

# The Billboard

MAY 1, 1954  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE 25 CENTS

## Can B'dway Have Class With Fleas?

Some Say Yes; Some, No; Main Problem Is Finding and Saving Street's Glamor

By PAUL ACKERMAN

NEW YORK, April 24. — The question of how best to preserve the glamor of Broadway—whether to embrace the Penny Arcades, flea circuses and auction shops or seek a closer orientation to the tonier elements of the show business—is again troubling the street's businessmen and impresarios.

The element of class appeal, as against the more plebeian attractions of open front fruit juice and hot dog stands is not the only consideration. Ranking large in the minds of interested parties is tourist trade—the volume of which is sufficiently great to be of vital importance not only to Broadway but to the entire city.

Tourists visiting New York City—and to whom Broadway and the Times Square area is a major attraction—total 13,000,000 annually, according to the New York Convention and Visitors Bureau. These tourists, many of whom flock in while attending some 717 conventions annually, spend an estimated \$1,000,000,000, according to the same source.

### Major Victory

As the new tourist season gets underway—it started Easter Week and runs to Thanksgiving—the Broadway Association feels it has won a major victory. The organization, headed by Robert K. Christenberry, of the Astor Hotel, notes that this is the first tourist season since the City Planning Commission's new zoning laws went into effect in January. The regulations call for the slow strangulation of Arcades, shooting galleries, open front refreshment stands and bazaars.

Those in existence may remain until leases expire, but new ones may not open. Jewelry auction shops are also hit, but not as severely. New ones may open on floors above street level.

### No Miracles

"Tourists must not expect miracles," says T. J. McInerney, managing director of the Association, "but it is the beginning of a new era."

The Broadway Association considers the mid-town amusement area as extending from Herald Square to Columbus Circle, and from Sixth to Eight Avenues. This section now includes about 30 theaters and 29 legitimate theater houses. In the past few years, bazaar type operations and Arcade type amusement centers have been on the increase.

Two of the leading Arcade operators are William F. Schork and

## Easter Week Good in N. Y.

NEW YORK, April 24.—Out-of-town visitors helped give most night clubs and movie houses a surprisingly good Easter week. Loew's State with Julius La Rosa teeing off a spot show policy, the first vaudeville in the house in seven years, did about \$85,000 for the week ending Saturday (24).

Radio City Music Hall did almost a sell-out for the week, climbing close to \$200,000.

The Jewish Passover and Easter together for the first time in years was expected to give cafes a bad time. Night clubs reported varying returns. The Latin Quarter started out poorly but ended the week with about the

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## RECORD NAMES FILL TV'S NIGHT AIR ON CBS, NBC

NEW YORK, April 24.—With the new Tony Martin television show set to premiere Monday (26), RCA Victor Records has locked up all but two 15-minute segments a week of the 7:30 to 8 p.m. week-day TV programing time on both the NBC and CBS networks.

Beginning Monday, NBC's schedule for the daily 15-minute spots from 7:30 to 7:45 p.m. will have Martin on Monday, Dinah Shore on Tuesday and Thursday and Eddie Fisher on Wednesday and Friday.

Viewers who switch their dials to CBS at 7:45 will see RCA Victor's Perry Como in action on Monday, Wednesday and Friday. CBS has managed to retain the Tuesday segment for its affiliated Columbia Records by slotting **Jo Stafford into the 7:45 to 8 p.m. time period.** But on Thursday, Capitol Records' Jane Froman fills the spot.

The increasingly heavy use of record talent, singing their own and other current record hits is credited in the trade with having measurably helped increase sales of specific phonograph records and sheet music.

Since most of the 15-minute musical shows headlined by record artists also make regular use of guest artists, the record and music industry is getting some much-needed, additional exploitation.

## Guns and Beer Mugs Pack Sales Wallop On TV Film Series

Growing Gimmick Industry Matches Muscles With the Play's Sales Punch

By GENE PLOTNIK

NEW YORK, April 24. — The play is still the thing, but in selling TV film series, so's the gimmick.

In the homes and on the streets anyone can see an ever increasing rash of guns, T-shirts, comic books, belt buckles, paint sets and glossy photos, all vividly identifying the kids' favorite TV heroes, be they cowboy, space-man, jungle explorer or boxer.

The merchandise, of course, serves as an ever present reminder of the program. And most any local sponsor aiming at the juvenile audience now can set himself up with a line of these premiums at minimum cost.

Among TV film distributors, the wind is clearly blowing in the direction of bigger and better premium promotions. With the industry generally moving into a state of stability—and predictability—it is in the merchandising that the distributors more and more appear to be seeking their margin of differentiation.

### Paper Aids

A full line of paper merchandising aids has long been stand-

ard procedure with the top half-hour houses. They don't sell just film, or just programs. What most of them have to offer is virtually a complete advertising campaign.

The distributors are proud and jealous of their merchandising services. There are several claims of first and most. NBC Film Division, for example, has applied the tag "Sellelevision" to its merchandising program.

But the need for merchandising support of programing has long been apparent. Undoubtedly the very outfits which pioneered syndication itself made the first efforts in TV film merchandising.

Today, any one of the top TV film distributors—or a special merchandising agency—can supply film sponsors with a complete line of posters, streamers, counter cards, bottle cappers, bread-end labels or any point-of-sale promotion.

### Newest Efforts

It is now in the realm of premium items that the newest efforts in TV film merchandising are being directed.

Premiums for kids, to go with the Western, space and comic-strip series, are pretty much a standard. But new ways are now being sought.

In addition, a great deal of thinking is going into premiums with adult appeal. So far, the Liberace recording has been the only real success story in this line.

Columbia Records made a special recording for use only by Liberace's TV sponsors. It has Liberace doing "Dark Eyes" on one side and Brahms' "Lullaby" on the other. In the past year, over 200,000 of these records have been handed out by the show's bank and food sponsors to their own customers.

A disk to go with a musical show was, of course, a natural. But the merchandisers aren't letting it go at that.

### Lone Wolf!

The first tangible effort at adult premiums since the Liberace disk was taken last week by United Television Programs, Inc. UTP has equipped its salesmen with complete lines of glassware, jewelry

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## Soda Venders Push TV Film

NEW YORK, April 24.—Canada Dry is probably the first soft drink company to tie in a TV film premium promotion with its vending machine distribution. The soda firm, which sponsors the "Annie Oakley" film series in some 80 markets, is offering an Annie Oakley billfold to its machine customers.

Streamers posted on all Canada Dry drink machines are plugging the offer with pictures of Gail Davis, who plays the title role.

The wallets are being made available for two pressed Canada Dry paper cups and 25 cents. A pad of coupons is being posted on every machine to facilitate the requests.

The machine promotion was just launched last week, following Canada Dry's initial blast on its store merchandising aimed at its bottle customers.

Canada Dry's agency is J. M. Mathes.

## NEWS OF THE WEEK

### Sen. McCarthy Is Costing TV Millions. Is It Worth It? . . .

Senator McCarthy's fracas with Secretary of the Army Stevens before the subcommittee of the Senate's permanent investigating committee is costing TV huge sums of money, but the medium is throwing money and caution to the winds. . . . **Page 2**

### Howard Hughes' Vast Feature Film Backlog Grabs Movie-TV Eye . . .

To try to predict whether the unpredictable Howard Hughes may open the floodgates on his vast pool of RKO Radio feature films and sell them to TV holds the wary eye of the motion picture and TV industries. . . . **Page 5**

### Kine Re-Release Forecasts Network-Hollywood Battle . . .

A battle is shaping up between the networks and Hollywood producers over control of filmed TV shows. First indication, the deal by which kinescopes of "Tales of Tomorrow" go into re-release, is viewed as a significant factor with wide ramifications. . . . **Page 9**

### Bergen, Courland in Lush Pepsi Film Spot Deal . . .

Polly Bergen and Jerome Courland, sponsored by Coca-Cola on ABC-TV, are guaranteed \$50,000 by Pepsi-Cola for filmed commercial spots. . . . **Page 13**

### 600 U. S. Acts Start Foreign Trek: To Play Army Bases . . .

The forerunners of some 60 acts expected to work abroad in Army installations are leaving New York next week. Philip Morris has agreed to sponsor the first of Nat Abramson's units as a form of advertising. . . . **Page 13**

### Voodoo-Drums, Bouzouki and Uklea—You Can Hire 'Em . . .

If you're looking for a virtuoso of the flugelhorn, he's available. Among the 30,000 members of Local 802, American Federation of Musicians, there are professional practitioners of voodoo drums, tapachord, bouzouki, uklea and theremin. Who says **live music is dead.** . . . **Page 18**

### Can Record Industry Turn Its Potent Force Against Itself? . . .

A force can be used to build or destroy. High fidelity, the record industry's powerful

sales force, is seen as being lured from its constructive path. . . . **Page 38**

### Cheered by Tax Relief, Park Men Rue Ballroom Decline . . .

Admissions tax relief sparked optimism among members attending meeting of the New England Association of Amusement Parks and Beaches. Chief problem is the declining ballroom business. Costly ballroom structures are not adaptable for profitable use. Band agency executives and park men give their reasons. . . . **Page 45**

### Amateur Circus Opens Its 25th Season in Texas . . .

Gainesville, Tex., residents this week opened their own circus for its 25th annual tour. Non-pros perform their own trapeze, bareback, high wire and animal acts in the show that grew out of the local little theater. . . . **Page 61**

### Canned "Pop" Producers Start First Lap of Production Race . . .

Canned carbonated beverages is newest packaging trend to hit the "fizz field"; major brands slated for canning. Both flat-top and cap-top cans used. . . . **Page 78**

### Milk Venders Help Solve Dairy Industry's Distribution Problem . . .

Congressmen, government agriculture officials, dairymen concur at Washington meet kicking off campaign to vend bossie's best. The pitch: Automatic merchandising will make more milk available to more people. . . . **Page 78**

### DEPARTMENTS AND FEATURES

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## NBC-TV in Major Shake-Up Of Fall Program Schedule

### 'Show of Shows' Dropped Others Shifted; Liebman to Mount Specs

NEW YORK, April 24.—NBC-TV this week drastically altered its Saturday night programming plans for next fall. The switch, at one fell swoop, takes care of several gripping sponsors and settles the question of production assignments for the network's spectaculars.

Max Liebman becomes top spectacular producer at NBC-TV, with both the Saturday night 9-10:30 and Sunday night 7:30-9 once-monthly shows assigned to his care. As a result, he will not produce "Your Show of Shows," which goes into the discard. Previously, Liebman was sketched to produce a new "Show of Shows" next season which would feature Steve Allen.

Going into the Saturday night time thrice monthly will be one new show, two programs which have been ousted from other time periods and a Saturday night stanza which is being moved up earlier.

The 9 p.m. time will house a new situation comedy starring Imogene Coca; "Name That Tune," goes into 9:30; "Hit Parade" airs at 10; and "Martin Kane" gets the 10:30 period.

This kind of slotting, of course, will settle differences between the network and United States Tobacco, the owner of "Martin Kane," and the Block Drug-Speidel combo, which sponsors "Name That Tune." The first was pushed out of Mondays at 8 p.m.

## Jewelers Plan Hour Variety Show on Du M.

NEW YORK, April 24.—Du Mont is due to get a "multi-million dollar" hour-long variety show next season under the auspices of the National Wholesale Jewelers' Association. No time or talent has been set yet.

A spokesman for Du Mont indicated that the deal had actually not been closed yet. But the NWJA revealed that it planned to start the show the second week in September and run 39 weeks. The title will be "Your Night of Jewels."

The show will carry six participations weekly, on an every-week or alternate-week basis. These will be made available only to top manufacturers of non-competitive lines distributed thru jewelry wholesalers.

NWJA's agency is Lewin, Williams & Saylor, Inc.

to take care of Sid Caesar, and the second was bumped to make way for "Lux Video Theater."

The Monday night spectacular is to be produced by Leland Hayward, who this week hired Richard Whorf as his associate producer. The shows they present mainly will be dramatic, with several already written by Robert Sherwood, Pulitzer Prize playwright. They will occupy 8-9:30 once monthly.

Liebman undoubtedly will use Steve Allen in several of his spectaculars. He will present several musical comedies, revues, variety shows and perhaps an ice show.

## Bristol-Myers May Look for 'Badge' Sub

NEW YORK, April 24.—Indications this week were that Bristol-Myers would have to find a new show as a replacement for "Man Behind the Badge" next season. The show follows the General Electric Theater and Fred Waring which are presented Sundays at 9 p.m.

Since GE has bought itself an expensive dramatic stanza for next season, the network undoubtedly will insist that Bristol-Myers, too, does something to better its programming. The brace of shows has not been delivering satisfactory ratings, tho "Badge" comes in at a low cost-per-thousand figure and thus meets the needs of the sponsor.

## ABC in Drive For Major TV Sports Shows

NEW YORK, April 24.—A big push for big time TV sports programming is underway at ABC, with lots of coin being thrown into the campaign to come up with sports blockbusters.

The web picked up its second major TV sports package in as many weeks with the signing yesterday (23) of this fall's National Collegiate Athletic Association package of college football games, previously shown on NBC-TV.

Last week, ABC-TV lured the Eastern Parkway Arena Monday night fights away from Du Mont. In both instances, it's understood, ABC's willingness to part with plenty of cash is what did the trick.

As part of its deal with NCAA, ABC is throwing in a brace of radio stanzas, both during the summer and fall, which will promote both collegiate football and the role that college activities and athletics play in the development of America's youth. Twelve Saturday afternoon football games and one or more Thanksgiving Day games will be televised by ABC between September 18 and December 4. No sponsor has been set yet. A line-up of approximately 150 stations is envisioned.

## 2,500 Attend BMI Clinics

NEW YORK, April 24.—More than 2,500 broadcasters have attended the first swing of the 1954 series of program clinics held by Broadcast Music, Inc., in Canada, Hawaii and the U. S. Twelve teams of three traveling speakers and nearly 100 local broadcasters spoke at the clinics.

Three significant impressions brought back by Carl Haverlin, BMI prexy, were a keen interest in strong programming, the unusual showing in the hinterlands of such longhair programming as book reviews and classical music and a profound conviction by broadcasters that the "cross pollination" of programming ideas as promoted by BMI was beginning to pay off.

Beginning in mid-June, 11 more clinics will be held.

## MUSICALS IN COLOR

### Schubert Has Series At 100G Per Stanza

NEW YORK, April 24.—The budget on Bernard L. Schubert's proposed series of color TV musical comedies is slated to run upward of \$100,000 per edition. This would make it the top-budgeted regular video series on the air, if it runs under its own banner and not as part of the "spectaculars." Schubert currently is in negotiations with both NBC-TV and CBS-TV, with the former web believed closest to getting the nod. Pacting may come as early as next week.

The shows are understood to be under consideration for two types of slotting, as hour-long alternate week programs, or as once-monthly 90-minute productions as part of the NBC "color spectacular" operation. The budget per program, in either event, still would go over the 100G mark.

Points to be settled before any pacts can be inked are the slotting of the show and the point of origination. With NBC's Burbank, Calif., studios to be equipped for color transmission by the end of

the year, the web is believed to be holding out for a Coast origination. In view of the nut, the show necessarily will be sold on a participating basis. It's known that among the sponsors approached has been Firestone, which NBC has been trying to swing onto these musicals as an alternative to its current "Voice of Firestone" show, which is being pre-empted by the web to make way for the new Sid Caesar show.

#### Top New Program

The scope and budget of the proposed series make it by far the top program to come into sight for the 1954-'55 season. Schubert says he has over 125 musical legit properties cleared for TV, with name stars and leading Hollywood producer-directors to handle the programs. Significance of the latter is the sparsity of trained TV personnel experienced in the handling of color musicals, while Schubert's roster of potential producers includes a number

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## Nation's TV Stations Beam 12,000 'Public Interest' Programs Weekly

WASHINGTON, April 24.—The nation's TV stations in a single typical week carry about 12,000 strictly "public interest" programs running more than 3,100 hours on the air, according to findings of a survey just completed by the research department of the National Association of Radio and Television Broadcasters.

The average station had a total of 47 hours and 7 minutes of non-network programming weekly, the survey showed. Total hours of non-network programming in the public interest for the average station were 9 hours and 32 minutes, or 20.2 per cent of all non-network programming. Fifty-two

per cent of these "public interest" programs were telecast during Class A evening hours, with 31 per cent in the afternoon and 17 per cent in the morning, the study showed.

The findings are based on returns from 104 stations for a typical week from January 11 thru 17. A similar study will be started Monday (26) in radio. Topping the list of public interest subjects was "helpful information for the viewer," running 71 per cent. Educational subjects were dealt with by 17 per cent of the programs and cultural subjects by 12 per cent.

Spot announcements donated by

## EDITORIAL

### Army-Joe Altruism

Commercial TV, often the whipping boy of the nation's intellectuals, is currently rendering the country a public service of a most distinguished nature in its telecasting of the clash between Senator McCarthy and the Army's top brass before the Senate's permanent investigating subcommittee.

It is estimated that the hearings are costing telecasters \$1,000,000 daily (see story below), a conservative figure which does not include network radio, or local radio and TV.

The cost of the hearings to the NBC-TV network alone was \$125,000 for the first two days. This should be sufficient proof to the medium's critics that TV is ready to do more than its share of informing the public when the issues are vital enough and the interest great enough to warrant comprehensive coverage of an event.

#### Great Insight

Giving the public a glimpse of some of the most important figures in the nation in action and giving them an insight into the issues that they are considering cannot but help make for better citizens.

Too often Washington seems very remote to the rest of the country and the nation's legislators only shadowy figures. Now the country can draw its own conclusions and sit as a jury to decide on its own the merits of the controversy, and it's certain to have a salient effect on creating a sounder democracy.

TV and radio, local as well as network, deserve the highest commendation for sacrificing profits in the interest of making America a better nation and its citizens a better people.

## Prestige to TV in McCarthy-Army Tiff

### The Costing \$1 Mil a Day, Coverage Spotlights Medium, Hypos Set Sales

WASHINGTON, April 24.—The winner in the McCarthy-Army bout on Capitol Hill may turn out to be TV, which has come into a more prominent role than ever as a national medium for on-the-spot news and picture story coverage.

Paradoxically, TV's winning role appears assured even tho coverage of the spectacular hearing may cost the broadcasting industry well over \$1,000,000 a day to a total running beyond \$10,000,000 if the hearing lasts 10 days. The costs are estimated as incurred in labor, equipment, air time and losses from cancellations of regularly scheduled shows.

Obviously, tho, it will be well worth the cost. As a drawing card for millions of viewers thru-out the nation, the program is figured bigger even than the celebrated Senate crime investigation hearings and the 1952 presidential nominating conventions, even tho initial rating service reports do not show quite as high a rating as for those events. This is probably so on the basis of sheer arithmetic: There are more sets in use today. Also there are more stations on the air. The promotional value for the TV broadcasting industry is inestimable.

The McCarthy-Army hearings before the Senate Permanent Subcommittee on Investigations could provide a shot in the arm also

for TV sets retailers and manufacturers, just as it did during the Senate anti-crime hearings. In the judgment of officials at Radio-Electronics-Television Manufacturers' Association, this pick-up in retail sales couldn't have been better timed. It was only a week ago that RETMA President Glen McDaniel told the Senate Finance Committee that sets sales were in the doldrums because color TV had tentatively turned out to be "a monster" deluding some of the buying public into the false belief that color sets might be just around the corner.

In the nation's capital, TV network outlets received encouraging signs of viewer appreciation of the programming. By mail

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### Armstrong Happy To Keep 'Circle'

NEW YORK, April 24.—Armstrong this week renewed its "Circle Theater" on NBC-TV Tuesday nights, 9:30-10 p.m. It had been reported that the network wanted the client to get another show. Armstrong, however, has been very satisfied with the results of the dramatic show which has a very low cost-per-thousand.

## Y&R SIGNS UP SWIFT TO DEVELOP SHOWS

NEW YORK, April 24.—In a move to harness top creative talent to its programming bandwagon (The Billboard, April 17), the Young & Rubicam ad agency this week signed David Swift, creator

of "Mr. Peepers," to develop a property for one of its clients.

The deal is similar to that being submitted to top Hollywood idea men. This would give them a nominal retainer plus 100 per cent ownership of the package, if it is purchased. They allow the agency to make a kinescope of the show which later goes into their possession if the property is not bought by one of the accounts in the agency.

Swift, however, is said to be getting a regular salary from Y&R. The show presumably would be ready for the fall, but is not being designed for any one particular client. General Foods, however, may need a program to replace Red Buttons, or it might be interested in a new and different format which would utilize Buttons.

The agency as yet has made no deals with Hollywood creative talent except Don Quinn, who functions as a consultant and troubleshooter on Y&R properties. But Y&R is projecting itself more and more into the production picture, and the deal with Swift is expected to be only the first of a number which may be made shortly.

# WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, April 24.—A new wrinkle in Treasury Department's bond sales drive is a deal with Columbia Pictures for some film shorts in which studio stars deliver pitches not only for bond sales but also for some of Columbia's current box-office fare. Treasury is likely to negotiate more of the same on a grander scale if Congress doesn't block the practice.

## 50-MILE LIMIT FOR COMMERCIALS? . . .

The Federal Home Loan Bank Board is threatening to put a dent in TV-radio advertising revenue. The Board wants to prevent some 3,300 government-insured savings and loan associations from buying TV-radio time and newspaper space to advertise dividend rates outside a 50-mile radius from the banks. At a day-long hearing this week, the proposal was lambasted by newspaper and banking interests. Cranston Williams, president, American Newspaper Publishers' Association, told the Board the rule couldn't be enforced since radio and TV messages would go beyond the 50-mile limit and newspapers could be mailed out. The Board intends to announce a decision by July.

## THOSE DRYS REALLY MEAN BUSINESS . . .

Don't take lightly the current dry crusade against beer, wine and liquor commercials. The prohibitionists have won a strong point in inducing the House Interstate and Foreign Commerce Committee to schedule a hearing May 19-21 on the late Rep. Joseph Bryson's (D., S. C.) bill to ban alcoholic beverage ads on the air and prohibit interstate shipment of recordings and films that contain the ads. Rep. Charles Wolverton (R., N. J.), committee chairman, has already heard from 25 witnesses, expects many more to ask for time, will impose a three-hour limit for each side, will try to open the hearing each day promptly at 10 a.m. and close at noon sharp. Meanwhile, Sen. William Langer (R., N. D.) has hopped a counterpart bill to pave the way for Senate action. The drys hope to force a counting of congressional noses on the explosive issue this election year.

## RADIO SOUNDS BETTER TO FTC . . .

Radio commercials are getting better, but the same can't quite be said about TV, according to data at the Federal Trade Commission. The percentage of radio commercials set aside as possible false and misleading by the FTC

in the last year dropped slightly. TV's set-asides increased a bit.

## LONG TO THE RESCUE IN TV TAX ROW . . .

Sen. Russell B. Long (D., La.) may introduce a bill in a couple of weeks to repeal the federal excise on TV-radio sets. Long will toss his proposal in the hopper if the Senate Finance Committee fails to call for an end of the tax when the committee meets behind closed doors May 3 on the administration's tax reform bill. The administration bill would leave tax intact on TV-radio sets.

## KCEB Tops In Conversion

TULSA, Okla., April 24.—New UHF station KCEB here has established an all-time set conversion record in a dual-station market, according to the American Research Bureau.

The new outlet is the first dual market in any ARB study to have a conversion rate as high as 17.7 per cent the first day the UHF station took the air.

The Tulsa station also chalked up a 25.4 per cent UHF penetration expansion figure after being on the air only two and a half weeks, making it the first dual-station market to have a conversion as high as 25 per cent after less than one month's UHF operation.

## MYSTERY SHOWS STILL POPULAR

NEW YORK, April 24.—The ever constant popularity of mystery programming, both radio and TV, was demonstrated by studies released this week by Broadcast Advertising Bureau and Advertest Research.

The BAB study showed that 40 per cent of U. S. families hear an average of five mystery shows, or two and a half hours, per month. The Advertest survey indicates that 70 per cent of the TV families in this area watch at least four TV mystery shows per week. Half of those interviewed said they were satisfied with the number of TV mysteries now available; 47 per cent said there were too many; 2 per cent wanted more.

## ABC Promotes Bert Briller

NEW YORK, April 24.—Bert Briller, ABC-TV sales development copy chief, has been promoted to manager of the TV sales development department, in a realignment move marked by the addition of a new staffer to the department.

The new staffer is Howard Selger, who rejoins ABC after a stint as TV research director of Ed Petry station reps. Don Durgin is director of the TV sales development department.

# Gen. Foods Plans 19 Shows, Hunts Stars

NEW YORK, April 24.—General Foods will sponsor 19 Tuesday night shows next season on NBC-TV instead of 12, as it is doing during the current year. Milton Berle will be presented only 20 times next season by Buick Motors in the Tuesday night 8-9 p.m. time period which it shares with General Foods.

Since Bob Hope is only committed to do six programs for General Foods next season, the sponsor is now searching for personalities to star in the other 13 shows.

Mentioned prominently as figuring in the advertiser's plans are Martha Raye and Mary Martin, but the entire roster of NBC-TV talent is being culled to see which performers can be used. This might mean that such names as Jimmy Durante, Donald O'Connor and others who have appeared for Colgate would be employed by General Foods.

Meanwhile, Colgate's plans for next season have jelled considerably. Martin and Lewis will appear on five shows, musical comedies will occupy four shows and variety is penciled in for the others.

## NARTB Boss Warns Trade Vs. Pirating

WASHINGTON, April 24.—Harold E. Fellows, president and board chairman, National Association of Radio and Television Broadcasters, warned representatives at the annual convention of American Women in Radio and Television in Kansas City, Mo., today against organizations that "seek unfairly to advance the sale of goods and services thru pirating space and time."

Fellows pointed out that "there are literally hundreds of industrial and service organizations that will make material available on request," but that the broadcaster must consider what part of such material advertises a brand name, uses slogans which might advertise a certain product, or advances a specialized interest which should be paid for.

## ROOM WITH TV FOR CONN. VAGS

HARTFORD, Conn., April 24.—Police Court Judge Nicholas F. Rago sentenced two vagrants to 60 days in jail with this terse remark:

"You don't have to sleep out in the cold. It's nice and warm up at the jail. They have TV and cards."

# Television in Los Angeles gets more different every day— and the difference is KTTV

Until you read this you won't believe what an independent television station can do in a 7-station market.

1. KTTV not only leads in quarter-hour firsts—but has more than the next two stations combined!

KTTV	146
Station A	68
Station B	57
Station C	35
Station D	20
Station E	16
Station F	4

2. Of all programs seen in Los Angeles five times a week—network or local, live or film—all of the top five are on KTTV

Sheriff John	13.5
News—George Putnam	11.7
Ramar of the Jungle	11.2
Time for Beany	9.6
Thunderbolt	9.4

3. KTTV leads all Los Angeles stations in national spot accounts.

KTTV	484
Station A	458
Station B	446
Station C	382
Station D	339
Station E	310
Station F	301

KTTV gets ratings like these:

	ARB	HOOPER
BADGE 714	35.1	28
LIFE OF RILEY	25.6	22
WATERFRONT	24.3	19
ANNIE OAKLEY	21.6	18

Add to audience facts such as these, the

merchandising and promotion leadership you'd expect from the Los Angeles Times station, and you get a partial picture of KTTV's amazing position. Knowing the whole story is worth your while—and Blair-TV, like anyone with real news to tell, is bursting with information. Make a date now with the Blair-TV man.

**KTTV** Channel Eleven  
Los Angeles Times Television  
5746 Sunset Blvd., Hollywood 28, Calif.

Represented by **BLAIR-TV**

Sources: 1. ARB, March '54. Hooper shows KTTV first, too. 2. ARB, March, '54. Hooper shows KTTV first, too. 3. Rorabaugh Reports, 1953 total listings.

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

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**Vol. 66 No. 18**

# Weaver Tells AAAA 'Magazine Concept' Will Dominate Color

WHITE SULPHUR SPRINGS, W. Va., April 24.—NBC-TV's "Magazine Concept" of programming, a current subject of controversy with some sponsors, will be carried over into color TV from the start. Apparently there'll be no talk of "establishing a franchise" in color TV to lure sponsors. Sylvester (Pat) Weaver, NBC president, made that clear today (Friday) at a color TV session held here during the annual meeting of the American Association of Advertising Agencies.

Weaver said NBC hopes to have one program a week developed especially for color and replacing regular programming on a "right of way" premise that TV "is too great and too powerful to be shackled with chains of custom and usage from radio." TV must serve all segments and all inter-

ests in the population, he said, and there must be an over-all program control that makes the rules in the interest of public service.

"This is the business of the networks," Weaver said. "If our service dwindles, you will use less of it, or pay less for it. That's the end of your responsibility. If we cater to the heavy viewers with a flood of trivia, as accused in some quarters, we cannot look to you, or to the advertisers large or small, for your jobs are rightly defined by your interest—the sale of the goods and services of your clients.

"It is not for you to take the blame if the mission of TV is reduced from revolutionizing the individual's understanding of his world, as I believe color TV should hold as its mission, to becoming a living room toy to keep the kids quiet."

Weaver made it clear that, at

least as far as sponsors are concerned, color TV is not a thing of the future. For companies that need effective advertising to survive, the time to start is this fall and the place to get the money is from management as extra money "to insure that the company learns how to use the most vital new force in its history and at once." In this category he listed all nationally-advertised package goods products.

Also, he said, if the agency people have any clients whose success is largely dependent on the spirit of its selling dealer and distributor organization, then color TV can make new leaders before the year is out. Even the few thousand sets now coming into the market are still enough to permit dealer color TV demonstration meetings and color TV parties for prospects. He recommended that all major advertisers go to color with their present

(Continued on page 44)

## Upcoming Hearing May Decide Rules For Tele CP Bids

WASHINGTON, April 24.—What an applicant for a construction permit for a new television station can and cannot stress in trying to convince the Federal Communications Commission he is best qualified for the TV grant may be decided as the result of two precedent-breaking oral arguments before the FCC next week. The arguments, involving four applicants for Channel 7, Miami, and three for Channel 9, Charlotte, N. C., are being held in an attempt to standardize subjects, such as programming and coverage, technically called "points of reliance," which applicants present and, thereby, further streamline FCC hearing procedures.

The applicants involved are: Biscayne Television Corp., East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp., seeking a grant for Channel 7, Miami, and Radio Station WSOB, Inc., Piedmont Electronics and Fixture Corp., and Carolinas Television Corp., seeking a grant for Channel 9, Charlotte, N. C.

## Web Radio Sales on Upbeat for Spring

NEW YORK, April 24.—Purchasing at both CBS-Radio and NBC-Radio this week was on the upbeat, with Plymouth the most active client. The motor car com-

pany bought short term saturation deals at both webs.

Plymouth bought nine participations a week for two weeks in several NBC programs including "Roadshow," "Weekend," and "Fibber McGee." At CBS, Plymouth bought 13 five-minute Robert Trout newscasts during May. The advertiser also has taken options on more buys at both nets.

Also at CBS, Eversharp Schick purchased a quarter-hour of the "Arthur Godfrey Digest" for four weeks, Fridays 8:45-9 p.m., EDT, beginning May 28. At NBC, Chesterfield bought 20 participations which are to run thru the summer. NBC has also sold a nighttime half-hour program starring Dennis Day to an unnamed sponsor.

## Guild Signs Connie Haines

NEW YORK, April 24.—Guild Films this week signed vocalist Connie Haines to a long-term contract. She will be featured on Guild's new half-hour vidfilm series, in support of Frankie Laine. The musical is to go into release in September.

Guild is now in production on another new half-hour film program, the Florian ZaBach show, which is to be ready for delivery even sooner.

## IS AN ARM AN ACTOR?

CHICAGO, April 24.—Elmer the Elephant, whose antics delights the kiddies each weekday over WNBQ-TV from 5 to 5:30 p.m., has become the central figure in a union jurisdictional dispute. As a result, the unions are trying to find out "is an arm an actor?"

It all began when the American Federation of Television & Radio Artists stepped in and asked Kenneth Herrmann to join their union. Kenneth is a stagehand and acted as Elmer's trunk which was stretched over Herrmann's right arm. With it he rang bells and picked up objects for his master, John Conrad, to delight the kiddies. AFTRA claimed that this was in the nature of a performer and asked that he join the union. Herrmann said "no." Now Robert Cleary, an AFTRA member, has replaced him by request of NBC.

Local 2 of the International Alliance of Theatrical Stage Employees, of which Herrmann is a member, retaliated by filing an unfair labor practice charge against NBC, accusing the company of discriminating against Herrmann. The National Labor Relations Board has ordered an investigation.

## Temporary Fee TV Grant to Teleradio

WASHINGTON, April 24.—Another boost for fee TV came from the Federal Communications Commission this week (23) in a grant of a special temporary authorization to General Teleradio, Inc., for experimental subscription television over WOR-TV for a 90-day period starting May 15.

Purposes of the telecasts, which will be made in co-operation with Zenith Radio Corporation, is to determine whether phonevision will get reliable reception thruout WOR-TV's service area. However, no demonstrations to the general public as prospective subscribers will be involved.

## GE Budgeting \$4,000,000 for All-Star Series

NEW YORK, April 24.—General Electric is readying an unprecedented budget, said to be close to \$4,000,000 time and talent, for its new half-hour video stanza which will encompass 26 live and 13 film outings. The corporation has given MCA the go-ahead to spend both on talent and production of the series, which replaces Fred Waring in the 9 p.m. Sunday slot on CBS-TV in the fall.

The shows will use such talent as Tyrone Power, Fred Astaire, Jane Wyman, Joseph Cotten, Paul Douglas and whatever other top names are available. Ronald Reagan will act as host and also star in some of the dramas. Reagan also becomes "Mr. General Electric," a role the company tried hard to get Bing Crosby to play.

The live shows will cost in the neighborhood of \$40,000 each, and the film shows may run as high as \$75,000 each. Much of the money on the films will be spent on location shooting. The program will be on 52 weeks during the year and the films will be re-used.

## Swanson Buys Into Lewis Seg

NEW YORK, April 24.—The C. S. Swanson Company this week became the third client to buy into the Robert Q. Lewis daytime show on CBS-TV. The show will be slotted Tuesdays and Thursdays, 2-2:30 p.m., EDT, beginning in July.

Already committed to sponsor the program are General Mills for two quarter-hours and Best Foods for one quarter-hour. Swanson will probably cancel its segment of "The Name's the Same" on ABC-TV to buy its quarter-hour of Lewis on CBS-TV. Lewis is also featured on the ABC-TV program.

## Two Buy Into Martin Block

NEW YORK, April 24.—Merit Greeting Cards moved into ABC-Radio's Martin Block line-up as a paying customer this week, the second network advertiser to do so since the show went on the air January 1.

Carter Products last week pacted to pick up the tab for the first five minutes of the 3:30-3:45 time period three days a week for 20 weeks starting May 3. Merit will take over the last five minutes of that quarter-hour segment on an across-the-board basis for 13 weeks.

ABC's Martin Block Show, unlike the WNEW stanza, is going in heavily for live interviews and entertainment by name guest personalities.

## 'Colonel Flack' Gets New Du M. Slotting, Five New Markets

NEW YORK, April 24.—Du Mont is switching the slotting on "Colonel Humphrey Flack" effective May 7. It will be moved from Saturday, 10-10:30 p.m., to Friday, 10:30-11 p.m. In the pro-

(Continued on page 44)

## All Want to Be Heard At Senate UHF Hearing

WASHINGTON, April 24.—More than a score of witnesses have notified the Senate Interstate and Foreign Commerce Communications Subcommittee that they want to be heard at the committee's May 4-6 hearing on ultra-high TV, and at least two dozen more are expected to ask to testify. As a result, the subcommittee is planning to schedule several more days of hearings.

The array of witnesses already includes spokesmen from the Federal Communications Commission, the sets manufacturing industry, major TV networks and other segments of the telecasting industry.

Meanwhile the FCC is expected to grant an RCA request filed this week for authorization to conduct experimental field tests of a new "booster" to extend present

coverage of UHF television broadcasts.

The tests, to be conducted in co-operation with WJTV, Channel 25, Jackson, Miss., are scheduled to start early next month and to continue 90 days, according to W. Walter Watts, RCA executive vice-president. Their purpose is to determine whether the new equipment, which uses a low-powered auxiliary transmitter, can improve UHF coverage, especially in areas now shadowed by geographical elevations.

Under present plans, the booster will be set up near Vicksburg, Miss., about 37 miles away from the station's main 1 kw. transmitter. Use of the booster is expected to provide grade "A" service for WJTV's signal in the Vicksburg area, where reception now is shadowed.

Thruout the 90-day period both WJTV and RCA engineers are slated to make exhaustive measurements of picture quality and associated factors to determine the degree of improvement provided by the new equipment.

## Facts Forum Eyes New TV Film, AM Summer Shows

NEW YORK, April 24.—Facts Forum, which recently has been undergoing widespread editorial attack for its alleged promotion of extreme rightist causes, is readying two new shows — one

(Continued on page 44)

## Crosley and NBC Enter 2-Way Spot Sale Deal

NEW YORK, April 24.—The Crosley Broadcasting Corporation and NBC Spot Sales this week entered into a reciprocal national sales agreement. Crosley will represent NBC Spot Sales in Cincinnati, Dayton and Columbus, O. In turn NBC will represent the Crosley stations—WLW and WLW-T, Cincinnati, WLW-D, Dayton, WLW-C, Columbus, and WLW-A, Atlanta. Crosley, however, will continue to operate its sales offices in Chicago and New York.

## 'Breakfast Club's' Nielsen Rate Rises as TV's Added

NEW YORK, April 24.—Strong evidence that simulcasting a popular radio show increases, rather than decreases, its radio ratings was offered this week as the first Nielsen radio ratings on ABC's "Breakfast Club" simulcast was issued.

Nielsen rating of the middle half-hour portion of the "Breakfast Club" radio show hit a 5.2, the highest rating that portion of the stanza has received since January, 1952. The 5.2 rating is for the first half of March and compares with a 4.4 for the last half of January and a 4.2 for the first half of February. The show went simulcast on February 22.

It is felt that the rating rise of the middle 9:15-9:45 segment is

an accurate reflection of the picture for the whole show. The first quarter-hour ratings, while lower than the 5.2 figure, are the highest that those segments have brought their Quaker and Toni sponsors since their bankrolling days began.

The radio rating rise was predicted by ABC's research crew before the show went simulcast. It was largely on the basis of that prediction that the decision to simulcast the airer was made. The rating hike is attributed largely to two major factors: (1) An increase in frequency of radio listening by old fans as a result of their seeing telecasts of the show, and (2) new listeners are drawn in after catching the show for the first time on TV.

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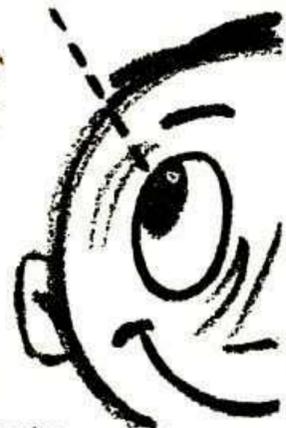
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903

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## New Telefilm Series to Star Jack Carson

HOLLYWOOD, April 24.—A new company was formed here this week to produce a situation comedy telefilm series which would star comedian Jack Carson, if current negotiations are satisfactorily completed. Firm, to be known as Warner-Johnson Productions, already has available 26 completed scripts.

Heads of the production company are Jerry Warner, former advertising agency executive with experience in producing sales promotion films, and W. C. Johnson, also an advertising agency executive. The series will be titled "Grocery Boy," from scripts written by Dane Lussier. Its format revolves around a grocery store in a present-day small town. Also slated for an important role in the series is Carson's brother, Bob Carson.

Warner-Johnson anticipates an early fall production schedule at General Service Studios here where the firm has established headquarters. Current thinking is to syndicate the half-hour film series.

### 'DOUBLE' SUB

## Campbell Mulls Pilot Films Also

NEW YORK, April 24.—Campbell Soups this week was considering a combination of a night time version of "Double or Nothing" and a show featuring pilot films as its summer replacement for "Soundstage," Friday night, 9:30-10 p.m., via NBC-TV. "Double or Nothing" would be used for most of the hiatus.

However, the pilot theater would be slotted in the time period for several weeks to help the sponsor get a new show. Packers would furnish a script and the program idea.

Campbell would pay for production cost, including the talent fees. Batten, Barton, Durstine & Osborn is the agency.

## SATIRE SERIES FOR MAE WEST

HOLLYWOOD, April 24.—First six scripts of a proposed 26-episode telefilm series starring Mae West in satires on famous romantic heroines of history and literature have been completed by the actress and William LeBaron, who will produce. The latter is due in New York early next week to conduct negotiations for national sponsorship. The six scripts already completed and ready for the cameras are half-hour episodes based on incidents in the lives of Priscilla and John Alden, Camille and Armand, Cleopatra, Dubarry, Fatima and Lady Hamilton.

## BBC-TV Buys 11 Of U. S. Pic Series

LONDON, April 24.—BBC-TV has bought 11 of the 39 "Orient Express" episodes John Nasht made in Europe last year. The films, featuring Cathy O'Donnell and Jean Pierre Aumont, among others, were shot in Rome, Berlin and Paris for PSI-TV.

The dollar-short BBC paid for them in sterling thru Nasht's London agent. This marks the fifth BBC deal for U. S. vidpix.

# Trade Sees Hughes Releasing 350 RKO Features This Year

## Factors Detering Other Studios Are Not Applicable to New Owner

By SAM CHASE

NEW YORK, April 24.—The potentials involved in the possible release for television showing of RKO theatrical feature films in the comparatively near future were causing widespread discussion this week among execs from varied portions of the industry, including TV film, video stations, major Hollywood theatrical producers and local theater exhibitors.

Altho Howard Hughes, who recently assumed full ownership of RKO, has given no clear indication of his intentions with regard to TV release of the firm's backlog, tradesters believe it increasingly likely that the RKO vaults will be opened before the end of the year. In fact, some of the more sanguine anticipate a batch of RKO features hitting the TV market in time for the fall selling season.

Best estimates of the amount of product in the vaults place the number of feature films at about

750, plus a great number of shorts. Hughes' recent moves since taking over at RKO may be interpreted in several ways, but there seems to be much in favor of a theory which has Hughes planning to place about 350, or half of the total number of features into TV distribution. These films would likely be made available over a period of time, possibly three years, rather than as a lump package.

### Dollars-Cents Reasoning

The reasoning behind this lies in a dollars and cents analysis of the Hughes situation at RKO. In taking over the firm, he heads a major film operation whose major current asset is its past production. Evaluation of all the RKO stock is roughly \$23,000,000. By placing some 50 per cent of his celluloid assets on the TV market, many believe that Hughes could recoup, within a comparatively short period of time, virtually this entire amount. He would then have the firm free

and clear, with nearly 400 features still in the vaults.

These figures are arrived at in simple fashion. Altho the average feature film can anticipate a return of about \$35,000 per picture from TV showings, a better grade of picture can earn \$60,000 or more from its video runs. General Teleradio, for example, in recently acquiring its batch of 30 feature films, has blueprinted a

(Continued on page 11)

## WCPO CLAIM

# First to Buy 12 MPTV 'Holmes'

CINCINNATI, April 24.—WCPO-TV, here, claims it was the first station to act on the 12 Sherlock Holmes pictures just now going into distribution by Motion Pictures for Television, Inc. A story out of Hollywood in the April 17 issue of The Billboard stated that KTTV there made the first deal.

Ed Weston, assistant to the manager of WCPO, asserted this week that his station signed for the films on March 11. KTTV's purchase was reportedly made April 9. KTTV said it would begin programming the Holmes features early in May. WCPO has slated the first one for May 8.

Weston said further that WCPO-TV would run the Basil Rathbone-Nigel Bruce starrers once a week probably thru two cycles and possibly thru three. Elementary, dear Weston.

## Standard Gets 2 Pix

HOLLYWOOD, April 24.—Standard Television has added two more feature films to its roster. One is "Mimi" starring Douglas Fairbanks Jr. and Gertrude Lawrence. Made in 1935, it is based on "La Boheme." The other is "Tomorrow the World," which has been in TV under other distribution auspices.

## TELEVISION ADVERTISING BUREAU FORMED

# Film Syndicates Seen Benefiting From TV Org Patterned After BAB

NEW YORK, April 24.—TV film syndicators are seen as the indirect beneficiaries of a booming movement launched this week by a group of key stations to promote spot TV sales on a united and continuing basis. A group of 17 station operators held a meeting at the Biltmore Hotel here yesterday (23) at which it was resolved to form a co-operative organization to be known as Television Advertising Bureau. Another eight stations phoned and

wired in their support of the movement.

The meeting was organized by the Station Representatives Association at the request of several stations. And it was attended by brass from the top station reps.

The 25 supporting stations formed themselves into an organizing committee headed by Dick Moore, manager of KTTV, Los Angeles. The committee is taking steps to incorporate TAB and is setting plans to hold a general meeting within a month, to which all stations will be invited, probably at the National Association of Radio-TV Broadcasters convention in Chicago beginning May 23. The committee appointed Dick Doherty, former veepee of NARTB, as its consultant to assist it in preparation for the general meeting.

### Counterpart of BAB

TAB is seen as the TV counterpart of the Broadcast Advertising Bureau, which was organized along its present lines at the NARTB convention four years ago.

TAB's intended effort to plug national spot and local TV advertising is seen as being to the mutual advantage of the TV film distributors, who are aiming at the programming side of that very same type of business. Formation of TAB comes close on the heels of an effort by top film distributors to form themselves

into an association to deal with their mutual problems. TAB's aims are oriented strictly at the advertisers, not at the film distributors. But should both the distributor and station organizations mature as anticipated, it is regarded as a likelihood that the two groups will find it feasible to work in harmony toward their mutual goals.

### Organizing Members

The members of the organizing committee, in addition to Moore, are Ben Berenston, WGN-TV, Chicago; Dick Borel, WBNS-TV, Columbus, O.; Roger Clipp, WFIL-TV, Philadelphia; John DeWitt Jr., WSM-TV, Nashville; (Continued on page 8)

## DESILOU PACKAGES

# 'My Aunt Willy,' 3d In Skein of 4, to Roll

HOLLYWOOD, April 24.—Desilu Productions next week rolls its third pilot film in its stepped-up package production operations and the second proposed series for which Bill Spier will produce and direct. Pilot of a fourth series is being readied for shooting sometime in May.

Initial segment of a newly created series, "My Aunt Willy," starring June Havoc (Mrs. Spier), will be shot Thursday (29) before a live audience at Motion Picture Center. The same techniques will be used as is done with "I Love Lucy." "My Aunt Willy," originally titled "The Artful Miss Dodger," concerns the adventures of a lady lawyer in New Hampshire. The original script was written by Spier and Louis Pelletier.

Desilu this week completed the pilot of the A. J. Cronin story series, "Country Doctor," starring Charles Coburn, for which Arnaz is also executive producer. Spier acts as producer-director and co-writer of the series with Sam Marx, now a Universal-International producer. "Country Doctor," unlike others in Desilu's new production slate, will be filmed without an audience. Regular cast members for "Country Doctor," in addition to Coburn, are Arthur Franz, Broadway star, and Cheerio Meredith. Additional cast members for the pilot are Suzanne Dalbert, Joe Kearns and Howard McNair. Pilot was filmed by Norbert Brodine, cameraman, with Jimmie Nicholson as assistant director and Roger Sherman as camera operator.

Completion of these two pilots gives Desilu a total of three being readied for network sale, tho it

was indicated the possibility of syndication remains. First pilot completed by Desilu in its new production schedule is the Spring Byington starrer, "December Bride," Parke Levy property, and which is reportedly near a national sponsorship sale.

A fourth series, with Walter Brennan in all likelihood set for the lead, is expected to go before the cameras sometime next month. Desilu has acquired telefilm rights to the "Ephraim Tutt" stories by Arthur Cheney Train which originally were published in The Saturday Evening Post. Negotiations for placing this on the agenda as a series are reportedly close to consummation.

## Volcano Begins Rooney Series

HOLLYWOOD, April 24.—Volcano Productions on Monday (26) starts shooting the new "Mickey Rooney Show" telefilm series at General Service Studios for NBC-TV. Schedule calls for filming two half-hour episodes per week for three six-day weeks.

Production will be suspended thereafter until July 12 when one story weekly will be filmed. The suspension will permit Rooney to fulfill an engagement at the Flamingo Hotel, Las Vegas, Nev., and make a picture for Republic Pictures.

The series will be officially known as the "Mickey Rooney Show," altho its subtitle will continue to be "Hey, Mulligan." Joe Santley is producing. Les Martinson will direct.

## Du Mont Sets Bow of Color Film Scanner

NEW YORK, April 24.—Allen B. Du Mont Laboratories, Inc., will unveil its color-film Multi-Scanner at a press conference to be held at its Research Laboratories in Passaic, N. J., next Wednesday (28). Du Mont has shipped monochrome versions of the film scanner to over 30 stations so far. Du Mont will show 16-mm. color film at the demonstration.

Meanwhile, the Film Producers' Association of New York is almost set to put its three-process color film test on the TV screen.

The same package footage was shot here in Eastman negative, commercial Kodachrome and three-strip Technicolor early this month. FPA was still this week awaiting delivery of the 16-mm. reduction prints of the Technicolor footage. It intends to meet with NBC-TV color toppers next week to schedule a closed-circuit airing of the test footage.

# Heller Puts \$3 Mil In TPA Production

## Chicago Investment Co. Makes Biggest TV Film Loan to Finance 4 New Series

NEW YORK, April 24.—Television Programs of America, Inc., has obtained production loans totaling over \$3,000,000 from Walter E. Heller & Company, Chicago investment banker. TPA's president, Milton Gordon, who was a veepee of the Heller company until the formation of TPA seven months ago, claims that this is the biggest TV film loan to date. He said it also puts Heller into TV film financing to as great an extent as it is in motion pictures.

TPA is using the money to finance the production of four series: "Ramar of the Jungle," "The Adventures of Ellery Queen," "Lassie" and "Halls of Ivy."

On "Ramar," 52 segments have been completed already. Production of another cycle of 13 is due to begin soon. "Ramar" has been sold in over 100 markets.

"Ellery Queen" is due to go into syndication sales May 1. Some 15 segments have been completed so far under the Norvin Productions banner. Only two segments have been completed on "Lassie" by Robert Maxwell. TPA has all but wrapped up a deal with Campbell Soup to carry the show on CBS-TV, Sunday, 7-7:30 p.m., beginning in the fall. TPA will also syndicate the show to markets not receiving it on the network.

Production on "Ivy" just began this week.

As veepee of the Heller organization, Gordon introduced it into

picture financing when he masterminded the financial side of the United Artist re-organization in 1951. This was reputed to be the first time a banking firm put pre-production money into pictures.

The Heller company is reported to have assets in excess of \$100,000,000 and to do an aggregate annual business of more than \$500,000,000.

## Autry Plans 2 Westerns

HOLLYWOOD, April 24.—Gene Autry's Flying A Productions will be coming up with two new Western packages shortly. One is an adult anthology titled "Winning of the West," on which a pilot is now in production. The other stars Dick Jones, the Dick West of "The Range Rider." It is titled "Buffalo Bill Jr.," and the pilot is due to be shot next month.

In addition, Flying A is due to roll 13 more Gene Autry segments this summer. A total of 78 have been made so far.

Mitchell Hamilburg, veepee and treasurer of Flying A, was in New York this week for confabs with Canada Dry and CBS TV Film Sales on further production of the "Annie Oakley" series. Flying A plans to shoot the second 26 Oakleys in color. Hamilburg flies to Europe next week for a three-week vacation.

# General Teleradio Adds Film Division

## Pete Robtck Heads Up New Operation; Firm Loaded With 30 Hot eFatures

NEW YORK, April 24.—General Teleradio is all set to make a formal introduction of its new TV film operation at the National Association of Radio-TV Broadcasters convention, opening May 23. The official title that has been applied to the distribution set-up is Film Division of General Teleradio.

Tom O'Neil, head of GT, this week named Pete Robeck as general sales manager of the Film Division. Robeck will make his headquarters on the West Coast. He will be here for at least two more weeks to handle initial personnel and production problems.

As far as is anticipated at this time, Robeck will be the top executive of the film operation, reporting directly to O'Neil. Robeck plans to set up regional sales offices in New York, Chicago, the Southeast, the Southwest and the Northwest.

In moving into General Teleradio, Robeck inherits a package of 30 of the hottest feature films in TV at this moment, pictures that GT recently acquired from the Bank of America. Sales efforts on the films so far have been piecemeal, and as far as is known no sale has as yet been consummated.

### 13 'Gangbusters'

In addition, production has passed the halfway mark on 13 new "Gangbusters," the rights to which GT acquired in its purchase of the Philips Lord operation in December. Further, the firm has 26 segments of the 15-minute series, "The Greatest Drama," which it produced in conjunction with Fox Movietone. Thirteen additional segments are planned. This series has been

spot booked in some 40 cities by General Tire, parent firm of General Teleradio. It has now been replaced by "General Tire Sports Time" with Harry Wismer, which is produced by Hearst Metrotone News and distributed by International News Service.

In addition, GT will definitely put "Counterspy" before the cameras in the near future. It has not yet set plans on filming "We, the People," which it also acquired in the Lord takeover.

Robeck will be on the prowl for still further product. GT has been reported to be in negotiations for "Music of the Masters," a series of eight half-hour films originally produced by Rudy Polk and Paul Lewis for sponsorship by Lee Carpets on NBC-TV about two years ago. It stars such concert artists as Heifetz, Artur Schnabel and Gregor Piatagorsky. It is now being syndicated by Standard Television.

The "Film Division" banner was decided upon after some 30 different titles were mulled, including several using the "General" tag with which the O'Neil interests are identified in their several ventures. But advice of counsel was that any other title would take too long to clear.

### Robeck Background

Robeck was general sales manager of Consolidated Television Sales for two years. He resigned shortly before the Chandler interests sold Consolidated to Shull Bonzall.

Before moving into Consolidated, Robeck was sales manager of Chandler's Los Angeles station, KTTV.

Initially GT will peddle only

(Continued on page 11)

## • TV FILM COMMERCIALS in PRODUCTION since March 1

This feature runs once a month in The Billboard's TV Film department. It offers the most complete directory of production of film commercials available, and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 25th of each month. Listings should be for the last full preceding month.

Advertisers (and show, if any)	Products	Agency	How Many	Length	Type
<b>ACADEMY PICTURES, INC., 588 Fifth Ave., New York</b>					
Royal Crown Cola	Par-T-Pak	BBD&O	Four	2-60 sec.	Color
Gunther Beer	Beer	Katz Agency	Eight	2-20 sec.	
Swansdown	Cake Flour	Young & Rubicam	Six	4-60 sec.	
Hires Root Beer		N. W. Ayer	Six	4-20 sec.	
Ayers Fabrics	Fabrics	McKim, Ltd.	Four	3-75 sec.	
<b>ALL SCOPE PICTURES, 8949 Sunset Blvd., Hollywood</b>					
Table Products Corporation	Duchess Salad Dressing	Foote, Cone & Belding	Three	2-60 sec.	Live Action
<b>ANIMATED PRODUCTIONS, 1600 Broadway, New York</b>					
WNBT, New York	Station ID's		Three	10 & 20 sec.	Live Action
Pro-Fresh	Dry Cleaner	Lewin, Williams & Saylor	Five	60 sec.	Live Action and Animation
<b>BENGAL PICTURES, 3102 Quincy St., N.E., Albuquerque, N. M.</b>					
Ralph Pool	Automobiles		Three	60 sec.	Live Action
Springer Transfer	Transfer & Storage		Four	30 sec.	Slides
Buchanan's, Inc.	Appliances		One	30 sec.	Slide and Live Action
Don Wilson	Political	Pat Hill Agency	One	20 sec.	Slide
Joe Heaston	Automobiles	Pat Hill Agency	Four	60 sec.	Slides
Station KGGM	TV ID's		Three		Slides
<b>S. W. CALDWELL, LTD., 447 Jarvis St., Toronto</b>					
Ecko	Minute Mop	Walsh Advertising	Two	60 sec.	Live Action
Borden's (Life With Elizabeth)	Elsie Roll	Young & Rubicam	One	60 sec.	Live Action
Robin Hood Flour (Liberace)	Cake Mixes	Young & Rubicam	One	60 sec.	Semianimation
Brodie and Harvie	Cake Mixes	James Lovick, Ltd.	Four	20 sec.	Semianimation
<b>COLBURN FILM SERVICES, INC., 164 N. Wacker Drive, Chicago</b>					
Tru-Ade	Beverages	Jewell Advertising	Two	1-60 sec.	Full Animation
<b>PAUL J. FENNEL CO., 404 N. La Cienega Blvd., Los Angeles</b>					
Campbell Soup Company	Soups	Ward Wheelock Co.	Five	60 sec.	Full Animation
General Mills, Inc.	Cheerios	Dancer-Fitzgerald-Sample, Inc.	Nine	3-60 sec.	Full Animation
Metropolitan Jockey Club	Jamaica Race Track	Al Paul Lefton Co., Inc.	Three	20 sec.	Full Animation
W. K. Kellogg	Rice Krispies	Leo Burnett Co.	Three	60 sec.	Full Animation and Live Action
C. Schmidt & Sons	Schmidt's Beer	Al Paul Lefton Co., Inc.	One	60 sec.	Full Animation
Adam Scheidt Brewing Company	Valley Forge Beer	Ward Wheelock Co.	One	60 sec.	Full Animation
<b>FILMWRIGHT PRODUCTIONS, INC., 3 E. 57th St., New York</b>					
General Foods (Portia Faces Life)	Post Grape Nut Flakes	Benton & Bowles	Two	75 sec.	Live Action
(Portia Faces Life)	Post 40% Bran Flakes	Benton & Bowles	Two	75 sec.	Semianimation
(Roy Rogers Show)	Post Raisin Bran	Benton & Bowles	Two	65 sec.	Live Action
(Post Family Contest)	Post Cereals	Benton & Bowles	Two	65 sec.	Live Action
(Roy Rogers Show)	Bakers Inst. Choc.	Benton & Bowles	Two	30 sec.	Full Animation
Procter & Gamble (On Your Account)	Tide	Benton & Bowles	Two	1-60 sec.	Live Action
Advertising Council	Better Schools Campaign		Three	1-90 sec.	Live Action
Fritzi De Gandolfi, Ltd.	Beauty Aids		Three	2-60 sec.	Live Action
<b>HANKINSON STUDIO, 15 West 46th St., New York</b>					
Procter & Gamble	Tide	Benton & Bowles	Two	1-60 sec.	Full Animation
Continental Oil Company	Bakers Chocolate	Benton & Bowles	One	30 sec.	Full Animation
Arnold Bakers	Conoco	Benton & Bowles	Four	20 sec.	Full Animation
Bond Bread	Bread	C. W. Hoyt	One	60 sec.	Live Action
	Bread	Henderson Advg.	Two	1-60 sec.	Full Animation
<b>HARTLEY PRODUCTIONS, 20 W. 47th St., New York</b>					
Richfield	Gasoline and Oil	Morey, Humm & Johnstone	13	60 sec.	Live Action
Sinclair Refining Company	Sinclair Power-X	Morey, Humm & Johnstone	Three	60 sec.	Live Action
John Alden Tobacco Company	John Alden Cigars	J. B. Rundle	One	60 sec.	Live Action
Fitzgers Beer		J. Armstrong & Co.			Live Action
Lone Star Beer		J. Armstrong & Co.			Live Action
Silver Bar Beer		J. Armstrong & Co.			Live Action
<b>HOLLYWOOD TELEVISION PRODUCTIONS, 505 Fifth Ave., New York</b>					
Dr. Topper Dog Foods	Dog Foods	Wager Associates	Two	60 sec.	Live and Full Animation
Ferolon	Plant Food	Wager Associates	Two	60 sec.	Live and Full Animation
<b>THE JAM HANDY ORGANIZATION, 2821 E. Grand Blvd., Detroit</b>					
Oldsmobile (Doug Edwards Show)	Cars	D. P. Brother & Co.	11	90 sec.	Live Action
Pfeiffer Brewing	Beer	Maxon, Inc.	50	60 sec.	Live Action, Full Animation, Semianimation and Jingle
Packard Motor	Cars	Maxon, Inc.	48	60 sec.	Live Action
Duquesne Light Company	Appliances & Electricity		Eight	20 sec.	Live Action Semianimation
<b>KENT LANE, INC., 1253 South Third St., Louisville</b>					
Devoe-Reynolds	Paint		Four	2-60 sec.	Live Action
Grocers Baking	Bread	Doe-Anderson	One	20 sec.	Semianimation
Peaslee Gaul Bert			Four	2-60 sec.	Live Action
<b>KLING STUDIOS, INC., 601 N. Fairbanks Court, Chicago</b>					
Mitchell Manufacturing Company			Two	60 sec.	Color
Standard Oil Permalube		McCann-Erickson	Six	60 sec.	
Leonard Gasoline	Gasoline	Wesley Aves & Assoc.	One	60 sec.	
Carlins' Brewing Corporation		Lang, Fisher & Stashower	14	18 sec.	
Dodge Division of Chrysler Corporation (Make Room for Daddy)	Cars	Grant Advertising	Eight	4-120 sec.	
(Break the Bank)				4-60 sec.	
<b>LALLEY &amp; LOVE, INC., 3 East 57th St., New York</b>					
John M. Roberts & Son	Diamonds	Smith, Taylor & Jenkins	One	20 sec.	Live Action
American Safety Razor (Walter Winchell Show)	Gem Razors & Blades	McCann-Erickson	Eight	Various	Live Action and Full Animation
Westinghouse Electric (Studio One)	Cook 'n' Fryer & Grill & Waffler	McCann-Erickson	Two	20 sec.	Live Action

(Continued on page 8)

"Lights"  
"Camera"  
"Action"

and PROCESSED BY  
**MOVIELAB**

FOR THE FINEST FILM PROCESSING IN THE EAST — FILM MEN WHO KNOW SAY "IT'S MOVIELAB"

Here—at MOVIELAB... efficiency and perfection are the rule. Producers, directors and technicians have at their fingertips the very best in up-to-the-minute equipment necessary to modern FILM PROCESSING techniques.

**ROUND THE CLOCK SERVICES**

- Negative Developing • First Print Department
- Ultra Violet & Flash Patch Track Printing
- 16mm & 35mm Release Printing
- Quality Control • Title Department
- 22 Cutting & Editing Rooms.

FOR COLOR it's *Rainbowlab*

**MOVIELAB FILM LABORATORIES, INC.**

619 West 54th Street, New York 19, N. Y. JUdson 6-0360



**TV's  
Fabulous  
Teller of  
Western  
Tales!**

*Col.*

# TIM MCCOY

**The real  
McCOY  
in person!**

**TIM MCCOY'S** stories of the West's Golden Days ring with drama and excitement no fiction writer could surpass . . . because McCoy's stories are true . . . historically accurate . . . authentically documented . . . and excitingly filmed.

These stirring tales are narrated by the real McCoy—one of the West's most colorful and genuine heroes. **TIM MCCOY** was a working Wyoming cowhand and ranch owner until he became "the movies" leading technical consultant on Indians. He rose to stardom with MGM and Paramount...fought in two World Wars...and led **TIM MCCOY'S Wild West Show** during its sensationally successful run with Ringling Brothers Circus.

"**TIM MCCOY**" (39 brand new quarter-hour programs custom filmed for TV) is ready for immediate airing. It's a "natural" for local, regional and national spot advertisers who want a high caliber program packed with strong viewing appeal for children and guaranteed to excite adult interest — plus a corral full of new merchandising opportunities!

**THESE MPTV SHOWS ARE AVAILABLE NOW:**  
 DUFFY'S TAVERN • FLASH GORDON • JUNIOR SCIENCE  
 DREW PEARSON'S WASHINGTON MERRY-GO-ROUND  
 JANET DEAN, REGISTERED NURSE • TIM MCCOY • more to come



655 Madison Avenue, N. Y. 21, N. Y.

For "first crack" at Tim McCoy's great new TV show...write, wire or phone your nearest MPTV Film Syndication Division.

**VERNE BEHNKE**  
 655 Madison Ave.  
 New York 21, N. Y.  
 TEmpleton 8-2000

**MAURIE GRESHAM**  
 9100 Sunset Blvd.  
 Los Angeles 46, Calif.  
 CRestview 1-6101

**GORDON WIGGIN**  
 216 Tremont St.  
 Boston 16, Mass.  
 HAncock 6-0897

**ED HEWITT**  
 625 Market Street  
 San Francisco, Calif.  
 DOuglas 2-1387

**FRANK O'DRISCOLL**  
 2211 Woodward Ave.  
 Detroit 1, Michigan  
 WOODWARD 1-2560

**AL GODWIN**  
 Mortgage Guaranty Bldg  
 Carnegie Way & Ellis St.  
 Atlanta, Georgia  
 ALPINE 0912

**ALEX METCALFE**  
 MPTV (Canada) Ltd.  
 277 Victoria St.  
 Toronto, Canada  
 EMpire 8-8621

**JACK McGUIRE**  
 155 E. Ohio St.  
 Chicago 11, Ill.  
 WHitehall 3-2600

**BRUCE COLLIER** • 3109 Routh St.  
 Dallas 4, Texas • STerling 4007

This One



B3BB-UG3-5R9R

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# ABC Jumping With Film Buys and Sales

NEW YORK, April 24.—All stops were pulled at ABC Film Syndication this week as the newly formed corporation, headed by George Shupert, added the first of several new TV film properties to its roster. As if in celebration, ABC Film wrapped up two major sales deals on its "Playhouse" series.

The new property is "Passport to Adventure," one of the Hal Roach series which has been under option to the ABC-TV network. The show is owned by Rabco, Inc., in which Roach, ABC and William Morris are partners.

ABC Film Syndication's sales staff, meanwhile, pulled a major coup by closing a deal with Kent cigarettes for 13 "Playhouse" episodes to replace for this summer the "Fireside Theater" films Kent is currently spotting in close to 40 markets as "Kent Theater."

Screen Gems up to this point had all but signed contracts with Kent for 13 of the latest crop of

"Ford Theater" films. It's understood that Kent will put the "Playhouse" into seven or eight markets at first and will gradually add other stations as the old "Firesides" finish their run.

**Gruen Watch**

In addition to its deal with Kent, ABC signed Gruen Watch Company and J-B Watch Bands as alternate week sponsors of 52 "Playhouse" episodes for showing on the Canadian Broadcasting Corporation's eight station line-up and CHCH-TV in Hamilton, Ont.

Production on "Passport to Adventure," which stars Cesar Romero in the role of a diplomatic courier, will begin shortly in Hollywood. A pilot film of the series is now available.

Negotiations for the acquisition of additional new properties are in progress. One of them is understood to be "Guns of Destiny," another Roach series which ABC-

# Play's Still the Thing, But Premium Business Gains TV Film Sales Power

Continued from page 1

elry and stationery bearing the "Lone Wolf" symbol. It is also preparing a glassware line to go with "Waterfront."

Just how such items will be distributed will be determined by discussions with the shows' sponsors. A beer mug presents a distribution problem distinct from a comic book or badge. The usual kiddie premium can be liquidated for a few cents. They are usually sent out thru the mail in return for a label and a few coins. And they are usually cheap enough,

TV network has been pitching to network advertisers with no success.

ABC Film Syndication is empowered to sell its properties to national advertisers for use on any network. George Shupert is president and Don Kearney is vice-president in charge of sales for the company.

so that if the kid forgets the coins, he'll get the item anyhow at no significant loss to the advertiser or distributor.

The adult items might well find their most convenient outlet at the point of sale. The maximum use of the Liberace record was by the banks, who handed them out thru the teller windows in return for a \$10 or \$25 initial deposit. The "Lone Wolf" glassware might thus find its best niche right in the taverns and supermarkets.

In addition to the adult merchandise, UTP has prepared a set of kiddie items for "Lone Wolf," including jigsaw puzzles, masks, decals and T-shirts. Up until quite recently the mystery shows generally kept shy of kid premiums. Now the distributors are becoming increasingly aware of the benefits adult shows and sponsors can get from the youngsters.

TPA clients in getting up lines of custom-made self liquidators.

The Mitchell Hamblurg Agency, in addition to franchising a host of TV film characters, including Gene Autry, Annie Oakley and Range Rider, is also one of the most aggressive promoters of premiums.

**Leonard Shane**

Further, Fortune Merchandising Corporation, headed by Leonard Shane, has done a big job on "Rocky Jones, Space Ranger," on a contract from Jack Danov's Space Ranger Enterprises, as well as on Hamblurg and TPA properties.

The sponsor-identification and store-traffic pluses that premium items represent seem to assure that there will be no backtracking in their fuller and more imaginative exploitation in the TV film field.

Furthermore, in the kiddie field at least, they have drawn many soul and sponsor satisfying responses. A recent example was a promotion of the Blinkey Adventure Club in the 23 markets carrying "The Adventures of Blinkey." It drew over 8,500 pieces of mail.

## TV FILM COMMERCIALS in PRODUCTION

Continued from page 6

Advertisers (and show, if any)	Products	Agency	How Many	Length	Type
<b>LEWIS &amp; MARTIN FILMS, INC., 218 South Wabash Ave., Chicago</b>					
Gottelman Brewing Company	Beer	McCann-Erickson	Four	1-60 sec.	Full Animation
Kraft Foods Company	All Purpose Oil	Needham, Louis & Broby	Three	1-60 sec.	Live Action
Helene Curtis Industries	Suave Home Perma-nent	Gordon Best	Two	2-20 sec.	Full Animation
Hudopohl Brewing Company	Beer	Stockton-West-Burkhart	Three	2-60 sec.	Live Action
<b>FLETCHER SMITH STUDIOS, INC., 321 E. 44th St., New York</b>					
Schmidt's Blue Ribbon Bread (Knothole Gang)	Bread	Quality Bakers Assn.	Two	20 sec.	Live Action
Esskay (Knothole Gang)	Meat	Van Sant Dugdale	16	20 sec.	Semianimation
Metro-Goldwyn-Mayr	Motion Picture	Donahue & Coe	Four	2-60 sec.	Live Action
Hot Shoppes	Drive-In	Belmont Ver Standig	Two	20 sec.	Full Animation
Sunbeam Bread	Bread	Quality Bakers Assn.	Four	20 sec.	Live Action
Oldsmobile (Doug Edwards)	Cars	D. P. Brother	11	8-60 sec.	Live Action
<b>WARREN R. SMITH, INC., 117 Fourth Ave., Pittsburgh</b>					
Nippy Lemon	Soft Beverage	Rothman & Gibbons	One	10 sec.	Full Animation
Mother Drake	Bread	Rothman & Gibbons	One	60 sec.	Live Action and Stop Motion
Peerless Wallpaper	Wallpaper	Goldman & Shoop	One	60 sec.	Live Action and Animation
Eazor Express	Trucking	Jay Reich	One	60 sec.	Live Action
North Side Carpet Cleaning Company	Cleaners	Friedman & Rich	One	10 sec.	Full Animation
<b>BILL STURM STUDIO, 723 Seventh Ave., New York</b>					
Radio Corporation of America and RCA Victor radioes, tubes, TV sets, air conditioners, Estate ranges and the RCA J. Walter Thompson & Service Company		Al Paul Lefton Co.	45	20 sec to 90 sec.	
<b>TELEVISION SCREEN PRODUCTIONS, 17 E. 45th St., New York</b>					
Pez-Haas, Inc.	Pez Candy	Wesley Assoc.	Two	20 sec.	Full Animation
American Legion Auxiliary	Poppy Campaign		Three	20 sec.	Live Action
<b>VOLCANO PRODUCTIONS, 1040 N. Las Palmas Ave., Hollywood</b>					
Chesterfield (Dragnet, Perry Como, Baseball)	Cigarettes	Cunningham & Walsh	12	20 sec. to 60 sec.	Live Action
L & M Filters (Spike Jones Show)	Cigarettes	Cunningham & Walsh	Six	20 sec. to 60 sec.	Live Action and Semianimation

## FOR TV FILM COMMERCIALS

... Service as near as your



by RKO PATHE professionals!

RKO PATHE does it right!

RKO PATHE is equipped to do it that way through successful film-making experience over 31 years... with facilities as modern as tomorrow... by experts with know-how in tune with today's most advanced advertising practices...

RKO PATHE... on the ball with showmanship from story board to screen!

**RKO PATHE, INC.**

"The Professional Company" 625 Madison Ave., New York 22, N. Y. • Phone: PLaza 9-3600

## Brennan to Pen 'Knight' Scripts

HOLLYWOOD, April 24.—Frederick Hazlitt Brennan has been signed to write scripts for "The Phantom Knight," new telefilm adventure series starring Forrest Tucker, it was announced this week by James V. Kern, who will produce and direct.

Brennan, a Pulitzer Prize newspaper winner from St. Louis, is a well-known magazine writer with motion picture and TV credits. He is currently completing the screen play of "Revolt at Pistol River" for RKO. He begins work on the telefilm series within two weeks.

"The Phantom Knight," to be shot in color, will be based upon knight errantry with a setting of medieval England. Some filming will be done in England, according to Kern.

## Michelson Makes First 'Capsule Mystery' Sale

NEW YORK, April 24.—Charles Michelson, Inc., wrapped up its first sale on the five-minute "Capsule Mysteries" this week. It went to WTPA, Harrisburg, Pa., for sponsorship three times weekly by the Philco dealers.

Michelson recently put on Jim Diamond, formerly of Video Film Associates, to represent him in San Francisco and vicinity.

## Baruch Joins CBS Films

NEW YORK, April 24.—Ralph Baruch, former Eastern sales manager for Consolidated TV Sales, this week joined CBS-TV Film Sales as a sales rep. Baruch had been working with Charles Wick during the formation of the latter's Telefilm Enterprises, but is not now connected with the new company.

## SILENT MOVIE SERIES FOR TV

HOLLYWOOD, April 24.—What will be the first silent motion picture series made expressly for TV goes before the cameras May 3 when Richard Bare Productions and Varieties, Ltd., produce the pilot of the Alan Young Starer, "That's Life," for NBC.

This unusual departure, according to Richard Bare, who also will direct, may conceivably be the desired format for the pantomime artist. The series, from a script by Bare and Dean Riesner based on the creation of Ed Beloin, NBC executive producer, will have no dialog. Young will be cast in a dual role, that of an average character with the unlikely name of "Wesley Flogwilder" and a snide, condescending sociologist. Young, however, will narrate objectively off camera of the adventures and misadventures of the two principal characters. Supporting casts are to be selected next week.

## Jerry Capp

Jerry Capp, who runs the merchandising operation for Television Programs of America, Inc., is now pursuing this angle on a more deliberate basis. Capp has had conversations with at least one major toy manufacturer to apply "Ramar of the Jungle" lithos to already available items. Such a deal can be a happy one all around, according to Capp.

The distributor and sponsor get a big choice of ready-made items, and the manufacturer gets increased distribution out of what may have been a lagging commodity. If the item is simple enough, premium promotion could conceivably underwrite the manufacturer on new toys, which in a more elaborate form could be put up for retail sale.

Naturally, in such cases, there must be enough differentiation in style and distribution, so that the premium does not undercut the retail sales of the item.

With the increasing accent on the premium side of TV film merchandising, there appears to be an opening wedge for the independent merchandising operation. There is a growing feeling that an autonomous merchandising specialist can more successfully promote this line than an outfit whose first business is film. The object lesson for this trend is the famous Kay Kamen success in merchandising the Walt Disney characters.

## Kamen Enterprise

From about 1930 until his death in 1949, Kamen, working as an independent operator, had the complete rights to franchise manufacturers to produce merchandise based on the Disney characters. Kamen worked this operation into such a rollicking success that Disney's income from merchandise royalties has outstripped his take from his pictures.

Thus, Capp, who had been TPA's promotion and advertising manager, has now set up an autonomous unit called TPA Merchandising Division. Capp will have jurisdiction over the licensing of TPA shows to manufacturers, and will also work with

# AFTRA Action May Touch Off Hollywood, TV Net Battle

## Okay on Kine Re-Run Raises Issue Of Pix Primacy; Tape Age Nears

By LEON MORSE

NEW YORK, April 24.—What may become a battle between the TV networks and the Hollywood film makers for control of television pictures began to take form this week.

The deal by which the American Federation of Radio and Television Artists granted the Tee-Vee Company rights to a single re-run of "Tales of Tomorrow" kinescopes (The Billboard, April 24) placed the union in the involuntary and strange position of supporting the networks.

The portentous action has unusual ramifications within show business labor unions, and within the syndication industry as a whole, as to whether New York or Hollywood is to be the dominant TV program production center.

The action has bearing too in the struggle for control of television picture production. These issues have been sharpened by the relative nearness of the age of tape and the electronic method of recording TV program pictures.

NBC has taken immediate action and is now trying to decide which kines it can throw into the syndication market. It specifically is giving attention to those shows which are on 35mm. kines, for their quality is close to that of film. It may also be deduced that the other networks, especially CBS, are also weighing ways and means of throwing some of their live, kinescoped properties into syndication.

### Lots at Stake

But whatever action the webs take must be given considerable thought for they, too, have multi-million dollar investments in film

which can be jeopardized by ill-considered decisions.

AFTRA's action gives that union a formidable weapon in its still unsettled battle against the Screen Actors' Guild. Presumably, conditions between the unions are harmonious, but AFTRA lost out in its battle to get a larger stake of the film pie.

Now thru the medium of kines and, in the future, thru the medium of electronic taping of live shows, its talent will be resold continually and go into syndication in the same manner as film talent.

The AFTRA is not likely to be an easier union to deal with than SAG (its re-run deal on "Tales,"

for example, is more expensive to producers than what they must pay SAG talent), the other unions in Hollywood and other conditions of production make it obvious that the networks would like the Eastern unions to dominate vidpix.

### Farming Out

CBS-TV does not produce its film shows, but contracts them to Hollywood producers, because it has not been able to work out agreements with Coast unions which are used to higher fees from theatrical film makers than TV can pay. And shooting in TV studios, under conditions which are normal to the medium, makes

(Continued on page 44)

# NBC READY WITH 35-MM. COLOR KINE

## Engineering Lab Perfects Triniscopes Technique, Will Demonstrate It April 30

NEW YORK, April 24. — The color kinescope recording method on 35-mm. film has been perfected by NBC and will be placed in operation shortly. This is expected to be the gist of a speech and demonstration which will be made by E. D. Goodale, of the web's engineering development group, when he addresses the Society of Motion Picture and Television Engineers convention next Friday (30) in Washington.

The use of the triniscopes technique on the color monitor was found capable of providing sufficient brightness, and registration was not as great a problem as originally anticipated. However, the color kine method is regarded by most traders, including many top execs at NBC, as being an interim method cov-

ering the next two to five years. Within that period the commercial application of magnetic tape is expected to become effective.

Tape is expected to be considerably less expensive than kine film when it reaches commercial use, despite the high initial expenditure of about \$50,000 for station equipment. Meanwhile, color kine is seen sure to be considerably more costly than black and white, the equipment alone costing approximately twice as much. In addition, 35-mm. color film stock runs roughly three times the price of black and white, costing 12 cents per foot as against 4 cents for monochrome. Color print costs, like-

(Continued on page 11)

## TV FILM PURCHASES

Handy-Andy, Inc., local supermarket chain, will sponsor "All Star Theater," a Screen Gems package, on WOAI-TV, San Antonio. The Gulf Brewing Company, thru its agency, Foote, Cone & Belding, has purchased "Duffy's Tavern" from MPTV to be shown on WOAI-TV, San Antonio.

The Encore Theater, an hour-long feature film program presented over WATV, New York, by the Liggett Drug Company, has sold its last available participation and is now completely sold out. The program is in its second 13-week cycle.

The NBC Film Division this past week sold "Dangerous Assignment" to nine new markets. They are: WTSK, Knoxville, for the C & S Laundry; WKMB, New Britain-Hartford, Conn.; WHB, Kansas City, Mo.; WHO, Des Moines; KTEN, Ada, Okla.; KGLO, Mason City, Ia.; KHQA, Quincy, Ill.; WTCH, St. Paul-Minneapolis, and KPHO, Phoenix, Ariz. Other NBC Film Division sales included "Captured" to WBEN, Buffalo, for the O'Keefe Brewing Company, and to the Sherer Oil Company for the Youngstown, O., market.

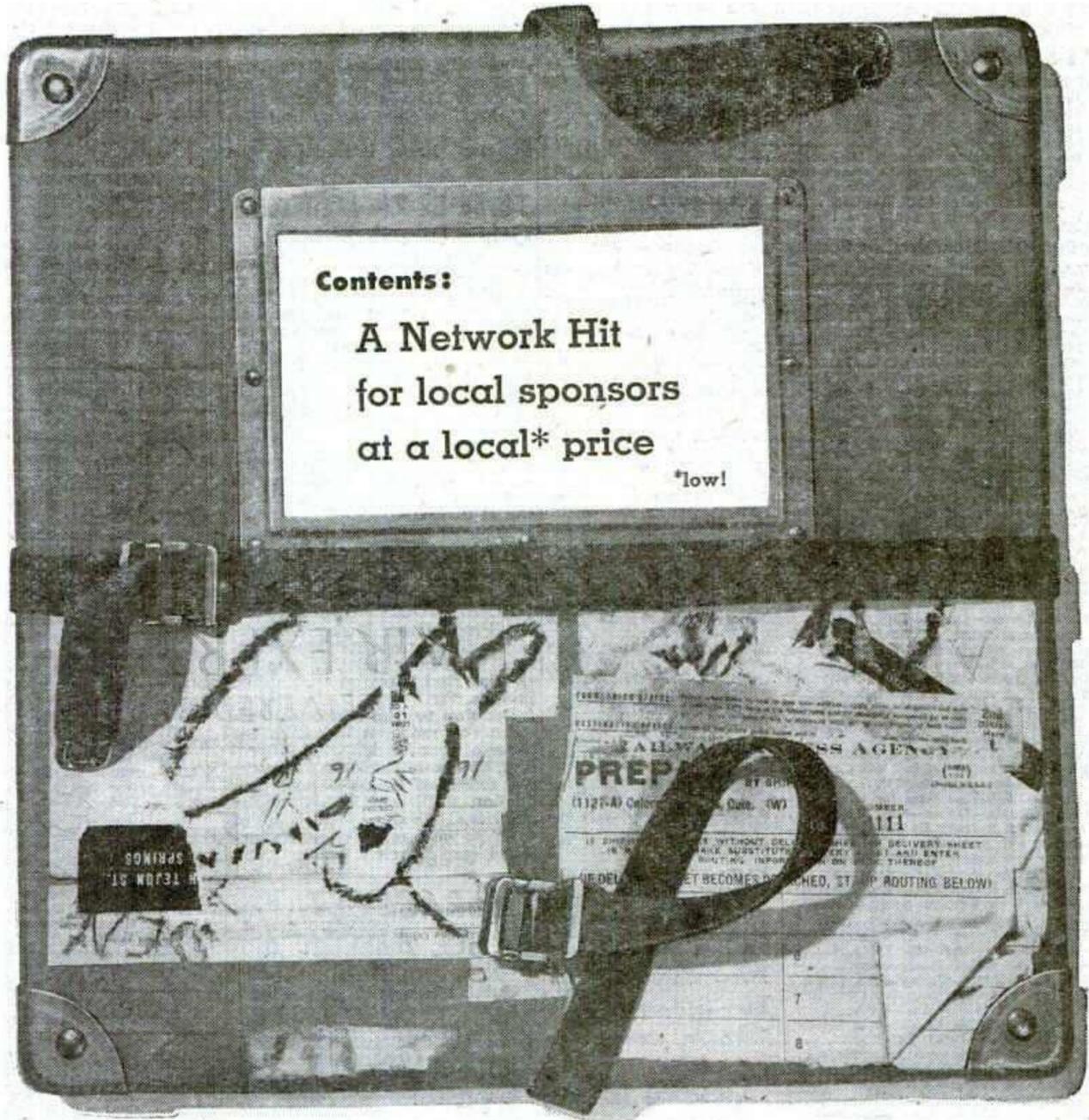
WNBK, Chicago, has acquired a large group of first-run features which are being readied for early viewing. The package includes "Detour to Danger," starring Cesar Romero; "Macomber Affair," starring Gregory Peck and Joan Bennett; "Heartbeat," starring Ginger Rogers, and "The Iron Mask," with Douglas Fairbanks.

## McWilliams Quits Screen Gems Post

NEW YORK, April 24.—Harry K. McWilliams has resigned as advertising and public relations director for Screen Gems, effective May 15. He has not yet announced his plans.

McWilliams was exploitation manager for Columbia Pictures, Screen Gems' parent company, for eight years prior to his assumption of the Screen Gems post in January, 1953. Before that he was with Benton & Bowles, Ted Bates and other companies.

It was learned this week that Screen Gems has named Elihu Harris, a U. S. Treasury Department official, as its new advertising promotion chief.



## The Playhouse: prize "package" at a down-to-earth price!

THE PLAYHOUSE is 52 star-studded dramas from the second "Schlitz Playhouse of Stars" series . . . first-run in over 150 markets (second-run in all others) . . . which you can call your own at a fraction of their original cost.

Strictly top-drawer stars like Broderick Crawford, Vincent Price, Ann Sheridan, Ronald Reagan, Edward Arnold, Joan Caulfield, among others.

Scripts, too, are topnotch, include famous tales by such writers as F. Scott Fitzgerald and Somerset Maugham.

You couldn't duplicate this array of talent for many times the price. And think of the promotions you can build around names like these! Reserve the market you want . . . call one of these offices right away.

- NEW YORK: Don L. Kearney, 7 W. 66th Street, SU 7-5000
- CHICAGO: John Burns, 20 North Wacker Drive, ANdover 3-0800
- HOLLYWOOD: Bill Clark, 1539 North Vine Street, HOLLYWOOD 2-3144

## ABC FILM SYNDICATION, INC.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities; thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies. Where a city also was covered by ARB in the previous month, the last rating of each film series also is shown.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time periods for TV film. Listing of films

is by rank order, according to rating, under each of these time subdivisions.

All films shown are sold on a syndicated basis unless they are designated by a dagger (!), in which case they are nationally spot booked. Stations, when designated by an asterisk (\*), are UHF outlets.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

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

FRESNO, CALIF. 5 STATIONS

Table with columns: ARB Rating, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists programs like 'Wild Bill Hickok', 'I Led Three Lives', 'Annie Oakley', etc.

PREMIUMS

Hamilburg, TPA Sew Up 'Ramar'

NEW YORK, April 24. — The Mitchell Hamilburg Agency and the TPA Merchandising Division jointly sewed up "Ramar of the Jungle" merchandise franchises with eight manufacturers this week. This gets the "Ramar" merchandising program into full swing. Until this week, only one license had been set, with Dexter-Wayne for the jungle game.

The "Ramar" franchises are unique in two respects. The licensees will be able to get 10-second TV film blurbs for their items delivered by Jon Hall, the star of the show. And the licensees are agreeing to make their "Ramar" items available for use as self-liquidating premiums by the show's sponsors.

New Gimmicks Licensed for the single biggest line-up of items was the Ideal Toy Corporation, which will turn out a medical set, stuffed animals, a jungle jeep, a toy parakeet which says "Ramar" and a trophy. Also the Toby Press signed a five-year contract to produce 10,000,000 "Ramar" comic books a year.

The show is syndicated by Television Programs of America. Jerry Capp heads the TPA Merchandising Division. Hamilburg was represented in most of the deals by Marvin Sugarman, New York office chief. Capp and Hamilburg aim to have at least 30 "Ramar" items licensed by the fall.

Three Ex-Ziv Men Join Other Distrib Firms

NEW YORK, April 24.—Three more ex-Ziv men move on to other TV film distributor firms this week. Al Godwin, who had covered the Southeastern area for Ziv, this week joined the Film Syndication Division of Motion Pictures for Television to work in the same territory. He will report to Verne Behnke, Eastern sales manager.

Everett Jarrett and Bernard Benjamin, also formerly of Ziv, joined Television Programs of America. They'll both work in the Midwest.

Filming Resumed On 'City Detective'

HOLLYWOOD, April 24.—Revue Productions, Friday (30), resumes filming on 39 "City Detective" half-hour telefilm dramas starring Rod Cameron at Republic Studios.

Decision to film additional episodes was made, it was said, because of sponsor demands. Therefore, option on Cameron's services was exercised for continuous production until completion of the additional 39 shows. A total of 44 films were made since production began March 2, 1953.

LIBERACE SET IN SO. AMERICA

NEW YORK, April 24.—Guild Films will soon offer its successful Liberace video series to the South American market. The music on the show has already been cleared with the publishers, thus removing the last obstacle to the sale of the vidfilm below the border.

The first 13 shows, the initial cycle, is being submitted to stations in English, but the second cycle is already in the process of being dubbed into Spanish. Guild's main sales pitch is to American advertisers who are distributing their products in South America.

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Table with columns: ARB Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists programs like 'Annie Oakley', 'Foreign Intrigue', 'Liberace', etc.

BIRMINGHAM 2 STATIONS

Table with columns: ARB Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists programs like 'Liberace', 'Johnny Jupiter', 'Captain Midnight', etc.

NASHVILLE 2 STATIONS

Table with columns: ARB Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists programs like 'Liberace', 'Cowboy G-Men', 'Captain Midnight', etc.

TULSA ..... 2 STATIONS

Table with columns: March ARB Rating, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets In Use. Includes programs like 'Wild Bill Hickok', 'Captain Midnight', 'Liberace', etc.

CHARLOTTE ..... 2 STATIONS

Table with columns: March ARB Rating, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets In Use. Includes programs like 'Kit Carson', 'Gene Autry', 'Wild Bill Hickok', etc.

JACKSONVILLE, FLA. .... 2 STATIONS

Table with columns: March ARB Rating, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets In Use. Includes programs like 'Captain Midnight', 'Liberace', 'March of Time', etc.

GIVEAWAYS

Court Okay Spurs Two New Shows

NEW YORK, April 24. — The interest in giveaway properties along Madison Avenue continues to zoom since the Supreme Court's okay of the format. One of the latest to get a big pitch is titled "Finder's Keepers," created by Ric Roman, screen writer and radio director.

Another giveaway reportedly receiving a new surge of interest is "They're Off!" with Ed Thorgersen. A horse racing film, it has the home viewers take a stake on one of four horses during their walk to the post. It is owned by Moss & Lewis.

QUICK TAKES

Warren Steibel, previously a merchandising plan writer for Young & Rubicam advertising, has been appointed assistant manager of advertising and promotion for the NBC Film Division.

B. N. Darling has joined Kling Studios' operation as a creative and production consultant to industrial, public relations and sales training film clients. Darling joined Kling with his own firm, B. N. Darling & Associates in Chicago.

TV Ad Bureau

John Fetzer, WKZO-TV, Kalamazoo, Mich.; Norman Gittleman, WJAR-TV, Providence; Payson Hall, Meredith Publishing Company, owner of four stations; Tom Harker, Storer Broadcasting Company, owner of five stations.

General Telerado

15 of its stellar features. There are understood to be theatrical commitments still outstanding on several of the others. Robeck this week spiked speculation that the pictures will necessarily be sold to GT's station here, WOR-TV, which is just now axing several of its live shows in favor of film.

NBC Color Kine

wise, are expected to be some four times more costly. NBC's development of a practical 35-mm. color kine camera shelves all work on 16-mm. color kine recording. Work was rushed on the 35-mm. equipment due to the far superior quality of the image it provides.

ATLANTA ..... 3 STATIONS

Table with columns: Sign-On to 6 p.m.—Monday thru Friday, Sign-On to 6 p.m.—Saturday and Sunday, 6 p.m. to Sign-Off—Monday thru Sunday. Includes programs like 'Look Photo Quiz', 'Strange Adventure', 'Superman', etc.

Hughes to Release Features

Continued from page 5

minimum gross return of \$60,000 each merely to break even, and is known to have every confidence that it will turn a neat profit. The batch of 28 Eddie Small features already has grossed an average of about \$70,000 per picture, and has been sold for its 16th run in the New York market.

With this background, it is safe to contemplate an average return of at least \$60,000 per film from TV runs of the stellar type of pix now in the RKO vaults. Such a return from 350 pictures, even over a period of about three years per film, adds up to an over-all gross of \$21,000,000—just \$2,000,000 shy of the court-upheld directors' evaluation placed on all the RKO stock.

The Other Studios

The other major studios in Hollywood thus far have held aloof from turning their old product over for TV showings. This has been true for several reasons, one being that a good deal more can be made from theatrical release than from airing on TV, and another and key reason being fear of offending theater exhibitors.

These reasons are felt to be somewhat less applicable in the new Hughes-RKO situation. With the coming of CinemaScope, Vistaarama and other similar big-screen techniques, ordinary non-smash old-dimension pix no longer are in such big demand for re-issue to theaters. Certainly, Hughes could not re-issue a sufficient number of them to liquidate the cost of his stock.

As to Hughes' relationship with exhibitors, the latter now are clamoring for glamorous new product. Hughes' initial RKO production plans are understood to call for the early making of four to six pictures, each to be budgeted from \$3,000,000 to \$5,000,000. With this type of product, which exhibitors are certain to snap up, Hughes has an excellent reply to any who may feel miffed about release of old RKO product to TV.

That reply could be that, with the new technological advances in theatrical exhibition and the type of product the exhibitors are getting, they should not fear competition from old features shown via small-screen TV, sale of which makes possible the big features which will fill the movie houses.

Others May Follow

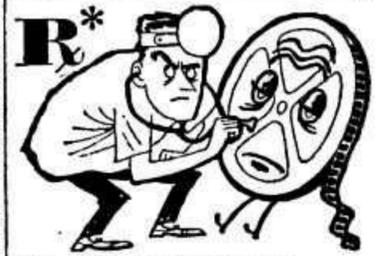
If Hughes does pull the plug, he may very well force the other majors to follow suit with release of at least part of their backlog to TV. It's been contended for some time that the peak TV value of

these films has been reached, and may very well be headed down fast as heavy production of new film series helps fill the need for product.

How Hughes would distribute the product to TV is the basis for another favorite guessing game. Some feel he may very well set up his own TV distributing organization, while others believe he would rely on one of the TV distributors now in the field. Yet another possibility is that he might sell the films outright for TV use on a capital gains deal.

A form of verification of the arithmetic behind these estimates may be found in the April 1951 report issued by Reynolds & Company, stockbrokers, who analyzed the features then available for TV by the major studios. RKO was deemed, at that time, to have 694 features in its vaults which would bring an estimated \$55,520,000 from TV showings. This averages out at \$80,000 per feature, considerably more than Hughes would have to get from just half his films to get back his stock investment.

A weighty factor is Hughes' reputation as a maverick. The unpredictable Hughes is seen apt to do, with hardly a flicker of an eyelash, what the other majors have debated about interminably over a period of years.



\* Take MODERN for TV. Film Traffic Problems

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## Commercial Units To Do Army Shows

Philip Morris to Sponsor First Troupe; Abramson Hopes to Employ 600 People

NEW YORK, April 24.—Philip Morris will sponsor the first of Nat Abramson's overseas units slated to perform in Army bases in England and the Continent. If plans develop, Abramson expects to be able to give work to an estimated 600 or more performers a year divided into units.

Under the Abramson-Philip Morris deal, latter will pick up all tabs for the first unit, slated to leave April 30th, except the transportation (plane) and housing. These will be taken care of by the Department of Defense. The minimums set by the American Guild of Variety Artists will be \$100 for singles and \$175 for teams, plus life and accident insurance. Abramson stressed that he was paying above minimums. He also emphasized that the plan is his own operation and is not connected with Station WOR.

Abramson plans to have a minimum of 17 units working abroad in the near future consisting of about 13 to 15 people. "As soon as I get this rolling there will be work for about 600 and more actors," he said.

Performers chosen by Abramson have to take the usual shots as disease precautions. Each act is guaranteed a minimum of 10 weeks, with options that can keep it working for 24 weeks. At the end of that period they can also take jobs in theaters or cafes.

The first unit will be called the "Philip Morris Snap Open Revue," named after the company's new cigarette package. Company's commercial plugs will be limited to an opening and closing pitch, plus a banner to be flown as part of the backdrop. Company will also give away free smokes to uniformed personnel.

### First Unit

The tee-off unit will carry 13 people, plus Johnny the Page Boy. Performers are, Kay Carole, ventriloquist; Jack Flosso, comedy magic; Phil & Nicole Knight, marionettes; Doris Woolin, songs; Berk Twins, acro dancers; Spaulding Sisters, hoofers; Lola Lee, comedienne, and Lou Mercur, piano and conductor.

The troupe will work in Germany then move on to England and Scotland. Abramson is trying to work out a deal for the unit to also do four weeks in France. Other units, now in the formative stage, are being currently hitched to other commercial sponsors. These are slated to work in Algiers, Morocco, Italy and in other U. S. overseas bases. Shows will be limited to 12 a week with audiences of 50,000 expected.

Signing ceremonies between Abramson, Philip Morris and the Defense Department will be staged Tuesday (27) at the Astor Hotel.

## Success of \$5 Meal Spreads Over Country

Clubs From L. A. To Miami Resist Hiked Minimums

LOS ANGELES, April 24.—The success of the \$5 dinner at Frank Sennes' Moulin Rouge has started a ground swell among other cafes thruout the country, with clubs latching onto the figure as a possible way out of the red ink.

Ciro and Ambassador's Coconut Grove, here, and the Chez Patee, Chicago, are now using the \$5 dinner. Even when a big name is headlined, operators no longer hike minimums.

They've learned that customers hit by other expenses are wary of night clubs which have acquired a reputation, wrong or right, of charging big prices.

Miami Beach clubs and hotels using names also were forced to drop their minimums last season. The Beachcomber, for ex-

(Continued on page 15)

## CHOREOGRAPHY

### Fine Talents Given Chance By Workshop

By GARY KRAMER

NEW YORK, April 24.—A season which has shown fresh appreciation for the off-Broadway theater ought to bring some recognition to the similar role played in the dance field by the off-Broadway dance presentations. The need for a showcase for new talent and material, for a training ground for the professional dancers and choreographers of the future has been met in part by the devoted efforts of groups like Choreographers' Workshop.

In a Workshop program caught April 17, at the Needle Trades High School in New York, six works, four of which were premieres, displayed the rich variety and quality of talent which lies untapped in this field. The choreography of Shirley Broughton's

(Continued on page 14)

## Vegas Passes First Test of Talent Deal

LAS VEGAS, Nev., April 24.—The first test of the "understanding among talent buyers here came last week and met with satisfactory results.

A few weeks ago all the major hotels, with the exception of Jack Entratter of the Sands, agreed that in the future no hotel would compete for an act or an attraction if the latter was in the midst of negotiations with another hotel. If the original hotel gave up on the deal it would inform the others and they could then step in.

Also, as part of the agreement, any act or attraction that played one hotel would not be bought by a competitor for at least six months after the expiration of the first date, without written approval from the first hotel.

Last week Bill Miller, of the Sahara, bought the Vagabonds for a September date. The Vagabonds have a deal to take the Dunhills along with them for six months. The Dunhills, however, have a three-weeker set for the Thunderbird July 2, so under the agreement, a clearance in writing was necessary from the Thunderbird before the Sahara could get them. Miller got the Thunderbird okay.

Whether the arrangement will hold up if a major attraction is involved remains to be seen.

## NEWS HIGHLIGHTS

### Group to Huddle on Split From AGVA . . .

NEW YORK — "Toastmasters and Entertainers" is the name of the new performers' group scheduled to meet Tuesday night at a local hotel for the purpose of breaking away from the American Guild of Variety Artists. They charge that key union personnel is "selling them out" and want a new shake—or else.

### Betty Hutton Grosses \$5G in Washington . . .

WASHINGTON — The Betty Hutton show which closed at the Capitol Theater, Washington, April 25, grossed about \$55,000. The bill, which opened April 16,

also had Dick Shawn aboard. Based on Miss Hutton's deal with the house, it is expected that she'll collect about \$17,500 for her end after all expenses.

### Schine Showbiz Interests Probed . . .

WASHINGTON.—Staffers of the Senate Permanent Investigating Subcommittee are studying financial records of the Schine theater and hotel interests as part of the Army-McCarthy row in which Pvt. G. David Schine is a key figure, it was disclosed Friday (23). The study, it was learned, deals with records from night clubs, restaurants and hotels for possible use in the inquiry.

## ACTS AND ATTRACTIONS

Betty Clooney hopes to follow in her sister's footsteps. She's now being tested by Warner Brothers. . . . Gertrude Neisen jumped in with her singing at husband's Black Orchid, Chicago, when Betty Clooney left for the West Coast. . . . Maureen Cannon asked out on a Rochester date because of illness. Now the place is suing her claiming release was obtained under false pretenses. . . . Two agencies are working on a package to feature Mel Ferrer and Benny Goodman.

Joyce Taylor, the canary lauded heavily by a syndicated columnist, will show her talents at the Brooklyn Elegante May 12. . . . The Copacabana, Rio de Janeiro, is back to buying semi-name acts. . . . Dorothy Sarnoff is now with the William Morris

office. . . . Networks looking for soap operas. Have asked talent agencies to submit any and all they can get. . . . With the dullest summer ahead in years, talent agencies are looking for ways to save. Heads may roll before July 4.

Talk of a revolt by members of AGVA against leadership because of lack of jobs. Group is to meet hush-hush Tuesday night at the Victoria Hotel. . . . The New York Ambassador Hotel, recently taken over by Serge Obolensky, isn't planning any shows.

Johnnie Ray has asked the Lew and Leslie Grade office here to

(Continued on page 15)

## Storms Brew Around Team

NEW YORK, April 24.—A confused battle of the soft drinks involving Polly Bergen and her husband Jerome Courtland on one side and Pepsi-Cola and Coca-Cola on the other side developed last week when the couple gave their notice to ABC-TV and package producers Gross & Baer.

Courtland and Miss Bergen were sold to ABC-TV and are now appearing five days a week for that web with Coca-Cola, Nash Air-Flyte and other contributing sponsors.

Last week the Music Corporation of America which represents

(Continued on page 14)

## 300% SALARY HIKE IN MONTH

NEW YORK, April 24.—Almost a 300 per cent jump in salary within a month's period is startling at any time. To get it in these days, even the Las Vegas, Nev., is involved, is breathless.

Two weeks ago Eddie Albert and Margo opened at the Waldorf for \$3,500. Last week they were bought by Herman Hover for his Hollywood City's for \$5,000 for a 10-day date. Then comes a 10-day lay-off and into the Las Vegas Frontier for \$10,000 a week.

## SPEAKING OF LEGIT

By BOB FRANCIS

"The Pajama Game," due at the St. James in mid-May, drew an almost unanimous press rave in Boston. The sole dissenting vote came from The Boston Post's pundit, Elliot Norton, who found much of the musical "just noisy and dull." John Raitt, Janis Paige and Eddie Foy Jr. all came in for good notices, as did likewise a new comedienne, Carol Haney.

"Now You See It" (reviewed elsewhere in this department) shutters tonight at the Longacre after a run of eight performances. Critical consensus tabbed the Milbourne Christopher one-man magic show as long on technical dexterity but short on showmanship for a full Broadway evening.

Vanessa Brown will bow out of the fem lead of "The Seven Year Itch" on May 31. She will be replaced by screen actress Sally

Forrest who will be making her Broadway stage debut. . . . Incidentally, the Chicago troupe of "Itch," currently in its 31st week, closed shop and moves to Cleveland May 24. . . . Mary Finney takes over from Edith Meiser in "The Magic and the Loss" Monday (26). Miss Meiser, in turn, takes over Luella Gear's stint in "Sabrina Fair."

David Wayne, currently representing his profession on this year's Donaldson Awards Committee, has come in for another accolade on the strength of his performance in "Teahouse of the August Moon." On May 4, Robert Porterfield, operator of the Barter Theater in Abington, Va., will present him with the symbolic ham, commemorative platter and deed to an acre of local mountain land, the annual Barter Award to

(Continued on page 14)

## SPOTLIGHT REVIEW

### Few Can Top Gray, Lessy, Moore Act for Sheer Skill

For sheer skill plus entertainment tailored for a cafe audience, with material as blue as the law will allow, there are few acts around to match Billy Gray, plus the wonderful Benny Lessy and the bubbling Patti Moore.

Their routines are now too familiar to talent buyers to need detailing here. It is still the same familiar pattern. Gray works as emcee, throwing blue lines, using dialect and ad libbing like crazy; Lessy's mad head wags, limp wrist and eye rolls and Miss Moore's effervescent singing all help to make up a night club show which can and does fracture them.

Here and there one of the three, usually Gray, used a new gag, or a switch on an old one. But it wasn't the material or the customary afterpiece (everybody in the act), it was the showmanship, the delivery, the bits, the pieces of business which brought them up and has kept them there.

To give body to the Billy Gray show, operator Monte Proser went for an additional bundle for a six-girl line, a June Taylor production, plus a boy production singer-dancer, Doug Rogers.

Young Rogers is a tall crew-cut, handsome lad with a dim-

pled smile who moves around deftly displaying some interesting hoofology. His chanting of special numbers was adequate, but it was his general appearance and a well-projected personality which made him outstanding.

### Sight and Sound

The six girls, all youngsters and all lookers, were togged out in mink and lavish street-style costumes. The kids, all dancers, were called on to do unison time steps in two of the three productions. For sight values the Taylor line had plenty to satisfy. For sight and ear it was Gray, Lessy and Moore. The large pro crowd which turned out for their opening yocked it for fair.

It is one of the signs of the times that business for the second show wasn't anything to beam about. It must also be admitted that even tho the pros almost split their sides at the antics of the trio, the tourists looked on blankly, giggling only at the very obvious gags. Bill Smith.

### Billy Gray

Patti Moore, Ben Lessy, the June Taylor line, Doug Rogers, Van Smith's ork. (La Vie En Rose, New York, April 22.)

## AMBASSADOR DANNY KAYE

### As UN Org's Rep on Tour He's First Actor So Honored

NEW YORK, April 24. — It's now Danny Kaye, American Ambassador, no longer Danny Kaye, actor. The performer, who left for South Africa Thursday (22) with his manager Eddie Dukoff, didn't leave with any prosaic passport.

As an official representative of UNICAM (United Nations International Children's Aid Mission), the only non-political arm of the United Nations, Kaye has been raised to the status of ambassador extraordinary. His passport, an impressive looking document, is printed in every known language, including Russian, Chinese and even Swahili.

Paramount Pictures has assigned two cameramen to Kaye's outfit to travel with him to shoot pix of children in the

various countries which Kaye will travel in, with Kaye doing the narrating. The purpose of the films is to dramatize UNICAM's "Save the Children" slogan to be shown internationally by non-profit organizations.

### Kaye's Passport

Under the passport Kaye will be entitled to the same treatment accorded full ambassadors. That means all baggage will be considered "diplomatic" and all the usual honors shown ambassadors will be accorded him.

Eddie Dukoff also has a diplomatic passport. But in his case his rank is equal to deputy ambassador.

"This," said Dukoff, "is the first time in the history of show business that an actor has been raised to the rank of ambassador."

# BURLESQUE BITS

By UNO

Tom Phillips, Burlesque Artists Association prexy, reports houses still on the unfair list to be the Fox, Indianapolis; Gayety, Norfolk, and all theaters on the Kane circuit. Permission has been granted performers to play some of these spots pending other arrangements now under way toward the consummation of better BAA recognition. In the case of unpaid salaries due to police closings of the Howard and Casino in Boston, also the Gayety, Baltimore, satisfactory financial remunerations have been made thru the BAA. . . . Pat Hobson and her bubble bath started a second week April 12 at Frank's Casa Nova, Buffalo, nitery. . . . Betty Howard wound up two weeks at the Stork Club in Shreveport, La., and moved to the Tic Toc, Syracuse, on April 26 from where she bows at the Swing Club, Rochester, N. Y., May 3 for a fortnight. . . . Attending the funeral of Rube Bernstein on April 15 at Riverside Memorial in New York were Mike Joyce, Meyer Harris, Bert Lytell, Dr. Louis M. Goodman, Joe Dick, Max Gordon, Ben Boyer, Joe Gaites, Emil Friedlander, Warren O'Hara, Mike Goldreyer, Mack Koler, Eddie Miller, Joe Smith, Charles Dale, Jack Pearl, George Shelton, Danny Davenport, Tom McKenna, Harry Hickey Levan, Harry Rudder, Vinnie Phillips, Violet and Tiny Hilson, Mrs. Bert Bernstein; Dave Ferguson, who delivered the eulogy; Emmett Callahan, who flew in from the Coast, and many other friends and former show business associates of the deceased, originally a native of Toronto. . . . Gypsy Rose Lee and her Royal American Beauties checked into Toronto's Casino Theater, April 22 to give the local boys another lease on life.

Tirza and Ilona Knight are co-featured at Ciro's nitery in New York. Not far distant Elaine Barrett and Melba are ditto in the

Moulin Rouge. . . The Colony in Union City, N. J., made its burly debut as an opposition to the Hudson, 10 blocks away, on April 23. The date had been originally set for April 19. Another change was the booking of features bringing in Sherry Britton and Jeanne Adair, the Mystery Girl, instead of Carrie Finnell and Gaby DeLys. . . . Milton Fromme, who is rounding out his fourth year with the Milton Berle TV show, never forgets his former burly days. "It was an educational experience," says Fromme, "one which left me unafraid to tackle any stage role." . . . From Bert Grant comes the news that Arlana, otherwise known as June Carter, was injured quite seriously in a streetcar accident in Chicago and is now under treatment in the Physicians and Surgeons Hospital there. Her residence is at 463 W. Deming Place, Chicago 14. . . . Louise LaMarr is in her fifth week at the Havana Casino, Buffalo. . . . Adele LaTour is the featured dancer at the Lynnewood Sho Bar in Philadelphia. . . . Wynette, a former featured strip on the Hirst circuit hailing from St. Louis, is now playing a return engagement at the Orchid Lounge, Springfield, Ill. Her own show, just prior, played dates at the 400 Club, St. Louis, and the Mounds Club, East St. Louis. . . . Walter Hale is on leave of absence from the El Rey, Oakland, Calif., to tour key Eastern cities with the musical, "Piccadilly Peaches," he produced with Dwain Esper. The show is to be presented in conjunction with the pic, "French Peep Show." While in New York, Hale will preview the new pic, "The Burlesque Story," which he wrote and narrated and which was produced by Pete DeCenzie. Featured in that film are Harry Myers and Happy Raye, current now at the El Rey. . . . Jack Lord, of the old tab team of Lord and Vernon and who for many years operated his own tab unit over the old Gus Sun and Joe Spiegelberg circuits, is in Room C-202-19, Wayne County General Hospital, Eloise, Mich., mending from injuries sustained in an auto accident. Jack has been confined there more than a year and he reveals that one of his legs will be amputated in the near future. He is registered at the hospital under his right name of Jack Libby.

## ACTS AND ATTRACTIONS

Continued from page 12

set him up for a return date at the London Palladium this year. He's due back in London this summer for a 10-week provincial swing. On the evidence of his recent Palladium business, Ray is a top attraction. Vaude houses and nightspots all want him.

Frankie Laine is penciled in for the London Palladium for two weeks commencing October 4. Laine is already set for a provincial British tour, starting at Glasgow, Scotland, September 20.

The Blackburn Twins will turn legit for four weeks. They'll work in "Boys From Syracuse," doing a week each in Pittsburgh and Louisville and two weeks in Lambertville, N. J.

Helen Wood, currently in the flick, "Give a Girl a Break," and Dean Crane, ex-"Almanac," have formed a team and are dancing at the Las Vegas (Nev.) Desert Inn.

The William Morris office starts its new Beverly Hills, Calif., building next week. It will occupy part and rent part to other tenants. . . . Pierre Cosette, of MCA's West Coast act department, quit last week to go into business for himself. Reason for quitting was a date for Snooky Lanson which got mixed up. . . . The Carsonys and the Ramses, both acro teams, have acquired personal managers. . . . Charles Haines and Betty Atkinson sail to join Tom Arnold's ice show in England. . . . Last year Patachou had a four-weeker at the Palmer House, Chicago. Business was so good that starting February 17, she'll go in for eight weeks.

Kathy Barr, singer, and Milton Schwartz (owner of Chi's Prevue and Capitol cocktail lounge) plan to make it Mr. and Mrs. . . . Eddie (Joy Music) Joy now handles Jimmy Boyd. Joy's Preferred Representatives also manage Gayla Peevey. Both kids are back to back on Columbia record, "Kitty in the Basket" and

## DRAMATIC & MUSICAL ROUTES

Dial M for Murder: (Curran) San Francisco 28-May 1.  
Evening With Beatrice Lillie: (International) Vancouver, B. C., 27-May 1.  
Fourposter: (Royal Alexandra) Toronto.  
Good Night Ladies: (American) St. Louis.  
Guys and Dolls: (Shubert) Washington.  
Kabuki Dancers: (Great Northern) Chicago.  
King and I: (Murray) Indianapolis.  
Me and Juliet: (Shubert) Chicago.  
Moon Is Blue: (Cort Square) Springfield, Mass., 26-28; (Metropolitan) Providence, R. I., 29-May 1.  
My Three Angels: (Pabst) Milwaukee.  
Oklahoma!: (Shubert) Philadelphia.  
Pajama Game: (Shubert) Boston.  
Picnic: (National) Washington.  
Porgy and Bess: (Cass) Detroit.  
Sabrina Fair: (Geary) San Francisco.  
Seven-Year Itch: (Erlanger) Chicago.  
South Pacific: (Nixon) Pittsburgh.  
Time Out for Ginger: (Harris) Chicago.  
Twin Beds: (Hanna) Cleveland.

## Ice Shows

Ice Capades of 1954: (Stadium) Denver 27-May 2; (Aud.) Los Angeles 6-23.  
Ice Follies of 1954: (Arena) Seattle 27-May 2; (Forum) Vancouver 3-8.

## Philippe Signs for 'Rendezvous' Stint

PITTSBURGH, April 24. — Andre Philippe, the young singer who was a five-time winner on the "Chance of a Lifetime" program, has been signed to do six shots on the locally produced "Rhythm Rendezvous" show here. Philippe will practically take over the show for the entire period. He will have his own guests and will emcee the show in addition to his singing chores.

## No Special Treatment For Pros, Army Rules

WASHINGTON, April 24. — Entertainers serving in the Armed Forces will not be withheld from overseas assignment because of their non-military talents, Dr. John A. Hannah, assistant secretary of defense for manpower and personnel, said this week.

Under a new Defense Department instruction, which stresses equality of treatment and opportunity, entertainers and athletes will be assigned to corresponding military specialties only if there is a requirement for such services or if the individual's abilities are limited to such talents. All military assignments will be made on the basis of individual abilities, Dr. Hannah said.

## Success

Continued from page 12

ample, with a show consisting of Sophie Tucker, Betty Hutton and other acts, advertised a \$5.50 dinner plus a cocktail. Two hotels, the Casablanca and the new Lido (latter paid about \$10,000 for the Ritz Brothers), promptly dropped their prices to \$4.50.

The Chicago Chez Paree, with Danny Thomas, a major attraction who became even more important with his TV show, advertised a \$5.50 dinner which includes a seven-course dinner and a drink.

New York clubs, the Copacabana and Latin Quarter, have had the \$5 figure in effect for some time.

Frank Sennes, who started the policy here at the Moulin Rouge, said, "It (the \$5 figure) will help them. But few have the facilities to put on a show like we have here—we have 80 in the cast. Our business is just great. I thought we would have some bad weeks during Lent but every week was in the black."

Commenting on his venture here, Sennes added, "I see that the Chez Paree is starting the \$5 dinner—and Dave Halper (Chez operator) is the man who said I would go broke in four weeks. But I am happy to have other cafes follow our policy. The more people who become cafe-minded the better off we'll all be."

Cafe operators generally are more optimistic about the near future, but are still trying to shave expenses to make a profit. Most operators admitted that the \$5 figure was usually limited to one or two menu items, with the exception of Frank Sennes' place.

But the consensus is that if they get them in, they're not going to pressure customers to go over the advertised price.

"I'm So Glad." Both songs are Joy's. You can't do better than that.

# HOCUS-POCUS

By BILL SACHS

LOU GERBER, well known in Cincinnati and St. Louis magic circles, died in St. Mary Hospital, St. Louis, Friday morning (23). Deceased was stricken with a series of asthmatic attacks nearly a month ago, and at that time entered Alexion Bros.' Hospital in the Mound City. After two weeks there he returned to his home in West Alton, Mo. He suffered a relapse, and was taken to St. Mary Hospital Saturday, April 17, where he remained in a coma most of last week. A member of the International Brotherhood of Magicians, as well as Cincy and St. Louis magic groups, Gerber toured for years with his own act in theaters, niteries and schools. Surviving are his widow, Ruth, and two sons by a previous marriage. His former wife, Maybelle, who formerly worked with him in the act, resides in Cincinnati. . . . Michael Dove, during an engagement at the Cat and Fiddle nitery, Cincinnati, last week, enjoyed visits from Lester (Marvelo) Lake and Dorny Dornfield and Sue. The latter have played the Cat and Fiddle several times during the past year and now make Cincy their home. Dove recently returned north from Miami. . . . Joan Brandon concluded a Florida swing at Marianna last Friday (23) and flew out immediately for Worcester, Mass., where she began a week's stand at City Auditorium Saturday (24). . . . Norman Jensen, the patter magician, is still holding forth at the swank Shamrock Hotel, Houston. According to Mysterious Howard, who operates Howard's Fun Shop in that Texas city, Jensen has scored the biggest hit of any magician ever to play the hotel. His line of tricks, Howard says, are on the Ballentine-type of magic. . . . Card Mondor is now doing publicity for a film company out of Houston. Howard further reports that Bill Simon recently passed thru Houston and fooled the local magi with some of the nifties from his book, and that Cal Emmett is still busy with his cigarette turn on local club dates. . . . Ray Brison, Side Show manager with the Hagen Bros.' Circus, posts that he renewed acquaintance recently with Willard the Wizard in San Antonio. He reports that the latter has mended from a long illness and is mapping plans to again launch his mystery show under canvas. . . . Lee Richards writes that he's keeping busy on banquet and club dates in and around Easton, Pa., being billed as the Mad Magician.

. . . The veteran booker-manager, Anton Scibilia, is bringing George Marquis and his new "Moonlight Madness," mystery midnight Space Show, into Ohio territory, opening at the Union Theater, a Shea house, in New Philadelphia, O., Friday (30). Following a swing of Shea theaters, Scibilia has the Marquis midnighter set for the Y. & W. houses in Indiana for Marc Wolf, the Ohio Paramount houses, and the Mid-State theaters, carrying up to June 1. . . . H. Kay Lewis, magician, and Alberta, ventriloquist, are slated to begin a tour to the West Coast soon, playing schools and sponsored engagements under the guidance of the veteran agent, Clarence Auskings, now in his third year with the unit. They recently concluded a Los Angeles-to-Chicago trek. The Lewises, Harry and Berdie (Alberta) are celebrating their 45th year in show business. . . . The Great Randy is current with his magic at the Top Hat Cafe, Montreal. . . . Lee Grable, forced out of his show recently by illness, recovered sufficiently to wind up his tour on schedule in Nebraska last week. He is due to return to his home in Danville, Calif., by the end of this week. . . . Leon Mandrake, after winding up on an Alaskan tour, is currently in Oregon territory.

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## RCA Boosts Prices On 10, 12-Inch LP's

Classical Sets to Sell for \$5 and \$6; Firm Revives Summer Stocking Plan

NEW YORK, April 24.—RCA Victor will raise the prices of its 10 and 12-inch long playing classical albums beginning June 1. The 12-inch packages will go to \$5.95 from \$5.72 and the 10-inch LP sets will be priced \$4.95 instead of the current \$4.67.

This is the highlight of the series of sales conferences to be staged with distributors beginning Monday (26).

Five of the record company's key sales executives fan out from the home offices this weekend to announce the increase to wholesalers and also promote Victor's summer stocking plan, a program similar to last summer's "Christmas in July" promotion.

Making the trips are Bill Bullock, acting general sales and merchandise manager; Jack Burgess, field sales manager; George Marek, director of artists and repertoire; Bill Alexander, advertising manager, and Irwin Tarr, syndicate store sales manager.

RCA Victor will tell distribu-

tors that prices are guaranteed, offer a special return privilege and dating plans for payment on all orders.

All shipments on orders placed will be completed by June 30. In addition, the company will introduce an expanded "101" catalog which will include the 101 best-selling Victor EP packages in addition to the listing of best-selling LP sets.

### Popular Plan

According to Bullock, the summer stocking plan is "back by popular demand." He points out that last summer's promotion proved successful for dealers and distributors. This year's summer program covers catalog merchandise and all new album releases thru March, 1954.

The price increases to be announced (Continued on page 43)

## MUSICAL ROBOTS GIVE CONCERTS IN PARIS SHOP

PARIS, April 24.—The mid-town department store, Printemps, has added something of a side-show aspect to its music department by installing a trio of musical robots on a big platform where they give daily concerts of classical and popular numbers. The three life-size metal figures can go thru all the movements of playing instruments, can rise from their chairs, wink, and do other eerie things. Instruments used are a guitar, sax and drums. One of the robots announces the selections to be played and thanks the listeners for applause. Movements of the robots are synchronized to blend with music and voice coming from a concealed phonograph. The musical trio, dubbed Trio Fantastique was made by Zenon Specht, Belgian engineer, and have been exhibited in Brussels and other cities.

## Cap Maps Promotion For EP, LP Albums

HOLLYWOOD, April 24.—Capitol Records will train its promotion guns behind a series of LP and EP album sets during May and June, highlight of which is the release of a new Jackie Gleason album called "And Away We Go" and the highly celebrated "Nat (King) Cole 10th Anniversary" album.

Of equal importance in the growing jazz market is the scheduled release of an extended play album by Benny Goodman taken from the soundtrack of the Walt Disney feature, "Make Mine Music." Latter was originally issued during the mid-1930's and features many members of the original Goodman band. Package is called "Two for the Record" and includes songs long identified with Goodman and subsequently recorded for other labels.

The Jackie Gleason album, fifth of one of Capitol's most successful package merchandise sets, marks

the first album in which Gleason sings. All the sides are original material with titles stemming from expressions Gleason has popularized on his CBS network television show. Gleason is scheduled to devote a portion of a teleshow, tentatively set for May 15, to the songs in the album.

Gleason has established an enviable record in his album releases, setting a run of approximately 72 consecutive weeks on the top selling album charts in The Billboard with his "Music for Lovers Only." Latter album along with "Tawny" and "Music to Make You Misty" currently occupy a niche in those charts.

Capitol will hypo Gleason sales activity thru extensive point-of-sales material, which includes album covers, streamers and cut-outs.

One thousand copies of the album will be sent to disk jockeys around the country. Look magazine will devote an inside spread and cover photo to Gleason in mid-May.

Songsmiths, Inc., Gleason's own publishing firm, will issue a 32-page souvenir folio of all the ditties, with pictures and feature stories about Gleason and his TV cast. The folio will sell for \$1. Tunes carry titles familiar to (Continued on page 43)

## New Artist Who Cuts Master Can Get Disk Pact Easy as Slicing Pie

By BOB ROLONTZ

NEW YORK, April 24.—Chances for new talent to get on a record label these days is becoming almost as easy as pie. Continuing a trend which started a few years ago, record companies have opened wide the door to managers, agents and others who peddle masters featuring possible new talent.

All an artist appears to need today are a few satisfactory masters, and he has a good chance of getting them released on an established label.

It is true that the artist does not easily get a substantial contract, or even a guarantee of much royalty money. What he does get is a chance to show off his voice, get some deejay exploitation and up his salary on club dates. If the record makes a profit for the label, he then has an opportunity to get that record contract.

This is not to say that record firms are refusing to sign artists without masters; they are. In fact, there has been an increase,

too, in artist signings, so much so that artist rosters on some labels are swollen much beyond the norm of a few years ago.

With most new artists, record firms are offering new types of contracts, contracts which call for a minimum number of records per year and which often set specific sales quotas which these must reach in order for the contract to continue in effect.

What is happening, too, is that

many record firms are using their labels like a baseball manager uses a ball team. There are "regulars" and "substitutes." The regulars are the limited number of artists that the label can count upon to sell a steady amount of records and who often break out with the big hits. The substitutes are those who get a chance for the team, but if they don't make (Continued on page 43)

## MPHC Issues Unique New Music Rack

NEW YORK, April 24.—A new rack for sheet music designed by the Music Publishers Holding Corporation may, at long last, prevent dealers from converting these selling aids to the output of competing publishers.

The rack, rotating metal device standing over five feet tall, is for standard music only and has 90 pockets, each of which can hold up to 10 copies of songs, piano solos or folios. Publisher exclusivity is virtually assured by silk screening appropriate titles of the music on each metal pocket. Moreover, the pockets are so constructed that no more than the top quarter-inch of the music can be seen by patrons. Titles must be read on the metal pocket itself.

Dealers will be shipped the rack free of charge upon purchase of a set quantity of the music it is designed to display. Package deal calls for the purchase of \$220 worth of music (list price) at \$125, somewhat under the wholesale cost of the music alone.

### 802 OBJECTS

## Fights Block For School Disk Hops

NEW YORK, April 24.—Local 802, American Federation of Musicians, is sending a letter to the Board of Higher Education in this city protesting the recent practice of ABC network disk jockey Martin Block in taking his disk shows out to local high schools.

The union is protesting the fact that youngsters attending the remote broadcasts are dancing to the record being aired.

The new action follows correspondence with Block from which no satisfactory solution was reached. Local 802 hopes to head off any attempts to stage "record hops" within its jurisdiction. These types of teen-age dances have been flourishing in other cities.

## Mellin Sells 12 Masters to RCA

NEW YORK, April 24.—Publisher Bobby Mellin this week sold 12 masters to RCA Victor Records for use in album and single record releases. The masters, all instrumentals, were cut in Europe on Mellin's recent trip overseas.

The instrumentals, all Mellin copyrights, are performed by the large Guy Lupa orchestra and were recorded in Paris.

## Cleveland DJ Hurt In Auto Accident

NEW YORK, April 24.—Disk jockey Bill Randle is currently confined to Mercy Hospital, Toledo, following a serious automobile accident last weekend. Randle is known to have suffered serious facial injuries and may undergo a series of operations. The accident occurred while Cleveland's leading disk jockey was driving from Detroit to Cleveland. His car hit a railroad abutment.

The accident will delay until September Randle's plan to air a daily four-hour disk show from Chicago in addition to his daily Cleveland program schedule.

## Columbia to Quit Club Plan Mailings

NEW YORK, April 24.—Columbia Records will turn over the much disputed and experimental Columbia Record Club to dealers sometime during the next few months and will discontinue direct mailings to prospective members. The Columbia Record Club is similar to the Book-of-the-Month Club operation in that members receive free bonus disks for every three records purchased. The club has been run by the firm from its offices here and records have been shipped from the Bridgeport, Conn., factory.

There is little doubt that Columbia decided to end its direct handling of the record club due to the storm aroused recently among dealers in Illinois and Indiana. Originally the club was limited to Ohio, but about two months ago Columbia moved it into the other two States.

Columbia started the club plan in an attempt, according to the firm, to expand the record market by reaching new customers who wanted to shop by mail. The firm sent out mailings to special lists obtained from various

sources and advertised the club in some newspapers in Ohio cities. All told, the club picked up a membership of 57 people from the time it started last fall until now.

Columbia will continue to service the 50-odd members until their subscriptions run out at the end of this year. But at some time in the near future the record company will supply distributors and dealers with the mailing pieces necessary to start clubs in their areas. Dealers who want to start clubs of their own will then be able to do so.

### Several Problems

Before the record club plan is turned over to dealers certain problems have to be worked out by Columbia. One concerns who shall share the cost of the mailing pieces. The second problem concerns the cost of the free bonus disks and who will share this cost. In addition there are questions to be answered about dealers offering phonographs thru the club, and whether or not the phonos should be offered at a discount.

## Col'bia Losing Doris Day at End of Year

HOLLYWOOD, April 24.—Marty Melcher, personal manager to Doris Day, this week confirmed reports that the singer will not return to the Columbia Records fold at the expiration of her current contract in January 1955.

Melcher gave no reasons for the decision, altho he acknowledged that the decision was a firm one and that discussions were now taking place with other recording companies for a new affiliation for Miss Day.

Miss Day, one of Columbia's (Continued on page 43)

## ASCAP Slate Is Re-Elected

NEW YORK, April 24.—The board of directors of the American Society of Composers, Authors and Publishers this week re-elected all incumbent officers to another one-year term and named Otto A. Harbach to fill the vice-presidency left vacant by the death of Fred E. Ahlert.

The ASCAP officers for the next year are: Stanley Adams, president; Louis Bernstein, vice-president; Harbach, vice-president; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary; Frank H. Connor, assistant secretary.

## Onorati Joins BB Ad Staff

NEW YORK, April 24.—Henry Onorati will join The Billboard's advertising staff on Monday, May 3, replacing Sy Resnick, who has been transferred to the sales department of Tide, The Billboard's sister publication.

Onorati leaves his post as sales promotion manager for Bell Records, the low-priced, mass-merchandising record line, to join The Billboard. He had previously been advertising manager for Crosley in Cincinnati, popular records sales promotion manager for RCA Victor, and had also put in a stint as a feature writer for the Boston American. In his new post, Onorati will concentrate on the music, record, high-fidelity and record-playing equipment fields.

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## 802 LISTS 30,000 MEMBERS

Pianists Cover 111 Pages,  
But What's a Bouzouki?

NEW YORK, April 24.—Any one of 75 different instruments can be professionally performed by some one of the 30,000 members of Local 802, American Federation of Musicians.

Included in the list of instruments they play is such odd-sounding musical equipment as viola d'amore, tarogato, flugelhorn, euphonium, bandoneon, voodoo drums, African tambour drum, bouzouki, cymbalum and tapachord. And, according to the 802 directory of members, there are more piano players around than any other kind of instrumentalists.

The directory lists enough piano-playing union members to fill 111 pages of the book. Saxophonists are second with 79 pages of names, while there are 58 pages of violinists and 53 pages of trumpet players. For such instruments, however, as the viola de gamba, tarogato, flugelhorn, uklea, harp guitar, mandola and mandolite, the directory lists only one professional musician for each of the little-heard instruments.

## Odd Instrumentalists

Some difficulty would be encountered, too, in trying to hire some of these skilled practitioners of the odd music makers. The sole viola de gamba musician is a girl, the only available viola d'amore player lives in California. You would have to go to Wyoming to get the guy who plays the tarogato and of the three bandoneon artists, one is in Cincinnati.

Among the oboists, incidentally, is one Mitchell Miller, who is

usually otherwise gainfully employed. Of the three men who can play the bandolin, one is Noble Sissie. There are quite a number of ukulele players listed, including May Singhi Breen and Cliff Edwards; Arthur Godfrey doesn't hold a card in Local 802.

The attempts of the AFM, in recent years, to corral the harmonica virtuosi seem to have been fairly successful in New York. Local 802 now lists about 35 harmonica players. Four localities can handle the electronic gadget called the theremin, but only one musician lists the Swiss hand bells as his forte.

## Bagpipers Too

For parade purposes it would be well to remember that there are quite a few men around—and some women, too—who can play the bagpipes. In addition, two men are listed skilled with Irish bagpipes. Altho the instrument listed as a bouzouki can not be found in the 3,210 page Merriam-Webster unabridged dic-

(Continued on page 43)

Song Pluggers Union  
May OK Part-Timers

NEW YORK, April 24.—The song pluggers union, Music Publishers' Contact Employees, may open up its rolls to accept associate members as a result of meetings now being held between a special MPCE committee and Moe Gale, who owns Sheldon Music.

At a meeting held Wednesday (21), both Gale and MPCE offered separate plans aimed at arriving at an amicable solution to what the union considers a pressing problem. Spokesmen for both parties say that the two plans are not too far apart. It is even believed that a final settlement may be reached at the next scheduled meeting, Wednesday (28).

The plan submitted by Gale, said to be close to the union's own plan, calls for opening MPCE rolls to associate memberships. Qualifications for and restrictions on associate memberships include: An AM works only part time for only one publisher; he is restricted from making any live plugs; he will not share in any of the union's benefits; he can be-

come a full member only by election to membership as prescribed by the local in which he places his application.

An AM, under the Gale plan, gets a three-month trial period after which the publisher for whom he works is responsible for paying the union a \$50 initiation fee and half of the regular union dues. The union will credit the \$50 toward any other man hired if the first man resigns.

Another proposed regulation calls for AMs to receive 50 per cent of the regular salary of a full member. Publishers would not be allowed to share part-time employment of AMs and AMs would not be permitted in New York, Chicago or Los Angeles. The union would also be able to impose a fine upon the publisher and compel the dismissal of any AM who violates MPCE rules and regulations.

The plan also calls for special union contracts to be drawn up and signed by publishers using associate members.

The series of meetings now in progress started when the song

(Continued on page 43)

## MOODS, ETC.

BMI Issues  
Background  
Music Tome

NEW YORK, April 24.—Broadcast Music, Inc., has collected its "Recorded Bridges, Moods, Interludes," assembled over the past five years, and, with new additions, issued it in one large bound volume. It is now supplying the book free to more than 300 radio and television stations.

The exhaustive work, edited by Henry M. Katzman, lists excerpts from 154 symphonies in more than 500 mood categories. Record references are to released by RCA Victor and Columbia, and complete and detailed timing information is provided.

The volume will also be offered for sale to libraries and universities.

BMI's 'St. Marie'  
Photo Book Would  
Boost Disks on TV

NEW YORK, April 24.—Broadcast Music, Inc., will try out a new gimmick to promote play of records on television with distribution of its June sketch book. The volume, distributed to all stations, will carry a set of 10 photographs appropriate to the theme of "The Steps of St. Marie," a ditty now going the rounds on two waxings.

The suggestions to TV stations will be that they screen the stills while the disks are spun. If the experiment attracts extra plays, it will be extended to other BMI-cleared songs.

NAT'L TIE-IN  
FOR 'POPCORN'

CHICAGO, April 24.—Janet Brace's new record release on Decca, "Popcorn for You," will be accompanied by one of the cleverest gimmicks yet to kick off a disk nationally.

Miss Brace's manager has managed to tie the tune in with a promotion by the Popcorn Institute of America. The Institute is sending 2,500 bags of popcorn to disk jockeys across the country. Each will contain a picture of her, plus hypnos for popcorn. It will contain such information as "what makes popcorn pop," and "how much popcorn is eaten every year in this country."

The Institute has also tied in with the Fox Theater chain. This promotion will include a message by the singer on the intermission trailer, suggesting the people "go out in the lobby and buy some popcorn like it says in my song." She then does part of the tune. Drive-in theaters have also been pacted on the deal. Decca will tie in by sending deejay copies in a special sleeve showing Janet eating popcorn. The popcorn starts going into the mail Wednesday (28).

'Refresher' Group to  
Brief ASCAP Writers

NEW YORK, April 24.—A group of writer members of the American Society of Composers, Authors and Publishers are setting up an ASCAP "refresher committee." The new committee plans to hold a series of seminars with ASCAP writers to explain the workings of the current distribution plan.

The members of the refresher committee include some of the writers who drew up the current distribution plan, plus some members of the writers classification committee and some ex-members of the Lengsfelder Committee, which was formed to study distribution. They include Pinky Herman, Mickey Stoner, Gerald Marks, Lou Alter, Maurice Baron and John Redmond.

The formation of such a committee was suggested by Pinky Herman. Last October at a regular membership meeting of the society, he suggested a special meeting for writers to explain the workings of the distribution system. His motion was passed, but no action was taken until about two weeks ago.

## Former Blast

The establishment of the refresher committee was spurred by the attack made on the distribution system and on a number of officers of the society by Hans Lengsfelder at the membership meeting March 30 here. This speech has caused serious repercussions on the Lengsfelder Committee itself (The Billboard, April 3), with many members resigning, the latest being J. Fred Coots.

Herman, one of those attacked by Lengsfelder, brought up the committee idea to give the Society a chance to explain how the distribution system worked, and in doing so to reply to charges by Lengsfelder about the distribution plan. With the blessing of the society's president, Stanley Adams, the refresher committee was appointed.

## BBC TROUBLE

Musicians'  
Union Seeks  
New Terms

LONDON, April 24.—The Musicians' Union handed the BBC a letter this week threatening the whole pattern of British radio shows. The MU gave notice that their current contract with the BBC covering fees for repeat programs, which ends in October, was unlikely to be renewed. As most of the top radio shows are repeated twice at peak hours this would seriously upset the BBC's planning.

Object of the MU move is to negotiate higher repeat fees or force the BBC to use live shows with consequently fatter checks for the musicians. But musicians here feel the MU action may boomerang and that the prevailing type of hit show may be relegated to cut out full band backing, or prune the BBC musical costs in some other way.

The action by the MU follows a series of similar complaints about which musicians are undecided or unhappy.

Columbia, Mulligan Talk Pact;  
Brubeck, Baker Now in Fold

NEW YORK, April 24.—Columbia Records, which has been adding more and more modern jazz artists to the fold, is currently talking to Gerry Mulligan about joining the label. Mulligan, recognized at the hottest of the modern jazz lights, has built a great following via his Fantasy and Pacific Jazz platters and his appearances at jazz spots in California and other areas.

Columbia recently signed another "hot" artist who made his jazz name via the Fantasy label, pianist Dave Brubeck. In this case the label's contract with Brubeck allowed him to make some records for Fantasy as well as Columbia.

Chet Baker, another artist who will have some records released on the Columbia label, was lent to the firm by Pacific Jazz, for a specified number of waxings only. It is not known what sort

of arrangements the firm has discussed with Mulligan.

## Old Pattern

Columbia's efforts to build a stable of established modern jazz artists is in the standard tradition of the record industry. Usually the small firms start the jazz artists and then the large ones take them on after their reputation is established.

This happened back in the 1930's when another jazz revival was under way. RCA Victor took on Shorty Rogers this year after he gained a reputation on a small label, and Capitol has been following a somewhat similar pattern recently.

Columbia Records is also prepping some jazz records featuring the Woody Herman ork. Some of the cuttings are from off-the-air tapes; others will be cut with the current Herman Herd, and some are from previous issues.

The refresher committee held one meeting, a brief one, last Wednesday (21). At this meeting plans were laid for a pamphlet to be drawn up which would explain the distribution system in complete detail, so that every question brought up by writers can be answered. At the same time every member began to brush up on the functioning of the plan.

## Early Date

The refresher committee hopes to set an early date for its first meeting of 25 or 30 writers. Meetings are expected to be held at the ASCAP board rooms. If enough interest is expressed in the meetings, they will continue on a regular schedule.

Herman, still smarting under the statement made by Lengsfelder,

(Continued on page 43)

Aragon 'Teen  
Time' Heralds  
30th Birthday

CHICAGO, April 24.—The initiation of a new dance series, "Aragon Teen Time," aimed at the teen-age set, will herald the 30th anniversary celebration of the famous ballroom here.

The new series, which will begin Sunday, May 16, and on following Sundays from 2 to 6 p.m., will feature only top names in the band, television and entertainment fields. The price tag is 75 cents.

The dances will be supervised by a select group of chaperones approved by an honorary board of directors, composed of leading civic and religious figures. Among the board members are Mrs. Jessie Binford, juvenile authority, and Sellmann Shultz, a director of the Shriner's organization and also head of the local Decca Records distributing office.

Kicking off the first dance will be Ralph Marterie and his orchestra. This will be his only engagement in town and he will appear only at the afternoon dance session. Regularly booked bands will still continue to play at the evening sessions.

Each Sunday afternoon a local

(Continued on page 43)

ASCAP in P.R.  
Pitch to NPC

WASHINGTON, April 24.—Cementing its public relations on the Washington front, American Society of Composers, Authors and Publishers will regale a National Press Club luncheon with an hour-long show on May 13.

The show will be the fourth annual one of its kind since Arthur Newmyer and associates began handling ASCAP's public relations here. Previous luncheon shows at the NPC have drawn big turnouts, including an array of government dignitaries.

ASCAP President Stanley Adams will be master of ceremonies for the show which has been dubbed by the Newmyer firm as "The Annual Musical Matinee." The show will be produced under direction of Paul Cunningham and will feature several ASCAP entertainers. Last year's featured performers included Eddie Fisher, Toby Deanne, Deems Taylor, Hoagy Carmichael, and Leroy Anderson.

Due to an oversight last week a few active r.&b. firms and jazz labels were omitted from the listing in the "Spotlight on Rhythm and Blues" issue of April 24. Here are those firms and their addresses:

**BRUCE RECORDS**  
1650 Broadway, New York

**DAWN RECORDS**  
39 West 60th Street, New York

**JAGUAR RECORDS**  
1650 Broadway, New York

**PEARL RECORDS**  
Covington, Ky.

**RUBY RECORDS**  
268 15th Avenue, Newark, N. J.

## KLAC 'BIG 5'

Huge Party  
To Fete Its  
Key Jockeys

NEW YORK, April 24.—Radio and music industry executives, along with trade and consumer press representatives, will get a chance to meet the five key disk jockeys on Hollywood station KLAC on Monday (28), when Mortimer W. Hall, president and general manager of the station stages a cocktail party and dinner at the Savoy Plaza Hotel.

The disk jockeys, being billed as KLAC's "Big Five," are Dick Haynes, Peter Potter, Bob McLaughlin, Jim Ameche and Alex Cooper. Hall decided to stage the event following the success of a similar affair put on last year in Los Angeles for West Coast people.

Disk jockeys are set to make many radio and TV appearances here as part of the "radio is better than ever" campaign. Entertainment set for the Monday party include the Tony Pastor ork and guest appearances by such names as Eddie Fisher, Perry Como, Lisa Kirk, Jackie Gleason, Tony Martin, Monica Lewis, Teresa Brewer, Toni Arden, Ella Fitzgerald, Les Paul and Mary Ford and Steve Allen.

Cosnat Opens  
Ohio Branch,  
Plans Others

NEW YORK, April 24.—Cosnat Distributors, Jerry Blaine's organization which now covers the Southern New York, Philadelphia, and Newark areas, added another unit when the latest branch opened today in Cleveland. In addition to these four distributing branches Blaine intends to open one in Pittsburgh in August and another in Cincinnati in the fall for a total of six.

This line-up of distribution branches under a single management is one of the largest of its type. Another is Lou Boorstein's Trans-Disc Distributors, which is to handle "X" Records in 10 cities from New England to Virginia. There are, of course, a number of distributors who have two and even three locations thru the West and Southwest.

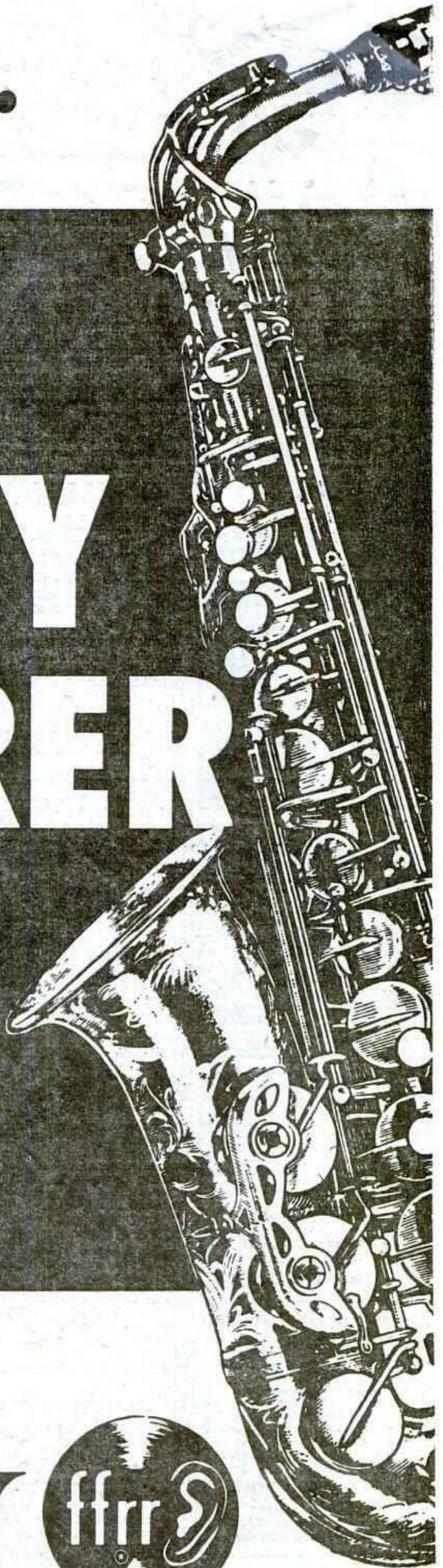
In these days of tight distribution, with some indie labels hav-

(Continued on page 43)

**"it's the sound of the soprano sax that makes this one the hit"...**

**Frank Weir**  
**the HAPPY WANDERER**

backed by  
**FROM YOUR LIPS**  
1448 and 45-1448



APRIL 24, 1954  
The **Billboard**  
• **This Week's Best Buys**  
According to sales reports in key markets, the following recent releases are recommended for extra profits:  
**THE HAPPY WANDERER (Fox, ASCAP) — Frank Weir—London 1448**

**LONDON**  
RECORDS



# "I REALLY DON'T WANT TO KNOW"

Recorded by  
**Los Paul-Mary Ford** (Capitol) **Eddy Arnold** (RCA-Victor)  
**Bob Santa Maria** (M-G-M)

Watch for "HONESTLY"

**BILL and RANGE SONGS, Inc.**

# "ANSWER ME, MY LOVE"

\*\*\*\*\*  
**"FLIRTATION WALTZ"**

**BOURNE, INC.**

136 W. 52nd Street New York 19

THAT sensational RECORD  
 YOU'VE HEARD SO MUCH ABOUT

**FRANK SINATRA**

**DON'T WORRY 'BOUT ME**

Capitol Records

MILLS MUSIC, INC.

**I SPEAK TO THE STARS**

Recorded by  
**DORIS DAY**

Columbia #40210

M. WITMARK & SONS

FOR MOTHER'S DAY PROGRAMMING!

**MY MOTHER'S EYES**

LEO FEIST, INC.

Great!  
**Tommy EDWARDS**

**WITHIN MY HEART**

by C. Howington, R. Howington and R. Skeem, Jr.

on MGM RECORDS  
**MELODY TRAILS, INC.**

**Fred Waring**

presents  
**FRANK DAVIS**  
 singing

**"Somebody Bigger Than You and I"**

with chorus and orchestra  
 Decca #29026  
**BULLS-EYE MUSIC, INC.**  
 6526 Selma Ave., Hollywood, Calif.

All the news of your industry every week in The Billboard...

# MUSIC AS WRITTEN

**Impresario Russell Dies in London...**

Impresario **Arthur T. Russell** died in London this week, aged 75. Russell had been concert manager for some of the world's greatest musical celebrities. He introduced **Sir Thomas Beecham** to his first London audience, as an accompanist, and over the years was friend and adviser to **Kreisler**, **Dame Clara Butt**, **Dame Nellie Melba**, **Tetrazzini**, **Chaliapin**, **Patti**, **Sir Henry Wood** and **Sir Edward Elgar**.

**CADE, LYONS BOOSTED; HAYES SHIFTS JOBS...**

**Tom Cade**, formerly a Columbia Records district manager, has been promoted to division manager. He will cover the Houston, New Orleans, Dallas, Oklahoma City and Memphis area. **Joseph Lyons**, former salesman with Columbia's Philadelphia distributor, **Stuart Louchheim & Company**, has been promoted to the post of sales manager there, replacing **George Hayes**, who has joined Columbia as dealer relations man.

**WALLINGTON TO PEN 22 SONGS FOR MILLS...**

Mills Music has completed a deal with pianist **George Wallington** for 22 original compositions penned by the jazzman. They will be released as piano solos arranged by the composer. Some of the tunes will be scored for full orchestra. Mills has previously published a number of Wallington originals, including "Lemon Drop," in 1949.

**PAUL HEADS CAP'S BRANCH IN BOSTON...**

**Si Paul**, who came to Chicago as a record promoter for the Capitol Record Distributing Corporation in October and was promoted to assistant branch manager in March, left last week for Boston where he will take over as branch manager of the firm's office there.

**GABLER SIGNS PRIMA TO DECCA PACT...**

Decca's artist and repertoire chief **Milt Gabler** has signed **Louis Prima** to a recording contract. Prima's first disk for the label, already cut and soon to be issued, couples readings of "Until Sunrise" and "The Happy Wanderer."

**ADA RICHTER PIANO COURSES READY...**

Music Publishers Holding Corporation will issue the first three volumes in a new five-book piano course next month. The method for young beginners was written by educator **Ada Richter**. In the fall Miss Richter's new three-volume piano course for adult beginners will be introduced by the publisher.

**DOOTONE INKS SQUIRES, PLAYBOYS, VOCALAIRES...**

**Dootsie Williams**, president of Dootone Records, last week signed the **Playboys** to the firm's pop roster. Williams also announced the addition of two rhythm and blues vocal groups, the **Squires** and the **Vocalaires**, with first sides scheduled to be cut this week.

**SPARKS RECORDS PACTS TALENT...**

**Les Sill** and **Jack Levy**, of Sparks Records, Inc., Hollywood, last week announced the signing of saxophonist **Gil Bernal**, and the vocal teams of **Willie and Ruth** and the **Honeybears**. Initial sides have already been cut and released to distributors.

**PASCAL EXITS CAP; BEHRENS SUCCEEDS...**

**John Behrens**, formerly in Capitol Records' international department, has replaced **Art Pascal**, order service manager of the firm. Pascal resigned his position last week after an eight-year association with Capitol. Behrens assumed his new post immediately and will report to Capitol Sales Promotion Manager **Bud Fraser**.

**ANDOLL RECORDS SETS UP IN BARABOO...**

**A. S. Anderson** has announced formation of **Andoll Records**, Baraboo, Wis., and said its first recording under the Andoll label will be released soon. RCA Victor facilities in Chicago will be utilized in pressing disks which will be recorded in the Andoll studio. Purpose of the firm is to exploit Wisconsin talent, said Anderson.

**TUCKER ALBUM RELEASE TIED IN TO CHEZ DATE...**

Mercury's album commemorating **Sophie Tucker's** 50 years in show business will be released in

conjunction with her opening at the **Chez Paree**, Chicago, Thursday (29). Mercury is making a booth available in the lobby of the **Chez** at which **Miss Tucker** will autograph copies of the albums for customers.

**JO STAFFORD EARNS DIAMOND RECORD...**

Columbia Records has gotten away from the gold record bit to honor record-making singers. On May 4 **Jo Stafford** will be presented on her CBS-TV show with a diamond studded phonograph record—25 diamonds. The presentation will be made by **James B. Conkling**, head of Columbia. According to the firm, the presentation marks the sale of her 25,000,000th record since she started making disks after leaving the **Tommy Dorsey** crew back in the late 1930's.

**300 STATIONS TAKE DECCA DJ PLAN...**

More than 300 radio stations have already signed up for Decca's disk jockey subscription service. Under the plan smaller stations receive new releases for a flat monthly charge.

**New York**

The **Perez Prado** ork will do a guest spot on the **Spike Jones** NBC television show May 1. Two orks will stage a "battle of the mambo." Publisher **George Joy** flew to Hollywood this week to meet with Capitol a.s.r. staff and set some of his tunes for future recordings. Joy will also stage several business sessions with his West Coast staff, **Jerry Greene** and **Dave Bernie**. **Vince Carson** opens at the **Theatrical Grill**, Cleveland, on Monday (26) for a one-week engagement. **Pat Terry**, now recording for Pic Records, will guest on the **Howard Miller** TV show, Chicago, all next week. **Victor** thrush **Wyoma Winters** opens a two-week booking there on May 17. **Jerry Wald** and his new string combo open at the **Embers** here on Monday (26). **Songwriters Jack Segal** and **Madelyn Russell** were married recently. **Kitty Kallen** will guest on the **Perry Como** TV show on May 14. She's starting a two-weeker at the **Chicago Theater** on Friday (30). The **Morris Diamond** office is handling press and promotion for the **Liberace** concert at **Madison Square Garden** on May 26. **Stuart Foster** will be doing the **Gallen Drake** and "Main Street Music Hall" show all summer on CBS. **Pyramid Records** is setting heavy promotion plans for the upcoming disk by **Buddy Costa**. **Ande Wuhrer** has opened a new publishing firm, **Stradivari Music**, in East Norwalk, Conn. **Phil Brito** opens at the **Casa Seville**, Long Island spot, on May 6 for a four-week run. **Alan Dean** is set for six days, beginning May 25, at the **Melody Club**, Johnstown, Pa. **George Shearing** combo plays the **Rendezvous**, Philadelphia, for five days beginning May 10. **Gail Orchestras** has set the **Warney Ruhl** ork at

the **Grande Ballroom**, Detroit, thru May 22.

The tune "Pussyfoot" penned by **O. D. Massingill** and with its title changed to "Do You," has been waxed by the **Blue Barron** and **Guy Lombardo** orks and the **Voices of Walter Schumann**. The tune originally came out on **Trend Records** as an instrumental, and **Willie Stein** added the lyrics. It is published by **Hollis Music**.

**Jubilee Records** has taken over the SLS record of "Goodnight, Sweetheart, Goodnight" sung by **Gloria Mann**. **Sandy Eichenbaum**, secretary to publisher **George Simon**, will marry **Joel Krakower** on Sunday (25). **Abe Bloom** is the new professional manager of **Gayle and Gayles Music**.

**Chick Kardale** is now professional manager of **Charlie Barnett's** music firm, **Indigo Music**. **Loring Buzzell**, professional manager of the **Howard S. Richmond** publishing firms, became engaged this week to thrush **Lu Ann Simms** of the **Arthur Godfrey** shows and **Columbia Records**. **Comic Jack Pearl**, "Baron Munchausen," will make some sides for **Columbia Records**.

**Linda Shannon**, formerly on **King Records**, has been signed by **Jubilee Records**. The **Catholic War Veterans** are presenting their "Outstanding Achievement Award" to **Tony Bennett** for his work with hospitalized veterans and members of the **Armed Forces** on April 30 here.

The title of the tune "I Love You More" from the show "The Pajama Game," has been changed to "There Once Was a Man." **Sid Garriss** became the father of a girl Friday (22). **Garriss** works for **Anthon Management** on the West Coast. **Kay Martin** has signed with **M-G-M Records**. **Phyllis Branch's** latest waxing on **Tuxedo** is "El Cumbanchero." The thrush opens at the **Apollo Theater** here on May 14.

The **Ames Brothers** do two weeks at the **Mapes Hotel** in **Reno, Nev.**, starting May 20. On June 4 and 5 they play the **Lagoon Ballroom** in **Salt Lake City** and on June 10 they start at the **Skyway Lounge**, **Cleveland**. They will guest on the **Ed Sullivan** show on June 13. **Karen Chandler** starts at the **Stagecoach Inn** in **New Jersey** starting July 16.

**Sammy Kaye** will take his ork out thru the **Midwest** and **East** for the next four weeks and then will open at the **Hotel Astor** here on May 24. The **Ray Anthony** crew averaged over \$4,000 gross per night on three successive one-nighters at **Castle Farm**, **Cincinnati, O.**; **Buckeye Lake, O.**, and **Carrolltown, Pa.**, last weekend.

**Chicago**

**Eileen Mack** becomes the only female deejay on **WCFL** shortly. She was given the nod by station manager **Mary Hogan**. She formerly handled public relations for the station. **Terry Gibbs**, vibraphone specialist, opened last week at the **Streamliner**.

A dinner will be held Thursday (29) at the **Hotel Sherman** in honor of **Liberace**. The affair is being hosted by **WGN**. **Liberace** will play a concert in **Chicago Civic Opera House** on April 28-30, and then move to **Milwaukee** to present his concert at **Bruce Auditorium** on May 2-4. **Don Reed**, songwriter, is getting married this week. Reed recently sold a master to **M-G-M Records**, which he wrote and also sings.

The **Mary Kaye Trio** opens on the same bill with **Sophie Tucker** at the **Chez Paree** Thursday (29). **Peggy Taylor** arrives in **Chicago** Saturday (24). She will be in town a few days before returning to **New York** for TV appearances. **Bob Devere** and **Jim Lowe** both leaving for **New York** to take up residence there. **Ginni Patton**, vocalist with **Wayne Muir's** orchestra at the **Glass Hat** in the **Congress Hotel**, got her first major record release recently. She sings "My Love Is With Me" on **M-G-M** with **Dan Belloc's** orchestra.

**Cincinnati**

**Johnny Thompson**, Southern divisional manager for **Coral Records**, leaves this week on a trip thru the **South** and **Southwest** to visit distributors and do promotional work. Singer **Don Cornell**, **Coral's** recorder, next week begins a fortnight's appearance at the **Baker Hotel**, **Dallas**. His current release is "Little Lucy," backed by "Believe in Me."

# Cap Signs to Distrib Audio 'Talking Bible'

**HOLLYWOOD**, April 24.—Negotiations for the distribution of "Talking Bible," produced by **Audio Books, Inc.**, and future disk product by the firm were concluded recently by **Capitol Records, Inc.**

Capitol will henceforth distribute **Audio's** highly successful "King James Version of the New Testament," \$22.95 retail seller which has been on the market for several months now. Deal with **Capitol** is not an exclusive franchise for distribution of **Audio** products. **Audio**, with headquarters here and in **St. Joseph, Mich.**, will continue to deal with factory representatives in 14 major market areas, as well as distributors who already are handling the "Talking Bible."

Move by **Capitol** marks the first time the company has handled any product other than the **Capitol** label itself.

**Audio**, helmed by **J. L. D. Morrison**, **Benton Harbor, Mich.**, and **Cliff McDonald** and **Raymond Tierstein**, **Los Angeles**, disclosed that plans are being made for non-religious records to be released late this summer at the **NAMM** show. Firm has added to its line since the debut of the "Talking Bible" with the release of four sets from the **Old Testament**, "The Proverbs," "The Book of Psalms," "The Book of Judges" and "Genesis," all of which range in price from \$4 to \$7.

**Audio's** "Talking Bible" marked the first release of commercial records at a 16 2/3 speed. Package is marketed with an adapter to suit present established phono speeds.

# Miss Morgan Still Ours and We'll Push Her, Says Newton

**NEW YORK**, April 24.—**Derby Record** chief **Larry Newton** stated this week that thrush **Jaye P. Morgan** was under contract to **Derby** until November, and "as long as she is with the label, we will continue to push her records." **RCA Victor** had announced recently that they signed the thrush starting after the expiration of her **Derby** contract.

Last week **Miss Morgan** flew to the **Coast** and cut four sides with **Frank De Vol**. These will be released shortly. According to **Newton**, she has many sides in the can, and these too will be issued over the fall season. According to **Newton** he has been approached by a representative of **RCA Victor** who has offered to purchase all unreleased masters and her contract starting now. **Newton** has refused to sell.

**Derby Records** has started a number of artists who have moved on to larger firms including **Sunny Gale**, now on **RCA Victor**, and **Bette McLaurin**, now on **Coral**. **Derby** recently added two new singers, **Frankie Day** and **Buddy du Fault**.

# Fisher Widow Sues For Royalties on 'You're Smiling'

**NEW YORK**, April 24.—Mrs. **Leonora Fisher**, widow of the late **Mark Fisher**, filed suit in **Federal Court** here this week against **Paul-Pioneer Music**, **May Mayer** and **Maurice Richmond** for \$5,000 royalties alleged due on the song "When You're Smiling."

The complaint states that the tune, acquired by **Mayer** and **Richmond** in 1929, was assigned to **Mills Music**. The latter firm was to pay 5 cents per copy on sheet music and 50 per cent of all mechanical and foreign royalties to **Paul-Pioneer**, out of which funds the writer was to have been paid.

**Shawnee Press** acquired **Paul-Pioneer** properties in 1952, but the complaint states writer royalties were to be continued to be paid from **Mills** income. Plaintiff charges she has received no payment since **March 15, 1952**.

**Toni Arden** skied into town prior to her **Coast** bow at the **Coconut Grove** May 5. **Columbia Records** a.s.r. topper, **Mitch Miller**, also visiting for recording sessions.

.....BREAKING FAST.....50,000 PLUS SOLD FIRST WEEK.....BREAKING FAST.....



# DON CORNELL

sings

# Believe in Me

# Little Lucy

*and*



Coral 61171 (78 rpm) and 9-61171 (45 rpm)

## CORAL RECORDS

*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS, INC.)

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

# The Billboard Music Popularity Charts

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

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Wanted	1	8
2. Make Love to Me	2	12
3. Young at Heart	3	10
4. Cross Over the Bridge	6	9
5. I Get So Lonely	4	8
6. Secret Love	5	18
7. Here	8	3
8. Answer Me, My Love	7	6
9. A Girl, a Girl	13	4
10. Man With the Banjo	11	2
11. Jilted	—	1
12. Heart of My Heart	13	19
13. That's Amore	15	18
13. Anema E Core	—	1
15. Somebody Bad Stole De Wedding Bell	—	6

## Tunes with Greatest Radio and Television Audiences

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

### Radio

- A Girl, A Girl (R)—Famous—ASCAP
- Alone Too Long (R)—E. H. Morris—ASCAP
- Amor (R)—Southern—BMI
- Anema E Core (R)—Leeds—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Bubbles, Bangles and Beads (R)—Frank—ASCAP
- Come Back to My Arms (R)—E. H. Morris—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Don't Worry 'Bout Me (R)—Mills—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Happy Wanderer (R)—Sam Fox—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- If You Love Me (R)—Duchess—BMI
- It Happens to Be Me (R)—Faxon—ASCAP
- Knock on Wood (R)—Famous—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- My Sin (R)—De Sylva, Brown & Henderson—ASCAP
- Oh! (R)—Feist—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

### Television

- A Girl, A Girl (R)—Famous—ASCAP
- And This Is My Beloved (R) (M)—Frank—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Do Lord (R)—Rodcheaver—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Love Paris (R) (M)—Chappell—ASCAP
- Las Vegas (R)—E. B. Marks—BMI
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man, Man Is for the Woman Made (R)—Garland—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- My Heart Won't Say Goodbye (R)—Chappell—ASCAP
- My Restless Lover (R)—Chappell—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Soft Squeeze (R)—Erwin-Howard—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- Wanted (R)—Witmark—ASCAP
- What Happened to the Hair? (R)—Bregman, Voeco & Conn—ASCAP
- Young at Heart (R)—Sunbeam—BMI

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending April 21

This Week	Last Week	Weeks on Chart
1. Wanted	1	9
2. Make Love to Me	2	13
3. Cross Over the Bridge	3	9
4. I Get So Lonely	4	13
5. Young at Heart	6	11
6. Secret Love	5	17
7. Answer Me, My Love	7	9
8. A Girl, A Girl	8	5
9. Man With the Banjo	10	6
10. Here	9	4

## Second Ten

11. I REALLY DON'T WANT TO KNOW	16	3
12. IF YOU LOVE ME (REALLY LOVE ME)	—	1
13. THERE'LL BE NO TEARDROPS TONIGHT	13	7
14. FROM THE VINE CAME THE GRAPE	11	13
14. STRANGER IN PARADISE	15	22
16. MAN UPSTAIRS	—	1
17. LITTLE THINGS MEAN A LOT	—	1
18. JILTED	16	2
18. SOMEWHERE THERE IS SOMEONE	—	1
20. POOR BUTTERFLY	—	1

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

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

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## The Music Corner

Among The Billboard's unsung heroes are the conscientious and hard-working individuals who furnish us with the information which gives us the needed dope on upcoming records for "Best Buys." Due to the pressures which could be applied to these individuals by various segments of the trade, we are forced to keep their identity a deep secret, but we can tell you a little about some of them nonetheless.

The Billboard gets its information about upcoming disk hits from stores, one-stops, manufacturers, distributors and operators by both mail, Western Union and phone. We maintain a warm relationship with those we contact by mail, but we have an even closer tie with those we talk to each week. Gary Kramer, who handles practically all of the telephone work receives much more than just dry statistical information when he sets out on his arduous task every Thursday.

From the South he receives information about the weather, local civic conditions and reports on the crops. One Southern dealer always is optimistic — no matter how business conditions are. Why? Well he says that no matter how bad things get, he can always afford to eat grits.

Our New England telephonees always tell us about their boats and the fishing in the area. Some of our key Western dealers are often more anxious to argue the pros and cons of Ike and Adlai than to tell us how the latest Frank Sinatra record is selling. And everyone we talk to—when the baseball season is on—wants to know how the Brooklyn Dodgers made out that day. Kramer can usually tell 'em since he's a Dodger fan too.

In other words, even tho the primary task is to get the latest dope on sales, our informants prove to us every week, over and over again, that they are interested in much more than just one record after another. They find time to relax a bit from their chores when that Billboard call comes thru, and they get a chance to find out the score—the baseball score, of course—before their hometown paper comes out.

It doesn't seem necessary to tell anyone that we think our telephone sources are great guys. We like 'em all, and we are mighty thankful for their help week after week on the current state of the business. However, if after reading this week's column anyone feels that he can call us for the Dodger score, please don't. This is a limited service. We suggest you call your local newspaper.

## England's Top Twenty

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

- Happy Wanderer—Bosworth (Fox)
- I See the Moon—Feldman (Plymouth)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Changing Partners—Robt. Mellin (Porgie)
- Secret Love—Harms, Connelly (Remick)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
- Oh, My Papa—Maurice (Shapiro-Bernstein)
- Bi-Bo—Macmelodies (Fairway)
- Heart of My Heart—Francis Day (Robbins)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- The Book—Kassner (Kassner)
- Swedish Rhapsody—Connelly (Dartmouth)
- Someone Else's Roses—John Fields (\*)
- Ebb Tide—Robbins (Robbins)
- Two Easter Sunday Sweethearts—Morris (Regent)
- Jones Boy—Bradbury Wood (Pincus)
- Luxembourg Polka—Dash (\*)
- That's Amore—Victoria (Paramount)
- Make Love to Me—Morris (Melrose)
- Golden Tango—Lawrence Wright (Mills)



# Frank Sinatra

**has a great**  
**new record!**

***"I Could  
Have  
Told You"***

b/w

***"Don't  
Worry  
About  
Me"***



with orchestra conducted by NELSON RIDDLE

Capitol Record No. 2787

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending April 21

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes 'WANTED-P. Como', 'MAKE LOVE TO ME-J. Stafford', 'CROSS OVER THE BRIDGE-P. Page'.

Most Played in Juke Boxes

For survey week ending April 21

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes 'WANTED-P. Como', 'MAKE LOVE TO ME-J. Stafford', 'CROSS OVER THE BRIDGE-P. Page'.

Most Played by Jockeys

For survey week ending April 21

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes 'WANTED-P. Como', 'MAKE LOVE TO ME-J. Stafford', 'CROSS OVER THE BRIDGE-P. Page'.

Territorial Best Sellers

For survey week ending April 21

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

Table of territorial best sellers for Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas-Ft. Worth, Denver, Detroit, Kansas City, Los Angeles, Milwaukee, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, and Seattle.

This Week's Best Buys

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

DON'T WORRY ABOUT ME (Mills, ASCAP)
I COULD HAVE TOLD YOU (United, ASCAP)
-Frank Sinatra-Capitol 2787

Early response to the crooner's latest release is excellent. Strong sales reports were received from Philadelphia, Buffalo, Atlanta, St. Louis and Milwaukee. The disk was also reported good in Cleveland, Detroit, Nashville, Durham and Richmond. Both sides are seeing action, with the majority siding in with "Don't Worry About Me." A previous Billboard "Spotlight" disk.

Please send

One Year.....\$10
(1 year at single copy price USA and Canada is \$13.)

Foreign Rate.....\$20

Payment enclosed

Form with fields for name, title or position, company, nature of business, address, city, zone, state.





# DICK CONTINO

**He SINGS!**

## "Goodbye My Love"

**He PLAYS!**

## "Gay Ranchero"

MERCURY 70366 • 70366X45



### NEW RELEASES!

**KAY PENTON**  
"A New Town Is  
A Blue Town"

AND

"I Was Meant For You"

MERCURY 70379 • 70379X45

**JIMMY PALMER**  
"Song Of The Comb"

AND

"Any Rags, Any Bones"

MERCURY 70371 • 70371X45

**BILLY WILLIAMS**  
"Go Home Joe"

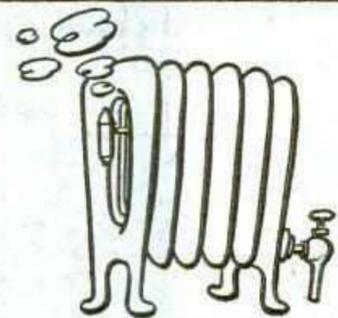
AND

"You're The Only  
One I Adore"

MERCURY 70376 • 70376X45

**NEXT WEEK . . .**

**A NEW PATTI PAGE RELEASE**



### Best Selling "Pops"

- CROSS OVER THE BRIDGE**  
Johnny Guitar . . . . .PATTI PAGE...No. 70302
- CUDDLE ME**  
Oh, Am I Lonely  
.....RONNIE GAYLORD...No. 70350
- FROM THE VINE CAME THE GRAPE**  
Stolen Moments . . .THE GAYLORDS...No. 70296
- ISLE OF CAPRI**  
Love I You.....THE GAYLORDS...No. 70350
- MY SIN**  
Happy With You..GEORGIA GIBBS...No. 70339
- MELANCHOLY ME**  
What's Become Of Sally  
.....EDDY HOWARD...No. 70304
- CRAZY 'BOUT YOU BABY**  
Angelia Mia.....CREWCUTS...No. 70341
- PADRE**  
Tak'n' The Trains Out...LOLA DEE...No. 70342
- KNOCK ON WOOD**  
It Ain't My Baby...RUSTY DRAPER...No. 70365
- BIG NOISE FROM WINNETKA**  
Tularosa.....RALPH MARGERIE...No. 70323

### Best Selling Rhythm & Blues

- SHORT JOHN**  
I Wanna Cry  
.....DINAH WASHINGTON...No. 70329
- ONE MORE TIME**  
Mush Mouth . . . . .BUDDY JOHNSON...No. 70321
- UNLUCKY MAN**  
My Baby . . . . .MEL WALKER...No. 70275
- YOU CAN'T HAVE MY LOVE NO MORE**  
Old Man Boogie...EDDIE VINSON...No. 70334

### Best Selling Country & Western

- SHAKE-A-LEG**  
Hold Your Hand...THE CARLISLES...No. 70351
- I LONG TO SEE THE OLD FOLKS**  
Voice From High...STANLEY BROS....No. 70340
- CRY, CRY DARLIN'**  
Mine Forever.....TIBBY EDWARDS...No. 70347

### Stronger Than Ever!



# THE CREW CUTS

SINGING

## "CRAZY 'BOUT YOU BABY"

AND

## "ANGELIA MIA"

MERCURY 70341 • 70341X45





# The Billboard Music Popularity Charts POPULAR RECORDS

## • Reviews of New Pop Records

**JONI JAMES**  
**AM I IN LOVE** | **MAYBE NEXT TIME**  
MGM 11696 78 rpm • K 11496 45 rpm

**FRAN WARREN**  
**YOU PROMISED ME**  
and  
**JUST FRIENDS**  
MGM 11719 78 rpm  
K 11719 45 rpm

**BILLY ECKSTINE**  
**SEABREEZE** and **NO ONE BUT YOU**  
MGM 11712 78 rpm  
K 11712 45 rpm

**LOST IN LOVELINESS** and **DON'T GET AROUND MUCH ANYMORE**  
MGM 11694 78 rpm  
K 11694 45 rpm

**SHEB WOOLEY**  
**BLUE GUITAR**  
PANAMA PETE  
MGM-11717  
78 rpm  
K-11717 45 rpm

**BILLY ECKSTINE**  
**GOODBYE**  
and  
(Just one way to say)  
**I LOVE YOU**  
MGM 10472 78 rpm • K 10472 45 rpm

**TONY MOTTOLA**  
and His Orchestra  
**PARAGUAY**  
and  
**MELANCHOLY MOON**  
MGM 11720 78 rpm  
K 11720 45 rpm

**BETTY MADIGAN**  
**JOEY**  
AND SO I WALKED HOME  
MGM-11714 78 rpm  
K-11714 45 rpm

*The Billboard EXCELLENT Best Sets*  
*THE SLEEPER OF THE WEEK*

**THE MUSIC OF HAROLD ARLEN**  
**"LET'S FALL IN LOVE"**  
X 232 45 rpm extended play  
E 3101 33 1/3 rpm long playing

**DAVID ROSE and his Orchestra**

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
**MAKE FRIENDS WITH RECORDS**

**JULIUS LA ROSA**  
**Three Coins in the Fountain** .....86  
CADENCE 1240 — An imaginative ballad about the gamble of true love is showcased beautifully by La Rosa, with the support from the Archie Bleyer ork not the least cause of this disk's appeal. This could be a big one for the singer. (Robbins, ASCAP)

**FREDDY MARTIN ORK**  
**Muriel** ..... 80  
V (45) 47-5731—This, the commercial item used by the cigar outfit, could make plenty of noise. It's certainly familiar enough. In addition, the Martin ork and vocal group turn in a fine performance. Watch it. (Presser, ASCAP)

**ARCHIE BLEYER ORK**  
**Hernando's Hideaway** .....80  
CADENCE 1241 — Clever ditty from "The Pajama Game" is handed a fanciful reading by ork and chorus. This will intrigue many and could do well in the field. Sound of castanets is distinctive. Watch it. (Frank, ASCAP)

**THE FOUR KNIGHTS**  
**I Was Meant for You** .....88  
CAPITOL 2782—Happy slicing which sways gracefully has the boys putting out with an infectious group warble. The ork, led by Billy May, has lots of attractive things to say, too. A strong follow-up to their current click. (Duchess, BMI)

**BILLY SHEPPARD**  
**The Bandit** .....79  
ESSEX 354 — This British import features an American singer who recently scored a hit in his London night club debut. Sheppard has good material in this old Portuguese song for his tenor voice. Good wax. (Leeds, ASCAP)

**JACK RICHARDS**  
**Hers and His** .....78  
CORAL 61164 — Richards and the Marksmen quartet get off a slick reading of a first-rate new ditty which could make plenty of noise if it gets the exploitation and deejay attention it deserves. Good song material. (Geo. Pincus, ASCAP)

**HUGO WINTERHALTER ORK**  
**Bahama Buggyride** .....78  
V 20-5729 — This bright, sparkling instrumental effort is played jocularly by the Winterhalter crew, and with exposure it has a chance for action. Should garner many, many jock spins. (Love, BMI)

**ART LUND**  
**After You've Gone** .....77  
CORAL 61163—Art Lund comes thru with a strong vocal on the fine oldie, helped no end by multiple taping which enables him to sing the tune in a duet with himself. The ork arrangement goes, and the warbler's vocal has spirit. A good side for the boxes which could move out. (Mayfair, ASCAP)

**DICK JACOBS**  
**Little Things Mean a Lot** .....77  
CORAL 61180—The tune now moving up rapidly in the field receives a pretty rendition by a fine mixed chorus over a most attractive arrange-

ment by the Dick Jacobs crew, which debuts on the label with this platter. Side might have been strong if it had been sung by a girl chorus, since it is a girl's lyric exclusively. (Feist, ASCAP)

**JOHNNIE RAY**  
**Hernando's Hideaway** .....77  
COLUMBIA 40224—Good reading by Ray of the bright new tune from the forthcoming Broadway musical, "The Pajama Game," over peppy backing by the ork. If the tune hits, this version will pull some of the coins, altho this disk has some healthy competition to face. (Frank, ASCAP)

**GAYLA FEEVEY-JIMMY BOYD**  
**I'm So Glad** .....77  
COLUMBIA 40218—The label has united its two teen-age singers on this new release, and they come thru with a kiddie-styled reading of a generally pleasant new ditty. The appeal here will probably be limited to the kiddie trade. (Joy, ASCAP)

**JUNE WINTERS**  
**Reading Old Letters** .....76  
MERCURY 70368 — June Winters creates a moody feeling as she warbles tenderly of a faded romance. A mighty presentable weeper which could get off the ground with a push. (Fisher, ASCAP)

**THE CHORDETTES**  
**True Love Goes On and On** .....76  
CADENCE 1239—The group turns in a pretty reading of the lovely new song, backed gracefully by the Bleyer crew. The song is a good one, and the reading is smooth. If the tune breaks, this version will catch some coins. (Frank, ASCAP)

**RUSTY DRAPER**  
**Knock on Wood** .....76  
MERCURY 70365 — Tune from the Danny Kaye flick of the same title is sung brightly by Draper over a solid ork backing. Tune is in the old-fashioned vaudeville tradition, which doesn't help it too much in the current market. (Famous, ASCAP)

**GUY LOMBARDO**  
**Trees** ..... 76  
DECCA 29113 — This, of course, is the Joyce Kilmer poem set to music by Otto Harbach, Kenny Gardner and the trio deliver the vocal for a natural side for Lombardo and his fans. Should get plenty of deejay action. (G. Schirmer, ASCAP)

**STAN KENTON ORK**  
**Don't Take Your Love From Me** .....76  
CAPITOL 2789 — Kenton fans will enjoy this precise, softly-styled instrumental reading of the evergreen in a more mellow than usual Kenton arrangement. Good item. (Witmark, ASCAP)

**RICHARD HAYES**  
**The Continental** .....76  
MERCURY 70363 — There's a real wild backing behind Hayes as he projects the oldie with bright persuasion. A performance which could make some noise on the boxes. (Harms, ASCAP)

**RATINGS—COMMERCIAL POTENTIAL**

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90-100, Tops  
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60- 69, Satisfactory  
50- 59, Limited  
0- 50, Poor

(Continued on page 28)

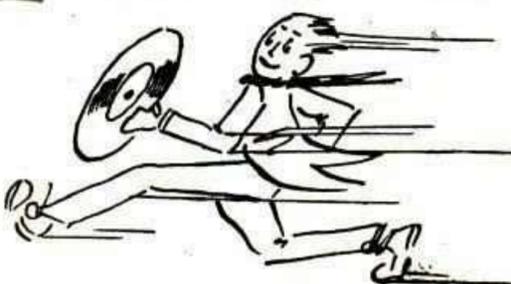
**THE TITLE TELLS THE STORY**



**FRANKIE  
LAINE**

**JO  
STAFFORD'S**

**"GO DOWN  
LIKE  
WILDFIRE"**



b/w  
**"ROLLIN' DOWN THE LINE"**  
COLUMBIA 4-40198-40198

The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 26

in bright form, and the country rework shapes strongly in this pop version. Also fine for the jukes. (Acuff-Rose, BMI)

**BONNIE LOU**  
**Huckleberry Pie** ..... 76  
KING 1341—The thrush has a bright novelty here, and she sells it with a lilt. If the market is ready for the tongue-twisters again, this could grab action. (Stralle, BMI)  
**No One**... 72  
The thrush sings the ballad smoothly, but the flip is stronger. (Glenwood, BMI)

**MOLLY BEE**  
**In the Pyrenees** ..... 76  
CAPITOL 2790 — Cute new effort about the sights to see in the Pyrenees and the romance in the air there is sung brightly by Molly Bee with the help from the ork and chorus. Side could get some attention with exposure. Good wax. (Alamo, ASCAP)  
**Stuff**... 71  
The young canary tells her boy friend that he is just a bit too polite for her delight. (Goldsen, ASCAP)

**GORDON MacRAE-JUNE HUTTON**  
**Open Your Arms** ..... 76  
CAPITOL 2784 — Gordon MacRae sings this one solo, and his resonant piping should play on the heart strings of fem spinners. With exposure this could do mighty well in sales. (Criterion, ASCAP)  
**Coney Island Boat**... 69  
Tune from "By the Beautiful Sea" is rendered ably by the twosome. Material doesn't seem too powerful for pop exploitation on wax. (E. H. Morris, ASCAP)

**DICK CONTINO**  
**A Gay Ranchero** ..... 76  
MERCURY 70366—Accordionist Dick Contino makes his Mercury debut with a happy instrumental reading of the evergreen, backed by a bright ork arrangement. Jocks may hand this musicianly performance many spins. (E. B. Marks, BMI)  
**Goodbye, My Love**... 63  
Dick Contino bows on the label as a singer here with a weak reading of an Italian-styled ballad. He sings the first verse in a slow tempo and speeds up the second, but it doesn't help very much. (Alamo, ASCAP)

**JON AND SONDRÁ STEELE**  
**My Heart's Desire** ..... 75  
CORAL 61167 — Pleasant reading of the attractive ballad by Jon and Sondra Steele, the singing instrumental duo. Side is listenable enough to get many spins. (Granite, ASCAP)  
**Don't Bring Your Heartaches to Me**... 75  
Happily old-fashioned ditty receives a bright rendition from the team, with the canary taking the lead before the guitar solo. Jocks can use. This is the team's first release for the label. (Granite, ASCAP)

**JENNY BARRETT**  
**The Touch of Your Lips** ..... 75  
CORAL 61165—The thrush bows on the label with a sexy, suggestive, rendition of the evergreen, selling the item via a most intimate and cozy rendition which should get it banned from a few stations with no trouble at all. Suggestive qualities may help it sell. (Joy, ASCAP)  
**Hurry, Hurry Home**... 74  
Chopin's "Minute Waltz" is the basis for this new effort, and the canary sells it with feeling for the slow first chorus. The thrush can sing, and this side should get spins. (Simon House, BMI)

**JAN AUGUST**  
**Nobody Wants to Go Home** ..... 75  
MERCURY 70357—An old-fashioned polka in modern dress. The vocal is given a thumping rhythm accompaniment by the pianist. August fans have something unusual to get excited about here. (Raphael, ASCAP)  
**The Circle in the Square**... 74  
A smart, high-stepping instrumental with August showing the stylish technique on piano which has won him a good following over the years. Again, the rhythm backing is solid.

**THE COMMANDERS**  
**Jim'ny Crickets** ..... 75  
DECCA 29093—Swinging riff effort is played with a lot of style by The Commanders' crew on this bright instrumental side. Kids can Lindy to this one, and they probably will. (Englewood, BMI)  
**It's a Wonderful World**... 73  
Tune which became a smash with the Jan Savitt crew over a decade ago receives a listenable instrumental reading from The Commanders that the fans and the deejays will enjoy. (Robbins, ASCAP)

**DICK ALLYN**  
**The Grass Looks Greener** ..... 75  
MERCURY 70369—Bright and happy ing. This one could appeal to many if exposed adequately. (Favorite, ASCAP)

**Was That the Human Thing to Do**... 72  
He's been treated kind of shabbily and now sings out his resentment. A good job by Dick Allyn. (Witballad is handed an infectious read-mark, ASCAP)

**HELEN O'CONNELL**  
**Sorry, Sorry, Sorry** ..... 75  
CAPITOL 2783—Romantic change of heart is described convincingly by the songstress. Waxing has a good, solid beat which will appeal to listeners and dancers. (Fest, ASCAP)  
**Hang Up**... 71  
Show tune from "By the Beautiful Sea" warns of some simple hazards. A find job by Miss O'Connell. (E. H. Morris, ASCAP)

**WARREN COVINGTON**  
**All You Have to Do Is Smile** ..... 75  
CORAL 61130—Here's a hokey piece of material which is actually the theme of the Robert Q. Lewis daytime TV show. Gang-sing vocal and string band backing could get action for the item. Could be time for this kind of stuff. Banjos, back beats and fluke pianos are fine ingredients. (Hollybrook, ASCAP)  
**Nine Hundred Pages—Sixty-six Books**... 70  
The subtitle, "That Old Family Bible," tells the story of the lyric. Covington, a fine trombone player, leads the vocal group in the reading. Okay verse—chorus item this. (Hollybrook, ASCAP)

**PHIL HARRIS**  
**The Persian Kitten** ..... 75  
V 47-5730—First-rate material is this for Harris. It's a slick piece of poetry with a fine background written by Henri Rene. Harris gives it his hammy all—as is required for the slightly suggestive story of a romance between a Persian kitten and an alley cat. Could happen. (Phil Harris, BMI)  
**I Guess I'll Have to Change My Plan**... 70  
Harris comes thru here with a good talk-sing reading of the oldie using two choruses not often heard on wax. For late night shows this is taste-fully suggestive stuff which might do okay. (Harms, ASCAP)

**TOMMY LEONETTI**  
**Gone Away** ..... 74  
CAPITOL 2778 — Tommy Leonetti, new singer on the label, sounds a lot like Tony Bennett on this new waxing, and the tune is similar in style to many of Bennett's sides. This may help the waxing get spins, but it could help it get less than it should. (Snyder, ASCAP)  
**No You**... 73  
The warbler turns in a good vocal on this pretty new ballad. He sells it with feeling, and the ork backs him with a smooth arrangement. Could get spins. (Leeds, ASCAP)

**PETE HANLEY**  
**Good Deal, Lucille** ..... 74  
EPIC 9040—Country bouncer is covered in fresh style for the pop market. A likable waxing. (Acuff-Rose, BMI)  
**Let Bygones Be Bygones**... 73  
Pretty waltz ballad is sung gracefully by Hanley to slim and old-fashioned support by ork and chorus. (Templeton, ASCAP)

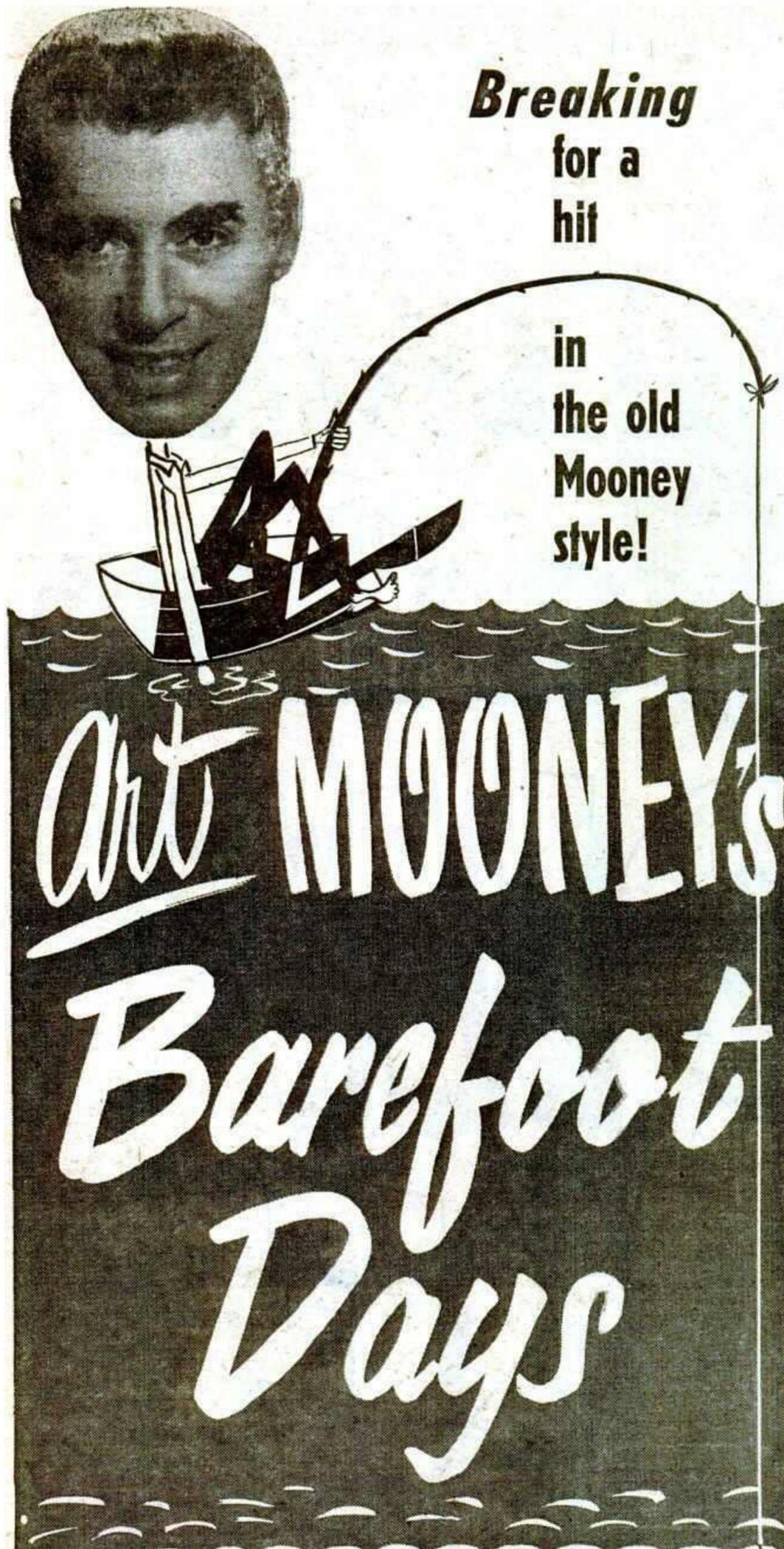
**BETTY HUTTON**  
**Banana Boat** ..... 74  
CAPITOL 2776—Cute ditty with a sparkling Latin beat is delivered with considerable charm by Miss Hutton. This one should move some copies. (Ardmore, ASCAP)  
**My Cutey's Due at Two to Two Today**... 70  
Forceful reading of the old-style, banjo-backed patter ditty. Will attract moderate air play. (Stansy, ASCAP)

**MARIAN CARUSO**  
**The Broom Song** ..... 73  
DECCA 29091—Cute tune about the vanishing broom man is sung with a lilt by the thrush who makes her debut on the label with this item. Tune is rather involved, but it could get spins. (Tee-Pee, ASCAP)  
**My First Miracle**... 69  
New tune is sung attractively by the singer over a smooth ork backing. (Supreme, ASCAP)

**JOEY ADAMS-AL KELLY**  
**How Now Brown Cow?** ..... 72  
CORAL 61169—Double-talk artist Al Kelly and comic Joey Adams wax their familiar routine. Lots of listeners will chuckle at this one, and it should garner moderate sales for many moons. (Musetime, BMI)  
**The Baseball Expert**... 70  
Another standard bit which will bring smiles to most auditors, and belly laughs from Adams fans. (Musetime, BMI)

**FRANK CHACKSFIELD**  
**Picnic for Strings** ..... 72  
LONDON 1439—The string section of the Chacksfield ork shows its considerable ability in a sparkling bit of

(Continued on page 30)



**Breaking for a hit**

**in the old Mooney style!**

**Art MOONEY'S Barefoot Days**

B/W

**WANDERLUST BLUES**

MGM 11725 • K 11725

A real catch as Art plays "Barefoot Days" in the banjo style of past hits!

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 36, N. Y.



Personal Management  
**BOB McCLUSKEY**

**RATINGS—COMMERCIAL POTENTIAL**

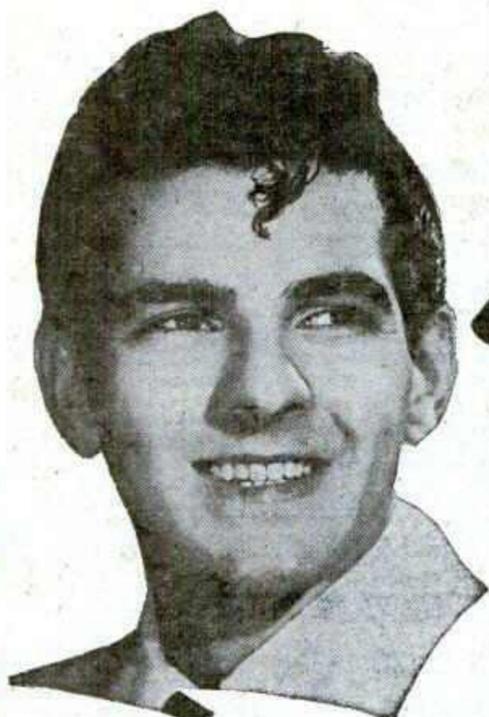
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- 0- 49, **Poor**



# RECORDS

who gave you "HERE IN MY HEART"  
brings you an even greater HIT



# Paul Bruno

SMASH RECORDING -

# WANDERLUST BLUES

b/w

"BEFORE YOU SAY GOODBYE"

BBS RECORD #126

Available  
on BBS  
"HERE IN  
MY HEART"  
by  
AL MARTINO

*Coming Soon*

New Releases by these great artists

DEL CASINO  
JOEY STEVENS  
JACKIE BURNS  
ALAN FOSTER  
DICK MERRICK

MICKEY MARTIN  
BRUNO ORLANDO  
THELMA BAKER  
MONA CARO  
BETTY COX

ANN GILBERT

R&B & SPIRITUALS

CLARA WARD  
BOBBY HARRIS  
WILL & DOTTIE POST

DANCE BANDS

BEN RIBBLE  
LARRY FAITH



## RECORDS, INC.

200 SO. JUNIPER ST.  
New York: 1697 Broadway

(Pennacker 5-5566)

PHILADELPHIA, PA.  
Chicago: Congress Hotel

BILL BORRELLI, Pres.  
JAY DARNALL, V.-P.

JOSEPH LEAHY, Musical Director  
LIGE McKELVY, Promotion

**NOW AN  
ESTABLISHED  
HIT!**

**PADRE**

**By**

**LOLA  
DEE**



**With The  
BUCCANEERS  
On**



MERCURY 70342 • 70342X45

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Reviews of New Pop Records

• Continued from page 28

fluff. Easy listening here. (Pickwick, ASCAP)  
**Fiddlers' Boogie**... 70  
Chacksfield leads his fiddle-heavy ork in a light scoring which jockeys could program for change of pace. (Pickwick, ASCAP)

**STEWART (RICK) ROSE**  
**I Complained**... 71  
LOOK 102—Rose gets to sock across a moralistic hunk of material. He gets big backing from a lush ork and choral group. Should get spins. (Personality, BMI)  
**I Want You**... 67  
In a tango tempo, a lush ork and tenorish Stewart Rose deliver the familiar Hebrew melody with new lyrics for a listenable side. Good intro wax from the new label. (Personality, BMI)

**TONY MARTINEZ QUINTET**  
**Secret Love**... 70  
V 47-5735—A Latin-American combo, hitherto unfamiliar on records, surprises with a fine instrumental reading of the pop click in strong dance tempo. Led by a stringed instrument which could be a zither or mimicked piano, the combo gets a fine sound which jocks could certainly use for change of pace programing. (Remick, ASCAP)  
**Young at Heart**... 70  
The boys are led by a xylophone on this side in a Latin-American dance tempo reading of another hit pop ballad. (Sunbeam, BMI)

**LES BROWN**  
**How About You?**... 70  
CORAL 61162—The Brown ork continues to purvey some of the best dance music in the business—as is so evident from this reading of the fine old standard tune. It's a fine instrumental. (Fest, ASCAP)  
**Susquehanna Transfer**... 69  
Jo Ann Gaeer delivers the vocal on this danceable ditty. It's in the style more familiar to the days gone by of the big band craze. (Harrison, ASCAP)

**MARTHA RAYE**  
**That Old Black Magic**... 70  
MERCURY 70364—A valiant attempt by Miss Raye which would probably come off better as a sight bit. Deejays should offer both sides more than token spins. (Famous, ASCAP)  
**Close to Me**... 68  
Miss Raye sings the ballad with sincerity. (Harman, ASCAP)

**CARMEN CAVALLERO**  
**Obsession**... 68  
DECCA 29090—A most listenable concerto-like work and performance with Cavallero at the piano and back-

ing by a lush ork. (Kavelin, BMI)  
**Masquerade Waltz**... 68  
A lovely waltz on this side, but the result, commercial, is about the same. (Kavelin, BMI)

**JOE MARINE**  
**Sweetheart of Sigma Chi**... 68  
DECCA 29104—Lush ork and chorus backing Marine for a smooth reading of the fine old waltz item. Should get spins. (Melrose, ASCAP)  
**Moonlight and V.P.I.**... 65  
Marine, one of the Fred Waring crew, is a capable singer, but he doesn't get a chance with material apparently written for Virginia Polytechnic Institute. He handles the first chorus and then gets an assist from the full Waring choral group. (Shawnee, ASCAP)

**LEE WILEY**  
**Careless Love**... 67  
CORAL 61166—Miss Wiley, an old-timer in the song-selling business, still has a fine touch with certain kinds of material. This is an example of the best of Miss Wiley. Ditty, of course, is the old folk item. Jocks should give it a spin 'cause it's a lesson in lyric handling. (P.D.)  
**The Old Man of the Mountain**... 65  
This oldie hasn't been waxed in many years. Could be that jocks will like it. Miss Wiley handles it smartly in a slow tempo. (American Academy, ASCAP)

**BERNADINE READ**  
**I'm Sorry I Made You Cry**... 67  
DECCA 29101—Miss Read, a most agreeable kind of singer, gets her solo bow thru the auspices of Fred Waring. She handles the familiar lyrics to the oldie in a smooth, full-of-feeling manner and gets good backing by the ork. It's listenable. (Fest, ASCAP)  
**There Ain't No Sweet Man That's Worth the Salt of My Tears**... 65  
The thrush isn't as effective with rhythm songs. She has all the vocal attributes but lacks the beat for this kind of material. The ork does okay for her, tho. (DeSylva, Brown & Henderson, ASCAP)

**BOB HUND**  
**Shadows on the Moon**... 67  
SILHOUETTE 501—Hund has a warm baritone voice but has only so-so material to work with here. He has technique and style and will bear watching. (BMI)  
**Sandman of Lullaby Land**... 60  
Special material with limited commercial appeal. It might make good programing for some deejays. Hund is backed on both sides by the Bel-Aires. (BMI)

### • Review Spotlight on . . . RECORDS

**THREE COINS IN THE FOUNTAIN** (Robbins, ASCAP)  
Julius La Rosa—Cadence 1240

**THREE COINS IN THE FOUNTAIN** (Robbins, ASCAP)  
**WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE** (Mills, ASCAP)—The Four Aces—Decca 29123—Here are two fine recordings of "Three Coins in the Fountain" from the forthcoming flick of the same name. The La Rosa version could lift the singer back to the top of the heap. (Flip side is "Me Gotta Have You," Marvin, ASCAP). The Four Aces disk is in a faster tempo and is most potent. The group has a double-powered platter here with a great version of "Wedding Bells" on the other side. Both can go.

**THE MILLS BROTHERS**  
**Go In and Out the Window** (Sunbeam, BMI)—Decca 29115—Those perennial favorites, the Mills Brothers, turn a sock rendition of the kiddie-folk tune, sparked by a great Sy Oliver arrangement. A bright side for the boxes. Flip is "Carnival in Venice" (Capitol, ASCAP).

## VOX JOX

By CHARLOTTE SUMMERS

Many thanks to the deejays whose thoughtful cards sure made my hospital stay more cheerful. Now that I'm back and really in the "pink" again, I'll try my best to get as many of your notes as possible in this week's column. So please forgive my editing your copy to a few words until we get back on a regular schedule again.

### Jox Trix

Najla Nayfa, KTOK, Oklahoma City, plays records featuring six mystery vocalists and then calls listeners for the correct answer. The winners receive S & H Green Stamps which can be exchanged for merchandise at the store. . . . John Bassett, WNEB, Worcester, Mass., devoted the first 15 minutes of a recent show to playing "Johnny Appleseed," directed to the English class of the local high school which was tuned in.

Russ Jamison, KMED, Medford, Ore., reports on the completion of

the station's Fourth Annual Radio Workshop course which is offered in co-operation with the Medford Schools' adult education program. . . . Steve Cannon, WMIN, St. Paul, just completed a six-week contest on "Why I Hate Steve Cannon." Cannon reports a slight inferiority complex as a result. . . . Jim Paulus, WFOR, Fostoria, O., has been drawing 200 pieces of mail each day on his "Nite Owl Show" which features "Night Owlburgers."

Nick Nickson, WBBF, Rochester, N. Y., is running a "Rose Marie" contest in co-operation with the Loew's Rochester and the Sheraton Hotel. . . . Denny Bracken, WOLF, Syracuse, is currently pushing the old jazz favorites along with a "Collector's Corner." . . . Bud Brees, WPEN, Philadelphia, dedicated a recent Saturday night show to musical artists from Philadelphia.

(Continued on page 32)



# Eileen Barton

sings



Coral 61146 (78 RPM) and 9-61146 (45 RPM)

**MOONLIGHT MUSIC, INC.**

1733 Broadway

New York 19, N. Y.

# BMI Check List

OF *New* RECORD RATINGS  
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>ALL NIGHT LONG</b> (Pamlee) BUDDY MORROW (Victor)	78 (Good)	B+ (Excellent)	
<b>BABY</b> (Fanmar) ELLA FITZGERALD-GORDON JENKINS (Decca)	79 (Good)	Sleeper of the Week	Good
<b>DON'T CRY MAMA</b> (Sheldon) SUNNY GALE (Victor)	73 (Good)	B (Very Good)	Best Bet
<b>FROM YOUR LIPS</b> (Regent) FRANK WEIR (London) DOROTHY SQUIRES (London)	75 (Good)	Sleeper of the Week Best Bet	Very Good
<b>GO, MAN, GO</b> (Brenner) RUSS MORGAN (Decca) SLIM GAILLARD (Clef)	81 (Excellent)	C+ (Good) C+ (Good)	
<b>JOEY</b> (Lowell) BETTY MADIGAN (MGM)	80 (Excellent)	Sleeper of the Week	Best Bet
<b>MY FRIEND THE GHOST</b> (Embassy) TOMMY DORSEY-JIMMY DORSEY (Bell) JILL WHITNEY (Coral)	72 (Good)	B (Very Good) B (Very Good)	Excellent
<b>MY IMPOSSIBLE LOVE</b> (Mellin) HENRI RENE (Victor)	75 (Good)	Sleeper of the Week	
<b>PLEASE, DRIVER</b> (Glenwood) TONY BENNETT (Columbia)	Record Spotlight	Disk of the Week	Very Good
<b>PRETTY AS A RAINBOW</b> (Duchess) HARRY BELAFONTE (Victor)	75 (Good)	B (Very Good)	
<b>SPEEDY GONZALES</b> (Sheldon) MINDY CARSON (Columbia)	76 (Good)	B (Very Good)	Excellent
<b>SUGAR LUMP</b> (Raleigh) THE FOUR TUNES (Jubilee)	Best Buy	Disk of the Week	
<b>THESE ARE THE THINGS I LOVE</b> (Campbell) SMITH BROTHERS ("X")	75 (Good)	Sleeper of the Week	Excellent
<b>UNTIL YESTERDAY</b> (Hollis) TONY BENNETT (Columbia)	Record Spotlight	Disk of the Week	Best Bet
<b>WHAMBOOGIE</b> (Instrumental) GEORGE WILLIAMS (Coral)		B+ (Excellent)	Very Good

## The Billboard Music Popularity Charts

### POPULAR RECORDS

# Vox Jox

Continued from page 30

George Nelson, WHIT, New Bern, N. C., gets around playing "long" records by playing the first chorus only for vocals and instrumentals. ... Herb Fontaine, WCOU, Lewiston, Me., reports that his "Record Hops" are catching on like a house on fire. ... John Froland, WHHM, Memphis, has taken up stock car racing to promote his "1340 Club." ... Dick Johnson, WCLO, Janesville, Wis., invites a student from the local high school to run a record show each week.

Tom Cassidy, WNDU, Notre Dame, Ind., wrote Bing Crosby a note and included a script and tape asking him to answer questions on the tape and return it in time for the dedication of the sta-

Calif., is sick of all the "sentimental junk." He adds, "Music's on the upswing... good to hear lots of beat in the melody." ... Mel Bernam, WKYW, Louisville, has a tip for the record companies. He writes, "Record companies would be wise to make filmed versions of current releases for use by TV stations. The visual potential for the sale of records is phenomenal."

Gene Williams, KMOD, Modesto, Calif., wonders if he is the only deejay who is pushing "good danceable instrumentals" instead of all vocals. ... Bill Baer, KRSD, Rapid City, S. D., is real peeved at the artists' agents "who ply you with mail and wires to plug their artists and then don't even have the courtesy to reply to a request directed to them by a deejay." Baer would like to know if this has happened to any other deejay or if he is the exception?

Tom Josephsen, WTOL, Toledo, is spending a few days in New York visiting with his press agent, Buddy Basch. ... Danny Sheelds has been transferred to WARL, Arlington, Va., from Milwaukee. ... Charles O'Donnell, WHAT, Philadelphia, has been upped to program director. ... Ken Courtwright has left WTNS, Coshocton, O., and is reported to be in Canton, O.

Don Wright Lemmer has replaced John Clark at WKAI, Macomb, Ill. ... Bob Berry is the new p.d. at WOTW, Nashua, N. H. ... Bill Elliot, KROY, Sacramento, has added another remote to his list. ... Arch Chapman, WDEV, Waterbury, Vt., has taken over the "Green Mountain Ballroom" show. ... Hank Morgan, WCIN, Cincinnati, moved to WXQI, Atlanta, to broadcast Atlanta Cracker Baseball games. ... Bill Duffee, formerly with WFNS, Burlington, N. C., and now with the USAF stationed at Chandler, Ariz., is working at KTYL in Arizona.

Joe Ramsay, KYLN, Amarillo, Tex., has been promoted to program director. ... Russ Coglin, KROW, Oakland, Calif., spent a few days in Hollywood recently on a promotion assignment. ... Lou German, formerly of WORL, Boston, has joined Ed Meath in the deejay department at WHEC, Rochester, N. Y. ... Mike Hamlin, formerly with WJIM, Lansing, Mich., has joined WLS, Lansing, Mich.

### YESTERYEAR'S TOPS—

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

- MAY 1, 1944:
1. It's Love, Love, Love
  2. I Love You
  3. Holiday for Strings
  4. When They Ask About You
  5. Besame Mucho
  6. San Fernando Valley
  7. I'll Get By
  8. Poinciana
  9. Mairzy Doats
  10. Don't Sweetheart Me
- MAY 1, 1949:
1. Cruising Down the River
  2. Forever and Ever
  3. Careless Hands
  4. Red Roses for a Blue Lady
  5. "A"—You're Adorable
  6. Sunflower
  7. Far Away Places
  8. So Tired
  9. Again
  10. Some Enchanted Evening

tion's newly constructed studios. Cassidy tell us that Crosby complied very generously with a 15-minute tape of real great interview material. ... Chuck Kneisler, WINN, Louisville, is readying a "What's Your Favorite Theme Song?" contest.

### Surface Noises

Fred Arthur, KVOC, Casper, Wyo., writes us that his pet peeve is the "request program." He says, "I think they kill a good tune by repetition." ... Joe Hyder, WRJM, Newport, R. I., is upset about the fact that he's sent us information twice which we failed to use. (We do our best, Joe; keep sending it.) ... Marvin Boone, WMMN, Fairmont, W. Va., writes, "If Kay Starr had been the first to record 'If You Love Me,' it would have been one of the biggest hits of the year."

Nick Reyes, KLYN, Amarillo, Tex., is a deejay without "surface noises" these days. Reyes just had his tonsils out and hasn't said a word in four days. ... Lew Songer, WCHC, Holy Cross College, Worcester, Mass., would like to see more emphasis in this column on what the college radio stations are doing, particularly since some of the personnel are seriously considering radio announcing as a career. (Ed. note: We'll print it whenever we get it.) Wes Miller, KBAK, Bakersfield,

### This 'n' That

Buddy Deane celebrated his third anniversary with WITH, Baltimore, this past week. A local bakery provided Deane with a four-foot high cake which Deane shared with his listeners who were invited to drop in. ... Joan Williams, former movie editor of WPTZ, Albany, N. Y., and Ted La Grosse are auditioning their deejay show "Rhythm Serenade" for producers and agents in Hollywood.

Joe Hoppel, WLOW, Norfolk, wants to help a friend by obtaining the autograph of Percy Faith's piccolo player. ... Howie Leonard, WPOR, Portland, Me., would like to know if Bob Byron, formerly of WPEP, Taunton, Mass., is still in radio.

# SPRING TONIC

**THE MIDNIGHTERS**  
(FORMERLY THE ROYALS)

WORK WITH ME, ANNIE  
UNTIL I DIE  
FEDERAL 12169

~~~~~

**BONNIE LOU**  
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KING 1341

~~~~~

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(DON'T LET TEMPTATION)  
TURN YOU 'ROUND  
ALL I NEED IS YOU  
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BUTTERFLY"  
and  
"WRAPPED UP IN  
A DREAM"  
Dot 15156

The Billboard Music Popularity Charts

**COUNTRY & WESTERN RECORDS**

• **Best Sellers in Stores**

For survey week ending April 21

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

This Week		Last Week	Weeks on Chart
1.	<b>SLOWLY</b> —W. Pierce You Just Can't Be True—Dec 28991—BMI	1	13
2.	<b>I REALLY DON'T WANT TO KNOW</b> — E. Arnold I'll Never Get Over You—V 20-5525—BMI	2	17
3.	<b>YOU BETTER NOT DO THAT</b> — T. Collins High on a Hilltop—Cap 2701—BMI	3	10
4.	<b>I'LL BE THERE</b> —R. Price Release Me—Col 21214—BMI	4	9
5.	<b>SECRET LOVE</b> —S. Whitman Why?—Imperial 8223—ASCAP	5	14
5.	<b>I GET SO LONELY</b> —Johnnie & Jack You're Just What the Doctor Ordered— V 20-5681—ASCAP	7	2
7.	<b>BIMBO</b> —J. Reeves Gypsy Heart—Abbott 148—BMI	6	20
8.	<b>ROSE MARIE</b> —S. Whitman We Stood at the Altar—Imperial 8236—ASCAP	—	1
9.	<b>RELEASE ME</b> —R. Price I'll Be There—Col 21214—BMI	8	3
10.	<b>BACK UP BUDDY</b> —C. Smith If You Tried as Hard to Love Me— Col 21226—BMI	—	1

• **Most Played in Juke Boxes**

For survey week ending April 21

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

This Week		Last Week	Weeks on Chart
1.	<b>SLOWLY</b> —W. Pierce Dec 28991—BMI	1	10
2.	<b>I REALLY DON'T WANT TO KNOW</b> — E. Arnold V 20-5525—BMI	2	16
3.	<b>YOU BETTER NOT DO THAT</b> — T. Collins Cap 2701—BMI	3	9
4.	<b>SECRET LOVE</b> —S. Whitman Imperial 8223—ASCAP	4	15
5.	<b>I'LL BE THERE</b> —R. Price Col 21214—BMI	7	3
6.	<b>BIMBO</b> —J. Reeves Abbott 148—BMI	5	20
6.	<b>WAKE UP, IRENE</b> —H. Thompson Cap 2646—BMI	6	16
8.	<b>THERE STANDS THE GLASS</b> — W. Pierce Dec 28834—BMI	8	26
8.	<b>RELEASE ME</b> —R. Price Col 21214—BMI	8	2
10.	<b>LET ME BE THE ONE</b> —H. Locklin Four Star 1641—BMI	—	25

• **Most Played by Jockeys**

For survey week ending April 21

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

This Week		Last Week	Weeks on Chart
1.	<b>SLOWLY</b> —W. Pierce Dec 28991—BMI	1	12
2.	<b>YOU BETTER NOT DO THAT</b> — T. Collins Cap 2701—BMI	2	11
3.	<b>I GET SO LONELY</b> —Johnnie & Jack V 20-5681—ASCAP	4	4
4.	<b>I'LL BE THERE</b> —R. Price Col 21214—BMI	3	8
5.	<b>I REALLY DON'T WANT TO KNOW</b> — E. Arnold V 20-5525—BMI	5	15
6.	<b>I LOVE YOU</b> —G. Wright-J. Reeves Fabor 101—BMI	7	17
7.	<b>SECRET LOVE</b> —S. Whitman Imperial 8223—ASCAP	6	14
8.	<b>AS FAR AS I'M CONCERNED</b> — R. Foley Dec 29000—BMI	10	2
9.	<b>MY EVERYTHING</b> —E. Arnold V 20-5634—BMI	—	1
10.	<b>BACK UP BUDDY</b> —C. Smith Col 21226—BMI	—	1

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and  
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NOW...**



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A  
LEG"**

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**NEWEST HIT!**

b/w  
"Let Me Hold Your Little Hand"  
**MERCURY 70351**



# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • This Week's Best Buys

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

**THEY MADE ME FALL IN LOVE WITH YOU** (Tin Pan Valley, BMI)  
**YOU'RE RIGHT** (Acuff-Rose, BMI)—Faron Young—Capitol 2780

A fast starter, this disk. Tho available little more than a week, has already achieved strength in the Atlanta, Richmond and St. Louis territories, and is also reported good in Durham, Nashville and Chicago. While there is a difference of opinion as to the stronger side, "They Made Me Fall in Love With You" has the edge at this point. A previous Billboard "Spotlight" pick.

**I DON'T HURT ANYMORE** (Hill & Range, BMI)—Hank Snow—RCA Victor 20-5698

Tho this record has been released only in those areas where Victor's "Country Caravan" is scheduled to appear between April 25 and May 9, the response in those territories has been so favorable that there seems little reason to doubt that it will be a commercial success in all country markets when it becomes generally available. Reports from Richmond and the Carolinas were especially strong. Flip is "My Arabian Baby" (American, BMI). A previous Billboard "Spotlight" pick.

## • C & W Territorial Best Sellers

For survey week ending April 21

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

### Cincinnati

1. I'll Be There, R. Price, Col.
2. Slowly, W. Pierce, Dec.
3. I Really Don't Want to Know, E. Arnold, V.
4. You Better Not Do That, T. Collins, Cap.
5. I Get So Lonely, Johnnie & Jack, V.
6. I Love You, J. Reeves-G. Wright, Fab.
7. Huckleberry Pie, B. Lou, Kng.
8. Secret Love, S. Whitman, Imp.
9. Too Hot to Handle, J. Skinner, Dec.
10. Good Deal, Lucille, A. Terry, Hic.

### Dallas-Ft. Worth

1. I Really Don't Want to Know, E. Arnold, V.
2. Slowly, W. Pierce, Dec.
3. Blambo, J. Reeves, Abb.
4. As Far As I'm Concerned, R. Foley, Dec.
5. You Better Not Do That, T. Collins, Cap.
6. I'll Be There, R. Price, Col.
7. Secret Love, S. Whitman, Imp.
8. Echo Bonita, J. Reeves, Abb.
9. Release Me, J. Heap, Cap.
10. My Isle of Golden Dreams, M. Robbins, Cap.

### Houston

1. Mysteries of Life, H. Locklin, Dec.
2. Rose Marie, S. Whitman, Imp.
3. You Better Not Do That, T. Collins, Cap.
4. I'll Be There, R. Price, Col.
5. Cry, Cry, Darling, J. Newman, Dot.
6. Jilted, R. Foley, Dec.

### Memphis

1. I'll Be There, R. Price, Col.
2. I Get So Lonely, Johnnie & Jack, V.
3. Slowly, W. Pierce, Dec.
4. I Really Don't Want to Know, E. Arnold, V.
5. Secret Love, S. Whitman, Imp.
6. Wanted, M. Mullican, Kng.
7. Breaking the Rules, H. Thompson, Cap.
8. Make Love to Me, G. Hill, Dec.
9. Rose Marie, S. Whitman, Imp.

### Nashville

1. I'll Be There, R. Price, Col.
2. Slowly, W. Pierce, Dec.
3. I Get So Lonely, Johnnie & Jack, V.
4. Back Up, Buddy, Carl Smith, Col.
5. I Really Don't Want to Know, E. Arnold, V.
6. After Dark, K. Wells, Dec.
7. You Better Not Do That, T. Collins, Cap.
8. Honky Tonk Heart, E. Tubb, Dec.

### New Orleans

1. Slowly, W. Pierce, Dec.
2. You Better Not Do That, T. Collins, Cap.
3. Rose Marie, S. Whitman, Imp.
4. A Fooler, a Faker, H. Thompson, Cap.
5. I Get So Lonely, Johnnie & Jack, V.
6. I'll Be There, R. Price, Col.

## • Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

"Western Stars Serenade," via KGKB, Tyler, Tex., concluded its season recently with **Dub Dickerson** in the guest spot. Promoter **Dot Barnhart**, of Longview, Tex., and **Peggy O'Riley**, of Tyler, Tex., will resume next season, along with emcee **Ed Smith**. . . . **Jimmy Franklin's** Shamrock Music nabs a pop version of his "Ten Thousand Cows" with **Red Ingle** and **Ted Weems** ork. . . . **Jack Patton** has taken title to a 40-acre resort in Broadalbin, N. Y., which he'll operate as a hillbilly park. . . . **Mr. and Mrs. Al Cody** have concluded a series of dates in Elizabethton and Bristol, Tenn., and are set for bookings in Johnson City, that State. . . . **Jesse Rogers**, M-G-M Records, set for the "Ranger Joe" TV series in the East. . . . **Kay Bergen** visiting with **Andy Reynolds** and His 101 Ranch Boys in York, Pa. . . . "Circle Jamboree," of Cleveland, has **Doug Autry**, **Slim Whitman** and **Maddox Brothers** and **Rose** upcoming as guest stars. . . . **Tex** and **Glen**, regulars on the show, have a new release out on Triple-A Records called "If You'll Be Mine." . . . **Homer Lee** signed to record for Smart Records. . . . The Big D in Dallas starting to whoop it up for the gala home-coming celebration folks are planning May 1 for **Dub Dickerson**.

**Sonny Houston** now spinning records via WORC, Worcester, Mass., in addition to a TV show via WWOR, Worcester. . . . **Guy Willis** back at KWTO, Springfield, Mo., still on crutches as the result of a horseback-riding accident. . . . The **Promenaders**, square dance team appearing weekly on KTTS-TV, Springfield, Mo., slated for a guest spot on the **Ed Sullivan "Toast of the Town."** . . . **Freddy Wilson** and His Arizona Ramblers playing to heavy crowds at their Saturday night dances in Yuma, Ariz., in addition to the show via KYUM. . . . **Frita Dude**, the cowboy Houdini, doing guest shots in Texas. . . . **Sheriff Tex Davis**, WLOW, Norfolk, Va., is now heard in a different time slot, with the station airing the **Piedmont League** baseball games for the summer. . . . **Lee Thomas** has joined the cast of "Hayloft Jamboree," WCOP, Boston. . . . Lots of good talk about the "WJAT Jamboree" from Swainsboro, Ga. Regular line-up includes the **Lonesome Pine Boys**, **Aunt Idabelle**, **Cleve Warnock**, the **Dixie Troubadours** featuring d.j. **Hugh West**, the **Hometown Sweethearts**, **Clem Haysaker**, **J. B. Wasden** and the **Four-Leaf-Clover Boys**. . . . **Sammy Lillibridge**, KFRO, Longview, Tex., has an opey unit featuring **Jimmy Dickens**, **Johnny and Jack**, **Kitty Wells** and **Del Wood**, booked for May 6, with a 12,000-seat auditorium ready and waiting. . . . **Jimmy Dean Self**, KYO, Clovis, N. M., now booking top names in that area in addition to personal appearances with his band. . . . **Ted Kirby** bowed at Shrine Hall, Payne, Ala., recently. . . . **Smokey Stover**, KRCT, Bayton, Tex., worked the Houston "Hometown Jamboree" recently, along with **Red Foley**, **Hank Locklin**, **Archie Duff** and other top stars. . . . **Uncle Art Skupsky**, KALT, Atlanta, (Continued on page 37)

## • Reviews of New C & W Records

**KITTY WELLS AND RED FOLEY**

**I'm a Stranger in My Home** . . . 87  
 DECCA 29065—Kitty Wells is the stranger in this rework of the weeper. This combination of two of the hottest country artists on a strong piece of material can only attract action of the most commercial sort. A sock disk. (Ridgeway, BMI)  
**One by One** . . . 82  
 Another strong weeper delivered in the artists' best fashion. Coupling is solid. (Hill & Range, BMI)

**FARON YOUNG**

**They Made Me Fall in Love With You** . . . 84  
 CAPITOL 2780—Young, a top singer of the newer group of country balladeers, adds weight to his growing reputation with his solid reading of this top-notch material. The zippy rhythm, the cute lyrics and the smooth voice and style of Young add up to a record loaded with potential. Could be big. (Tin Pan Valley, BMI)  
**You're Right** . . . 82  
 In a slower, more thoughtful vein, Young brings out the sentiment of this pretty ballad with impressive effect. The tune and lyrics are fresh and make a pleasing contrast to the tune on the flip. Two powerful sides. (Acuff-Rose, BMI)

**SMILEY BURNETTE**

**Lazy Locomotive** . . . 80  
 ABBOTT 161—Smiley Burnette comes thru with a sock reading of an attractive story ballad about a lazy train which is bringing his baby back home. He sings it with feeling, and the backing contains bright train sounds. Side has a chance with exposure; keep your eye on this one. (Fairway, BMI)  
**That Long White Line** . . . 78  
 Burnette tells of the long white line down the middle of the road which will lead his baby back to him someday. The tune is catchy, the lyrics have meaning and the warbler sings it well. Another good side. (Dandilion, BMI)

**JEAN SHEPARD**

**Two Whoops and a Holler** . . . 80  
 CAPITOL 2791—Miss Shepard could kick up quite a fuss with this particularly clever piece of material which details the problem of a gal who can't fathom why men can get away with things that gals can't do. Particularly good for operators. (Central, BMI)  
**Why Did You Wait?** . . . 77  
 Another excellent side by the country thrush. This is on a weeper kick and has a good lyric. Gal is fine. (Central, BMI)

**T. TEXAS TYLER**

**Tattler's Wagon** . . . 80  
 FOUR STAR 1658—Here's a rousing version of a sacred ditty which should get much action in the sacred and country markets. The singer tells about the necessity of getting rid of the tatter's wagons and going to church on Sunday. A potent side for the market. (Four Star, BMI)  
**The Soldier's Prayer Book** . . . 76  
 This is another rewrite of the old "Deck of Cards," this time about a soldier who uses them as a prayer book. Tyler sings it pleasantly, and it should get spins. For the country and sacred markets. (Four Star, BMI)

**CARL SMITH AND JUNE CARTER**

**Time's A'wastin'** . . . 80  
 COLUMBIA 4-21233 — Cute and corny item is sung gayly by the husband-wife team. Lots of fun caught in the grooves here, and the side should do especially well on the juke boxes.  
**Love, Oh, Crazy Love** . . . 76  
 Another bright side, and it's gagged up pleasantly by the warblers.

**JIMMY COLLIE**

**Why Can't You Love Me?** . . . 80  
 HICKORY 1009 — A fine country pleader by Collie, who sings the ballad with warm appeal. Listeners should show interest immediately, and the effort appears headed for good reception. (Acuff-Rose, BMI)  
**My Heart and I** . . . 75  
 Another good side by the cleft-chanter. Weeper couples neatly with flip, altho the latter has a decided edge. (Acuff-Rose, BMI)

**FLOYD CRAMER**

**Jolly Cholly** . . . 78  
 ABBOTT 159—Floyd Cramer, who did right nicely with his piano cutting of "Fancy Pants" for the label a few months ago, has a fine follow-up here which should really pull those coins into the boxes. He plays the new effort with a lot of sparkle on the piano, supported brightly by the rhythm. Potent wax. (Acuff-Rose, BMI)  
**Oh Suzanna** . . . 76  
 Same comment. (P.D.)

**NEAL JONES**

**Walkin', Plowin', Talkin', Cryin'** . . . 77  
 COLUMBIA 21236—Musing about a fickle partner makes a mighty effective piece of material in this obviously sincere piece of writing. Jones turns in a good reading, and the side should generate some interest. (Acuff-Rose, BMI)  
**Who-O-O-E-E!**  
**My Life Has Just Begun** . . . 74  
 An older singer of the romantic possibilities with gals of uncertain age in a humorous and charming back-country disk. Will attract air play and juke coin. (Acuff-Rose, BMI)

**BILL DUDLEY**

**Dark Streets** . . . 76  
 CAPITOL 2786—In simple, but effective language, Dudley compares the deserted streets to the loneliness he feels in his heart since he and his girl parted. A powerful weeper read with emotion. Disk has good commercial potential. (Jama, BMI)  
**Each Time You Walk By** . . . 74  
 A tear-jerker taken at a slow, mournful pace. Dudley comes thru with another sincere, moving reading. Two good sides which would do well in juke boxes. (Old Charter, BMI)

**JACK TOOMBS**

**You're the Only Good Thing** . . . 76  
 EXCELLO 2033—Toombs sells this moody weeper with much feeling, as he tells his girl that she is the only thing in his life that matters. A good side that has possibilities. (Speed, BMI)  
**Two Cheaters in Love** . . . 72  
 The warbler explains that both he and his girl are doing wrong, in that they both are cheaters; and thus, their affair can only end in sorrow. (Speed, BMI)

**NEAL BURRIS**

**Bonita, Chiquita** . . . 76  
 COLUMBIA 21234—Burriss hands the happy opus an infectious reading, with the string band right behind him with sparkling support. Lots of country fans will like this right fine. (American, BMI)  
**Put a Little Sweetnin'** . . . 72  
 Cute little item is done brightly by Burriss and the ork. Jockeys will play. (Ridgeway, BMI)

**TERRY FELL**

**Truck Driving Man** . . . 75  
 "X" 0010—To a fast, driving beat, Fell tells the story of the "hero of the highway." The material is off the beaten track and is set in a colorful, pleasingly tuneful arrangement which features some first-rate playing on harmonica, fiddle and bass. Good wax. (American, BMI)  
**Don't Drop It** . . . 74  
 The singer cautions his girl to handle his heart gently. This is a gay tune, and Fell gives it a bright reading. (American, BMI)

**ROD MORRIS**

**Bimbo No. 2** . . . 75  
 CAPITOL 2785 — Considering how many months "Bimbo" (No. 1) has been on the charts, it seems logical that this second installment of the "Bimbo" story ought to have a ready-made market. It is served with style by Morris to a delightful, easy-going rhythm. (Fairway Music, Hill & Range, BMI)  
**Hey, Mr. Mocking Bird** . . . 74  
 A rather unusual piece of material, with Morris asking the bird to sing prettily to his girl while they are apart. A solid performance in an attractive arrangement. (Hill & Range, BMI)

(Continued on page 37)

AS APPEARED IN VARIETY — APRIL 19, 1954

38 MUSIC VARIETY

**JOCKS, JUKES and DISKS**  
 By MIKE CROSS

Pee Wee King: "Backward, Turn Backward"—"Indian Giver" (Victor). This slice originally was slated for the hillbilly field, but Pee Wee King's effective rendition of "Backward, Turn Backward" should push into the pop class for a good payoff. The country flavor gives the tender ballad an important plus. Bottom side is delivered in unadulterated alfalfa style and should with the hinterlanders.



PEE WEE KING  
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Watch for the May 22 Issue

## • Review Spotlight on . . . RECORDS

**KITTY WELLS-RED FOLEY**  
**I'm a Stranger in My Home** (Ridgeway, BMI)  
**One by One** (Hill & Range, BMI)—Decca 29065—Here's a powerful pairing of two top country singers on a powerful piece of weeper material. They sing it skilfully together. Flip is a lighter ditty also sung brightly. Hard to see how this one could miss.

## TALENT

**JIMMY COLLIE**  
**Why Can't You Love Me?** (Acuff-Rose, BMI)  
**My Heart and I** (Acuff-Rose, BMI)—Hickory 1009—Here's a fine new voice displayed well on the new label. The boy handles the tunes with persuasive charm and he has a future. Good new talent.

## TUNES

**THE BEST MAN MUST SMILE** (Fairway, BMI)  
**Wade Ray**—RCA Victor 20-5696—A most dramatic piece of material receives a fine reading from the warbler. The tune could be a big one and could help Ray get much attention. Tune might go pop with the right rendition. Flip is "Easy Pickin'" (Hill & Range, BMI).

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The Billboard Music Popularity Charts

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Best Sellers in Stores

For survey week ending April 21

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

Week This	Week Last	Chart	Weeks on
1	1	11	11
2	2	7	7
3	7	2	2
4	3	16	16
5	4	11	11
6	5	6	6
7	6	8	8
8	8	5	5
9	—	1	1
10	9	4	4

Most Played in Juke Boxes

For survey week ending April 21

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

This Week	Week Last	Chart	Weeks on
1	1	15	15
2	2	5	5
3	7	8	8
4	3	6	6
5	5	9	9
6	7	8	8
7	4	19	19
8	—	5	5
8	—	1	1
10	9	3	3

Reviews of New R & B Records

**THE CHECKERS**  
Don't Stop Dan ..... 82  
KING 4710 — A wild rhythm effort receives a sock rendition from the Checkers, sparked by a strong bass lead, while the boys back him with gusto. The ork supports them all with a real beat. The side rocks, and it has a good chance for many coins on the boxes. (Jay & Cee, BMI)

**House With No Windows.... 78**  
The boys do their best to sound like the Dominos here, and they do a pretty good job at it, tho they can't come up to the original. The tune is sung like "I'm Gonna Move to the Outskirts of Town," with a tenor taking the lead and the boys keeping harmony behind him. Should pull many spins. (Jay & Cee, BMI)

**MIKE GORDON-EL TEMPOS**  
You Got to Give ..... 79  
CAT 101—An impressive first for the label and the group as well. Gordon socks over the song as he tells his gal to mend her ways. The combo backs him with a real beat. This one has possibilities. (Progressive, BMI)

**Why Don't You Do Right?.... 77**  
Gordon tells his gal that unless she straightens up he's thru with her. The tune is the oldie, of course, but Gordon sells it strongly over solid backing by the El Tempos. Another good side. (Mayfair, ASCAP)

**JIMMY WITHERSPOON**  
Highway to Happiness ..... 76  
FEDERAL 12180 — An old-fashioned blues effort is sung with a lot of feeling by Witherspoon over a routine ork backing. Witherspoon is still one of the top blues singers around, and his many fans will want this. (Armo, BMI)

A heavy rumba blues receives a fairly good vocal from the warbler, tho he does not sound at home with the material, which is no more than adequate. (Regent, BMI)

**PEGGY SAUNDERS**  
Don't Rush Me ..... 75  
MERCURY 70359 — The new thrush turns in an impressive reading of a fairly good piece of rhythm material. The gal has a most intriguing style. (Motion, BMI)

**Things Done in the Dark.... 71**  
At a slower tempo Miss Saunders again turns in a good performance.

Material here, tho, is not quite as strong. (Brownwood, BMI)

**RED PRYSOCK**  
Jump Red Jump ..... 74  
MERCURY 70367 — Prysock does jump here. In a catchy riff, he paces his group in a wild opus which gets progressively more frenzied as it goes along. Young hipsters have good dance material in this one. (Marjax, BMI)

**Body and Soul.... 73**  
The jazz perennial gets a fancy reading with modern touches here. The interest on this side is mainly in the tasty sax solo, an impressive improvisation on the oldie. (Harms, ASCAP)

**J. B. AND HIS HAWKS**  
Combination Boogie ..... 74  
CHANCE 1155 — Fine beat and the guy's obviously sincere style make this a good bet for the buyers of Southern blues disks. (Joni, BMI)

**Now She's Gone.... 72**  
Good Southern blues reading with another fine piece of rhythmic backing. (Joni, BMI)

**SMILEY LEWIS**  
The Rocks ..... 74  
IMPERIAL 5279—Fine blues effort here by Lewis as he wails a mixture of spiritual and standard blues lines in a driving performance. (Commodore, BMI)

**I Love You for Sentimental Reasons.... 65**  
Jocks might get a few laughs out of this one. Lewis takes the oldie straight for most of the first of the chorus and then goes into some phony chatter with a few voice. (Duchess, BMI)

**THE CARDINALS**  
Please, Baby ..... 73  
ATLANTIC 1025—The lead singer of the group pleads with his girl to return to him. The Cardinals have a smooth style and a pleasing close harmony that is quite persuasive. The material doesn't show the group at its best, however. (Progressive, BMI)

**Under a Blanket of Blue.... 72**  
A pop ballad given a bluesy reading by the group. Both pop and r.&b. markets will find appeal in this pleasant tune. The lead singer turns in a performance that has style and warmth. (Progressive, BMI)

RATINGS—COMMERCIAL POTENTIAL

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

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

Rhythm & Blue Notes

**By BOB ROLONTZ**

Alan (Moondog) Freed's Coronation ball in Newark, N. J., at the Sussex Avenue Armory on May 1 will feature the following artists: Buddy Johnson's ork, the Clovers, Charles Brown, Bonnemere and his mambo crew, the Harptones, Nolan Lewis, Sam Butera and Muddy Waters. This will be Freed's first dance east of Ohio... Little Junior Parker and Bill Johnson's Blue Flames will play location dates and one-nighters thru the Midwest during May and June.

Gatemouth Brown is now doing one-nighters thru Texas... John Bailey, original lead of the Clovers, comes out of the Army in May. The Clovers will become a five-man group when he rejoins them. Billy Mitchell, current lead singer who has subbed for Bailey the past year, is staying with the group... George Lorenz, r.&b. deejay at WJLL in Niagara Falls, N. Y., handles a total of nine hours a week of r.&b. disks on the station and soon will increase it to 14 hours programing per week. Lorenz has been spinnin' the blues for six years now, and has become very active in promoting r.&b. shows in town, according to all information, Lorenz is really selling the beat!

Another strong r.&b. show is one called "Night Train" over Station KEYS in Corpus Christi, Tex. Jimmy Forrest's waxing of "Night Train" is the theme of the show, and it is on the air every Friday and Saturday night. According to our report on the show, from chief engineer Brunell Harvey at the station, "Night Train" keeps rollin' along and so does the show. All listeners to the show can become the "Brotherhood of Night Trainmen" at no cost and are thus entitled to special discounts or favors from time to time from merchants who sponsor the program. These merchants display signs announcing they are "locals" of the "Brotherhood."

The Jolly Joyce agency, Philadelphia and New York, has taken a new unit from Buffalo, N. Y., under its personal management wing—the Notes, four voices and a pianist. The agency has the Four Tunes at the Club Trinidad, Washington, for 10 days before returning May 3 for four weeks at the Brown Derby Club, Toronto. It also has Romaine Brown and the Romaines taking in Jackie Heller's Carousel, Pittsburgh, before a May 3 fortnight at Chubby's, Collingswood, N. J. With the Chubby's booking, Joyce adds Baby Dee as a permanent member of the Romaines.

Johnny Otis, along with Marie Adams and Christine Kittrell, pulled a good house into Denver's Rainbow last fortnight for a one-night stay. Monday night (19) Joe Houston was billed into the same ballroom thru LeRoy Smith, one of the West's key r.&b. bookers, located in Denver.

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# The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

## R & B Territorial Best Sellers

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

### Atlanta

1. Lovey Dovey, Clovers, Atl.
2. Little Mama, Clovers, Atl.
3. Work With Me, Annie Midnights, Fed.
4. I Didn't Want to Do It, Spiders, Imp.
5. Things That I Used to Do Guitar Slim, Spe.
6. You'll Never Walk Alone R. Hamilton, Epi.
7. It Should've Been Me, R. Charles, Atl.
8. Lucille, C. McPhatter, Atl.
9. You're Still My Baby, C. Willis, Oke.
10. Shake, Rattle and Roll, J. Turner, Atl.

### Charlotte

1. You'll Never Walk Alone R. Hamilton, Epi.
2. Lovey Dovey, Clovers, Atl.
3. Little Mama, Clovers, Atl.
4. I Didn't Want to Do It, Spiders, Imp.
5. Things That I Used to Do Guitar Slim, Spe.
6. Darling, Dear, Counts, Dot.
7. You Done Me Wrong Fats Domino, Imp.
8. Work With Me, Annie Midnights, Fed.
9. Such a Night, C. McPhatter, Atl.
10. I Like It Like That, Five Royals, Ap.

### Chicago

1. You'll Never Walk Alone R. Hamilton, Epi.
2. Gee, Crows, Rma.
3. Lovey Dovey, Clovers, Atl.
4. It Should've Been Me, R. Charles, Atl.
5. Answer Me, My Love Nat (King) Cole, Cap.
6. Little Mama, Clovers, Atl.
7. Things That I Used to Do Guitar Slim, Spe.
8. I Understand, Four Tunes, Jub.
9. Saving My Love for You, J. Ace, Duk.
10. Marie, Four Tunes, Jub.

### Cincinnati

1. Work With Me, Annie Midnights, Fed.
2. Things That I Used to Do Guitar Slim, Spe.
3. You'll Never Walk Alone R. Hamilton, Epi.
4. Lovey Dovey, Clovers, Atl.
5. Little Mama, Clovers, Atl.
6. You're Still My Baby, C. Willis, Oke.

### Detroit

1. Work With Me, Annie Midnights, Fed.
2. Lovey Dovey, Clovers, Atl.
3. Watch Dog, L. Reed, King.
4. Such a Night, C. McPhatter, Atl.
5. You'll Never Walk Alone R. Hamilton, Epi.
6. Darling, Dear, Counts, Dot.
7. Sugar Lump, Four Tunes, Jub.
8. Things That I Used to Do Guitar Slim, Spe.
9. It Should've Been Me, R. Charles, Atl.

### Los Angeles

1. A Thousand Stars, Rivileers, Bta.
2. You're the One, Spiders, Imp.
3. Lovey Dovey, Clovers, Atl.
4. Such a Night, C. McPhatter, Atl.

5. It Should've Been Me, R. Charles, Atl.
6. I'm Your Hootchy Kootchy Man M. Waters, Chs.
7. Gee, Crows, Rma.
8. You'll Never Walk Alone R. Hamilton, Epi.
9. I'm Just Your Fool, B. Johnson, Mer.
10. Things That I Used to Do Guitar Slim, Spe.

### New Orleans

1. You'll Never Walk Alone R. Hamilton, Epi.
2. Honey, Hush, J. Turner, Atl.
3. Oh, Baby, Little Walker, Che.
4. Lovey Dovey, Clovers, Atl.
5. I Didn't Want to Do It, Spiders, Imp.
6. Shake, Rattle and Roll, J. Turner, Atl.
7. Money, Honey, C. McPhatter, Atl.
8. Something's 'Wrong, Fats Domino, Imp.
9. I'm Your Hootchy Kootchy Man M. Waters, Chs.
10. Such a Night, C. McPhatter, Atl.

### New York

1. You'll Never Walk Alone R. Hamilton, Epi.
2. It Should've Been Me, R. Charles, Atl.
3. Such a Night, C. McPhatter, Atl.
4. Goodnight, Sweetheart, Spaniels, VJ.
5. Things That I Used to Do Guitar Slim, Spe.
6. I'm Your Hootchy Kootchy Man M. Waters, Chs.
7. Work With Me, Annie Midnights, Fed.
8. Answer Me, My Love Nat (King) Cole, Cap.
9. Darling, Dear, Counts, Dot.
10. Gee, Crows, Rma.

### Philadelphia

1. Goodnight, Sweetheart, Spaniels, VJ.
2. Work With Me, Annie Midnights, Fed.
3. Gee, Crows, Rma.
4. You'll Never Walk Alone R. Hamilton, Epi.
5. Such a Night, C. McPhatter, Atl.
6. I Didn't Want to Do It, Spiders, Imp.
7. Lovey Dovey, Clovers, Atl.
8. Marie, Four Tunes, Jub.
9. It Should've Been Me, R. Charles, Atl.

### St. Louis

1. Lovey Dovey, Clovers, Atl.
2. You'll Never Walk Alone R. Hamilton, Epi.
3. Goodnight, Sweetheart, Spaniels, VJ.
4. Things That I Used to Do Guitar Slim, Spe.
5. I'm Your Hootchy Kootchy Man M. Waters, Chs.
6. You're the One, Spiders, Imp.
7. I Didn't Want to Do It, Spiders, Imp.
8. Oh, Baby, Little Walker, Che.
9. Love You, Baby, B. B. King, RPM.
10. Such a Night, C. McPhatter, Atl.

### Balti.-Wash.

1. Goodnight, Sweetheart, Spaniels, VJ.
2. You'll Never Walk Alone R. Hamilton, Epi.
3. Little Mama, Clovers, Atl.
4. Watch Dog, L. Reed, King.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. Until Sunrise, D. Washington, Mer.
7. It Should've Been Me, R. Charles, Atl.

## Review Spotlight on... RECORDS

### THE CROWS

**Baby**  
Unirue-Rama 29—Seems to be little question that this hot vocal group should come close to equaling their success with "Gee" on this new item. "Baby" is handled in their well-known up-tempo style; the flip is sung slowly with feeling. Mighty potent wax.

### YOUNG JESSIE

**I Smell a Rat**—Modern 921—This shapes up as one of the most exciting platters of the new season. The tune is a wild, swinging effort, and Jessie and the ork sell it with a pulsating beat. Could bust out quickly. Flip is "Lonesome Desert" (Modern, BMI).

## Reviews of New R & B Records

Continued from page 36

### JOHN CHRISTMON

**Come With Me My Love**...72  
EXCELLO 2031—A soaring vocal reading of the love ballad finds Christmon in good voice. (Excellorec, BMI)  
Christmon mourns his loss in a manner calculated to arouse some sympathy. (Excellorec, BMI)

### JAMES COTTON

**My Baby**...72  
SUN 199—Again it's the beat. Cotton is okay in the chanting department, but it's the spirit and drive of the ork which takes top honors. (Hi Lo, BMI)  
**Straighten Up Baby**...67  
A big, unusual beat is the spark on this one. Cotton does okay on the vocal, but nothing sensational happens. (Hi Lo, BMI)

### MEL WALKER

**Another Sad Night**...71  
MERCURY 70370—Mel Walker mourns his lonely state in a good rendition of a routine blues. (Motion, ASCAP)  
**I'd Like to Make You Mine**...68  
Rhythmic treatment of the ballad is listenable. (E. B. Marks, ASCAP)

### JIMMY WILSON

**Mountain Climber**...70  
BIG TOWN 113—Routine blues effort is sung well by Wilson but the lyrics don't offer much help. (Four Star, BMI)  
**Teardrops on My Pillow**...69  
Wilson sings on this moody blues item of his sadness over a love that died. (Four Star, BMI)

### JIMMY LEWIS

**Last Night**...70  
CAT 103—Appealing blues sold persuasively by Lewis to a solid beat that swings this material. Ought to pull many spins. (Progressive, BMI)  
**Love Broke My Heart Again**...68  
A ballad read in a manner that frankly woos both pop and r.&b. customers. The material is set to a slow, thoughtful tempo which appropriately sets off Lewis' intimate, emotional interpretation. (Progressive, BMI)

### SHY GUY DOUGLAS

**She's My Kinda Girl**...68  
EXCELLO 2032—Down home blues is sung in Southern style by the chanter. For the Southern markets. (Excellorec, BMI)  
**No Place Like Home**...67  
Same comment. (Excellorec, BMI)

## Folk Talent and Tunes

Continued from page 34

Tex., shouting the praises of Don Holt, new country singer.

Ken Scott, WPEO, Peoria, Ill., doing personal appearances in Central Illinois with Bill Reardon, the Rambling Playboys and Billy Moore. Ken would like d.j. copies for his show, especially from some of the indie labels. . . . Jim Cactus Loder, KBMN, Bozeman, Mont., working live three days a week with his Rhythm Ramblers. . . . Jim Hall, WFNS, Burlington, N. C., has his first Label "X" release on the market. . . . Fred Chapman, WBAX, Wilkes-Barre, Pa., played the bill with Hank Snow and Webb Pierce in Scranton, Pa., recently. His newest on Capitol, "My Life Is Not My Own," has just been released. . . . Plans are just about completed for an hour-and-half show called "Saturday Studio Jamboree" from WAGC, Chattanooga, with some of the top names in the country field slated to appear.

Casey Strong, KOSY, Texarkana, Ark., slated to give away tons of ice cream, candy and popcorn to kids at the Hill William Picnic July 4. . . . Al Roberts' "Wake Up Round-Up" via WPAW, Pawtucket, R. I., now extended to three hours daily. . . . Dalton Jones, KMLW, Marlin, Tex., handling country music chores there. . . . Barbara Allen and Her Swingbillies now broadcast via KEEN, San Jose, Calif. . . . Dick Cook emcees "Hometown Frolics" via WLEA, Hornell, N. Y. . . . Ray Morgan, KFTV, Paris, Tex., reports the Pee Wee Reid band going strong in that area. . . . Woody

Woodell, TV stint on WAKR, Akron, drawing lots of mail, with Woody continuing his five-hour "Pine Hollow Jamboree" from Sharon, Pa., and aired over a 12-State network.

Ed Kobak, WGAC, Augusta, Ga., now on five days a week with his "Kobak's Korn" show. . . . "Melody Rancho," KCHJ, Delano, Calif., now running a 15-minute tape-recorded show cut by Eddie Briggs in Japan, with Eddie splicing in his "giggling Japanese engineer" now and then. Show has created a storm of interest in that area. . . . Ed Chapman programing an afternoon of country music via WKAB, Mobile, Ala. . . . Benny Bloom, KREI, Farmington, Mo., guested with Smiley Burnette during the latter's appearance in that area. . . . Dub Adams now airing via KVOU, Uvalde, Tex. . . . Don Opheim, KFAM, St. Cloud, Minn., in need of d.j. records for his c.&w. show. . . . Clyde Moody's new TV series via WTOB-TV, Winston-Salem, N. C., continues strongly, with indications already in for a renewal.

Paul Arnold, folk song balladier, has been added to the WLW television and radio talent staff in Cincinnati. Arnold was at WLW in 1940-'41 as a vocalist. At the present time he is appearing on WLW-TV's "50-50 Club"; "Midwestern Hayride," both WLW-TV and radio; "Everybody's Farm," and the "Bill Thall Show." Ben Schiff flew into Cincinnati from Miami Tuesday (20) to personally supervise the erection of a Coaster his firm sold to the Lee Becht Amusements.

## Reviews of New C & W Records

Continued from page 34

### ROCKY BILL FORD

**In All My Dreams**...74  
FOUR STAR 1655—Ford puts a lot of emotion into this weeper, as he tells of the grief and shame his wife brought him by running off. A good job which will rate deejay spins. (Four Star, BMI)

### Love Me, Love Me Not

72  
Ford looks back sentimentally on the childhood days when he played games with the girl whom he loved but lost. This is a catchy tune sold persuasively by the singer. (Four Star, BMI)

### HOWARD WHITE

**The Dove**...73  
HICKORY 1008—Arrangement of the

beloved "La Paloma" rests easy on the ears. The guitars sound fine, and the instrumental waxing should please many listeners. (Acuff-Rose, BMI)

### Essonats

73  
Another bright instrumental whose gentle bounce is captivating. Both sides make appropriate juke fare. (Acuff-Rose, BMI)

### POLLY POSSUM

**AND JOE WOLVERTON**  
Takes All Kinds of People...73  
COLUMBIA 21238—The old truth is restated in humorous fashion by the twosome in a gay rural slice of wax. Good for dancing, too. (Ridgeway, BMI)

(Continued on page 43)



States #137 "BLESSED AND BROUGHT UP BY THE LORD," a new sacred release with the CARAVANS, is coming up. Reverse side "JESUS IS A ROCK." A real fine soloist job is done on both sides by BESSIE GRIFFIN. United #172 is beginning to show good reports. "WHOOOEE BABY" backed up with "TELL ME," with the Five C's.

Eugene Fox, on Checker 792, does the neatest job of the year on "Sinners Dream" that rated him a good 77 in Billboard's reviews. Reports from Nashville point the way to a top seller here. Back side "Stay at Home." A new Little Walter hit is "Oh, Baby" and "Rocker" on Checker 793. Out less than a week, sales are already making this a member of the hit class. For top profits, these should be in stock right now.

"It's All My Fault" and "Women and Money," by John Lee Hooker, on CHES 1562, is a top number on many juke boxes. Disk jockey reports indicate a growing demand for it.

Keep your eye on this one. Rated a big 83, with advance sales coming in strong—UNITED #173 "FLIGHT 3-D," with Jimmy Forrest Ork doing a terrific job, and on the back side another good bet, "SOPHISTICATED LADY."

Dealers everywhere are stocking these "picks." Call your distributor today. (Adv.)

Looks Big!

**JIMMIE LEE**  
by  
LLOYD PRICE

#494 #494-45

Specialty records

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STILL CLIMBING!  
A WINNER!

Savoy #1124

**"WHAT IF YOU"**  
LUTHER BOND

SAVOY RECORD CO., INC.  
58 Market St., Newark, N. J.

RUTH RIDES AGAIN!

**"HELLO, LITTLE BOY"**

#1027

Atlantic RECORDING CORP.  
330 WEST 56TH STREET NEW YORK 19, N. Y.

WATCH FOR NEW FAYE ADAMS RELEASE

**"SOMEBODY SOMEWHERE"**  
b/w  
CRAZY MIXED UP WORLD #429

Herald RECORDS  
214 W. 52nd St. New York, N. Y.

A Sure Fire Winner

**THE SPIDERS**  
"Tears Began to Flow"  
b/w  
"I'll Stop Crying" #5280

Imperial Records  
6425 Hollywood Blvd. Hollywood 28, Calif.

## This Week's Best Buys

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

- IF I HAD ANY SENSE (Progressive, BMI)  
HELLO, LITTLE BOY (Progressive, BMI)—Ruth Brown—Atlantic 1027

The wide spread of good reports on this disk indicate that a Ruth Brown record is considered a solid buy in an otherwise depressed market. The favorable reports range from Los Angeles to Boston, and included Atlanta, Richmond, St. Louis, Durham, Nashville, Cincinnati and Buffalo. Preference as to side is divided almost evenly.

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## Goody Hi-Fi Catalog Due Out Next Week

New York Dealer, The Late Starter, May Beat Harrison and Other Competitors

NEW YORK, April 24. — The race to be out first with a high fidelity record catalog has the smart money now betting on Sam Goody, who only a few short weeks ago blasted plans of a competitor to issue a similar brochure. The Harrison hi-fi catalog, long advertised but still unavailable, looks like it will bring up the rear, even tho its plans to enter the hi-fi arena touched off the current race and controversy (see editorial).

So far it has been a case of lots of noise from one corner but little action, and initial reluctance but quick movement from the other. Goody's venture will take the form of a 16-fold broadside listing about 750 LP's put out by 12 major record manufacturers and larger independents, plus an additional 50 disks produced by smaller firms. Manufacturers, who will have no control over what appears in the listing will,

however, be asked to absorb the printing costs. In return, they will be given some ad space in which to plug their product.

Long Player Publications, Goody's affiliate firm, will make the listing available to other dealers at a cost said to cover handling and shipping alone. The charge will be 25 cents for 100 copies. Initial print order is for 50,000 copies. Long Player hopes to have the first copies off the presses next week.

### Harrison Catalog

The Harrison catalog asked manufacturers for lists of records they consider of hi-fi quality. Presumably, an impartial committee of experts would pass on the qualifications of LP candidates, altho none of the manufacturers were specifically told who would compose this group.

In Goody's case, store manager and Long Player reviewer Abner Levin serves as the sole judge. He stated musical quality would also be a factor considered, in addition to technical excellence.

A few weeks ago Goody attempted to head off the Harrison project by belaboring manufacturers with telegrams protesting that they were obsoleting "standard" records by overselling hi-fi. In a week, tho, the switch in policy was made under the theory that "if you can't beat them, join them."

The ranks of manufacturers joining the hi-fi slogan parade was closed during the past month when, somewhat reluctantly, RCA Victor, Columbia, Decca and M-G-M also began affixing the now almost standard merchandising gimmick. Of substantial LP producers only Angel Records currently uses no hi-fi legend on its product.

## M-G-M to Release 11 New EP Albums

NEW YORK, April 24.—Eleven new extended play packages will be released on May 7 by M-G-M Records. Two of the packages will be two-pocket albums. All the material contained in the 11 sets was previously issued in LP form.

New EP packages include "Beautiful Music to Love By," by David Rose; "Hot Versus Cool," and packages featuring Billy Eckstine, Acquaviva, Lena Horne, Kathryn Grayson, Harry Horlick and Paul Britten. The Rose and "Hot Versus Cool" sets will be two-pocket packages. In addition, the Rose recordings will also be issued as two separate EP sets.

## Dept. Store Music Sales in 19% Gain

WASHINGTON, April 24.—Department store registers rang up 19 per cent more sales of phonograph records, sheet music and instruments the first two months this year than in the same period last year, while stocks of these items were up 6 per cent from a year ago, according to a Federal Reserve System report this week. Radio, phonograph and television sales were down 16 per cent and stocks were down 15 per cent from the same period last year.

## McCullough Appointed Magnavox Consultant

FORT WAYNE, Ind., April 24.—Harry E. McCullough, formerly general sales manager and department store specialist for the Crosley Division handling radios and television, has been appointed by Frank Friedmann, president of Magnavox, as a consultant on merchandising activities with department stores and key accounts.

McCullough will supplement the contact work of the factory district managers in promoting Magnavox products in key department stores. He will be especially active in the promotion of high-fidelity phonographs and radios.

## MAN WILL BUY CRITICS' DISKS

NEW YORK, April 24. — record manufacturers, already saddled with heavy budgets for free albums to radio stations and reviewers, are particularly rankled these days over a post card currently being sent to record reviewers on trade and consumer publications.

The post card, mailed by an individual with a Broadway address here, claims to be from a company which buys "surplus phonograph records from stores, music reviewers, etc." The notice, particularly aimed at reviewers, offers \$1 for 12-inch LP's and 75 cents for 10-inch LP's. The card also states: "If you wish to ship without correspondence, we pay promptly upon receipt."

## Mitchell Ships Tape Recorder

CHICAGO, April 24.—Mitchell Manufacturing Company has started shipments of a tape recorder which was recently added to its radio, phonograph and television lines.

The unit, named the Mitchell Super Value, includes a six-inch speaker and a frequency response of 65 to 10,000 cycles per second. It is of the dual track variety, providing two recording tracks on a standard reel to double the recording time. It accommodates either the five-inch reel, which records a half hour, or the seven-inch reel which records one hour. Recording speed is seven and one half inches per second. Fast rewinding is another feature of the unit, allowing a rewind of the seven-inch reel in 90 seconds, utilizing push button controls.

The amplifier of the model, No. 1290, may be used for public address or record playback. The power output is a full two watts undistorted, three watts maximum. The unit also has provisions for connecting an external speaker as well as an amplifier or monitor.

The unit is entirely self-contained in a luggage-type case of two-toned beige leatherette. The set will sell complete with tubes, microphone, a five-inch reel of tape and a five-inch take-up reel. Retail price has been set at \$139.95.

## PMA Sets Meet, Plans New Office

NEW YORK, April 24. — The Phonograph Manufacturers' Association, Inc., will move its offices to 562 Fifth Avenue here on May 1, according to A. D. Adams, executive secretary of the association. On Thursday (29), PMA will stage a special open meeting for engineering executives of its member firms and other phonograph manufacturing companies at the Shelton Hotel.

Guest speakers at the meeting will be R. A. Kittell of General Electric, Perry Saffler of Astatic Corporation, Corky Angle of Astatic Corporation and William R. Rate, also of General Electric.

## EDITORIAL

### Stop Abusing 'Hi-Fi'

The term "high-fidelity" can become a useful tool in record merchandising. With judicious use it can create a wider record market. But there are disturbing signs pointing toward a possible abuse of the term.

There are currently several plans by enterprising individuals—other than record manufacturers—to issue catalogs which purport to separate from the vast manufacturer listings those records which are "hi-fi." Since there are no accepted standards for "hi-fi" recordings, just how, and under what authority, will the catalogers accomplish this? And to what purpose?

Should the industry permit its catalogs to be culled for supposed "hi-fi" recordings, the general consumer will be led to believe that unlisted records are second-grade issues, or, let us say, "low-fi."

Should these "hi-fi" catalogs achieve consumer acceptance, then the industry runs the risk of allowing much of its inventory to be relegated to obsolescence.

The general record buyer must continually be sold on the fact that all recent releases are better-sounding records which reflect modern advances in engineering and a.r. techniques. Further, the record industry must never forget that its chief output is designed for entertainment. Once it caters to faddists or cliques, it will have lost its greatest market.

"Hi-fi," let us repeat, is a useful tool. Don't let it be used carelessly by self-appointed arbiters.

## MINTHORNE'S 200G

### Selectomatic Home Program Pays Off

HOLLYWOOD, April 24.—Taking advantage of 15 years' experience in the coin machine field, the Minthorne Music Company has molded a program of home music specialization to a volume of approximately \$200,000 in its first year of merchandising the Seeburg "200 Selectomatic."

As exclusive distributors for the J. P. Seeburg Company in Southern California, Arizona and South Nevada, the Minthorne organization has an extensive background in both selling and servicing coin-operated phonographs. The transition to merchandising a non-coin-operated product, however, was one which required special planning and special sales outlets as evidenced by their stores in Beverly Hills, Palm Springs and Phoenix, Ariz.

Essentially a class product, the Seeburg Selectomatic is a home phonograph which embodies all of the features of its coin-operated counterpart. In the home field, tho, it differs from any other product on the market today. It is the only home phonograph which plays records in the vertical position, and the only record system which offers the listener 200 selections or 12 hours of continuous music reproduction. Thru the use of extended play records, the latter figures can be extended to 400 selections or 25 hours of music.

### Willing Market

Despite what may be termed a high-price range, the Selectomatic has found a ready and willing market. Oddly enough, it is the price of the unit itself which has led the Minthorne firm to develop a degree of exclusivity in its merchandising. A list of its customers reads somewhat like a "who's who" of industry, business and public life.

There are three models in the

Selectomatic line: The Custom at \$575 in Korina wood finish, the Library or table model unit at \$625 in limed oak and the Console in either mahogany or Korina at \$950. Of the three, Minthorne has been most successful in merchandising the Custom model, which as the name implies, is designed for home installations in conjunction with high fidelity music and television systems.

Specifically the Selectomatic mechanism is an adaptation of the Seeburg juke box to a home phonograph. A carriage which moves back and forth along a track running the entire length of the record library automatically scans and selects a given record. The unit gives the listener the option of hearing either sides of a record, or both sides, thereby allowing for specific programming of home music entertainment.

### Two Staffs

In planning for the debut of the Selectomatic in this area, Jean Minthorne, president of the firm, wisely decided to organize a separate staff, naming veteran George Mahlum to head it. The staff has since grown to six people, including two full-time service and installation men, and managers John Reese in Phoenix, Joe Trikack in Palm Springs and advertising and promotion head Bob Webber.

Largely depending upon word of mouth and foot traffic in the beginning, Minthorne opened its first retail outlet in the heart of the fashionable Beverly Hills shopping section here. Much of the firm's initial efforts were spent in acquainting people with the availability of the system, accomplished thru an extensive advertising and promotion campaign on the part of both the Minthorne firm and the Seeburg factory.

The latter has widely advertised the product in such class media as Fortune, The New Yorker and the Saturday Evening Post. In addition, Minthorne pioneered in displaying the Selectomatic to an audience of approximately 150,000 at the Los Angeles Home Show in 1953, and more recently at the Los Angeles Audio Fair. The firm has also used radio time on longhair outlet KFAC here, attracting what they believe to be a music-conscious audience.

### Problems Faced

"There were many problems to overcome at the outset," said Mahlum, "chief of which was actually acquainting our potential customers with the advantages of a continuous high-fidelity music system. Much of this was accomplished thru a demonstration of the machine. Some objection existed to the singular use of 45 r.p.m. records. Since then, a good deal has been done in the field of public education as to the advantages and wider popularity of

(Continued on page 43)

## Rem'ton Tries Trade-In-Sale

NEW YORK, April 24.—Remington Records kicks off a local trade-in sale here next week which the firm may carry to other cities if it pulls enough business. A full-page ad in Sunday's (25) New York Times for Gimbels, a major department store, will offer Remington LP's at \$1.99 each, if an old 78 r.p.m. waxing is turned in for every LP purchased. Regular price is \$2.99.

The firm, which recently trimmed its catalog by transferring some items to its promotional Plymouth line, now has 180 sets in its active catalog. Tho no new LP's have been added in the last nine months, in May Remington will resume issuing new disks on a regular basis.

The schedule calls for eight new entries a month until the fall, when the release rate is due to be stepped up.

## Urania Waxes Korean Choir

NEW YORK, April 24.—Urania Records will cut an album of records tomorrow featuring the Korean Children's Choir, now here on the threshold of a 50-city concert tour to help raise \$10,000,000 for Korean relief. The record company will donate all proceeds accruing from the sale of the album, less actual production costs, to the American Korean Foundation, according to David Rothfeld, Urania vice-president who set the project.

The album, to be made available as a single 12-inch LP and a three-disk EP package, will be rushed out quickly to co-ordinate promotion with progress of the tour. About 3,000 copies will be sent to radio and television disk jockeys.

## Kelton Firm Sets Deals for Export

NEW YORK, April 24. — The Kelton Company, high fidelity phonograph manufacturer, has appointed the Joseph Plasencia Export Company here as its exclusive representative in Cuba, Puerto Rico and Venezuela.

The Kelton Company is expanding its export sales coverage and will soon announce a representative for Japan.

## Anderson Named Waters Conley Rep

ROCHESTER, Minn., April 24.—G. H. Rissman, vice-president of Waters Conley Company here, announced the appointment of the Anderson Sales Company, Boston, as sales representatives for Phonola phonographs. The new representatives will cover Maine, New Hampshire, Connecticut, Vermont, Rhode Island and Massachusetts.

## Dealer Doings

By JOE MARTIN

### TRADE CHATTER

Donald F. Bromam is now the manager of the phonograph record and small radio-phonograph division of Lyon & Healy, Inc., Chicago. He had been assistant manager of the radio-TV division.

Aaron Applebaum, Bergenfield Music, Bergenfield, N. J., reports that deliveries from distributors servicing his area have improved greatly in the past three months, particularly the quick deliveries now coming from All-State Distributors, the firm handling M-G-M, Mercury and London labels.

Note from Sears Roebuck store, 1024, Buffalo, N. Y., says: "We had a close-out sale of all dropped titles a few weeks ago and did close to \$400 for the three days, which is a good amount for us, considering the small amount of selling space we

have. Our business, or rather 81 per cent of it, depends on the top 20 records listed in The Billboard. So we order only those titles and not many new releases. We found that by using this system, we don't get stuck with anything and our trade is steady."

Sanford Record Distributors, M-G-M wholesaler in New York, staged an open house cocktail party for Westchester County juke box operators and promoted the event as Welcome Westchesters Week. . . . Leonard Strike, formerly a retail disk clerk in New York, is now the sales representative for Mercury Records in the San Antonio area.

Robert Caudill Jr., former disk jockey and currently promotion manager for Cadet Distributors, Detroit, has become a co-partner in a new music publishing com-

(Continued on page 43)



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## LURE OF THE TROPICS

nine sumptuous settings of exotic melodies!

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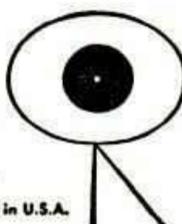
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and  
"THIS IS MY NIGHT TO CRY"  
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"STRAIGHT AHEAD"  
and  
"THE FUZ"  
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"THE WAY YOU LOOK TONIGHT"  
and  
"LONELY TOWN"  
MAYNARD FERGUSON  
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CYMBAL SERIES IS FOR ALL JAZZ RELEASES

The Billboard Music Popularity Charts  
**PACKAGED RECORDS**

• **Best Selling Popular Albums**

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

LP'S

1. THE GLENN MILLER STORY—Sound Track . . . Decca DL 5519
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
4. SONGS FOR YOUNG LOVERS—Frank Sinatra . . . Capitol H 488
5. CALAMITY JANE—Doris Day, Howard Keel . . . Columbia CL 6273
6. TAWNY—Jackie Gleason . . . Capitol H 471
7. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M E 229
8. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol H 455
9. KISMET—Original Cast . . . Columbia ML 4850
10. I BELIEVE—Perry Como . . . RCA Victor LPM 3188

EP'S

1. THE GLENN MILLER STORY—Sound Track . . . Decca ED 2124-5
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
4. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M X 229
5. TAWNY—Jackie Gleason . . . Capitol EBF 471
6. SONGS FOR YOUNG LOVERS—Frank Sinatra . . . Capitol EBF 488
7. CALAMITY JANE—Doris Day, Howard Keel . . . Columbia B 347
8. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol EBF 455
9. LET THERE BE LOVE—Joni James . . . M-G-M X 222
10. KISMET—Original Cast . . . Columbia A 1100

• **Reviews and Ratings of New Popular Albums**

INVITATION . . . . .73  
Les Baxter Ork (1-EP)  
Capitol EAP 1-494

This is just the type of package for which EP must have been designed—four pop selections originally turned out as singles and not before offered as a unit. Included here are "Tropicana," "Love Theme From 'The Robe,'" "Invitation" and "Gigi." The latter was a strong selling single disk not so long ago. Moreover, Baxter's ork and chorus has built quite a following for itself in the past year. This should do quite well commercially.

familiar with the name, style and sound of Muggsy Spanier, a two-beat trumpeter par excellence. In this set Muggsy and a smart-playing combo offer four fairly familiar items like "Alabama Jubilee," "Sweet Georgia Brown," "Lazy Piano Man" and "Home." It's first-rate, polished Dixie music, and the collectors will get quite a kick out of it. Recordings and packaging are just fine.

ORGAN INTERLUDE . . . . .72  
Richard Ellsasser, Organist (1-10")  
M-G-M E 198

Here's a collection of favorite selections played beautifully on the organ by Richard Ellsasser. Compositions include "Ave Maria," "The Lord's Prayer," "In a Monastery Garden," "Elegie," "Largo" and "The Bells of St. Mary." This set will provide spiritually satisfying listening for many. Pop and classical markets overlap somewhat in this instance.

DIXIELAND . . . . .74  
Pee Wee Hunt Ork (1-EP)  
Capitol EAP 1-507

Dixieland fans will get some kicks out of this new set by the Pee Wee Hunt ork. Recordings include "Chicago," "Lassus Trombone," "Meet Me Tonight at Milton's" and "Red Hot Mama" all played in snappy two-beat style by the fine Hunt crew.

MUSICAL COCKTAIL . . . . .60  
Martin Roman (1-10")  
King 179-69

Roman is a particularly capable pianist whose forte is supplying the music at the better bistros around the country. He plays in the lush manner expected of pianists in his field—and he does it skillfully. Here he tackles pop items originally written by Tchaikovsky, Khatchaturian, Strauss, etc. It makes for good listening. Recording and packaging is okay.

WHAT GIBBS . . . . .70  
Terry Gibbs Sextet (1-EP)  
Brunswick EP 71022

Terry Gibbs has been playing a lot of vibes for the cool set for a long time, and his fans should snap up this new release. The sextet includes Claude Noel on piano and Don Elliott on Melophone. Among the tunes are "Cheerful Little Earful," and "Lollypop."

Jazz

MUGGSY SPANIER ORK . . . . .75  
(1-EP)  
Mercury EP 1-3188  
Few, if any, Dixieland fans are un-

CLASSICS IN JAZZ . . . . .60  
Billy Butterfield (1-10")  
Capitol H 424

Here are eight sides, mostly original instrumentals, recorded by the Butterfield big band of some years ago. Sessions were all between May, 1946, and December, 1947. Except for the wonderful tone and feeling of Butterfield's trumpet there isn't much to recommend to jazz fans—despite the over-all "Classics in Jazz" title. It's good dance and just-plain-listening music.

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

SYMPHONY

BIMSKY-KORSAKOV: SYMPHONY NO. 2; RUSSIAN EASTER OVERTURE (1-12")—Detroit Symphony; Paul Paray, Cond. Mercury MG 50028 . . . . .78

The combination of some ultra-fine recording, an excellent symphonic orchestra, slick packaging and a pair of brilliantly colorful works should make this a most satisfying package—musically and commercially. The Second Symphony "Antar," is not readily available on LP and not too often performed. So then, dealers would do well to keep this on hand.

HAYDN: SYMPHONY NO. 67 IN F MAJOR; SYMPHONY NO. 53 IN D MAJOR (1-12")—Vienna Symphony; Paul Sacher, Cond. Epic LC 3038 . . . . .70

Good recordings of two Haydn symphonies, with the Symphony No. 67 an LP first. The orchestra, under Paul Sacher's direction, handles them carefully, and the performance should please Haydn followers. The liner notes are interesting and the recording is good.

MAHLER: SYMPHONY NO. 10; BRUCKNER: SYMPHONY NO. 3 (2-12")—Vienna Philharmonia; F. Charles Adler, Cond. SPA 30-31 . . . . .66

Mahler died before finishing his 10th Symphony. Only an "Adagio" and a short "Intermezzo" from that work exist in completed score, altho three more movements had been sketched out briefly. This reverent performance serves Mahler's memory well. Bruckner's 3d, often called the "Wagner" Symphony because it was dedicated to him and influenced in many respects by Wagner's musical ideas, is a long, complex work that stands at the beginning of his most creative period. Moderate sales expectancy.

(Continued on page 42)

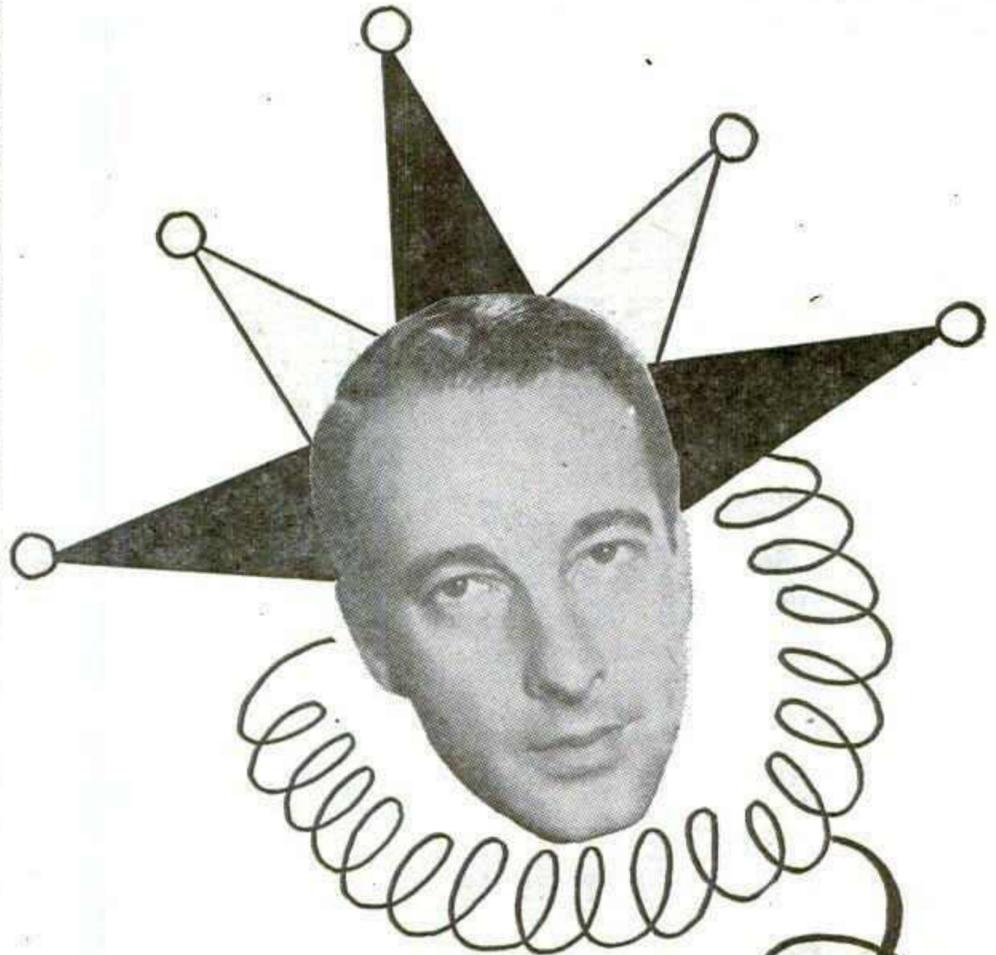
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**COLUMBIA RECORDS**

The Billboard Music Popularity Charts **PACKAGED RECORDS**

**Classical Best Sellers (All Categories)**

Records are listed according to results of a national survey of key classical dealers which asked for best sellers regardless of musical category or date of release.

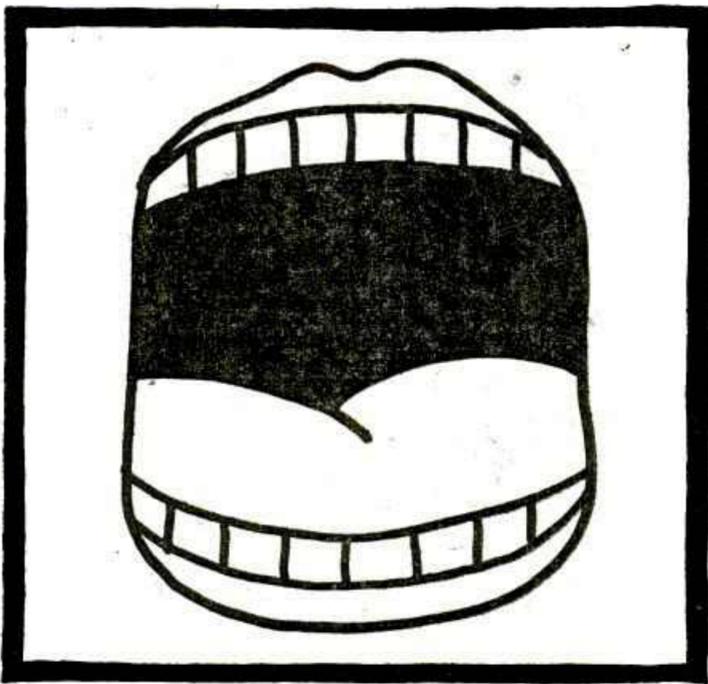
1. BEETHOVEN: MISSA SOLEMNIS — NBC Symphony Orchestra (Toscanini) . . . . . RCA Victor LM 6013
2. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony Orchestra (Toscanini) . . . . . RCA Victor LM 1768
3. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony Orchestra (Toscanini) . . . . . RCA Victor LM 6009
4. MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIREBIRD SUITE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4700
5. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony Orchestra (Toscanini) . . . . . RCA Victor LM 1757
6. RACHMANINOFF: PIANO CONCERTO NO. 2—Artur Schnabel, NBC Symphony Orchestra (Golschmann) . . . . . RCA Victor LM 1005
7. DVORAK: SYMPHONY NO. 5—NBC Symphony Orchestra (Toscanini) . . . . . RCA Victor LM 1778
8. HOLST: THE PLANETS—Philharmonic Promenade Orchestra (Boult) . . . . . Westminster WL 5235
9. WALTON: BELSHAZZAR'S FEAST—Philharmonic Promenade Orchestra (Boult) . . . . . Westminster WL 5248
10. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL—Detroit Symphony Orchestra (Paray) . . . . . Mercury MG 50020
11. BERLIOZ: ROMEO AND JULIET—Boston Symphony Orchestra (Munch) . . . . . RCA Victor LM 6011
12. R. STRAUSS: DON QUIXOTE—Piatigorsky, Boston Symphony Orchestra (Munch) . . . . . RCA Victor LM 1781
13. GERSHWIN: RHAPSODY IN BLUE; AMERICAN IN PARIS—Oscar Levant, Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4026
14. TCHAIKOVSKY: NUTCRACKER SUITE; SLEEPING BEAUTY BALLET—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4729
15. OFFENBACH: GAITE PARISIENNE—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1001

**Dramatic and Narrative Best Sellers**

Records are listed according to results of a national survey of key classical dealers.

1. DON JUAN IN HELL—First Drama Quartet . . . . . Columbia SL 166
2. JOHN BROWN'S BODY—Tyrone Power, Judith Anderson, Raymond Massey . . . . . Columbia SL 181
3. JULIUS CAESAR—Sound Track . . . . . M-G-M E 3033
4. THE IMPORTANCE OF BEING EARNEST—John Gielgud, Roland Culver . . . . . Angel 3504B
5. MURDER IN THE CATHEDRAL—Old Vic Company . . . . . Angel 3505B
6. I CAN HEAR IT NOW, VOL. I—Edward R. Murrow . . . . . Columbia ML 4095
7. MACBETH—Old Vic Company . . . . . RCA Victor LM 6010

EPICture (A Roger Price "Doodle")



**Tenor Singing Love Song As Seen By Soprano**

... or customer singing the praises of Epic Records as seen by dealer. Customers and critics alike are singing the praises of Epic's new *Radial Sound*—the last word in lifelike sound reproduction. Epic presents great performances by the finest artists, each record a hot selling item in a jacket with real eye appeal. Stock and display Epic Records now!

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**LINER NOTES**

IS HOROWITZ

A couple of years ago the music and record world was treated to a juicy controversy involving conductor Artur Rodzinski, James C. Petrillo, of the American Federation of Musicians, and Remington Records. The involved hassle had to do with records made abroad by Rodzinski for Remington and threats by Petrillo to oust the conductor from the AFM if they were released.

After rattling around in the public prints for some months, the controversy simmered down and little attention was given to arbitration proceedings late last year between Rodzinski and Don Gabor, Remington president.

For those with a sense of continuity, tho, the snapper to the tale will come with a new LP to be released by Remington next week. It couples Beethoven's "First Symphony" and his "Leonore Overture No. 3." The orchestra is the Austrian Symphony. And the conductor? He's simply listed as "X."

**FUTURES . . .**

M-G-M Records is expected to complete a deal for an original cast recording of Kurt Weill's "Three-Penny Opera," in the adaptation by Marc Blitzstein as produced successfully by the Theater de Lys in New York. M-G-M incidentally has enjoyed a strong sale with an earlier vinyl treatment of a suite from the opera, as conducted by Isler Solomon. . . . Westminster has just completed two weeks of recording dates with the Randolph Singers, the Curtis String Quartet and harpsichordist Fernando Valenti. Vox is readying a new George Feyer album, in which the pianist is heard in "Echoes of Latin-America." It will be No. 6 in the Echoes series. . . . Label "X" will make its jazz vault originals available on EP next month. . . . Good Time Jazz will soon ship two new hi-fi sets, featuring the Bob Scobey and Howard Rumsey combos.

**CHART COMMENTS**

The classical album chart this week combines all musical categories into a single listing without regard to when the LP's were released. It furnishes dealers with a good point of reference in measuring actual sales performance of disk against disk without qualifying conditions. It is planned to run similar listings at periodic intervals.

Conspicuous by absence is any mention of an opera in the first 15. This may cause some raised eyebrows, but a probable answer is that dealers responding to the survey considered multi-disk operas as single units. On this basis, they didn't place. It is possible, however, that some operas would have figured if dollar volume were the gauge.

Multi-disk sets actually won only two spots on the chart. And the Toscanini readings of the "Missa Solemnis," Beethoven's "Ninth" and "Romeo and Juliet" have been and remain unusually good sellers. All the rest are single-LP sets.

Two works, the Westminster Holst and Walton compositions, leaped on the chart in strong mid-positions, despite the fact that they comprise repertoire of less than universal appeal. Here a possible answer is timing. The disks had a strong initial impact which coincided temporarily with the survey period. It is not yet known how they will stand up with the warhorses over the long haul!

The seven-place narrative and dramatic chart is a novelty which will be repeated occasionally. Of some note is the mark already made by the young and lusty cherub, Angel Records, with two spots to its credit. Next week we return to musical categories and catalog versus recent releases.

**NEXT WEEK**

- ★ EXTENDED ORCHESTRAL WORKS
- ★ CHAMBER MUSIC
- ★ CHILDREN'S RECORDS

**Reviews and Ratings of New Classical Releases**

Continued from page 40

**ORCHESTRAL WORKS**

**RAVEL: ALBORADO DEL GRACIOSO; PAVANE; UNE BARQUE SUR L'OCEAN; FAURE: PELLEAS AND MELISANDE SUITE (1-12")**—London Symphony; Gaston Poulet, Cond. M-G-M E 3116 . . . . . 75

For this label or any other this package represents an achievement in sound, being exceptionally clear and glowing. The Ravel works have been recorded many times before and therefore must buck powerful competition, but nonetheless they are beautifully performed and can be recommended to any customer that does not already have them in his collection. The Faure work, which has been recorded only once before, ought to be a strong attraction in its own right.

**REGINALD KELL, CLARINET WITH CAMARATA ORCHESTRA (1-10")**—Decca DL 7550 . . . . . 69

Here is the culmination of a musical association which began about seven years ago when the American Camarata visited England and met Englishman Kell—one of the world's greatest clarinetists. The two were never heard to better advantage than on this collection of short and light pieces orchestrated for string ork and clarinet solo. Included are four Debussy piano pieces and four other selections written by composers not too familiar to disk fans. Latter works are "Dance of the Three Old Maids" by Reginald Porter Brown, and "Ecstasy," "The Pied Piper" and "Blue Haze" by Walter Mourant. It's most listenable background type of music—except for those fans of Kell's who'll want this for just his reed work.

**AMERICAN LIFE (1-12")**—Vienna Philharmonia; F. Charles Adler, Cond. SPA 47 . . . . . 67

Five contemporary composers present pictures of American life. Contained are short works by George Antheil, Alex North, Eli Siegmeister, Henry Cowell and Frederick Jacobi. Collectors of musical Americana and buyers of serious modern American music will find this package interesting.

**CHAMBER MUSIC**

**MOZART: QUARTETS NO. 20 and NO. 21 (1-12")**—Juilliard String Quartet. Columbia ML 4863 . . . . . 76

Until now the Juilliard Quartet has been known primarily as one devoted to modern chamber music. Record fans now will discover what concert audiences have long known: That this Quartet is equally at home in the music of the 18th century. Dealers should let chamber music fans hear a band or two of this disk; they will enjoy its beautifully balanced sound, and a good many will buy.

**BACH: PARTITA AND SONATAS FOR VIOLIN AND PIANO (1-12")**—Isaac Stern, Violin; Alexander Zakin, Piano. Columbia ML 4862 . . . . . 74

Two of the works in this package, the "Partita in E Minor" and "Sonata in G Minor," are rarities. Their first etching in this fine performance by Stern and Zakin presage good sales response from collectors of such music. The "Sonata No. 3 in E" is more familiar. Bach playing of a high order, with the beautiful Stern tone always evident.

**MUSIC OF VIVALDI, VOL. 2 (1-12")**—Virtuosi di Roma; Renato Fasano, Director. Decca DL 9679 . . . . . 71

Another fine Vivaldi set by the sensitive Italian group of musicians. Included are four concertos for different combinations of instruments. With heightened interest in the composer and his generous and growing representation on vinyl, potential would have been greater if musicological documentation was provided. Still, shops catering to fastidious patrons will reap some sales.

**MENDELSSOHN: CELLO AND PIANO SONATAS NOS. 1 AND 2 (1-12")**—Nikolai Graudan, Cello; Joanna Graudan, Piano. Vox PL 8500 . . . . . 68

A smart bit of Vox programming has added Mendelssohn's two cello sonatas to the LP catalog. Able playing on the part of the husband-wife team brings out the likable qualities of scores of relatively mild interest except to cellists and inveterate chamber music collectors.

**OPERA, CHORAL AND NARRATIVE**

**MASCAGNI: CAVALLERIA RUSTICANA (2-12")**—Callas, Canali, Di Stefano, Panerai, Ticozzi; Tullio Serafin, Cond. Angel 3509 . . . . . 80

To the many fine recordings of the familiar opera must be added this excellent version by La Scala. It is a close to definitive rendition of the work, featuring superb vocalizing by Giuseppe di Stefano as Turiddu and Maria Callas as Santuzza, plus Anna Maria Canali as Lola. The orchestra and choral work under conductor Tullio Serafin is splendid. Set is beautifully packaged, with the complete libretto, a history of the opera and another of La Scala. In addition, the set is pressed on three sides, with the fourth side blank, which makes for a lower price for the package than usual. Should be a good seller.

**LUKAS FOSS: A PARABLE OF DEATH; MARTINU: INTERMEZZO; MILHAUD: KENTUCKIANA (1-12")**—Vera Zorina, Narrator; Farrold Stevens, Tenor; Louisville Orchestra; Robert Whitney, Cond. Columbia ML 4859 . . . . . 70

These three works are among those contemporary compositions that came into being thru Louisville Symphony commissions. The importance (and justification) of this undertaking can be witnessed in the achievement here. The "Parable" by Foss is a "narrative with music," a simple, but highly dramatic tale of a man and woman confronting Death, read with pathos by Zorina. A chorus and tenor soloist comment on the story. The rhythmic "Intermezzo" and "Kentuckiana," based on 20 folk tunes, offer relief to the stark, morbid "Parable." The Zorina name might spark interest in the package.

**DELIUS: A MASS OF LIFE (2-12")**—Royal Philharmonic; Sir Thomas Beecham, Cond. Columbia SL 197 . . . . . 69

Sir Thomas, who conducted the very first performance of this "Mass" in 1909, adds here to his definitive recordings of Delius while providing music lovers an opportunity to regale themselves with a work they are not likely to hear more than once a decade in the concert hall. The "Mass" has no religious connotations; it is a musical expression of some of the images and sentiments conjured up by Nietzsche's "Thus Spake Zarathustra." German-English text provided. Primarily for Delius specialists.

**SOLO VOCAL**

**SCHUMANN: LIEDERKREIS, OP. 39; BRAHMS: FOUR SERIOUS SONGS, OP. 121 (1-12")**—William Warfield, Baritone; Otto Herz, Piano. Columbia ML 4860 . . . . . 78

A remarkable LP document, this captures a voice of rare magnificence, nearing the heights of artistic achievement. Warfield as a lieder singer is something to marvel at, and be assured collectors of the repertoire will reach for this set eagerly. An ingenious front fold permits complete presentation of lyrics in German and English. Prospects are very good despite heavy duplication on the Schumann.

**RAVEL: DON QUICHOTTE A DULCINEE; DEBUSSY: SONGS (1-10")**—Gerard Souzay, Baritone. London LD 9091 . . . . . 72

Souzay is slowly coming to be recognized as the best (out of two or three) male interpreter of the French art song. "Don Quichotte" is a song cycle that combines the candid innocence and faith of Cervantes' hero with the acid wit of Ravel's keen intellect. Souzay has the understanding and in-

### Dealer Doings

Continued from page 38

pny, Manhattan Music... Ken Sihler, Sihler Radio Shop, Detroit, reports a marked improvement in business, particularly since the strike at the local Nash-Kelvinator plant was settled earlier this month.

### Chicago

Hudson-Ross, a leading chain of phonograph record and equipment stores, is moving its general offices to the company's warehouse at 310 W. Polk Street. The former office was located at 111 W. Jackson Boulevard. A company spokesman stated the move was initiated in order to bring all the components of the business closer together. The move will now put the general office in close touch with the advertising, merchandising and buying departments, as well as the storage and shipping facilities. He noted that the new location would also provide increased space.

### 'Refresher' Group

Continued from page 18

feldler at the ASCAP meeting of March 30, said this week that he was preparing a rebuttal to all of Lengsfelder's charges for October membership meeting. It was understood that he might let off some of his feelings at the first refresher committee meeting. Lengsfelder had said that Herman used to champion the rights of all songwriters but that he had allegedly deserted them. Herman said that this remark was "uncalled for and untrue, and wasn't fair since I wasn't present at the meeting to answer the charge."

Herman noted that he had helped get six important changes made in ASCAP distribution since he had started to work for a better Society and that they had helped improve the lot of all writers. Herman claimed that he felt ASCAP was a "firmer, stronger and more equitable Society today than anytime in the past." It is understood that the writers' classification committee intends to look into the problem of greater security for older writer-members of the Society. They may approach this thru the seniority classification.

### Aragon Birthday

Continued from page 18

disk jockey will be invited to participate, giving the teen-agers an opportunity to meet the men behind the records. Miss Betty Mattson, local radio personality, will act as mistress of ceremonies.

The Sunday get-together will also feature a full range of dance instructions by professional instructors. The entire program has met with the approval of various groups in the Chicago area, including the Parent Teachers Association, as well as high school officials.

The May 16 opener will also serve as the beginning of the celebration of the 30th year for the ballroom. It is expected that the Sunday dances will be broadcast over a radio network. However, negotiations have not yet been completed.

The Aragon, headed by William Karzas, was opened in 1924, and has remained one of the top ballrooms in the country ever since. Thru the years, almost every top name band in the country has taken its place on the stand.

### Minthorne's 200G

Continued from page 38

45 r.p.m. recordings and high fidelity music equipment."

Altho they have sold a number of Selectomatic units to commercial outlets, Mahlum acknowledges that the bulk of their efforts are concentrated in the home field. In addition to the console and library units which require no installation or additional cost, the firm offers a variety of custom installations along with a wide selection of recognized standard brand hi-fi component parts.

The Minthorne organization is a recognized representative for over 20 high fidelity manufacturers, carrying such products as Craftsmen, Bogen, Fisher, Lansing, Stephens and Jensen.

"Altho the unit is as durable as the juke box," said Mahlum, "our service and installation men had to learn at first to be especially careful in making home installations. Putting up a speaker to an oak-paneled wall is somewhat different and requires more care than making a similar installation in a juke box location."

Significant in its operation thus far is the fact that the Selectomatic has averaged less than one service call per machine per year. Mahlum believes that the average sale has amounted to approximately \$1,000, with the firm selling more than 200 Selectomatic units.

Thru further consumer acceptance of high fidelity, indications are that sales during 1954 will far exceed the initial year's volume.

### Song Pluggers

Continued from page 18

pluggers claimed that Gale was violating his contract by making use of part-time employees to contact disk jockeys in major cities other than New York, Los Angeles and Chicago. Gale claimed that he did not have any part-time employees on his payroll, but offered to aid MPCE in every way to reach a solution to what could develop into a major problem for the union.

Both Gale and MPCE representatives are in agreement that a solution will be reached shortly which will benefit the union and make it easier for publishers to expand and modernize their promotional staffs.

MPCE's special negotiating committee consists of Bob Baumgart, Ed Burton and Leo Diston.

### Doris Day

Continued from page 16

top recording stars, has been with Columbia since she left the Les Brown band and went out as a single. Her current contract with Columbia is a five-year paper.

NEW YORK, April 24.—Godard Lieberman, executive vice-president in charge of a.&r. for Columbia Records, evidenced little concern when informed of the statement by Marty Melcher, manager of Doris Day, that the thrush would leave the firm after the expiration of her current contract in June, 1955. He told The Billboard, "I enjoy the most cordial relations with the parties involved and I am not surprised by the statement, since Mr. Melcher says this every year." Doris Day has been with the label since 1946.

### Cap Promotion

Continued from page 16

Gleason viewers, such as "Reggie Van Gleason III," "You're a Nice Man," "H'Ya Mr. Denney" and "You're a Dan-Dan Dandy." They were written by Gleason, in collaboration with Benny Davis, Ted Murray and John Redmond.

The King Cole album, a 12-inch LP, is a collection of previously unreleased masters and features sides by the original King Cole Trio and the orchestras of Pete Rugolo, Les Baxter, Dave Cavanaugh and Nelson Riddle.

All promotional material in the King Cole album has been given de luxe treatment, with streamers, browser-box cards, etc., printed in gold metallic inks. The release of the new King Cole package is the 11th in the long Cole series.

Also included in the May-June release schedule is the original cast rendition of the Broadway musical, "By the Beautiful Sea," a Kate Smith album titled "TV Curtain Calls" and a set by Kay Starr titled "The Hits of Kay Starr."

In addition, Capitol will release five Cetra extended play records in its "Treasured Moments From Major Operas" series and four Cap classical works.

### Reviews of New C & W Records

Continued from page 37

Someh'n's Happened to You... 70  
Polly Possum sings this ballad of cooled-off love solo. And she does a nice job, sure to please her fans. (Acuff-Rose, BMI)

WADE HOLMES  
You're Too Tired... 73  
FOUR STAR 1656—Holmes sings of the plight of the man who returns home from work to find his wife too exhausted from her own work to return his love. The lyrics are fresh and humorous. (Four Star, BMI)  
Rose of Mexico... 67  
A routine song about a Mexican beauty sung with little expression or enthusiasm by Holmes. For Western jocks. (Four Star, BMI)

MADDOX BROTHERS AND ROSE  
Old Pal of Yesterday... 71  
FOUR STAR 1657—A sentimental, nostalgic recollection of a friend from the past. The group handles it beautifully. It has a following which will find this attractive. (Four Star, BMI)  
Mama Says It's Naughty... 70  
Rose impersonates a naughty child getting into the scrapes which only children can. There is some good clean fun in this side, and Rose brings out the humor of the lyrics with ease. (Four Star, BMI)

HANK THOMPSON  
Jersey Bounce... 70  
CAPITOL 2792—Ops could make good use of this instrumental reading of the old dance item as purveyed by Thompson's augmented "Brazos Valley Boys." (Lewis, ASCAP)  
Sunrise Serenade... 70  
Same comment for this instrumental. (Jewel, ASCAP)

CHARLIE ADAMS  
Jolie Fille... 70  
COLUMBIA 4-21239—Bright ditty about a gal on the bayou is handed a brisk reading by Adams and the ork.  
I'm a Railroad Daddy... 69  
Another okay side by the chanter, showing off pretty classy ability in the yodel department.

BIG JIM DE NOONE ORK  
I Believed in You... 70  
FOUR STAR 89—Martha Lou Gaches is the vocalist with the band, and she turns in a smooth reading of this ballad. The boys in the ork help out with the harmonizing and also provide a pleasant, relaxed beat. (Four Star, BMI)  
Old Blue... 68  
Miss Gaches has some traditional folk-type material here about a hunting dog. She will have any audience in tears by the time she ends this bit. The rhythm is bouncy. (Four Star, BMI)

### Disk Pact Easy to Get

Continued from page 16

it after a few releases, they go back to the minors.

Firms which continually buy masters these days are Coral, Mercury, M-G-M, Essex, Derby, Dot, Jubilee and practically every other independent. Decca and Capitol do it occasionally, and even RCA Victor and Columbia buy masters now and then. Some firms purchase them on the principle that one out of many will break thru as a hit. Others do it to try to find new talent at the least expense.

### Merc and Coral

Over the past few weeks Mercury has released a half-dozen purchased masters. Coral has issued many new disks which were bought outside.

The reason for the master purchasing is mainly economic. Since masters are rarely paid for in advance, it is cheaper for a label to put out purchased masters than to record the artist.

Labels which are not getting anywhere with their contract artists may purchase masters in order to find new stars. But labels riding high with a hot talent stable find it unnecessary to pick up masters.

With the sudden rise and fall of pop artists today and with the emphasis upon single record hits rather than building talent, most record companies are wary of being saddled with an ossified talent line-up.

### Lose Freedom

In fact, some of the established labels, with long-term, many-record-sides-per-year artists' contracts, have found that they have lost some freedom of action due

to these agreements. They have guaranteed so many sides that they are unable to sign new artists, yet can't sell enough of the old.

Artists and their managers or agencies are inclined to go along with the short-term contracts or master deals. The artists today have little more desire to get tied up with long pacts than the record firms.

Many artists feel long-termers limit their own maneuverability, and they also realize that too many releases a year can hurt rather than help, since an upcoming hit may be smothered by the new release.

### 802 Lists 30,000

Continued from page 18

tionary, there are two men who can play it.

Just to prove that anyone can't beat on a drum and call himself a musician, the directory separates members under such instruments as drums, percussion, tympani, bongoes, conga drums, voodoo drums, maracas, timbales and the African tambour drum.

Since musicians are not ordinarily heard playing anything they feel like playing, the directory also notes membership among arrangers, copyists, conductors and librarians.

It would seem, tho, that the only way to find out just what a bouzouki is or sounds like, is to hire either Thomas Athanasiou or John Papainou.

### Cosnat in Ohio

Continued from page 18

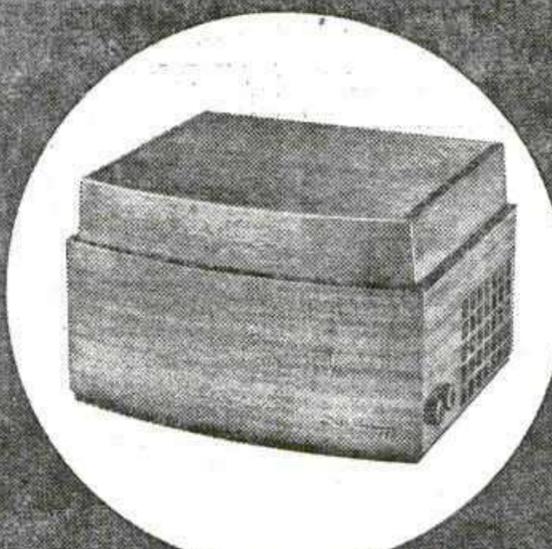
ing a tough time getting a distributor, the new Cosnat branches should ease the situation in Cleveland and eventually in Pittsburgh. Cosnat branches handle indie labels, and in most cities have been one of the distributors always ready to take on new lines.

Blaine is also the head of the Jubilee and Josie record labels. With Jubilee stepping out with pop hits, like the Orioles' "Crying in the Chapel," the Four Tunes' "Marie," "I Understand" and "Sugar Lump," the label has a better chance of getting a push in more cities.

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### RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff in determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power exploitation potential.

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

# THE FINAL CURTAIN

**ABELMAN—Morris,** 62, owner and manager of the North Camden Theater, Camden, N. J., for the past 24 years, April 17 in Einstein Medical Center, Philadelphia. Surviving are his widow, Lena; two sons and two daughters. Services April 19 in Philadelphia, burial in Montefiore Cemetery there.

**AMES—Stephen,** 54, film producer, April 22 in Malibu Beach, Calif., of a heart attack. He had been a former M-G-M and RKO producer for more than 20 years. A native of New York, he was a graduate of Princeton University. During World War I he left college to serve on the Committee of Public Information, Washington, forerunner of the OWL. He had been interested in the theater since his college days and in 1943 produced "The Guest in the House" on Broadway. He went to Los Angeles thereafter and two years later was associate producer of "The Spanish Main." For RKO he produced such films as "Sinbad the Sailor," "Tycoon" and "The Boy With the Green Hair." Later, for M-G-M, he produced "Man With a Cloak," "The Wild North," "My Man and I," "Confidentially Connie" and "Ride Vaquero." He leaves his widow, former actress Raquel Torres, whom he married in 1934, and a daughter, Blanca.

**BIRD—Frank W.,** 58, veteran Canadian concessionaire, April 23 in Toronto. (Details in Carnival section.)

**BROWN—Dorothy,** 57, in Los Angeles March 26 of heart failure. Born in Spencer, Ind., she was a veteran in the carnival business and was associated with the late Al Wagner's Cavalcade of Amusements as a concession operator for the past two years. Surviving is her husband, Raymond. Interment at Valhalla Memorial Park, Hollywood.

**CURTIS—D. Corbit,** 47, motion picture newsreel director, April 15 in Cristobal, Panama Canal Zone, while on a cruise thru the West Indies. He was associated with Tel-America, Inc., and had earlier worked for the March of Time and Pathe News. Survived by his widow, Georgia; five daughters and three sisters.

**HERA—Maria,** 35, a star of Mexico's stage and movies, April 20 in Mexico City.

**ELLIOTT—Webster Franklin,** 53, who with his wife comprised the dance team of Blanche and Elliott, recently in Granite City, Ill., of cancer. Starting out in show business at an early age they played all of the major vaudeville circuits and night clubs in the U. S., Canada and Mexico City. They played the Palace, New York, in 1927. Survived by his widow, his mother and three brothers, all of California. Burial in St. Louis.

**ENDICOTT—Henry Wendell,** 73, patron of music and big game hunter, April 30 in Dedham, Mass. He was president of the Boston Opera Association, a director of the Metropolitan Opera Association of New York and a trustee of the New England

Conservatory of Music. A leader in business, he also wrote several books on hunting and fishing and was interested in horticulture and forestry. A son, two daughters, a brother and two sisters survive.

**GALE—Mrs. Kathryn Kaff,** 38, radio script writer, April 16 in Norwalk, Conn. She was the wife of George Gale, New York advertising man. Her mother also survives.

**GERBER—Louis,** well-known Cincinnati and St. Louis magician, who toured for years in theaters, nightclubs and schools with his own mystery turn, in St. Mary's Hospital, St. Louis, April 23. (Further details in the Hocus Pocus column on Page 15.)

**GERLACK—Charles,** veteran musician and band leader, recently in Buffalo. For many years he toured with dramatic shows, Barnum & Bailey, Forepaugh-Sells, Welch Bros. and John Robinson circuses. He also worked on three units of Washburn's Dog & Pony Show, Cummings Wild West Show and Whitney Family Show.

**HARRIS—George,** 80, former vaudeville, April 16 in Youngstown, O. He was one of the Four Dancing Harrises. The youngest of the brothers, he had appeared with the Marx Brothers and Eddie Cantor before World War I.

**JOHNSON—Edward,** 55, known as Scotty Roberts and a member of the Greater Tampa Showmen's Association, April 20 in Tampa. Survived by his widow, Renee; a son, Edward Jr., and four brothers, Devonshire, England. Burial in Showmen's Rest, Tampa.

**KING—William Grafing,** 69, musician, April 18 in Detroit following a short illness. He was violinist with the Detroit Symphony Orchestra from 1914 to 1948, serving also as concertmaster. Survived by his widow, Martha; two sons, William Jr., and Richard; and a daughter, Mrs. William Blyth. Interment in Roseland Park Cemetery.

**KOMISARJEVSKY—Theodore,** 71, theater and opera producer, stage director, scene designer and writer, April 17 in Darien, Conn. He gained fame in Imperial Russia, England, France and Italy before coming to the U. S. With European background as an architect and a producer of opera and drama in London, he was brought to the U. S. by the Theater Guild in 1922. From 1910 to 1918 he had been associated with the Imperial Opera, Ballet and Drama theaters and later briefly with the Soviet State Opera and Drama theaters. At Stratford-on-Avon, he had directed original productions of Shakespeare in his own theater, with costumes and settings of his own design. In the United States he staged "Peer Gynt," "The Tidings Brought to Mary," "Revenge With Music," "Escape Me Never" and "Russian Bank," the last of which he also wrote. In the last decade he presented "Crime and Punishment" on Broadway and directed such productions at the New York City Center Opera as "Love for Three Oranges" and "Wozzeck of Altenberg," besides presenting "Aida" and "Cymbeline" for the Montreal Festival. His widow, two sons and a daughter survive.

**LEWISTON—Mrs. Harry (Rose),** 58, former Side Show operator, April 13 in Islamorada, Fla. She had been in show business since 1924 when she joined the T. A. Wolfe Shows. Following that she operated fortune telling booths for many years and during the 1935 and 1936 seasons she was with the Ringling Bros. Circus. From 1938 and up to the time she retired from show business in 1950, she and her husband operated their own Side Shows and had locations at parks in Detroit and at Riverview Park, Chicago. For the past two years she and her husband operated Harbor Lights Lodge, Islamorada, Fla. Survived by her husband, Harry, and a son, Eli. Burial in Chicago.

**MALARKEY—Martin F.,** 65, head of a music supply firm bearing his name in Pottsville, Pa., in Wayne Hospital, April 18. He was also vice-president of the Pottsville Trans-Video Corporation. Surviving are his widow, Margaret M.; two sons, a sister and a brother. Services April 22 in Pottsville, Pa. Burial in Calvary Cemetery there.

**MARSHAL—T. E. (Doc),** 62, veteran med show operator, recently in Memorial Hospital, Waterboro, S. C., of a heart attack. Survived by his widow, Helen; two sons, Frank, Washington, and Troy, and one daughter, Naomi Winnick, Alexandria, Va. Burial in Alexandria.

**MARSHALL—Oswald,** 79, veteran character actor who was a member of Granville Barker's repertoire company in London before coming to the U. S., April 19 in New York. On Broadway, Marshall had appeared in "The Ghost Parade," "The Barretts of Wimpole Street," "The Infinite Show," "The Woman Brown," "Victoria Regina," "Anne of England," "Sheppey," "I Remember Mama" and "The Nineteenth Hole of Europe." His widow survives.

**MIDDLECOFF—Hollie A.,** 57, known professionally as Michael Moret, April 17 in Detroit. At one time he sang with the Ziegfeld Follies, and the Burns and Allen radio show. Survived by his widow, Bessie. Interment in White Chapel Memorial Cemetery, Detroit.

**MORRIS—Mrs. Felix,** former actress known as Florence Wood and widow of the character actor, April 17 in Princeton, N. J. She made her debut in "That Lass o' Lowries" with the Augustine Daly Stock Company and later, when she met Morris in a Canadian stock company, retired from the stage. When her husband died she returned to the theater, appearing on Broadway in "The Scarecrow," "The Walls of Jericho," "Gretchen Green," "Old Lady 31" and "One Night in Rome." Two daughters survive.

**OSTENDORF—Gordon L.,** 59, veteran Wild West Show performer and musician, April 8 in Sayville, Long Island, N. Y. For many years he worked on the Pawnee Bill, Buffalo Bill and 101 Ranch shows as a fancy roper and trick

rider. More recently he had his own dance band in Sayville. Survived by his widow, Alice, and two brothers, Robert, Rye, N. Y., and Peter, Reno, Nev.

**PRICE—Mrs. Ysobel Haskins,** 85, former actress and for many years chairman of the scholarship committee of the Colonial Dames of America, April 19 in New York. She had appeared in several David Belasco productions. A sister survives.

**PROCTOR—George H.,** 51, veteran showman, April 8 in Lubbock, Tex. At one time he and his twin brother Dick owned the Proctor Brothers Wild Animal Show and the Proctor Brothers Athletic Show. At the time of his death he was with T. J. Tidwell Shows. Survived by widow, Lela; a brother, Charles Richard, Abilene, Tex., and a stepson, Lloyd Obert. Burial in Lubbock.

**ROACH—Robert (Bob),** 65, old time pitcher, April 16 in Oaklawn (Ill.) Hospital. Survived by three sisters. Services from Holy Cross Church, Chicago, with burial in Streator, Ill.

**SAUNDERS—Howard C. (Senator),** 69, veteran outdoor showman and vaudeville performer, April 8 in St. Louis. In 1915 he organized the Rialto Minstrels and stayed with that group until 1924. Later with his daughter he toured the major vaudeville circuits as the Saunders Duo. In 1935 he retired from show business but returned to the road again in 1943 as public relations man with the former Dalley Bros. Circus. Survived by his daughter, Mrs. Arlyn Waller. Burial April 10 in Woodside Memorial Park, Quincy, Ill.

**SAVAGE—Bernard,** 71, retired actor, April 20 in Babylon, N. Y. He had appeared in the U. S. with such stars as Walter Hampden and Orson Welles, and with Sir Beebohm Tree in England. Savage assumed roles in both modern and Shakespearean plays. His last appearance in New York was in 1950 at the Museum of Modern Art, where he assisted Dr. Edith Sitwell, English poetess, in reading of her poetry. Survived by his widow.

**SMITH—Robert E.,** 86, long-time newspaperman and one time director of publicity for the California State Fair, April 18 in Sacramento. A native of Selma, Ala., he was editor of papers in the South and West before retiring in 1940.

**STEVENS—George Alec,** 79, writer of songs for British music hall celebrities, April 19 in London. He wrote more than 2,000 songs for such stars as Gracie Fields and Marie Lloyd, including, "Mother, I Love You"; "When the Harvest Moon Is Shining"; "I'm Shy, Mary Ellen," and "The Huntsmen."

**STROMDAHL—Harry J.,** 59, father of Mrs. Ellen (Jackie) MacRae and Mrs. Josephine Maroletti, formerly with James E. Strates Shows and more recently with John Marks Shows, recently in Toledo, O. In addition to his two daughters, he is survived by his widow, Pearl; one son, George; two other daughters, Mrs. Helen Cox and Mrs. Ruth Green, both of Toledo; two brothers, Ross, Dague Mines, Pa., and Alvin, Erie, Pa.; a sister, Mrs. Ray Williams, Pennfield, Pa., and three stepsons, Frank May, Brockway, Pa.; Rev. John W. May, Marnet, Va., and Richard May, Toledo. Burial in North Oregon Cemetery, Toledo.

**TRAEVER—George W.,** 67, well-known carnival figure in the East prior to World War II, and owner of a Springfield, N. J., kiddie park, April 18 at his home in Chatham, N. J. (Details in Outdoor section.)

**WANSTALL—Mrs. Grace E.,** 85, associate director of the women's work department, Saskatoon (Sask.) Exhibition board, April 11 in Saskatoon. Survived by her husband, John; her mother, and two sisters. Burial was in Saskatoon.

**WHITE—Mrs. Lola Furman,** 65, former actress and widow of Dr. William A. White, Washington psychiatrist, April 18 in Jackson, Miss. In the 1890's she had been a member of the Augustin Daly Stock Company, with which she toured the U. S. and Europe. A sister, a granddaughter and two great-grandchildren survive.

**YOUNG—William (Jack),** 54, co-owner of the Harry Burke Shows, April 20 in Baton Rouge, La. (Details in Carnival section.)

## BIRTHS

**BRADLEY—** A son, Michael O'Callahan, to Mr. and Mrs. Pat Bradley. Father is conductor of the "What's Up" show on KGUL-TV, Galveston.

**FRANKLIN—** A daughter to Mr. and Mrs. Bill Franklin in Baltimore, April 10. Father is deejay, known as The Hawk, on Station WHAT, Philadelphia.

**FINE—** A daughter, Elizabeth, April 18 to Mr. and Mrs. Howard Fine in Good Samaritan Hospital, Los Angeles. Father is a producer at Universal-International Studios.

**FINKLE—** A daughter to Mr. and Mrs. Richard Finkle in the Albert Einstein Medical Center, Philadelphia. Father is owner of the High Point Record Shop, that city.

**GIBBONS—** A daughter, Amy Sue, to Mr. and Mrs. Art Gibbons April 17 in Magee Hospital, Pittsburgh. Father is a partner in Hoffman & Gibbons Advertising Agency, that city.

**BICE—** A son, Richard Craig, to Mr. and Mrs. Richard N. Bice in Fort Worth, April 15. Father is a producer with WBAP-TV, that city.

**STEVENS—** A son to Mr. and Mrs. H. G. Stevens in Kinder, La., April 9. Parents are bingo operators on the Tivoli Exposition Shows.

## AFTRA Action

Continued from page 9

production of the programs vastly less expensive. In Hollywood, the International Alliance of Theatrical Stage Employees dominates the labor scene.

At the networks here, only Du Mont employs exclusively IATSE workers in its studios. Other networks employ International Brotherhood of Electrical Workers members and National Association of Broadcast Engineers and Technicians units as well as IATSE personnel. And the first two unions would be more than willing to work out agreements covering kines and tape when their present contracts lapse.

**Strength Obvious**  
It is obvious, of course, how strong the network dominance of programing would be if they could resell kinescopes. They could make better deals with talent. They could make more on individual shows once they could count on residual money. And they could erase, once and for all, the threat of film networks as competition in the future.

Tho the quality of kinescopes is still not up to that of film, it is constantly being improved. Once tape arrives—it is claimed to be little more than two years away—that problem will vanish, too.

But lesser quality and all, kines are salable, as has been proved by "The Ruggles," which has made a small mint for its producers. The question only remains as to whether IATSE will not step into the picture.

IATSE is a national organization and its top national execs may pressure the locals here to make some such move to make certain that kinescopes do not go into re-use without the payment of stiff additional fees. Hollywood, it is certain, will not give up without a battle.

## Prestige to TV

Continued from page 2

and phone the station heard from televisioners, with only a small scattering of dissents from folks disappointed because their favorite shows were knocked off schedule by the hearing telecasts.

In the hearing chamber, TV and radio raised a new type of problem: How can testimony be stricken from the record if it has already gone over the air to millions of homes. The problem came up Thursday and Friday (22-23), and is still unresolved. On one occasion yesterday, the question was raised as to how to strike from the record a lengthy colloquy between Sen. Joseph McCarthy (R., Wis.) and other principals on some testimony that had been gathered by McCarthy behind closed doors at Fort Monmouth. Sen. Henry Jackson (D., Wash.) declared he saw no way to strike the testimony since TV and radio audiences all over the nation had already heard it. Sen. Karl E. Mundt (R., S. D.), chairman, ruled to leave it in the record.

## Color Musicals

Continued from page 2

best known for just such work in Hollywood.

An interesting commentary on how times have changed in TV over the seasons is represented in the present budget. Back in the 1950-'51 season, Schubert aired 13 hour-long musicals for Procter & Gamble via NBC-TV, in black and white, of course. Only 30 stations then were in the line-up which stretched as far west as Omaha. The weekly budget then, considered a shocker at the time, was \$35,000.

## MARRIAGES

**BEGLEY-RAYE—** Edward Thomas Begley, dancer, and Martha Raye, television star, April 21 in Arlington, Va. This was her fifth marriage.

**KOVACH-ALMASHY—** Thomas Kovach, son of Mrs. Ann Berker, concessionaire at the Olde Wayne Club, Detroit, and Iris Almashy of a family well-known in the carnival business, April 24 in Brighton, Mich.

**PULVINO-RAYE—** Joseph (Hooks) Pulvino and Ginger Raye, April 14 in Columbia, S. C. Both are with Jack Perry Shows.

One reason why advertisers in THE BILLBOARD get all they pay for.



## 'Magazine Concept'

Continued from page 4

shows, this fall, if they can get the facilities, to insure their prestige as leaders.

Weaver said that the "so-called magazine concept merely means that one does not sponsor one program with all one's funds, but spends for those values as one needs—whether personal selling, blue chip association, highly visible advertising, tremendous frequency, or tremendous conversation piece quality—whatever an advertiser wants for his program, that he can get in a national basis in color from NBC no matter how big or small his budget."

**Other Speakers**  
Other speakers at the session were Jack van Volkenburg, president of CBS-TV; Frank Stanton, president of CBS, and Joseph B. Elliott, executive vice-president of the Consumer Products Division of RCA. The session was pretty much a re-run of last fall's Association of National Advertisers' meeting in Chicago.

Van Volkenburg said that, based on a potential of 36,000,000 homes in 1958, the cost of reaching a family would come to \$2.54 as compared with \$2.31 now for black and white. Elliott predicted production of 50,000 sets by the end of this year and 350,000 by the end of 1955. But Stanton said a lot depended on what color tube might turn out to be best. He wouldn't predict when color TV would be available in quantity, saying "You can't invent by the stop watch."

At other sessions, leading agency officials warned against the over-commercialization of TV. If the number and length of commercials isn't cut down, they said, sponsors would be in danger of losing already tight availabilities to pay-as-you-see TV, which would cut them out completely.

## Facts Forum

Continued from page 4

radio and the other TV film—for airing in the near future.

H. L. Hunt, Texas multi-millionaire founder and backer of Facts Forum, made the disclosure here this week.

The new Facts Forum radio show, which is being discussed with NBC, would be a 15-minute across-the-board stanza which would start this summer. Time on each program would be divided equally between two commentators—one liberal and the other conservative.

Elmer Davis was mentioned as a desirable "liberal" commentator. The show would be made available for commercial sponsorship to pay for production costs. Free network time is being sought.

Preliminary discussions for production of the TV film series have been held with Merian C. Cooper. Subject of the series is understood to be the menace of Communism.

The two new Facts Forum radio-TV properties would be in addition to its current brace of shows on the air, which includes "Answers for Americans" on ABC and ABC-TV; "Reporters Round-up" on Mutual; "State of the Nation" on Mutual; "Facts Forum," transcribed radio show spotted on 400 stations, and "Facts Forum," TV film show spotted in 75 markets.

## 'Colonel Flack'

Continued from page 4

cess, the Allen Mowbray starrer will pick up five more live stations, Chicago, Cincinnati, Minneapolis, Atlanta and Peoria.

The future slotting of "Down You Go," which Du Mont now carries in the Friday 10:30 p.m. period, is still undecided. The slot being vacated by "Flack" will be covered by the co-op Chicago wrestling, which will henceforth start at 9:30 p.m., Saturday, getting a full hour more.

"Pantomime Quiz," which bowed off Du Mont two weeks ago, will return to the air the second week in July on another network, it was indicated this week. Meanwhile, Mike Stokey, producer and emcee of "Pantomime," is going to Denmark next week to appear in a motion picture titled "Edge of Tomorrow" being produced there by George Coogan. The picture will star Jackie Coogan and Dorothy Hart, frequent "Pantomime" panelists. "Flack" is packaged by Wilbur Stark and Jerry Layton. It is sponsored by American Chiclé and Du Mont receivers.

In Loving Memory  
OF MY  
DEAR HUSBAND  
**"SPARKY"**  
Who Passed Away  
April 30, 1952  
EVIE BELEW

IN MEMORY  
OF OUR GOOD FRIEND  
**SPARKY BELEW**  
Who Passed Away  
April 30, 1952  
GERTRUDE and WHITEY



In Memory of  
**J. L. (JOE) FRANK**  
PEE WEE KING

In Cherished Memory  
of  
**HARRY DECKER**  
May 4, 1945  
Devoted Husband of ANN  
Loving Father of MARYANN

## Mounting Turnouts Soar R-B Grosses

Big One Breathes Easy With String Of Packed Matinees and Tax Relief

NEW YORK, April 24.—A spurt in Ringling business beginning Easter week gave rise to predictions that the 1954 run in Madison Square Garden would net at least as much as the record figure marked up last year.

As was indicated as long as two weeks ago, the Easter week was a beauty at the box office. Matinees were sellouts this week and the spurge in ticket buying carried over into next week as well.

Everything was gone for the matinees, all 14,400-odd seats, by last weekend. There was no hesitancy by patrons to pick up the couple of thousand obstructed view seats that exist in the Garden at all price levels up to the \$6.50 top bracket.

### Night Biz Improves

Night business has been better than expected, altho far from the sellout class. A three-quarter house was pulled Monday (19) and the houses ranged from 50 per cent and more thruout the rest of the weekday nights. Last Sunday night's (18) 7 p.m. early performance failed again, however, to draw well, as did the two

### AUTOS DANCE

## McGaw Bows New Thrill Show May 6

NORTHRIDGE, Calif., April 24.—"Stunt Capades of 1954," the newest production assembled by Joie Chitwood Auto Daredevils, Inc., and debuted at the Carrell Speedway in Gardena in late February, will open its five-month tour May 6, Bill McGaw said. Following the debut at the Last Frontier Hotel Speedway, the show is scheduled to play 157 dates, more than ever before in a full year.

McGaw added that several California fairs were on his tours. These include the Calaveras County Fair and Jumping Frog Jubilee in Angels Camp; Chico Silver Dollar Fair, Chico; two days at the Fresno District Fair in Fresno, and the San Fernando Valley Fair here.

An innovation will be production numbers, according to McGaw, with a fleet of new 1954 Ford sedans in dance routines especially arranged and performed to high fidelity music. Two of these are the "Mexican Hat Dance" and "Skaters Waltz." J. Walter Thompson Company officials are reported considering an arrangement for the attraction for an eight-minute segment in the next Cinerama production.

A preview of the new show was held at Carrell Speedway February 28 for Metro-Goldwyn-Mayer, Universal-International and Pathe newsreels. At the same time, a TV crew from Wilding of

(Continued on page 50)

## Sellner Busy On New Orders

FARIBAULT, Minn., April 24.—Activity at the Sellner Manufacturing Company here has been stepped up recently, according to M. W. Sellner top man in the Tilt-a-Whirl concern. Seven Tilts have been delivered this year and five more will be shipped in the near future, he said.

Customers who have had deliveries include World of Pleasure Shows, Mount Clemens, Mich.; Lagoon Park, Salt Lake City; Woodside Park, Philadelphia; Point Pleasant Pavilion, Point Pleasant, N. J.; Chaney & Driskal Rides, Chicago; Fairyland Park, Elmhurst, L. I., and Nantasket Amusements, Nantasket, Mass. Orders yet to be filled include rides for Peter Cattaneo, Chicago; Bill Lynch Shows, Halifax, N. S.; Funland, Inc., Las Vegas; Ce-Mar Acres, Cedar Rapids, Ia., and the Lagasse Amusement Company, Haverhill, Mass.

## NAILED PLANK FAZES FAKIR

MARSEILLES, France, April 24.—A 22-year-old fakir lasted for only one performance at a street fair here last week. Yvan Yva asked five men to take turns standing on his chest as he lay on a nail-studded plank. He failed to get up and bystanders took him, bleeding and badly injured, to a hospital.

## Woodstock Contracts for Old Home Week

WOODSTOCK, N. B., April 24.—The Woodstock Old Home Week will be held July 26 thru 31, according to the local governing commission which includes the Rotary Club, Canadian Legion, Lions Club, "Y" Men's Club and Junior Chamber of Commerce.

King Reid Shows will occupy the midway and acts booked in by the George A. Hamid agency include Pedro and Durand, comedy acrobats, and Honey Girls, girl tumblers. Commission officers are Harold Cox, president; J. R. Crousse, secretary-manager, and C. M. V. Spence, treasurer.

## NATHAN'S LOT SIGNED

## Set Whale Move To Coney Island

NEW YORK, April 24.—Mrs. Haroy is going to Coney Island for the summer, and she will be on display at what is probably the best show lot available in that area, according to Oran Nance, who was taken on last week to handle publicity for the 65-ton whale.

Nance said the move from Broadway will be made around midnight Monday (26) and that the mammal should be open for business Wednesday (28) on the Sea Gate side of Stillwell Avenue, between the Bowery and Surf Avenue.

The lot, roughly 100 feet by 40, is adjacent to Nathan's Famous, the storied Coney eatery which owns the lot. The lot was formerly used by a Girl Show. Tickets will go at 25 cents for adults and a dime for kids, with a possible boost to 35 and 15 for weekends and holidays. Broadway prices were 50 and 25.

### Story, Pix in Life

Any publicity or advertising accomplished in the future will get a big boost from a spread in Life magazine which hit the stands last week. The story and pictures of Mrs. Haroy were accomplished while public relations was being handled by the Walter O'Malley office, which is no longer connected with the promoting Arctic Whaling Company.

Nance, whose experience includes drum-beating for a meager 35-ton whale out West, said that while the Coney lecturing and display of Mrs. Haroy will be in the same educational vein as has been used in the Broadway and 69th Street lot, all stops would be out in the use of outside ballyhoo.

The whale was installed at the Manhattan site March 16, under

## Pa. Race Firm Is Chartered

HARRISBURG, Pa., April 24.—A Pennsylvania corporate charter has been issued by the Department of State to the Susquehanna Speedway Inc., 38 South Beaver Street, York, authorizing the new corporation to capitalize at \$75,000 for the purpose of building an automobile race track in York County and conducting races.

Incorporators were listed as Charles E. Bergdoll, Victor D. Alba and C. Philip Moore Jr., all of 38 South Beaver Street, York.

## BOSTON NOTES

## Tax Talk Minimized At New Eng. Meeting

BOSTON, April 24.—Little was said publicly about the recent federal admissions tax cuts at the meeting of the New England Association of Amusement Parks and Beaches at the Hotel Statler here Thursday (22). For the most part operators appear to still be feeling their way with an eye to public reaction. Prices will be rounded out in multiples of five with some up and others down from last year.

### Woodside Cuts

One spot with a definite policy involving savings passed on to the public is Woodside Park, Philadelphia. The Quaker City spot announces cuts of 2 cents on its 14-cent rides, 3 cents on its 15-cent rides and 4 cents on its 20-cent rides. A like amount of city tax remains on the admissions but, the park management points out in advertising material, "When (with your help) the city tax is removed, this saving will also be passed on to you."

### Gardening Time

Paul Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches didn't figure on tarrying too long in the East. The season, Paul said, was conducive to gardening as well as park operations and he was hurrying back to Chicago to get in a little back yard activity.

Rose Stone, whose late husband

## Pomona Passes Tax Savings to Riders

Fun Zone Tickets Cut 20%; Illions Follows Suit at Parks

CHICAGO, April 24.—Ride patrons at the Los Angeles County Fair, Pomona, will receive the benefit of the recent elimination of Federal amusement taxes on admissions below 50 cents, Harry Illions, who provides the fun zone at the big California fair, announced.

Illions stopped off here this week en route to Buffalo from Los Angeles where the decision was reached in a confab with C. B. (Jack) Afflerbaugh, president-manager of the fair, and Phil Shepherd, assistant treasurer.

The reduction in prices will prevail in the fair's main fun zone and both Kiddielands with a few exceptions, Illions said. Under the plan, "rides that have been going

at 25 cents will be reduced to 20 cents.

Illions also said he would institute the same policy at his two New York State amusement spots, Celeron Park, Celeron, and Liberty Park at Buffalo.

No decision was announced to indicate if the fair would also follow this policy at its grandstand.

## Federal Court Names Receiver

Show Moved Back Into Quarters to Await U. S. Action

MOBILE, Ala., April 24.—Richard L. Butt, a retired railroad man, was this week appointed temporary receiver for the Cavalcade of Amusements and the North American Concessions Corporation by Federal Judge Dan H. Thomas of the U. S. District Court for the Southern district of Alabama.

All physical effects of the show, owned by the late Al Wagner, Hattie Wagner and members of the Wagner or Bernstein family, have been returned to winter quarters here from Pensacola, Fla., where Wagner was shot to death during the show's initial stand of the season.

Early this month, the Cavalcade was kept from leaving its home base here by a restraining order that alleged Wagner owed the U. S. more than \$260,000 in admission, Social Security and unemployment taxes dating back to 1947. The equipment was released when Wagner paid \$6,000 to the Internal Revenue Department and agreed to pay \$300 per week on the back taxes.

## New Woes Hit Progress of N. Y. Coliseum

NEW YORK, April 24.—The New York Coliseum was beset with further troubles this week, altho the top man in the project, Robert Moses, has already held a ground-breaking ceremony.

Last week it was brought out that a rider to a measure approved in the House of Representatives would deprive the project of a \$6 million slum-clearance grant of federal funds.

Indications during the week were that the rider would be killed. United in opposing it were Mayor Robert Wagner, Moses, who is chairman of the project-governing Triborough Bridge & Tunnel Authority, and Albert M. Cole, federal housing chief.

The new obstacle was an objection by Cole that Moses had gone ahead with the project without approval of the Housing & Home Finance Agency. Nub of the dispute is Cole's claim that Moses' decision to add a 20-story office structure to the project is a basic change that may affect its eligibility for federal funds.

## New 7-Rider Set for L. I.

NEW YORK, April 24.—A seven-ride kiddie park, named Happy Town, will be opened May 10 by Bernard Sternbach out in Commack, N. Y.

Happy Town will be at the intersection of Jericho Turnpike and Veterans' Memorial Highway, Long Island. The location is 40 miles from Manhattan and 25 miles from the New York City line in Queens.

## George Traver Dies at 67 in Jersey Home

NEW YORK, April 24.—Funeral services were held Wednesday (21) for George W. Traver, well-known outdoor amusement figure who died on Easter Sunday (18).

Traver would have been 67 on July 30. He died in his Chatham, N. J., home and services were held at a funeral home there. Burial was in the Traver family plot in Union, N. J.

Traver's Chautauqua Shows at one time were a leading show organization in this State, and played a strong line-up of up-State fairs prior to World War II. Traver maintained an office in New York's Gaiety Building and was active in many outdoor activities.

His organizations included Traver's Fair-at-Home Shows, World Victory Exposition, Capital Amusement Park in Albany. His most recent business venture was a kiddie park on Route 22 near Springfield, N. J.

George Traver was an early member of the National Showmen's Association, and was its first chaplain. He joined the club in February of 1938.

He is survived by his wife and a daughter. He recently returned from a stay in Florida.

was a charter member of the association, was on hand to see her son, Larry, installed as president. Phyllis, Larry's wife, was still at home taking care of a new baby.

### Father Ed Convalescent

Father Edward Sullivan didn't stick it out to take in the banquet. Out of the hospital only the day before after lengthy treatment for a complicated shoulder injury, the well-known priest talked entertainingly at the business session and then decided he had better head for home.

### Carroll Loses a Hat

An election bet of a year ago was recalled by George Hamid and the loser, Ed Carroll, came up with the hat. As if that wasn't enough Hamid had Carroll split his race track winnings of the day before with Mrs. Carroll.

### Hamid Spy?

The Al Martin secretaries, Eleanor and Cleo, graced the occasion. The latter, only lately under the spell of the Boston talent peddler, surprised George Hamid by greeting him in Lebanese, his native tongue. George rose to the occasion when he took up the rib of the day that the beautiful Cleo was a Hamid spy.

### Bowen Hunts Mgr.

Henry Bowen, Whalom Park, Fitchburg, Mass., is still in need of a manager for his funspot and

(Continued on page 50)

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# Most Jersey Spots Okay Bingo, Raffles

### Bridgeton, Ocean City Vote 'No'; 90 Per Cent of Localities Approve

TRENTON, N. J., April 24.—New Jersey communities voted almost overwhelmingly in favor of legalizing bingo and raffles at last Tuesday's (20) referendum held in conjunction with the primary elections.

An estimated 90 per cent of the State's 567 municipalities voted "yes" for both bingo and raffles. Some approved one form of the minor gambling and rejected the other. Some rejected both.

Among those communities having fairs, bingo and raffles were approved in Trenton, Morristown and Flemington, the Trenton vote being more than 6 to 1. Bridgeton, where the Cumberland County Fair is held, turned down both forms of gaming, 1,408 to 1,148.

All communities but two in Atlantic County, where Atlantic City is located, voted "yes." The exceptions were Linwood and Port Republic. In adjacent Cape

May County the vote was "yes" in Cape May City, Wildwood City and North and West Wildwood, but "no" in Ocean City.

A Legalized Games of Chance Control Commission has been set up to regulate the use of bingo and raffles. The adopted laws hold that the events be held for the benefit of charitable, civic, religious, veterans and volunteer fire organizations and official first aid and rescue squads. Groups wishing to operate the games must register with the commission.

In all cases net proceeds of the games must be devoted entirely to "educational, charitable, patriotic, religious or public-spirited uses."

#### Rules Described

The bingo law limits prizes to \$250 for a single game and \$1,000 for the entire session. Players must be over 18 years old. Those conducting the games must be members of the organization involved. If local officials approve by ordinance the games may be held on a Sunday, but in no case may they be held where alcoholic beverages are sold.

The license charge for a single sitting will be \$5. For raffles, the fee is \$5 for each raffle plus \$5 or each \$1,000 prize value. The law limits raffles prizes to merchandise.

# Biggest Paris Street Fair On for Month

PARIS, France, April 24.—The "Gingerbread Fair," biggest Paris street fair, opened Saturday (17) for a full month's run. A new idea will be a daily free act—a "flame dive"—alho the usual free ballyhoo "parades" take place in front of all shows.

This fair is laid out with three circles of rides and concession stands in the circular Place de la Nation; along about two blocks of the service roads of the Cours de Vincennes, which are occupied by tent cirks, menageries and shows, and along another section which has rides of all types—40 to 50 shows and rides all told.

Games, Arcades, concessions and refreshment stands occupy one end of the Cours de Vincennes and some side streets.

There are a few other Paris street fairs of considerable size that play off-street lots or parks in the suburbs. Auto traffic, however, is gradually eliminating most of the fairs or radically reducing their size.

# St. John Assn. Renames Flood

ST. JOHN, N. B., April 24.—John N. Flood has been renamed president of the Exhibition Association of the City and County of St. John. Also named at the annual meeting were: W. A. S. Case, first vice-president; C. N. Wilson, second vice-president; F. S. Crosby, treasurer.

No stock car racing will be held this summer at Exhibition Park, it was decided, alho the Congress of Canadian Daredevils, thrill show, has been signed to appear June 4. No date was set for the opening of the harness race program.

Committees named and their heads included the following: policy, budget and financing, W. A. S. Case; advertising, A. Calp; harness racing, C. M. Alexander; fall fair, A. Dodge Rankine; rentals and concessions, Charles Y. Swanton; building and grounds, C. I. Robinson; parking and policy, C. R. Nelson; by-laws and legislation, G. Earle Logan, and canteen, T. Moffett Bell.

# R-B's Billers Off to Boston

NEW YORK, April 24.—The Ringling billing crew left town today for Boston, where they will start putting up paper on Monday (26) for the Big Show's second date of the season.

Charley Turner and John J. Brassil are in charge of the advance car.

Staying behind are a half dozen men including the banner-puller.

# Radio, TV Programs Mark Circus Week

BERNERDSTON, Mass., April 27.—The Band of America and "Super Circus" are among the radio and TV shows scheduled for Circus Week, June 1-7, according to Ray Bickford, chairman of the Circus Clown Club's Circus Week committee.

The band's NBC broadcast of May 31 has scheduled a circus march to open the show in honor of the week. Everett A. Fuller, Schenectady, N. Y., chairman of the club's awards committee, has arranged an observance for "Super Circus." Bickford is working on other radio-TV plans, he said.

# Paragould, Ark., Adds P. A. System

PARAGOULD, Ark., April 24.—According to announcement by President J. T. Brown, the Green County Fair Association is planning permanent wiring for a public address system at the fairgrounds.

Brown said a new concrete floor for the main exhibit building was also being considered. B. C. Lloyd Jr. and Gaines McDaniel have been named to the fair catalog committee.

# Big Show Band Lists 27 Men For '54 Trek

NEW YORK, April 24.—The Ringling Big Show Band of 32 pieces is carrying numerous old-timers this season, as in years gone by. Led by Merle Evans, in his 36th year with the organization, the band will drop five sidemen after the May 9 close of the Madison Square Garden run, and will tour with 27 musicians, a standard defined by union contract since World War II.

In point of service, trombonist Lew Bader is second to Evans with 29 years, while trombonist Andy Grainger and flutist May Ring have each been with the Big One for 15 years. Other bandmen are as follows:

Clarinets, Howard Johnson, Harold Hanson, Harry Berke, Walter Dietz, Frank Sullivan, Paul Schaller, and Charles Kardasen. Cornets, Frank Sering, Otis Jones, Don McClean, Harry McKeshan, Joe Thorne, Joe Browning, and Ramon Escoria. Horns, Emil Stango, Frank Siminer and Joe Staluppi.

Baritone horns, John Horak and Gene Morse. Trombones, Ray Casel, Marshall Rapp, and Charles Mauford. Basses, Johnny Evans, Bill Pruyn and Harvey Phillips. Drummers, Frank Hoffman and Kenny Baldwin. Organist, Win Danielson.

Schaller, Kardasen, Thorne, Staluppi and Phillips will not make the road tour, Evans said.

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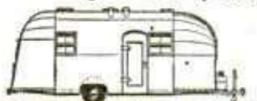
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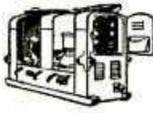
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# King's 1st Week Brings Crowds

BRISTOL, Va., April 24.—King Bros.' Circus in its first week on the road this season ran up a good attendance score at most of the spots played. Strong points were Chattanooga and Knoxville.

At Marietta, Ga., Monday (12), the show had half and three-quarter houses with Shrine auspices. Anniston, Ala., on Wednesday (14) had a three-quarter matinee and near-full night. Schools were dismissed and the parade drew well.

Chattanooga was sponsored by the Grotto and this was the show's first time there. Because of the city's concern over a traffic problem, the show was asked to limit its parade to motorized units and this was whizzed thru town by an escort. An unusually large crowd had turned out for the parade and there was some disappointment at the size of it. Co-owner Floyd King explained in newspapers that the show, too, regreted it had been required to abbreviate the procession. Both houses were near-full.

Knoxville also was a first on the King route. Billing and newspaper ads were described locally as heavy and police estimated the parade crowd at 30,000. The matinee was three-quarters and night show was full.

At Bristol the show drew two full houses, alho it had been forced to change lots at the last minute. Jaycee auspices was used.

# George W. Cole Opens in Okla.

COLGATE, Okla., April 24.—The George W. Cole Circus, owned by D. R. Miller and Herb Walters, with Walters as manager, opened its season here Thursday (15) in overcast weather and wind. Matinee was half filled and night house was better than three quarters.

Show is freshly painted and is using new lines of heralds and paper. Last year's canvas is used. Lee Bradley manages the Side Show and Norman Anderson, owner of last year's Wallace & Clark Cir us, has the concessions and a hippo pit show.

Acts include Purcell's dogs and monkeys, Bob Grubbs' high-school and Liberty horses; Hope Brown, Mugsy Clark and Mrs. Walters, ladders and webs; three elephants, two camels, two cage trucks; Chief and Tillie Keys, concert, and Leona Hill, organist.

**S**PECTACULAR and packed with thrills; masterly paced and dressed to kill, the 1954 Edition of The Greatest Show on Earth has been acclaimed by New York City and all its commuting environs as the best Ringling Bros and Barnum & Bailey Circus in many years. John Ringling North has received the Broadway producing Titan's cherished accolade: "The perfect Big Show." And this is the circus that will exhibit in Boston Garden, May 11 thru 16; Baltimore, May 18 and 19; Washington, May 20 thru May 23; Philadelphia, May 24 thru May 29, and continue intact over its season's route until late November.

The entire nation will receive the same thrill impact that literally shocked jaded Manhattan into spontaneous bravos.

And so the long Ringling Bros and Barnum & Bailey Circus trains, silver enameled and streamlined in Ringling red, will roll out of New York after Sunday night's performance, May 9, for a road season of illimitable potentialities, all pleasing and all substantial as to attendance and audience delight.

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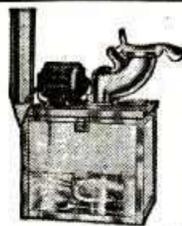
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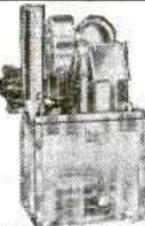
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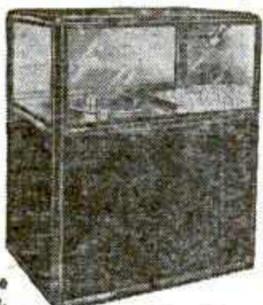
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**Minute Maid Hypes Pitch to Drink Ops**

CHICAGO, April 24.—Minute Maid Corporation, big producer of frozen citrus fruit juice concentrates for the beverage trade, this year will go out for a bigger share of restaurant and outdoor concession business, Bob McCarthy, Midwest divisional sales manager, announced. As the first step in this direction, the firm is testing its own dispensers for counter and table service.

For the past seven years, Minute Maid has been concentrating on building its name in the retail trade, but will now make a bigger drive for a position in the institutional branch of the industry.

**New Dispenser**

The new dispenser, manufactured by the Dole Valve Company here, is being tested in a number of markets, including several key spots in Chicago's downtown area, and, according to McCarthy, results thus far have proved very satisfactory.

The dispenser takes a 32-ounce institutional can of Minute Maid orange concentrate which is mixed with three parts of water to produce a gallon of the finished drink.

Mixing is handled automatically by a Venturi valve. No refrigeration is necessary as the machine is tapped into a cold water supply, thus insuring a uniform supply of cold beverage.

McCarthy said the present dispenser would probably undergo some modification before it is offered to the trade.

**Braves Double Food Stands At Milwaukee**

MILWAUKEE, April 24.—The Milwaukee Braves opened their second season in the major leagues recently with a greatly expanded food concession set-up in the Milwaukee County Stadium.

A total of 19 permanent grandstand refreshment stands are being operated, 11 more than last summer and two new refreshment stands on large trailers are serving the bleacher section.

Included in the line-up are two large dairy bars, a natural in this dairy capital. No beer is sold at the two stands. They feature plain and chocolate milk, hot chocolate, orangeade, ice cream, cheese and hot and cold sandwiches. Sections of four other stands will also be devoted to dairy products, a grilled cheese sandwich is being featured on Fridays.

**Beverage Firm Sets Rebate Plan**

OMRO, Wis., April 24.—Nu Beverage Company here has inaugurated a new system allowing the customer the price of the container normally paid for and included in the cost of the sirup. The firm passes on a 20-cent per case savings to customers when the latter sends back the empty cases and jugs. Saving is then applied on the next order.

As a result, the firm has priced its sirup at \$1 per gallon. Six flavors are offered, root beer, cherry, cream soda, lime, lemon and grape.

Under the plan, minimum order is five cases or 20 gallons.

**Popcorn Execs Sked Meet at San Antonio**

SAN ANTONIO, April 24.—Better merchandising of popcorn and concession items will be the keynote of the third annual Southwestern Regional Popcorn and Concession Conference to be held here Wednesday (28) under sponsorship of the International Popcorn Association.

Louis Gueringer, of the Gueringer Supply Company here, and Augie J. Schmitt, Houston (Tex.) Popcorn & Supply Company, will serve as co-chairman of the one-day session which begins at 9 a.m. and continues thru 5 p.m.

Featured speakers and their subjects for the morning session are: J. A. McCarty, J. A. McCarty Seed Company, Evansville, Ind., "The Outlook for Popcorn"; Wales Neby, Opelousas (La.) Oil Company, "The Oil Picture"; Irving A. Singer, Rex Specialty Bag Corporation, Brooklyn, "Packaging for Concession Items," and F. R. Hoeltzel, Dixie Cup Company, San Antonio, "The Advantages of Paper Cups."

Following a noon luncheon, other speakers will include Kendall Way, Interstate Theaters, Dallas, "Merchandising Buttered Popcorn"; Ellis Ford, Delman Theater, Houston, "Indoor Theater Concessions"; Hugo Plat, Ezell & Associates, Dallas, "Drive-In Theater Concession Management"; J. B. Cooper, Orange Crush Company, Atlanta, "Drink Dispensing Equipment"; Louis Gueringer, Gueringer Supply Company, San Antonio, "The Valley of Intermissions for Concession Selling," and Thomas J. Sullivan, executive vice-president of the International Popcorn Association, "How the IPA Serves the Popcorn and Concession Industry."

Royal Crown Bottling Company of San Antonio will be hosts at a cocktail party following the final session.

**Wm. Root, Veteran Popcorn Exec, Dies**

CLEVELAND, April 24.—William D. Root, 64, retired operator of the United States Popcorn Company here, died recently following a brief illness. Root was credited with being the inventor of one of the first fully automatic popcorn dispensing machines. He had been retired since 1949.

**Handling of Eatery Help Tough Job**

BOSTON, April 24.—The handling of labor in the restaurant business and the recounting of bad guesses in this respect were outlined by Anthony Athanas, operator of the Hawthorne Restaurant, Lynn, Mass., at the annual meeting of the New England Association of Amusement Parks and Beaches here Thursday (22).

Athanas said that his former system of giving awards based on merit resulted in a strike that cost him \$20,000. The importation of supervisory help proved a bad guess and promotions now are made from within the ranks of his employees. He has since learned, he said, that awards must be made to the group.

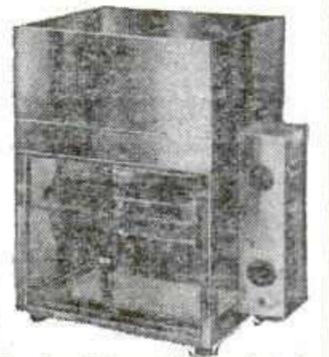
The fronts of his menus often carry the appeals of worthy and recognized charitable drives without regard to race or creed, and this has proved an effective public relations endeavor.

**Growers to Hypo Sales of Lemonade**

LOS ANGELES, April 24.—Lemonade—long one of the leading drinks at outdoor amusements—will be the subject of a big publicity and advertising campaign to be launched this summer by the California Lemon Products Advisory Board.

The board, according to R. L. MacMae, manager, has increased its appropriations by 25 per cent over last year's budget which had doubled that of 1952. Plans call for heavy national magazine advertising from May thru September, plus network television and Sunday newspaper supplements.

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with  
**AUTOMATIC ROTATING SPIT**  
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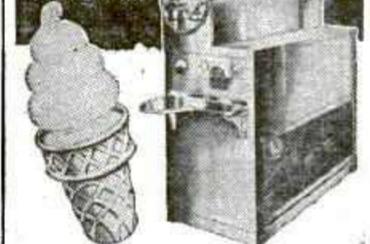


The Bar-B-Dog combination hot dog roaster and bun warmer holds 48 buns and 48 hot dogs. Will barbecue 300 per hour. Can be used for "foot-long." 90% glass enclosed to add to savory appearance of the deliciously barbecued hot dogs as they rotate on the automatic spit. Perfect heat control. Stainless steel and glass construction meets all food requirements. Write for full details.

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**Civic Club to Handle Ill. Fair Concessions**

SPRINGFIELD, Ill., April 24.—The Illinois State Fair has inaugurated a new concession policy in its grandstand and Coliseum by awarding the food and drink contracts for both to the American Business Club, Strother Jones, fair manager, announced.

Under the new plan, the American Business Club and the Junior Chamber of Commerce will operate the concessions in both spots with the net profits to be turned over to charitable organizations. The organization will pay the fair for the contracts and assure the

State a share of profits over expenses.

The fair, which operates this year from August 13-22, will also run its own automobile and motorcycle races, Jones said. Both the races and the concessions were held by local people last year.

Plant improvements include the building of a new warm-up ring for the horse show, located south of the Coliseum. Toilet facilities in the Happy Hollow area, where the carnival is spotted, are being rebuilt and a new women's rest room is being added to the Coliseum.

**1954 Season Outlook Okay For Workers, Says Evans**

CINCINNATI, April 24.—The outlook for the 1954 outdoor season so far as food and drink concessionaires are concerned is okay, but operators will have to work harder to get the buck, in the opinion of Dave Evans, president of Gold Medal Products, supply and equipment concern.

"Even the leading economists are not certain of this coming year," he said. "There have been declines in some businesses, others are holding their own. However, in outdoor show business we all have to depend on 'jingle' money—the money that has not been allotted for something else."

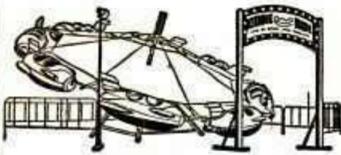
Evans pointed out that due to the large amount of credit busi-

ness today, many folks are "mortgage-poor." By the time they pay off their payments, they do not have the money to spend for entertainment.

The movie industry, however, has demonstrated that anything exceptional will still get money while the run-of-mine items still suffer, he said. For this reason, outdoor ops must work harder this year to get the money.

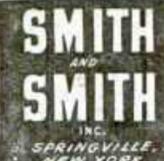
He also recommended that outdoor operators should flash up their operations, give them a fair value and make them think their spending is appreciated. The money is there, but the job of extracting it will be harder, he added.

### Sensational NEW JET FIGHTER KIDDIE RIDE



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### NEW DEVELOPMENTS

## Switch Aids Grill Op; Offer New Fountainette

NEW YORK, April 24.—J. J. Connolly, Inc., has developed a new "no-waste" switch for its roller hot-dog grill. The firm says the new switch enables the operator to keep some rollers hot and run the others cold, thereby keeping a sufficient quantity of franks available for immediate sale and at the same time leaving the attention-catching rotation of the rollers undisturbed.

### Helmco Introduces Model 224 Fountain Unit . . .

CHICAGO—A new twin fountainette has been added to the line of Helmco, Inc., fountain and food accessory firm. The new unit, Model 224 Fountainette, features a newly designed pump with lever action. The manufacturers state the new pump is faster and easier to use than the conventional plunger action pumps.

The unit is made of satin finish stainless steel and is designed for temperature control in each compartment. It is equipped with four lever action pumps and four fruit wells for topping service. It fits all standard freezer cabinets and meets board of health requirements.

### New Coffeemaker Uses Concentrates . . .

CEDAR RAPIDS, Ia.—A push-button coffeemaker, introduced by Steel Products Company here is designed to use concentrated coffee to cut costs and eliminate waste. The machine is equipped with two spigots and two push buttons. Pushing one button dispenses a cup of uniform coffee, made fresh for each customer. Coffee strength and quantity are adjustable. The second push-button dispenses any amount of hot water for making tea, hot chocolate or soups.

Either liquid coffee concentrate or soluble coffee is used. It has a one quart liquid concentrate capacity, sufficient to make 125 to 150 cups of coffee and, according to the manufacturer, up to 400 cups of coffee can be served per hour. The unit is 24 inches high, 13½ inches wide and 18 inches deep. Its exterior is silver-gray baked enamel finish and is trimmed in stainless steel.

### Milk Shake Machine Is Fast Producer . . .

NEW YORK—Port Morris Machine & Tool Works is marketing a new milk shake machine that is said to produce one 16-ounce milk shake every 20 seconds. Called the Electro Freeze Model 5P, it can be built to produce either a coarse shake or a smooth one. It has a one horsepower compressor and a one horsepower beater motor.

### Straw Dispenser Stresses Sanitation . . .

LOS ANGELES—A straw dispenser that holds a full carton of unwrapped straws has been introduced by Strawmaster Distributing Company, this city. Cylindrical in shape it distributes straws one at a time at the pull of a knob for better sanitation.

### Assn. Seeks Better Tea-Making Gear

CHICAGO, April 24.—The National Restaurant Association announced this week it had retained the Battelle Memorial Institute, Columbus, O., for the purpose of developing tea brewing equipment tailor-made to the requirements of restaurants and other purveyors of food and drink. The program will be financed by a grant from the Tea Council of the U. S. A., Inc. The Columbus firm will construct and test various designs, test them in the field and interest companies in manufacturing the equipment.

### Frozen Lemonade Output Jumps 60%

WASHINGTON, April 24.—Demand for frozen lemonade hit a new high during 1953. The output jumped 60 per cent over the previous year, the Department of Commerce reported. Total production during the year was 91,000,000 pounds, the department said. Production of frozen concentrated orange juice increased 8 per cent with a total output of 535,000,000 pounds.

Cylinder holds either 6½ or 8½-inch straws and comes with a table base or counter side bracket for mounting. Base is of cast iron, mounting bracket is steel with chrome finish.

### Meat Tenderizer Methods Explained . . .

LOS ANGELES — Adolph's, Ltd., maker of meat tenderizers, is presenting suggestions for quantity cooking with the manufacturer's product in a folder. Directions are given for preparing various types of steaks, for roasting in two different ways and for preparation of stews, chops and special dishes. The manufacturer claims its tenderizer brings out the flavor of meat dishes and minimizes shrinkage and cooking time.

### Heavy Duty Grill Designed for Volume . . .

LOUISVILLE—A new heavy duty grill designed to produce volume has been placed on the market by Vulcan-Hart Manufacturing Company here. Available in three sizes, 36, 48 and 60-inch widths, the unit has a heavy ¾-inch thick griddle plate and a stainless steel manifold cover. A grease trough extends the full width of the griddle in front of the plate, emptying into a large vitreous enameled grease catch. All three sizes are available with or without stand.

### Fryer Constructed Of Stainless Steel . . .

HOUSTON—An all stainless steel deep fryer has been introduced here by Super-Chef Manufacturing Company. In addition to the stainless cabinet, the fryer pot is made of 16-gauge stainless steel, drawn in one piece for durability and cleaning ease. The manufacturer states that in addition to the exposed surfaces the inside door liner, floor, back, rear flueway and backplash are constructed of polished stainless steel. Burner produces 65,000 BTU's for natural, mixed and manufactured gasses as well as tank-type gas. Unit has a patented sediment chamber, dual drain valves and an automatic overflow well.

### Service Packets Provide Utensils . . .

CLINTON, Mass. — Two food service packets are being marketed here by Van Brode Milling Company, Inc., for quick individual service. A sealed transparent envelope holds a paper napkin, individual packets of sugar, salt and pepper, and a plastic spoon, fork and knife. The second item is an individual coffee take-out packet which contains a paper napkin, two packets of sugar and a wooden stirrer.

### Cretors Markets Popcorn Warmer . . .

NASHVILLE—Cretors, Inc., has introduced a new popcorn warmer, with dual elevator wells and forced air circulation. According to the maker, the two elevator wells hold the equivalent of 200 boxes of popped corn beneath the working level. Filtered forced-air heat circulation keeps the popped corn hot, fresh and crisp, regardless of weather conditions. Features include two 650 watt heating elements, two squirrel-cage blowers made of stainless steel. Unit is priced at \$448 f.o.b. Chicago.



## the allan herschell 1954 roller-coaster

Allan Herschell's famous "Little Dipper" has been improved to bring you even greater profits! 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 pick-up dogs with built-in spring loaded shock absorbers smooth the pick-up action. The elevator chain speed is 40% faster to shorten the ride cycle for a greater passenger turnover.



First of the improved 1954 Roller-Coasters, along with five Allan Herschell Kiddie Rides, has gone to the Conklin Shows, because as Paddy and Frank say: "Only Allan Herschell rides give us the built-in quality that can take it, season after season, in a traveling operation!"

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"world's largest manufacturer of amusement rides"

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**The TLT-A-WHIRL Ride**

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- \* Well Built
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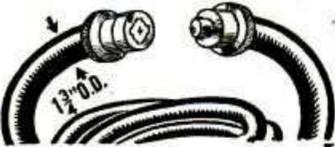
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# Spokane Funspot Opens With 9-Day Shrine Show

SPOKANE, April 24.—Natorium Park will open its 1954 season May 15 with the Shrine Outdoor Show as a special attraction. The nine-day show is expected to draw 50,000 persons to the amusement park, according to Lloyd Vogel, manager and owner.

Rides and concessions have been operated Saturday and Sunday afternoons since April 4. The park's annual free Easter egg hunt April 18 drew an estimated 8,000, Vogel said. Four hunts were held in the park's zoo area at hourly intervals, starting at noon. More than 3,000 colored eggs and free rides were given to children under 12. The kiddies also were given bargain prices of 9 cents on all rides except the Scooter. Rides had waiting lines and refreshment stands did a booming business despite cloudy, cool weather.

The park is booking big-name bands for one-nighters. Tex Benke led off April 9 but cold weather resulted in only a fair crowd. Harry James is booked for

## Denver Park Signs Press, Promotion Man

DENVER April 24.—Ben Krasner, owner of Lakeside Park, announced this week the appointment of Art Stadler as promotion and publicity chief for the Denver park. Stadler formerly was West Coast manager for the Paragon Theater circuit and earlier was with the Schine Theater circuit in New York, Ohio and Kentucky. Lakeside opens in mid-May.

April 29, Duke Ellington for May 5, and the Dorsey Brothers, June 2. Vogel has leased the Nat dance pavilion to John Kelley Promotions of Great Falls, Mont., for 25 Saturday night Western Jamborees running thru September 25. T. Texas Tyler and His Rhythm Ranch Boys provide the music, aided by guest stars such as Bob Wills and His Texas Playboys. This combo packed in around 3,000 opening night April 10. Admissions were \$1 advance and \$1.15 at the door.

Vogel is recovering satisfactorily from a major operation.

## McMinn Resigns At Dallas; Rucker Named Successor

DALLAS, April 24.—David A. McMinn has resigned as manager of sales and promotion of State Fair of Texas to become manager of new Southland Center, office building development planned by Southland Life Insurance Company. McMinn had been with fair for eight years.

Joe Rucker, director of special events, will take over sales spot, and will continue to supervise special events, General Manager James H. Stewart announced.

F. E. Gooding, of Gooding Amusement Corporation, Columbus, and Jack LaPearl, Hagen Bros. press agent, attended Mills Bros. opening.

# Craterville Adds 3 Rides; Opener Good

CACHE, Okla., April 24.—An estimated 10,000 persons were on hand Sunday (4) for the opening of the 33d season of Craterville Park, 2,700-acre resort which offers riding devices, performing Indians, dude ranch and a never-ending expanse of Western scenery.

Operated by Mrs. Frank Rush Sr. and her son, Frank, the park doubled its 1953 opening crowd. Newly added for the opening were a Pretzel ride, Rock-o-Plane, and National Century Flyer miniature train.

The resort has no paid gate admission. It offers, besides the rides listed, a Fly-o-Plane, Roller Rink, Fun House, Carrousel, Miniature Golf, outdoor-track Electric Auto Scooters, kid rides, Saddle Horse and Pony Corral, restaurant, refreshment and curio stands, zoo, and large herds of buffalo and longhorn cattle.

The Rushes also maintain a museum containing memorabilia of Wild Bill Cody, former partner of Frank Rush Sr. who died in 1934.

Craterville is one of the four parks recently allied in a talent booking arrangement (The Billboard, March 20). The others are Ponchartrain Beach, New Orleans; State Fair Park, Dallas, and Spring Lake Park, Oklahoma City. With Charles Zemater providing the acts, the parks are insuring solid weeks of work for talent.

# Rocks' Easter Week Good; Room Made for Rotor Ride

NEW YORK, April 24.—The weather break was a big boost to Rockaways' Playland's Easter week business, with the midway being crowded from Sunday (18) thru Thursday night (22). Saturday (17) was a washout at the Queens funspot as it was elsewhere in the East, and business yesterday was affected by light rains.

The old Caterpillar ride was roped off as dismantling work began, and it is expected that the Rotor will arrive from England

next week, possibly by Monday (26), to occupy the vacant space. The Cat will be scrapped.

All rides except the Caterpillar, were in operation thruout the week and business was good. Getting a nice play was the new Mirror Maze, for which tickets were 25 cents.

Painting of the Roller Coaster began Wednesday as workers of the park crew started applying the silver coating.

## Autos Dance

Continued from page 46

Chicago spent five days shooting film sequences for video commercials to appear on the various Ford Motor Company shows this year.

After Las Vegas, the show goes to Bakersfield and then up the Pacific Coast and East. In addition to the California fair dates, stilldate shows are scheduled in Los Angeles and San Francisco about Labor Day. Season closes in Mexico City with six performances late in October.

The advance department includes Trygve Hansen, Jack Higgins, Gordon Osborne, Fred Kenny and Howard Snow. The latter was formerly with the Globe Ticket Company and is a recent addition to the department.

Stunt men will be Bill Ward, Don Chadwick, Cliff Mahjor, Jimmy Williams, Earl Moyle, Bob Hanna, Jimmy Heath and Roy Clothier. Ewald (Dutch) Schnitzer, European motorcycle racing champion of a decade ago, will be in charge of equipment and featured in two special acts.

## Boston Notes

Continued from page 46

working overtime booking events because of the lack of one. Whalom, along with all other area spots, reported nice Easter business.

### Dues Are Raised

It was voted to raise the dues of park owners and major suppliers to \$25 a year. The dues for others, mainly individuals, will remain at \$10. It was reasoned that a few more dollars were needed to carry out the association's program.

### Deceased Members

Wallace Jones reported as deceased during the year Fannie Mason, formerly of Mountain Park, Holyoke, Mass.; Mrs. Daniel Bauer, Crescent Beach, R. I.; Howard Miller, Crescent Beach and Cy Bond, once associated with the Dodgem Corporation.

## Whale for Coney

Continued from page 46

hiring of 21 private uniformed police, which worked on shifts around the clock. Vandalism was negligible so the guard duty has been assigned to the whale's workers under superintendent Jack Geddes.

A few holes had been slashed in the canvas walls thru last week but these were laced up easily by the young ex-Navy men on the work staff. Also on the economy side has been a tightening of the newspaper advertising outlay, mostly a cessation of activities once it was decided to find a new location.

### Flat Rental of Lot

The Manhattan location, on a parking lot, was leased for two months but the whale is pulling out ahead of time. The Coney Island lot is on a flat rental with no percentage involved. The only percentage in the entire promotion, it is understood, is that received by the whale's owner and importer, Leif Soegaard.

Warm Easter week weather helped the promoters recoup part of their investment. Prices were cut from 25 cents to 15 for kids, but adult tickets remained at 50 cents. The attendance thru midweek, including children, was averaging over 1,500 which is far below what is required to meet the nut of maintaining Mrs. Haroy on display. Coney should remedy that, it is expected.

The moving route had not been determined thru midweek. With the whale on its low-slung railroad flatcar, much like the bed of an atomic cannon, the axles can be removed and platforms with truck wheels slid under each end of the flatcar. Then the whole affair can be tugged to its destination by a tractor truck.

### GRAND FALLS, N. B., April 24.

The board of trade here has launched a plan to establish an amusement park in connection with the Grand Falls on the St. Johns River. Installation of rides is being planned. Illumination of the falls, gorge and whirlpools with colored lights is planned.

## RESORT EXPANDS

# Atlantic Beach Adding Rides, Golf Layout

ATLANTIC BEACH, N. C., April 24.—A kiddie park, Dodgem, and new miniature golf course will be featured this season at this offshore resort, on the banks off Morehead City. Additional patronage for amusements and cottages is expected from the construction of a new bridge across Bogue Sound, which has been completed.

L. T. White, of Raleigh, and Atlantic Beach Mayor A. B. Cooper are partners in the kiddie operation, which features a Herschell Sky Fighter, Little Dipper and kid Merry-Go-Round. Also new this year will be the Dodgem and miniature golf course, both owned by Charlie Roberts of Raleigh. Ballard Troy of Durham will again operate the miniature golf layout he installed last year.

The Idle Hour Amusement Center is adding coin equipment of the Dodgem, Exhibit Supply, Genco, ABT, Chicago Coin, Riteway, Scientific and Munves firms. Cooper said the kiddie lot will also feature barnyard animals to be viewed without charge.

### Facilities Listed

Atlantic Beach was formed in the early 1920's by several Morehead City and Beaufort men, who incorporated to run a beach resort. In 1925 they had a causeway built to the property from the mainland. Today there are more than 200 cottages in the town limits, two hotels, five tourist courts, bowling, golf concessions, riding devices, dancing, boating and fishing.

Bogue Banks, on which the resort exists, is 23 miles long and also contains a summer housing development, private club, State Park, fishing pier, and Fort Macon.

The businessmen's association promotes special events during the season, at which times fireworks displays are offered.

# Spokane Bldg. Mulls Names For Opening

SPOKANE, April 24.—Name entertainers are being contacted regarding possible participation in a week-long dedication week program planned for late November to advertise completion of Spokane's \$2,000,000 Coliseum.

Manager Benjamin C. Moore is planning a different type of entertainment for every night and possibly one or two matinees. Events may include a concert, ice show, stagemusical, boxing, wrestling, basketball and a national radio or TV program. First convention for the Coliseum has been signed.

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- American Beauty: De Soto, Mo., 26-May 8. American Midway-Cameron, Tex.; Nacogdoches, May 3-8. B&H: Winnboro, S. C.; Clover, May 3-8. Baker United: West Terre Haute, Ind., 29-May 8. Beam, M. A.: Johnstown, Pa., 29-May 8. Becht, Lee: (Gest & Harriet) Cincinnati, O.; (Ath & Cutter) Cincinnati 4-9. Belle City: Milwaukee, 30-May 9. Big State: Ponca City, Okla. Blue Grass: Owensboro, Ky. Bogle, F. C.: Manhattan, Kan.; El Dorado, May 3-8. Borderland: Ganado, Tex. Buck, O. C.-Model: Chester, Pa.; Philadelphia, May 3-8. Burke, Harry: (Fair) Lutecher, La. Burkhardt: Potosi, Mo.; Flat River, May 3-8. Byers Bros.: Atlanta, Tex.; Lone Star, May 3-8. Capital City: Summerville, Ga.; Dalton, May 3-8. Cattlet Greater: Merriam, Kan. Cavalcade of the West: Yakima, Wash.; Dallas 5-10. Central States: Salina, Kan.; Dodge City, May 3-8. Cetlin & Wilson: Petersburg, Va., 30-May 8. Chanos, Jimmy: Richmond, Ind., 30-May 8. Coleman Bros.: Middletown, Conn. Continental: Kingston, N. Y., 26-May 8. Crafts Expo.: Lancaster, Calif. Desbro: Geneva, N. Y., May 1-15. Dixie Am.: Commerce, Okla. Draw Am.: Kokomo, Ind., 29-May 8. Drew, James H.: Marmet, W. Va. Dumont: Laurinburg, N. C. Eddie's Expo.: New Kensington, Pa.; Jeanette, May 3-8. Franklin, Don: Bryan, Tex.; Arlington 3-8. Franklin, Don, No. 2: New Braunfels, Tex.; Karnes City, May 4-8. Frontier: St. George, Utah. Funland Expo.: Springfield, Mo.; Camdenton, May 6-9. G & B: Spencer, W. Va.; Buckhannon, May 3-8. Gem City: Cedartown, Ga., Rome 3-8. Gentsch, J. A.: Oxford, Miss. Georgia Am. Co.: Cornelia, Ga. Gillette Bros.: Stamford, Conn.; Norwalk, May 3-8. Glades Am. Co.: Waycross, Ga.; Lake City, S. C., 3-8. Gloucester Expo.: Jackson, Tenn.; Humboldt, May 3-8. Gooding Am. Co., No. 1: Columbus, O. Gooding Am. Co., No. 3: Canton, O. Gooding Am. Co., No. 5: Columbus, O. Gooding Am. Co., No. 6: Tarentum, Pa. Grand American: Moberly, Mo.; Chillicothe, May 3-8. Great American: Cleveland, Tenn. Great Wallace: Newton, N. C.; Abingdon, Va., 3-8. Greater Dixieland Expo.: Center, Tex.; Kilgore, May 3-8. H&M Am.: Richmond, Va. Hale's Shows of Tomorrow: (Independence and White) Kansas City, Mo., 26-May 8. Hannum, Morris: Essex, Md.; Chester, Pa., May 3-8. Happy Attrs.: Jackson, O.; Urichville, May 3-8. Helman United: Welsh, La. Heth, L. J.: North Birmingham, Ala., May 3-8. Hill's Greater: Levelland, Tex.; Amarillo, May 1-8. Holly Am. Co.: Jesup, Ga. Hottie, Buff, No. 1: Gretna, La. Hottie, Buff, No. 2: Ponchatoula, La. Imperial: Fairbury, Ill.; Beardstown, May 3-8. Interstate: Winchester, Tenn. M. D. Am. Co.: Hazelton, Pa., 28-May 8. Manning, Ross: Burlington, N. J. Marion Greater: St. George, Ga., 26-29; Columbia, S. C., 3-8. Marks, John H.: Charlottesville, Va.; Silver Spring, Md., May 3-8. Merriam's Midway: Ogden, Ia.; Boone, May 3-8. Metropolitan: Atala, Ala. Midway of Fun: Alice, Tex.; Beeville, May 3-8. Midway of Mirth: Louisiana, Mo. Mighty Hoosier State: (Penn and Morris) Indianapolis, 26-May 8. Mighty Page: North Wilkesboro, N. C. Milliken Bros.: Reidsville, Ga.; Vidalia, May 3-8. Moore's Modern: Shawnee, Okla.; Seminole 3-8. Mullins Royal Pine: Bangor, Me., 29-May 8. Nolan Am. Co.: Crooksville, O.; Springfield 3-8. Norton's Rides: Guyton, Okla. Page Bros.: Bowling Green, Ky.; Maysville, May 3-8. Pan American Am.: (Fair) Lakewood, Calif.; (Fair) Fullerton, May 5-9. Pan American: Central City, Ky.; Mulcrugh, May 3-8. Penn. Premier: Chester, Pa. Playtime: Clinton, Mass.; Dedham, May 3-8. Prell's Broadway: Richmond, Va.; Washington, D. C., May 1-10. Quaker City: Audubon, N. J. Rainier: Wenatchee, Wash. Raley, Harold: Eutawville, S. C.; Beaufort 3-8. Reithoffer: Exeter, Pa.; Stamford, Conn., May 3-8. Rockwell Outdoor Am.: Colby, Kan.; Wauwata, Neb., May 3-5; Madrid, May 6-8. Rose City: Forniell, Mo. Royal Expo.: Harlem, Ga.; Thomson, May 3-8. Royal Midwest: Metropolis, Ill. Schafer Just for Fun: Tyler, Tex. Siebrand Bros.: Winstow, Ariz. Southern Valley: Benton, Ark. Spartan Greater: Earl, Ark. Star Am. Co.: Bald Knob, Ark., 26-May 8. State Fair: Asie, Tex.; Cleburne, May 2-7. Stephens, C. A.: Cochran, Ga.; Sandersville 3-8.

- Sterling Crown: Biloxi, Miss.; Hattiesburg 3-8. Strates, James E.: Wilmington, Del. Sunset Am. Co.: Excelsior Springs, Mo., 29-May 8. Tatham Bros.: White Hall, Ill.; Virginia, May 3-8. Tennessee Valley: Savannah, Tenn. Thomas Joyland: Gary, W. Va. Tidwell, T. J.: Roswell, N. M. Tivoli Expo.: Joplin, Mo.; Mission, Kan., May 3-8. 20th Century: Pine Bluff, Ark. United Am.: Providence. United Expo.: Belleville, Ill., 26-May 8. Virginia States: Morgantown, N. C. Virginia Greater: Cambridge, Md.; Salem, N. J., May 3-8. Vivona Bros.: Leipersville, Pa. Volunteer: Lebanon, Tenn.; (Fair) Nashville, May 5-8. Wade, W. G.: Indianapolis, Ind. Wallace Bros.: London, Ont., Canada. West Coast: Los Banos, Calif.; Richmond, May 3-9. Wolfe Am.: Lincolnton, N. C.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Riverside, Calif., 27; San Bernardino 28; El Monte 29; Fontana 30; West Los Angeles May 1-2; Lancaster 3; Bakersfield 4; Fresno 5; Madera 6; Modesto 7; Redwood City 8; San Mateo 9; San Leandro 10. Buck's, Edgar B.: Meridian, Tex., 28; Glen Rose 29. Cristiani Bros. & Bailey Bros.: Borger, Tex., 26-27; Pampa 28-29; Amarillo 30; May 1; Hobbs, N. M., 2; Pecos, Tex., 3-4; El Paso 5-6; Alamogorda, N. M., 7; Los Cruces 8. Davenport, Orrin: Grand Forks, N. D., 27-May 1; Winnipeg 8-15. Gainesville Community: Irving, Tex., 30-May 1; Tyler 7-8. Hagen Bros.: Springfield, Mo., 27; Lebanon 28; Rolla 29; Jefferson City 30; Columbia May 1. Hamid-Morton: Harrisburg, Pa., 27-May 1; Altoona 3-8. Hunt's Three-Ring: Manassa, Va., 27; Falls Church 28; Kensington, Md., 29; Fort Meade 30; Hyattsville May 1. Kelly, Al G., & Miller Bros.: Graham, Tex., 27; Seymour 28; Electra 29; Quanah 30; Hobart, Okla., May 1; Thomas 2; El Reno 3; Fairview 4; Cherokee 5; Anthony, Kan., 6. Kelly-Morris: Louisburg, N. C., 27; Smithfield 28; Clinton 29; Fayetteville 30; Wilson May 1. King Bros.: Richmond, Ky., 27; Lexington 28; Frankfort 29; New Albany, Ind., 30; Columbus May 1; Bloomington 3; Terre Haute 4; Crawfordsville 5; La Fayette 6; Kokomo 7; Marion 8; Anderson 10. Mills Bros.: Canton, O., 27; Akron 28; Rittman 29; Wellington 30; Sheffield Lake (Lorain P. O.) May 1; Norwalk 3; Bellevue 4; Clyde 5; Perrysburg 6; Temperance, Mich., 7; Ypsilanti 8. Polack Bros. Eastern: (Aud.) Clarksburg, W. Va., 26-28; (Field House) Williamson, Va., 30-May 1; (Aud.) Canton, O., 6-8; (Armory) Akron 10-15. Polack Bros. Western: (Aud.) San Francisco 29-May 9; Santa Rosa 10-11; (Aud.) Oakland 12-23. Ring Bros.: Leighton, Ala., 27; Loretta, Tenn., 28; Mount Pleasant 29; Lewisburg 30; Shelbyville May 1. Ringling Bros. and Barnum & Bailey: New York 27-May 9. Von Bros.: Millville, Pa., 27; Muncy 28; Montoursville 29; S. Williamsport 30; Milton May 1; Northumberland 3.

Frog Jubilee Inks Names

ANGELES CAMP, Calif., April 24.—The Hoosier Hot Shots and Nick Lucas will headline the grandstand show at the Calaveras County Fair and Jumping Frog Jubilee here for one day, May 22, Carl T. Mills, secretary-manager, said. The three-day fair opens May 21 and will feature public showing of color television, Palomino horse show, flower show, and the addition of a new department, antiques and historical photographs. Mills said that preliminary arrangements for the showing of color TV have been worked out, leaving the technical and financial details to be completed. Three TV manufacturers were said to be interested. Saturday, May 22, is to be the big day here with an expanded fireworks display scheduled. Other acts appearing on the stagemat that night include, in addition to the Hoosier Hot Shots and Lucas, Phil Arden, organist; Mason and Whitver, vocalists; the Glens, acrobatic adagio, and the Andriani Bros., musical instrument comics. Dick Washburne and Associates, Los Angeles, are handling the press campaign. West Coast Exposition Shows will be featured on the midway.

Tulsa Fairgrounds Spot in 4th Year

Tulsa, April 24.—Bell's Amusement Park, at the fairgrounds here, has opened its fourth season operating 13 rides. Owner-Manager Robert K. Bell began the operation in 1951 with a single kiddie ride. Line-up includes a new space ship ride, Wheel, Merry-Go-Round, gasoline-powered tractors, Hand Cars, Kiddie Cars, Boats, live ponies, Airplanes, steam train, Whip, Coaster and Fire Truck.

ROADSHOW REP

"THE QUERY from Arthur Robbins of Cleveland concerning the old Ginnivan show in the Roadshow Rep column a few weeks ago prompts me to send in a few notes," writes Al Pitcaithley, former rep and tabloid man now living in Carlsbad, N. M. "The 1942 season was the last for both the Norma Ginnivan and Frank Ginnivan shows. I was with Frank that year. It was my last on the road, as I was drafted off the show and from the Army went into radio. On the show were Lynne Townsend, whom I married on my first furlough. Her parents were Roy and Peggy Lewis, now with the Crafts Exposition Shows in California. Others on the show that year were Pete Wight, Selden and LaVelle, Jack Howe, Inez Luce, Ed Hoover and the Blombergs. I do not know the whereabouts of any of the last mentioned. Frank and Grace Ginnivan are living in Ashley, Ind., the show's opening spot for many years. Frank has been in poor health for the past year. Norma Ginnivan died in February of 1953. Her son, Howard, preceded her in death September 29, 1950. Sharp and LeRoy, vent team; Eddie and Eleanor Willson, George (Toby) Newman and Lucille Blackburn were with Norma during her last season on the road. The Willsons now have a cafe in Knoxville, Ia. I have lost track of others on the show. Catherine Bauer, for many years with the Ginnivans, was in Piatea, Pa., when last heart of. I understand that Rex Moad is now in radio somewhere in Wisconsin. Rodney Cabell was another Ginnivanite whose whereabouts I do not know. Frank (Deak) Hoose, long-time circus and Ginnivan band direc-

tor, died in Ashley, Ind., in 1944. I don't know whether his widow, Nellie Moore Hoose, is still among the living. They made their home in Ashley. Clarence Balleras, field man for the Casey Candy Company, Chicago, had a Christmas card in 1952 with an interesting cut of the Ginnivan show in 1897. The troupe's band was pictured in front of the tent which carried a large banner reading, 'Opera Pavilion.' The entire Ginnivan family was pictured, along with the rest of the cast. A horse-drawn wagon, then the show's mode of transportation, was also pictured on the card."

A. L. MORRIS writes that he will open his summer show at Beaver, Utah, and play much the same territory that he did in previous seasons. Morris, his wife, son and nephew comprise the show. Along with regular dates it will take on some celebrations.

From Biloxi, Miss., Sam Cardey writes: "It doesn't seem as tho we're going to have much doing in the way of tent minstrels this year. I don't lay the blame on the owners. The overhead is way beyond what the small tent show can handle. Guess I'll have to get my tent minstrels at the fairs. I expect to play a few of them this year with my solo musical show. Cardey wintered in New Orleans. . . . From Kansas City, Mo., Everett Macomber writes to ask that someone send in the 1940 roster or the old Ben Wilkes tent show for publication in the Roadshow Rep column. The show went out of Albion, Ill. Macomber says the feature bill was "When Cherries Are Ripe," a Toby play. The show played one-week stands. . . . James Cavanaugh, who has been in the advertising business in Maryland for the past three summers, says that he ran into a few shows during the past winter that were playing schools but doing no business to speak of. "My home State of Pennsylvania is dead as far as roadshows are concerned," says Cavanaugh, and asks: "Where are the radio and other shows such as Colorado Sliim that were active in the Keystone State?"

AT SEASIDE HTS.

Hughes Brings New German Scooter Bldg.

NEW YORK, April 24.—Mickey Hughes, importer of German-made Hot Rod autos, has brought over a 100 by 40-foot building in which he will operate Hot Rod Electric Scooters at Seaside Heights, N. J.

Hughes said the structure, also made in Germany, features lavishly illuminated and mirrored uprights above which are painted landscapes and other scenes of American life. The ride will run by the resort's casino and pool. A shipment of parts for Hughes' 5-h.p. gasoline powered autos is being held up at the New York docks, a victim of the recent pier walkout. Also en route is an additional shipment of parts, he added. Hughes is stockpiling the items and will warehouse them in New York.

Portable Unit Booked

Hughes, who operated the Hot Rods at two Canadian events last year, has booked a portable unit to tour with the World of Mirth Shows carnival this season. The ride will consist of 10 cars and 120 feet of speedway. The track will be in six-foot sections. Hughes will supply two trailers to transport the ride. New cars or parts are being supplied to John Collins and Harry Prince at Lincoln Park, and John Christopher and Irv Kirsch at Point Pleasant.

Fayetteville Arena Promotion Strong

FAYETTEVILLE, W. Va., April 24.—Memorial Auditorium here has been doing top business with show attractions and without use of local auspices, circus producer Byron Gosh has reported. Building is managed by Robert Kent, and building's attractions often draw double the population of the town, which is 2,000. "Ice Vogues" reportedly did well in the building. Harlem Globetrotters did capacity business, and Gosh's All American Circus got results. Gosh said the building's promotion extended to schools in a 50-mile radius and drew a capacity house for a Sunday afternoon.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 35 cents, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$2.50. Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 4 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Tally cards, calling markers, \$3.50. LIGHT WEIGHT BINGO CARDS White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1.00 per 100 Calling Markers extra, 75¢. Set Numbered Ping Pong Balls, \$12.00. Replacements, Numbered Balls, ea. \$30. 3,000 Jack Pot Slips (strips of 7 numbers), Per 100 \$1.25. Middleweight Cards, 5 1/2 x 7 1/4; White, Green, Red, Salmon, Yellow Per 100 \$2.00. 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M. \$1.50. Plastic Markers, M. \$2.50. Round or square, 3/8" diameter, M. \$2.00. Scalloped Edge, Green only, M. \$2.00. Smaller Size, 3/8" diam., Red or Green Plastics, M. \$1.50. Adv. Display Posters, size 24x36, Ea. \$1.50. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for 7 numbers, Per 100 \$1.00. Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M. \$1.00. Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M. \$2.25. Round white N.J. Cardboard Markers, 2 sizes; 1/2-inch diam., 1800 to lb.; larger size, 3/8 diam., 1000 to lb. Either size, lb. \$1.85. Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 1002. Send for illustrated circular for \$60.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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## Atlanta Event Names Carteron Gen. Mgr.

ATLANTA, April 24. — E. Lee Carteron, who was associated with the Wisconsin State Fair, Milwaukee, prior to World War II, this week was named general manager of the Southeastern Fair Association by E. S. Pepy, fair president. He succeeds Mike Benton, former

president and general manager, who resigned last November.

Carteron was on the promotional staff of the Wisconsin fair from 1938-1942. Since that time he has been in the Army, rising to the rank of lieutenant-colonel. During his 12 years in uniform he served as Gen. Douglas MacArthur's intelligence officer from 1950-'51 for Southeast Asia. From 1946 to 1950, Carteron was a U. S. military attache to the Philippine Republic.

A native of Madison, Wis., he graduated from the University of Wisconsin in agricultural journalism and later received a degree in foreign service from Adamson University in Manila.

He is married to the former Marguerite Voyles of Atlanta and they have one child, a 2-year-old girl.

## Stockton Seeks Replacement Of Grandstand

STOCKTON, Calif., April 24.—Following a decision to hold the San Joaquin County Fair despite the almost total loss of the grandstand by fire April 11, the board of directors has asked the State to review the building program to speed construction of the proposed new track and grandstand.

E. G. Vollmann, secretary-manager, said that the State Public Works Board had allocated \$320,000 for the planning and construction of exhibition buildings and underground mains.

At the meeting of the fair directors at which a discussion of whether the races or exhibits were the main attractions, the group approved a motion asking that the program be expedited.

Fire, believed to have been started in the grandstand women's rest rooms by children, caused \$50,000 damage to the race track seating section. About 1,000 seats were saved. Constructed in the late 1890's, the stand had been improved and enlarged four times.

## Florida Assn. Short Course Set May 17-18

GAINESVILLE, Fla., April 24.—R. H. McIntosh, president of the International Association of Fairs and Expositions and manager of the Alabama State Fair, will be one of the key speakers at the third annual short course for fair managers here May 17-18. The short course is sponsored by the Florida Federation of Fairs, Livestock Shows and Expositions and is directed by the Florida Agricultural Extension Service.

Attractions, including carnivals, concessions, free acts and grandstand shows, will be discussed by one panel under the direction of Lloyd Rhoden, manager of the Tallahassee fair. A second panel, with A. G. (Preacher) Driggers of the Quincy annual as moderator, will discuss attendance promotion.

Others, who will participate in the discussions, include Karl Lehman, Tavares; K. S. McMullen, of the Extension Service; Carl Tyner, Tampa; C. W. Reeves, James E. Pace, Dr. T. P. Chaires, W. H. Kendrick, Dr. John S. Allen, Dr. J. Wayne Reitz and H. G. Clayton.

## Uncle Joe Talbott, Fair Vet, Dies at 101

HUTCHINSON, Kan., April 24.—Uncle Joe Talbott, veteran staffer of the Kansas State Fair, and Hutchinson's oldest citizen, died here Thursday (1) following a long illness. A lake, located on the fairgrounds here, was named in his honor.

## Mineola Heads To Set Dates, Entertainment

WESTBURY, N. Y., April 24.—Mineola Fair directors will meet Thursday night (29) to consider dates for the 1954 edition and a host of other matters arising out of its 1953 switch to a new location. Also to be decided on is the letting of the midway contract, held for several years by I. T. Shows.

Indications recently have been that the fair will be cut from a nine-day run, offered last year, to probably six days this time. The site will again be Roosevelt Raceway, the suburban New York harness racing track.

General Manager Charles Bochart said a serious part of the discussions will be on a grandstand entertainment policy which may be adopted in attempts to stimulate night attendance, which slumped badly last year.

## Kimberton to Open Season For Pa. Fairs

PHILADELPHIA, April 24.—Pennsylvania is planning for one of the biggest fair years in its history, State Secretary of Agriculture Miles Horst said this week. At least 100 county and community events are expected to be held.

The fair season will open with the Kimberton Fair in Chester County, July 20-31, and it will close with the Nazareth Farm Products Show, November 18-20, in Northampton. At least one fair—the Juniata County Fair at Port Royal September 6-11—will celebrate the centennial of its founding.

The list of 1954 fairs compiled by the Agriculture Department includes only those events eligible for State aid in payment of premiums. The Commonwealth, to encourage local fairs, pays approximately \$50,000 a year in premium subsidies. Under the subsidy distribution system no one fair gets more than \$1,000; no county more than \$2,000.

Fair associations may obtain subsidy payments for premiums only after operating for two seasons. Second-year fairs this year include the Somerset County Maple Festival which was held April 1-4; the Goshen County Fair in Chester County, and the Middletown County Fair in Bucks County. Last year 101 fairs qualified for premium subsidies. So far this year 91 fairs have scheduled their show dates.

## Troy Hills Sets Use of Show Ring

TROY HILLS, N. J., April 24.—The Morris County Fair this year will again use a show ring under canvas, with bleachers at each end, to stimulate interest in its livestock division. The idea was first used in 1953.

The ring will be used every morning and early afternoon for judging of goats, sheep, Hereford and Angus beef cattle. Boys and girls of the 4-H Clubs will judge their stock and compete in tractor driving in the ring.

At least twice during the five-day event there will be a parade of champions in front of the grandstand. All prize-winning animals, accompanied by the latest in farm machinery, will be marched around the ring while their achievements are described to spectators.

## Duchess of Kent Will Open CNE

TORONTO, April 24. — The Duchess of Kent will officially open the Canadian National Exhibition here this year. Official opening ceremonies will be held August 27.

## Fair Dates

Copyright 1954  
The Billboard Pub. Co.  
The following changes and additions to the list of Fair Dates were received during the week ending April 16.  
The complete list of Fair Dates was published in the issue dated April 10. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

**Arizona**  
Kingman—Mohave Co. Fair. Sept. 4-6.  
Harry R. Phillips.  
Prescott—Yavapai Co. Fair Assn. Sept. 17-19. Alice Townsend.

**Arkansas**  
Clarksville—Johnson Co. Fair Assn. Sept. 20-25. Everett Stewart.  
Hope—Third Dist. Livestock Show. Sept. 27-Oct. 2. Bob Shivers.

**Colorado**  
Brighton—Adams Co. Fair & Rodeo Assn. Aug. 12-13. Jim Green.  
Burlington—Kit Carson Co. Fair Assn. Aug. 12-14. Melvin D. Butterfield.  
Castle Rock—Douglas Co. Fair Assn. Sept. 10-12. Charles E. Kirk.

**Connecticut**  
Pachaug—Pachaug Grange Fair Assn. Sept. 11-12. Edward L. Thornton, Jewett City, Conn.

**Indiana**  
Brookville—Franklin Co. 4-H Fair. July 27-30. Mrs. Boyd Fritz.  
New Bethel—Marion Co. Fair Assn. Aug. 9-14. M. W. Rabourn.

**Iowa**  
Algona—Kossuth Co. Fair. Aug. 18-21. L. W. Nitchals.  
Coon Rapids—Pottawattamie County Fair Assn. Aug. 18-21. M. P. Barron.  
Washington—Townsend Park Fair. Aug. 10-12. Tom Robb.  
What Cheer—Keokuk Co. Fair Assn. Aug. 13-16. Everett Hemsley.

**Kansas**  
Herington—Tri-Co. 4-H Fair Assn. Aug. 11-14. Howard Fry.  
Howard—Elk Co. Fair Assn. Aug. 11-13. Noel Mullendore.

**Kentucky**  
Bowling Green—Warren Co. Fair Assn. Aug. 10-14. E. R. Russell.  
Burlington—Boone Co. Fair Assn. Aug. 5-7. Mrs. Lou Pope.  
Calhoun—McLean Co. Fair. Sept. 23-25. J. Estil Clark.

**Louisiana**  
Campbellsville—Taylor Co. Fair Assn. Aug. 10-14. Mark B. Chandler Jr.  
Campton—Wolfe Co. Fair, Inc. Sept. 8-11. Hays Pigman.  
Carrollton—Carroll Co. Fair Assn. Aug. 11-14. Paul H. Williams.  
Central City—Muhlenberg Co. Fair Assn. July 28-31. Mack Houston.

**Mississippi**  
Birmingham—Jefferson Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Burlington—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**North Carolina**  
Asheboro—Randolph Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**Ohio**  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**Oklahoma**  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**Texas**  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**Virginia**  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**Washington**  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**West Virginia**  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**Wisconsin**  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

**Wyoming**  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.  
Canton—Madison Co. Fair Assn. Aug. 10-14. J. H. Williams.

## Detroit Names Mark Crawford Board Prexy

DETROIT, April 24. — Mark Crawford, of Coldwater, Mich., a former State senator, was elected president of the board of managers of the Michigan State Fair, succeeding Harry Wright. Sanford Brown, of Bayport, was elected vice-president of the fair.

Harold Zorlen, of Allenton, was appointed to the fair board by Gov. G. Mennen Williams to serve out the unexpired term of the late Sidney Smith. Zorlen was assigned as director of the horse department.

Plans were approved by the board for a still date stock car race to be held on June 13 at the fairgrounds track. Negotiations for "Dancing Waters" and the Cisco Kid and Pancho were authorized by the board. According to plans, the Western team will be co-sponsored by a local supermarket chain as an added attraction to the Colonel Red Selby Rodeo. "Waters" will be exhibited as an independent attraction, apart from the midway, according to present plans.

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## Danbury Sets Thrill Show, Frontier Days

DANBURY, Conn., April 24.—Paid auto racing and thrill shows, and a free Western-type entertainment have been signed for the Great Danbury Fair, to be held this year from October 2-10.

The strictly daytime annual will offer the Irish Horan Hell Drivers on Saturday and Sunday (2-3) before the 6,000-seat grandstand, one show each day at 3 p.m. Prices will be \$1.20 for adults and 60 cents for children. Stock car racing will be held at the same hours and for the same prices on the closing Saturday and Sunday (9-10).

"Frontier Days" will be offered as a free grandstand show on weekdays, Monday thru Friday at 3 p.m.

The New York, New Haven & Hartford Railroad will again offer round trips October 4-10 to the fairgrounds with stops at Grand Central Terminal, New Rochelle, Port Chester, Stamford, Norwalk, South Norwalk.

On the program again this year will be Elsie the Borden cow, Victor Zembruski's polka orchestra, the Guinness Crazy Clock, all-Palomino sheriff's posse, fiddling exhibition, Budweiser eight-mule hitch, and horse and oxen-pulling.

## S. C. Governor Names Hudgens

SPARTANBURG, S. C., April 24.—T. J. Hudgens, a member of Spartanburg Memorial Auditorium Commission and a director of the Piedmont Interstate Fair, was named this week by Governor Byrnes to a five-member committee to study the feasibility of staging a historical drama somewhere in the State.

The committee, authorized by the General Assembly, will report to the Legislature next January.

## North Battleford, Sask., Continues Renovation

NORTH BATTLEFORD, Sask., April 24.—North Battleford Agricultural Society plans to continue its fairgrounds renovation program, started seven years ago. Among improvements listed for this year are a new administration building, more corrals, addition to facilities for race horses, and a new entrance to the grounds.

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THRILL-STUNT-COMEDY ACTS-PERFORMERS  
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**WANT CARNIVAL With four or five Rides for GRAHAM COUNTY FAIR August 25-26-27 A. L. WALLACE, Sec. Hill City, Kan.**

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2. Brilliant animated ground displays.  
3. Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed.  
4. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included.  
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7. Rain-out clause.  
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9. Programs can be changed nightly for repeat performances.  
10. Displays shipped everywhere in the United States.  
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RICH BROS. INTERSTATE Display Fireworks Co. DEPT. B-8 BOX 514 SIOUX FALLS, SOUTH DAKOTA

**CONCESSIONAIRES WANTED EASTERN ILLINOIS FAIR**  
Danville, Illinois August 1-6  
STERLING CROWN SHOWS WLS VARIETY SHOWS  
JACK KOCHMAN THRILL SHOW MIDGET AUTO RACING  
Write - David J. Twomey, 103 1/2 N. Vermillion St., Danville, Ill.

MAY 1, 1954

## Hershey Seeks Ballroom Hypo Via Wax Names

HERSHEY, Pa., April 24.—Seeking to bolster sagging ballroom attendance, George W. Bartels, manager of Hershey Park, will try presenting recording stars in conjunction with Saturday night dancing in Hershey Park Ballroom this summer.

For the opening dance on Saturday, May 1, Bartels has signed Sunny Gale, RCA Victor soloist, to appear with the Shep Fields orchestra. One of Miss Gale's best disks was "Wheel of Fortune," which gained recognition in the juke box trade.

No advance in admission prices is contemplated under the new policy, the regular scale of \$1.50 for dancers and 79 for spectators, plus tax, remaining in effect.

Hershey Park opens Sunday (2) with a full season of free attractions scheduled. Free bandshell concerts will be presented every Sunday and holiday, plus free aerial acts, June thru August.

No charge will be made to Hershey Park Zoo. A special Pennsylvania Game Commission wildlife conservation exhibit, which includes a display of snakes, has been added.

Eleven rides, including twin Ferris Wheels, Carrousel, Bug, Whip, Roller Coaster, Mill Chute, Aerial Joy Ride, Miniature Train, Cuddle-Up, Pretzel and Scooters will be in operation, plus two Funhouses and a Penny Arcade. For the children there is a Kiddieland embracing seven rides. There are plenty of picnic tables, many of them in covered pavilions, and ample free parking space.

### Zoo Leases Concessions

CALGARY, Alta., April 24.—City council has approved a one-year lease agreement between the city and V. W. (Bud) Brown for concession rights at the St. George Island Zoo. The lease stipulates Brown pay \$8,100, the money to be turned over to the Calgary Zoological Society, and also that he resign his position as secretary of the Calgary Zoological Society.

## KID BOAT RIDE SWIPED FROM DELAWARE PARK

WILMINGTON, Del., April 24.—Someone has stolen a Mangels Boat Ride from Kiddie Towne, on Du Pont Parkway south of the city. The ride was all crated, prior to being unpacked and set up by owner Joe Swartz, a concessionaire. The kid park is owned by Melvin C. Geller and Sam D. Taustin. Swartz, who offered a reward, said the ride disappeared Thursday night (15) sometime after the closing of the neighboring Brandywine Drive-In Theater, also a Geller-Taustin enterprise.

## Kid Coaster Going Up at Cincy's Zoo

CINCINNATI, April 24.—Construction of a Comet Jr. Kiddie Roller Coaster at the Cincinnati Zoo has begun, and it is expected that the ride will be in operation by May 10, when the zoo's school picnic season begins.

Supervising the construction is Jerome Leis of National Amusement Device Co., Dayton. It will be about 18 feet high over-all, including a three-foot foundation elevation. There will be 750 feet of trackage.

Purchase was made by Charles Beal, head of the Cincinnati Amusement Co., which owns and operates the food concessions, Carrousel, Laugh-in-the-Dark, Tilt-a-Whirl, Pony Ride, Caterpillar and several kiddie rides at the zoo.

Jack Heusser is managing director of the city-owned funspot. Attendance studies have given rise to the hope that the new coaster will more than gross its cost this summer, it was reported.

## Lagoon Rebuilt After Blaze, Ready to Open

SALT LAKE CITY, April 24.—Reconstruction of Lagoon park here following a major fire last fall has progressed and the spot will reopen May 1. The announcement was made by Manager R. S. Kimball, who estimated rebuilding costs at \$500,000.

Line-up will include Octopus, Tilt, Rock-o-Plane, Wheel, Autos and Airplanes, Miniature Train, Coaster, Spook House, games and other attractions.

## HILLTOPPERS TOP RAIN

### Name to Open Pays Dineen at Hampton

HAMPTON BEACH, N. H., April 24.—John Dineen, operator of Hampton Beach Casino, pulled a switch in his booking policy for Easter Saturday by opening up with a name attraction—the Hilltoppers—and made it pay off, despite abominable weather and a deserted resort shore town.

Dineen installed heating in his ballroom a couple of years ago but the uncertain weather at this time of year and with the beach season still a month or more away the attraction policy for the first part of the season has been to stick with the house band, Ted Herbert and his orchestra. This way the expense is held to a minimum and even tho the audience has to be drawn from cities miles away Dineen can always wind up working on the right side of the ledger.

A sizable investment in advertising-promotion-publicity had the public aware of the special attraction and some 1,500 of them

## New Englanders See Good Season, Moan Continuing Ballroom Decline

### Larry Stone, Paragon, Named President; Lucrative Easter, Tax Cut Builds Hopes

By JIM McHUGH

BOSTON, April 24.—There was ample cause for a happy spirit among the members and guests attending the 28th annual meeting of the New England Association of Amusement Parks and Beaches at the Hotel Statler here Thursday (22). Just about everyone had been open for Easter and business on that day, with perfect weather prevailing, was excellent. Then, too, they got their first taste in many years of handling a gross with no part of it due at the moment to Uncle Sam in the form of admissions tax.

Everyone seemed to have adopted an optimistic view with the relief from the admissions tax likely sparking much of the hopeful attitude. Only one major pressing problem remains and that is a need for a solution to the declining ballroom business. The topic of much continuing discussion, both in formal session and among individuals, the white elephant status of many large and costly ballrooms is particularly perplexing because the structures

don't seem to be adaptable for other profitable purposes.

Lawrence Stone, Paragon Park, Nantasket Beach, Mass., was named president, succeeding John Dineen, Hampton Beach, N. H. Other officers are Paul Haney, Rocky Point Park, Warwick, R. I., first vice-president; Irving Norton, Lake Compounce, Conn., second vice-president; Wallace St. C. Jones, treasurer and Fred L. Markey, secretary.

#### New Directors

Directors elected to two-year terms are Russell Jones, William C. Berry Company, Boston; Dennis Collins, Mountain Park, Holyoke, Mass., and William F. Hurley, Revere Beach, Mass.

Asked the reason for the decline in popularity of the name bands, Al Brekman of the Music Corporation of America said that radio built the bands of the past, that the record companies today are concentrating on vocalists and that so far no formula has been worked out to make television do the job of building bands that radio once did. While it was said that disk

jockeys concentrate on records featuring vocalists it was noted that dancing itself had become less popular with the youth of today.

Ed Carol, Riverside Park, Agawam, Mass., and Robert Plarr, Dorney Park, Allentown, Pa., who have both given up their ballroom operations, placed the blame on the bands and the agencies representing them. The theme of their remarks was that the bands had priced themselves out of the market.

#### Lack of Publicity

George A. Hamid, operator of the Steel Pier, Atlantic City, long-time showplace for nation's biggest name attractions including bands, complained of the excessive cost and the lack of co-operative selling by the agency-band. He said the big bands of the past had publicists in to work a date well in advance and do a good promotional job. Today, he said, the agency contributes only a package of publicity material.

On the matter of price John Dineen noted that operators today are paying more money for single vocalists than was paid for the big bands. Money is also being made with the singers, Dineen said. Because of the income tax situation many of the stars with the best box-office potential cannot be bought for ballroom dates.

Howard Sinott, General Artists Corporation representative, absent at the time of the band discussion, later said the impersonal atmosphere at many spots probably contributed to the decline in patronage. He noted that many persons who went to ballrooms were lonesome but that very little effort was made to make it possible for these people to make friends.

#### Governor Speaks

Gov. Christian Herter welcomed the group and praised their efforts. (Continued on page 63)

## NEW UNITS ATTRACT

### Palisades Jammed For Easter Preem

PALISADE, N. J., April 24.—Rain washed out the Palisades Amusement Park opener last Saturday (17) but sunny skies and warm days followed to make the Easter week one of the best the park has ever known. The weather was perfect until Friday (23) when light and scattered showers slowed business slightly.

Paid customers were kept away by the Saturday rains, but a couple of thousand Police Athletic League moppets guests had the run of the park and made the best of it by attending the rides and other amusements.

Sunday dawned bright and clear, and the midways and rides were packed by early afternoon. Long lines of patrons crowded outside virtually all rides, and the Kiddie Park section was jammed.

#### Attendance Up

Owner Irving Rosenthal said the Easter week attendance was one of the best ever known at the park, and far over last year's turnout, when the week fell 12 days earlier in much cooler weather.

The park is again offering Bargain Days on Tuesdays and Thursdays, when ride tickets go for 5 cents thru 7 p.m. and 10 cents thereafter. With the mer-

cury hitting the mid-70's thruout the week the initial two Bargain Days were excellently attended, Anna Halpin reported, but attendance and gross figures had not yet been compiled. All indications, she said, bore out Rosenthal's contention of a near-record week.

The German Roto-Jet imported by Eric Wedemeyer was installed but was not in operation, due to the late delivery of its tall, brightly illuminated center tower. The tower is expected Monday (26) after which the ride will be thrown open to the public.

#### New Units Succeed

Getting heaviest attention during the opening week were the newly added items, reflecting both the success of advertising and a recognition of newness by dyed-in-the-wool Palisades patrons.

The Dodgem Company's Bullpen coin-operated ball-throwing games were well attended and got a good play. Crowds were heavy (Continued on page 63)

## Kaydeross Opens May 8; Expects To Par '52, '53

SARATOGA SPRINGS, N. Y., April 24.—Kaydeross Beach and Amusement Park will open its season May 8, it was announced this week. The Saratoga lakeside spot will be open from 10 a.m. to 11 p.m. daily. A crew has been (Continued on page 63)

### WANT MERRY-GO-ROUND

For summer, book or lease—on guarantee to you, or buy. Large, beautiful bathing beach—amusement park.

Write or phone: Bernie Seaman.

### NEW BAY SHORE PARK

City address: 630 S. Catherine St. Baltimore 23, Maryland. Phone: Gilmore 5-4191

### KIDDIE CAR RAILROADS BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

### WANT TO BOOK OR LEASE

Major and Kiddie Rides in Dreamland Park, Tampa; population 235,000, and the only amusement park with beach on Tampa Bay. Population 946,000 within radius of 100 miles.

### H. BARKOOT

301 S. Tampania Tampa, Fla.

### Want Merry-Go-Round

On account of fire can place Merry-Go-Round, low percentage for good money-making park or will lease or buy 2-Abreast for cash. State age, make, condition. Contact at once.

### MATT McCONNELL

Lake Park Coshocton, Ohio. Phone: 44 or 2620

### SELL OR TRADE

Allan Herschell Boat Ride, used 5 months. Fourteen 1938 Dodgem Cars.

### OWASCO LAKE PARK

Auburn, N. Y.

### WANTED

Non-competing Kiddie and Major Rides for Lake Lenape Park, Mays Landing, N. J. Write

### LENAPE PARK AMUSEMENT CO., INC.

Mays Landing, N. J.

High Quality  
**KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
*Illustrated Circulars Free*  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

YOUR LOCATION CAN EARN MORE MONEY WITH THE FLASHY AND EVER POPULAR GREYHOUND RACE  
12 Unit Game, \$3,540 Complete  
**GREYHOUND AMUSEMENT DEVICE CO., INC.**  
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NEW PARK LOCATION AT PANAMA CITY BEACH, FLORIDA.  
Can place Eating Stands, Pop Corn, Apples, Floss, Snow Balls, Custard, Arcade and Game Concessions suitable to park operation. This park is located next to State-owned picnic area on Gulf Beach that attracts 100,000 people weekly. Season May 1 thru October 1. We have twelve Rides and Long Range Gallery, everything else open. Will consider nice Kid Rides.  
**Bob Robertson, WAYSIDE PLAYLAND**  
PANAMA CITY BEACH, FLORIDA  
Write General Delivery, Panama City, Florida.

**WE HAVE FOR SALE**  
**LATE ALLAN HERSHELL CATERPILLAR**  
With 18 cars and curtain. Now taking same apart for replacement for another ride. Very good operating condition and appearance. Best offer will be accepted. Submit same at once.  
**ROCKAWAYS' PLAYLAND**  
ROCKAWAY BEACH, N. Y. TELEPHONE: BELLE HARBOR 5-2400

# Kelly-Miller Opens To Crowds, Trouble

**Terrell Jacobs Doing Five Animal Acts; Side Show Blows Down at Sherman**

McKINNEY, Tex., April 24.—Al G. Kelly & Miller Bros.' Circus launched its new season Sunday (18) at its Hugo, Okla., quarters. It ran into difficulties and good business at the second stand, Sherman, Tex., Monday (9), when three persons were hurt in an accident at a capacity house.

Hugo gave a three-quarter matinee-only house. The night house at Sherman was capacity. McKinney had a near-full matinee and half house at night.

For the first time, the show has a wild animal arena and, in the fashion of earlier wild animal shows, the arena is left up thru-out the performance. Terrell Jacobs presents five acts. These are a seven-bear number; a five-lion act; a bear jumping thru a fire hoop and riding an elephant, worked by Jean Jacobs; his major mixed cats act, and an aviating lion act.

The show has been newly

painted. The midway includes Side Show, a new snake pit show, six-horse display, polar bear and refrigerator display, gorilla pit show, concession trailers and stands and two ticket wagons.

### New Dining Dept.

Layout includes a menagerie tent housing elephants, camels and horses. The big top has four rings and a stage plus the center ring with the arena. New cookhouse arrangement has a circus diner with walled awnings slanting from each side. In one side are the tables for serving meals. In the other is a pie-car type of lay-out. The plan eliminates the separate cookhouse tent and a semi-trailer for the pie car.

At Sherman, the Side Show top blew down three times during the day but was up in time for the afternoon show. At the night show a section of seats slipped just as the performance started. Two persons suffered leg fractures and a third, a foot injury. The seats were put in place again and the show began at about 9 p.m.

Obert Miller is general manager. Returning for another season are Flo and Grace MacIntosh, Tommy Bentley, Charlie Cuthbert, Fred and Shirley Logan, Pinky and Mabel Barnes, the Skating Carltons, Chief Eagleman and Family. Back after several years are the Gutierrez Family and Maurice Marmolejo.

# GARDEN POSES NO BARRIER TO R-B BALL FANS

NEW YORK, April 24.—That baseball broadcast heard in the Madison Square Garden basement Tuesday (20) wasn't radio, it was TV. Ringling menagerie manager C. R. Montgomery set up a table model facing out the back of a truck, and found that by some good fortune the reception was good even with a mere table-top antenna—deep in the bowels of the Garden.

# 10G IR Lien Plastered on Beatty Show

LOS ANGELES, April 24.—The federal government Thursday (22) slapped a lien for \$10,476.80 against the Clyde Beatty Circus. It was part of liens totalling \$192,621 against show people.

Howard A. Levine, local attorney for the Beatty organization, told The Billboard that he had checked into the matter with the Department of Internal Revenue. "The lien is for admission taxes for the fourth quarter of 1953," Levine declared. "The Internal Revenue filed the lien as a matter of routine. The circus has made payments and is making payments, thus reducing that amount. The government is not proceeding against the circus as it is a matter that will clear itself up in time."

# SUESZ BOOKS SIX ONTARIO STANDS

**Augments Hagen-Clyde for Trek; Works With Canadian Arena Group**

CHICAGO, April 24.—Howard Suez revealed here this week that his Hagen Bros.' Circus will be augmented and transported to Canada for more than two weeks of dates in Ontario arenas. Since the auspices stands will be indoors, he will revert to use of his winter-show title, Clyde Bros., for the trek.

Show is scheduled to enter Ontario May 17 and return to the States June 2. The Ontario route will include St. Catherine, two days; Niagara Falls, one day, and Toronto, Hamilton, Kitchener and Windsor, three days each. Show will be sponsored by the Shrine in each stand except Toronto, where Grotto auspices signed.

Additional acts that have been

contracted for the Canadian run include St. Leons, teeterboard; Hodgson's Dogs; Siegrist flying act; Hans Claire, juggling; the Gascas, wire; Pickard's Seals; Ed Widaman's Elephants; Bozo Harrell, clown; Cloyd Harrison, bikes, and Billy Irwin, clown. One more major act is yet to be heard from.

Among those on the show now who are scheduled to make the border-crossing are the Navarros, Reynosa Trio, Bert Wallace, Lee Virtue, Ted LaVelda, Gay Maynard, Danny Styron, Harry Villeponteaux, Ray Brisson, Nelson's Dogs, Fancher Pierce and others.

Suez has been working with the Ontario Arena Managers' Association and originally considered playing more of the Ontario buildings. Present route, however, was settled upon in view of seating capacities and guarantees involved. Tom Parker handled promotion and booking of the Canadian stands.

Meanwhile the Hagen Bros.' Circus had a good afternoon and light night at Shawnee, Okla. (15), and four three-quarter houses in two days (16-17) at Oklahoma City.

# 44 R-B JOEYS

**More Names In Ringling Clown Alley**

NEW YORK, April 24.—The Ringling Bros. and Barnum & Bailey Circus clown line-up is 44 strong this year, the total being four more than were carried in 1953, according to director Pat Valdo. The increase reflects no policy change, he added.

In alphabetical order, this year's clowns are: Felix Adler, Paul Alpert, Jimmy Armstrong, Charles Bell, Jo Bisbini, Arthur Burson, Frank Cromwell, Antonio Deville, Roland Daniels, Max Fragosa, Fred Freeman, Manfred Fritsch, Jack Gerlich.

Also, Otto Griebing, Walter Guice, Bill Hanlon, Fred Hanlon, Rose Hanlon, Arnie Honkola, Paul Horompo, Paul Jung, Harry Klima, Emmett Kelly, Joe La Plante, Gene Lewis, Owen McQuade, Juan Mendiola, Al Meyerwitz, Sancha Morales.

Also, Lou Nagy, Joe Narwath, Harry Nelson, Leo Oritz, Myron Orton, Bernie Pisarski, Harry Ruster, Brik Robeni, Frank Saluto, Al Schwartz, Eladio Serrano, Karl Stephans, Dennis Stevens, Duane Thorpe and Paul Wenzel.

# Polack Claims 25% Increase At Los Angeles

LOS ANGELES, April 24.—Polack Bros.' Circus will end its seven-day run in the Shrine Auditorium here Sunday (25), approximately 12 per cent ahead of last year's run. Louis Stern, manager of the Western unit, said. The show opened the day after Clyde Beatty closed an 11-day run on the lot at Washington and Hill streets.

Polack played the date about six months after its last time here. In addition to the Beatty opposition, the Polack unit hit other competition. "Brigadoon" opened Monday (19) in the Philharmonic Auditorium. The annual Los Angeles Police Show opens in the Shrine Auditorium on May 6 and coppers have been selling tickets for the past six weeks.

### No Wait Paper

Despite the competition, Polack did not use wait paper. Justus Edwards, press agent, went on KFI interview program Saturday (17) to plug the opening of the show. After the show opened, local dailies were generous. In addition to the photo spots and features, Edwards got good space on news breaks.

The show deviated from its usual route of coming from Indianapolis to California by making a stop in Phoenix on April 3-4. Stockton, after a slow start, built up to what Stern termed exceptionally good business for Holy Week. The show moves from here to San Francisco, where it opens one of its earliest dates in the Bay City. Parley Baer handled radio and television in Los Angeles and this time goes to San Francisco.

# Rubens Plans Minstrel End, Circus Start

CHICAGO, April 24.—Unofficial reports reaching here this week were that Si Rubens will close his Bill Bailey Minstrels in two weeks. It was understood that Rubens would launch a small circus for this summer.

The Minstrel Show, which has been showing under canvas this winter and spring, has not been doing adequate business, according to widely circulated trade reports. The show was cut down considerably while in Florida earlier.

Rubens had Rogers Bros.' Circus until this spring and still owns three elephants and circus property.

# Mills Bros. Starts 15th Season in Ohio

**500 Guests at Opening Banquet; Two Good Houses at Quarters Town**

GREENVILLE, O., April 24.—Mills Bros.' Circus opened its 1954 season Saturday (17) at its Darke County Fairgrounds winter quarters. Owners Jack and Jake Mills played host to more than 500 guests, including circus fans, auspices committeemen and State and local officials.

A near-capacity house was present for each of the two performances. Guests attended the annual Mills Bros.' opening day banquet at the high school between shows.

While the show has given a street parade in past years as part of its opening activities here, that was omitted this time because of the proximity of religious holidays.

This was the first of Mills brothers' 15th season and the anniversary theme is being carried out at several spots in the program. With Jake Mills as producer, Paul Nelson as equestrian director, Proctor Baughman as announcer and Joe Rossi as bandmaster, the performance features

several acts newly imported for the show.

### Running Order

The program run-down follows: Display 1—Spec. "Birthday in Spangleland." 2—Antonets, teeterboard; Droguetts, juggling, and Bakers, juggling. 3—Luvus Sisters, dogs; Sandor Beketow, ponies, and Mahlon (Alabama) Campbell, ponies. 4—Dolores Sanchez, single trapeze, with swinging ladders. 5—Jinx Adams and Edith Beketow, dog acts. 6—Clowns, with Abe Goldstein producing. 7—Antonets, Risley. 8—Virginias, flying trampoline. 9—The Internationalists, bounding rope. 10—Concert announcement.

Display 11—Sandor Beketow, high school horse. 12—Seven Hungarians, Risley; the Twelve Milets, girl acrobats; Four Schmitz Brothers, head and hand balancing. 13—Sandor Beketow, Paul Nelson and Jinx Adams, Liberty horse acts. 14—Maurico, juggler; Four Linders, acrobatics; The Belgians, balancing. 15—Ray Goody, wire. 16—The Valentinos, aerial perch and web number. 17—Jinx Adams, 10-horse hitch, Roman standing ride. 18—Olga Sanchez, bounding rope; Rebecca, barrel-kicking; Three Dubskys, acrobatics. 19—Luvus Sisters, aerial act with upside down walk. 20—Four Namedils, high perch. 21—

(Continued on page 55)

# Morton Credits Tax Change for Pittsburgh Take

PITTSBURGH, April 24.—Col. Robert Morton this week claimed excellent business for his Hamid-Morton Circus here and credited a cheaper rate for children's tickets, made possible by changes in the federal tax laws.

The show is using Duquesne Gardens for the first time in 10 years. It seats 5,000, which is about 1,000 less than the Armory, used before.

Newspapers estimated that 25,000 persons watched a parade staged Monday night (19) by Hamid-Morton. The night already had been sold out, as were all matinees during the week. Tuesday and Wednesday (20, 21) were light but later days gave promise of better takes.

Morton said the show grossed \$145,000 last year and should hit \$135,000 this time, with the net remaining about the same because of the change in taxes. Last year's 65-cent tickets are going to kids for 50 cents now, and this makes them tax-free. Adult tickets are \$1.10, \$2 and \$2.50, including tax.

Results since the show opened in Memphis, Morton said, indicate the route will gross about 5 per cent less than last year. A bus strike threatened business in Harrisburg, Pa., next week, where the show will use a building seven miles out of town. Morton also was concerned about Altoona, Pa., the next stand, because 6,500 of the 10,000 railroad workers have been idle for three months.

# Cole-Produced Cincinnati Date Equals 1953 \$\$

CINCINNATI, April 24.—Annual Shrine Circus, produced by Cole Bros.' Circus, opened slow but quickly caught up with last year's gross, it was reported this week. Show closed today.

Bill Horstman, Cole executive, said that the Great Wilno, cannon act, was added to the talent line-up announced earlier. Six elephants were shipped from King Bros. at Chattanooga to Cincinnati by baggage car and they were scheduled to be returned to the King show after this date. Horstman said they might be used for other special dates later. Cole Bros.' horses this week were working the Buffalo Shrine date as well as in the Cincinnati show. They, too, were expected to go to the King show.

# Texas Rain Aids Carson Opener

ROXTON, Tex., April 24.—First heavy rain in months, keeping farmers from the fields but assuring moisture for crops, gave the Tex Carson Circus a near-full turnout for its first stand of the season here Wednesday (14). Afternoon show was delayed until 4 p.m. by a soft lot and drew only about 100 persons.

Show is managed by Jack Moore. D. R. Miller has an interest in it. It moved from Hugo, Okla., quarters with but one incident. Mrs. Moore's house trailer was damaged on a bridge.

Two tents, a 60 with three 30s and a 40 by 60, house the show. Side Show has lead stock and two trucks of caged animals. Show moves on eight trucks, doubling last year's line-up.

Ninety-minute program includes a Miller elephant, Liberty act (4), menage, pickout pony, pony drill (3), dogs, riding monkeys, ladders, chimp, monkeys and trick mule. Concert has a wrestling bear and H. R. Ray, magic. Ray also clowns the big show.

Midway includes chimp pit show, two concession stands and a ticket wagon.

# Gainesville Community Show Starts 25th Year

GAINESVILLE, Tex., April 24.—The Gainesville Community Circus began its 25th season with a three-day stand here Wednesday thru Friday (21-23). Gainesville's 12th annual Circus Round-Up celebration was staged at the same time.

The show, put on entirely by non-pro talent living in and around Gainesville, this season includes a new spec devised by Harry Dann, of Polack Bros.' Circus, a new high wire act, new high rigging act, revolving aerial perch addition, and holdover acts including bareback, flying trapeze and elephant.

### Mag Boosts

Look Magazine will add another feature article about the show to the 127 which magazines have carried about it during its 25 years. It has been filmed for

TV and newsreels 14 times. The show had given 388 performances in 59 towns prior to starting this season.

Gainesville is playing up the fact that it is the third oldest circus in the country, being exceeded in age only by Ringling-Barnum and Hunt Bros.

This year the show has increased seating capacity to 3,500. The ticket wagon has been rebuilt to include three ticket windows.

The Circus Round-Up included parades, luncheons, coronation of a queen and a coronation ball as well as performances of the circus.

More than 1,800 persons have taken part in the circus over the 25 years. President now is F. E. Schmitz. Dr. A. A. Davenport is equestrian director. A. Morton Smith is director of the performance.

# UNDER THE MARQUEE

Correspondent on the Clyde Beatty Circus, Laurence Cross, writes that the show was side-walled in Barstow, Calif., because of wind. Las Vegas was okay and earned Johnny Cline the nickname of Lucky. Street parades have been pulling big crowds and equipment receives much attention. Four-horse hitch pulls the bandwagon. Tommy Comstock joined to play calliope. Byrl Smith, George Hanneford and Tiny Gallagher observed birthdays. Johnny Joanides will be out for some time with his fractured leg but he is back on the show. Extra ballet girls were added for Los Angeles and extra clowns included Chico Dell, Bob Lorraine and Company and George Perkins. Joining for the season were Bernie Griggs and Jack Klippel, clowns. Little Butch Wilhelm was guest clown in Los Angeles. Denny and Margaret Dennison, Vancouver, visited. He assists the show in entering Canada each year. Shirley Carroll worked radio-TV in Los Angeles. Clyde Beatty Jr. is a TV favorite now. Lem and Bea Behler are guests of Clyde and Jane Beatty. Bobby Kay assisted with radio-TV shows. Johnny Cline has the running time cut to one hour, 50 minutes. The John Staleys have taken over the cookhouse operation. Shreveport Etheridge and Al Moss have been commuting to their homes while in the Los Angeles area. The Beatty show day and dated Jimmie Woods' carnival in Tucson.

Jimmy Armstrong, midget clown with Ringling, advises that he is out of the hospital after an injury and bowed by a deluge of mail. . . . Clown Cop Jake Disch, Cudahy, Wis., visited his son near Chicago recently and now is setting up his summer schedule. Mrs. Disch has not been well. Jake and Milwaukee area circus fans and troupers visited Bill Brinley and his miniature circus recently. . . . Bill White, clown, is staying at Sheridan, Wyo., this season, where he works in a hospital.

Bob Senhauser, New Philadelphia, O., fan, reports the three old parade tableaux he has restored for the Boy Scouts may sometime be sold or rented. . . . Tige Hale, former circus bandmaster now with the Cavalcade of Amusements, was on hand when Al Wagner, owner of the carnival, was shot. Hale also caught Ring Bros.' Circus at Pensacola and bought the Number 1 ticket for 1954. From Hagen Bros., Beverly Allen writes that Oklahoma welcomed the show home with rain, but Ardmore was a big day. Eddie Congo, of the LaRue-Congo Troupe, visited in Waco. Ed and Pat Parkinson have the cookhouse. Tex Maynard has a new bandstand and Fancher Pierce has redecorated the Hammond organ stand. Visitors included Dan Fast, Herbert Antese, Leland Antes Jr., Doyle Davis and Bill Rice.

Forest Freeland, circus poster artist, is in Sarasota working with Bob White's Circus Corporation, a drink concentrate outfit. . . . Ringling's bill car moves to Boston Monday (26). . . . Visitors to the Bailey-Cristiani show included Dinty Moore, Vester McLemore, Leonard McLemore and numerous Shrine Club officials. . . . Jim Stutz, ahead of the Hitler Car exhibit, visited Cavalcade of Amusements, Peppers Shows and Doc Warner's Slidell, Ga., snake farm. . . . Arthur Bitters, now in Houston, caught the Bailey-Cristiani show at Texas City, Tex. He reports The Houston Chronicle carried a nice photo feature of the Gainesville Community Circus. . . . Tommy Randolph, Gladewater, Tex., caught the Tex Carson Circus opening at Roxton, Tex., Wednesday (14).

Bill and Jackie Wilcox have started work with Mills Bros., where Bill now has the brigade, using dates, cards, banners and special paper on feature acts. . . . R. E. McAfee, old-time show owner, has quit hotel business to troupe again as assistant legal adjuster on King Bros. . . . Cliff Shell, also off the road last season, is on the King front door. . . . Visitors at the King opening included Howard Ingram and wife, Charles K. Blaum and wife, Dr. R. S. Duffield, Jeff Kaiser, the Tom Walkers, Syd Karp, Charles Drill.

## Mills in Ohio

Continued from page 54

Elephants, with Virgil (KY) Sgraves.

**Officials Attend**  
The first performance was opened with an invocation, a Mills custom by the Rev. Harold Huffman. Mayor Marion Perry of Greenville blew the starting whistle. They also took part in the banquet program, where guests included Lt. Gov. John W. Brown, William B. McCullough, Charles Longfellow and William Saxbe of the Ohio House of Representatives; Robert C. Zimmerman, assistant secretary of state in Wisconsin and a circus fan, numerous members of sponsoring organizations, and John Boyle, Cleveland, president of the CFA. Greenville city officials and business leaders attended. The date was sponsored by the Greenville Shrine Club. Members of the Mills family took part and the CFA presented corsages to Mrs. Jack Mills and Mrs. Jake Mills.

## Beatty's Los Angeles Stand Equals 1953; Compton Scores

LOS ANGELES, April 24.—The Clyde Beatty Circus ended its annual 11-day run here Sunday (18) with business equal or better than that of last year and moved into Compton for two performances Monday (19) that outdid anything this season. On the local date, business tapered off at the last, principally because of religious holidays.

During the run here, which started Thursday (8), the show got turnarounds for the afternoon performances on the first Saturday and Sunday. The Monday performances slumped, but crowds began to build from Tuesday thru Saturday. The show chalked up a turnaway matinee on Thursday, but the effects of the religious holiday was felt on Fri-

day. Saturday afternoon and night of the closing weekend gave the show about three-quarter houses for both performances. The Sunday matinee was comfortably filled, but the evening performance was light.

The Compton date on Monday was under the auspices of the American Legion. Also featured was a two-hour parade with school bands from the adjacent area participating. Show was reported to have had the money for more than 5,000 tickets in the till five days before the event. Moving toward San Diego for its weekend appearance, the circus played Anaheim, which pulled only fair houses for the two shows. Escondido followed with satisfactory results.

Bill Franks, Peasey Hoffman and Cash Wiltsie and wife. Tedd Myers, Manhattan, Kan., fan, produced an indoor show there Monday (12) with Bill Woodcock and the Miller Elephants, the Kriel Family, local band and Fan Bill Green, Washington, Kan., who was announcer. Show used big newspaper ads and was the first indoor show in the town. Fans John Thiele, Jim McRoberts, John Sullivan, of Manhattan; Glen Sloop and Barbara and Lester Wetter attended.

Wynn Partello, formerly in the concession department with Cole Bros.' Circus and whose last circus connection was with Biller Bros. as superintendent several years ago, is now an electrician with the legit show, "The King and I," which concluded a 10-day stand in Cincinnati last Saturday (24). Show is this week in Indianapolis and next week plays Kansas City, Mo., where Wynn will be joined by his wife, Marian Knowlton, who has worked her animal acts on various circuses for a number of years.

Mrs. Grace Ceplar, of the Ceplar high wire act, reports they have completed the Tacoma Shrine date and now will go on to Nanaimo, B. C., Victoria and then the Spokane lilac festival in May. Also in Tacoma were Harry Todd, Nio Yu, Wilbur Hall and Renee, Miss Huguette, Ed and Artie Widaman and elephants, Frank Noel's horses and the Wades.

Mickey Sullivan, bandmaster who played the Hartford, Conn., Shrine date, visited Merle Evans and the Ringling band at New York recently. Win Daniels is the new organist with the Evans band.

Felix Adler, clown, and bareback rider Ilonka Karoly are pictured on the cover of The New York Post's Weekend Magazine for April 18.

J. D. McNeely, vet billposter, spent the winter in Louisville. He'll remain there until after the Kentucky Derby and then take to the road.

Circus fans who attended Mills Bros.' banquet were Frederic W. Roedel, Nolan Rhoadis, Lee Hickie, Jack Sweetman, Melvin J. Olsen, Harry Reimschuessel, Frank Cheney, Victor Holtzapfel, Kathryn C. Geiger, Bea White, Julia Teshantz, Edith Geeger, Mr. and Mrs. C. E. Gaffney, A. L. Stines, Johnny Lowes, Ralph K. Spidell, George Piercy, Gerald Harshman, Martha R. Hart, Charles E. Hart, Olin Spachs, Frank Ferguson, James G. Shepler, Geoffrey Naylor, Lora S. Van Epps, Mr. and Mrs. F. L. Van Epps, Norman J. Senhauser, Iva E. Myers, John C. Wyatt, J. C. Wallace, F. L. McClintock, Ray Mackle, Lloyd W. Bender, Mr. and Mrs. Carl Harma, Mr. and Mrs. Justin Brown, Mr. and Mrs. B. W. Young, Mr. and Mrs. Frank Hirstand, Curt McClelland, Wilbert D. Bender, Myron D. Gandee, Lyle P. Sirri-

son, Alice Bligh, Mr. and Mrs. Herman Linden, Mary Hallon, Carl Morgan, W. A. Armstrong, Clyde Rinaldo, Annie Tem Swartwart, Norman A. Swartwart, A. C. Patterson, Jim Many, Mrs. S. C. Patterson, Mrs. James Macy, Bruce Summers, Patricia Goodyear, Mr. and Mrs. James H. Arnold, William J. Goutermont, J. F. and F. T. Enright, Chalmer Condon, Albert Conover, Otto E. Scheiman, Sally Conover, Mrs. Robert Martin, Mrs. William Tressel, William B. Treml, Robert Mason, Paul L. Klager, George Hubler, Jim Taylor, Jim Gemin, R. F. Conover, Harold W. Gorsuck, Mrs. Richard E. Conover, Mrs. Martha Smith, Don F. Smith and Kenneth T. Whipple and Robert King.

Joe Lewis is clowning with Mills Bros. . . . Fred Logan will take elephants from Kelly-Miller to the St. Louis Police Circus, leaving the show at Graham, Tex. . . . St. Louis cops also will have the Thousand Oaks, Calif., lion act now at the Cincinnati show. . . . Bill Woodcock, with the Miller Elephants, visited with George King, Dolly Jacobs, Hazel King, Skinny Goe and others on the Gil Gray show on his way north to join Orrin Davenport. . . . Slivers Madison and Tom Packs' elephants are booked for the Rink Wright Omaha date. . . . Bette Leonard, Wichita, Kan., caught the Gainesville opening, and reports seeing Dr. H. H. Conley, Park Ridge, Ill., and John Boyle, CFA president from Cleveland, in Gainesville. She caught Hagen Bros., Bailey-Cristiani and Gil Gray shows. Mrs. Leonard recently booked the Miller Elephants at the Sports Center, Wichita.

Kelly-Miller people visiting the opening of George W. Cole Circus included Obert and Mary Miller, Rex and Jimmy Rossi, Chief Eagleman and family, Terrell and Jean Jacobs, Dave and Grace MacIntosh, Deacon and Flo MacIntosh, A. L. (Tommy) and Sylvia Thompson, Charlie Cuthbert, Tommy Bentley, Ted Rae; Tallah, Freddie and Shirley Logan; Freddie Jones and Mrs. Jones and Joe Lewis. Most of the group also caught the opening of the Tex Carson Circus. . . . Tommie Randolph, Gladewater, Tex., fan, caught the Carson and Kelly-Miller shows with his family. At the K-M opening, also, were A. Morton Smith, Frank Schmitz and Leon O'Neal, all of the Gainesville

Two-day stand on Easter weekend at Port Arthur, Tex., gave Bailey Bros. & Cristianis Circus light crowds on Friday (16) and good turnouts for both performances Saturday (17). At Marshall on Monday (19) with Kiwanis auspices, the show had a good matinee and strong night at Fair Park Stadium. At Texas City earlier, the show had fair business the first day and good business the second. A street parade was given there. Both Jaycees and Optimists sponsored the stand. Show is moving on 10 trucks now. Still mapping details of the contracted trip to Alaska, the show expects to drive five trucks up the Alcan Highway and send personnel and other equipment by ship. Bob Stevens, general agent, is back with the show. The Davenport elephants returned to Gonzales quarters prior to the show's leaving Texas.

## 2 Texas Dates Turn Out Okay For Cristianis

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show, and the James Boles family, Dallas fans.

Fans on the King lot at Chattanooga Saturday (17) included Mark Smith, Chief R. Deerfoot, Paul R. Tharp, Hi-Lo Merk and Ernie and Ida White. . . . Jake Posey has been invited to appear on the TV show, "You Asked for It," as the last of the 40-horse drivers. . . . R. M. Harvey's Chief Printing Company, Perry, Ia., is handling mail-away heralds for Kelly-Miller, George W. Cole, Hagen Bros., Plunkett's Stage Show and the Blue Grass Shows.

Siebrand personnel gathered in an Aqua Prieto, Mexico, spot when the show played Douglas, Ariz., and Tommy, Joe and Linda Hodgini, Concha Erikson and Madeline Long staged a floorshow; reports Joe Hodges Hodgini. Eastern finery was in evidence around the show at Clifton, Ariz., and bathing suits were popular later that day. . . . Bud and Chubby Jewett's infant died.

The Harry Taylors, formerly with Hagenbeck-Wallace, and the Bob Printys caught an Indiana horse show recently. Printy, former show wrestler, tells that Bob Helvie, Peru Ind., clown visited him recently at LaGro, Ind. . . . Bert Doss, former aerialist, was in Chicago this week and looked in at the Atwell Luncheon Club at the Sherman Hotel.

**WANTED TELEPHONE MEN**  
Must be capable, sober and of good appearance. One of the best promotional dates on the West Coast.  
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**WANT PROMOTION MEN**  
Hagen Bros.' Circus  
Contact HOWARD SUESZ  
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**VON BROS.' CIRCUS**  
Wants Billposter who can drive. Girls for Swinging Ladder and Web.  
**Henry L. Vonderheid**  
April 30, Williamsport, Pa.; May 1, Milton, Pa.

**PHONEMEN**  
Deal approved by the City Hall and Retail Merchants' Assn. Pay every day. Book and U.P.C.  
**W. WILHITE**  
Room 43, Haddington Bldg., Norfolk, Va.  
Phone 2-6958  
P.S.: Bob Crouse, come on.

**PHONEMAN**  
Need Producers for Mills Bros.' Circus crews. Banners, U.P.C.'s. Pay daily. Steady work till November. Eastern dates coming up.  
**MERLE N. JOHNSON**  
Phone 42521 from 9-5, Rockford, Ill., or  
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Can place first-class Bannerman. Good proposition.  
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**WANTED TO BUY CIRCUS RING MAT**  
Must be in A-1 condition. Well padded for stages and suitable for 40-foot ring. Please reply with full particulars to  
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Due to sickness can use a good Circus Agent. Good proposition to reliable man Billy Sheets, get in touch with me  
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Phone: Day—Michigan 2966  
Night—TAYLOR 2385

**WANTED—WANTED AL G. KELLY & MILLER BROS.' CIRCUS**  
Superintendent, Boss Canvas Man for Menagerie.  
Route: Seymour, Tex., April 28th; Electra, Tex., 29th; Quanah, Tex., 30th; Hobart, Okla., May 1st; Thomas, Okla., 2nd; El Reno, Okla., 3rd; Fairview, Okla., 4th; Cherokee, Okla., 5th; Anthony, Kan., 6th.  
**OBERT MILLER, Gen. Mgr.**

**WANTED 2 MORE Promotional Managers**  
Also Telephone Men. Contact **BILL OSBORNE**  
Promotional Manager, the Tommy Scott Shows, Kaskaskia Hotel, La Salle, Ill.  
The following men please contact me Ace Berry, Jack McClaskey, Eddie DeBolt

**TO ALL MEMBERS of the INTERNATIONAL ALLIANCE BILL POSTERS & BILLERS:**  
Mills Bros.' Circus HAS NOT SIGNED our union contract. William and Jackie Wilcox have been dropped from our union.  
**JOHN J. GRADY, Int'l Secy.**

**WANT BILLPOSTER**  
Who can Billpost and Lithograph, must be sober. Wire at once, Leighton, Ala., 27; Loreffa, Tenn., 28; Mt. Pleasant, 29; Lewisburg, 30; Shelbyville, May 1.  
**FRANCO RICHARDS, Ring Bros.' Circus**

## Persistent Rains Mar Jimmy Sullivan Bow

Eight New Shows on Back End; Major Changes Made in 1954 Route

WINDSOR, Ont., April 24.—J. P. (Jimmy) Sullivan's Wallace Bros.' Shows were plagued by rain here—first weekend operation of the season. During the short periods when the weather permitted, business was good.

Show opened Saturday (17) with a children's matinee which fell below last year due to persistent rains the two days previous and during that morning. Despite more threats of bad weather on Monday night there was a good early evening turnout and spending as a whole was estimated at 15 per cent ahead of last year.

The show moved onto the waterfront lot here on Thursday (15) in a downpour. More rain the following day hampered setting up operations and tons of straw were scattered on the lot. The Windsor stand was set for only seven days this year, compared with nine last season, but was timed to hit the Easter school vacation week.

The midway shows the generous use of paint, some new colorful canvas, and a new front gate. A new public address system is providing music thruout the grounds, with twin horn units installed on six light towers. This has also proved a convenience in contacting personnel, Sullivan said.

### Use Moon Rocket

The Moon Rocket, which played only the fair dates last year, was set up on the lot here, and the Tub of Fun added to the Kiddieland. This gives Sullivan 10 kiddie rides.

Show has in addition 12 major rides, 40 concessions and 8 shows. All shows are new this year, all coming from the United States, and only one, the Life Show, has ever exhibited in Canada before. The electrical plant has been overhauled and enlarged, with the purchase of two new 75 kw. diesel generators.

An innovation doing good business at the opening stand was the show's first cafeteria-style cookhouse.

Fireworks, long a feature of Wallace engagements, were dropped at the Windsor date because of new regulations by the city officials.

Feature of the opening day was  
*(Continued on page 62)*

## Gooding Inks Hannibal, Mo., Street Cele

COLUMBUS, O., April 24.—Gooding Amusement Company has been awarded the midway contract for the Hannibal, Mo., Chamber of Commerce street celebration September 20-25, F. E. Gooding, president, announced. Barnes-Carruthers Theatrical Enterprises, Chicago, will supply the stage acts during the event.

Activity here at the Gooding winter quarters is in the final stages. One unit opened here Saturday (17) and others are set to follow in short order. The "Dancing Waters" show, which will play a number of fairs this year with the Gooding organization, has been booked into Coney Island Park, Cincinnati, where it will operate from May 22 to August 1.

Another back-end unit set for this year, the Atomic Auto unit, is scheduled for a local showing this summer. It will be the first show of its type ever to be set up on the State House lawn where it will be operated under auspices of the Columbus Boys Club.

Gooding recently closed to provide the midway attractions at the Springfield, O., Mercy Hospital Festival.

### American Beauty Ready for Opener

PERRYVILLE, Mo., April 24.—American Beauty Shows were all loaded and ready to go here this week in preparation for the short jaunt to De Soto, Mo., for the April 26 premiere.

A new front entrance arch is being constructed in Des Moines and will be added to the show at a later date. A tape recorder that affords continuous four-hour play has replaced the band organ on the Merry-Go-Round. New light towers were also recently added. Co-owners Bartholomew and Katherine Sharp recently purchased a new 15-acre winter quarters.

## Coleman Business Up For Season's Opener

MIDDLETOWN, Conn., April 24.—Coleman Bros.' Shows had a good night for its season opener Thursday (22) and if the initial business is any indication, Dick Coleman said, the season ahead should be no disappointment.

Compared with last year's opener, Coleman said, the business thru today was more than 10 per cent ahead.

Entertaining the crowds was free act Sol Salmon, high diver.

Coleman will play at this lot thru May 1, when the outfit moves to Norwich.

### 14 Rides, 8 Shows

All units reported good business Thursday, with Bill Jones' bingo having a very good night. On the midway were 40 concessions, and there were 14 rides and 8 shows

operating, with a couple more shows due in shortly.

There were two Revues set up, one of them Doc Jones', plus Les Nichols' Side Show, Jack Faircloth's Motordrome, William (Dutch) Alhouse's Arcade, Charley Hillard's Unborn and Wild Life, and a Marine Show.

Ride tickets were going at 15, 20 and 25 cents, with the 14-cent charge being eliminated.

Coleman will play his established route of New York and New England still dates and fairs.

As well as the increase in business here, Coleman reported that his rides at Ocean Beach in New London are going along with business at a 15-20 per cent better rate than last year, based on the first two Sundays they were in operation.

## ANNAPOLIS OKAY

### Sun Smiles On Vivona Easter Run

MIDDLE RIVER, Md., April 24.—Vivona Bros.' Shows pulled in here last weekend and looked for a good Easter week. Bill Sargent had reported the advance ticket sale as okay, and sunny weather thru mid-week helped business along.

The American Legion-sponsored week at Annapolis proved just so-so, what with rain and cold weather holding down the crowds. Business was okay when weather permitted, which wasn't too often. Danny Dell again did a good job and some concessions had a nice week.

Mike Roman's cookhouse is being heavily patronized by the public and showfolks alike. The Delawter boys and the rest of the ride crew have been on the ball since the season opener, with no misses in getting it up and down on time. Lew Alters Side Show is attracting attention with its 13 acts.

The Saturday (17) matinee turned about 500 moppets despite cold and rain, and while the day was not big, it was good considering the weather. The entire week, altho not too heavily patronized, showed pretty fair spending by those who attended. Committee, press and radio co-operated 100 per cent. Harry E. Wilson was the guest at a Kiwanis Club luncheon.

Show moved in here after closing at Annapolis on Saturday (17). Jim Rapple did a nice job of billposting here, and Morris Vivona, co-owner, left for New Jersey to ready the No. 2 unit for its May opening.

## Nifty Weather Aids Strates to OK Start

WILMINGTON, Del., April 24.—The James E. Strates Shows opened a 10-day run at suburban Prices' Corner Thursday (22).

The lengthy date is the second of the season. The opener last week at Washington was for a 10-day period. The split week booking that resulted in the Thursday opening here was caused by the decision to set the Washington date to include a wind-up on April 19, Easter Monday.

The added holiday play in Washington worked out well for the shows. Excellent weather on Easter Sunday (18) reportedly boosted crowds and gross after a wet Saturday (17).

At both stands played to date Strates has had the advantage of being first in. An additional advantage is the excellent weather that the shows encountered thru much of the run in Washington and started off with here.

### Good Press

The local press gave the shows a good reception with morning

and afternoon dailies calling attention to the run in stories and pictures.

Altho Strates last week in Washington again gave considerable thought to the treacherous nature of the weather at this time of the year, especially after losing one of the first nights to rain, the days have been mostly clear and the temperatures high. Actually, the weather for these weeks seems to be the best experienced for the period in a number of years.

The 10-day stanzas, besides giving the Strates organization a measure of weather insurance, serve to eliminate one railroad move in the three-week period and also give the personnel a good chance to get a lot of work done.

A continuance of the weather now enjoyed, plus the cut in federal admissions taxes, will likely give Strates the best spring tour he has had in several years.

## SNELLENS' HAT STANDS OUT IN EASTER PARADE

NEW YORK, April 24.—Gerald Snellens, debonair general representative of the World of Mirth Shows, was one of only three or four men, including Myron C. Taylor and Jim Farley, to be singled out from among the million and a half Easter paraders on Fifth Avenue for special mention by the staid New York Times. Gerald's white stetson caught the eye of The Times' writer who chronicled the fact. Asked if he wasn't afraid of getting the headgear soiled in the city's smog, Gerald answered, "Nope, got plenty of 'em and I change off every day." Surprisingly, while Gerald was noted as a sartorial eye-ful, he failed to gain recognition in print for his beloved World of Mirth or his second love, the Hotel Astor.

## MIKE KREKOS ORGS STAGE DOUBLE BOW

Harry Myers Named Executive Director, Eddie Hellwig Managing No. 1 Unit

BAKERSFIELD, Calif., April 24.—West Coast Shows debuted their 27th year here April 14, one day after the org's second unit, West Coast Exposition Shows, opened its season in Madera. Both units were opened with the ceremony followed for years by Mike Krekos, general manager of the units, of christening the rides with vintage California wines. However, this year Krekos missed the festivities for the first time, being confined to his home in San Francisco by a virus attack.

The opening of the two units revealed several switches in top personnel. Harry Myers, who was manager of West Coast Shows, moved up to executive director of the company handling the two units. Eddie Hellwig, manager of Exposition unit, moved over to manage West Coast Shows, and Eddie Harris, formerly concession manager of Exposition, became manager of that show. Al Rodin, concessionaire on the first unit, became assistant manager of the second one. Louis Leos, treasurer of the company, moved from West Coast to Exposition, with Barbara Hellwig coming over from the WCS. Bobby Cohn con-

tinues as general representative of both units.

West Coast Shows are featuring 12 rides, 8 shows, 40 concessions and carries 15 light towers. Exposition has 12 rides, 6 shows, 30 concessions and 15 towers. Both shows are practically identical.

Personnel of West Coast Shows includes Hellwig, manager; E. W. (George) Coe, business manager and press; Mrs. Hellwig, secretary-treasurer; Charles Carpenter, head billposter; Danny Wilson, mechanic and Billboard sales; Virgil Latiker, ride superintendent.  
*(Continued on page 62)*

## Va. Greater Gets Off to Good Opener

SUFFOLK, Va., April 24.—Virginia Greater Shows got off to a good season opener here Thursday (15) with plenty of advance publicity, and the sponsoring Elks Lodge co-operated nicely. The lodge had a street parade to the lot with the Suffolk School Band leading the march.

A good matinee and great first-night crowd gave rise to hopes of another fine season for the show. The previous night, Wednesday (14), the Elks committee held a fish fry on the midway with all the show personnel and more than 200 lodge members joining in the feast.

Shows on the lot include the Circus Side Show managed by Bill Hoxie, which includes twin midgets Mike & Ike and a live two-headed calf born in Suffolk two days prior to the opening. Other shows are Cotton Club minstrel show, George Johnson; Flame Burlesque and Cover Girl Shows, Garland Stewart; Jungland, Leo Matina.

### Rides Listed

Norm Richardson has a live pony ride under a top. Among the show's rides are three kid rides with Slim Byrum, foreman; Octopus with George Gillespie, foreman; Ferris Wheel with James Bowser, foreman; Chairplane with  
*(Continued on page 62)*

## Chi Paper Features SLA Showman's Rest

CHICAGO, April 24.—The cemetery plot of the Showmen's League of America was the subject of an eight-column feature story in the Saturday (17) issue of the Chicago Daily News. Written by News staffer Eugene V. Moran, the yarn chronicled the start of the Woodlawn Cemetery rest and recalled many of the show people buried there. SLA members in an accompanying photo included Fred H. Kressmann, George W. Johnson, Nat Green and Walter F. Driver.

## NO MORE MIXUP

### 2 Shows Inked For Midways In Haverstraw

NEW YORK, April 24.—An explanation was offered this week for a situation in which both the Ross Manning and I. T. Shows had appeared to hold identical contracts for Haverstraw, N. Y. Promoter Morgan Demarest said he had signed both carnivals but for separate occasions, the Haverstraw Centennial Celebration and the Hudson Valley Volunteer Firemen's Association Convention & Parade.

It had been originally planned to hold both events at the same time, he explained, but the probability of congestion in Haverstraw forced the splitting of dates. The firemen's event, at which 493 fire departments of 15 counties will take part, has been scheduled for June 14-19 with Ross Manning Shows supplying the midway.

About 40,000 firemen and their families will pack the town for the occasion, to be highlighted by a six-hour parade the final day.

I. T. Shows will provide the midway for the Centennial, which will be held July 26 to August 1 under auspices of Haverstraw Village and its Chamber of Commerce. A parade with about 35 floats will be held Wednesday, July 28 at 6 p.m., and the event will also feature a pageant arranged by the John P. Rogers Company of Ohio.

## Royal American Set For Memphis Opener

TAMPA, April 24.—Activity at the winter base of the Royal American Shows reached high gear here this week and with most of the major refurbishing completed. The show will roll May 3 when it leaves for the Memphis Cotton Carnival.

Make-ready operations, conducted under the supervision of C. J. Sedlmayr Jr., included the building of new wagons, installation of new safety devices on the show's flat cars, repairing and repainting of rides and the construction of several new show fronts.

Twelve new wagons, all with folding poles, have been built in Pop Whitman's shop. All wagons in the RAS line-up are now equipped with these new shorter poles. Trainmaster Wallace Cobb and his crew have installed new

U frame trucks on all the flats and all rolling stock, including sleepers. Stock cars have been repainted.

A new Mack truck and a Caterpillar tractor have been added to Pop Dailey's truck department, making a total of six trucks and 11 tractors. Tod Adams, chief electrician, completed overhauling the light plants.

The rides have received their usual repainting and overhauling and boss carpenter Ivan Van Curven is busy supervising the construction of several new show fronts including a flashy ticket-selling layout for "Dancing Waters."

### Prep Back-End

The back-end shows are getting their usual share of attention in  
*(Continued on page 62)*

# MIDWAY CONFAB

L. A. Bell infos that members of Vivona Bros.' Shows are talking about the good food and prizes at Mike Roman's cookhouse. . . . Guests at an Easter dinner at the home of Mr. and Mrs. Slick Bickett, Calhoun City, Miss., included Dan Housner, legal adjuster of the Tennessee Valley Shows, and Bill and Mary McLaughlin. Bickett is head of the Housner pin store, and his wife has the high striker on the Valley Show. . . . Terri Lane and Rikkie Paige were recently contracted by the Morris-Brown Agency to appear at Club Carroussel, Paris, France, when the agency's representative caught their act in New Orleans. . . . The Tropical World Exhibit played sports shows in Chicago, Indianapolis and St. Louis this past winter, reports James E. Miller. Miller's partner, George Gunn, opened a permanent zoo and souvenir shop on a main highway in Texas recently. Miller will be off the road this season for the first time since 1918.

J. C. Admire reports he will again be ahead of the Ray Williams Shows this season. Admire arrived at Jay, Fla., quarters of the Williams show, April 12 following the April 9 close at Grand Rapids, Mich., of the Rice Bros.-Joe Mix Circus, which Admire booked during the past winter. . . . Vet trouper R. A. Raymond is in Veterans' Hospital, Seattle, for an indefinite stay and would like to hear from friends.

John Laqasse, Arthur Doyle and Billy Burr joined Playtime Shows for its April 16 opener in Manchester, N. H. Peggy and Neil De

Groot, who have a long range shooting gallery and French fries on the show, report their new home in Derry, N. H., is almost completed.

The Ward Hall-Harry Leonard Side Show joined Cavalcade of Amusements after the Loyal-Repensky Circus closed in Georgia. . . . Jimmy Cephus, former canvasman, is assisting Jim Stutz with his Hitler car exhibit.

Doc Stratton, operator of the Snake Show on the Pan American Amusement Company midway at the recent Yuma County Fair, took away more reptiles than he brought in. And it was a new specimen. The new snake that joined those Stratton was showing slid into the impromptu office late one night. Its appearance, first discovered by Mrs. Harrold Harper, created quite a stir. Stratton retrieved the reptile from behind some paper boxes, put it in his show. Then he ballied that a new India blue runner, 5-feet long, and new to the area was being featured.

Bob and Don Harris, sons of Roxie Harris, owner of Royal Midwest Shows, motored from Findlay, O., to Paragould, Ark., for the show's April 15 opener and then returned to the Ohio town.

Ed Kennedy, scale man, is nursing a severe bump on his head. He received the injury recently when an automobile he and Joe Blash were fixing fell from a jack. Kennedy received medical treatment in Los Angeles, where he makes his home.

Frank S. Platten made a visit to Los Angeles from his home in Walnut Creek, Calif., where he has a walnut grove. He reports that the crop will be good this year. As the harvesting will be done while he is at the Los Angeles County Fair in Pomona, Platten plans to turn the picking over to an association.

Sam Solomon visited the Vivona Bros.' Shows lot at Annapolis, Md. Mr. Cash has been named The Billboard and mail man on the show. Smiling Bill Thompson and his wife report business so far better than at this stage last season. Mother Vivona left the show for a visit to her Newark, N. J., home.

F. W. Pauli will be electrician this season with the William T. Collins Shows. He also will have several concessions with the org. Pauli has been lot man and electrician with Eastern shows for 20 years. . . . June Ciesla is vacationing with the Artie Sullivans at their farm at Cromwell, Ind.

Pat and Joe Crognale, former concessionaires on the Ray Williams Shows, are taking delivery of a new 41-foot Blue Moon house trailer.

Jackie and Hazel Morris, smallest mother and daughter, are in their second year on the Pike in Long Beach, Calif., and continuing to do good business. Mrs. Cliff L. Younger is managing the attraction. Cliff Younger has his attraction, the World's Largest Dog and the Smallest Horse, on the West Coast Shows which debuted its 1954 season in Bakersfield, Calif., recently.

J. Wesley Blair carded while en route to Baltimore to open with the Penn Premier Shows that he was given a going-away party by the Columbus (O.) Magic Club. Some 30 persons attended, including Lyle, magician from Canada; Joe Kennedy and Earl Pouge. The party was held at the Florentine restaurant in Columbus. Blair will do magic and mari-onettes and handle the inside of Charles Zern's Side Show on the Penn org.

Earnest E. Santanni, West Coast concession agent, is in Veterans' Hospital, Livermore, Calif., suffering from tuberculosis. He would appreciate hearing from friends.

Ginger Raye and Joseph (Hooks) Pulvino were married in the office of Gov. James F. Byrnes, Columbia, S. C., April 14. The governor officiated. Joe Corey acted as best man, and Mrs. Pat Brody was matron of honor. Those attending the ceremony included Jack Perry, Marion Spillers, F. E. Spain, Mr. and Mrs. Paul Brody, Jack Lance, Mr. and Mrs. Frank Shell, Rocky Wilder, Carrol Waits, Howard Roberts, Mr. and Mrs. Tommy Coleman and Dick Anderson. The Puvinos are touring the Southeast with the Jack Perry Shows.

## HANKY PANKS

Cigarette Dice Outfits—Special 8-Sided Wooden Dice with plenty of action on the roll, painted all one solid color, white, \$6.00 each. 6-Sided 2 1/4" Dice made out of maple, plenty of action on each roll, painted white, you color them yourself, \$3.00 each. All of these Dice are accurate, precision made. When ordering Dice send your check to cover same. We will pay the Parcel Post charges. We require a deposit on all orders. 3-Ball Mechanical Bucket; Six Cats always on hand ready for immediate shipment. Send for our free catalog, 59 different items.

**RAY OAKES & SONS**  
P.O. BOX 4344 TAMPA, FLORIDA  
Telephone 80-2121



**Strange and Weird Attractions**  
Shrunken Heads  
Ape Boy, Wolf Boy, Devil Child  
Many others  
Your ideas made up. Write for Folder. Free.  
**Tale's Curiosity Shop**  
1858 E. Van Buren St.  
Phoenix, Ariz.

**HUBERT'S MUSEUM**  
228 W. 42nd St. New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**RIDE MEN**  
Foremen for Merry-Go-Round, Tilt, Octopus. Also Second Men. (Dilmos, Davis, Olie, come in.) Opening Fairbury, Ill., Apr. 29; Beardstown, Ill., May 3-8.  
**IMPERIAL SHOWS**

**JACK VINSON WANTS**  
Agents for Penny Pitch, Nickel Roll, Bingo Countermen. Must drive trucks and have licenses. (Tony "Pison" Martinez, Archie L. Taylor, answer.)  
Address: **STERLING CROWN SHOWS**  
Biloxi, Miss.

**WANTED**  
Small Carnival and Concessions for **PANCAKE FESTIVAL**  
June 25, 26 and 27  
**GLENN PANCAKE FESTIVAL**  
Glenn, Michigan

**MERRIAM'S MIDWAY SHOWS**  
Want Shows and Concessions. Ride Help. Come on. Brownie, Shorty Hall, Pat Bright, let's hear from you.  
Opening Boone, Iowa, May 1.  
**ALVA MERRIAM**  
Ogden, Iowa

# CONKLIN SHOWS

CANADA'S GREATEST CELEBRATIONS

## KITCHENER, ONT., CENTENNIAL

On the Streets — June 28 to July 3

## RED RIVER EXHIBITION, WINNIPEG, MANITOBA

Polo Park — July 24 to July 31

CAN PLACE . . .

**MERCHANDISING CONCESSIONS OF ALL TYPES. EATING and REFRESHMENT STANDS. MODERN RIDES and OUTSTANDING SHOWS OF MERIT that do not conflict.**

APPLY

**FRANK R. CONKLIN**  
BOX 31, BRANTFORD, CANADA

# W. R. GEREN'S Presents MIGHTY HOOSIER STATE SHOWS

## FEATURING CAPT. E. ENGERER'S LION ACT

Want Hanky Panks, Derby, Ice Cream, Novelties, High Striker and String. What have you? Want agents for Age and Weight. SHOWS—Can use any Show except Girl, P.C. reasonable and a wonderful route. RIDE HELP—Sober and must drive, salary tops. All booking now can join May 10th at Columbus, Indiana. Show now playing Penn. and Morris Streets, Indianapolis, Ind., April 26th to May 8th. All replies Western Union

**BILL GEREN**  
Penn. and Morris Sts., Indianapolis, Indiana

# WALLACE BROS. SHOWS INC.

**MADISON, WIS. JULY 4**    **LAST CALL**    **LAST CALL**    **14 FAIRS STARTING JULY 12**  
OPENING MEMPHIS COTTON CARNIVAL (BEALE AVE.), MAY 8  
LOT WILL BE LAID OUT MAY 5

**SHOWS** Can place Girl Show to join May 17 in Illinois. Want now—10-in-1, Wild Life, Iron Lung, Mechanical Show, Motordrome.  
**RIDES** Will book Looper and Rock-a-Plane. Want to buy Merry-Go-Round for cash.  
**CONCESSIONS** Can place High Striker, Pitch-Till-You-Win, Cork Gallery, Long Range, Short Range, Darts, Bumper and all Hanky Panks.  
**EATS** Can place Cook House (Whitie Elam, call at once), Grab, Pronto Pups, Snow, Flass and Popcorn, French Fries, Ice Cream.  
**RIDE HELP** Foreman for Merry-Go-Round and Little Dipper, Second Men for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Little Dipper, Spitfire and Kid Rides. Also want Man for Light Towers and Electrician's Helper. All must drive semis. Can also place Billposter, Banner Man, Matinee Promoter.

Otis Howell wants Agents for Buckets, Six Cats, Grind Stores and Hanky Panks. Agents report May 5.  
**All Replies E. E. FARROW, Mgr., P. O. Box 1184, Jackson, Mississippi**  
(Phone: 5-9276, 10:00 A.M. to 6:00 P.M.)

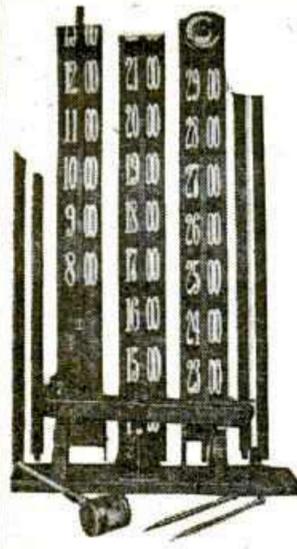
# GLADSTONE EXPO SHOWS

**HUMBOLDT, TENN., STRAWBERRY FESTIVAL**  
MAY 3-8

**CONCESSIONS** Derby, Diggers, Penny Pitch, Basketball, Hoop-La, Age and Weight, Arcade, Coke Bottle, String, etc. Legitimate Concessions of all kinds. No P.C., Flats or Gypsies.  
**RIDES** Can place Rides not conflicting with Wheel, Jenny, Tilt, Octopus, Comet, also Kid Rides, Autos, Swings, Jeep, Pony, etc.  
**HELP** Ride Help, Concession Agents, Girls for Girl Show, Ticket Sellers, etc. SHOWS—With own equipment.  
**Wire, Write F. O. POOLE, Jackson, Tenn.**

**WANTED ASSISTANT MANAGER**  
This job will pay a good man a good, sure salary each week with bonus this fall. The man I want must know how to handle Ride Men—do some advance work—put up paper in case it is needed—lay out lots or do whatever there is to be done. If you take that "first drink," don't answer this call. I furnish car for business trips only. If you can qualify, come to see me or address  
**LOUIS T. RILEY**  
P. O. Box #397    Owensboro, Ky.

**DAN-LOUIS SHOWS**  
Opening 1954 Season on Court House Square, Mt. Vernon, Ind., May 15 to 22  
I have opening for few more Concessions—one of a kind if you please. We are not in the real estate business.  
WANT Photo Gallery, Age and Weight, String Game, Hoop-La, Ball Games, Fish Pond, Basket Ball, Darts, Cork Gallery, Clothes Pin Pitch, Duck Pond, or what have you that works legitimate?  
We also need some good, substantial Ride Men. Men for Merry-Go-Round, Chairplane, Space Chaser—must be sober at all times and drive semi-trucks. Salary means nothing if you can produce.  
FOR SALE—Roller Coaster made in Miami, Fla. Used one season. Will sell with down payment and balance paid weekly during operating season. Transportation goes with ride. All address:  
**LOUIS T. RILEY, Owner-Mgr.**  
P. O. BOX #397, OWENSBORO, KY.  
P.S.: W. Q. will open Owensboro May 1.



**EVANS' HIGH STRIKER**

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser. 2x4 braces.

**SEND FOR CATALOG**

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

**CONTINENTAL SHOWS**

WANT Long and Short Range Galleries, Custard, Scales, Glass Pitch, or what have you? Several good openings here for Concessions.

Rides—Will book any type Kiddie Ride except Autos.

Due to disappointment we have a complete Girl Show outfit with new 20x40 royal blue top—truck is registered loaded and ready to go. Will consider good proposition from a capable and dependable operator with at least two girls—or will book a capable and dependable Operator with his own outfit. Will book for entire season. Whitey Brown, contact.

**Wire, Phone ROLAND E. CHAMPAGNE**  
Stuyvesant Hotel, Kingston, N. Y., April 26 to May 8—ten days Kingston.

**PAGE BROS. SHOWS**

Want for Maysville, Ky., next week; followed by Portsmouth, Ohio; Waverly, Ohio, and 10 more weeks around the 17 billion dollar Atomic Works. Over 50,000 people working in this area.

Want Cookhouse, Custard, Arcade, Buckets, Swinger, High Striker, Lead Gallery, Ball Games and Slum Concessions of all kinds.

Will book Octopus, Fly-o-Plane, Rock-o-Plane, Kiddie Rides. Especially want Live Pony Ride. Want Ride Help on all Rides and Useful Show People in all departments.

Want Girls for Girl Show, top salary. Want Motordrome, Jig Show Manager with people. We have equipment, front on semi. Charley Griggs wants Agents for Count Store, Skillo and Pin Store. The following get in touch: Clyde Wilson, Dick Maloney, Bobby Sharpe, call Mike.

Frank D. Bland would like to hear from A-1 Promoter. The following get in touch with me at once: Slim Olson, Allen Viller, Larry Jones, Scotty of Scott Bros. Circus, Jimmy O'Brien Mechanical City, Joan Sideshow.

**W. E. PAGE, Mgr.; CHARLEY GRIGGS, Bus. Mgr.; FRANK D. BLAND, Gen. Agent**  
Bowling Green, Ky., now; Maysville, Ky., next week.

**ANCHOR TENTS**

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

**ANYTHING IN CANVAS**

Manufacturing Show Canvas for Over Fifty Years.

Underwriters' Approved Flame Resistant Materials Available.

FIVE DAYS' SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**SUNSET AMUSEMENT CO.**

EXCELSIOR SPRINGS, MO., APRIL 29 TO MAY 8

Can place Long Range, Custard or Ice Cream, Foot Long exclusive for season. Can book Hunky Panks, also Ball Games; none booked as yet.

Can use Second Men who drive semi. Will book independent shows starting Newton, Iowa, May 19; no room here.

Cookhouse wants Griddle Man, Counter Help; Bill Beamore and William Dustin, contact. Bill Hanft McManus wants Agents for Color Game, Buckets, Fish Pond and other Concessions. Shearsy wants Manager for Monkey Show.

**K. H. GARMAN**  
701 N. MAIN STREET EXCELSIOR SPRINGS, MO.

**MIGHTY PAGE SHOWS**

Wanted for three big still dates, Danville, Martinsville and Bristol, Virginia, are our next three dates in order in heart of each city. Also Galax, Va., 4th of July, with 14 Fairs starting Aug. 1.

Concessions: Sell X on Popcorn, Apples, Floss, Custard, French Fries, Hats and Novelties. Want Jewelry, Slum Spindles, Long and Short Range Gallery, Balloon Dart, Pitch Till U Win, Hi-Striker, Cork Gallery, Glass Pitch, Fish and Duck Pond. None on show. Humpy Hewitt, contact. Also Six Cats, Buckets, Swinger, Nail Game. Very low privilege on all Hankies. Rat or Pan Game. One Grind Store with Hankies. Concession Help: Want Grind Store Agents, one Pin Store Agent, capable Line-Up Man with crew. Shows: Motordrome, Snake, Wild Life, Geek. Want Side Show Acts, Strong Annex Attraction. Tiny Endquist, contact Don Todd. Capable Man with crew for back end. (Frenchie, contact.) Rides: Kiddie Auto, Live Pony. Can place one all-around Ride Man. (Dick Richardson contact.) All replies:

**W. O. (BILL) PAGE, Gen. Mgr., or phone MARK (CURLY) GRAHAM, Bus. Mgr., North Wilkesboro, N. C., April 26 to May 1.**

**STATE FAIR SHOWS**

LAST CALL—OPENING MAY 2—CLEBURNE, TEXAS, CENTENNIAL. 6 BIG DAYS AND NIGHTS AROUND THE SQUARE.

Concessions all open. Notice to Concessions playing Corpus Christi—you can open Tuesday. Will hold space on deposit. Demonstrators, Pitchmen, will place you. Can place Grind Shows. Want Operator for Fun House, Five-in-One, Side Show. I have tops and banners. Can place Special Agent capable promoting and assisting in booking. Can place Ride Help on Wheel, Dipper, Roll-o-Plane, new 32-ft. Merry-Go-Round. (Harry Shafer, Tyler can place you. Call 422, Tyler, Texas, or be in Cleburne May 1.) We 60 north—have 14 Fairs and Celebrations. FOR SALE—Parker 40-ft. Merry-Go-Round, \$1500.00 cash. 30x50 ft. Top, like new, with wall. 50 Kw. G.E. Transformer. Will book, lease or buy for cash—Octopus or any 1-Truck Ride.

**CONTACT C. A. GOREE, AZLE, TEXAS, UNTIL APRIL 30.**

**GLASS CITY SHOWS**

**ANDERSON AMUSEMENT CO.**

Opening May 10 to 15, New Boston, Mich., Sportman's Spring Festival

Can use more Hunky Pank Concessions and Shows. Want Ride Help.

**W. T. "BILL" HOPKINS, General Manager**  
1488 SOUTH AVE., TOLEDO 9, OHIO.

**C. R. ANDERSON, Manager**

**PROMOTION**

**Harris Org Sets Deals To Hypo Biz**

PARAGOULD, Ark., April 24.—Royal Midwest Shows, in an attempt to hypo midway business, will this year introduce an advance sale of cut-rate ride tickets at one fair at least, Roxie Harris, general manager, announced.

The Clark County Fair, Marshall, Ill., will be provided with tickets which they in turn will sell to merchants at 15 cents, a 5 to 10-cent reduction from the rates that will prevail during the fair. The merchants will in turn give the tickets to their customers.

According to Harris, this is only one of many methods the show will use this year to stimulate business and pull people to the midway. The org will also hold special children's matinees at which rides will be sold at 9 cents, three for a quarter. Show held an Easter egg hunt here Saturday (17) for the kids.

Show opened here Thursday (15) to good crowds. Rain and high winds struck at 8:30 p.m., however, and killed the evening so far as business was concerned. Cold weather the following day held down turnouts but Saturday produced good turnouts both in the afternoon and night.

**Woodstock Inks King Reid**

WOODSTOCK, N. B., April 24.—King Reid Shows has been signed to provide the midway for the Woodstock Old Home Week, July 26-31, according to the governing commission here. Also booked in are two acts of the George A. Hamid & Son agency.

**Early Stands Okay for Drew**

MARMET, W. Va., April 24.—James H. Drew Shows moved here this week after getting fair business at its first two spots, Gaffney, S. C., and Statesville, N. C. Org opened at Gaffney on April 2.

Equipment and rides have been refurbished and painted and the midway is flashed with plenty of lights. A new truck was recently added to the fleet.

Visitors thus far have included Ben Wolfe, Ernie Silvester, Dallas Duncan and other members from the Wolfe Amusement Company; Roy Allan and Bill Porter, Great Wallace Shows; Eddie Horne, James Whitworth, Baine Whitworth, Mr. and Mrs. Norman Saunders, Mr. and Mrs. James Myers and Rowland Page.

**Anderson All Set For May 10 Bow At Michigan Cele**

TOLEDO, April 24.—Final details have been ironed out for the opening of the Anderson Amusement Company, which is scheduled for New Boston, Mich., May 10-15, under auspices of the Huron Sportsmen's Club.

Org has signed to provide the midway attractions at the July 4 celebration in Elyria, O., which is sponsored by the El Ray Grotto. The event, July 1-5, will include fireworks, parades, contests and drawings.

Ride line-up will include a Ferris Wheel, Merry-Go-Round, Chair-plane, Flying Saucers and kid Autos and Airplanes.

Concessionaires scheduled to join for the opener include Mr. and Mrs. Tedrow, floss, candy apples and high s-iker; Mr. and Mrs. Joe Marks, six cat; Mr. Weaver, popcorn and caramel corn; Mr. and Mrs. C. J. Farmer, photos; Bill Walcott, long range; Charlie Broadway, scales and age; Mr. and Mrs. Joe Wills, bumper and basketball; Byron Anderson, glass pitch and slum store; Mrs. Dubey, slum spindles; M. McBride, balloon darts. Mr. and Mrs. Dick Franz and Mr. and Mrs. Bob Franz will join later with a heart pitch, big Tom, fish pond and roll-down as will Grace Alcon with a cñcession.

**LOOSE GORILLA LIVENS DAY OF C. & W. PEOPLE**

PETERSBURG, Va., April 24.—One of Earl Chambers' simians, 250-pound Tippy, the gorilla, had the Cetlin & Wilson showfolks in a tizzy Tuesday (20) when she bent back the bars of a cage and took a stroll around the lot.

Tippy was in a good mood and didn't bother anyone but the folks gave her plenty of room anyway.

Handler Walter Burger followed her around for three hours and finally convinced her to guzzle a drink out of a bottle. That did it, and the sleeping animal was placed back in confinement.

At one point Al Dorso tore into his trailer to grab his shotgun, but his wife, Marge, reminded him that he probably didn't know how to use it, anyway.

**Port Huron Event Signs Majestic Org**

ATLANTA, April 24.—Majestic Greater Shows have been signed as midway attraction for the Blue Water Festival, Port Huron, Mich., July 12-18, it was announced here this week by Leonard Gould, Majestic business manager. Negotiations for the date were completed by Floyd Walters, Festival chairman; Sam Goldstein, Majestic owner, and Gould. It had previously been erroneously announced that the W. G. Wade Shows had been signed for the date, said Gould.

The Majestic organization is to spend six more weeks in the Atlanta area before jumping to familiar Indiana and Michigan territory. Also signed during the past week were two fairs new to Majestic, Ingham County Fair, Mason, Mich., and Miami County Fair, Converse, Ind., said Gould. Repeat dates signed by the show are the Mount Clemens (Mich.) Amvets Fiesta, July 4, and Mecosta County Fair, Big Rapids, Mich.

**Frank W. Bird Dies Suddenly**

TORONTO, April 24.—Frank W. Bird, 58, veteran concessionaire and bingo operator, died suddenly here Friday (23). Death came while he was at the wheel of his automobile.

One of the early operators of bingo, Bird for years has operated the game for the Conklin Shows at the Canadian National Exhibition.

**Hold Last Rites For Jack Young**

LAFAYETTE, La., April 24.—Funeral services were held here this week for William (Jack) Young, 54, co-owner of Harry Burke Shows, who died Tuesday (20) following a heart attack. He had spent all his life in outdoor show business. Survivors included his widow and two daughters.

**GREATER DIXIELAND EXPOSITION**

CAN PLACE FOR CENTER, TEXAS, SPRING FAIR, APRIL 29-MAY 1; KILGORE, TEXAS (ON THE STRIDES), MAY 3-8, AND FOR BALANCE OF SEASON.

RIDE HELP: Help on all Rides, must drive. CONCESSIONS: Scales, Photos, Jewelry, Water Games, Hoop-La, Watch-La, Slum Spindles, Bowling Alley, Live Ducks, Bumper, Blower, etc. No flats, gypsies or percentage. SHOWS: Fun House, Glass House, Big Snake or any new and novel Grind Shows with own equipment.

**All replies JIMMIE HENSON, per route above**

**CAPITAL CITY SHOWS**

Want for Dalton, Ga. (chenille capital of the world), all mills working full time, May 3-8. Followed by Dayton, Tenn., Strawberry Festival.

Concessions: Stock Concessions of all kinds. Bingo—Jack Vinson, contact. Good opening for Custard, Short and Long Range. V. L. Collier wants Swinger Agents. C. C. Wills wants Agents for Heart Pitch and Penny Pitch. Shows—Monkey, Wild Life, 10-in-1 or any Grind Show not conflicting. Second Men on all Rides who drive; must have license. Good opening for Photo Gallery.

**All replies J. L. KEEF**  
Summerville, Ga., week April 26-May 1; then Dalton, Ga.

**BYERS BROS.' SHOWS**

**WANT**  
Small Cookhouse or neat Sit-Down Crab, also Long Range Gallery and a few Hunky Panks not conflicting with what we have. Want Bingo to join week May 10 in Oklahoma. **All replies to CARL BYERS**  
Atlanta, Tex., this week; Lone Star, Tex., May 3-8, where the steel mills have a big payroll.

**WANT**  
P.S.: Ollie Bryer Sr. wants Agents (Johnny & Helen, come on). Marty Michils wants two capable Grind Store Agents, also Pin Store Agents.

**Beautiful Healthy PARAKEETS**

**PRICED FOR CONCESSIONAIRES**

**WELLS BIRD FARM**  
2143 South Myrtle Ave.  
Monrovia Calif.  
Phone: Elliott 8-6185

Orders accompanied by Cashiers  
Check or Money Order

**SHIPPED SAME DAY**

**BINGO HELP WANTED**

2 Callers, 5 Clerks,  
2 Semi-Drivers.

**JACKIE'S BINGO**  
c/o Reithoffer Shows,  
Exeter, Pa., this week,  
Stamford, Conn., next.

**RIDE HELP WANTED**

1st and 2nd Men all rides. Long, sure season around New York City. Preference given men over 40.

**E & B AMUSEMENTS**

Now playing  
Jackson & Westchester Avenues,  
Bronx, N. Y.

**JOHN A. BASS, Owner**  
Tel.: Fieldstone 7-0457

**MERRY-GO-ROUND WANTED AT ONCE**

for season on beach. Will Book, Lease or Buy. Answer P. O. Box 225, Biloxi, Miss.

**WANTED**

Agents for Count Store, Pin Store and Slum Skillo. Opening April 30. Richmond, Indiana. All wires to

**EARL KELLY**  
1600 Foust St. Chattanooga, Tenn.

**Want--ATTENTION--Want KIDDIE RIDES—SMALL CARNIVALS SMALL TRAVELING CIRCUSES**

Suitable location at established Bathing Beach—85 miles from New York City, in the heart of resort area—Thousands of people to draw from—Opens July 1 to Labor Day—Can work day and night. Write to M. KAPLAN, 1019 4th Street, Miami Beach, Florida.

**IMPORTANT! GRADY JOSEPH FORD DAVID B. KELLY PLEASE CALL ME COLLECT. TOMMIE ALFORD NORWOOD 2-2616 DALLAS, TEXAS**

# FROM THE LOTS

## Page Bros.

SPRINGFIELD, Tenn., April 24.—The show has been overhauled from front to back, with the color scheme now red and white. Everyone is looking forward to a big season, as the show has a new route. Leaving Springfield the show will go to Bowling Green, Ky., where it will be sponsored by the Moose Lodge, with a location on Dixie Highway.

From Bowling Green the show jumps 225 miles to Maysville, Ky., for a week under auspices, then to Portsmouth, O. From there it plays near the atomic plant at Waverly, O., and will stay around the payroll towns for 12 weeks, followed by a route of 14 fairs in Kentucky, Tennessee, Alabama and Georgia.

Staff includes W. E. Page, manager; L. R. Page, assistant-manager; Mrs. W. E. Page, secretary; Charles Griggs, business manager; Frank Bland, general agent; Colon Leonard, special agent, and Jim Shroat, superintendent of transportation and electrician.

The show will carry 10 rides, which include twin kiddie wheels, kiddie swings, kiddie cars, Tilt-a-Whirl, Octopus, Merry-Go-Round and swings. Eight shows, of which six are on wagon fronts, will be carried, plus 50 concessions. W. E. Page has purchased a 32-foot semi and has the show office on the front, plus a private office for the business manager.

## Cavalcade of the West

YREKA, Calif., April 24.—Moving from Vallejo to Yreka, the truck carrying the Rolloplane went over a bank, throwing the ride 100-feet below. The truck was demolished. The ride was taken to Salem, Ore., on a new truck and overhauled.

While the show was playing Yreka the Flying Stratovers joined. Capt. Art Spencer, while fighting his lions on a motorcycle in the Motordrome, had a blowout, causing the cats to panic. Spencer suffered scratches. Dick Schoonover went to the hospital for blood poisoning, but is recovering. Kast, the popcorn man, is in officers' training for a few weeks. His wife is doing his work. Herb Dunn, general agent, returned with new contracts for fairs and celebrations.

Danny Ferguson, general manager, flew east for a few days to see when the new ride would get in. He also contracted more shows. Herb Dunn reports that the phone crews, three weeks ahead of the show, are getting good reception at towns where Dunn has arranged with sponsors for advance ticket sales.

Concessionaires who recently joined include Mr. and Mrs. Sanford, photo gallery; Jack and Katie Bierward, cookhouse, and Fritz Henkle, long range. The show is carrying 35 concessions, 10 major rides, 6 kiddie rides and 4 shows. H. A. Cardoza joined last week with a sound truck.

## Borderland

GARWOOD, Tex., April 24.—Howard Deason, owner, took delivery on a pick-up truck and two kiddie rides here. The show was also joined by Mr. and Mrs. Hard and Mr. and Mrs. Holzbaugh and daughter, concessionaires.

Weekend visitors included Capt. Tex Scrivener's daughter, Dr. and Mrs. G. E. Thurman and son and Mrs. Howard Deason and sons. The org now carries four rides, 20 concessions and shows. Business was better than was expected at Eagle Lake, Tex., with the show playing to capacity crowds.

# LAS VEGAS, NEVADA

## 20th Annual Elks Helldorado & Rodeo

MAY 13th-16th, Inc.

### 4 BIG DAYS & NIGHTS 4

#### UPTOWN LOCATION. 100,000 ATTENDANCE NOW BOOKING—SHOWS & CONCESSIONS

Roy Shepherd can use Semi Drivers, Ride Foreman, Second Men, Women Ticket Sellers, one Truck Mechanic for gas engines; must be first class, reliable and have tools.

## CRAFTS 20 BIG SHOWS, Inc.

7283 BELLAIRE AVE. Phone: POplar 5-0909 NORTH HOLLYWOOD, CALIF.



WANT

WANT

WANT

**CONCESSIONS**

Scales, Age, Fish Pond, Photos, Arcade or any kind of Hanky Pank. Sam Caldwell wants Agents for Buckets, Swinger and Six Cats. Also for Hanky Panks.

**SHOWS**

With or without own equipment and transportation. Have complete Shows for 10-in-1, Snake, Monkey or Animal. Want capable Managers for same or will book any Show not conflicting.

**RIDE HELP**

Foremen and Second Men for Tilt, Wheel, Fly-o-Plane and Roll-o-Plane. Must be licensed drivers. No drunks. Report at once.

LONG SEASON, GOOD ROUTE OF STILL DATES AND 20 FAIRS STARTING JULY 1

All replies to E. L. YOUNG

BILOXI, MISS., THIS WEEK; HATTIESBURG, MISS., NEXT WEEK.

## FOR SALE LOOP-O-PLANE

(2 Cars)

Excellent condition. Now at Playland, Rye. No reasonable offer refused.

E. G. WHITE

Grand Central Post Office New York City

## ROYAL MIDWEST SHOWS

Want for Princeton, Ind., Fraternal Order of Police, May 3 to 8, Stock Concessions of all kinds. Bill wants Agents for Buckets, also Outside Man. Wire

ROXIE HARRIS

Metropolis, Ill., this week

## A.M.P. SHOWS

OPENING BEDFORD, VA., 8 DAYS, MAY 7-15

Want Concessions: Fishpond, Duck Pond, Ball Games, Set Spindle, Coca-Cola Bottles, Darts, Hoop-La, 6-Cats, Buckets and Swinger. SHOWS—Sideshow, Girl Show. Have front and top. Ride Help for Wheel, Chairplane, Merry-Go-Round and Second Men on all Rides. Can use Hanky Pank Agents.

All mail and wires to A. M. PODSOBINSKI, Bedford, Va.

## GREAT WALLACE SHOWS

Want legitimate Concessions of all kinds. Will sell ex on 2 Mitt Camps. Age & Seales, Candy Floss, Photos, Penny Pitch, High Striker, Long or Short Range Gallery, 6-Cats, Buckets and Swinger. Also Popcorn and Candy Apples open. Will give good proposition for flashy Bingo. Can place at once, experienced Ride Foremen for Chairplane and Ferris Wheel and experienced Show Electrician. Semi drivers given preference. Have complete Sideshow, Girl Show and Mistle Show. Wagon Front Shows. Need Manager with performers to take complete charge. Will book Snake Show, Monkey Show, Wild Life or any other non-conflicting Shows. Will give good proposition to Train Ride, Kiddie Auto Ride and Octopus.

All replies to AL WALLACE

NEWTON, N. C., THIS WEEK; ABINGDON, VA., NEXT WEEK.

## WANT

For major truck show, Ride Superintendent and Truck Mechanic, 2 men, for all back ends. Middle age preferred. Must know how to set up, take down, repair any ride in case of emergency. Must have had experience at this job and be able to handle workmen. We don't need a dressed-up executive, but one who can take care of the back. Will not tolerate any drinking. Must drive a truck on the run. Long season, good salary if you can handle same. Prefer one who has a following of good men. Can also use Foremen and Second Men for office rides. Wire, don't write.

BOX D-36

CARE BILLBOARD, CINCINNATI 22, OHIO

## GLADES AMUSEMENT CO.

LAKE CITY, S. C., WEEK MAY 3-8

Want for all summer, Kid Rides, Sideshow, Illusion or Fun House. No Girl Show. All Concessions booked for summer, join Lake City or contact me there. Will book Fishpond, Dart Balloons, Cork Gallery or other Stock Stores not conflicting. No gift. Mitt Camp if I know you. Address:

JERRY SADDLEMIRE

WAYCROSS, GA., THIS WEEK

## HAROLD RALEY SHOWS.

Want for Beaufort, S. C., week of May 3. BIG MARINE PAY DAY with Marion, S. C., to follow

Flashy Bingo and any Stock Concession. Shows not conflicting. Want Girls for Colored Girl Show. Will furnish complete outfit for worth-while shows. Euclid Howell wants Agents for office-owned Concessions. No gift at any time. PHONE 25, EUTAWVILLE, S. C., THIS WEEK. Harold Raley, Mgr.; Ethel Raley, Sec., or Frank Dickerson, Gen. Agt.

## PAN AMERICAN SHOWS

Want for Ft. Knox Army Camp Payday Next Week, Muldraugh, Ky.

Bingo, Lead Gallery, Glass Pitch, Hanky Panks of all kinds. Want Agents for 6-Cat, Pin Store and Raffle. Want Shows—Girl Show, Sideshow or any Shows that don't conflict. Operator for Wild Life Show. Want Sound Truck, Ride Help for all Rides. Also want Show Painter. Will book Spitfire and Rolloplane.

CENTRAL CITY, KY., THIS WEEK.

# GOLD MEDAL shows

### GIGANTIC LEGION CELEBRATION, KNOXVILLE, TENNESSEE, MAY 3-8, FOLLOWED BY OUTSTANDING SPRING ROUTE AND 27 FAIRS

**RIDES** → FLY-O-PLANE, ROLL-O-PLANE, ROCKET CATERPILLAR, KID RIDES THAT DON'T CONFLICT.

**SHOWS** → GIRL SHOW MUST HAVE OWN FIRST CLASS EQUIPMENT | ILLUSION, UNBORN, MONKEY, FUN HOUSE

**CONC.** → CUSTARD, LONG RANGE, SHORT RANGE, NOVELTIES, MITT CAMP, AGE, DIGGERS, HANKY PANKS OF ALL KIND. WANT AGENTS FOR 6-CATS, HANKY PANK WORKERS AND PERCENTAGE DEALER.

**HELP** → GENERALLY USEFUL CARNIVAL HELP IN ALL DEPARTMENTS—RIDE MEN WHO DRIVE SEMIS.

JOHNNY J. DENTON  
GOLD MEDAL SHOWS

BRISTOL, TENNESSEE

CHARLES MAGID  
General Shelby Hotel

# Morris Hannum Shows

One of the Great Eastern Shows

3900 EDMONT AVE., BROOKHAVEN, CHESTER, PA., MAY 3-8

FEATURING LEO "SUICIDE" SIMON

Want Shows. Any good Grind Show with own equipment, Monkey, Snake, Fun House, Wild Life, Mechanical.

**CONCESSIONS**—Hanky Panks of all kinds. Can place 1 Wheel and 1 Grind Store, Rat and Pan Games, Custard, Photos and Ball Games.

**HELP**—Capable experienced Help on all Rides. Prefer drivers. Want Agents and Relief Callers for Mack's Bingo.

All replies to MORRIS HANNUM

Mt. Royal Hotel, Baltimore, Md., now; then after May 1, phone Philadelphia, Pa., Chestnut Hill 7-8176.

## WANTED

Experienced Ride Foremen for Ferris Wheel, Merry-Go-Round and Rock-o-Plane.

DELGARIAN AMUSEMENT COMPANY

2303 No. Melvina Ave., Chicago 39, Ill.

## WANTED—LOT MAN

with booking experience

**GOLD BOND SHOWS**

P. O. Box 229 Mt. Sterling, Ill. (Phone: 320)

## CARNIVAL WANTED

for FAT STEER SHOW

AVON, ILL., AUGUST 19-20-21

Contact NICK VACCA

AVON, ILLINOIS

## MISSOURI VALLEY SHOWS

WANT

WANT

RIDE HELP for Wheel, Octopus, Merry-Go-Round, Kid Rides. CONCESSIONS: Hanky Panks, outright sales only. SHOWS: Animal, Mechanical, Snake, small Illusion. No Girl Shows, no gypsies. Opening date May 3. All help come to Malden Air Base, Malden, Mo., or write

RAY L. SWANNER

P. O. BOX 355, MALDEN, MISSOURI

## FERRIS WHEEL FOREMAN WANTED

Small Show. Good treatment. Must know his business and drive semi. Top salary.

BOX D-35

BILLBOARD, 2160 PATTERSON ST. CINCINNATI 22, OHIO

P.S.: Hugh (Blackie) Henry, get in touch. Worth your while.

STOCK TICKETS	We Manufacture	SPECIAL PRINTED
One Roll ..... \$ 1.50	TICKETS	Cash With Order Prices
Five Rolls ..... 4.50		2,000 ..... \$ 4.90
Ten Rolls ..... 8.50		4,000 ..... 7.80
50 Rolls ..... 22.00		6,000 ..... 8.70
100 Rolls ..... 40.00		8,000 ..... 9.60
ROLLS 2,000 EACH	of every description	10,000 ..... 10.50
Double Coupons	Wheel tickets carried in	20,000 ..... 15.50
Double Prices	stock for immediate ship-	50,000 ..... 25.50
No C.O.D. Orders	ment.	100,000 ..... 35.00
Size: Single Tkt., 1x2	THE TOLEDO TICKET CO.	500,000 ..... 133.00
	Toledo 12, Ohio	1,000,000 ..... 258.00

# F. C. BOGLE SHOWS, Inc.

CAN PLACE CAN PLACE CAN PLACE

Stock Concessions, Fishponds, Ice Cream, Novelties, Hi-Striker, Long Range, Watch-La, String, etc. Shows with own equipment. Unbelievably low percentage. Want Drome, Side, Mechanical, Wax, Animal, Help—Sober Octopus, Wheel and Spitfire Foremen. Salary as you are. Sober Electrician, straight salary; have plants.

Wire or phone  
**F. C. BOGLE, Manager**

Manhattan, Kansas, this week; followed by El Dorado, Kansas City, Salina and Wichita, Kansas.

## ROYAL EXPOSITION SHOWS

WANT FOR Thomson, Georgia, May 3 to 8; Biscoe, North Carolina, May 10 to 15; Marion, Virginia, May 17 to 22.

Hanky Panks of all kinds, reasonable privilege. Want Popcorn, Candy Apples and Snow Cones. Shows with own equipment and transportation. Fun House, Glass House, Penny Arcade, well framed Girl Show with three or more girls, Side Show, Animal Show. What have you? Can use Tilt-a-Whirl if in A-1 shape. Also have opening for 3 or more Kiddie Rides if well flashed. Especially a nice live Pony Ride. This show heading north. Address: Harlem, Georgia, this week; then as per route.

**J. P. BOLT**

P.S.: Good opportunity for neatly framed Bingo. Can use Ride Help in all departments. Must drive.

## WANTED C. A. STEPHENS SHOWS

For season, Cochran, Ga., this week; Sandersville follows. CONCESSIONS: Photos, Custard, Age and Scales, Long and Short Range; Hankies, come on. No ex. Will place you. Douglas, Ga., Centennial, May 10-15; then north. SHOWS: Place Acts for Sideshow, Animal, Monkey and Fat Show. Want Rides not conflicting. Need Merry-Go-Round Foreman. Girl Show, come on in. ALL ADDRESS: COCHRAN, GA., THIS WEEK.

## PECK AMUSEMENTS

WANT — Opening May 17 — WANT

RIDE HELP—Foremen for Wheel, Merry-Go-Round, Octopus who drive semi. Top wages paid weekly. Come in now. CONCESSIONS—Age and Scales, Ball Games, Short Range, Cork, Hoop-La, Photo, Hi-Striker, Duck and Fish Pond or what have you working for stock only. NO FLATS, NO P.C., NO GYPSIES, NO COLLECT CALLS. Rocky, come on in. Wire, write or phone C. S. PECK, 495 S. Yates, Kankakee, Ill. Phone 3-6274

## BAKER UNITED SHOWS

16 Days—W. Terra Haute, Ind.—10 Days Opening April 29 thru May 8 Can place a few clean legitimate Concessions that work for stock. No gypsies, no flats, no racket. Will sell X on Novelties. People who are interested in a proven route of mill dates and Fairs in Indiana and Illinois, please contact. Ride Help—Can place General Ride Help who can drive and have license. Attention, Illinois Committees, have Labor Day week open. All replies to ERNIE ALLEN, 669 Swan St., till May 8th; Greencastle to follow.

## WANT RIDES

For 50-acre Amusement Park in Greater Philadelphia area. Opening Saturday, May 15, thru Labor Day. All Major Kiddie Rides except Ferris Wheel, Chairplane and Airplane Rides. We have private beach accommodating 5,000 people. Wire or phone immediately what you have and percentage desired. **DOC IRVING, 4313 Roosevelt Boulevard, Philadelphia, Pa.** Phone CUMberland 8-3321.

## DEL FLORE AMUSEMENTS

OPENING MAY 7 FOR 10 BIG DAYS, YOUNGSTOWN, OHIO  
Want Glass Pitch, Ball Games, Balloon Darts or any legitimate Concession. Want Ride Help on all Rides. Write or wire  
**AL DEL FLORE**  
1955 SHAW AVENUE YOUNGSTOWN 8, OHIO

## FIRESTONE NON-DIRECTIONAL NEW SECONDS

9.00 x 20 Tires . . . . \$50.00 Each Net  
25% deposit, balance C.O.D., F.O.B. Chicago. Special prices to all show truck owners. Write to JOHN LEMPART, Outdoor Show Representative.  
**CONTINENTAL TIRE & SUPPLY CO.**  
Distributors of Firestone Tires  
1322 N. ASHLAND AVENUE Phone: HUMBoldt 6-7873 CHICAGO 22, ILLINOIS

## DAVE PICARD WANTS

FOR 18 WEEKS AT SANDY BEACH PARK, RUSSELLS POINT, OHIO  
Grind Store and Hanky Pank Agents. Can use good Dealer for Cigarette Block Store. Official opening May 22, preview May 15. Address:  
LINCOLN HOTEL, 1816 NO. CLARK ST., CHICAGO, ILL. (Phone: MOhawk 4-3040)

## IMPERIAL SHOWS

WANT WANT  
Ride Foreman, also Second Men for ten Rides. Those with drivers' licenses preferred. Top salaries, good treatment.  
Join Fairbury, Ill., April 29-May 1; Beardstown, Ill., May 3-8.  
**BILL GULLETTE, Mgr.**

## GILLETTE BROS.' SHOWS

Want Hanky Panks for Stamford, Conn., April 24 to May 1; Norwalk, Conn., May 3 to 8. Also Shows and Ride Help.

## WILSON FAMOUS SHOWS

OPENING MAY 8th, CANTON, ILL.  
Want General Ride Help Foreman on Wheel; you must drive. Concessions—Novelties, Scales, Dish Pitch, Jewelry, Basketball, Milk Bottles, Cork Gallery. Shows—Snake, Monkey, Side Show or any worth while Shows with own equipment. Address—Astoria, Ill., until May 6th; then Canton, Ill.

## SIDE SHOW—CONCESSIONS—HELP

Want Operator with acts for Side Show. Concessions open: Photos, Water Games, Long Range Gallery, Hoop-La, Hi-Striker, Live Ducks. Help for Concessions, also Second Men who can drive for Rides. Contact

## BEAM'S ATTRACTIONS

Windber, Pa. Opened street lot, Johnstown, Pa., April 29.

# CLUB ACTIVITIES

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, April 24. — Mickey Doolan was back in town for the summer and presided at the regular Thursday (22) meeting. Also at the table were Al Sweeney, vice-president; William Carsky, treasurer; Joe Streibich, secretary, and Lou Keller, past president.

The finance committee reported it had invested surplus funds in United States securities according to provisions of the bylaws. Final meeting of the spring will be April 29. All membership applicants accepted after June 1 will receive a 1955 card.

Mel Harris became sick in Atlanta and is now in Illinois Masonic Hospital here. Vernon McReavy is still confined to the same hospital. Vince McCabe is back home at the Eagan Trailer Court, Blytheville, Ark. No late reports on other sick list members.

Jess Jordan, Al Holzman and Joe Welles left town to join United Exposition Shows. Sam Arenz, Petey Pivor, Humpy Weeks, Max Brantman and Mike Giglio have opened on local lots. Charles McBride says he will again go on the road. Chick Schloss back from a Windsor, Ont., jaunt. Louis Sopenar attended his first meeting. J. C. McCaffery and Sparky Garmisa left for Hot Springs.

Clubroom callers included Jack Markham, Richard Pronath, Andy Kasin, Manuel Blasco, Hom Zolun, Dave Picard, Tom Sharkey, Andre Dumont, Charles Zemater Sr., Jack Hawthorne, Jimmy Donahue, Louis Berger, Frank Wald, Petey Pivor, Chester Chapp, Dick Ware, Lester Davis, Harry Duncan, Walter F. Driver, Hy Neitlich, Chick Bohdan, Jess Jordan, Joe Welles, Noble Case, Al Holzman, Charles McBride, Whitey Lehrter and William Martin.

## Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

HOT SPRINGS, April 24.—The Thursday (15) meeting was called to order by President Paul Olson. Also seated on the dias were past presidents Noble Fairly, Harry Hennies and Harry Zimdars.

With ACA Shows set to open, members are arriving daily. Recent arrivals included Sully Saladin, Billy Tuer, Earl Galpin, Jack Young, Eddie Yeager and Louis (Stretch) Rice. Mr. and Mrs. Charles Goss left for Long Beach, Calif. Frank Donoflio, Keith Chapman, Jimmy Bibee and Art Signor left to join 20th Century Shows.

Harry Hennies, chairman of the building committee, reported the new building, to be located at 708-10 Whittington Avenue, will be of masonry and steel construction and will contain 5,000 feet of floor space. Included will be a round foyer, office, cloakroom, auditorium, cardroom, meeting room for the Auxiliary, a modern kitchen and a utility room. Provisions will be made for year around heating and air conditioning. It's scheduled for completion by September 1 and dedication will take place early in November. Recently seen welding shovels at the building excavation were Brothers Hennies, Zimdars and Waldron. The plaque committee reported 90 names have been obtained and the goal is 150.

The sixth annual banquet and ball will be held November 17 in the Arlington Hotel. New club members include Dr. E. B. Masters, Omar E. Thompson, Starr DeBelle, Lewis Goltz and R. B. Hanson. Visitors included Al Baysinger, F. W. (Boxie) Warfield and Freddie Howe.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, April 24. — Final meeting of the year, Monday (12), was attended by members of the men's and women's clubs. All stood in silent tribute to the late Al Wagner, who was a past president of the association.

The ladies then took over the chair and presented the club with a check for \$600. Joseph Lattin gave a good financial report. It was announced that the annual membership drive will get under way May 1 and will continue to October 1.

Plans were made for a jam-boree for the benefit of the cemetery fund. The event will get under way during the summer

## National Showmen's Association

1564 Broadway, New York

### Ladies' Auxiliary

A testimonial dinner was given Dolly McCormick, past-president, at Rosoff's restaurant April 5. Cocktails were served in the lounge. Hors d'oeuvres were supplied by Eileen Weisman and Mollie Rosenthal.

Dinner was preceded by a prayer by Chaplain Flo Thompson and singing of the national anthem. A toast for Dolly McCormick was given by Mrs. Beikman, president of the Troopers. Entertainment was by Mildred Ford, Lucille Wyede and Patricia Nesson. Mrs. Hamid spoke and presented a gift from the club to Dolly. Her acceptance speech was followed by dancing and entertainment by Mildred Ford and Joe Share, accordion player.

At the April 12 meeting Chairman Bess Hamid and her co-chairman, Dolly McCormick, of the membership committee, put on a night of partying. Bess Hamid, who recently returned from Europe, gave several gifts purchased during her trip abroad. Ann Halpin received a fine handkerchief, and Lydia Nail, who is planning to leave soon for her new home in Florida, received three finger-tip towels.

Door prizes were won by Helen Young and Jean Harris. Cakes were supplied by the Hamid household. Anita Goldie was in town and made her first visit to the new clubrooms. A drive for increased membership got under way. Palisades Park will go all out to help Eleanore Rinaudi get her gold life card. Three prizes were promised for gold cards, the first by Mrs. Hamid, second by Dolly McCormick, and the third by Ann Halpin.

The April 14 meeting was a business meeting. The April 28 meeting will be a social affair, given before the club adjourns for the summer.

## Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 24.—Past President Ted LeFors and Harry Fink conducted the regular weekly meeting here Monday night (19) with Joe Mead, secretary; Jack Hughes, chaplain, and Lee Smith, also on the rostrum. President Hunter Farmer is on the road with his concessions on the West Coast Shows.

Following Allegiance to the Flag ceremony, Chaplain Hughes offered a prayer for the success of the organization. LeFors invited Charles Goss, visitor from St. Louis; Harry Fink, and Sam Abbott, of The Billboard, to the rostrum.

A letter was read from Josephine Lynch, winner of the "Miss PCSA of 1954" contest, in which she enclosed a letter from the Shrine Hospital for Crippled Children in San Francisco. The Shrine secretary acknowledged receipt of a check for \$150, paid by the club to the hospital. The money was won by Mrs. Lynch and she asked that it be turned over to the institution.

LeFors turned the gavel over to Fink, who conducted the remainder of the meeting. He acted upon five applications for membership. Walter Peterson and Lyman Sheldon were on hand for induction. Those of Julius Barth, Edward J. Moriarity and Lloyd Lester Potts were accepted.

John Lorman told of his recent date in Yuma at the county fair. Jimmy Dunn spoke for the sick and relief committee. He reported that Tom Condron was ill. Chaplain Hughes told of Gregory Ball being a patient at General Hospital. Whitey Bahr asked members to call on Baldy Miller at his home in Sierra Madre. C. E. (Candy) Moore said that he had visited with Harry Rawlings at his home here. Rawlings is now up and about.

Peterson was awarded the door prize, which he donated to the welfare fund.

months and terminate during the annual meeting of Michigan fair secretaries here in January.

Many members are back north after wintering in the sunny climes. Jefferson Beach in St. Clair Shores opened to a good start and Edgewater Beach will open its doors in the near future.

## Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, April 24.—The regular Monday (19) meeting was called to order by President Charlotte Porter. Other officers attending included Albert Roche, corresponding secretary; Oscar Mattley, treasurer, and Bonnie Townsend, recording secretary.

Plans were discussed for the decoration of graves before May 30. President Porter announced she would be hospitalized for a few days this week for minor surgery, and it was voted to cancel the May 10 meeting. Mike Krekos was reported ill. Easter greetings were received from Mary Ragan Kanthe and Fred and Nellie Ramsey.

Following the meeting, John Provenzale served sandwiches and coffee.

## W.G. WADE SHOWS

Playing Indianapolis lots until official opening at MARION, INDIANA Tuesday, May 11

Can place now and for season: OCTOPUS, FLY-O-PLANE, ROCK-O-PLANE

CONCESSIONS—Any type legitimate Slum Stores, String, Bumper, etc.

SHOWS—Arcade, Glass or Fun, Monkey or Ape and Drome

All address  
**W. G. WADE SHOWS**  
Western Union, Indianapolis, Ind.

## WANTED

FOR THE BEST SUMMER RESORT IN THE SOUTH, OPENING MAY 1st, CLOSING LABOR DAY.

Work 7 days a week, then 6 weeks of Fairs. Can place Photos, Short Range Gallery, Ball Game; all work on percentage, no flat rates, but you must produce and be ladies and gentlemen at all times. Can use sober Ride Men at all times. Also a few Concession Agents. No single Women. Also have for sale one sensational Major Ride in first class condition. Can be seen here in operation. This is a 40 passenger ride called the Zoomer and loads on one truck. Would consider trading for Tilt-a-Whirl, Super Rolloplane or Octopus if in good condition. No junk. All answers to

**JOHN B. DAVIS**

Long Beach Resort Panama City, Fla. P.S.: This is the oldest and finest resort on the west coast of Florida.

## SHOW FOR SALE

Boxing Kangaroo, 8 years old, well trained; Wrestling Chimp, 3 years old, broke to wear muzzle, easy to handle; Talking Bird; small Alligator, 1 1/2 ton Chevy Truck, good condition; Cage Wagon, 130 FL Sidewall, two Amplifiers, 3 Mikes, 3 large Speakers, Wiring and Lighting complete. Show is ready to open. For particulars contact

**LORIN R. WILCOX**

East Main Road, Fredonia, N. Y. c/o Ted Bronson

## RIDES WANTED

Set of Rides for July 3-4-5.

Contact

**HAROLD BURKETT**

New Riegler Fire Dept., New Riegler, O.

## No. 5 WHEEL FOR LEASE

A-1 condition, overhauled and painted. Ready to go.

**W. J. WILLIAMS**

P. O. Box 518 Nashville, Tenn.

## CHEROKEE AMUSEMENT CO.

Opening date May 5, Parsons, Kan., Kansas Centennial; Council Grove, May 10 to 12; Broken Arrow, Okla., Rooster Day, May 14-15; with good still route to follow. Have opening for Photos, Cookhouse, Novelties, Heart Pitch, Slum Blower, Coke Bottle, Bumper  
**J. W. MAHAFFEY**  
ERIE, KANSAS PHONE: 171

## WANT AGENTS

For the following Concessions: Razlets, Bowling Alley, Six Cats, Milk Cans, Cork Gallery. For Sale: 4 Skillets. Robert Sorenson, I wrote to you.

**SAM WEINTROUB**

Care Star Amusements Co. April 24 to May 1; Arkadelphia, Ark.; then Strawberry Festival, Bald Knob, Ark., April 26-May 8.

## FOR SALE—COOK HOUSE

30x30 strictly modern, with floor. Seats 60. Kitchen in 30 ft. semi. Hot and cold running water. 14 ft. van body stock truck. 2 deep freezers, electric plant. All new canvas. Booked on Michigan's largest show. Can be seen in action at 10 Mile & Gratiot, Detroit, Mich., until May 8; then per route World of Pleasure Shows. Write H. VAN HOUSEN, 903 Pontiac Bank, Pontiac, Mich.

## NOTICE

To all Concessionaires who are connected with

## STIPE'S SHOWS

Report to Winter Quarters at once. Opening May 1, St. Paul Park, Minn. Can use a few more Slum Concessions. Will book Tilt or Octopus Cousin and Joe Orinalis, contact if you are coming. 29 E. Larpentour Ave. St. Paul, Minn.

# T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL  
**AMERICAN  
TENT & AWNING  
CORPORATION**

One of America's largest Builders  
of Fine Show Tents.  
201 E. Water St. Norfolk 10, Va.  
**BILL SANDERS**

# MILLER BROS.' AMUSEMENTS

**WANT FOR INDIANAPOLIS SPEEDWAY AND OTHER CHOICE SPRING DATES**

**RIDES**—Spitfire, Scooter, Rocket and Dark Ride.

**SHOWS**—Ten-in-One, Illusion, Snake, Monkey, Motordrome, Minstrel and Iron Lung.

**CONCESSIONS**—Cookhouse, Photo Gallery, few Hanky Panks open, Pitchmen.

**WANT AT ONCE—HIGH POLE FREE ACT**

Address **MILLER BROS.' AMUSEMENTS, 1006 FLETCHER AVENUE, INDIANAPOLIS, INDIANA**

Phone **FRanklin 6556** or **MARKet 2653**

## JOE J. FONTANA

**WANTS NOW  
SHOW OPENING MAY 3**

Candy Floss Operator, also Man to operate Hot Dog on Stick Concession. Must be licensed truck driver and sober. Replies:

c/o **L. J. HETH SHOWS**  
North Birmingham, Ala.

## WANTED

Second Men for Octopus and Rock-o-Plane; also Counter-men for Corn Game.

### HARRY MAMAS

Gem City Shows  
Cedartown, Ga., this week; then as per route.

## DIXIE AMUSEMENTS

COMMERCE, OKLA., APRIL 26-MAY 1

Want Photos, Bingo, Glass Pitch, Coke Bottle, Slum Spindle, Penny Pitch, any Stock Store not conflicting. Foremen for Wheel and Mix-Up.

## MECHANIC WANTED

Can place sober, reliable Mechanic. Must have own tools. Join at once.

Address all mail and wires to  
**Lloyd D. Serfass**  
Penn Premier Shows  
Chester, Pa., or phone Chester Arms Hotel.

## AGENTS WANTED

for Buckets, Six-Cats, Pitch-Till-You-Win and Set Spindles.

**ROY T. DUFFY**  
c/o John H. Marks Shows  
Charlottesville, Va., this week

## WANTED

On Bell Parkway, Queens, N. Y. Percentage basis. Circular Kiddie Train, Fire Engine, Merry-Go-Round. Excellent location. Contact

**BOX NY-148**  
c/o The Billboard, 1544 Broadway, New York 36, N. Y., or phone South Ozone Park, N. Y.—OLympia 9-9022.

## A-1 Amusement Wants

Foremen for Ell No. 5, 8-Tub Octopus, Super Holo-plane, Parker Baby-Q Merry-go-Round. Must drive semi and have license. Best of wages and good conditions. Also use some Second Men who drive. Opening on Chicago lot, then one season south. Can also place few Hanky Panks working for stock. Contact **AIKE WOLD, 4550 Malden St., Chicago, Ill. Longbeach 1-8490.**

## ONE ONLY

Jean-cut Ride Foreman for new Coaster. Up and down in 1 1/2 hours. Good daily to right man. Few openings round show for good Agents.

**E. L. WINROD**  
c/o Imperial Shows, Fairbury, Ill., this week; Beardstown, Ill., next.

## WANTED—WANTED

Man who can and will take care of my Merry-Go-Round and run it like I'll him to. No ups or downs or truck riving here. Absolutely no drinking allowed at any time. If you are clean, sober and can say "Thank You," come. I pay in cash every Sunday night. Office—Ell Ramerex, can use you; park in open. Contact **JOHN RUSSELL** at c/o John's Kiddieland, Vincennes, Ind.

## FRANK COOK

Contact  
**LARRY REYNOLDS**  
Penn Premier Shows, Chester, Pa.

## WANTED

Merry-Go-Round, Allan Herschell Parker two-abrest preferred. Must in good condition and reasonably priced.

**HEBRON VOLUNTEER FIRE DEPT.**  
Hebron, Maryland

## MIDWAY OF FUN SHOWS

Will place Grab Stand, Stock Concessions not conflicting. Mix-Up or Rides not conflicting. Shows with own equipment. Alice, Texas, April 26-May 2; Cinco De Mayo Celebration, Beeville, May 3-9; with 20 Fairs, Picnics and Celebrations through Kansas, Nebraska, Oklahoma and Missouri following.

**C. E. HAGENSICK, Mgr.**

## FOR SALE

Funhouse, all-aluminum fifty-foot front, mounted on twenty-six foot semi with G.M.C. tractor. Complete with sound equipment, light, ticket box, compressor, blower, vibrator and water pump. Factory built. In excellent condition and ready to operate. Real buy for cash. Can be booked on show if desired.

**PAUL TOWNS**  
Care Coleman Bros.' Shows  
Middletown, Conn.

## WANTED!

Rides and Concessions for Celebration, July 3-5. This annual celebration draws several thousand each year. Any small carnival interested contact

**D. LINDBERG**  
Celebration Committee, Rothsay, Minn.

## AGENTS WANTED

Sam (Red) McKinney, Fred Baker, Robert Lee, Little Okie, Patty Thomas, come on in at once. Will book any kind of show with own equipment for committee money. All this help for No. 1 unit, 10-ride show.

**EARL L. DIXON**  
c/o Nolan Amusement Co.  
Crockettsville, Ohio, this week; Springfield, Ohio, next week.

## Maryland Bazaar Shows

### WANTED

Ride Help: Foremen for Merry-Go-Round, Wheel; useful Help around bazaar-type Concessions. Can use few more Hanky Panks, such as Cigarette Shooting Gallery, Pitch-Till-U-Win, Hoop-La. Open Thursday, April 29, Oxon Hill, Md. Address: **SHOW MANAGER, Western Union, Oxon Hill, Md.**

**\$500 PUTS YOU IN  
SHOW BUSINESS**  
with the "Girl in Iron Lung"

**P. DOBLER**

447 Maxwell St., West Hempstead, N. Y.

## AMERICA'S BEST CARNIVAL-CIRCUS BANNERS

**SNAP WYATT STUDIOS**  
Rt. 3, Box 1180 Tampa, Fla.  
(Phone: 44-2733)

## GOLD BOND SHOWS

**NOW CONTRACTING FOR 1954**  
Rides—Shows—Concessions  
**MICKEY STARK, Owner**  
P. O. Box 229 Mt. Sterling, Ill  
Winter Quarters at Fairgrounds.

## FOR SALE

Eight passenger Kiddie Auto Ride, \$550. Can be seen set up and operating.

**CARL UTTER**

Box 475 Adena, Ohio

## MOTOR DROME OPERATOR

Rider-Operator for Drome. Long season, good Celebrations and Fairs. Contact

**BEAM'S ATTRACTIONS**  
Windber, Pa.

## DESBRO SHOWS, INC.

OPENING GENEVA, N. Y.,

MAY 1 THRU MAY 15

CONCESSIONS WANTED—Fish Pond, Bowling Alley, Short Range, Milk Bottle Ball Game, all Stock Concessions.

RIDE HELP for Twin Wheels, Octopus, Merry-Go-Round and Kiddie Rides. Bingo Help wanted. Bernie wants Grill Man. Whitey Rogers wants Girl for Girl Show and Wrestlers for the Ad Show. All replies to

**Ange R. Desiderio**

After Wednesday, April 28

59 Conkey Ave.

**Ange R. Desiderio**

Rochester, N. Y.

Seneca Hotel

Phone: Congress 4270

Geneva, N. Y.

## GEM CITY SHOWS

WANT FOR BIG INDUSTRIAL CITIES. FIRST IN ON ALL SPRING DATES.

14 BONA FIDE FAIRS TO FOLLOW.

Want to book Illusion Show, Motordrome, set of 4 or 5 Kid Rides. Following people contact: Jack Kink, Speedy Wells, Pop Dillon. Want Billposter, must be sober and do a good job putting up paper. Also Lot Man, must be sober. 24-Hour and Publicity Man who can handle kiddie matinees and free animal promotions. Want experienced Dancers for Girl Show. General Carnival Help, Second and Third Men for Rides, must drive. Will book Pony Ride. Can place Grind Shows of all kinds, including Dark Ride. Want Fun House, Glass House, Side Show, Animal Shows. Something new in carnival business—this show carries a Circus Menagerie, giving a free parade every Monday. **SHOWMEN, RIDE MEN, CONCESSIONAIRES**—Here is an opportunity to make money this spring. Reasonable privileges and percentages to those booking now. Plenty of openings for Hanky Panks, act now.

Contact **THOMAS D. HICKEY, Owner, or DON GRECO, Concession Mgr.**

Wayside Hotel, Cedartown, Ga., this week; Rome, Ga. (American Legion Celebration), next week.

## MARION GREATER SHOWS

Grand Opening in City of Columbia, S. C., Home of Fort Jackson. Plenty of Soldiers and Payday. May 3 Thru 8. Conditions Are Good.

Now booking Cookhouse, Bingo, Glass Pitch, Hi-Striker and Hanky Panks of all kinds. Attention, Showmen: Will book organized Minstrel Show, Snake Show, Funhouse, Girl Show, etc. We will furnish tops and fronts for same. Attention, Ride Help: Can place Ride Help for Merry-Go-Round, Wheel, Roll-o-Plane, Chairplane; in fact, for our seven Rides. Will also book Octopus and Tilt.

All replies to **M. H. SPILLERS, Owner**

St. George, S. C., until Thursday, April 29; then Columbia, S. C., or F. E. Spain, Agent, DeSoto Hotel, Columbia, S. C.

P.S.: All of our friends, contact; we have a nice route plus 11 fairs.

## TIVOLI EXPOSITION SHOWS

Want for Santa Fe Centennial Celebration, Mission, Kansas, starting May 4, and a Long Season of Fairs starting in June.

Can place Hanky Panks of all kinds. Want to book or buy Octopus.

Louie Cutler, contact me. Want to book your Ride and Concessions, will give you a good deal.

Can place two more good Shows—Snake, Animal, Fun House, or what have you?

Contact **H. V. PETERSEN, Mgr.**

Joplin, Mo., this week; Mission, Kan., to follow.

## UNITED STATES SHOWS

Want Bingo, J. W. Watson, get in touch with Brady at once. Want Short or Long Range Shooting Gallery, Coke Bottles and Ball Games and other Hanky Panks. Also Guess-Your-Age and Weight. Need Ride Help who drive semis. We have the Richlands, Va., Fair & Stock Show, starting May 17. Those joining now will be given preference. All answers to

**UNITED STATES SHOWS**

Morganton, N. C., this week.

## LEO BISTANY WANTS AGENTS FOR BUFF HOTTE SHOWS

Agents for Blower, few Count Stores, Buckets, Swinger, Man and Wife for Pan Store and Cigarette Joint, Hanky Pank Agents, (Jerry Burnham, contact Leo Santich.) Also want Agent for Six Cats. Carl Herriek wants Lady Agent for new Balloon Joint. **SHOWS:** Will book for season good Girl Show with own outfit. Also Snake Show. (Johnny Gambino, wire me.) This show has 10 weeks of Celebrations and Fairs starting May 10. All must join now. Address:  
**LEO BISTANY, Bus. Mgr., New Orleans Hotel, New Orleans, La.**

## RAY (TOMMY) THOMAS WANTS

Girls for Posing and Girl Show. (Diana and Pat, Cathy, Terry, Dottie and others who worked with me before, get in touch.) I'm back on the road and rarin' to go. Talker—Can use one good Front Man. Salary or P.C. Fred Hoyt, wire me. Al, what happened? Also need Ticket Sellers and Canvasmen.

All reply:

c/o Gem City Shows  
Cedartown, Ga., this week

## United Exposition Shows WANT

Athletic Show with talent. Have ring on semi trailer, good top, new banners. Can place Side Show Acts, Annex Attraction, Talkers. (Bertie Lee Page, answer; wire Marie La Doux.)

Special Agent and Banner Man that can and will post cards. Extra good deal, must stay sober. I have car if you don't have one. Address:

**C. A. VERNON**

Belleville, Ill., until May 4; then per route.

## AMERICAN MIDWAY SHOWS

Can Place for Nacogdoches, Tex., 175th Birthday Celebration, May 3-8

**SHOWS—RIDES—CONCESSIONS**

Address: Cameron, Texas, this week.

## MOORE'S MODERN SHOWS

Want Wheel and Merry-Go-Round Foremen; Bingo, Athletic and Mechanical Shows; Glass Pitch and any Hanky Panks. Shawnee, Okla., then Seminole.

## "EARL ASHLEY" EDDIE RICH

Call me immediately.  
Phone 2105, Hot Springs.  
**COLLEEN**

## PARADA SHOWS

Opening Fairfax, Okla., May 3. Want Six Cats, Buckets, Slum Stores, Bingo for season, Shows, Ride Help, Ticket Sellers, Truck Drivers, Concession Agents, Fun House Operator.

**H. C. SWISHER**

Phone 448 Caney, Kansas

## PARRAKEETS, CANARIES, FINCHES

Orders Shipped Same Day  
**M. & B. NURSERY**  
322 Wilson Ave. Sunnyvale, Calif.  
Prices Upon Request

## WANT

For American Legion Spring Festival, Potosi, Missouri, this week, and American Legion Spring Festival, Flat River, Missouri, next.

Legitimate Concessions—Age & Weight, Pitch-Till-You-Win, Hoop-La, Long Range, String, Roman Target, Add 'Em Up, Novelties, Jewelry Spindle, Hi-Striker, Milk Bottle, Set Spindle or what have you. One of a kind.  
**BURKHART SHOWS**

## SHORTER'S SHOWS

WANT FOR JUNE 1 OPENING

One or two more Shows, few more Concessions non-conflicting; also need Girl for Girl Show. Send recent photo. Attention, Committee Men. Have a few open dates. Contact Shorter's Shows, Route 2, Waterloo, Iowa. Phone 3-6629.

# JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

Now Showing Proven Territory of Still Dates With Circuit of Fourteen State and County Fairs to Follow.

### WANT

- GIRL SHOW AND POSING SHOW—Account of disappointment can place Girl Show and Posing Show. Have beautiful equipment for same. Must be able to join immediately.
- WILD LIFE, SNAKE SHOW with or without equipment.
- CONCESSIONS—Legitimate Merchandise Concessions of all kinds.
- RIDE HELP—Can always use dependable Ride Help.

Address all replies JOHN H. MARKS  
Charlottesville, Virginia, this week; Silver Spring, Maryland, next week.

# COUNTY AMUSEMENT CO.

## LAST CALL

FEATURING GANGLER BROS.' CIRCUS FREE ACT  
OPENING MAY 3  
TWENTY WEEKS IN CONNECTICUT

Want Hanky Panks of all kinds. Also Derby Racer.  
Want one or two more Shows.  
Want General Help for Concessions and Gate.

Write or wire 207 Atlantic St., Stamford, Conn.,  
or phone 3-5379

# FLOYD O. KILE SHOWS

First Call First Call

For our 7th Annual Tour, bigger and better.  
Playing all Fairs and Celebrations in Missouri, Iowa, Arkansas, Louisiana, Mississippi.

Opening May 26th, Clinton, La., downtown.  
2 spots in Louisiana, then Celebrations in Missouri, Fairs till November.  
Can place the following:

- CONCESSIONS—Want good Bingo for season (except 5 weeks). American Palmistry only, Stock Concessions of all kind open, Ball Games, Long and Short Range, Pitches of all kind, Scales, Novelties, Jewelry Engraver, Popcorn, Sets, Targets, Hanky Panks of all kind open. What have you?
- SHOWS—Will book Girl Show, Big Snake, Monkey, 10-in-1, Mechanical Show, Fun House, Minstrel, any worth while show with own equipment can place you for show territory.
- RIDES—Will book, buy or lease for season: Tilt, Octopus, Roll-o-Plane, Fly-o-Plane, Live Ponies. This route is in good ride country.
- HELP—Want sober, reliable Foreman and Second Men for No. 5 Mt. Twister and Merry-Go-Round. Merry-Go-Round Foreman can go to work at once, come on. Salary and bonus; rides ready to go.
- We will give you people on the lot this year, need we say more? Everyone contracted please acknowledge this ad. Would like to hear from the following people: Helen Golden, Extras Farm, Joe Richards, Jimmie Davidson, Wiley Everidge.

All replies to FLOYD O. KILE, Clinton, La.

## WANT LOOPER FOREMAN

PREFER SEMI-DRIVER. MUST BE SOBER. GOOD SALARY AND PLEASANT WORKING CONDITIONS.

—ALSO—

FOLLOWING MEN CONTACT US AT ONCE:  
LLOYD BERRYMAN, LARRY WILSON & HAROLD SWANK.  
WANT WHEEL AND ROLLOPLANE FOREMEN.  
NEED SECOND MEN AND OTHER HELP ON ALL RIDES AT ONCE.

### GOODING AMUSEMENT CO.

1300 NORTON AVE.—University 1193—COLUMBUS, OHIO

## DON FRANKLIN SHOWS #2

WANT WANT

Booking for Karnes County Centennial, held at Karnes City, Tex., May 4 thru 9 and for the season. CONCESSIONS: Mug, Custard, Scale & Age, Novelties or any Concession that does not conflict. RIDES: Octopus, Spitfire, Dipper or any Rides that don't conflict. SHOWS: Wild Life, Mechanical also Fun House. This Shows plays Fairs; Iowa, Kansas, Missouri and Texas, out until November 21. All replies:

RALPH WAGNER, MGR.  
NEW BRAUNFELS, TEXAS, APRIL 26 THRU MAY 1

## WANTED FOR 1955 CARNIVALS AND MIDWAYS 500 LOCKS CENTENNIAL EXPOSITION 11 WEEKS—JUNE 24 TO LABOR DAY, 1955

2 SET-UPS—SAULT STE. MARIE, MICHIGAN—SAULT STE. MARIE, ONTARIO.  
400,000 drawing area—Present tourist draw 600,000 during July and August—Expect a million in '55.

Interested in one or two units for full 1955 season or will consider one-week stands. Write now. State your available dates, size and financial terms. Preference given to low weekly guarantee rather than P.C., but will consider both. Address: STEWART T. MORAN, Chief, Finance Division, 500 Locks Centennial Exposition, Headquarters, Chamber of Commerce, Sault Ste. Marie, Michigan.

## NOLAN AMUSEMENT CO.

OPENING MAY 3 IN SPRINGFIELD, OHIO (in city)

Route—20 Fairs and Celebrations. Also all early date sponsored events.

Want Concessions of all kinds, Grab, Age, Scales, Photos, Jewelry Sales, Novelties, etc. SHOWS—Five-in-One, Snake, Monkey, Glass House, Funhouse, etc. Large, flashy SHOWS, PAY ONLY LIGHTS. RIDES—Want Spitfire, Tilt, Roll-o-Plane, Live Ponies and Chairlane. Ride Help on all Rides. Ride Superintendent for 9 Rides. Foreman for Flying Scooters. Electrician. Promoter for kid matinee, all strong begs.

FRED NOLAN

ROUTE 2, SOUTH ZANESVILLE, OHIO

## MOTOR STATE SHOWS

MICHIGAN—OHIO—INDIANA

Want a few legitimate Concessions not conflicting for #1 and #2 units. Photos and Novelties open. Jameson, come on. Want Man for Monkey Circus.

Dequindre and 10 Mile Road now until May 2, or 2263 Newton St., Detroit 11, Mich.  
JOE FREDERICK, Owner and Manager

# Steady Rain Hurts Sullivan

Continued from page 56

the presentation of a large floral horseshoe of greeting with a "good luck" insignia from Motor City Shows, which has its winter quarters in Windsor.

### Route Changes

Major changes in routing have been made by Sullivan this year, with the dropping of the 14 dates on the Canadian B Circuit of fairs.

From Windsor the shows move to London, Brantford, Sarina and Hamilton, playing a total of five weeks in Ontario, then westward for three weeks in Saskatchewan and Manitoba. The show then returns to Ontario to play at Sault Ste. Marie, Kitchener, for a street celebration, and east to Noranda, Que., for a week.

Sullivan then is scheduled to jump westward to start the fair season at Duphin, Man., and to join forces with the Conklin Shows to play the Red Deer Exposition at Winnipeg, and a total route of 14 fairs in Manitoba, Ontario and Quebec.

### Roster of the shows for the season follows:

Staff: J. P. (Jimmy) Sullivan, general manager; Hank Blade, assistant manager; Pat Marco, concession manager; Mike Sullivan, secretary of concessions; Tim Jordan, office manager; Ron Rohmer, general agent; Allen (Slim) LaLumiere, chief electrician and Diesel operator; Fred McGery, assistant electrician; Tiny Jamieson, superintendent of transportation and construction; Fred Charett, lot superintendent; Peter Oruchallo, lot and gate foreman; Frankie Smith, show train manager; Paul Litwin, privileges car; George (Chief) Praser, bull gang foreman; Eddie Volume, Jack Johnson, and George Gosden, rolling stock and wagons. Concessions—A. (Sonny) Rifkin, novelties, age and scales; Neal Webb, lead shooting gallery, with Don Biggs, agent; Conklin's hook-up, Gerrard Lintean, agent; Pat Marco, big six, over seven, chuck a luck, and crown and anchor; June Tate, six-

cat, punk rack, milk bottle spill, basket ball game, pitch-till-u-win; Norman Johnston, palmistry; Frank Eastman, balloon darts, derby racer, big tom; big tom agents—Joe Mattioli, Louie Bunk, Dave Hebscher; Tom Murphy, slot rolldown; Yorkie Martin, Roman targets; Bernice Parselli, photos; John Perkissam, caramel corn, floss, and candy apples (2); Raymond DeCosino, duck pond, blowers 2—Nick Holub, Billy Ford, Lou Dryail, Joe Westowski, Benny Bianchi, Bob Morris, and Murray Stuart; Whitney Bellmer, Arcade; Pat Marco, hi-striker; Al Kaufman, grocery wheel.

Jimmy Haskuk, cookhouse and grab; staff—Tom Mackin, Frank Carson, Frank Grudica, Eddie Fika, Jack Kotak, Bill Ferguson, Art Ross, Stan Fandyck, and Robert Boughner, Bill Adams' concessions—French fries, Peter Beresowski; cigarette shooting gallery, Sam Kowal; grab joint, Paul Holt, Danny Adams' bingo—staff, Bill Watson, Art Parson, Charles Wickham, Donald Wickham, Lucien DeLaLonde, Giles Besner.

Major rides — Merry-Go-Round, Bill Pruski; Ferris Wheels, 2, Stan Taylor, Verne Roswell, Sid Hayes; Rollo-o-Plane, Vimy LaLonde; Rock-o-Plane and Tilt-a-Whirl, Lorne LaLonde, Henri Paul Dureau, Maurice Basans, Ronal Gowel; Fly-o-Plane and Octopus, Herve Roy, Maurice Roy, Roland Sansom; Hi-Ball, Jerome Paris; Moon Rocket, Jerry Heroux, Lucien Gette; Dark Ride, Jack Dierich, Ron Hale, Cleve McGee, Ken McLean, Oliver Vachon; Auto Scooter and Roller Coaster, Al Piume, James McHugh, Don Crandall.

Kiddieland — Phil Cronin, operator; Johnny Bunk, manager; Merry-Go-Round, Frank Pelletier; Miniature Train, Armand Deverney; Tanks, Frank Lopez; Pony cart ride, John Belesatro; Sky Fighter, Art Wetherop; Autos, Roger White; Tub 'O' Fun, Albert Potvin; Live ponies, Ernie Havens and Bill Walsh; Neil Webb's Boat Ride, Henry Fletcher. Ticket sellers: Stan Harold, William Perry, Henry Fletcher, McLeod Plain, Lloyd Laing, Jim Bubba.

Shows: Mrs. Ike Rose, Rose Midgets; Slim Edwards, Alberta Slim's Circus and Wild West Show; Sandy McCague, Life Show, with Harry Clifford, lecturer; Neil Webb, Crystal Maze; Albert Slim's Moon Rocket Space Ship; George Vogstead, Circus Side Show and Wild Animal Show; R. C. Hendy, "Paris Nights," featuring Roxanne; Goldie Restall, Motordrome, and Carbo Sanders, Monkey Speedway.

# Krekos Orgs in Double Bow

Continued from page 56

ent; Richard Latiker, assistant; Harry Baker, chief electrician, and Bill Kuehl, assistant electrician; Isabel Myers, front gate; Ray Brown, Everett Ray, ticket takers.

Rides: Ferris Wheel, James Duffy, foreman; Leo Ebert, second man; Violet Burton, ticket seller. Merry-Go-Round, Edward Krueger, foreman; Lee Ebert, second man; Peggy Brown, tickets. Rolloplane, Ralph Burton, foreman; Harry King, second man; Virginia Wilson, tickets. Fly-o-Plane, John Hillard, foreman; Ted Kimberling and Cecil Melvin; Jewel Lagunes, tickets. Tilt-a-Whirl, Paul Herron, foreman; Curtis Jones and Emil Guznik; Margaret Latiker, tickets. Rock-o-Plane, Mickey Lagunes, foreman; Preston Overstreet, second man; Virginia Herron, tickets. Baby Rides, Jimmy Worthy, Airplane, Steve Fisher, Boat, Jerry Robertson, ticket seller. William Craig and LeRoy Culbertson, day watchmen, and Nick Krekos, night watchman.

Shows: Motordrome, Bob and Jeanette Rawlings. World's Largest Dog and Smallest Pony, Cliff Younger; Frog Lady, Lavonda; Alva (the Clown) Evans, Follies, Dale Wostenholme, LaVerna La More, Miss Dorece; Tex Allen, ticket seller; Charlene Carroll, Sparkies, and Nick Krekos, ticket taker. House of Mystery, Lee Turnbull, Illusion Show, Joseph F. Silva, Snake Show, Mr. and Mrs. George W. White, Penny Arcade, Harry Bryant, operator; Bill Nordyke, Pug Moore; Viola Bryant, cashier.

Concessions: Edwin Kemp and Jack Grimm, scales; George Truman, Lois Truman, photos; Johnnie Miller, operator; Jack Beams, chef; J. Grimm, griddle; Harry Starr; Don Randall, Clark Wood, Del Luma, Ray Miller, cookhouse; George and Mary Sides, grab; Clayton Phelps, short range; Charles (Biskie) Ford, operator; J. M. Brown, Paul Archer, Razzle Dazzle; Cecchini and Levaggi, six stands; Ernest Hoblet, manager; Jimmy Butler,

punk rack; Lee Cole, bottle game; Bruce Boggan, Add Pan; Hoblet, glass pitch; H. C. Davy, nickel pitch; Fred Bullis Sr., fish bowl; Sam Dolman, Art Anderson, Dave Kinn, Frank Wells, Tip-Up; Dolman, Eddie Garrison, Ed Jackson, milk cans; Webb McKamey, Joe Hatterly, hi-striker; M. E. Jordan, Blackie Null, balloon darts; Gilbert Cohen, Harry Cohen, long range; Gilbert Cohen, Peggy Cohen, duck pond; Ristic Brothers, cigarette shooting gallery; John and Steve Ristic, swinging ball; Sammy Shaffer, Stella Shaffer, country store; Mrs. Charles Ford, Adele Dennis, jewelry stand; Hazle and Jack Christensen, Klon and Virginia Grubb, popcorn, floss, peanuts; Edwin Kemp, novelties.

Loy Stover, Gerry Stover, Coke bottles; Margaret Farmer, Bill Prost, Marie Bernardi, Steve Public, bingo; Allen Boyd, Little Las Vegas; Barney Stevens, Reece Ellis, grocery wheel; Hunter Farmer, Tommy Lane, Frank Nay, Max Hillman, clothes pins; Farmer, Leona Cook, Virgil Snow, hoop-la; Charlie Bliss, H. J. Hough, balloons; Charlie Bliss, Carl Dennis, Essie Bliss, six cat; Boies and Tommy Syester, darts and spindie; M. P. Greer, bird wheel; Ruth Korte, two stands; Charles Crowell, duck pitch; Frieda Brown, Lou Korte, pan game; F. W. Lutz, hucky-buck; Jimmy Smith, spot the spot; Lillian Schue, Roy Hoglund, Roy Ward, derby.

The Barretti Troupe is featured as a free act on the West Coast Shows. Act includes Jack Barretti, producer; John E. Barretti, Bob Visback and Paul Basques.

West Coast Exposition Shows' line-up includes: Office—Joe Wallace, ride superintendent; Ival Lawler, electrician; Jesse Gomez, assistant electrician; Chuck Auker, mechanic, and Earl Slippery, head billposter.

Rides: Ferris Wheel, William Richardson, Jack Hardin. Merry-Go-Round, Robert Horn, Leroy Cone. Tilt-a-Whirl, Jack Moore, Charles Johnson, Robert Anderson, Octopus, Robert Decker, Robert Hoffman. Rock-o-Plane, Irwin Bickford, Ray Klenke. Kid Rides: Claude Tutthill, William Pfeister, Bob Horn. Coaster, Bill Harrison, Marie Harrison. Tickets, Madge Wallace, Ann Auker, Lola Tutthill.

Shows: Side Show, Don Gilbert; Blackie Semester, talker; Mickey Nignon, penguin girl; Voltana, electric chair; the Great Gilbert, knife thrower; Tom Durant, front; Macneil Vercher, Midget animal show and Pony ride, Ray Widner.

## Royal American

Continued from page 56

the general rebuilding program. Leon Miller, producer of "Moulin Rouge" has completed designing a new wardrobe and has his line of girls rehearsing a series of new numbers. Leon Claxton recently returned here from a New York talent jaunt and the "Harlem in Havana" show also in rehearsal.

Robert L. (Bob) Lohmar, general agent, is scheduled to leave here later in the month for Memphis to make arrangements for the shows' arrival.

Recent visitors here included Art Concello, accompanied by his son, Randy; Mrs. Frank Morrissey and son, Tommy; W. K. Cox, Caterpillar Tractor Company; C. F. Cummings, Peoria Tractor & Equipment Company; Wilfred Walker, manager of the Canadian Lakehead Exhibition, Port Arthur, Ont., and Mrs. Walker; Bill Carsky, Chicago concession supply rep; Bucky Allen, World of Mirth Shows, and Ray Speer, publicity director of the Minnesota State Fair, St. Paul.

# Fair Dates

Continued from page 52

- Columbia—Adair Co. Fair Assn. July 28-31. O. Rogers.
- Palmouth—Palmouth Fair Assn. Aug. 17-19. Nelson Breeze.
- Franklin—Simpson Co. Fair. Sept. 29-Oct. 2. Woodrow Coats.
- Fulton—Fulton Co. Fair Assn. Aug. 12-13. John B. Watts.
- Greensburg—Green Co. Fair Assn. Aug. 18-21. Bob Blakeman.
- Greenup—Greenup Co. Fair Assn. Sept. 16-18. Robert Haight.
- Hartford—Ohio Co. Fair. Sept. 2-4. J. R. Russell.
- Hodgenville—Larus Co. Fair. Aug. 18-21. Melvin Braden.
- Inez—Martin Co. Fair Assn. Sept. 2-4. Mrs. Ruelie Webb.
- Irvine—Estill Co. Fair Assn. Aug. 25-28. Mrs. G. A. McGee.
- Jefferson—Jefferson Co. Fair Assn. Aug. 12-14. Josiah Hoskins.
- LaGrange—Oldham Co. Fair Assn. Aug. 25-28. James A. King.
- Leitchfield—Grayson Co. Fair. Ino. Sept. 2-6. Woodrow Wilson.
- Lexington—Junior League Horse Show. July 12-17. J. T. Denton.
- Munfordville—Hart Co. Fair Assn., Ino. Sept. 2-4. L. P. Murray.
- New Castle—Henry Co. Fair Assn. Aug. 19-21. W. R. Lefner.
- Owingsville—Bath Agri. Fair. Aug. 19-21. Joe R. Thompson.
- Providence—Webster Co. Fair Assn. Aug. 17-21. J. L. Bradley.
- Richmond—Madison Co. Horse Show. July 8-10. H. E. Richardson.
- Russell Springs—Russell Co. Fair Assn. Aug. 4-7. L. E. Wilson.
- Sandy Hook—Elliot Co. Fair Assn. Sept. 23-25. Emory Horton.
- Shelbyville—Shelby Co. Fair Assn. Aug. 2-7. Ray P. Weller.
- Springfield—Washington Co. Fair Assn. June 10-13. Charles Montgomery.
- Stanford—Lincoln Co. Fair Assn. Aug. 6-7. Smith Powell, Jr.
- Sturgis—Union Co. Agri. Fair Assn., Ino. July 20-24. A. L. Thornberry.
- Taylorville—Spencer Co. Fair Assn. Sept. 24-25. J. Rene Harris.
- Versailles—Woodford Co. Fair Assn. July 6-18. Paul Smart.
- Warsaw—Gallatin Co. Fair Assn. Aug. 26-28. Estil Noffsinger.
- Williamstown—Grant Co. Fair Assn. July 28-30. Robert Hume.
- Whitley City—McCreary Co. Fair Assn. Sept. 24-25. Ora W. Neely.

## Louisiana

Opelousas—Louisiana Yambilee. Oct. 5-7. Billy M. Smith.

## Michigan

Brown City—Brown City Agri. Assn. Sept. 9-11. Derek Morris.

Mount Pleasant—Isabella Co. Youth & Farm Fair. Aug. 24-28. Richard Hickman.

## Missouri

Albany—Genry Co. Fair. Aug. 25-28. Warren Laihart.

## Pennsylvania

Alexander—W. Alexander Fair. Sept. 15-18. Scott E. Egan.

Beaver Springs—Beaver Community Fair. Sept. 23-25. Frank Gill.

Bloomsburg—Junior Achievement Show. Aug. 19-21. Harry Everett.

Butler—Butler Farm Show. Aug. 18-20. Leroy Miller.

Claysburg—Greenfield Community Fair. Sept. 16-18. Mary Burket.

Coopersburg—South Lehigh Home Fair. Sept. 16-18. W. R. Cooper.

Edinboro—Edinboro Community Fair. Sept. 16-18. J. C. Oudrey.

Getz—Getz Fair. Sept. 21-25. Ford Leit.

Greenville—U. Periklomen Valley Fair. Sept. 23-25. V. S. Ensminger.

Hopewell—Northern Bedford Co. Fair. Oct. 7-9. Mrs. Blaine Cessna.

Iona—South Lebanon Community Fair. Oct. 5-8. A. L. Lamm.

Jamestown—Pymatuning Fair. Sept. 16-18. K. K. McElhaney.

Jennerstown—Jenner Fair. Aug. 16-21. O. Lape.

Laurelton—Union Co. West End Fair. Sept. 8-11. Charles W. Teichman.

Lehighton—Lehighton Fair. Sept. 6-11. E. Hornberger.

Martinsburg—Morrison Cove Community Fair. Oct. 13-15. Ella S. Ebersole.

Meadville—Crawford Co. Fair. Aug. 24-30. Roland Titmore.

Millport—Oswayo Valley Rural Community Fair. Sept. 2-8. Laura B. Hemphill.

Montandon—Tri-Township Fair. Sept. 22-25. John B. Frederick.

Mount Joy—Mount Joy Community Exhibit. Oct. 15-18. Joseph G. Shaeffer.

Myerstown—Myerstown Community Fair. Oct. 6-8. John R. Sherman.

Nazareth—Nazareth Farm Products Show. Nov. 18-20. Paul R. Seifert.

Stoneboro—Stoneboro Fair. Sept. 1-8. W. Ibb.

Tionesta—Forest Co. Fair. Sept. 16-18. Karl W. Flowers.

Towanda—V. P. W. Farm Fair. Aug. 3-5. Leonard Gowin Jr.

Turbotville—Turbotville Community Fair. Sept. 14-17. Charles F. Glass.

Waterford—Waterford Community Fair. Sept. 8-11. C. L. Bowman.

Wind Ridge—Jacksonville Fair. Aug. 11-13. Thomas Tharp.

Youngsville—Youngsville Community Fair. Aug. 25-28. Myrtle Davis.

## South Carolina

Waterboro—Colleton Co. Fair Assn. Oct. 25-30. Bruce Hiers.

## British Columbia

Port Alberni—Alberni Dist. Fall Fair. Sept. 9-11. Miss F. Dorofay.

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## Minn. Safety Leaguers Study Business Trend

MINNEAPOLIS, April 24.—A pattern of mixed business trends was traced by speakers at the first meeting of the Roller Rink Safety League for Minnesota, held April 5 at the Curtis Hotel, but the overall picture for rink operators is one that is not too bright at present, it was pointed out.

Oscar F. Litterer, a Federal Reserve Bank economist, spoke on "Income Consumers Have at Their Disposal" and told members that employment has risen in North and South Dakota and skidded in Minnesota, but not alarmingly so. Employment is down even more in Wisconsin, but it has been restricted to industrial areas, he said. The economist also pointed out that in some areas where employment had slumped a recovery has set in in recent weeks and that employment is expected to become normal before long due to seasonal factors.

Speaking informally at the meeting was Robert D. Martin, Detroit, secretary-treasurer of the Roller Skating Rink Operators' Association. He reported that rink business generally has been down from peak levels and said that indications are that patronage in this area is off less than it is in other parts of the country.

## Kaydeross Opens

Continued from page 53

working all month refurbishing of rides and equipment.

While park officials state there is evidence of unemployment and lower earnings in Albany, Troy and Schenectady which the park serves, it is expected that park picnic business will equal that of the past two seasons. Free gate, free parking and availability of three large picnic groves are expected to lure family trade.

The 38-acre plant has three major rides, three kiddie rides, a beach, boating, speedboat ride and several concessions. Jack and Lee Gross operate the beach, major rides and tap room. Art Armstrong has the kiddie rides. Roy and Sylvia Gries have the games, with Charles Reading and Bubbles Greene as agents. Dave and Ida Kaufman have the Arcade. Joe and Edith Horan have refreshment concessions and Charlie and Alice Coppock operate the Hill-Top Casino. Park uses five daily papers and some spot radio announcements for advertising.

## Sherman Set At Pa. Spot

ROYERSFORD, Pa., April 24.—Joe Sherman has joined Lakeview Park here in the capacity of promotional director.

Sherman said park features would be expanded with the addition of major and kiddie rides to the present lineup of seven and three. A 20-acre lake, ample parking and picnicking facilities are features.

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## Ice-Variety Show on at Johannesburg

JOHANNESBURG, South Africa, April 24.—"Easter Parade on Ice" opened here at the Wembley Ice Rink on March 26, featuring British, American and Australian performers.

Among the performers are John and Jennifer Nicks; Diana Grafton, comic; Jean Mathews, Stevenson and Oldfield, Basil Green and Maureen Pain, novelty skaters; Jean Colouhoun, Dave Park, and Errol Lake, acrobat.

There are eight production numbers and the cast also includes 40 in the line, plus three variety numbers: Elizabeth and Collins, knife-throwers; Al and Vic Farrell, trampoline, and Doreen and Victor, aerialists.

## R. Hofmeister Spot in Mpls.

MINNEAPOLIS, April 24.—The new Bloomington Roller Rink in South Minneapolis will be ready for operation in June, it was announced recently by Mr. and Mrs. Willard Yerkan, who are to manage the rink which is owned by Robert Hofmeister. Last year the Yerkans operated a portable rollery in the area.

The Bloomington rollery will be of cement block construction with brick veneer front. Dimensions of the building are 60 by 150 feet with a 60 by 130-foot skating area. A lobby across the building's front will consume 20 feet. Plans call for a Masonite floor and an air-conditioning system for summer operation.

## Texas RSROA Meet Set

FORT WORTH, April 24.—The Texas amateur roller skating championships of the Roller Skating Rink Operators' Association will be held here at North Side Coliseum on May 28-30 by the Texas chapter, RSROA.

## New Englanders

Continued from page 53

Harry E. Frazer, director of the division of public beaches, outlined the State's recreational program. A \$1.5 million program is nearing completion at Salisbury Beach. As many as 14 such areas are planned. Frazer stressed the fact that the beach development program would not encroach in any way on the business activities of amusement park or shore resort areas. They are designed for swimming and recreation only.

Elmer Foehl, president of the National Association of Amusement Parks, Pools and Beaches, credited the Congress of Motion Picture Organizations with the principal effort in securing admissions tax relief. Paul Huedepohl, executive secretary of the national body, said that even the swimming pool operators were now, for the most part, totally exempt from such taxes.

Father Edward Sullivan, the circus priest, complimented the operators on the decline of objectionable features and praised their frequent and unselfish partying of underprivileged children.

## Appeal in Newness

Harry Storin, Riverside Park, Agawam, stressed the need to emphasize the word new in all selling efforts. It was demonstrated that the public is attracted by the appeal of newness in ideas or designs.

Other speakers included Anthony Athanas on problems in the restaurant business; Peter McLaughlin, of the Wilson Line, who outlined the struggle to gain control in the boat excursion business.

Attendance at the banquet ran about 175. The luncheon crowd was much smaller even tho the late meeting date was chosen to give everyone a chance to be back from their Southern vacations.

The usual cocktail hour preceded the banquet which featured a show staged by the George A. Hamid office with Jaysee Collyer and Henry Cogert in charge. Acts included Marc Ballero, emcee; Pupi & Pupi, Rudi Temp, Simpsons-Humanettes, Al Bern'ce, Salv' Caviccio, Edna & Leon, Gloria Gilbert, Acrew Cuts, Dora Van, accompanist, and the Four Lads.

## Crowd Sees Queen Crowned at Empire

Journal-American Promotion Pulls Biz For Durantes on Night Normally Dull

BROOKLYN, April 24.—Despite a two-day spring downpour and Jewish holy days, 1954 skate queen contest finals attracted close to 1,000 skaters and spectators to Empire Rollerdom on Easter Eve. It was the 14th straight year for this big-league event, a joint promotion of Empire and The New York Journal-American.

Lynn Evans, 17, a skater at Gay Blades Rollerdom, Manhattan, received the coveted crown in a field of 80 finalists. The entry for eliminations on Thursday evening, April 8, was 500 girls from skateries in New York, New Jersey, Connecticut and Pennsylvania.

Awards for the new queen were a vacation for two at Laurentide Inn in Canada's Laurentian Mountains, round-trip air transportation, the Durante trophy, a pair of Chicago Velvet Tread precision skates with Hyde boots and a Benrus Water-Baby wrist watch. Pretties picked second to sixth received similar watches, and those named seventh to 12th took home conventional Chicago-Hyde shoe-skate outfits.

Judges for the grand final were WOR-TV's "Merry Mailman," Ray Heatherton, who starts his own disk jockey show on Monday (26) over WOR radio, and Michael Sweeney, an instructor at the Barabazon School of Modeling. Miss Sweeney and Journal-American

## Bergin in Square Dance Record Biz

ANN ARBOR, Mich., April 24.—Fred Bergin, formerly president of the Roller Skating Rink Operators' Association and dean of the Society of Roller Skating Teachers of America, has been located here since February with his Rinx Records firm and has also organized another recording firm, Lloyd Shaw Recordings, Inc., in partnership with Lloyd Shaw.

The latter firm specializes in recordings for square dancing. Two of the firm's newest disks, "Hi Lili" and "Serenade," were recently introduced at the National Square Dance Festival in Dallas.

Shaw is well known among square dance callers as the author of many books on the subject and was emcee at the Dallas festival. Bergin produces all the music for the records on two electronic organs in his home.

## Skaters of San Antonio Pick Local Queen, King

SAN ANTONIO, April 24.—Carol Barney and George Pulliam were announced as San Antonio queen and king of skaters after a month of balloting among local skaters.

More than 200 invited skaters and guests dressed in formal wear to attend the fourth annual coronation party this week sponsored by the Starlighter Club of the North St. Mary's Roller Rink.

Organ music for the party was provided by Mrs. Marjorie Alexander and Ed Eby.

## 'Holiday' Signs Nevas

SAN ANTONIO, April 24.—Edward and Edmund Neva, local twins, have signed a two-year contract with "Holiday on Ice." Ann Stith also was signed to appear with the troupe.

The Nevas will join the show July 1 in Sioux City, Ia. They will be developed into a twin specialty act. They have been skating for the past 10 years.

skate scribe Bill Love handled the eliminations.

Selection of Easter Eve for the finals was made in 1953 by rink ops Mike and Sonny Durante, with the idea of hyping a normally dull night at the rink. The idea proved sound. Previously, the event had always been conducted during a regular Saturday evening session and the switch was made because more often than not the crowd was too big for comfort. Easter Eve has turned out to be a happy medium.

As at 1953 finals, Empire clubsters presented an amateur revue to fill in while judges were conducting personality tests in the rink office. According to rules, the top dozen girls are selected on looks alone and are then awarded final placement in interviews, where charm, speech and personality are weighed in with general appearance.

Publicity for the 1954 running consisted of a five-week build-up in the Journal-American's Thursday skate feature and good picture coverage after both eliminations and finals.

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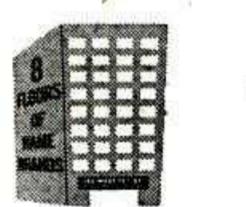
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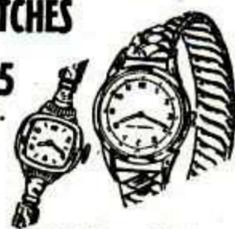
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**PHOTO BOOTH OUTFITS CHEAP—** ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. my29

**PHOTOMOUNTS FROM MANUFACTURER.** 3x5 folders, \$3 hundred f.o.b. here; 50 free on 1000 orders. Free samples; cash discounts; fast delivery. 3x4, 5x7, 8x10 in stock. Penn Photomounts, Glenolden, Penn. my29

**YOUR OLD OR NEW PHOTO COPIED TO 8x10, \$4; with coloring, \$5; original returned unharmed. Johnson, Box 3355, Washington 10, D. C. my8**

### PRINTING

**AAA QUALITY 14x22 WINDOW CARDS.** The Bell Press, Winton, Pa. my29

**AMERICA'S FASTEST POSTER PRINTER—** Always lowest prices. Our flashy three-color window cards for all amusement purposes. 14x22 size, \$5 hundred; larger 17x25 deluxe cards, \$150 hundred; also bumper and pole cards. Tribune Press, Dept. A-54, Earl Park, Ind. my1

**PRINTING OF DISTINCTION—** Letterheads, Envelopes, Tickets, Cards, Decals, Window Cards; samples, price list, 3¢ stamp. Mallo, 767-B Leith, Flint 5, Mich. my22

**YOUR AD IN 21,000 BULLETINS** (35 words), printed and mailed, \$3.50; extra words, 10¢ each. Proof sent. Direct Publications, Conshohocken, Pa.

### HELP WANTED CLASSIFIED ADVERTISEMENTS

**REGULAR CLASSIFIED ADS . . .** Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS . . .** Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

**Forms Close Thursday for the Following Week's Issue**

### ACROBATIC PANTOMIME-COMEDY

To travel with baseball team, entertain between innings. Must be good. Apply at once:

**Paul C. Jones**  
413 4th Ave. N. Nashville, Tenn.

### ATTRACTIVE GIRL ACCORDIONIST—

Vocals desirable; trio work; top salary; hotel locations. Write full details, also send picture. Larry Green, Tibroc Hotel, Chisholm, Minn.

**FERRIS WHEEL FOREMAN—** OVER 40; top salary; start immediately; semi driver preferred on small 4 ride show unit. Sponsor operates stand unit; small jumps Eastern Shore, Md., all season. Women jobs open, ticket sellers, etc. Men for erecting committee stands, Chairpans, Kiddie Rides, etc., and Agent for outside stands after open Operator for Sound Car; no gypsies or strong Concessions; all help must be clean. Have been booking same territory over 15 years. All former employees report no later than May 7. D. Van Billiard, Oaks, Pa., 5 miles west of Norristown.

**INSTRUCTOR FOR SOUTHERN MUSIC** school; prefer experienced high school band teacher with flute or oboe major; will consider others. Write full details, including minimum salary, availability. Must have car. Charleston Music Center, P. O. Box 702, Riverland Terrace, Charleston, S. C. my1

### AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

### BANDS & ORCHESTRAS

**COUNTRY-WESTERN MUSICAL COMBO—** Top notch; vocals, instrumentals; wardrobe; available resorts, parks, dances, etc.; union. Good agent wanted. Musician, 1173 Robertson, Cleveland, Ohio. my1

**TRIO FOR DINNER OR DANCE MUSIC—** Nite club, hotel or resort; clean cut and dependable. Write Sam Nisi, 1306 So. 9th St., Omaha, Neb.

**WANTED—** SUMMER BOOKINGS FOR versatile 4 or 5 piece country and western combo; will consider fairs, clubs, schools, etc.; union. Contact Musician, 215 Dunn St., Cincinnati 15, Ohio.

**4 PIECE COMBO—** AVAILABLE SUMMER for hotel, resort or club; experienced, modern, reliable. Write or phone Milo Hall, 3401 33rd Ave., West, Seattle, Wash. my8

### CIRCUS & CARNIVAL

**CARPENTER—** AGE 50; PLAIN PAINTING, general repair of circus, carnival, tourist court. Wages \$50 net weekly. George C. Taylor, Box 286, Sault Ste. Marie, Mich.

**HAMMOND ORGANIST—** GIRL SHOWS, REVUES, Grand stand, etc. Cut any show; no drinking. I furnish organ and transportation; union. Ralph Howard, C.M.R. 109, Peoria, Ill.

**100 FINE RIPPLE FINISH LETTERHEADS** and 50 matching envelopes printed and embossed to your copy, \$3.50. Academy Press, Enterprise, Kan.

### SALESMEN WANTED

**ADVERTISING SALESMEN—** IF YOU CAN sell a business promotion plan to retailers you can make \$150 to \$300 week with our system. Write for exclusive deal. Modern Press, Cassaway, W. Va. my1

**SALESMAN WANTED—** TO HANDLE COMPLETE quality line of German toys as side line on liberal commission basis. York Importing Co., 1103 E. Princess St., my15 Pa.

**SELL PLASTIC PENNANTS TO AUTO** dealers, gas stations, super markets. Big profits; samples free. Bolden Company, 1001A Berwin, Akron 10, O. my1

**SEVERAL SALESMEN ARE NEEDED IN** the following states for selling "Bartone Postcards." Calif., Colorado, Conn., Delaware, Indiana, Maryland, Michigan, Missouri, Montana, Nebraska, New Jersey, New York, N. Dakota, Ohio, Penn., Rhode Island, S. Carolina, S. Dakota, Virginia, Washington, West Virginia, Wisconsin, Wyoming, Alaska, Hawaii. Write today for free samples and sales data of America's fastest selling postcards. Baxter Lane Co., Box 175, Amarillo, Texas. my23

### TATTOOING SUPPLIES

**A-1 TATTOOING MACHINES—** DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 129 W. 83rd St., Los Angeles 3, Ca. my29

**THREE MACHINE ELECTRIC TATTOOING** outfit with electronic unit, designs, ink, color; big saving. Description free. Zels, 728 Lesley, Rockford, Ill. my29

### WANTED TO BUY

**CASH PAID FOR ANIMATED AND ME-**chanical Figures of all kinds. State all first letter. Send photos if possible. C. W. Wyatt, Rt. 3, Box 1180, Tampa, Fla. my8

**LIFE SHOW FOR INDOOR LOCATION.** Box 924, c/o Billboard, 1564 Broadway, N.Y.C.

**WANTED—** ARCADE EQUIPMENT, GRAND-ma Prediction, Muloscope Picture Machine, Exhibit Egyptian Mummy. Glauser Music Co., 300 Gearing Ave., Pittsburgh 10, Pa. my15

**WANTED TO BUY—** KIDDIE RIDES, ELI No. 5 Wheel with trailer; cash if reasonable; no junk. William A. Griffiths, 427 West Centre St., Mahanoy City, Penn.

### DRUMMER—UNION; MODERN DANCE,

Dixie, some Latin; neat brush work; prefer small combo. Musician, 102 Rauber St., Rochester, N. Y. my8

**GUITAR—** ELECTRIC, LEAD OR FULL rhythm, read or fake; good voice, solo or parts; union, white, sober; years of experience. Small combos preferred. Musician, Box C-19, c/o Billboard, Cincinnati 22, Ohio. my8

**HAMMOND EQUIPPED ORGANIST—** BEAUTIFUL, nostalgic dinner music resembling Viennese string ensemble; high grade establishment only; preferably Gulf Coast, Florida. Organist, 417 DeRidder Highway, Lake Charles, La.

**HAMMOND ORGANIST—** \$5000 ORGAN, gives added pleasure, class and good-will your business. My music brings people, you profit. Box C-34, c/o Billboard, Cincinnati 22, Ohio. my8

**"LOVELY TO LOOK AT; DELIGHTFUL TO** hear." College student wants work playing piano; experienced; start June 14th. Write, wire Judy Shepard, Goucher College, Baltimore 4, Md. my8

**OUTSTANDING BASS PLAYER, COMEDI-**an, Vocalist; 12 years' experience playing name spots; with Stan Jason Trio seven years. Excellent comedy material, go anywhere, but prefer west coast. Write Blaine "Chubby" Johnson, 517 No. 5th St., Terre Haute, Ind.

**PIANIST—** HIGH-CLASS; EXPERIENCED fine hotels, cocktail lounges, summer resorts, radio, etc. Kathy O'Neill, 849 Colburn St., Toledo 9, Ohio.

**PIANIST—** SOCIETY, LATIN, COMMERCIAL, shows, locations; capable, dependable, sober, neat appearance; prefer small combo. Box C-28, c/o Billboard, Cincinnati 22, O.

**PIANIST—UNION; SINGLE, MALE, GEN-**tle; trained musician; popular, classic, orchestra, solo, accompanist, soloist; all-round experience. Box C-27, c/o Billboard, Cincinnati 22, Ohio. my1

**SOMETHING NEW—** RAY MILLER, THE one man band; plays four instruments at once, harmonica, guitar and drums; sings and plays cowboy songs, also plays the four instruments and calls for square dances; a good novelty act, nothing like it anywhere. Was on coast-to-coast network. Will work for a booking agent or a long time contract; will audition over telephone. Write Miss Josephine Sava, 421 Burnet Ave., Syracuse, N. Y., or call 99221 after 5 a.m. my15

**TENOR CLAR—** JOIN IMMEDIATELY; ALL styles, read, fake, some vocals, arrange, shows, discipline, clar. Chas. Salvaggio, 1422 Ave. H, Birmingham 8, Ala. Phone 58-2833 my8

**TROMBONE—** READ, FAKE; WELL EX-perienced; sober, reliable, single. Write Musician Jordan Radoslaw, 1921 W. Evergreen Ave., Chicago 22, Ill.

**TRUMPET—** AVAILABLE IMMEDIATELY. Jazz, Dixie, Commercial, Kenney Buckles, 418 W. 3rd, Garnett, Kan. Phone 368.

**TRUMPET—** AVAILABLE SOON, ALL kinds of dance experience; non-drinker, will travel. Eldon Engle, 732 Atwater Ave., Bloomington, Ind. my8

**TRUMPET—** CIRCUS OR LOCATE. ALSO play bass or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

**TRUMPET PLAYER, DOUBLE FIDDLE AND** vocalist, would like job at summer resort anywhere in the East; union, married. Phil Mancini, Hotel Bristol, So. Norwalk, Conn. Phone VO 6-2204. my29

**TRUMPET—** READ, FAKE, CONDUCT floor shows, sing ballads; 30 yrs. old; available immediately. Lee Francis, 719 College Ave., Panama City, Fla. Tel. 3-9450. my1

**TRUMPET-VOCALS—** DOUBLE TROMBONE; combo, name, hotel exp., transposed, fake, arrange; dependable, reliable. Consider anything. 1467 W. Garden, Pensacola, Fla.

**VIBES, GUITAR, CONGA DRUMS, VO-**cals; floor show, T.V., cocktail; sweet, jazz, dinner music. Tiny & Tina, Oakdale Trailer Village, Johnson City, N. Y. my1

### GIRL TRIO FOR LOCATION—

PIANO, drums, etc.; other female musicians write, Fred Thomas, 513 Saratoga Drive, Lexington Park, Md. my8

### GLASS BLOWER OR GRINDER

For new Children's Fairyland Village at Lake George, New York—to open May 23. Terrific opportunity for right person. Write, giving age, experience, etc., to

### STORYTOWN U.S.A.

Box 511 Lake George, New York

### PHONE MEN

Anywhere in N. Y. State, Veteran Convention deal. Journal ads. Work your own territory. No c.o.d., write Seaboard Enterprises, Inc., P. O. Box 21, Hempstead, N. Y. or phone IV 1-9290.

**PROFESSIONAL STEEL GUITARIST OR** Accordionist; western band, must sing, travel; good salary, steady work. Write or wire: Box C-27, c/o Billboard, Cincinnati 22, Ohio.

**WANTED—** EXPERIENCED TENOR AND trumpet men; must read, fake; jazz, commercial; location. Leader, 200 W. Jackson, Pensacola, Fla.

**WANTED—** PROFESSIONAL HIGH DIVERS, male or female for water show; free act; willing to train amateurs who have likely aptitudes. MacDonald Water Show Productions, 456 Lamphier Pl., Warren, O.

**WESTERN OR HILIBILLY MUSICAL ACT,** one or two persons, 30 weeks' work with touring show. Henry L. Brunk, Boise City, Okla.

### AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

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**Forms Close Thursday for the Following Week's Issue**

### MISCELLANEOUS

**ADVENTURE WANTED—** AGE 24, SINGLE; will send photo, also confidential tape recording. Don Davis, 33rd and Elisha Zion, Ill. my8

**AT LIBERTY—** HANDWRITING ANALYST. TV Shows, Fairs, Carnivals, Night Club Acts. Robert Johnson, 102 Whitney, Buffalo, N. Y.

### MUSICIANS

**ACCORDION PLAYER WANTS WORK IN** Western or Hillbilly Band; will travel; union. John Herrington, 824 White Ave., Greenville, Ill. Phone 324-7. my8

**ACCORDIONIST-PIANIST, ALSO SINGS IN** Spanish and American. Contact Don Pasquale, 140 West 73rd St., N. Y. Phone: TRafalgar 4-8264.

**AT LIBERTY—** SPECIALTY TEAM; LADY sax, man banjo, harmony singing, tap dancing; plenty changes. Man straight, characters, comedy; lady good talker, ingenue type. Do parts, bits, black acts; car and trailer. Joe and Bea Bennett, Gen. Del., Elkridge, Md.

**COMMERCIAL DRUMMER—** READ, SHOWS. Latin, Johnny Lancaster, 127 North Swanish St., Cape Girardeau, Mo. Phone 56719.

**DRUMMER-ARRANGER—** 26, SINGLE, white; good habits; travel; 4 name band references, Timbale Virtuoso. Vocals; tenor, lead; experience. 60 Riverside, New York City. SC 4-0271.

### DIRECT FROM MANUFACTURER

**DELUXE QUALITY MIRACLE CROSS**

**\$9.00** per dozen



**Set with finest quality rhinestones and baguettes. Rhodium and Gold finish. BOXED IN LUCITE DISPLAY.**

We have Rhinestone miracle crosses in gold plate @ \$4.50 per doz. (boxed). Also these fine values at NEW LOW PRICES:

**NECKLACE AND EARRINGS SETS—** \$7.50 per doz.

**PIN AND EARRINGS SETS—** \$4.50 per doz.

**CHARM AND RHINESTONE BRACE-**LETS—\$6.00 per doz.

**MEN'S, LADIES', BOYS' IDENTIFICA-**TION BRACELETS WITH EXPANSION BANDS—\$5.25 doz. Rhodium, \$4.50 doz. Gold Plate.

**SCATTER PINS in pairs—** \$3.50 per doz. (boxed).

**EARRINGS—** \$2.50 and \$3.50 per doz. 25% deposit on all C.O.D.'s.

100 other Jewelry Items.

**ALL SETS HANDSOMELY GIFT BOXED.** SEND FOR 32-PAGE 1954 CATALOGUE!

**PACKARD JEWELRY CO.**  
220 5TH AVE. NEW YORK CITY

### MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C.O.D.

**Only \$12.50 each**

in lots of three.

\$13.95 for sample.

**NATIONAL DIST. CO.**  
222 Calumet Bldg. Miami, Fla.  
Phone: 82-6473

### LOWEST PRICE EVER

**GEORGE WASHINGTON WATCH**



Fancy yellow case and attractive metal dial. Jeweled, gilt hands, sweep second hand. One year written guarantee included.

Each with expansion band. Dozen lots.

10% deposit with C.O.D.'s

**CHIME JEWELERS**  
5 So. Wabash Ave. Chicago 3, Illinois

### PARKS & FAIRS

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my29

**CHARLES LA CROIX—** OUTSTANDING trapeze act (platform necessary); available for outdoor celebrations; flashy paraphernalia; real act. For particulars, literature, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana.

**FIVE STAR ACTS—** HORSES, BEAR, RIDING Act, Acrobats. Send self-addressed envelope for reply. Herman Miller, Wilton, Wis. my8

**HIGH DIVE—** SMALLEST TANK IN world; Spears Fire, Back Somersault, etc. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Phone 4-5337 my9

**MASTER OF THE STRATOSPHERE—** THE Great Telesco, highest pole act in show business today; 150 ft. high; fire works finish. Michael Telesco, 56 Potter Ave., Trenton 9, N. J. Phone 37006. my15

**PROFESSOR WRIGHT AND HIS TAL-**ented 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. my22

### VAUDEVILLE ARTISTS

**MAGICIAN-FIRE EATER—** AVAILABLE for night clubs, TV or stage. Kardwell, 50 Manhattan Ave., Apt. 3D, New York City. AC 2-4149. my1

**VENTRILOQUIST—** AVAILABLE JUNE 1 for night clubs, TV or stage. Desire steady job during summer. Garland Boyd Jr., Kosciusko, Miss.

### FREE! FREE!

**LATEST GIANT WHOLESALE CATALOG**

**MONEY MAKING OPPORTUNITY**

Agents—Distributors—Salesmen Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today!

Novelties • Jewelry • Carnival Mds. • Leather Goods • Toys • Premiums.

**GEM SALES** 533 Woodward Detroit 26, Mich.

### MIDGET BIBLE

New edition. The Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages of postage stamps (1x1 1/2 in.), yet clearly printed and every word legible. Black gold-printed cover. Wonderful merchandise!

Dealer's Price 90¢ doz., \$4.70 per 100. F. O. B. Detroit; add postage.

**Send for WHOLESALE CATALOG of 1000 novelties.** JOHNSON SMITH & CO., Detroit 7, Mich.

### LOWEST PRICE EVER

**GEORGE WASHINGTON WATCH**



Fancy yellow case and attractive metal dial. Jeweled, gilt hands, sweep second hand. One year written guarantee included.

Each with expansion band. Dozen lots.

10% deposit with C.O.D.'s

**CHIME JEWELERS**  
5 So. Wabash Ave. Chicago 3, Illinois

### P D Q—World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient — DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

**P D Q CAMERA CO.**  
1165 N. Cleveland Ave. Chicago 10, Ill.

### BUY WHOLESALE

Save up to 50% on BIG NAME MERCHANDISE!

Send 50c Coin or Stamps for Catalog. Same refunded with first order.

**GALENTINE COMPANY**  
Dept. B, 519 East Jefferson Blvd. South Bend 17, Ind.

### FIX WATCHES YOURSELF

Repair your own watches. 10 Swiss or 5 American High-Grade Wristwatches, needing minor repairs, \$18.00. Imperfect Diamonds, \$1.00 per point. 10 lbs. of Broken Costume Jewelry, \$10.00. Write for prices—or dealers only.

**B. LOWE**  
Holland Bldg. St. Louis 1, Mo.

### FISHING SEASON IS JUST AROUND

**60" THE CORNER GLASS ROD**

Solid Fibre Glass Rod  
Stainless Steel Guides and Tiptop  
Two-Tone Windings  
Dura-Plastic  
Detachable Chuck Handle

Specially priced at **\$15.25** dz. (1 dz. minimum order)

**OTHER SPECIALS**  
MIGHTY MINNOW BAMBOO FISH SET (boxed) \$30.00 dz. sets

DEVIL FISH SETS.. \$8.50 per set  
3-pc. bamboo pole, glass rod, reel, hunting knife with scabbard, scaler, stringer, Pfeuger hooks, etc.

All Metal Tackle Boxes, 2 drawer .. \$2.50 ea.

Visit our modern displays of Fishing Sets, Reels and Rods. Open Sundays till 3 p.m. 25% dep. with order, bal. C.O.D., F.O.B. Chicago.

**BELL SALES CO.**  
1107 SO. HALSTED ST.  
Chicago 7, Ill

### GOING GOING GOING



Put in your bid now for our 1954 catalog, hot off the press and free of charge. Here's the pitch! Beautifully illustrated in this catalog are over 200 name brand items. This catalog offers you the opportunity of setting up your own business, full or part time. There is a blank space on the cover for you to imprint your firm name and address. All items listed in the catalog are stocked for same day shipment out of one of our Coast-to-Coast warehouses. No inventory necessary! Each catalog is complete with your own confidential price list.

Just a Card for Your Copy!  
Send It Today to Dept. B-X  
**STANDARD INDUSTRIES, INC.**  
2118 So. Wabash Ave., Chicago 16, Illinois

### Salesmen—Distributors

Make quick, easy money—during insect season—with this **PROVEN** money-maker by **MID-KRAFT**. The most modern, sanitary method for killing flies, mosquitoes, gnats and many other small insects.

**\$9.95** Complete

An Electric Vaporizer — thermostatically controlled With Chemical for economical, continuous vaporization of LINDANE — most convenient and effective method known for destroying these disease-bearing insect pests.

Start making money now . . . send \$6.00 for your demonstrator today

**MID-KRAFT PRODUCTS**  
BOX 485-B ELKHART, INDIANA

### Sell Ultra-Blue SIGNS

\$7 BRINGS BACK \$55

New fast-selling signs for every retail store. 50¢ seller. Make easy money 2500 signs. No C.O.D.'s.

100 Ultra-Blue Signs .. \$7.00  
15 Store Signs, 7x11 .. 1.00  
15 Religious Signs, 7x11 .. 1.00  
15 Comedy Signs, 7x11 .. 1.00

L. LOWY, 612 8'way, Dept. 795, N. Y. 3, N. Y.

# PIPES FOR PITCHMEN

By BILL BAKER

**WE'RE SORRY** . . . to report that Big Al Wilson recently suffered a slight relapse and is still holed up in the hospital in Manteno, Ill. However, the note that we just received from him is on the optimistic side and he says that he hopes to be up and at 'em again in a couple of weeks. In the meantime, while the big boy is still wrestling around with the pills and the elixirs, he'd like to hear from Glen Hosberg, Red Gunn and all the other boys out West. He appreciates the letter that he received from C. C. Davis of flower fame.

**THE PITCH** . . . fraternity will be saddened by a note dropped on the Pipes desk from Dr. Carlanton V. LaMonte telling of the passing of Doc T. R. Marshall, one of the real old-timers in the business. Marshall had been suffering from a heart ailment for over a year and died recently in the Oaklawn (Ill.) Hospital.

**WE HEAR** . . . from an unimpeachable source that Jack Bently, the novelty merchant, has built himself 125 square feet of elegant household in Las Vegas. We further understand that there is absolutely no excuse for anyone running around with that musty look because, according to reports, there are five

baths in the place—all in different rooms.

**FRED L. DILES** . . . manufacturer of promotional sales items in Detroit Lakes, Minn. flashes thru an S.O.S. in behalf of his old pitcher pal Joe Mann. Highland Park, Ill. According to Diles, old Joe recently spent a staggering pile of jack on a major throat operation and the subsequent expensive treatments. These treatments will have to be continued. Anyone caring to offer a much-needed financial helping hand to an old trouper can contact him by writing in care of The Billboard, Cincinnati.

**WE APPRECIATE** . . . Herb Casper's piping in from Chicago but it so happens that someone else beat him to the draw on the news regarding the passing of his old friend, Bob Roach. We hope that the next time Herb picks up his pen he'll be able to convey happier tidings.

**MURIEL WAVE** . . . a fair Australian importation, is lopping off plenty lettuce with Williams Foot Aides in the Kress store, Los Angeles. The grapevine also brings us word that Nick and Iris Arthur are working the same deal in the Sacramento Kress store.

## MERCHANDISE TOPICS

### Los Angeles

Sunset House is offering several items of particular interest to pitchmen, house-to-house workers and general merchandise users. Among these are the Almond Stick scratch remover that is said to give new-furniture appearance to abraded surfaces. Almond Stick comes like a shaving stick and scratches disappear as the item is moved over the marred surface. It is also designed to bring out the beauty of the wood and will remove faded spots. Sunset also has Bug-Rid Cones, which are claimed to be a cheap and quick way of destroying insects. Item is made effective by putting the cone in an ash tray and lighting it. An invisible vapor penetrates the area, even into cracks. Demonstrators will be interested in Sunset's Selfix Hook Sets, made of wood and plastics and easily affixed to tile, glass, plaster or wood. They do away with nailing, and the hooks, which hold up to 15 pounds, increase the

closet use by giving more places upon which to hang things. . . . With flower shows getting under way across the country, demonstrators and pitchmen should be interested in the Wiltless Flower Cutter being offered by A. B. Alexander. The item is scientifically designed to cut flowers at a diagonal, making the cut clean and without damage to the stem's cells. The Wiltless Flower Cutter is all chrome. . . . A ceramic tile cleaner is being offered by Bahico Laboratories under the name of Tilo. It sparkles both bathroom and kitchen tile and brings out the whiteness in the mortar between the squares. It is designed to remove fungi, soap scum and stains.

### From All Around

Rake & Company, 708 Sansom Street, Philadelphia, will hold open house Wednesday (28) to celebrate its opening. The firm will carry jewelry, watches, gifts and appliances.

Seventeen-jewel platter style watches, made with yellow finished tops, sturdy steel backs and boxed in smart cases, are being offered by Armand Jacoby, Philadelphia. . . . John Paul Jones & Company, Franklin, Pa., is now presenting to the outdoor trade a full line of penants, T shirts, crew hats, Indian headdresses, pillow tops, head scarfs, aprons, crying towels, vests and ties along with many other items for concession use. . . . Sterling Jewelers, Columbus, C., is now featuring genuine cultured pearl rings, every ring being tagged "Guaranteed Cultured Pearl." A dozen of these pearl rings can be had for \$3; a gross for \$33. Minimum order is four dozen. A jeweler's tray is offered free with every order of four dozen or more.

Claimed to be a revolutionary concept in binoculars are Telespecs now being offered by Owosso Optical Company, Owosso, Mich. Telespecs have individual eye focusing for clear, sharp viewing regardless of distance. Telespecs weigh but one ounce. . . . Kip Novelty Company, Denver, is now promoting jewelry sets consisting of necklace, bracelet and earrings in attractive mirror box, priced at \$36 a dozen sets. Sample costs \$3.25. Kip also has ready for distribution its new 32-page catalog.

Thrift Novelty Company, Inc., Denver, is presenting a wide line of simulated turquoise jewelry for jewelry and spindle workers. Also featured as America's No. 1 badge item is a genuine imported Italian briar pipe key chain. Priced at \$2.25 a dozen or \$24 a gross. . . . Dexeco, Inc., Providence, R. I., is again promoting the picture expansion idents for the engraver-demonstrator trade. Nickel-plated idents are priced at \$7.20 a dozen; gold plated, \$8.40 dozen. . . . A full line of carnival plaster can be obtained at DeLuca's Artcraft, Sharpsville, Pa.

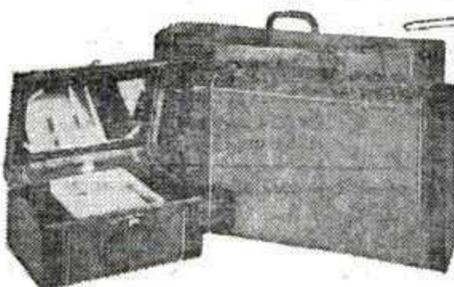
708 Sansom St. is open again for business with bigger selections and better service!

## OPENING SPECIALS FOR MOTHER'S DAY

Every Mother will be proud to receive these beautiful and unique gifts!



Glittering rhinestone Choker & Earring set with matching 7 jewel Watch. Gold color Plastic Presentation Box which can be used as an exquisite jewelry box. **\$12.50 SET**



Sky Tripper "Bound Edge" series luggage set including 12" Train Case, 21" Weekend Bag and 26" Pullman Bag. Full rayon pocket in both Weekend and Pullman Cases. A startling value, styled & priced right. **\$12.50 SET**



Fryer-Cooker. Heavy gauge aluminum. Automatic Signal Light. Gleaming mirror finish. Fully automatic. 4-quart capacity. A 9-in-1 household appliance. **\$24.95 retail tag. \$12.50 EA.**

1/3 dep., bal. c.o.d., f.o.b. Philadelphia. Full cash with orders under \$20.00.

## RAKE & CO., INC.

Salesroom & Warehouse: 609 Spring Garden Street Philadelphia 23, Pa. LOmbard 3-7866

Sales Office & Showroom: 708 Sansom Street Philadelphia 6, Pa. Market 7-7428

### RABBITS FOOT



Guaranteed Genuine Lucky

\$1.25 dz. plus postage (\$9 gr. in 10 gross lots) **\$10 gr.**

Sizzling seller that always brings good luck. Complete with gold pl. key chain and natural color rabbit's foot. Also available in red, blue or green fur—specify when ordering.



Guaranteed Genuine Luxury

\$1.50 dz. plus postage (\$13.50 gr. in 10 gross lots) **\$15 gr.**

All ladies admire and want genuine mink . . . now everyone can afford the genuine. These are real mink's feet topped with a gold pl. key chain and stamped MINK for your customer's protection. (Send for Catalog)

If samples desired, we will ship 1 doz. of Mink and Rabbit's Foot for \$3.00 post paid. Min. order \$3.

### STERLING JEWELERS

PHONE: ADAMS 4621 14 E. LONG STREET, COLUMBUS, OHIO

### WORLD'S BEST SELLER!

**MINIATURE HOLY BIBLE**  
Here it is! A brand new item with real appeal. . . . miniature Holy Bible in open framed gold case with gold plated bracelet. Actual size 1 1/2 x 1 1/4".  
Per Gross . . . . . \$75.00  
Per Dozen . . . . . 6.75  
\$4.00 per 100 Bibles. Sample 25¢.

**BIBLE WITH KEY HOLDER**  
Miniature Holy Bible with open gold case and gold plated key holder.  
Per Gross \$75.00. Per Dozen \$4.75.  
Sample bracelet or key holder \$1.00.

CATALOG AVAILABLE  
25% Deposit, Balance C.O.D.  
JAY SALES CO. 192 N. Clark St. Chicago 1, Ill.

### BIG FREE CATALOG

• Jewelry, Watches, Housewares, Appliances & 1001 N. a m e Brand Items.  
• Space On Cover for Own Imprint.  
• Sell the Nationally Advertised Brands which Are Pre-sold for You!  
**HARRY CONON & SONS, Inc.**  
1065 Utica Ave., Brooklyn 3, N. Y.  
"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

**WE ARE MANUFACTURERS**  
All Kinds—PULL TICKET GAMES  
**TIP BOOKS**  
Buy Direct From Manufacturers of Very, Very Reasonable Prices.  
—Columbia Sales Co.—  
302 MAIN ST., WHEELING, W. VA. L  
Phone: Wheeling 340

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

## SENSATIONAL! NEW! DIFFERENT!

### SQUEEKY, THE GOLDEN VOICE THROWER

Mystifies, Baffles!  
PRODUCES SOUNDS WITHOUT MOVING LIPS.

Enables any person to project his voice. Ideal for carnival pitchmen, concessioners, etc. Wonderful for parties, gags. Fools your friends. Makes them wonder where sound comes from.

FAST SELLING! SURE FIRE! QUICK CATCHING NOVELTY!

\$9.00 Gr. \$2.00 for sample card of 2 dozen

Jobbers, Write for Special Discounts

## MANHATTAN PLAYTHINGS, INC.

1663 BROADWAY

ACTUAL SIZE

NEW YORK 19, N. Y.

### HOTTEST NUMBER FOR CONCESSIONAIRES!

A Sure Money Gaffer and Crowd Attractor

Parisian Boudoir Doll. 32" in height. Exquisitely dressed in rich rayon taffeta, 9-tiered skirt which flares out to more than 230". This is not the ordinary run-of-the-mill boudoir doll. It is comparable to the type of doll sold in decorator's shops for as high as \$25.00. Must be seen to be appreciated.

Send \$3.00 for sample piece

Available in rose or blue **\$32.50 doz.**

25% deposit, balance C.O.D., F.O.B. N. Y.

## E. FANTER

1150 BROADWAY, N. Y. C.

### FRENCH POODLES

23" x 18" Ass'd. Combination Colors, with chain & collar, plastic nose. \$28.50 dz. In Gross \$27.00 Lots, Dz. \$2.00  
24" x 19" All Black or Ass'd. Colors, with chain & collar, high pile trim, plastic nose. \$30.00 dz. In Gross \$28.50 Lots, Dz. \$2.00

**LAZY BABIES**—17" Tall, Natural Face, Taffeta or printed material. Soft Cotton Body, Cello. Bag. \$4.75 Dozen in Gross \$4.50 dz. Lots. . . . .

No Extra Charge for Samples  
18 Samples—3 of each size Poodle and 1 Dozen Lazy Babies. . . . .  
F.O.B. N. Y. C., 25% Deposit, C.O.D. if not rated. FREE 32 pg. catalog.

### ACE Toy Mfg. Company

122 W. 27th St. N. Y. N. Y.



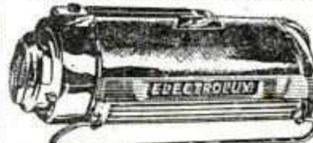
### BEAUTIFUL MOTHER'S DAY CARNATIONS

**BEAUTIFUL MOTHER'S DAY CARNATIONS**  
Order now! Life-like cellophane carnations decorated with green florist's fern. Packed 100 of one color (pink or white) to the box.  
Per 100, \$5.00. Per 1000, \$45.00. Include postage with order. 25% deposit with C.O.D. order.

## KIPP BROTHERS

Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

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### REBUILT ELECTROLUX VACUUM CLEANERS

Rebuilt by Eder Vacuum Co. Completely rebuilt like new, using our own EVCC new replacement parts. Individually cartoned. 1 year written guarantee.

**DELUXE #30 \$25.50**  
with all attachments  
**STANDARD #12 \$16.50**  
with all attachments

TERMS: f.o.b. Detroit, 10 days net to rated accounts, others C.O.D. or cash with order.

### FREE CATALOG!

**Eder Vacuum Cleaner Co.**  
17109 Greeley St. Detroit 3, Mich. FO 6-3826

### SOMETHING NEW IN PUNCHBOARDS

\$10.00 Yearly Federal Tax  
Also Have Surplus Machinery for Sale.  
**R. C. WALTERS MFG. CO.**  
4201 Norfolk St. Louis 10, Mo.

The Best Sales Boards and Jar Games  
Write for information and prices.  
**GALENTINE COMPANY**  
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**BIG FLASH**  
**NOBBIES and SPIRALS**  
**NA 10 SAG**  
• BIGGER - TOUGHER FLASHIER  
• AVAILABLE . . . S-T-R-E-T-C-H-E-D FOR BIGGER VALUE AT THE HANDOUT  
**WORKERS AVAILABLE!**  
**See Your Jobber**  
The OAK RUBBER CO. RAVENNA, OHIO

### LITTLE ATOM

World's Smallest Pistol

COMPLETE WITH RAMPAGE AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS



ACTUAL SIZE

Dealer's \$12.00  
Cost... \$1.95 ea.

Actually shoots blanks with terrific report... talks on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors write, wire or phone for quantity prices Also write for '54 Catalog available soon

**G & S Mfg. Co.** DEPT. B  
WASHTON, D. C.

Also—1312 So. Los Angeles St., Los Angeles 15, Calif

### bingo

SUPPLIES and EQUIPMENT

7 & 10 Color Specials  
4-5-6 & 7 ups  
Midgets 3,000 series—7 colors  
Paper & Plastic Markers  
Wire & Rubberized Cages  
Pencils—Crayons—Clips  
5x7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards made to order

**JOHN A. ROBERTS CO. INC.**  
817 Broadway, Newark, N. J.

### SENSATIONAL PROFITS!

No. 185 Full of Life! Fire! Brilliance! \$3.85 doz.

Gold finish. White brilliant center. Red sides. \$45.00 gross

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

### Demonstrators and Pitchmen

Make money with a JIFFY PRESSER. Sells on sight—easy to demonstrate. Show them how it works on their own trousers. NO TRICKS—just a good sharp crease. Will not burn the material.

Sale Price, \$3.00  
Your Price, \$1.50

1 dozen per carton  
Send \$2.00 for demonstrator!  
25% deposit, balance C.O.D.

**THE JIFFY PRESSER IS GUARANTEED JIFFY PRODUCTS**  
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### FLAMINGOS

Cast Aluminum, 30 inches high. \$40.00 dozen pair. Sample pair postpaid \$4.95

—Aluminum Red Birds, Egrets, Woodpeckers.  
\$18.00 dozen. Sample \$2.00 each post paid.

**Bloyd Manufacturing Co**  
Valley Station, Ky

\$1.00 Value Needle Books, with Needle Threaders, in envelopes, 2 styles. Contains 75 and 100 quality needles. 144 BOOKS COMPLETE, \$7.20 and \$9.60.

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UNBEATABLE VALUES  
Gifts, Toys, Novelties, Etc.

### MILLS SALES CO

Cut Rate WHOLESALERS Since 1916  
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### Big Profits

Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢

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### Amazing 3-D Photos of Gorgeous Models!

Sell like magic. Send only \$1 for startling Real-Life Samples and FREE Discount List to

**RICHTER'S**  
2424 Entrance Dr. Hollywood, Calif.

## LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

- ### MAIL ON HAND AT CINCINNATI OFFICE
- 2160 Patterson St. Cincinnati 22, O.
- Adams, Cap. Chas. L.  
Albanis, Joe  
Alcorn, Cherokee  
Aldorf, James  
Allard, Maurice  
(Very Important)  
Allen, Fred Lloyd  
Allen, Henry S.  
Allison, John W.  
Alvarado Wonder  
Anaya, Mrs. Edna  
Anderson, Jack & Mrs.  
Andreano, Frank  
Arnet, O. J.  
Arthur, Prof.  
Aschy, Frank  
Ashton, Marty  
Atlas, Super  
Ayers, C. W. (Bob)  
Ayers, Maurice C.  
Balley, Roy (Iodine)  
Baker, Mrs. E. O.  
Baker, Ronald W.  
Bancroft, Betty  
Barber, J. L.  
Barlow, Chas. F.  
Barnes, Floyd & Mrs.  
Barnhart, Clyde E.  
Barron, Freddie  
Barry, D. M.  
Beal, Joe  
Beck, Wm. Martin  
Beckley, Paul  
Becker, Walter  
Bell, W. C. & Mrs.  
Bench, Smokey  
Benson, Paul  
Berall, Ronnie  
Bernstein, Harry  
Bernstein, Martin  
Birdsall, Geo. E.  
Blakely, Benton H.  
Blankenship, Barbara  
Blus, Marsha (Mar-Shan)  
Bockus, Ethel May  
Bohrn, Henry (Crip)  
Bombino, Frank  
Bordman, Ernest  
Bouchard, Paul  
Bouman, R. A.  
Boyd, Frank  
Bradley, Thos.  
Broadway, Donald  
Brooks, Norman  
Brooks, Mrs. Robt.  
Brown, Elva  
Bruce, Mrs. Kid  
Brumbough, Rocque  
Bryant, Mason  
Budd, Charlie  
Bullard, Clyde Lewis  
Burns, Lucky  
Calk, Tommy  
Carawan, Mrs. C. L.  
Carlie, M. A.  
Carpenter, Ron  
Carr, Kenneth  
(Pretty Boy)  
Carter, Sam  
Cassano, Louis  
Cassidy, Kay  
Cattell, Clarence M.  
Cavallerre, Anthony  
Cavallerre, Mrs. A.  
Chalmers, Edw. R.  
Chase, Frank  
Chernski, Leonard  
Clevenger, Fred L.  
Cobb, Bob & Peewee  
Cole, F. R.  
Collins, Sharon Lee  
Comfort, Wm. Conway  
Cooley, Joanne Marie  
Cooney, John C.  
Cooper, Billie  
Cooper, Nelson  
Cooper, Sam  
Cormier, Peter  
Cox, Shirley  
Crabtree, Jimmie  
Cranden, Sam  
Cunningham, Phyllis  
Cunningham, A. B.  
Curles, Irene W.  
Cutler, Nathan  
Cyr, Maxine  
Cyr, Mickey  
Davis, Harry E.  
Davis, S. H. (Blackie)  
Davis, Mrs. Mina  
Dearduff, Roy  
Delep, Robt.  
DeLoe, Frank  
Delph, Tommie  
Demetro, Archie  
Deitrich, Francis  
Demetro, John Dutch  
Dengler, Jack  
Digman, Robt.  
Dodds, Pvt. Thos. H.  
Dionne, Ed  
Dingee, Lester A.  
Dixon, Henry  
Doto, Phillip  
Duchene, Lewis F.  
Duffy, John D.  
Duffy, John Thos.  
Dunfee, Mickey  
Dunlap, E. R. Ted  
Eagle, Wallace (Okie)  
Eddels, Harry  
Edmond, Geo.  
Emswiler, Mrs. Sadie  
English, Mar. C.  
Evan, Pee Pool  
Evan, Specks  
Evans, James & Mrs.  
Fairfield, Mrs. H. M.  
Farrell, Pat-Thelma  
Fate, Ronald O.  
Fenn, Clarence  
Ferguson Vivian  
Fish, Jerry  
Flake, Mrs. Mildred  
Fleming, Mr. Pat  
Flemings, Thos. & Mrs.  
Fogleman, A. & Mrs.  
Fowler, Melvin  
Fowles, Clare  
Frank, Tama  
Frank, Tyma & Mrs.  
Frazier, James L.  
French, Jessie  
Friedenheim, Isabelle  
Gallimore, Billy  
(Little Willie)  
Gardner, M. H. (Bill)  
Garrett, John M.  
Garrison, Wayne & Hattie  
Garvey, Bill  
Gillespie, Eddie  
Gillor, Marvyn  
Gilly, Ralph E.  
Gillmore, Roger  
Goldstein, Sam (Ted)  
Lewis & Goldstein (Shows)  
Goodman, Sidney  
Gross, Frank  
Gruetel, Jack  
Guilano, Charie  
Guthrie, Clay  
Hadgi, Simoa (Piccolo)  
Hagar, Speedy  
Hain, H.  
Hall, Kennis Preston  
Hamilton, W. D.  
Hamilton, W. D.  
(Whitie)

- ### MAIL ON HAND AT NEW YORK OFFICE
- 1564 Broadway New York 19, N. Y.
- Alberta, Albert  
Chell, Paul  
Eddy, Capt. (Capt. Eddy's Circus)  
Ely, C. Eddy's Circus  
Gyde, Jack  
Haley, Roselina  
Jason, Bert  
Krasner, Danny  
Osolky, Frances  
Rider, Ralph  
Tray, Jimmie  
Young, Billy  
Zlotkevitch, Frank & Sallie  
Zacchini Shows

- ### MAIL ON HAND AT CHICAGO OFFICE
- 188 W. Randolph St Chicago 1, Ill.
- Adams, George  
Allen, Howard  
Averill, William  
Beverington, Garfield  
Bennington, Bob  
Best, Dick  
Bourgeois, Camille  
Brotzky, I.  
Collins, Sharon Lee  
Daucer, Tisa  
Davis, Ken & Eleanor  
Dorsey, George  
Layton, Whitey  
Lewis, Mary  
Regina, Reggie Saxe  
Weller, Smith E.

- ### MAIL ON HAND AT ST. LOUIS OFFICE
- 390 Arcade Bldg. St. Louis 1, Mo.
- Parcel Post  
Cowboy Mac, 45¢
- Allison, J. B.  
Lambert, Alden  
Baker, D. C. Ray  
Baker, Glenn Wilson  
Barefield, Sally  
Barnes, Oliver  
Biggs, Mrs. Regina  
Bisany, Leo  
Boudreau, John  
Bowlin, John F.  
Brown, William B.  
Bryder, Walter  
Burtis, Walter E.  
Bryor, S. Ollie  
Canope, Walter  
Caraway, Mrs. Evelyn  
Carey Jr., Thomas P.  
Carlyle, Melcoin A.  
Carpenter, Clifford R.  
Carpenter, Keith L.  
Caseman, Augusta  
Castle, Rebecca  
Chidester, Wm. J.  
Chisholm, Jim  
Collins, Sharon Lee  
Cox, Francis  
Coxart, John  
Crawe, Jesse  
Crawe, Mrs. Leona  
Crawe, W. J.  
Crye Jr., Jacob D. & M. P.

- Loy, Verna  
McAllister, Tate  
McDaniels, Gyp  
McGill, Frank  
McIntyre, Bill (Zadu)  
McLaughlin, W. A. or  
McLaughlin, Marie J.  
McMurry, Mrs.  
McSpadden, J. R.  
Mahon, Richard  
Maki, Edwin J.  
Martin, Kurt  
Martin, Sam  
Maru, Nyona (Johnson)  
Mason, Harry W.  
Mauck, Joseph Barton  
Mayman, Gil  
Meiton, Jack  
Merrill, Mangel  
Metzger, Stanley  
Meyer Sr., Earl F.  
Miller, Mike & Jody  
Miller, R. E. (Bobby)  
Miller, Red & Mrs.  
Miller, Richard E. (Lucky)  
Millsap, M. J.  
Mink, Bill  
Mires, Bill  
Mitchell, Archie  
Mitchell, E. W.  
Mitchell, Fred  
(Lucky)  
Mitchell, George  
Mitchell, Gus  
Mohre, Lynn  
Moran, Tony Mario  
Morey, Edward Doty  
Morgan, Tom #13  
Mority, Mrs. Mona  
Morris, Allen & Mrs.  
Morris, Pete  
Murphy, Leo J.  
Murray, Cy  
Murray, Edw & Norma  
Myers, Benjamine  
Nelson, Snook  
Nicholas, Tom M.  
Nordman, Sherman  
Novak, Mrs. Joan  
Novak, M. J.  
Neece, Pete (Chew Tobacco)  
Norton, Herbert  
O'Brien, Jerry  
O'Brien, Mrs. Lillian  
O'Brien, P. J.  
O'Flaherty, Marie  
O'Hara Mr Pat  
O'Reilly, Jerry  
Olsen, Osmond S.  
Orin, Ed  
Owen, Jack

- Owens, Ferrel W.  
Padykula, John  
Page, I. C.  
Parise, Joe  
Pastorczyk, W. S.  
Pellely, Burnam  
Perry, W. D. H.  
Peterson, M. H. (Lucky)  
Pierce, Chas.  
Pierson, Nick  
Pinkleton, Earl  
Pias, Mrs. Leona  
Poole, Bill  
Pope, Ernest  
Porter, Roland  
Postak, William  
Pratt, William Harlan  
Pulvino, Joseph J.  
Purvis, Francis  
Ramsay, James T.  
Randi, Bob  
Rawlings, Clyde  
Ray, Ginger  
Raymer, Ford E.  
Raymond, Nick  
Reed, James A.  
Reese, Barney S. & Mrs.  
Regal, D. F.  
Reminger, Hazel B.  
Robins, George  
Rocco, F. W.  
Rogers, Allen  
Rogers, Steve  
Rose, Evert H.  
Rosenfeld, Sol  
Ross, Jack  
Ross, Jimmie & M. S.  
Ross, John  
Rucker, E. H.  
Russett, Bob  
Salisbury, Robert  
Santich, Leo  
Scatton, Sammy  
Scharding, Jack  
Schweitzer, Frank  
Segal, Ben  
Seifer, H. L.  
Shadwell, Rocky E.  
Sharpe, Bill  
Shelton, Frank  
Sherrill, Louis De  
Camp  
Sherrow, Mrs. Jeanne  
Shields, Wilmet  
(Important)  
Shoemaker, Maynard E.  
Short, Frank V. & A.  
Shull, John E.  
Simmons, Jean  
Sincley, Mrs. Ida  
Sisco, H. Hank  
Skaggs, John V. & A.  
Smith, Butch & Ruby  
Smith, Frankie L.  
Smith, John P.

- Sparton, Buddy  
Stanfill, A. R.  
Stanford, Ivan  
Stanley, Bud  
Stanley, W. O. (Red)  
Stapleton, Gene  
Starrling, William  
Stearns, James  
Steiner Jr., Charles S.  
Stevens, A. L. & Mrs.  
Stevenson, Mrs. Jack  
Stoltz, Lloyd & Pauline  
Stone, Babe  
Starbuck, H. G.  
Striegel, Robert P.  
Stuart, Susan  
Suttman, J. E.  
Sullivan, Jack  
Swank, Harold D.  
Swart, Ernest Benar  
Swart, Roger Thomas  
Tate Jr., Leslie A.  
Tate, Mrs. Lester  
Taylor, James  
Taylor, Shirley  
Taylor, W. C.  
Thacker, Frank J.  
Thomas, Harry  
Thompson, J.  
Turner, Billy  
Tolley, Clifford B.  
Topping, Elmer  
Tyski, Walter  
Uskay, Joseph  
Van Ness, Kenny & Mrs.  
Vance, Lee Esq  
Vannerson, Mrs. Juanita  
(W. E. Vannerson)  
Vinson, Jack  
Vollin, Bill  
Wallace, Daisy  
Walline, Peggy  
Walsh, Mrs. Joseph  
Walsh, Patrick (Flo)  
Warner, Doc  
Waters, Mrs. Virgie  
Weiner, Patricia or  
McCown  
Wells, Mrs. E. W.  
Westbrooks, C. A.  
Westfall, Robert & Mrs.  
White, W. H.  
Wiedeman, Capt Ed  
Wilson, Mildred  
Wilson, Tommy & Mrs.  
Wood, Frankie Lou  
Woodall, H.  
Woodrums, Thos. & Gene  
Wright, F. D.  
Wright, George R.  
Yattaw, George C.  
Zarlington, Mrs. Bonnie  
Zinni, Ralph

- Silcox, Joe  
Silverburg, Red  
Smith, Alvin  
Smith, Henry N. & Marion  
Stacy, W. A.  
Stanko, George  
Steele, Robt. B.  
Sunday, Chem  
Tatham, William  
Tavernier, Frency  
Viers, Stevan  
Ward, Mrs. Jackie  
Warren, G. R.  
Weideman, Arthur  
White Jr., William  
Whitson, L. W.  
Widaman, Ed  
Widmer, Mrs. Tillie  
Williams, John M.  
Williams, Mrs. Leo  
Wright, Mr. & Mrs. Rondell

## COMING EVENTS

- ### Arizona
- Casa Grande—Cotton Week, May 10-15.  
Globe—Junior Rodeo, June 26-27.  
Nogales—Cinco de Mayo Celebration, May 1-3.  
Tucson—Shrine-Knights of Columbus Circus, June 2-6.
- ### Alabama
- Birmingham Alabama Home Show, May 11-16. Joe C. Williams, Box 706.
- ### California
- Bakersfield—Kern Co. Home & Sports Show, May 6-9.  
Oakland—Spring Garden Show, April 29-May 7. A. D. Dodson, c/o Bank of America, Berkeley.  
San Jacinto—Ramona Fiesta Days, April 28-May 1.
- ### Colorado
- Denver—Denver Home Show, May 9-13.
- ### Connecticut
- Bridgeport—Better Home Show, April 27-May 2. Fairfield Co. Home Builders Assn., D'Elia Bldg.  
Middletown—St. Sebastian Celebration, May 6-9. Domenick Fantasia, 205 Main St., Thomaston.
- ### Georgia
- Douglas—Centennial, May 10-15.  
Emmett—Cherry Festival, June 21-26.
- ### Illinois
- Benld—Italian Celebration, June 12-13.  
Albert Berganoll.  
Chicago—General Motors Motorama, April 24-May 2.  
Chicago—National Promotional Merchandise Expo., Morrison Hotel, May 2-6.  
Polo—Military Days & Homecoming, June 17-19.  
Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.
- ### Indiana
- Decatur—Spring Festival, May 17-22. Lyle Mallonee, 157 S. 2d St.  
Milan—American Legion Homecoming, June 21-26. Howard Hempling.  
North Webster—Mermaid Festival, June 28-July 2. J. G. Herman.
- ### Iowa
- Cedar Rapids—Home Show, May 18-23.  
Paul Waters
- ### Kansas
- Dodge City—Boat Hill Fiesta, May 3-9.  
Topeka—Greater Kansas Centennial, May 21-29.
- ### Louisiana
- Alexandria—La Market Poultry Show, May 20-21. L. L. Walters.  
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 14-15. C. R. Trahan.  
Natchitoches—La. Broiler Festival, May 14-15. Coleman Martin.  
New Orleans—La. Boat Festival & Pan American Regatta, June 13-14. Paul Schindler, 1468 N. Whit.  
Houston—La. Peach Festival, June 14-19. A. K. Coff
- ### Michigan
- Ishpeming—Centennial Celebration, July 25-31. Howard Varvil, Woolworth Bldg.  
Milwaukee Jct. (Detroit)—Michigan Centennial, June 17-19. Glen W. Bauer, 103 N. Adams.
- ### Minnesota
- Owatonna—Centennial Celebration, June 11-13
- ### Missouri
- Ava—Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.  
Camdenton—Dogwood Festival, May 6-9.  
Gallatin—Davies Co. Jr. Lamb Show, June 9. Geo. H. Schmitt.  
Maryville—Pat Lamb Show, June 7. Kenneth Walkup.  
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.  
Morehouse—VPW Picnic, June 3-5. Post 3174, Sikeston.  
St. Joseph—Apple Blossom Festival, May 12-15.  
St. Joseph—County Dairy Show, June 12. Webb Embrey.  
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.
- ### Nebraska
- Omaha—St. Alfio Festival, June 19-27. A. J. Alexander, 3411 N. 16th.
- ### Nevada
- Las Vegas—Elks Heildorado & Rodeo, May 13-16.
- ### New York
- Haverstraw—Centennial, June 14-19.
- ### North Carolina
- Winston-Salem—Home Show, May 5-9.  
Douglas Brooks.  
Wilmington—Home Show, May 12-16. Douglas Brooks.
- ### Ohio
- Garfield Heights—American Legion Carnival, June 15-20. Bill Stredli, 3641 Bosworth Road, Cleveland 11.  
Middleport—Spring Festival, April 16-May 1. Chas. Childs.
- ### Oklahoma
- Guymon—Pioneer Days, April 26-May 1.  
Pawhuska—Osage Downs Purity and Race Meet, May 16-23.  
Pawhuska—Osage Co. Cattleman's Convention & Ranch Tour, June 25-26.
- ### Oregon
- Union—Eastern Ore Livestock Show, June 10-12.
- ### Pennsylvania
- Johnstown—Firemen's Jubilee, April 29-May 3.  
Tarentum—Fawn Township Firemen's Fair, June 13-19. Frank L. Christy.  
Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-12. W. E. LaSalle, Saxton
- ### Rhode Island
- Cranston—Bicentennial & Industrial Expo., May 28-June 5. Arthur J. April, 19 Woodland, Pawtucket.
- ### South Dakota
- Aberdeen—Shrine Circus, April 29-May 1. Lake Andes—50th Anniversary Celebration, June 11-12.  
Lennox—Diamond Jubilee, June 22-24.  
Menno—75th Anniversary Celebration, June 7-8.  
Moberly—Celebration, June 30-July 5.  
Parker—Diamond Jubilee, June 9-10.  
Pierre—Days of '81, June 14-20.  
Watertown—Diamond Jubilee, June 20-26.
- ### Tennessee
- Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.  
Memphis—Cotton Carnival, May 8-15.

- ### Texas
- Amarillo—Air Force Celebration, May 1-8.  
Cleburne—Centennial, May 3-7.  
Corpus Christi—Buccaneer Days Celebration, April 30-May 2. Buster C. Shely.  
Dallas—Southwest Sports Boat and Vacation Show, April 23-May 2.  
Dallas—Home Show, May 8-16. E. F. Van Horn, 102 Walnut Hill Village.  
Dayton—PFA Livestock Show Fair & Rodeo, May 6-8. A. W. Rigby.  
Karnes City—Karnes Co. Centennial, May 6-8. Herb Smith.  
Plainview—Pioneer Roundup, May 22.  
Ellen Ash.  
Phoenixville—Firemen's Fair, June 16-26.  
Ben Stevens  
Nacogdoches—175th Birthday Jubilee, May 9-8.  
San Antonio—Home Show, May 8-16.  
Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg.  
Stafford Oaks—Cinco De Mayo Celebration, May 1-8. Leon Broughton.  
Stockdale—Watermelon Jubilee, June 25-26.  
Winston Lorenz.  
Waco—Home Show, May 4-9. Dorothy Godfrey, Heart of Texas Coliseum.

- ### Utah
- Salt Lake City—Home Show, May 11-16. E. I. Greenband.
- ### Virginia
- Culpeper—Firemen's Festival, May 28-29. H. L. Hinton.  
Winchester—Apple Blossom Festival, April 29-30. Box 699.
- ### Washington
- Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.  
Wenatchee—Apple Blossom Festival, April 26-May 1.
- ### West Virginia
- Marmet—Firemen's Spring Festival, 27-May 1.
- ### Wisconsin
- Oconto Falls—Jaycee Celebration, May 29.
- ### Wyoming
- Casper—N. Platte River Races, June 4-8.  
Lovell—Annual Regatta, May 23.  
Sheridan—Cowtown Hoedown, May 28-29.

- ### CANADA
- #### Alberta
- Calgary—Western Canadian Sportsmen's Show, June 1-5. Roy Lisogar.
- #### Ontario
- Toronto—Canadian Int. Trade Fair, May 31-June 11. C. C. Hoffman.

### 240 BIG PINUPS

JUST IMAGINE 240 Beautiful BIG PRINTS Only on glossy paper. Hollywood's most popular figures models. A complete collection of the most thrilling pinups for less than 1¢ each. All new poses — ALL different. You'll be thrilled by Your Money Book.

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Guaranteed utility house paint for inside and outside use. Titanian formula in oil. Same quality as paint selling for \$6 gallon. In cases of 4 1-gal. cans or in 5-gal. cans.

**\$1.25 gal.**

### Jumbo Heavy Duty TROUBLE LITES

Made of heavy 300 O.D. wire, finest oil-proof quality. Double outlets in handle, push-thru switch and hanging hook over strong snap-lock bulb guard. Sold in case lots.

25-Fl.	50-Fl.	100-Fl.
20 in a carton	15 in a carton	10 in a carton
<b>\$1.10 ea.</b>	<b>\$1.62 ea.</b>	<b>\$2.59 ea.</b>

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Over 4" in length  
**\$24.00**  
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**"THE ROYAL" Retractable BALL POINT PEN**

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### DIRECT FROM MANUFACTURER! 24" STANDING PUSH

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Assorted Colors  
Long chain and collar  
Reinforced legs  
**\$24.00**  
Dozen  
Prices, Net F.O.B. N. Y. C. 25% deposit with order, balance C.O.D.

**TEE JAY TOYS, INC.**  
48 West 20th St. New York 11, N. Y.

## FUN CITY OWNERS

### 'Arcade Today Must Be an Entire Show'

By KEN KNAUF

CHICAGO, April 24.—"An Arcade can no longer exist today just as an Arcade—it must be an entire show!" That is the opinion of Gene Wilhelm and Bob Bear, partners in Fun City, a Randolph Street

### Binks Bows New Counter Novelty Game

Whiz Bowler Has Double Scoring; East Play; 10 Balls

CHICAGO, April 24.—Binks Industries Inc., announced this week a new counter novelty game called Whiz Bowler. Mel Binks, president, said that the company started shipping samples to its distributors after extensive location testing. The game features the bowling theme in play and scoring. It has fast play—100 plays an hour—and double scoring. Ten balls are played, with the player pressing down and releasing a handle to shoot them one at a time. The playfield has strike and spare pockets in a unique arrangement so that the player can exercise skill in shooting for the strike pockets. Player suspense is carried to the bottom of the playfield, for if the upper strike

(Continued on page 83)

### Kid Ride, Music Firms to Exhibit At Hotel Show

BOSTON, April 24.—Five coin machine firms will exhibit juke boxes and kiddie rides at the 29th annual New England Hotel and Restaurant Show at the Statler Hotel here, Wednesday thru Friday (28-30). According to Harold R. Dolby, general manager for Hotel Service, Inc., sponsor of the affair, about 1,000 are expected to attend. Edward M. Raverby's newly organized World Fair, Inc. (see separate story), will display kiddie rides from Capitol Projectors, the Meteor Machine Corporation and Nylco Products. He will also have the first New England showing of the Evans Holiday, 100-play juke box. Other exhibitors will be Harry Poole, Poole Distributors, Wurlitzer outlet; H. L. Kelley, Trimount Distributors; Seeburg; J. J. Colombo, Music and Television Company, Rock-Ola, and Bob Jones, Redd Distributing Company, AMI.

## DESPITE BAD WEATHER

### Canadian Arcade Gets '54 Season Off to Good Start

WINDSOR, Ont., April 24.—The first Penny Arcade to go under canvas in Canada this season got off to a good start this week, with 50 assorted attractions drawing good patronage, despite generally unfavorable weather. It is the Conklin Arcade, owned by Patty and Frank Conklin which will spend the season with the Wallace Bros.' Shows of Canada. Prices in the Arcade range from the proverbial penny to 10 cents or three for a quarter unit. Much new equipment was added this season, including a pair of Seeburg's "Shoot the Bear" target guns.

Arcade. Wilhelm stated that on the strength of Fun City's policy of diversification, profits compared to last year have increased 25 per cent for the first three months. Fun City, stretching back about half a block from the street, is spacious, sparkling and diversified enough to hold the interest of even the more discriminating fun-hunters. The enterprise includes as a special attraction a second-floor magic shop, known as the Chicago Magic Center, which has already gained a reputation in the magic world.

A novelty and gift shop, jewelry counter and toy section flank the front end of the building, while an Arcade to the rear features some 30 coin machines, including shooting games, photo machines, shuffle alleys and pool games, a drive-mobile, comic movies, bombers, a kiss-o-meter, a fortune teller, a Whee Gee mystic, a coin-operated horse, penny machines, a teleguiz and recording machines. The photo machines are especially popular with the many women visitors.

#### Buy New Machines

The price of new machines is not as important to Wilhelm and Bear as the "class" of the machines. Thus all of the machines are relatively new, from 10 to 15

(Continued on page 82)

### Mont. to Curb Free-Play Pins

HELENA, Mont., April 24.—Atty. Gen. Arnold H. Olsen recently asked all county attorneys to remove pinball machines which make awards directly in coins or tokens, or in total free games mechanically recorded and awarded by the proprietor, or in automatic free games.

Yellowstone County Atty. Arnold A. Berger reported that several machines in that county have been fixed so that no free games are tallied. He said that he could not rule on the legality of machines so converted.

### Bill Fielding Dies; Canadian Coin Op

TORONTO, April 24.—Funeral services were held in Windsor this week (19) for William George (Bill) Fielding, one of Canada's best known coin machine operators.

The death of Fielding, who was 54, removed from the Canadian scene one of the oldest, best known and colorful operators and distributors of coin machines. He was a man described by competitors and friends as one "whose word was his bond."

Bill Fielding was known for his love for work. Despite his wealth, operating at one time as many as 1,800 music machines in the Provinces of Ontario and Quebec, he always remembered his humble

beginning as a newsboy in the city of Windsor. He continued even to drive a half-ton truck up until a few years before his death, resorting to a more comfortable sedan only at the insistence of his family and doctor. His interests were varied. He owned hotels, restaurants and bowling alleys, besides Penny Arcade. (Continued on page 70)

## Johnson Act Held Valid In First Court Test of Law

### Opinion Answers 'Unconstitutional' Claim in Mayflower Appeal Hearing

ST. LOUIS, April 24.—In the first test of its validity, the Johnson Act was ruled constitutional by judges of the Federal Circuit Court of Appeals here Monday (19).

A Federal Court jury in Bismarck, N. D., Thursday convicted Herman Paster and Elmo Christianson, attorney general of the State, of "Conspiring to violate the Johnson Act and bring slot machines into North Dakota."

In the first trial a year ago the jury was unable to agree on a verdict.

Federal Judge Charles J. Vogel will hear arguments on a motion for a new trial Tuesday (27).

The anti-slot machine law's constitutionality was questioned March 8 by Mayflower Distributing Company, Herman Paster, Samuel George Nilva and Albert

Gardner, convicted November 29, 1952, of shipping slot machines from Iowa and Illinois into Minnesota.

Decision marked defeat of the defendants' plea for reversal of the court's judgments, based on the legality of the Johnson Act (The Billboard, April 3). The court, in its opinion filed Monday, affirmed the judgments and sentences in overruling the defendants' motion for a new trial. The convictions carry prison terms.

#### Exemption Clause

Basis for the defendants' contention that the Johnson Act was unconstitutional was that "it regulates interstate commerce but permits individual States to exempt themselves by acts of the Legislature." William P. Murphy, representing the defendants, maintained that the act "gives to each State Legislature the power to suspend the operation of a federal statute, a power patently

repugnant to our federal system of law."

George MacKinnon, United States attorney for Minnesota, argued there "was nothing wrong with the Johnson Act." He stated the act, which became effective January 2, 1951, was an exercise

(Continued on page 82)

### Exhibit Ships Distribs New 3-D Gun Game

#### 'Shooting Gallery' Has Match Play; 20 Shots for 10c

CHICAGO, April 24.—Exhibit Supply has started shipping its new Shooting Gallery gun game, Art Weinand, vice-president, announced this week.

Shooting Gallery combines a Remington-type 22 rifle operating on the ray principle with a stand supporting rows of ducks, rabbits and owls which are reflected in third-dimensional depth in the background. The game is an all-in-one unit.

The gallery offers 20 shots for a dime, with five special bull's-eye targets which fly up at the end of the game, if a player registers a perfect score.

One point is registered for every hit, with hits on the 5th, 10th, 15th and 20th shots scoring

(Continued on page 82)

### Exhibit Names Ken Wilson N. Y. State Distrib

CHICAGO, April 24.—Ken Wilson, pioneer figure in the coin machine industry, was named distributor by Exhibit Supply for that firm's new 3-D Shooting Gallery gun game, it was announced Friday.

Wilson will cover the State of New York, excepting the New York City metropolitan area. He stated he had not yet decided where he would set up his headquarters in New York.

For many years Wilson was associated with the International Mutoscope Company. He set up and headed the Amalgamated Amusement Company for several years. For three years he was sales manager of the Miniature Train Company.

A seasoned Arcade operator, Wilson has operated Arcades in Chicago and Midwestern resort areas.

### Keeney Names Purveyor for Northern Illinois

CHICAGO, April 24.—J. H. Keeney & Company, Inc., appointed Purveyor Distributing Company as its distributor in Northern Illinois, Paul Huebsch, general sales manager, announced Tuesday (20).

Herb Perkins, Purveyor Distributing, said that the company would add another roadman in Northern Illinois to help with the distribution of products in that area.

Purveyor will distribute Keeney's Diamond Bowler, Mainliner Bowler and Deluxe Cigarette Vender.

## New Ravreby Firm Formed in Boston

World Fair to Handle Meteor, Evans, Nylco, Capitol Lines; Showings Set Wed. Thru Fri.

BOSTON, April 24.—Edward M. Ravreby, head of Associated Amusement here, and veteran of 30 years in the coin machine industry, has formed World Fair, Inc., at 188 Brighton Avenue here.

The firm will act as a national sales representative for Capitol Projectors, Inc., as New England distributor for the Meteor Machine Corporation, and as exclusive national distributor for Nylco Products, all kiddie ride manufacturers.

In addition, WFI will handle New England sales for the Evans

juke box. Ravreby will exhibit the new Evans Holiday, 100-play machine, and the entire Capitol, Meteor and Nylco kiddie ride lines, Wednesday thru Friday (28-30) at the New England hotel and restaurant show at the Hotel Statler, and also in his showrooms.

#### Arcade Operators

Ravreby formerly was a Mills Music, Bally and International Mutoscope distributor and operates Arcades in New York and New England.

According to Ravreby, the New England kiddie ride market is booming, with 2,500 rides currently on location, 800 of them operated by one concern.

He said that food chains, variety stores and department stores are opening up in the area and added that rides are currently on location at the following New England retail outlets: Mohigan Markets, Star Markets, Stop & Shop Stores, the First National chain, Howard Johnson Restaurants, and Filene's and Jordan March (Boston's two largest department and specialty stores).

### Bilotta Buys 50 3-D Units From Riteway

NEW YORK, April 24.—John Bilotta, head of the Bilotta Distributing Company, Newark, N. Y., this week wound up a business trip to New York by buying 50 new 3-D Theaters from Nat Cohn at Riteway Sales here. Bilotta, a Wurlitzer distributor, is also distributor for Riteway in Western, Northern and Central New York.

Showings of the 3-D unit are set for Friday and Saturday (30 and 1) in Bilotta's showroom. He said the units will be used for location as well as Arcade pieces and reported that Alan Grant, head of the Ace Amusement Company, Geneva, N. Y., has ordered 10 units for installation at bus depots and a military post.

Bilotta said that music collections in the Finger Lake region are exceptionally high, with game collections somewhat spotty, but still ahead of a year ago.

#### Employment Up

He explained that general economic conditions in the area are good, with the unemployment which has hit metropolitan areas by-passing the Newark region.

Bilotta also pointed out that the section has many lake resorts as well as the Lake Ontario coast, and that many resort locations are now opening up.

### M&T Ships New 5-Ball Counter Game, Zig-Zag

CHICAGO, April 24.—M & T Sales Company started shipping its distributors Zig-Zag, a new five-ball counter game, Ted Rubinstein, president of Marvel Manufacturing Company, the parent firm, announced Friday.

Zig-Zag features three, four and five in-line scoring and high score. It includes a Universal coin chute which handles pennies, nickels, dimes or quarters. The game is manually operated.

The new counter unit is housed in a natural wood cabinet which is 12 inches wide, 17 inches high and 9 inches deep. The whole unit weighs 21 pounds.

According to Rubinstein, the machine requires a minimum of maintenance.

Marvel is also currently producing two models of coin-operated electric shuffle scoreboards, the single front and center-over head Shuffle-Scores.

## Music Ops Look to Spring To Hypo Juke Collections

CHICAGO, April 24.—Despite the fact that weekly juke box collections thruout the country have been running from 10 to 15 per cent below last year's average, music operators are look-

ing forward to a substantial boost in play this spring.

A survey this week indicated that the majority of operators were expecting spring increases to equal or exceed last year's mark. Only in larger cities, such as New York and Chicago, were operators looking to spring with less optimism. Some unemployment and higher living costs cut weekly grosses in these cities as much as 20 per cent during the first three months of the year, it was indicated.

The end of the Lenten season, always one of the slowest points of the year in juke box play, was expected to be reflected in higher returns, while better programming and newer machines, too, it was thought would hypo collections. Chicago operators, Frank Padula, Bob Gnarro and Julius Grover, gave a variety of reasons for a good spring season.

**Ops Views**  
Padula, head of Melody Music Shop, said that altho he did not think this year's increase would be as good as it was in '52 and '53, a boost in play was certain to come. He said that new high-fidelity equipment and an increasing number of good restaurant locations would be big factors. Restaurants during the past year, according to Padula, have become better juke locations than ever before. He said that because of home television sets, taverns had become sporadic and not nearly as reliable.

Gnarro, of ABC Music Service

Corporation, pointed out that business in general seemed to be picking up. More employment, coupled with nice weather, will go a long way in boosting spring collections," he said.

"A greater percentage of new multi-selection machines." That was how Julius Grover, of Associated Music Company, answered the question of why he expected a spring increase. Grover explained that more operators traded in or disposed of old-time machines this year than ever before. He said that the newer machines were sure to give spring play an added hypo.

**Big Factor**  
Another big factor in the juke box business this year will be the recent increase in rhythm and blues records being bought by operators. Teen-agers have come to look at the juke box as their favorite music supplier and California operators say that r.&b. recordings are taking over the No. 1 spots in many teen-age locations.

School dances in the next few weeks also will add momentum to the already rising activity in this direction, it was pointed out.

Eastern operators are looking to an increase in personal appearances, scheduled this spring, to pull more people out of their homes. Sporting events also draw early in the season.

Nebraska operators expect their State convention, skedded for the end of May, to give all businesses a boost.

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**MINTHORNE REAPS 200G.** Firm runs up volume on home project for "200 Selectomatic" (Music department).

**POPCORN AND MUSIC TIE-IN.** New Janet Brace tune gets promotion by Popcorn Institute of America (Music department).

**RECORD ARTISTS CAN GET ON LABELS EASY.** About all they have to do is peddle a master to disk firms (Music department).

**'MAGAZINE CONCEPT' TO DOMINATE COLOR.** When era dawns, ad project will take over, says Weaver (Radio-TV department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

## Wurlitzer Names Canyon Ariz. Distrib

NORTH TONAWANDA, N. Y., April 24.—Robert Bear, phonograph sales manager of The Rudolf Wurlitzer Company, announced this week that Canyon States Distributing Company, Inc., 301 East Seventh Street,



A. G. AVITABILE A. D. HAWLEY

Tucson, Ariz., a newly formed partnership headed by A. D. Hawley and A. G. Avitabile, had been appointed distributor for the entire State of Arizona and for 21 counties in New Mexico.

Bear explained that altho this

(Continued on page 76)

## 150 Ops, DJ's Attend Phila. Benefit Dinner

PHILADELPHIA, April 24.—About 150 music operators and disk jockeys attended a dinner sponsored by the Philadelphia Amusement Machine Association last week to kick off the 1954 Multiple Sclerosis Fund campaign.

Operators adopted a plan for the donation of collections on one specific tune. Mercury Records agreed to supply all juke boxes with a hit record that will use the last 15 seconds of playing time to thank the customer for aiding the M.S. campaign.

Joseph Silverman, business manager of the association, urged operators to back the drive. Samuel Stern, president of the pin game division, and Joseph Levin, president of the music division, assisted Silverman in staging the event.

## MOA President Refutes ASCAP Meet Rumors

OAKLAND, Calif., April 24.—George A. Miller, president and business manager of the Music Operators of America, this week refuted rumors of MOA and ASCAP getting together for a powwow.

Miller said, "No one, who has authority to speak for MOA or its national committee on copyright legislation, has made a statement about this organization and ASCAP getting together for a compromise, nor has there been any change in our attitude toward S-1106 (McCarran Bill), or any bills of its kind."

In a letter to operators, Miller said that the officers and directors of MOA would never compromise with any organization detrimental to the music operators or the industry.

## Fielding Dies; Beloved Canadian Coin Operator

Continued from page 69

cadés and music machines. He was known as a shrewd trader, a man who loved to bargain. One time he even traded a music machine for a cow. And he had a place to put the cow, for he owned two farms at Harrow, Ont.

Fielding presented a rugged appearance, weighing nearly 300 pounds.

Born in Windsor, Fielding entered the coin machine business some 20 years ago. He began with the operation of bell machines, and with the declaration of the illegality of their operation, switched to games and music machines.

**Arcades: First Love**

His greatest interest was in Penny Arcades, operating three in Ontario, at Wasaga Beach, in London and another near Midland. He also operated an Arcade at the Canadian National Exhibition at one time. Many remember his operations at Wasaga Beach where he would take the microphone himself and bark on behalf of the amusements, as well as the hotel and cabins, also operated by him.

His competitor at Wasaga Beach, Eric Liebman, also in the coin machine business in Toronto, and who likewise operated a Penny Arcade there, described Fielding as "a tough competitor." But Liebman said he was always able to work out matters with Fielding to "our mutual advantage."

Fielding was not a man who knew how to play. He was always on the road, at times getting only a couple of hours sleep.

**Independent Mind**

Bill Fielding was one of the best-informed persons in the industry in Canada. He had the habit of listening to others, and then making up his own mind. And despite the fact that he was always maneuvering deals, his office was in the kitchen of his home.

The Elmwood Hotel in Windsor, the largest night club in Canada, was built by Fielding. When he found he couldn't operate it as successfully as he liked, and that his interest was not in that field, he sold out. He also was a partner with Art Gilboe in Motor-City Shows.

Before World War II, Fielding was Canadian distributor for Seeburg, and since the war, thru his Toronto Trading Post, Ltd., he was distributor for AMI. His operations will continue under the

direction of his widow, Rose.

The funeral in Windsor was one of the largest ever seen in the city. An overflow of flowers were sent to various civic institutions. Personalities in the industry and related businesses attended from all parts of Canada and the United States.

## 3 BIRDS WITH 1 STONE

### Lease-Purchase Plan Could Aid Juke Ops

NEW YORK, April 24.—Rentals have usually been, for the juke box operator, a source of added income during the yuletide season and pretty much of a dead issue the rest of the year.

Paul Levine, office manager of Herman Distributors, local Evans outlet, has an idea that rentals can account for a bigger chunk of gross intake, altho he doesn't claim

any surefire method of getting this chunk. His theory is based on the lease against purchase price plan, nothing startlingly new in many businesses, but a novel twist to the juke box industry.

**Off the Street**

Last week a man came in off the street to the 10th Avenue showrooms to Herman's. He represented a fraternal organization and asked to rent a juke box for a dance the organization was sponsoring. The rental price was \$25. Levine told him that the \$25 could be applied toward the purchase of the box, an obsolete one which has a market value of \$125. The organization is giving serious consideration to purchasing the unit.

The big problem in extending this deal to other organizations, as Levine sees it, is whether or not the cost of a direct mail pro-

(Continued on page 76)

## 9 Disk Artists Set to Appear At N. J. Fete

NEWARK, N. J., April 24.—Nine recording artists are scheduled to perform at the 17th Anniversary Celebration of the Music Guild of New Jersey, May 14, at the Military Park Hotel here.

They are Eddie Fisher, Victor; Les Paul and Mary Ford, Capitol; Four Aces, Decca; Rusty Draper, Mercury; Jaye P. Morgan, Derby; Patti Page, Mercury; Tony Bennett, Columbia; Teresa Brewer, Coral, and Bob Carroll, Derby. Marty Ames and his ork will provide the music.

Harold Chasen is chairman of the celebration committee. Herman Halperin and Harry Goldman are in charge of entertainment; Jules Rusoff and Robert Harvey are in charge of arrangements; H. Betti Jr., and B. J. McFarland are in charge of reservations; Frank Alge, Howard Berk and Herb Brauch are in charge of tickets, and Joe Lederman, H. J. Ellington and Sam Waldor are in charge of the souvenir journal.

## Evans Names Distribs In Tennessee, Virginia

CHICAGO, April 24.—H. C. Evans & Company this week appointed two new distributors to handle juke box sales in Southeastern Tennessee and in Eastern Virginia, Les Rieck, phonograph sales manager, announced.

The firms are the Dixie Amusement Company, Chattanooga, and the E. B. Alley Distributing Company, Richmond, Va.

The Dixie Amusement Com-

pany, headed by Frank Stiles and Clyde Hughes, both veterans in the coin machine business, will cover all of Southeastern Tennessee and an adjoining part of Northern Georgia. The E. B. Alley Distributing Company, headed by E. B. Alley, operator and distributor for the past 20 years, will cover Eastern Virginia.

"Both firms are already displaying Evans' new Holiday series and auxiliary equipment in their showrooms," Rieck said.

## TEAM WORK

### Norman-Brown Promote AMI, RCA in Miami

MIAMI, April 24.—The team of Bob Norman, manager of Southern Music Company, AMI distributor, and Harold Brown, manager of Sea Coast Appliance Distributors, RCA outlet, joined forces again this week in a promotion timed to coincide with the first showing in Miami of Eartha Kitt's film "New Faces." The film opened a week's run this week at the Paramount, Beach and Gable theaters.

As the pair had done several

(Continued on page 76)

## Chi Music Ops' 5th Annual Golf Meet July 20

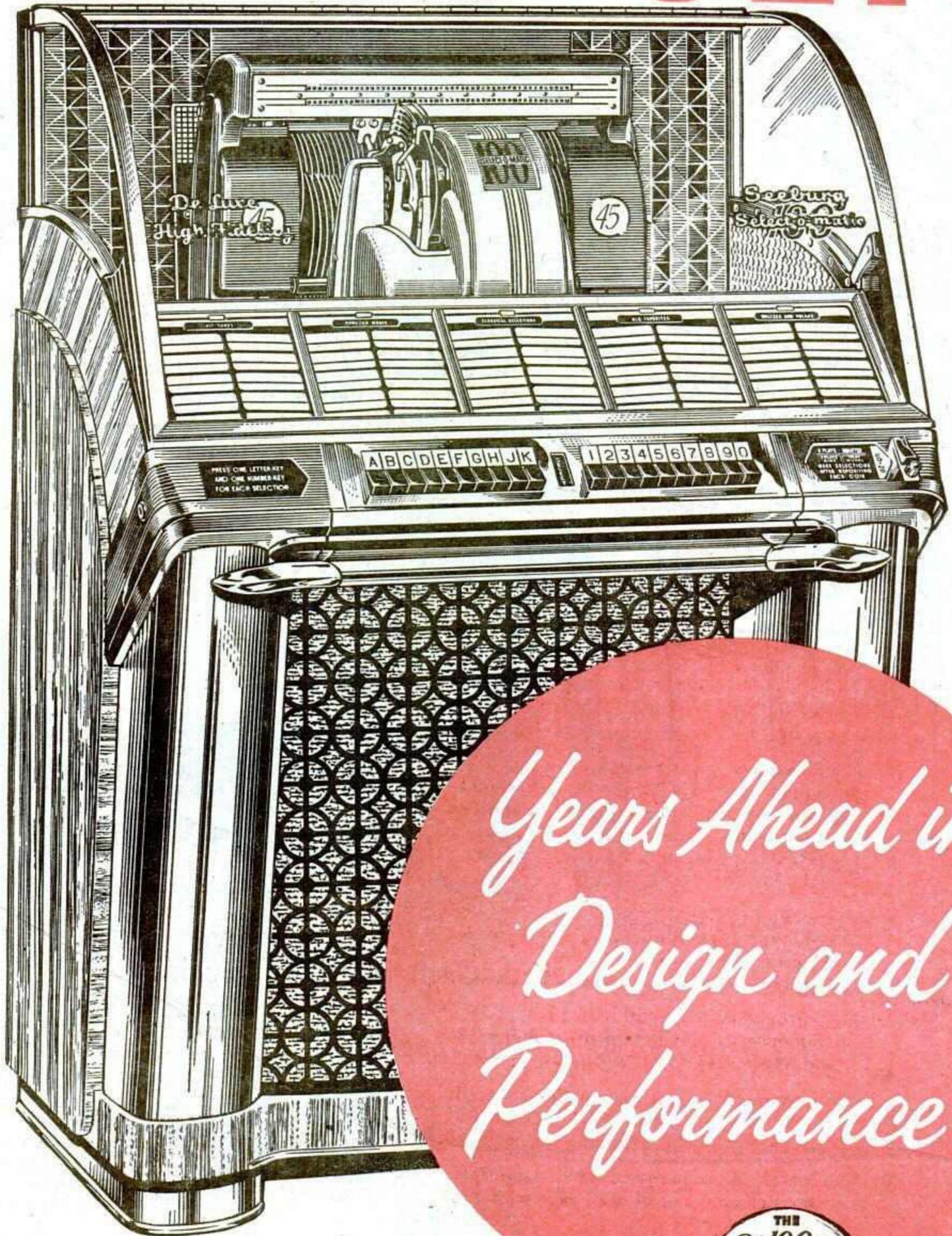
CHICAGO, April 24.—The fifth annual golf outing of the Recorded Music Service Association will be held Tuesday, July 20. The announcement was made by Ray Cunliffe and Phil Levin, president and secretary respectively, following a meeting of the board of directors last Thursday (22).

The event, which drew over 600 guests last year, is expected to be the biggest one to date, Levin said. He explained that the site of the outing had not yet been decided. Last year's event was held at the Southmoor Country Club.

All segments of the local coin machine industry are expected to participate.



# WHO SETS



*Years Ahead in Design and Performance!*

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
 J. P. SEEBURG CORPORATION  
 Chicago 22, Illinois



# THE PAGE?

**Look at the record of the last 15 years  
then judge for yourself!**

- Q.** Who was the first phonograph manufacturer in the coin-operated phonograph industry to introduce selective Remote Control?  
**Answer:** *The J. P. Seeburg Corporation in 1939.*
- Q.** Who was the first manufacturer to build a complete Remote Control coin-operated phonograph—with nothing to adapt and nothing to convert?  
**Answer:** *The J. P. Seeburg Corporation in 1940.*
- Q.** Who was the first manufacturer to introduce the three-wire Remote Control System?  
**Answer:** *The J. P. Seeburg Corporation in 1941.*
- Q.** Who was the first manufacturer to introduce Scientific Sound Distribution to our industry?  
**Answer:** *The J. P. Seeburg Corporation in 1946.*
- Q.** Who introduced the first selective commercial record changer mechanism for the playing of 100 records—200 selections?  
**Answer:** *The J. P. Seeburg Corporation in 1948.*
- Q.** Who introduced the first selective multiple record equipment for the playing of background music for industry and mercantile locations?  
**Answer:** *The J. P. Seeburg Corporation introduced Seeburg Industrial-Commercial Music (SICM) in 1948.*
- Q.** Who introduced the first mechanism ever developed in the world for the playing of records in the vertical position?  
**Answer:** *The J. P. Seeburg Corporation in 1948.*
- Q.** Who introduced the first 50-record - 100-selection coin-operated phonograph to our industry?  
**Answer:** *The J. P. Seeburg Corporation in 1949.*
- Q.** Who introduced the first Remote Control wall box for the remote selection of 100 selections?  
**Answer:** *The J. P. Seeburg Corporation in 1949.*
- Q.** Who conceived and designed the first multiple selection Remote Control wall box with the "book type" display, using separate pages for displaying the various musical classifications?  
**Answer:** *The J. P. Seeburg Corporation in 1949.*
- Q.** Who was the first manufacturer to design a selector panel for "proper programming"?  
**Answer:** *The J. P. Seeburg Corporation in 1949.*
- Q.** Who was the first manufacturer to introduce double title strips for multiple selection music systems?  
**Answer:** *The J. P. Seeburg Corporation in 1949.*
- Q.** Who introduced the new "show case" type cabinet styling in the coin-operated field?  
**Answer:** *The J. P. Seeburg Corporation in 1949.*
- Q.** Who was the first manufacturer to introduce a spring tension magnetic pick-up in the coin-operated field?  
**Answer:** *The J. P. Seeburg Corporation in 1949.*
- Q.** Who was the first to determine that the 45 RPM record would be the disk of the future in the coin-operated phonograph business?  
**Answer:** *The J. P. Seeburg Corporation in 1950.*
- Q.** Who designed and built the world's first commercial mechanism for the exclusive playing of 45 RPM records?  
**Answer:** *The J. P. Seeburg Corporation in 1950.*
- Q.** Who was the first manufacturer to introduce a high fidelity music system to the coin-operated phonograph business?  
**Answer:** *The J. P. Seeburg Corporation in 1953.*
- Q.** Who first introduced high fidelity remote speakers in the coin-operated field?  
**Answer:** *The J. P. Seeburg Corporation in 1954.*
- Q.** Who was the first manufacturer to recommend and introduce diamond styluses in the coin-operated phonograph industry?  
**Answer:** *The J. P. Seeburg Corporation in 1954.*

**Selecto-matic ... AMERICA'S FINEST  
AND MOST COMPLETE MUSIC SYSTEMS!**

# COINMEN YOU KNOW

## Chicago

A. Velasquez, head of Automatic Music, reports business going along fine. Plans a trip to Mexico in July... Mary Gillette, head of Gillette Distributing Company, back from Hawaii... Julius Grover, Associated Music Company, reports that Walter Korbus and George Saikus, servicemen at Associated, are planning vacation fishing trips this year. Both expect to camp out at Round Lake.

Ben Coven keeping real busy with the new Wurlitzer. Chris Tiansen and Nate Tass also out at Coven's ploughing thru orders. Mary Jane Merk, switchboard, reports her son, Keith, getting all set for another season with Little League Cubs of Chicago.

John and Andy Oomens, Walter Oomens Sons, putting in new showcases in their shop this week... Paul Brown, head of

Western Automatic Music, came up with a 236 game in bowling last week. Copped first place honors and no wonder—that's bowling... And the week before, Ray Gallett, who bowls for Paschke Phonograph, rolled a 525 series, taking first place honors in that event.

Len Micon, phonograph sales manager of World Wide Distributors, on his way to Hot Springs with family. Figures to stay about two weeks—most of the time out on the golf course. Al and Joel Stern will take over the phonograph department while he is gone.

Fred Minter, salesman for Automatic Music, AMI distrib, stopped in on a few operators here in town this week. Fred's territory usually takes him down-State. Mike Spagnola, head of Automatic, reports business good and expects it to pick up, now

that spring weather is just around the corner.

Tom Cath, Donan Distributing, busy bucking back-orders for Bally Surf Club. Tom's three-year-old son keeping him busy, too. Don Moloney and his wife, Nancy, expecting new addition to family. The Donan baseball team seeking a victory over Como Manufacturing.

King Ray, Rock-Ola sales manager, spent several days peptalking with World Wide Distributors sales branch... Mel Binks and Bill Bolles, Binks Industries, shipping out samples of new Whiz Bowler; orders coming in big... Art Weinand, Exhibit Supply, shipping new Shooting Gallery, and according to Ken Wilson, new New York distrib, the new gun is one of the hottest to hit the trade in many a moon.

Paul Huebsch, Keeney general sales manager, announced John Conroe, vice-president, was in Miami Beach visiting President Roy McGinnis. Walter Harrison, Keeney chief engineer, presiding over monthly meeting of Keeney Key Club at the Chateau, Lyons, Ill., April 21. Sol Gottlieb in Windsor, Ont., where he attended funeral of William Fielding. Alvin Gottlieb busy working off his tan, but still talking about Florida boating.

Joe Schwartz, National Coin Machine Exchange, says demand for Gottlieb's Jockey Club is far greater than available supply allocated the firm. National is the Jockey Club distributor in Illinois

and Iowa. National's Sheldon Ipira is covering Iowa, and Ronald Schwartz, Joe's son, is on the road in Northern Illinois.

Herb Perkins, Purveyor Distributing, returned from his road trip in the South, where he was rushed for orders for Keeney line. Herb says also that public sentiment toward in-line games in the South is more and more favorable. Wally Finke, just back from Florida, finding things going great at First Distributors. Joe Kline says shuffle games and bingo games are in big demand and he can't find enough of them. First's Sam Kolber also happy over a brand new office completed this week. Reports are that bookkeeper George Moritz will be back in the swing soon after an operation two weeks ago. Fred Kline looking forward to Illinois road trip.

Albert Simon, of New York, and Phil Moss, Atlas Music, Des Moines, visiting at Genco. Ed Levin, Chicago Coin, sounding off for new Super Home Run with match play and free play—coming soon. Chicago Coin's Sam Gensburg left Thursday (22) for Miami. Sam Wolberg just back.

Sounds as though things are going fine with Clayton C. Nemeroff and Charles J. Pierl, partners in Monarch Coin Machine.

## Twin Cities

Harold Liebermann, of Liberman Music Company, is back from a vacation in California with his family. Hy Greenstein, who filled in while Lieberman was away, still is on the job but plans to go back into retirement.

Arnold Golden, manager of the Minneapolis office of Sandler Distributing Company, reports that the new Wurlitzer 1700 is

## Vital Statistics

### Deaths

Joseph Holtzman, cigarette vending machine operator, in Detroit April 19. He operated in partnership with Jack Buskin.

selling well and that deliveries are being made regularly. Golden said that reception of the new unit by coinmen has been "remarkable."

George Deming, of D & D Novelty Company, Minneapolis, is adding music and games to his route... Ike Pierson, of Mitchell, S. D., in buying games and music, reports business out his way has been "very good"... Frank Phillips, Winona, Minn., came to town to buy music for his operation... Another adding music to his route is Charles Webber of Minneapolis... Joe Weber, Blue Earth, Minn., coinman who also operates an appliance store there, is rebuilding his music route and came here to buy equipment.

Mrs. Russell Gherty, of Baldwin, Wis., who came to Minneapolis for some personal shopping used the occasion to pick up parts for her husband who was too busy on his route to make the trip... M. M. Doc Berenson, of Harmony Music Company, Minneapolis, was shopping at several of the distributing firms here... Another shopper was Al Klammer of St. Paul... Phil Stang, Jordan, Minn., operator, also visited here.

Forest Dahl, coinman for Fergus Falls, Minn., came to town to pick up parts... Another shopper was Herman Fisher of Aberdeen, S. D... Music was the principal interest of L. Jenkins, of Bath, S. D., on his recent visit... Ed Rodesch, Minneapolis operator, has returned home after an extended vacation of about four months in Arizona and other points in the Southwest.

Roy Stone, operator from Rice Lake, Wis., was in town recently buying games... Gerald Johnson, of Bellingham, Minn., bought some games on a visit to this market... So did Bruce Windhurst of Aberdeen, S. D... Mel Cardinal, of Lew Bonn & Company, Minneapolis, reports his firm has taken over distribution for this territory of the Label X records... Don Leary, Minneapolis operator, is beaming about the feature article and picture of his operation which appeared in a recent issue of the Retailing Daily.

## Miami

Erasmus U. Ramos, export manager at Southern Music Company, is off on a one-month trip to Central and South America. He will visit customers and prospective customers in Venezuela, Uruguay, Peru, Ecuador, Colombia, Costa Rica and Honduras.

Ken Willis, who heads the export department at Bush Distributing Company, also is making a tour of the Latin American republics on business. The trips reflect the growing importance of Miami as an export center for coin-operated equipment. Evelyn Willis is back on the job at Bush Distributing Company, handling inventory and control records, after a brief absence.

Israel Samet, who operated S & A Vending Company in Newark, N. J., for 23 years, has moved to Miami and intends to purchase a juke box or game route... Harry Goldberg, H & G Novelty Company, is combining business and pleasure here. He's making a swing thruout the State of Florida as distributor of PX cigarette vending machines, and getting in some fishing at the same time.

Marvin Novak, King records distributor, reports heavy juke box play on the Dominoes' latest offering of "On the Outskirts of Town," on Federal; "Tenderly," King, and "Eyes That Never Cry," on De Luxe by Miamian Slim Summerville... Henry Stone, a.&r. man for De Luxe records, showing everybody The Billboard's 72 rating given the kickoff record of his new discovery, Elaine Gay, who has been dubbed "Miss Miami Juke Box" by the AMOA. Her initial recordings are titled "Love" and "Deep Secret."

Mannie Brookmire, Brooke Distributors, returned from a business trip to New York. He says the Easter trade in the North was down from last year. The

(Continued on page 76)

## POST WAR WALL BOX CLEARANCE

### SEEBURG

- 5, 10, 25c—Wired .....\$19.50
- 5, 10, 25c—Wireless ..... 17.50
- 5c—Wired & Wireless..... 4.50

### WURLITZER

- 5, 10, 25c—Model 4820 .....\$24.50
- 5, 10, 25c—Model 3020 ..... 9.50
- 5c—Model 3045 ..... 4.00
- 5c—Model 2140 ..... 3.00

### ROCK-OLA

- 5c—Model 1052 .....\$3.00

ALSO ALL TYPES WURLITZER STEPPERS

Write—Wire—Phone, 1/3 down, balance C.O.D.

## MUSIC SYSTEMS, INC.

CLEVELAND 2600 Euclid Ave. Cherry 1-3801  
 TOLEDO 1302 Jackson Main 6192  
 DETROIT 10217 Linwood Tulsa 3-3900  
 LANSING 1224 Turner Lansing 5-4243

## HEINIE ROBERTS . . .

asks that you watch and get ready for the greatest development in music ever conceived!

COMING VERY SOON

## ACT FAST—DON'T DELAY!

LEADING MANUFACTURER OF COIN-OPERATED PHONOGRAPHS HAS SEVERAL TERRITORIES AVAILABLE FOR

### DIRECT FACTORY DISTRIBUTORS

GOOD OPPORTUNITY FOR AGGRESSIVE, ESTABLISHED OPERATORS TO ADVANCE INTO DISTRIBUTING ARRANGEMENTS.

WIRE OR WRITE

BOX 730, THE BILLBOARD

188 W. RANDOLPH ST., CHICAGO 1, ILLINOIS

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 24	Issue of April 17	Issue of April 10	Issue of April 3
<b>AMI</b>				
Model A.....	\$139.50	\$139.50 180.00	\$139.50 185.00	\$139.50 195.00
Model B.....	229.50 250.00	229.50 250.00	229.50 250.00	229.50 269.00
Model C.....	225.00 249.50	275.00 249.50	275.00(2) 249.50 275.00	275.00(2) 249.50 299.00
Model D-40.....	395.00(2)	395.00(2)	395.00(3)	395.00(2) 400.00
Model D-80.....	475.00 495.00	495.00(2)	475.00 495.00	495.00(2)
<b>CHICAGO COIN</b>				
Band Box.....	99.50 139.00	139.00	139.00	139.00
<b>EVANS</b>				
Constellation .....			325.00	325.00
<b>RISTAURAT</b>				
Selective, 12 Rec., 45 RPM.		50.00		
<b>ROCK-OLA</b>				
Fire Ball 45 RPM.....			495.00	495.00
1422 .....	55.00 89.00(2)	75.00 89.00(2)	89.00(2)	89.00(2) 95.00
1426 .....	125.00(2)	125.00		
1428 .....	109.00	109.00	109.00	
1436 Fireball 45 RPM.....	225.00	225.00		225.00
52-50 .....		495.00(3)	495.00	495.00 595.00
<b>SEEBURG</b>				
Hideaway .....		125.00	125.00	125.00
M 100 C.....	695.00			
M 100 A 78 RPM.....	395.00 449.50	449.50	449.50	419.95 449.50
M 100 B 45 RPM.....	495.00 639.50			495.00 550.00
146 .....	99.00 115.00	99.00 125.00	99.00 135.00	99.00 135.00
H 146 Hideaway.....	75.00	135.00	75.00	75.00
147 .....	129.00 145.00	129.00 145.00	75.00 129.00	129.00 150.00
148 Hideaway.....		150.00	150.00	
H 148 Hideaway.....	95.00	140.00	140.00	
148 .....	159.50	195.00	195.00	95.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	179.00 199.00	199.00	199.00	199.00
<b>WURLITZER</b>				
1015 .....	69.50 79.50	79.50 100.00	79.50 99.00	79.50 85.00
1017 Hideaway .....	125.00		135.00	135.00
1017 A Hideaway.....	99.00	89.50	89.50	89.50
1080 .....	99.00 99.50	99.00 100.00	99.00 119.00	95.00 99.00
1100 .....	135.00	115.00	125.00	125.00
1217 Hideaway.....	225.00	125.00(2)	189.50 195.00	175.00 189.50
1250 .....	199.00	225.00 245.00	225.00 245.00	225.00 245.00
1400 .....	445.00 495.00	199.00	199.00	199.00
1450 .....	474.50 495.00	249.50 275.00	249.50 275.00	239.95 249.50
<b>WILLIAMS</b>				
Music Mite.....		290.00 295.00	295.00	295.00(2)
		419.50	419.50	399.95 419.50

# IT HAPPENED IN MEMPHIS

## TENNESSEE

### AND IT MEANS MORE MONEY FOR MUSIC OPERATORS EVERYWHERE

On January 3rd, 1954, a Wurlitzer 1700 mechanism, disguised in a Wurlitzer 1500A cabinet, was received by the Williams Distributing Company of Memphis, Tennessee.

It was uncrated, checked and played with no adjustments.

On January 7th it was installed in a very fast-moving restaurant, open 18 hours a day.

Previous to this test, there was a Wurlitzer 1500 phonograph in the location which had been taking in higher than average weekly earnings.

In the 16 weeks covered by the test with the 1700 mechanism a marked increase in play was noted.

Three service calls were made for normal corrections.

With this quick-acting changer, take increased more than 25% per week.

THE FABULOUS  
HIGH FIDELITY



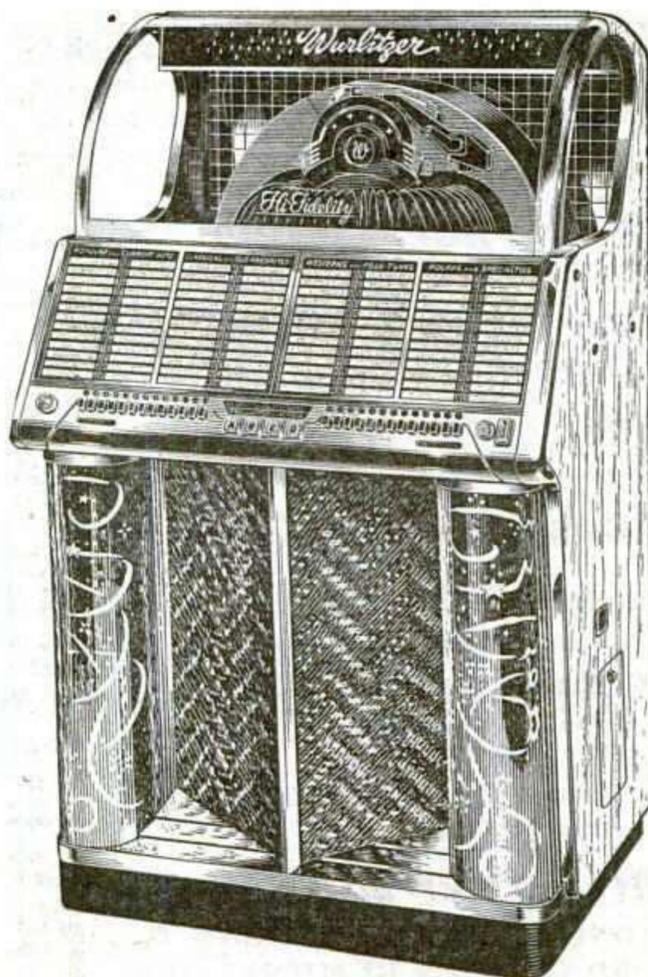
*Wurlitzer* 1700 HF

**Takes the Mask off the Music  
Takes in More Money**

Similar location tests were conducted all over America. Everywhere the results were the same. Better music for patrons. Fewer calls for the service man. More money for the operator.

Today in hundreds of locations the Model 1700HF is producing the same results—increased earnings—which prove it the greatest phonograph of all time.

**SEE IT, HEAR IT, AND BUY IT  
AT YOUR  
WURLITZER DISTRIBUTOR**



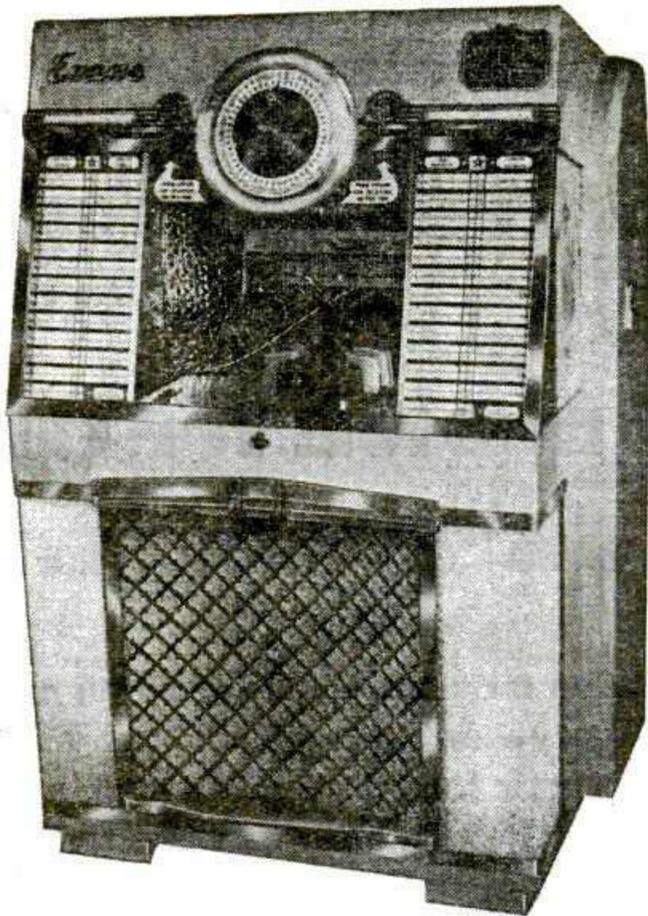
THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

**NEW—ALL THE WAY THRU!**

**EVANS'**

# HOLIDAY

100 SELECTION • 45 RPM



## DEPENDABILITY

Evans' Holiday plays records in the position in which they were meant to be played . . . on a horizontal turntable. Utilizes the unvarying principle of gravity . . . maintains true tracking contact. Single tone arm and pickup cartridge assures simplified mechanical action and flawless tone reproduction.

**ON DISPLAY AT YOUR EVANS DISTRIBUTOR!**

**H. C. EVANS & CO.** 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

# COINMEN YOU KNOW

Continued from page 74

Decca distributor recently took on the Crescent line of tape recorders. . . . **John Kelly Jr.**, vice-president and general manager of King Records, visited Miami for a brief vacation.

**Eugene Wasson**, AMI service instructor, conducted a three-day service school for operators and their mechanics in the offices of Southern Music Company, AMI distributor. The training covered all models of AMI phonographs and was held April 19-21 under the supervision of Manager **Bob Norman**. Among the interested students was **Bobby Norman Jr.**, who at the age of nine knows how to tear down an AMI phonograph and put it together, his dad says.

**Walter Wheeler**, Supreme Distributors, is working harder than ever these days. Not only is he busy keeping the company's juke boxes in good order but he is also devoting considerable time to the

development of **Willie Blatt's** new gun game. Wheeler's brother, **Corky**, resigned his job with the firm recently and is now working with his dad aboard a yacht cruising between Miami and nearby resorts.

**Doris Shapiro**, AMOA secretary, spent the Easter holidays in New York visiting her son, **Eddie**, and other kinfolk. **Eddie**, formerly with Cigarette Service in Miami, is now employed in Manhattan. . . . A dyed-in-the-wool horse racing fan is **Jack Kauffman**, C & L Amusement Company. When Gulfstream race track closes its doors in a few days, it will mark the end of racing in Florida until next fall.

**W. W. Daniels**, Ideal Music Company, Tampa, was in town buying records and other equipment for his juke box route.

### Los Angeles

**Charley Daniels**, **Jim Wilkins** and **Ed Wilkes**, Paul Laymon Company, are anxiously eying the calendar, what with the fishing season just around the corner. Laymon gang reports exceptional response to their new Wurlitzer Model 1700. . . . **Gary Sinclair**, regional representative for the Wurlitzer factory, back north again after a brief visit here.

**Ray Anderson** in from Bakersfield this week. . . . **Lyn Brown**,

**Lyn Brown Company**, doing a land-office business with the new Exhibit gun. . . . **Phil Robinson**, Chicago Coin's regional sales representative, elated with the instantaneous reaction from operators to the firm's new six-player baseball game. . . . **Harold Lieberman**, Lieberman Music Company, Minneapolis, visiting the local scene last week. . . . **Aubrey Stemler**, Eastern Electric, returned from a brief trip to Chicago and the NATD show.

**Abe Chapman** a welcome visitor at the Jack Simon Company. Abe continues his fine work at the new Mount Sinai Hospital here, and owing to an old back ailment, now wears a brace. . . . **Hank Tronick**, Minthorne Music Company, getting a big response to the firm's "Golden Package" buy. . . . **Frank Dunkel**, Badger Sales Company, chairmans the Junior Chamber of Commerce Youth Awards Dinner this week. . . . Local vending operators keeping a watchful eye on the increasing price of coffee, which is now at the \$1.20 per pound mark.

**Adolph D'Este**, Badger Sales Company vending department, reports heavy initial sales of Northwestern's new Jet ball-gum vendor. . . . **Al Bettlemen** and **Charlie Robinson**, C. A. Robinson Company, continues a steady volume with United's bowling line. . . . **Bruce Cane**, A. P. Cane Company, getting out on the road to meet with operators personally. New Rock-Ola distributors completely set up with their service department.

### Milwaukee

Turnout of operators from all over the State to see the new Wurlitzer music machine was highly gratifying, according to **Harry Jacobs Sr.** Practically all comments were favorable and the order book was busy during the show, he added.

Operators seem pretty well agreed that the opening of the (Continued on page 85)

### Three Birds

Continued from page 70

motion or advertising in the consumer press would be justified by the revenue. In other words, just how large is the market potential?

**Benefit Industry**  
He pointed out that such sales would benefit the industry as it would retire obsolete machines—units that might have eventually wound up as location-owned pieces—from the market.

Scraping older juke boxes has been a solution, but no one wants to be the last person to get stuck with a machine, as nobody likes to take a loss.

If a juke box isn't scrapped, its market value may get so low that the owner unloads it on a location. This, obviously, doesn't help the operator.

Hence, direct sales to fraternal or social organizations that would not normally be operator locations may be a way out. Under the lease-sale plan, the organization collects all the coin while the box is in play. In many cases it could cover the lease price.

Following the supposition to its conclusion, the organization could own a box at virtually no outlay and eventually show a profit on the transaction, while the operator could realize something on a machine which merely takes up space and aid the industry at the same time by making sure it doesn't end up location owned.

### Team Work

Continued from page 70

times in the past, Norman and Brown wheeled AMI phonographs, stocked with RCA Victor recordings, in front of the three theaters and set them for free play for the entertainment of movie customers as well as pedestrians.

The stunt serves a threefold purpose: It publicizes the AMI machine, it stimulates the sale of RCA recordings and it builds up traffic in the immediate theater area, Norman pointed out.

In recent months the pair worked the same type of promotion in connection with personal appearances of Jimmy Stewart, Vaughn Monroe, Eddy Arnold and the "Grand Ole Opry" troupe.

## Ops Bowling League Nears Finish Line

CHICAGO, April 24.—The two top teams in the Automatic Phonograph Bowling League battled it out for first place last Monday night (19) with Oomens Sons taking two out of three games with the leaders, Decca Coral.

With only nine games left to be played, each of the 12 teams in the league were making final efforts to improve their standings. Following are the standings after 96 games:

	W	L
Decca Coral	61.5	34.5
Oomens Sons	58.5	37.5
Paschke Phono	53	43
ABC Music	51	45
Atlas Music	48	48
B & B Novelty	47	49
Star Music	47.5	48.5
Gillette Distribs	46	50
Western Music	44	52
Melody Music	43	53
Mercury Records	40.5	55.5
Coven Music	36	60

**Ray Gallett**, of Paschke Phono, moved into first place in the men's division last week when he bowled a 525 series and Paul Brown took high game for the season with a 236 score.

The league's annual banquet has been scheduled for May 22 at the Belvedere Buffet, 6012 W. Grand Avenue. **John Oomens**, secretary of the league, urges bowlers to get their reservations in as early as possible.

The league bowls Monday evenings at the Fireside Bowl.

## 250 Tickets Sold For WG Dinner

PORT CHESTER, N. Y., April 24.—Ticket sales for the third annual dinner of the Westchester Operators Guild, to be held May 18 at the Holiday Inn, Scarsdale, N. Y., have passed the 250 mark, according to Seymour Pollak, secretary.

Pollak said that tho the club's seating capacity is nearly 500, ticket sales will be held to 400 to assure everybody of a comfortable seat. Serving under Pollak on the committee are Nathan Bensky, entertainment; James A. Smith, souvenir journal; Carl Pavesi, tickets; Max Klein, seating; Louis Tartaglia, treasurer. Malcolm Wein, the group's counsel, will act as toastmaster.

The group meets May 10 to nominate officers for the year beginning July 1.

## L. A. AMI Distrib Tours S. A. Market

LOS ANGELES, April 24.—**Joe Duarte**, export manager of Badger Sales Company, AMI distributor, left on a three-week tour of South America this week to survey the expanding coin machine market there.

Duarte will visit with coinmen in Peru, Colombia, Venezuela, Panama and Mexico. He will try to alleviate route problems in music, games and vending in five of these countries.

## Wurlitzer

Continued from page 70

was the first official announcement of the appointment, the new firm had been named April 1 and had already held operator showings of the new models.

**Hawley**, president of Canyon States, formerly in the electrical contracting business, entered the phonograph business as head mechanic of Maestro Music. In 1947 he formed a partnership with Avitabile in a business of their own.

**Avitabile**, secretary and treasurer of the new firm, was formerly a general building contractor. He became interested in the coin machine business while building a home for Hawley. Originally from New York, Avitabile moved to Tucson over 15 years ago and has since become well known in the juke box business.

Hawley and Avitabile plan to visit all of the operators in their area in the near future.

## New Juke Operator In Detroit Suburb

DETROIT, April 24.—A new juke box operating firm, the Downriver Music Company, was established in suburban Ecorse last week by **Herman D. Stallings**, a newcomer to the coin machine field.

## How Was Your Timing on . . .

# "POOR BUTTERFLY"

THE HILLTOPPERS  
DOT 15156

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have fifty strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a  
Billboard  
BEST BUY

MARCH  
31, 1954

Title Strips  
Ready for Top  
Juke Profits

MARCH  
31, 1954

## CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips) . . .	5 9.00	70 (1400 strips) . . .	\$29.00
30 (600 strips) . . .	13.00	80 (1600 strips) . . .	33.00
40 (800 strips) . . .	17.00	90 (1800 strips) . . .	36.00
50 (1000 strips) . . .	21.00	100 (2000 strips) . . .	39.00
60 (1200 strips) . . .	25.00		

Sterling Title Strip Co.  
2 E. 45th St., New York 17

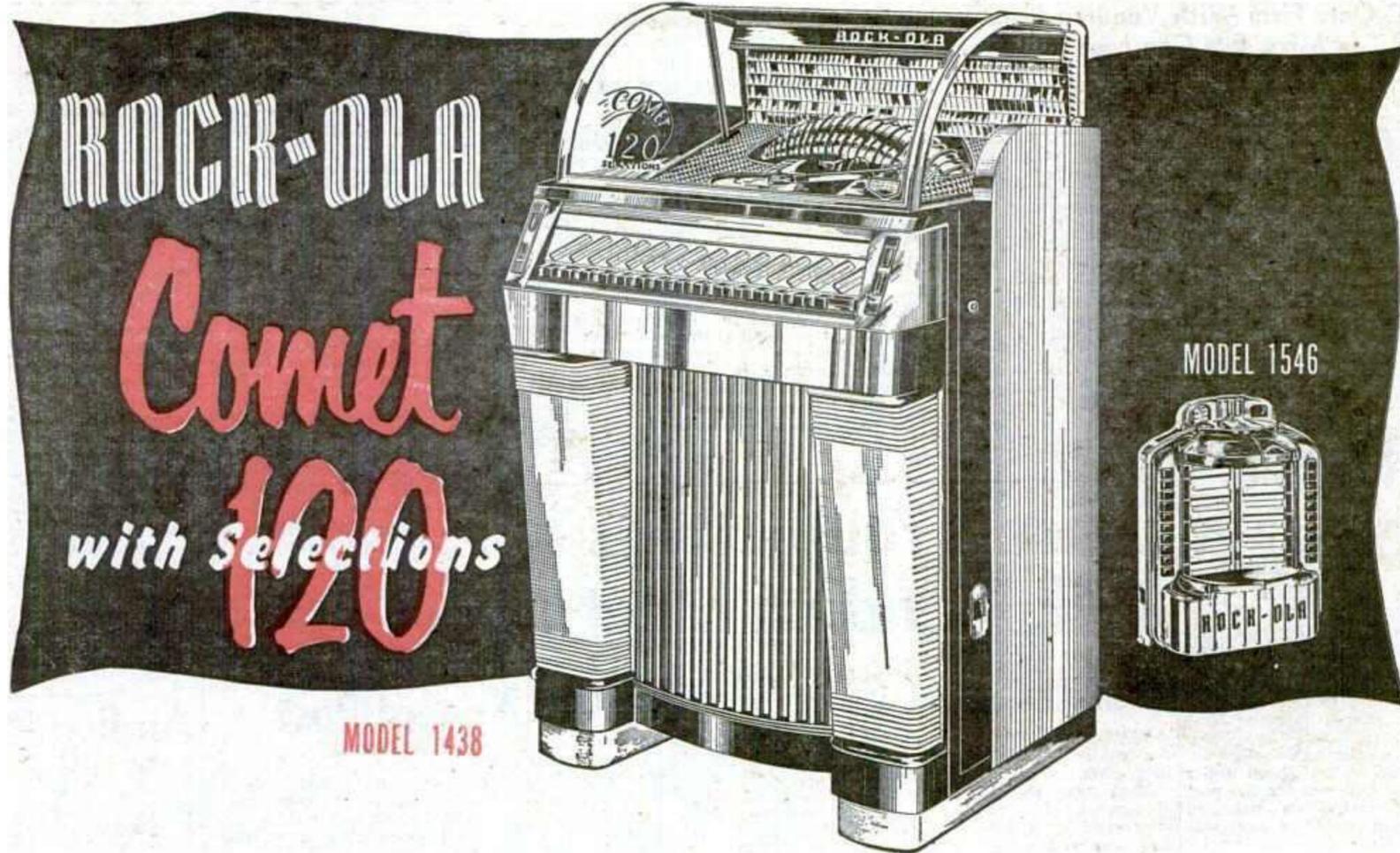
Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



\* Less than 30 inches wide

# SO <sup>\*</sup>LITTLE

**in size . . . yet with so much to offer!**

**The largest number of selections . . . 120!**

**The smallest console phonograph in the world!**

**3-way service accessibility, top-front and back!**

**The single button line-o-selector for easy plays and more profits!**

## Canned Drink Race Underway; Pabst, Crescent, Mason Make Bids

**C&C Only Firm With Vending Program; Two Top Mfrs. Eye Can Machine Market**

NEW YORK, April 24.—The canned carbonated beverage race is on. Last year, Cantrell & Cochrane, Englewood, N. J., subsidiary of National Phoenix, pioneered in this field, with an eye toward first developing retail sales, then promoting its beverage line thru venders.

Today, C&C is established thru-

out the nation in retail channels, with the vending phase still in its formative stages. Spacarb-Juice Bar is making a vender to handle the C&C crown-top can, and other manufacturers are reportedly contemplating the manufacture of canned drink units.

Canada Dry is experimenting with flat-top cans for its carbonated beverage line, but it may also use a crown top.

### Pabst Enters Race

In Newark, N. J., the Pabst Brewing Company, thru its subsidiary, the Hoffman Beverage Company, has entered the canned soft drink market. A major factor in the Eastern market for more than 50 years, Hoffman will go into full-scale production on the canned drinks at the new Pabst-

Hoffman plant in Long Island City, N. Y.

Two cola drinks, one a low-calorie drink and the other a regular, will be the first of the Pabst line. These will be marketed as Tap-a-Cola Non Fattening and Tap-a-Cola Extra Dry. Initial advertising and marketing test got under way in Syracuse and Rochester, N. Y., late in March. No dates have been set for the opening of other markets.

Unlike C&C, Pabst uses flat-top cans. Pabst is the first established national bottler to enter the canned drink field.

### Co-Op Basis

The Crescent Beverage Company, Newark, N. J., will enter the canned drink business on a *(Continued on page 87)*

## Spacarb-Navenco Deal Still Pending

**Sales Thru Spacarb Reps Waits Final Finance Arrangements by Navenco**

DALLAS, April 24.—Confirmation of a pending Spacarb-Navenco arrangement on the sale of the former's SuperVend inventory was jointly made by I. H. Houston, Spacarb president, and Joseph Dobson, executive vice-president of the new Navenco interests.

Before actual contracts are signed and Spacarb representatives start handling the SuperVend cup machine, Navenco must conclude agreements with credited sources for financing time purchases by operators. Dobson said such an arrangement is presently being negotiated.

When finalized, the \$795 modernized and converted three-flavor SuperVend vender may be financed for \$200 down and \$38.03 per month for 18 months, Dobson declared.

### Mix-a-Drink

In addition to handling the

SuperVend machine thru its representatives, Spacarb will also waive patent rights on its Mix-a-Drink unit for use on the machine. Parts will be made available from Spacarb's Stamford, Conn., headquarters, in addition to the supply at Navenco's Dallas facilities. A 10-year parts supply guarantee will be backed by Spacarb when the sales agreement is finalized.

First rumor of Spacarb's sales interest in the Navenco units came simultaneously with the announcement of the Navenco purchase by Al Graff (Dallas auto dealer) and associates, including Joseph and James Dobson, Dobson Vending Service (The Billboard, March 27).

At the time of Navenco's purchase by Graff and the Dobsons, there was a 1,340 finished machine inventory. Each of the venders, re-named Navenco Deluxe, will be altered prior to their sale. Alteration includes solenoid valves for three sirup and one water line, instead of the original plastic collector valve.

Dobson stated this week that *(Continued on page 86)*

## Collins Named To Catholic Appeal Post

NEW YORK, April 24.—John T. Collins, of the Automatic Canteen Corporation, has been named vice-chairman of the confectionery and restaurants division of the 1954 Appeal of New York Catholic Charities.

The committee is headed by John H. Murray, of Frank Shattuck Company, and includes the following members: John P. Coleman, Pepsi-Cola; Walter Coleman, Automatic Canteen; Andrew H. Heide, Henry Heide, Inc.; George T. Herald, now with Cantrell & Cochrane, and Gerald and John G. Shattuck, both of the Frank H. Shattuck Company.

## Andico Names NY, Chi, Philly, Cincy Distribs

LANSDALE, Pa., April 24.—Leroy Lewis Jr., executive vice-president of the American National Dispensing Company here, this week announced that four firms have been selected as distributors for the Andico hot coffee vender.

They are Tom King, King & Company, Chicago, who is also a distributor for the Northwestern line of bulk venders; Dick Fritz, Philadelphia, who has operated a coffee route under his own name for four years; Moe Manell, Northwestern Sales and Service Company, who will cover New York City, and Willard R. Vogel, Cincinnati.

Lewis said other distributors are in the process of being selected.

## Mr. Robot Bows New \$585 Bulk Milk Machine

CHICAGO, April 24.—A bulk milk vender carrying a \$585 price was announced this week as "tooled and ready for production" by Richard Shelbey, head of the newly formed Mr. Robot, Inc.

The vender will be manufactured for Mr. Robot on a contract basis by one, possibly two, major dairy and refrigeration equipment firms, according to Shelbey. Initial deliveries will be made June 15, he said.

Features of the new bulk milk machine, said to have been under development and test for the past two years, include a patented "robot control panel" or mechanical brain, low-cost financing by Mr. Robot itself, and "elimination of operational repairs on location."

### Mech. Brain

Latter is possible via the mechanical brain unit, installed inside the front service door, which contains all control apparatus in one package unit. The special panel is sealed at the factory; Shelbey said that each panel is guaranteed for five years. If it is returned to the factory because of failure with the seal unbroken, it will be replaced without cost.

Because one extra control panel *(Continued on page 86)*

## Dairy Group Holds Milk Vending Meet

**Hosts 100 Gov't Industry Leaders; Color Slide Film Shown; Congressmen Give Talks**

WASHINGTON, April 24.—Automatic merchandising opens new, plus markets for milk.

That was the principal conclusion drawn at a meeting sponsored by a dairy association and one of its biggest members to promote the use of milk vending machines in boosting milk sales.

The meeting, arranged by the National Milk Producers Federation and the Maryland and Virginia Milk Producers Association, Inc., was held April 14 at the Mayflower Hotel and was attended by 100 congressmen, dairy leaders and government agriculture officials.

Highlight of the gathering was a sound slide film in color entitled "Boskie Needs A Boost," produced by The Vendo Company, Kansas City. The film showed that the milk producers' problem is one of distribution. The pitch: Make milk more available thru vending machines and more people will drink more of it.

O. E. Allen, Extension dairy marketing specialist at the University of Missouri, who appeared in the film, stated that dairy groups in almost every State stand ready to "implement a merchandising program to help dairy men help themselves."

L. N. Hoopes, executive assistant to Ezra Taft Benson, Secretary of Agriculture, was the principal speaker at the meeting. Referring to milk vending, Hoopes said, "This to me is real merchandising to open up new markets for milk." He added *(Continued on page 86)*

## Canadian Coffee Holds to Dime

TORONTO, April 24.—Coffee costs in Canada are 20 per cent higher than in the U. S., but so far the average coffee operator has held his price to the 10-cent line.

One local operator is charging 8 cents, but only in locations where the turnover is high and the location is willing to take a lower commission.

The same sources of supply open to the U. S. operator are used by the Canadian operators. As in the States, some local operators are putting their locations on 30 days' notice with respect to commissions, in the event of a further concentrate increase.

Main suppliers of concentrate in this country are Borden's, Nestle's and Maxwell House, with prices ranging from 4.10 to 4.70 a pound.

## Jo-Lo Appoints Four Salesmen

JERSEY CITY, N. J., April 24.—Joe Tanzer, head of Jo-Lo Perfumatic, U. S. distributor for Perfumatic of Canada, announced that four salesmen have been appointed recently in the firm's new direct sales policy.

They are Lou Brown, Paterson, N. J., for Pennsylvania and part of Maryland; Conrad Mall, Detroit, for Michigan; George Glass, Brookline, Mass., for New England and up-State New York, and Paul Start, Billings, Mont., for Montana.

Tanzer said that juke box and cigarette operators have been buying the cologne venders for use as part of location packages.

## Set 2 New NAMA Meets, Programs for 3 Others

CHICAGO, April 24.—National Automatic Merchandising Association this week announced two more sectional meetings, bringing the total to seven, and program details of three previously scheduled meetings.

The new meetings have been set for June 4-5 at the Cleveland Hotel, Cleveland, and June 11-12 at the Antlers Hotel, Lake George, N. Y.

The Cleveland meeting, for operators in Kentucky, West Virginia, Ohio and Michigan, will be chaired by Wally T. Collett, of the W. W. Tibbals Company, Cincinnati. I. H. Houston, NAMA president and head of Spacarb, Inc., will deliver the keynote address. Edward Primus, P. Lorillard Company, will discuss cigarette problems, while Fred L. Brandstrader, NAMA legislative counsel, will talk on "New Problems for Food and Drink Operators in Ohio."

### Resort Meeting

Lewis A. Sloan, Merian Dispensers, Uniondale, N. Y., is chairman of the Lake George meeting which will host operators from Maine, Vermont, New Hampshire, Massachusetts, Connecticut and New York. Jim Teahan, Eastern Electric Company, will make the keynote address; Lorillard's Primus will also be present to talk on cigarette problems.

Program details for the three previously scheduled sectional meetings follow:

April 30-May 1, Highlands Inn, Carmel - By - the - Sea (128 miles south of San Francisco) for operators in Idaho, Montana, Oregon, Nevada, Washington, *(Continued on page 87)*

## Atlas Names Distributors

CLEVELAND, April 24.—M. J. Abelson, sales manager of the Atlas Manufacturing & Sales Corporation here, returned this week from a West Coast and Southwest sales trip.

He announced the following distributors for the Atlas Master Bulk Vender:

Lou Feldman, Acme Vending, Los Angeles; Glenn Gillette, Sidmore Vending, Pittsburgh; Rake Coin Machine Exchange and the Veedco Sales Corporation, both of Philadelphia; the Whitehead Company and the Hutchinson Company, both of Atlanta, and International Vending, with offices in Montreal and Toronto.

President W. A. Jenkins announced that the firm has ready a capsule and rocket wheel for the Atlas Master, a charm loader, a basket to carry globes and a locked cash box. Prices and details of these accessories will be announced.

## POINT-OF-SALE PROMOTION

### Moving Ads Plug Cig Brands In Gotham Tavern Venders

NEW YORK, April 24.—An attempt to pierce the weakest link in vending's armour—point-of-sale promotion—is being made by Tavern Display Advertising, Inc., here.

It began this week with the installation of continuously moving pictures of color transparencies in 100 of New York's taverns. First of these ads-in-motion are being placed in two taverns across the street from Yankee Stadium.

Brightly lighted, four-color plastic panels carry advertising for all items sold in taverns—beer, liquor, soft drinks and cigarettes. The ads are interspersed with hu-

morous cartoons and news photos. Of particular interest to operators are the advertisements which Wayne LeVan, TD president, says he is in the process of selling to several major cigarette companies.

According to LeVan, the ads will be used to push brands available in the tavern's vending machine. He pointed out that the average neighborhood tavern patron, in an open-minded and relaxed mood after a day's work, is a good sales prospect.

The installations will be completed in 30 days. They follow a comprehensive test at the Silver *(Continued on page 86)*

## WITTENBERG EXPERIMENT

### Union News Report: Dime Novelty, Sundry Items Lead

NEWARK, N. J., April 24.—After a year's experimentation with an all-purpose Wittenberg Danish-made vender in the Newark Pennsylvania station, the Union News Company this week decided: Results have justified the investment and space.

The Newark unit vends at four different prices—10 cents, 25 cents, 50 cents and \$1. In terms of unit sales, the 10-cent items proved by far the biggest sellers, accounting for 70 per cent of all items sold. Quarter items accounted for most of the balance, with 50-cent and dollar items trailing in that order.

The unit has 80 vending compartments, 25 of which are set at a dime, 25 at a quarter, 15 at a half dollar and 15 at a dollar.

### Change Items

According to Joseph Cajano, in charge of the installation for Union News, items are changed every two weeks in an attempt to determine which ones will sell best.

Cajano said the vender did best with novelty and sundry items, while food was a flop. Union News attempted to vend sandwiches and cake, with neither item achieving any volume. The pres- *(Continued on page 87)*

### ADVANCE SANITARY VENDOR

The Finest for Vending "Flat-Pack" Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 7/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin - detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.

**J. SCHOENBACH**  
Factory Distributor of Advance Vending Machines  
1645 Bedford Ave., Brooklyn 25, N. Y.  
President 2-2900

## NATD Mont. Meet To Probe Sales Mgmt. Problems

NEW YORK, April 24.—Harden E. Goldstein, associate director of the National Association of Tobacco Distributors headquartered here, will speak May 8 at the NATD sales management conference to be held as part of the meeting of the Montana Wholesale Tobacco Distributors at the Northern Hotel, Billings, Mont. Thomas C. White, NATD West Coast co-ordinator, will be the other main speaker.

Leading tobacco wholesalers from Idaho, Wyoming, North Dakota and South Dakota have been invited to attend the seminar. M. J. Newman, of the Louis S. Cohn Company, Butte, Mont., will be chairman.

The NATD officials will present a 12-point program covering every phase of the tobacco distributor's operation. Business planning, financial aspects of the wholesaler's operations and budgeting will be discussed.

### To Use Slides

Goldstein and White will use slides to illustrate cost reduction procedures, warehousing turnover, and materials handling.

Also on the agenda are discussions on employee retraining programs, salesman incentive systems and public relations.

## Colma Intros New Cologne Machine, Names Export Agt.

WORCESTER, Mass., April 24.—Colma, Inc., introduced a new two-column cologne spray vander and announced the appointment of an export agent this week.

Alfa International Corporation, headed by O. H. Hartenau, New York City, will handle all export sales of Colma's new two and five-column spray venders.

The two-column model, A54, has a 18 gauge steel cabinet 12 inches high, 8 inches wide and 7 inches deep. It has two 10-cent (U. S.) coin mechanisms, weighs 13 pounds filled. Two 2-ounce bottles of cologne vend approximately 2,000 sprays, cost between \$3 and \$4 depending on the colognes used.

Atomizers on both Colma machines operate on pressure developed by finger-tip plungers. A year guarantee is offered against defects on each machine.

## Am. Vending Opens 10th Ave. Office

NEW YORK, April 24.—Milton Green, head of the American Vending Company, Brooklyn, this week opened a branch office on 10th Avenue.

Abe Weisberg, formerly with the Lee Manufacturing Company, River Edge, N. J., kiddie ride firm, will be in charge. The firm will handle games, music and conversions.

## ON LAM WITH NICKEL GRAND

CHICAGO, April 24.—Burglars had a busy time here recently at the Chicago Colespa Dispenser Corporation, 260 Greenview Avenue.

According to Percy Preston, superintendent, the company office was missing \$1,200—\$1,000 of which was nickels.

## Nu Beverage Co. Sets Rebate Plan

OMRO, Wis., April 24.—Nu Beverage Company here has inaugurated a system allowing the customer the price of the container normally paid for and included in the cost of the sirup. The firm plans to pass on a 20-cent per case saving to customers when latter send back the empty case and jugs. Saving is applied toward the next order.

Final result, according to Nu officials, is that the price per gallon of sirup is \$1. Six flavors are offered: root beer, cherry, cream soda, lime, lemon and grape.

Cup vander operators who have been making their own sirup, the company claims, should find it equally economical to purchase ready-made sirups.

Under the plan, minimum order is five cases or 20 gallons.

## Nabisco Volume Rises Slightly

NEW YORK, April 24.—The sales increased only slightly—from \$87,500,000 to \$88,771,820—the National Biscuit Company's first quarter net rose to 66 cents a share from 55 cents in last year's first quarter.

President George H. Coppers attributed the net increase to new plants, higher pricing, and the elimination of the excess profits tax.

He added that Nabisco will begin work this summer on a new bakery in Montreal.

## 1st Qtr. Amer. Tobacco Net to Top '53 Return

FLEMINGTON, N. J., April 24.—President Paul M. Hahn of the American Tobacco Company predicted that the first quarter net for the cigarette manufacturer "will be substantially higher than that of 1953." He estimated March sales as well ahead of sales for March, 1953, and added that dollar sales for the quarter would be near last year's level.

Speaking at the annual meeting here this week, Hahn attributed the rise in American Tobacco's net to "the benefit we have had this year for a full first quarter of higher cigarette prices as compared with lower prices in effect during part of the first quarter last year and the elimination of the excess profits tax."

He added that American is working on a filter-tip cigarette, but would not say when it would be introduced.

## Senate Comm. Told High Peanut Cost Drying Up Market

WASHINGTON, April 24.—Peanuts are losing in popularity because high priced peanut products "no longer represent a good value to the consumer," Charles F. Scully, president of Williamson Candy Company, told a Senate Agriculture and Forestry Committee at a hearing on Senate Bill 3052 which deals with President Eisenhower's proposed farm program.

Scully appeared before the committee as spokesman for the National Confectioners' Association, whose members are said to use over 20 per cent of the national peanut crop in candy products.

"The high price of peanuts is due to the high support program which has cost over \$100,000,000 since 1933 when the support program for peanuts began," Scully declared.

He pointed out that doubt as to the value of the present peanut program was also cast by the Department of Agriculture in its publication, "Peanuts and Their Uses for Food," issued in 1952.

To correct the present peanut situation, Scully urged that Congress adopt the NCA recommendations:

1. Eliminate peanuts from the list of so-called basic commodities.
2. Terminate the existing mandatory 90 per cent price support for peanuts beginning January 1, 1955, and provide for price support on peanuts on a flexible scale at 79 to 90 per cent of parity.

## New Eppy Charm

JAMAICA, N. Y., April 24.—Samuel Eppy & Company, Inc., this week released its Peas-in-the-Pod charm, a plastic miniature of the vegetable in two-tone green.

## MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #11 B.G.	7.45
Advance #11 Mdse.	5.95

## MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	85
Pistachio Nuts, Vendor's Mix	70
Pistachio Nuts, Sheik	52
Cashew Whole	55
Cashew Butts	50
Peanuts, Jumbo	38
Spanish	28
Mixed Nuts	55
Almonds 480	85
Baby Chicks	32
Rainbow Peanuts	30
Boston Baked Beans	30
Jelly Beans	25
Licorice Lotzenges	25
M & M	42
Assorted Fruit Charms, 100 ct.	44

Rain Bio Ball Gum, all sizes, 200 minimum, prepaid, per lb. \$ 38  
Adams Gum, all flavors, 100 ct. 44  
Wrigley's Gum, all flavors, 100 ct. 47  
Hershey's Chocolate, 200 ct. 1.30  
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.  
1/3 Deposit, Balance C.O.D.

## NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL  
446 W. 36th St. New York-18, N. Y.  
LQngacre 4-6467

### Brand New! Victor MODEL HMS

\$16.95 each  
Less than 100

\$16.50 each  
100 or more

Write for free 32 page catalog.

**Parkway Machine Corp.**  
715 Ensor St. Baltimore, Md.

### NORTHWESTERN 10 SELECTOR GUM VENDOR

Greatest Money-Maker SPECIAL! CHLOROPHYLL BALL GUM 210 Count

28¢ per pound LIMITED OFFER ORDER NOW! Immediate Delivery

Reconditioned Like New  
N. W. TAB GUM VENDERS ..... \$16.95  
N. W. 49ERS, 1c or 5c ..... 12.50  
A.B.T. Challenger Gun ..... 45.00  
NEW N. W. 33, 35, 46 PORC. .... 6.95  
S.K. HUNTER BALL GUM GUN ..... 24.50  
SILVER KINGS, 5c ..... 7.50  
N.W. Postage Stamp Vender ..... 69.50  
Write for prices of charms & supplies.

**BADGER SALES CO., INC.**  
2251 W. Pico Blvd., Los Angeles 5, Calif

### Brand New! Victor MODEL HMS

\$16.95 each  
Less than 100

\$16.50 each  
100 or more

Can be bought on weekly payments. Write for details

**ROY TORR**  
Lansdowne, Pa

## RINGS! RINGS! RINGS!

NEW SIGNET INITIAL RING (A Beauty!)

FUNNY FACE RING (24 Different!)

Nickel \$10.25  
Gold \$11.00 (FOB Brooklyn)

Perfect in any Charm Mix, holds a marble firmly, sure-fire in capsule! Order direct or from your Distributor. Send for price list today, or \$1 brings 50 samples plus other items. (Limited number rings available in capsules. Write for information and Low Prices.)

**ABBEY PLASTICS CORP.**  
3354 Nostrand Ave. Brooklyn, N. Y.

### HELP YOURSELF TO MORE VENDING PROFITS

Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW — MAIL THIS COUPON TODAY**

Vend Magazine 904  
2160 Patterson St., Cincinnati 22, Ohio  
 1 year \$4  2 years \$6  3 years \$7.50  
Payment enclosed  Please bill me  
(Foreign rate, one year, \$6!)

Name .....

Address .....

City .....

Zone State .....

Occupation .....

## NEW 5c ROCKET CHARM MIX

(TRADEMARK)

We always have new items in the above mix. Immediate Delivery! \$21.00 per M. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

**SPECIAL GET STARTED OFFER**

1 Victor 5c Rocket Charm Machine	\$57.00
2,000 "Graff's 5c Rocket Charm Mix"	40.00
<b>TOTAL COST</b>	<b>\$97.00</b>

**30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED**

Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

**GRAFF VENDING SUPPLY CO.** 2841 W. Davis Dallas, Texas

## Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month . . . Without Cost!

This breezy little newspaper has made a big hit with operators the country over . . . not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

**Northwestern**

**HERE AGAIN!!!**



**VICTOR'S TOPPER**

The world's finest bulk and charm vendor

\$50.00 per case of 4, less than 25 cases.

\$48.00 per case of 4, 25 cases or more.

We stock the complete line of Victor vendors.

Send today for complete charm and merchandise lists and all bulk vending supplies.

**BIRMINGHAM VENDING COMPANY**  
540 Second Ave., No., Birmingham 4, Ala.  
Tel.: 54-7526

**S-K Expands Staff, Sets New Division**

AURORA, Ill., April 24. — Silver-King Corporation announced the appointment of Stanley Schlaf as experimental engineer. Schlaf, who was formerly with the J. P. Seeburg Corporation in a similar capacity, will work on a new line of major vending equipment.

Adolph Theis, president, also announced the activation of a new Silver-King division, Neo-Matic Manufacturing Corporation, to produce a radio-controlled garage door opener. The unit, which costs \$198.50 installed, will be handled by building contractors and garage door firms.

Production of the garage door opener started this week.

**THE BILLBOARD INDEX  
ADVERTISED USED  
MACHINE PRICES  
VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 24	Issue of April 17	Issue of April 10	Issue of April 3
Acorn Tab Gum (10 col.)....	\$21.95	\$21.95	\$21.95	\$21.95
Advance Model D Ball Gum...	7.45	7.45	7.45	7.45
Advance No. 11 Mide.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	8.50	8.50	8.50	8.50
Ajax (8 Col.).....	125.00	125.00	125.00	125.00
Athletic Scale (Mercury)....	49.50(2)	49.50	49.50	49.50
25c Ball Point Pen Vendor..	49.50	49.50	49.50	49.50
Bradley, 2 selection.....	275.00	275.00	275.00	275.00
C-8 Electros.....	135.00	135.00	135.00	135.00
Columbus 1c.....	7.45	7.45	7.45	7.45
Craig Ice Cream Vendor, 10c		210.00	210.00	210.00
DuGrenier Candyman.....				49.50
DuGrenier Champion (9 col.)..	97.50	100.00	100.00	97.50
DuGrenier Model W (9 col.)..	95.00	125.00	95.00	125.00
Exhibit Card Vendor, 1c....	15.00	15.00	15.00	15.00
Foot Ease.....	75.00	75.00	75.00	75.00
	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hawkeye Hot Popcorn.....	55.00	55.00	55.00	55.00
Hershey 1c (2 col.).....	6.50	6.50	6.50	6.50
Hot Snack Bar (5 col.).....		150.00	150.00	150.00
Hupp Cold Drinks.....		110.00	110.00	110.00
Keeney Electric (9 col.).....	150.00	150.00	150.00	150.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vendor .....		125.00	125.00	125.00
Marlon Scale.....		89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	7.45	7.45	7.45	7.45
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Tab Gum.....	27.50	27.50	27.50	27.50
National 930.....	130.00	130.00	130.00	130.00(2)
National 950.....	145.00	145.00	145.00	145.00(2)
Northwestern 33 Ball Gum...	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	12.50	17.35	12.50
Northwestern 49, 5c.....	17.35	12.50	17.35	12.50
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95(2)	18.95	25.95(2)	18.95
Pop Corn Sez.....	65.00	65.00	65.00	65.00
Pop-N-Hot Popcorn.....	65.00	65.00	65.00	65.00
PX (10 col.).....		140.00	140.00	140.00
25c Razor Blade.....	19.50	19.50	19.50	19.50
Revco Model 400 Ice Cream..		150.00	150.00	150.00
Rowe Candy (8 col.).....		85.00	85.00	82.50
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe President (8 col.).....	155.00	130.00	155.00	130.00
Rowe President (10 col.)....	155.00	135.00	155.00	135.00
				155.00(2)
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Rowe Royal (10 col.).....	110.00	110.00	110.00	110.00
Rowe Royal (9 col.).....	100.00	100.00	100.00	100.00
Silver King.....	8.50	13.95	8.50	13.95
Silver King 1c Ball Gum....		7.45		7.45
Silver King 1c Mide.....		7.45		7.45
Silver King, 5c.....		7.45	7.45	7.45
Silver King Hot Nut.....		29.95		29.95
S. K. Hunter Ball Gum Gun..		24.50		24.50
Smoke Shop Lo-Boy.....	249.50	249.50	249.50	249.50
Super Vend Selective Drink Vendor, 3 Drinks.....		325.00		325.00
Uneda Candy.....		62.50		65.00
Uneda Challenger (8 col.)..	110.00	110.00	110.00	110.00
Uneda Electric (9 col.)....			87.50	125.00
Uneda Model A (6 col.)....			87.50	87.50
Uneda Model E (6 col.)....	50.00	75.00	50.00	75.00
Uneda Model A (9 col.)....		95.00		
Uneda Model E (9 col.)....		85.00		
Uneda Model 500 (9 col.)..	100.00	110.00	95.00	110.00
Unedapak Model 500 (9 col.)		135.00		135.00
U-Select-It.....	49.50	49.50	49.50	49.50

**THIS WEEK'S SPECIAL IN CIGARETTE MACHINES**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)



**UNEDA CIGARETTE VENDORS**  
Model E, 6 cols., 168 cap. .... \$ 75.00  
Model E, 9 cols., 270 cap. .... 85.00  
Model A, 9 cols., 270 cap. .... 95.00  
Model 500, 9 cols., 350 cap. .... 100.00

**ROWE CIGARETTE VENDORS**  
Imperial, 6 cols., 180 cap. .... \$ 85.00  
Royal, 10 cols., 400 cap. .... 110.00  
Royal, 8 cols., 320 cap. .... 100.00  
Crusader, 10 cols., 475 cap. .... 155.00

**SPRING SPECIAL**  
Uneda Candy, Wall Model, 120 cap.  
**\$62.50**

**SODA and COFFEE MACHINES**  
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors

**WRITE FOR INFORMATION**  
Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.  
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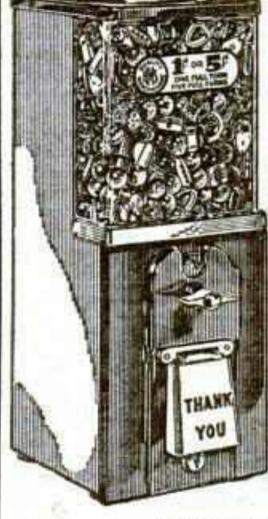


**DUGRENIER CHAMPION**  
9 Columns  
420 Cap.  
**\$97.50**

**UNEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
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**VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR**



The Most Flexible Bulk Vendor Ever Constructed

**6 MACHINES IN 1**

The answer to "extra profits" from your present locations... and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.

**VENDING WHEELS**  
#104—For Chicle Treats or Chicle Treats—(2 pcs. each portion).  
#105—Merchandise Vending Wheel with adjuster plate.  
#106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.  
CAPACITY: 7 1/2 lbs. 210 count ball gum.  
IMPORTANT: Specify Which Wheel You Desire. 4 Decals furnished with each machine.

**PRICES:**  
Less than 100 machines ..... \$16.95 ea.  
100 or more ..... 16.50 ea.  
Packed and sold 4 machines per case. Minimum shipment: 1 case.  
Prices F.O.B. Factory. Patents Applied for.

SEE YOUR NEAREST VICTOR DISTRIBUTOR

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

**RECONDITIONED MACHINES**

FOR LIMITED TIME ONLY!

<p><b>ADAMS GUM</b> 6 Col. 6V GUM VENDOR</p> <p>With 600 pieces of assorted Adams Gum <b>ONLY \$17.25 EA.</b></p>	<p><b>MASTER 1c NOVELTY VENDORS</b> LIKE NEW</p> <p>Porcelain finish, screw type lock top &amp; bottom. <b>SPECIAL \$6.95 EA.</b></p>	<p><b>Silver King Hunter Ball Gum Vendor Amusement Game</b></p> <p><b>SPECIAL... \$19.50</b></p>
<p><b>ATLANTIC 5c ALMOND TRAY VENDOR</b> Special Deal 1 Mach. &amp; 5 lbs. of Almonds (700 Count) <b>\$10.95</b></p>	<p><b>NORTH-WESTERN Model 33 1c Ball Gum BRAND NEW!</b> <b>\$6.95 ea.</b> WHILE THEY LAST!</p>	<p><b>SILVER KING</b> 1c or 5c Bulk completely reconditioned <b>\$8.50 EA.</b></p>

Write for Catalog of New & Used Vendors, Accessories & Supplies  
Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

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Now's the time to use...

**GUGGENHEIM GROCERY CHARMS and CIGARETTE PACKS**

\$10.00 per thousand  
SEND FOR PRICE LIST  
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33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL 5-8393

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You Can't Beat "WISE OWL" QUIZZETTES

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THEY'RE PROVEN MONEY MAKERS!  
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**NOTHING LIKE IT!**

**Victor MODEL HMS**  
\$16.95 each  
Less than 100

**\$16.50 each**  
100 or more

We stock the complete line of Victor vendors.  
Write for complete charm and merchandise lists and all bulk vending supplies.

**GRAFF VENDING SUPPLY CO.**  
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Telephone Ya-8323

**Guaranteed Deal..**

**SPECIALTY SALESMEN WANTED**  
Change in company policy allows an unusual opportunity for reliable salesmen to handle nationally known line... this is positively a guaranteed deal. Locally and nationally advertised. WE want salesmen—not promoters. Find out the complete details. Write to BOX 728, c/o The Billboard Publishing Co., 188 W. Randolph St., Chicago, Ill.  
Complete Line of Vending Machines  
GUM • HOT NUTS  
PEANUTS • CANDY BARS

**ACORN real kid appeal**



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

You'll find it easy to sell locations with Oak's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your Acorns—vend tab gum!

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MANUFACTURING COMPANY  
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eastern office  
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2538 MISSION STREET • PITTSBURGH 3, PA.

**HERE AGAIN!!!**

**VICTOR'S TOPPER**  
The world's finest bulk and charm vendor  
\$50.00 per case of 4, less than 25 cases.  
\$48.00 per case of 4, 25 cases or more.  
We stock the complete line of Victor vendors.  
Send today for complete charm and merchandise lists and all bulk vending supplies.  
**H. B. HUTCHINSON JR.**  
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Tel.: Emerson 4300

**BALL and VENDING GUMS**

New LOW Factory Prices  
**BUBBLE • CHICLE CHLOROPHYLL**  
Bubble Ball Gum, 140-170 & 210 ct. .... 24¢ lb.  
Clor-o-Vend Ball Gum, 140 & 210 ct. .... 40¢ lb.  
Clor-o-Vend Chicks, 275 & 320 ct. .... 45¢ lb.  
Chicle Chicks, 320 & 520 ct. .... 36¢ lb.  
Bubble Chicks, 320 & 520 ct. .... 30¢ lb.  
F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
4th & M. Pleasant Newark 4, N. J.

BASHFUL BOYS

Private Spots Top Shoeshine Mch. Locations

NEW YORK, April 24.—Sam Sakhs, head of Acme Sales Company here, is against public locations for his shoeshine operation. Private locations are best, he contends. In fact, men's rooms are Sakhs' top locations.

Sakhs makes and operates the Uneeda 750 shoeshine vender and currently has about 240 on location. His location reasoning: A man is self-conscious when patronizing a shoeshine vender in public.

According to Sakhs, this adds up to the need for the patron being able to shine his shoes away from probing eyes. Men's rooms in restaurants and bars are about as private as can be obtained with a sufficient traffic turnover.

100 New Locations

Sakhs has been making shoeshine venders since 1951, most of them for his own operation. He has added nearly 100 locations in the last 12 months, all in the metropolitan New York-Jersey area, where he limits his operation.

The unit sells for \$297, with a \$270 tab in lots of five or more. The vender is 43 inches high, 24 inches wide and 19 inches deep. It weighs 135 pounds. Capacity is 300 shines, and standard equipment does not include a slug rejector. It may be set for either a nickel or a dime.

The machines operate on 110 volt, 60 cycles, AC. Sakhs claims the neutral wax, at \$1.25 a cake, is good for 300 shines, with cotton brushes good for two years at a replacement cost of \$10 each.

Two Brushes

The horsehair brush, he added, is good for four years at a replacement cost of \$12. Actually, the customer uses two brushes,

Token Venders Installed in 2 Subway Stops

NEW YORK, April 24.—In an effort to cut down labor costs and speed up service, the New York Transit Authority this week installed two token-dispensing machines in midtown subway stations—Grand Central Station on the I.R.T. and 46th Street on the Sixth Avenue IND.

The machines return one token when a dime and a nickel are inserted. This is the only change combination it will accept. When the unit runs out of its 750 tokens, a green empty sign appears and a buzzer goes into action so that change booth attendants may refill it.

The dispensers, built by the Johnson Fare Box Company according to specifications laid down by the Transit Authority, cost \$650 each. The manufacturers claim they will not accept slugs. TV authorities said if the dispensers do a good job in eliminating congestion, others will be installed in the subway system.

first the neutral brush, then either the black or brown. The shine lasts about two minutes.

The average location, after paying the location owner a 20 or 25 per cent commission, nets the operator about \$4 or \$5 a week, he said, if the units are set at a dime.

Sakhs feels that the operators who have fallen by the wayside with shoeshine venders have done so because they mistakenly placed them in high-traffic public locations and expected the grosses to roll in. If they had reasoned the thing thru, he maintains, they would have limited themselves to rest rooms and probably would have done all right.

WHAT NEXT?

Coin-Operated Red Caps Now Used by RR's

NEW YORK, April 24.—Pioneers in the coin machine industry may have had a lot of imagination, but they probably never conceived of coin-operated red caps.

Yet three large Eastern railroads—the Pennsylvania, New York Central, and New York, New Haven & Hartford—are supplementing porter service with coin-operated luggage carts, similar to the carriers used by shoppers in supermarkets and golfers on fairways.

The carriers are being tried out in Pittsburgh's Pennsylvania Station and in South Station, Boston, and NYC terminals.

Passengers leaving trains drop a quarter in the coin mechanism of a rack in the station platform. This allows them to remove a cart from the rack. By putting the cart back in a nearby rack when finished, patrons get an automatic refund of a dime. Passengers entering the station get a cart from a rack near the station entrance.

City Rejects Anti-Pin Move

SACRAMENTO, April 24.—The Sacramento City Council by a majority vote rejected a proposal to outlaw pinball machine operations in the city.

It was pointed out that the council had already passed an ordinance to eliminate awards in pinball machines and that the legislation had so far proved effective.

Pin Ops Place Games Without Permit: CLCC

HARTFORD, Conn., April 24.—Connecticut Liquor Control Commission inspectors have reported an increasing number of pinball machines on permit premises in violation of Liquor Control Commission regulations.

Commissioner Leo F. Carroll stated that most of the violations have resulted from failure of the permittees to apply for permission from the CLCC to install games of skill.

Carroll said that the CLCC is ordering the machines removed where permission has not been granted. He said that permittees must apply for permission to install pinball machines, pool tables, shuffle boards and similar amusement devices in barrooms and taverns.

If the investigation discloses that the device in question is not strictly a game of skill for amusement purposes, Carroll added, permission is refused.

Alberta Act Curbs Some Coin Units

EDMONTON, Alta., April 24.—An act making some coin-operated amusement machines illegal in Alberta has been passed by the Provincial Legislature.

The bill repeals and replaces the old Alberta coin machine act passed in 1942 and recently declared ultra vires by the Supreme Court of Canada because it encroached on federal law.

Under the act, pinball machines, coin-operated baseball and football games, and target shooting games are illegal.

Maintenance and ownership of a bell machine is banned under the new act and a bell is uniquely defined as a device which, on insertion of a coin, token or slug, can be used for playing a game of skill, chance or mixed skill and chance.

The new act states that maintenance of a bell machine on any premises in the province is to be classed as a nuisance.

The legislation differs from the old in that its provisions expressly exclude bell machines as defined under the Criminal Code. The code covers bells which offer a chance of winning money or a prize.

When a bell machine, as defined under the new act, is seized, a District or Supreme Court judge would have the responsibility of deciding whether or not it is actually a bell machine. These responsibilities formerly were given to a justice of the peace or a District Court judge.

When a bell machine is confiscated it becomes the property of the crown. No other penalty is provided. The act also states that bells cannot be the subject of property rights, since it is illegal to own one.

Fun City Owners

Continued from page 69

being added yearly. The Arcade tries to get pieces as soon as they come out. Some machines are acquired from manufacturers on a "test basis," enabling the Arcade to operate brand new machines while the manufacturers have a chance to gauge the appeal of their products. Said Wilhelm, "If a machine is a good one, it will pay for itself in eight to 10 weeks."

The Arcade has been operated at 19 West Randolph in the Loop for the past five years, in what Bear terms "an expensive real estate section of the city." Bear feels taxes are high since federal, State and city license fees must be paid on each machine.

Fun City is advertised on radio, TV, and in trade magazines.

Big Magic Shop

The Chicago Magic Center is the main attraction on the second floor of the establishment. Here Wilhelm and Bear have assembled one of the most complete and inviting magic shops in the world. They are the Chicago distributors for the Abbot Magic Company, as well as buyers of magic collections of every size and description. Magicians from all parts of the country are thus frequent visitors at the shop.

"Iron Maiden"

Stocked in the magic shop is everything from disappearing coins and cigarettes to the old guillotines and "Iron Maiden" torture devices.

A regular habitant of the shop is the famous Theodore Bamberg, better known in magicians' circle as "Okito." People arrive at the shop from distant points to visit with this unique retired magician and to receive his autograph.

Okito is one of seven consecutive generations of magicians, and his son and successor, Fu-Manchu, is performing in South America. Okito's father was court magician to King William III of Holland.

For 55 years Okito traveled about the world as a professional magician. He has entertained before Queen Wilhelmina of Holland, the King of Spain, the Duke of Windsor (then Prince of Wales), King Christian IX of Denmark, Presidents Taft and Wilson, and Thomas Edison. Houdini was a personal friend of Okito's, and for many years Okito traveled with Thurston, the famous magician.

Okito acts as consultant, designer and professional instructor at the shop, where he has many pupils. A number of the magic articles on display, including the widely known Okito Coin Box, were developed by Okito. The Chicago Magic Center is a focal point in the variety of Fun City.

Wilhelm and Bear look forward to increasing business in the years to come, and are considering further expansion of their business. Hobbies and hobbycraft may be the next addition.

N. C. Arcade Enlarged

ATLANTIC BEACH, N. C., April 24.—A. B. Cooper, local juke box and Arcade operator, has enlarged his Idle Hour Amusement Center and added the following games and kiddie rides: Dodgem Bullpen, Exhibit Shooting Gallery, ABT Rifle, Genco Basketball, Chicago Coin Baseball, Round-the-World Trainer, Torpedo Ride, Mike Munves Set Shot, Air Football, Riteway 3-D Theaters, Scientific Ocean Liner and TV Theater Ride.

Johnson Act

Continued from page 69

of federal police power, in conjunction with the States, and that its effect on interstate commerce was only incidental.

Supporting the defendants' argument of the act's invalidity, Murphy asserted: "It is mandatory upon Congress, if it chooses to act, to make a rule uniformly applicable to all States and in full force and effect in all States at all times."

The court held "this argument is falacious. Congress is vested with the exclusive power to enact laws affecting or regulating interstate commerce—but in doing so, it is not required that its laws shall be uniformly applicable to all States."

Affirm Validity

The judges' opinion: "It seems doubtful . . . that the defendants are in a position to raise this constitutional question because the challenged provision in no way affects them, but conceding that they may do so, we conclude that the act is constitutional."

At the March 8 hearing, Murphy also held that the Johnson Act violates the fifth amendment to the constitution because it requires dealers in gambling devices to file reports of the equipment they have and the sales they make. The court refused arguments on this point.

Another attack by the defendants on the Minnesota conviction, that they did not get a fair trial, also met defeat. The judges in their opinion held "a review of the entire record convinces us that defendants were represented by able counsel and that they were accorded a fair trial by the trial court."

Exhibit Ships

Continued from page 69

1, 2, 3 and 4 extra points respectively. A player makes an additional five points for every bull's-eye target hit. Thus the top total would be a score of 55.

Another feature is a match-play attraction with numbers which flash on to be matched with the total score.

The gun is adjustable for free play with a dime return feature for perfect scores. Special meters record the number of games played, perfect scores and match scores.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00

CASH WITH ORDER

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

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CASH WITH ORDER (unless Credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in Care of The Billboard allow for 6 additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

Coin Radios and Television — Buy direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. j5

Parts, Supplies & Services

Present distributor is expanding charm line. Manufacturers and import sources, please contact. Box 729, The Billboard, Chicago 1, Ill.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. j5

Routes for Sale

Advance Machine Route in Texas; large operation, priced right. McDonald Distr. Co., P. O. Box 6095, Dallas, Tex. my15

Cigarette Route for sale or trade for route in Eastern Phoenix, Arizona; lots of room for expansion. Box 718, The Billboard, Chicago 1, Ill. my8

Well established western route—Late model phonographs, bingos, bowlers, etc., \$70,000. Priced at Billboard prices; will pay out in 10 to 12 months; will finance 1/2. Box 206, The Billboard, Chicago 1, Ill. my15

Used Coin-Operated Equipment

A-1 Cigarette and Candy vending machines, from \$25 to \$125; every make and model; prices under all competition; all other types of vending machines too. What have you to sell? Mack H. Postel, 2952 Milwaukee Ave., Chicago, Ill. mh5

Arcade Machines—180 Penny and Nickel type; Photomatic, Recorder, 12 Panorams. What do you need? Write for list and prices. Funland Arcade, 503 Market St., Pittsburgh 22, Pa. my1

Auto Photo Machine—Model 9, excellent condition, used one season. King Amusement Device Co., 610 McCabe Ave., Bradley Beach, N. J. Telephone Dunkirk 92121. my8

Basketball Champ, Telequiz, Pistol Pete, Tom Tom, Playball, 3 penny pieces, \$400 your truck. Shafer Amusement Rides, Mesker Park, Evansville, Ind.

Cigarette Machines — Six column Rowe Imperials, \$45 ea.; nine column 9-30 Nationals, \$50 ea. Machines on quarter operation. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244. np

Cigarette Machine, quarter operation Uneeda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Uneeda 5-column Candy Machine, \$37.50; Statter 9-column Cookie Machine, \$22.50; DuGreiner Cigarette, \$40. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. tf

Coin-operated Televisions — 17" console "Preview," \$65 each. R. Flemke, 3800 Poe Ave., Cleveland 9, O.

Complete set of 12 Seeburg chrome "100" Selection Wall-o-Matic boxes and 4 super sized teardrop speakers, \$79.50 per box or \$995 for lot. Stewart Novelty Co., 2200 Oneida St., Salt Lake City, Utah.

For Sale—Cheap, or trade for Eric Diggers. 130 vending machines, hot nuts, bulk nut, candy and ball gum; 1 and 5 cents with extra parts. Berry Caskill, 216 Main, Alton, Ill. Phone 3-8116.

Fifty 1c Silver Kings and Victor Universals, \$9.95 each; one Mills Panoram Projector. Birmingham Vending Co., 540 2nd Ave. North, Birmingham, Ala. my1

New Shipman Triplex, \$37; like new, \$29.50; two column, \$19.50; cash. Folders, factory price. U.S.P., Waterbury, Conn. my15

Pokerinos and Stools, perfect shape, now in use, \$35 each; come and get them. Funcade, Beach Haven, N. J. Phone 38821.

Recorders, Photo Machines and all types Arcade Equipment at operators' prices. Can use late equipment. Photo Vend Company, 5400 Cullom, Chicago 41. Telephone Mulberry 5-5788. my1

2 Tahitis ..... \$350  
1 Spot Lite ..... 75  
5 ABC ..... 35  
5 Five Star ..... 25  
P. O. Box 1912, Butte, Montana  
Phone 2-8147

20 Federal Stamp Machines, several thousand folders, hangers, stands and brackets. Army officer paid \$1000, was transferred, picked up machines, on location one week only. For quick sale \$225, everything. Frontier Novelty Co., 256 W. Roger Rd., Tucson, Ariz.

50 Northwestern Model 49, 1c venders, excellent condition, \$12 each; 35 Advance Model "D" Ball Gum with large globes, \$3.50 each. Send 1/4 deposit. A. Gerry, Box 6435, Philadelphia 45, Pa.

Wanted to Buy

Cigarette, Candy and other Vending Machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. tf

Coin operated View Telescope; will pay cash or operate on percentage. Painted Canyon Scenic Center. Box 191, Medora, N. D.

Wanted—Gottlieb 3-Way Grippers; any quantity up to 100. Fred Swening, 52 West 85th St., N. Y. my15

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

TRY A DISPLAY AD THIS WEEK. See Advertising Rates Above.

**We**

**Have Newer**

**CHARMS!**

• **NEW DESIGNS**  
• **NEW IDEAS**  
• **NEW FINISHES**

send 35¢  
Complete Sample Kit

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

**IMMEDIATE DELIVERY**

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

## Court Upholds Ala. 'Unfair Cig Sales Act'

MONTGOMERY, Ala., April 24.—Constitutionality of Alabama's so-called "unfair cigarette sales act" was upheld by Circuit Judge Walter B. Jones this week. He permanently enjoined Jerry Hilliard, Opelika grocer, from selling cigarettes at less than cost "as defined in the act."

Hilliard, asserting the 1951 law was unconstitutional in that it set a minimum price on cigarettes, has carried on a running battle with the Alabama Wholesale Tobacco Association and the State Revenue Department.

Joseph M. Edwards, State commissioner of revenue, and the tobacco association were named by Hilliard in challenging its constitutionality. Hilliard asked for a permanent injunction restraining enforcement of the act.

A temporary injunction was granted Hilliard last September, and in a subsequent hearing his bill of complaint was amended to exclude the tobacco association.

In ruling on the case, Judge Jones held that the act "is not a price-fixing statute." He held that it was designed merely to prevent a retailer from selling cigarettes below cost "with the intent to injure competitors or to destroy or substantially lessen competition," and that the evidence showed Hilliard continued the practice for that purpose.

Judge Jones directed Hilliard to "comply with the terms of the act and pay all costs incurred in the lengthy court proceedings."

## Wittenborg Shows Vending Line at Copenhagen Fair

COPENHAGEN, Denmark, April 24.—The only exhibit of coin machines at this year's 10-day Copenhagen International Fair was that of the Wittenborg firm of Copenhagen. Wittenborg, which is represented in America by Automatics, Inc., New York, has a large and attractive stand displaying its line of cigarette and merchandise venders, as well as a number of its counter weighing machines and meat slicers.

On the stand are five of the standard Wittenborg smoke dispensers — handling cigarettes, packaged cigars and tobacco, and four merchandise venders. Fluorescent tubes are used for lighting the late models and are a big improvement over the former mode of lighting the interiors of the venders with ordinary light bulbs. Merchandise venders include a nylon hosiery vender, a fruit, a bakery goods and a packaged coffee vender.

The late model cigarette venders not only have fluorescent lighting, but most of them are equipped with coin chutes that can take either a one or two-kroner coin and all deliver proper change thru separate coin drops, eliminating the placing of coins inside the cigarette wrappers.

## Wyo. Cig Receipts

CHEYENNE, Wyo., April 24.—J. B. Griffith reported that gross collections of State cigarette taxes for February were up \$1,030, or 1.88 per cent over January of this year, but indicated a decline of \$2,556, or 4.37 per cent, compared with collections for February, 1953.

**IN STOCK VICTOR'S**

**New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR**

**ORDER TODAY**  
**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1498

## SUPPLIES IN BRIEF

### Peanut Sales

True D. Morse, undersecretary of agriculture and president, Credit Commodity Corporation, told a Peanut Industry Conference that more aggressive selling of peanuts is needed to help "sell our way out of the farm problem."

Morse said that "not enough people know that peanuts are exceptionally high in the important B-vitamin niacin and other B vitamins" and added that more people need to be sold both on the nutritive value of peanuts and on the many ways peanuts are good to eat. Morse said that the domestic market is expanding at the rate 2.5 million new customers a year and predicted that increased selling of all farm products would solve the farm surplus problem.

### Sugar Supplies

Sugar quotas for the Continental United States for 1954 have been increased to 8,200,000 short tons, raw value—up 200,000 tons from the 1954 quota set in December, the Department of Agriculture has announced. An additional 200,000 tons from inventories charged to 1953 quotas are expected to be used this year.

Meanwhile, U. S. sugar beet growers have reported intentions to increase their planted acreage 19 per cent with 944,000 acres. The Agriculture Department estimates this acreage will produce 12,740,000 tons of sugar in 1954 compared to 12,029,000 tons last year.

The Commerce Department's final tally for sugar cane imports last year shows that \$426 million worth was imported, an increase of \$10 million worth over 1952.

### Coffee Crops Down

The world coffee crop was less last year than it was 20 years ago—5.1 billion pounds instead of 5.4 billion—while current world coffee consumption is estimated at 5.3 billion pounds, according to the Department of Agriculture. The difference between production and consumption has been coming from coffee reserves, mainly in Brazil. Lack of any significant increase in productivity per man-hour or per acre is given as the reason for the current under production of coffee.

The United States' share of world coffee production last year was 2.8 billion pounds compared to 2.7 billion pounds in 1952, according to final figures of the Commerce Department.

### Cacao Bean Imports

The Commerce Department has issued its final tally on imports of cacao beans for 1953. The agency reported imports of 566,000,000 pounds last year compared to 576,000,000 pounds the year before.

### Milk Prices Down

Fluid milk prices in early March declined at both Class 1 and retail levels, the Agricultural Marketing Service reported. Milk

dealers' average price paid for Class 1 milk of 3.5 per cent butterfat content was \$4.97 per hundred weight, 6 cents less than in February and 30 cents below a year ago. Declines occurred in all regions except the West North Central where a 4 cent per hundred weight increase took place. Prices of standard grade milk delivered to homes in 25 major cities averaged 22.8 cents per quart, a decrease of 1 tenth cent below February.

### Florida Cig Tax \$\$ Off for 4th Month

TALLAHASSEE, Fla., April 24.—Florida's cigarette tax yield declined for the fourth straight month in February, in line with what the Tobacco Research Council has called a "general decrease" thruout the nation.

Director A. E. McKinney Jr., of the State Beverage Department, said February collections were \$1,684,000, or nearly \$19,000 less than was collected in February of last year.

Beverage department officials said total cigarette collections for this fiscal year were still running about \$50,000 ahead of last year, but were way below the expected increase. For the previous three years, collections increased about \$1,000,000 each year.

Of the February collections, \$1,335,000 will be distributed to eligible incorporated municipalities and \$314,000 will go to the State's general revenue fund.

### General Cigar Sales Off Slightly in '54

NEW YORK, April 24.—Julius Strauss, president of the General Cigar Company, Inc., here, reported that first quarter sales were off slightly this year compared with 1953. He added, tho, that sales in the last week of March improved to the point where they almost matched the volume of a year ago.

Strauss said that sales of the firm's new 5-cent William Penn cigar are higher than anticipated. He revealed that work schedules in some General factories had been cut to four days to reduce inventories.

### Panter New Sales Mgr. Of Cont'l Paper Div.

NEW YORK, April 24.—Continental Can Company appointed Sog R. Panter Jr. sales manager of its Southeastern district for the Paper Container Division.

Panter joined Continental in 1948, has been on the paper container sales staff in Chicago, Memphis and Washington. In his new post, he will headquarter in Washington, cover Maryland, Virginia, the Carolinas, Florida, Georgia, Alabama, parts of Tennessee and the District of Columbia.



WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE  
**PENNY FORTUNE SCALE**

NO SPRINGS  
Invented and made only by  
**WATLING**  
Manufacturing Company

4650 W. Fullton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

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

**An Eppy Exclusive—**  
**PEAS-in-the-POD CHARM**

Four little "peas" nestled in a pod, in contrasting greens—so simple an idea, so charming a Charm.

There are some CHARMS you immediately like on sight. This is especially true of a Charm that has "realness combined with cuteness." This is such a Charm—a Natural.

**\$11.75** per 1,000 f.o.b. Jamaica, N. Y.  
Or: At Your Distributor.

Every CHARM is designed to influence people to like, to admire and to desire to possess it. If you want a positive influence which empties machines, put these PEAS-in-the-POD CHARMS out front as a feature attraction. It positively influences sales.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place  
Jamaica 2, L. I., N. Y.

**its a dynaMITE!**

**ATLAS MASTER** penny-nickel  
**PROFIT MAKER**

the modern Ball Gum and Charm Vender for Biggest Profits—more nickel sales—faster emptying!

**ATLAS MFG. & SALES CORP.**  
12220 Triskett Rd.  
(Phone ORchard 1-7725) Cleveland 11, O.  
Also vends NUTS and CANDY. Be first with the best in your territory! Get the facts! Write, Wire or Phone TODAY!

**MAKE MORE MONEY IN VENDING!**

**Read The Billboard Every Week**

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

**Enter a Money-Saving Subscription Now!**

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes  Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

Name .....

Address .....

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

Occupation .....

**ABSOLUTELY SENSATIONAL!**

**SQUARE CUT DING**

**WHITE PLASTIC BAND, \$13.00 Per M**

**NICKEL PLATED at... \$16.50 Per M**

**24-K GOLD PLATED at... \$17.50 Per M**

All prices F.O.B. N. Y.

They're beautiful... breathtakingly bombastic. Sparkling jewel square stone. Vend perfectly—at a time—in Rockets as well as machines with ball gum wheels—also fits capsules for merchandise vending. DEFINITELY THE FINEST VALUE ON THE MARKET!

We have a stupendous assortment of "Initial" rings. Write for catalog sheet on all our new Rocket items.

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement games and their prices across four issues (April 24, April 17, April 10, April 3). Games include ABC (United), All Star Basketball, Aquacade, Arizona, Army-Navy, Atlantic City, Baby Face, Basketball Champ, Batting Practice, Beach Club, Beauty, Be Top, Bermuda, Big Top, Boleros, Boston, Bowling Champ, Bright Lights, Bright Spot, Buffalo Bill, Buttons & Bows, Cabana, Camel Caravan, Campus, Canasta, Carolina, Catalina, Champion, Chinatown, Circus, Citation, C.O.D., College Daze, Coney Island, Control Tower, Coronation, Cyclone, Dallas, De-Icer, Dew-Wa-Ditty, Double Action, Double Feature, Double Shuffle, Dreamy, Disk Jockey, Dude Ranch, Eight Ball, Fairway, Fighting Irish, Floating Power, Football, 400, Four Corners, Four Horsemen, Frolic, Georgia, Gismo, Glamor, Globe Trotter, Golden Cup, Golden Nugget, Golden Gloves, Grand Award, Gun Club, Guys-Dolls, Happy-Go-Lucky, Harvest Time, Hayburner, Hit & Run, Horseshoes, Humpty-Dumpty, Jalopy, Jockey Special, Joker, Judy, Jumping Jack, Just 21, King Arthur, King Pin, Knock Out, Loner, L-O-Line, Beach, Lining, M's of '49, The Queen, Land, Maid, Mel Man, Merry, Glow, Nana, Nona, Two, Three.

Calendar for Coinmen

April 26—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.
April 30-May 1—NAMA sectional meeting, covering Montana, Arizona, Washington, Oregon, Utah, New Mexico, Nevada, Wyoming, Idaho and California (Regions 10, 11, 12), Highland Inn Hotel, Carmel-at-the-Sea.
May 7-8—NAMA sectional meeting, covering Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas (Region 9 and Western part of Region 8), Baker Hotel, Dallas.
May 10—Amusement Machine Operators' Association of Greater Baltimore, bi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
May 14—Music Guild of New Jersey, 17th annual banquet, Military Park Hotel, Newark, N. J.
May 14-15—NAMA sectional meeting, covering Illinois, Indiana, Wisconsin, Iowa, Missouri, Minnesota, North and South Dakota, Edgewater Beach Hotel, Chicago.
May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.
May 29-30—South Dakota Phonograph Operators' Association, quarterly meeting (probable four-State event), Charles Gurney Hotel, Yankton, S. D.
June 4-5—NAMA sectional meeting, Cleveland Hotel, Cleveland, covering Kentucky, West Virginia, Ohio, Michigan.
June 7-10—National Confectioners' Association, annual convention exhibit, Conrad Hilton Hotel, Chicago.

City Council Hears Dispute On Pin Games

Cincinnati Body To Decide Future Of City's Pinballs

CINCINNATI, April 24.—Arguments for and against pinball machines aired before the City Council in a hearing which may decide the future of pinball operations in this city. Discussion centered on whether the machines were in themselves gambling devices, whether they were being used for such, and whether the present licensing ordinance should be replaced by a complete ban. The principals in the clash are a citizens' committee, supported by various religious and school groups, and the Amusement Devices Association, an organization of the city's operators formed to present their side of the dispute. The citizens' committee initially

Binks Bows

Continued from page 69

and spare pockets are missed they can be "picked-up" in pockets at the bottom. Strikes score 30 points, spares 20 and other balls 10. A special colored ball doubles the player's score on that shot. Thus a total of 600 with every ball, including the special ball, in the strike pockets is tops. The game is adjustable for either regular amusement play or play for prizes, and no special service or maintenance is required for operation. It has a Universal coin chute, which, according to Binks, is practically jam-free and clog-proof. In addition to Whiz Bowler, Binks is in production on Zipper, an in-line scoring game.

voiced its belief that pinballs should be outlawed, arguing that the cost of administering licensing legislation exceeds the license fees. The committee representing the operators' group, countered by stating that federal, State and local governments profit by taxes on the machines, and that the industry is a source of employment for many.

Table listing various amusement games and their prices across four issues (April 24, April 17, April 10, April 3). Games include Palm Beach, Palm Springs, Pin Bowler, PlayTime, Poker Face, Puddin' Head, Quarterback, Quintette, Rag Mop, Ramona, Red Shoes, Robin Hood, Rockette, Rose Bowl, Round Up, Saratoga, Screwball, Shantytown, Shoot the Moon, Shoe Shoe, Silver Chests, Skill Pool, Slugfest, South Pacific, Special Entry, Spot Bowler, Spot-Lite, Springtime, Stardust, Starlite, Stars, Struggle Buggy, Super World Series, Sweepstakes, Tampico, Tahiti, Telecard, Tennessee, Texas Leaguer, Thing, Three Musketeers, Thrill, Times Square, Trinidad, Triplets, Tri-Score, Tropics, Tumbleweed, Turf King, Utah, Virginia, Wild West, Winners, Yanks, Yacht Club.

For Everything You Need in new and used equipment LOWEST PRICES Write for Our Lists DAVID ROSEN Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

Nevada and Foreign Operators, Attention!! GOING OUT OF BUSINESS 34 POST-WAR Original MILLS 5-10-25 Slots, many of them like new. WRITE. Dies for Over and Under Bar Pay and Push Type Escalator Parts. Large Stock of Mills Parts, also some Parts for Jennings and Pace Machines. FIRST \$4,000.00 TAKES ENTIRE LOT OF MACHINES AND PARTS JERRY'S COIN MACHINE REPAIR 410 No. Syndicate Street St. Paul, Minn. Ph.: Elhurst 6923

VERY CLEAN! Chi Coin 10th FRAME DOUBLE SCORE BOWLER \$295.00 United CASCADE 275.00 Keeney 6 PLAYER 100.00 Genco SCOREBOARD 85.00 Rock-Ola SCOREBOARD 50.00 Exhibit TWIN ROTATION 125.00 Chi Coin BOWL-A-BALL 125.00 UNIVERSITY COIN MACHINE EXCHANGE 854 N. High St. Columbus 8, Ohio Tel.: UNiversity 6900

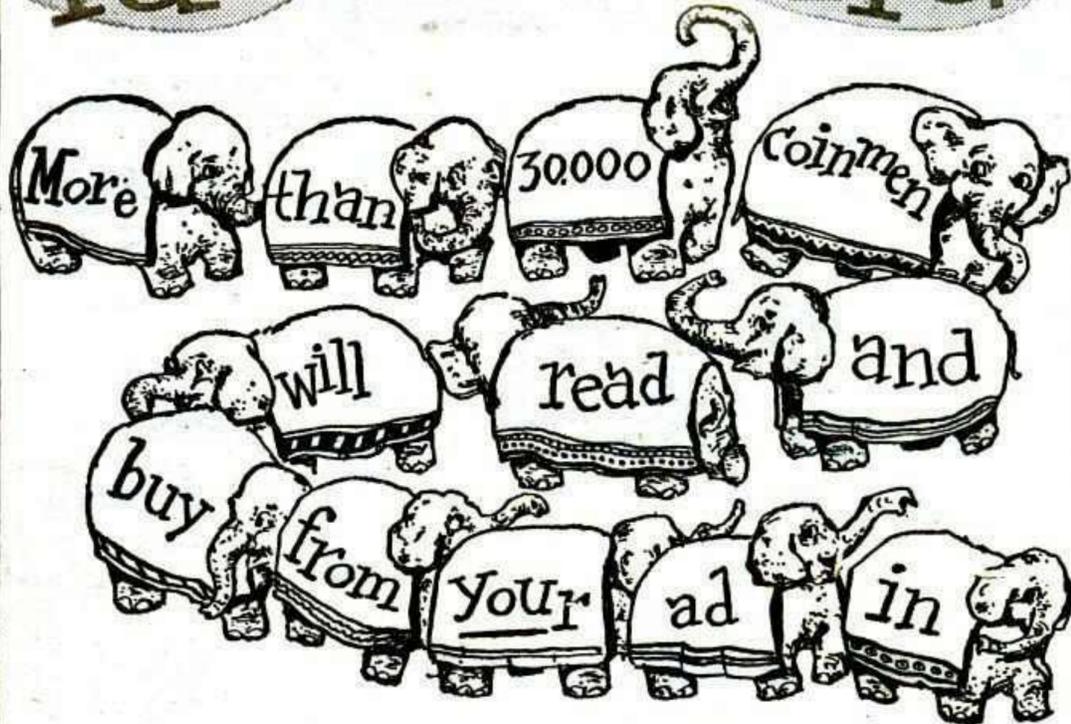
BINGO GAMES Palm Springs \$425 Dude Ranch 350 Yacht Club 215 Beach Club 325 Beauty 250 Bright Spot 90 Bright Lights 75 Spot Life 65 One-third deposit with order, balance sight draft. GENERAL DISTRIBUTING CO. 1609 Orleans Avenue, New Orleans, La. Telephone: TULane 6729

FOR SALE All types of free play consoles: Saddle & Turf, \$300.00; Glamor, \$50.00; Double Feature, \$35.00; Virginia, \$30.00; Lucky Inning, \$35.00; Wild West, \$35.00; Tri-Score, \$40.00; Boston, \$35.00; Four Horsemen, \$35.00; Pinky, \$35.00; Pin Bowler, \$35.00; Minstrel Man, \$75.00; Major, \$25.00; Niagara, \$75.00; Shoe Shoe, \$35.00; Wurlitzer 3031 Boxes, \$3.00; Jumpin' Jacks or Gold Nuggets, \$50.00. All games ready for locations. Send one-half deposit. FRANK GUERRINI Burnham, Pa.

PANORAMS Repaired, Bought and Sold. We pick up. No crating. Over 20 years in business. GLAUSSER MUSIC 300 Gearing Ave. Pittsburgh 10, Pa. Phone: EV 1-1602

KIDDIE RIDES (COIN-OPERATED) \* METEOR LEADS THE FIELD! \* LARGEST ASST. OF MODELS—10 IN ALL! \* ALL STEEL CONSTRUCTION! \* THEY'LL OUTLAST 'EM ALL! \* ONE YEAR GUARANTEE! \* FREE INSURANCE! MAIL THIS AD FOR DETAILS! METEOR MACHINE CORP. 75 W. 45th St., New York 36, N. Y. Phone: Circle 6-2241

# fun n' profits



## The Billboard WHITE ELEPHANT SALE ISSUE



Here is your opportunity to realize a profit on those unused, dust-gathering games and parts . . .

**THIS IS A SALE FOR EVERYBODY IN THE COIN MACHINE FIELD!**

### AS A SELLER . . .

You will reach an estimated 32,027 Billboard readers in the coin machine field who will be looking to this issue for some real bargains! Use this issue to make a 'clean sweep' of all your old games, parts and supplies. Here is a real opportunity for you to build up your mailing lists . . . replace those 'out of business' and 'moved - left no forwarding address' names with up-to-date, active and current buyers of equipment.

### AS A BUYER . . .

You will find hundreds of items offered for fast sale. Items that somebody else doesn't want, that you can use. Don't miss this issue! Reserve your copy at your favorite newsstand, or make sure your subscription is in force. Use one of the handy subscription blanks in this week's issue to renew, or write to **Circulation Department, The Billboard, 2160A Patterson St., Cincinnati 22, Ohio.**

### EVERYBODY CAN GET INTO THIS ACT . . .

Have Some FUN . . . and make some extra PROFITS, too!

**FREE!** Layout and art service for preparing your White Elephant ad. Let us prepare an attractive, hard-selling ad for you. Merely send us a list of what you want to sell, plus prices . . . and be sure to include a list of reconditioned equipment, too. **OR** have some fun yourself and prepare your own ad. If you have not yet received your copy of cuts available for use in your ad, write to:

Coin Machine Ad Dept., The Billboard,  
188A W. Randolph, Chicago 1, Ill.

**AD DEADLINE: MAY 6, 1954**

For further details contact your nearest office.

CHICAGO 188 W. Randolph St. NEW YORK 1564 Broadway CINCINNATI 2160 Patterson St. ST. LOUIS 390 Arcade Bldg. HOLLYWOOD 6000 Sunset Blvd.

### THE BILLBOARD INDEX

## ADVERTISED USED MACHINE PRICES

### ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 24	Issue of April 17	Issue of April 10	Issue of April 3
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$195.00	\$195.00
All Star (Williams).....	69.50	75.00	75.00	75.00
Atomic Jet Space Ship.....	264.50	265.00		265.00
Automobile Ride.....	224.50			
Barrel Roll (Jennings).....	125.00	125.00	125.00	125.00
Baseball (Bally).....		49.00	49.00	
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	160.00 165.00	160.00(2)	160.00(2)	150.00
	169.00 275.00	165.00 275.00	165.00 275.00	160.00(2)
Big Bronco (Exhibit).....	395.00 500.00	475.00 500.00	475.00 500.00	165.00 275.00
				475.00 500.00
Big Inning (Bally).....	140.00 150.00	140.00(2)	140.00 150.00	140.00 150.00
		150.00		
Blow Ball (Kirk).....	125.00	125.00	125.00	125.00
Boomerang.....	45.00	45.00	45.00	45.00
Bowl-a-Ball (Chicago Coin)...	200.00	200.00	200.00	200.00
Challenger (ABT).....	75.00	65.00 75.00	65.00 75.00	65.00 75.00
Champion Horse (Bally).....	394.50 395.00	395.00 500.00	395.00 500.00	395.00 500.00
	500.00	525.00	525.00	525.00
Chicken Sam (Seeburg).....	75.00 110.00	75.00 110.00(2)	75.00 110.00	75.00 110.00
Choo Choo Train.....	395.00	495.00	495.00	495.00
Dale Gun (Exhibit).....	55.00 65.00	50.00 55.00	50.00 55.00	55.00 65.00
	69.50 94.50	65.00 69.50	65.00 69.50	69.50 94.50
		94.50 95.00	94.50	
Derby, 4 player (Chicago Coin).....	125.00 195.00	110.00 125.00	125.00 195.00	125.00 150.00
		195.00		195.00
Drivemobile (Mutoscope).....	159.50 169.50	225.00	169.50 189.50	225.00
	225.00		225.00	
Electric Shocker (Monarch)...	75.00	34.50	34.50	34.50
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Genco).....	125.00 159.00	125.00 159.00	125.00 159.00	125.00 159.00
Goalie (Chicago Coin).....	75.00 95.00	75.00 90.00	75.00 95.00(2)	75.00 95.00(2)
	100.00 119.50	95.00(2) 100.00	100.00 119.50	100.00 119.50
		119.50		
Gripper (Mercury).....				18.50
Gun Patrol (Exhibit).....	165.00 185.00	165.00 175.00	165.00 175.00	165.00 175.00
	195.00	185.00 195.00	185.00 195.00	185.00 195.00
Heavy Hitter (Bally).....	40.00 45.00	40.00 45.00	40.00 45.00	40.00 45.00
Hit-a-Homer.....	18.50			
Hockey (Chicago Coin).....			55.00	55.00
Horsefeathers (Williams)....	75.00			
Jack Rabbit.....	99.50	99.50	99.50	99.50
Jeep Auto.....	149.50			
Jet Gun (Exhibit).....	149.50	145.00	145.00 159.50	175.00(2)
	175.00(2)	175.00(2)	175.00(2)	195.00
	195.00	195.00(2)	195.00(2)	
Jet Saucer (Mutoscope).....	95.00	95.00	95.00	
Lite League.....	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Metal Typewriter (Gretchen)...	375.00	375.00	375.00	375.00
Midget Movies.....	185.00(2)	65.00 185.00(2)	185.00(2)	185.00(2)
	295.00	295.00	295.00	295.00
Midget Skee Ball (Chicago Coin).....	165.00	165.00	165.00	165.00
Miss America Boat (Lane)...	395.00	375.00	295.00 375.00	375.00
Night Fighter (Genco).....	299.50 310.00	310.00 325.00	310.00 325.00	310.00 325.00
	325.00			
Ocean Liner (Scientific).....		475.00	475.00	475.00
Panoram (Mills).....	250.00	250.00	250.00	250.00
Photomatic (Mutoscope).....	250.00 329.00	250.00 650.00	250.00	250.00
	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pikes Peak.....				18.50
Pistol Pete (Chicago Coin)...	95.00 99.50	75.00 95.00(3)	95.00 99.50	95.00 99.50
	99.50			
Pitch 'Em & Bat 'Em.....	185.00(2)	185.00(3)	185.00(2)	185.00(2)
Pool Table (Edelco).....	75.00	75.00	75.00	75.00 125.00
Pop Up.....	24.50	24.50	24.50	18.50 24.50
Q Ball Pool Table.....	125.00	125.00	125.00	
Quizzer.....	79.50 95.00	95.00	95.00	95.00
Rifle Range Ray Gun.....	75.00	75.00	75.00	75.00
Rocket Ship (Meteor).....	250.00	250.00	250.00	195.00 250.00
Rudolph the Red Nose Reindeer (Exhibit).....	395.00	395.00	395.00	395.00
Sea Jockey.....	75.00	65.00 75.00	75.00	75.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50		49.50	45.00 49.50
Shoot the Bear (Seeburg)....	145.00 149.50	145.00 155.00	145.00 155.00	145.00 155.00
	159.00 164.00	165.00 179.50	165.00 179.50	179.00
	179.50	195.00(3)	195.00(3)	195.00(3)
	195.00(3)			
Silver Bullets (Exhibit).....	119.50 135.00	135.00	100.00 135.00	135.00
Silver Gloves (Mutoscope)...	195.00	195.00	195.00	195.00
Silver Skates.....	115.00			
Six Gun Rifle Range (ABT)...	650.00	650.00	650.00	650.00
Six Shooter (Exhibit).....	135.00	145.00(3)	145.00(3)	145.00(2)
	145.00(2)		159.50	
Skee Ball (Williams).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	25.00			25.00
Sky Fighter (Mutoscope).....	125.00 195.00	125.00 195.00	125.00 195.00	125.00 195.00
Space Gun (Exhibit).....	159.00 179.50	150.00 185.00	150.00 185.00	150.00(2)
	185.00	195.00(2)	195.00(2)	185.00 195.00
	195.00(2)			225.00
Space Ship (Bally).....		375.00		365.00
Spark Plug.....	75.00	75.00	75.00	75.00
Star Series (Williams).....	75.00 79.50	75.00 139.50	75.00 139.50	75.00 139.50
	139.50			
Submarine Gun (Keeney)....	110.00 125.00	110.00 125.00	110.00 125.00	110.00 125.00
Super Bomber (Evans).....	175.00 195.00	125.00 175.00	175.00 195.00	175.00 195.00
		195.00		
Super Jet (Chicago Coin)....	424.50 475.00	475.00 495.00	475.00 495.00	475.00 495.00
	495.00			
Team Hockey (United).....			85.00	85.00
Telequiz.....	169.00	169.00	115.00 169.00	115.00 169.00
Ten Strike (Evans).....	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb)...	18.50 24.50	24.50	24.50	24.50
13-Way Athletic Scale (Mercury).....	89.50	79.50	79.50	49.50 79.50
Thunderbolt Horse.....	264.50			
Thunder Horse.....	224.50			
Twin Pokerino.....			150.00	
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider.....	150.00(2)	150.00(2)	150.00(2)	150.00
Voice-o-Graph (Mutoscope)...	525.00 595.00	525.00 550.00	525.00 595.00	525.00 595.00
		595.00		
Voice Recorder (Wilcox-Gay)...	129.00 195.00	195.00	195.00	195.00

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

# SHUFFLE GAMES

	Issue of April 24	Issue of April 17	Issue of April 10	Issue of April 3
Advance Bowler (Chicago Coin).....	\$395.00			
Big League Bowler, 4 player (Keeney).....	85.00	\$85.00	\$85.00	\$85.00
Bowl-a-Ball (Chicago Coin)....	345.00	345.00	345.00	125.00
Bowl-a-Matic (Universal).....	59.50	59.50	59.50	345.00
Bowling Alley (Chicago Coin).....				59.50
Bowling Champ, 2 player (Keeney).....				45.00
Carnival Bowler (Keeney).....	295.00	295.00	295.00	325.00
Cascade Shuffle Alley, 6 player (United).....	270.00	280.00	280.00	280.00 295.00
	300.00	325.00	325.00	315.00 325.00
Classic Shuffle Alley, 6 player (United).....	325.00	335.00	340.00(2)	340.00 345.00
	345.00(2)	345.00(3)	345.00(2)	365.00(2)
	350.00	360.00 375.00	365.00 375.00	375.00
Clover Shuffle Alley, 6 player (United).....	275.00	295.00(2)	295.00 310.00	295.00 320.00
	325.00(2)	320.00 325.00	320.00 335.00	335.00 350.00
		350.00	350.00	
Club Bowler, 10 player (Keeney).....	245.00	245.00	245.00 285.00	275.00
Crown Bowler (Chicago Coin).....	275.00(2)	275.00(2)	275.00 295.00	295.00 320.00
	295.00	320.00	320.00 325.00	
Crusade Shuffle Alley (United).....		325.00	325.00	
De Luxe League Bowler (Keeney).....		135.00	150.00	
Double Bowler (Chicago Coin).....		295.00		
Domino Bowler (Keeney).....	325.00	325.00	325.00	325.00
Double Header (Williams).....	40.00	40.00 45.00	40.00 49.00	40.00
Double Score Bowler 10th Frame (Chicago Coin).....	275.00 280.00	275.00(2) 285.00	275.00 285.00	275.00 285.00
Drum Scoring, 6 player (Chicago Coin).....		150.00	150.00	150.00
Five Player Shuffle Alley (United).....	75.00 75.00w/p	59.00 75.00	75.00 105.00	75.00(2) 109.00
	100.00	105.00 109.00	109.00w/p	115.00(2)
	109.00w/p	110.00 119.50	115.00 119.50	119.50 135.00
	110.00 119.50	125.00	125.00	
Four Player (Keeney).....	75.00 109.50	75.00	75.00	75.00
Four Player Shuffle Alley (United).....	65.00w/p	55.00 65.00	60.00 65.00	65.00 95.00
		75.00 100.00	75.00 100.00	109.50 115.00
		109.50	109.50	
Hi-Score, 6 player (Chicago Coin).....	105.00w/p	105.00w/p	105.00w/p	105.00w/p
	135.00w/p	115.00	120.00	135.00w/p
	159.50	135.00w/p	135.00w/p	159.50
High Score League Bowler (Keeney).....		45.00	49.00	125.00
Hook Bowler (Bally).....		65.00	70.00	
Horseshoe (Chicago Coin).....				
Imperial Shuffle Alley (United).....	400.00	395.00	400.00(2)	415.00
	425.00(2)	400.00(2)	415.00	425.00(2)
		415.00	425.00(2)	
		425.00(2)		
League Bowler, 4 player (Keeney).....	99.50	45.00 99.50	49.00 99.50	99.50
League Bowler, 6 player (Keeney).....		110.00	120.00	
Leader Shuffle Alley (United).....	465.00	465.00	465.00 475.00	
Matched Bowler, 6 player (Chicago Coin).....	165.00	175.00	175.00	175.00 275.00
Name Bowler (Chicago Coin).....	210.00	225.00	225.00	225.00
Official Shuffle Alley, 4 player (United).....	175.00	175.00 180.00	175.00 185.00	195.00
Olympics Shuffle Alley (United).....	295.00	299.00	300.00	325.00
	325.00(4)	325.00(4)	325.00(4)	335.00(2)
		350.00	335.00 350.00	350.00(2)
Royal Shuffle Alley (United).....	345.00 385.00	360.00 385.00	360.00 385.00	360.00 399.50
	399.50	399.50	399.50	
Shuffle Alley Deluxe, 6 player (United).....	95.00w/p	95.00 110.00	95.00 110.00	95.00 110.00
	110.00 129.00	135.00 145.00	140.00 145.00	140.00 149.50
	135.00 145.00	149.50	149.50	165.00
Shuffle Alley, 6 player (Chicago Coin).....		90.00	90.00	90.00
Shuffle Alley, 6 player (Keeney).....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
	125.00	125.00	125.00	100.00 125.00
Shuffle Alley, 6 player (United).....	100.00	85.00 90.00	69.00 85.00	85.00 129.50
	125.00(2)	125.00 129.50	95.00 129.50	135.00
	129.50	135.00w/p	135.00	
Shuffle Alley, 10 player (Keeney).....	140.00	140.00	140.00	150.00
Six Player 10th Frame (United).....	185.00		185.00	200.00
Star Bowler (United).....	189.00			
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	210.00 235.00	199.00 215.00	200.00 215.00	225.00 235.00
		225.00 235.00	235.00	
Star 10 Frame, 6 player (United).....	165.00 210.00	210.00 225.00	210.00 225.00	245.00(2)
	229.00	245.00 250.00	245.00 260.00	265.00 275.00
	265.00(2)	259.50	265.00(2)	279.50
	275.00	265.00(3)	279.50	
		279.50		
Super Deluxe League Bowler (Keeney).....		135.00		165.00
Super Matched Bowler (Chicago Coin).....	200.00	215.00	215.00	215.00
Super Six Shuffle Alley (United).....	140.00 150.00	150.00(2)	150.00(2)	150.00 165.00
	185.00 195.00	185.00 209.50	185.00 209.50	195.00 209.50
Target (Genco).....		70.00	75.00	
Tam Bowler, 10 player (Keeney).....	235.00	195.00(2)	195.00 235.00	195.00 255.00
		235.00		
10th Frame Spect' Bowler (Chicago Coin).....	235.00	250.00	250.00	250.00
10th Frame Super Shuffle Alley (United).....	219.00 225.00	175.00 225.00	175.00 225.00	175.00 225.00
	250.00	259.50	259.50	259.50
10th Frame Bowler (Chicago Coin).....	165.00	175.00	175.00	175.00 195.00
10th Frame, Double Bowler (Chicago Coin).....		345.00		365.00
Triple Score Bowler (Chicago Coin).....	325.00 330.00	325.00(2)	325.00 335.00	345.00 365.00
10th Frame Shuffle Alley Rebound (United).....		45.00	45.00	
10 Player (United).....		50.00	50.00	50.00
10 in Rotation.....				125.00

# COINMEN YOU KNOW

Continued from page 76

second year of major league baseball here will not in itself boost coin box takes. General reaction is that tavern patrons listening to games are not inclined to feed the juke box.

Mercury Records distributor, Johnny O'Brien, is all smiles over the reaction of the operators to Lola Dee's "Padre."

Laz Glassman is spending several weeks away from his Radio Doctors one-stopper. He's in Miami basking in the sunshine.

Harry Levin, sales boss of the Vendex Company here, displayed his wares at the Wisconsin Allied Independent Theater Operators' Association convention last week. Reported excellent response of exhibitors to the new Cretors Caliente popcorn machine.

Hot nickel pullers for Mitchell Novelty these days are Kay Starr's "If You Love Me," and Frankie Laine's version of "The Kid's Last Fight," according to Eddie Kay. New routeman on the Mitchell Novelty roster is Warren Johnson.

L. & R. Novelty boss, Leslie Reder, reports his hottest record is Frank Weir's waxing of "Happy Wanderer." Business, adds Reder, is showing definite signs of picking up. Merle Weiss, division manager for Columbia Records, spent some time in town this past week working with Bill Farr, local sales boss.

Vic Manhardt is resting up following his return from his Florida vacation. He plans a sales jaunt out in the State for more juke box orders... In town buying some new records this week were Leo Bartol, of Wau-paca, and Art Vaillancourt, of Racine's Gem Novelty.

## New York

Frank Breheny, of LaSalle Music, and Les Boyd, Ace Music, are at home ill... Harry Bradsky, Harbor Music, and Sidney Levine, counsel for the New York Automatic Music Operators' Association, returned this week from Miami vacations... Joe Rosenberg, Ace Vending Service, is out of the hospital following a minor operation... Drew Calland, official of Local 1690, and his wife, Mary, celebrated their second wedding anniversary Monday (19).

John Fuller, Universal Venders, Albany, N. Y., was in town with his wife, Terry. The Fullers have four children, from 2 to 12 years old, all of whom are proficient roller skaters, the two-year-old, of course, drawing considerable attention in the Albany area.

Gertrude Browne, Paramount Vending, Beacon, N. Y., visited 10th Avenue last week... Jules Fisher, Johannesburg, South Africa, coinman, was a visitor here last week.

## Detroit

Cliff Irwin, co-partner of Irwin & Murray, music box operators of Port Huron, was in town with his wife and partner to root for the Detroit Tigers at Monday's game... Local vending operators were shocked by the death Monday (19) of Joseph Holtzman, co-partner with Jack Bushkin in a cigarette vending business here.

David Kostell, of Cleveland, manager of the Berlo Vending Company, was a visitor this week, attending the convention of Allied Theaters of Michigan. Kostell's career in vending goes back to the early days, starting in 1918.

Paul Andre, Lansing music operator, was a Wednesday visitor at Angott Distributing Company... Sam Miller, of Archibald Cigarette and Music Service, is buying new Wurlitzer 1700's for his route in Archibald, O.

Leo Smith, of Petoskey, was also in town on a buying trip... Nick George, who operates as George's Music, flew to California because of the sudden death of his father... Bert Davidson, district manager for Rudolph Wurlitzer Company, was in town this past week.

Leo Angott, service manager for the Angott Distributing Company for several years, has left that firm to establish own music route.

# FIRST DISTRIBUTORS, Inc.

Exclusive Chicago and Northern Illinois Distributors for EXHIBIT'S NEW

## SHOOTING GALLERY

Brilliant, Play-Compelling Innovation! REALISTIC 3-DIMENSIONAL SHOOTING GALLERY FOR EVERY LOCATION!

- ★ 20 TARGETS! PLUS 5 BONUS TARGETS!
- ★ BONUS POINT SCORING! ★ MATCH FEATURE!
- ★ FREE GAME FOR PERFECT SCORE!
- ★ AUTHENTIC REMINGTON RIFLE!
- ★ COMPACT—FLOOR SPACE 2 1/2 x 3 1/2 FT.
- ★ BEAUTIFUL, EYE-APPEALING CABINET!



## BINGO 5 BALLS

NEW BALLY SURF CLUB UNITED MEXICO "First-Conditioned"

- BALLY
- DUDE RANCH ..... \$425
  - YACHT CLUB ..... 295
  - BEACH CLUB ..... 375
  - BEAUTY ..... 315
  - PALM BEACH ..... 215
  - FROLICS ..... 175
  - ATLANTIC CITY ..... 175
  - CONY ISLAND ..... 125
  - SPOTLIGHT ..... 115
  - BRIGHT SPOT ..... 125
  - BRIGHT LIGHTS ..... 95

## NEW COUNTER GAMES

M & T ZIG-ZAG \$79.50  
BINKS ZIPPER.. 79.50  
ART CHALK-LENGER ..... 75.00

## MERCHANDISE BOARDS

Greatest play stimulator. Quality merchandise expertly selected and beautifully mounted. From \$25 to \$50. Satisfaction absolutely guaranteed.

## SHUFFLE GAMES

NEW Chicago Coin SUPER FRAME CRISS CROSS Keeney DIAMOND BOWLER MAINLINER United TEAM SHUFFLE LEAGUE SHUFFLE Genco SHUFFLE POOL

## "First-Conditioned" UNITED

- CLASSIC ..... \$345
- OLYMPIC ..... 325
- CASCADE ..... 285
- STAR 10TH FRAME ..... 245
- SUPER 10TH FRAME ..... 225
- STAR 6 PLAYER ..... 210
- OFFICIAL S.A. (Match) ..... 175
- SUPER 6 PLAYER .. 165
- DELUXE 6 PLAYER 145
- 6 PLAYER w/form. 125
- 6 PLAYER ..... 180
- 5 PLAYER w/form. 100
- 5 PLAYER ..... 75

## KEENEY

- DOMINO ..... \$325
- CARNIVAL ..... 295
- CLUB BOWLER, 10 Player ..... 245
- 10 PLAYER TEAM BOWLER ..... 225
- 6 PLAYER ..... 135
- BIG LEAG. BOWL. .. 85

## CHICAGO COIN

- DOUBLE SCORE BOWLER ..... \$275
- TRIPLE SCORE BOWLER ..... 325
- CROWN BOWLER .. 275
- 6 PLAYER HI SCORE, flyaway pins, form. 135
- 6 PLAYER HI SCORE w/stat. pins, form. 105

## ARCADE

### "FIRST-CONDITIONED"

- Ex. REINDEER ..... \$395
- Wms. PENNANT BASE-BALL, Fl. Sample.. 325
- Genco NIGHT FIGHTER ..... 325
- Ex. SPACE GUN ..... 195
- Seeburg SHOOT THE BEAR ..... 145
- Mills PUNCHING BAG ..... 189
- Ex. JET GUN ..... 175
- Chi Coin BASKET BALL CHAMP ..... 175
- Evans BAT-A-SCORE. 165
- Ex. GUN PATROL .. 165
- Mutoscope JET SAUCER ..... 95
- Ex. SIX SHOOTER .. 145
- CHICKEN SAM ..... 75
- RIFLE RANGE RAY GUN ..... 75
- Chi Coin GOALEE .. 75
- Exhibit DALE GUN .. 45

### EXCLUSIVE DISTRIBUTORS FOR NORTHERN ILLINOIS



Chicago Coin

## HOME RUN

6 Player Baseball Game! Grand Stand Home Run Features for Extra Runs! Ball flies through air! Animated players run bases 1 to 3 innings per game! Just in time for season opening!

**FIRST DISTRIBUTORS, Inc.**  
Joe Kline & Wolly Finke  
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

30th ANNIVERSARY SPECIAL  
10 only UNITED RIO's COMPLETELY RECONDITIONED only \$395 each  
Send 1/3 deposit and shipping instructions

Our 1924 30th 1954 ANNIVERSARY CALL, WRITE OR WIRE Our 1924 30th 1954 ANNIVERSARY

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

**TRIMOUNT**  
Remember IN NEW ENGLAND IT'S TRIMOUNT!  
40 WALTHAM STREET BOSTON 18, MASS Tel. Liberty 7-9180

SEEBURG 1-46 ..... \$135  
SEEBURG 1-47 ..... 150  
SEEBURG 1-48 BLOND ..... 195  
WURLITZER 1080 ..... 125  
WURLITZER 1100 ..... 225  
WURLITZER 1250 ..... 295  
ROCK-OLA 1436 (120 Set.), 45 rpm 445  
A.M.I. MODEL A ..... 195  
A.M.I. MODEL C ..... 275  
A.M.I. MODEL D-80 ..... 475

RECONDITIONED—REFINISHED! Terms: 1/3 Deposit, Balance C.O.D. FOREIGN BUYERS Write for Latest Postwar Phonograph Catalog

**ATLAS MUSIC COMPANY**  
2122 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

**MUSIC MONEY MAKERS!**  
**WURLITZER 1015** in Working Order \$75.00

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"  
**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**  
ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
1535 Delaware Ave., Lexington, Ky. 129 W. North St., Indianapolis, Ind.

**Sunshine Volume**  
**Own From 1953**  
NEW YORK, April 24.—Sunshine Biscuits, Inc., showed a decrease in first quarter dollar and image sales, compared with Q3. However, Hanford Main, presi-

dent and treasurer, predicted that 1954 sales would top last year's. In 1953, the company racked up net sales of \$120,327,374 and a net profit of \$6,018,029, equal to \$5.89 a share. For the period ended March 31 net income was \$1,361,260, or \$1.33 a share, compared with \$1,436,828 or \$1.41 a share for the like 1953 period.

GIVE TO DAMON RUNYON CANCER FUND

# Shaffer Specials

## MORE SPRING CLEAN-UP SPECIALS

SEEBURG	
M-100-A (78 RPM) ...	\$449.50
148-ML (Blonde) .....	159.50
147 .....	109.50
146 .....	99.50

WURLITZER	
1400 (48 Sel.) .....	\$419.50
1250 (48 Sel.) .....	239.50
1015 .....	69.50
1017 Hideaway .....	99.50

AMI	
Model D-80 .....	\$439.50
Model D-40 .....	395.00
Hideaway .....	249.50
5/10 Wall Box .....	12.50

Post War Wall Boxes	
Seeburg W4-L56 .....	\$21.50
Wurlitzer 5204 A .....	54.50
Wurlitzer 253 Steppers ..	32.50
Wurlitzer 3020 .....	12.50

**DON'T MISS SEEBURG'S COON HUNT**  
WRITE FOR ILLUSTRATED CATALOGUE OF LATE MODEL PHONOGRAPHS  
Terms: 25% Deposit, Balance C.O.D.

# Shaffer Music Co.

Cincinnati, Ohio  
1200 Walnut St.  
Main 6310

Columbus, Ohio  
New Address  
849 N. High St.  
Klondike 4614

Indianapolis, Ind.  
1327 Capitol Ave.  
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

## Dairy Org in Vending Meet

Continued from page 78

that he liked the idea of making milk available in places where it is not now sold.

### Benson Praise

Hoopers read a telegram from Secretary Benson, who was unable to attend the meeting, which stated in part, "I have been impressed with the popularity of automatic milk vending machines where I have seen them in operation. They should go far to increase consumption of milk and help the dairy industry in its great campaign to solve the lack of balance between supply and demand."

August H. Andresen, congressman from Minnesota, expressed the belief that some results could be accomplished for the general welfare of the country, as well as the dairy industry, if the dairy producer and distributors could get together with the men who are perfecting the machines to vend milk.

Sen. Alexander Wiley, of Wisconsin, said, "I am interested in milk vending machines. I am interested in anything that can get the people to recognize that here is a product that means much for their health and the welfare of the country."

Gene Dodds, vice-president of the Canteen Company of Kansas City, appeared in the film presentation to tell of his firm's experiences with milk vending. He said his company was making money at vending milk and that milk vending was definitely here to stay.

### "Plus Sales"

The film indicated that an immediate annual potential of 7,250,000,000 half-pint containers of milk and chocolate milk might be sold to untapped markets thru automatic merchandising. The film quoted research studies by the Cornell University School of Nutrition and the University of Wisconsin, which showed that vending machine milk sales did not lessen over-the-counter sales of milk but rather supplemented them.

The Vendo Company announced at the meeting that plans had been set for a traveling caravan to tour the United States.

At meetings under the sponsorship of State and local dairy associations, the caravan group would outline automatic merchandising ideas for milk sales and show films presenting the results of field tests in factories and surveys taken at universities where milk has increased in demand when available thru machines.

Among the guests at the meeting were Aaron Goldman, G. B. Macke Corporation; Elmer F. Pierson, chairman of the Vendo Company; John T. Pierson, Vendo president; U. S. Sen. Glenn Beall of Maryland; Arthur Juhnke, administrative assistant to U. S. Sen. Francis Case of South Dakota; Herbert Waters, administrative assistant to U. S. Sen. Hubert H. Humphrey of Minnesota and Sen. Wiley of Wisconsin.

Also attending were U. S. Representatives Harold D. Cooley of North Carolina; Clifford Hope, Kansas (temporary chairman of the House Agricultural Committee); Victor Knox, Michigan; Harold O. Lovre, South Dakota; Edward T. Miller, Maryland; Gracie Pfost, Idaho; Jack Westland, Washington, and William Williams, New York.

H. Willis Tobler and John C. Davis, both of the National Milk Producers Federation; J. Homer Remsburg, president of Maryland & Virginia Milk Producers Association, and Richard J. Werner, director of the Milk Industry Foundation.

## Spacarb

Continued from page 78

Vendors Supply Company, Dallas, headed by W. R. Kendrick, is still acting as non-exclusive distributor of the Navenco machine in its regular territory.

Under the former Navenco management, Coan Manufacturing was national distributor, with the exception of the Texas area already covered. The Coan affiliation was discontinued prior to Navenco's purchase by Graff in March.

## Mr. Robot

Continued from page 78

(at \$30) must accompany each 10 machines sold to one customer, operational failure on location can be minimized by replacement of the spare "brain" by the regular routeman, Shelbey stated.

The vender which has a 920 7-ounce cup capacity from two standard 10-gallon milk containers, is dime operated. Vending is fully automatic; National cup drop delivers a cup and milk is dispensed when a coin is deposited.

### Nat'l Changer

The cabinet, which has all fiberglass insulation with the exception of a cork insulated service door, is 63 inches high, 32 inches wide and 25 inches deep. A National coin mechanism and changer is standard.

Two display trailers are scheduled to leave Mr. Robot headquarters, 224 S. Michigan Avenue, on June 1 with sample models of the new milk vender. While their itinerary has not yet been set, one will tour the Eastern and the other the Western States.

For Shelbey who has a background in the plastics industry, the new enterprise marks the first direct association with automatic merchandising.

## Point-of-Sale

Continued from page 78

Dollar Cafe, Broadway, in the theatrical district here.

### 46 Panels

These noiseless electric conveyors have been built by Virginia Metal Products, Inc., a subsidiary of Chesapeake Industries, Inc. The unit is 24 feet long and consists of 46 moving panels, each 17 by 14 inches.

The cost will be borne entirely by the advertiser, with TD setting up the locations and leasing them to sponsors. LeVan said only a couple of hundred high-traffic locations of the 10,000 taverns in New York will be used. Locations would be limited to those with 3,000 customers a week. Ads are sold on a 13-week basis.

# WORLD FAIR, Inc., of Boston

Ed Ravreby, Sales Manager

188 Brighton Avenue, Boston, Mass.

## Announces

### NATIONAL DISTRIBUTION OF NYLCO ROCKET SHIP

Completely manually controlled and air operated ride.

National distributor of  
**CAPITOL PROJECTOR CORPORATION**  
**KIDDIE RIDES**  
featuring  
CAROUSEL TARGET HORSE  
and 3D MIDGET MOVIES

New England distributor  
**METEOR MACHINE CORP.**  
**KIDDIE RIDES**  
featuring  
**HOT-ROD RACER**

First New England Showing

## EVANS HOLIDAY

100 play phonograph  
1954 MODEL

### COMPLETE DISPLAY at HOTEL STATLER

Hotel and Restaurant Show at Boston, Mass.  
April 28-29-30, BOOTH #7

Kiddie Rides and music also on display at our show-rooms. Be sure to visit us and get a first-hand bit of advice and counsel in regards to the outstanding profits derived from Kiddie Rides. The season has started. Backlog of locations available.

PHONE: Algonquin 4-3338 or write for catalog



Latest Survey Shows:

The Billboard's  
**OPERATOR CIRCULATION**  
**INCREASED 23%**  
in the Last 18 Months!

Now—11,862 operators buy The Billboard each week (as compared to 9,606 18 months ago).

Now—32,027 coinmen read The Billboard each week (as compared to 26,936 18 months ago).

Note: An average of 2.7 coinmen read each bought-and-paid-for copy of The Billboard.

THE BILLBOARD, LIKE THE INDUSTRY IT SERVES, IS STILL GROWING!



A Continuing Story of  
**Leadership**  
in **Action**

### Set NAMA Meets

Continued from page 78

California, Utah, Arizona, Wyoming and New Mexico. Chairman: L. J. Granfield Sr., of the County Beverage Company, San Diego, Calif. H. J. Forrester, Bert Mills Corporation, will deliver the keynote address; George Weissman, Philip Morris vice-president, will talk on cigarette problems.

"West Coast Legislative Problems" will be discussed by Perry Taft, a California attorney, and G. H. Schriener, of Price, Waterhouse & Company, will talk on "Operator Accounting Problems."

May 7-9, Baker Hotel, Dallas, covering Texas, Arkansas, Kansas, Nebraska, Colorado, Louisiana and Oklahoma. Chairman: Tom Vaughn, New Orleans Cigarette Service. John E. Murray, Midwest sales manager of P. Lorillard, will discuss cigarette problems, while Harold Price, Price, Waterhouse, will speak on operator accounting problems.

May 14-15, Edgewater Beach Hotel, Chicago, covering Illinois, Indiana, Wisconsin, Iowa, Missouri, Minnesota and North and South Dakota. Chairman: H. D. Dwyer, of H. D. Dwyer Company, Anderson, Ind. Bernard Kiley, Airport Vending Service, Inc., will make the keynote address; Price will present his talk on accounting problems.

### Ia. Cig Receipts Rise

DES MOINES, April 24.—Cigarette tax receipts from the 3-cents-a-pack State tax amounted to \$549,465 in March, compared with \$499,521 in February of this year. The gain over receipts for March of 1953, when the tax was 2 cents per pack, was \$153,809.

### Expertly Reconditioned

- BINGO GAMES**
  - Bally Bright Lights ..... \$ 79
  - Bally Coney Island ..... 119
  - Bally Atlantic City ..... 179
  - Bally Frolics ..... 209
  - Bally Palm Beach ..... 185
- ARCADE GAMES**
  - Seeburg Shoot the Bear ..... \$159
  - Evans Bat-A-Score ..... 160
  - Exhibit Space Gun ..... 159
  - Photomatic (Postwar) ..... 229
  - Wilcox-Gay Recorder ..... 129
- SHUFFLE BOWLERS**
  - United 5 Player, form, top, 19. pins. \$109
  - United 6 Player DeLuxe ..... 139
  - United Star Bowler ..... 189
  - United 10th Frame Super ..... 219
  - United 10th Frame Star ..... 229
- PHONOGRAPHS**
  - Seeburg 148-ML, Blonde ..... \$179
  - A. M. I. Model B ..... 269
  - Write for prices: Surf Club, Mexico, Chicoin Home Run, Wms. Baseball, Ex. Shooting Gallery, Gen. Basketball, Gott. Jockey Club and all others.
- IRV. OVITZ**
- ACME-INTERNATIONAL**
- DISTRIBUTORS
- 3643-45 W. Montrose Chicago 18, Ill.
- Cornelia 7-7272

### MAY 1st SPECIALS

- Un. Supers Conv., Dbls. in 3, 5, 7 and 10th ..... \$149
  - Un. 10th Frames ..... 169
  - Un. Stars ..... 159
  - Un. Liberties (like new) ..... 219
  - Un. DeLuxe ..... 89
  - Un. 2 Play Rebounds—Formica lg and Pins ..... 59
  - Un. 2 Play Shuffle Alley Epr ..... 49
- BINGHAMTON AMUSEMENT CO., INC.**  
221 Main St. Binghamton, N. Y.  
Phone: 9-1515

### Toronto Subway Gets Token Mchs., Passes Up Venders

TORONTO, April 24.—Toronto Transit Commission this week vetoed installation of venders in Canada's first subway with the exception of 40 token dispensers. The token units, which are reported to have cost the TTC about \$600 each, were dispensing more than the allotted three tokens for a quarter during the first few days of operation. Until the units are re-adjusted, hand-selling has been re-instituted.

### Pitt. Ops to View Stoner Venders

NEW YORK, April 24.—Furst & Schwartz, Eastern representative for the Stoner Manufacturing Corporation, Aurora, Ill., will display the new Stoner coffee vender as well as the entire Stoner line of candy, pastry and cigarette venders, Friday and Saturday (30 and 31), at an open house party at the Hotel Schenley here.

Bill Furst and Bill Schwartz will be present at the affair. Operators in the Pittsburgh area have been invited to attend. Other Eastern showings are being planned.

### L&M Net \$5.3 Mil For First Quarter

NEW YORK, April 24.—Net income of the Liggett & Myers Tobacco Company, Inc., for the first quarter of 1954 was \$5,311,000, equal to \$1.26 a share. In the corresponding period of 1953, the net was \$4,777,000, or \$1.13 a share. Earnings before taxes were \$11,873,000, against \$10,686,000 for 1953.

### Wittenborg

Continued from page 78

ence of a drugstore lunch counter in the station obviously had a great deal to do with the failure of food to vend, he said.

By far the best seller to date has been the 10-cent set of dice, tried early in the tests and still going strong. Another strong 10-cent seller is the aspirin package.

The only dollar seller that has done consistently well is the miniature roulette wheel. One explanation is that soldiers, en route to Fort Dix and Camp Kilmer, find it a useful item to while away the time on the train. This could account for the dice sales, too.

Some items, for no apparent reason, lay eggs. Lipstick which normally retailed for 79 cents was placed in eight compartments for 50 cents. It was pulled out in a few days.

Aside from the roulette wheels, none of the dollar items seems to have done well. The unit is currently vending dollar razors, with results only fair.

In the 50-cent compartments bunny cigarette lighters have done well, but it might have been the Easter influence, Cajano noted. Nail clips and pens met with fair success at the half-dollar price, while 50-cent toothbrushes have done well. Most of the quarter sellers have been games.

### Hardfield Corp. Hypes Charm Mfg. In Puerto Rico

RIO PIEDRAS, Puerto Rico, April 24.—Hardfield Corporation here, of which Lester Hardman is president and majority stockholder, is currently running three shifts a day, seven days a week, in the manufacture of charms. Within its 22,000 square feet floor space, 175 employees turn out approximately six million charms per week. A complete plating plant, also operating on three shifts, seven days a week, plates an average of three million charms each week.

(Editor's Note: In the April 10 issue of The Billboard, it was erroneously stated that Hardman's U. S. firm, Penny King Company, operated the Puerto Rican charm plant.)

In addition to his interest in the Hardfield Corporation, Hardman also heads Vending Sales, Inc., which operates 5,000 Acorn ball gum and charm venders thru Puerto Rico.

Vending Sales has become a major supplier of pennies to local banks, which depend upon it for their supply of these coins.

### Minute Maid Net Up 30% in Last Quarter

NEW YORK, April 24.—The Minute Maid Corporation, which supplies orange concentrates to the vending industry, reported a 30 per cent gain in earnings for the fiscal quarter ended January 31, compared with a like period a year previous. Orange concentrate accounts for about 80 per cent of Minute Maid's sales.

For the fiscal year ended October 31, net earnings were \$1,111,214 on sales of \$36,373,743. This compares with a previous year's figure of \$1,201,394 net and \$30,444,614 gross. The firm has a current fiscal goal of between \$40,000,000 and \$45,000,000.

### Canned Drink Race Underway

Continued from page 78

co-operative basis. In addition to canning its own line of beverages in crown-top containers, Crescent will also can for six other bottlers with non-competing lines. The project is scheduled to get underway late spring.

In Miami, General Beverages is scheduled to begin canning operations this month, with plants to be set up in Tennessee, California and New England.

Can-A-Pop, Sheridan, Wyo., canned drink manufacturer, is currently reported seeking distribution outlets in Philadelphia and New York.

### Chicago, Detroit

Mason & Mason, Inc., is ready to set up soft drink canning plants in Chicago and Detroit. Both plants will can root beer, black cherry, grape and orange in 12-ounce flat-top cans. Mason will distribute thru its 300 franchised bottlers in Illinois, Indiana, Wisconsin, Iowa, Michigan and Ohio.

The Mi-Ame Canned Beverage Company, Miami, has introduced an eight-flavor line in 12-ounce crown-top cans. Flavors are chocolate malt, orange, grape, strawberry, cola, cream soda, ginger ale and root beer.

With the exception of C&C, none of the firms have mentioned vending in their plans. Yet automatic merchandising looms large in the background.

### Vending Factor

In a sense, soft drinks differ little from candy or cigarettes; vending sales follow over-the-counter sales, with brand preferences running in the same ratio thru both mediums. When canned carbonated drinks become established in supermarkets—and they appear well on their way—they will also be a factor in the vending industry.

The speed with which soft drink bottlers are taking to canned drinks indicates a faith on the part of the soft drink industry in this method of packaging.

Currently, Spacarb-Juice Bar is the only major vending manufacturer making a canned drink vender, but a reliable industry source named another large manufacturer who has a unit ready for production, with still a third experimenting with a can dispenser.

### Current Pattern

The current pattern in soft drink vending is to have bottlers predominate in the bottle vending field and operators predominate in the cup drink field.

The emergence of canned drinks is likely to change the pattern. While operators will still have control of the cup drink field, they are also apt to move into the canned drink field. As there is only one type of vender can dispensers may displace—bottle units—it could mean that bottlers will do less operating and operators will pick up more locations.

Then too, can venders should open up more locations—stops with too little traffic to justify a cup vender, but which would be worthwhile with a can vender.

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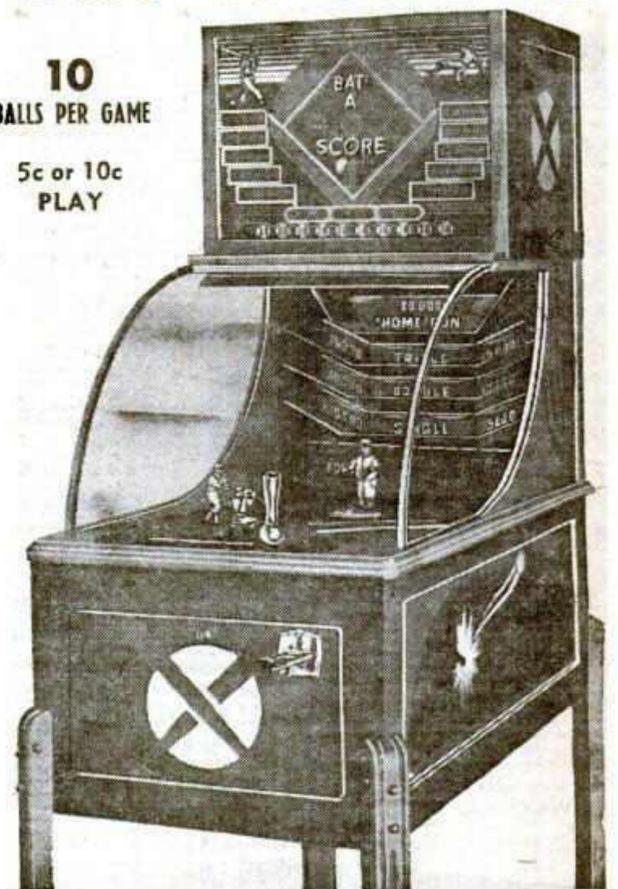
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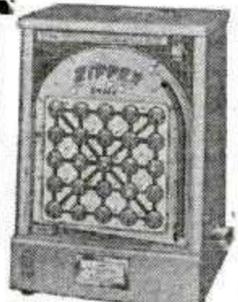
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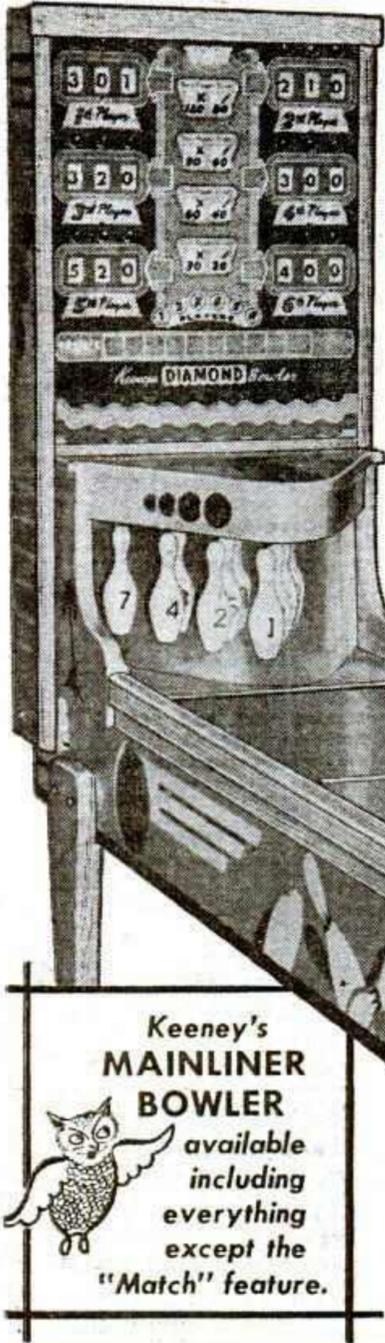
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Numbers appear on backglass as player starts the game. It's a real come-on play stimulator!

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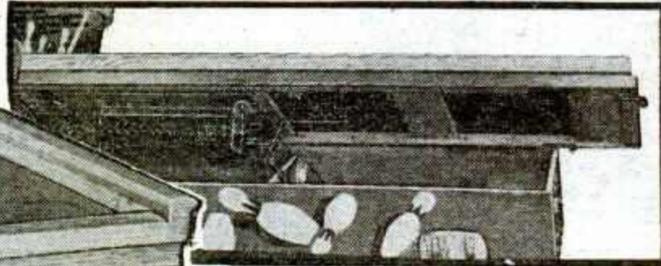


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Available in 10c and 3 for 25c play.



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Strikes Shoot again in 10th frame

Keeney's **MAINLINER BOWLER**

available including everything except the "Match" feature.

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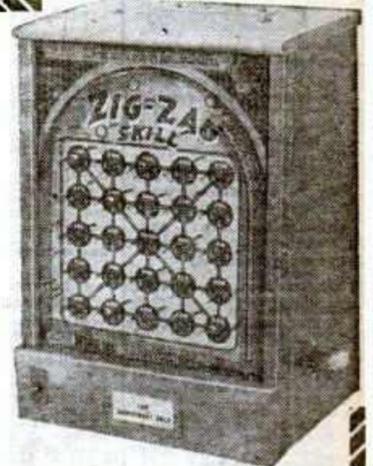
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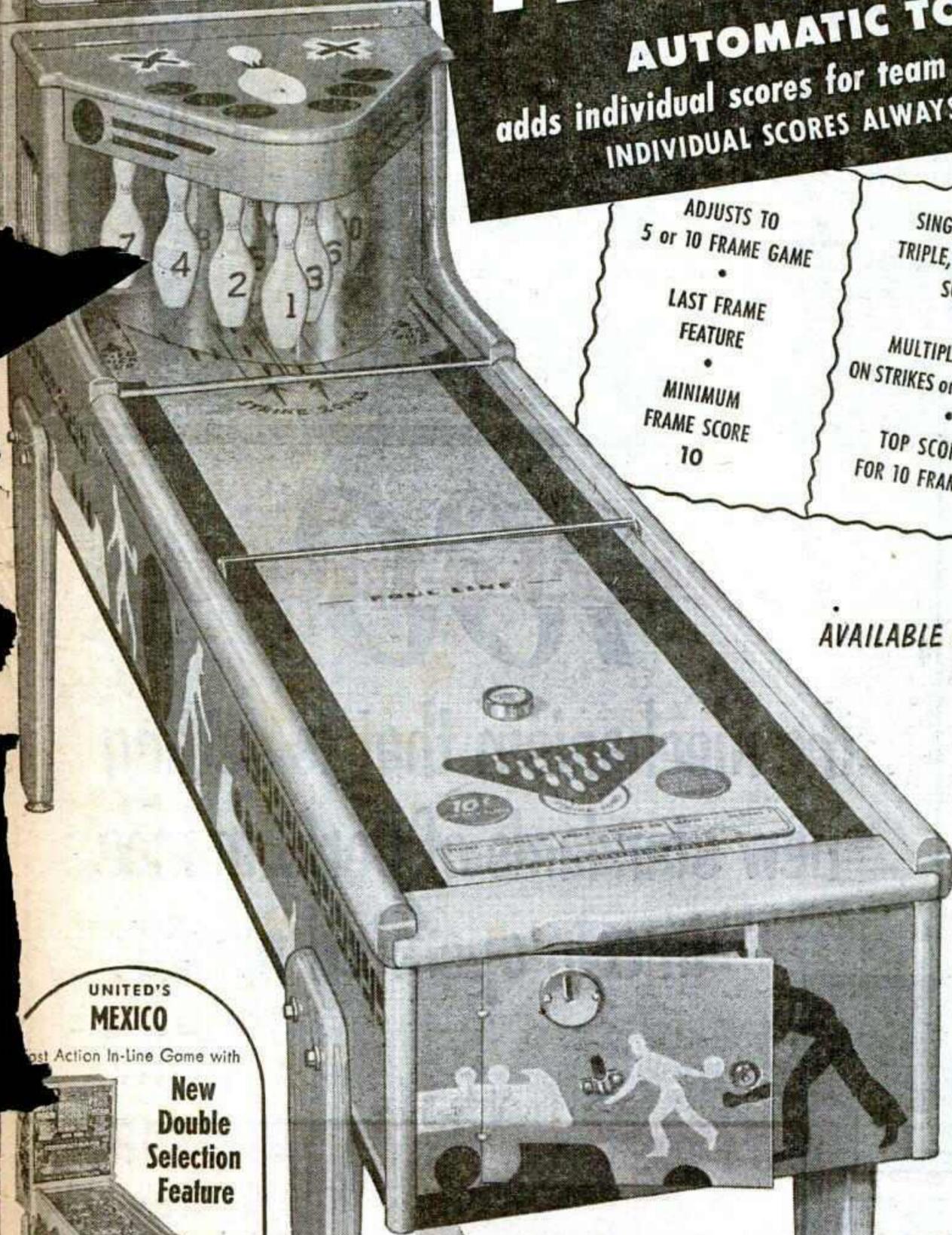
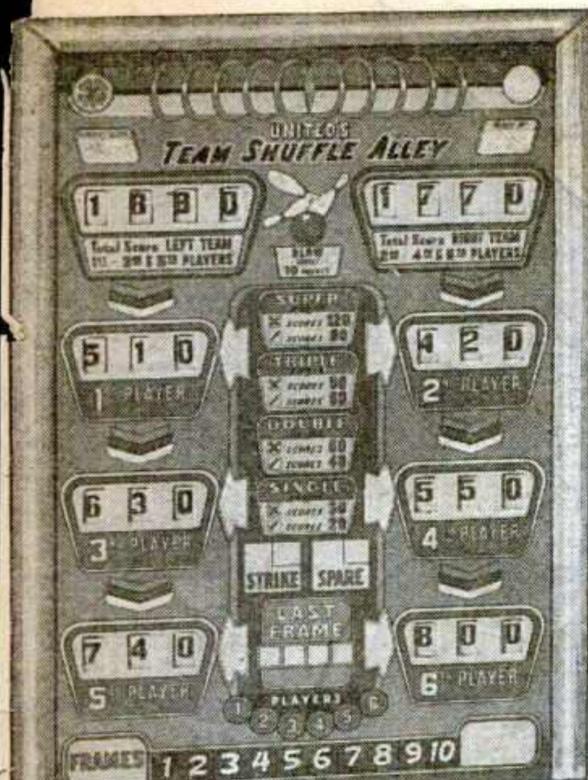
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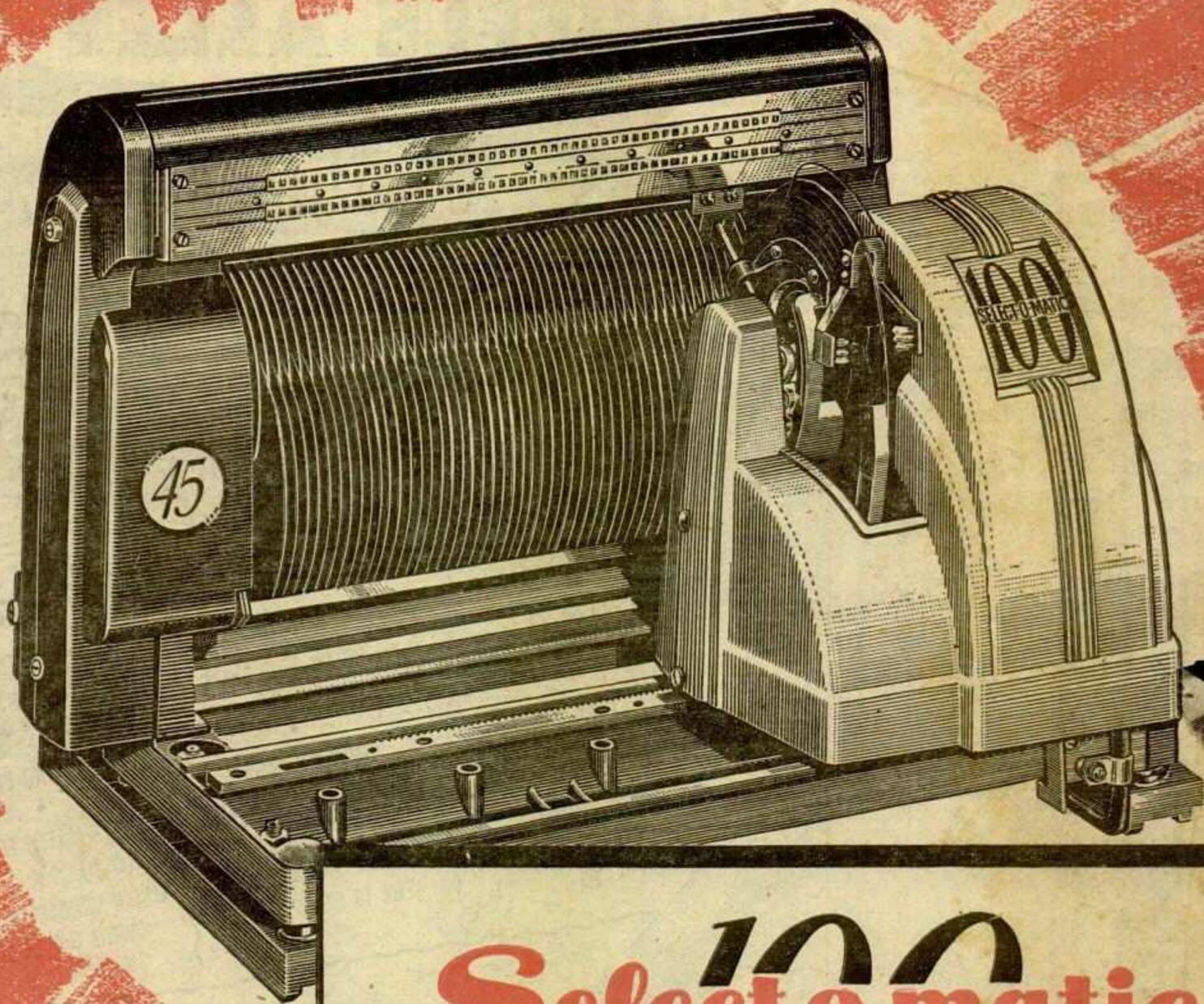
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