The Manley ARISTOCRAT

This great Manley machine has eye-appeal, buy appeal. Stops traffic for top profits. Like the SUPER STADIUM, the ARISTOCRAT features the famous Cascade kettle . . . most efficient popcorn unit ever built!

**Big Capacity Hot Dog Machine**

The Manley FRANK-BANK

Has the capacity you need to serve hungry crowds fast. Holds 7 dozen buns . . . 10 dozen hot dogs. . . . Loads from the top . . . opens up wide . . . for fast, easy operation.

**Brand New Design**

Manley ELECTRIC GRIDDLE

A great new Manley money-maker! Designed for superior performance for all cooking normally handled by frying pans. Will turn out 225 hamburgers per hour!
Who's Who in Circus

First Compilation Names 3,000

Who's Who in the Circus, an all-time compilation of names of people, is given in this book of its kind in the twenty-century history of circus. The data concerning personnel in all departments of circus operation are listed. These names are derived through the early years of history to present time. It was learned that American shows are the pioneers in the operation of the nation's first and only professional circus. There are show agents, agents performing, trainmasters, are, and many old-timers of the circus. These names are derived from the professional circusmen in the long years of the circus business. The names of people, legal address, etc., make up an old circusman, a representative of the circus business. Show managers, finance men, camel drivers, and a few other positions, are the keepers of Gargantuan.

This biographical list was compiled by the Harry Hertzberg Collection at the San Antonio Public Library. This is one of the prime sources of circus information and history. Each listing here implies that some of the information about the person is on file at the library. In some cases the data is limited due to the highly decrypted biographical material; in some cases it is limited.

The Billboard has augmented the library list through an access of names supplied information about most of them. More names are to be added as they become available. The aim of the library list is to give the general public about everyone who has been with the circus. The ultimate aim will be included in the second and final volume. Some of the prominent names of circuses have been added to the library as a part of the information about any circus person's name does not mean that he or she has been added to the library list. There are little details about their circus careers that have not yet been received.

The library and The Billboard request that historical material (material neither published nor copyrighted) should be included here sent to the Hertzberg Collection, San Antonio Public Library. In addition to names and details about the person, there is a place where people should include nicknames or professional names, family connections, birth dates, stolen or outstanding incidents while with circuses and any other pertinent information. All biographies will be added to the Hertzberg Collection. Corrections and additions to present information are also invited.

This listing and the additional information at San Antonio could be borrowed by Vigil, head of the Hertzberg Collection, and her assistant, Goldstein, librarian at the San Antonio Public Library.
BARGAIN
USED TENTS

Complete with poles & stakes
All Tents listed below are in good repair

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>QUANTITY</th>
<th>SIZE</th>
<th>CONDITION</th>
<th>PRICE</th>
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<td>112</td>
<td>63x180</td>
<td>Very Good</td>
<td>2,079.00</td>
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</table>

We also would be pleased to quote on your new tent requirements.

Burch Manufacturing Company
618 1st Avenue North
Fort Dodge, Iowa

ARTHUR E. CAMPFIELD INC.

Has developed a successful tent without quarter poles. These tents are in operation and can be seen in use.

PAT. APPLIED FOR

ARTHUR E. CAMPFIELD, INC.

145 West 46th Street
New York City

"TELESKOPIC LIGHT TOWERS"

"LIGHTING THE MIDWAYS FROM COAST TO COAST"

NOW IS THE TIME TO LIGHT TOWER AND BEAUTIFY YOUR MIDWAY

THE DOWNEY "TELESKOPIC" LIGHT TOWERS ARE THE "ONE" PROVEN AND PRACTICAL ENDORSED BY CARNIVAL MANAGERS, FAIR OWNERS, LEADING STATE, COUNTY AND DISTRICT FAIRS, AMUSEMENT PARKS, KIDDIELANDS, ETC.

Absolutely fool-proof, attractive in the Air, throwing plenty of Light of every Height, these towers put up and take down in weight, parts, parts, or whole, at less than Annual Rate and DURABLE AND WILL LAST A LIFETIME.

NEW SPECIFICATIONS, GIVING FULL DESCRIPTION, DETAILS, PRICES AND TERMS

NOTICE: Sand for information on our NEW STEEL TENT STAKES (20" long, 1/8" steel rod, "T" Handle, with anchor which makes it impossible to pull out. Also NEW FENCE FOR RIDES (comes in 10 ft. sections, with two plates for each section)

DOWNEY SUPPLY COMPANY
392 ARCADE BLDG.
Phone: Chestnut 1-0444
ST. LOUIS 1, MO.

We, the undersigned, certify that this Electric Light Tower is complete and ready for use.

(Signature)

Arthur E. Campfield, President

DOWNEY CARGO TRAILER

"PORTABLE! Blemiherers AS LOW AS $1.80 A SEAT"
ONE DATE TOO MANY BOOKED BY SNEELLENS

NEW YORK April 15—Sneellens was hard pressed to fill the stage last Wednesday night (11). The New York World of Sports carnival, sponsored by his own outfit and the National Showmen's Association, was delayed for the second time in a row due to the opening of a 140-day-old picture and a visit to his home town. The show was descheduled an hour before its scheduled opening time and was postponed for another week. Sneellens, a red-shirted clown, was the only performer available on the stage. The show was re-opened last Friday night (13).

Julian's Dogs

A clown was asked by the Ringling management after performing at the circus for two weeks. The clown, who was asked to join the circus on a temporary basis, was fired after two weeks because of his reportedly hurting the performers. The clown was fired after the management received complaints from the performers. The clown, who was reportedly drinking heavily, was asked to leave the circus by the management.

RINGLING CIRCUS STILLS \(\text{Continued from page 54}\)

The story of the circus and its contributions to entertainment and education. The circus is a unique form of entertainment that has been in existence for over a century. The circus is a place where people from all walks of life come together to be entertained. The circus is a place where people can be inspired to learn and to be creative. The circus is a place where people can be entertained and where they can be inspired to learn.

ACT NOW

Present your A-C dealer nearest you or send for complete information. Immediate delivery from dealer stock.

ALLIS-CHALMERS

ALLIS-Chalmers Field Station

700 Washington Blvd.

NEW YORK CASH IN WHILE THE CROWDS ARE THERE!

TRACTOR-SERVICE STAMINA

Ragged Allis-Chalmers Power Units were designed for tough tractor use—have built a reputation for reliability and long life. These are some of the best types of service. High in tone for hanging on onto shocks.

LOW COST

Production-built line, along with tractor engines by the Demag, their first cost is low—so are operating cost and upkeep.

RINGSIDE

Kendrick, Chief fireman, gave a detailed account of the circus and its workings. Kendrick, who has been with the circus for over 20 years, said that the circus is a place where people can be entertained and where they can be inspired to learn. Kendrick said that the circus is a place where people can be inspired to learn and to be creative. Kendrick said that the circus is a place where people can be inspired to learn and to be creative.

GOOD GYMNASTS

Fiesta and Bonnie were featured in Display 23 by a group of performers who were part of the Ringling Bros. and Barnum & Bailey Circus. The performers included a group of gymnasts, the Tumbling Wonder Boys, and the Ringling Bros. and Barnum & Bailey Circus. The performers included a group of gymnasts, the Tumbling Wonder Boys, and the Ringling Bros. and Barnum & Bailey Circus. The performers included a group of gymnasts, the Tumbling Wonder Boys, and the Ringling Bros. and Barnum & Bailey Circus.

SWIMMING POOL

From "Wish You Were Here," a new 22\(\frac{1}{2}\)" x 6' deep swimming pool with water heater, pump, purifier, deck, diving board, ladder, set of covers, mirrors 20\(\frac{1}{2}\)" wide. Satin finish at this cost.

BUILDERS ORK. RIO CO. 

4661 N. Western Ave., Chicago, Ill., M. 4-1185

FOR SALE

Kendrick, Chief fireman, gave a detailed account of the circus and its workings. Kendrick, who has been with the circus for over 20 years, said that the circus is a place where people can be entertained and where they can be inspired to learn. Kendrick said that the circus is a place where people can be inspired to learn and to be creative. Kendrick said that the circus is a place where people can be inspired to learn and to be creative.
DALLAS, April 2—The new Women's Building at the State Fair of Texas has been designed so that its highly flexible interior arrangements can be used to serve a multitude of purposes not only at different times of the year but also at the same time—especially during the annual fair and its 10-day Rodeo.

For example, during the 15-day exposition, October 8-24, the building will house an array of commercial exhibits of interest to women, the usual Women's Department entries, a series of fashion exhibits, a tea room and an auditorium-in-the-round.

To Cost $450,000

The building, which now under construction is expected to be completed in July, final cost is expected to total around $450,000, including air-conditioning equipment, and other equipment. Approximately 1,500 square feet of exhibit space is provided in the rectangular structure which measures 140 by 150 feet. It is believed to be one of the largest and most modern air-conditioned buildings on any fairground.

The structure is basically a reinforced concrete shell of 450,000 cubic feet. The walls and roof are of Precast-Fly-Kroa, then thin-set and anchored to steel columns. There are no partitions, except for those that seal off the restrooms and in-conducting equipment. The interior is designed so that, for 1954 and other exhibitions, such supporting columns provide electrical outlets for your standard exhibit spaces.

Outside walls will be decorated with unique "brick mosaic" panels illustrating phases of women's activities during fair. The treatment is said to be a completely new technique.

In Line of Traffic

The building is located parallel to food-and-game stands which extend for a block along the street side to the main midway entrance. It is directly across the street from the Electric Building and also across from the stage where free entertainment is presented during the fair. The structure is the longest of the greatest traffic during the fair.

A tower at the entrance will be the focal point of the concrete open laboratories with "Women's Building" spotted out in large letters. There will be provided on the tower so that additional letters can be used to spell out the name of the show or additional items being held in the building at specific times. The tower will be lighted at night.

Aud in the Round

During the fair, fashion shows will be presented in the auditorium, which will be constructed adjacent to a tea room from the Electric Building and where additional seating areas will be included in the exhibits of various categories of Women's Department competition.

In the front part of the building, near the main entrance, an unusual array of commercial exhibits will be displayed. They will be shown in a kind of "island" arrangement, rather than in the usual type of corridor-and-booth exhibits. Each will have an "island" unto itself.

Only products and services believed to be of interest to women will be featured in this commercial exhibit space. Exhibits have been broken down into categories such as cosmetics, fabrics, apparel, children's clothing, jewelry and so forth.

For Year-Round Use

The Women's Building will be available for trade shows and other activities during the year. The old Women's Building, a much smaller structure, along with some of the grounds surrounding it, will be turned over to the Dallas Garden Center for its activities.

Mrs. Leah Jarrett is manager of the Dallas Fair Women's Department, Gill & Harrell, Dallas architects, are the winning firm, and the construction company is the Construction Company of Dallas.

New $450,000 Women's Building, now under construction at the State Fair of Texas, Dallas, is designed to serve a wide variety of purposes, not only throughout the year but simultaneously during the year. With its windows and concrete shell, the building, which is to be air-conditioned, will include an auditorium-in-the-round, a tea room and about 50,000 square feet of exhibit space.

INSURANCE


MOHAWK INSURANCE AGENCY
52 West Jackson Blvd., Chicago 4, Illinois
Phone: Marconi 1-7172

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NATIONAL GUARD ARMY
200 South—Ashland Rd. W—250 S. Balm.
Foster Street, St. Louis, Illinois, Chicago, New York, Boston, San Francisco, Los Angeles, etc. Contact

XP SPECIALTIES, INC.
Rev. 381, Arizona, Ky.

Penny Arcade for Rent

PENNIES FAIRWAYS
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Phone: Lyle 7-5729

MOBILE CONCESSION UNITS:

SPECIAL!

ARMS MOBILE CANTINES
Used—20 and 25 ft. long, completely equipped.
Write for Prices and Information

For complete information on your Concession Unit for hockey, contact us.Write, WIRE, OR PHONE... State your requirements and let us give you an estimate.

INSIDE VIEW—GAMES TRAILER

GAMES TRAILER

11375 S. Webbech Ave.
(enter at 174th Street)

Chicago 28, Illinois

Jones Chairman

of Clinton Fair

CLINTON, Mo., April 3.—Recently elected chairman of the 1954 Henry County Fair at a recent meeting of the board of directors this week. Other officials elected were T. R. Gooding, vice- chairman; Mrs. Elizabeth Grooms, fair secretary; Mrs. Charles Mills, business manager.

Jones said dates of the 1954 fair were set for August 16 and that several bookings had already been made for the Peter Butterly thrill show.

Chas. Swain Dies at 59

CAMBRIDGE, O., April 2—Funeral services were held here Monday for Charles J. Swain, veteran food concessionaire, who died Thursday at the age of 59. He was well known for his innovations in serving food at Ohio fairs. Starting with a hot dog stand, he pioneered his business into a modern cafeteria on wheels.

He was a nephew of the Ohio Coffee Roaster, and his surviving survivors include his widow, Elizabeth; five sons, Charles, Jr., and James, four daughters, Mrs. Gertrude Smith, Mrs. Patricia Ann, Nancy and Linda Sue.

JONES CHANS

OF CHICAGO"
List Ringling
Bow Program

NEW YORK, April 3 — Twenty-
fire displays were put on by the
Ringling show at its second
weekend Wednesday night, inclu-
sing four spectaculars. In order
to keep the program well-
rounded, the show was as fol-
lows:

WHIP NEARLY
GOT TAG OF
FLINGMOBILE

NEW YORK, April 3 — Circus
statement that the whip had
seriously curbed the speed of the
Whip ride invented in 1914 by
William P. Mangold. The in-
ventor-builder said this week
he had his ride designed to be
comparably to the Funt of
Luna Park, said I'd kill the
ride with it. Old George
naming of Floyd Deasy, held
on Sunday (21), with U.S. Sen.
George M.

Arts appearing to be
sung by the Funt
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If there is any type animals you want we do not list let us know, we will get it for you. Please write for full detailed list of animals, birds, snakes, etc.

ATTENTION - ANIMAL SPRING SALE

FOR IMMEDIATE DELIVERY

MONKEYS

Babies, special, bares, 2 for...

Medicine size $25.00

Guinea pigs $7.50

Chimpanzees, cubs, 8 months...

Chimpanzees, cap animals, 5 years...

If there is any type animals you want we do not list, please write, we will get it for you. Please write for full detailed list of animals, birds, snakes, etc.

ATTENTION - ANIMAL SPRING SALE

FOR IMMEDIATE DELIVERY

MONKEYS

Babies, special, bares, 4 for...

Medicine size $25.00

Guinea pigs $7.50

Chimpanzees, cubs, 8 months...

Chimpanzees, cap animals, 5 years...

If there is any type animals you want we do not list, please write, we will get it for you. Please write for full detailed list of animals, birds, snakes, etc.
PARLOR PRANKS PAY OFF

Old-Time Games: Lure Biz To Kelly Clan's Chez-Vous

PHILADELPHIA, April 3—At
... (rest of text not clear)

TAKES A BOW

Coopersmith Honored by Civic Leaders

CHESER, Pa., April 3—Jim
... (rest of text not clear)

80G Loss to Kish In Toledo Collapse

10 Inches of Snow on Coliseum Roof Too Much; Op Undecided as to Future

TOLEDO, April 3—The Col-
... (rest of text not clear)

JOHNNY JONES, JR.

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A GOOD DEAL FOR RINKMEN

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Cash in on these SALES NOW!

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Buy from your Favorite Rink Operator today. Our new, unique TIGHTS come in six striking colors, and are pre-packed in a plastic bag for instant sale.

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BONNY'S HUG-ME-TIGHTS

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- TIGHTS—nationally advertised

PENN'S TIGHTS

NORTHWESTERN UNIFORM COMPANY

3331 John St. • St. Paul, Minn.

- SKATING SKIRTS
Cattle, Sheep Barn Additions, New Farmers' Bldg. Are Chief Projects

INDIANAPOLIS, April 3—The Indiana State Fair Board has approved plans for additional livestock exhibits, a new building for the 22nd annual State Fair, which will be held on the fairgrounds August 23-31.

This fall's fair, which was opened in 1845, will include new exhibits of livestock and other features.

The new exhibits will be built to accommodate the 22nd annual State Fair, which is scheduled to open August 23.

The new exhibits will include livestock, dairy and poultry exhibits, as well as other features.

The new livestock exhibits will be located near the main entrance to the fairgrounds.

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"ON WITH THE SHOW..."

The 46th chapter of a tremendous success story has been completed... one for each year. Through these years, Barnes-Carruthers presentations have achieved the ultimate in success and valuable showmanship experience.

Another chapter is coming up... another banner year with better acts, finer productions, outstanding presentations to make your event more spectacular than ever before.

1954 already shows many hopeful signs indicating another successful season... for you and for Barnes-Carruthers. We strongly urge you to contact us now if you have not yet made arrangements for your 1954 show.

You can always count on the experience, showmanship and skill of our organization to supply you with the very best... for which you pay no more.
CLOSE-UP: HARRY COOKE

Versatility Marks Booker's Career

By JIM McHUGH

COME bell or high water, Harry Cooke will probably do all right—and even make a profit. Based on the famous, and the versatile performer-booker-promoter #1 probably never go a stockade of deep freezers. Let the water rise and he'll probably turn on the bridge of a comfortable houseboat with a roll of boarding tickets slung from a cord around his neck, leaving his hands free to make change.

From infancy, 56 years ago, Harry has been an opportunist, often from necessity, and always a full-fledged tramp. He was, however, made the business a howling success, sticking mostly to the booking of folk talent in the beginning, adding a partner, Harry P. (Tex) Rose, in 1907 because of the prestige of the business, and expanding successfully thereafter into the fair booking field. Registering receipts each year, the bookings already set for the coming season as well ahead of the previous year. The high returns are not a goal, but rather a beginning, and Harry even now is visualizing further gains a year from now and expects to go on building in the future.

Harry was born in Illinois when his father was with the Scott Park Minstrels. At 16, he was working by hand a position picture camera in a black tent. The 30-minute movie presentation was further enriched with vaudeville acts, small animals, etc. He later played tab shows, playing second comic to his dad's lead. They toured with Al C. Field's and John Vogel's Big City Minstrels.

Enters Carnival Business

By 1921, Harry had turned the carnival business. He operated a Merry-Go-Round on John Miller's carnival on percentage. He bought a truck with a chain drive, advertised for someone to pay for the cost in exchange for transportation and took off for Kansas City Mo. Altogether, Harry had to furnish two men in return for 60% of the gross, he had to make money and the money. He prospered, became assistant manager, and entered the 20-foot Side Show. However, on La Grange at Rex Park, the show grossed only $12 and Harry exiled him to find the equipment for $500.

In Milwaukee, only 10 cents left after buying gas. Harry booked his act into a local theater, spent the dime for white wash to wash the theater, and split the $257 gross with the theater manager. There were many times during

....A Booking Office
With a Conscience...

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Distinctive Revues • 105 Ranch Rodeos • Thrill Shows
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Good clean show for one of the best Carnival Acts of the State of Montana, starting at the end of August.

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SHAWAASEE COUNTY FREE FAIR
Conesus, Michigan, August 16-27.

CLARK ROSS, Chairman

Concession Committee

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Pittsburgh, Pa.

CLARK ROSS, Chairman

Concession Committee
Troy Hills to Revise Space Rent Policy

TROY HILLS, N. J., April 3 - The Morris County Fair Association is going back to its policy of leasing concession space itself, as against an exclusive arrange- ment with any midway organization. The "exclusive" policy was given a trial last year.

Manager Swante Swanson said this week that an April 16 deadline has been set by which local community and civic organizations must indicate their intentions to operate midway games. The fair reported last winter that it would not allow any professionally managed games to operate on the grounds, but it has been reported that local groups have been lax in responding to the offer.

Swanson said that T. J. Shuey, holder of the midway contract, probably will get several hundred feet of midway space the amount not yet determined, but that remaining concession space will be let out by the fair group, with himself as concession manager.

The house show, revised in 1953 as a successful free attraction, will be expanded this year. As was the case last year, the only charge will be for reserved seats around the show ring.

Emphasis will be on free attractions, Swanson said, with plans so far calling for at least one attraction daily. It is in- tended to present free acts, puppet shows, the horse show, and band concerts. Admission to all events will be free for children and 43 for children, with the opening day being children's day.

Dates this season for the five-day event are August 17-21.

Pomona Adds Wine Class

POMONA, Calif. April 2 - A new classification under the heading of "Wine," is being added to make the wine show at the Los Angeles County Fair born, September 17-20, more comprehensive and benificial to the industry. This said C. B. "Jack" Afflerbaugh, president and general manager, will allow entries from the State-county and state-county Fair organizations for wines which the committee feels may be an experiment in the industry. When entered in this classification will be judged with particular attention to acceptance and quality by the public. This should afford the exhibitor unbiased opinion of experts as to the probable success.

Last year's wine show drew nearly 1,000 entries. With the new classification it is hoped that the show will be larger and establish another record.

For Information on 1954 Dates

WRITE-WIRE-PHONE at Once

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Bill Atterbury's

SKY-KING

A NEW AERIAL ATTRACTION

For many years a feature attraction at fairs, circuses, celebrations, amusement parks and carnivals, Bill Atterbury, the "SKY-KING," has thrilled audiences throughout the world.

In 1953, after two years of training and intensive study, Bill Atterbury developed a way to more than triple the thrills packed in his own seven-minute routine of aerobatics. Using two identical riggings situated thirty feet apart, and with a dizzying dip atop each lofty pinnacle, the "SKY-KINGS" execute the most daring of aerial gymnastics ... but that isn't all! These rulers of the ethereal realm take a vertical dive to the earth some 1,200 feet at 150 ft. per second and perform a 360-degree flip. An additional eight divers, special effects, and lamp masts increase the excitement. Designed solely for thrills, this original presentation of the incomparable "SKY-KINGS" is brand new, without peer and unparalleled in the history of air shows.

Acclaimed in 1953 by all users to be the ultimate in swaying pole daredevilry.

PLAN NOW to use this awe-inspiring stratospheric thrill act.
Press Workers Aided

"And we search out human interest stories from among our exhibitors. A daily newspaper gets word of a story it wants, we will help get the story and present it from its competition. This paper thought of the idea first."

The department's office contains typewriter, tables, paper and telephone which are available to press people. When any members of the working press are present, Allen continues, we make certain they are not treated as just press guests. We always try to have press facilities not be elaborate but if an effort is made to treat press people, it is more than appreciated. Part of this concept means there is an exciting section blocked off near the fair executive office.

Allen's concept of public relations is that it is an all-year program. His program for the coming event begins in June at the annual press-radio show to which the working press and mid-season of all local media's interest brought in will be invited with their husbands and wives.

"It's simply a "thank you" dinner. No long-winded approach to particular program other than a few words from our president, secretary and press department."

Press Help Needed

"We say in effect, that without them we are nothing and that with them we can do everything. Our year-round relationship with them is so conductive as to build confidence and affection for our cause."

Erie County Fair has found that, threats the experience that press and radio were not fair people to its needs and problems when they realized the annual was a not-for-profit organization.

"They know now that none of our directors or offices builds a full-time job with our fair, and they also know that we have no full-time administrative offices other than our superintendent of grounds. For these reasons and perhaps for the liking of us as men and women, the world Erie County Fair have become"Allen says.

The press department sells the packaged idea on a short or as separate aspects in a news treatment. The fair's exhibits include the general run of midway attractions, a grandstand show, talent selected to appeal to all ages, automotive thrill shows, fireworks and big sale auto racing, as well as the car and horse competitive displays.

Allen says, "We have the press-radio dinner in June, then go to work setting up with the Community Fair on a short-range basis. News releases are handled by the department and general fair activity begins in the week preceding events before fair's opening. Each separate story is handled in allied departments and each carries no over-all package of fair activities."

"The press and radio have become our partners, so to speak, a regard with pride and affection."

Names New Proxy

DECATH, Tenn., April 3—Fairground secretary, county fair school for Meigs County, is the new and Thomas N. Pack Amusements, succeeding N. D. Wade, who resigned.

Fair secretaries and concession managers—

A word about the new Pepsi-Cola bottle

Serve the drink that's growing fastest in popularity ... Pepsi-Cola

Now in the new 8-ounce single drink bottle, designed for special events.

There'll be prizes for the best and biggest produce. Bigger sales are your prize when you sell Pepsi... the light refreshment.
Disney-ABC TV Pact Points
To Start of $10 Million Spot

Los Angeles Amusement Park
Looms as Most Imaginative, Costly

New York, April 3—Confirmation this week of a television package agreement between Disney, ABC and ABC's Radio-Television Stations Inc., under which ABC will produce and air programs for the Disneyland Resort Area, has set the stage for what may be the largest amusement center in Los Angeles County. The Disneyland Resort Area, which will attract every other similar theme park in the area, will dwarf every other similar tourist attraction and tourist attraction to which admission will be charged.

The pact with ABC, reported to run from 1955 to 1966, which has been known to have had some bearing on the proposed Kern County, Calif., park, will likely lead to the building of the project without reconsidering the feasibility of the grandiose ideas.

In short, the Early Disney shows are expected to be aired by ABC in October. The park will not be completed in time and construction is scheduled to start about June and to be complete in one year. Every detail of the construction schedule has been worked out and a number of preliminary building permits have been completed.

The presentation planned by Disney will encompass scenes of about half of which will be set aside for park concerts, a situation typical of those seen in his pictures. The project will not be an amusement park or a kiddie ride.
SILBERMAN RE-ELECTED BY CONEY IS. CHAMBER

By UNO
NEW YORK, April 3—Coney Island's Chamber of Commerce held its annual meeting at the Seven Seas Coney Mansion, Tuesday night.

Guest speaker was the local magistrate, Charles P. Ryan; who, in his last public address, said he would seek re-election. He stressed the importance of all institutions that would become known to tourists who would seek places where they could eat well under the tourist guide's umbrella. He further stated, under the best of conditions, that there were a few people that would not be very welcome, and a regular Coney institution; that the present era was bound, and for a window, all magnificent.

Re-Elector

The nominating committee then announced that all officers and appointments of the new board of directors will be as follows: President, Joe S. Silverman is to serve for one year; Vice-President, Frank D. Smith; Secretary, Charles D. Murray; and Murray Handwerker, vice-secretary; Leonard F. Frist, assistant secretary; and Coney Island Chamber secretary.

Directors to serve for a term of three years will be: William T. Tigges, Mrs. Helen Shaw, Harold A. Mitaly, Nathaniel Section, George F. Kuster, Fred Sordal and A. E. Williams.

Connie J. Hilbert, of the dinner committee of the Chamber of Commerce, was selected as chairman of the dinner committee, by members in behalf of the Chamber of Commerce of Coney Island to be held on the fairgrounds, at the Coney Island Park, on April 27, when the Sun, Abe Sack, chairman of the board of directors, will be the special guest of the affair. Miss Hilbert is a committee member of the Chamber, and her assistant, Dave Fournier, is in charge of the Coney Island pollution and the Neptune Avenue sanitation.
DETROIT, April 3— Plans for Detroit's Bob-Lo Schedules Cruise to Start New Season

DETROIT—April 3— Plans for Detroit's Bob-Lo Schedules Cruise to Start New Season

Bob-Lo is accessible only by excursion boat out of Detroit, with two 2,500-passenger steamers, "Constitution" and "Ice Cream," making daily trips from the city to the amusement and gambling center on the largest island in the Great Lakes.

Kelmans Sets Plan to Fashion Rock's Kid Spot

NEW YORK, April 3 — E. D. Kelmans, president of the Rockaway Park, Hudson River, short spot 40 miles from New York, announced that he was framing a new Kelmans Kid Spot.

The old name of Strawberry Park will be retained for the restaurant enterprise, Kelmans Bistro, and a new bistro will be scheduled.

Kelmans said that other kid spots and restaurant spots will be booked. He will direct his time between two enterprises and integrate the booking activities of his staff.

Palisades Free Acts Listed

NEW YORK, April 3— Eleven acts have been scheduled by the George A. Hamel agency as free attractions for Palisades (N. J.) Amusement Park, beginning with the season opening day April 19. They will take place on the 13,000-seat still

River

Atlantic City Eyes Opener

ATLANTIC CITY, April 3—The 1954 spring convention season ended last week with a total of 140 total and exhibited conventions.

Twenty-six were held in 1953 and 30 in 1954. Seventy-two were scheduled for 1955 and 100 will be held in April, 1955.

COLEST'S FIESTA
WORCESTER, MASSACHUSETTS

WANT: Olds fourteen and Roadster. WILL TRADE Ford V-8 and chassis parts for F.C.I.

FOR SALE—SEE THIS BARGAIN IN OPERATION.

WANT: Olds fourteen and Roadster. WILL TRADE Ford V-8 and chassis parts for F.C.I.

FOR SALE—SEE THIS BARGAIN IN OPERATION.

WANT: Olds fourteen and Roadster. WILL TRADE Ford V-8 and chassis parts for F.C.I.
**R-B Preem Draws Notables Galore**

**HUNT SETS UP ADVANCE SALES THRU JULY 5**

**NEW YORK, April 3.—As estimated $80,000 will be used by United Perfect Radio of New York City as a result of the Ringling Bros. and Barnum & Bailey Circus advance sales program begun earlier this month.†**

**SEIBER'T'S**

**Clyde Beatty Show Rated Better-Paced Than 1953 Edition**

**LOS ANGELES, April 5.—The Clyde Beatty and Leona Ford show, which opened Thursday (1) for 11 days on the big ring of the downtown Los Angeles Coliseum, was well received.**

**Elise Stokowaki.**

**Morton Slates Tax Savings for Kid Trade**

**MIAMI BEACH, April 3.—Kid Circuses for the coming season will reap the full benefit of the 1954 tax act, according to Morton.***

**Morton: claudine.**

**TAX SAVINGS FOR KID TRADE**

**MIAMI BEACH, April 3.—Kid Circuses for the coming season will reap the full benefit of the 1954 tax act, according to Morton.***

**NEW YORK, April 3.—Col. Robert Morton, manager of the Hamlet-Morton Circus, has concluded the annual staging of the show there for the coming season. He has been much of his time trying to conform to requirements of the McCarran Act to keep the show from being banned as a circus. Morton has held that the addition of a few importations each year to circus programs actually served to increase the clientele of the more obscure artists. Morton reasoned that without new thrill and novelty importations, the circus would be faced with the near-destruction of the circus, and the program would lose this source of employment.**

**GOOD STAND**

**THERAPY OLGERS OPEN AS ‘BIG ONE COMING TO TOWN’**

**NEW YORK, April 3.—The New York Times on Wednesday (1) reported that the Clyde Beatty and Leona Ford show is expected to open in the new arena of the Coliseum.**

**MAJOR TOURING CIRCUS.**

**George W. Cole Bros’ Opening Set for Apr. 15**

**THE BILLBOARD**

**April, 1954**

**80,000 FOR CIRCUSES**

**R. IRWIN KIRBY and FRANK LEPPING JR.**

**April 10, 1954**

**Communications to 188 W. Randolph St. Chicago 1, Ill.**

**HUGO, Ohio, April 3. —As April 14 openings have been set for the Circus with Animal Acts, Inc., Manager Jack Moore and assistant manager announced this week.**

**Apr. 14 Opening For Carson Show**

**Set Speakers, Program for Mills Opener**

**GREENVILLE, O., April 3. —Ray Moyer, operator at the New Salem, is planning to open the new Daily Intelligencer on April 15. He is planning a full opening day banquet of Mills and speeches.**

**The dinner in the local high school auditorium will feature an opening-mat performance.**

**THE BILLBOARD**

**April, 1954**

**Buying, selling, handling and importing made illegal under new law.**

**The current circus, which closed last year in April 2 weeks in two weeks at Pittsburg, Kansas, was reported good, despite complaints of unemployment in the area.**

**Tommy and Sylvia Thomasson of E. P. W. have announced that the Mushroom Line, a new line of mushroom products, will be used by Price.**

**Morton and his staff are making the final preparations for their show.**

**HUNTINGTON, W.Va., April 11. —The Kelly Miller Bros. show has announced its opening at Huntington, W.Va., April 13.**
Clyde Beatty Staff Made Up Of Vets in Biz

LOS ANGELES, April 3—Clyde Beatty, owner of the Clyde Beatty Circus, has surrounded himself with military men. Many of the key men returned to the show this year.

R-B A.M. SHOW GIVES BOSTON 3 ON SATURDAY

NEW YORK, April 3—New show time experiments by small radio stations for patrons in New York and Boston to attend the circus, according to General Agent F. A. (Rabbi) Behrend. The Boston radio show evening shows here is expected to achieve a threefold purpose, that is, that the show's afternoon turnaround crowd, entire city residents who shied away from keeping children up for 8:15 shows, is a new holiday entertainment which will bring a home-ward haul on commuter trains. In Boston the Big One will try its first show, an afternoon radio show, which will be a 10 a.m. show will be on Saturday, May 15, next-to-last day of the six-day turn into afternoon building up to where the Saturday shows are frequently turnaround.

Clyde Beatty Better Paced

Continued from Page 101

his female earm with the flare up start.

3. Single traps in Rings 1 and 2. Rafael Marquez, working in the fever with Tiny Gallagher over Ring 3. His hold stands and evades ok.

4. Spec. There is no particular theme. However, this serves to be a steady pickup act for Ring 1. Clyde Beatty is on for at 12 minutes in the center area. Marquez is in for 2 minutes. Beatty wins by putting them on high pedestals and follows it with a barrel roll. The Sideshow Prance with their routine, the rollercoaster, the act that gives you a safety gap in a runny. Tommy Seifert's good to make a pitch for the Ring of Fear, starring Beatty on Pat O'Brien and Mickey Seifert.

2. The Kenter Four, four guys, the main show is a trap shaped as an anchor bird's eye view of a trap. became a bar act in Ring 9 pigeons and a pigeon with the feet. Arena is being strung during these acts. Clyde Beatty in for around 9. Eight BUNNY drill handled by Hans Seifer with a lady and Milonga Cline with John Cline in Ring 3 with dogs and ponies. Pencils are well trained in follow acts. Cline dogs particularly lively with dog doing walk on ring 5 with his pencil adds to the zest with his circus tempo. "What's That Doggie in the Window?"

3. Speck. Clyde Beatty in Ring 1 with boy's part of hand-to-hand. Clyde Beatty in Raggedy Ann and Mr. and Mrs. Thomas in Ring 3 with dogs and ponies. Seifert is lively with rollercoaster and Kenter Four in Ring 4 with semicircle and rollercoaster assistants.

Polack, AQV Agree on Schedule

NEW YORK, April 3.—The AQV has here announced an agreement with Polack, Eastern unit which provides extra pay for performers if more than two performances are given in any day.

It had been charged that the show was booking two-day stands with three shows daily in place of three stands with two shows daily. The agreement, according to AQV, calls for two shows daily for a fee of 20 per cent of a day's pay for each extra show.

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This Season

* TWO ACTS WITH RINGLING BROS. BARUM & BIRLEY CIRCUS

Presented by:

ROLAND TIEBIR J.R. and FRANCIS HOGAN

King Strollers, Acts Arrive

MACON, Ga., April 3.—Staff numbers, acts and personnel are causing something of a galaxy in finding growing numbers as the show is ready for its April 10 opening.

Staffers on hand this week, in addition to Ring Master Malcolm Fleming, Paul Hall, Curt Sheff and Robert Cline, are:

Performer on hand were Constance Prance, a former circus sister, and Mrs. Walter Zemly, flying trapeze artist; Dorothy Kelly, Early Side Show, and Mrs. John R. Prance, a former circus sister; from Moose De Alrichi, The Thompsons; Sam Bliss, Bally Cigar Girl; and Carlisle Leal, Mr. and Mrs. Robert Cline, the latter a former circus sister.

The show has been a hit in its previous shows. The events being staged in all the towns appearing on the tour. Activities are permitted on the streets here with the exception of the parade. The show has been a hit in its previous shows. It is expected to be interesting to the arrival indulged.

The show has been a hit in its previous shows. It is expected to be interesting to the arrival indulged.

WANTED: WESTERN CANADIAN SPORTSMEN'S SHOW

JUNE 1, 2, 3, 4, 5

ACTS, ARTISTS AND STAGE ACTS

Etc. for more information contact

Canadian Legend Festival

Send inquiries to

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145 Main St.

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MIDGET
(Dwarf)
About 4 ft. tall for comedy act playing fools and indoor
dates. No experience necessary. State all first letter.

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Now wanted to work brand new stage act of bears, the finest ever
presented. Nice looking woman act. Send in full particulars and with the first letter.

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Call at once.

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AT LIBERTY
BRIGADE AGENT WITH CHEW MYSELF AND THREE MEN
IN CHARGE.
THOMAS G. GUNN
P. O. BOX 225
ROCHESTER, N. Y.

FLAP SHOES
Made of finest quality material.
SEND FOR FREE CIRCULAR.
LESTER, LTB.
12 N. 24Th ST.
MINNEAPOLIS 15, MINN.
GIVE TO DANNY RUNYON CANCER FUND

cover of This Week Magazine (21), and an article about the new commander of the Goodyear tire factories.

Horns Linden, chairman of the Illinois CTU reports that the
strike is going well and that workers are getting 96 cents an hour.

Wendy's, the national newspaper in Illinois on the second day of the strike.

Tape recordings were collected by the tape recorder. He recently
signed several contracts and has been offered a new position. He
recently signed a contract to work for the Clyde Beauty
Circus.

Tommie Randolph, long-time circus performer, and head of
The Irving (Tex.) Colored in D. B. Van's defense, Ralph Dale, circus performer, was arrested in the San
Francisco, Calif., area. The colord circus performer, he his recent defense. Peggy O'Neill, serial entertainer, and
member of the Community Circus, will continue to entertain for several months. She and her husband, the marionette
of The Gazette, are now performing with the real circus.

James W. Young writes from his Chino, Calif., home that he
might also see a new feature at the C. D. Wallen, a dwarf, is
showing a circus show in Wisconsin.

While playing the Minneapolis stadium for the first time, Tinsley
Jenks, making an important member of the act, has changed
name to Wardell Flyer. Chicago. The Big Top Festival and
Canadian dates are for the spring of 1956. This week he
rallies the sports show at Grand Rapids, Mich.

Emmanuel and Beatrice, slum
artists, and Eddie Friesen,
comedian, appeared on the
night of the 22nd for the Interna
tional Association of Circus
Clowns. The Bounceling Bodos, with
Bobbie Ahe, recently visited
Syracuse, N. Y., renewing and acquain
ting themselves with the circus.
Also visited the Bill Binley Minstrel show in
Columbus, Ohio, that will cost $1,000.

Trixie La Monte, clowness, is
reporting that this is the 37th year for West
Coast fair dates. rodeos and circ
us dates. Los Angeles will remain
in Washtenaw, Calif., until April 15,
when he will head north.

Also in rail on his departure from
the act, after four long years and four
months, the act of Harry Holmes and
C. D. Wallen, to the Indianapolis, Ind.,
news. He had no other role than to
behead him, which he had no role or
no better than a second class car
in 1934, was an accident, exiled
from the Ringling Bros. and Barnum &
Barnum, 23rd Ave. in Los Angeles, N. Y.,
vacant circus veteran, renamed his
crown clown costume to the title of

director of the circus.

Writing from his home in
Plymouth, Pa., Max M. Fleming
makes this announcement. Walter F. Fox as chair
of the Board of Managers of
Mrs. Good and Mrs. Good visited the
Ringling-Barnum and Bailey
Circus, the first night of the
John and Mabel Ringling's American Circus. The
audience was quite large.

Robert D. Good, Allentown, Pa.,
reports that his parents, Mr. and Mrs. Good, are visiting
in Florida that included a trip to Key West. He and
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CARNIVALS

WOM Postpones Season Preem
Until Late May in New Jersey
Bergen Maneuvers to Beat Weather;
Preeys Okay Season With Tax Cut Aid

RICHMOND, Va., April 3- Finding the opening of its World of Mirth Fair
partly wiped out by a late spring
weather that has affected the state
for the past several years but it
was not cut, but rather
nearly decided to forego the ap-
ticipation from roll-off and
rivaling spring dates usually avail-

In recent years the show has
pushed its dates as high as March
but has effectively washed out earn-
or for the management of the
hoi, during its first few weeks,
and will not be able to
result in the problem of the
weather and last open date was
concluded, and the show will make
its second opening.

Washington Out

The decision made it necessary to keep its West Virginia
a second privilege that it has
held for several years, and the date was passed on to Pelly's Broad-
way Show, which has opened its season in
the opening week in West Virginia.

The news also shows that it has
been expanded to include New Jersey for
the opening, although the show is
planned to open in the first week in May.

WEISS PREDICTS
Tax Cuts Will Aid Concession Ops

MIAMI BEACH, Fla., April 3-

Carnival operators will stand to
benefit from the new tax cuts, and
the will have a better season than expected.

Gold Medal, a dark horse win-
er, is in the race for the Carnivals
Medal, which has been acquired by a
number of solid American operators
with fine shows. The L. T. Shows have
their usual compact and clean shows, and
Dist., Washington, D. C. The
includes shows for 1954, which are
held in partnership with the
Washington, D. C.

The new season will be

entrance in the field, when the
in the show business.

Hugo's Novelty Regains Time
Lost Thru Fire

KANSAS CITY, Mo., April 3-

Hugo's Novelty Show has
recovered from the winter fire which
it lost its merchandise and
show equipment, but none of the
show, except the horse show, has
suffered a great deal. The shows are
now in making use of the

Captain E. H. Hovda, co-owner,
partment, pointed out that all of the

A drainage system is being in-

finally closed, and

OHIO, April 3- Clarice Schleifer
to Direct Public Relations

CARNIVAL TO-DO LIST

CARNIVALS

Carnival Deception Day Spot

CARNIVAL ORLANDO, Fla., April 3- Clarice
Schleifer will direct public
relations for the Carnival Company,

Mr. and Mrs. E. C. Wrigley, co-owner, Art Signer, tour
manager, Mr. and Mrs. E. C. Wrigley, general manager of
the show and its agents for The Billboard.

Goree Returns
To State Fair
Show, Title

To Play All New
Spots Except Two;
Will Open May 2

AZLE, Tex., April 3 - C. A. Goree,
state fair director, has announced that the
state fair in each of the

United States will be

The unit will play new spots, won't be
on the streets of

The opening show will be held on
May 2 and the grand closing will be on
May 27, 1954. The state fair will
continue throughout the month.

Eight rides, 3 shows, about 50

A grinder, a small, hand-operated
machine, will be used to

continuum shows for the opening.

The shows for the opening
will have about 30,000 people
in attendance on each of the

Eight rides, shows, and
continuum shows for the opening.

The shows for the opening
will have about 30,000 people
in attendance on each of the
Work Decline May Ease Help Picture

NEW YORK, April 3 — Every cloud has a silver lining, it's said, and the operators of outdoor show units particularly the traveling kind are hopeful that the slackening of work through the nation which may result in fewer dollars for film may also mean an easing in the tight help situation that has been creating so many headaches for the industry. As part of this work government surveys show that a two million area in the nation was in short labor supply. In a number of areas a surplus of labor has existed, for some weeks and the trend is continuing in this direction after government leaders are predicting an end to the decline in this month followed by an upward swing that will lead to a much easier situation. The outlook and for these times.

Wages Remain High
Wages still remain high in industry in general. It is felt that outdoor show business managers are not in a position able to compete for help as long as the increased labor supply continues. The skilled employee knowledge in the operation of outdoor show business units is worth and good money. It is the solid core of foremen and other key personnel who have kept the trucks and wagons rolling, and as long as there are sufficient men the problems of the show business area are considerably minimized. Most shows have managed to fill all these ranks of responsibility and then hired the temporary headed as they went along, on a day-to-day basis if need be.

One of the best attractions for showmen is the target of extra employees. It is logical to assume that with fewer industry men in more areas of the country will be willing to work as extras in getting equipment up or down for a day's pay. In recent weeks, with the level of employment at a marked high and overtime available to hundreds of thousands, the search for extra help was almost fruitless. As a result, wages have been high. If do decline in jobs through the nation don't return to having the help situation as it was, things will improve. In most operators are concerned with the fact that the outdoor show business might be better used by those who are in the situation.

Write for Literature and Prices

C. A. WOODIN
Per 7254-44
JOLIET, MISSOURI

One of the best Stock Concessions over built!
- Theatrical and Backlot goes on any Average
- One of the finest concessions over built (pull trigger and price is won)
- No worries of power lines or other distractions
- New with the latest electric gun (Cork or electric gun can be used on any choice)
- The new Roman Target concession is played by more people of all ages than any other game can get in the show business.

THE NEW ROMAN TARGET

60" SEARCHLIGHT CARBONS
GET THE BEST! CLEAN-DRY-PERFECT
(Dumps, rusty or dirty carbons, run your lamps)

OUR LOW $3.75
Per box

60" SEARCHLIGHTS AND GENERATORS
for sale, complete
$1,275

PUBLICITY SEARCHLIGHT CO.
52 WEST 32nd ST., NEW YORK 19, N. Y.
PLAZA 3-4900

ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co.,
Send Copy With Order. Stock Tickets, $24.00 per 1,000.

100.000 $31.50
1,000.000 $31.50
10,000.000 $31.50
100,000.000 $31.50

THE ONLY ORIGINAL "TAYLOR" MADE CATS, DOLLS, TENTS AND BOTTLES
COLUMBIA CITY, INDIANA, U. S. A.
E. VAN SUEW.

THE TAYLOR GAME SHOP
COLUMBIA CITY, INDIANA
E. VAN SUEW

PLASTER
BRITISH PLOUGHER BRITISH PALMER LANE
265 MIDDLETOWN RD., HAMBURG, N. Y.

POP CORN
Goes on the spot, busy or not, constantly

THE G. B. FELD CO.
INDIANA

PORTER'S COLOURED BEACH
PRODUCTS

WE MANUFACTURE SIR TOPE SIR ARNOLD.

"SIR SIR ARNOLD"

RAY OAKES & SONS
P.O. BOX 6144, TAMPA, FLORIDA

PORTER'S COLOURED BEACH
Two Spectacular Once-in-a-Century Celebrations at WINDSOR, ONTARIO, CANADA

* Emancipation Days . . . July 31st to Aug. 4th
* Centennial Mardi Gras . . . Aug. 9th to Aug. 14th

Featuring

MOTOR CITY SHOWS Limited

Largest Motorized Shows in Canada

EMANCIPATION DAY

Largest of its kind on The Americas Continent

A great Internationally heralded Show built up over 23 years to a climax in Windsor's Centennial Year. Among many celebrities coming in 1954 are Mrs. Eleanor Roosevelt, Miss Elizabeth Scott and the famous sports figures, "Jersey Joe" Walcott and Joe Louis. The Opening Parade is the largest held in Canada and the Program is the best ever.

WINDSOR, CANADA, CENTENNIAL MARDI GRAS

In addition to the Emancipation Celebration, Mr. Arthur Gilboe also has a full week in downtown Windsor celebrating the Centennial and Old Boys' Celebration, plus 17 Fairs throughout Ontario. Brand new Rides for this Show feature the "Round-Up" and an "All Steel Roller Coaster." This year's Show will double the 16 Rides and 4 Side Shows of former years.

ART GILBOE

WALT PERRY

Artistic Director Motor City Shows. Show writer, producer, 15 Emancipation Shows, left over stars.

250,000 CANADIANS AND AMERICANS WILL ATTEND

* July 31st—Youth Day
Program features Talent Discovery with $60000 in prizes.

* Aug. 1st—Spiritual-Cultural
Congressman Adam Clayton Powell, Jr., guest speaker, "Aida" presented by a cast of 125 in costume.

* Aug. 2d—International Beauty Contest
All Star Professional Grand Stand Show

* Aug. 3d—"Ethiopia at the Bar of Justice"
Mrs. Eleanor Roosevelt Guest Speaker at Day

30 BANDS—54 MARCHING UNITS FROM CANADA & U. S. A.

DON GILBOE

WHITEY MORGAN

Don, General Manager, Motor City Shows, and Whitey Morgan, almost the joy-out of the list.

CONCESSIONAIRES

Anyone interested in playing these two large Celebrations contact Mr. Gilboe at 2073 Dougall Road, Wind-

WINDSOR, ONTARIO

CANADA'S MONEY IS WORTH MORE
ATTENTION
CARNIVALS AND MIDWAYS

ELECTRIC LIGHT BULB FACTORY CLOSEOUTS
Direct from Manufacturer

Prepare for the coming season on a very expendable item—send immediately for complete list of lamps available at ridiculously low prices.

Write to
LAMP CLOSEOUTS
Box 719
Warren, Pennsylvania

BIRDS-BIRDS
Carnival Birds
PARAKEETS
CANARIES
FINCHES
and
CAGES
CONRICK BIRD FARM
8900 South Western Ave.
Los Angeles 47, Cal.
Phone: Pleasant 8-5924
—24 Hour Service—

Beautiful Healthy PARAKEETS
PRICED FOR CONCESSIONARIES
WELLS BIRD FARM
2143 South Myrtle Ave.
Monrovia, Calif.
Phone: Elliott 8-6185
Orders accompanied by Cashiers Check or Money Order
SHIPPED SAME DAY

CAN PLACE
Cockroaches, Mice, Rats, Fish, Pond, Snake, Baboons and any Hawk Birds.
Athletic Show with over 60 officers; Sunny Cracker wagon with 12 cars, must be shown and work as such. Front route Oklahoma Still Spots, Fairs in Wyoming including Wyoming, Wyo. fairs.

Moore's Modern Shows
Durant, Okla., this week, then Arkansas

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Durant, Okla., this week, then Arkansas

WANTED—CARNIVAL
FOR THE BIGGEST ITALIAN CELEBRATION IN THE MIDWEST
3 BIG DAYS AND NIGHTS — JUNE 12-15
IN DOWNTOWN CITY PARK, EMIL, ILLINOIS

This is one of the finest carnivals on the Great Lakes. Carnival can set up June 10th and work
Albert Bertinagghi, Mgr., Cooperative Store, Hazel, Ill.

INFORMATION
FOR SALE
Three 10 ft. Motorcycle Trailers. New. Realize both on tracks and on streets. All tires. A few other cars.
PROSPECT ASSOCIATES
Box 163
Southampton, Penn.

FOR SALE
A LOTTA HOODY
Large, leather, two and one half inches. Perfect condition. Paid $50, will take $20.

"BY GEORGE" LIGHTWEIGHT CLOTHING

FOR SALE
Auctioneer's Bill. New and perfect, paid $25, will take $10.

PHOTOGRAPHS
BY GEORGE BERNSTEIN

FOR SALE
Four 50-watt Floodlights. Paid $200, will take $80.

THE BILLY JOE BOWDEN SHOW
Open for salesmen. Will book on 50%, 60% and 70% commission. Box 1763, Chicago, Ill.

"LILIA" BLOWOUT BAND
Also book as "LILIA" JAZZ BAND. Booked for smalls and mediums.

FOR SALE
A lot of fine clothing for carnival use. Lot A. Phone, 2511, Chicago.

A LITTLE TRASH AND BALLADS
by Markie Reed. Booked for smalls. Phone, 2511.

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FOR SALE
Auctioneer's Bill. New and perfect, paid $25, will take $10.
**PREL'S BROADWAY SHOWS INC.**

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for opening date April 19-24 Automobile Show and Festival, Marine Pay Day, New Bern, N. C.; Richmond, Va., to follow April 26 May 1; then Washington, D. C., May 3-12.

**CONCESSIONS**
- Age and scales, novelties, palmistry, hunky panks, Derby Boxes, Ring and short range shooting galleries, will book P. C. for season.

**SHOWS**

**RIDES**
- Want Dark Ride, Rocket or any ride not conflicting.

**HELP**
- Want Ride Help, Semi Drivers preferred—salary and bonus. All Ride Men last season come into winter quarters. Would like to hear from all who worked for me. PAUL PRELL, 4544 S.W. 13th St., Miami Fla.

All answer: SAM PRELL

Kissimmee, Florida

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**CONCESSIONS**
- Want Age and Scales, Water Games, Pitchas, Hi-Striker, Cigarette Gallery and Novelties (SHOWS). Any Show appealing to family type business. HELP: Foreman for Murray-Cr-Ground and Dipper, Second Man who can drive for all rides. Waterpump opera. Concession Agent for Bell Games. Rings Help. SHOW MECHANIC

CONTACT

BEAM'S ATTRACTIONS

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DOE SHOW, General Agent

V. C. JOHNS, Owner

WANT FOR BIG OPENING MAY 3-8, POOLEY, Wyo.

Wide Route of Fairs and Celebrations. Shows with own equipment, will make you a good proposition. Send Full Details. Will work anywhere in W. Va. Classic Drive. Water Call Shows Operating. Must have own Water Dams. Must have own Concessions. Must have own sideshows. Have own Concessions in all destinations. A few Hardy Parks open, will, might like into. Any one write Hardy Parks, Agents and Concession Agents for Green Shows.

All Address: Box 537, Powell, Wyo.

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EVERY MONDAY AND FRIDAY WESTERN HATCHERY

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12 RIDES—6 SHOWS—30 CONCESSIONS

Wait for 1954 Season. Opening April 13 at Mcdonough, Ga., for 2 Saturdays; Chillicothe, Mo., May 3-4; Ottumwa, Iowa, April 15-18. Celebrations and Fairs in Iowa starting in June.

Write or wire to:

L. O. WEATHER, Mgr.

Tel. 2524

Fairbank, Iowa

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**BILL HAMES SHOWS**

WANT FOR BIG BUCANNIER DAYS CELEBRATION, CORPUS CHRISTI, TEXAS, APRIL 27-MAY 2.

Shows of all kinds. Foremen and Concession Agents—Men or Women.

HAVE FOR SALE

CATERPILLAR, 1264, 44HP, LITTLE DIGGER (Almost New)
6 New Flat Cars, 1 Steel Stock Car, All 70 Ft. Long. In Good Condition

Box 1177, Fort Worth, Tex. (Phone: Northeast 512)

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**PEDESEN'S DAIRY STATE SHOWS**

CAN PLACE FOR 1954 SEASON


E. N. & R. PEDERSEN, Waupaca, Wisconsin

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**FAIRWAY SHOWS**

Box 122, Blaukac, N. Dak.

Cookhouse and Dining Car Help On

ROYAL AMERICAN SHOWS

BOAT RENTALS

Boats and yachts of all kinds. For more information write for our new 1954 catalog. Write for information to:

PAUL REED

R. F. D. No. 1

GROVE CITY, PA.
HUNTER G. FARMER, president of the Pacific Coast Showmen's Association in Los Angeles, was destined for show business when he was named a Mississippian fair manager. He started in at an early age, before he finished school, and lived with his wife, Margaret, on the Iowa fair grounds in Council Bluffs. The farmer's career began with the PCSA chair after long-time members and every committee. His wife was president of the Leader Auxiliary.

By SAM ARBOTT

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These projects are either in progress or well on their way to being push into action. There is one that has already pulled out a few wagon lots and is ready for action. This is our "Family Fun Day," which is to be held on Saturday, July 14th. This will be an all-day event, and will feature a variety of activities for people of all ages. There will be games, rides, and food stands, as well as live music and fair-style entertainment. This is a great opportunity to have fun and support our fair community.

Another point taken under consideration is that of the sick and elderly, who are unable to attend the fare during the summer. The director, with the help of other volunteers, will be setting up a "sick and elderly" tent, where they can enjoy the fair from the comfort of their own homes.

During the weeks that Farmer guided the club's planning, the city council had already stepped up the post-meetings with the merchants and business owners to see the organization active through the city. The city council is also considering a "rural luncheon" with the residents to discuss the "rural luncheon" with the residents to discuss the number of shows-within-shows that are being planned, and the changes to the budget.

The new season opens on May 8th and 9th, and will continue until the end of June. The club's members have been working hard to prepare for the fair and are excited to see everyone come out and enjoy the festivities.

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HUNTER G. FARMER, president of the Pacific Coast Showmen's Association in Los Angeles, was destined for show business when he was named a Mississippian fair manager. He started in at an early age, before he finished school, and lived with his wife, Margaret, on the Iowa fair grounds in Council Bluffs. The farmer's career began with the PCSA chair after long-time members and every committee. His wife was president of the Leader Auxiliary.

These projects are either in progress or well on their way to being push into action. There is one that has already pulled out a few wagon lots and is ready for action. This is our "Family Fun Day," which is to be held on Saturday, July 14th. This will be an all-day event, and will feature a variety of activities for people of all ages. There will be games, rides, and food stands, as well as live music and fair-style entertainment. This is a great opportunity to have fun and support our fair community.

Another point taken under consideration is that of the sick and elderly, who are unable to attend the fare during the summer. The director, with the help of other volunteers, will be setting up a "sick and elderly" tent, where they can enjoy the fair from the comfort of their own homes.

During the weeks that Farmer guided the club's planning, the city council had already stepped up the post-meetings with the merchants and business owners to see the organization active through the city. The city council is also considering a "rural luncheon" with the residents to discuss the "rural luncheon" with the residents to discuss the number of shows-within-shows that are being planned, and the changes to the budget.

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The World of Mirth Shows

Acknowledges with deep appreciation the untiring efforts of Mr. George A. Hamid, Sr. the many Showmen's organizations, the Amusement Park and Agricultural Fairs, in their successful fight to secure a reduction in the excessive Federal Admission Tax.

The World of Mirth Shows are grateful for the government's action in the tax schedule which will make it possible to further enhance the attractiveness and entertainment value of the Largest Midway on Earth and bring to the patrons of its Fairs an even greater measure of value.
All replies to MORRIS HANNUM, 934 Murdock Road, Philadelphia, Pa. Telephone Philadelphia, Chestnut Hill 78176

ANNUAL NORTHWESTERN CITY PARK FESTIVAL
12 DAYS AND NIGHTS STARTING THURSDAY, APRIL 15
24TH & NORTHWESTERN STREETS, INDIANAPOLIS, INDIANA

W.G. WADE SHOWS

WANT

ALL PERSONS AND EQUIPMENT CONTRACTED FOR OUR REGULAR MAY OPENING CAN JOIN HERE OR WHEN PREVIOUSLY ANNOUNCED. PLEASE CONFIRM BY WESTERN UNION WHEN YOU WANT TO JOIN.

WANT ADVANCE AGENT

STEEL BLEACHERS AND STEEL GRANDSTANDS
FOR RENT OR SALE

JACK W. BURKE

STEEL BLEACHERS AND STEEL GRANDSTANDS
FOR RENT OR SALE

Louis Figari

Opening March 17

V. F. W.

Will Spiral Circle or Religious Caravan with Strong Band. Contact Jack Geiser, Bloomington, Ind.

Dr. W. R. Lyons

Big State Shows

WANT

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Dr. W. R. Lyons

Big State Shows

WANT
George Loos Looks
Acts Part to Many

RODD DOTTEN

GEORGE LOOS, at 74, might well be taken for a college dean—or for a professor. Distinguishedlooking, conservatively dressed, unburdened of speech and with eyes that twinkle, he not only looks but acts the part of one who has devoted many years to the business of education. And, in a real sense—Loos himself doesn't make the claim—he qualifies as an educator in the field of carnivals.

The opening of more than a hundred shows is given by the huge number of current and past showmen who spent time on a Loos-owned show before moving up to stardom.

Impressive List

This alumni list is a notable one, alone for its size but because of the names of many of its members. Loos, with his own on it, J. C. McCafferty, Orville Baker, Frank Some, Jack Ruback, Orville Clark, Max Goodare, Valentine, T. J. Tidwell, Don Brainard, Pete Korte and many others are among the graduates who seek the Loos ranks.

And decreed members of the two alumni include Bobo Grayberg, John M. Shreider, John L. Larrow, Donny Pugh, Paul Little, W. R. Naulls, J. C. Macy, Orville Hennes, Dave Lachman and Maurice Rouse.

Thus, he learned of the money to be made with girl shows.

END GLUTT TROUBLE

Mount direct on gas engines or outboard motors with pulley. Easy to install. No adjustments. No wearing parts. Low cost.

PROVEN ON RIDES

See your engine dealer or write direct.

V-VELT CLUTCH CO.

Los Angeles 4, Calif.

WANT CARNIVAL

Some time in May or June. Contact:
CELM ASHLOCK, Paul Adjunct
The American Legion, York R. Cich
P.O. 412, Cleveland, Mo.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1954

Address: 12345, 17th Ave., Chicago.

ROD LINK

WANTS AGENTS

Ring Tires, Name, Address, Age, Phone.

Phone: 2345678

J. GEORGE LOOS

Lagasse Amusement Company

12 Whitcomb Street

Haverhill, Mass.

Telephone 4-6461

EVERYTHING IN AMUSEMENT

ANYWHERE IN NEW ENGLAND

EXPOSITION SHOWS

GRAND OPENING APRIL 24, Joplin, Mo. BIG CENTENNIAL CELEBRATION SECOND WEEK OUT. SHOWING FROM CANADIAN BORDER TO GULF OF MEXICO.

Kansas, Minnesota, Wisconsin, Illinois, Arkansas, Mississippi and Louisiana. 19 Fairs and Celebrations beginning in June and ending November 1st (19).

CONCESSIONS: West Custard, Penny Arcade, String, Bumpers, Raffles, Basketball, Huckle Buck and other Penny Rides. What have you? Sam Cress and Frank Solis want agents for Hanks and Pinks and Crink Stores; write a/s Shaws, C. K. (Shifty) Demogen, get in touch with Steve immediately.

SHOWS: Can place Wild Life, Monkey Show, Farmhouse, Waterfowl, Snakes, any Grid Show of merit. EXP05; Want to book Outups and Rafflesale or any other major ride not conflicting. RIDE HELP: Can Place Foreman for 75c-an-hour. All Show People who are contracted please acknowledge this ad as date of opening. Contact:

H. V. PETERSEN, Box 742, Joplin, Mo.

Baker United

"A Glean Modern Midway"

OPENING W. T. REINE HAUTE, IND., APRIL 29th, MAY 8th

10 DAYS—SATURDAY APRIL 29th TO FRIDAY APRIL 24th

SPONSORED BY POLICE AND FIRE DEPARTMENTS.

ALL PEOPLE CONTRACTED PLEASE ACKNOWLEDGE CALL.

CONCESSIONS—Can book a few clean legitimate Concessions, Costard, Penny Pitch, Pronto Pups, Cigarette Pitch, Pitch Tilt U Win, Six Cents, Buckets, Short Range, Over Twelve, Fish Pond.

RIDE HELP—Can use Second Men on all Rides, must drive and have license. Drunks and cheaters stay where you are.

SHOWS—Tee-In-_Om, Snakes, Fun House, Illusion or any Show with worthwhile merit.

FOR SALE—1-12 ft. Duck Pond, good Top and Frame, some stock, $150.

All Wires and Replies to Ernie Allen, 669 Swan St., Terre Haute, Ind.

ALAMO EXPOSITION SHOWS

NOW BOOKING FOR THE BIGGEST SPRING CELEBRATION

"THE BATTLE OF FLOWERS"

ON THE STREETS OF SAN ANTONIO, APRIL 19 TO 24 INCLUSIVE

CAN PLACE AFTER THE "BATTLE OF FLOWERS" CELEBRATION FOR SEASON: PENNY ARCADE, SIDE SHOW, ATHLETIC SHOW AND CRING SHOWS. STARTING AT AUSTIN, TEXAS MAY 5 TO 9; THEN INTO NEW MEXICO FOR SOME 30 DAYS.

Want good Man to handle Kiddie Auto and Kiddie Plane ride, who can drive Semic. Can use Second Men on all Rides. Can place a Good Man to handle Kid Mattox. (Must understand Phone Sales.)

Contact JACK RUBACK, Mgr.
470 Alamo Hotel, Austin, Texas. This week then Phone 2132 or 2133.

OUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STIKES
ART FRAZIER
CAN PLACE AGENTS
FOR COUNT STORES, FEED STORES, BUCKETS, SIX-CATS AND SLUM CONCESSIONS
No Heads and No Ten Per Cont.
For entire 1956 season of strong still dates and choice fairs, opening at Victoria, Texas, April 18, with
DON FRANKLIN SHOWS
"Praising Modern Midways for the Better Fairs Throughout the Midwest, from the Texas Gulf Coast to the Canadian Border."
Address ART FRAZIER, c/o Faust Hotel, New Braunfels, Texas.

Motor City Sets
Windsor, Ont.,
May 6 Opening

WINDSOR, Ont., April 3- Motor City Shows, Ltd., 9-year-old Canadian organization, is readying equipment at winter quarters here for another season's tour by June 1.

A crew of eight men is busy in quarters. Merry-Go-Round and Flying Scouter are both rebuilt and eight new ticket boxes have been built. New G.E. transformers have been mounted on a truck.

Additions will include an Overland AllSteel Roller Coaster, a Round-Up and three new kiddie rides. Show will consist of four acts.

One of show's major engagements will be the National Boys Reunion at Dresden, Ont., where rides will be set up on streets. Ontario fairs contracted include Owen Sound, Canadian National Scenic railroard, Tilsonburg, Dresden, Aylmer and Woodstock.

Staff consists of Arthur J. Gilmore—manager; Jerry Binder, concession manager; H. L. Morgan, show manager; H. Emerson, Kiddieland superintendent; and A. Robinson, electrician.

Ride foremen will be Joe Corbett, Tilt-a-WHIRL; Louis Maroney, Concessionaire; and Merry-Go-Round Flying Scouter; Art Berry, Merry-Go-Round; Blacky, Bowler; and Curley Hahn, Ferris Wheel, Drive-In, DJ and PA, Paul La Londe, KiddieLand.

S. Doug Scott will operate the cookhouse and J. Reckhow will have the candy fisks and concessions.

Brashbeer to Play
Bullet of Flowers
VICTORIA, Tex., April 3— American Midway Shows has been signed to appear at the Old San Antonio during the annual San Antonio Fair. The show, headed by Dan Brasher, manager, is scheduled to open at the fairgrounds Monday, March 18. The new train, a Suburban model, is painted in the colors of the Santa Fe Railroad and operates on approximately 1,250 feet of track. Rail is operated by J. H. Rice, Sr., at 15 cents for both adults and children.

Homes Preems New
Miniature Train
FORT WORTH, Tex.—Bill Hamon, veteran owner of the show, announced Monday that his new miniature Train into operation here in Fort Worth is available for leasing.

The new train, a Suburban model, is painted in the colors of the Santa Fe Railroad and operates on approximately 1,250 feet of track. Rail is operated by J. H. Rice, Sr., at 15 cents for both adults and children.

Mike Smith Renamed
WANT CONCESSIONS FOR SAINT JEAN BAPTISTE CELEBRATION
MIDDLETON, Conn., May 3-4-5-6
Have reservations for all Concessionaires who were there last year. Write in and reserve your stand.
EARL PURTLE
7162 Sweet Briar Rd., Richmond, Va.

CHIPPER MODEL CO.
Largest one of it's kind in the East.
LOUIS J. HALL
24 Cayla Ave.
Jefferson, Pa.

Want side show acts for John MAKE SHOWS
3547 S. State Rd., Hamden, Conn.

E. MEYER
General Delivery
Richmond, Va.

CHOO-CHOO TRAIN OWNERS!
Can you start, use and maintain a railroad model. Give us some information about your railroad experience. All replies to
STANDARD RIDEY RIDEY HOG CO.
20 West Belmont, Long Branch, L.

PILOT GROVE, MO. FAIR
North Central with 1 Riders and Concessionaries. All replies to
BYRON BECKER
Pine Grove, Mo.

MOTORBRAIN OWNERS WANTED
No Parks, we will make a show. Also in charge of the show for the second season.
SMOOTH PETER
Rte. 3, Sherburn, S. D.

DICK WILCOX SHOWS
GIVE TO DAMA RUNON MYRURY CANCER FUND

CARNIVAL GOERS, RIDE AND AMUSEMENT
DICK WILCOX, Rt. 2, WELCHVILLE, MARSHAL.
CLASSIFIED SECTION
A MARKET PLACE FOR BUYERS AND SELLERS
REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: $2 a word. Minimum $3 CASH with COPY.
DISPLAY-CLASSIFIED ADS... Combining larger type and white space (no illustrations or cut-out are charged for by the agate line, 14 lines to the inch. RATE: $1 a line—$14 per inch.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE
To insure publication of your ad in the above mentioned issue, you must have your copy reach your publication office, 510 Patterson St., Cincinnati 2, well in the week.

ACTS, SONGS & PARODIES

REMINDER: FREE CATALOG available on demand. Send your request to Temple's, 404 Sansom St., Philadelphia, Pa. 21, Pa., Dept. 8-12.

VISIONS & ENVISIONS... Technically accurate models of the adventures, dreams, and visions of the great philosophers. Send 10c for catalog.

KNOB ARMS (400 pairs), WOOD HANDLES (200 pairs), ALL STYLE. 20c pair, postpaid. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

FREE CATALOG PROVIDED: For your catalog with pictures, send your request to Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

LAUGH OUT LOUD OR MONEY BACK. FREE LITERATURE DESCRIBES WHOLESALE SHIPS TO EVERYWHERE. Send 10c for our price list.

FUTURISTIC PROFESSIONAL PARODIES. 1000 HIGH SCHOOL FUTURISTS! WANT SOMETHING DIFFERENT? TRY THESE! Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

LITERARY SONGS. NEW INTERLUXION. WRITE FOR FREE CATALOG. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

THE SUSAAN COMIQUETE GROUP... for the colorfully musical, humorous, quizzical essayists. Make your 10c count. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

LASHING BANDS, CLASSICS. FREE CATALOG. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

EXTRA PLASTIC BAR BANDS. 25c a pair. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

ALL METAL RETRACTABLE BALL POINT PEN. FOR BANKS, SCHOOLS, Etc. GUARANTEED. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

FREE CATALOG PROVIDED: For your catalog with pictures, send your request to Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

FANTASY'S LARGEST STOCK OF CHINESE THINGS. Send 10c for our price list.

POPLAR IROQUOIS—MODERN CARVED UNI-ISOPEK. SPECIAL PRICES TO YE. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

AGENTS & DISTRIBUTORS

THREE CENTS, $10.00, $50.00, AND $100.00 REDUCED IN PRICE. WRITE FOR FURTHER INFORMATION. U.S.A. AND FOREIGN COUNTRIES. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

ENTERTAINMENT SUPPLIES... A COMPLETE LINE OF PRESENTATION GIFT SUPPLIES. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

FREE CATALOG PROVIDED: For your catalog with pictures, send your request to Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

BEAUTIFUL WESTERN POINTERS. MAJESTIC FUR LINES. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

FREE CATALOG PROVIDED: For your catalog with pictures, send your request to Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

THE SANTA FE CARPET CO., U.S.A. AND FOREIGN COUNTRIES. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

CARRIED CANDY, NUTS, MUSSELS, BEANS, ETC., ETC. Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

AGENTS

TERRIFIC $1.00 SELLER SENSATIONAL FOOT AID! Like Walking on Clouds Today, Tomorrow, Always! Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

LARGEST SELECTION OF HAND CARVED CHINESE screenWidth. Send 10c for free catalog.

FREE CATALOG PROVIDED: For your catalog with pictures, send your request to Temple's, Philadelphia, Pa. 21, Pa., Dept. 8-12.

DISTRIBUTORS

H-S DISTRIBUTORS

4627 Third Ave., Bronx 19, N. Y.

To Order Classified or Display- Classified Ads
USE THIS HANDY FORM NOW

I. Type or print your copy in this space:

II. Check the heading under which you want your ad placed:

1. Auto, Toys, Parade Items...
2. Books, Magazines...
3. Appliances...
4. Refreshments...
5. Fashion...
6. Jewelry...
7. Gifts...
8. SOFTGOODS...
9. Other...

III. Indicate below the type of ad you wish:

1. REGULAR-CLASSIFIED: $1.00 a word. Minimum $0.00.
2. DISPLAY-CLASSIFIED: $1.00 a word. Minimum $14.00.

IV. Complete this authorization blank and mail promptly. Classified ads must be accompanied by payment in full. Display-Classified Ads will be filled if credit has been established.

The Billboard
2146 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in...

Name...

Address...

City...

State...

THE ROSARY BRACELET
A TREASURED RELIGIOUS GIFT

Send Check or Money Order to:
J. L. ROYAL
24TH STREET STATION
CINCINNATI 22, OHIO

The Rosary Bracelet
A TREASURED RELIGIOUS GIFT

The Rosary Bracelet
A TREASURED RELIGIOUS GIFT

THE BILLBOARD
THE BILLBOARD
THE BILLBOARD

Provident Ring Co.
1 Washington St., Providence, R. I.
For De Luxe Service...Come to Wisconsin De Luxe!

TOP SPRING SPECIAL ITEMS FOR ALL YOUR NEEDS

ECKOWARE
Stainless Steel with Copper Bottom
All uses Covered Pots, Service Pans, Skillets, Porcelain, Chicken Fryers, Double Burner, Egg Poacher, etc. Wide for prices.

No. Description Pink Red Black Set of 3
128 8-Inch Dutch Oven
129 8-Inch Round Casserole
130 8-Inch Dutch Oven
131 8-Inch Round Casserole
132 8-Inch Dutch Oven
133 8-Inch Round Casserole
134 8-Inch Dutch Oven
135 8-Inch Round Casserole
136 8-Inch Dutch Oven
137 8-Inch Round Casserole
138 8-Inch Dutch Oven
139 8-Inch Round Casserole

Each $5.50
Per Dozen $57.40

BEACON BLANKETS

No. Style Per Dozen
110 Fleece Blanket, 60 x 80... $1.95
111 Fleece Blanket, 72 x 90... $2.25
112 Fleece Blanket, 80 x 100... $2.45
113 Fleece Blanket, 90 x 120... $2.65

Each $1.75
Per Dozen $16.75

1954 GENTLEMAN BEAR

BUBBLING BABY
No. 3993 - 3 in. high. Squeek for real long action. $20.00
No. 3994 - 11 in. high. Squeek for real long action. $2.50 per doz.

BASHFUL MONKEY
No. 3976 - 114 gr. $1.50 doz.
Other sizes...

SOFT BODY DOLLS

No. Style Pink Blue Pink Blue
192 Soft Face $3.50 $3.50 $3.50 $3.50
193 Phone Face $3.50 $3.50 $3.50 $3.50

Each $1.75
Per Dozen $16.75

PLUSH BEARS

No. Size Packing For F.O.B. Kansas City
415 10 in. w. 3.5 lb. $12.00 $12.00
416 11 in. w. hat $12.00 $12.00
417 12 in. w. hat $12.00 $12.00

Each $2.25
Per Dozen $22.00

BOUDOIR DOLLS

No. Style Per Dozen
194 Silk-Bread 3.5 in. $3.50 $3.50
195 Silk-Bread 3.5 in. $3.50 $3.50
196 Silk-Bread 3.5 in. $3.50 $3.50

Each $1.85
Per Dec. $14.40

4103 MODERN BULLET LAMP
Wrought iron filament shade. Three glass bullet shades in white only. Filigree star in polyphonic, and an green. Overall height 10 1/2 in. Individually packed. Each $2.85
Per Dozen $31.20

HURRICANE LAMP
Come in any color, but in shipping cartons.
Each $1.65

SLEEPING DOG

4004 8 in. w. hat $2.50 $25.00 $25.00 $25.00
4005 9 in. w. hat $2.50 $25.00 $25.00 $25.00

Each $1.75
Per Dozen $16.75

WISCONSIN De Luxe COMPANY
1902 N. Third Street
Milwaukee 12, Wisconsin
Phone: LOCust 2-5431
New EXCLUSIVE Trick Match Assortment

They do the DARNDREST things
SMOKE—SQUIRM—SPARKLE—BANG:
50 Leading 10e Sellers
BIG PROFITS FOR YOU!

9 KINDS TRICK MATCHES & CIG. LOADS
53 Pounds for 10e items.

NOTICE:
These big sales display cards show Colors Are America's FASTEST SELLING Novelty American Safety Matches, Classic Cigarette Lighters, Inexpensive Radios, Kettle Bells, Rubber Duckies, etc. Year Round Sellers.

Wagon Jobbers, Specialty Salesmen, Business Firms, order these from your favorite Novelty Jobber, in all principal S. C. Cities or write me for sizes of desired Supplies.

LYLE DOUGLAS, Mfr. Joke Novelties
238 W. Davis, Dallas 2, Texas

GIFT SHOPS—CONCESSIONAIRES—RESORTS
BUY NOW AT THESE SENSAIONAL PRICES
#100 (jewelry style) $5.75 Ea.
#200 Popular, miniature size $7.75 Ea.
#300 Same size as #200 but with full color on front, front stands 8" long $9.75 Ea.
#300B Same size as #200 but with full color on both sides sets $11.75 Ea.

GENUINE CUBAN ALLIGATOR BAGS only $5.75
Premier Creations
For Him—Hers Color
and our 1225 Bayshore Blvd., Miami, Fl.

NEW LOW PRICES—CASH IN—ORDER NOW

ATTENTION: AUCTIONEERS, PITCHMEN, ETC.
The OUTSTANDING WATCH OFFER OF 1954

2 DIAMOND ladies' wrist watch and a 49.95
$71.95 save 52.00

Beautiful display box, 14Kt. white gold band, real diamond, date in Roman numerals, with day, month, balance G.C.O. or send full payment and we pay postage. 30 days money back guarantee. 40.00 a week. 20.00 a month. 4 weeks to pay.

GRACE MANUFACTURING CO.
ctoro, Mexican, etc.

PHOTO-IDENTS $5.75 Doz.
Engagement Bag, $1.50 Doz.
Wedding Bag, $1.83

SEND FOR
NEW 1954
CATALOG
For Engravers, Store and Fair Workers and Bing Demonstrators,
Presence prices plus 10% Discount, consult catalog.
McBRIDE JEWELRY CO.
1314 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

We Don't Give Our Lamps Away—But We Don't Miss It By Much
KANDELITE LAMP MFG. CO.
4516 N. 13th St.
Philadelphia 40, Pa.
Colonials, Piggies, Box, Opal, Bouderous, Venetians, Hurricanes and Flower Lamps. Our Samples—12 Pts. All Assorted, All Colors, All Styles, $19.90.

GIFT SHOPS

100 (jewelry style) $5.75 Ea.
300 Same size as #200 but with full color on front, front stands 8" long $9.75 Ea.
300B Same size as #200 but with full color on both sides sets $11.75 Ea.

WAGON JOBBER, Specialty Salesmen, Business Firms, order these from your favorite Novelty Jobber, in all principal S. C. Cities or write me for sizes of desired Supplies.

LYLE DOUGLAS, Mfr. Joke Novelties
238 W. Davis, Dallas 2, Texas

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ATTENTION: AUCTIONEERS, PITCHMEN, ETC.
The OUTSTANDING WATCH OFFER OF 1954

2 DIAMOND ladies' wrist watch and a 49.95
$71.95 save 52.00

Beautiful display box, 14Kt. white gold band, real diamond, date in Roman numerals, with day, month, balance G.C.O. or send full payment and we pay postage. 30 days money back guarantee. 40.00 a week. 20.00 a month. 4 weeks to pay.

GRACE MANUFACTURING CO.
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PHOTO-IDENTS $5.75 Doz.
Engagement Bag, $1.50 Doz.
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SEND FOR
NEW 1954
CATALOG
For Engravers, Store and Fair Workers and Bing Demonstrators,
Presence prices plus 10% Discount, consult catalog.
McBRIDE JEWELRY CO.
1314 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

We Don't Give Our Lamps Away—But We Don't Miss It By Much
KANDELITE LAMP MFG. CO.
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Colonials, Piggies, Box, Opal, Bouderous, Venetians, Hurricanes and Flower Lamps. Our Samples—12 Pts. All Assorted, All Colors, All Styles, $19.90.
AMERICA'S NO. 1 GENUINE IMPORTED ITALIAN BRIAR Pipe Key Chain
A FAVORITE EVERYWHERE
SURE—
YOU CAN SMOKE IT.
$2.25 per Dozen
$24.00 per Gross
ATTENTION!
Jewelry and Spindle Workers
SIMULATED Turquoise Jewelry
$5 per dozen, $45 per gross. All set with Simulated Turquoise. All Antique Silver fine. Order by style or gross assortment of all styles.

TE-1: Assorted Button Type Ear-rings, 12 styles to a dozen. Screw-back.
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BRAD BRADFORD
Box 478, International Airport
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Complete New Market show only $10.00 per Dozen.
(Brad's GIFT to fellow Showmen)

BARGAINS FLOOR SAMPLES—FAST ACTION
Each $24.00 per Dozen

BUSINESS OPPORTUNITIES
SPECIALS

17-POCKET PASS CASE
FOR MEN & WOMEN
$4.75

SPRING SPECIALS

Sensational Values for Engravers

ORGANIZATION SERVICES

Detroit, Michigan

CARNIVAL PLASTER

Deluca's Artcraft

120
PARIS-INSPIRED
THE MOST EXQUISITE, LOWEST PRICED SETS EVER CREATED! LUXURIOUSLY GIFT BOXED!

FEDERAL TAX SLASHED IN HALF! YOUR SALES WILL SOAR! CUSTOMERS ARE BUYING NOW!

Easter Sales and Mother's Day Sales are guaranteed with this new line. Never before a more sure-fire selling item for YOU! Fashion's favorite jewelry sets... superior quality PLUS your choice from a variety of stylings. Order now! Each set is a positive money-maker! An outstanding auctioneers number.

FIRST TIME EVER!

- Attractive Gift Box
- $19.95 and $29.95 Price Tickets Included
- Finest Quality Imported Stones
- Self-Adjusting Mock Chain
- Gleaming, Imported "Stones" Hand-Set
- Paris-Inspired Styling

Sensational Profits for you if you act now! Cash in on this spectacular offer! This value will not be matched anywhere!

NEW, EXCITING HEART SHAPED BOX

3001
30.00
dozen

$21.00
doz. lots

$30.00
doz. lots

Remittance in full or 25% deposit required with all orders. Balance C.O.D. AVOID CONFUSION—ORDER BY NUMBER PLEASE.

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TOP VALUES—BEST BUYS

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6"...1.25 Doz. $10.00 Gross
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10" 2.50 Doz. 28.00 Gross
Fluffelocks
10" Feathers Dolls $21.00 Doz.

Celluloid Head Fur Monkeys w/ Soggy & Pipe
7½...5.75 Doz. 8.50 Gross
7... 6.00 Doz. 8.00 Gross
6½...6.50 Doz. 7.50 Gross
6... 7.00 Doz. 5.75 Gross

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24" Spread $2.50 Doz. $20.00 Gross
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24" Spread $2.50 Doz. 20.00 Gross
25" Spread $2.75 Doz. 25.00 Gross
26" Spread $3.00 Doz. 30.00 Gross

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18...$1.75 Doz. 20.00 Gross
20...$1.85 Doz. 25.00 Gross
22...$2.00 Doz. 30.00 Gross

Rubber Horse Inflates
10" $1.65 Dozen
12" $1.95 Dozen
14" $2.45 Dozen
16" $2.85 Dozen

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19" $3.25 Dozen

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Grn. $14.40
Pic. $16.00

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Grn. $1.50 Doz. 15.00 Gross
Pic. $1.60 Doz. 20.00 Gross

American Condor w/belt
Grn. $1.50 Doz. 15.00 Gross
Pic. $1.60 Doz. 20.00 Gross

10" Leap Frog w/belt
Grn. $1.00 Doz. 10.00 Gross
Pic. $1.25 Doz. 15.00 Gross

Henry Bone Tone w/belt
Grn. $1.50 Doz. 15.00 Gross
Pic. $1.65 Doz. 20.00 Gross

Light Bone Tone w/belt
Grn. $1.50 Doz. 15.00 Gross
Pic. $1.65 Doz. 20.00 Gross

Foil Parachute w/Jumper/Tube
Grn. $1.00 Doz. 10.00 Gross
Pic. $1.25 Doz. 15.00 Gross

Plastic Backsachines
Grn. $1.00 Doz. 10.00 Gross

Inflatable Animals
Grn. $1.00 Doz. 10.00 Gross
Pic. $1.25 Doz. 15.00 Gross

10 Lead/13 Skeleton Flags
Grn. $1.00 Doz. 10.00 Gross
Pic. $1.25 Doz. 15.00 Gross

18 x 2 Skeleton Flags
Grn. $1.75 Doz. 20.00 Gross

250' of Rifle I.B.C. Deposit
Grn. $5.00 Doz. 50.00 Gross

Fancy Plastic Needles w/ Pipe
Grn. $1.50 Doz. 15.00 Gross
Pic. $1.75 Doz. 20.00 Gross

24" Rayon Parasols w/ check handle $14.00 Gross

ASSORTED
Rubber Animals w/ Voice
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Mexican Novelty Wuzzy Straw Hats
$15.00 per 100
$35.00 for box of 250

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Cloth Covered Zebras
Grn. $14.40 Gross

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10" Mousehead $6.00 Doz.
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Special Wristlets, each $.30

Fancy House Shape Tools

100 assorted alum, $6.00 includes coach, rubber daggers, mask w/ plastic finger traps, patina guns, rosette fans, razors

Comic hat bands
Per 100 $1.00

Dangling Skeletons
Grn. $3.50 Doz. $35.00 Gross

Midget Bone Tone w/belt
Grn. $1.50 Doz. 15.00 Gross
Pic. $1.75 Doz. 20.00 Gross

Feather fan w/belt
Grn. $1.75 Doz. 17.50 Gross
Pic. $2.00 Doz. 20.00 Gross

Midget bone tone w/belt
Grn. $1.50 Doz. 15.00 Gross
Pic. $1.75 Doz. 20.00 Gross

Midget bone tone w/parachute
Grn. $2.00 Doz. 20.00 Gross
Pic. $2.25 Doz. 25.00 Gross

Fancy Bone Tone w/belt
Grn. $2.00 Doz. 20.00 Gross
Pic. $2.25 Doz. 25.00 Gross

Rosemarie w/parachute
Grn. $2.00 Doz. 20.00 Gross
Pic. $2.25 Doz. 25.00 Gross

Midget bone tone w/belt
Grn. $1.50 Doz. 15.00 Gross
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Midget bone tone w/belt
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Grn. $2.00 Doz. 20.00 Gross
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Midget Bone Tone w/belt
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Midget bone tone w/parachute
Grn. $2.00 Doz. 20.00 Gross
Pic. $2.25 Doz. 25.00 Gross

Dangling Darts
Grn. $2.00 Doz. 20.00 Gross
Pic. $2.25 Doz. 25.00 Gross

24" HUNTER KNIVES w/ sheath
Grn. $4.25 Doz. $42.50 Gross

Plush Bears w/sheath
Grn. $3.50 Doz. $35.00 Gross

LARGE FIELD GLASSES w/straps & handle strap
Grn. $5.35 Doz. $53.50 Gross

Terms: 1/4 Deposit w/ Order, Bal. C.O.D.

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Genuine Government Surplus
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Cost Government $1193.00

REINFORCED TRAVELING & STORAGE TRUNK
Made for the Air Force to be Crash Resistant—Big,
Light, Strong—Amazing Low Price.

Here is a $75.00 value
Only $15.00

The double of ordinary
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Order Now
An ideal traveling trunk of vulcanized fiber, 38"
long, 21" wide and 10" high. Has two
shoulder straps reinforced with extra vulcanized
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Wt. 22 lbs. Ship. wt. 80 lbs.
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NEW TRIPOD OR LIGHT STAND
Use Everywhere—Indoors, Outdoors

Amazing war surplus bargain. Portable, sturdy metal tripod.
Makes possible high concentration of light over large working area.
From small compact unit only 3½" high can be extended
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Vertical height, 12 ft. Use for lights, camera, display rack.
Ideal for photographers, illuminating night loading, carnivals,
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Net weight, 40 lbs. Ship. wt., 75 lbs.

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LAMP ASSEMBLIES—Each lamp assembly has off and
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Complete Telephone Set
Genuine Govt. Surplus at Bargain Low Price

Order Now
This equipment is exactly the same as
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Can easily be adapted to
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CHAIN SAW Imported 44"

This is the real deal. 28 flexible links, Cuts into metal and leather
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This machine runs on
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STANDS at wholesale prices. Highest quality
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Use this special cone-shaped
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Specially designed for government use.

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Holes are a straight angle for
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Use this for general use or
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Or any 6 for $2.40

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Built for a heavy duty use.

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Great for night work.

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220 volt lamps. Can be used
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New, only 15c each

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Every item advertised is tagged
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Not sold in stores.

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Guggenheim's been with it for over forty years offering highest quality, fastest service at lowest possible prices.

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MEN'S AND LADIES' WATCHES

$8.75

Bulova, Waltham, Elgin, Benrus, Green Watches

Yellow Exp. Band, 24h. Serv."
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MOIR PERSER

DREAM GIRL

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The most sensational
in the broader field.
Full figure skirt with a
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Stitched chintz.
Available in matching
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$20.00

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SUNFLOWER GIRL

UPRIGHT WINDOW

in flowered dress 28"

$20.00

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Increase Your Profits 5 Ways

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PEARLS!

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When it rains—this

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PLACE YOUR ORDER NOW! Please send check with order, or if not well-rated in 90 days.

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One of the best

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STANDARD STAPLE NUMBERS THAT SELL EVERY DAY.

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A LUCKY STRIKE

Amazing, amazing novelty action item. Fisherman stands upright, moves back and forth. A secret mechanism on the fish fights the fish. Brightly colored figures. Each on attractive display folder.

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U. S. GOVERNMENT SURPLUS—BRAND NEW

Blows up to over 40 inches— Assorted Colors

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WHILE THEY LAST

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Modern China Vanity Lamp


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NOW... sell the package of towels sold on leading
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Boost your total sales with the package supported by
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SEE IT YOURSELF Send one dollar for sample package
Your dollar will be credited to your first order.

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Roberts' Deluxe ELECTRIC BINGO BLOWER

\* Will blow any weight Ping Pong Balls
\* Made of Gum Plywood, covered with Maroon leathers and
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\* Blower air pressure may be easily regulatd
\* Balls in blowers are always in full view of
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\* Weight: 60 lbs. 34" high, 48" long, 16" wide

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Please customers help you sell.
WRITE FOR PRICES and PROVEN
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NEW TYPE MAP MEASURE WITH MAGNETIC COMPASS

From the first time you can ache a
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THE HOUSE OF NAME BRANDS

Guaranteed to be in a variety of
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YOU JUST CAN'T BEAT THIS FOR
TOP MONEY...

The MOULI GRATER

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Fabulous Decorator Lamps

This is not new, 250 Driftwood Lamp

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A few dozen of these lamps, each

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Season's Hottest Item

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Featuring Glassware, Toys, Dolls, Novelties and

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Local and National Distributors

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Send sample of your name brand Plant. Plant.

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Puede APER WHITES CO. FAVORITE Comb

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WITH LETTERS

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SPRING SPECIALS
POLISHED ALUMINUM IDENTIFICATION BRACELETS

DOUBLE HEART IDENTITY
$7.95 per pair
MEN'S IDENTITY
$7.95 per pair

NOVELTIES AT LOW PRICES
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FREE CATALOGS ON ALL ITEMS

3 WAY SAW
1-1/2" x 3" at
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$7.15 per case

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TOWN WATCH CO.
SENSATIONAL 1954 OFFER
OF MEN'S HECKLER & KOCH, USHER, WEEHAWKEN, N.J.

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They're Here at Greatly Reduced Prices

NOVELTY BADGES
Made of Solid Brass in Jewelry Polishing
Gold or Silver Finish. Large and Small
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Small badge (not shown) $6.40
doz.

1½" high, ¾" wide........... $6.40
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SHOPE, MAGIC JOKE &
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Features different volumes including Police,
Special Police, Detectives, Private Detective,
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Write for sample dozen assortment on
an attractive display card. Priced
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Hit Cameras with case.................. $14.40
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Film for above (60 exposures to pkg.),
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New Screwball tie & cap, $4.80
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Write for new 1954 price list

Terms: F.O.R. New York, 25% deposit or C.O.D. order.

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THAT SELL BIG!
State & Souvenir Scarfs and Kerchiefs-
MAP DESIGNS!
Rodeo & Westerns in Silk, Satin and
Acetate. ALL PRICE RANGES!

Sensational and Incredibly
Beautiful Multi-colors - ALL
POPULAR PRICE RANGES!

Revive SCAR & NOVELTY CO., 48 W. 27th St., N. Y. C. 10-5929

AT LAST!!!
A HOT NEW RING ITEM!!!
A RHINESTONE INITIAL RING FOR FASHION!!
COPY'S FROM GENUINE DIAMOND STYLING.

Many at your jobber's regulars.

STELLAR CRAFT CO.
ST. LOUIS, MO.

NAME BRANDS? Nobody Beats American!

ONE OF THE WORLD'S LARGEST  WE CARRY A $2,000,000 STOCK
YOU NAME IT  WE'LL SUPPLY IT!

Here's the Proof! Can You Beat This:

Genuine Zircon Rings in 14K Gold


Pioneer Make Combination Bonding Machine and Equipment. Make your own balloons from natural rubber, and sell them to retailers and customers.

PRITT NOVELTY CO., INC.
17 West 27th Street
New York 1, N. Y.

NOVELTY SCARFS

THAT SELL BIG!
State & Souvenir Scarfs and Kerchiefs-
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Many at your jobber's regulars.

STELLAR CRAFT CO.
ST. LOUIS, MO.
QUALITY PLASTIC GARDEN HOSE

Direct From the Largest Manufacturer. Your Greatest Value in Promotional Hose, RED AND GREEN
25' LENGTH $1.25 EA.
35' LENGTH $1.50 EA.
45' LENGTH $1.85 EA.

For Greater Sales & Longer Profits
Made of rugged, vinyl plastic to give years and years of outstanding service. Won't snap, rot or mildew even when stored wet. Resists oil, grease and fertilizers.

ORDERS YOURS NOW
KENT PLASTICS, INC.
693 Howard St.
Hoboken, New Jersey

COMING EVENTS

Alabama

California
Bakersfield - Bakersfield Home & Sports Show, May 1-3, Statler Hotel.
Los Angeles - Road Ryde & Sports Show, April 26-29, Ambassador Hotel, South Gate.
Oakland - Berkeley Garden Show, April 29-30, Cal-O-Crest Convention Center.
San Francisco - San Francisco Garden Show, April 29-30, Civic Center Auditorium.

Connecticut
Hartford - Hartford Garden Show, May 7-8, Agricultural Convention Center.

Florida
Miami - Miami Garden Show, April 29-30, Miami Beach Convention Center.
Fort Lauderdale - Fort Lauderdale Garden Show, April 29-30, Holiday Inn.

Illinois
Chicago - Chicago Flower Garden Show, April 29-30, International Amphitheater.

Indiana
Fort Wayne - Fort Wayne Garden Show, April 29-30, Fort Wayne Civic Center.

Texas
Houston - Houston Garden Show, May 2-3, Houston Astrodome.

FOOTBALL

The HOTTEST Item on the Market Today! SPRINKLE AND SOIL SOAKER HOSE

Sensational New Low Prices
20' LENGTH $6.50 EA.
35' LENGTH $7.65 EA.
35' LENGTH $5.95 EA.
50' LENGTH $7.25 EA.

For Greater Sales & Longer Profits
Made of rugged, vinyl plastic to give years and years of outstanding service. Won't snap, rot or mildew even when stored wet. Resists oil, grease and fertilizers.

SEND $1 FOR PAIR OF TERRY & BETTY PIG, PREPARED

AMERICAN FACTORY SALES CO., Mrs. P. O. Box 26, Los Angeles 32, California

SEND FOR OUR GENERAL CATALOG LISTING ITEMS SINGLE PINS EARRINGS-SEAL, ETC., PLEASE state your business, but in your order at least at we can mail to other circulars to you

RINGS $5.00
$4.00 PER DOZ.
$2.40 PER BOX.
$1.10 PER ET.

FRISCO PETE
220 W. Wells St., Chicago 1, Illinois

We Manufacture America's Finest Most Complete Line. PUNCH BOARDS

Lowest Prices in the U.S.A. TICKETS

PUSH CARDS

EMPIRE PRESS INC.
604 W. Superior St.
Phone: 616773-6118

C-BUILDERS

136
THE BILLBOARD
APRIL 10, 1954

LAZY BABIES

Beautifully tailored fitted plastic face with soft but well stuffed polyester. Contrasts beautifully with your Easter outfit.

 bold chested, medium of 20" to 24" bust, $25.00.

H. J. Hendriksen, 72 W. 18th St., New York, N. Y.

RETRACTABLE PENCILS

America's #1 pencil - makes writing troubleless.

Write for your nearest wholesaler's name.

KELLER PRODUCTS

400 Elm Street, Chicago 11, Illinois

SPECIAL! RETRACTABLE BALL PENS

SPECIAL NEW IN PUNCHBOARDS

MAKE MONEY SELLING TIES

All Direct from Manufacturers. Outstanding Dollar Sellers

PHILIP NOCKWEAR

14-24 Boston St., New York N. Y.
There was no indication as to when a ruling would be handed down, but the case involves two pinball machines, and hearings for each side are to be held in Boston, Mass., in the coming weeks.

The case involves the Cotillion Manufacturing Co., which produces the machines, and a shooting game company, which produces the games in question.

On Monday, the court issued a temporary restraining order, which prevents the companies from continuing to manufacture or sell the machines.

The case was brought by the Cotillion Manufacturing Co. against a shooting game company, which produces the games in question.

The judge ruled that the shooting game company had violated the Cotillion Manufacturing Co.'s patent by producing a similar machine. He ordered the company to stop making and selling the machine until the patent infringement issue could be decided in court.

The Cotillion Manufacturing Co. is seeking an injunction to prevent the company from continuing to make and sell the machines. The company said it would appeal the ruling.

The Cotillion Manufacturing Co. produces a line of pinball machines and a shooting game company. The shooting game company produces a line of shooting games.

The case is one of several patent infringement cases involving the Cotillion Manufacturing Co., which has filed suits against several companies in recent months.

The Cotillion Manufacturing Co. has said it plans to file more suits if necessary.

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NATD Convention: Jobbers Expand Vending Horizons

Vending Session Hears Tobacco Jobbers Score Location Selling

CHICAGO, April 3—Tobacco jobbers are expanding their vending horizons by providing better vending service and offering their points all types of automatic merchandising services.

That point was emphasized in this week during the annual convention held at the National Association of Tobacco Distributors.

To expose its membership to the opportunities of automatic vending, and to provide as many as possible with equal opportunities for exchanging practical information on the subject, all jobbers were invited.

A panel of prominent jobbers made presentations. Each panelist was given 15 to 20 minutes to present his ideas.

The discussion developed these major points:

1. Tobacco products should be in vending even if he lost all other sales.

The questions, including stand specials, were handled by John T. Cooper, president of the National Association of Tobacco Distributors.

Greene, Glasspool and Teahan, Chicago, Illinois, who are exclusively automatic merchandising equipment dealers, showed how Cavaliers, Lancing, Schlitz and Scholle's are tobacco distributors with branches in many places.

(Continued on page 175)

NATD 'VENDER SHOW'
Brow New Models; Cig Mchs. Key Exhibits

BY FRED AMANN

CHICAGO, April 3—Cigarette manufacturers, while conducting both brand and price-wise, automatic vending machines for the past week.

Coffee machines, candy and tobacco machines were shown.

The question of vending coffee, candy and tobacco was the stage.

The machine developed in this week.

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FOOD FOR 500
VenDime Opens Second N.Y. Office Location

NEW YORK, April 3—The VenDime organization Thursday (1) opened its second mid-Manhattan office, located at the American Lumberman's Merchandise Room, 176 Madison Avenue and 41st Street.

The insurance firm employs about 300 persons, most of whom work on the 10th and 11th Floors. The automatic cafeteria is on the 100th Floor, where there is a large lunch table and dining area with a capacity of 20 feet by 44 feet. The following Monday, the Frank- lins Stores location in February shall be the opening day. The vending battery room will be on the 10th floor.

Sandwich, Milk Units
One of the newest sandwich vending and a Vendo milk machine. In the meantime, Ven- Dime is using a refrigerator and the hour system to keep fresh for the milk machine.

Before the installation was made, a survey of 400 employees was taken. 200 replies, the is the survey results. About 50 per cent indicated they would eat in 3.8 per cent added that they would buy coffee from a vender, and 100 per cent of the employees are willing to pay a dime.

About 40 per cent said they would buy milk from a vender. Vanilla was selected as top ice cream, followed by chocolate, strawberry, banana and a Pecan. In 57, 50% of the cup cakes were favored, followed by the most popular 100% danish and pound cake.

According to Gerald McCuskey, VenDime partner, supplies will be loaded directly from the bakery to the vender every other day. The vender will carry a good stock of different goods. The machine will supply the machines 24 hours a day, 5 days a week.

A 24-hour dining table and red and green position, the regular employee of the insurance company, and is the machines all cabinets daily.

Lobster to Supervise
Bob our sales representative,孤独's partner, will supervise the location in addition to the Gecko and the vender, will be staked in the vender and in the

National Slug in Production On Refunder
ST. LOUIS, April 3—National Refractor, Inc., is now in production on a pay refunding machine which will enable automatic merchandising machines to dispense products at cost-

is Cigarette Machines
All machines sold King Size and Standard brands in all volumes-including machinery. Can be set for any size in 30 operation. (Use $0.00 additional for 30 operation - CIGARETTE VENDORS

Nu-Matic to Be Sales Agent of Frank Vender
NEW YORK, April 3—The re- cent acquisition of the Nu-Matic Mec hines, Inc., owned by Samuel C. & George C. Buell, has been named sales agent for Frank Vender, Refreshing, Vending, A集成.

Production started the week of the order: a tentative list price of $16.11a, for Cigarette, has been set, with first deliveries scheduled for April 30.

The vender holds 78 hot dogs in condiment boxes with space for 23 hot dogs on a roll. The Frank vender is a 16-year-old and can handle two electrodes piercing the meat. The machine has a 220-volt heat and placed in a special cabinet.

Dimensions are six feet high, two feet wide and two feet deep. The weight is about $50 pounds. Construction is all steel. While the unit is electrically operated, it has

Mental said the vender has been field tested in Glendale and that a pilot operation of 15 or 20 units will be set up in the New York area. Plant capacity is about 200,000 machines a week. He added that an arrangement with a supplier is pending.

CHICAGO, April 3—Ad-A-Unit in both cigarette and vending machines, Inc., exhibit at the National Refractor, Inc., the DeWalt, assistant manager of the cigarette model the straight bar, width 4 inches, $45, the two-unit, $50, both machines are 44% x 12 3-4 inches and vary in size.

According to DeWalt, between 100 and 300 of these machines have been shipped since their installation in raspberries. He said the installation of large appliance in a wall or stand-mounted unit in groups of the smallest size.

SPECIALTY: Electric, 120 volts. 1500.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines" NEW - RECONDITIONED LIKE NEW

350 Madison Avenue, Brooklyn 1, N.Y. Phone: Hingham 3-4295

UNEEDA CONCESSIONAIRES
Closeout of non-coin operated, popular make Popcorn Machines in original cartons. Reliable and attractive.

Original price $79.50

UNEEDA Cigarette Vendors

SPRING SPECIAL
UNEDA Cigarette Vendor, 100 cts. 300 cases... $62.50

Candy Machines

Soda & Coffee Machines

360 North Wabash Ave., Chicago 11, Ill. Phone: Hingham 3-4295

UNEEDA VENDING SERVICE, INC.

UNEEDA CONCESSIONAIRES

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L&M Drops Price; To Retail for 27c

NEW YORK, April 3.—The first major cigarette price break in a long time occurred yesterday when Liggett & Myers Tobacco Company announced a reduction in the manufacturer's price of L&M filter-tipped cigarettes at all its wholesale outlets, subject to the usual 10 per cent discount. The new price is $0.02 a thousand less than the old price.

This means that in the New York area, the retail price of the brand will drop from 31 cents to 27 cents. The reduction was apparently brought on by the introduction of the 'P. Rembrandt,' a king-size Winston in the New York and Los Angeles markets last week

The reduction could aid operators in this area. With L&M selling in the same price range as Parliament and Kent, the dual pricing situation with L&M and other known premium-priced brands. The position of the brand has been strengthened by putting a single price on the brand and taking out the splitting with the leading national.
Rowe Console
Cig Mch. $275;
Set Production

Step Up Output
Delivery Sked of Candy Bar Vender

CHICAGO, April 3.-The 11-volume electric console Cigar
minder cigarette vender, first product of the American Machine
Company, Inc., at the 1952 National
Association of Confectionery
Manufacturers Association convention, is now
being placed in production for delivery scheduled for early
summer. Total sales of the N600 exhibit this week.

Price, on a new model will be $275. It has a total capacity of
20,000 cigars in a king-size, filter tip, and 999 book
cigarettes. The console is adaptable for Parliament type boxes. It
was at those different prices, 66 inches high, 30 inches
deep. Rowe's manual and electric up
eight cigarette models were also
shown, as were the ice cream and
cigarette stands. The console may
range in price from $250 to $1,000.

Argue Blind Hurt
By P. O. Venders

HARFORD, Conn., April 3.-The
Blind People's Association of
Connecticut is opposing the in-
stallation of vending machines in
public buildings. Rowe Associations
in the ground that the machines take revenue from
stand points. George Cone, of Harford,
association head, said additional vend-
ing machines to be placed postal welfare
ports would force blind people
out of business.

The association has filed a
petition for the city council and com-
missioners from Connecticut and with
all receive larger production
quotas this year, it was stated.

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Wurlitzer Bows ’54 Models; Introduce New Disk Mechanism

Unveil 1700 Series and Restyled 1600’s; Both Available in Hi-Fi

AUGUST 10

Wurlitzer Bows ’54 Models; Introduce New Disk Mechanism

Unveil 1700 Series and Restyled 1600’s; Both Available in Hi-Fi

NORTH TONAWANDA, N.Y., April 3—Wurlitzer, the leading jukebox manufacturer in the country, have their first look at Wurlitzer’s new 1700 Series, unveiled yesterday afternoon for the first time in the world. The new line will be shown at the Jukebox Show, which will be held here June 15-17.

The 1700 Series will be the first model to be sold in the U.S. that will be available in Hi-Fi, which is the latest development in jukebox technology. The Hi-Fi feature allows for higher quality sound reproduction, with more detail and clarity than previous models.

The 1700 Series will also feature a new disk mechanism, which is designed to provide better sound quality and improved reliability. This new mechanism is a significant improvement over the previous model, which was introduced in 1950.

The 1600 Series will be available in both Hi-Fi and standard versions, with the Hi-Fi feature costing an additional $1,000. The standard version will be priced at $750.

The 1700 Series will be available in two colors: black and white. The black model will be priced at $1,250, while the white model will be priced at $1,200.

The 1600 Series will be available in four colors: black, white, red, and blue. The black model will be priced at $1,150, while the white model will be priced at $1,100. The red model will be priced at $1,200, and the blue model will be priced at $1,250.

The new models will be available for sale immediately, with orders being taken now.

EVANS DISTRIBUTORS

Plan Holiday

Juke Showing

CHICAGO, April 3—Les Rice, Wurlitzer phonograph sales manager of this city, pronounced this week that the firm’s demonstrator salesmen will hold a 10-day sales show here to introduce the new 1954 model.

He said that all the showings will be held by the end of April.

The holiday, which was announced at the MCA convention, will give the Wurlitzer phonograph salesmen and listers a chance to look at the new models and to get acquainted with the new machines. The showings will be held in every city in the country.

The new machines will be shown at the Wurlitzer plants in South Bend, Ind., and at the Wurlitzer plant in New York.

HEND DRYERS

Gain Ground

in Juke Field

PHILADELPHIA, April 3—The American Dryer Corporation, which has been operating in the Juke field, has announced that it will be entering the Juke field soon.

The company has been operating in the Juke field for the past two years, and it is expected that it will be entering the Juke field on a large scale.

The American Dryer Corporation has been operating in the Juke field for the past two years, and it is expected that it will be entering the Juke field on a large scale.

New Jersey

April 3—The new Wurlitzer phonograph salesmen are having a very successful time in New Jersey.

The new salesmen are having a very successful time in New Jersey, and the company is very pleased with the results.

The new salesmen are having a very successful time in New Jersey, and the company is very pleased with the results.

Hand Dryers

Gain Ground

in Juke Field

Philadelphia, April 3—The American Dryer Corporation, which has been operating in the Juke field, has announced that it will be entering the Juke field soon.

The company has been operating in the Juke field for the past two years, and it is expected that it will be entering the Juke field on a large scale.

The American Dryer Corporation has been operating in the Juke field for the past two years, and it is expected that it will be entering the Juke field on a large scale.

Information in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music, and other departments, the following are included here:

GleNN MILLER IS TODAY’S TOP BAND NAME. As a result of the band’s recent recording of “A Day In The Life Of A Band Member,” the GleNN Miller remains most popular band in the country.

ASCAP AND OLD FOS BREAK BREAD. Leaders of the radio’s biggest ASCAP show of the week were the “Old Fos,” with their hit song, “I’ve Got A Crush On You.” The song was written by the ASCAP staff, and it was received with great enthusiasm by the audience.

The ASCAP show was held in New York City, and it was attended by many of the city’s leading radio personalities.

Juke Exports Top $6 Million Mark In 1953

CHICAGO, April 3—Juke box exports hit the $6 million mark in 1953, bringing the total number of juke boxes exported to a total of 26,315,529, according to figures released by the Department of Commerce.

This $6 million-plus figure for 1953 represents an increase of over $2 million, compared to 1952, which saw exports increase by over $3 million compared to 1951.

Leading countries in this rapid growth in juke box shipments are Belgium, Columbia, Mexico, Canada, Venezuela, and West Germany. From the number of foreign operators and distributors present at the recent convention of the Music Industry Association, it is believed that many of these operators will be able to export juke boxes to these countries and to many others.

Distributors Report Stage

Set For Wurlitzer Days

CHICAGO, April 3—The stage was set for Wurlitzer’s two new model juke boxes on April 7, when all rapid distributors were preparing for the two-day show.

The Wurlitzer Company announced that all the distributors had reported that they were ready.

The new juke boxes were distributed matted in more than 150 promotional-type announcements to operators regarding the showing.

It was announced that present auxiliary equipment would be used on the new models. (See separate story for complete details of new machines.)

Wurlitzer representatives from the factory and the field were scheduled to be on hand at most distributor showings.

Birmingham Opera Promote

Country and Western Show

BIRMINGHAM, April 3—Max and Harry Hurvich, of the Birmingham Opera Company, have been working on the city’s new Country and Western show, "Climb Aboard," which is scheduled to open in April.

The show is being produced by the Birmingham Opera Company, and it is scheduled to open in April.

The show is being produced by the Birmingham Opera Company, and it is scheduled to open in April.

While officially the show is set for Sunday and Monday, designated as "National Wurlitzer Days," many distributors make plans for additional showings in the area. Distributors will hold the show Saturday and Sunday, and the remainder of the week will be open to the public.

It was announced that present auxiliary equipment would be used on the new models. (See separate story for complete details of new machines.)

Wurlitzer representatives from the factory and the field were scheduled to be on hand at most distributor showings.

Barber, McElhaney

To Attend Showing At Young Dist.

NEW YORK, April 3—Harry McElhaney, president of the McElhaney-Dor Set, and John Clancy, president of the Oomens Record Service, will be in attendance at the Wurlitzer juke box showing here on April 7.

Joe Young, head of the American Dryer and the Wurlitzer distributor in New York, was also on hand to receive the new 2,000th hand dryer this week, setting a record for the firm in the music field.

This new machine has been offered to operators as a means of increasing profits on locations already ready for service, can be installed in existing cabinets or on exterior walls.
The "Busiest Corner" in Any Location

The AMI spot inside a location may not be quite as busy a corner as State and Madison in Chicago, but there's always an active crowd around the "E" reading titles, dropping coins and listening to its thrilling new tonal perfection. The "E" is the juke box world's greatest show-piece because it's naturally a show all by itself!

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensor: Jensen Music Automates—building the EMA AMI Juke-Box sold through Oscar Sieghol A/S, S Palaigude, Copenhagen K., Denmark
HEINIE ROBERTS . . .

asks that you wait
and get ready for the greatest development
in music ever conceived!

IN NEXT WEEK'S BILLBOARD
THE YEAR'S BIG NEWS
IN PHONOGRAPHs

THE FABULOUS NEW WURLITZER 1700 HIGH FIDELITY
Wurlitzer’s sensationally new 104-selection, straight 45 RPM play, Model 1700 simultaneously introduces a brace of new developments that make it far and away the most phenomenal phonograph of all time.

The 1700 strikes a new high in styled-in eye-appeal—and it is eye-appeal that sparks the start of phonograph play.

The 1700HF introduces the most vivid version of High Fidelity music yet offered on a commercial phonograph—and it is ear-appeal that promotes continuous play.

But that’s only the half of it. This new Wurlitzer introduces the most exciting advancement in simplified record handling in history... the revolutionary Wurlitzer CAROUSEL Record Changer. People will pay just to watch its fascinating action. Operators will find its foolproof features a tremendous contribution to profits.

And, finally, the Wurlitzer 1700HF with limed-walnut cabinet is not only masterfully designed to be the center of all eyes in any location—but engineered for earning power. Look at it! Listen to it! You’ll buy it as the greatest Wurlitzer of all time.

Plus BREATHTAKING HI-FIDELITY SOUND THAT TAKES THE MASK OFF THE MUSIC

THE SENSATIONAL NEW
Wurlitzer 104 SELECTION
CAROUSEL RECORD CHANGER
SIMPLEST CHANGER EVER OFFERED ON A MULTI-SELECTION PHONOGRAPH

The Carousel Record Changer utilizes one tone arm, one needle and one turntable direction, yet it plays both sides of 52 seven-inch 45 RPM records. Records are not turned over, not picked up by any clamping device. They are gently raised by one of two arms mounted on either side of the circular record carrier, secured into position on a metal chuck by three metal fingers and played vertically. Record-now-playing indicators rise from slots either side of record player. The turntable is noiseless in operation. The entire mechanism is easily removable for adjustment or service. Composed of four major assemblies, the Carousel Changer may be easily disassembled as illustrated here.

Here’s How It Works

Semi-circular arch casing houses turntable motor, serves as a mount for tone arm and actuating mechanism. Turntable is fly-wheel balanced to assure accurate RPM.

Each record has its own Playmeter registering up to 60 plays.

The record lift mechanism is located directly below the record carrier. Consisting of a single cam and two clutches, which operate the record lifting arms and the tone arm position, this mechanism is actuated by a single reverse rotation direct current motor.

Suspended horizontally below the record lift mechanism is the selector drum and junction box. This selector unit completes the simplest mechanism ever offered on a multi-selection phonograph.

Carousel record carrier always revolves clockwise. Each of 52 sections holds a record and has its own Playmeter. It is mounted on the largest star wheel ever used on a juke box assuring accurate selection. Record mechanism has disengagement switch, making service easy. The Carousel free-wheels for loading or record changing.
WURLITZER’S HI-FIDELITY SOUND SYSTEM OFFERS
MORE SPEAKER CAPACITY
THAN ANY OTHER COIN-OPERATED PHONOGRAPH

Takes the Mask Off the Music

Wurlitzer's High Fidelity Sound System incorporates twin speakers, a 15-inch bass Woofer and a 6-inch treble Tweeter—more speaker capacity than you'll find on any other juke box. Coupled with Wurlitzer's exclusive Zenith Cobra stylus and a built-in volume level control, it combines the finest sound system in the industry. A system that literally removes the mask from the great range of music heretofore audible on ordinary phonographs. The delicacy of the flutes and French horns, the brilliance of the brass choir, the full impact of the percussion instruments are reproduced with live performance realism—and now as a sound beam emanating straight ahead of the speakers but diffused all over the location—a terrific play promoter.

Available without High Fidelity as Model 1700 at slightly lower cost in dark walnut finish.

NEW, IMPROVED DYNATONE AMPLIFIER

Wurlitzer's famed dynatone amplifier has been further improved to incorporate full High Fidelity output. It includes a built-in automatic volume level control, assuring desired sound level from all records.

SINGLE LOW INERTIA TONE ARM FEATURES ZENITH COBRA STYLUS

Still Wurlitzer's alone—one of the greatest contributions ever made to minimize surface noise and increase tonal brilliance. Gives you at least 1000 more plays per record without impaired fidelity plus many thousands more plays per stylus.

MODEL 1700 CONTINUES WURLITZER’S LONG-ESTABLISHED LEADERSHIP IN OPERATOR SERVICE ACCESSIBILITY

The Wurlitzer 1700 series continues Wurlitzer’s leadership in making service easy for the operator. The Astra-Dome lifts up and is secured by a fall support. Record slip replacement is fast and easy. Cabinet is accessible through two removable rear panels and the removable front section of the record changer shelf. Entire top casting lifts out by simply removing four screws and loosening two flexible cables. Remove one “C” washer and the entire record carrier lifts out for service. Wurlitzer’s new Quick-As-A-Flash replacement units save time—and time is money for the operator.

NEW COLOR-STYLED, EASY-VISION SELECTOR PANEL MAKES TUNE PICKING ERROR-PROOF—PROGRAMMING SIMPLE

The Wurlitzer Models 1700HF and 1700 program selectors consist of four panels, each offering 26 tunes. Patron selects by pushing one letter and one number. No errors are possible.

The selector panel is ideally positioned for easy reading and playing by people of all ages. It can be programmed into eight classifications to please every musical taste.

Program slip changing is easy. Frames holding 26 slips lift out in units. Top and bottom tune on each record are contained on a single line of the program holder. Each strip is held firmly in place—no light leaks.

NEW STREAMLINED COIN EQUIPMENT COMBINES SLUG REJECTOR WITH COIN REGISTER

Customers can insert coins of any denomination and make selections after the coin is inserted. Eliminates requests for refunds from patrons. Adjustable to 10 coin play, 3 for 25¢, and other combinations.
SMARTLY RESTYLED FOR THE SMALLER LOCATIONS

Wurlitzer 1600A

LOW PRICE ASSURES HIGHEST RETURN PER DOLLAR INVESTED OF ANY AUTOMATIC PHONOGRAPH

Here is Wurlitzer's 1954 version of its famed 48-selection phonograph. Immensely popular in the smaller location field, these phonographs are completely restyled for greater eye-appeal, and now, for the first time, offer Wurlitzer's sensational High Fidelity Sound that takes the mask off the music!

Available with High Fidelity in striking limed-walnut cabinet as the 1600AF playing 78 or 45 RPM records or the 1650AF playing 45 RPM records. Also available at slightly lower cost with Wurlitzer's standard sound systems are the Models 1650-A (45 RPM) or 1600-A (45 or 78 RPM) with dark walnut finish.

48 SELECTIONS FOR 78 OR 45 RPM PLAY

FEATURING WURLITZER HI-FIDELITY SOUND

TAKES THE MASK OFF THE MUSIC

WURLITZER ALWAYS BRINGS YOU THE BEST IN REMOTE CONTROL

3-WIRE 104-SELECTION WALL BOX
MODEL 5205
Features chrome plated, die-cast case, clear glass window, turquoise selector buttons and panels. Four rotating panels lettered A,B,C,D match selector buttons on Model 1700 Phonograph. Single 5-10-25¢ coin entry with magnetic slug rejector—convertible to 10¢, 3 for 25¢, or other combinations. Ace lock mounted on side. Size—12½" high, 11⅜" wide, 7¾" deep.

MODEL 5110 SPEAKER
This beautiful 12-inch speaker is identified by the Wurlitzer name scrolled in silver. Like the 8-inch 5100, it has a matching transformer and may be used alone or with Model 5206 Wall Box and adjustable Wurlitzer Wall Plaque. Similar dual-cone speaker available for remote High Fidelity sound reproduction.

ALSO AVAILABLE

4-WIRE 48-SELECTION WALL BOX
MODEL 5206 (SAME DIMENSIONS)

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
**WE HAVE IT!**

The finest phonograph you can buy

The NEW **WURLITZER 1700**

Hi-fidelity system multi-selection phonograph

*Wurlitzer—The name that means music to millions* now brings you a great new phonograph. So different it merits your attention! So beautiful that it will attract locations and patrons! So well designed and mechanically perfect that it means more profits for you.

**DON’T WAIT—** If you are a Music Operator you should see the new Wurlitzer today

**WILLIAMS DISTRIBUTING COMPANY, Inc.**

1117 Union Avenue, Memphis, Tennessee

Phone: 36-1776 and U-530

**THE FINEST PHONOGRAPH YOU CAN BUY**...

the NEW **WURLITZER 1700**

Not only the newest... but the finest and most profitable phonograph! Come into our showrooms and go over it yourself... you’ll be amazed.

**Co-Operative Distributing Company**

334 West Jefferson Street  Phone: Jackson 7003

Laurelville, Kentucky

**SEE IT... HEAR IT...**

the amazing new **Wurlitzer 1700**

New fidelity is second in fact... a new phonograph in every way and bearing the name “Wurlitzer—the name that means music to millions.” Come in today and see for yourself.

**Northwest Sales Co.**

3150 Elliott Avenue  Phone Garfield 0440

“Serving Alaska, Washington, Oregon, Idaho and Montana”

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**COMING IN AND SEE US TODAY!**

**United Distributors, Inc.**

Mid-West Distributors

512 East Central  Wichita, Kansas

709 Lowood Blvd.  Kansas City, Mo.

Phone: HO-44111

Phone: WE-4776

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**WE WANT YOU TO SEE THIS STARTLINGLY NEW & WONDERFUL**

**Wurlitzer 1700**

Never before has any phonograph included so many marvels... of engineering... of electronics... of good “down-to-earth” sound operating principles. This is the “Wurlitzer Year” and if you are a music operator... you should see, hear and inspect this phonograph. See us today!

**ANGOTT DISTRIBUTING COMPANY**

3814 Forest Avenue, Detroit 38, Michigan

Phone University 5-0779

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See the NEW “1700” at your distributor today
Reconditioned Music Equipment

SEEBURG - 147

$75

Clean — All Plastic Intact
Ready for Location

FIRST COME
FIRST SERVE

Wire—Write—Phone

MUSIC SYSTEMS INC.

HEINIE ROBERTS . . .

asks that you watch and get ready for the greatest development in music ever conceived!

* IN NEXT WEEK'S BILLBOARD

YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES

HURRY!
Wurlitzer Bows '54 Models

New ones, 31% inches wide, are being announced.

The program selector consists of two banks, each offering 26

pianos, each offering 26

models, all new. Two banks are offered, one with 36 and the other from

The two may be identical at 39.

Changes in the new models include a new color scheme. The

controls are improved. Colored buttons in the cabinet light-wood, walnut and dark

wood. The new "Wurlitzer" tone unit is improved.

The dimensions of the new unit are 35 by 25 by 25 inches, while the

and the other from

The new unit is 25 by 25 by 25 inches. Both, the new 48 selection model, and the three-wire, 194-

The Wurlitzer Company an-announced that it would continue its practice of producing two wire-boxes, the four-wire, 48 selection model, and the three-wire, 194-

section model.

Ill. Op Assn.

*Continued from page 142

The board of directors were

named secretary-treasurer. Elec-
ergy to the board of directors were

ded "Monte Carlo," Bill Fleming and

Lawrence Carll.

Following the election, members discussed the recent CNA convention and made plans for a

labor meeting next month to welcome the new officers. The meeting date was set for April 26-

place to be announced.

NEW—ALL THE WAY THRU!

EVANS' HOLIDAY

100 SELECTION • 45 RPM

FABULOUS NEW BEAUTY!

Thrilling new beauty and utility blend in the superb cabinet of

EVANS’ Holiday. The magnificently impressive light diffusion and the

brilliantly illuminated interior is truly a masterpiece of player attrac-

tion. Trim, compact, modern lines combine to harmonize in any type

of location, whether "ordinary" or "plush decor."

ON DISPLAY AT YOUR EVANS DISTRIBUTOR!

H. C. EVANS & CO., 1536 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

WHEN COIN MACHINES ARE EXPORTED TO MARS

... You can bet The Billboard

will be there first, pre-selling the

Martian market.

Yes, you'll find The Billboard wherever and whenever there's a demand for coin ma-

chines.

Today, with U. S. coin machine exports circling the globe, the foreign market is ex-

tremely profitable for extra sales of new and used equipment.

Topping the most optimistic forecasts for 1953, the coin machine export market reached a $10,657,844 total—a new high!

If you are a manufacturer or distributor of new and used coin-operated equipment don't

miss out on plus sales to foreign buyers.

Reach and sell the $10,657,844 foreign market thru The Billboard SPRING EXPORT QUARTERLY, dated April 24, and, at the same

time and at no extra cost, sell your complete U. S. market as well!

Because more than 5,500 foreign business men in over 55 countries will receive The Billboard SPRING EXPORT QUARTERLY, your

sales message is assured of reaching foreign buyers.

It may be a lot easier than you think to make export sales.

The Billboard can help you in two ways:

(1) Delivers the foreign market—and your complete U. S. market as well—in the Spring Export Quarterly.

(2) Guides you to export specialists who can save you the trouble of paperwork and red

tape—gets you payment in U. S. dollars.

Take full advantage of the $10,657,844 market for coin machine exports now.

Advertise strong in

The Billboard SPRING EXPORT QUARTERLY

Contact your nearest Billboard office today:

Cincinnati 22, Ohio
2160 Patterson St.
DUnbar 6500

New York 36, N. Y.
1564 Broadway
PLaza 7-2800

Hollywood 28, Calif.
6000 Sunset Blvd.
Hollywood 9-5831

St. Louis 1, Mo.
390 Arcade Bldg.
Chesnut 1-0483

Chicago 1, Ill.
168 W. Randolph St.
Central 6-8761
Game Op Lands 400 Spots in Five Years

- Continued from page 137

Institutional structure and subsequent financing have made the amusement park one of the most profitable on a seasonal basis. A significant contribution is being made by Brower. Points out, moreover, that the city has been able to purchase the land in such a way as to leave a surplus, so that the business can continue to grow. Now the city is spending $400,000 for the expansion of its existing facilities.

A good example of the forward thinking and execution of the United Amusement Machine Company was the recent building of the Junior Chamber of Commerce Park. In this case, the city was able to get out a year ago so that it could reap the benefits of the additional business. In need of funds, the Junior Chamber of Commerce was able to use its membership to raise the necessary funds, and Brower has a manifold experience in the amusement industry, an adept judge of business possibilities, and has been able to create locations which are popular and profitable. New shopping centers, new parks, amusement park facilities, and amusement centers, have all been solicited by one or another of Brower's enterprises. Brower was surprised to find himself in the position of being in the business for a few months after buying his first truck and starting on business.

Service Anytime

As his reputation grew, particularly among the children of the city, Brower began to attract new clients. This resulted in a little more than five machines. Now Brower has 500 machines operating in 200 locations. He has many smart downtown Denver, public areas for which he had never before permitted coin-operated amusements. The machines have been placed in locations and almost before he knew it, he was in business. He has high hopes for the future of the operation. All of the machines were purchased and are in operation by the Junior Chamber of Commerce. Amusements have proven to be a successful enterprise, and Brower has been able to get new locations and to maintain profitable business in the city.

I made some mistakes with the first truck, but Brower said, "We were just getting started. The machine business is a new business, and I'm sure we'll learn as we go along." He is hopeful that the business will continue to grow and that the city will benefit from the additional business.

How He Gets Spots

When calling upon prospective location owners, his calls are always made at 9:30 in the morning, after the business has started but before the streets are crowded. He and his crew are early risers, and they travel to the city in their studio, which is equipped with a bar and a kitchen. Brower always takes his meals at the location or in his studio, as he finds that it is the best way to get to know the location and to maintain good business relations. This is the way Brower gets his spots.

United Unveils

- Continued from page 137

cards are like bi, any number of players can sit in the line, any three cards can be played, all four score, five-in-a-line. When he was at a bill in either case, the lights would be turned out and the players would dance. Brower always found that these games were popular, and he made sure that the lighting was turned out and that the music was played. He found that the players enjoyed the games, and he was certain that the games were popular.

United is also a leading manufacturer of amusement equipment, which includes amusement park facilities, amusement centers, and amusement park facilities. United has been able to create locations which are popular and profitable. New shopping centers, new parks, amusement park facilities, and amusement centers, have all been solicited by one or another of United's enterprises. United was surprised to find itself in the position of being in the business for a few months after buying its first truck and starting on business.

Empire Coin

- Continued from page 137

in a backlot, and the players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card. The players line up in a circle, with each player holding a card.

Air Football and Air Hockey

- Continued from page 137

and 20 groups. Each group has a different scoring system, and the players are encouraged to win the game. The scores are kept on a leader board, and the players are encouraged to win the game.

Ban Free-Play

- Continued from page 137

prompted by a similar ban in New Haven, Connecticut, where the liquor license fee was increased. The ban on dance halls was enacted at the State capital, and a bill was introduced by John Healy of Bridgeport, CT. The bill was passed in the State legislature, and the ban was enacted into law. The ban was popular, and it was successful in reducing the amount of crime in the city.

The Billboard Index

- Continued from page 137

Equipment and prices listed below are taken from advertisements in The Billboard Index. Although the prices advertised are not always the same as the prices advertised in the magazine, the prices are usually indicative of the prices offered. Prices are subject to change without notice, and prices are subject to change without notice. The prices advertised are the prices advertised in the magazine, and the prices advertised in the magazine are the prices advertised in the magazine.
Chichman Preems Two New Games; Makes Four Others

BOOYKLN, April 3—The Whirligig, a new pinball game that the St. Louis Pinball and Crane Machine Co. is producing, and the Stargazer, a game built by S. E. Cracraft and the only Pinball Machines to be introduced this season, were previewed here today for the first time.

The Stargazer, which is a single man game, is equipped with a low-level lamp. The machine has a special mechanism that is designed to keep the players in the game for a longer period of time. It is a challenging game that requires skill and strategy to play successfully.

The Whirligig is a four-player game that features a number of unique features, including a light-up display screen and a special mechanism that makes it difficult for players to predict the ball's movement. The game is designed to be interactive and engaging, with players needing to work together to achieve high scores.

Both games are expected to be popular among pinball enthusiasts and are likely to be released in the near future. The Stargazer and the Whirligig represent the latest in the company's efforts to design and produce innovative and challenging pinball games.
Vending's Consumer Promotion

New! Counters & Wraps

PORTABLE COIN COUNTER


MORE ACCURATE . MORE TIME-PROOF THAN COUNTING & WRAPPING BY HAND

MACHINES STOCKED AND SOLD BY

-Philadelphia 33, Pa.
-Active Machine Mfg. Co.
-Anchor Mfg. Co.
-Anchorage, Alaska
-Atlanta, Ga.
-Atlanta, Ga.
-Atlanta, Ga.
-Atlanta, Ga.
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The use of instant coffee in the United States is becoming more common, and it is expected that this trend will continue. Instant coffee sales have increased by about 5% per cent of the country's coffee sales in recent years.

Instant coffee is used in a variety of settings, from home to commercial establishments. The convenience and cost-effectiveness of instant coffee make it a popular choice for many consumers.

The popularity of instant coffee is expected to continue to grow as more people become familiar with its benefits. As a result, the demand for instant coffee is likely to remain strong in the future.

In conclusion, the use of instant coffee is expected to continue to grow in the United States. This trend is driven by factors such as convenience, cost-effectiveness, and familiarity with the product. As a result, the demand for instant coffee is likely to remain strong in the future.
**Central King NEW**

**Heavymachines to the rescue**

**BURRY BUYS**

**BINKS "ZIPPER" FAST RINGO HIGH SCORE COUNTER GAME**

**MUSIC MONEY MAKERS**

**ATLAS MUSIC COMPANY**

**Williams Bows**

**Variety**

**Binks ZIPPER FAST RINGO HIGH SCORE COUNTER GAME**

**SPECIAL $15.00 TRADE-IN ALLOWANCE**

**ARCADE EQUIPMENT**

**KIDDIE RIDES (COIN-OPERATED)**

**COIN MACHINES**

**Look to Cigs; Expand Routes**

**Fun in High redefine**

**WHAT CAN YOU SELL FOR 39¢ plus FREIGHT?**

**White Elephant Sales Express**

**Coin Machines The BillBoard**

**APRIL 10, 1954**

**Mull Bill**

**continued from page 137**

dealer, whether or not engaged in interstate commerce, the application of some of its provisions to such intrastate manufacturers and dealers gambling devices would mean the effective enforcement of the Act. The Act is a concededly valid basis on the interstate commerce theory for the regulation of gambling devices.

To strengthen the act, Brown, sponsored a bill to amend section of the Act so that it would require every manufacturer of a vending machine, or whether or not engaged in interstate commerce, the address of the manufacturer and the address of each of the other places of business. The Act would require such manufacturers and dealers to keep records covering transactions of the previous three months.

**Binks ZIPPER FAST RINGO HIGH SCORE COUNTER GAME**

**SPECIAL $15.00 TRADE-IN ALLOWANCE**

**ARCADE EQUIPMENT**

**KIDDIE RIDES (COIN-OPERATED)**

**COIN MACHINES**

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**White Elephant Sales Express**

**Coin Machines The BillBoard**

**APRIL 10, 1954**
Pinball Ban Debated at Riverside
RIVERDALE, N. J., April 3—Pinball machines will be back in the headlines here weekly when the Senate passed a bill yesterday which authorized the drafting of an ordinance to ban poolside playing by persons under 18.

Mayor Jason termed the machines 'menace and danger, to our young people,' and he ordered a complete ban. Councilman Valentine, on the other hand, held on to the principle of freedom for adults and the right of children to enjoy the games of their choice. His motion, opposed only by the mayor and Pederson, was for controlled usage. A measure to be introduced next month would limit the number of pinball machines and other coin devices and the places where they would be permitted. A permit fee would also be set.

New W. Va. Observation
CHARLESTON, W. Va., April 3—The secretary of State has issued a certificate of incorporation to Greenhills Amusement Corp. for poolside machine operation with offices in Harrison County, and headquarters at Lewisburg. The stock subscription is $20,000. Incorporators: Don Keeney, M. Good Roehm and Donald Ambrose of Brumwell.

Binks Names Rake Distrib In East Pa.
CHICAGO, April 3—The Rake Coin Machine Exchange was named distributor for Binks machines. Mel Binks announced Friday (5) that Rake Coin, owned by Danny Lysander for Binks, will handle in eastern Pa. game vend machine. The firm will maintain stock and provide service.

Lily Expands Line Of Slogan Cups
NEW YORK, April 3—The Lily-Tulip Cup Corporation this week expanded its line of Safety Glass vending cups to include the now-licensed but disconnected slogan, 'Lily.' A variety of different approved illustrated National Safety Council slogans are packed alternately so that the patron gets a new chance monthly with each cup vend. These cups are available to operators at regular prices, with no extra charge for the printed slogans.

Attention, Distributors Wanted
SEEBURG M100A'S & "SHOOT THE BEAR" GUNS WILLIAM HAYBURNER'S, SPARKPLUGS & JALOPIES

Our 30th Anniversary

CALL, WRITE OR WIRE

TRIMOUNT
40 WILTHAM STREET.
BOSTON, MASS. 02115

HEINIE ROBERTS...

asks that you watch and get ready for the greatest development in music ever conceived!

IN NEXT WEEK'S BILLBOARD
HEINIE ROBERTS...

asks that you watch and get ready for the greatest development in music ever conceived!

IN NEXT WEEK'S BILLBOARD
GOING OUT OF BUSINESS
35 Bingo Machines for sale
Nothing older than Atlantic City.

MUST SELL THIS WEEK!
Atlantic City $125.00
Will sell one at a time. Come and get them.

Cechetti Brothens
111 Abbe Ave.
Phone: 2-767M or 2-3311

MAGIC GENIES for BINGOS!

Shuffle Games

UNITED LEAGUE 1. A. HIGH SCORE TEAM
UNITED LEAGUE 1. MARSH
UNITED LEAGUE 1. MIGHTY
UNITED LEAGUE 1. POOL
UNITED LEAGUE 1. SHUFFLE POOL
UNITED LEAGUE 1. WEATHER POOL

UNITED LEAGUE 1. WORLDWIDE
UNITED LEAGUE 1. SHUFFLE POOL
UNITED LEAGUE 1. WEATHER POOL

UNITED LEAGUE 1. NATIONAL
UNITED LEAGUE 1. SHUFFLE POOL
UNITED LEAGUE 1. WEATHER POOL

UNITED LEAGUE 1. INTERNATIONAL
UNITED LEAGUE 1. SHUFFLE POOL
UNITED LEAGUE 1. WEATHER POOL

UNITED LEAGUE 1. AMERICAN
UNITED LEAGUE 1. SHUFFLE POOL
UNITED LEAGUE 1. WEATHER POOL

UNITED LEAGUE 1. CANADIAN
UNITED LEAGUE 1. SHUFFLE POOL
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UNITED LEAGUE 1. MIGHTY
UNITED LEAGUE 1. POOL
You'll go for this one, but BIG! SEE YOUR DISTRIBUTOR

SENSATIONAL! NEW! DIFFERENT!

AQUA-DUCK

The first
Water Game
Under
Glass

Shoots real live water under 22 pounds of pressure!

A one minute operation for Top Profits!

AQUA-POLO
The first
2 player game using water

SHUFFLE ENGINEER
Using Real Lionel Electric Trains

GRAY COMPANY
332 North 15th Street, Philadelphia 1, Pa.

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 81, Illinois

The first Water Game Under Glass!
Shoots real live water under 22 pounds of pressure!
IMES BASEBALL
OLD WILLIAMS
POP APPEAL IL.
NEW ARE;
HEADING!
WHAT GETTING;
(FINISH)
GETTING;
NOW THE;
2.;
(WILLIAM)
WHAT;
GETTING;
HEADING!
ORDER YOUR
WILLIAMS
MAJOR LEAGUE
BASEBALL GAMES
TODAY!
CREATORS OF DEPENDABLE PLAY APPEAL
4542 W. FILLMORE ST. CHICAGO 24, I1.
OFF IN REALISTIC THIRD DIMENSION!
3 UTS PER INNING
Adjustable 1 TO 5 INNINGS!
Williams MANUFACTURING COMPANY
= SUBSTANTIAL INCOME!
Foreign BUYERS
Cable for Special Price Lists
Parts and Service Manual Available
Our Service Is Quick, Efficient and Reliable
In addition to all the latest equipment we have thousands of thoroughly reconditioned machines available for your selection including pin games, kiddle rides, music machines, arcade equipment and alleys.
INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET
Biteehouse 6-7712
PHILADELPHIA 30, PA.
Scott-Crosse
COMPANY
BINGOS!
BINGOS!
BINGOS!
This offers you the opportunity to own a "state of the art" game at substantial savings.
BINGOS!
BINGOS!
Heinie Roberts...
asks that you watch and get ready for the greatest development in music ever conceived!
In next week's Billboard
Genco's "SHUFFLE POOL" and "MATCH POOL"
(8 Ft. All-Locaiton Puck Games)

install your own Gold Mine on every location!

AJAX
3-D FULL COLOR PICTURE MACHINE!

The LITTLE MODEL that fits in anywhere—sits right up front on any counter—stops traffic right on the spot! (No stands available.)

ARTISTS MODELS—MOVIE STARS—WESTERNS—EDUCATIONALS—CARTOONS—PUPPETS—SCENES—KIDDE INTEREST

Brilliantly colored—full depth of image—absolutely life-like, fully rounded figures that seem to live and breathe! Nothing like it on the market! Here's the 3-D model that produces biggest profits on every type of location, no matter how big or how small.

Full Program consists of 20 pictures—patron turns knob to show each picture—time limit adjustable to One Minute; less than One Minute, or more than One Minute—for extra repeat business!

AJAX 3-D is a truly simple mechanism—no motors—positive service-free operation—nothing to go out of order. Electrical and Manually Operated—plug into any 115 V outlet—AC or DC. ALL METAL. CONSTRUCTION! ABS COIN CHUTE is standard—the optional one an extra charge.

Write, Wire or Phone for FULL PARTICULARS TODAY!

Special Price to OPERATORS—
$99.50

No more to get the facts on this real MONEY MAKER! It's the one you can't allow yourself to bypass—INVESTIGATE NOW!

ATTENTION, DISTRIBUTORS!
Write for Quantity Prices
Territories available on the fast moving herd

CONTACT US IMMEDIATELY!

Operators!
A Natural for Taverns, Clubs, etc.
"THE AMBASSADOR"
Pitch-N'-Laugh BAR OWL

Toss a coin into top and mr. Ambassador Owl's feet light up—PLAY "Match Feature Action" bounces million laughs and plenty of profits.

Eye blinks on and off constantly to attract attention.

Placement of one hundred OWLS on monthly bases for $5.00 per Owls should return investment in thirty days and gives operator income of $10.00 per month.

Prices:
16 in Box..............$13.50
500 in 1000............$17.00
1,000 in 1999...........$27.50
3,000 in 5000...........$15.00

Immediate Delivery!

Genco MFG. & SALES CO.
2621 N. ASHLAND AVENUE
CHICAGO 14, ILL.
**REVOLUTIONARY**

**Keeney’s DIAMOND BOWLER**

6 PLAYERS MULTIPLY PROFITS!

**SKILL ADJUSTMENT FEATURE:**
Numbers appear on backglass as player starts the game. It’s a real come-on play stimulator!

**DISAPPEARING FOLD-AWAY KNEE ACTION MAMMOTH PINS!**

**HINGED LITE INSERT FOR EASY SERVICING!**

**NEW SERVICING INNOVATIONS!**

**COVERED CASH BOX PLUS EXTENSION HOOD... WHEN DOOR OPENS**

If not obtainable from your distributor—contact factory direct for name of nearest distributor.

**4-WAY FLEXIBILITY**

of play provides various settings to meet any location need.

**2 SIZES:**

9 ft. game playfield now on 8 ft. cabinet
8 ft. game playfield now on 7 ft. cabinet

**CONSERVES SPACE!**

**SPECIAL DOUBLE-TRIPLE-QUADRUPEL SCORING FOR**

Strikes and Spares

**Stikes’ Shoot again in 10th frame**

Reduce to 5 FRAME GAME by Simple Plug Adjustment

---

**NOW! CHICAGO COIN ROUND THE WORLD TRAINER**

WRITE — WIRE — CALL

**NOW! BALLY SURF CLUB UNITED TEAM BOWLER**

AVAILABLE FOR QUICK DELIVERY

**NOW! WE WANT TO BUY SEEBOURG**

---

**TERRIFIC BUYS! CLEAN EQUIPMENT!**

UNITED SUPER ALLEYS GIANT PINS TRIPLE SCORE $220.00

**AMERICAN CHILDREN’S PINS**

**SPECIAL NOTICE:**

WE INSTALL 3 or 4 MUNI's on any size of cabinet.

OSBUSHE DISTRIBUTING CO.

**WANTED FOR CASH**

United Circus—Rodeo—Show Bands, Highest Price Paid.

ADVANCE AUTOMATIC SALES CO.

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**ACTIVE AMUSEMENT MACHINES CO.**

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**COBRA CARTRIDGES**

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**WANTED TO BUY**

**MONROE COIN MACHINE EXCHANGE, INC.**

2455 PAYNE AVENUE, CLEVELAND 16, OHIO

Tel.: 1501 (in 4414)
chicago coin's
Sensational
6 PLAYER
BASEBALL GAME
HOME RUN
with the
GRAND STAND "Home Run" Feature For
Extra Runs... Plus The Thrill of Hitting a Ball
Over the GRAND STAND Roof For Additional Runs!

• Game can be set to operate at 1, 2 or 3 innings per game.
• Each inning constitutes 3 outs.
• Single player continues at bat until game is over—Multiple
players alternate as in bowling games after 3 outs are made.
• Player hitting ball into Lower Grand Stand gets a HOME RUN
plus RUNS for every man on base!
• Player hitting ball into Upper Grand Stand gets a HOME RUN
plus RUNS for every man on base... plus 3 EXTRA RUNS!
• Player hitting ball OVER the ROOF gets a HOME RUN plus
RUNS for every man on base... plus 3 EXTRA RUNS!
• Designed for easy play for BOTH "Right Handed" and
"Left Handed" Batters!
• Bells Hit onto Ramps Actually Fly Through the Air

A Natural Attraction
for ALL LOCATIONS!

chicago coin
MACHINE COMPANY
1725 W. DIVERSEY • CHICAGO 14

NEWEST Bally Hit
Suru-Club

And see us for these boys in used Bally games. Try
every one, you'll see why you pay a lot more—must be
good you get. Write, wire, call. Money back if not satisfied.

DAVIS
GUARANTEED PHONOGRAPHIS

REPLACE PREWAR PHONOGRAPHIS
with DAVIS GUARANTEED POSTWAR
EQUIPMENT FOR LARGER INCOME

SEEBURG
1416N 5390 146 199 109 1427 599
1424M 180 1164 Hideaway 95 1426 109
1427 129 1164 Hideaway 75
ROCK-OLA
WURLITZER
1580 5850 1217 Hideaway 5199 99 98
2550 275 1080 275 250

WALL BOXES

Seeburg W1-150, St. wireless 9.30
Seeburg W1-150, etc. 5, 3 wires 6.30
Wurlitzer 2222 12.50
Wurlitzer 216 Upper 10.00

32 Stations Pantages Music Equipment
Complete, good operating condition.
Write for Bargain Price.

DAVIS DISTRIBUTING
SEEBURG FACTORY DISTRIBUTORS
CORP. 928 ERIE BLVD. S.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

DISTRIBUTORS WRITE
Toll: 718-2414

CHICAGO 47, Ill.

MARVEL'S NEW
SHUFFLE-SCORE
COIN-OPERATED ELECTRIC
SCOREBOARD

Also Available
WALL MODELS

MEMORIAL
115-25-50 pts.
Marvel Score
115-25-50 pts.
$100.00 each

IMMEDIATE DELIVERY

Terms: 1/2 deposit, bal. C.O.D. or L.O.D.
AGAIN!... ...chicago coin Scoops the Industry!

NOW! A game with the Added Excitement of a Super Frame Score!

SUPER FRAME BOWLER

THE 100% SKILL BOWLING GAME!

Player by matching the number lit in the 11th or Super Frame can add from 500 to 500 points to his score!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

Featuring Single — Double — Triple — Quadruple Scoring!

chicago coin's CRISS CROSS BOWLER

8 Ways To CRISS CROSS By Matching Numbers—Numbers on CRISS CROSS Panel Carry Over From Game To Game Until A Line Is Completed.

NEW FEATURES:

- Trouble Free Double Stacked Pin Reset Motor!
- "Complete the CRISS CROSS" Feature!
- Adjustable "Spot Number 5" Feature!
- "Mystery or Skill" Adjustment Play!
- Light Up Numbers to be Matched at Start or End of Game!
- Simplified Adjustable REPLAY Feature!

chicago coin

MACHINE COMPANY

1725 West Diversey • Chicago 14, Ill.

www.americanradiohistory.com
NEW BALLY SENSATION

SURF-CLUB

packed with MONEY-MAKING play-appeal

NEW DOUBLE HOLD
Player can hold Odd Numbers or Even Numbers, get back balls from Numbers not held. When DOUBLE HOLD is lit, player may "hold and draw" twice during one game.

2-IN-LINE SCORES
3-IN-LINE, 4-IN-LINE, 5-IN-LINE SCORES

2 SUPER-CARDS
plus new SELECTABLE SUPER-LINE

CORNER SCORES • ADVANCING SCORES
SELECT-A-SPOT • EXTRA BALLS

"Better than BEACH CLUB" is the verdict of operators! SURF-CLUB combines all the profit-proved Bally in-line features with exciting new play-appeal that insures big, steady profits on location. Get your share. Get SURF-CLUB now!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

www.americanradiohistory.com
UNITED'S MEXICO
WITH NEW DOUBLE-SELECTION FEATURE

1. Select-a-number

2. Sensational Super-selection

PERMITS CHOICE OF
EXTRA BALL
4-IN-LINE SCORES 5-IN-LINE
BOTH SUPER CARDS
BOTH SPECIAL CARDS

Simply Press Buttons for Choice

PLUS

Lite-A-Name
ADVANCING SCORES
4-Corners Score 5-in-Line
ALL BALL RETURN FEATURE
Extra Time Feature
UP TO 3 EXTRA BALLS PER GAME

Equipped with
United's Modern
E-Z SERVICE Features

See your Distributor NOW!

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
COMPLETE

HIGH FIDELITY
Gives new tonal realism and presence to records

REMOTE CONTROL
the Wall-O-Matic "100"...world's champion
music salesman

SCIENTIFIC
SOUND DISTRIBUTION

AUTOMATIC
VOLUME COMPENSATION

NOTHING TO CONVERT!
NOTHING TO ADAPT!

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1927
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's Finest and
Most Complete Music Systems