

# The Billboard

MAY 2, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## BMI Starts Drive to Corral Rights to TV Film Scores

### Fellows to Rap Government in NARTB Talk

#### Controls a Factor In Review of Major Forces in Industry

HOLLYWOOD, April 25.—Delegates attending the 31st annual convention of the National Association of Radio and Television Broadcasters here (April 28-May 1) will hear their prey, Harold E. Fellows, gently but firmly rap the new administration in Washington as he reviews the four major influences on the industry in his opening speech Wednesday (29). Fellows will tell the assembly that sufficient time has passed for broadcasters not to delude themselves that a change of administration will result in a change of the government's attitude toward the

(Continued on page 3)

### Willys Buys Pinza Show

NEW YORK, April 25.—Willys-Overland this week reportedly bought a new video series based on James Michener's "Tales of the South Pacific." The property is owned by NBC-TV and will feature Ezio Pinza who first scored on Broadway in Rodgers and Hammerstein's "South Pacific." No time period has been selected, as yet, by NBC-TV for the program which was sold from a kine. The show will have running characters but tell a different story each week.

### CROWN FOR A QUEEN

## Disk Firms to Tie In; London Effort All-Out

By NEV GEHMAN

NEW YORK, April 25.—With the Coronation of Queen Elizabeth little more than a month away (June 2), record companies are readying their disk plans to tie in with the event. While several companies are planning the

### TV ISSUE COMES TO BOIL

## War 'Twixt Radio Writers, Authors' League Declared

By LEON MORSE

NEW YORK, April 25.—The jurisdictional skirmishing between the Authors' League of America and its member union, the Radio Writers' Guild, over live video writers finally has broken out into trench warfare. The AL has supported the Television Writers' Group over the protests of the RWG, which has claimed the right to represent video writers.

The catalyst which started the battle in earnest was the action last month of the AL council to allow the tele group representation equal to a guild's on the League council and also to bypass

an old provision which makes it mandatory that existing guilds approve the admission of a new one and instead uses a referendum. Tabled at that meeting was another amendment which returns the RWG to a status it had prior to 1944 when it did not control its finances. These amendments will be voted on by the membership via another referendum, which is to be circulated this month.

#### Open Blasts

The RWG evidently views these amendments as evidence of the desire of the AL to end whatever few rights it still has to TV juris-

(Continued on page 6)

## Juke Box Industry to Mark 65th Anniversary in May

By DICK SCHREIBER

CHICAGO, April 25.—Late next month, the U. S. juke box industry will mark the 65th year since an enterprising distributor of "talking machines" hooked a coin control to Edison's invention and launched a new era in mass entertainment.

To commemorate the event, and trace the growth and success of the music machine business, The Billboard will publish a special issue, dated May 23, packed with pertinent facts.

The Billboard likewise has prepared a complete promotional kit which operators can use to

obtain local publicity for the 65th Anniversary. The kit includes a 16-page booklet which contains the history of the juke box industry, a glossary of terms, and a list of the All-Time Juke Box Favorites.

(Editor's note: Complete details of the kit, available free of charge to all juke box operators, will be found on the first Music Machines page. Simply tear off the handy coupon, attach to a card or letterhead and mail it in.)

#### Cleveland Park

Celebrating the occasion, the Cleveland Automatic Phonograph Owners' Association will dedicate its May Hit Tune Party to the 65th Anniversary (See details in separate story.)

Other juke box associations, and thousands of operators throughout the nation, are expected to build a solid, grass-roots public relations event based on the anniversary.

AMI, Inc., this week mailed

## WHATCHA-GOT GALS INVITED FOR 'TODAY'

NEW YORK, April 25.—Attention press agents with fem clients—"Today's" emcee Dave Garroway has issued a blanket invitation for all gals dubbed Miss-what-have-you to guest on the program. Last week, he introduced Miss Pearlite Concrete and Miss Pastafazool. The promotion is notable because it marks a further departure from its original dignity-foremost format. Ratings, however tend to show that cheesecake and chumps pay off better, audience-wise.

(Continued on page 14)

## Campaign Bags 15 Series in 4 Months

### Firm Seeks Use of Tunes Now in Fold; Interest Centers on Themes, Cue Music

By LEE ZHITO

HOLLYWOOD, April 25.—Broadcast Music, Inc., is launching a concerted drive for music licensing rights to filmed TV shows. EMI's chief interest is in sewing up theme bridges and cue music in the filmed shows as well as utilizing the fledgling medium for the utmost utilization of music already flying the BMI banner. During the past four months, BMI has waged an exploratory campaign in the telepix field and has already

netted approximately 15 TV film series for its camp.

BMI Veepee Bob Burton has masterminded the tele and TV film push, with Dick Kirk, of the firm's Hollywood office, representing him on the coast. Burton readily agrees that the telepix field is still too young and the number of TV stations too few to hold any great benefit for either BMI or the owners of music it licenses at present. However, with an eye to the future, Burton foresees vast potentialities for the TV film industry. He feels that his org is in a position to service the owners of telepix music and bring them added revenue thru payments for their music's use. BMI will, of course, similarly benefit since a strong hold on TV film will reflect itself in a further strengthened position in the TV picture as a whole.

American Society of Composers, Authors and Publishers has as yet made no organized drive for control of the TV film field. However, ASCAP has automatically inher-

(Continued on page 7)

## CBS to Shoot Hecht Dramas

NEW YORK, April 25.—CBS-TV will kinescope the first show in the new dramatic series, "Tales of the City," which is being written by Ben Hecht.

Directed by Bob Stevens, the initial program will feature Diana Lynn, Barry Nelson, Gary Merrill, Janis Carter and Lili Darvas. Bill Dozier will produce.

## Tax Hearing to Open Doors to All Industry

WASHINGTON, April 25.—Amusement interests seeking relief from the federal 20 per cent admission tax will be given an opportunity to be heard when the House Ways and Means Committee holds hearings possibly in a couple of months on excise legislation, a committee spokesman announced this week after the committee staged a one-day hearing certain to result in a favorable discharge of the Mason Bill to exempt movie theaters from the tax (The Billboard, April 11, April 18, April 25). Spokesmen for a number of segments of the amusement world, including circuses and other outdoor shows, are preparing to make appearances at any upcoming excise tax hearings. Melvin D. Hildreth, D. C. legalist, will appear as spokesman for the Circus Fans of America. Hildreth said that he will argue that the admissions tax, as it applies to circuses, not only deprives the government of revenue by discouraging admissions, but also denies "happiness"

to children who otherwise would attend the circus (See tax story on page 58.)

Altho there is no doubt currently that the Mason Bill will get a House Ways and Means Committee clearance, the bill faces some serious hurdles chiefly as a result of a groundswell among other

(Continued on page 5)

## Index

Amusement	55	Music	24
Broadcasting	54	Music Charts	26
Carnival	69	Music Machines	92
Circus	66	Night Clubs	13
Class. Ads	76	Parks & Pools	44
Coin Mach.	84	Pipes	....
Fairs & Expos	68	Radio	....
Final Curtain	52	Rinks	....
Gen. Outdoor	58	....	....
Honor Roll of Legitimate	....	....	....
Letter J	....	....	....

### SPECIAL "SPRING-TIME" OFFER

Now you can learn how the springs make the time go; that is, how to repair and renew watches and clocks for big "at home" profits. That's what one offer says in this week's Billboard classified ad opportunity columns.

Spring, summer, fall, winter—every season is open season on extra bargains, extra-profit opportunities in The Billboard's three weekly classified sections. Whether you're buying or selling, your best bet are classifieds in the music, coin machine and merchandise departments.

Take a look right now! See pages 53, 76, 99.

# Billboard Backstage

By BILL SACHS

The other day, the boss wired from New York, to wit: Will you plan on doing Backstage for the May 2 issue? We are spreading it around, and feel you can do a beaut based on getting the book out in Cincinnati each week. Don't jam it up too much but get in some humor. I really believe you could do a piece damned interesting to readers who have no idea what goes on behind the scenes." It looks as tho the boss was spreading it around a bit, too, with that wire. We've been a reader of this column for quite some time but it's not until we become a contributor that a policy is invoked to cut out the ham and make it humorous.

Apparently the boss hasn't dissipated his sense of humor. What he can see that's funny to write about around the Cincinnati plant on Friday, Saturday and Sunday when the hired help is schlepping like mad to bat out a week's work in three days is beyond the ken of man. But if this must be humorous, let's start with something funny.

There's hardly a day passes that a Billboard reader doesn't ask us, "How do you do it? How do you get a publication out like that each week, with all the latest news in show, business and a fresh batch of ads, and still make the mails and newsstands on Tuesdays, in the limited time allowed to whip it altogether?" The truth is, or maybe I should say the funny thing is, is that we frequently amaze ourselves with our prodigality. And there's hardly a Saturday goes by that we, in charge of production and make-up, don't say, "We'll never make

it this week." By making it, I mean the 3:20 N. Y. Central on Sundays, which carries the page mats to our printing plant in St. Louis. But invariably we make it. Only once have we missed. And that was on one of our big special issues when a combination of factors caused us to miss by minutes. That week we resorted to the airlines and still made our mail and newsstand schedules.

The Billboard is an unusual publication in more ways than one. It is one of, if not the largest weekly trade publications in the country. In its own field, it is without question the dominating sheet, being the only one with Audit Bureau of Circulation rating. Another unusual feature, and one which adds materially to the production problem, is the large number of ads carried in each issue. An average 104-page book, for instance, will carry between 450 and 500 ads, running from 14-liners to a full page. They may be slugged for any one of a dozen or more departments. On an issue, like the Spring Special, for instance, the ad total may run between 700 and 800. Approximately 25 per cent of the ads are pick-ups from the previous issue. The remainder, of course, are set from scratch, making necessary considerable linotype and hand work.

The Billboard is constantly striving to bring its readers the latest news at the earliest possible time. For a number of years The Billboard has resorted to an intricate system of teleprinter service hooking up New York, Chicago, Hollywood and Washington with Cincinnati to facilitate the

handling of news stories and to give our readers a later deadline. But even that wasn't speedy enough for the publishers. Within the past year the management pushed deadlines back even further with the installation of the last-word teletypesetter, which permits copy cut on tape in Chicago and New York to be sent over the wire and run thru two of the latest-type Comet linotype machines in Cincinnati at the rate of 10 lines a minute.

While The Billboard is in the true sense a weekly, its productions, make-up and mechanical operations are that of a daily. But what we do here in Cincinnati is not construed as a miracle. What makes the thing possible is that we have the facilities to do the job with, namely a modern four-story plant, a composing room and foundry boasting the latest equipment, and administrative and mechanical forces that know their jobs and do them well. We could go on and on, but that's the story in the proverbial nutshell, even tho it's not too humorous.

Bill Sachs, who is in charge of putting this paper together in Cincinnati, has a rare personality. To all of us who work with him, he's quite a gent. As he points out, his is often a frustrating job, but a wonderful sense of humor and complete devotion to his task makes it easier to get The Billboard out on schedule. Bill has been with us 28 years, the last 10 as Executive News Editor.

—Editor.

# Picture Business

By LEE ZHITO

HOLLYWOOD, April 25.—Five years is a short span in the life of an industry. Five years ago, just as this year, the nation's broadcasters chose Los Angeles as their convention site. Television then was not too vital a factor in the immediate scheme of things and the organization still clung to its 26-year-old name of National Association of Broadcasters.

The convention itself was a rather isolated affair as far as Hollywood and its various industries were concerned. Important as it was to the broadcast field, it remained a meeting of the nation's broadcasters without attracting too much attention from other fields here.

The only taste delegates got of Hollywood's fabulous side of life was when they attended the memorable reception held for them by the late Atwater Kent at his famed Bel Air estate, Capo Di Monti, scene of many a filmland party thrown in the traditional Atwater Kent manner. Thousands of delegates strolled the many acres of landscaped grounds, admired the two swimming pools, enjoyed the refreshments and food, and above all, were intrigued by their genial and unassuming host.

This year, the National Association of Radio and Television Broadcasters will miss Mr. Kent, but the five short years have given the broadcast industry a new scope and importance which will spare the convention from being an isolated meeting of radio-TV people. The industry and its convention will hold Hollywood's attention far beyond radio row.

Stanley Kramer, wonder boy of Hollywood's motion picture producers, will address the Radio Pioneers' annual banquet as keynote speaker to discuss the interrelationships that exist between the movies and TV. Producers of TV film shows will throw open their studios and welcome delegates to watch the nation's favorite programs as they are being produced. Laboratories processing film who five years ago had little interest or knowledge of NAB's activities are today putting out the welcome mat for NARTB.

The film colony as a whole is watching with keen interest to see what course the industry will take. How can motion pictures benefit in harnessing the broadcast media in its own behalf. The Telemeter Corporation, develop-

ers of the coin-slot TV system for pay-as-you-see television, will stage a demonstration of its equipment for delegates. Paramount Pictures is one of the major financial backers of the telemeter firm. The coin-slot may well bring about a closing of ranks between the motion picture companies and TV, for it promises a potential box-office in every TV home.

Five years ago many delegates attending the convention here looked and listened with awe as magnetic tape was demonstrated. A number of delegates were witnessing the latest electronic wonder for the first time.

Delegates attending this convention will see a demonstration of a tape recorder that records and plays back TV programs, sound and sight captured and recreated on a strip of tape. The video tape recorder, developed by Bing Crosby Enterprises, will be unveiled for the first time to members of the broadcast fraternity.

New devices promising third dimensional television pictures will be demonstrated, spotlighting the probabilities of today and the actualities of tomorrow.

Five years is a short span. What will the next five years bring?

# Legit Line-Up

By BOB FRANCIS

A fine hassle developed this week between William Warfield and producers Robert Breen and Blevens Davis, of "Porgy and Bess." The singer was due to return to the cast next week after completion of a concert tour to fill out a current contract, expiring May 31. The management, however, will have the singer sit on the sidelines at full salary until that date, and meanwhile negotiate a new contract. And there's the rub. Warfield is now dragging down \$600 a week, plus a percentage on an over-30G gross. The new agreement would call for \$400 a week for four weekly performances and no percentage. In addition there will be no time out for concerts. The singer claims he is already committed to concerts a week from Oct. 1 following May at \$1,800. He can't give them up. Breen and Davis would. Breen when current-

that Warfield's leaves-of-absence weren't practical. Under a similar deal he would be out of the show for five months during the best part of next season. The producers think "Porgy and Bess" is too important a proposition to be used as a stop-gap between concerts. Meanwhile, singers Leslie Scott, LeVern Hutcherson and Irving Barnes continue to spell each other in the title role at the Ziegfeld.

"Mid-Summer" closes tonight (25) after a run of 109 performances at the Vanderbilt. The Vina Delmar drama, which brought stardom to Geraldine Page, has had a bid for a London production after the coronation. Producers Frank J. Hale and Paul Crabtree leave for England May 12 to complete details. Play will likely be put on with an all-British cast. Incidentally, Miss Page will not appear in the Playwrights' Company's "Tea and Sympathy" next season, as previously reported. . . . Another

closing is that of "The Fourposter," set for May 2. The two-character comedy has racked up a run of 76 weeks. Co-stars Romney Brent and Sylvia Sidney will team up again in September for a national tour covering 78 cities. . . . The row between batoneer Pembroke Davenport and the producers of "Can-Can," via his replacement by Milton Rosenstock as conductor of the musical, has been settled. Producers Feuer and Martin at a hearing by the executive board of Local 802 of Davenport's complaint that he was "improperly discharged," agreed to reinstate him. "However," says Davenport, "there are so many dissonant notes in the scale of the house of Feuer and Martin, I have declined this offer and accepted payment of my contract in full."

George Kondolf is so confident that his "The Fifth Season" is a sure sticker thru the dog-days, that he is alerted to find a cast to

(Continued on page 57)

# Highlight Reviews

## Benny and Top-Drawer Variety Package a Solid Frisco Click

By EDWARD MURPHY

Judging by its initial sample on Tuesday (21), Jack Benny's Variety Revue at the Curran Theater, San Francisco, could roll easily across country should Benny take the show on tour. It's that good. It is essentially a vaudeville show and does not rely on the prowess of its star but on the excellence of its supporting acts to put it over. First on were the Carsony Brothers, who have an acrobatic act that is unique. They do handbalancing on canes, bottles and on one another, and perform seemingly impossible feats without turning a hair. They're new in this area.

Frakson, a familiar, but an artist in his line, followed. His magic—cigarettes that appeared from nowhere, smoke that did likewise and radios that disappeared in thin air—amused and bewildered the packed house. Gisele MacKenzie, of radio and disks, is a very effective singer, altho at times she was all but silenced by the pit band. She sang exceptionally well her Cap-

itol recording of "Wild Horses." But the show-stopper, despite the presence of Benny, who, incidentally, didn't come on stage until after the intermission, was Sammy Davis Jr., the sparkplug of the Will Mastin Trio, a familiar of cafes. His bag of tricks is apparently endless. He's a talented young man and could steal any show without half trying. He taps like a demon, sings everything from scat to ballads and offers some of the finest interpretations seen or heard here in a long time. It's a family act, and both his father and uncle are smooth entertainers.

After the intermission, the audience saw some exceptional adagio work by the Martels and Mignon, and then Benny arrived. He tells no jokes; in fact, he deadpans it and has the crowd in convulsive laughter. His material leaves nothing to be desired. It was delivered in a relaxed business sort of way, with a dry humor he uses so skillfully in milking laughs. He has a good show, and he's smart enough to let well enough alone.

## Ball Fans Should Flip at New 'Hall of Fame' TV Film Series

By GENE PLOTNIK

If baseball fans are as sentimental and as sensitive about the record as they are cracked up to be, they ought to go in a big way for "TV's Baseball Hall of Fame." Despite the somewhat cumbersome title, the show makes for a tight, snappy 15 minutes, in which it brings out the personality of one baseball star or another and revives a few great moments in Major League history.

"Hall of Fame" is emceed by Lew Fonseca, once a batting champ in his own right, who is now motion picture director of the two major leagues. Show opens with Fonseca in a library

set, talking directly to camera about a particular personality. On one segment caught, the subject was the Dodger manager, Chuck Dressen. Scene then cut to training camp, where Fonseca is shown interviewing Dressen.

Fonseca conducted the interview in a fluent and informative way. He and the camera managed to bring out a lot of the personality and diamond savvy of the Dodger pilot. Dressen came over as a rough and restless character. Dressen gave a few clues on how he sizes up an opposing pitcher's style from his spot in the third-base coach's box.

Then the interview shifted to the subject of Dressen's biggest thrill. Dressen chose to mention the severest blow he ever suffered, which was Bobby Thomson's pennant-winning homer against Ralph Branca for the wind-up of the 1951 season. The great moment was then shown, with Fonseca's description over frame. Another one of Dressen's

(Continued on page 11)

# Review Index

Record Reviews	28
Classical Reviews	44
Legit Reviews	11
Night Club Reviews	12
Radio Reviews	11
TV-Film Reviews	11
Vaudeville Reviews	12

## BROADWAY SHOWLOG

Performances Thru April 25, 1953

### DRAMAS

Bleak House	4-20, '53	8
Camino Real	3-19, '53	44
Dial "M" for Murder	10-29, '52	268
Misalliance	2-18, '53	85
My Three Angels	3-11, '53	54
Picnic	2-19, '53	76
The Children's Hour	12-18, '52	148
The Crucible	1-22, '53	108
The Fifth Season	1-23, '53	107
The Fourposter	10-25, '51	622
The Love of Four Colonels	3-15, '53	116
The Moon Is Blue	3-8, '51	883
The Pink Elephant	3-22, '53	5
The Seven-Year Itch	11-30, '52	180
The Time of the Cuckoo	10-15, '52	221
Time Out for Ginger	11-25, '52	173

### MUSICAL

An Evening With Beatrice		
Lillie	10-2, '52	238
Guys and Dolls	12-15, '50	1,085
Hazel Flagg	2-11, '53	85
South and Bess	3-10, '53	55
Porty and Patsy	4-7, '49	1,668
The King and I	3-19, '51	867
Wish You Were Here	8-25, '52	349
Wonderful Town	2-25, '53	69

### COMING UP

(Week of April 27)

Masquerade	4-29, '53
Men of Distinction	4-30, '53

### CLOSED

A Date With April	4-25, '53	13
(Opened 4-15, '53)		
Mid-Summer	4-25, '53	109
(Opened 1-21, '53)		
On Borrowed Time	4-18, '53	78
(Opened 2-10, '53)		
Room Service	4-18, '53	16
(Opened 4-6, '53)		

# The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr. Pres. & Treas.  
K. Kemper Vice Pres.  
M. L. Reuter Vice Pres.  
Lawrence W. Gatto Sec'y

Editors

R. S. Littleford Jr., Editor in Chief, New York  
C. R. Schreiber, Coin Machine Editor, Chicago  
Herb Dotten, Outdoor Editor, Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Ben Atlas, Chief Washington Bureau  
Lee Zhitto, West Coast Indoor Editor

Managers and Divisions

E. W. Evans, Main Office, Cincinnati  
K. Kemper, Indoor Division, New York  
M. L. Reuter, Outdoor-Coin Machine Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.  
E. W. Evans  
New York 36, 1564 Broadway  
W. D. Littleford  
Chicago 1, 188 West Randolph St.  
Maynard L. Reuter  
Hollywood 28, 6000 Sunset Blvd.  
Sam Abbott  
St. Louis 1, 390 Arcade Building  
Frank B. Joerling

Advertising Managers

Outdoor-Merchandise . . . . .Cincinnati  
Indoor . . . . .C. J. Latscha, Cincinnati  
Coin Machine . . . . .Dan Collins, New York  
Robert Robbin, Chicago

Circulation Department

B. A. Bruns, Cincinnati  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

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

MAY 2, 1953

Communications to 1564 Broadway, New York 30, N. Y.

## CBS-TV Near Full Sell-Out for Fall

### Only Night Schedule Problem Remaining Is Bucking Hope-Berle; Days Solid Too

NEW YORK, April 25. — The up-beat in CBS-TV sales activity continued this week, highlighting a solid sponsorship evening picture at the web. The fall season verges on SRO, an exceptional showing this early in the year. The sales strides made by CBS-TV further illustrates the faith in the medium among advertisers and is directly contradictory to the recent complaints at the Association of National Advertisers that TV costs are too high.

CBS-TV now remains with but one evening problem—Tuesdays 8-9 p.m. Its current intention is

to try to program 8:30 to 9 p.m. against NBC's Milton Berle-Bob Hope parlay, rather than take on those two powerhouses and Bishop Sheen in the 8-8:30 slot. The network, therefore, will prepare one of its most ambitious creative efforts late this summer for the 8:30 slot.

The CBS-TV daytime problem is the 3:30-4:30 p.m. afternoon strip. Eddie Albert and "Action in the Afternoon" have failed to meet the sponsorship needs up to now and the former is to be cancelled shortly. Otherwise it is in far better daytime shape than NBC-TV. And with a number of advertisers ready to plunge into daytime next season, CBS-TV should come close to achieving another SRO status.

As noted elsewhere in this issue, CBS-TV has sold Tuesday 10:30-11 p.m., a period which is local time now, and the web is drawing a bead on a network client for Fridays 10:30-11, another local slot. The network feels that "See It Now," which goes into Tuesdays, can get time clearances because of its prestige, and that the same formula should repeat Fridays should a strong show be presented to its affiliates.

The network now undoubtedly will concentrate on trying to build up its Saturday morning kid block and its Sunday afternoon sales story preceding "Omnibus" which is to begin at 5 next fall. Its task otherwise is to maintain its over-all rating supremacy next season in the face of spirited challenges from NBC-TV and ABC-TV.

## Fellows' NARTB Controls But Talk to Rap New FCC

Continued from page 1

industry. Clouds of tight government control still hang over the broadcast industry, Fellows will charge, despite the fact that the new administration has had ample time to dispel those shadows. Fellows will treat this matter as part of a review of the four major influences which he finds are molding the course of the industry. These four are: Government, advertising, the public and the broadcasters' conscience.

In treating government influence, Fellows will attempt to ease the sting of his administration-aimed needle by stressing the new-found delight on the part of broadcasters with the Federal Communications Commission, heretofore chief target of NARTB's spleen. Spirit of co-operation rather than antagonism, Fellows will say, is new to NARTB members and promises happier days ahead for the industry. In holding out the olive branch to FCC, Fellows cited statements of closer unity between the broadcaster and the commission made by commission Chairman Walker.

In treating the changed political

fabric brought administration, Federation the need of education legislators mental problems of industry.

That a change of administration is effecting a closing of ranks between FCC and NARTB during the convention. This marks the first time that an NARTB colleague has had so strong a representative from the government agency.

HOLLYWOOD, April 25. — Awards committee of the Radio Pioneers this year will name the late Dr. Frank Conrad to the Radio Hall of Fame. This will be the Pioneers' fourth annual award and will be made here next week in conjunction with the National Association of Radio and Television Broadcasters' convention. Others to have received the coveted Hall of Fame award have been Thomas A. Edison, Guglielmo Marconi and Reginald A. Fessenden. Dr. Conrad, a pioneer inventor and for 20 years assistant chief engineer of

THE BILLBOARD

Westinghouse Electric Corporation, was granted more than 200 patents during his lifetime. His son, Frank Conrad, director of radio for ABC's radio division, will receive the

made to living leaders here at the Pioneers' Tuesday (28). will include Dr. Vladimir will w. Alexander, Dr. BMI, Dr. Conrad

### Join In Freedom Hall Layout

HOLLYWOOD, April 25.—Broadcast Music, Inc., grabbed the local press spotlight in its "Freedom Hall" exhibit in which it publicly showed the original manuscripts of "The Star-Spangled Banner," Lincoln's Emancipation Proclamation, along with original letters and autographs written by signers of the Constitution, Declaration of Independence and all the U. S. presidents. Exhibits at the L. A. Public Library was jointly sponsored here by BMI and the Southern California Broadcasters' Association. Latter org is the official host of the National Association of Radio and Television Broadcasters convening here next week.

Documents were exhibited for NARTB delegates last year at the association's Chicago convention. This marks the first time these were shown publicly. Local exhibit got full Hollywood promotion man's treatment, under the able hand of Meyer Shapiro, including armored tank and National Guard convoy from the BMI Vine Street office to the City Hall.

## Luckies Defer Swing to CBS

NEW YORK, April 25.—Lucky Strike Cigarettes this week let its option lapse on the Saturday night 10:30-11 o'clock period on CBS-TV. It had intended moving "Hit Parade" over from NBC-TV early this summer, but found that it would have lost certain discounts that were accruing. Lucky Strike, however, may still make the switch some time this fall if the slot is still open.

CBS-TV meanwhile is considering an alternate week offer by Catspaw Rubber to program "This Is Showbusiness" in the time period. The network has not accepted the deal because it feels certain that it can acquire a regular weekly advertiser for the spot.

## LUCY, DESI TO WELCOME NARTB

HOLLYWOOD, April 25.—Red carpet of welcome to delegates attending the National Association of Radio and Television Broadcasters convention here next week will be officially rolled out by Lucille and Desi Arnaz. Co-stars, co-producers of TV's top-rated "I Love Lucy" tele-film show will officially open the conclave with a sun-land welcome to all.

## ROUND AND ROUND

### Things Move East With NBC Brass

NEW YORK, April 25.—NBC's "revolving door" policy of the past few months had the web's upper-echelon personnel in a swivet this week. Latest report is that after the next shuffle veepee Bill Fineshruber will play an even more important part in the management of both the radio and TV networks. The exec, formerly executive veepee of Mutual, joined NBC as manager of NBC's radio and TV networks in February, a month after his old Mutual boss Frank White took over the NBC presidency from Joe McConnell.

Meanwhile, rumors persist that at least one, and possibly more of the web's top brass is shortly slated to exit. The axing is reportedly all blue-printed. However, it is expected that the actual announcement will be withheld for a while, due to the web's sensitivity over the "revolving door" tag hung on it by the trade because of the recent exec exodus. Unusually large turn-over during the past few months has seen the exits of two presidents, Niles

Trammell and McConnell; Ruddle Lawrence, director of promotion, planning and development; two public relations chiefs, Bill Brooks and Ed Madden; press department manager Frank Young; owned and operated veepee Jim Gaines and several others.

One bright spot in the picture is a trade prediction that board veepee Pat Weaver's star, rumored in the waning stage, is again on the rise.

## Chrysler Buys CBS Time for Dramatic Show

NEW YORK, April 25.—Chrysler Motors this week purchased Saturdays 10-10:30 p.m., on CBS-TV for a dramatic program to be produced by Worthington Minor. The deal with Minor, however, is not concluded because of his current contract with NBC-TV. But because he has not been working at NBC-TV and is under an expensive play-or-pay contract, the network is expected to let him go.

Chrysler originally wanted the same time on NBC-TV, but because the web would not collapse "Show of Shows" into an hour, took its business to CBS-TV. Sponsorship on the program begins in mid-July and will advertise all four divisions of Chrysler Motors: Dodge, Plymouth, De Soto and Chrysler. Batten, Barton, Durstine & Osborn is the agency.

## Web to Drop Eddie Albert

NEW YORK, April 25.—CBS-TV will cancel its Eddie Albert daytime show shortly. Albert is being programed 3:30-4 p.m. across the board, but failed to get sufficient sponsorship interest in spite of good critical notices. His next stop is Hollywood where he will make a picture.

"Action in the Afternoon," the CBS-TV horse opera mounted in Philadelphia, which follows, will be moved a half hour forward to replace Albert. And the oater's 4-4:30 time will go to local stations until the network comes up with a strong daytime package.

## Red Foley Quits As 'Opry' Star After 7 Years

NEW YORK, April 25. — Red Foley's seven-year reign as featured star of the Prince Albert segment of WSM's "Grand Ole Opry" came to an end this week with an amicable agreement between Foley and William Esty and Company, advertising agency for the R. J. Reynolds Tobacco Company, to terminate the contract. His last appearance in the familiar role was last Saturday (25). At press time no decision on a successor had been made. George Morgan will fill in tonight and next Saturday.

Foley's old contract had expired March 28. He re-signed for another two years, according to the advertising agency. The contract was cancelable at the end of any 13 week cycle. According to Foley's manager, Dub Albritton, the singer's change of heart stemmed from a desire to maintain a more flexible schedule than the Prince Albert tie-up permitted. Foley is touring for the first time in years and under the Prince Albert pact it's necessary (Continued on page 14)

## Washington Once-Over

By BEN ATLAS

WASHINGTON, April 25.—At a Senate Appropriations Subcommittee hearing the other day on Federal Communications Commission outlays, the senators got fussing over the commission's logjam on TV applications. Sen. Warren Magnuson (D., Wash.) complained that one of his Seattle constituents was tied up in a hearing case in D. C. so long that "she thought she was going to be a permanent resident here." Magnuson said that some of the applicants have had to spend "as high as \$100,000 to \$150,000 just to get their cases heard." Sen. A. Willis Robertson (D., Va.) puckishly declared, "Isn't it true that out on the West Coast they have no coins smaller than a quarter?"

### TOBEY'S BON MOTS SPICE HEARING . . .

Senator Tobey was in top form at this week's Senate Interstate and Foreign Commerce Committee hearing. Interrupting Commissioner Hennock's fervent plea for educational TV channels, Tobey said: "I am much impressed; you have all heard of 'the lady with the lamp'—I think I see one before me now."

"You carry one yourself, senator," said Miss Hennock. Tobey, reputed for his mercurial manner, declared, "I spread heat myself."

Once when Sen. Edwin C. Johnson (D., Colo.) commented to Commissioner Hennock that she was making "a lot more sense today than you did the other day" in her testimony, white-haired Senator Tobey mirthfully interjected, "We all grow wiser as we grow older." Tobey evoked his biggest chuckle at the hearing when Miss Hennock was reading the fourth in what she described as "inserts" to her lengthy prepared testimony. Toby interjected laughingly, "Pardon me, I don't mean to be rude, but when you're answering letters, commissioner, do you add as many postscripts?"

### BB STAFFER IS SENATE WITNESS . . .

An unusual and unscheduled interlude turned up at Senate In-

tional TV this week when three Washington correspondents at the press table suddenly had to take on the roles of witnesses, unsworn but thoroughly reliable, accurate and honest. The impromptu witnesses were yours truly representing The Billboard and two fellow-news-men covering for Variety and Broadcasting-Teletesting magazines. The strange interlude developed after FCC Commissioner Frieda B. Hennock told the committee that there's a widespread misconception about educational channel TV reservations. She said that "a lot of folks think the channels won't be available to educators after June 2."

Of course, folks ought to know better than that; there's no such limitation upon the 242 reserved educational channels, and nobody has spread the word more accurately than the three newsmen who were suddenly asked by committee Chairman Charles W. Tobey (R., N. H.) to stand up and promise to "broadcast" this information. The senator was politely and smilingly informed, "We have already done so." Senator Tobey amid general laughter, declared cheerily, "Do it again. What a wonderful party this is!"

### BOB RICHARDS IS ON JURY . . .

Bob Richards, vice-president of National Association of Radio and Television Broadcasters, was tagged for jury duty for the third successive year on the eve of an NARTB convention. Richards begged off in previous years, but since he had a month's notice this time, he answered the call. Luckily for Richards, the jury wound up in time for "the veep" to go to Los Angeles. . . . At a hearing this week before FCC Examiner Benito Gaguine on a pair of rival bids for a TV channel in San Juan, Puerto Rico, Gaguine was suggesting some short-cut procedure when D. C. legalist John P. Carr interrupted. Carr, representing one of the Spanish-speaking applicants, remonstrated that more time would be needed because of language difficulties. "We get some exhibits up here, and they are in Spanish, and I can't speak Spanish," said Carr. Gaguine quickly shot back: "I can; put them in Spanish."

Commerce Education

# MORE LINGUAL PROGRAMMING THAN EVER, SAYS BMI POLL

## Study Reveals 5,000 Hour/Voodoo Tongues Including Arabic

NEW YORK, April 25.—Foreign language programming is more widely entrenched on a greater number of radio stations than ever, according to a study by the Broadcast Music, Inc. (BMI) poll. The study shows that foreign language shows are fairly spread throughout the nation, with several outlets which depend almost exclusively upon foreign language shows for their revenue. The three languages that far outpaced all the others in the BMI study were Spanish, Polish and Italian, in that order. Spanish racked up 2,652 hours weekly via 248 stations. Polish, second, racked far fewer hours than Spanish with 654, but via almost as many stations, 222. Italian was slightly behind Polish in both stations and hours. This indicates a greater amount of station specialization in Spanish than in either of the other tongues. Spanish, in fact, had the highest average time per station of any of the languages reported.

**Immigration Off**  
The increasing strength of foreign language shows is particularly significant in view of the declining immigration rate of most nationalities other than those speaking Spanish, and the decreasing number of first-generation Americans. Among other things, it indicates that these

actors in good of products. note that foreign airings are fairly spread throughout the nation, with several outlets which depend almost exclusively upon foreign language shows for their revenue. The three languages that far outpaced all the others in the BMI study were Spanish, Polish and Italian, in that order. Spanish racked up 2,652 hours weekly via 248 stations. Polish, second, racked far fewer hours than Spanish with 654, but via almost as many stations, 222. Italian was slightly behind Polish in both stations and hours. This indicates a greater amount of station specialization in Spanish than in either of the other tongues. Spanish, in fact, had the highest average time per station of any of the languages reported.

## FCC Issues 4 Video Grants

WASHINGTON, April 25.—This week's issue of four TV station grants by the Federal Communications Commission the numerically slim, nevertheless included construction permits for New Hampshire's first TV station and the nation's 15 non-commercial educational TV station. Total authorizations reached 456 with the commission, including 348 post-freeze grants. To WKNE Corp., Keene, N. H., went the State's first CP for a commercial TV station to operate on UHF Channel 45. Ohio State University, Columbus, recipient of the latest grant for educational TV, will operate on UHF Channel 34. Other CP's this week went to Miami Television Co., Miami, Okla., UHF Channel 58, and Tri-City Broadcasting Company, Wheeling, W. Va., VHF Channel 7.

# TV Bid Processing Wins FCC Attention

WASHINGTON, April 25.—Federal Communications Commission's determination to smash a logjam on 600 TV applications virtually frozen in hearings produced three major developments this week. They were:

- (1) FCC Chairman Rosel K. Hyde in his first week in officially named top command of the agency told the Senate Interstate and Foreign Commerce Committee that "it might be possible" to permit groups of rival applicants to get an interim construction permit jointly pending final outcome of a hearing.
- (2) Hearing Examiner Benito Gaguine launched an experimental shortcut in one hearing this week which, if it works, will be adopted in myriad others and could reduce hearings by months if not years. Gaguine's new "set of ground rules" calls for questions submitted in advance to witnesses whose answers are also prepared in advance, making it necessary for witnesses merely to swear to the truth of their statements at the time of formal hearings.
- (3) Chairman Hyde urged the Senate Appropriations Committee to increase the number of hearing examiners, and Sen. Edwin C. Johnson (D., Colo.) proposed hiring 40 examiners. FCC now currently has only 12.

educational TV when Robert L'Heureux, chief counsel of the committee, asked the new chairman to comment on the idea. Hyde suggested caution in examining this shortcut scheme, pointing out: "You may have two or three out of six or seven applicants who would wish to join in such a temporary operation and the others would be unwilling to acquiesce in it—we might be faced with the charge that to grant a temporary permit to certain ones of the group would be to prejudice it." Hyde thought that "a general expediting of our work by having additional hearing examiners and improvements in our procedures" would be more successful.

## Storch Will Sub Gleason

NEW YORK, April 25.—Larry Storch, nitery comedian, this week was set to take over a half-hour seg of the Jackie Gleason Saturday night time slot (8-9) when latter takes a summer hiatus from CBS-TV. Joel Grey was originally penciled in as Gleason's summer sub, until ABC-TV signed up the young song-and-dance man. Chances are that CBS will move one of its better new packages into the other half-hour portion of the Gleason time.

# ABC to Cut AM Cost to Bone For Full-Steam Ahead on TV

By SAM CHASE  
NEW YORK, April 25.—The top brass at ABC this week decided to cut expenditures on radio to the bone, and place all the web's hopes on hitting it big in TV. As a result, there will be almost no new money for AM sustainers, at least thru the summer, with any change for the fall

unlikely unless the situation changes drastically in the interim. Some highly regarded sustainers now on the radio web are likely to depart as well. This does not portend any cut-back in energies directed at selling radio stanzas, and probably will not effect the new AM showcase series, "ABC Playhouse." However, there is considerable question as to whether the web will spring for the loot necessary to turn any "Playhouse" samples into regular fall series. Radio sales efforts were buttressed in the past few days by a personal letter from the web's president, Bob Kintner, to a number of top sponsor prospects. The letter stressed the value of the "Playhouse" series particularly and radio in general. The TV counterpart of "Playhouse," titled "Album," already has snared Plymouth as a bankroller.

**All-Out**  
Nevertheless, Kintner and the rest of the ABC brass are known to be sold on the necessity for the network to hit the TV sponsor jackpot this fall on the momentum of the recent merger with United Paramount Theaters, the new name talent signed by the web and the lusty critical approbation of the sample stanzas showcased on the Plymouth series. The result is that it's full steam ahead for TV, with radio to be carried on as inexpensive a basis as possible. Also intensifying Kintner's feeling on the subject is the revelation that ABC has shown striking rating increases over the past

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

the **WDEL-TV**  
Wilmington, Delaware  
market

**WDEL**  
AM TV FM  
Wilmington Delaware

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

A Steinman Station.

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

## HE JUST AIN'T PRETTY ENOUGH

NEW YORK, April 25.—CBS Radio this week lost a client when Elizabeth Arden Cosmetics proved persona non grata to Arthur Godfrey. Arden was all set to buy a new half hour of "King Arthur's Round Table," now on Sunday afternoons 4:30-5:30, for Kingan Foods and Rybutol. The deal would have called for expanding the show by starting it at 4 p.m. Godfrey, however, felt he would not be right as pitchman for foundation cream, face cream and lipstick.

## General Mills Revises Its Day Line-Up

NEW YORK, April 25.—General Mills will pull a switch shortly so that it can gain new contiguous rate discounts from CBS-TV. The advertiser will cancel Tuesdays and Thursdays of its "Bride and Groom" noon-12:15 p.m. strip and purchase three late afternoon 15-minute periods on Mondays, Wednesdays and Fridays.

In this manner it will be able to get another five-minute show for much less than it would ordinarily cost. CBS-TV does not feel it will have any trouble selling the two slots on the high-rated "Bride and Groom."

## Prudential Buys 'You Are There'

NEW YORK, April 25.—Prudential Life Insurance this week bought alternate week sponsorship of "You Are There" on the CBS-TV network for delivery next season. The program is currently sponsored by the Electric Companies of America on an alternate week basis. Prudential therefore is certain not to return to "Show of Shows" next season on NBC-TV. "You Are There" will be programed Sundays, 6:30-7 p.m., in the fall, a half hour later than it is being seen now.

## Auto Clients Seek Stanzas

NEW YORK, April 25.—Two motor car companies, Packard and Kaiser-Fraser, this week were hunting TV shows. Both were in the medium before; Packard with the film show "Counterpoint," which it spot booked, and Kaiser-Fraser with "Ellery Queen" and a piece of "Show of Shows." Maxon is the agency for the former advertiser and William Weintraub for the latter.

## 'VETERAN' OF THREE YEARS

# Cott Tenure Points Up NY's Fast Exec Turnover

NEW YORK, April 25.—The third anniversary of Ted Cott's occupancy of the job as general manager of stations WNBC and WNBT this week points up the relatively high rate of turnover in the management of New York's network stations. With three years on the job, Cott is now the veteran among general managers of network owned and operated stations here.

has been at NBC. Paul Mowrey was given the title of general manager of WABC-TV only this week. For the past few months, Mowrey was working with the title of station manager. Mowrey's predecessor was Trevor Adams, who was preceded by Murray Grabhorn. At ABC's radio station here, Hartley Samuels is now general manager. He was preceded by Bill Materne, who was preceded by Ted Oberfelder.

Cott's counterpart at WCBS-TV, Craig Lawrence, has been in that post only since February 18, 1952. At the CBS radio flagship, WCBS, Carl Ward has been serving as general manager only about two years.

No one at WOR has the title of general manager, but for all intents and purposes Jim Gaines is now top man there. Ted Streibert was president of WOR up until about a year ago. Dick Jones has been serving as manager of WABD, as well as head of Du Mont owned and operated stations, since a year ago. WABD had no general manager as such previously.

At ABC, the radio and TV stations here have each had three managers during the time Cott

Compared with the network stations, New York's indies have kept their managers on fairly secure tenor. During Cott's three-year tenure at WNBC-WNBT, Bennett Larson has served steadily as manager of WPIX, tho he is due to move out shortly to take over at the Time magazine station in Salt Lake City. In radio, Frank Roehrenbeck at WGM, Ralph Weil at WOV, and Elliott Sanger at WQXR, to name three, have held their respective posts for well over the past three years.

## Sunbeam Buys 'Ethel & Albert'

NEW YORK, April 25.—Sunbeam electric shavers this week stepped into the breach and signed to sponsor the new "Ethel and Albert" TV series via NBC, 7:30-8 p.m. Saturdays. The show originally was slated to be sponsored by Pearson Products, which backed out of this series.

## WGN-TV BALL GAME BIZ BIG

CHICAGO, April 25.—WGN-TV has had to send three announcers to the Chicago ball parks because they have sold so many adjacencies to the Cubs and Sox home games. The pick-up begins minutes before the game. Jack Brickhouse, Creighton Brantley and alternate grandstand view show.

## WGN-TV BALL GAME BIZ BIG

CHICAGO, April 25.—WGN-TV has had to send three announcers to the Chicago ball parks because they have sold so many adjacencies to the Cubs and Sox home games. The pick-up begins minutes before the game. Jack Brickhouse, Creighton Brantley and alternate grandstand view show. The minimum solid broadcast time is 15 minutes. The show is being carried on a basis as possible. Also intensifying Kintner's feeling on the subject is the revelation that ABC has shown striking rating increases over the past

## CBS-TV Near Full Sell-Out for Fall

Only Night Schedule Problem Remaining Is Bucking Hope-Berle; Days Solid Too

NEW YORK, April 25.—The up-beat in CBS-TV sales activity continued this week, highlighting a solid sponsorship evening picture at the web. The fall season verges on SRO, an exceptional showing this early in the year. The sales strides made by CBS-TV further illustrates the faith in the medium among advertisers and is directly contradictory to the recent complaints at the Association of National Advertisers that TV costs are too high.

CBS-TV now remains with but one evening problem—Tuesdays 8-9 p.m. Its current intention is

to try to program 8:30 to 9 p.m. against NBC's Milton Berle-Bob Hope parlay, rather than take on those two powerhouses and Bishop Sheen in the 8-8:30 slot. The network, therefore, will prepare one of its most ambitious creative efforts late this summer for the 8:30 slot.

The CBS-TV daytime problem is the 3:30-4:30 p.m. afternoon strip. Eddie Albert and "Action in the Afternoon" have failed to meet the sponsorship needs up to now and the former is to be cancelled shortly. Otherwise it is in far better daytime shape than NBC-TV. And with a number of advertisers ready to plunge into daytime next season, CBS-TV should come close to achieving another SRO status.

As noted elsewhere in this issue, CBS-TV has sold Tuesday 10:30-11 p.m., a period which is local time now, and the web is drawing a bead on a network client for Fridays 10:30-11, another local slot. The network feels that "See It Now," which goes into Tuesdays, can get time clearances because of its prestige, and that the same formula should repeat Fridays should a strong show be presented to its affiliates.

The network now undoubtedly will concentrate on trying to build up its Saturday morning kid block and its Sunday afternoon sales story preceding "Omibus" which is to begin at 5 next fall. Its task otherwise is to maintain its over-all rating supremacy next season in the face of spirited challenges from NBC-TV and ABC-TV.

## NARTB HONOR FOR SARNOFF

HOLLYWOOD, April 25.—Gen. David Sarnoff, Radio Corporation of America board chairman, will be awarded a plaque in recognition of his contributions to the broadcast industry by the National Association of Radio and Television Broadcasters during its convention here next week. This marks the first time that NARTB has so honored one of its own members. The award to Sarnoff will inaugurate an annual presentation by NARTB to be made to one of the industry's leaders. Sarnoff had been honored by the Radio Pioneers, but this marks his first by NARTB.

## Fellows' NARTB Talk to Rap Controls But Hail New FCC

Continued from page 1

industry. Clouds of tight government control still hang over the broadcast industry, Fellows will charge, despite the fact that the new administration has had ample time to dispel those shadows. Fellows will treat this matter as part of a review of the four major influences which he finds are molding the course of the industry. These four are: Government, advertising, the public and the broadcasters' conscience.

In treating government influence, Fellows will attempt to ease the sting of his administration-aimed needle by stressing the new-found delight on the part of broadcasters with the Federal Communications Commission, heretofore chief target of NARTB's spleen. Spirit of co-operation rather than antagonism, Fellows will say, is new to NARTB members and promises happier days ahead for the industry. In holding out the olive branch to FCC, Fellows cited statements of closer unity between the broadcaster and the commission made by commission Chairman Walker.

In treating the changed political

fabric brought in with the new administration, Fellows will mention the need of educating the new legislators to the needs and fundamental problems of the broadcast industry.

That a change of administration is effecting a closing of ranks between FCC and NARTB is evidenced by the fact that five of the seven commissioners will attend the convention. This marks the first time that an NARTB conclave has had so strong a representation from the government agency.

HOLLYWOOD, April 25.—Awards committee of the Radio Pioneers this year will name the late Dr. Frank Conrad to the Radio Hall of Fame. This will be the Pioneers' fourth annual award and will be made here next week in conjunction with the National Association of Radio and Television Broadcasters' convention. Others to have received the coveted Hall of Fame award have been Thomas A. Edison, Guglielmo Marconi and Reginald A. Fessenden. Dr. Conrad, a pioneer inventor and for 20 years assistant chief engineer of

Westinghouse Electric Corporation, was granted more than 200 patents during his lifetime. His son, Fran Conrad, director of radio for ABC's Western division, will receive the award.

Five citations to living leaders will also be made at the Pioneers' annual banquet here Tuesday (28). Those to be honored will include Dr. Frank Conrad, Dr. Vladimir K. Zworykin, Dr. E. F. W. Alexander, John V. L. Hogan, Dr. Orestes H. Caldwell and Donald Manson.

Motion picture producer Stanley Kramer will be keynote speaker at the banquet. Carl Haverlin, former Pioneers' prexy and the prexy of Broadcast Music, Inc., will preside.

## BMI SPLASH

### Joins SCBA In Freedom Hall Layout

HOLLYWOOD, April 25.—Broadcast Music, Inc., grabbed the local press spotlight in its "Freedom Hall" exhibit in which it publicly showed the original manuscripts of "The Star-Spangled Banner," Lincoln's Emancipation Proclamation, along with original letters and autographs written by signers of the Constitution, Declaration of Independence and all the U. S. presidents. Exhibits at the L. A. Public Library was jointly sponsored here by BMI and the Southern California Broadcasters' Association. Latter org is the official host of the National Association of Radio and Television Broadcasters convening here next week.

Documents were exhibited for NARTB delegates last year at the association's Chicago convention. This marks the first time these were shown publicly. Local exhibit got full Hollywood promotion man's treatment, under the able hand of Meyer Shapiro, including armored tank and National Guard convoy from the BMI Vine Street office to the City Hall.

### Luckies Defer Swing to CBS

NEW YORK, April 25.—Lucky Strike Cigarettes this week let its option lapse on the Saturday night 10:30-11 o'clock period on CBS-TV. It had intended moving "Hit Parade" over from NBC-TV early this summer, but found that it would have lost certain discounts that were accruing. Lucky Strike, however, may still make the switch some time this fall if the slot is still open.

CBS-TV meanwhile is considering an alternate week offer by Catspaw Rubber to program "This Is Showbusiness" in the time period. The network has not accepted the deal because it feels certain that it can acquire a regular weekly advertiser for the spot.

### LUCY, DESI TO WELCOME NARTB

HOLLYWOOD, April 25.—Red carpet of welcome to delegates attending the National Association of Radio and Television Broadcasters convention here next week will be officially rolled out by Lucille and Desi Arnaz. Co-stars, co-producers of TV's top-rated "I Love Lucy" tele-film show will officially open the conclave with a sun-laid welcome to all.

## Washington Once-Over

By BEN ATLAS

WASHINGTON, April 25.—At a Senate Appropriations Subcommittee's hearing the other day on Federal Communications Commission outlays, the senators got fussing over the commission's logjam on TV applications. Sen. Warren Magnuson (D., Wash.) complained that one of his Seattle constituents was tied up in a hearing case in D. C. so long that "she thought she was going to be a permanent resident here." Magnuson said that some of the applicants have had to spend "as high as \$100,000 to \$150,000 just to get their cases heard." Sen. A. Willis Robertson (D., Va.) puckishly declared, "Isn't it true that out on the West Coast they have no coins smaller than a quarter?"

### TOBEY'S BON MOTS SPICE HEARING . . .

Senator Tobey was in top form at this week's Senate Interstate and Foreign Commerce Committee hearing. Interrupting Commissioner Hennock's fervent plea for educational TV channels, Tobey said: "I am much impressed; you have all heard of 'the lady with the lamp'—I think I see one before me now."

"You carry one yourself, senator," said Miss Hennock.

Tobey, reputed for his mercurial manner, declared, "I spread heat myself."

Once when Sen. Edwin C. Johnson (D., Colo.) commented to Commissioner Hennock that she was making "a lot more sense today than you did the other day" in her testimony, white-haired Senator Tobey mirthfully interjected, "We all grow wiser as we grow older." Tobey evoked his biggest chuckle at the hearing when Miss Hennock was reading the fourth in what she described as "inserts" to her lengthy prepared testimony. Tobey interjected laughingly, "Pardon me, I don't mean to be rude, but when you're answering letters, commissioner, do you add as many postscripts?"

### BB STAFFER IS SENATE WITNESS . . .

An unusual and unscheduled interlude turned up at Senate Interstate and Foreign Commerce Committee's hearing on educa-

tional TV this week when three Washington correspondents at the press table suddenly had to take on the roles of witnesses, unsworn but thoroly reliable, accurate and honest. The impromptu witnesses were yours truly representing The Billboard and two fellow-newsmen covering for Variety and Broadcasting-Telecasting magazines. The strange interlude developed after FCC Commissioner Frieda B. Hennock told the committee that there's a widespread misconception about educational channel TV reservations. She said that "a lot of folks think the channels won't be available to educators after June 2."

Of course, folks ought to know better than that; there's no such limitation upon the 242 reserved educational channels, and nobody has spread the word more accurately than the three newsmen who were suddenly asked by committee Chairman Charles W. Tobey (R., N. H.) to stand up and promise to "broadcast" this information. The senator was politely and smilingly informed, "We have already done so." Senator Tobey amid general laughter, declared cheerily, "Do it again. What a wonderful party this is!"

### BOB RICHARDS IS ON JURY . . .

Bob Richards, vice-president of National Association of Radio and Television Broadcasters, was tagged for jury duty for the third successive year on the eve of an NARTB convention. Richards begged off in previous years, but since he had a month's notice this time, he answered the call. Luckily for Richards, the jury wound up in time for "the veep" to go to Los Angeles. . . . At a hearing this week before FCC Examiner Benito Gaguine on a pair of rival bids for a TV channel in San Juan, Puerto Rico, Gaguine was suggesting some short-cut procedure when D. C. legalist John P. Carr interrupted. Carr, representing one of the Spanish-speaking applicants, remonstrated that more time would be needed because of language difficulties. "We get some exhibits up here, and they are in Spanish, and I can't speak Spanish," said Carr. Gaguine quickly shot back: "I can; put them in Spanish."

## ROUND AND ROUND

### Things Move East With NBC Brass

NEW YORK, April 25.—NBC's "revolving door" policy of the past few months had the web's upper-echelon personnel in a swivet this week. Latest report is that after the next shuffle veepee Bill Fineshriber will play an even more important part in the management of both the radio and TV networks. The exec, formerly executive veepee of Mutual, joined NBC as manager of NBC's radio and TV networks in February, a month after his old Mutual boss Frank White took over the NBC presidency from Joe McConnell.

Meanwhile, rumors persist that at least one, and possibly more of the web's top brass is shortly slated to exit. The axing is reportedly all blue-printed. However, it is expected that the actual announcement will be withheld for a while, due to the web's sensitivity over the "revolving door" tag hung on it by the trade because of the recent exec exodus.

Unusually large turn-over during the past few months has seen the exits of two presidents, Niles

Trammell and McConnell; Rudick Lawrence, director of promotion, planning and development; two public relations chiefs, Bill Brooks and Ed Madden; press department manager Frank Young; owned and operated veepee Jim Gaines and several others.

One bright spot in the picture is a trade prediction that board veepee Pat Weaver's star, rumored in the waning stage, is again on the rise.

### Chrysler Buys CBS Time for Dramatic Show

NEW YORK, April 25.—Chrysler Motors this week purchased Saturdays 10-10:30 p.m., on CBS-TV for a dramatic program to be produced by Worthington Minor. The deal with Minor, however, is not concluded because of his current contract with NBC-TV. But because he has not been working at NBC-TV and is under an expensive play-or-pay contract, the network is expected to let him go.

Chrysler originally wanted the same time on NBC-TV, but because the web would not collapse "Show of Shows" into an hour, took its business to CBS-TV. Sponsorship on the program begins in mid-July and will advertise all four divisions of Chrysler Motors: Dodge, Plymouth, De Soto and Chrysler. Batten, Barton, Durstine & Osborn is the agency.

### Web to Drop Eddie Albert

NEW YORK, April 25.—CBS-TV will cancel its Eddie Albert daytime show shortly. Albert is being programmed 3:30-4 p.m. across the board, but failed to get sufficient sponsorship interest in spite of good critical notices. His next stop is Hollywood where he will make a picture.

"Action in the Afternoon," the CBS-TV horse opera mounted in Philadelphia, which follows, will be moved a half hour forward to replace Albert. And the oater's 4-4:30 time will go to local stations until the network comes up with a strong daytime package.

### Red Foley Quits As 'Opry' Star After 7 Years

NEW YORK, April 25.—Red Foley's seven-year reign as featured star of the Prince Albert segment of WSM's "Grand Ole Opry" came to an end this week with an amicable agreement between Foley and William Esty and Company, advertising agency for the R. J. Reynolds Tobacco Company, to terminate the contract. His last appearance in the familiar role was last Saturday (25). At press time no decision on a successor had been made. George Morgan will fill in tonight and next Saturday.

Foley's old contract had expired March 28. He re-signed for another two years, according to the advertising agency. The contract was cancelable at the end of any 13 week cycle. According to Foley's manager, Dub Albritton, the singer's change of heart stemmed from a desire to maintain a more flexible schedule than the Prince Albert tie-up permitted. Foley is touring for the first time in years and under the Prince Albert pact it's necessary

(Continued on page 14)

# MORE LINGUAL PROGRAMING THAN EVER, SAYS BMI POLL

Study Reveals 5,000 Hours of 46 Tongues Including Arabic, Voodoo

NEW YORK, April 25.—Foreign language programing is more solidly entrenched on a greater number of radio stations than at any previous time in the medium's history, it is revealed by analysis of a study just completed by Broadcast Music, Inc. The results constitute a new confirmation that more AM outlets now are concentrating on specialties—such as lingocasting, longhair music and pop disks plus news—in a drive to hold the attention of specific groups from competing mass media such as TV.

The BMI study accounts for 5,000 hours of foreign language broadcasting per week in 46 languages other than English. And this figure covers only those foreign language shows which feature music stemming from the featured language. Thus, adding in the straight gab shows which are not covered by the BMI study, the figure would go to a much higher total.

## Immigration Off

The increasing strength of foreign language shows is particularly significant in view of the declining immigration rate of most nationalities other than those speaking Spanish, and the decreasing number of first-generation Americans. Among other things, it indicates that these

shows continue strong despite the aforementioned factors in good measure because of the loyalty of their listeners, as reflected by purchases of sponsors' products.

It is interesting to note that foreign language airings are fairly widespread thruout the nation, and not confined only to coastal "melting pot" cities. There are several outlets which depend almost exclusively upon foreign language shows for their programing and for their revenue.

The three languages that far outpaced all the others in the BMI study were Spanish, Polish and Italian, in that order. Spanish racked up 2,652 hours weekly via 248 stations. Polish, second, racked far fewer hours than Spanish with 654, but via almost as many stations, 222. Italian was slightly behind Polish in both stations and hours. This indicates a greater amount of station specialization in Spanish than in either of the other tongues. Spanish, in fact, had the highest average time per station of any of the languages reported.

The second greatest concentration was in Japanese, which was fourth in hours aired. The total 148 hours of Japanese weekly was rung up only by 15 stations, nine of them in Hawaii, five in California and one in North Da-

kota, for an average of almost 10 hours weekly of Japanese per station.

Five other language groups racked up more than 100 hours a week: German, with almost as much as Japanese, but via 88 stations; Yiddish, Czechoslovakian, French and Portuguese.

Some rather off-beat foreign language programing was reported. Nine stations put on almost six hours of Arabic a week. Two stations air Navajo shows. One station reported five hours of Voodoo weekly.

## FCC Issues 4 Video Grants

WASHINGTON, April 25.—This week's issue of four TV station grants by the Federal Communications Commission the numerically slim, nevertheless included construction permits for New Hampshire's first TV station and the nation's 15 non-commercial educational TV station. Total authorizations reached 456 with the conignment, including 348 post-freeze grants.

To WKNE Corp., Keene, N. H., went the State's first CP for a commercial TV station to operate on UHF Channel 45. Ohio State University, Columbus, recipient of the latest grant for educational TV, will operate on UHF Channel 34. Other CP's this week went to Miami Television Co., Miami, Okla., UHF Channel 58, and Tri-City Broadcasting Company, Wheeling, W. Va., VHF Channel 7.

## Storch Will Sub Gleason

NEW YORK, April 25.—Larry Storch, nitery comedian, this week was set to take over a half-hour seg of the Jackie Gleason Saturday night time slot (8-9) when latter takes a summer hiatus from CBS-TV. Joel Grey was originally penciled in as Gleason's summer sub, until ABC-TV signed up the young song-and-dance man.

Chances are that CBS will move one of its better new packages into the other half-hour portion of the Gleason time.

educational TV when Robert L'Heureux, chief counsel of the committee, asked the new chairman to comment on the idea. Hyde suggested caution in examining this shortcut scheme, pointing out: "You may have two or three out of six or seven applicants who would wish to join in such a temporary operation and the others would be unwilling to acquiesce in it—we might be faced with the charge that to grant a temporary permit to certain ones of the group would be to prejudice it." Hyde thought that "a general expediting of our work by having additional hearing examiners and improvements in our procedures" would be more successful.

# ABC to Cut AM Cost to Bone For Full-Steam Ahead on TV

By SAM CHASE

NEW YORK, April 25.—The top brass at ABC this week decided to cut expenditures on radio to the bone, and place all the web's hopes on hitting it big in TV. As a result, there will be almost no new money for AM sustainers, at least thru the summer, with any change for the fall

unlikely unless the situation changes drastically in the interim. Some highly regarded sustainers now on the radio web are likely to depart as well.

This does not portend any cut-back in energies directed at selling radio stanzas, and probably will not effect the new AM showcase series, "ABC Playhouse." However, there is considerable question as to whether the web will spring for the loot necessary to turn any "Playhouse" samples into regular fall series.

Radio sales efforts were buttressed in the past few days by a personal letter from the web's president, Bob Kintner, to a number of top sponsor prospects. The letter stressed the value of the "Playhouse" series particularly and radio in general. The TV counterpart of "Playhouse," titled "Album," already has snared Plymouth as a bankroller.

All-out Nevertheless, Kintner and the rest of the ABC brass are known to be sold on the necessity for the network to hit the TV sponsor jackpot this fall on the momentum of the recent merger with United Paramount Theaters, the new name talent signed by the web and the lusty critical approbation of the sample stanzas showcased on the Plymouth series. The result is that it's full steam ahead for TV, with radio to be carried on as inexpensive a basis as possible.

Also intensifying Kintner's feeling on the subject is the revelation that ABC has shown striking rating increases over the past

## HE JUST Ain'T PRETTY ENOUGH

NEW YORK, April 25.—CBS Radio this week lost a client when Elizabeth Arden Cosmetics proved persona non grata to Arthur Godfrey. Arden was all set to buy a new half hour of "King Arthur's Round Table," now on Sunday afternoons 4:30-5:30, for Kingan Foods and Rybutol. The deal would have called for expanding the show by starting it at 4 p.m. Godfrey, however, felt he would not be right as pitchman for foundation cream, face cream and lipstick.

## Prudential Buys 'You Are There'

NEW YORK, April 25.—Prudential Life Insurance this week bought alternate week sponsorship of "You Are There" on the CBS-TV network for delivery next season. The program is currently sponsored by the Electric Companies of America on an alternate week basis.

Prudential therefore is certain not to return to "Show of Shows" next season on NBC-TV. "You Are There" will be programed Sundays, 6:30-7 p.m., in the fall, a half hour later than it is being seen now.

## 'VETERAN' OF THREE YEARS

### Cott Tenure Points Up NY's Fast Exec Turnover

NEW YORK, April 25.—The third anniversary of Ted Cott's occupancy of the job as general manager of stations WNBC and WNBT this week points up the relatively high rate of turnover in the management of New York's network stations. With three years on the job, Cott is now the veteran among general managers of network owned and operated stations here.

Cott's counterpart at WCBS-TV, Craig Lawrence, has been in that post only since February 18, 1952. At the CBS radio flagship, WCBS, Carl Ward has been serving as general manager only about two years.

At ABC, the radio and TV stations here have each had three managers during the time Cott

## SWITCH

### General Mills Revises Its Day Line-Up

NEW YORK, April 25.—General Mills will pull a switch shortly so that it can gain new contiguous rate discounts from CBS-TV. The advertiser will cancel Tuesdays and Thursdays of its "Bride and Groom" noon-12:15 p.m. strip and purchase three late afternoon 15-minute periods on Mondays, Wednesdays and Fridays.

In this manner it will be able to get another five-minute show for much less than it would ordinarily cost. CBS-TV does not feel it will have any trouble selling the two slots on the high-rated "Bride and Groom."

### Auto Clients Seek Stanzas

NEW YORK, April 25.—Two motor car companies, Packard and Kaiser-Fraser, this week were hunting TV shows. Both were in the medium before; Packard with the film show "Counterpoint," which it spot booked, and Kaiser-Fraser with "Ellery Queen" and a piece of "Show of Shows." Maxon is the agency for the former advertiser and William Weintraub for the latter.

# TV Bid Processing Wins FCC Attention

WASHINGTON, April 25.—Federal Communications Commission's determination to smash a logjam on 600 TV applications virtually frozen in hearings produced three major developments this week. They were:

(1) FCC Chairman Rosel K. Hyde in his first week in officially named top command of the agency told the Senate Interstate and Foreign Commerce Committee that "it might be possible" to permit groups of rival applicants to get an interim construction permit jointly pending final outcome of a hearing.

(2) Hearing Examiner Benito Gaguine launched an experimental shortcut in one hearing this week which, if it works, will be adopted in myriad others and could reduce hearings by months if not years. Gaguine's new "set of ground rules" calls for questions submitted in advance to witnesses whose answers are also prepared in advance, making it necessary for witnesses merely to swear to the truth of their statements at the time of formal hearings.

(3) Chairman Hyde urged the Senate Appropriations Committee to increase the number of hearing examiners, and Sen. Edwin C. Johnson (D., Colo.) proposed hiring 40 examiners. FCC now currently has only 12.

Hyde's remarks on "group" construction permits came during the Senate Interstate and Foreign Commerce Committee's hearing on

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

the  
**WDEL-TV**  
 Wilmington, Delaware  
 market

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

A Steinman Station.

**WDEL**  
 AM TV FM  
 Wilmington  
 Delaware

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

## Sunbeam Buys

### 'Ethel & Albert'

NEW YORK, April 25.—Sunbeam electric shavers this week stepped into the breach and signed to sponsor the new "Ethel and Albert" TV series via NBC, 7:30-8 p.m. Saturdays. The show originally was slated to be sponsored by Pearson Pharmacal, which backed out of contract on this series as well as on "Eye Witness," 9-9:30 p.m., Mondays. Sunbeam moves into the series, starting May 9, takes an eight-week hiatus after five shows, then returns in September. Business for the show, which tees off sustaining tonight (25), was placed thru Terrin-Paus agency of Chicago.

The Pearson Pharmacal situation, meanwhile, is unresolved, with the NBC legal department still looking into the possibility of pressing action on breach of contract charges (The Billboard, April 25).

## WGN-TV BALL GAME BIZ BIG

CHICAGO, April 25.—WGN-TV has had to send three announcers to the Chicago ball parks because they have sold so many agencies to the Cubs and Sox home games. The pick-up begins 45 minutes before the games. Jack Brickhouse, Harry Creighton and Vince Lloyd alternate on three different grandstand and field interview shows.

There also is a postgame 15 minutes. Everything is sold solid and to top the baseball bonanza for The Tribune station, all spots in station identifications and breaks between the shows are sold. The business is worth more than half a million dollars to the station.

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in LOS ANGELES

(1,395,000 Sets; \* Panel Size, 600)

... According to Videodex Reports

Table listing TV stations and their parent companies: KECA-TV (American Broadcasting Co.), KHJ-TV (Don Lee Broadcasting), KLAC-TV (KMTR Radio Corp.), KNBH (National Broadcasting Co.), KNXT (Columbia Broadcasting Co.), KTLA (Paramount Television Productions), KTTV (KTTV, Inc.).

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes.

Table for MARCH, 1953, SUNDAY, SIGN-ON TO SIGN-OFF. Lists top 10 shows like COLGATE COMEDY HOUR, WHAT'S MY LINE?, TOAST OF THE TOWN, etc.

Table for MONDAY, SIGN-ON TO SIGN-OFF. Lists top 10 shows like I LOVE LUCY, LUX VIDEO THEATER, RED BUTTONS SHOW, etc.

Table for TUESDAY, SIGN-ON TO SIGN-OFF. Lists top 10 shows like BUICK LIRCUS, FIRESIDE THEATER, TWO FOR THE MONEY, etc.

Table for WEDNESDAY, SIGN-ON TO SIGN-OFF. Lists top 10 shows like GODFREY AND FRIENDS, PABST BLUE RIBBON BOUTS, THIS IS YOUR LIFE, etc.

Table for THURSDAY, SIGN-ON TO SIGN-OFF. Lists top 10 shows like GROUCHO MARX, DRAGNET, MY LITTLE MARGIE, etc.

Table for FRIDAY, SIGN-ON TO SIGN-OFF. Lists top 10 shows like GILLETTE FIGHTS, MY FRIEND IRMA, OZZIE AND HARRIET, etc.

Table for SATURDAY, SIGN-ON TO SIGN-OFF. Lists top 10 shows like YOUR SHOW OF SHOWS, ALL STAR REVUE, OUR MISS BROOKS, etc.

\*NBC estimate for February 1, 1953.

NEXT WEEK

Top 10 TV Shows Each Day in MILWAUKEE

... According to Videodex

Top 5 Radio Shows Each Day in SEATTLE

According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program.

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

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

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

'Glamor' Stays At WKRC-TV

CINCINNATI, April 25.—'Hollywood Glamor Show,' featuring Ern Westmore, former Hollywood make-up man, has been set for another 13 weeks over WKRC-TV here in a deal that is probably the largest package ever bought for a local TV station.

There has been such demand for the show, which gives women beauty tips, "that it would be impossible to take it off the air," said Latham. Westmore selects two women each week-day on the basis of letters, and the audience votes one of them a 24-hour beauty treatment.

Kaye 400G CBS Suit Discontinued

NEW YORK, April 25.—The Sammy Kaye action for \$400,000 damages against CBS and others for allegedly appropriating a radio-TV show built around disk jockeys was discontinued and settled, according to papers filed in New York Federal Court this week.

Kaye had charged that he had submitted an original idea to CBS in 1949 and that thereafter CBS had violated his rights by appropriating the idea and turning it over to Liggett & Myers and its agency, Cunningham & Walsh.

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

Top 5 Radio Shows Each Day of the Week in LOS ANGELES

(1,516,078 Radio Families\*)

... According to Pulse Reports

Table listing radio stations and their power ratings: KBIG (10,000 watts), KECA (5,000 watts), KFAC (5,000 watts), KFI (50,000 watts), KFOX (1,000 watts), KFVD (5,000 watts), KFWB (5,000 watts), KGFJ (250 watts), KHJ (5,000 watts), KLAC (5,000 watts), KMPC (50,000 watts), KNX (50,000 watts), KPDL (5,000 watts), KRKD (5,000 watts).

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method.

JANUARY-FEBRUARY, 1953

Highest Gr. Hr. Rtg.

Table for SUNDAY, 6 P.M. TO 12 P.M. Lists top 4 radio shows: OUR MISS BROOKS, DRAGNET, MY LITTLE MARGIE, BERGEN-McCARTHY SHOW.

MONDAY, 6 P.M. TO 12 P.M.

Table for MONDAY, 6 P.M. TO 12 P.M. Lists top 5 radio shows: LUX RADIO THEATER, BOB HAWK SHOW, SUSPENSE, FROST, ONE MAN'S FAMILY, THE TELEPHONE HOUR.

TUESDAY, 6 P.M. TO 12 P.M.

Table for TUESDAY, 6 P.M. TO 12 P.M. Lists top 5 radio shows: FIBBER MCGEE AND MOLLY, MARTIN AND LEWIS, PEOPLE ARE FUNNY, RED SKELTON, MY FRIEND IRMA.

WEDNESDAY, 6 P.M. TO 12 P.M.

Table for WEDNESDAY, 6 P.M. TO 12 P.M. Lists top 5 radio shows: YOU BET YOUR LIFE, NEWS OF THE WORLD, THE GREAT GILDERSLEEVE, WHAT'S MY LINE?, FROST, ONE MAN'S FAMILY.

THURSDAY, 6 P.M. TO 12 P.M.

Table for THURSDAY, 6 P.M. TO 12 P.M. Lists top 5 radio shows: BING CROSBY, JUDY CANOVA, TRUTH OR CONSEQUENCES, DECEMBER BRIDE, NEWS-R. HARKNESS, ALBUM.

FRIDAY, 6 P.M. TO 12 P.M.

Table for FRIDAY, 6 P.M. TO 12 P.M. Lists top 5 radio shows: OZZIE AND HARRIET, YOUR FBI, CRIME LETTER, MEET CORLISS ARCHER, MR. KEEN.

SATURDAY, 6 P.M. TO 12 P.M.

Table for SATURDAY, 6 P.M. TO 12 P.M. Lists top 5 radio shows: I WAS A COMMUNIST FOR THE FBI, GANGBUSTERS, GENE AUTRY, CAMEL CARAVAN, 10 O'CLOCK WIRE.

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

Table for MONDAY-FRIDAY, 6 A.M. TO 6 P.M. Lists top 5 radio shows: NO. 1 DRAKE, MA PERKINS, EISENHOWER, ROAD OF LIFE, EISENHOWER, PERRY MASON.

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

Table for SATURDAY, 6 A.M. TO 6 P.M. Lists top 5 radio shows: STARS OVER HOLLYWOOD, THEATER OF TODAY, CITY HOSPITAL, FUN FOR ALL, MUSIC WITH THE GIRLS.

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

Table for SUNDAY, 6 A.M. TO 6 P.M. Lists top 5 radio shows: AMOS 'N' ANDY, JACK BENNY SHOW, BERGEN-McCARTHY, CBS NEWSROOM, THEATER GUILD OF THE AIR.

\*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Los Angeles and Orange Counties.

# Station Reps' Exec Blasts NBC Summer Tandem Plan

NEW YORK, April 25.—A new radio summer tandem plan this week was blasted by Reg Rollinson, director of advertiser relations for the Station Representatives' Association. Rollinson maintained that stations were "being asked to tie up large amounts of time with the possibility of securing minimum revenue." He said

## Camels Option 'Secret' Seg

NEW YORK, April 25.—Camels this week reportedly took an option on "I've Got a Secret" for regular weekly sponsorship next season. The show is currently sponsored by Carter Products alternate weeks on CBS-TV Thursdays, 10:30-11 p.m. "Secret" probably will be offered to Carter for regular weekly sponsorship before any deal is made with Camels. But Carter has no weekly time period on CBS-TV and consequently could not buy the show unless it could find one, a difficult task with the web so close to s.r.o.

Should Camels acquire the property, indications are it would be shifted to Wednesdays, 9:30-10 p.m. "Man Against Crime," now there for Camels, would be switched to Friday evenings 8:30-9 p.m. "My Friend Irma," the current occupant of the Friday time period for Camels, is to be canceled.

## Toni Gets Tues. Du Mont Slot

NEW YORK, April 25.—The Toni Company has bought 8-8:30 p.m., Tuesday, on the Du Mont Television Network, and it is due to place an audience-participation show in that slot when Bishop Sheen vacates it for the summer. "The Music Show," from Chicago, which has been tagged to fill that slot over the summer, will instead go into the 8:30 p.m. position. And "The Big Issue," Roundtree-Spivak forum show is expected to be moved to a different night.

Du Mont's WABD here racked up over \$350,000 in billings in the past two weeks, and the station's business in March was understood to be about 33 per cent greater than in March, 1952. However, one of the newly acquired advertisers, Whitefield Press, which was due to sponsor the Monday afternoon "Long Island Story" beginning next week, canceled before the show went on.

## 'Chronoscope' To Quit CBS

NEW YORK, April 25.—Lorigines - Witnauer "Chronoscope," now on CBS-TV Mondays, Wednesdays and Fridays, 11-11:15 p.m., will be discontinued by the sponsor after the expiration of its current cycle.

The program will be dropped at the request of the network, which felt that since it discussed controversial public affairs, it should be under web control. The sponsor felt otherwise. Victor A. Bennett is the agency.

## DEFINE PRESS JOBS AT CBS

NEW YORK, April 25.—The story in last week's issue of The Billboard about the potential new NBC public relations set-up gave an erroneous impression by comparing it to its counterpart at CBS. George Crandall heads press information at CBS radio, while Dave Jacobson is public relations chief for CBS-TV. There is a difference of titles between Crandall and Jacobson, in actuality they perform the same functions for radio and TV respectively.

that by selling such time on a spot basis, the compensation to stations would be far greater and that the plan was a questionable buy for the advertisers.

The NBC tandem plan offers sponsors a chance to buy one or more participations in six late-evening nighttime summer programs—Robert Armbruster and ork, "First Nighter," "Scarlet Pimpernel," Judy Canova, "Barrie Craig" and "Bob and Ray." Each program can carry a maximum of three one-minute commercials, but advertisers can purchase single spots for as little as \$3,856 for the full 197-station web.

Stations are to receive 10 per cent of their gross evening half-hour rate for each participation sold by NBC. But Rollinson charged that altho the network half hour is usually sold for 60 per cent of the hour rate, the NBC tandem would return only 50 per cent of the hour rate.

Rollinson furthermore claimed that the stations would have a potential gross of between 50 and 300 per cent higher if the time were sold on a spot basis. He also stated that advertisers

would be limited in their program and time selections if they participated in the NBC scheme, but that spot would offer the best possible availabilities.

The NBC letter to the stations announcing the plan bolsters Rollinson's point by stating that the "compensation you will receive from the network . . . will come pretty close to the net dollar you would keep . . . from selling an announcement on a spot basis." NBC however, is offering outlets a chance to make a few extra bucks by extending the 15-second station breaks to one minute, before and after the shows.

The network claims that the reason for the tandem plan is an attempt to beat its opposition to the punch. But CBS claims that no such summer plan is contemplated and is not necessary because of a bullish summer network sales picture. ABC likewise denies any similar move.

The NBC plan, however, is already competing with other cut rate deals being offered by General Mills and Anacin. The latter advertiser is asking stations to accept a 10 per cent discount on spot purchases.

# AUTHORS LEAGUE, RWG DO BATTLE

## Radio Writers Open Fire Over Control Of Their Funds, New Tele Guild Plans

• Continued from page 1

dition and to curtail its autonomy as a radio union. The battle was begun by RWG Prexy Hector Chevigny in a statement to the members in March, summarizing the jurisdictional strife and the part the AL played in it. On April 7, Rex Stout, prexy of the AL, answered this blast with a communique pointing out its alleged inaccuracies.

This week, Lillian Schoen, an RWG member elected to the AL council, resigned from the latter body. In a letter to Stout, Miss Schoen stated that the history of TV jurisdiction as given by Chevigny in his statement was entirely correct in all matters of fact. She also claimed that she has witnessed with "wonder and amazement" the AL attitude toward the RWG which "ranged from a comparatively benign lack of understanding to the extremes of impatience and intransigency."

Chevigny charged that AL mismanagement of TV writing jurisdiction had resulted in low fees and no standards for scribes.

He pointed out that the tele group was organized by the AL over the protests of the RWG and the Screen Writers' Guild and that it was directly responsible for the organization of the Television Writers of America, a maverick union, which is claiming jurisdiction over live video writers on the Coast, and which, according to Chevigny, will win such jurisdiction. Chevigny disclosed that he would vote for the new guild, if it controls both radio and TV, because one union should represent writers in both media.

Stout's answer maintained that the AL council wants to regain control of RWG finances because the RWG has owed the Sidney Fleisher estate \$7,025 for two years. Since its rate of payment on the debt, \$50 per month, is very small and implies lack of revenue, Stout claims the AL wishes to see whether the RWG finances cannot be handled more effectively.

Chevigny, however, this week denied Stout's charge that he had not sent copies of his statement to AL council execs. He stated that copies were sent to the entire AL council.

## NEWS CAPSULES—COAST TO COAST

### Sat. 1-6 P.M. Class B & C Time; Polls Show Non-Home Radio Bonus

NEW YORK, April 25.—Saturday afternoon time is likely to become Class B time and Class C time on all four networks shortly. The new CBS-TV rate card makes 2-6 p.m. time Class B and 1-2 p.m. time Class C. And beginning May 1 both NBC-TV and ABC-TV will follow the same policy. Meanwhile, Du Mont is querying its affiliates to see whether they would agree to the same arrangement. Indications are that it will have no trouble.

#### 2 SURVEYS GIVE NON-HOME FIGURES . . .

NEW YORK—Two of the research agencies came up with out-of-home listening figures this week, showing the non-home audience to be a substantial bonus for the radio advertiser. The Pulse revealed that the out-of-home audience in 16 major markets during January and February added 18.6 per cent to the average in-home radio audience, 6 a.m. to midnight. This bonus figure is up from 15.2 per cent over 12 markets during the same period in 1952. The A. C. Nielsen Company has prepared a special report based on the Nielsen Coverage Service, which finds that non-home listening on a national average adds about 11.9 per cent

to in-home listening during weekdays and 14.8 per cent during week-ends. Automobile listening alone adds about 6.5 per cent and 10.6 per cent. Both reports emphasized that out-of-home factor varies greatly by time and territory. According to Pulse, Philadelphia had the highest proportionate non-home bonus audience, 21.7 per cent. But the highest level of non-home listening was in Los Angeles, where the average non-home audience was 4.2 per cent. The amount of winter non-home listening reported by Pulse was the highest of the five years it has been doing this study.

#### REPORT ON 4-A CONVENTION . . .

WHITE SULPHUR SPRINGS, W. Va.—In a speech before the closing session of the 35th annual meeting of the American Association of Advertising Agencies, Walter O'Meara, of Lennen & Newell, Inc., questioned whether radio and TV department heads aren't concentrating too much on the "details of time, talent, production and properties" at the expense of creative thinking on the part of the copywriter. "With half the total business of many agencies in TV and radio," asked the exec, "is it sound or healthy

to require so little basic copy thinking from those media's writers?" Earlier in the week (23), new 4-A officers and directors were elected, with Henry M. Stevens designated chairman of the board; Earle Ludgin, vice-chairman; Winthrop Hoyt, secretary-treasurer. Frederic R. Gamble continues as president and a director of the association. Members of the new operations committee, which meets monthly between board meetings, are William R. Baker, Marion Harper Jr. and Henry G. Little, plus the four newly elected officers.

#### O.G. MAY DROP MINDY CARSON . . .

NEW YORK—Indications this week were that Mindy Carson would be canceled by Old Gold after the end of her current cycle on NBC-TV. The advertiser has had trouble finding a show that would click in the Tuesday night 10:30-10:45 p.m. time period. "Bob and Ray" did not succeed either, for the sponsor, in an earlier try.

#### 'OMNIBUS' NOW SKEDED FOR 5 P.M. . . .

NEW YORK—"Omnibus" will move up into CBS-TV's 5-6:30 p.m. time slot next fall, when Ed Murrow's "See It Now" switches to Tuesday night. Former show, now slotted from 4 to 5:30 p.m., will restrict its sponsor quota to four next season, as compared to its present line-up of five. "Omnibus" pulled off a programing coup this week, via the acquisition of the late George Bernard Shaw's plays for their initial showing on TV. First aired will be "Arms and the Man," to run thru the entire hour and a half.

#### 'GANGBUSTERS' ENDING ON CBS . . .

NEW YORK—"Gangbusters" is coming to the end of the road on CBS radio. Recently canceled by General Foods after a long run on CBS Saturday nights 8:30-9, the property is being carried sustaining by the network, which has offered to continue the property on that basis until a sponsor is found. But the CBS contract with packager Phillips H. Lord will end in June, and Lord wants to retain control so that he can offer the radio version in a single package with the TV counterpart of the program. Thus he might have an additional inducement to snag a potential sponsor.

#### PW A FEATURE AT WLWA'S DEBUT . . .

ATLANTA—With ABC's Paul Whiteman as the honored guest, Crosley's newest television operation, WLWA, Atlanta, made its official debut Monday night (20), with 450 business and advertising executives present at a buffet supper. A special one-hour show, starring Whiteman, preceded the party at the Ansley Hotel. Execu-

## NBC Garners Six Peabody Award Medals

NEW YORK, April 25.—NBC walked off with six Peabody Awards this week.

"Mister Peepers" and "Your Hit Parade" both received accolades in TV entertainment, and "Victory at Sea" received a special TV award. For TV kid shows, the nod went to "Ding Dong School," and in the TV news category it went to "Meet the Press." The sixth award was for the West Coast "Standard Symphony" in the radio music category.

A second award in radio music went to the New York Philharmonic broadcasts on CBS. The other radio prize, for news, was awarded to Martin Agronsky, of ABC. Du Mont's "Johns Hopkins Science Review" received the nod in TV education.

Station public service awards went to WIS, Columbia, S. C., and WEWS, Cleveland, O.

The 13th annual George Foster Peabody Awards were made at the meeting of the Radio and Television Executives Society here yesterday (24).

tives from the Cincinnati office of the Crosley organization were introduced by William P. Robinson, head of the Atlanta operation.

#### R. CLOONEY SET FOR OWN SHOW . . .

NEW YORK—Chirper Rosemary Clooney this week was set for her own radio series via NBC, starting May 5. Show will air 8:15-8:30 p.m. Tuesdays and Fridays, following the new Eddie Fisher show. Miss Clooney waxes for Columbia records, while Fisher is an RCA Victor artist.

#### SRA KITTY AT \$20,000 . . .

NEW YORK—An estimated \$20,000 has already been collected by the Station Representative Association from the more than 200 radio stations which have backed its "Spot Radio Crusade." The SRA hopes to rack up (Continued on page 57)

## WLW Sees Success In Block Programs

CINCINNATI, April 25.—Crosley Broadcasting Corporation officials this week released its first figures on the block programing experiment launched last fall, indicating that altho it is still too early to pass final judgment on the experiment, early data indicates that the innovation is a success.

Information obtained by the Crosley research department from more than 4300 telephone calls during January and February, show that block programing tends to retain an audience from the opening of the block schedule until the conclusion of the evening program. Other local stations using the block format enjoyed similar success in holding an audience in contrast to those stations not using this type of programing, the WLW report said. Crosley officials are convinced that it is advantageous, within a given evening, for a station to build a loyal listening audience rather than a transient one.

Other measurements were based on Nielsen figures comparing WLW's 1951 schedule, when there was no block programing, with the 1952 schedule, when there was block programing. Those figures showed that under the block programing schedule, the WLW share

of audience increased more than 8.5 per cent. On the other hand, representative stations in WLW's four-State coverage area, using the more orthodox format, lost a fraction more than 19 per cent.

James D. Shouse, chairman of the board of the Crosley firm, explained his company's position in these and other Crosley experiments with the AM medium: "It is ridiculous to propose that the whole structure of television viewing can be impinged upon the over-all pattern of radio listening and not have serious repercussions, because people are not going to look and listen to television and listen to radio at the same time. So, obviously, radio must seek new patterns of convenience and new orbits of appeal. The important thing for radio is to reorientate itself in terms of a new and lusty competitor. We do not propose that our block programing experiment is necessarily the final answer, altho results to date are encouraging. We will continue to experiment in this and other fields in the hope that we can inject new vitality, new convenience and new meaning into the field of radio broadcasting."

## MARINERS TO REJOIN GODFREY

NEW YORK, April 25.—The Mariners, the male mixed quartet on the Arthur Godfrey shows, are expected to return to the show shortly after a vacation occasioned by the redhead's two-week origination from Miami. The four men could not be taken along because of local ordinances in Miami which prohibited Negroes and whites working together in a unit. The enforced vacation has created a furore in the Negro press. Godfrey is now broadcasting from here.

# Friday Powerhouse Shapes Up at ABC

NEW YORK, April 25.—Friday is shaping up as the strongest night of the week at ABC-TV, insofar as fall plans are concerned. The sale this week to Pepsi-Cola of the 8:30-9 p.m. slot, effective September 11, gives the web the makings of a powerhouse commercial line-up, which is all film from 7:30 to 9:30 p.m.

Pepsi thus far has no show, but jumped into the deal because of the way the schedule is shaping up. The bankroller's agency, Biow, is on the prowl for a potent film series.

The Pepsi time is sandwiched in between two major ABC howitzers. The new Ray Bolger film show currently is slated to go into the 9 p.m. time. Preceding Pepsi, in the 8-8:30 period is the well-established "Ozzie and Harriet" series, which was renewed this week and has been garnering impressive ratings.

The Stu Erwin film series, which kicks off the week sked in the 7:30-8 time, was just renewed for 52 weeks by General Mills for a third run. The 9:30-10 slot, occupied by "Tales of Tomorrow," is considered much strengthened by the way the evening is shaping up. Not only is Kreisler, which sponsors on alternate weeks, now much more likely to stay on, but ABC's chances of selling the sustaining weeks of the show are deemed vastly enhanced.

## 'HALL OF FAME'

### Month Sales Drive Yields 20 Markets

NEW YORK, April 25.—"TV's Baseball Hall of Fame," 15-minute TV film series highlighting great moments in the major leagues, has been sold in over 20 markets, including New York, in a month's sales drive. While it was originally anticipated that the show would most naturally be slotted back-to-back with local baseballcasts, it is actually being placed all over the program schedule on the stations so far sold.

New York sponsor is White Rock thru the Ellington Agency. The station has not yet been picked. White Rock is bringing on sportscaster Jimmy Powers live to work a mail-pull promotion. Other sponsor buys include American Brewery via WAAM, Baltimore, and Pontiac Dealers via WENS, Pittsburgh, which goes on the air in July. Deals are also on the verge in Los Angeles, San Francisco and Philadelphia. "Hall of Fame" is packaged and distributed by Motion Pictures for Television, Inc., and has one-time baseball star Lew Fonseca as emcee and co-producer.

# CBS to Syndicate 'A & A' on TV Film

NEW YORK, April 25.—CBS this week was practically set to turn over "Amos 'n Andy" to its TV Film Sales division for syndication. Some 26 films in the series have been shown twice, 26 have been shown once, and 13 have never been viewed. Consequently, a package of 65 films would be available for distribution. Blatz was the network sponsor of the package.

For CBS, it would be the first step in a new sales pattern that would have ramifications in the industry. The network has already made a profit on each of the 52 films that has been on TV and now will be able to go after extra dividends on the property.

Should "Amos 'n Andy" sell successfully on a syndication basis—and there is already evidence that Rexall, the radio sponsor, has evinced interest in a regional deal—the network might begin syndicating others of its network film

Renewal of "Ozzie and Harriet" this week by co-sponsors Hotpoint and Listerine had them pick up the show's option for the coming season, for 52 weeks. The show reportedly won a 10 per cent hike from its sponsors. It goes on hiatus six weeks hence, to return September 15. Volcano Productions will continue to film the series for Ozzie Nelson.

## NBC Haggling With WM Over Hutton Mounts

NEW YORK, April 25.—Negotiations between NBC and the William Morris office for the TV services of Betty Hutton are heating up to the boiling point. The web's program chief, Bud Barry, has had several sessions this week with Abe Lastfogel, WM partner. The expected imminent arrival here of Miss Hutton from the Coast is likely to bring the haggling to a climax.

The deal involves Miss Hutton working via film, with shows probably to air on alternate weeks. The web is understood to desire a weekly outing, if possible. Sale price on the show is expected to run close to \$45,000 per stanza. If the NBC talks fall thru, ABC's Bob Weitman is known to be waiting to step in.

## Big Tele Film Pkg. Prepped By Weiss Co.

HOLLYWOOD, April 25.—Adrian Weiss, of the Louis Weiss & Company, film distributing firm, this week wrapped up a package of 157 hours of filmed entertainment to be made available to new stations as a single unit on a weekly budget payment basis. Stations who buy the package will have unlimited runs of the films for 18 months at a weekly cost equal to their initial one-hour Class A time rate. As a further inducement, cost of the package will retain its original level regardless of increases in station card rates.

Package wraps up 14 different program groups. These include "Craig Kennedy, Criminologist" shows; 13 half-hour "Thrill of Your Life" films, 13 quart-hour "Canine Comments" segs, 51 hour-long Westerns, 26 full-length features, 8 20-minute Wally Wales Westerns, 26 10-minute "People and Places" programs, 6 one-minute-and-20-second "Nursery Rhymes," 14 seven-minute Disney and Crazy Kid cartoons, 6 five-minute wrestling shows, 3 five-hour 15-episode serials and 89 20-minute and 26 10-minute slapstick comedies.

packages on the same basis. For local and regional clients it would mean a chance to own a series which on a network basis cost the client about \$30,000 per program for talent.

**NBC Plans**  
NBC meanwhile has already gone ahead with plans to create network TV film packages with strong local sponsorship potentialities. The web's Film Division execs constantly appraise current and upcoming film shows as possible syndication two former network airters, "Victory at Sea" and "The Doctor," the latter being the Marion Parsonnet series which Procter & Gamble sponsored over NBC-TV recently and which is now retitled "The Visitor" as a syndication property.

NBC is also syndicating "Life of Riley" in markets where the film series isn't reached by Gulf Oil's limited network sponsorship.

# BMI Bags 15 Series in Drive To Corral TV Film Scores

## Closes Blanket Deal With Ziv; Most Others Set With Individual Writers

Continued from page 1

ited a number of the filmed shows thru its own members who are scoring these pic series. To date, it has made no evident effort to corral shows which are in neither its own nor the BMI camp.

Shows already flying the BMI banner include all the Fred Ziv productions ("The Unexpected," "Cisco Kid," "Boston Blackie" and "My Favorite Story") "Dangerous Assignment," "You Bet Your Life," "Life of Riley," "Roy Rogers," "I Married Joan," "Schlitz Playhouse," "Biff Baker," "Burns and Allen" and "China Smith."

Most of the deals so far concluded were made with the composers who retain the rights to their music. In the case of the Ziv deal, Burton closed a blanket agreement with Ziv covering all the firm's shows present and future for the life of the BMI contract.

Deals closed by BMI at this time are on a flat-payment basis. Owners of music rights are given a specified amount, some running as high as \$1,200 per year, with the

understanding that a logging system will be crystallized to determine the proper sums to be paid to music owners. Basis of the logging system, expected to be developed by the end of this year, will follow the basic BMI philosophy of per-use payment. All agreements closed by BMI to date are on a short-term basis, permitting owners of music rights to either cancel or allow pacts to expire if they are not satisfied with the arrangement.

Logging system, now in the process of being developed, will take into consideration number of minutes of music in each film and number of stations each series plays. Also entering into consideration is whether the music gets full thematic treatment or whether it relies merely upon short fanfares.

BMI's sales pitch to music owners—whether they be the TV film producer, composer or publisher—is twofold: It permits film's distributor to offer an additional sales point in peddling the series in that

music rights on the soundtrack are cleared; it means additional revenue for the music's owner since  
(Continued on page 15)

## 1ST SPONSOR ON CAN. STATION

HAMILTON, Ont., April 25.—Robin Hood Flour Mills, Ltd., here became the first TV sponsor on a Canadian station this week, when it signed a contract to bankroll the United Press Movietone News films nightly over the new Hamilton TV station when it goes on the air next fall.

The deal, one of the largest in Canadian broadcasting history, was negotiated by Ken Soble, manager of Niagara Television, Ltd. Niagara is owned equally by Hamilton's three radio stations, DJHS, CKOC, and Soble's outlet here, CHML.

**NEED WE SAY MORE!**

**To RUSS DAVIS**  
International Wrestling Films  
Chicago, Illinois

Delighted to inform you that the February pulse shows your  
"WRESTLING FROM CHICAGO"  
in the top 10 shows in San Antonio with a 36.8 rating. Congratulations and the best of luck.

**George B. Storer Jr.**  
Managing Director  
Television Station KEYL  
San Antonio, Texas

**Imperial WORLD films, inc.**  
9 SOUTH CLINTON STREET, CHICAGO, ILLINOIS  
RUSS DAVIS, President Phone: ANdover 3-5337

**iwf**

For Availabilities Write:

## Lifting of Freeze Touches Off Cycle Of Direct-to-Station TV Film Sales

NEW YORK, April 25. — The upsurge of new TV stations since the freeze was lifted has touched off another cycle of sales direct to stations for the TV film industry, according to John Cron, national sales manager of NBC's Film Division.

Altho the Division has been making the majority of its sales to local and regional agencies and advertisers (rather than stations) in old markets, Cron noted that 90 per cent of the Division's sales in new markets today are direct-to-station deals, with NBC, of course, following up with pitches to agencies and advertisers if the stations so desire.

By the same token, said Cron, when the older outlets opened up a few years ago, film sales there also followed a direct-to-stations selling pattern at first.

### Market Sales

Total market sales chalked up on NBC's syndicated film shows to date are as follows: "Dangerous Assignment," 103; hour "Hop-along Cassidy" series, 105; half-hour "Hoppy's," 49; "The Lilli Palmer Show," 19; "Douglas Fairbanks Presents," 67; "Life of Riley," 17, and "The Visitor," 11, plus the web's regular schedule of daily and weekly news package sales.

Noting the high sales figures registered by "Dangerous Assignment" and "Douglas Fairbanks Presents," Cron attributed their success to the fact that both adventure series have an exceptionally wide audience appeal, ranging from high to low both in income and educational groups.

"Dangerous Assignment," for instance, has been sold to 75 different types of advertisers out of its aggregate sales total of 103.

### Test Service

In line with this, the film test service provided for the web by Schwerin Research, Inc., is of particular value to the Division's salesmen, since, by testing the market appeal of each film series, it enables Cron's staffers to woo prospective sponsors with docu-

mented evidence of each series' appeal to particular age brackets and income groups.

New sales made to stations by NBC's Film Division last week include: "Dangerous Assignment," hour "Hop-along Cassidy" features and "The Visitor," all to KROC-TV, Rochester, Minn.; KIT-TV, Yakima, Wash., and KFTL-TV, Fort Lauderdale, Fla. In addition, "Dangerous Assignment" was sold to the D'Arcy Agency for screening over WKNX-TV, Saginaw, Mich., and

"The Visitor," to Herson-Garfield Agency for showing on WFBM-TV, Indianapolis. "The Lilli Palmer Show" and "Douglas Fairbanks Presents" were sold to KROC-TV and KIT-TV. NBC's daily news package was picked up by KIT-TV and KFTL-TV, while the web's weekly news show was bought by WMCT, Memphis, for sponsorship by the Home Federal Saving and Loan Company; KFTL-TV, and by the Yount Agency for showing over WICU-TV, Erie, Pa.

## Telenews Seeking New Distributor

NEW YORK, April 25.—Telenews Productions is understood to be on the lookout for a new distributor for its daily and weekly news films, as well as other TV film shows it is producing. Two distributors that appear to be major contenders are United Television Programs and Sterling Television Company.

UTP seems to be a good possibility on the basis of the fact that it last week took over distribution of "Look Photoquiz," produced by Telenews in Collaboration with Look magazine. Based on the magazine's running feature of that name, the show employs footage out of the Telenews library.

Sterling is reported to be making a strong bid for Telenews' "Build-a-Show Library," a file of over 1,000 one to three-minute subjects of all sorts. Sterling would be a logical bet on this in view of its record in short-subject distribution to TV stations.

Despite the fact that Telenews is leading NBC-TV and United Press-Movietone in the number of stations subscribing, the news-film service feels a considerable increase in its sales is necessary in view of the fact that it recently

lost the CBS-TV business and that ABC-TV may cancel a few of its o&o stations.

The CBS-TV action not only took about \$7,000 a week from the Telenews exchequer, but the network will be going into competition with a newsfilm operation of its own shortly.

Telenews, therefore, is re-evaluating its present sales set-up, to see whether it can find a syndicator that might offer a more concentrated sales push than International News Service, which has done a satisfactory job up to now. Another Telenews package that may go into syndication via another distributor is "For Women Only."

## Fallen Sales Trek For 'Junior Aces'

HOLLYWOOD, April 25.—Tele-film producer Bob Fallen will arrive in New York Tuesday (28) to show agency and sponsor reps first two pilot reels of his projected 26-half-hour series, "Junior Aces," starring Wayne Morris.

Show's format attempts to show youngsters the fundamentals of flying while still maintaining a story line.

## State Dept. Beckons Show People Into IIA

WASHINGTON, April 25.—The State Department is preparing to pull more people from the entertainment word into the International Information Administration, after naming Cecil B. DeMille this week as chief consultant to IIA's International Motion Picture Service. Dr. Robert L. Johnson, IIA administrator, enlisted the cooperation of John G. McCarthy, former vice-president of the Motion Picture Association of America, Inc., in evaluating the effectiveness of information films in various overseas areas. Dr. Harold M. Beverage, Radio Corporation of America electronics engineer, will advise IIA on the development and improvement of overseas radio signals. Already serving on the U. S. Advisory Commission on Information is Judge Justin Miller, chairman of the board of the National Association of Radio and Television Broadcasters. Films and radio are two of the five means of communications used in the U. S. information program overseas. Charged with the job of lining up film industry support for IIA, DeMille praised the IMPS program abroad.

Meanwhile, Dr. Robert L. Johnson, IIA administrator, announced the latest slash this week in his agency, which embraces "Voice of America." A 10 per cent cut will wipe out nearly 1,000 jobs here and abroad, with "Voice of America" getting the bulk of the cuts. The "Voice," which is headed for transfer from the State Department to another agency, is undergoing the biggest overhaul in its history amid current investigations and studies which this week produced a series of three separate analysis by a Senate Foreign Relations Sub-Committee. One of the analysis reports cited U. S. information service weaknesses, including "lack of direction and coordination, insufficient appreciation of the culture and background of peoples abroad, wrong psychological approach, and policy confusion." The study declared that there was "a negative and defensive approach in the program." Opinions gathered from U. S.

newspaper correspondents abroad, according to another study, showed that "Voice's" "shortwave broadcasts are generally ineffective in reports from the free world," and that "reception is on the whole bad. Locally produced radio programs and transcriptions from New York often have greater audiences," said the report, which went on to declare that the quality of "Voice's" personnel "could be improved and the quantity reduced. The United States speaks best when it speaks softly and when it avoids high-powered publicity methods," stated the report.

## 'Father' Set For TV Film

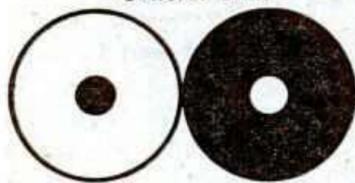
HOLLYWOOD, April 25.—Robert Young's "Father Knows Best" radio show will enter TV via the film door next season. Show will remain on the NBC radio net for General Foods next season, but will also be made available for tele sponsorship. General Foods will be given first refusal on the tele series. Prudential Life Insurance and U. S. Steel reportedly are eyeing the series each for itself in the event GF does not pick up the tele tab. Show will be produced by Cavalier Productions, firm comprised of Bob Young and Gene Rodney, package owners of the radio series.

## Shooting Begins On Time-Life Pix

NEW YORK, April 25.—Young & Rubicam is now shooting the first film in a new five-minute series titled "Story of Our Time" for Time-Life. The program will feature human interest stories taken from the pages of the magazines. Ralph Nelson will direct. The first story will be about a fighter who becomes rehabilitated after turning to dope.



General Film



Laboratories Corp.

The officers and executive staff of

## GENERAL FILM LABORATORIES CORP.

1546 NORTH ARGYLE AVENUE, HOLLYWOOD 28, CALIFORNIA • PHONE HOLLYWOOD 9-6391

- are pleased to announce that the facilities of the newest and the largest independent film processing organization on the West Coast are now at the disposal of the film and television capital of the world.
- General Film Laboratories offer complete services to the industry, including 16 mm. Kodachrome printing.
- We cordially invite your inquiry and inspection.

G. CARLETON HUNT, President • HANS DE SCHULTHESS, Vice-President • ALAN GUNDELFINGER, General Manager • ALTON A. BRODY, Sales Director • WILLIAM CEPHART, Processing Director • HARLAN BAUMBACH, Technical Director



## AGVA May Change 'Pay or Play' Rule

Measure Conceived to Protect Artist Against Cancellation; New Angle Now

NEW YORK, April 25.—In the future, acts may have to play off a date rather than get out of it by paying, if the plans now being mulled by the American Guild of Variety Artists jell at its June convention.

AGVA's current rule says "pay or play." This was originally conceived to protect the artist against a cancellation leaving him without a job, and possibly knocking him out of other dates that were hanging fire.

In recent years, however, a new angle has come into this "pay or play" deal which cafe operators say has raised havoc with them.

### Reasons

Acts that were bought at low salaries with a series of options have occasionally climbed up to tremendous salaries. When they were asked to come back to play off the option dates at the old salaries, they objected. The objections took various forms: picture commitments, TV shows, illness, of plain pique. In most cases, AGVA toppers recognized the obvious fact, that the performer having become a name, simply didn't want to play for the old money. New managers picked up by the artists along the way, seeking to protect their properties, also put obstacles in the way of playing return dates at old money.

Operators claim that the rule as applied today puts them way behind the eight-ball. "I buy a kid at \$500, give him his chance, and maybe lose money with him, then if he gets lucky and I can make a buck, he won't even talk to me."

The first major case involving a reverse English on the 'pay or

play' concerned Tony Martin, who rather than play out an old contract, paid it off. The next major one brought in Martin and Lewis. But there are plenty of smaller ones all thruout the country. Oddly enough, most of them involve record names who came thru with a bang.

### Brooks Case

Norman Brooks, now being sold for \$2,500 and \$3,000, got his first big time date at the Latin Quarter, Boston for \$350. The operator had Brooks sign an option to come back the following year at the same price. The wide disparity between the option and the going price is so apparent that friction becomes almost a certainty.

Al Martino is another case in point. When the boy first started, his salary was low. In most

(Continued on page 54)

## Ranch to Add Western Club

PENNSBURG, Pa., April 25.—The Sleepy Hollow Ranch, major Western show stop in Eastern Pennsylvania, will branch out with a Western-styled night club for the summer season. The ranch park, which features Western names for Sunday and holiday shows, will this season do shows patterned on the Village Barn in New York.

Jolly Joyce Agency, Philadelphia and New York, will be the exclusive booker. Sophie and Julie Newman, singing wives of Elmer and Pete Newman, Western band leaders operating the ranch, will manage the inn. The Newmans have their own Sleepy Hollow Ranch Gang, recording and radio troupe heard on the ABC net out of WFIL in Philadelphia. Sophie and Julie are featured singers with the troupe and have recorded on their own.

The nitery will operate from Monday thru Saturdays with the park shows on Sundays and holidays to make for the first indoor-outdoor combination in this territory. For the park shows, Joyce has already lined up Elton Britt for the opening May 30, with Mrs. Hank Williams plus Paul Howard on May 31. Homer and Jethro come in June 7. Also set are Sunset Carsen and Company for July 4, Lulu Belle and Scotty, July 5; Elton Britt, returning July 19, and the Hoosier Hot Shots on July 26.

## Ted Lewis Set For Pitt. Date

NEW YORK, April 25.—Ted Lewis will do 40 weeks, starting at the Horizon Room, Pittsburgh, where he opens a two-weeker, April 27.

His package will carry Dorothy Louden, Gene Allen, the Three Laurie Sisters, Delrae and Young, Chop-Chop and Charlene and Joan Lowe.

Miss Louden records for RCA Victor. Allen is a comedy dancer. Three Lauries do singing. Delrae and Young are East Indian dancers. Chop-Chop and Charlene do comedy magic, and Miss Lowe sings and dances.

## Disk Acts for Philly Nitery

PHILADELPHIA, April 25.—Sciolla's Cafe, one of the major nabe spots here, alters its entertainment policy for the first time in turning to musical and record acts. The room, operated by "Pop" Sciolla, has been using floor shows, with local favorites.

The new policy will start off May 4 with Dolores Hawkins, Steve Gibson and the Red Caps are slated for May 18. Set to follow late May or early June are Sunny Gale and Tony Bennett.

### CAR GIMMICK

## Old Autos to Bally Melton Vegas Bow

LAS VEGAS, Nev., April 25.—The Thunderbird will go all out in a drum-thump campaign when it opens with James Melton May 30 for a three-weeker. The plan is to use Melton's hobby, antique jalopies, for a press build-up in co-operation with the town's auto dealers.

Melton will bring two ancient puddle jumpers with him. One will be placed in the Thunderbird lobby; the other will be on the lawn. Part of the build-up is to have a race among ancient cars, with Melton as the judge. If the winning car is old enough, Melton will buy it.

On the set show with Melton will be Sue Carson and Los Gatos. Melton will come in with his own longhair company—the club will pay them separately—and will produce his own show. Melton's salary is \$11,000.

## Eitel's Palace Goes Cinerama

CHICAGO, April 25.—Announcement that Cinerama will start in Chicago during July was made here this week by Otto K. Eitel, of Eitel's Palace Theater, and Joseph Kaufman, director of operations for Cinerama Productions.

They said agreement had been reached with the projectionists' union, But Eitel and Kaufman declined to elaborate. It was learned, however, that the new agreement calls for use of 11 men at a reported \$200 scale. Earlier plans to put Cinerama in the Palace here fell thru last fall when the union sought to place a 17-man crew for the three-camera operation. It was said here that the Chicago agreement is to be the same as that in force in New York.

Architects and engineers are making plans now for converting the theater to Cinerama. It is expected that projection booths will be suspended from the balcony rather than placed on the ground floor. Screen is to measure 26 by 76 feet, or about one-third larger than that used in New York. Alterations will reduce the house's capacity from about 2,500 to about 1,800. Reserved seat policy will be initiated.

## Casa Blanca Talent Policy

HOLLYWOOD, April 25.—Casa Blanca Hotel, formerly known as the Country Club Hotel, is planning to spend \$50,000 to renovate and enlarge its Raja Room in anticipation of its new entertainment policy, which will include small combos and feature various singing headliners.

Hotel was recently purchased by Dr. Erwin Hassen for \$1,500,000. A total of \$350,000 has been earmarked for extensive renovation of the once controversial hostelry, including refurbishing and enlargement of the present cocktail lounge into an entertainment center. First artist inked is pianist Ukie Sharen.

New policy is being spearheaded by Turk Prujan, hotel's general manager, who formerly operated several niteries in Detroit, including the Trocadero, Paddock Bar, Turk's Music Bar and Lee 'n' Eddie's.

## Name Is Val Campbell's Gus Sun Agency Now

DETROIT, April 25.—The Gus Sun Agency, owned for several years by Donald M. (Val) Campbell, is being renamed Val Campbell's Gus Sun Agency. The line-up of departments includes Glenn Jacobs, outdoor attractions; Jerry Carman, cocktail units and combos; Edna Rae, club dates and banquets, and Leo Curtiss, night clubs.

## COAST ORPHEUM GETS CHRISTINE

HOLLYWOOD, April 25.—Christine Jorgensen debuts in the entertainment industry May 8 by headlining a variety-type revue in the Orpheum Theater for one week.

What Christine will do is obscure, altho it is known the former soldier will show motion pictures made in Denmark. Associated Booking Corporation, which is handling the package locally, first set several supporting acts, then canceled them. Christine is managed by Charles V. Yates of New York.

It's understood Christine will receive 50 per cent of the receipts.

### NOW QUARTET

## Slates Form New Act, Las Vegas Preem

LAS VEGAS, April 25.—The Slate Brothers, Henry, Sid and Jack, are getting an act together again, but as a quartet this time. The fourth member will be Diosa Costello. The idea for the new act came from Henry Slate, who's been in Hollywood for some time doing pictures. Both Slate and Miss Costello were in the motion picture, "Sadie Thompson," and inasmuch as the other Slate brothers were living with Henry, the new act idea came up.

The team is now working up routines and will play its first date at the Thunderbird here, opening June 18. Whether or not the group will do other clubs or theater dates after this one, is still undecided.

## Nixes Sherman Union Injunction

NEW YORK, April 25.—Noel Sherman's request for an injunction against the American Guild of Variety Artists was denied last week in the New York Supreme Court.

Sherman's action was the result of AGVA's placing him on its national unfair list last summer. The union charged that he stranded a water show in South America. It also claimed it advanced fares to bring the actors back to this country and had to call for assistance from the State Department.

Sherman denied that he was at fault. He attributed the failure of the venture to South American promoters who ran out on contracts. Sherman added he lost heavily on the venture.

AGVA gave Sherman a number of hearings, fined him and ordered him to pay certain sums which the union said actors had coming to them. When Sherman didn't obey the union's edict, he was placed on its unfair list. In an effort to get off the list, Sherman started court action.

## Mounds Club to Open May 12

NEW YORK, April 25.—The Mounds Club, St. Louis, will re-open with shows starting May 12. The spot has been closed for the past two or three years.

The operation will call for names, supporting names and standard filler acts, with show budgets fluctuating, but running close to \$10,000.

The first show will have Jack Carter and the Dunhills. The spot is now dickering for a girl name singer to headline. The second show, which comes in two weeks later, will headline Ben Blue.

## Ill. Moves to Collect 219G In Club Taxes

CHICAGO, April 25.—The State of Illinois has reopened efforts to enforce Circuit Court judgments against 21 Chicago niteries in an effort to collect \$219,669.51 in delinquent sales taxes for 1941-'48. Of the 22 bistros originally named, the Hotel Sherman is the only one that has paid, its bill being \$97,141 plus interest.

Greenville Beardsley, assistant attorney general, said his department is making every attempt to find assets and is checking thru the State revenue department. The clubs involved, many no longer in business, paid the 2 per cent tax between 1941 and 1948 under protest. In 1948 they won a suit to recover the money and the taxes were refunded. In 1949, Illinois Supreme Court reversed the ruling and the judgments of last year followed.

### Judgments Balked

Previous attempts to collect had been balked either by an inability to find the club owners, or an uncertainty as to whether fixtures in the clubs were owned by the party subject to the judgment. The attorney's office said they found that at least 90 per cent of club fixtures was covered by chattel mortgages and not subject to attachment.

The situation also has been complicated by an injunction obtained by 14 owners restraining the sheriff's office from further action against their clubs.

Clubs, operators and amounts involved include Dan Goldberg and Joe Sherman, Garrick Lounge, \$4,603.57; McGovern's Liberty Inn, Inc., \$1,256.55; John and James McGovern, McGovern's Liberty Inn, \$5,605.29; Lewis Andrews, Lewis Grill, \$718.33; Henry Bittner, Old Hickory, \$975.61; Eugenios Chrostofolos, L & L Cafe, \$1,431.43; Ross and Herschel Miller, Silver Palm, \$11,078.56; Blinkin' Pup, Inc., \$1,375.52; Lillian Lambert, Winkin' Pup, \$3,408.16; Math Iger's Casino, Inc., \$16,783.53.

Also Edward J. Roache, Club Alabam, \$12,292.45; Ralph and Harold Jansen, Ivanhoe, \$63,806.55; Raymond F. Hayes and Virginia Griffith, Casino of the Cafe of Tomorrow, \$513.42; Byron Massell and Moe Henry Weiss, 5100 Club, \$1,406.36; Howard Silhouette Club, Inc., \$2,182.69; William Kraus, the Whip, \$1,069.71; Roth Inc., the Blackhawk Cafe, \$61,223.49; Rhumba Casino, Inc., \$5,016.64; Brass Rail, Inc., \$1,632.32; Milton Schwartz and Albert Greenfield, Capitol Cocktail Lounge, \$1,538.74, and Frank Harmon, Milton Schwartz and Albert Greenfield, \$21,750.59.

## Cincinnati Gets New Vauder

CINCINNATI, April 25.—This town will have a new vaude house in operation when the Valley Theater opens for business April 29. The house, recently built and part of a chain owned by Lou Wiethe, will use attractions and acts on a four-day basis as a kick-off. If it does business the operation may be increased to full-week stands.

The first show set will be headlined by the Modernaires. They'll open Wednesday (29) and work thru to Saturday, May 2. Four other acts will be on the bill. The Modernaires were a last-minute booking. Originally the opening attraction was Eddy Howard who fell out because of a heart attack.

The following week's bill will headline the Three Suns with three or four additional acts.

### \$1.1 Bil Eat-Drink Bill

WASHINGTON, April 25.—The nation's eating and drinking spots did a \$1,100,000,000 business in March to top \$1,038,000,000 sales reported in March, 1952, the Commerce department announced this week. March seasonally adjusted figures also reflect a steady increase in business for eating and drinking establishments since the first of the year. January sales totaled \$1,087,000,000 and February sales reached \$1,090,000,000.

## Bumper Crop of New Labels Poses Questions for Industry

**Pubbers, Artists, Distributions, 1-Stops to Feel Impact—Full Extent Unknown**

NEW YORK, April 25.—Moves by RCA Victor to establish at least one, and possibly three, new subsidiary labels, plus similar steps taken and mulled by other major diskeries, have posed a whole new set of questions for the music business to explore.

The questions gain in complexity when it is realized that the expansion moves by the majors come on top of a veritable flood

of new, independent diskeries, all bidding for a share of the relatively static total record market.

There is already considerable speculation among the various segments of the industry on how they individually will be affected. That each—publisher, artist, distributor, one-stop, retailer, etc.—will feel the impact of a continued trend in this direction is readily admitted. However, the exact nature and extent of these effects will be accurately determined only after present programs are more fully implemented.

### All-Time High

The number of diskeries registered with the Music Performance Trust Fund is now at an all-time high. More than 1,500 labels are signed with MPTF, and the recent hike in the advance required by the organization, from \$25 to \$100, has not stemmed the flow of new entries. Indie activity is attested to by the fact that the smaller labels are today paying musicians almost two-and-a-half times as much for recording dates within the jurisdiction of Local 802, AFM, as they did only a year ago. It is reported that the indies, as a group, hold 10 recording dates here for every one conducted by the half-dozen majors as a group.

Of most concern to the majors is the annoying (to them) frequency with which the independent diskeries come thru with substantial hits. It is said today that a hit can come from anywhere. To the majors this is difficult medicine to swallow and is believed to be a strong impetus behind the Victor move.

During the past few years, Decca's Coral has shown that a subsidiary label can snare money-making hits over and above any parent company clicks. Columbia's Okeh, started as an r.&b. label, is expanding into the pop field. Capitol, too, is known to be mulling the advisability of setting up a subsidiary to handle r.&b. material.

The effect of new major-sponsored labels on the distribution pattern was explored in these columns two weeks ago. It was pointed out then that there would be a hectic scramble for outlets with proven performance records. The reaction which has greeted the news from Victor from other facets of the industry is recorded below.

### New Talent

Publishers believe that the independent labels now being set up by RCA Victor will be good for the music business. As one

*(Continued on page 53)*

### 1903-1953

## Red Seal to Mark 50th Anniversary

NEW YORK, April 25.—Thursday (30) marks the 50th anniversary of the first Red Seal recording. On April 30, 1903, a group of engineers and record company officials gathered around an early model of Edison's acoustical recording equipment in Room 823 of Carnegie Hall to wax Australian contralto Ada Crossley singing "Caro Mio Ben." At that time it was the Victor Talking Machine Company.

From that beginning, the Victor Company and later RCA Victor have compiled probably the world's largest and certainly the world's biggest selling catalog of classical music. In the 50 years, which embrace artists from Enrico Caruso to Arturo Toscanini, Red Seal sales (breaking albums into their component number of records) have totaled 325,000,000 records, according to the firm.

## Borelli Staffs His BBS Label

NEW YORK, April 25.—Bill Borelli, president of BBS Records, who was reported last week (The Billboard, April 25) as planning a series of moves to build the label into an important factor in the disk business, this week revealed additional moves. In addition to signing Wally Moody as pop artist and repertoire chief, Borelli pacted the following: Riley Shepard, to handle hillbilly a.&r.; Felix Voldair, handling rhythm and blues dates; Manny Kelle, to supervise promotion.

Borelli stated he was setting up a national distribution system. The firm, Borelli stated, would operate its own pressing plant starting in September. Offices in New York are to be opened soon.

According to Borelli, classical disks and albums, in addition to pop, hillbilly and r.&b. singles, would be manufactured.

Borelli, who cut the hit Al Martino slicing of "Here In My Heart," expects to supervise all of the a.&r. work.

Vice-president of the firm is Jeannette Darnall.

## B. G.-L. A. Pkg. Going Strong

NEW YORK, April 25.—Altho the Benny Goodman-Louis Armstrong package is without the services of B.G., who was laid up Sunday 19 with a respiratory infection, the unit has maintained a strong pace on its one-nighter trek, with every date so far except one gaining in percentage up to Thursday (23). Tho the grosses have not been as terrific as were anticipated originally after the sensational business in New Haven, Conn.; Newark, N. J., and Carnegie Hall here last week

*(Continued on page 53)*

## CORONATION DRAWS NEAR

### London Plans Big Push With 17 LP's, Opera

*(Continued from page 1)*

cell, Coates, Delius, Walton, Lambert, German and Bax.

The release will include marches of the British Armed Forces, played by the Grenadier Guards; the first recording of Vaughn Williams' "Pastorale Symphony"; early English keyboard music; a ballet album and an album of dances from Henry VIII, and Eric Coates' "The Three Elizabeths" which is being dedicated to the present Queen. The opera, written by Benjamin Britten, is entitled "Gloriana" and will have its world premiere during the festivities. This performance will be recorded and pressed as quickly as possible for the market.

In addition to these musical works, many of which will be actually performed during the celebration, London will also issue a recording of Shakespeare's "Henry VIII," with leading British actors including Dame Sybil Thorneycroft. The single records include a band version of "God Save the Queen" and "Rule Britannia" and a disk by Billy Cotton.

### Coronation Coach

London is also prepping a strong institutional drive which will include the displaying in the U. S. of a three-quarters size exact replica of the Coronation coach and team of nine horses in full dress. The display, which will be presented as a public service by the firm, will be 91 feet long.

To help build interest and develop understanding, London will issue three different pamphlets for distribution thru record dealers, one detailing the history and meaning of the coach, another specifically on Coronation music, and the third on English music in general. Special window displays will be available to dealers.

### RCA Victor

RCA Victor will ship on May 15 a Red Seal album "From Childhood to the Throne," a documentary covering the period from Queen Elizabeth's birth, April 21, 1926, thru her Christmas Day message of 1952. It is being produced in co-operation with the Gramophone Co., Ltd., makers of HMV disks, and the British Broadcasting Corporation. Along with commentary will be the

voices of the Queen, her mother, George V, George VI, Winston Churchill, Adolf Hitler, Franklin Roosevelt, Dwight Eisenhower, and others.

Tennessee Ernie, just returned from England, recorded the tune "Celebration" while there. This will probably be made available in this country. Columbia reported that it has no special releases planned. The plans of other companies are not known.

## Adams Gets New Roster of Officers

NEW YORK, April 25.—Stanley Adams was elected president of the American Society of Composers, Authors and Publishers at a meeting of the board of directors Thursday (24). The vote for Adams was unanimous and had been anticipated in The Billboard weeks ago. Adams is 45, the youngest member of the board and composer of more than 100 songs, including "Little Old Lady," "There Are Such Things" and others. Adams succeeds Otto A. Harbach, president since May, 1950.

The election meeting resulted in a major re-shuffle among the Society's officers. Those elected—and the men they replace—are as follows: Louis Bernstein, first vice-president, replacing Frank H. Connor; Fred E. Ahlert, second vice-president, replacing Oscar

## Capitol Joins Suit Vs. Goody

NEW YORK, April 25.—Capitol Records has petitioned the New York Supreme Court to become a co-plaintiff in an action brought by Cetra-Soria against Sam Goody. Cetra recently won an injunction to prevent the retailer from price-cutting Cetra fair-traded disks. On April 1 the Cetra line was taken over by Capitol.

## ASCAP PREXY ADAMS HOPES FOR HARMONY

NEW YORK, April 25.—Stanley Adams, newly elected president of the American Society of Composers, Authors and Publishers, in a statement shortly after his election, disclosed that one of his chief aims would be the maintenance of harmony among members of the Society. It was his hope that all members, small as well as large, would have a voice in the Society's affairs. Adams noted as outstanding problems the licensing situation in television, and the working up of a licensing agreement covering live performance of music in theaters. Other unfinished business, he added, included the negotiations with film companies covering performance rights. With regard to TV, Adams said that the negotiations with the networks for a blanket license had thus far been exploratory.

## Govt. Sifting Music Biz for Red Activities

WASHINGTON, April 25.—State Department is quietly combing music and musicians for subversiveness in connection with composers or other musicians who in any way are related to the agency's global information program. The State Department, besides screening its own employees for subversiveness, has extended the operation to the arts and sciences connected with the International Information Administration's work. It was learned that in the last month the State Department's security office checked into the Americanism of more than 150 musicians and composers whose photos were to be displayed in a U. S. picture exhibit abroad sponsored by IIA. It was reported that four of the pictures were withdrawn at the advice of the security office. Nineteen others, it was reported, were considered "doubtful." Among these

*(Continued on page 53)*

## Adams Gets New Roster of Officers

Hammerstein II; John Tasker Howard, secretary, replacing Paul Cunningham; Saul Bourne, treasurer, replacing Louis Bernstein; George Meyer, assistant secretary, replacing A. Walter Kramer, and Frank H. Connor, assistant treasurer, replacing Donald Gray.

Tradesters cannot recall a previous election that shuffled so

*(Continued on page 53)*

## Juke Ops' License Org Definitely in Making

NEW YORK, April 25.—Plans for the formation of a new music licensing organization by the Music Operators of America moved a little further out of the rumor stage this week, despite the addition of a "no comment" by Sidney H. Levine, national counselor of the MOA, on a similar "statement" issued last week by George A. Miller, president of the National Juke Box Operator Association (The Billboard, April 25).

From reliable sources it was established that MOA definitely has such a plan, due for launching if and when current Federal legislation calling for the removal of juke box exemption from royalty obligation is passed. Its purpose

## Red Foley Quits As 'Opry' Star After 7 Years

*(Continued from page 3)*

to be in Nashville every Friday for rehearsals and remain there for the Saturday night show. When Foley requested his release, the agency agreed to go along.

Foley's exit from the headliner spot does not affect his status with the "Opry." He will continue as a featured singer on the bill and tour under the banner of "Grand Ole Opry."

Foley's exit from the spot does not affect his status with the "Opry." He will continue as one of the featured singers on the bill, and tour under the banner of "Grand Ole Opry."

Foley is at present touring Texas. Coming up are two days in Beaumont (27-28) with the following three days set for Houston. The following week he'll be in Kansas, after which he heads for the West Coast and dates in San Antonio, San Diego, Sacramento, Fresno and Bakersfield. Then he returns to Dallas via Tucson, Waco and Fort Worth. On June 7 he opens a two-week Canadian tour, principally in the province of Manitoba.

The Prince Albert spot has long been the key segment on "Grand Ole Opry" since this is the only part of the four-and-a-half-hour show which is aired over the complete NBC radio network. The importance of such exposure to an artist is obvious. While no decision has yet been announced, it is reported that the choice will probably be made among Snow, Carl Smith and George Morgan.

For the moment the featured role will be rotated among a number of artists, with the contract going to the one who shows up the best. After Morgan's two-week tour Hank Snow will hold the emcee spot on May 9. The following two Saturdays will probably see Ernest Tubbs in the featured role.

## Peter De Rose Dies at 53; Had Many Hits

NEW YORK, April 25.—Peter De Rose, 53, noted songwriter and composer of scores for Broadway productions, died Thursday (23) at his home in New York, after a protracted illness.

De Rose was born in New York March 10, 1900. He received his early musical training from an elder sister, and spent his first years in the music business as a clerk in publishers' stock rooms. He advanced to professional pianist and songwriter, later becoming one of the pioneer performers on radio. Together with Mrs. DeRose (May Singhi Broom) he performed over national networks from 1923 to 1939. The act

*(Continued on page 53)*

## EDITORIAL

## Juke Box Week

Next month will mark the 65th anniversary of the juke box industry. In connection with this, a nation-wide promotion campaign, built around National Juke Box Week, will promote the industry to the public. National Juke Box Week gets underway May 24.

Only the briefest reminder should be necessary in order that all segments of the music industry be alerted to the importance of the occasion. Musically speaking, what is good for the operator is good for the record company, for the music publisher and the artist.

It would seem the height of logic, therefore, for these segments of the music business to co-operate to the hilt with National Juke Box Week. To fluff the opportunity is to be short-sighted in a very material way.

## Apart and Beyond

Diskeries, distributors, publishers and artists, of course, do considerable routine promotional work with juke box operators. What's indicated next month is something apart and beyond a routine effort. Special promotions should be planned, for the occasion is truly one in which a concerted effort will pay off all along the line. The juke box industry's promotional effort will be made upon a national and regional basis. Diskeries, distributors and publishers should bear this in mind and co-operate via their offices thruout the country. It is not an obligation. Rather, it's good business to do so.

## BMI in Drive to Get TV Pix Tune Rights

Interest Centers on Themes, Cues; Firm Seeks Utilization of Music Now in Fold

• Continued from page 7

he will collect each time his music is aired.

A survey of telepex producers reveals that nearly all are open minded to the music licensing story, altho the great majority of the moviemakers are not acquainted with the intricacies of music licensing. Only one producer, Frank Wisbar, objects to tying his product to any licensing.

BMI's tele campaign also offers a service plan to producers of both live and filmed shows embracing completed score material or even writers if they are needed. Material, of course, is in published form and not canned.

NEW YORK, April 25. — The move by Broadcast Music, Inc., to tie up rights to TV film music is, of course, of prime interest to the entire music industry. It indicates that the licensing organization is seeking to protect the interests of

## QUANDARY

## Pubbers In Fix Re New Howard Tune

NEW YORK, April 25. — Tin Pan Alley is doing much wondering about the ultimate solution of a ticklish problem now facing Bregman, Vocco & Conn Music. It is one that will require the utmost discretion on the part of the firm, and yet no matter which way it moves it will have a difficult time coming out unscathed.

For BVC now has to decide whether it will or will not work on the latest tune written and sung by Don Howard and soon to be released on the Coral label. The tune is in the mode of the Don Howard hit on Essex, "Oh, Happy Day." The new tune was penned recently by the young artist and is intoned in the same

(Continued on page 20)

## Mills Active Sans Diskery

NEW YORK, April 25.—Without any diskery to back his ventures, publisher Sidney Mills is still one of the most active record slicers in the business. This week he sold 10 new sides to Jubilee Records, eight by the Jimmy Valentine ork, and two by the r.&b. combo fronted by Freddie Kohlman. He has a deal for another 24 sides in the works.

Last week he sold four sides to B.B.S. Records. And tomorrow he cuts another batch of masters, some already committed.

Mills handles all the recording dates himself. Artists are packed to his American Recording Artists firm and all tunes are carried in the various Mills catalogs. Mills markets the masters for the cost of the session alone, figuring the royalty and performance loot ample return.

TV stations by creating a backlog of music material.

The matter has special significance when viewed against the backdrop of the current hassle between telecasters and the American Society of Composers, Authors and Publishers. The latter recently opened negotiations with the TV networks with a view toward negotiating a renewal of the blanket license. Negotiations are in an initial stage. With regard to the per program license, the situation would appear technically to be beyond the negotiation stage. It is in the courts—as specified in the Consent Decree—when negotiation fails.

In other words, the TV music licensing picture is extremely unsettled.

It is expected that the TV music licensing picture will come up for thoro discussion by telecasters at the current NARTE convention in Los Angeles. It has been suggested by some that an effort would be made to bring together the network and indie segments of the TV industry and have them attempt to amicably work out licenses with the Society. That a long-term deal may be made is earnestly hoped for by many TV and ASCAP execs.

While these maneuvers are going forward, the progress of BMI in the area of TV films takes on added significance.

## Stokowski to Conduct Can. Music Event

NEW YORK, April 25.—Leopold Stokowski will conduct a program of Canadian orchestral music at Carnegie Hall this fall. The program will be sponsored by Broadcast Music, Inc., and BMI, Canada, Ltd. The announcement of this concert was made by Carl Haverlin, president of the two firms. At the same time, he named Kenneth Soble, president of radio station CHML, Hamilton, Ont., chairman of the Concert Steering Committee.

Music for the concert, which will feature the best music of

(Continued on page 53)

## Chudd Bows 2 Music Pubbers

HOLLYWOOD, April 25.—Lewis R. Chudd, Imperial Records head, this week began operating two new music pubberies following granting of permits by Edwin M. Daugherty, commissioner of corporations.

Firms are Reeve Music Company, Inc., with \$25,000 capital, and Opal Music Company, Inc., same capital. Reeve is an ASCAP and Opal a BMI affiliate. Chudd shares the Opal pubbery with William E. Liebert and Wesley Webb West. Chudd also owns Commodore Music.

## DECCA TO WAX BIOG OF TALLU

NEW YORK, April 25. — For those who prefer the spoken to the written word, Decca Records plans to cut a dramatized version of "Tallulah," the best selling autobiography of the glamorous Miss Bankhead. The diskery has pacted the actress to portray the lead.

## Fed Disk Tax Collections Dips From '51

WASHINGTON, April 25.—Revenue from the federal phonograph record tax last year slipped well below the previous year's take, but Uncle Sam's collections from the tax on musical instruments were slightly up, according to Federal Internal Revenue Bureau's final official report for 1952, out this week. The yield from the tax on phonographs, TV and radio sets and combinations fell below the previous year, and yields from other federal amusement levies likewise showed mixed results.

The bureau's official tally shows the yield from the phonograph record tax for 1952 at \$5,164,399 compared to \$8,278,492 the previous year. Tax on phonographs, TV and radio sets and combinations yielded \$134,478,760 in 1952 compared with \$150,805,955 the previous year. The 1952 yield from

(Continued on page 20)

## Jazzbo to Wax Hep Fairy Tales

NEW YORK, April 25. — Al Jazzbo Collins, local jazz jock who spins his effortless chatter via WNEW here, will wax a series of fairy tales for hep kids for Brunswick records next week. The tales will be "Little Red Riding Hood" and "The Three Little Pigs," brought up to date by Steve Allen and set to music by jazzman Mat Matthews.

## THAT'S THE DISK BUSINESS

## Walden's Survival Formula: Quick Wits and Will to Live

By BOB ROLONTZ

NEW YORK, April 25.—There are many aspects of the record business, and they range from the plush activities of the major diskeries, with their large staffs and far-flung offices, to the thrifty approach of the lesser indies, who have to get along via their wits and their energy.

Back in 1951, Leon Seidel and Ed Jablonski started a label called Walden Records, with high hopes and a capital investment of \$1,000. Jablonski, who works for the March of Dimes, has experience in disks via work with a small LP label, and Seidel had some publicity knowledge and was attending school via the G.I. bill.

To date the firm has released four LP records, with another due next month. Of these four platters, one has sold 1,400 to date, and the others are nudging the 900 mark. Obviously the partners have not made a living from the firm, and yet it has remained in existence.

For this there are plenty of answers, and one is the fact that Jablonski has retained his job at the March of Dimes, working on the diskery only on week-ends, or a two-day week. Seidel has dovetailed into this pattern by working at the Concord Hotel in

## Coral Inks Dons To Term Pact

NEW YORK, April 25.—Milt Gabler, Coral a.&r. topper, has signed the Three Dons and Ginny, a pop vocal group formerly with Allied Records, to a term pact. First sessions under their new auspices were held recently.

Gabler has also pacted Johnny Prophet and purchased some masters cut by the chanter, among them "You" and "If I Love a Mountain."

## EMI-U. S. to Bow In as Angel Label

Soria Names Key Execs of New American Subsid; First Releases Planned for Fall

NEW YORK, April 25.—Plans to build an organization here, headed by Dario Soria, to market British Columbia records in North America (reported exclusively in the February 28 issue of The Billboard) have moved ahead with the formation of Electric & Musical Industries (U.S.), Ltd., the choice of a label name for the new disks, and the naming of key executives.

First releases of the new firm will debut here in September. They will be issued under the Angel label and bear a trademark, first used by the English company in 1896, which shows a cherub seated on a record and tracing sound with a stylus.

British Columbia, a subsidiary of EMI (England), is the parent company of the new American firm. The former operates thru subsidiaries in many European countries and now has extended the pattern to the United States. In this sense it will function in similar fashion to London Rec-

ords. Until January 1, British Columbia had in effect a reciprocal deal with its American namesake. On that date, American Columbia effectuated a similar arrangement with Philips, giant Dutch electronics firm, which has set an ambitious program for expansion into the record industry.

Soria, who recently sold his interest in Cetra-Soria Records to Capitol Records, has been set as president of EMI (U.S.). He stated no decision has yet been made whether or not to fair trade Angel disks. Cetra-Soria was the only substantial diskery to fair trade its product subsequent to

(Continued on page 53)

## Classical-Folk Lines Issued On Decca EP's

NEW YORK, April 25.—Decca's second Extended Play release will move out to distributors this week and includes, for the first time, selections in the classical and folk fields in addition to pop. The diskery's first batch of EP's consisting of 18 pop disks, was released about a month ago to heavy advance orders.

Classical artists featured on the new 45 r.p.m. disks include Eileen Joyce, Jascha Heifetz, Andres Segovia, Grace Moore, Reginald Kell, Joseph Schmidt and Richard Tauber. Most of the compositions contained on the donut platters are also available on Decca LP collections. Classical EP's list at \$1.50 each, plus tax.

Like the label's pop EP's, the new folk platters also carry a suggested list tag of \$1.40, plus tax. First release includes sides by Ernest Tubb and Red Foley. Pop artists featured in the new group of EP's include Ella Fitzgerald, The Ink Spots, Connie Loswell, Ethel Smith, Judy Garland and Lawrence Welk.

## Decca to Build Up House Band

NEW YORK, April 25.—Decca Records is mapping a big build-up for its new house band, The Commanders, which they plan to establish first via recordings and then send out as a road attraction. The band's first instrumental slicing was released this week, coupling the ditties "Honey in the Horn" and "Swanee River Boogie."

The 13-man combo was organized by the label's medium long-hair maestro, Tutti Camarata, who also led the men on their first recording date and handles all arrangements. He is now making up a set of arrangements that will soon provide a large enough book to carry the band on tour.

Present plans call for chanter Dick Todd to front the band and handle male vocal chores in personal appearances. The diskery expects the Commanders to be ready for road duty in about two months. No deal has yet been set with a booker or management firm. Meanwhile Decca is giving the combo's first etchings top exploitation priority, including full deejay exposure and dealer promotion aids.

## Capitol Maps 'Can-Can' Ads

HOLLYWOOD, April 25.—Lou Shurrer, Capitol's advertising manager, this week arrived in New York to crystalize the diskery's ad plans for its original cast waxing of the "Can-Can" Broadway musical soon to open. Plans will be completed following Shurrer's on-the-spot analysis. While in New York, Shurrer will confer with John Covney, head of Capitol's classical records promotion department, to develop the firm's ad plans for its recently acquired Cetra line to dovetail the Italian disk product into Cap's overall fall campaign.

## Conn. Distrib Gets Col. Prize

NEW YORK, April 25.—First prize in Columbia Records distributor sales contest, which ended last week, was won by Stern & Company of Hartford, Conn. Leonard Berens, sales manager of the distributing firm, was presented with a 1953 Hillman Minx by the diskery as first prize in the sales contest.

Other distributor winners were: Columbia Records Distributors, Cleveland, second prize; Danforth Company, Pittsburgh, third prize; Forrester Distributing Company, Minneapolis, fourth prize, and Southern Bearings and Parts, Charlotte, N. C., fifth prize. Regional awards were presented to the sales managers of Columbia Records Distributors in Cincinnati, Allied Appliance Company in Boston, Electric Sales and Service in Atlanta, and Brand New Sales Company in Omaha.

## PREFER ONE VERSION

Juke Op Trend  
Crimps Potential

NEW YORK, April 25. — The effect that the coupling of tunes has on a record's selling potential with juke box operators came into sharp focus again this week. Not only are operators traditionally averse to putting a second version of a hit tune or a potential hit tune on their boxes; they also tend to turn their backs on a potential hit version of a tune which they already have adequately represented on the flip side of a record.

The problem of couplings flared up anew this week on the East Coast at least as a result of two pivotal tunes which operators are buying from one-stops in big hit proportions. These are "Say You're Mine Again" and "I'm Walking Behind You." Because both of these tunes have been recorded by a raft of labels and because the couplings all vary, at least a dozen tunes are directly involved.

## "Mine Again"

Of the two the situation on "Say You're Mine Again" is less complicated. Introduced a few weeks ago on the Allied label, the tune was quickly pre-empted by the majors. Perry Como's version was one of the earliest covers. This, coupled with the fact that the man-with-the-cigarette is currently enjoying top disk popularity, resulted in heavy operator buying leveling immediately on the RCA Victor record at the expense of the other four versions. The Dolores Gray record was mentioned by one-stops as specially having suffered as a result. Ops, they say, consider "Big Mamou" her strongest record to date but are reluctant to buy heavily because the flip side "Say You're Mine Again" is selling via the Como version. Added involvements, they continue, result from the fact that Pete Hanley's version of "Big Mamou" has already racked up heavy operator sales in some Eastern cities. Retail reports on the Gray record, however, have been good.

## "Behind You"

The current status on "I'm Walking Behind You" is more complex. Here again, coincidentally, it's an RCA Victor record which has taken the heavy play with Eastern operators. Two factors are involved here. Because the Fisher record has caught operator fancy on "I'm Walking Behind You," interest in the flip sides of competitive records has lagged, according to one-stops. Vic Damone's "April in Portugal" has suffered because of the "I'm Walking Behind You" coupling, they say. The same is true of Frank Sinatra's "Lean Baby."

To add to the brew is the fact that Fisher's flip side is "Just Another Polka," a tune that also is sparking a number of recordings. One-stops along the Eastern Seaboard indicated that most of their juke box customers are more impressed with both the Jo Stafford and Richard Hayes versions than with the Fisher; yet because the Fisher record is being bought heavily for the "I'm Walking Behind You" side, sales of the Stafford and Hayes disks of "Polka" are lagging since the tune is the "B" side of the Fisher record.

## Stafford Disk

In regard to the Stafford disk, particularly, some of these one-stop operators noted that they expected it to sell and sell well in time because of the power of her name. Yet there is no question that initially, at least, the coincidence of coupling has affected her sales.

In regard to such records as the Sinatra and Damone, these same one-stop owners believe that when such instances occur, a record company would be smart to recouple the potentially strong side quickly with a new tune, so that the competitive element would be eliminated.

## Long a Problem

The problem of coupling for juke boxes has long been in the minds of record companies. During the past year somewhat of a quietus has occurred because "cover records" were pretty rare. In recent weeks a comparatively great number of tunes have been disked by many labels. Usually, as previously stated, only one version will hit a box, even tho

with the spread of new multi-play machines sometimes twice as many records must be programmed by the operator.

The problem, as put by one one-stop owner, is at the feet of the record company. Since he is a bulk mover of merchandise, he claims that there will always be one version of an important tune on which he will rack up big sales. It's up to each record company, he stated, to make sure that it's their version.

## Retail Picture

The retail picture is far less complicated. A fair-sized dealer can handle the hit version of a tune as well as a second and sometimes a third version of the tune, since their stocks can be broader than the number of records carried on the average juke box. But for a record to become a big smash, it's necessary to get on the boxes. As one record company exec put it, to have a 1,000,000-seller, you have to figure on the disks being on 300,000 boxes.

Robbins & Sons  
In Bankruptcy

NEW YORK, April 25.—J. J. Robbins & Sons, Inc., music publisher company, on Wednesday (22) filed a petition to effect an arrangement under Chapter 11 of the bankruptcy act in New York Federal Court, Southern district.

The debtor proposed to pay general unsecured creditors the full amount. The largest creditors will be paid in 36 equal monthly installments. The larger songwriter creditors will be paid in 18 monthly installments. The creditors with less than \$50 to be paid within 30 days. All payments to start after confirmation of the plan of arrangement.

Robbins listed liabilities of \$345,893 and assets of \$47,082. Robbins listed 54 unsecured creditors. The 10 largest are Leo Robin, \$2,265; Harry Wilson, \$2,305; Jules Styne, \$2,266; Chase National Bank, \$10,000; Abeles & Bernstein, \$2,300; Edward Steg & Company, \$7,959; Robert Tiller Sons and Dorner, \$18,637; Leon Werken, \$971, and H. Y. Berman, \$1,500.

## Two Phases

In the Chapter 11 arrangement, Robbins stated that the firm is engaged in the music publishing business at 1619 Broadway and 221 West 47th Street. The business is twofold. For the last two years the "popular" end of the business has been unsuccessful. The second, the "standard" field, was successful, and the moneys were used to help defray the popular aspect.

Of the total liability, \$292,199 is an inter-company debt and owed to the Consolidated Music Publishing, Inc.

Many at SPA  
Housewarming

NEW YORK, April 25. — Formal opening of the new headquarters of the Songwriters' Protective Association yesterday (24), at 158 West 55th Street, was marked by a housewarming attended by more than 100 clefters and publishers. Charles Tobias, SPA president, and Miriam Stern, executive director, hosted the gala event, greeting top execs of the American Society of Composers, Authors and Publishers among the many guests.

Federal Buys Master  
Of King-Tokyo 'Nasai'

HOLLYWOOD, April 25.—The master of a novel rendition of "Gomen Nasai," featuring a 16-year-old Japanese girl and waxed by King of Tokyo, has been bought by Federal Records. First disks were released early this week.

Federal bought disk from Fats Matusuo, King of Tokyo owner. The straight royalty deal gives Federal world rights except in Japan. Chiemi Eri is vocalist. Flip side is "Pretty Eyed Baby."

WATCH TV AND  
LAND A JOB

NEW YORK, April 25.—Tho the question may never have arisen, it is now known that television, in addition to balding businessmen, harassed housewives and yowling youngsters, also numbers among its vast audience tractable trombonists. This revealing industry statistic came to light when Ralph Flanagan needed a replacement for his trombone section. While appearing on Les Malloy's TV deejay show in San Francisco, Flanagan made known his predicament in a three-minute pitch. Before the commercial was completed, Will Sudmeier called the station and later that afternoon was hired.

## CENSORSHIP

Czechs Put  
Clamps on  
Pop Music

ROME, April 25. — Censorship in Communist Czechoslovakia has now been extended to include popular songs, music and lyrics, according to information just received by the Veritas news agency here. A special commission has been established by the Prime Minister for the purpose of censoring all types of popular music.

Music publishers, who now work for the State, having been nationalized with all other publishers, effective immediately, are not allowed to print any song that has not received the new censor board's stamp of approval. With this step, popular music in Czechoslovakia joins the press, stage, film and radio industries, which have been strangled under a strict censorship ever since the Communists took over the country in 1946.

Modern Waxes  
Sacred 'Step'

HOLLYWOOD, April 25. — Modern Records this week released Jimmy Witherspoon's version of "Each Step of the Way," sacred song published by Fiesta Music. It is the song's 10th disk pressed since its publication 18 months ago.

At the same time Herman Music's "Lord Keep Your Hand on Me," featuring Lillie Ruth, was released by Modern. This is the sixth record for this song, which since its publication February 28 has sold 10,000 pieces of sheet music. Sheet music sales of "Each Step of the Way" have reached 50,000 copies. Redd Harper composed both numbers. "Each Step of the Way" thus far has been recorded by Capitol, RCA Victor, International Sacred, Sacred, Sharon, Singspiration, Word, Cornerstone and two other small labels. "Lord Keep Your Hand on Me" previously was waxed by Capitol, RCA Victor, International Sacred, Sacred and Word.

Both tunes are taken from music of Billy Graham's motion pictures. "Each Step of the Way" is from "Mr. Texas" while "Lord Keep Your Hand on Me" is from "Oil Town."

Presser Firm to  
Enter Pop Music  
Biz; Hires Sadoff

NEW YORK, April 18. — The Theodore Presser Company, old-line Philadelphia publishing house, has signaled its intentions to enter the pop music business by hiring Bob Sadoff as its new general professional manager. One of the oldest of the current music publishers with roots dating back about 75 years, the Presser firm has long been a leader in the standard and educational field. This is the first serious effort for the firm in the pop area.

A New York office will be opened for its pop activity with Sadoff heading the operation. His music experience couples that of a songwriter and contact man. He has also been accompanist for Rosemary Clooney and Eddie Fisher.

## 'BIGGEST SHOW' HITS N. Y.

Gotham Finds Tour Unit  
Solid Entertainment Bill

NEW YORK, April 25. — The "Biggest Show of '53" rolled into Carnegie Hall Friday night for a one-night stand. Like the previous "Biggest Shows" this was another solid entertainment package, well staged, smartly paced and loaded with talent, including Frankie Laine, Ella Fitzgerald, Louis Jordan and the Woody Herman ork. Tho the house wasn't more than three-quarters filled for the evening show the crowd more than made up in enthusiasm what they lacked in numbers.

Frankie Laine came thru with a sock performance as the final act on the bill. Smart and clever showman that he is, Laine wowed 'em from his opening "Sunny Side of the Street" and kept the crowd with him via his exciting renditions of "Cheatin' Heart," "That's My Desire," "I Believe" and other record hits. The warbler was in fine voice and he had the knowing record crowd yelling for more when he finished.

Too many superlatives could not be showered on Ella Fitzgerald. The thrush is certainly one of the most accomplished singers around today, and she sells every song from a ballad to a rhythm tune with charm and assurance. Her songs ranged from "Side by Side" to a wild version of "St. Louis Blues," which drew thunderous applause. Possibly the high spot of the entire evening was the duet she performed with Louis Jordan on "Stone Cold Dead in the Market," a bit in which Louis and Ella cut up as well as sang. This bright routine really rocked the joint, and was a smart finish for the first act curtain.

Louis Jordan and the Tympany Five are, as ever, an entertaining and talented combo, with Jordan sparking the unit via his showy vocals and antics, as well as his sax work. "Beware," "Caldonia," and "Three-Handed Woman" drew solid hands, and the combo could have stayed around for a half a dozen more songs.

The Woody Herman crew was a good choice for this "Biggest Show." The ork swings, has a beat, and comes thru strongly in a concert hall. The ork went to town on a wild riff effort that moved about midway in the show, and displayed its smooth styling on "Blue Lou" and "Early Autumn." Woody didn't give out with much singing, which was unusual, but he did a fine job of emceeing.

Frank Marlowe drew a lot of chuckles and some yocks from the crowd with his comedy routine, and dancer Bobby Ephram turned in some spectacular step-

Detroit Events  
Book Names

DETROIT, April 25. — Two dates using big names have been booked for the Michigan State Fair Grounds by the Delbridge & Gorrell office for next month, under private auspices. The opener is the University of Detroit Carnival, May 1-2, which will feature Patti Page. Two major fair buildings are being used to house this event.

On May 9 the annual Briggs Management Club dance has been scheduled, with four name orchestras booked — Les Brown, Ray Anthony, Tommy Dorsey and Don Pablo. Anthony is the only holdover from 1952 when Vaughn Monroe and Stan Kenton were also booked. This event, with tickets selling at \$1.20, is expected to sell a minimum of 25,000 tickets, with substantial door prizes as an added inducement for purchase. Attendance last year was about 14,000, with the estimated gross \$37,500.

Elliot Brothers Sign  
Contract With M-G-M

NEW YORK, April 25. — The Elliot Brothers, a West Coast band, have been signed to a recording contract by M-G-M Records. The band, which was organized by the two brothers, Bill and Lloyd, who play tenor sax and trombone respectively has been specializing in college dates in Southern California.

Vocalist is Tony Pasis. Their first disk is "In the Mood."

ping, both with and without musical backing. Dusty Fletcher was effective with his standard comedy act, doing most of it while in a reclining position.

The "Biggest Show of '53" had done well on the road up to now, and with proper promotion it should be able to pull a lot of loot in the Eastern cities. It is one of the best in the long line of Gale Agency units. Bob Rolontz.

Jukes to Play  
Symphonies

CHICAGO, April 25.—"With the co-operation of the juke box operators and the insistence of the younger set for higher type music, it is conceivable that within ten years the juke box will be playing symphonies as well as sob songs," predicted Dr. John C. Kendel, vice-president of the American Music Conference.

"The juke box of today will not revolutionize the cultural aspects of music, but the potential does exist. The juke box can and will be a good medium for the playing of better music because the education of the youngsters today is building up a demand for that type of fare."

Kendel was formerly director of music education in the Denver public schools for 28 years and also was in charge of that city's choral group. He is past president of the Music Educators National Conference.

The American Music Conference is a public relations organization serving the entire music industry. Some of the clients it represents are the National Association of Music Merchants and the National Association of Piano Manufacturers. The organization helps to set up music groups in industrial

(Continued on page 96)

'Money' First  
Nickelod'n Disk

HOLLYWOOD, April 25.—Within 30 days Nickelodean Records will release its first disk, a new song, "What Good Is Money?" sung by Slick Slavin. Flip side is "There Goes My Heart."

Slavin's record is assured an initial distribution of at least 150,000. Figure represents number of juke boxes operated by owners of diskery, bosses of three of the country's largest and strongest juke box union locals in 24 States.

Nickelodean has signed Slavin

(Continued on page 94)

Swede Firm Pubs  
'Limelight' Music

STOCKHOLM, Sweden, April 25.—The film music to Chaplin's "Limelight" will be published in Sweden by Reuter & Reuter Forlags Aktiebolag, according to its manager, Lennart Reuterskiold. Reuterskiold said that a recording was made by the label Modern Music which recorded one side titled "Rampljus" (the Swedish title of "Limelight"). The arrangements have been made by a Swedish composer after seeing the film several times. "As I had not the right to the music, but negotiations were under way, I had Modern Music stop the release of the record, but now it will be on sale any day."

Reuterskiold mentioned that a soundtrack recording of the music will be made by His Master's Voice.

**WHY?**

OVER 100  
INDIE LABELS  
DO BIZ WITH  
RCA VICTOR!

Flip to "Market Place"  
PAGE 53

## Miranda and Baker Shows SRO in Rome

ROME, April 25.—One of the Continent's top singing stars, St. Louis-born Josephine Baker, finished a week's personal appearance stint at the Four Fountains Theater here last Sunday (19). The famed Negro thrush came down to Rome from Milan, where she recently followed Carmen Miranda for a six-day run at the Nuova Theater. Both Rome and Milan critics generally conceded that this "Baker is better than ever before."

Miss Baker, who is making her first appearance in Italy in two years, heads a show that features the Les Shelton Skaters, eccentric comedy dancers Evie and Joe Slack, Dutch baritone Serge Singer, an acrobatic dance combo called the Gypsy Trio and the band of Milos Barter.

### Earns Raves

Wearing fantastic gowns by Christian Dior and Jacques Griffe, the artist completely hypnotized a smart opening night audience consisting of the cream of Rome's social, diplomatic and show business world. Playing to SRO capacity throughout her week's stay, Miss Baker's repertoire included many of her old favorites like "Merci Beaucoup," "Paris, Paris," "J'ai Deux Amours" and "Esto Es Felicidad."

ROME, April 25.—Making her first European tour of concerts, singer Carmen Miranda has been meeting with such extraordinary success for a newcomer in Italy that Milan producer Remigio Paone has announced he will bring her back again next year. The artist, who is currently making a 15-day tour of the leading Italian cities, received rave notices in Rome where she made a three-day appearance ending April 1 at the Four Fountains Theater.

In Milan during a cold Easter week Miss Miranda played to packed houses nightly at the huge Nuova Theater and she is currently duplicating her success in Turin and other cities. The Miranda show, in addition to the Brazilian bombshell, features the Do Lua Boys' band, Danya and Alvarez, Marguerita and Charles, the Nine Tunisians and others.

## Can. Tariff Snag Is Hit

TORONTO, April 25. — A new stumbling block has come in the way of an easy settlement of the hassle between the Composers, Authors and Publishers Association and the Canadian Association of Broadcasters in the tariffs to be levied by the former on the latter.

A test case between the two, won by CAPAC in the Exchequer Court, was due to be appealed to the Supreme Court of Canada. A motion went before the latter court this week seeking leave to appeal the case, and judgment on the motion which was unopposed was reserved. It had been expected that immediate judgment would be given, particularly since the motion was unopposed. In fact consent was given by the CAB.

Both sides had agreed to abide by the decision of the court before they proceeded on their test case. Before this, it appeared that both CAB and CAPAC were deadlocked, and that CAPAC music would not appear on CAB stations.

### Tendency

There is a growing tendency among the smaller stations of the country to play less and less of CAPAC music. In certain communities where CAPAC members live, they are finding it difficult to have the local stations plug their music because the stations are reluctant to play any CAPAC music at all. This has caused CAPAC some strong concern.

Meantime, CAPAC is continuing its efforts to collect from users of its music. It has obtained a committal order against Sandy de Santis, owner of the Palomar Supper Club, Vancouver, B. C., to force to pay outstanding amounts to CAPAC.

# Music as Written

## 'MOONDOG' FREED INJURIES SERIOUS...

Injuries suffered by Alan (Moondog) Freed in an auto accident early this week were more serious than at first believed. The Cleveland deejay (WJW) is being treated for serious internal injuries, deep facial cuts and a broken arm.

## K. SMITH SEG SIGNS SUTTON...

Chanter Danny Sutton has been signed by Ted Collins for a series of guest shots on the Kate Smith NBC-TV show beginning May 4. Collins predicts Sutton will be one of his top finds.

## W-C HAS NEW SPINDLE ADAPTOR...

Webster-Chicago has introduced a new spindle adaptor that makes it unnecessary to use center hole plugs for 45 r.p.m. records on changers manufactured by the firm. The adaptor, designed especially for the company's 121 series units, may also be used with other Webster models.

## STAFFORD, WESTON FORM PUBBERY...

Jo Stafford and Paul Weston have formed their own music publishing company, with offices in Hollywood. Called Grady Music, Inc., the new firm will handle both pop and folk material.

## RCA HAS PARTY FOR FISHER...

RCA Victor threw a "welcome home" cocktail party for Eddie Fisher at Toots Shor's last night (24). The party was attended by local disk jockeys and press representatives.

## SIGN NEIGHBORS FOR BEAUMONT...

Paul Neighbors and his orchestra have been signed to appear for the 1953 Neches River Festival, Beaumont, Tex. Neighbors

will be the official music maker for the entire affair from May 1 to 3. Among the events he will play for is Queens Ball at the Harvest Club on May 2, and the Coronation Ball and Steamboat Ball.

## DINAH SHORE IN NEW YORK...

Dinah Shore arrived in New York Friday (24) from the Coast with her husband, George Montgomery, and daughter, Melissa Ann. The trip is basically a vacation jaunt, altho the RCA Victor songstress will appear as the featured star at the 41st annual U. S. Chamber of Commerce banquet in Washington on Wednesday (29).

## New York

RCA Victor's Mannie Sacks left recently for the West Coast. Bert Fleischman, owner of F. & F. Distributors, Charlotte, N. C., was in town with his wife.

Fernando Fernandez, one of Mexico's top vocalists, has completed a 10-day engagement at the Tatro Hispano. The RCA Victor singer is now in Tampa, Fla., after which he heads for Puerto Rico. Folk singer Josh White has been held over at The Blue Angel for two weeks. Thrus Josephine Premice opens at L.A.'s Bar of Music (30) for three weeks. Mel Allen has recorded "Casey at the Bat" as a play-by-play narrative for Big Golden Records.

Thrus Eydie Gorme, Coral artist, has set back her date at Blinstrub's, Boston, originally scheduled for next week, to June, in order to fill four more engagements with Vaughn Monroe on the Camel Caravan show. She made four appearances with the Camel Caravan a few weeks ago. Columbia Records has pacted Tom Glaser to an exclusive kiddie waxing contract. Hecky Krasno, kid a.&r. chief, will cut the singer in platters for the pre-

school group. Glaser has been with Young People's Records and Children's Record Guild recently. George Paxton, Paxton Music, has acquired the tune "11th Hour Theme," which is used as the theme for the flicks over NBC-TV every evening. The tune was originally published in Britain by the W. Paxton Company, no relation to Paxton Music.

## Chicago

Linn Burton kicked off a new deejay-chatter show, "Operation Midnight," Monday (20). It emanates from the Candle Light Room of his Steak House and airs over WCFL from midnight until 3 a.m. Jules Malamud in town following Dave Miller and Dick Lee. Ralph Marterie in town for a few days. Eddy Howard, who suffered a heart attack while appearing at the Autorama Show, Moline, Ill., will remain in the Moline Public Hospital for another three weeks.

Harry Cool, who formerly appeared with Howard in the Dick Jurgen's crew, took over the rest of the week for Howard. Band continues under direction of Norm Lee.

Over at Mercury Morris Price has returned from a Canadian tour. Irwin Steinberg left for a Jamaica vacation and Irving Green is in Italy. Art Harre is leaving WCFL as station manager on advice of his doctor. Elaine Carvel, Mercury artists, around pushing her latest of "Then Something Happened to Me," backed with "Loved and Lost." Danny O'Neil and wife, Patti, preemed their radio deejay-chatter show Tuesday (21) from the dining room of the Old Heidelberg Restaurant. Guesting were Elaine Carvel, Duncan (Cisco Kid) Renaldo and Leo (Pancho) Carillo.

Opening at the Chicago Theater on the same bill with Patti Page was George Shearing,

blind pianist, and his quintet. Recording for M-G-M, his newest single is "There's a Lull in My Heart," backed with "Midnight Belongs to You." Dorothy Lamour comes to the same house May 15 for a week. Johnnie Ray moves in for a week, beginning May 29. Vic Damone tentatively set in the Chicago Theater for a week, starting June 5.

Rose Marie opened at the Chez Paree last week. Jeri Southern and Ray Hutchins, WGN all-night deejay, middle-aisle it soon. Pearl Eddy, of Mercury, now appearing at the Cameo Restaurant. Her latest is "I Get the Blues When It Rains." Among guests at Patti Page's tail-wagging party were Don McNeill, Jack Egan, Jay Trompeter, Jim Mills, Jim Lounsberry and Linn Burton. Herbie Fields, currently at the Prevue, is the father of a girl born Wednesday (22) at Illinois Masonic Hospital, where Herbie's wife, Jinjy, is doing fine. Jinjy is the daughter of Harry Nichols, of the Rustic Cabin, New Jersey nitery.

## Hollywood

Margaret Whiting gets \$3,500 for a two-night headlining stint in Sacramento, May 23-24, at second annual Electrical Show at Civic Auditorium. Frank DeVol, Capitol recording artist, will score a feature motion picture for the first time. He's been signed by Plaza Productions for its Dan Duryea starrer, "World for Ransom." Trend Records Prexy Albert Marx left last week for New York where he'll supervise

(Continued on page 52)

## Harrisese Nathan Guests

CINCINNATI, April 25.—Mr. and Mrs. Arthur D. Harris, of Johannesburg, South Africa, are house guests of Syd Nathan, King Records prexy, during their stay here. Harris presses masters for King and Mercury records and is managing director of True Tone Africa. On leaving Cincinnati, the Harrisese will visit Chicago, Washington and New York; then fly to London for the coronation, to be followed by trips to Paris, Rome and Holland before returning to Johannesburg.

A Great Industry Milestone with...

**IMPORTANT EXPLOITATION OPPORTUNITIES FOR YOU!**

THE MUSIC YOU WANT WHEN YOU WANT IT

**65th ANNIVERSARY THE MUSIC MACHINE INDUSTRY**

1888 1953

## 1953

is the Juke Box Industry's 65th Anniversary Year

## May 24

is National Juke Box Week

## May 23

is the Date of The Billboard's Big 65th Juke Box Anniversary Issue

## May 14

is the Last Day for Advertisers to Take Full Advantage of This Outstanding Sales and Exploitation Opportunity

## The Billboard

New York  
Chicago  
Cincinnati  
St. Louis  
Hollywood

The  
**FOUR  
 ACES**



Featuring

**AL ALBERTS**

**HONEY  
 IN THE  
 HORN**

**ORGAN  
 GRINDER'S  
 SWING**

Decca 28691 (78 rpm) and 9-28691 (45 rpm)

*America's Fastest Selling Records*



**FRANKIE  
LAINE**

**RAMBLIN  
MAN**

b/w  
I Let Her Go  
**COLUMBIA**  
39979

**CHAMP  
BUTLER**

**TWO COLUMBIA WINNERS!**

**TAKE THESE  
CHAINS *from my* HEART**

b/w I'm Walking Behind You

**COLUMBIA 39993**

**COLUMBIA RECORDS**

Trade Marks "Columbia," "Masterworks," ©D. © Reg. U. S. Pat. Off. Marcas Registradas

This One  
  
DC4T-G1C-C64K

Copyrighted material



# 'PICK A

# Vic

H A S R E C O R D E D



# 'APRIL IN PORTUGAL'

FIRST VERSION WITH LYRICS

**WHICH  
ONE  
WILL  
BECOME  
A HIT  
FIRST?**

Mercury Records in cooperation with America's disc jockeys is conducting a contest among all radio listeners to determine which of these two great songs, in the opinion of the listeners, will be tomorrow's favorite hit. Contest starts May 1st, and ends midnight, May 15th. All disc jockeys are invited to participate in the contest on their station. For further information regarding this contest, contact Kenny Myers, Promotional Director, Mercury Records, 35 East Wacker Drive, Chicago, Illinois.



MERCURY 70128 • 70128X45

# HIT<sup>99</sup> CONTEST

# Damone

TWO GREAT SONGS

# 'I'M WALKING BEHIND YOU'



**Winner Receives FREE Trip  
For Two To The Beautiful  
TRINIDAD**

IN

**Miami Beach, Florida  
for one week**

Included are these extras: speedy, comfortable flight by Eastern Airlines Super Constellation; island sight seeing trip; evening at famous Miami Beach night club; and all the facilities of golfing, fishing and swimming in ocean or private pool. Disc jockey whose contestant wins national contest will also receive same free trip for two plus all extras.

**CORAL RECORDS**

**DESMOND'S DANGER**

*Johnny Desmond*

with  
**Tony Mottola Quartet**

**DANGER**

Theme from TV Show "Danger"  
and  
The Japanese Sandman

Coral 60978 (78 rpm)  
and 9-60978 (45 rpm)

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**

**The Nation's Ten Top Tunes**

... For Week Ending April 25

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

- | This Week   | Last Week | Weeks on Chart |
|---|-----------|----------------|
| <b>1. Doggie in the Window</b>  | <b>1</b>  | <b>13</b>      |
| By Bob Merrill—Published by Santly-Joy (ASCAP)<br>BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795.   |           |                |
| <b>2. I Believe</b>   | <b>2</b>  | <b>9</b>       |
| By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)<br>BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332. OTHER RECORDS: J. Froman, Cap 2332, E. James, Meteor 5000.<br>TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; Henry Jerome ork, Lang-Worth.   |           |                |
| <b>3. Pretend</b>   | <b>3</b>  | <b>13</b>      |
| By Lew Douglas, Parmar & Le Vere—Published by Brandom (ASCAP)<br>BEST SELLING RECORD: Nat (King) Cole, Cap 2346. OTHER RECORDS: E. Barton, Coral 60927; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; R. Marterie, Mercury 70045.<br>TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth.   |           |                |
| <b>4. Song From Moulin Rouge</b>  | <b>8</b>  | <b>4</b>       |
| By W. Engvick, G. Auric—Published by Broadcast (BMI)<br>BEST SELLING RECORD: P. Faith-F. Sanders, Col 39944. OTHER RECORDS AVAILABLE: Boston Pops Ork, V 10-4166; S. Fisher, Okch 6963; J. Hutton, Cap 2429; Mantovani, London 1328; N. Perito, Coral 60984; H. Rene, V 20-5264; V. Young, Dec 28675.   |           |                |
| <b>5. Your Cheatin' Heart</b>   | <b>5</b>  | <b>10</b>      |
| By Hank Williams—Published by Acuff-Rose (BMI)<br>BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: J. Garber, Cap 2377; F. Laine, Col 39938; L. Shaffer, Crystalette 652; H. Williams, M-G-M 11416.<br>TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.   |           |                |
| <b>6. Till I Waltz Again With You</b>   | <b>4</b>  | <b>20</b>      |
| By Sidney Prosen—Published by Village (BMI)<br>BEST SELLING RECORD: T. Brewer, Coral 60873. OTHER RECORDS: Boston Pops Ork V 20-4166; Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; K. Griffin, Col 39952; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; N. Perito, Coral 60984; T. Sosebee, Coral 60916; D. Travis and J. Swanson, Jubilee 6014; D. Todd, Dec 28506.<br>TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth. |           |                |
| <b>7. April in Portugal</b>   | <b>8</b>  | <b>4</b>       |
| By Kennedy-Feppra—Published by Chappell (ASCAP)<br>BEST SELLING RECORD: L. Baxter, Cap 2374. OTHER RECORDS AVAILABLE: B. Barton, M-G-M 11312; G. Carr, Cap 2223; V. Damone, Mercury 70128; Y. Giraud, V 26-7107; D. Hayman, Mercury 70014; F. Martin, V 20-5052; R. Senter, V 20-4894; F. Zabach, Dec 28646.  |           |                |
| <b>8. Tell Me a Story</b>   | <b>6</b>  | <b>6</b>       |
| By Terry Gilkyson—Published by Montclare (BMI)<br>BEST SELLING RECORD: Jimmie Boyd-Frankie Laine, Col 39945.  |           |                |
| <b>9. Seven Lonely Days</b>   | <b>7</b>  | <b>7</b>       |
| By Schuman, Schuman & Brown—Published by Jefferson (ASCAP)<br>BEST SELLING RECORD: G. Gibbs, Mercury 70095. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 28655; B. Lou, King 1192; D. Mehan, V 20-5219; Pinetopper-Martin Sisters, Coral 60949.  |           |                |
| <b>10. Tell Me You're Mine</b>  | <b>10</b> | <b>17</b>      |
| By Nino Ravanini—Published by Capri Music (BMI)<br>BEST SELLING RECORDS: Gaylords, Mercury 70067. OTHER RECORDS: Ralph and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 28569; G. Wisniewski, Dana 786.<br>TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus  |           |                |

**Second Ten**

- |   |           |           |
|---|-----------|-----------|
| <b>11. SIDE BY SIDE</b> .....                         | <b>13</b> | <b>13</b> |
| Published by Shapiro-Bernstein (ASCAP)                |           |           |
| <b>12. CARAVAN</b> .....                              | <b>11</b> | <b>5</b>  |
| Published by Mills (ASCAP)                            |           |           |
| <b>13. RUBY</b> .....                                 | <b>14</b> | <b>2</b>  |
| Published by Miller (ASCAP)                           |           |           |
| <b>14. WILD HORSES</b> .....                          | <b>12</b> | <b>10</b> |
| Published by George Simon (ASCAP)                     |           |           |
| <b>15. SAY YOU'RE MINE AGAIN</b> .....                | —         | <b>1</b>  |
| Published by Meridian (BMI)                           |           |           |
| <b>16. HOT TODDY</b> .....                            | <b>20</b> | <b>9</b>  |
| Published by Coachella-Alamo (ASCAP)                  |           |           |
| <b>17. I'M SITTING ON TOP OF THE WORLD</b> .....      | <b>14</b> | <b>3</b>  |
| Published by Leo Fiast (ASCAP)                        |           |           |
| <b>17. ANNA</b> .....                                 | <b>17</b> | <b>2</b>  |
| Published by Hollis (BMI)                             |           |           |
| <b>19. DON'T LET THE STARS GET IN YOUR EYES</b> ..... | —         | <b>21</b> |
| Published by Four Star Sales (BMI)                    |           |           |
| <b>20. SOMEBODY STOLE MY GAL</b> .....                | <b>19</b> | <b>2</b>  |
| Published by Robbins (ASCAP)                          |           |           |

WARNING—The title "HONOR ROLL OF HITS" is a registered trademark 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.



# Buyboard

## TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. PRETEND  
DON'T LET YOUR EYES GO SHOPPING..... N. Cole .....2346
2. APRIL IN PORTUGAL  
SUDDENLY ..... L. Baxter .....2374
3. BLUE GARDENIA  
CAN'T I ..... N. Cole .....2389
4. I'M SITTING ON TOP OF THE WORLD  
SLEEP ..... L. Paul & M. Ford...2400
5. SIDE BY SIDE  
NOAH! ..... K. Starr .....2334
6. I BELIEVE  
THE GHOST OF A ROSE..... J. Froman .....2332
7. YES SIR, THAT'S MY BABY  
YOKOHAMA MAMA ..... H. Kari .....2392
8. BIG MAMOU  
IS IT ANY WONDER ..... E. M. Morse .....2441
9. THE NEARNESS OF YOU  
GYPSY GIRL ..... B. Manning .....2383
10. SAY YOU'RE MINE AGAIN  
THE SONG FROM MOULIN ROUGE..... J. Hutton & A. Stordahl .....2429
11. GET IT WHILE YOU'RE YOUNG  
LIPSTICK-A-POWDER-N'-PAINT ..... G. MacKenzie & H. O'Connell .....2404
12. LEAN BABY  
I'M WALKING BEHIND YOU..... F. Sinatra .....2450
13. MY HEART BELONGS TO ONLY YOU  
I WAS A FOOL..... J. Christy .....2308
14. TEN LITTLE FINGERS AND TEN LITTLE TOES  
ALABAMA BOUND ..... J. Shard .....2422
15. HERE ARE MY ARMS  
THERE'S MUSIC IN YOU ..... A. Martino .....2431

## LATEST RELEASE

No. 366

- LEAN BABY  
I'M WALKING BEHIND YOU ..... Frank Sinatra .....2450
- PICCADILLY CIRCUS  
THUNDERBIRD ..... Ray Anthony .....2451
- YOU MADE ALL MY DREAMS COME TRUE  
MARIE ..... Ben Light .....2452
- I'LL HAVE MYSELF A BALL  
GREEN CHEESE ..... Merle Travis .....2453
- WOULDN'T IT BE WONDERFUL  
I NEED YOUR LOVE ..... Leon Payne .....2454
- DRINKIN' AT THE BAR  
'TIL THE DAY I DIE ..... Jess Willard .....2455
- RUBY  
A LITTLE LOVE (Can Go a Long, Long Way)... Les Baxter .....2457
- I CAN'T WAIT  
WHAT'S THE USE TO LOVE YOU ..... Faron Young .....2461
- MEXICAN JOE  
HERE COMES MY DADDY, NOW! ..... Joe "Fingers" Carr .....2463

Here's  
**HANK THOMPSON's**  
next big hit!  
**"RUB-A-DUB-DUB"**  
and  
**"I SIGNED MY HEART AWAY"**  
Record No. 2445

## TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. HANK'S SONG  
I'LL NEVER HAVE YOU  
F. Huskey .....2397
2. I'VE GOT TO WIN YOUR LOVE AGAIN  
I CAN'T LAST LONG  
S. McDonald .....2434
3. HIGH NOON  
GO ON! GET OUT!  
T. Riffer .....2120
4. RUB-A-DUB-DUB  
I SIGNED MY HEART AWAY  
H. Thompson .....2445
5. NO HELP WANTED  
I'D HAVE NEVER FOUND SOME-  
BODY NEW  
H. Thompson .....2376
6. WHAT WILL I DO  
TIED DOWN  
R. Acuff .....2385
7. GOIN' STEADY  
JUST OUT OF REACH  
F. Young .....2299
8. SOMEBODY ELSE'S HEARTACHE  
THE ONE I CAN'T FORGET  
S. James .....2399
9. HILLBILLY HULA  
I'M A POOR LONESOME FELLOW  
J. Carman .....2345
10. SATISFIED  
HIDE ME, ROCK OF AGES  
M. Carson .....1900

## BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. SKETCHES ON STANDARDS  
Stan Kenton .....426
2. MUSIC FOR LOVERS ONLY  
Jackie Gleason .....352
3. LOVER'S RHAPSODY & SONGS FROM  
LOVER'S RHAPSODY  
Jackie Gleason .....366
4. THE HIT MAKERS!  
Les Paul & Mary Ford .....416
5. NAT (KING) COLE'S TOP POPS  
Nat (King) Cole .....9110
6. BY THE LIGHT OF THE SILVERY MOON  
Gordon MacRae & June Hutton.422
7. NEW CONCEPTS OF ARTISTRY IN  
RHYTHM  
Stan Kenton .....383
8. THE KAY STARR STYLE  
Kay Starr .....363
9. POPULAR FAVORITES BY  
STAN KENTON  
Stan Kenton .....421
10. THE BILLY MAY BAND  
Billy May .....412
11. RAY ANTHONY CONCERT  
Ray Anthony .....406
12. THE BENNY GOODMAN BAND  
Benny Goodman .....409
13. BYE BYE BLUES  
Les Paul & Mary Ford .....356

## TOP SELLING— "1600 SERIES" ALL-TIME FAVORITES

Based on Actual Capitol Sales Reports

1. TWELFTH STREET RAG  
THE CHARLESTON  
Pee Wee Hunt .....1638
2. SEPTEMBER SONG/LAURA  
Stan Kenton .....1680
3. TENNESSEE WALTZ  
MOCKIN' BIRD HILL  
Les Paul & Mary Ford.....1676
4. OL' SHORTY/DECK OF CARDS  
Tex Riffer .....1665
5. WHISPERING HOPE  
I'LL STRING ALONG WITH YOU  
Jo Stafford & Gordon MacRae..1642
6. LUSH LIFE/I MISS YOU SO  
Nat "King" Cole & His Trio..1672
7. NOLA/JEALOUS  
Les Paul & Mary Ford.....1621
8. HOW HIGH THE MOON  
JOSEPHINE  
Les Paul & Mary Ford.....1675
9. TOO YOUNG  
FOR SENTIMENTAL REASONS  
Nat "King" Cole.....1674
10. TENDERLY  
AUTUMN NOCTURNE  
Ray Anthony .....1654
11. STARDUST  
THE MAN WITH THE HORN  
Ray Anthony .....1622
12. WHEEL OF FORTUNE/ANGRY  
Kay Starr .....1677
13. WUNDERBAR  
BEYOND THE SUNSET  
Jo Stafford & Gordon MacRae..1659

*Les Baxter*  
HAS TWO NEW HITS!

"RUBY"



— the song from the film score

of "Ruby Gentry", featuring the

same great harmonica solo

heard in the picture.

"A LITTLE LOVE"

— a fast-rising pop ballad, beautifully sung by the  
Les Baxter Chorus.

RECORD NO. 2457

TWO  
SENSATIONAL  
JOES!

JOE  
"fingers"  
CARR

and  
"MEXICAN  
JOE"

— In a rollicking south-  
of-the-border record hit by the  
master of ragtime, with singer  
Barbara Barr and the Carr Hops.

Coupled with

"HERE COMES  
MY DADDY NOW!"

(Oh, Pop! Oh, Pop! Oh, Pop!)"

ON RECORD NO. 2463

**M-G-M Records**  
**R-E-A-C-H-E-S O-U-T WITH THE HITS!**

**JONI JAMES**  
**ALMOST ALWAYS**  
 and  
**IS IT ANY WONDER**  
 MGM 11470 78 rpm  
 K 11470 45 rpm

**JONI JAMES**  
**YOUR CHEATIN' HEART**  
 and  
**I'LL BE WAITING FOR YOU**  
 MGM 11426 78 rpm  
 K 11426 45 rpm

**SILVANA MANGANO**  
 RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!  
 sings  
**Anna**  
 and I LOVED YOU  
 MGM 11457 78 RPM  
 K-11457 45 RPM

**Lew DOUGLAS**  
 and his Orchestra  
**ruby**  
 and  
**MY FLAMING HEART**  
 MGM 11472 78 rpm  
 K 11472 45 rpm

**Barbara RUICK**  
**NOW THAT I'M IN LOVE**  
 and  
**GHI-LI, GHI-LI, GHI-LI**  
 MGM 11483 78 rpm  
 K 11483 45 rpm

**Tommy EDWARDS**  
**TAKE THESE CHAINS From My HEART**  
 and  
**PAGING MR. JACKSON**  
 MGM 11485 78 rpm  
 K 11485 45 rpm

**Hank WILLIAMS**  
**TAKE THESE CHAINS From My HEART**  
 and  
**RAMBLIN' MAN**  
 MGM 11479 78 rpm  
 K 11479 45 rpm

**Introducing—Bob SANTA MARIA**  
 singing  
**DON'T EVER CRY**  
 and  
**YOU'RE MINE, MY LOVE**  
 MGM 11484 78 rpm  
 K 11484 45 rpm

**Buddy DeFranco**  
**THE SONG From MOULIN ROUGE**  
 and  
**MANY ARE THE TIMES**  
 MGM 11491 78 rpm  
 K 11491 45 rpm

**Jo Ann TOLLEY**  
**I'D NEVER FORGIVE MYSELF**  
 and  
**YOU CAN LIVE WITH A BROKEN HEART**  
 MGM 11471 78 rpm  
 K 11471 45 rpm

**The DeMARCO Sisters**  
**PRETTY BABY**  
 and  
**BOUILLIBASE**  
 MGM 11462 78 rpm  
 K 11462 45 rpm

**BIG R&B HIT!**  
**The Blenders**  
 sing  
**I DON'T MISS YOU ANYMORE**  
 and  
**IF THAT'S THE WAY YOU WANT IT**  
 MCM 11458 K 11458

**M-G-M RECORDS**  
 THE GREATEST NAME IN ENTERTAINMENT

The Billboard's Music Popularity Charts

# Favorite Tunes

... For Week Ending April 25

## Best Selling Sheet Music

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

This Week	Last Week	Chart	Weeks on Chart
1.		DOGGIE IN THE WINDOW (R)—Santly-Joy	1 11
2.		I BELIEVE (R)—Cromwell	2 8
3.		TILL I WALTZ AGAIN WITH YOU (R)—Village	4 18
4.		SONG FROM MOULIN ROUGE (R) (F)—Broadcast	6 3
5.		APRIL IN PORTUGAL (R)—Chappell	11 3
6.		YOUR CHEATIN' HEART (R)—Acuff-Rose	5 9
7.		PRETEND (R)—Brandom	3 13
8.		SIDE BY SIDE (R)—Shapiro-Bernstein	9 8
9.		DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales	7 21
10.		TELL ME A STORY (R)—Montclare	12 4
11.		SEVEN LONELY DAYS (R)—Jefferson	9 3
12.		KEEP IT A SECRET (R)—Shapiro-Bernstein	8 20
13.		GOMEN NASAI (R)—Disney	— 2
14.		TELL ME YOU'RE MINE—Capri Music	— 14
15.		HOT TODDY (R)—Coachella-Alamo	13 3

## Tunes with Greatest Radio and Television Audiences

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

### Top 30 in Radio

A Fool Such as I (R)—Robbins-B. Miller—ASCAP	Kaw-Liga (R)—Milene—ASCAP
All by Myself (R)—Berlin—ASCAP	My Jealous Eyes (R)—Famous—ASCAP
Anywhere I Wander (R)—Frank—ASCAP	Nearness of You (R)—Famous—ASCAP
April in Portugal (R)—Chappell—ASCAP	Ohio (R) (M)—Chappell—ASCAP
Blue Gardenia (R)—Harms—ASCAP	Pretend (R)—Brandom—ASCAP
Caravan (R)—American Academy—ASCAP	Quiet Girl (R)—Chappell—ASCAP
Doggie in the Window (R)—Santly Joy—ASCAP	Red Canary (R)—Shapiro Bernstein—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Ruby (R)—Miller—ASCAP
Gomen Nasai (R)—Disney—ASCAP	Say Si Si (R)—E. B. Marks—BMI
How Do You Speak to an Angel? (R) (M)—Chappell—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
Hush A-Bye (R)—Remick—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
I Believe (R)—Cromwell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I'm Sitting on Top of the World (R)—Feist—ASCAP	Tell Me Your Mine (R)—Capri—BMI
Just Another Polka (R)—Frank—ASCAP	When the Red, Red Robin, Comes Bob, Bob, Bobbin' Along—Bourne—ASCAP
	Wild Horses (R)—Simon—ASCAP
	Your Cheatin' Heart (R)—Acuff Rose—BMI

### Top 10 in Television

Can't I? (R)—Harvard—BMI	My One and Only Heart (R)—Roncom—ASCAP
Doggie in the Window (R)—Santly Joy—ASCAP	Pretend (R)—Brandom—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Side by Side (R)—Shapiro-Bernstein—ASCAP
I Believe (R)—Cromwell—ASCAP	That's What Makes Paris Patee (R)—Harms—ASCAP
I'm Sitting on Top of the World (R)—Feist—ASCAP	Till I Waltz Again With You (R)—Village—BMI

## England's Top Twenty

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

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

Copyrighted material

A GOLD MINE  
IN THIS ONE!



# Billy Golshatin

Singing  
The Great Favorite



# COQUETTE

Lyric by GUS KAHN

Music by CARMEN LOMBARDO and JOHNNY GREEN

b/w "A FOOL IN LOVE"

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 19, N.Y.

M-G-M Record 11439

The Billboard Music Popularity Charts

... for Week Ending April 25

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

JO STAFFORD
Just Another Polka ... 87
COLUMBIA 40000 - The wonderful Jo Stafford has a side here that will please and amuse her many fans...

My Dearest, My Darling ... 86
The thrush returns to her "Keep It a Secret" kick, singing the plaintive lament with warmth and heart...

MILLS BROTHERS
I'm With You ... 86
DECCA 28670 - A slow but persuasive beat paces another potent effort by the group...

Say Si Si ... 84
This could be a big one for the vocal combo. It has many of the values of their "Glow Worm" slicing...

RICHARD HAYES
Just Another Polka ... 83
MERCURY 70147 - The bouncy new polka effort receives a mighty effective reading from the warbler...

Trust Me ... 79
The singer has a good side here, and he takes off on the lively new ditty with a lot of big-voiced chanting...

EDDY HOWARD ORK
Say You're Mine Again ... 82
MERCURY 70134 - Eddy Howard's voice has its usual bell-like tone on this side - a lush ballad performed with tasteful backing...

Broken Wings ... 78
The pretty ballad - a smash in England - is done to a turn by Eddy Howard who warbles with suave sincerity...

BUDDY MORROW ORK
Heap Big Beat ... 81
V 20-5295 - Tune, penned by Morrow, is riff-like and retentive. It's played by his band in slow, swiny style...

I Wonder Why ... 70
Blues-like lament is sung appealingly by Frankie Lester. A listenable slicing.

GORDON JENKINS ORK-CHARLIE LAVERE
One Wild Oat ... 80
DECCA 28657 - Rollicking novelty gets a standout performance by Jenkins' ork, warbler Charlie Laverre and the McQuaig Twins...

THE COMMANDERS
Honey in the Horn ... 79
DECCA 28659 - Decca's new house band makes an auspicious debut on this waxing, showing an interesting style with good commercial prospects...

THE MODERNAIRES
He Who Has Love ... 78
CORAL 60982 - The group sells the novelty strongly, matching the engaging beat set by the ork. This one could easily catch on and earn juke loot...

Say You're Mine Again ... 77
An appealing and tender reading of the beautiful new ballad. Should win spins, but the competition won't be easy to overcome.

TRUDY RICHARDS
The Breeze ... 76
DERBY 823 - Trudy debuts on the label with a strong reading of the rhythmic oldie, sung in the exact style of the Kay Starr rendition of the tune in her new Capitol album...

NEW RECORDS TO WATCH

Popular

FOUR ACES
Organ Grinder's Swing - Decca 28691 - The group turns in a standout rhythmical performance on the oldie that could bring them back to top popularity...

RALPH MARGERIE
Crazy, Man, Crazy - Mercury 70135 - A cover record of the Bill Haley Essex record. It's patterned quite closely after the original which is selected as a "Best Buy" this week...

BUDDY MORROW
Heap Big Beat - RCA Victor 20-5295 - Fine instrumental styling with the solid beat that has become Morrow's identification. Deeja's could spin this a lot and build retail action...

RICHARD HAYES
Just Another Polka
Trust Me - Mercury 70147 - Two good sides here. "Polka" is an exciting slicing with the same abandon as the Stafford version which was spotlighted last week...

Country & Western

SKEETS McDONALD
I Can't Last Long - Capitol 2434 - A lively effort by the warbler in his distinctive styling. Could get a pack of spins.

Rhythm & Blues

DOMINOES
These Foolish Things Remind Me of You
Don't Leave Me This Way - Federal 12129 - Billy Ward leads his group in two exciting efforts that could hit solidly. Record bears close watching.

Country & Western

HANK WILLIAMS
Ramblin' Man ... 87
M-G-M 11479 - This posthumous release of the great Hank Williams is a standout performance. It's a railroad song. A fine side. It was originally issued under Williams' alias, "Luke the Drifter," about a year ago.

Take These Chains
From My Heart ... 80
A melodic country weeper. Not one of Williams' greatest sides, but yet a very able performance as befits the great country warbler.

KITTY WELLS
You Said You Could Do Without Me ... 80
DECCA 28666 - Thrush has another likely top seller here as she warbles away on this weeper. It might be termed an answer to "That's Me Without You." Should pull much loot.

Honky Tonk Waltz ... 75
Songstress pulls out the crying towel on this one as she recounts her story of lost love.

SLIM WHITMAN
Song of the Old Water Wheel ... 79
IMPERIAL 8189 - Whiteman works thru the familiar echo chamber. Tune is an old folk effort and is very attractive. Disk bears watching.

Restless Heart ... 80
Singer warbles about the possibility of stopping his wanderings. Much less echo on this side. Two good sides.

FARON YOUNG
I Can't Wait (For the Sun to Go Down) ... 78
CAPITOL 2461 - Country novelty has fine effect via Faron Young's distinctive warbling. The side, deceptively simple, is sophisticated in performance. Should grab spins.

What's the Use to Love You? ... 76
Ditty tells a sad tale of hopeless love. Faron Young sings it with heart and skill. A nice side, too.

JACK AND DANIEL
I Couldn't Keep From Crying ... 74
DECCA 28681 - Duo turns in a close harmony effort on this Marty Robbins hit that should pick up some solid regional sales.

Knothole ... 72
Same thing on this side; the tune's already a hit by the Carlises.

LEE MADRON
Don't Trust No Woman ... 72
CANYON 204 - This side, with the fetching title, is a country blues. Warbler has a natural, authentic sound and is reputed to be an actual working ranch hand.

Madron Blues ... 70
Orthodox blues in construction. Lee Madron, the ranch hand, warbles the

plaint of not being able to find his baby.

MARTY ROBERTS
Call of the Wild ... 72
CORAL 64151 - Marty Roberts gives a sincere vocal performance of this folk-flavored story of the rambling man (not the tune of the same phrase) who can't settle down.

Love Makes a New Fool Every Day ... 71
Country-flavored ballad tells the old story of a fool in love. Marty Roberts sings it well.

ROME JOHNSON
Midnight Waltz ... 71
M-G-M 11480 - Country waltz has an engaging simplicity as sung by Rome Johnson.

Farther and Farther Apart ... 70
Lively country ballad tells the story of lovers who are growing colder and farther apart. Rome Johnson sings it with a catchy lilt.

HANK PENNY
You Can't Pull the Wool Over My Eyes ... 70
V 20-5283 - Oldie shapes as an okay outone in this pleasant reading by Hank Penny.

Faa It ... 67
Cute novelty is played neatly, with the lyrics ably projected.

HERBY REMINGTON
Remington Ride ... 69
OKEH 1805 - Remington shows fine technique as he plunks his way thru this steel guitar instrumental which he penned. Rhythm backing is on the Latin kick.

Steel Guitar Waltz ... 65
No connection with the more familiar "Steel Guitar Rag." This is in waltz tempo, with Remington performing capably on the steel.

DANNY DEDMON
Maybe Things Will Work Out Right ... 68
FLAIR 1005 - Dedmon's nasal style adds to his earnest plea. Band sets a heavy beat.

Sally Anne ... 65
Sally Anne lives in Louisiana, and the singer is on his way to see her. It's a bouncy happy effort which could catch some favor there.

JERRY BYRD ORK
Don't Sing Aloha When I Go ... 58
MERCURY 70130 - Bouncy instrumental is easy to listen to. Okay juke filler for country locations.

Elmer's Tune ... 57
Same comment.

MR. SUNSHINE
Home for the Aged ... 57
M-G-M 11460 - Simple weeper is presented modestly. Ditty would do better in other hands.

I'm Just a Lucky Guy ... 50
Mr. Sunshine chants pleasantly of domestic bliss.

LEONARD AUSTIN
Out on the Prairie ... 50
I-O-A 105 - Austin warbles about

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

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

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

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

International

FRITZ BECHTEL
When the Sun Comes Over the Brewery ... 65
POLKALAND 93 - Gay polka is projected nicely by the Bechtel band. Ramblers blend well on the vocal. Good for boxes which handles polkas.

Calico Sweetheart ... 60
This side is a polka instrumental with the banjo and accordion carrying the lead. Good dance tempo.

Latin American

PEDRO VARGAS
La Ultima Carta ... 80
V 20-5994 - Vargas hands this doleful ranchera a mighty potent performance as he tells the tale of the last letter. The tune is melodic, and the backing is appropriate. A strong side for the chanter and one that should grab juke spins.

Ni Por Favor ... 79
A swiny bolero receives a very persuasive warble from the singer, backed brightly by the Mariachi Vargas crew and its strong sax section. Side has a lilt and should also find juke favor.

HERMANOS MARTINEZ GIL
Me Voy De Aquil ... 76
V 23-5996 - Over a lovely ork arrangement the boys explain why they are leaving, singing the bolero with warmth and feeling. A good disk.

Balance ... 71
The Martinez Gil Brothers turn in a smooth performance on this listenable bolero, while the ork backs them briskly. Sides were waxed in Mexico.

Rhythm & Blues

GEORGE GREEN
Finance Man ... 85
CHANCE 1135 - A powerful side, it's about buying on the installment plan in general and fishtail Cadillacs in particular. It's very strong material, and Green handles it solidly over a hefty beat. Could be a big one, and should grab coins from coast to coast.

Brand New Rockin' Chair ... 65
Routine blues is sparked somewhat by a good performance by Green.

EMITT SLAY TRIO
I've Learned My Lesson ... 80
SAVOY 892 - Here's the clever answer to "My Kind of Woman," the solid hit of less than a month ago by the same group, the Emitt Slay Trio. This disk is in the style of the previous hit, with Bob White on vocal and Slay making the critical comment. Side has comedy and brightness and should be another solid coin-grabber.

You Told Me That You Loved Me ... 74
Bob White, playing the organ and aided by Slay on guitar and Jackson on drums, turns in an okay reading of a routine blues effort, singing it effectively.

HENRY PIERCE
Hey Fine Mama ... 79
SPECIALTY 461 - This is a strong hunk of wax, and with exposure it could collect coins. It's a wild, pulsating buck dance, exciting by virtue of the solid beat and instrumental work rather than via the material or gang vocal. Side really goes. Watch it.

Thrill Me, Baby ... 74
Pierce explains that his baby has left him for good on this so-so blues, which is helped by the arrangement and the beat.

FLOYD DIXON
Too Much Jellyroll ... 78
ALADDIN 3111 - This was cut at a live concert. The audience reaction to Dixon's chant adds excitement to the platter. Risque ditty, a blues that moves, could do a job on the coin boxes.

Baby, Let's Go Down to the Woods ... 76
Dixon sings out an invitation to romance that should bring chuckles to many listeners. Another probable coin-grabber.

FRANKIE LEE SIMS
Lucy Mae Blues ... 76
SPECIALTY 459 - No one can doubt that Frankie Lee Sims, new singer on the label, has a sound and a striking vocal style. The material, in the Southern blues tradition, is weak, but the beat is hefty. Nice side for the Southern market, and it should cull some loot.

Don't Take It Out on Me ... 75
Again Sims shows off his powerful vocal chords on another down home blues, plus some good guitar work. With the right material, the warbler could step out some day.

LYNN HOPE ORK
Morocco ... 76
ALADDIN 3178 - The turbaned maestro leads his combo in a fast-paced, tho smooth, instrumental that moves well thruout. A slick slicing that will please the jitterbugs.

Broken-Hearted ... 74
A mighty pleasant rendition of the ditty in a quiet and relaxed style. A good instrumental waxing that should snare spins.

(Continued on page 40)

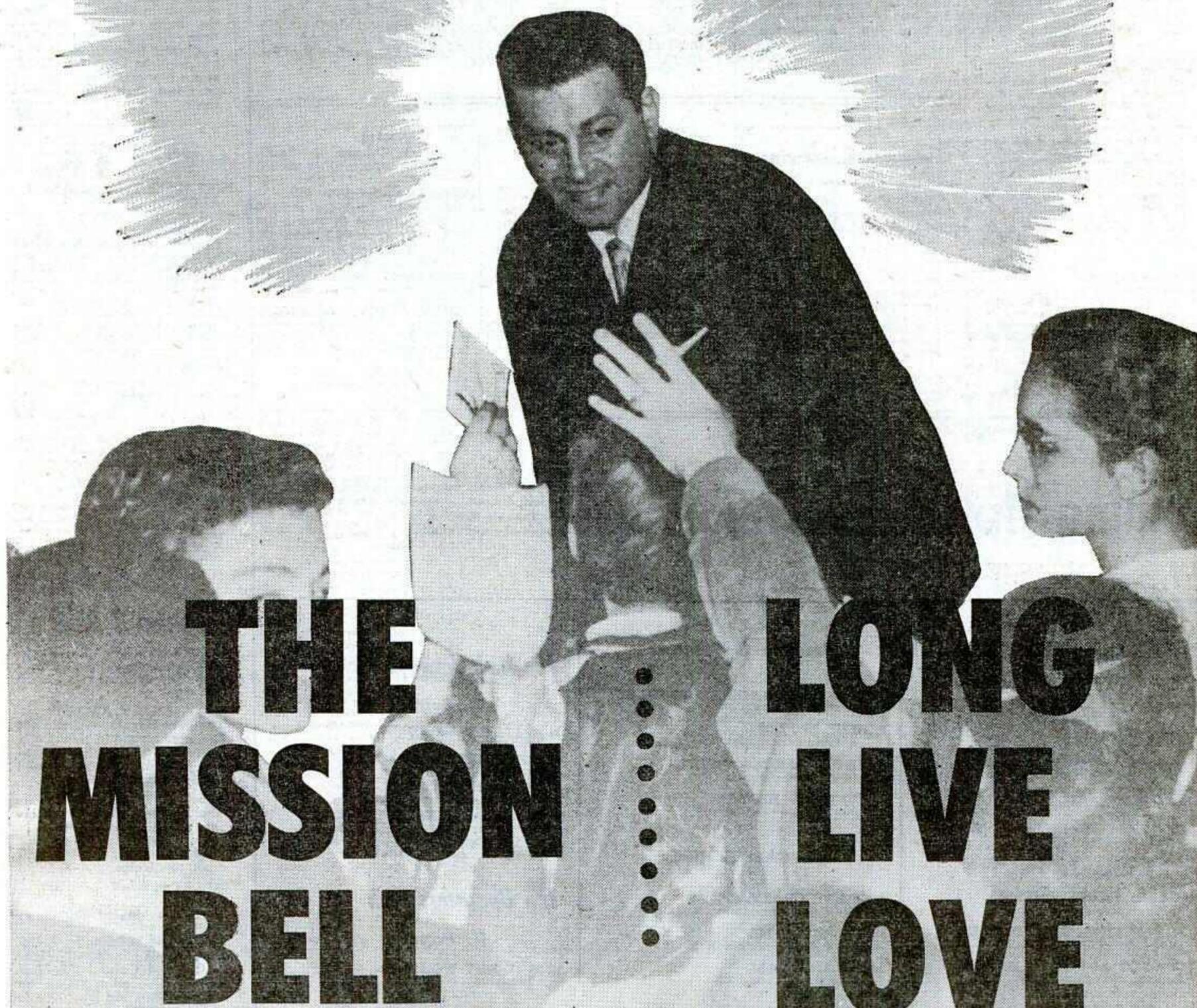
(Continued on page 40)

DECCA'S NEWEST SINGING STAR



# ROGER COLEMAN

SINGING



## THE MISSION BELL

## LONG LIVE LOVE

(AND THE WISHING WELL)

PROMOTION  
JIM McCARTHY  
NEW YORK



DECCA 28658

PROMOTION  
BOB STERN  
HOLLYWOOD

# THIS WEEK'S BEST BUYS

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

## Popular

**MY LADY LOVES TO DANCE—Julius La Rosa—Cadence 1231**  
The strongest of this week's selections, according to reports. Some areas have not yet received the disk but in New York, Philadelphia, Pittsburgh and Chicago, it's strong. Good reports were also received from Buffalo, Boston and L. A. Shapes up as his second in a row. Flip is "Let's Make Up Before We Say Goodnight." A previous "New Record to Watch."

**CRAZY, MAN, CRAZY—Bill Haley—Essex 321**  
Record has been strong for several weeks in Philadelphia and Pittsburgh for several weeks and is still building. This week solid growth was also found in Boston, Hartford, Cincinnati and Chicago. Record is particularly strong with ops. Mercury has just brought out a Ralph Marterie record which follows the original very closely. Flip of Haley record is "Whatcha Gonna Do."

**SAY SI SI—Mills Brothers—Decca 28670**  
Record took off fast with New York operators. Retail reports are good in Buffalo, Cincinnati, Chicago and North Carolina. Several other areas, where record has just been received, are eyeing it with favor. Flip is "I'm With You." A previous "New Record to Watch."

**RAMBLIN' MAN  
I LET HER GO—Frankie Laine—Columbia 39979**  
Philadelphia, Detroit, L. A., North Carolina and Cincinnati favor the Hank Williams side. New York and Boston have initial action on flip. Reports from all these are good.

**THAT HOUND DOG IN THE WINDOW  
PORE OL' KOO-LIGER—Homer and Jethro—RCA Victor 20-5280**  
This record is listed in the pop category because the bulk of its sales appears to be in that category. It is also recommended as a hillbilly "Best Buy." Sales are reported as good in eight different areas checked. Obviously it should be handled as a novelty. Most of the action is on "Hound Dog." A previous "New Record to Watch."

**BIG MAMOU—Dolores Gray—Decca 28676**  
This is not recommended as an operator "Best Buy." Thus title strips are not being shipped. The Pete Hanley version (recommended several weeks ago) continues to hold sway with operators thru a large part of the country. Retail-wise, however, the edge held by Hanley is not as big. In Detroit,

Cleveland and North Carolina the Gray record has stepped out ahead. Buffalo, Cincinnati and Chicago report it as a good selling record. Flip is "Say You're Mine Again." A previous "New Record to Watch."

**NOW HEAR THIS  
APRIL IN PORTUGAL—Tony Martin—RCA Victor 20-5279**

Not recommended to operators at this point since reports show too much variation. Title strips not being shipped. Retail-wise the record is shaping up as Martin's best in some time. Detroit says very strong. New York, Chicago, L. A., North Carolina and Buffalo gave good reports. Also selling well in Washington, D. C. A previous "New Record to Watch."

Title strips are being shipped this week on Mantovani's "Moulin Rouge Theme," London 1328. Last week it was selected as a retail "Best Buy." Activity on boxes during the week showed a definite pick-up in a number of areas.

## Country & Western

**YOU SAID THAT YOU COULD DO WITHOUT ME  
HONKY TONK WALTZ—Kitty Wells—Decca 28666**

Record has started nicely, showing good reports in the Philadelphia area, Buffalo, Pittsburgh, L. A. says strong. Two Southern points reported early interest. Most action on "You Said."

## Rhythm & Blues

**HITTIN' ON ME—Buddy Johnson—Mercury 70116**

Showing very good action in New York, Chicago, the South and Midwest points. Most important the reports show record is definitely building. Flip is "Ecstasy."

**ONE ROOM COUNTRY SHACK—Mercy Dee—Specialty 458**

Several Middle West reports have been good for several weeks. Now it's showing growth in new areas. It took a big jump in North Carolina and showed an increase in Pittsburgh. It's been slow in the East, but New York noted increased interest this week. Flip is "My Woman Knows the Score."

**WAY BACK HOME—Big Maybelle—Okeh 6955**

Big jump in action in Tennessee and Detroit this week according to reports. Action had been solid in Chicago, Cincinnati and Pittsburgh. East is also slow taking to this. Some reports on poor shipments from label.

## Late Reports on Recent 'Best Buys'

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

## Popular

**ALMOST ALWAYS  
IS IT ANY WONDER**

**Joni James—M-G-M 11470**  
"Almost Always" made the national juke box chart this week, while "Is It Any Wonder" came within one place of making the national retail chart. Evenly divided preferences are also reflected in the territorial charts.

**THE HO HO SONG**

**Red Buttons—Columbia 39981**  
Hit the national retail chart for the first time this week.

**NOW THAT I'M IN LOVE  
OO! WHAT YOU DO TO ME**

**Patti Page—Mercury 70127**  
Strong and very strong reports returned by the majority of our sources thruout the country.

**MOULIN ROUGE THEME**

**Mantovani Ork—London 1328**  
Record has been building strength in most areas. While the Faith version also has been moving ahead and is easily the favorite, Mantovani has a slight edge in Atlanta and a few other cities. Picked as "Best Buy" for ops this week.

(Continued on page 52)

## Country & Western

**JUST WAIT 'TIL I GET YOU  
ALONE**

**THIS ORCHID MEANS  
GOODBYE**

**Carl Smith—Columbia 21087**  
"Just Wait" hit the national retail chart this week for the first time, with "Orchid" coming up also on the same chart. Honors are also divided between the two on the New Orleans, Nashville and Dallas-Ft. Worth territorial charts on which both sides appear.

**RAMBLIN' MAN  
TAKE THESE CHAINS FROM  
MY HEART**

**Hank Williams—M-G-M  
11479**

First reports on this disk show that it has met an enthusiastic response in all areas that were delivered. The strongest reaction was reported from the Southeast, Nashville, Cincinnati and Pittsburgh. Some action on "Chains" in Chicago and the

(Continued on page 52)

## Rhythm & Blues

**I'M MAD**

**Willie Mabon—Chess 1538**  
Made the national retail chart this week.

**CRAZY, CRAZY, CRAZY**

**The Five Royales—Apollo 446**  
Reported strong in New York, Buffalo, Pittsburgh, Cincinnati, Detroit, Nashville and the Southeast.

**SHE'S GOT TO GO**

**The Ravens—Mercury 70119**  
On the Philadelphia and Cincinnati territorial charts this week and steady in almost all other territories.

**YOU LET MY LOVE GROW  
COLD**

**Dinah Washington—Mercury  
70125**

Strong and building in Philadelphia and Cincinnati. Generally good thruout the Middle West. Little action on both the East and West Coasts at the moment.

# Coming Up in the Trade

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

## The Dealers Pick

### Popular

1. IS IT ANY WONDER?  
Joni James—M-G-M 11470
2. I'M THE KING OF BROKEN HEARTS  
Tony Bennett—Columbia 39964
3. NOW THAT I'M IN LOVE  
Patti Page—Mercury 70127
4. OO! WHAT YOU DO TO ME  
Patti Page—Mercury 70127
5. MOULIN ROUGE THEME  
Mantovani Ork—London 1328
6. I'M WALKING BEHIND YOU  
Eddie Fisher—RCA Victor 20-5293
7. MY LADY LOVES TO DANCE  
Julius La Rosa—Cadence 1231

## Country & Western

1. THIS ORCHID MEANS GOODBYE  
Carl Smith—Columbia 21087
2. BLUE LETTER  
Red Foley—Decca 28567
3. TIME CHANGES THINGS  
Lefty Frizzell—Columbia 21084
4. RESTLESS HEART  
Siim Whitman—Imperial 8199

## Rhythm & Blues

1. CRAZY, CRAZY, CRAZY  
The Five Royales—Apollo 446
2. HITTIN' ON ME  
Buddy Johnson—Mercury 70116
3. OFF THE WALL  
Little Walter—Checker 770

## The Disk Jockeys Pick

### Popular

1. IS IT ANY WONDER?  
Joni James—M-G-M 11470
2. NOW THAT I'M IN LOVE  
Patti Page—Mercury 70127
3. APRIL IN PORTUGAL  
Vic Damone—Mercury 70128
4. OO! WHAT YOU DO TO ME  
Patti Page—Mercury 70127
5. LEAN BABY  
Frank Sinatra—Capitol 2450

## The Operators Pick

### Popular

1. IS IT ANY WONDER?  
Joni James—M-G-M 11470

## RECORD DEALERS—

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

## JUKE BOX OPERATORS—

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

## RADIO-TV STATIONS—

"This Week's Best Buys," and the listing of records therein, although copywritten by The Billboard Publishing Company, may be used if prior permission is secured. Simply write or wire: Publisher, The Billboard, 1564 Broadway, New York City. Permission will be immediately granted.

## NEWSPAPER EDITORS—

"This Week's Best Buys" and the listing of records therein is copyrighted by The Billboard Publishing Company. Use of either is not permitted without The Billboard's consent. Simply write or wire: The Billboard, 1564 Broadway, New York City, and permission will be immediately granted.

**RALPH  
MARTERIE**



**BIG WITH  
"PRETEND"**

**RALPH  
MARTERIE**



**BIGGER WITH  
"CARAVAN"**

**NOW**



**Busting Out With  
Another SMASH!**

**"CRAZY,  
MAN,  
CRAZY"**

VOCAL BY LARRY RAGEN AND THE SMARTY-AIRS

**Coupled With "GO AWAY"  
VOCAL BY THE SMARTY-AIRS  
MERCURY 70153 • 70153X45**



# TOO BIG FOR ONE

The greatest record of our time...

the  
**HILLTOPPERS**

Featuring the Great Voice of  
**JIMMY SACCA**  
singing . . .

# I'D RATHER

DOT 15085; 45-15085

•• *Dot* RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 880-881  
THE NATION'S BEST SELLING RECORDS

PAGE



# DIE YOUNG

b/w

## P.S. I LOVE YOU

*Dot*

 RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 880-881  
 THE NATION'S BEST SELLING RECORDS

### DOT DISTRIBUTORS

ALLEN DIST. CO.  
420 W. Broad St., Richmond, Va.

ARISTOCRAT DIST. CO.  
750 E. 49th St., Chicago 15, Illinois

B. G. RECORD SERVICE  
337 N. W. 6th St., Portland, Oregon

BENART DIST. CO.  
327 Frankfort Ave., Cleveland, Ohio

BIG STATE DIST. CO.  
137 Glass St., Dallas, Texas

C. & C. DIST. CO.  
3131 Western Ave., Seattle, Washington

CHATTON DIST. CO.  
1921 Grove St., Oakland, Calif.

COLLEGE MUSIC CO.  
338 Massachusetts Ave., Boston, Mass.

COSNAT DIST. CORP.  
315 W. 47th St., New York 19, N. Y.

COSNAT DIST. CORP.  
1710-12 North St., Philadelphia, Pa.

DAVIS SALES CO.  
1724 Arapahoe St., Denver, Colorado

GENERAL DIST. CORP.  
2329 Penn. Ave., Baltimore, Md.

GRAMOPHONE ENTERPRISES  
1011 North W. 5th St.  
Oklahoma City, Okla.

HIT RECORD DIST. CO.  
1043 Central Ave., Cincinnati, Ohio

INDIANA STATE DIST. CO.  
505 East Washington St.,  
Indianapolis, Ind.

M. B. KRUPP DIST. CO.  
309 S. Santa Fe St., El Paso, Texas

LIEBERMAN MUSIC CO.  
257 Plymouth Ave. No.  
Minneapolis, Minn.

MALLORY DIST. CO.  
630 Baronne St., New Orleans, La.

MALVERNE, NEW ENGLAND  
DIST.  
735 Conn. Blvd., East Hartford, Conn.

MANGOLD DIST. CO.  
913 South Clarkson St.,  
Charlotte, N. C.

JAMES H. MARTIN  
2614 W. North Ave., Chicago, Ill.

MUSIC CITY RECORD DIST.  
403 Lea Ave., Nashville, Tenn.

MUSIC SUPPLIERS OF N. E.  
263-265 Huntington, Boston, Mass.

MUSIC SALES  
1117 Union Ave., Memphis, Tenn.

MUSIC SERVICE CO.  
204 4th St., S., Great Falls, Montana

PAN AMERICAN DIST. CO.  
90 W. Riverside Ave., Jacksonville, Fla.

PAN AMERICAN DIST. CO.  
3731 Woodward Ave., Detroit, Mich.

PAN AMERICAN DIST. CO.  
3401 N. W. 36th St., Miami, Florida

RANDY'S  
Gallatin, Tenn.

ROBERTS RECORD DIST. CO.  
1518 Pine St., St. Louis, Missouri

ROBERTS RECORD DIST. CO.  
321 Southwest, Kansas City, Missouri

SOUTHLAND DIST. CO.  
441 Edgewood Ave., S. E., Atlanta, Ga.

STANDARD DIST. CO.  
1705 Fifth Ave., Pittsburgh, Pa.

SOUTH COAST DIST. CO.  
314 E. 11th St., Houston, Texas

SUNLAND DIST. CO.  
1310 S. New Hampshire

The Billboard Music Popularity Charts

... for Week Ending April 25

TOP POPULAR RECORDS

Best Selling Singles

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Chart Position. Includes records like 'DOGGIE IN THE WINDOW' and 'SONG FROM MOULIN ROUGE'.

Most Played in Juke Boxes

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 columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Chart Position. Includes records like 'DOGGIE IN THE WINDOW' and 'YOUR CHEATIN' HEART'.

Most Played by Jockeys

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 columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Chart Position. Includes records like 'DOGGIE IN THE WINDOW' and 'I BELIEVE'.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with columns: Week This, Last Week, Weeks on Chart, Record Title, Artist, and Chart Position. Divided into 33 1/3 R.P.M. and 45 R.P.M. sections.

Best Selling Children's Records

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Chart Position. Includes records like 'PETER PAN' and 'HANS CHRISTIAN ANDERSEN'.

# the "money songs"

ARE ON RCA VICTOR RECORDS

THE SWING'S TO "45"

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

## NEW RELEASES

RCA VICTOR  
RELEASE #53-18

## BEST SELLERS

This Week's  
RCA Victor  
Best Sellers

### POPULAR

78 | 45

### POPULAR

78 | 45

**Eddie Fisher**  
singing his biggest hit yet . . .  
**I'M WALKING BEHIND YOU**  
and  
**JUST ANOTHER POLKA**  
RECORD NO. 20/47-5293



Following his smash  
"April in Portugal"  
**Freddy Martin**  
and his orchestra play  
**FEATHERFOOT**  
and  
**THERE'S MUSIC IN THE AIR**  
RECORD NO. 20/47-5294



### SACRED

**HE WAS THERE**  
**ALWAYS REMEMBER**  
(There's Someone Who Loves You)  
Jimmy Carroll and Earl Wrightson  
20-5289 (47-5289)\*

### COUNTRY-WESTERN

**HOW ABOUT A DATE**  
**NOW IS THE TIME FOR US TO FALL IN LOVE**  
Ken Marvin  
20-5261 (47-5261)\*

**SOUTH IN NEW ORLEANS**  
**THE WINNER OF YOUR HEART**  
Johnnie and Jack, The Tennessee  
Mountain Boys  
20-5290 (47-5290)\*

**MARIE**  
**WHAT'S THE REASON**  
(I'm Not Pleasin' You)  
Country All-Stars  
Chet Atkins, Henry Haynes,  
Guitars; Kenneth Burns, Mandolin;  
Charles Green, Bass; with steel guitar  
20-5291 (47-5291)\*

### RED SEAL SPECIAL

**THE SONG FROM MOULIN ROUGE**  
(Where Is Your Heart?)  
**DOO WACKA DOODLE**  
Members of the Boston Pops Orch.  
Arthur Fiedler, Conductor  
10-4166 (49-4166)\*

### ALBUMS

**THE MUSIC OF THE MELACHRINO STRINGS**  
The Melachrino Strings  
Conducted by George Melachrino  
(EPA-491)\*

**MY ONE AND ONLY HEART/SAY YOU'RE MINE AGAIN**  
Perry Como ..... 20-5277 (47-5277)

**I'M WALKING BEHIND YOU/JUST ANOTHER POLKA**  
Eddie Fisher ..... 20-5293 (47-5293)

**THAT HOUND DOG IN THE WINDOW/PORR OL' KOO-LIGER**  
Homer & Jethro ..... 20-5280 (47-5280)

**HOT TODDY/SERENADE**  
Ralph Flanagan ..... 20-5095 (47-5095)

**APRIL IN PORTUGAL/PENNY WHISTLE BLUES**  
Freddy Martin ..... 20-5052 (47-5052)

**NOW HEAR THIS/APRIL IN PORTUGAL**  
Tony Martin ..... 20-5279 (47-5279)

**WILD HORSES/I CONFESS**  
Perry Como ..... 20-5152 (47-5152)

**HOW DO YOU SPEAK TO AN ANGEL!/DOWNHEARTED**  
Eddie Fisher ..... 20-5137 (47-5137)

**SWEET THING/WHY COME CRYING TO ME!**  
Dinah Shore ..... 20-5247 (47-5247)

**USKA DARA/TWO LOVERS**  
Eartha Kitt ..... 20-5284 (47-5284)

**A-L-B-U-Q-U-E-R-Q-U-E/MOON**  
Ralph Flanagan ..... 20-5237 (47-5237)

**DON'T LET THE STARS GET IN YOUR EYES/LIES**  
Perry Como ..... 20-5064 (47-5064)

**THE SONG FROM MOULIN ROUGE/STREET OF SHADOWS**  
Henri Rene ..... 20-5264 (47-5264)

**WHAT A CRAZY GUY/THERE IS A TAVERN IN THE TOWN**  
Wally Cox ..... 20-5278 (47-5278)

**LITTLE RED MONKEY/ANNA**  
The Three Suns ..... 20-5246 (47-5246)

### COUNTRY-WESTERN

**YOU ALWAYS HURT THE ONE YOU LOVE/  
I'M GONNA LOCK MY HEART**  
Eddy Arnold ..... 20-5193 (47-5193)

**THE MISSOURI WALTZ/MOONLIGHT AND ROSES**  
Eddy Arnold ..... 20-5192 (47-5192)

**THE GLORY LAND MARCH/IN DADDY'S FOOTSTEPS**  
Hank Snow-The Jordanaires ... 20-5249 (47-5249)

**BROKEN WINGS/THE CANNONBALL YODEL**  
Elton Britt ..... 20-5251 (47-5251)

**A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'**  
Hank Snow ..... 20-5034 (47-5034)

### RHYTHM-BLUES

**I WANNA KNOW/LAUGHING BLUES**  
The Du Droppers ..... 20-5229 (47-5229)

**AMAPOLA/NOBODY ELSE BUT YOU**  
Les Harris ..... 20-5270 (47-5270)

**OO-SHOO-BE-DO-BE/THE BIGGEST FOOL**  
Deep River Boys ..... 20-5268 (47-5268)

**ralph flanagan says:**  
BUDDY MORROW'S  
**HEAP BIG BEAT**  
could be another  
"HOT TODDY"



# HEAP BIG BEAT

b/w

# I WONDER WHY

(VR by Frankie Lester)

20/47-5295

**buddy  
morrow**  
and his  
orchestra



two great pops by a  
great "pops" orchestra  
MEMBERS OF

# the boston pops

under the  
direction of

**ARTHUR  
FIEDLER**  
swing



# DOO WACKA DOODLE

and

# the song from MOULIN ROUGE

(Where Is Your Heart?)

10/49-4166

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS



EPA-406



EPA-416



EPA-412

CLIP—  
FILL IN—  
ORDER  
TODAY!

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

... For Week Ending April 25

## Territorial Best Sellers (Popular)

## This Week's Territorial Best Sellers to Watch

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

Atlanta...	SONG FROM MOULIN ROUGE	Mantovani, London 1328
	HO HO SONG	R. Buttons, Columbia 39981
New York		
Dallas-Fort Worth		
Denver		
Chicago...	HO HO SONG	R. Buttons, Columbia 39981
Pittsburgh...	MY LADY LOVES TO DANCE	J. LaRosa, Cadence 1231
	ALMOST ALWAYS	J. James, M-G-M 11470
New Orleans...	I'M WALKING BEHIND YOU	F. Sinatra, Capitol 2450
Detroit		
Cincinnati		
Boston...	STRANGE THINGS ARE HAPPENING	R. Buttons, Columbia 39981
Washington, D. C. ...	MY ONE AND ONLY HEART	P. Como, Victor 20-5277

## Territorial Best Sellers

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

<b>New York</b>	
1. Doggie in the Window	3. April in Portugal
P. Page, Mercury	R. Hayman, Mercury
2. Song From Moulin Rouge	4. Less Than Tomorrow
P. Faith-F. Sanders, Columbia	H. Menzies, Decca
3. Ho Ho Song	5. April in Portugal
R. Buttons, Columbia	L. Baxter, Capitol
4. Pretend	6. Tell Me a Story
Nat (King) Cole, Capitol	F. Laine-J. Boyd, Columbia
5. Ruby	7. I Believe
R. Hayman, Mercury	F. Laine, Columbia
6. Say You're Mine Again	8. Ruby
P. Como, Victor	R. Hayman, Mercury
7. Tell Me a Story	9. Say You're Mine Again
F. Laine-J. Boyd, Columbia	P. Como, Victor
8. Till I Waltz Again With You	10. Strange Things Are
T. Brewer, Coral	Happening
9. Anna	R. Buttons, Columbia
S. Mangano, M-G-M	
10. April in Portugal	
L. Baxter, Capitol	
<b>Los Angeles</b>	
1. Doggie in the Window	1. Song From Moulin Rouge
P. Page, Mercury	P. Faith-F. Sanders, Columbia
2. Song From Moulin Rouge	2. Anna
P. Faith-F. Sanders, Columbia	S. Mangano, M-G-M
3. Pretend	3. Doggie in the Window
Nat (King) Cole, Capitol	P. Page, Mercury
4. Anna	4. Ruby
S. Mangano, M-G-M	R. Hayman, Mercury
5. I Believe	5. Ho Ho Song
F. Laine, Columbia	R. Buttons, Columbia
6. Ruby	6. Say You're Mine Again
R. Hayman, Mercury	P. Como, Victor
7. Tell Me You're Mine	7. Strange Things Are
Gaylords, Mercury	Happening
8. Till I Waltz Again With You	R. Buttons, Columbia
T. Brewer, Coral	
9. Tell Me a Story	8. Pretend
F. Laine-J. Boyd, Columbia	Nat (King) Cole, Capitol
10. April in Portugal	9. I Believe
L. Baxter, Capitol	F. Laine, Columbia
	10. Nearness of You
	B. Manning, Capitol
<b>Atlanta</b>	
1. April in Portugal	1. Doggie in the Window
L. Baxter, Capitol	P. Page, Mercury
2. Doggie in the Window	2. I Believe
P. Page, Mercury	F. Laine, Columbia
3. I Believe	3. Song From Moulin Rouge
F. Laine, Columbia	P. Faith-F. Sanders, Columbia
4. Tell Me a Story	4. Tell Me a Story
F. Laine-J. Boyd, Columbia	F. Laine-J. Boyd, Columbia
5. Seven Lonely Days	5. Tell Me You're Mine
G. Gibbs, Mercury	Gaylords, Mercury
6. Pour Me a Glass of Teardrops	6. Pretend
B. Williams, M-G-M	Nat (King) Cole, Capitol
7. Song From Moulin Rouge	7. Anna
P. Faith-F. Sanders, Columbia	S. Mangano, M-G-M
8. Anna	8. Can't I?
S. Mangano, M-G-M	Nat (King) Cole, Capitol
9. Is It Any Wonder	9. Ramona
J. James, M-G-M	Gaylords, Mercury
10. I'm Walking Behind You	10. Ruby
F. Sinatra, Capitol	R. Hayman, Mercury
<b>New Orleans</b>	
1. April in Portugal	1. April in Portugal
L. Baxter, Capitol	L. Baxter, Capitol
2. Doggie in the Window	2. Doggie in the Window
P. Page, Mercury	P. Page, Mercury
3. I Believe	3. I Believe
F. Laine, Columbia	F. Laine, Columbia
4. Tell Me a Story	4. Caravan
F. Laine-J. Boyd, Columbia	R. Marterie, Mercury
5. Seven Lonely Days	5. Tell Me You're Mine
G. Gibbs, Mercury	Gaylords, Mercury
6. Pour Me a Glass of Teardrops	6. Pretend
B. Williams, M-G-M	Nat (King) Cole, Capitol
7. Song From Moulin Rouge	7. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia	Mantovani, London
8. Anna	8. Song From Moulin Rouge
S. Mangano, M-G-M	P. Faith-F. Sanders, Columbia
9. Is It Any Wonder	9. Wild Horses
J. James, M-G-M	P. Como, Victor
10. I'm Walking Behind You	10. Ho Ho Song
F. Sinatra, Capitol	R. Buttons, Columbia
<b>Pittsburgh</b>	
1. Doggie in the Window	1. Song From Moulin Rouge
P. Page, Mercury	P. Faith-F. Sanders, Columbia
2. Song From Moulin Rouge	2. Doggie in the Window
P. Faith-F. Sanders, Columbia	P. Page, Mercury
3. I Believe	3. Anna
F. Laine, Columbia	S. Mangano, M-G-M
4. April in Portugal	4. April in Portugal
L. Baxter, Capitol	L. Baxter, Capitol
5. Less Than Tomorrow	5. April in Portugal
H. Menzies, Decca	R. Hayman, Mercury
6. My Lady Loves to Dance	
J. LaRosa, Cadence	
<b>Chicago</b>	
1. Song From Moulin Rouge	1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia	P. Faith-F. Sanders, Columbia
2. Doggie in the Window	2. Doggie in the Window
P. Page, Mercury	P. Page, Mercury
3. Anna	3. Anna
S. Mangano, M-G-M	S. Mangano, M-G-M
4. April in Portugal	4. April in Portugal
L. Baxter, Capitol	L. Baxter, Capitol
5. April in Portugal	5. April in Portugal
R. Hayman, Mercury	R. Hayman, Mercury

6. Caravan  
R. Marterie, Mercury
7. Say You're Mine Again  
P. Como, Victor
8. Anna  
R. Hayman, Mercury
9. Ruby  
R. Hayman, Mercury
10. Ho Ho Song  
R. Buttons, Columbia

7. Almost Always  
J. James, M-G-M
8. Tell Me a Story  
F. Laine-J. Boyd, Columbia

## Dallas-Ft. Worth

1. Doggie in the Window  
P. Page, Mercury
2. Pretend  
Nat (King) Cole, Capitol
3. Tell Me a Story  
F. Laine-J. Boyd, Columbia
4. I Believe  
F. Laine, Columbia
5. Ho Ho Song  
R. Buttons, Columbia
6. Song From Moulin Rouge  
P. Faith-F. Sanders, Columbia
7. I Believe  
J. Froman, Capitol
8. Till I Waltz Again With You  
T. Brewer, Coral
9. Caravan  
R. Marterie, Mercury
10. Ruby  
R. Hayman, Mercury

## Denver

1. I Believe  
F. Laine, Columbia
2. Doggie in the Window  
P. Page, Mercury
3. Pretend  
Nat (King) Cole, Capitol
4. Your Cheatin' Heart  
J. James, M-G-M
5. Tell Me a Story  
F. Laine-J. Boyd, Columbia
6. Song From Moulin Rouge  
P. Faith-F. Sanders, Columbia
7. Ruby  
R. Hayman, Mercury
8. Ho Ho Song  
R. Buttons, Columbia

## Cincinnati

1. I Believe  
F. Laine, Columbia
2. Song From Moulin Rouge  
P. Faith-F. Sanders, Columbia
3. Pretend  
Nat (King) Cole, Capitol
4. Your Cheatin' Heart  
J. James, M-G-M
5. Doggie in the Window  
P. Page, Mercury
6. April in Portugal  
R. Hayman, Mercury
7. Seven Lonely Days  
G. Gibbs, Mercury
8. Ruby  
R. Hayman, Mercury
9. Strange Things Are  
Happening  
R. Buttons, Columbia
10. Say You're Mine Again  
P. Como, Victor

Stoller, Leiber  
Get Guardians

HOLLYWOOD April 25.—Mothers of Mike Stoller and Jerry Leiber, 20-year-old rhythm and blues song-writing team, have been named their legal guardians. Superior Court Judge Victor R. Hansen okayed the guardianships of Mrs. Mary Stein for Leiber and Mrs. Adelyn Stoller for Mike.

Team wrote "Hound Dog," currently riding top spot in The Billboard's national best seller list, and rated the second most frequently played r.&b. number in the nation's juke boxes. Record so rated is W. Mae Thornton's Peacock label, the original recording.

Since the Peacock recording, "Hound Dog" has been waxed by Little Esther for Federal, Billy Starr on Imperial, Jack Turner (a country and Western version) for Victor, Cleve Jackson for Herold, and three separate disks by Tommy Duncan, Betsy Gay and Eddie Hazelwood for Intro.

Stoller and Leiber have more than 43 tune credits. "Hound Dog" is their most successful tune, which Peacock topper Don Robey estimates is selling near the 300,000 mark. Pair have taken another step in their professional career by being accepted into Broadcast Music, Inc., this week. Leiber and Stoller are agented by Les Sill, who took them under his wing in April, 1951, when they still were attending Los Angeles City College. Boys have been together for nearly three years.

LADDER OF  
Best Sellers  
FROM  
King  
AND  
Federal  
RECORDS

## Popular

BONNIE LOU  
DANCIN' WITH SOMEONE  
SCRAP OF PAPER  
1213 and 45-1213

IRVING FIELD TRIO  
CUBAN CARNIVAL  
MR. PIANO PLAYER  
1182 and 45-1182

THE GLOBE TROTTERS  
SATAN TAKES A HOLIDAY  
DARKTOWN STRUTTERS'  
BALL  
1188 and 45-1188

TOMMY PRISCO  
LOVE FOR LOVE  
NOW I KNOW  
1178 and 45-1178

## Folk/Western

BONNIE LOU  
SEVEN LONELY DAYS  
JUST OUT OF REACH  
1192 and 45-1192

MOON MULICAN  
RHEUMATISM BOOGIE  
ROCKET TO THE MOON  
1198 and 45-1198

CHARLEY GORE &  
LOUIE INNIS  
MEXICAN JOE  
'YOU AIN'T NOTHIN'  
BUT A FEMALE) HOUND  
DOG  
1212 and 45-1212

JIMMIE OSBORNE  
NAC, NAC, NAC  
I'M SCARED TO GO HOME  
1193 and 45-1193

## Rhythm/Blues

TINY BRADSHAW  
SOFT  
STRANGE  
4577 and 45-4577

ROY BROWN  
CAMBLIN' MAN  
MR. HOUND DOG'S IN  
TOWN  
4627 and 45-4627

WYONIE HARRIS  
WASN'T THAT GOOD?  
MAMA, YOUR DAUGH-  
TER'S DONE LIED TO ME  
4620 and 45-4620

HENRY GLOVER  
SOFT  
'I LET YOU SLIP'  
THROUGH MY FINGER-  
TIPS  
4618 and 45-4618

SONNY THOMPSON  
CLEAN SWEEP  
INSULATED SUGAR  
4613 and 45-4613

## Federal

LITTLE WILLIE LITTLEFIELD  
K.C. LOVING  
PLEADING AT MIDNIGHT  
12110 and 45-12110

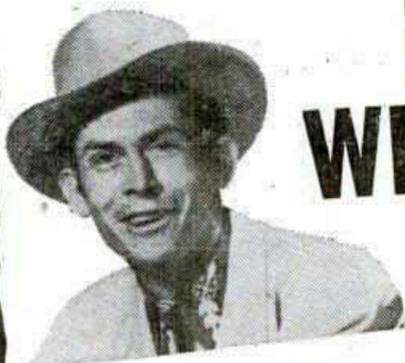
LITTLE ESTHER  
HOUND DOG  
SWEET LIPS  
12126 and 45-12126

THE FOUR INTERNES  
DO UNTO OTHERS  
I'M USING MY BIBLE FOR  
A ROAD MAP  
12124 and 45-12124

DISTRIBUTED BY

King  
RECORDS  
INC.  
1540  
Brewster Ave.  
Cincinnati 14,  
Ohio

**MORE  
GREAT  
MUSIC** *from*  
**M-G-M**



*The Great*  
**HANK  
WILLIAMS**

*singing*

**RAMBLIN'  
MAN**

*and*

**TAKE THESE  
CHAINS  
FROM MY  
HEART**

**MGM 11479 • K11479**



**TOMMY  
EDWARDS**

**TAKE  
THESE  
CHAINS**

*from my*

**HEART**

*b/w*

**PAGING MR. JACKSON**

**MGM 11485 • K11485**

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

*excitement in the great tradition!*

# FRANKIE LAINE



*Offers another superlative dramatic performance of a great song*

# I LET HER GO

Orchestra and Chorus under the direction of  
Jimmy Carroll, Carl Fischer—piano

b/w "Ramblin' Man"

*a truly memorable*

**COLUMBIA**  **RECORD**

Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marcas Registradas

78 rpm 39979 • 45 rpm 4-39979

# Columbia Best Buys

## BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending April 25

STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith	39944 • 4-39944
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
SOMEBODY STOLE MY GAL GLAD RAG DOLL	Johnnie Ray	39961 • 4-39961
WHEN THE RED, RED, ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY	Doris Day	39970 • 4-39970
I WONDER, I WONDER, I WONDER HE WHO HAS LOVE	The Four Lads	39958 • 4-39958
NO ONE WILL EVER KNOW I'M THE KING OF BROKEN HEARTS	Tony Bennett	39964 • 4-39964
I LET HER GO RAMBLIN' MAN	Frankie Laine	39979 • 4-39979
LITTLE RED MONKEY APRIL IN PORTUGAL	Ken Griffin	39983 • 4-39983
GOMEN-NASAI TOKYO BOOGIE WOOGIE	Richard Bowers	39954 • 4-39954
OH, MARIE LUIGI	Louis Prima	39969 • 4-39969
ANNA DUTCH TREAT	Paul Weston	39968 • 4-39968
WHAT A LITTLE MOONLIGHT CAN DO I'LL NEVER SAY "NEVER AGAIN" AGAIN	Benny Goodman	39976 • 4-39976
A FOOL SUCH AS I JUST BECAUSE YOU'RE YOU	Jo Stafford	39930 • 4-39930

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending April 25

THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084 • 4-21084
THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU	Ray Price	21089 • 4-21089
WHY DID YOU WONDER! THINKING ABOUT YOU	Lester Flatt and Earl Scruggs	21091 • 4-21091
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
SIDEMEAT AND CABBAGE TEARDROPS	"Little" Jimmy Dickens	21093 • 4-21093
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
I'LL GO ON ALONE YOU'RE BREAKING MY HEART	Marty Robbins	21022 • 4-21022
DON'T TALK TO ME ABOUT MEN SIN IN SATIN	Polly Possum and Joe Wolverton	21090 • 4-21090
DIM LIGHTS, THICK SMOKE FLINT HILL SPECIAL	Lester Flatt and Earl Scruggs	21054 • 4-21054

## BEST SELLING ALBUMS

SWEETHEARTS—Marion Marlowe and Frank Parker "Lp" CL 6241 • 45 Set B-331 • 78 Set C-331	ON YOUR TOES (Rodgers-Hart) Portia Nelson, Jack Cassidy, others "Lp" ML 4645 • 45 Set A-1043
BY THE LIGHT OF THE SILVERY MOON— Doris Day "Lp" CL 6248 • 45 Set B-334 • 78 Set C-334	TCHAIKOVSKY: SYMPHONY NO. 6 (Pathetique) The Philadelphia Orchestra, Eugene Ormandy, Conductor "Lp" ML 4544
ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 • 45 Set G 4-18 • 78 Set G-18	MARTYN GREEN'S GILBERT AND SULLIVAN "Lp" ML 4643 • 45 Set A-1042
ONE NIGHT STAND—Harry James "Lp" GL 522	STARDUST—Andre Kostelanetz "Lp" ML 4597 • 45 Set A-1029

## NEW POPULAR ALBUMS

**BENNY GOODMAN PRESENTS FLETCHER HENDERSON ARRANGEMENTS**  
Honeysuckle Rose • I'll Never Say "Never Again" Again • Somebody  
Stole My Gal • Frenesi • Just You, Just Me • Stealin' Apples •  
What a Little Moonlight Can Do • Night and Day • Crazy Rhythm •  
You're a Heavenly Thing • Can't You Tell? • Henderson Stamp  
"Lp" GL 524

**BENNY GOODMAN PRESENTS EDDIE SAUTER ARRANGEMENTS**  
Moonlight on the Ganges • More Than You Know • Love Walked In  
• Tangerine • That's the Way It Goes • La Rosita • Ramona • Not  
a Care in the World • Intermezzo • 'Tis Autumn • Soft as Spring •  
Superman  
"Lp" GL 523

**A JIMMIE RODGERS MEMORIAL by LEFTY FRIZZELL**  
Never No Mo' Blues • Sleep, Baby, Sleep • California Blues • I'm  
Lonely and Blue  
Extended Play Record H-1667

## NEW POPULAR RELEASE

Guy Mitchell and Mindy  
Carson with Mitch Miller  
TELL US WHERE THE GOOD TIMES ARE  
THERE'S NOTHING AS SWEET AS MY  
BABY  
39992 • 4-39992

## NEW FOLK MUSIC RELEASES

Lefty Frizzell  
NEVER NO MO' BLUES  
SLEEP, BABY, SLEEP  
21101 • 4-21101

CALIFORNIA BLUES  
I'M LONELY AND BLUE  
21102 • 4-21102

Jack Youngblood  
BILE THEM CABBAGE DOWN  
WEDNESDAY NIGHT WALTZ  
21103 • 4-21103

what a combination!

**ROSEMARY CLOONEY**

and

**JIMMY BOYD**

**LITTLE JOSEY**

**DENNIS  
THE MENACE**

(Based on a comic strip by  
Hank Ketcham)

39988 • 4-39988

**COLUMBIA  
RECORDS**

# Popular Record Reviews

Continued from page 28

**I Can't Love You Anymore**...72  
The canary reverts to her pre-Kay Starr style here and hands the oldie an adequate reading with some help from the bright ork backing of the Eddie Wilcox crew.

**ELLA FITZGERALD**  
**Careless**...77  
DECCA 28671 — Ella's beautiful phrasing makes this reading of the pretty ballad a noteworthy effort. A fine waxing that should win plentiful deejay exposure.

**Blue Lou**...74  
Scat mid-section of the slicing has Miss Fitzgerald straining somewhat, but her fans will probably take to it with glee. The Sy Oliver ork backs with tremendous impact. Tune is the Edgar Sampson jazz standard.

**CHAMP BUTLER**  
**Take These Chains From My Heart**...75  
COLUMBIA 39993 — Warm country tune, just released in the c.&w. field via a Hank Williams waxing, is handed an effective vocal by Butler, while the ork supplies appropriate backing. Side should pull bundles of spins.

**I'm Walking Behind You**...74  
The lovely new ballad, which has been etched by a flock of warblers, receives a good reading from the chanter, with help from a pretty ork arrangement. With the tune already out by Fisher, Damone and Sinatra it will be tough for this slicing to grab more than a piece of the pie.

**RONNIE GAYLORD**  
**I Won't Believe It**...74  
MERCURY 70131 — There's an appealing quality to the voice of Ronnie, lead singer of the Gaylords. Weeper ballad he wrote himself is not

**NICK PERITO ORK**  
**April in Portugal**...74  
CORAL 60984 — Setting a samba beat to the pretty tune shapes as a bright idea, as evidenced in this listenable etching. Side runs much less than two minutes, a factor juke operators might consider.

**The Song From Moulin Rouge**...71  
A mighty pretty reading of the hit tune, with the chorus treated as a string choir and the small Perito combo providing tonal contrast. Coupling is a good one for boxes which might not have stocked earlier versions.

**ROGER COLEMAN**  
**The Mission Bell**...74  
DECCA 28658 — Roger Coleman does an effective job with this old-fashioned waltz effort, backed in big style by a large ork and chorus. Side is attractive in spite of its archaic flavor. Jocks will use.

**Long Live Love**...69  
A big production effort, that sounds as tho it came from a Hollywood

musical (which it didn't), is sung in emotional fashion by the big-voiced chanter, with chorus and ork help. The best material for the warbler, tho. Should spin some.

**My Heart Is Free Again**...73  
The chanter attempts a big, soaring ballad with fair results. Ork backing is lavish.

**JIMMY BLUE**  
**Why, Why, Why?**...73  
KING 1214 — Lively item built around a couple of catchy riffs. Delivery by warbler Jimmy Blue is relaxed, swinging. Solid for the boxes.

**Bumming Around**...72  
Infectious novelty, lyrics is cute and beat is a toe-tickler. Juke boxes will give it plenty of play, as will deejays. Suitable for pop markets, and should catch coin.

**MEMBERS OF THE BOSTON POPS ORK**  
**The Song From Moulin Rouge**...73  
V 10-4166 — As might be expected, the large ork turns in a most persuasive rendition of the hit melody, with the strings singing out sweetly. It's probably released too late, however, to snare more than moderate action.

**Doo Wacka Doodle**...68  
Listenable instrumental tries a little too hard for cuteness. Some air play can be anticipated.

**ARTIE WAYNE**  
**No Time**...73  
MERCURY 70133 — Pretentious ballad. Rendition is a dramatic-styled vocal, belted out by Artie Wayne.

**The Flirt**...68  
Special material. Nice vocal performance by Artie Wayne but ditty seems more suited for other-than-record performance.

**DOROTHY SQUIRES**  
**I'm Walking Behind You**...73  
CORAL 60985 — The by-now familiar weeper is rendered with passion and much heart by Dorothy Squires. Backing is tasteful.

**Is There Any Room In Your Heart**...65  
A sentimental ballad with schmaltzy fiddles in the backing, and sung by Dorothy Squires—all to scant effect.

**NICK PERITO**  
**Ruby**...72  
CORAL 60983 — The flick tune gets a sensitive reading here. Combination is unusual—an accordion played by Nick Perito, with accompanying vocal choruses by the Ray Charles singers.

**The Magic Touch**...71  
Instrumental by Nick Perito features his accordion, on which the Bernie Wayne tune is given a sprightly reading.

**LORRY RAINE**  
**A Wootin' We Will Go**...72  
KEM 2723 — The canary has a cute

effort here as her debut platter on the label, and she sings it sweetly and with much charm. The ork furnishes sprightly backing, with a whistling chorus by the sidemen. Tune has an attractive flavor, and should get a bundle of jock spins.

**There's Nothing Left to Do (But Cry)**...69  
Lorry Raine turns in an adequate vocal performance on a new rhythm effort, backed loudly by the Nelson Riddle ork. Side is over-arranged, hurting rather than helping the thrush. Deejays will hand it some spins. Flip side is much stronger.

**FREDDY MARTIN ORK**  
**Featherfoot**...71  
V 20-5294 — Rapid-tempo instrumental features some able 88'ing by Murray Arnold. It's a cute side, and should snare deejay spins.

**There's Music in You**...65  
Pic tune from "Main Street to Broadway" is pleasantly spun out by the Martin ork. Stuart Wade is the smooth-voiced chanter.

**STAN FISHER**  
**The Song From Moulin Rouge**...69  
OKEH 6963 — A small-scaled but tender run-thru of the beautiful theme. If you like a harmonica solo, with one chorus tooted sweetly on the trumpet (Bobby Hackett), this one's for you.

**Slaughter on 10th Avenue**...68  
Fisher shows his virtuosity on the mouth organ in a fine performance of the show ballet music. Both sides could make interesting program fare.

**BOB LONDON**  
**Your Cheatin' Heart**...67  
CRYSTALITE 652 — London does nicely in this warm reading of the powerful Hank Williams ballad. Backing by the Lloyd Shaffer ork swings along merrily. Much too late to attract much action.

**Ain't This a Wonderful Day?**...65  
A pleasant effort all around. The participants come thru with a listenable side.

**BILLY LIEBERT**  
**I'm Forever Blowing Bubbles**...65  
IMPERIAL 8188 — Cornball treatment of the oldie has its pleasant moments. Okay juke wax.

**I'll See You in My Dreams**...64  
Same comment.

**PEGGY ANNE ELLIS**  
**Dreamin'**  
(All Thru the Night I'm Dreamin')...64  
CHARLES 712 — A smooth and appealing rendition of the light effort by the chanteuse with the ork and chorus supporting her nicely. Jocks can use.

**You Find More Love In a Broken Heart**...60  
The thrush sings this new ballad pleasantly over a delicate ork backing. Second chorus includes a gang vocal. Should get spins by the deejays.

**LEO LANE**  
**Ozark Blues**...61  
CENTRAL 1003 — Routine blues is

chanted adequately by Lane.  
**Put on Your Lipstick Nellie**...55  
Slightly old-fashioned ballad, a harmless effort, is cut neatly.

**NICK LUCAS**  
**Tear Drops**...60  
CAVALIER 825 — A pleasant effort receives a nice performance from the troubador, who accompanies himself on guhar over a 80-80 arrangement.

**Coquette**...60  
Nick Lucas hands the oldie a smooth warble backed in routine fashion by the combo.

# Rhythm & Blues Record Reviews

Continued from page 28

**ELMORE JAMES**  
**Baby, What's Wrong?**...76  
METEOR 5003 — Routine jump blues is given a strong performance by James, with the ork selling all the way. Could attract some juke loot.

**Sinful Women**...73  
James wails a sad weeper to Southern backing. He creates a mournful mood as he presents this tale of duplicity. Should sell some.

**PERCY MAYFIELD**  
**The Lonely One**...75  
SPECIALTY 460 — Mayfield hands this doleful ballad a first-rate reading, and the ork backs him neatly. Material isn't in the vein of the current market, but it's still an effective side.

**Lost Mind**...72  
Percy Mayfield tells about losing his mind due to a wild romance. The chanter sings it well, but the material doesn't have much power for the market.

**PEPPERMINT HARRIS**  
**Wasted Love**...74  
ALADDIN 3177 — Harris does his best with 80-80 material. Blues etching might earn some loot in after-hours spots.

**Goodbye Blues**...72  
Quiet blues is warbled warmly to rhythmic backing by the ork.

**TITUS TURNER**  
**Livin' in Misery**...74  
OKEH 6961 — Turner gives out with his troubles in a strong blues performance. Backing includes some fine guitar and sax work.

**Big Mary's**...60  
Routine blues effort with a buck dance rhythm.

**BASIL SPEARS**  
**Don't Sing Me No More Blues**...73  
M-G-M 11490 — Bluesy number, chanted with moody style by Basil Spears to excellent piano backing.

**Leave Him Alone and He'll Come Home**...73  
Novelty, with vocal chorus joining Basil Spears to chant the vocal. Good beat and style.

# Album and LP Reviews

## Popular

**SKETCHES ON STANDARDS**...78  
Stan Kenton Ork (1-10")  
Capitol (33) H 426

Kenton and his crew put their individual stamp on a variety of standard ditties in this attractive set, offering up, among others, such tuneful evergreens as "Begin the Beguine," "Sophisticated Lady," "Lover Man" and "Shadow Waltz." It is on "Fascinating Rhythm," however, that the ork makes the most effective use of its distinctive style. Kenton's piano artistry is featured in "Small Hotel." Salable merchandise, this.

## Jazz

**EARL HINES: PIANO SOLOS**...66  
(1-10")

Atlantic (33) ALS 120  
Atlantic has gathered here eight sides recorded by Earl (Father) Hines during the heyday of his popularity. They were waxed in 1928 by QRS, an ex-piano-player roll company, shortly before it went out of business. The set ably demonstrates the imagination of Hines both as composer (all the tunes are his) and interpreter. His work here shows why his piano work influenced many young musicians. Collectors should want to own this platter. Among the best sides are "Chimes in Blue," "Blues in Third," "Just Too Soon" and "Chicago High Life."

**GERRY MULLIGAN QUARTET**...71  
(1-10")

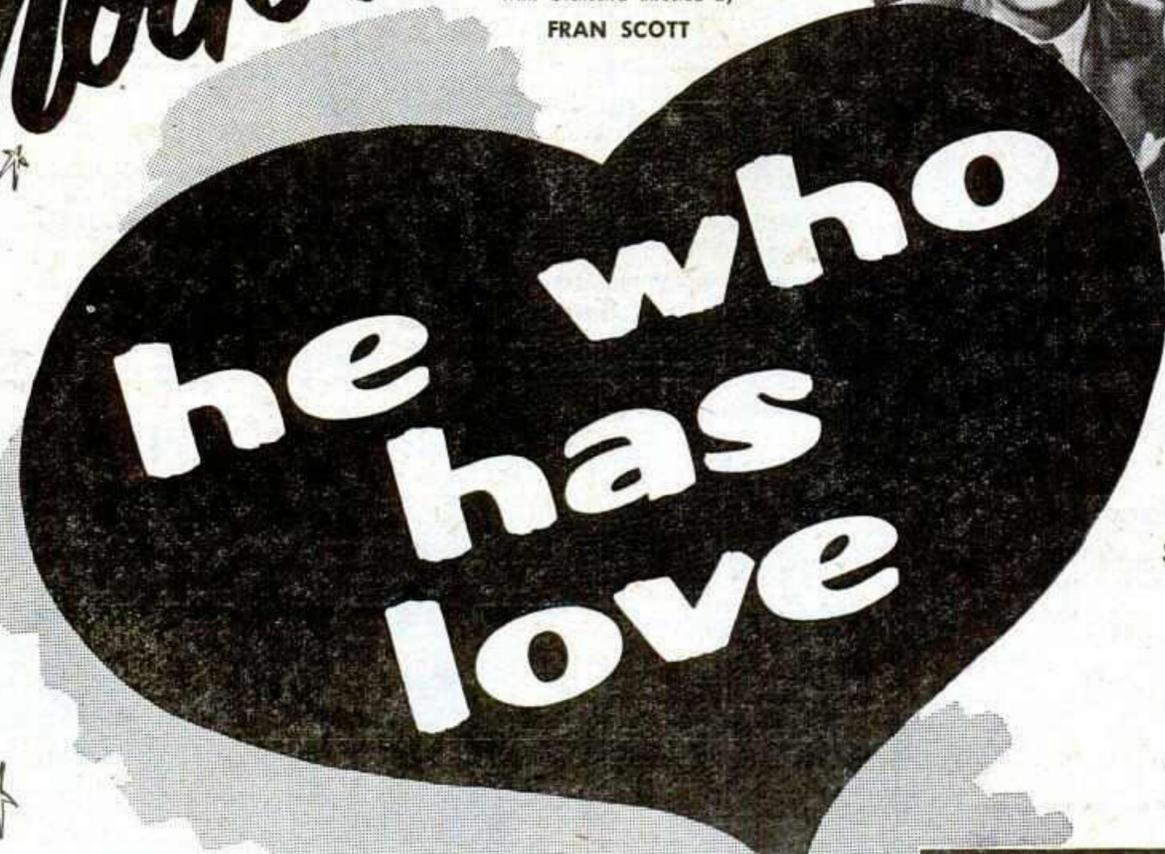
Pacific Jazz (33) PJLP 2  
The Mulligan Quartet is heard in a group of four readings on one side of this LP, two of them—"Cherry" and "Makin' Whoopee"—quiet and intimate, with trumpet and sax playing in cool counterpoint. The combo lets loose with an exciting "Motel," and "Carson City Stage" is somewhere in between. Saxist Lee Konitz joins the group on the flip side, and the arrangements become a bit more complex. Their reading of "Lover Man" shows much imagination and is the most striking of the four on this side. Good platter for Mulligan's many followers.

**CEDAR RAPIDS, Ia., April 25.**  
—Forty-eight Eastern Iowa bands have been signed, with more expected, for the eighth annual Eastern Iowa band festival here May 23. Lee Horn, chairman of the committee from the sponsoring Young Men's bureau of the Chamber of Commerce, announced the list would be closed in a few days.



# the Modernaires

With Orchestra directed by FRAN SCOTT



and SAY YOUR MINE AGAIN

Coral 60982 (78 rpm) and 9-60982 (45 rpm)

**CORAL RECORDS**  
America's Fastest Growing Record Company

# I'M Surprised too!

At the wonderful reception you D.J.'s have given my new releases . . .

Thanks



# EUGENIE BAIRD

**"WHY SHOULD I WANT YOU"**  
and  
**"BE GOOD TO YOURSELF"**  
VR 1 (78 rpm)  
VR 101 (45 rpm)

**"SAY SI SI"**  
and  
**"HOOTIN' HOLLER"**  
VR 3 (78 rpm)  
VR 103 (45 rpm)

**DAILY NEWS — DANTON WALKER**

Eugenie Baird, who has two hot records on top, 'WHY SHOULD I WANT YOU?' and 'SAY SI SI.'

**ED SULLIVAN — NEWS**

'EUGENIE BAIRD'S 'THE HOOTIN' HOLLER,' a jukebox natural.'

**DOROTHY KILGALLEN — Journal**

TOPS IN TOWN: "EUGENIE BAIRD'S torchy waxing of 'WHY SHOULD I WANT YOU?'"

**WALTER WINCHELL —**

BROADWAY BULL'S-EYE: "EUGENIE BAIRD'S torchant, 'WHY SHOULD I WANT YOU?'"

**PAUL M. BRUUN — MIAMI HERALD**

Suggests "Be Good to Yourself" as theme song for "Voice of America" broadcasts.

**FELLAS:**

I've tried to send all of you D. J's these records. If you didn't receive them, please fill out this coupon and mail it to me:

NAME: .....

RADIO STA: .....

CITY: .....STATE: .....

Eugenie Baird  
501 Madison Ave, N.Y. 22, N.Y.

## VINROB RECORDS

501 Madison Ave., New York 22, N. Y. Phone: Plaza 9-1780-1-2-3



WOTTA STYLE!  
WOTTA BAND!  
WOTTA VOICE!  
WOTTA GAL!  
WOTTA HIT!

OH BROTHER!  
wait'll you hear

MAE WILLIAMS

"OH BROTHER!"

TEMPO RECORD  
#TR-1292-A

...and what A SECOND side!

MAE WILLIAMS warbling  
"PIZZA POLKA!"

#TR-1292-B

BOTH SIDES FEATURING BILL HEATHCOCK'S ORCHESTRA!

PETER POTTER'S "JUKE-BOX JURY" UNANIMOUSLY VOTES TEMPO'S "OH, BROTHER" ITS HIGHEST RATING, THE "JACKPOT" AWARD!

**PETER POTTER\***

Most exciting record! It hit the jackpot! Six Straight Hits Voted! Unanimously acclaimed!

**CASS DALY\***

Love her most individual style! She's great! Mae is here to stay!

**JOAN EVANS\***

(Goldwyn Star)  
Speaking for the teen agers—WOW!! What a voice! What a record! I'd buy her records any-time!

**IDA LUPINO\***

Suberb Stylist! Sensational voice! I could listen to her all night long!

**JACK BAILEY\***

(King of "Queen for a Day")  
A queen on record! I loved every-thing about it!

**EDEN AHBEZ\***

(Composer of "Nature Boy")  
The record is great! The voice is great! The most original styling I've heard in years! A sure hit!

**HOWARD DUFF\***

She's terrific!

\*ACTUAL EXCERPTS FROM JUDGE'S AND JURORS' TESTIMONY ON "JUKE BOX JURY" PROGRAM, ON KNXT, MARCH 28th, 1953.

**NOTICE TO DISTRIBUTORS**

Some territories still open. For information and details—write, wire or phone TEMPO's Home Office, Hollywood, California.

TEMPO RECORD COMPANY

8540 SUNSET BLVD. • BRadshaw 2-4455  
HOLLYWOOD, CALIFORNIA

VOX JOX

By GENE PLOTNIK

**Chatter**

Newest deejay in Denver is **Tiny Hill**, who has gone into semi-retirement on a farm near there. He comes into town several days a week to spin platters over KTLN. . . . **Ross Mulholland**, WXYZ, Detroit, featured a "Home of the Week," and 6,000 visitors turned up at the home, resulting in orders for a dozen more similar homes. . . . **Mal McDonald** has resumed spinning them on "Personal Choice" via KWSC, Pullman, Wash. . . . **Ed Meath**, WHEC, Rochester, N. Y., and wife, **Mary Ellen**, have a new son, **Kevin**, born

Chicago. . . . **Russ Dunbar** has been subbing for **Bill Taylor's** "Sunrise Serenade" via WOR, New York, while the latter is on vacation in Florida. . . . **Fred Grewe** has moved from WCHV, Charlottesville, Va., to WHLL, Wheeling, W. Va. He does the morning show plus an afternoon request stint. He recently pulled over 400 requests in one day, his record so far. . . . **Bill Hagemeyer**, WNLK, Norwalk, Conn., has changed his radio name and show title to "Bill Forbes' 1350 Club." Bill's audience was having trouble with the Hagemeyer moniker, and Forbes is an old family name.

**YESTERYEAR'S TOPS—**

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

MAY 1, 1943

1. I've Heard That Song Before
2. Brazil
3. That Old Black Magic
4. Don't Get Around Much Anymore
5. As Time Goes By
6. Velvet Moon
7. It Started All Over Again
8. You'd Be So Nice to Come Home To
9. There Are Such Things

MAY 1, 1948

1. Now Is the Hour
2. Manana
3. Baby Face
4. You Can't Be True, Dear
5. I'm Looking Over a Four-Leaf Clover
6. Beg Your Pardon
7. Toolie Ooolie Doolie (The Yodel Polka)
8. Sabre Dance
9. The Dickey-Bird Song
10. Nature Boy

April 4. Godfather is **Dave Mahoney**, of the **Four Aces**. . . . **Stew McDonnell**, WIMS, Michigan City, Ind., is putting in telephone records so he can get more info on visiting celebs in

**Gimmix**

**Tony Carter**, WAUD, Auburn, Ala., is co-operating with the radio department of Alabama Polytechnic Institute by bringing in students as guest disk jockeys of his "Platter Parade." . . . **Steve Evans**, WLDY, Ladysmith, Wis., programs two hours Friday nights with "Music From Each Year," beginning with 1930. Along with the disks go headlines, awards and sports data from that year. . . . **Jim Dougherty**, WGPA, Bethlehem, Pa., features the two singing waiters, "Rudy and Falvey," who delivers his coffee on his early-morning show, "Top o' Morning."

**Sounds**

**Jim Fagan**, WBTA, Batavia, N. Y., says the **Gaylords** sound a great deal like the **Four Aces** on their new hit, "Ramona." . . . **Sy Levy**, KVER, Albuquerque, N. M., says Capitol's new voice, **Bob Manning**, is showing a sudden surge of popularity there. His "Nearness of You" topped all requests last week. Levy says folks in Albuquerque are not going for **Ralph Flanagan's** recording, "Albuquerque."

DEALER DOINGS

By BOB FRANCIS

**L. W. Mintz**, sales manager for the M. A. Miller Manufacturing Company, Chicago, has sent us an interesting booklet prepared for record dealer distribution. The brochure is designed to give the record buyer accurate information on needle replacement, but primarily stressing the fact that he can install his own needles without professional help and thereby save himself considerable cash. It points out that most modern needles are as easily replaced as they were on older-type machines. All that is necessary is to obtain the number and name from the cartridge in the tone arm (clear and complete instructions for this are included in the booklet), and deliver this back to the record dealer, who will service the correct replacement. Mintz points out that Miller needles are furnished with completely illustrated diagrams and instructions for installation together with necessary tools. . . . **Alberta Stokes**, of the Record Shop, Haines City, Fla., say she enjoys this column, "because it's interesting to find out how other dealers cope with their problems." She also has one of her own. "I've often wondered," she says, "why several distributors don't combine to handle every label of one type of record, pop, c.&w., rhythm-blues, sacred, spiritual, classical and children's? It would certainly make it easier if a dealer could order all records of one type from one place, and thereby save a good bit of postage and packing costs. Also, it would be a boon to those of us who have shops where the work is seasonal. We would then be able to file our special orders without having to finish out the order in shelf stock, which we can't sell when the season is dull."

and Scotch-tape the list on our record player. We have tried this out a couple of times and have sold quite a few old numbers. We figure that if we clear even one oldie on the list, it is worth the trouble." . . . **Turntable Record Shops**, Columbus, O., gives us a bow. "You'll never know," says the outlet, "how much the new format in The Billboard—New Records to Watch and This Week's Best Buys—has helped us in our buying. While we would never have bought many of the numbers, we have made it a policy to cover every item listed. This policy has directly increased sales, and we haven't been stuck with a dog yet. We and our cash register thank you." Turntable also reports that its elimination of 78's and increased selectivity of 45's has resulted in a hefty business boost. February and March showed a 25 per cent increase over same period a year ago. The outlet would like to know what other dealers, who have a good jazz business, do to discourage listeners who never buy jazz LPs, and to cut down on thefts of 45 singles. "Currently, it's hard to tell whether we sell or lose more records by certain artists." . . . **Charlotte Hendix** is the new record buyer for **Hospe's Music Company**, Omaha.

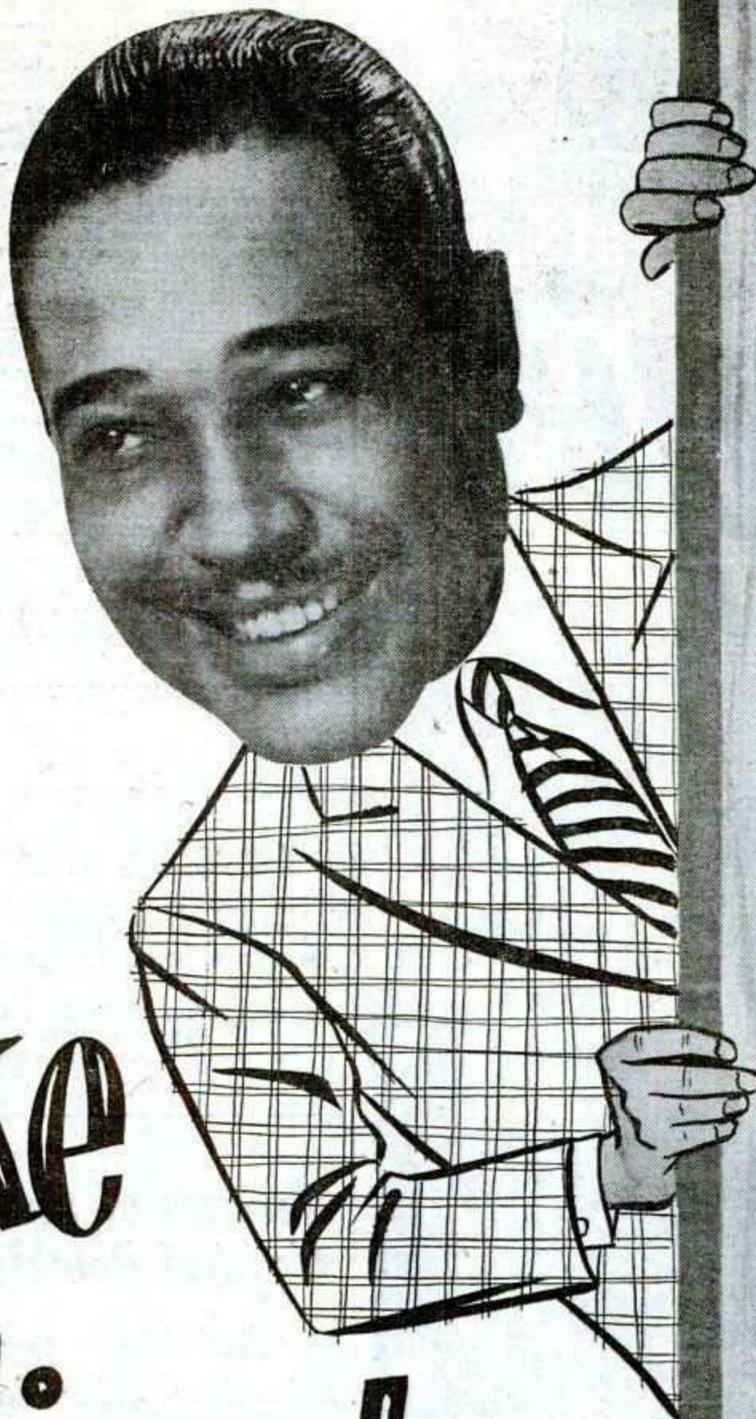
**New Philly Plant to Press 20M Disks Daily**

PHILADELPHIA, April 25. — **Palda Records**, manufacturers of the Essex disk line, has moved its entire operation into a recently converted building at 3208 South 84th Street here. Pressing equipment has already been set in operation, which, when complete, will have a capacity of 20,000 platters daily, according to diskery exec **Dave Miller**.

Essex does a near-complete production job in its plant, which houses facilities for milling wax compound, printing and die cutting.

**Around and About**

**Gates Home Appliances**, Covington, Ky., writes: "We have been checking your "Yesteryears' Tops" against our files. If we have several of the numbers, we check-mark them



# Duke Ellington

DUKE ELLINGTON

AND HIS FAMOUS ORCHESTRA  
**debut on Capitol**  
**with a sensational pairing**

**'WITHOUT A SONG'**

featuring the exciting voice of Jimmy Grissom

**'SATIN DOLL'**

a danceable and captivating Ellington original

Record No. 2458

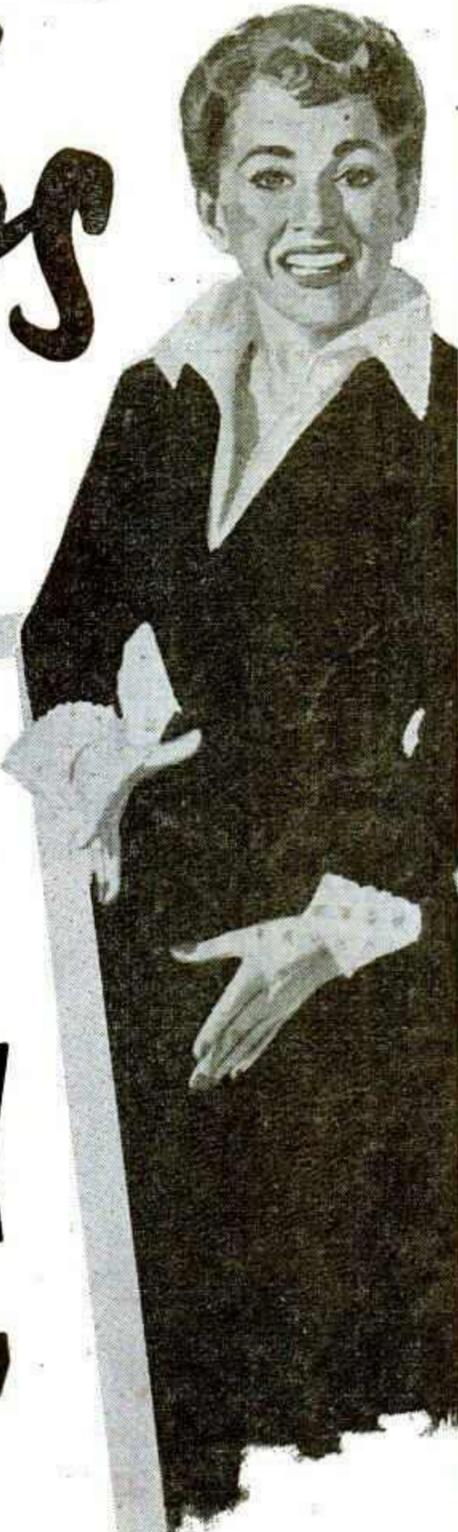
**Climbing Higher  
Every Day!**

# Georgia Gibbs

**AND HER SMASH HIT**

**'SEVEN  
LONELY  
DAYS'**

MERCURY 70095 • 70095X45



The Billboard's Music Popularity Charts

## Classical Records

... For Week Ending April 25

### Best Selling Classics

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

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY No. 9—E. Farrell, N. Merri- man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Sym- phony Ork, A. Toscanini, conductor.....V(33)LM-6009	1	29
2.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork, Dorati, conductor..Mercury MG-50009	2	6
3.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, conductor.....V(33)LM-1001	3	14
4.	BERLIOZ: HAROLD IN ITALY—W. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Ork .....	3	15
4.	VERDI: IL TROVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw, Chorale; RCA Victor Ork .....	5	24
<b>45 R.P.M.</b>			
1.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony Ork, A. Toscanini, conductor.....V(45)WDM-605	1	32
2.	RACHMANINOFF: CONCERTO FOR PIANO—A. Rubin- stein, NBC Symphony Ork.....V(45)WDM-1075	2	20
3.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork.....V(45)WDM-1020	3	12
4.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork, E. Ormandy, conductor.....V(45)WDM-262	4	38
4.	BEETHOVEN: SYMPHONY NO. 9—E. Farrell, N. Merri- man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Sym- phony Ork, A. Toscanini, conductor....V(45)WDM-6009	4	10

### Reviews of the Current Classical Releases

- MASCAGNI: CAVALLERIA RUSTICANA—Metropolitan Opera Company (2-12")** ..... 82  
Columbia (33) SL 123  
It might be the ham without the eggs, but the Mascagni romantic music-drama still stands by itself as an aural treat for anyone to savor. It is robustly mounted in this Metopera production, with all in the cast contributing excellent perfor- mances. Richard Tucker as Turidou, and Margaret Harshaw as Santuzza are particularly outstanding. Fourth side of the two- disk album is filled out with the Verdi overtures to "La Forza Del Destino" and "I Vespri Siciliani," and the Act I and III preludes to "La Traviata," played by the Met ork under Fausto Cleva. Sound merchandise here.
- MOZART AND BACH SELECTIONS — Dinu Lipatti, Piano (1-12")** ..... 76  
Columbia (33) ML 4633  
With the release here over the past two years of Lipatti's recordings of the Grieg and Schumann piano concertos, and more recently the complete Chopin waltzes, the late Roumanian pi- anist has won an enthusiastic following among disk collectors. In this latest set he proves that his interpretative ability was not limited to the romantic period. The disk contains the A Minor (No. 8) Sonata of Mozart, Bach's B-Flat Partita (No. 1) and shorter Bach works, among them the famous "Jesu, Joy of Man's Desiring," in a transcription by Dame Myra Hess. A fine disk that will be warmly welcomed by Lipatti fans.
- TCHAIKOVSKY: QUARTET NO. 1 IN D MAJOR, OP. 11; BORODIN: QUARTET NO. 2 IN D MAJOR—The Hollywood String Quartet (1-12")** ..... 73  
Capitol (33) P 8187  
Capitol has come up with a particularly apt coupling. Cer- tainly the works etched here are the most familiar quartets to come out of late 19th Century Russia. Emotional and full of lovely melody, their appeal to the listener is immediate. And what better way to interest a potential chamber music cus- tomer than to play him a portion of the "Andante Cantabile" from the Tchaikovsky opus? Performances by the Hollywood Quartet are outstanding, and the sound captured on the disk is usually good. As a package it easily tops the few competing versions available on LP.
- BRUCH: VIOLIN CONCERTO IN G MINOR; KOL NIDREI— Michele Auclair, Violinist; Austrian Symphony Ork; Wilhelm Loibner, Cond. (1-12")** ..... 62  
Remington (33) R-199-127  
Practically every top name among concert fiddlers has already waxed the popular Bruch Concerto. Altho this new entry is adequately presented, it has little chance against the competi- tion despite the Remington price. Disk is unique, tho, in that the flip holds the only performance of the "Kol Nidrei" by a violinist. There might be a small potential to explore here.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor.  
HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition, effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.



# THE MOST EXPLOSIVE LONG PLAY RECORD OF ALL TIME!



hit  
the market  
like a  
bombshell...  
already the  
fastest selling  
\$5<sup>95</sup> record  
in  
history

USE THIS AD  
TO ORDER FROM  
YOUR DISTRIBUTOR

AVAILABLE ON: 33 1/3 RPM — EXTENDED PLAY — 78 RPM

ON 33 RPM			
LL 746	THE MUSIC OF VICTOR HERBERT	1 - 12"	\$ 5.95
Ahi Sweet Mystery of Life - When You're Away - Neapolitan Love Song - March Of The Toys - I'm Falling In Love With Someone - Gypsy Love Song - Kiss Me Again - Indian Summer - To The Land of My Own Romance - Italian Street Song - A Kiss In The Dark - Habanera - Sweethearts - The Irish Have a Great Day Tonight.			
EXTENDED PLAY 45 RPM			
BEP 6074	INDIAN SUMMER : A KISS IN THE DARK SWEETHEARTS : FALLING IN LOVE WITH SOMEONE		\$ 1.47
BEP 6075	AHI SWEET MYSTERY OF LIFE : KISS ME AGAIN TO THE LAND OF MY OWN ROMANCE : ITALIAN STREET SONG		\$ 1.47
SINGLES 78 RPM 45 RPM			
1307	AHI SWEET MYSTERY OF LIFE : A KISS IN THE DARK		89c
1308	KISS ME AGAIN : ITALIAN STREET SONG		89c
1309	I'M FALLING IN LOVE WITH SOMEONE : SWEETHEARTS		89c
1310	INDIAN SUMMER : TO THE LAND OF MY OWN ROMANCE		89c
78 RPM ALBUM			
LA-242	THE MUSIC OF VICTOR HERBERT	4 - 10"	\$4.45
Includes the following records: 1307, 1308, 1309, 1310 (see above).			

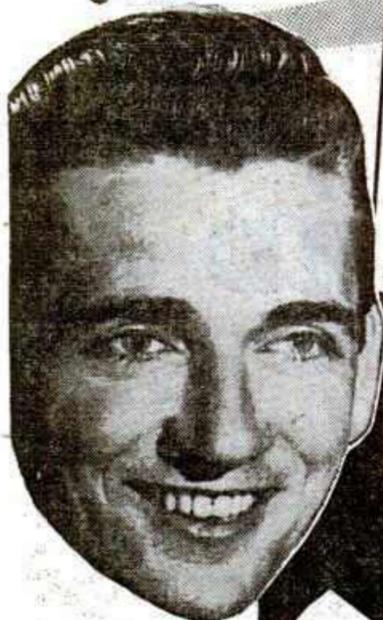


# LONDON

RECORDS



**Picked to Hit!**



**The Disk Jockeys Pick  
Country & Western**

**1. JUST WAIT 'TIL I GET  
YOU ALONE**

Carl Smith—Columbia 21087

Billboard, April 25

**CARL  
SMITH**

*singing...*

**"JUST  
WAIT  
'TIL I  
GET YOU  
ALONE"**

b/w

**Orchids Mean Goodbye  
COLUMBIA 21087**

**Featured Star**

**WSM Grand Ole Opry  
and WSM-TV**

**Direction:**

**JAMES DENNY**

**WSM Artist Service Bureau  
WSM Nashville, Tenn.**

**TANNEN MUSIC, INC.**

146 W. 54th St. New York 19, N. Y.

Nashville: Boudleaux Bryant

**The Billboard's Music Popularity Charts**

**TOP COUNTRY &**

**National Best Sellers**

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

This Week	Last Week	Weeks on Chart
1. <b>KAW-LIGA</b> —Hank Williams.....	1	11
<small>Your Cheatin' Heart—M-G-M(78)11416; (45)K-11416—ASCAP</small>		
2. <b>NO HELP WANTED</b> —Carlisles.....	2	14
<small>That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI</small>		
3. <b>YOUR CHEATIN' HEART</b> —H. Williams.....	3	11
<small>Kaw-Liga—M-G-M(78)11416; (45)K-11416—BMI</small>		
4. <b>MEXICAN JOE</b> —J. Reeves.....	4	4
<small>I Could Cry—Abbott(78)116; (45)45-116—BMI</small>		
5. <b>LAST WALTZ</b> —W. Pierce.....	5	6
<small>I Haven't Got the Heart—Dec(78)28594; (45)9-28594—BMI</small>		
6. <b>BUMMING AROUND</b> —T. T. Tyler.....	9	2
<small>Jealous Love—Dec(78)28579; (45)9-28579—BMI</small>		
7. <b>FOOL SUCH AS I</b> —Hank Snow.....	6	15
<small>Gal Who Invented Kissing—V(78)20-5034; (45)47-5034—ASCAP</small>		
8. <b>KNOTHOLE</b> —Carlisles.....	8	3
<small>Leave That Liar Alone—Mercury(78)70109; (45)70109X45—BMI</small>		
9. <b>I COULDN'T KEEP FOM CRYING</b> —M. Robbins.....	—	3
<small>After You Leave—Col(78)21075; (45)4-21075—BMI</small>		
9. <b>JUST WAIT TILL I GET YOU ALONE</b> —Carl Smith....	—	1
<small>Col(78)21087; (45)4-21087—BMI</small>		

**Most Played by Jockeys**

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

This Week	Last Week	Weeks on Chart
1. <b>YOUR CHEATIN' HEART</b> —H. Williams.....	3	8
<small>M-G-M(78)11416; (45)K-11416—BMI</small>		
2. <b>NO HELP WANTED</b> —Carlisles.....	2	17
<small>Mercury(78)70028; (45)70028X45—BMI</small>		
3. <b>KAW-LIGA</b> —Hank Williams.....	1	11
<small>M-G-M(78)11416; (45)K-11416—ASCAP</small>		
4. <b>MEXICAN JOE</b> —J. Reeves.....	4	5
<small>Abbott(78)116; (45)45-116—BMI</small>		
5. <b>KNOTHOLE</b> —Carlisles.....	6	4
<small>Mercury(78)70109; (45)70109X45—BMI</small>		
6. <b>FOOL SUCH AS I</b> —H. Snow.....	7	13
<small>V(78)20-5034; (45)47-5034—ASCAP</small>		
7. <b>GOIN' STEADY</b> —F. Young.....	5	16
<small>Cap(78)2299; (45)F-2299—BMI</small>		
8. <b>I HAVEN'T GOT THE HEART</b> —W. Pierce.....	10	3
<small>Dec(78)28594; (45)9-28594—BMI</small>		
9. <b>I COULDN'T KEEP FROM CRYING</b> —Marty Robbins...	8	2
<small>Col(78)21075; (45)4-21075—BMI</small>		
10. <b>LAST WALTZ</b> —W. Pierce.....	9	3
<small>Dec(78)28594; (45)9-28594—BMI</small>		
10. <b>BUMMING AROUND</b> —J. Dean.....	—	7
<small>Four Star 1613—BMI</small>		

**Most Played in Juke Boxes**

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

This Week	Last Week	Weeks on Chart
1. <b>YOUR CHEATIN' HEART</b> —H. Williams.....	2	10
<small>M-G-M(78)11416; (45)K-11416—ASCAP</small>		
2. <b>KAW-LIGA</b> —Hank Williams.....	1	11
<small>M-G-M(78)11416; (45)K-11416—ASCAP</small>		
3. <b>NO HELP WANTED</b> —Carlisles.....	3	12
<small>Mercury(78)70028; (45)70028X45—BMI</small>		
4. <b>MEXICAN JOE</b> —J. Reeves.....	4	5
<small>Abbott(78)116; (45)45-116—BMI</small>		
5. <b>LAST WALTZ</b> —Webb Pierce.....	5	3
<small>Dec(78)28594; (45)9-28594—BMI</small>		
6. <b>HOT TODDY</b> —R. Foley.....	9	4
<small>Dec(78)28587; (45)9-28587—ASCAP</small>		
7. <b>I'LL NEVER GET OUT OF THIS WORLD ALIVE</b> —Hank Williams.....	8	12
<small>M-G-M(78)11366; (45)K-11366—ASCAP</small>		
8. <b>BUMMING AROUND</b> —T. T. Tyler.....	5	3
<small>Dec(78)28579; (45)9-28579—BMI</small>		
8. <b>FOOL SUCH AS I</b> —H. Snow.....	—	7
<small>V(78)20-5034; (45)47-5034—ASCAP</small>		
10. <b>HONEYMOON ON A ROCKET SHIP</b> —Hank Snow....	9	2
<small>V(78)20-5155; (45)47-5155—BMI</small>		
10. <b>EDDY'S SONG</b> —E. Arnold.....	—	11
<small>V(78)20-5108; (45)47-5108—BMI</small>		

**Fein Quits Kaye; Joins Goday Firm**

NEW YORK, April 25. — Hal Fein resigned as professional manager of Sammy Kaye's Republic Music last week (17), and on May 4 joins Happy Goday as partner in the latter's Goday Music, Inc.

With Fein active in the firm, Goday Music is planning to expand and diversify operations. The publishing firm has been a straight pop operation until now, but is setting its sights on specialty fields such as rhythm and blues and polka, among others. Republic has not yet named a

**Danish Booker on Concert Star Hunt**

COPENHAGEN, Denmark, April 25.—I. Blicher-Hansen, local booker of name American singers, jazz musicians and units, and concert artists, left recently for a talent hunt covering Austria, Belgium, France, Germany and Switzerland.

During and immediately after the Easter holidays there is little activity in the concert field here, but toward the end of this month things will start humming again, with several American names, such as Frank Sinatra and Stan Kenton's ork, skedded for appearances here.

... For Week Ending April 25

# WESTERN RECORDS

## This Week's Territorial Best Sellers to Watch

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

- Nashville**...PRICE FOR LOVING YOU R. Price, Columbia 21089  
**Cincinnati**...SEVEN LONELY DAYS B. Lou, King 1192  
**HANK WILLIAMS SINGS THE BLUES NO MORE** J. Logsdon, Decca 28584  
**Dallas-Fort Worth**...RESTLESS HEART S. Whitman, Imperial 8189  
**Houston**...RED ROSE S. Willet, Four Star 1637

## Territorial Best Sellers

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

### Dallas-Ft. Worth

1. Mexican Joe J. Reeves, Abbott
2. Kaw-Liga H. Williams, M-G-M
3. No Help Wanted Carlisles, Mercury
4. Just Wait Till I Get You Alone Carl Smith, Columbia
5. Slaves of a Hopeless Love Affair R. Foley, Decca
6. Bumming Around J. Dean, Four Star
7. Knot Hole Carlisles, Mercury
8. Your Cheatin' Heart H. Williams, M-G-M
9. This Orchid Means Goodbye Carl Smith, Columbia
10. Restless Heart S. Whitman, Imperial

### Nashville

1. Your Cheatin' Heart H. Williams, M-G-M
2. Bumming Around T. T. Tyler, Decca
3. No Help Wanted Carlisles, Mercury
4. This Orchid Means Goodbye Carl Smith, Columbia
5. Last Waltz W. Pierce, Decca
6. Bring Your Sweet Self Lack to Me L. Frizzell, Columbia
7. I Couldn't Keep From Cryin' M. Robbins, Columbia
8. Just Wait Till I Get You Alone Carl Smith, Columbia
9. Kaw-Liga H. Williams, M-G-M
10. Price for Loving You R. Price, Columbia

### Cincinnati

1. No Help Wanted Carlisles, Mercury
2. Kaw-Liga H. Williams, M-G-M
3. Singin' Teacher in Heaven J. Skinner, Capitol
4. Seven Lonely Days B. Lou, King

5. Mexican Joe J. Reeves, Abbott
6. Hank Williams Sings the Blues No More J. Logsdon, Decca
7. Bumming Around J. Dean, Four Star
8. I Couldn't Keep From Cryin' M. Robbins, Columbia
9. Your Cheatin' Heart H. Williams, M-G-M
10. Last Waltz W. Pierce, Decca

### Houston

1. Mexican Joe J. Reeves, Abbott
2. Kaw-Liga H. Williams, M-G-M
3. I Haven't Got the Heart W. Pierce, Decca
4. I Couldn't Keep From Cryin' M. Robbins, Columbia
5. After You Leave M. Robbins, Columbia
6. Just Wait Till I Get You Alone Carl Smith, Columbia
7. Slaves of a Hopeless Love Affair R. Foley, Decca
8. Blue Letters R. Foley, Decca
9. Knot Hole Carlisles, Mercury
10. Red Rose S. Willet, Four Star

### New Orleans

1. Kaw-Liga H. Williams, M-G-M
2. No Help Wanted H. Thompson, Capitol
3. Your Cheatin' Heart H. Williams, M-G-M
4. No Help Wanted Carlisles, Mercury
5. This Orchid Means Goodbye C. Smith, Columbia
6. Just Wait Till I Get You Alone Carl Smith, Columbia
7. Time Changes Things L. Frizzell, Columbia
8. Playing Dominoes and Shootin' Dice J. Dolan, Capitol
9. No Help Wanted No. 2 R. Foley & E. Tubb, Decca
10. Death of Hank Williams J. Cardwell, King



# WILMA LEE and STONEY COOPER

singing ...

**DON'T PLAY THAT SONG YOU BELONG TO SOMEBODY ELSE**

Pub. by R. F. D. Music, Inc.

Pub. by Tannen Music, Inc.

COLUMBIA RECORD 21088

FEATURED STARS OF THE "WORLD'S ORIGINAL JAMBOREE"  
**WWVA**  
 WHEELING, W. VA.



America's NEW PIANO SENSATION ...

## BILLY LEIBERT

'I'LL SEE YOU IN MY DREAMS'  
 b/w  
 'I'M FOREVER BLOWING BUBBLES'  
 Imperial 8188

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

For Available Personal Appearance Dates Contact:  
**GENE JOHNSON** ... PERSONAL MANAGER  
 WWVA Wheeling, W. Va.

# Folk Talent and Tunes

## Nashville

Victor's **Hank Snow** sang "My Mother" in all his Korean performances during March, and invited the servicemen to list their mothers' names and Hank would write them upon return. With several thousand names and a secretary, he is fulfilling his promises as rapidly as possible. A current week's tour in Canada has made a delay, but plans are to complete the list before setting more dates.

Decca's **Jimmie Davis** is currently doing three Arizona dates on his way to California to tour until May 10. . . . Capitol's **Redd Harper** made a Boston Gardens' appearance today (25) under auspices of the New York Word of Life group. . . . Capitol's **Skeets McDonald** finishes at Detroit's Roosevelt Lounge after this week, with Eastern dates coming up and an Oregon junket and Hollywood TV appearances scheduled upon his return West. . . . **Georgia Lee**, of International Sacred Records, is making appearances with one movie, "Oil-Town USA," having begun in the Pasadena, Calif., Civic Auditorium April 20. . . . The **DeZurik Sisters** did guest spots on WLS National Barn Dance in Chicago April 18. **Captain**

**Stubby and the Buccaneers, Augie Klein and the Virginia Hams** appeared with **Jim Moran** on his WBKB-TV "Courtesy Hour" for the fourth time April 17. Victor's **Beaver Valley Sweethearts**, on leave from WLS, appeared in Decatur, Ill., recently, with proceeds going to Foundation for Mentally Retarded Children. **Captain Stubby** and his group followed the next day for same cause.

**Pete Williams** is leaving Chattanooga's WAGC this week for immediate country record work at KSPA in Santa Paula, Calif.

Contrary to current rumors, **Doc and Esther Embree** continue to carry on at KRNV in Lexington, Neb., with no change contemplated. . . . Atlantic's **Buddy Hawk** began as a regular member of the Wheeling, W. Va., WWVA Jamboree today (25) under the management of **Aubrey Mayhew**. . . . **Snooks Smith** is back in Chattanooga from Marine duty and is working with **Red Brown** on his "Uncle Fud" shows from WAPO. . . . **Jimmie Davis** dropped by **Eddie Hill's** WSM Show between planes at Nashville last week. . . . **Charlie Louvin** (of M-G-M's Louvin Brothers) reported to Fort Jackson, S. C., for active duty last week after

cutting numerous transcriptions for use on duet's WMPS Memphis daily show. . . . **Chuck Rogers** is heading the Asheville, N. C., "Saturday Night Barn Dance" from the Palace Theater, with seven Carolina stations carrying the show. . . . **Buzzy Brault** recently switched from WMUS to WKNK in Muskegon, Mich., where he also spins country records. . . . **Paul Miller** has been upped to managing director of WWVA's Jamboree, with **Paul Myers** filling the assistant spot in Wheeling, W. Va.

**Skeeter Bonn**, of the WLS National Barn Dance, was a recent guest of **Jimmy Dickens** in Nashville. . . . M-G-M sessions in Nashville past week included **Hard-rock Gunter**, WWVA, Wheeling; **Tom Anderson**, Richmond, Va.; **Toby Stroud**, WWVA, and **Ted West**, Miami—all are new names for the label. . . . RCA Victor's **Bob McCluskey** was in Nashville last week for promotion work. . . . **Maj. Joseph H. Gigandet**, who is currently directing Capitol's **Faron Young** in Army and Air Force recruiting program, was in Nashville for several days studying country handling. Young is currently touring Third Army installations with recruiting shows.

. . . **Roy Smith** is doing great on his new WKDA spots after leaving WSIX two weeks ago.

**Jim Deay** is a new deejay at KTSW, Emporia, Kan. . . . **Jay Arlan** spins 300 records weekly from Chicago's WENR, with 42-State coverage and Canada, Mexico and Cuba. . . . **Lola Hartman** recently replaced **Jean Schmechel** as librarian at KFEQ, St. Joseph, Mo. . . . **Bill Nicholson** has one and one-half hours of country records on KPOC in Pocahontas, Ark., every afternoon. . . . **Pete Hunter** and **Bob Everson** are carrying 14 hours daily at KRCT in Baytown, Tex., after a recent station shake-up. . . . **Doug Smith** is now handling country chores at WLSL in Roanoke, Va., after leaving Norfolk. . . . Denver is now hearing country wax from **Tiny Hill** on KTLN and **Zeke Manners** from KOA. . . . WNDR's "Western Matinee" has **Bill Quinn** at the helm in Syracuse, N. Y. . . . **Fred Vaughn** is carrying out duties at new station, WNCA, Siler City, N. C.

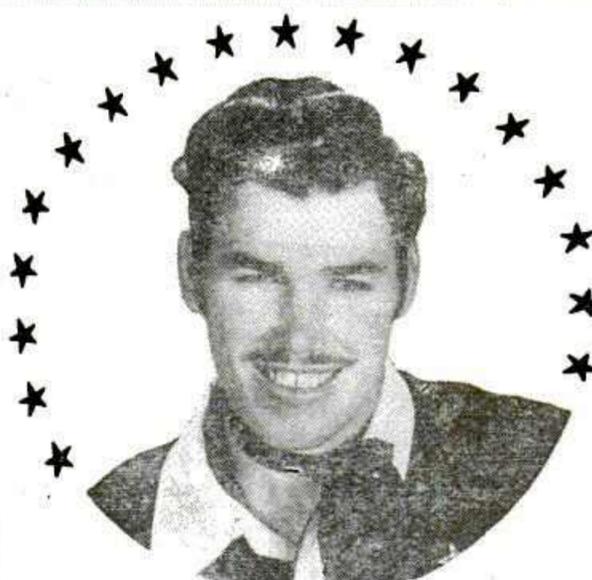
**Martha Carson, The Carlises, and Salty Holmes and Mattie O'Neil** played to full houses thru Georgia last week. . . . **Jimmy Boyd, Guy Mitchell** and columnist **Bea Terry** swapped rope tricks backstage in Hollywood recently—all three are ex-cowhands. . . . **Noel Boggs** is giving steel guitar lessons to **Harpo Marx**. . . . **Del Roy** is on a promotion trip thru New Mexico, Arizona, Texas, Oklahoma and Colorado this month. . . . **Wade Ray** is back to Hollywood after trek thru Colorado, Wyoming and Canada with a seven-piece band.

**Eddie Hill and Jimmy Dickens** will double at Horseshoe Ranch near Wichita Falls, Tex., May 3. . . . The week beginning May 3 will find **Lonzo and Oscar**, with **Ken Marvin** and **String Bean**, in Michigan and Ontario. . . . **Ernest Tubb** is in Texas for the week. . . . **Johnny and Jack**, with **Kitty Wells**, are filling Virginia and North Carolina dates. . . . **Grandpa Jones** will be in North Carolina and West Virginia. . . . **Martha Carson** is set for Carolina dates, while **Cowboy Copas** tours thru Ohio.

**Jack Comer** recently formed the New Valley Record Company with home offices in Knoxville. First release by the firm is "Crying in the Chapel," with a newcomer, **Darrell Glenn**, handling the vocal. **Randy Blake**, who has been featuring the record on his WJJD hillbilly show, claims great success with the disk. The new company will record both hillbilly and pops.

**Chuck Rogers**, former Nashville pubber and musician, has started a Saturday night show, "Smoky Mountain Barn Dance," aired from the Palace Theater, Ashe-

America's Favorite  
**FOLK Artist**



**SLIM WHITMAN**  
**'Restless Heart'**

b/w  
**"SONG OF THE OLD WATER WHEEL"**  
Imperial 8189

"RESTLESS HEART"  
published by  
**SHAPIRO-BERNSTEIN**  
1270 6th Ave.,  
New York City, N. Y.

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

**"IF THEY SHOULD ASK ME"**  
Don Cherry  
Grady Martin ork  
Decca 28635  
Wade Ray  
Victor 20-5199  
. . . others coming out

---

**"SCREWBALL"**  
b/w "Last Night on the Back Porch"  
Pee Wee King and  
Redd Stewart  
Victor 20-5260

---

**"SIN IN SATIN"**  
Polly Possum and  
Joe Wolverton  
Columbia 21090

---

**"WHAT GOOD IS MY LOVE"**  
b/w  
**"WE CAN'T LIVE TOGETHER"**  
Smiley Maxedon  
Columbia 21095

**RIDGEWAY MUSIC, INC.**  
Charlie Adams  
6087 Sunset Blvd., Hollywood 28, Calif.  
Sole Selling Agent:  
**KEYS MUSIC, INC.**  
146 W. 54th St., New York City

**BREAKING WIDE**  
in **TEXAS** and **CHICAGO**  
**"JUG OF WINE"**  
b/w "A SUCKER BORN EVERY DAY"  
SUNG BY **BOB MOONEY**  
Kentucky Record #575

Order Direct or **Gateway RECORDS** From Your Local Distributor  
3930 Spring Grove Avenue  
CINCINNATI 23, OHIO

# FOLK TALENT AND TUNES

ville, N. C., in conjunction with Hal Marry and Bob Cope, local d.j.'s. Rogers is the writer of "Tied Down," recently recorded by Roy Acuff for Capitol Records.

### Hollywood

Eddie Cletro and His Round-Up Boys play a two-week engagement in the Malibar. Appearance inaugurates a new policy for the nitery which heretofore offered only pop music. Deal was set by Jack Hampton Agency. . . . Andy Parker and the Plainsmen are doing a one-hour show with Tex Ritter Sunday nights over KLAC. They're currently playing in Western Room of Hollywood Plaza Hotel. . . . Incidentally, on a recent tele-cast Ritter presented Dmitri Tiomkin and Ned Washington with 10-gallon hats as a "thank you" for getting him to sing their song, "High Noon," at the Motion Picture Academy Oscar event. . . . Texas Bill Strength writes from Atlanta that he's now with that city's Radio Station WEAS. . . . Edward Saphier is moving his Westwood Music firm to New York on May 1. He'll continue to manage Andy Parker's Trend Music Company.

Merle Travis, folk singer, composer and guitarist, stars in a new television show, starting Monday (27) over Hollywood's KECA-TV. Show, "Merle Travis and Company, with Judy Hayden," will be a five-a-week half-hour rural-flavored variety program. Miss Hayden, in private life Travis' wife, will be featured as a daily reporter of news concerning Western and hillbilly entertainers. Pair had been starred for 20 weeks in another weekly hour-long show, "All American Jubilee," on same station. Walter (Hank) Richards, who owned and produced "Jubilee," is packager and will produce new series.

RCA Victor has signed 17-year-old Kenny Lee, of Decatur, Ga., to a recording contract. He'll cut first sides in May. He's a discovery of Uncle Eb Bron, of WGST, Atlanta, and Sam Wallace, diskery rep. . . . The Carlises, Mercury artists, play At-

lanta's Sports Arena May 8 for an all-night jamboree. . . . Jed Jolley has exited WATL, Atlanta, for WBGE. Tom Gibson replaces him. . . . During his appearance as star of show at Hotel Sahara in Las Vegas, RCA Victor will release two new albums by Eddy Arnold titled "All Time Favorites."

### New Stations and Jocks

Jim Stewart, formerly of WRBL of Columbus, Ga., is opening Alabama-Gulf Radio in Foley, Ala., immediately. . . . Paul Leake, of KCRE in Crescent City, Calif., is setting up a new watter—KAGR in Yuba City, Calif. . . . Robert Blair, formerly of XBTA in Batesville, Ark., is now at

### Country & Western

Continued from page 28

settling down on the prairie. More "mike" on the singer would have helped out.  
Iowa Waltz. . . .40  
Recording level is again low on this side as one more State is recognized with a waltz.

JENNY AND JILL  
Treatin' Me Wrong . . . . .49  
OKEH 18006 — The gals are real "country" in their style. In their area the record might have some appeal, but competition will probably be a little too tough elsewhere.  
Have You Always Felt This Way? . . . .49  
Same comment.

WDXE in Lawrenceburg, Tenn., and badly in need of a country and pop library. . . . Teddy Barnes is taking the deejay spot at WEKR in Fayetteville, Tenn. . . . Lester Ketchersid, of WDBL, in Springfield, Tenn., is doing a new a.m. quarter hour daily tagged "Hank Williams Time." . . . John R. Small, "The Old Man of t'e Mountain," of WNLC, in New

London, Conn., is given the lush 8 p.m. spot for his country airings five nights weekly.

Practically all of WSM's "Grand Ole Opry" troupe will be in Texas in the Houston, Beaumont and Corpus Christi areas during the week of April 26. Red Foley, Jimmy Dickens, Martha Carson, The Carter Sisters, Lew Childre, Lonzo and Oscar, Grand-

pa Jones and Carl Smith with Rod Brasfield and the Duke of Paducah will be playing bills in these areas. . . . Mary Robbins is set for Tennessee appearances during this week. Johnnie and Jack plus Kitty Wells are set for Florida dates. Cowboy Copas will appear in Ohio and Kentucky. George Morgan is working in Georgia and Florida cities.

# THE ONE AND ONLY!

## AUDREY (Mrs. Hank) WILLIAMS



- ★ THE GIRL FOR WHOM THE LATE, GREAT HANK WILLIAMS WROTE HIS FAMOUS SONGS!
- ★ WHO IS HEARD ON MGM LABEL WITH HANK SINGING HIS FAVORITE HYMNS!
- ★ WHO APPEARED ON STAGE WITH HANK AS FEATURED SONGSTRESS FOR MANY YEARS!
- ★ WHO IS A SINGING STAR IN HER OWN RIGHT, HEARD ON DECCA AND MGM RECORDS!
- ★ WHO, SINGING THE SONGS HANK WILLIAMS MADE FAMOUS, RECENTLY COMPLETED A SUCCESSFUL CANADIAN TOUR . . .

NOW AVAILABLE AS A SINGLE OR WITH HER OWN ALL-STAR SHOW FOR AUDITORIUMS, PARKS, FAIRS, THEATRES, T. V.

WIRE PHONE WRITE ► A. V. BAMFORD

3540 Pleasant Valley Road  
Nashville 4, Tennessee  
Phone: 8-3318

THIS ONE IS **powerful...**

# JOHNNIE and JACK

The Tennessee Mountain Boys . . . singing . . .

# SOUTH *in* NEW ORLEANS



RCA VICTOR  
20/47-5290

RCA VICTOR  
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts . . . For Week Ending April 25

# TOP R & B RECORDS

## National Best Sellers

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		6	<b>HOUND DOG</b> —W. M. Thornton	Peacock 1612—BMI
2.		15	<b>(MAMA) HE TREATS YOUR DAUGHTER MEAN</b> —Ruth Brown	R. B. Blues—Atlantic 986—ASCAP
3.		3	<b>BEAR CAT</b> —R. Thomas Jr.	Sun 181—BMI
4.		8	<b>CRAWLIN'</b> —The Clovers	Yes, It's You—Atlantic 989
5.		3	<b>I WANNA KNOW</b> —Du Droppers	Laughing Blues—V(78)20-5229; (45)47-5229—BMI
6.		1	<b>I'M MAD</b> —W. Mabon	Night Latch—Chess 1538—BMI
7.		5	<b>RED TOP</b> —King Pleasure	Jumpin' With Symphony Sid—Prestige 821—BMI
8.		10	<b>LET ME GO HOME WHISKEY</b> —A. Milburn	Three Times a Fool—Aladdin 3164—BMI
9.		6	<b>WOKE UP THIS MORNING</b> —B. B. King	Don't Have to Cry—RPM 380—BMI
10.		2	<b>GOIN' TO THE RIVER</b> —Fats Domino	Come to the Mardi Gras—Imperial 5231—BMI

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		5	<b>HOUND DOG</b> —W. M. Thornton	Peacock 1612—BMI
2.		11	<b>(MAMA) HE TREATS YOUR DAUGHTER MEAN</b> —R. Brown	Atlantic 986—ASCAP
3.		3	<b>BEAR CAT</b> —R. Thomas Jr.	Sun 181—BMI
4.		5	<b>CRAWLIN'</b> —The Clovers	Atlantic 989—BMI
4.		1	<b>GOIN' TO THE RIVER</b> —C. Willis	Okeh(78)6952; (45)4-6952—BMI
6.		8	<b>WOKE UP THIS MORNING</b> —B. B. King	RPM-380—BMI
6.		1	<b>I WANNA KNOW</b> —Du-Droppers	V(78)20-5229; (45)47-5229—BMI
8.		2	<b>I'M MAD</b> —W. Mabon	Chess 1538—BMI
8.		1	<b>WHOOPI' AND HOLLERIN'</b> —E. Forrest	Duke(78)108; (45)45-108—BMI
10.		8	<b>BABY, DON'T DO IT</b> —Five Royales	Apollo 443—BMI

## This Week's Territorial Best Sellers to Watch

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

City	Record	Label
St. Louis	<b>GOIN' TO THE RIVER</b>	C. Willis, Okeh 6952
Detroit	<b>CRAZY, CRAZY, CRAZY</b>	Five Royales, Apollo 446
New Orleans	<b>OFF THE WALL</b>	Little Walter, Checker 770
Philadelphia	<b>APRIL IN PARIS</b>	B. Davis, Okeh 6946

## 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.

City	Record	Label
Washington—Baltimore	1. <b>I Wanna Know</b> Du Dropper, Victor	
	2. <b>Hound Dog</b> W. M. Thornton, Peacock	
	3. <b>Goin' to the River</b> Fats Domino, Imperial	
	4. <b>Red Top</b> King Pleasure, Prestige	
	5. <b>Good Ole 99</b> Marylanders, Jubilee	
	6. <b>Woke Up This Morning</b> B. B. King, RPM	
	7. <b>I'm Mad</b> W. Mabon, Chess	
	8. <b>You're Mine</b> Crickets, M-G-M	
	9. <b>Is It a Dream</b> Vocaleers, Robin	
	10. <b>Play Girl</b> S. Lewis, Imperial	

## Cincinnati

1.	<b>Hound Dog</b> W. M. Thornton, Peacock
2.	<b>(Mama) He Treats Your Daughter Mean</b> R. Brown, Atlantic
3.	<b>Shirley, Come Back to Me</b> Shirley & Lee, Aladdin

## Charlotte

1.	<b>Goin' to the River</b> Fats Domino, Imperial
2.	<b>Let Me Go Home Whiskey</b> A. Milburn, Aladdin
3.	<b>Crawlin'</b> Clovers, Atlantic
4.	<b>Woke Up This Morning</b> B. B. King, RPM
5.	<b>So Long</b> L. Price, Specialty
6.	<b>I'm Mad</b> W. Mabon, Chess
7.	<b>I Wanna Know</b> Du Droppers, Victor
8.	<b>Pappa</b> B. Brown, Gotham
9.	<b>Baby, Don't Do It</b> Five Royales, Apollo
10.	<b>Nobody Loves Me</b> Fats Domino, Imperial

## Atlanta

1.	<b>Hound Dog</b> W. M. Thornton, Peacock
2.	<b>Woke Up This Morning</b> B. B. King, RPM
3.	<b>I Wanna Know</b> Du Droppers, Victor
4.	<b>Bear Cat</b> R. Thomas Jr., Sun
5.	<b>(Mama) He Treats Your Daughter Mean</b> R. Brown, Atlantic
6.	<b>I'm Mad</b> W. Mabon, Chess
7.	<b>Crawlin'</b> Clovers, Atlantic
8.	<b>Let Me Go Home Whiskey</b> A. Milburn, Aladdin
9.	<b>Tell Me, Mama</b> Little Walter, Checker
10.	<b>Goin' to the River</b> Fats Domino, Imperial

## St. Louis

1.	<b>I'm Mad</b> W. Mabon, Chess
2.	<b>Hound Dog</b> W. M. Thornton, Peacock
3.	<b>Red Top</b> King Pleasure, Prestige
4.	<b>Bear Cat</b> R. Thomas Jr., Sun
5.	<b>Crawlin'</b> Clovers, Atlantic
6.	<b>(Mama) He Treats Your Daughter Mean</b> R. Brown, Atlantic
7.	<b>Goin' to the River</b> C. Willis, Okeh
8.	<b>Baby, Don't Do It</b> Five Royales, Apollo
9.	<b>Whoopin' and Hollerin'</b> E. Forrest, Duke
10.	<b>Tell Me, Mama</b> Little Walter, Checker

## Detroit

1.	<b>Hound Dog</b> W. M. Thornton, Peacock
2.	<b>I Wanna Know</b> Du Droppers, Victor
3.	<b>(Mama) He Treats Your Daughter Mean</b> R. Brown, Atlantic
4.	<b>Crawlin'</b> Clovers, Atlantic
5.	<b>Bear Cat</b> R. Thomas Jr., Sun
6.	<b>Goin' to the River</b> C. Willis, Okeh
7.	<b>Crazy, Crazy, Crazy</b> Five Royales, Apollo
8.	<b>Woke Up This Morning</b> B. B. King, RPM
9.	<b>Can't I?</b> Nat (King) Cole, Capitol
10.	<b>Let Me Go Home Whiskey</b> A. Milburn, Aladdin

(Continued on page 51)

**ATTENTION, DEALERS AND OPERATORS ONLY**  
**SOLVE** YOUR RECORD BUYING PROBLEMS  
BY USING OUR ONE-STOP SERVICE

Ordering and Getting Records Is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses.

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

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

**TRY OUR SERVICE AND YOU WON'T USE ANY OTHER**  
**UPTOWN MUSIC ONE-STOP RECORD SERVICE**  
4956 DELMAR AVE. (Phone: FOrrest 2602) ST. LOUIS, MO.



**"HITTIN' ON ME"**

Buddy Johnson & His Orch.  
70116

**"SHE'S GOTTA GO"**

Jimmy Ricks of the Ravens  
70119

**"YOU LET MY LOVE GROW COLD"**

Dinah Washington  
70125

**COMING UP STRONG!**

**"THEME SONG OF MOULIN ROUGE"**

Marshal Roval  
70140

**we're not either!**

The Old Gold people claim they're tobacco men and not medicine men. We at Gotham Record Corp. are not medicine men either!!

Right now we're interested in the little record that wasn't there—on the charts, that is — Doris Browne's **PLEASE BELIEVE ME**, Gotham Record G-290. We would like to see it on the charts and that's where the part about not being medicine men comes in.

Instead of going out and making a hit some distributors find it easier to "let George do it." When a record is showing on a chart somewhere it is easier to take orders. Unfortunately the distributing business is long on taking orders and short on selling. Charts perform a worth-while function when their use is not abused. However, not all the good numbers are on the charts! At one time folks had independent minds of their own and they used them. Today many are being led around in their buying like a bull with a ring in his nose! A record not on a chart is hard to sell to a dealer or operator. Most retail customers still buy records on the basis that they like or do not like what is heard and that is what you should keep in mind when ordering for your store or route.

Go to your nearest Gotham distributor and ask for **PLEASE BELIEVE ME**. If necessary, be forceful in tearing him away from those charts. If you are a disc jockey and haven't received your copy see your nearest Gotham distrib. If that doesn't work then drop us a line and we'll see that you get a copy.

After our record gets a good rating on the charts we will probably agree that it is good to follow the hit lists. Until then we're agin 'em!

Seriously, we have many other good records you can positively sell. For instance—

Beyond the Sunset—The Harmonizing Four G 737

Mother's Prayer — CBS Trumpeters and Harmonizing Four G 738

Jesus Will Carry You Thru—Angelic Gospel Singers G 729

In That Great Judgment Morning—Clara Ward G 735

This Is Like Heaven to Me—Echo Gospel Singers G 730

Say a Prayer for the Boys in Korea—Evening Star Quartet G 732

Jesus Steps Right In—Davis Sisters G 736



**RECORD CORP.**  
1626-32 FEDERAL ST.  
PHILADELPHIA 46, PA.

# Rhythm & Blues Territorial Best Sellers

Continued from page 50

## Chicago

1. Hound Dog  
W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
3. I'm Mad  
W. Mabon, Chess
4. I Wanna Know  
Du Droppers, Victor
5. Hey, Miss Fannie  
Clovers, Atlantic
6. Crawlin'  
Clovers, Atlantic
7. Bear Cat  
R. Thomas Jr., Sun

### BILLBOARD PICKS... "FINANCE MAN"

b/w  
"BRAND NEW ROCKING CHAIR"  
George Green  
CHANCE 1135

★  
IT'S NEW AND HOT... "THE MOJO"

b/w  
"HOW CAN I LEAVE"  
J. B. Lenore  
JOB 1012

★  
SELLING... "IF I CAN'T HAVE YOU"  
b/w  
"SOMEDAY, SOMEWAY"  
The Flamingos  
CHANCE 1133

★  
CHANCE RECORDS

1151 E. 47th St. Chicago, Illinois  
Phone: KEnwood 8-4813

8. Baby, Don't Do It  
Five Royales, Apollo
9. Let Me Go Home Whiskey  
A. Milburn, Aladdin
10. Red Top  
King Pleasure, Prestige

## Philadelphia

1. Hound Dog  
W. M. Thornton, Peacock
2. Red Top  
King Pleasure, Prestige
3. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
4. Crawlin'  
Clovers, Atlantic
5. Daughter, That's Your Red Wagon  
S. Kari-B. Irving, States
6. Is It a Dream  
Vocaleers, Robin
7. Baby, Don't Do It  
Five Royales, Apollo
8. April in Paris  
B. Davis, Okeh
9. She's Got to Go  
Ravens, Mercury
10. I Wanna Know  
Du Droppers, Victor

## Los Angeles

1. Hound Dog  
W. M. Thornton, Peacock
2. Crawlin'  
Clovers, Atlantic
3. Red Top  
King Pleasure, Prestige
4. I'm Mad  
W. Mabon, Chess
5. Soft  
T. Bradshaw, King
6. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
7. Pappa  
B. Brown, Gotham

8. Baby, Don't Do It  
Five Royales, Apollo
9. Let Me Go Home Whiskey  
A. Milburn, Aladdin
10. You're Mine  
Crickets, M-G-M

## New York

1. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
2. Hound Dog  
W. M. Thornton, Peacock
3. Let Me Go Home Whiskey  
A. Milburn, Aladdin
4. Red Top  
King Pleasure, Prestige
5. Pretend  
Nat (King) Cole, Capitol
6. Can't I?  
Nat (King) Cole, Capitol
7. Soft  
T. Bradshaw, King
8. I'm Mad  
W. Mabon, Chess
9. Baby, Don't Do It  
Five Royales, Apollo
10. Bear Cat  
R. Thomas Jr., Sun

## New Orleans

1. Bear Cat  
R. Thomas Jr., Sun
2. Hound Dog  
W. M. Thornton, Peacock
3. Goin' to the River  
Fats Domino, Imperial
4. Woke Up This Morning  
B. B. King, RPM
5. (Mama) He Treats Your Daughter Mean  
R. Brown, Atlantic
6. Let Me Go Home Whiskey  
A. Milburn, Aladdin
7. I'm Mad  
W. Mabon, Chess
8. Hittin' on Me  
B. Johnson, Mercury
9. Off the Wall  
Little Walter, Checker
10. Tell Me, Mama  
Little Walter, Checker

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

The Pittsburgh Courier's eighth annual theatrical poll ended this week, and the winners in the various categories were finally announced. In most cases the established favorites came thru, but there were a few surprises. Here are the winners in the various categories: Big band, Buddy Johnson ork, with Ernie Fields, Duke Ellington and Count Basie runners up; trio, King Cole, with Wild Bill Davis and Bill Goggett's combos following; small combo, The Ray-O-Vacs, followed by Paul Gayton, Myrtle Young and Louis Jordan; vocal quartet, The Ravens, with The Clovers, The Dominoes close behind; girl singer, Dolores Parker, followed by Sarah Vaughan, Debbie Andrews and Ella Fitzgerald; girl blues singer, Ruth Brown, with Dinah Washington, Little Esther and Julia Lee runners up; male singer, Arthur Prysock, with Nat Cole, Joe Medlin and Johnnie Ray next; male blues singer, Nickie Lee, far ahead of Wynonie Harris, Larry Darnell and Charles Brown; gospel singers, The Ward Singers, followed by The Cincinnatians, The Boyer Brothers and Mahalia Jackson.

The Gale Agency signed a flock of talent this week to booking contracts. Artists signed include the Sax Kari ork and Gloria Irving, now with the United label; The Ray-O-Vacs, with Jubilee; Debbie Andrews, with United, and John Lee Hooker, who has been associated with a number of diskeries. The Sax Kari ork and Gloria Irving start a theater tour thru the South starting May 16 and running till June 7. Debbie Andrews is set for the Orchid Room, Kansas City, starting May 21.

Illinois Jacquet goes into Pep's in Philadelphia on May 4 and into the Bandbox, New York, on May 12. . . . Lynn Hope and his ork play their first New York one-nighter at the Hunts Point Palace in the Bronx on May 1 for promoter Cecil Bowen. . . . Paul Wil-

iams is in New York for a short visit. Margie Day joins the ork leader as featured thrush on May 20 in Locklin, O.  
(Continued on page 52)

**PICKED BY BILLBOARD**  
The Answer to "My Kind of Woman"  
**"I'VE LEARNED A LESSON"**  
#892  
Emmett Slay Trio  
It's Hot - It's Great

SAVOY RECORD CO. INC.  
58 Market St., Newark, N. J.

TOPS FOR OPS!  
**"THE LONELY ONE"**  
by PERCY MAYFIELD  
#460 #460-45  
Specialty records  
8508 Sunset Blvd. Hollywood 46, Calif.

Climbing to the Top  
The Orioles  
**"DEM DAYS"**  
(ARE GONE FOREVER)  
JUBILEE 5115  
MARYLANDERS  
**"GOOD OLD 99"**  
JUBILEE 5114  
JUBILEE RECORD CO., Inc.  
315 W. 47th St., N. Y., N. Y.

CATCHING ON FAST  
TINY GRIMES'  
**"BEGIN THE BEGUINE"**  
a great R & B instrumental  
Atlantic 990  
Atlantic RECORDING CORP.  
224 WEST 36th STREET NEW YORK 19, N. Y.

Breaking Big!  
A Disk Jockey Pick!  
**"OFF THE WALL"**  
By LITTLE WALTER  
on Checker No. 770  
CHECKER RECORDS  
4858 S. Cottage Grove Ave.  
Chicago, Illinois

\*\*\*\*\*  
ANOTHER CHESS HIT!  
**"I'M MAD"**  
by WILLIE MABON  
Chess #1538  
\*\*\*\*\*  
CHESS 750 E. 49th Street  
Chicago 15, Illinois

1953  
is the  
Juke Box Industry's  
65th Anniversary  
Year

May 24  
is  
National  
Juke Box Week

May 23  
is the  
Date of  
The Billboard's Big  
65th Juke Box  
Anniversary Issue

May 14  
is the  
Last Day for  
Advertisers to  
Take Full  
Advantage of This  
Outstanding Sales  
and Exploitation  
Opportunity

The Billboard  
New York  
Chicago  
Cincinnati  
St. Louis  
Hollywood

A Great Industry Milestone with . . .

**IMPORTANT EXPLOITATION OPPORTUNITIES FOR YOU!**

THE MUSIC YOU WANT WHEN YOU WANT IT

**65th ANNIVERSARY**

**THE MUSIC MACHINE INDUSTRY**

1888 1953

**RAINBOW Gave You The Original Record Of "CARAVAN"**

And Now The FIRST

**3-DIMENSIONAL SOUND**

ON RECORDS

Developed With The NEW SOUND BEAT!

**SHEIK OF ARABY**

backed with **New Guitar Boogie Shuffle**

RAINBOW No. 214 (78)  
No. 45-214 (45)

featuring the

**SUPER-SONICS**

Dee-Jays—write to Rainbow for your copies

Title Strips—Free for OPS

RAINBOW RECORDING CORP.

767 Tenth Ave. New York 19, N. Y.

**WATCH** →

**"SOMEBODY STOLE MY GAL"**

b/w

**"WANG WANG BLUES"**

by The NICKELODEONS

Trend #50

DISTRIBUTORS: Exclusive Territories Available

**TREND**

RECORDS, INC.

650 No. Sepulveda Blvd., Los Angeles 49, Calif. Phone: ARizona 7-2117

**CASH FOR YOUR SURPLUS RECORDS!**

45-78 R.P.M.

ALSO WANTED—

10,000 45 R.P.M. ALBUMS

10,000 L.P.S.

**VEDEX COMPANY**

734 10th Ave., New York 19, N. Y. TEL. CI 7-3494

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

**Music as Written**

Continued from page 17

waxing sessions with **Claude Thornhill** ork, April 28-29. Marx enlivened after recording sessions with **Dave Tell** tenor sax man, and **Les Brown's All-Stars**. Trend has released its second and third records and first by the **Jerry Fielding** ork. Sides are "Tea for Two" backed by "Button Up Your Overcoat" and "Blues Serenade" with flip "Here in My Arms." . . . **Peter Lind Hayes** and **Mary Healy** open at S. n. ds Hotel, Las Vegas, May 1 for three weeks. After a six-day lay-off, they start a two-week stint at Reno's Riverside, May 28. Pair bows at Cocoanut Grove, Los Angeles, June 24. . . . A personal management contract has been signed by **Marilyn Maxwell** with **William Loeb**. Activities of actress-thrush will include night club and theater dates, films, TV and radio. . . . **Rhonda Fleming** gets to sing a song, "Mr. Banjo Man," in first musical to be produced in 3-D, titled "Those Sisters From Seattle." She'll form a quartet with **Teresa Brewer** and the **Bell Sisters**. Tune is one composed by Academy Award winning **Jay Livingston** and **Ray Evans**. . . . **Yma Sumac** with her composer husband, **Moises Vivanco**, was due here from her South American tour on April 27. She'll prepare a series of summer engagements, including a return to the Red Rocks outdoor auditorium in Denver, July 29. . . . **RCA Victor** has set **Lisa Kirk** to record five musical comedy albums. She'll do two sides in each. . . . Early next fall Capitol Records will release "The Quo Vadis Suite," in four movements, in album form. Composition is by **Dr. Miklos Rozsa** and based on his music score for M-G-M picture. . . . Singer **Gale Robbins** reportedly showed up an hour late for her role in Warner Bros. musical, "Calamity Jane," with **Doris Day** and **Howard Keel**, because she became locked in a safe deposit vault in a recently acquired home. . . . **Jeff Alexander** last

week started recording his musical score for M-G-M's "The Affairs of Dobie Gillis." . . . Singer **Tony Martin** opens the Los Angeles Police Show in Shrine Auditorium as guest star May 7. Others slated for the event are **Bob Hope**, **Donald O'Connor**, **Dale Evans** and **Roy Rogers**, and **Chico and Harpo Marx**. . . . Comediennes **Betty** and **Jane Kean** have signed with **Jule Styne** for a Broadway musical set for March, 1954. Duo debuts at **Ciro's** May 1. . . . Chilean pianist **Claudio Arrau** has recorded "Rachmaninoff's Piano Concerto No. 2" for M-G-M's "Rhapsody" with **Johnny Green** conducting a 65-piece studio ork. He previously completed several piano solo tracks for flicker. . . . Warner Bros. music chief **Ray Heindorf** has assigned **David Buttolph** as music director for "The Beast From 20,000 Fathoms," in which a new musical instrument, an electric bass violin, will be used to dominate theme. . . . **Elmer Bernstein** has signed a multiple picture contract with **Al Zimbalist**, Three Dimension Pictures prexy. Composer's immediate assignment is "Robot Monster." . . . **Anne Jeffreys** and **Robert Sterling** make their West Coast nitery debut April 29 in Ambassador's Cocoanut Grove.

**Hollywood**

A one-year contract has been inked by **Albert Marx**, Trend Records prexy, with **Claude Thornhill** ork. Deal calls for recording a minimum of 20 sides. First waxing sessions slated in New York April 28-29. **Martha Raye** moves into Hotel Sahara, Las Vegas, September 8 for a two-week stint. Raye unit will include the **Ted Willis Quartet** and two other acts. . . . Composer-pianist **Matt Dennis** is set for a four-week engagement at the Tallyho. He recently completed feature role in **Ida Lupino** starrer, "Jennifer." . . . **Sammy Friedman**, West Coast rep of Shapiro-Bernstein, is in New York for exploitation conferences with home office and Columbia Pictures on musical score of **Stanley Kramer's** "The 5,000 Fingers of Dr. T." Publishers plan heavy promotional campaign for several songs from the **Peter Lind Hayes-Mary Healy** starrer. Music is by **Frederick Hollander** with lyrics by **Ted (Dr. Seuss) Geisel**. . . . Columbia Pictures will film six musicals in 1953, using its new Columbia Vitascope system. Pix are "Miss Sadie Thompson," "Pal Joey," "My Sister Eileen," "The Great White Way," "The Franz Liszt Story" and "Debut." Singer **Arthur Lee Simpkins** and the **Continental**s will perform for the 19th annual Los Angeles Police Show in Shrine Auditorium May 7-20. . . . **Rosalind Bihari**, of Modern Records, is getting at the bottom of things. As a sideline she's selling Tredettes, a paper-thin scented innersole.

**Philadelphia**

**Augusta Myers** has joined the Myers Music Company here as office manager. . . . **Sammy Bennew**, with **Lee Scott** for the singing, returns to week-end dancing for diners in the class Mayfair Room of the Mayfair House. . . . **Elton Britt** joins the talent roster of the Jolly Joyce Agency here for the parks-fairs-club circuit. . . . **Victor Hugo**, Little Rathskeller maestro, will teach trumpet at Ft. Dix, N. J., as part

**RHYTHM AND BLUES NOTES**

Continued from page 51

**Erskine Hawkins** plays two dates at Clemson College in South Carolina on May 8 and 9. . . . **Erroll Garner** opens at the Hi-Hat in Boston on May 4. . . . **Sarah Vaughan** starts at the Rendezvous in Philadelphia on May 6 for 10 days. . . . **Savannah Churchill** opens at the Stagecoach in Hackensack, N. J., on May 1. . . . The **Emmitt Slay Trio** opens April 27 at the Farm Dell in Dayton, O. . . . **Johnny Sparrow** and **His Bows and Arrows** will return to Atlantic City's Paradise Club for the summer season, opening May 20. . . . The **Tilters** make their first Philadelphia appearance at the Showboat. In the same city, **The Orioles** are new at Pep's Musical Bar.

of the GI off-duty program there. Victor once tooted his horn for **Paul Whiteman**. . . . **Jack Kwait**, formerly with the WCAU house band here, takes over the sax seat with **Columbo Cortez** at the Embassy Club.

**ATTENTION DEALERS OPERATORS**  
THE ROCKY MOUNTAIN REGIONS ONLY ONE-STOP  
LET US HELP YOU WITH YOUR RECORDS ALL LABELS, INCLUDING RACE & SPANISH, ONLY 5c OVER WHOLESALE  
**Mountain Distributors**  
3630 Downing St. Denver, Colorado  
Phone: Acoma 8518

**Essex RECORDS**  
THE LABEL WITH A FUTURE . . .  
8406 Lyons Ave. Philadelphia 42, Penna.

THE NATION'S NEW SENSATION  
Tomorrow's #1 Hit  
**"PARADISE HILL"**  
by The Embers  
HERALD #410  
**Herald Records, Inc.**  
469 West Broadway N. Y. C., N. Y. OR 3-7380

NOW EXCLUSIVELY ON REPUBLIC AND GREATER THAN EVER!  
**DEL WOOD** 7036  
**12th Street Rag**  
All Republic Hits are on 45 R.P.M. 300

**ALL HITS!**  
**70 "LAFF"**  
PARTY RECORDS To Select From  
Write for Information, Some Exclusive Territories Available  
DISTRIBUTORS: 1/3 Dep., Bel. C.O.D.  
**LAFF Records**  
P. O. Box 4104 Glendale 2, Calif.

**Personal Promotion NATIONAL CONTACT**  
with Top Disk Jockeys and Operators for solid personalized record promotion.  
For a smart service with experienced personal planning. Contact:  
**"Whistling" FRED LOWERY**  
60 W. 46th St., New York 36, N. Y. Phone: JUDson 6-7930-1-2

**PROMOTERS**  
—Get on our Mailing List. —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. —Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**Late Reports on Recent 'Best Buys'**

Popular

Continued from page 30

**APRIL IN PORTUGAL**  
**Dick Hayman**—Mercury 70114

**APRIL IN PORTUGAL**  
**Vic Damone**—Mercury 70128

The Hayman "April" coupled with "Anna" has been a strong seller for many weeks now. His "April" appears on the Chicago, Detroit, St. Louis and Cincinnati territorial charts this week. Damone's strength has been concentrated primarily in the Middle West so far with good reports also coming in from sources in New York State and Southern California.

**WALKIN' AND WONDRIN'**  
**Guy Mitchell**—Columbia 39962

Generally speaking, the crest of sales activity on this record appears to be passed. Still good tho in Buffalo, Pittsburgh; the Carolinas and other territories.

**Country & Western**

Continued from page 30

**CAROLINAS.**  
**CANNONBALL YODEL**  
**BROKEN WINGS**  
**Elton Britt**—RCA Victor 20-5251

Distribution of strength as reported last week held good this week also, with definite signs of growth on the West Coast and Eastern Pennsylvania.

**I'M GONNA LOCK MY HEART**  
**Eddy Arnold**—RCA Victor 20-5193

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

No signs of decline in sales for these two Arnold disks. Still picking up momentum in Buffalo, Cincinnati, Nashville and on the West Coast.

# EMI-U. S. as Angel Label

Continued from page 15

passage of the McGuire Act, and its policy on minimum retail price pegs for its opera sets has thus far been continued by Capitol.

Angel LP's will probably list at \$5.95 each. Here, too, no definite decision has yet been made, but it is planned to offer the platters at competitive prices to other "quality" disks. Some of the Angel repertoire will also be made available on extended play platters.

### Iserson Remains

Irving Iserson, with Soria in the Cetra operation, remains as general manager of the new diskery. Dorle Jarmel Soria (Mrs. Soria) has joined the enterprise in charge of artists and repertoire, as well as of press relations. She recently resigned her post as public relations director for the Philharmonic-Symphony Society of New York. She also headed the press department of Columbia Artists Management, Inc. John Woolford, former manager of the Baltimore Symphony, has been signed as sales and promotion exec.

Initially all Angel records will be imported from England. Sides will be drawn from many countries in which British Columbia subsidiaries are active, among them France, Germany, Austria, Italy, Spain, Scandinavia and Holland. Some domestic pressing may be done later. Included among the orchestras and artists that will be featured on Angel disks this fall are the London Philharmonic, the French National and Vienna Philharmonic orks; conductors Herbert von Karajan, Issay Dobrowen, Andre Cluytens and Tullio Serafin; pianists Walter Gieseking, Marguerite Long and Witold Malcuzinski; singers Maria Callas, Elizabeth Schwarzkopf, Fedora Barbieri, Giuseppe di Stefano, Boris Christoff and Nicola Rossi-Lemeni, and chamber music groups such as the Quartetto Italiano.

A major fall release under the

Angel imprint will be the first officially sponsored recordings of operas by La Scala, made possible thru a just-signed pact with the management of the famed Milan Opera Company. The contract will be exclusive for certain specific works. Until now the La Scala name has appeared on etchings released here only by some variant of "recorded by members of..."

Part of the Angel catalog will be devoted to "spoken word." Release in this category will be the Oscar Wilde play, "The Importance of Being Earnest," to be cut this month in London by a cast including John Gielgud, Pamela Brown, Dame Edith Evans and Robert Morley. Edith Piaf will be one of the artists featured in Angel's catalog of lighter music.

Distribution will be handled primarily thru a subsidiary firm, EMI Sales (U.S.), Ltd. The company's plan is to sell direct to dealers thru sales representatives and will probably make use of established disk distributors only in selected territories. If the company's growth is as rapid as planned, it is intended to establish company branches in important markets.

Soria is retaining his headquarters at 38 West 48th Street here for executive offices, but is now seeking additional space for warehousing and shipping facilities. He leaves for England in two weeks to finalize release schedules.

## Gov't Sifting

Continued from page 14

were singers, conductors, critics and composers.

The security office's activities in this phase of IIA's work is regarded as resulting directly from recent probes of IIA by Sen. Joseph R. McCarthy's (R. Wis.) government investigating committee and the House Un-American Activities Committee. Meanwhile, Atty. Gen. Herbert Brownell Jr. this week asked the Subversive Activities Control Board to order 12 organizations to register as communist fronts. This was the Justice Department's first such action following a board decision earlier in the week decreeing that the Communist party is a Communist-action body under Soviet control and therefore required to register under penalty of stiff fines or imprisonment for evasion. The organizations are: Labor Youth League, the International Workers' Order, Inc.; Civil Rights Congress, American Committee for Protection of Foreign-Born, the National Council of American-Soviet Friendship, Inc.; the Joint Anti-Fascist Refugee Committee, the Jefferson School of Social Science, United May Day Committee, Veterans of the Abraham Lincoln Brigade, Council on African Affairs, Inc.; the Committee for a Democratic Far Eastern Policy and the American Slav Congress.

## Stokowski

Continued from page 15

Canada, whether licensed by BMI Canada or not, will be selected by a committee of Canadian and American composers and conductors, Haverlin said. Invitations to serve on this committee will be sent to Sir Ernest MacMillan, Edward Johnson, Claude Champagne, Wilfred Pelletier, Aaron Copland, William Schuman, Roy Harris and Henry Cowell.

## Adams Roster

Continued from page 14

completely the positions of the top ASCAP brass. There was feeling on the part of many execs that they had had "enough" of a particular job for awhile—and this created an atmosphere conducive to change.

Adams was elected in what proved to be one of the most rapid elections in memory. When the board had been in session about one hour, there was a burst of applause, and the newly elected chief was seen sitting in the president's chair. He had been nominated by Bernstein, seconded by Bourne, and elected by acclamation.

A member of the Society 20 years and a board member for 10, Adams during the past year had been tremendously active in working out the writers' distribution and had participated actively in the deliberations of various committees. His election is seen as evidence of the growing tendency to regard the presidency as a reward for service.

Adams, who has a law degree, wrote his first song in collaboration with Fats Waller. It was "Rollin' Down the River," introduced by Guy Lombardo for the "Connie's Inn Revue." Others of his tunes are "What a Difference a Day Made," "Dust on the Moon," "La Cucaracha," etc. Films for which he wrote tunes include "Duel in the Sun," "The Great Lie," "Viva Villa." Adams' chief collaborators have been Sigmund Romberg, Hoagy Carmichael, Fats Waller, Oscar Levant, Ray Henderson, Max Steiner and George W. Meyer.

The Adams is the youngest member of the ASCAP board, it has been noted that Gene Buck acceded to the ASCAP presidency at a younger age. Buck was 30 when he was elected to the post in 1924. Buck served until 1942. He was succeeded by Deems Taylor, who served until 1948. Ahlert held the post from 1948-'50, and was followed by Harbach.

## Peter De Rose

Continued from page 14

was known as "Sweethearts of the Air."

De Rose wrote songs for a number of notable musical productions, including "Broadway to Paris," "Burl'sesque," "Yes, Yes, Yvette," "Earl Carroll's Vanities." His songs included "Deep Purple," "When Your Hair Has Turned to Silver," "Somewhere in Old Wyoming," "Muddy Water," "Somebody Loves You," "Wagon Wheels," "Lilacs in the Rain," "Autumn Serenade," "You Made Me Love You" and others. He recently had completed scores for an Otto Harbach operetta, "Counter Melody" and a Warners film, "About Face."

The composer was a member of The American Society of Composers, Authors and Publishers and of the Songwriters' Protective Association.

He is survived by his widow; a daughter, Mrs. Rita Breen Bunch; three brothers, Andy, Frank and Roger De Rose, and three sisters, Miss Minnie De Rose, Mrs. Frank Vigilante and Mrs. William Axt.

## That's the Biz

Continued from page 15

see how his distributors were doing with the line across the country. He took a bus to Tulsa, Okla., hitch-hiked to L. A. and returned via a hitch-hike to Reno, Nev., a bus to Salt Lake City, a hitch to Chicago and a plane back to New York. The trip, which took three weeks, cost \$225, and actually cost the firm only \$125, since Seidel won \$100 at the Reno gaming tables shooting craps. In addition, he raised \$3,000 working capital for the firm from an investor in California. He considered it a most successful trip, not only because he raised \$3,000 but also because he showed his ability at craps.

Seidel claims that tho the firm is not making any money, it is growing. By that he explains that two years ago the firm had only one release on the market, and now it has four, with one coming. "Obviously, that shows growth." In addition, the label is starting two new projects, one a series of "Great Men of Letters," who will read selections of their works on records, and the other a complete recording of the Jewish Passover service. The latter will be backed by Arthur Winarick, owner of the Concord Hotel, and Seidel's boss, on week-ends.

# Bumper Crop of New Labels

Continued from page 14

publisher put it, a new label means that new talent will have a chance to develop, and that in itself is a good thing for the business. It also means that a pubber will have another label where he can take his songs, which in these days of tighter releases by the majors is most important to the average publisher.

"This is good news," said a key music man, "because it is not a fly-by-night operation. It will be a 'legitimate' off-label, one that will remain in business instead of fading out in a short time as so many of the indies do. We won't have to worry about royalty payments, and we won't have to concern ourselves with caliber of artists, etc., when the major indie label cuts one of our songs. As the new label develops strong artists, we will have new people to shoot for with our material."

### Prospects Please

One-stops, who have enjoyed unprecedented growth over the past few years, are rubbing their hands with glee at the prospects portended by the Victor move. One admitted with disarming frankness, "It makes our club stronger." More labels and more distributors bidding for exposure in one-stops gives the latter's hand a new bargaining edge.

These sub-distributors often exert an unusual influence, thru recommendation, on the purchases made by their juke operator customers. They can be a key factor in building a hit to its full potential.

Since one-stops can't stock every release, they are under considerable pressure from diskeries and distributors to handle their wares. If they order a new disk in any quantity, they are going to push it, and manufacturers are only too aware of their power. As the pressure increases, the one-stop's favor is more actively curried, and he can win concessions that would be otherwise unobtainable. One-stops would like to see other majors follow Victor's example.

### Retailer Wary

To the average retailer, tho, the emergence of yet another potentially powerful label is not too happy a prospect. His shelves are

already burdened with labels of all hues, sizes and prices. Proper inventory control is becoming a more difficult problem for all but the largest dealer. What to buy and in what quantity, is a decision requiring more careful calculation daily.

Some greeted a query on the new Victor plans with the statement that they would have to become "choosy" to the point where they will treat the majors in the same manner as they do the indies at the present time. "We'll buy only the hits and forget about catalog," declared a piqued retailer, whose reply was typical of many.

New artists are the most likely among the talent fraternity to benefit from the creation of additional labels. To them, the Victor move represents an extension of the multi-indie situation, with new opportunities for exposure and a bid for the big money.

## B. G. Tour

Continued from page 14

(where the gross hit \$24,000 with Benny in front of the ork), the package has demonstrated its staying power. The new Goodman crew is currently being led by Gene Krupa, who will remain in charge until B.G. re-joins the unit.

Goodman, felled last week in Boston, is recuperating nicely and the medics predict that he will be able to take up his duties again with the package in about two to three weeks. The Goodman-Armstrong unit, which is booked by the Associated Booking Corporation, is now set to tour until June 1, with the possibility of some West Coast dates afterwards.

This was the first time in the past three years that sickness hit key performers in two out of three road shows in one season. Nat Cole's illness forced the closing of "The Record Show" two weeks ago. Fortunately, the Goodman-Armstrong tour was able to continue even without the in-person work of B.G.

**NEW RECORDS**  
DISTRIBUTOR'S  
CLOSEOUTS  
**7 1/2¢** and up  
Write for  
FREE CATALOGUE  
**VEDEX COMPANY**  
734 10th Ave., New York 19, N. Y.  
Tel.: CI 7-3494

They are calling for  
**"KING SIZE KISSES"**  
Recorded by  
**COY McDANIEL**  
M-C-M No. 11451  
Published by **TANNEN MUSIC, INC.**

RELIABILITY - QUALITY  
**RECORD PRESSING**  
Originators of the  
**NON-SLIP FLEX**  
(Pat. Pending)  
**Research Craft Co.**  
1937 N. SYCAMORE ST.  
LOS ANGELES 26, CALIF.

CANADA'S INDEPENDENT  
**RECORD PRESSING CO.**  
SOLICITS ALL TYPE PRESSINGS FOR  
THE CANADIAN MARKET  
**RECORD PRESSING CO., LIMITED**  
Windsor, Ontario, 2-5563

... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

**John Gale Barker**  
Barker Music Center  
McLellan's Store  
Tucson, Arizona.

**SUBSCRIPTION ORDER FORM**

The Billboard  
2160 Patterson St. Cincinnati 22, Ohio  
Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payments enclosed. 777

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

**THE MARKET PLACE for the MUSIC-RECORD INDUSTRY**  
★ CLASSIFIED ADVERTISING ★  
The National Exchange for Music-Record Personnel, Products, Services and Opportunities

**Business Opportunities**

**CUSTOM RECORD PRESSINGS**  
Specialists in Long Play Microgroove 45 and 78 RPM pressings. Materials include pure black and red vinylite non-breakable extended vinyls and break resistant Complete servicing—dubbing from tape or instantaneous master, metal processing, labels, collating, warehousing drop shipping in individual mailing, art work albums.

**ALLETOWN RECORD CO., INC.**  
Allentown, Pennsylvania Tel 3-7400

**Distributors Agents-Dealers**

**Tico — King of the Mambo Records:** also the finest in Rhumbas Tangos, Sambas and Boleros; all top-artists, many instrumentals; finest recording sounds, available on 78, 45 and beautiful long-playing albums; choice territories open for distribution. Write for new catalog Tico Recording Co., Inc. 143 West 41st St., N.Y.C. LA 4-0457.

**Parts-Products Services**

**EMPIRE RECORD CORP.**  
JACK L. CAIDIN, Pres.  
Manufacturers of Phonograph Records for the trade; top quality; fast service; lowest prices; overnight emergency jobs; 10" 78 RPM and 33 1/2 RPM; large or small quantities.  
2060 First Ave., N. Y. C. 29  
(Bet. 106 St. & 107 St.)  
SACramento 2-9171

**HERE'S WHY**  
Over 100 HEP INDIE LABELS  
Do Biz with RCA Victor

THEY GET TOP QUALITY!  
QUICK DELIVERY!  
COMPETITIVE PRICES!  
COMPLETE CUSTOM RECORD SERVICE  
RECORDING - PROCESSING PRESSING  
Contact Dept. A-50  
630 Fifth Ave., New York 11430 N-25011  
445 N. Lake Shore Dr., Chicago  
WHitehall 4-3215  
016 N. Sycamore Ave., Hollywood  
Hillside 5171

Record labels our specialty: Lp covers printed. Fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. Stagg 2-4799

**The Record Exchange**  
NUMBER #1 POLKA LINE  
TOP ARTISTS AND TUNES  
Biggest Selection on all Speeds.  
English, Polish Instrumentals.  
Write for catalog and nearest distributor.

**DANA RECORDS**  
344 North Ave. New Rochelle, N. Y.  
Authentic Czech and German Records—Old-time Polkas, Waltzes and Schottisches on 78 and 45 rpm; write for catalog and nearest distributor. Humming Bird Records Co., 510 Franklin Ave., Waco, Tex.  
Distributors of largest variety of Latin Records in the Midwest; 78's and 45's; also Square and Folk Dance recordings. Write to Advance Distributing Co., 3257 W. Montrose, Chicago, Ill.

**ADVERTISING RATES**

**REGULAR CLASSIFIED**  
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.  
Per word ..... \$ .20  
3 or more CONSECUTIVE or 26 insertions, per word ..... .18  
52 CONSECUTIVE insertions, per word ..... .16  
Minimum \$3

**DISPLAY CLASSIFIED**  
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.  
Per agate line ..... \$1.00  
3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95  
52 CONSECUTIVE insertions, per agate line ..... .90  
1 inch equals 14 agate lines.

# Hocus-Pocus

By BILL SACHS

CARDINI is in the midst of a fortnighter at Montreal's Mount Royal Hotel, his first engagement at that spot. . . Roy Benson is working a like stint at Sans Souci Cabaret in the Canadian metropolis. . . B. L. Gopee (Perkins), known professionally as Byrne the Magician, having finished basic training at Indian-town Gap, Pa., has been given an Army Special Services assignment and was slated to sail for Germany the past week-end. Byrne hails from Grand Rapids, Mich. . . Mr. and Mrs. Roy Mayer will soon head for their Troy, Ill., headquarters after winding up a tour for South East School Assemblies. . . Leon Pinter is putting in his first season with the Plunkett Show in Texas, presenting his magic as a vaude feature and doubling in the cast. . . Dr. Zina Bennett, Detroit expert with the giant cards, has just been granted membership in the Swiss Magic Circle, the Edinburgh Magic Circle and the Mystic Seven of Huddesford, England, making 52 magic groups in which he holds cards. He is the subject of an article in the current edition of Medical Economics. . . The Magic Hobby Club of Ohio, Inc., Columbus, recently elected the following officers: Bob Nelson, president; Ed Fitzgerald, secretary-treasurer; Dr. William Close, first vice-president; John Riddlebaugh, second vice-president, and Wally Cox, third vice-president. The group meets the third Friday of each month at Bob Nelson's Magic Shop on South High Street, Columbus. . . Leroy S. Lowner (Leroy the Magician), of Harrisburg, Pa., who died last January, bequeathed all of his equipment, said to be valued at nearly \$15,000, to a 15-year-old Atlanta lad, Dick Miller, who had met Leroy only twice, the first time in 1949 when he came up from the audience to stooge for Leroy in a trick. . . Amos Seabury, magician and juggler, after two weeks in Franklin Boulevard Hospital, Chicago, is convalescing at his home, 4014 Clarendon Avenue, that city.

NARDINI and Nadyne, after completing a tour of Army camps and bases in the South, hopped from Greenville, S. C., to Minneapolis for an eight-day stand at Municipal Auditorium,

When in BOSTON  
It's the  
**HOTEL AVERY**  
Avery & Washington Sts.  
The Home of Showfolk

**STROBLITE**  
LUMINOUS COLORS GLOW IN DARK

SPECTACULAR!  
BEAUTIFUL!  
MYSTIFYING!  
DRAMATIC!  
Countless, intriguing effects can be attained with U V Blacklight. For stage, night club, theatre decorations, advertising displays, etc.  
**STROBLITE CO.**  
Dept. B-1, 35 W 52d St., New York 19

Be a Booster for  
**MILTON SCHUSTER**  
WANTED  
People in all lines for Theatres and Clubs  
**Jack Montgomery, Mgr.**  
Club Dept.  
127 N. Dearborn St. Chicago 2, Ill.

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gaglines, monologs, dialogues, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back if not satisfied. LAUGHS UNLIMITED 106 W. 45 St., N. Y., N. Y. JU 2-0373

**Minstrels' Costumes & Accessories**  
CIRCULARS FREE  
Dance—COSTUMES—Clowns  
For all other occasions. Get in touch with  
**THE COSTUMER**  
238 STATE ST. SCHENECTADY 5, N. Y.

SPECIAL PRINTED  
ROLL or MACHINE  
**100,000**  
FOR \$32.00  
**ELLIOTT TICKET CO.**

opening April 18. For the occasion they presented their cocktail bar act in the Schenley Company booth. "I noted the controversy in your column recently as to who did the drink act first," writes Bob Nardini. I don't want to start it up all over again, but I bought my drink act, which anyone could do years ago and still can do. Who cares who started it first? It is simply up to the individual to present his act in a way to keep it working steady, so there shouldn't be any bickering. I had a great deal of help from Bill Waldo, who made and marketed Waldo's Bar Flavors. When Bill passed away, I acquired everything he had (at his request, of course), and then took the Waldo flavors off the market. I have since been using most of my own methods, but with some very valuable assistance from **Burling Hull**. . . **Milbourne Christopher's** new book, *Varied Deceptions*, will be published next month in London by **Harry Stanley**. It will run around 150 pages and be cloth bound. On April 18 Mil presented his nifties on **Sherman Billingsley's** "Stork Club" CBS-TV show. . . **Julius Sundman**, the hocus-pocuser from Helsinki, is in New York making the rounds of the magic haunts. . . Excellent comments have been received from Buffalo, Pittsburgh and Toronto on the lecture-demonstration of Baltimore magico **Hen Fetsch**. The New York Magicians' Guild is disking with him for a June date. . . **Bill Neff's** Madhouse of Mystery opens Thursday (30) at the Seville Theater, Montreal, for a week's engagement. The arrangements were made by **Ted Mecaarden**, thru the **Dave Jonas** office.

## St. Regis, N. Y.

Continued from page 12

endear him to a public almost from the walk-on. Most of his material consists of big showtunes, and he has the voice to carry them off—a big legit bary. But big tunes need better arrangements and sharper lighting than shown here to make the greatest impact. The fact that the boy did as well as he did despite these handicaps is indicative of a real potential.

A tall gangling kid with a slow smile, scrubbed good looks and a belting voice is a fine combo to build on. Added to that he has a fine speaking voice, ease and acting ability. Putting them all together, he could soon be ready for any class room or anybody's show.

Preem night showed flaws in ork and piano backing, indicating necessity for more rehearsals. Jack Kelly was on piano. The Milt Shaw band was on the stand. **Bill Smith.**

## Radio City, N. Y.

Continued from page 12

cated on and off-beat terps that was remarkable to see.

Show opened with a behind the scrim glee club number, "The Lost Chord," a strange opener considering what was to follow. Then came a well executed flamenco by Alma Rosita and Antonio Valero, which segued into a full ballet number joined in by the house ballet corp. For the bridge there were the Calgary Brothers in their standard drunk comedy panto act. Their broad interpretations, slow motion fight, etc., registered big.

To keep up the Latin tempo, the glee club took over again for a series of songs highlighted by the colorful costumes rather than by the choice of the songs. The Rockettes followed and everybody on for the finale. Pic, "Shane." **Bill Smith.**

# NIGHT CLUB REVIEWS

## The Crescendo, Hollywood

(Tuesday, April 21)

Capacity, 200. Price policy, no cover or minimum. Operator, Bill Door. Booking policy, Associated Booking. Estimated budget this show, \$2,800. Estimated budget last show, \$2,500.

Crescendo's noble attempt to compete with other Sunset Strip bistros by offering talent that attracts goes kaput when the current headliner closes May 2. After that, the nitery reverts to a dance policy. Change would be unnecessary if club could regularly book the likes of Eileen Wilson, present offering.

Here's a gal who can sell a song. She has the stage presence, singing ability and repertoire, that pleases, and wows from her opener to beg-off.

Miss Wilson's Crescendo appearance is her West Coast nitery debut. By singing top tunes of recent past, thrush recalls her four and one-half years as featured vocalist on radio's "Hit Parade." Medley starts off with "Again" and includes "I'm in Love With a Wonderful Guy," "People Will Say We're in Love," "How High the Moon," and "Hold Me, Thrill Me, Kiss Me." Miss Wilson's almost effortless vocalizing is enhanced by easy-going intro patter. While all numbers get an appreciative mitt, heavy applause is reserved for her understanding "I Believe" and the contrasting "Who Cares?" For encores she's at her best with the torchy "Situation Wanted" and "There's Gonna Be a Great Day." Singer leaves her listeners begging for more.

Bill is rounded out by comic Dick Kimball, who's making the transition from burlesque to clubs. Most of his stuff has been heard before, but nevertheless evokes guffaws. He is of the rapid-fire technique, and makes use of disdain for the audience. He comes off effectively with his monolog comparison between a man seeking a dishwashing job in the depression year of 1932 and flush 1945.

Good backing is supplied by Jack Nye ork, which also supplies danceable rhythms. **Ed Velarde.**

## Chase Club, St. Louis

(Monday, April 20)

Capacity, 650. Price policy, \$1.50-\$2.50. Shows, 9:15-11:45. Booking, non-exclusive. Manager, Harold Koplar. Publicity, Virginia Davis. Estimated talent cost current show, \$7,500.

Robert Q. Lewis continues to prove his versatility and his ability to click as a nitery comic as well as a TV and radio personality. In his local debut Lewis threw a melange of comedy, songs and even a bit of dancing into his offering. Crowd here came in pre-sold on the guy, thru his "Name's the Same" TV show. Clicked all the way. Fred Elton works as accompanist.

The Foursome, a singing, dancing group—two fellows and two gals—open with "Love Is Sweeping the Country," then a version of "Sweet Sixteen," which includes a take-off on Johnnie Ray, and wind up with a fast-paced boogie-woogie for a heavy mitt.

Tommy Reed ork cuts the show and serves up nice dance music. Vocalists with the crew are Eddie Allyn and Woodie Quadry, both capable singers.

In the Zodiac Lounge, comic Shecky Greene has been held over. **Abie L. Morris.**

## Bricktop Re-Opens Old Roman Nitery

ROME, April 25.—Bricktop, who left Paris several years ago for Rome and Capri, has taken over the old Candlelight Club here.

The club is located a few blocks below the American Embassy. The room opens at 10 p.m., and features American pianist Murray Grand and French chanteuse Simone Gallos.

NEW YORK, April 25.—John Owens, home show impresario, will put on his latest home show in Pittsburgh May 2 for an eight-day period, spending \$3,000 for entertainment.

# Burlesque Bits

By UNO

Jessica Rogers checked into Frank's Casa Nova, Buffalo, nitery April 27 as feature attraction. . . The Lou Miller-Eddie Kaplan

New York agency is readying a unit of 30 people, including a chorus line to tour the better class of cabarets with Paul Morokoff in charge of production. Also booked by the org is a new burly unit featuring Lee Wayne with Jack Rosen, Lou DeVine, Eddie Yubell, Helen Drake and Texas Lee in the cast and due to open May 3 at the Grand, St. Louis. Additional placements are Mary Mack, Union City, N. J., April 26; Vivian Morgan, Newark, N. J., May 1; Howard, Boston, May 11 and Union City, May 17; Lois DeFee, Union City, May 24; Rose LaRose, Howard, Boston, May 4, Newark, May 15 and Union City, May 31; Vicki Wells, Newark, May 8; Winnie Garrett, Union City, May 10; Gaby DeLys, Philadelphia, April 26; Peaches, Philadelphia, May 4, and Mickey Jones, Pittsburgh, April 24. . . Peggy Varga and Laura and Jerry Moore are new at the York Club, Los Angeles. . . Floyd Hallicy, on a recent engagement in Pittsburgh was the guest of Dr. James H. Munster, a physician widely known in the profession. . . George (Beetlepuss) Lewis has joined Billy (Zoot) Reed at the Club Zomba, Hollywood. . . Dave Kayne, electrician at the Hudson, Union City, and brother of manager Harry Oakens, is recovering from a foot ailment in St. Mary's Hospital, Hoboken, N. J. . . Sally Rand opened April 23 at the Rialto, Chicago, succeeding Bonnie Belle who left for Indianapolis with Detroit and Buffalo to follow, thru Milt Schuster. . . Bobbie Parker has adopted a Boston bull pup acquired recently in Pittsburgh. **Gypsy Nina**, former burly top-

notcher, now Mrs. Nicholas Perceos and the mother of Ann, nine, Irene, eight and Gus, six, is residing in Fresh Meadows, L. I., and is active outside her home duties in promoting theatricals in aid of local Public School No. 173. Her latest efforts include the presentation of a fashion show and supervising the choreography for a chorus group of a light opera, "The Red Mill," the proceeds of which will go toward a fund dedicated to the memory of the late Gertrude Lawrence. . . Louis Lautersung, husband of Sylvia (Sugar) Kane, strip, has been appointed manager of the Old Follies Theater in Los Angeles by Bob Biggs Jr. . . Gypsy Ross Lee headed eight acts of vaude that re-opened the Gayety, Montreal, April 27 after two years of suspension. The policy is two shows daily. Booker is Thomas E. Conway, head of the Conway Entertainment Agency, who was the Gayety's manager for 20 years. . . Shiva and her snakes are set for a return booking at the Gayety, Detroit, May 7. . . Co-featured at the Star, Portland, Ore., this week are Benita Francis with her "Dance of Desire" and La Contessa, the Black Angel. Prior to the Star week, Miss Francis completed a run of 20 weeks at the Pago Pago club in San Francisco. From Portland she goes to the Rivoli, Seattle, where she will feature her Bubble Bath until May 7, when she moves to Denver. . . Paul Morokoff, producer, is doubling between the Empire, Newark, and the Hudson, Union City. . . Tommy Timlin, dancer, has entered the Herman Kiefer Hospital, Detroit, for treatment of pneumonia and a slight lung trouble. His wife, the former Lucia Parks (Blaze Fury), who has been in the same hospital the past year, expects to be discharged in a few months.

# AGVA May Change Pay

Continued from page 13

places, however, operators insisted on a series of options to protect themselves in case the lad made it. When it came time to play off these option dates, the trouble began.

Joni James was involved in the most recent hassle. She was working at the Philly Latin Casino for \$2,500, and another Philly club owner sought to enjoin her from playing the date because he claimed he had a prior commitment made a year ago for \$900. The case was settled thru Miss James paying off the contracted salary on the "pay or play" basis.

### AGVA Rule

Under AGVA's rule, no club owner who has a contractual arrangement with the union may sue an AGVA member. The owner must first go thru all the AGVA channels and may then sue only if AGVA permits.

If an owner does sue without first exhausting all of AGVA's means of arbitration, AGVA can declare him unfair, thereby preventing him from getting other performers.

A number of cafe operators have been outspoken about what they call the unfairness of the "pay or play" rule. They say, collecting the amount of the contracted salary from the actor in lieu of his playing the date means

an actual loss. Getting \$10,000 was small satisfaction when that same \$10,000 paid out by the owner in salaries could bring back \$50,000 in gross business. In many cases, operators say, they are willing to amend an original option to put the salary more in line with the going rate, but even then some performers refuse to honor the contract.

This flouting of contracts has started some of the AGVA brass to thinking what could be done about it. Jack Irving, AGVA head, said he felt that "a contract was a contract—if an actor isn't sick he should play the date."

Some of AGVA's board members agree with Irving, and indications are that a change in the "pay or play" rule will be enacted at the convention to bring it in better conformity with the rules affecting contracts issued by other talent unions.

## Empire Room, N. Y.

Continued from page 12

"How are Things in Glocca Morra?" from her role in "Finian's Rainbow." A click is her "President's Song" novelty, in which some lyrics crack heavy at H.S.T. Her Margaret lines are clever. After a solic "St. Louis Blues," comes a capricious "Princess and the Bull Frog," in which she amends the original for a nitery close. Swinging into "Robert E. Lee" and "Birth of the Blues," Kitty leads to the "Dark Town Strutters' Ball" in good Dixie style to introduce Sharkey's gang.

This six-group clamps down on solid New Orleans renditions. With Sharkey handling the trumpet, they do their share to make this one of the loudest concoctions to play the room in some time and the folks eat it up.

Everything breaks loose, with the Merriel Abbott Dancers coming in for Sharkey's "Jazz Band Ball" and Miss Kallen looking in again to join the group in a march among the tables. It's great fun.

The Abbott Dancers open the show with a timely "Coronation Ballet." Miss Loni pleases with foot juggling and the first hint of the rip-roaring time to come is given by Johnnie Bachemin. He starts with a song, moves to some frantic tapping and finally takes over at the piano for first-rate work there. **Tom Parkinson.**

## Suit Seeks End of 4-Year Picketing

PHILADELPHIA, April 25.—A suit to end the four-year picketing of the Anchorage Inn, local nitery, was filed in Common Pleas Court here this week. Notices of the petition for a temporary injunction and plea for damages were sent to officials of Waiters and Waitresses Local 301, Hotel and Restaurant Employees, AFL, which has been doing the picketing since March 18, 1949. Judge Edwin O. Lewis will hold a hearing next week.

The suit, filed by the Anchorage, calls the union's action illegal and asks an unspecified amount of damages because of it.

Altho the picketing has gone on for four years, it has not kept the musicians' union away from the room. Dick Wharton's band is current.

## Waco Opens 10,000-Seater; 'Vogues,' Home Show Coming

WACO, Tex., April 25.—Heart O'Texas Coliseum, newly completed 10,000-seater built by the Heart O'Texas Fair, was dedicated Sunday (12) and will have "Ice Vogues" April 28-May 2. An exposition produced by National Home Shows, Inc., Dallas, will run May 12-17.

The structure, financed with a \$1,200,000 bond issue voted in 1950, has a 250 by 125 floor. The ceiling is 100 feet high at the center and there are 7,640 permanent seats and movable facilities to bring capacity up to 10,000.

## Range Rider Racks Record In Providence

PROVIDENCE, April 25.—The first rodeo to play this city since 1946 has racked up grosses to date that surpass those obtained when Roy Rogers and Gene Autry played the town. Headlined by the Range Rider, the seven-day, 10-performance show has already scheduled an extra matinee because of seat demands.

After the Rhode Island Auditorium here, the Range Rider and his show move to Philadelphia's Arena for an eight-day stand, April 22-29. Pittsburgh's Gardens will house the show from May 1-9 and the show will play in Cleveland, May 11-17, where it will close.

The Range Rider's commitments in Hollywood necessitate his return there at the end of the month-long tour, otherwise additional dates would be played. John Hickey, booking manager for the Arena Managers' Association, said in New York that a longer tour will be sought for next year for the show.

Jack Mahoney and Dick Jones, who headline the show as the Range Rider and Dick West, close here Monday (20). Their TV show, which holds the highest ratings in New England among cowboy shows, is a part of Gene Autry's Flying A Television Company and their stand here marks their debut as rodeo stars.

The Col Jim Eskew JE Ranch Rodeo is being used as the backdrop for the Western TV stars.

Lou Pieri, owner of the auditorium here, says that business is topping his highest expectations by 25 per cent. A \$40,000 advance was in the till, as of opening night, Tuesday (14). The extra matinee will be held Monday (20), the closing day.

## Levant Draws At Portland

PORTLAND, Ore., April 25.—Oscar Levant, playing a Gershwin program with the Portland Symphony Orchestra Friday (17) night at the Public Auditorium, drew more than 2,500 customers, largest audience to hear the Symphony programs this season. Tickets ranged from \$1.25 to \$3.50.

The Ellison-White Bureau here announced the De Luxe Artist Series at the public auditorium for the 1953-'54 season would include Victoria De Los Angeles, soprano; William Warfield, baritone; Isaac Stern, violinist; Dorothy Kirsten and David Poleri, opera singers; Vienna Academy Chorus and the Agnes DeMille Dance Theater.

M. D. Corbin is executive vice-president of the fair and Pat Taggart is president. The Coliseum was built as a key phase of a plan which began 10 years ago to build the fair. The present fair succeeds two earlier ones operated in Waco.

Structure is built of steel and concrete blocks. It is reputed to be one of the largest buildings made of the blocks. At a band concert held prior to the dedication, acoustics were termed excellent, with the sound system not being required for the program. The Coliseum is equipped with such facilities as built-in hardware for hanging circus aerial rigging. The design was determined after a study of about 50 similar buildings by the fair executives.

## NEWS NUGGETS

### SET HOME EXPOSITION FOR DENVER U. BLDG. . . .

DENVER — The 1953 Denver Home Show will open May 10 in the University of Denver Arena for a seven-day run. Event is sponsored jointly by the Denver Association of Home Builders and The Denver Post. Talent for the show portion of the expo is being lined up thru the Bob Korash Agency and includes Shepard Brothers, Swiss bell ringers; Paul Rodgers, juggling, and Whimpy, unicycling clown.

### SET ICE SESSIONS AT HOUSTON ARENA . . .

HOUSTON.—C. E. Lyon, president of the Houston Figure Skating Club, announced that plans had been completed by that organization for a five-week ice skating session June 3-July 7 at Sam Houston Coliseum. The club will conduct classes in most phases of ice skating for all ages, with Pro Howard Butler and club President C. E. Lyon as instructors. An ice surface 90 by 200 feet will be provided.

### SPARTANBURG PICKS MARGARET MOORE . . .

SPARTANBURG, S. C.—Mrs. Margaret M. Moore, director of the Piedmont Interstate Fair, has been appointed a member of the Spartanburg Memorial Auditorium Commission, succeeding Maurice Plunkett, who resigned because of the pressure of business interests. Mrs. Moore has supervised the staging of a number of events in the Auditorium.

### A. C. AUDITORIUM CONTRACTS AWARDED . . .

ATLANTIC CITY—After approving emergency appropriation of \$230,000 to pay the cost, the city commission awarded five contracts to provide air-conditioning for the ballroom of the Municipal Auditorium. Total amount of the contracts is \$207,547, but there will be the additional expense of engineer's fees. Bernard Strouse, who drew specifications and will supervise the work, will be paid 6 per cent of the cost. Principal contract, that of furnishing the air-conditioning equipment, will go to the Clermont Engineering Company, Philadelphia, on a low bid of \$124,740.

### NAT'L DANCE FETE AS ARENA FEATURE . . .

MILWAUKEE—D. Winnecour, at National Dance Festival headquarters here, announced last week that dance contests are to be presented in the country's various arenas in an effort to promote dancing. Both professional and amateur teams may compete in any or all dances such as one and two-steps, fox trots, waltzes, sambas, mambas, rumbas, boleros, tangos and novelties. It is planned to have communities or local charitable organizations sponsor the events.

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

## Record Crowd Attends Motor Sports Show

NEW YORK, April 25.—The Second Annual International Motor Sports Show, held in Grand Central Palace, April 4-12, racked up a record-breaking attendance tally.

Despite a free Auto-Lite show at the Waldorf-Astoria part of Easter Week, and the National Hot Rod-Sports Car Show at Palisades (N. J.) Park, some 130,000 paid was reported for the Palace event.

An atmosphere of class and money prevailed at the show, which utilized the main and second floors of the Palace. Extensive use of carpeting thruout the exhibition hall gave an intimate air to the showing. Only drawback was the limited aisle space in front of and behind the cars, many of them vintage affairs, on the second floor.

The show, headed by humorist Herb Shriner, must seek new quarters next year because the Palace will be taken over in December by the Internal Revenue Department.

Under consideration for next year's show site is the Kingsbridge Armory, Bronx, and Yankee Stadium. Tents would be employed at the latter location, should arrangements be made to hold the event there.

## Crowds Light At Houston Sports Show

HOUSTON, April 25.—Poor attendance marked the annual Houston Sport and Travel Show, April 4-12, at Sam Houston Coliseum. Total gate receipts were estimated at 25 per cent lower than last year. Spike Jones and His City Slickers with their two-hour "Musical Depreciation Revue of 1953" was the show. Tickets sold for \$1.50. Hundreds of commercial exhibits, from house trailers and yachts to fly rods and live minnows, filled the display floor.

## Managers' Assn. Includes Com'l Exhibits at Confab

CHICAGO, April 25.—The International Association of Auditorium Managers will include commercial exhibits at its annual convention here July 5-8, Clarence B. Hoff, organization president, announced. The announcement came out of a recent

## MILWAUKEE BLDG. NAMES ELMER KRAHN MANAGER

MILWAUKEE, April 25.—Elmer A. Krahn, Milwaukee advertising-insurance executive and president of the Milwaukee Auditorium and Arena, has been named the new manager of the building to succeed William C. Maas, who retires this September.

The committee's search for managerial timber had been on a nation-wide basis and 32 applicants applied for the position. The field was finally narrowed down to a local executive who turned down the job at the last minute.

Krahn, 52, has been active in civic affairs for many years. He is in the advertising business and is general manager of the Milwaukee Labor Press, as well as a vice-president of the Badger State Casualty Company.

He will begin his new duties on a part-time basis June 1 and will take charge when Maas goes into retirement.

A revised managerial set-up will call for a profit-sharing formula for Krahn and his staff. Incentive deal has not yet been completely worked out but will provide for a percentage of the

aud's profits over and above Krahn's annual salary, plus expenses.

Horace Strong, who has been in charge of ticket sales and the cashier's office, will be Krahn's assistant at \$8,000 a year, plus a cut in the profits.

## Cedar Rapids Bldgs. Almost Pay Their Way

CEDAR RAPIDS, Ia., April 25.—Receipts from Memorial Coliseum and Memorial Stadium for 1952 came closer to paying their own way than ever before, according to a report submitted to the city council by Abe Pilicer, chairman of the Memorial Commission, which controls both properties.

It took only \$632.59 of tax payers' money, in addition to receipts of \$28,265.53, to keep the coliseum going. Combined with operations at Memorial stadium on the far West Side, the 1952 outlay by the Memorial Commission totaled \$56,855.05.

Despite a steady rise in overhead costs, rental charges will remain the same—\$150 a night for the coliseum and \$50 for the armory. Last year the coliseum took in \$13,235.13 from auditorium and armory rentals, an average of \$1,103 a month or only \$19 less monthly than in 1951.

Total income last year set a new record. Previous year's total of \$19,650.74 covered only nine months because of budget system changes. Last year's operational loss of \$635, compared with one of \$11,060 in 1951. Most of the larger previous deficit was caused by an \$11,500 expense for building repairs.

One item of coliseum income showing a good increase last year was from concessions—a gain of \$3,340. Sales totaled \$5,696.39 and expenses of \$2,886.11 netted the commission \$2,810.28. Wrestling shows, under management of Hal Sheridan, have been well patronized.

Charles Ziogas, manager of both buildings, said he hoped to promote a big sports show and possibly an ice carnival and revue.

Members of the commission include Mayor Milo Sedlacek; John Fryrear, former boxing show promoter; Carlton Smith, national guard officer, and City Auditor Walter Miller, who also is secretary for the group.

## Syracuse Building Has Shrine Circus, 'Biggest,' Tanker

SYRACUSE, April 25.—Onondaga County War Memorial Auditorium here is currently playing the annual week-stand of the Shrine Circus, this season under the direction of Frank Wirth. "Biggest Show," with Frankie Laine, is booked for April 29, with National Shows, Inc., local outfit, handling promotion.

Sam Snyder's Water Carnival has been booked into the building for May 8-10 by the Lions Club. It will be the first water show to make the building. Wrestling and boxing complete the current schedule for the building managed by William Stark.

## Snow Collapses Roof

BLAIRMORE, Alta., April 25.—Damage estimated at \$12,000 was done Tuesday (14) when snow, which had piled up 20 inches, collapsed part of the roof of the Blairmore Arena. No one was in the building at the time.

## PROMOTERS

—Get on our Mailing List.  
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.  
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

## Sonja Henie Pulls 'Em in At Vancouver

VANCOUVER, B. C., April 25.—Vancouver Skating Club's 15th annual carnival here in Exhibition Forum, headlining Sonja Henie, drew sellout business for all four performances. It was reported that la Henie was paid \$25,000 for her appearance here, a new all-time high for the organization. Her partner, Marshall Beard, and comic Joe Tors completed the outside talent.

Acts set for the fourth annual Kiwanis-Pacific National Exhibition sports and vacation show May 4-9, include the Nissons, trampoline; four Phillips, juggling; Sharkey the Seal; Ken Davidson, badminton; Jimmy Running and Company, log rolling; Daring Moores, trapeze; Vincent-Visini, dancers; Stanley Beebe's Hollywood Bears. Frank Negley will emcee.

## Dramatic & Musical Routes

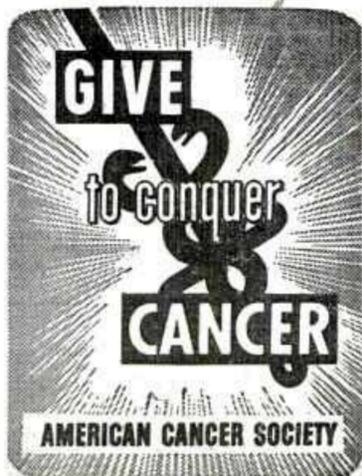
Call Me Madam: (Shubert) Chicago.  
Can Can: (Shubert) Philadelphia.  
Constant Wife, with Katharine Cornell: (Lyceum) Minneapolis.  
Deep Blue Sea: (Davidson) Milwaukee.  
Dial M for Murder: (Harris) Chicago.  
Evening With Will Shakespeare, An (National) Washington.  
Fourposter: (American) St. Louis.  
Gigi: (United Nations) San Francisco.  
Good Night Ladies: (Royal Alexandria) Toronto.  
Guys and Dolls: (Fox) Spokane, Wash.  
I Am a Camera: (Her Majesty's) Montreal.  
Maid of the Ozarks: (Nixon) Pittsburgh.  
Male Animal: (Blackstone) Chicago.  
Me and Juliet: (Hanna) Cleveland.  
Mrs. McThing, with Helen Hayes: (Er-langer) Chicago.  
New Faces of 1952: (Great Northern) Chicago.  
Oklahoma: (Colonial) Boston.  
Pal Joey: (Shubert) Washington.  
Point of No Return: (Geary) San Francisco.  
South Pacific: (Coliseum) Evansville, Ind.  
Stalag 17: (Er-langer) Buffalo, N. Y., 27-30; (Auditorium) Rochester May 1-2.  
Top Banana: (Auditorium) Denver.

## Miscellaneous

Miller's Irvin C. Brown-Skin Models (Palace) Lake Charles, La., 29; (Hollywood) Fort Arthur, Tex., 30; (Booker T.) Galveston May 1-2; (Cameo), San Antonio 5; (Texas) Odessa 6-9.

## Skating Shows

Ice Capades of 1953 (Stockyards Station) Denver, Colo., 27-28; (Pan Pacific) Los Angeles 30-May 24.  
Ice Cycles of 1953: Quebec City, Que., Can., 24-29; Chicoutimi 30-May 3; (Memorial) Canton, O., 5-12.



## Southern Region RSROA Names Sanford President

LITTLE ROCK, April 25.—About 500 operators and skating enthusiasts from 10 Southern States, including 175 skaters from the area, ended their four-day annual meeting at Troy's Roller-drome here Sunday (5) which included Southern regional championships of the RSROA.

Charles E. Sanford, Fort Lauderdale, Fla., was named president of the Southern region, replacing Troy Braswell, operator of the Roller-drome. Operators selected Fort Lauderdale as site of their championship meet next year. Jack Britton, Chattanooga, was re-elected secretary-treasurer.

Arlyne Robertson, Atlanta, was named queen of the 10-State meet over three other contestants. She will compete in the national meet, July 28-August 4, at Cleveland.

Contests ended with exhibition performances by champions and trophy awards. Proficiency tests were run on closing day.

Louisville skaters took top honors in the men's relay and in the mixed relays. Little Rock skaters

placed in the speed skating. Linda Baker, Atlanta, racked up two titles in the junior B speed division for girls and junior free skating. Atlanta skaters won five titles. Louisville was second with four.

Other winners were: Freddie Worth, Louisville, senior men's speed; Gloria Jean Cain, Chattanooga, senior ladies' speed; Larry Tinson, West Palm Beach, Fla., intermediate men's speed; Joyce Wilson, Louisville, intermediate ladies' speed; Ronnie Stark, Louisville, junior boys' speed; Mary Ettwein, Miami, junior girls' speed; Tommy Strickland, Daytona Beach, Fla., juvenile A boys' speed; Bobbie Smith, Louisville, junior B boys' speed; Gary Byrd, Mobile, Ala., junior C boys' speed; H. R. Sutton, Atlanta, senior men's free skating; Peggy Connelly, Jacksonville, Fla., intermediate ladies' free; Ronald L. Brady, Jacksonville, juvenile boys free; John Abbott and Dorothy Vandergriff, Chattanooga, junior dance; George Williams and Mary Gardner, Atlanta, senior dance; John Copeland and Joan Boyd, Atlanta, intermediate dance; and Marshall G. Williams Jr., and Rollene Cannon, Atlanta, novice dance.

Figure Skating—Claude H. Cochran, Atlanta, men's novice; Virginia Deegan, Miami, ladies' Novice; Duane E. Holey, Tampa, men's intermediate; Mary Gardner, Atlanta, ladies' intermediate; Mary Jo Smith, Jacksonville, junior girls; Ronald L. Brady, Jacksonville, boys' juvenile; and Linda Jo Baker, Atlanta, girls' juvenile. Pair Skating—Duane Holey and Joyce Trainor, St. Petersburg, senior; Earl W. Hodgdon Jr., and Carolyn Pappas, Jacksonville, novice; Donald L. Braddock and Judy Smith, Jacksonville, junior; Ronnie Brady and Nancy Ellis, Jacksonville, juvenile.

## Boulevard Wins AOW Title With 25.5 Net Points

Gives Club 2d Leg On Big Cup; 300 Take Part in Meet

ELIZABETH, N. J., April 25.—Amassing a total of 25½ net points, the Boulevard Arena Skating Club of Bayonne, N. J., skated off with the second leg of the current America on Wheels trophy in the 13th annual championships held April 6-10 in Twin City Arena here. Boulevard skaters need but one more win to obtain permanent possession of the large sterling silver trophy, donated in 1951. Two previous trophies have been retired by the Twin City Skating Club.

This year approximately 300 skaters from the AOW chain of rinks competed in the contests which covered every phase of roller skating—figure, dance, mixed pairs, ladies pairs, fours and speed in juvenile, sub-novice, intermediate, junior and senior classes.

In order to equalize chances for each club, AOW has devised a handicap system in computing final points. The handicap is based on the number of entries from each club and the potential number of points each entrant may win. From this a percentage is worked out for each club, and the percentage is applied to the points earned by each club in arriving at final figures to determine the winning club.

Continued on page 57

## Roadshow Rep

THE Slout Players Show, headed by Toby, Ora and Bill Slout and currently preparing for its 27th consecutive season under canvas, started rehearsals in Waterloo, Ill., April 22. Season's opener is tentatively slated for Waterloo, May 6. Bill Slout will handle the male leads, with Audrey Carver doing the feminine leads. Others in the cast include Monte Montrose, a returnee from last season; Jimmie Reynolds, Gene Bradley, J. G. Buchanan, Toby Slout, M. Montague, Dixie Buchanan and Ora Slout. Vaude acts will be supplied by Duke Montague and Company, magic; Little Dixie Goober, western and hillbilly; Audrey Carver, dancer; Gene Bradley, Monte Montrose and Ora Slout and her Tent Show Choir. Ray Snyder is in charge of trucks, while Francis Snyder secretary, looks after the box office. Klink and Francis Lemmon, old stand-bys, will return for their seventh consecutive year to handle the orchestra, banners and concessions.

Rabbit Foot Show without saying anything against any of the others. Being a traveling salesman, I have caught this show many times in various spots and I knew the former owner. It has always been a well-liked show; never a fake and never of a type that bores patrons with long-winded sales pitches. I hope to see it again this year in some city. . . . G. H. Gurney is moving to West Texas with his museum attraction after spending most of the winter in Tusa, Okla. He says that his outfit is nearly new and that he hopes to take on any street shows or celebrations that come along. He adds that it was a dead winter in Tulsa.

E. W. (EDDIE) CARPENTER writes from Kansas City, Kan., that "I've been reading with interest some of the more recent items in the column regarding tent-rep shows and was pleased at their optimism. However, out here in Kansas, where, in the late '40's I started to call on over 60 tent shows, there is not a single old-timer or newcomer who knows anything about the old rag opry. It's as dead as a dead herring. Last summer I traveled the State with a subscription crew and we touched every town of over 3,000 population and the only tent attractions I saw were two small circuses and a large show. If tent shows want to stay alive they should send out some information as to where they are playing, thus letting patrons know that they are still alive. I never see one of their routes in The Billboard's route department. Why don't they shake off the old idea of hiding themselves?"

B. H. (BARNEY) HOLLINS starts his Wyoming junket with his museum June 1. Hollins says that he'll open near Sheridan that he and his wife will handle the outfit. "Help is too high-priced these days," says Hollins. "I don't propose to make a sizable investment with my small unit and then pay out all the profits to someone else. When you get too big they take it all." . . . "In this decent city we have most of the traveling shows that come along," pens Wills Sperry from Vicksburg, Miss. "Each summer we have tent minstrels and I want to say a word for the

## Drivin' 'Round the Drive-Ins

ARTHUR ROBINSON and Edward Garrow, Southeastern Michigan circuit operators, opened the new 400-car Scio Drive-In near Ann Arbor April 10. . . . Lester L. Leonard, who operates theaters at Prescott and Turner, Mich., is building a new 500-car drive-in which is set for a Decoration Day debut. . . . James and Ruth Langston, owners of the Skytop Drive-In, St. Louis, Mich., have returned from a Florida vacation. . . . Charles Anderson, just back from a vacation in Mexico, opened the Lakes Drive-In, Brighton, Mich., April 17. . . . Lee Stallard, owner of the Waterford Drive-In, Pontiac, Mich., has withdrawn as a partner in the U. S. Route 23 Drive-In at Flint, leaving Lou Warrington as sole owner. Frank Bloomer has been named manager of the spot, succeeding the late Wallace O. James. . . . Tri-State Buying & Booking Service, Philadelphia, is handling County View Drive-In, Mahanoy City, Pa., and Amity Hall Drive-In, Duncannon, Pa. . . . Kayton Amusement Company, Franklin, Pa., is building a 600-car drive-in south of Dover, Del. Vincent McKay is supervising construction. . . . Co-Operative Theater Service, Pittsburgh, will no longer buy and book for Muncy, Pa., Starlite Drive-In. Owners R. Brehm and C. Derrin will handle those chores. . . . Atlantic Drive-In, near Atlantic City, used television for the first time in its seasonal opening campaign. The theater took a series of spots on WTPG-TV, starting six days prior to its opening. As a yardstick, free passes were given to any listener writing to the TV station.

film buyer and advertising-publicity manager for East Windsor (Conn.) Drive-In Theater Corporation. . . . B. E. Hoffman, of Connecticut Theater Circuit, New Haven, Conn., has been named vice-president of the 1953 New Haven Jewish Welfare Fund Campaign. . . . Henry Kupchunas is managing the East Windsor Drive-In, East Windsor, Conn. . . . Blue Hills Drive-In Theater, Bloomfield, Conn., originally slated to resume operations April 2, reopened for the season April 9. M. J. Daly, for many years with Daly Theater Corporation, Hartford, is associated with the management. . . . Construction is nearing completion on a 700-car capacity drive-in being built at Bolton, Conn., by Manchester Drive-In Theater Corporation, Hartford, Conn.—Corporation principals include Bernard Menschell, president; John Calvoceressci, vice-president-treasurer, and Mrs. Frances Calvoceressci, secretary. Menschell and Calvoceressci are partners in the Community Amusement Corporation, Hartford.

**16mm. SOUND FEATURE PROGRAMS \$1.00 A DAY**  
beginning with the fourth consecutive day's use. The rental for the first 1-3 days is \$4.95 and \$7.95. Some 300 different programs are available—many new releases this year—all including short subjects to make a program of 80 to 90 minutes. EVERY TIME YOU BOOK FROM EASTIN PICTURES YOU'LL SAVE MONEY. WRITE FOR OUR 1953 ROADSHOW CATALOG—JUST OFF THE PRESS!  
**EASTIN PICTURES**  
104 Eastin Pictures Bldg., Davenport, Ia.  
830 E. Cherry St., Chattanooga, Tenn.

**OPEN A DRIVE-IN THEATRE AT LOW COST**  
New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite & Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

**WANTED**  
People for Medicine Show, white. Opening May 1. Can use Teams that can change two weeks. Piano, Sax, Trumpet, Trombone, Drums. Can use A-1 Straight Woman and Magician. Grace and Bill Smith, answer. Other useful people write.  
**RAY W. SMITH**  
Bristol Hotel Houston, Texas

## Erdely Clipped In Fla. Fracas

JACKSONVILLE, Fla., April 25.—Alex Erdely reports a \$10,000 loss he sustained in operating a portable rink last year at Jacksonville Beach as a warning to other operators to be careful if they contemplate operating on the beach in 1953.

Erdely says he set up his outfit on the beach among some rides and concessions, renting his land from a man who had leased the area from the owner. Business was good and Erdely was able to make the final payment on his rink. At the end of the season, however, the sheriff stepped in and put an attachment on the rink for rent which was not paid on the land. Two weeks later Erdely's rink was sold at auction. He said there was nothing he could do about it, even tho he had paid his rent and fulfilled every term of his contract. The rink was worth \$6,500. Other losses caused by the incident brought the total to about \$10,000, said Erdely.

## Rialto Operators Eye Hartford House As Rink Location

HARTFORD, Conn., April 25.—Connecticut may gain a roller rink if plans to convert a now-closed motion picture theater in a Hartford suburb materialize.

The theater, the East Hartford Astor, owned by Harry L. Post, discontinued regular film performances several years ago.

An application for authority to use the premises for roller skating has been filed with East Hartford authorities by the Rialto Skating Rink Company, Springfield, Mass., which at one time conducted roller skating in the auditorium of St. Mary's School, East Hartford.

The applicant has submitted a lengthy list of references from colleges, private and public schools and similar groups for which roller skating has been conducted.

A Connecticut statute prohibits management of rinks and theaters to permit children under 14 to enter the premises unless accompanied by guardian or parent. It further stipulates that unaccompanied children may not remain after 6 p.m., if permitted prior to that hour. Violators of the statute are subject to a \$50 fine.

## 2 Capacity Houses See 'Roller Follies' At Hartford Palace

HARTFORD, Conn., April 18.—Connecticut's top skaters participated in the recent "Roller Follies of 1953" at Irving Richland's Hartford Skating Palace.

Staged by Ann and John Milazzo, Skating Palace professionals, the two-and-a-half-hour revue was presented April 14-15 before capacity audiences. More than 100 skaters, including all of the 1952 Connecticut State champions, participated in the show, which was produced by Richland Figure Skating Club.

Twenty-one production numbers were included in the revue, with a beautifully costumed chorus also in the spotlight.

Outstanding pair skating routines were offered by Barbara Stachelski and Cas Dombkowski, Grace Mancuso and Freddie Poisson, and Dottie Dummitt and Eddie Chalpin. Also rating special mention were solo efforts by Edgar Watrous, Eddie Chalpin, Joy Fontana, Grace Mancuso and Virginia Porter. "The Carpenters," featuring "five madcaps of mirth," brought down the house with their bumps and bruises. Jimmy Morgan arranged and scored the music.

## N.J. Midnight Parties

BRIDGETON, N. J., April 25.—Midnight roller skating parties have been introduced at Russ's Roller Rink here. The Friday night series start at midnight and continue until 2 a.m.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP  
GET THE NEW "REVOLVING"  
**HOLLYWOOD SPOTS-LITE**  
BETTER'N A CRYSTAL BALL  
NO MIRRORS TO BREAK  
WASH OR POLISH  
GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUISPHASER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.  
Write For Complete Free Details  
**HOLLYWOOD SPOTS-LITE CO.**  
Dept. B 3612 No. 16th St. Omaha 10, Nebraska

**WANT ROLLER RINK**  
Permanent or summer Rink. Have complete equipment of Hammond-Novachord Organ, Skates, etc.  
**Orville W. Godfrey**  
4814 Third St. Detroit 17, Mich.  
Telephone: Temple 1-4019

**WE BUY AND SELL**  
all kinds of second-hand Roller Skates  
**BONNY HUG ME TIGHTS—\$11.00 dz.**  
**BONNY SKATING \$18.00 dz. lightweight SKIRTS \$24.00 dz. heavyweight**  
**SPECIAL MEN'S CLOSED-TOE LEATHER LINED SHOES, WOOD WHEELS—\$11.00 a pair**  
While they last! All merchandise guaranteed. Write for complete price list. 1/3 down, balance C.O.D.  
**JACK ADAMS & SON, INC.**  
1471 Boston Rd. Bronx 60, N. Y.  
DAyton 9-3402

**RINK CLOSING MAY 1 SALE! ALL or PART \$1.65 pr.**  
**USED CHICAGO CLAMP SKATES**  
300 pairs, sizes 1 to 8, good condition. Send 25% deposit with order, balance C.O.D.  
Also 100 pr. used Chicago skates, sizes 2 to 8, very good condition. . . . 2.25 pair  
**RAY ADAMS** 1205 N. Euclid Ave. Pittsburgh 6, Pa.

**WE BUY and SELL**  
  
**NEW and USED RINK ROLLER SKATES**  
largest exclusive skate distributor in the country  
lowest prices  
By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.

**JOHNNY JONES, JR.**  
representatives for **CHICAGO ROLLER SKATE CO.**  
51 CHATHAM ST., PITTSBURGH 19, PA.

**RINK SUPPLIES**  
Complete Line of Roller Skate Supplies and Accessories for the Rink Operator  
**WRITE FOR PRICE LIST**  
(Sold to Dealers Only)  
**L & L PRODUCTS**  
7019 N. Glenwood St. Chicago 26, Ill.  
Factory Representatives:  
**RICHARDSON ROLLER SKATES**

**FOR SALE**  
**575 Pair Used**  
Completely Rebuilt  
**Chicago Rink Skates**  
Assorted sizes. Must be disposed of quick. to settle estate. \$2.00 pr. F.O.B. L. A.  
**S. SCHAFER**  
1452 No. Bronson Hollywood 28, Calif.  
Phone: HOLLYWOOD 9-5220

**NOW . . .**  
The new Orange Label skating records or tapes! Write for free, complete catalogue.  
**Orange Recording Co.**  
1253 Lewis Drive, Winter Park, Florida

**CURVECREST RINK-COTE**  
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself.

**WHY "CHICAGO" SKATES**  
  
They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.  
**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St., CHICAGO, ILL.  
Manufacturers of All Kinds of Roller Skates  
No. 778

NEWS CAPSULES

Sat. Class B-C Time; Non-Home Radio Bonus

Continued from page 6

another 300 important radio outlets in the near future to bring its collections up to \$50,000. One salesman has already been employed by SRA to promote spot radio. The addition of a researcher is contemplated.

NCAA TO GIVE FOOTBALL PLANS . . .

NEW YORK — The National Collegiate Athletic Association will next week release its plan of college football games during the 1953 season. The NCAA TV committee this week announced that attendance during the 1952 season was 26.7 per cent less than what it would have been had there been no TV coverage at all.

NEW CAMERA TO BE SHOWN . . .

HOLLYWOOD—Ballyhooed as the smallest, lightest and least expensive TV studio camera ever developed commercially, the Multi-Con Camera will be exhibited here for the first time this week at the National Association of Radio and Television Broadcasters' convention. The camera, said to operate at approximately one-quarter the operating costs of present TV cameras, will transmit all types of pictures—live, film, slides, test patterns, and outdoor work. It is manufactured by Standard Electronics, a subsidiary of Claude Neon, Inc.

KURNITZ JOINS CBS STAFF . . .

NEW YORK—Harry Kurnitz, Hollywood screenwriter and whodunit author under the name

of Marco Page, this week became the third member of the CBS-TV creative programming group. He supplements Ronnie Alexander and Sally Benson.

OTHER NEWS IN BRIEF . . .

TV Hooperatings will be issued for 50 cities (10 more than present) beginning in October, with no increase in rates. . . . Du Mont has signed to carry the Shrine East-West football classic for the next three years. Mutual will carry it on radio. . . . The FCC this week authorized WOR-TV, New York, to move its transmitter to the Empire State Building. . . . Hillman Periodicals is bringing out a TV fan magazine in the summer, with Richard Heller editing. . . . NBC signed Johnny Dugan for its talent and comedy development project. . . . Congoleum-Nairn has bought 12 segments of "Today" during May.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Gordon Mills has been appointed manager of Du Mont's central division sales. . . . Roy James and Charles Barton have joined NBC as merchandising district supervisors. . . . Charles "Ted" Maxwell has moved to the New York office of Broadcast Advertising Bureau to head new sales division. . . . Arthur Pardoll has joined Foote, Cone & Belding as director of broadcasting media. . . . John MacVane joins the ABC news staff in June. . . . Pauline Frederick, top ABC news commentator, is reportedly moving to NBC.

All Industry in Tax Hearings

Continued from page 1

amusement industries for similar tax relief. This week's hearing touched off major activity among spokesmen for outdoor amusements and related groups, and altho they did not act in time to testify at the Mason Bill hearing, Chairman Daniel Reed (R., N. Y.), of the House Ways and Means Committee, has been assuring them that they will be given ample opportunity to be heard when the whole field of excise tax legislation is taken up. There is a possibility that this week's hearing may prove to be a boomerang to the theater interests which had brought it about. With pleas pouring into Congress from divergent groups seeking exemptions similar to that urged by movie theaters, some congressional leaders are now beginning to talk in terms of avoiding any special exemptions this year. If this attitude spreads, the Mason Bill might possibly be doomed on the Senate side even tho it passes the House, where it now has overwhelming support.

Already some 125 House members have publicly gone on record in support of the Mason Bill, furnishing a powerful nucleus for a commanding vote when the bill reaches the floor. Since Monday's hearing (20), 45 congressmen have filed statements endorsing the legislation. This is in addition to 48 congressmen who went on record in support of the bill at the hearing, plus 28 members of California's delegation in the House who subsequently submitted a resolution urging passage.

It is uncertain as to how soon Reed's committee will reach a vote on the Mason Bill, inasmuch as reciprocal trade hearings are now going on and will last about three weeks. Also the committee has a mass of other priority business. A serious problem Congress is avoiding too great a loss of tax revenue sources, with the excess profits tax slated to be wiped off the books June 30 (see separate story) and with the income tax to be reduced at the end of the year, or even sooner if committee Chairman Reed has his way. Even tho government agencies are undergoing some sharp pruning, congressional leaders are stressing that there is practically no room for tax cuts beyond the scheduled ones which were mandated by previous congresses.

Chief argument advanced at this week's hearing for the theater tax relief was that the movie industry is in the economic dol-

drums. Robert W. Coyne, attorney for the Council of Motion Picture Organizations; H. A. Colle, of Dallas, a member of the board of directors of Allied States Association of Motion Picture Exhibitors, and Pat McGee, of Denver, vice-president of Theater Owners of America, in a joint statement said TV had made serious inroads on their business. They declared that "The motion picture industry is sick—so desperately sick that if relief from the federal 20 per cent admission tax is not immediately forthcoming, the very existence of the industry will be imperiled." A prediction was made that nearly 30 per cent of the nation's movie theaters will be forced out of business in the next year unless tax relief is granted. Altho no one testified against the Mason Bill, the committee will definitely consider the chief, so far unvoiced, argument against the measure: Revenue loss involved.

Legit Line-Up

Continued from page 2

duplicate it for the road. If he can get together a proper roster in time, he will tee off a national troupe of the comedy in Chicago on Labor Day. . . . The Ballet Theater wound up its longest and most profitable tour last Saturday. Tulle-and-tighters played to 600,000 customers in 93 cities for a gross of \$1,160,000. Trek covered 14,000 miles. . . . The Golden's next tenant is likely to be the new reading groups' "An Evening with Will Shakespeare." Advance reports predict a stay of two weeks starting May 11. . . . Likewise on May 11, James Withers Elliott is going to reopen his production of "The Bat" at the Royale, with Zasu Pitts again starred. Despite lukewarm notices last January at the National, Withers is still convinced that there is a big audience for the revival of the old chiller. . . . Unless management of "Misalliance" can find a suitable replacement for Barry Jones by May 16, the Shaw revival may be due for shuttering. Jones must leave on that date for a pic commitment. Charles Coburn is spoken of as Jones' successor. . . . Queens College sponsors a student musical, called "Little Girl, Big Town," at the Andrew Jackson High School, St. Albans, N. Y., May 1 and 2. . . . Shepard Traube has signed Renee Jeanmaire for fem lead in his fall musical, "Girl in the Pink Tights."

The Final Curtain

BACA—John R., 60, known as the "Polka King" thruout South Texas, was buried Saturday (18) following services at the Fayetteville Catholic Church. Successor to his father, Frank R. Baca, founder of the original Baca's band, he served as its director for 33 years. Several compositions and arrangements of his father were played during the funeral march by members of his band, which continued to function during his two-year illness. His memory will be perpetuated by recordings made for Columbia, Okeh and Humming Bird.

BAERWALD—Hellmut, . . . 50, pianist and conductor, April 20 in New York. He had appeared with many European orchestras, and came to the U. S. in 1935. In 1938 he gave his first recital, and in 1947-48 he was a member of the Chamber Music Concertante. More recently he had taught for two years at the Manhattan School of Music and was a special voice coach to stars in the production of "Porgy and Bess," now on Broadway. Because of illness he was compelled to give up his work as assistant conductor with the New York City Center Opera Company last winter.

DE ROSE—Peter, 53, noted songwriter, after a protracted illness, April 23 at his home in New York. (Details in Music Department.)

LABAR—James L., 55, former pianist and orchestra leader, April 13 in Rahway, N. J. His widow, two sons and his mother survive.

LAMB—Keith K. (Tiny), 28, National Broadcasting Company sound technician, April 13, in Hollywood Presbyterian Hospital following heart attack in NBC's Hollywood studios. He joined ABC in May, 1943, from his home in Geneva, Neb. His widow, Diane, and five-month-old daughter, Kendall Lee, survive.

MAGNA—Mrs. Herman W., 78, founder of the Magna Institute of Dancing and known professionally as Anna Marie Magna, April 13 in Mount Vernon, N. Y. A former dance instructor, she worked for "Earl Carroll Vanities," "Hellsapoppin'" and other shows on Broadway. A daughter and a brother survive.

MAITLAND—Dr. Rollo F., 68, composer, organist and music teacher, April 7, at his home in Philadelphia. He was head of the organ department of the Philadelphia Musical Academy and president of the American Organ Players Club. He gave concerts all over the country as well as abroad. He designed the Philadelphia Sesqui-Centennial Exposition organ among many others, and composed organ and choral music. A daughter, Marguerite, survives.

MILLOVICH—George P., 58, veteran police officer with Warner Bros. Studio, April 9 in Sawtelle Veterans' Hospital, Los Angeles. A resident of Sherman Oaks, he is survived by his widow, Jean; a daughter, Mrs. Katherine Ohlson, and two sons, David P. Millovich and Jack Bedard. He was a World War I veteran and member of the North Hollywood Post 307, American Legion. Interment in Sawtelle Veterans' Cemetery.

MOSER—William J., 37, creator and producer of the highly successful 30th century children's radio and TV program, "Space Patrol," when he was struck by an automobile April 23 in Hollywood. Also fatally injured in the accident was his secretary, Mrs. Toni Slott, 32. Moser owned Tower Productions, which produces the science-fiction drama, and was president of Space Patrol Enterprises, a merchandising outfit. His death occurred instantly, as he was leaving a meeting of the Los Angeles Cerebral Palsy Association, of which he was a director and this year's fund-raising campaign chairman. He was born in Spokane and graduated from Gonzaga University, later becoming a free-lance movie and radio writer. He is survived by his widow, Helen, and his parents, Mr. and Mrs. William J. Moser, Spokane.

NEWMAN—Nathan, 60, well known in amusement circles as a tax consultant, April 11 in New York. He was a member of the National Showmen's Association since 1944. Survived by a brother, Martin, burial in Mount Carmel Cemetery, Cypress Hills, Brooklyn.

OLIVER—Sen., 56, father of Jimmy Oliver, orchestra leader, March 26 at Philadelphia General Hospital. Other survivors are his widow, Emerline; three sons and one daughter. Services April 4 in Philadelphia and burial at Merion (Pa.) Cemetery there.

OSBORNE—J. L., Veteran pitchman, April 17 at Decatur, Miss. Survived by his widow; three sons, Arthur, Emil Leroy, Delbert, and one daughter, Mrs. Iola Endy.

PHELPS—G. Allison, 59, free-lance writer, April 14 in Alta Vista Hospital, Pasadena, Calif. He was author of inspirational radio programs and former radio producer during the 1930's and one time manager of KMTR, which now is Station KLAC. Survivors are his widow, Lula; three daughters, Mrs. Jeanne Slocum, La Crescenta, Calif., and Mrs. Virginia Cutwiler and Mrs. Edna Potter, Redondo Beach, Calif.; a son, George A. Jr.; his father, Eugene, Goffstown, N. H., and four grandchildren. Interment in Forest Lawn Memorial Park.

PURDELL—Reginald, 56, stage, screen and television actor, April 22 in London. The British actor started as a child player and appeared on the New York stage in 1914 in "The Dear Pool," which he followed with roles in "Cyran de Bergerac" and a two-year tour of Australia. In more recent years he had appeared in many motion pictures.

SCHAEFER—Dr. Ferdinand, 91 founder of the Indianapolis Symphony Orchestra, April 8 in Indianapolis. He had been active in European music circles and a leader of Indianapolis music for the past 50 years. A nephew survives.

SMELTZER—Carrie A., mother of Billie Mae Nelson, of Nelson's Boxing Cats, April 13. Burial in the NVA plot, Kensico Cemetery, Westchester County, New York.

STECKEL—Frank D., 64, orchestra leader and drummer, April 16 in Easton (Pa.) Hospital. He led Steckel's Rube Band and a dance orchestra and also organized a number of organizational bands in Easton. He was a past president of Local 379, American Federation of Musicians, Easton. A sister survives.

STEGEMAN—Fred W., 59, April 19 in Detroit. He was district sales manager for Radio Distributing Company, which held the distributorship for various record labels. Survived by his widow, Edna, interment in Roseland Park Cemetery.

TOBIN—Josephine G. Conway, 87, in New Haven, Conn., April 13. She was a well-known soloist until retiring 25 years ago.

WALLACH—Edgar, 68, well-known theatrical manager and agent, April 10 in New York. In his 50 years in the theater, he was associated with such stars as Peggy Wood, Katharine Cornell and Frederic March. He helped organize the Theatrical Press Representatives of America and was a charter member and officer of the Association of Theatrical Press Agents and Managers. Recently he was manager of the "Brigadoon" touring company and publicist and theater manager for Warner Bros.

IN MEMORY OF OUR GOOD FRIEND SPARKY BELEW Who Passed Away April 30, 1952 GERTRUDE and WHITEY

BEATY—O. J., 66, former carnival operator, April 3 in Benton, Ark., of a heart attack. With Jimmie Dupree he operated the Beaty & Dupree Shows from 1924 to 1931 and had out his own show for a number of years. He was retired at the time of death. Survived by his widow, Flossie; a sister and a brother. Body was sent to Kansas City for April 6 burial in K.C.K. Memorial Cemetery.

In Loving Memory OF MY DEAR HUSBAND "SPARKY" Who Passed Away April 30, 1952 EVIE BELEW

BEHLOW—Herbert F., April 10 in Los Angeles. A native of San Francisco, he was a veteran propertyman for Universal studios. Survived by his widow, Gladys; a son, Herbert W. and a sister, niece and nephew. Interment in Forest Lawn Hollywood Hills Memorial Park.

BILLINGS—Josh, April 3 in New York of a heart attack. For several seasons he was a billposter on the Cole Bros. Circus and was with Ringling-Barnum circus during the '52 season. He had contracted for the number one car again this year. Burial was at his home in Birmingham.

CUMMINGS—Hugh, 69, veteran screen writer and dialog director, April 11 in Woodland Hills, Calif., following a heart attack. In more than 30 years in motion pictures he numbered among his successes screen adaptations of "The Flying Fool" and "His First Command." He also collaborated on "Sidewalks of New York" for Metro-Goldwyn-Mayer. Survived by his widow, Mona. Interment in Holy Cross Cemetery.

Boulevard Wins

Continued from page 56

Following is a listing of how they finished: Boulevard, 51 points earned; 50 per cent handicap; 25 1/2 points. Paterson (N. J.) Club, 62 points earned; 28 per cent handicap; 17.36 points. Twin City Club, 85 points earned; 20 per cent handicap; 17 points. Bladensburg (Md.) Club, 32 points earned; 44 per cent handicap; 14.08 points. Capitol Arena Club, Trenton, N. J., 26 points earned; 54 per cent handicap; 14.04 points. National Arena Club, Washington, 25 points earned; 40 per cent handicap; 10 points. Mount Vernon (N. Y.) Arena Club, 11 points earned; 80 per cent handicap; 8.8 points. Alexandria (Va.) Arena Club, 14 points earned; 60 per cent handicap; 8.4 points. Peekskill (N. Y.) Arena, 4 points earned; 100 per cent handicap; 4 points. AOW championships began in 1941, at that time consisting only of skate dancing and held in the form of a round-robin contest between the rinks. Since then the contests have grown to the point where they are second only to the national championships of the United States Amateur Roller Skating Association.

In Cherished Memory of HARRY DECKER May 4, 1945 Devoted Husband of ANN Loving Father of MARYANN

GERARD—Charles, 65, well-known show owner, Tuesday (21) in Miami Beach, Fla. (Details in Outdoor section.)

GOAD—Lloyd H. (Stonie), 40, for the past two years secretary-manager of the 15th District Agricultural Association and manager of Kern County Fair, Bakersfield, Calif., April 19 of a cerebral hemorrhage in that city. A native of Owensville, Ind., he had lived in Kern County since 1947. He played a major part in the development of the fair and under his leadership the annual was moved to its present 160-acre quarters. He originated the Lamont Fall Festival and started the annual Humanitarian Award, a highlight of that event. Survived by his widow, Eunice; two sons, Douglas and Walter; two brothers and a sister. Services at First Methodist Church, of which he was an active member, in Bakersfield, April 22.

In Fond Memory of J. L. (JOE) FRANK PEE WEE KING

GOSHORN—Robert C., 62, operator of radio stations KWOS and KWOS-FM, Jefferson City, Mo., and newspaper publisher, April 14 at his home in Jefferson City. Surviving are his widow, a daughter, three sisters and a brother.

HYDE—George W., 57, orchestra leader and American Federation of Musicians official, April 12 while attending a meeting of AFM Local 274, Philadelphia, which he organized and which he had served as president for 12 years. As a clarinetist he was a member of Madame I. O. Keen's dance band of the early 20's. As director of Doc Hyder's Southernaires, his dance band was featured at the Everglades, New York. It also toured the Hertig and Seamon burlesque circuit. Hyde was brought to Philadelphia in the late 20's by Samuel Ordenker to play at his Peacock Cafe. He played at various clubs in that city and served as the last Negro to direct the "Black and White Revue" in 1937. In 1939 he gave up his orchestra and established a Negro musicians' union in Philadelphia. In addition to serving as president, he was a member of the executive board and represented the local at AFM conventions. His widow, Isabelle P., survives. Services April 17 in Philadelphia and burial in Eden Cemetery there.

ILGENFRITZ—McNair, composer and pianist, April 12 in New York. He composed the operas "Les Passants" and "Phedre" and the ballets "Burma" and "La Princesse Enchantee," as well as many songs. Ilgenfritz also recorded for the Amico Corporation, and many of his songs were sung by such singers as Helen Traubel and Jan Peerce.

JOHNSON—James (Glancepalus), 34, musician, in Memorial Hospital, New London, Conn., April 13, following an auto accident at Groton. He was a member of the local musicians union, and for many years played with the Fays Theater orchestra in Providence.

KEATING—John F., 49, film studio official, April 15 of a heart ailment in St. Joseph Hospital, Burbank, Calif. He was born in Boston, and headed the insurance department at RKO Radio Studios for the last nine years. Surviving is a cousin, George McKinnon, Los Angeles.

KHENKIN—Vladimir, one of the Soviet Union's leading actors, April 20 in Moscow. He was noted for roles of satire and comedy.

KING—Emmett C., 87, stage, motion picture and radio actor, April 21 in Hollywood. His career covered nearly 30 years on the stage and a score of years in films. A member of the Players since 1898, he had supported Alexander Salvini, Italian star, and was a member of Charles Frohman's company. Plays in which he appeared included "The American Tragedy" and "Alexander Hamilton." He had been in films since 1925, retiring about 10 years ago. Three sisters and a brother survive.

KRAMER—Frederick Christian, 35, head of radio and TV promotion on the West Coast for CBS, April 21 in his Sierra Madre, Calif., home. He joined CBS in 1944 as a researcher. He was born in Fort Wayne, Ind., where remains will be sent for interment. Survived by his widow, Stefa; two stepsons, Michael Cuning, Oakland, Calif., and Robin Cuning, of the Navy Air Base, Miramar, Calif.; his parents, Mr. and Mrs. John Kroemer, Fort Wayne, and two sisters.

## TICKET TAX BATTLE LOST FOR THIS YEAR—HAMID

After D.C. Visit; Sets Plans for 1954  
NAAPPB Head Reports No Hope

NEW YORK, April 25.—There is no possibility for excise tax relief this year for any phase of the show business industry, George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches, reported here yesterday upon his return from Washington. (See story on page 10.)

Hamid said he had reached this conclusion after a lengthy meeting with Rep. Daniel Reed, chairman of the House Ways and Means Committee, and a session with Gordon Grand, chief clerk of the important committee.

There is still the possibility of a tax cut next year, and efforts of the NAAPPB will be directed to that end, Hamid said. Although there is little hope that the effort will have more than token meaning, the NAAPPB will continue with its plan to have introduced its own bill, written to favor the entire outdoor amusement industry, Hamid said.

Hamid said that the inept handling of the case at a special hearing by the motion picture industry was harmful to all other interests concerned with ticket tax relief. He said that while the flicker people had a strong case, the testimony offered was both contradictory and ill-advised. He said that while television was blamed at length for the plight of the industry, it was brought out that most theaters are not yet competing with the new medium.

Hamid also said that while the motion picture people pointed to the extra burden the tax imposed on the "masses" which made up its patronage, they admitted that

the elimination of all or part of the 20 per cent tax would not result in any savings for the public since prices would probably remain the same, with the operators retaining the part of the gross now made up of ticket taxes.

The outdoor amusement industry hopes to pass on at least a part of any savings that may result thru lower taxes, Hamid said. One of the principal arguments of the outdoor group is that it caters to the low-income group and that the ticket tax places an excessive burden on the child and family in pursuit of normal, healthful entertainment and recreation.

### Ask for Hearing

There is only a 50-50 chance that the NAAPPB and other outdoor in-

terests can secure a special hearing this year, Hamid said, because no formal petition for a hearing has been submitted to the committee. The communications directed to Chairman Reed in the past were requests to participate in the special hearing set up for the motion picture industry in connection with the consideration of the Mason Bill (HR 157), which favored the flicker interests only.

In view of this oversight, a formal request for a hearing was filed Thursday (23) with Grand. A query as to what good or harm such a gesture would make to their cause brought the response that there was so many bills of a similar nature introduced as of now that one more or less would make no difference.

## IAFE Seeks Cut In Grandstand Tax

Report Encouragement in Washington; Bligh Dodds Prepares to Submit Brief

NEW YORK, April 25.—Efforts of the International Association of Fairs and Expositions to have the ticket tax on grandstand admissions included in the exemption of federal taxes on gate admissions which agricultural fairs now enjoy, was stepped up this week.

Bligh A. Dodds, chairman of the IAFE legislative committee, was in Washington this week for a series of conferences with key officials. It is reported that Dodds has been asked to submit a brief outlining the fair's problems, and that the possibility of the tax relief may come this year in the form of a rewriting of the current legislation.

George A. Hamid, president of the New Jersey State Fair and a

member of the IAFE, but not an office holder or member of the legislative committee in that organization, accompanied Dodds to some of his early meetings. On his return here yesterday, Hamid predicted a good possibility that the tax on grandstand admissions might be lifted this year. He said that a decision would have to be reached by the end of May or early June to benefit fairs this year. He added that this fact had been stressed in conversations with various officials.

### Dodds Reticent

Dodds, contacted by phone in Washington, where he will remain for several more days continuing his efforts in behalf of the IAFE "and agricultural fairs in general," was more reticent in describing his efforts to date. It was apparent, however, that his continuing schedule of activity in pursuit of tax relief reflected hope for success.

Dodds, the key figure in the IAFE effort which resulted in the elimination of the 20 per cent tax on gate admissions to agricultural fairs last year, is a prominent New York State Republican, and as such has a wide circle of influential friends in Washington.

In discussing his current efforts, Dodds pointed out that success could only be achieved by planning within the orbit of agricultural fairs. Dodds said that the operation of grandstands was fair business and that the earnings of such operations were needed by the annuals for the continuance of their work.

## Record Number of Rides Work San Antonio Date

42 Devices, Plus 160 Concessions, 17 Shows Operate at Six-Day Event

By HERB DOTTE

SAN ANTONIO, April 25.—What probably is an all-time record number of amusement rides to operate at any annual event in the U. S. is working at the San Jacinto Fiesta, San Antonio's six-day whing-ding to commemorate the Texans' victory in their fight for independence from Mexico.

A total of 42 rides are spotted thruout the sprawling fun zone that circles two plazas, dips deeply into several nearby streets and extends into a large lot in the city's West Side, the heart of the densely populated Mexican area.

### 160 Concessions

In addition to the 42 rides, there are in operation no less than 17 shows and more than 160 concessions, the bulk of them games. And, most of them work on streets which were shorn of parking meters for the duration of the festival.

San Antonio's home-towner, Jack Ruback, who is the owner-manager of the Alamo Exposition Shows, holds the midway contract, as he has for the preceding five years. To bring together as many rides and shows, Ruback enlisted equipment of four other touring midway aggregations. In

addition, he did a thumping real estate business with independent show operators and concessionaires.

### Early Biz Okay

Rides, and, in some instances, shows, are supplied by the Bill Hames Shows, Bob Hammond's Home State Shows, Don Franklin's No. 2 Unit, and the Big State Shows, owned by Mrs. Anna Moore, as well as by Ruback himself.

Despite the competition resulting from such a concentration of equipment, most riders, show operators and concessionaires allowed Thursday morning (23), the

fourth day of the six-day event, that they were "doing okay." Only strong dissenter was the Don Franklin unit, which was spotted on a lot—a location, incidentally, slightly off the beaten track and used this year for the first time.

### Look to Big Days

But Ralph Wagner, manager of the Franklin unit, figured that Friday (24), traditionally the big one of the fiesta, and today, usually the second biggest, would put the spot into the money-winning class for his unit. Wagner pointed out that he was counting upon a big over-flow from the crowds that couldn't be handled in the two main plazas on the big days.

Mrs. Moore, with her Big State Shows, also was breaking in a new site, to the rear of the public market. She described the first three days of business as "fair" and expressed the belief that the last three days would put her well over the break-even point.

### "Slightly Up" — Ruback

After running off the tape at the end of the first three days, Ruback said his own units, which again are spotted on the main plaza, were running slightly ahead of last year. "We caught some rain one day last year and, of course, we didn't hit rain this year," he added.

Ruback's own line-up consists of eight rides and as many shows, some of the latter normally not

(Continued on page 69)

## Fannie Mason, Vet Ride Op, Dies at 79

BIRMINGHAM, April 25.—Aunt Fannie Mason, 79, a veteran ride operator who also had concessions at the Alabama State Fair's amusement park, died Wednesday (15) in a hospital here. Mrs. Mason and her husband, Elmer, had been operating the Comet Jr., a small Roller Coaster, the Flying Scooter, the Boat Ride and Glass House since 1951.

Mrs. Mason had been in the business since she was 15 when she sold tickets to YWCA functions. Her entrance into outdoor show business came when she and her first husband, William B. Hubbs, bought a Merry-Go-Round at Vanity Fair Park in Providence. From there they expanded to Pottstown, Pa. At the same time she operated both

(Continued on page 81)

## Chi Auto Show Inks B-C Revue

CHICAGO, April 25.—Barnes-Carruthers Theatrical Enterprises, here, has again been contracted to provide the revue at the Chicago Automobile Show next year, Sam J. Levy, B-C head man, announced.

Levy this week closed with Edward Cleary, manager of the show, for the third consecutive year. Next year's auto show will again be held in the International Amphitheater March 13-21. Show will do two a day with a preview on March 12.

## 250 at O. Assn. Dinner; Auction Aids Club Fund

COLUMBUS, O., April 25.—An overflow crowd of more than 250 people attended the annual banquet of the Greater Ohio Showmen's Association, held April 12 in the club house on Ohio State Fairgrounds here.

There were several talks, including one by Floyd E. Gooding. Jack Lampton handled an auction of articles donated by women of auction went to the club building fund.

Among those attending were: Mr. and Mrs. Jack R. Woods, Mr. and Mrs. Robert Keener, Mr. and Mrs. John Mere, Anthony Mere, Thomas Mere, Nancy Mere, Mary Mere, Mr. and Mrs. Egbert DeBelle, Mr. and Mrs. Richard Swain, Arthur Swain, Richard Swain Jr., James Owens, Mr. and Mrs. Clark R. Swain, Mrs. Betty Downey, Mr. and Mrs. Charles L. Swain, Patricia Swain, Nancy Swain, Charles L. Swain Jr., Marjorie Hill, Don E. Basham, Basil Beery, Mr. and Mrs. Henry A. Theodore, Avery Christy, William W. Hoyle, J. C. Donahue, Mr. and Mrs. Dominic Albanese, Rita Albanese, Mr. and Mrs. Roger Duncan, Mr. and Mrs. Herb Everschore, Mr. and Mrs. A. M. Dougherty, Ruth Shepherd, Dale Patterson, Mr. and Mrs. H. J. Swain, Jack Jones, John Jones, Bonnie Jones, James McDonald, Jean Ridgeway, Henry Lucas, Eugene MacDonald, Lawrence E. MacDonald, Ronnie Fisher, Eddie Fisher, Mildred MacDonald, Chas. J. Hunt, Mr. and Mrs. Paul Hunt, F. J. Sweeney, John Federneyer, William Eck, Roy A. Eck, Frank L. McNeal, John Watts, Mr. and Mrs. Ray Saunders, Bob Allen, Dorothy Allen, Martha Sullivan, Thomas Sullivan, William Altschach, Mr. and Mrs. E. P. Brinkman, Mr. and Mrs. E. W. Hutchinson,

Mr. and Mrs. F. L. Rivenburgh, Mr. and Mrs. Phil Foster, Mrs. Jacqueline Dupler, Kathy Dupler, Mrs. Dick MacDonald, Dolores Albanese, Joan MacDonald, Ralph Kalpner, Mr. and Mrs. Walter N. Berkeley, C. E. Burnes, Dean Manor, J. E. Wolfe, Mr. and Mrs. Ray Riffle, Mr. and Mrs. Robert Lawrence, Mr. and Mrs. George Pence, Mr. and Mrs. Harry Lottidge, Mr. and Mrs. G. Frantz, Bob Abrams, Mrs. Jennie Abrams, Mr. and Mrs. Don Stewart, Mr. and Mrs. C. W. Clynor and family, Mr. and Mrs. H. B. Miller, Mr. and Mrs. G. A. Bouie, Guy Kliver, Edward Greer, Mr. and Mrs. Clark Coffman, Wayne Robinson, Virgil Derr, Mr. and Mrs. R. E. Arnold, Mr. and Mrs. Jack Lampton, James Ray Benjamin, Bunny Galloway, A. R. Wilke, Ralph A. Winans Jr., Harry Deerwester, Mr. and Mrs. R. A. Winans, Mr. and Mrs. G. A. DeLong, Mr. and Mrs. Fred Pope Jr. and family, Mr. and Mrs. Glen DeLong, Nancy DeLong, Arlene DeLong, Mr. and Mrs. John Enright, Mr. and Mrs. W. J. Condron, Mr. and Mrs. A. Harrington, Mr. and Mrs. J. F. Condron, Mr. and Mrs. John Chapman, Mr. and Mrs. Lloyd Jeffords, Mr. and Mrs. Ralph Barr, Mr. and Mrs. R. E. Niday, Mr. and Mrs. J. Glendenning, Sue Macino, William Search, Mr. and Mrs. Orville Woods, Pattie Downing, Mrs. Mildred Wolford, James Wolford, Orland Wolford, Mrs. Lena Wolford, Mrs. Freddie Pope Jr., Mrs. Freddie Pope Sr., Jessie Pope, Mr. and Mrs. Louis Incrocci, Mr. and Mrs. F. E. Gooding, Joyce Ann Gooding, N. H. Cohen, Sherman J. Bellknap, Mr. and Mrs. Clay Begien, Mr. and Mrs. William J. Goutermout, Mr. and Mrs. Hunter Fisher and family, Mr. and Mrs. Stephen MacDonald, Mr. and Mrs. Arnold Schneider, Ben Hayes, Columbus Citizen, Carl Raser, Mr. and Mrs. Nick Giannini, Frank Giannini, Mr. and Mrs. J. W. O'Neal, Doris Zechmon, Mr. and Mrs. Fred Thumburg, Loretta Thumburg, Mr. and Mrs. Fred Thumburg Jr., W. R. Hill, Perry Alshire, Julio Alexander, Joe Gaskill.

## Charles Gerard, 65, Showman, Dies in Miami

MIAMI, April 25.—Charles Gerard, 65, died here Tuesday (21) within an hour after being taken to St. Francis Hospital, when he had complained of feeling ill.

Gerard was a well-known showman, his shows having played the greater part of the East, and for the past 15 years in and around New York. He resided in the Bronx for many years from which he operated the Gerard Greater Shows. His organization played Westchester County Fair, in 1949, when it was held at the Empire City Race Track, Yonkers. Two years ago he disposed of his show interests and retired in Miami. He was associated for a time with Ralph Endy in carnival operations.

### MSA Pall Bearers

Endy handled funeral arrangements and the Miami Showmen's Association provided pall bearers for the funeral which was held here today. Mass was held at St. Mary's Catholic Church and interment was in Southern Memorial Park Cemetery.

He was a member of the New York National Showmen's Association since the club's inception.

He is survived by his widow, Anna; a daughter, Violet; two sisters and a brother.

## Stamford Lions Sponsor Expo

STAMFORD, Conn., April 25.—The Lions' Club is sponsoring the Stamford Exposition to be held at the Magee Avenue circus grounds June 22-28.

The exposition will include industrial and commercial exhibits. The James E. Strates Shows will occupy the midway.

## NO DAYS OFF

## 2 Saturday Holidays May Cut Into Potential Bonanzas

NEW YORK, April 25.—With two holidays, Decoration Day and July 4, falling on Saturdays this year, many outdoor showmen are resigned to the fact that they will possibly miss much of the extra spurt in attendance and revenue normally expected on the non-business days.

In New York, for instance, less than one-fifth of the city's business concerns plan to give their employees time off either on the preceding Friday or the following Monday. That means that the bulk of the holiday patronage will come on Saturday—a normally good day, anyhow.

Traveling units will be hard pressed to squeeze in the bonanza business, if any, accruing on the Saturdays, since they still mostly face the need of midnight closings and all-night tear-downs.

### Weather Hedge

Amusement parks will be in a

better position, since they can go again all day on the following Sundays and help the celebrants with an outlet for their fun-seeking. With a two-day potential, the parks also have a weather hedge, unlike the carnivals, should the latter catch bad weather on the holidays.

A number of operators claim to be just as happy with the prospect of a normal week-end, aided by the addition of a holiday. Their reason is that the long holiday week-end is too much for prospective patrons and that, actually, in such circumstance, most of the business is done within a two-day period, with one of the three days usually just this side of being a dud. If the first day of a holiday week-end period is favored by good weather, the public will get out and do most of its spending then. A second day also can be big, they say, but thereafter the public is both tired and broke.

**O**NCE again it's circus time in Gotham.

Ever since the colossal Ringling Bros and Barnum & Bailey organization opened its 1953 season in Madison Square Garden Wednesday night, April 1st, New York has been thinking circus and talking circus.

This year, John Ringling North, president and producer of the Big Show, has topped all previous successes with the mightiest multitude of marvels ever mobilized. But, despite all the fabulous magnificence of its four new pageants, including "Candy Land," super-spectacle sublime; this year's performance, designed for America's amazement and delight, is circus all the way.

Critics aver it is the finest show in circus history and capacity crowds in the Garden twice daily seem to bear them out.

In fact, New York, the traditional barometer of circus business, indicates continuing success during the forthcoming coast-to-coast tour of The Greatest Show on Earth.

# Hunt Gets Off to Good Start Despite Weather

FALLS CHURCH, Va., April 25.—Altho battling its share of bad weather, Hunt Bros.' Circus has gotten away to a good start on its 61st annual tour.

Hunt opened its season in Land-over Hills, Md., Saturday (18), the first circus ever to show the spot. Despite cold weather and a hard drizzle, the matinee was a capacity house, while at night, in the face of a heavy downpour which turned the freshly filled clay lot adjacent to St. Mary's Church on Annapolis Road into a sea of mud, there was a three-quarters house. Sponsor was the St. Mary's building fund and the co-operation was excellent.

The show made the 160-mile run from its Burlington, N. J., winter quarters without incident. The first fleet with the physical equipment moved onto the lot at the opening stand Mopday (13), while the remainder of the fleet made the run Wednesday.

Despite the fact that it was not possible to hold a rehearsal, the opening performance went off well. The spec, "Circusland 1953," was omitted at the night show due to the muddy lot.

Sunday (19) the show moved to Fairfax, Va., a run of 30 miles. At the Monday matinee, in extremely cold weather, in the course of one hour sleet and snow were encountered. Business was good despite the cold.

Tuesday (21) the cold continued, altho the skies cleared, with a full matinee and a large attendance of children, schools having let out early, but the evening was light. A visitor there was Richard Paine, East Falls Church, an ardent fan and friend of the Hunt family.

The Riding Conleys, bareback troupe, joined Thursday. Frank Biron and Jimmy Bresline, who have been working rodeos, joined for the season with Frank in

charge of the concert of six people and seven head of stock. Bob Mills is again in charge of the band and handles mail and The Billboard. Bill English is in charge of the Side Show, which also houses the Hunt menagerie, which includes seven elephants, llamas, zebras, monkeys, raccoon and lion. Newest additions to the menagerie are a camel, two young bears and an African donkey.

The big top this year is a 100 with three 40-foot middles. The Side Show is a 50 with two 30-foot middles.

The program runs as follows:  
 No. 1—"Circusland 1953." No. 2—Vivian LaBeau, Geraldine Connley and Jimmie LeMieux, bareback riding. No. 3—Mildred Hunt, Millie Mae and Jean Hopkins, aerial ballet. No. 4—Hunt's military ponies and Phil Worth's pony. No. 5—Clowns. No. 6—DeRiski and Connley troupes, juggling and acro. No. 7—Elephants, presented by Capt. Roy Bush and Marsha and Edward Hunt. No. 8—Clowns. No. 9—Billie Barton, aerialist. No. 10—Marvin and Hazel Case and Bob Stanley, wire walkers. No. 11—Concert announcement, introducing Franco Biron and his troupe. No. 12—Hunt's Liberty horses, presented by Lou Barton, and Connley's ponies, monkeys and dogs. No. 13—Clowns. No. 14—Millie Mae and Edward and Dianne Hunt, rolling globe; Gayle De Riski, head balancing on swinging trap, and Hazel Case, rolling globe. No. 15—Powell's dogs, Leslie's seals, and Robert and Lois' pets. No. 16—Billy Barton, flying trapeze, and Jean Hopkins, cloud swing. No. 17—Phil Worth's bareback riding school. No. 18—Concert announcement. No. 19—Clowns. No. 20—Capt. Roy Bush and Eddie Hunt, elephants. No. 21—Riding Conleys. No. 22—Finale.

## ASTRO FORECASTS

All Readings Complete for 1953  
 On hand in these sizes: 2 1/4; 3 inch; 3 9/16; 4 inch; 4 3/16. Write for prices.  
 Single Sheet, 8 1/2 x 14, 100, 75¢; Per M. \$4.00  
 Gold Fish Pamphlet, 6-page, 8 1/2 x 11, 12  
 Signs, Any Quantity, Each . . . . . 1 1/2¢  
 "WHAT IS WRITTEN IN THE STARS."  
 Folding Booklet, 12-P, 2 1/4 x 5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample . . . . . 10¢  
 FORECAST AND ANALYSIS, 10-P. Fancy Covers, 8 1/2 x 11. Each . . . . . 4¢  
 Samples of each of the above 4 items for 25¢  
 No. 1 45-Page Assorted Color Covers . . . . . 50¢

## NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . . . 20¢  
 HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11. . . . . 25¢  
 PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. . . . . 40¢  
 Sign Cards, Illustrated, Pack of 36 . . . . . 15¢  
 Graph Charts, 9x17. Sample 5¢, Per M. \$7.50  
 MENTAL TELEPATHY, Booklet of 21 p. 25¢  
 Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

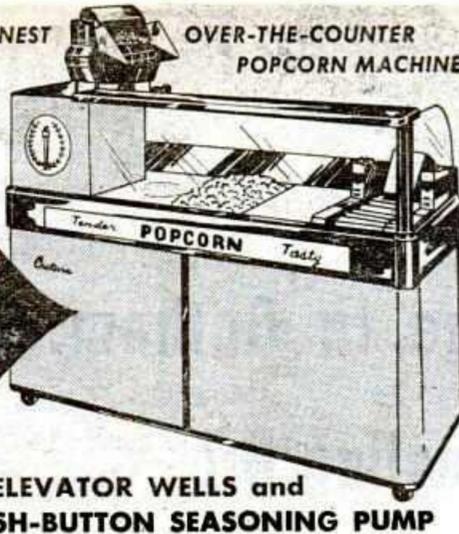
**SIMMONDS & CO.**  
 525 S. Dearborn St. Chicago 2, Illinois  
 Send for Wholesale Prices.

## CHEVROLET TRUCKS-TRACTORS AND CARS

THE SHOWMEN'S MOST RELIABLE DEALER  
 Specializing in Low Cost Transportation.  
 Ask Us About Our Special Showmen's Finance Plan.  
 Wire, Phone, Write  
**GEORGE BRICKELL**  
 Weber Chevrolet Co.  
 4035 Lindell Blvd.  
 St. Louis, Mo.  
 (Phone: Newstead 2500)

- Popcorn Candy Apple Supplies •
  - Corn Poppers Snowball Flavors •
  - Seasoning Ethols Ice Shavers •
  - Copper Kettles Paper Cups •
  - Apple Slices Cup Dispense's •
  - Coleman Burners Candy Floss Machines •
  - Tin Spoons Snowball Supplies •
  - Roasted Peanuts Hot Drink Cups •
  - Star Popcorn Machines •
- Write for Prices—  
 Telephone 236  
**KIRBY'S PRODUCTS**  
 15 FIKE AVENUE UNION, S. C.

WORLD'S FINEST OVER-THE-COUNTER POPCORN MACHINE



The New **CRETORS** "Olympic"

TWIN ELEVATOR WELLS and AUTOMATIC PUSH-BUTTON SEASONING PUMP

**YEARS-AHEAD MONEY-MAKING FEATURES!**

- Greater Warming Capacity—holds equivalent of 200 boxes popped corn.
- New Forced Air Warming—Thermostat controlled; keeps corn crisp, fresh.
- Automatic Electric Seasoning Pump.
- Heated Seasoning Urn.
- Ample Space for 2 busy attendants.

To get everything you need for top popcorn profits, operate CRETORS' magnificent all-new "Olympic" . . . a Champion throughout! Sleek, streamlined all-metal cabinet in gleaming enamel and stainless steel, plus illuminated animated "Olympic" Torch for new concession glamor and over-the-counter sales punch. CRETORS' exclusive super-efficient, Super-Production gas or electric Steel Kettle outpops all others, by any test—gives years of trouble-free, economical service. Many other performance-perfect features!

For details, write P. O. Box 1329-BB

**CRETORS CORPORATION**  
 National Sales Offices:  
 Popcorn Building • Nashville, Tennessee

Multiplex Faucet Co. Serving the Trade 49 Years

a 3 1/2¢ Profit on a 5¢ Sale!  
 with a "MULTIPLEX" **ROOT BEER BARREL**

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES:  
 Advertisers Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit Capture volume business and profits with Multiplex

**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.  
 Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.  
 Also Dispensers for Coca-Cola, other Drinks



Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.

## CONCESSION TENTS

Any Color, Size or Shape: 8x10', 10x10', 10x12'

SALE OF TENTS  
 14'x21'—28'x42'—20'x30'—30'x30'  
 40'x100'—all sizes  
 Send rough sketch for FREE Estimate

Write us for all canvas needs — FLAGS  
 COIN APRONS — BALLY CLOTHS

**A. MAMAUX & SON**  
 120 BOULEVARD OF ALLIES • PITTSBURGH

## BUYING A NEW FLOSS MACHINE!

Then be sure you get the new WHIRLWIND, the only vibrationless Cotton Candy machine made. All floss machine headaches are eliminated with the Whirlwind—there is no other machine even close to it when it comes to production, ease of operation and freedom from breakdowns. You will buy the Whirlwind some day, so why not buy it first and save money. Remember—it is guaranteed to please you or you get your money back.

**GOLD MEDAL PRODUCTS CO.**  
 318 E. THIRD STREET CINCINNATI 2, OHIO

## KEEP POSTED on the OUTDOOR FIELD

Concessionaires, pitchmen, bookers, performers, game and ride operators, manufacturers and suppliers of all kinds—you need The Billboard every week to get all the important, timely news of the outdoor amusement field.

Read **THE BILLBOARD EVERY WEEK!**

SAVE MONEY—MAKE MONEY

Subscribe Now to **The Billboard**

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes  Please send me The Billboard for one year at \$10.  
 (Foreign rate, one year, \$20) 769

Name . . . . .  
 Address . . . . .  
 City . . . . . Zone . . . . . State . . . . .  
 Occupation . . . . .



## Talent Topics

Bouncing Bodos have returned to New England territory to open their fifth season for the George A. Hamid office. While wintering in Florida the Bodos were guests of "Holiday on Ice" and renewed acquaintances with several cast members . . . Among acts appearing recently at the Huntington Hotel, St. Petersburg, Fla., were Bob Lasalle, emcee; Virginia Barret, comedienne; the Bowery Hillbillies, musical turn, and the comedy act of Pedro and Durand, featuring Pedro Jr. . . . Great Siegfried, snowless ski jumper, appeared at the Sports, Travel and Vacation Show in the Peoria (Ill.) Armory Easter week. It was Siegfried's 25th indoor date of that type. He plans to play Coast fairs this season.

Leo Couture, high diver, is confined to his Montreal home with a broken left leg suffered March 24 during a performance at the Grand Rapids (Mich.) Sports Show. The doc says the leg will be out of a cast by early June and Couture expects to be back on the road shortly thereafter. Act is being booked for July, August and September by the Gus Sun agency.

Miss Happy Harrison, is back at her Hartford, Mich., home following a Florida vacation. En route north she stopped off at Port Richey, Fla., to visit with Al Marriotti and the Los Aeros high act. Since her return she made a TV appearance in Chicago and played a club date in Indianapolis.

All-American Boys, trampoline, will play the Sunday (3) "Super Circus" television show from Chicago along with Les Geraldos, aerial trapeze, and Ziggy the Zebra. The following Sunday's bill, according to booker Vic Brown, includes the Sandys, trampoline, and the Aerial Dobritches.

Los Larabees, whips, opened a two-week engagement with Rudy Bros.' Circus in Napa, Calif., on Tuesday (14). Following the engagement, they will return to Kaye Bros.' Circus for its spring run. Joni Larabee, fem side of the act, recently put the finishing touches on her new aerial turn in which she will be billed as the "Girl in the Heart." For the first time in three years she visit-

ed in Woodland, Calif., and spent an enjoyable Easter with her parents. Recent visitors at the Kaye show included Bob McCusker and family, Eddie Polo, Cliff Henry and many folks from the Beatty show.

Pedro and Roberta Morales were godparents for Victoria Machette, daughter of Cathy Machette and Tereza Morales, Machette aerialist. Herman Cepler reports that his wife, Grace, is working her first date since her fall last September 7 in Monroe, Wash. They are playing the Shrine Circus, Omaha, after which they go to the St. Louis Police Circus and Detroit, Field Days, in August

The April 12 issue of The New York Times magazine has two pages devoted to the R-B circus, and shows acts practicing between shows. Among those shown are the Heiroll roller troupe, the Isaksen Sons of the Midnight Sun troupe, the Riggetts, Fenis and Feroni, the Renellys, Hammerschmidt and his monkeys, the Three Maxims and Mister Mistin Jr. and his father.

Appearing recently at the Vinoy Hotel, St. Petersburg, Fla., were Leslie and Laurence, dance team; Pedro and Durand, comedy knock-about, and Sunny Fox, comedienne.

Felix Valle will tour the Northwest with the Johnny Strong Circus this summer. He joins the show when it launches its road tour in June in Barstow, Calif., and will troupe with the organization for three months. Valle will do comedy voices and roping. He will also be with the Strong unit when it plays around Hollywood on the pre-Christmas route, leaving it for Christmas auditorium dates around San Francisco.

Advertising in the Billboard Since 1904

## ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE  
 SPECIALLY PRINTED  
 CASH WITH ORDER PRICES—10M, \$10.50—ADDITIONAL 10M'S AT SAME ORDER, \$2.50  
 Above prices for any wording desired. For each change of wording and color add \$3.75.  
 For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK TICKETS**  
 1 ROLL . . . . . \$1.50  
 EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL

**WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARKANSAS  
 Tickets Subject to Fed. Tax Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up to last Year Last Number

# NEW! KIDDIE RIDES



- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

## Fair Dates

Copyright 1953  
The Billboard Pub. Co.  
The following corrections and additions to the list of Fair Dates were received during the week ended April 24.  
The complete list of Fair Dates was published in the issue dated April 11. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

### Arizona

Duncan—Greenlee Co. Fair. Oct. 9-11. Stanley W. Coan.  
Holbrook—Navajo Co. Fair. Sept. 18-20. J. H. Miller.  
Kingman—Mohave Co. Fair. Sept. 5-7. Harry R. Phillips.  
Prescott—Yavapai Co. Fair. Assn. Sept. 18-20. Alice Townsend.

### Arkansas

Hazen—Prairie Co. Fair Assn. Sept. — A. H. McDonnell.  
McCrotry—Woodruff Co. Fair Assn. Oct. 14-17. I. N. Arnot.

### Colorado

Akron—Washington Co. Fair & Rodeo. Aug. 27-29. Brandt Wenig.  
Castle Rock—Douglas Co. Fair Assn. Sept. 11-13. Charles E. Kirk.  
Cortez—Montezuma Co. Fair. Oct. 1-3. Dean F. Hanson.  
Lamar—Southeast Colo. Free Fair & Rodeo. Aug. 29-30. Ray R. Cook.  
Longmont—Boulder Co. Fair Assn. Aug. 20-22. Carol E. Cook.  
Springfield—Baca Co. Free Fair. Aug. 28-29. Chester R. Pithian.  
Yuma—Yuma Co. Fair & Rodeo. Aug. 24-26. Frank Herman.

### Connecticut

Broad Brook—Union Agr. Soc. Sept. 29-30. D. Everett Neelans. Hazardville. Conn. Aug. 21-22. Gladys Kelsey. Middletown.  
Monroe—Fairfield Co. 4-H Fair Assn. 21-22. Dorothy Heller. RFD 1. Bridgeport.  
Pachaug—Pachaug Grange Fair Assn. Sept. 5-6. Edward L. Thornton. Jewett City, Conn.  
Stafford Springs—Tolland Co. 4-H Fair Assn. Aug. 28-29. Barbara Richards. RFD 1. Willimantic.

### Florida

Callahan—Nassau Co. Fair. Oct. 21-24. Gordon B. Ellis. Hilliard, Fla.  
Crestview—Legion Harvest Fair. Sept. 28-Oct. 3. Harry A. King.  
DeFuniak Springs—Walton Co. Fair. Week of Nov. 11. John Creel.  
Orlando—Central Fla. Expo. Feb. 22-27. Crawford T. Bickford.  
Quincy—Gadsden Co. Festival & Fair Assn. Oct. 15-17. Fred P. Brinkman.  
Tallahassee—North Fla. Fair Assn. Oct. 27-31. Lloyd Rhoden.

### Georgia

Dublin—Oconee Fair Assn. Oct. 26-31. O. N. Lewis.

### Idaho

Gooding—Gooding Co. Fair. Aug. 13-15. Abe Loewen.  
Ririe—Jefferson Co. Fair. Sept. 4-5. Carl M. Shaner.  
Jerome—Jerome Co. Fair. Aug. 26-28. Mrs. Eleanor Wiswall.  
New Plymouth—Payette Co. Fair. Aug. 20-22. J. E. Wagner.

### Illinois

Albion—Edward Co. Fair Assn. July 21-24. Loy L. Thread.  
Hampton—Rock Island Co. Fair Assn. Aug. 19-22. Wayne Feaster. Hillsdale, Ill.  
New Windsor—New Windsor Fair Assn. Aug. 18-20. Lynn L. Keim.  
Oregon—Ogle Co. Fair. Sept. 5-7. E. D. Landers.  
Virginia—Cass Co. Fair Assn. Aug. 27-29. William M. Yapla.  
Wauconda—Lake Co. Fair Assn. Aug. 6-9. L. A. Nordhausen. Grays Lake, Ill.

### Indiana

Argos—Marshall Co. 4-H Fair. Aug. Otto H. Gates.  
Columbus—Bartholomew Co. Fair Assn. July 12-17. F. M. Overstreet.  
Fairview—Fairview Farmers' Fair. Aug. — Earl Furnish. Bennington, Ind.  
Franklin—Johnson Co. Free Fair. July 6-11. Frank F. Kasting.  
Greenfield—Hancock Co. 4-H Agr. Assn. Aug. 11-15. Mrs. Thelma Newton.  
Martinsville—Morgan Co. Fair Assn. Aug. 17-21. W. J. Hardy.

### Kansas

Herington—Ti-County Fair Assn. Sept. 8-11. W. H. Mott.

### Kentucky

Hyden—Leslie Co. Fair Sept. 10-12. Eugene W. Howard.

### Maryland

Gaithersburg—Montgomery Co. Fair. Aug. 25-29. R. N. Whipp. Rockville, Md.

### Massachusetts

Great Barrington—Barrington Fair Assn. Sept. 13-19. Edward J. Carroll.  
Weymouth—Weymouth State Fair. Aug. 16-22. Milton Danziger. S. Weymouth.

### Michigan

Berrien Springs—Berrien Co. Youth Fair Assn. Aug. 12-16. Mrs. Ted Slickman.  
Big Rapids—Mecosta Co. Agr. Fair Assn. Aug. 18-22. Norman Mason.  
Fremont—Fremont Community Fair. Oct. 8-10. Lyle Myers.  
Hale—Isosco Co. Agr. Soc. July 29-Aug. 1. Thurman Scofield.  
Harrison—Clare Co. Agr. Soc. Sept. 15-19. Ray Harold. R. 3. Gladwin, Mich.  
Ironwood—Gogebic Co. Fair. Aug. 13-16. W. B. Fauth. Bessemer, Mich.  
Kalamazoo—Kalamazoo Co. Agr. Soc. Aug. 24-29. Edward McNamara. Rickland, Mich.  
Lake Odessa—Lake Odessa Fair. July 3-4. Wesley Phillips.  
Ludington—Western Mich. Fair Assn. Sept. 3-7. Emmett E. Briggs. Scottville, Mich.  
Marne—Berlin Fair. Aug. 31-Sept. 4. R. M. Ossewaarde. R. 1. Coopersville, Mich.  
Monroe—Monroe Co. Fair Assn. Aug. 10-15. Marvin Smith. Erie, Mich.  
Pinconning—Pinconning Fair Assn. Sept. 11-12. Henry Uhlmann.  
Richmond—Richmond Agr. Assn. Sept. 6-7. Vern Krause.  
Standish—Arenac Co. Agr. Soc. Aug. 18-22. Paul R. Pennock.  
Sauk Rapids—St. Cloud—Benton Co. Agr. Soc. Aug. 21-23. C. H. Varner. St. Cloud.  
Traverse City—Northwestern Mich. Fair. Sept. 1-5. Arnell Engstrom.

### Missouri

Aurora—Aurora Tri-County Fair. Sept. 30-Oct. 3. R. A. Buffalo.  
Belle—Belle Fair. Sept. 10-12. Rainey L. Backues.

### Nebraska

Chadron—Dawes Co. Fair. Aug. 24-26. Harry Kuska.  
Fullerton—Nance Co. Fair. Aug. 17-20. E. M. Black.  
Valentine—Cherry Co. Fair & Rodeo. Aug. 22-23. William A. Cumbow.

### New Hampshire

Deerfield—Deerfield Fair Assn. Oct. 1-4. W. C. Maxwell. RFD 1. Raymond. N. H.  
Dover—Dover Agr. Fair Assn. Aug. 12-16. William H. McCann.  
Madbury—Madbury Grange Fair Assn. Sept. 10-13. Charlotte Horr. Dover. N. H.  
Plymouth—Union Grange Fair Assn. Sept. 16-19. Delbert B. Gray. W. Rumney. N. H.

### Oklahoma

Apache—Apache District Free Fair. Aug. 26-29. Lyle Dunlop.  
Pawnee—Pawnee Co. Free Fair. Sept. 16-18. Bert Wilson.

### New Mexico

Deming—Luna Co. Fair Assn. (Tri-State Fair) Oct. 8-11. Lewis Sanders.

### North Carolina

Gastonia—Spindie-Center Agr. Fair. Sept. 20-25. R. M. Spangler. Hummels Wharf.

### Pennsylvania

Connellsville—Pleasant Valley Grange Community Fair. Sept. 8-12. Eugene V. Keefe.  
Red Lion—Red Lion Gala Week Fair. July 20-25. R. M. Spangler. Hummels Wharf, Pa.

### Rhode Island

East Greenwich—Rocky Hill Fair. Aug. 25-30. Warren F. Moorhead.

### South Carolina

Camden—Kershaw Co. Negro Fair Assn. Oct. 19-24. James Aiken.  
Chester—Chester Co. Am. Legion Fair. Oct. 5-10. Jake S. Colvin.  
Eloree—Eloree Colored Fair. Sept. 28-Oct. 3. P. H. Tilley.  
Greenville—Greenville Co. Am. Legion Fair Assn. Oct. 12-17. W. W. Wilkins.

### South Dakota

Aberdeen—Brown Co. Fair. Aug. 26-29. Arthur Cahow.  
Alcester—Union Co. Fair. Aug. 12-13. Robert Hammerstrom.  
Gettysburg—Potter Co. Fair. Aug. 24-26. Darrel Pahl.  
Huron—South Dakota State Fair. Sept. 7-12. Kenneth E. Balgeman.  
Martin—Bennett Co. Fair. Aug. 27-29. James H. Rogers.

### Tennessee

Athens—McMinn & Megis Twin-County Fair. Sept. 14-19. Mrs. Jim Buttram.  
Clarksville—Montgomery Co. Fair. Early in Sept. Mrs. Louise B. Booth.  
Clinton—Anderson Co. Fair Assn. Sept. 3-5. Robert B. Johnson.  
Covington—Tipton Co. Fair. Sept. 14-21. Stanley Shoaf.  
Fayetteville—Bi-State Fair Assn. Aug. 20-22. William T. Bright.  
Fayetteville—Lincoln Co. Fair Assn. Sept. 14-19. G. L. Taylor.  
Henderson—Chester Co. Fair. Sept. 9-12. R. C. Darnall.  
Kingsport—East Tenn. District Fair. Aug. 24-29. A. B. Coleman.  
Lawrenceburg—Middle Tenn. District Fair. Oct. 5-10. Col. J. Robert Hood.  
Murfreesboro—Mid-State Fair. Sept. 10-12. William H. Butler.  
Savannah—Hardin Co. Agr. Fair. Sept. 14-19. P. B. Carrington.  
Spencer—Van Buren Co. Fair Assn. Sept. 2-5. C. B. Rogers.  
Waverly—Humphreys Co. Fair Assn. Sept. 9-12. Henry Genary.  
Westmoreland—Early Summer Fair. Sept. 11-12. Gustine Simmons.

### Texas

Angleton—Brazoria Co. Fair. Oct. 6-10. L. B. Bumgarner.  
Mesquite—Dallas Co. Fair. Sept. 22-26. Earl C. Cogburn.  
Seminole—Gaines Co. Fair Assn. Oct. 8-10. H. C. Kyle.  
Shamrock—State Line Free Fair. Sept. 17-19. H. E. Merrifield.  
Temple—Cen-Tex Fair. Sept. 14-19. Curtis Williams.

### Vermont

Hartland—Hartland Fair. Aug. 20-23. M. P. Rogers.

### Virginia

Danville—Danville Fair Assn. Sept. 29-Oct. 3. B. F. Barr.

### Washington

Yakima—Wash. State 4-H Club Fair. Sept. 28-Oct. 3. Charles T. Meenach. Pullman, Wash.

### West Virginia

Grantsville—Calhoun Co. Fair Assn. Aug. 24-29. B. A. Hensley.  
New Hope—Beaver Pond Dist. Farmers Club. Sept. 3-5. C. P. Hylton. Princeton, W. Va.

### Wisconsin

Rosholt—Rosholt Free Comm. Fair Assn. Sept. 5-7. R. L. Wroelstad.

### Wyoming

Buffalo—Johnson Co. Fair. Aug. 18-21. Bill Feiry.  
Riverton—Fremont Co. Fair. Aug. 26-28. W. L. Duncan. Lander, Wyo.  
Torrington—Goshen Co. Fair Assn. Aug. 26-28. W. H. Woodworth.

Kidon—Eldon Community Fair. Aug. 5-8. Roy R. Clement.  
Farmington—St. Francois Co. Fair Assn. Sept. 10-12. Joe Grandhomme.  
Kahoka—Clark Co. Agr. Fair. July 29-31. W. P. Stevenson.  
Laredo—Laredo Community Fair. Sept. 3-5. J. M. Robertson.  
Marshall—Saline Co. Fair. Aug. 18-22. T. A. Reid.  
Mountain Grove—Tri-County Fair. Aug. 26-29. Frank H. Schallo.  
Norborne—Norborne Farm & Farmyard Fair. Sept. 29-30. R. H. Robinson.  
Rolla—Central Mo. Regional Fair. Aug. 12-15. James R. Smith.  
Ste. Genevieve—Ste. Genevieve Co. Fair. Sept. 4-5. P. A. Baechle.  
Vienna—Maries Co. Fair. Sept. 3-5. Raymond L. Brooks.

### Nebraska

Chadron—Dawes Co. Fair. Aug. 24-26. Harry Kuska.  
Fullerton—Nance Co. Fair. Aug. 17-20. E. M. Black.  
Valentine—Cherry Co. Fair & Rodeo. Aug. 22-23. William A. Cumbow.

### New Hampshire

Deerfield—Deerfield Fair Assn. Oct. 1-4. W. C. Maxwell. RFD 1. Raymond. N. H.  
Dover—Dover Agr. Fair Assn. Aug. 12-16. William H. McCann.  
Madbury—Madbury Grange Fair Assn. Sept. 10-13. Charlotte Horr. Dover. N. H.  
Plymouth—Union Grange Fair Assn. Sept. 16-19. Delbert B. Gray. W. Rumney. N. H.

### Oklahoma

Apache—Apache District Free Fair. Aug. 26-29. Lyle Dunlop.  
Pawnee—Pawnee Co. Free Fair. Sept. 16-18. Bert Wilson.

### New Mexico

Deming—Luna Co. Fair Assn. (Tri-State Fair) Oct. 8-11. Lewis Sanders.

### North Carolina

Gastonia—Spindie-Center Agr. Fair. Sept. 20-25. R. M. Spangler. Hummels Wharf.

### Pennsylvania

Connellsville—Pleasant Valley Grange Community Fair. Sept. 8-12. Eugene V. Keefe.  
Red Lion—Red Lion Gala Week Fair. July 20-25. R. M. Spangler. Hummels Wharf, Pa.

### Rhode Island

East Greenwich—Rocky Hill Fair. Aug. 25-30. Warren F. Moorhead.

### South Carolina

Camden—Kershaw Co. Negro Fair Assn. Oct. 19-24. James Aiken.  
Chester—Chester Co. Am. Legion Fair. Oct. 5-10. Jake S. Colvin.  
Eloree—Eloree Colored Fair. Sept. 28-Oct. 3. P. H. Tilley.  
Greenville—Greenville Co. Am. Legion Fair Assn. Oct. 12-17. W. W. Wilkins.

### South Dakota

Aberdeen—Brown Co. Fair. Aug. 26-29. Arthur Cahow.  
Alcester—Union Co. Fair. Aug. 12-13. Robert Hammerstrom.  
Gettysburg—Potter Co. Fair. Aug. 24-26. Darrel Pahl.  
Huron—South Dakota State Fair. Sept. 7-12. Kenneth E. Balgeman.  
Martin—Bennett Co. Fair. Aug. 27-29. James H. Rogers.

### Tennessee

Athens—McMinn & Megis Twin-County Fair. Sept. 14-19. Mrs. Jim Buttram.  
Clarksville—Montgomery Co. Fair. Early in Sept. Mrs. Louise B. Booth.  
Clinton—Anderson Co. Fair Assn. Sept. 3-5. Robert B. Johnson.  
Covington—Tipton Co. Fair. Sept. 14-21. Stanley Shoaf.  
Fayetteville—Bi-State Fair Assn. Aug. 20-22. William T. Bright.  
Fayetteville—Lincoln Co. Fair Assn. Sept. 14-19. G. L. Taylor.  
Henderson—Chester Co. Fair. Sept. 9-12. R. C. Darnall.  
Kingsport—East Tenn. District Fair. Aug. 24-29. A. B. Coleman.  
Lawrenceburg—Middle Tenn. District Fair. Oct. 5-10. Col. J. Robert Hood.  
Murfreesboro—Mid-State Fair. Sept. 10-12. William H. Butler.  
Savannah—Hardin Co. Agr. Fair. Sept. 14-19. P. B. Carrington.  
Spencer—Van Buren Co. Fair Assn. Sept. 2-5. C. B. Rogers.  
Waverly—Humphreys Co. Fair Assn. Sept. 9-12. Henry Genary.  
Westmoreland—Early Summer Fair. Sept. 11-12. Gustine Simmons.

### Texas

Angleton—Brazoria Co. Fair. Oct. 6-10. L. B. Bumgarner.  
Mesquite—Dallas Co. Fair. Sept. 22-26. Earl C. Cogburn.  
Seminole—Gaines Co. Fair Assn. Oct. 8-10. H. C. Kyle.  
Shamrock—State Line Free Fair. Sept. 17-19. H. E. Merrifield.  
Temple—Cen-Tex Fair. Sept. 14-19. Curtis Williams.

### Vermont

Hartland—Hartland Fair. Aug. 20-23. M. P. Rogers.

### Virginia

Danville—Danville Fair Assn. Sept. 29-Oct. 3. B. F. Barr.

### Washington

Yakima—Wash. State 4-H Club Fair. Sept. 28-Oct. 3. Charles T. Meenach. Pullman, Wash.

### West Virginia

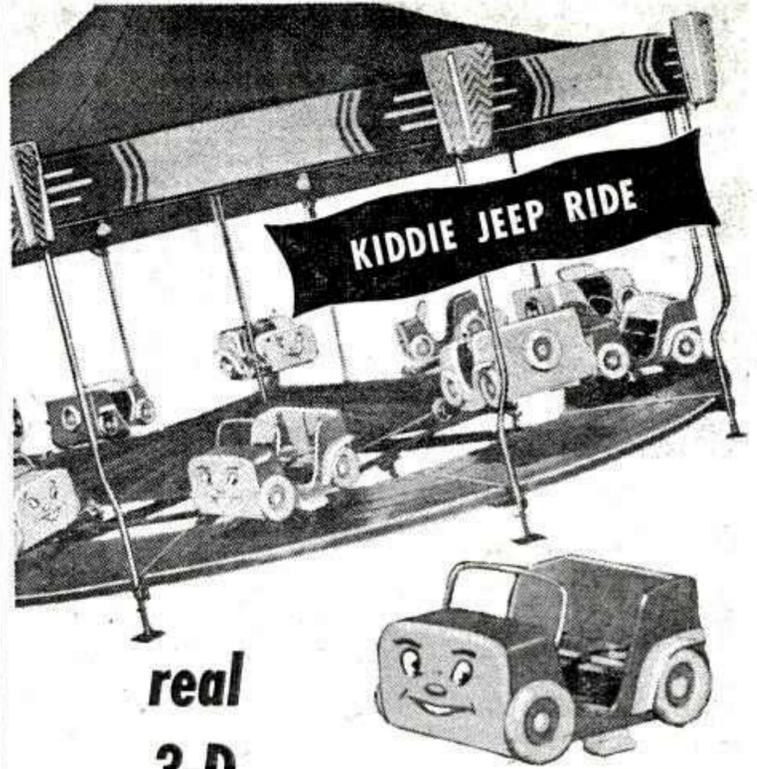
Grantsville—Calhoun Co. Fair Assn. Aug. 24-29. B. A. Hensley.  
New Hope—Beaver Pond Dist. Farmers Club. Sept. 3-5. C. P. Hylton. Princeton, W. Va.

### Wisconsin

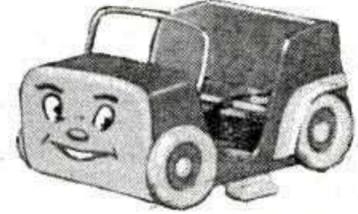
Rosholt—Rosholt Free Comm. Fair Assn. Sept. 5-7. R. L. Wroelstad.

### Wyoming

Buffalo—Johnson Co. Fair. Aug. 18-21. Bill Feiry.  
Riverton—Fremont Co. Fair. Aug. 26-28. W. L. Duncan. Lander, Wyo.  
Torrington—Goshen Co. Fair Assn. Aug. 26-28. W. H. Woodworth.



real  
3-D  
thriller!



2-place cars, designed from the famous army jeep, familiar to kiddies everywhere! Operates with smooth, trouble-free fluid drive.

third dimensional thrills . . . that's allan herschell's sensational kiddie jeep ride! it not only provides the conventional forward movement of the cars . . . but has the added attraction of an "up-and-down" motion while the jeeps rotate gently by gravity. together, it develops a safe, "hang-on-to-your-hat" ride that thrills youngsters right down to the tips of their toes. in action, the kiddie jeep ride is a real kiddieland magnet. flashy cars, gay shrieking children, honking horns and brilliant illumination makes it hard to beat when it come to the top grosses. Write today!

OTHER ALLAN HERSCHELL KIDDIE RIDES: CAROUSEL • KIDDIE BOAT RIDE • AUTO RIDE • BUGGY RIDE • SKY FIGHTER • TANK RIDE • LITTLE DIPPER

**ALLAN HERSCHELL**  
COMPANY, INC.  
"world's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

## FLOSS MACHINES — BEST ON THE MARKET FOR A DOZEN REASONS



DOUBLE FUSES MEAN SAFETY . . . DIRECT DRIVE—NO BELTS . . . VIBRATIONLESS . . . LIGHT WEIGHT—PORTABLE . . . OPERATES ON AC OR DC POWER . . . 9000 RPM MOTOR—SEALED BEARINGS . . . DOUBLE SPINNERHEAD . . . LARGE PAN—EASY TO WORK WITH . . . ORIGINAL ONE-PIECE BANDS . . . EASY TO CLEAN . . . MOTOR RUBBER MOUNTED—SHOCK-PROOF . . . BACKED BY MORE THAN 40 YEARS OF MANUFACTURING EXPERIENCE  
We guarantee more production with the Model 120 than with any other standard floss machine on the market—or your money back. Get the best the first time . . . Floss Machines by Concession Supply Co. Complete One-Stop Service for Concessionaires . . . popcorn, floss, food supplies of all kinds.

**CONCESSION SUPPLY COMPANY**  
3916 SECOR ROAD TOLEDO 13, OHIO

## The TLT-A-WHIRL Ride



"Best Buy in Rides Today"  
★ Very Popular and Profitable  
★ Good Looking  
★ Well Built  
★ Good Quality  
★ Economical  
and what a Repeater!!

**SELLNER MFG. CO.**  
Faribault, Minnesota

## LOOK! PARKER DOES IT AGAIN

We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 30 FOOT TEEN ACER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Lands. Time sales arranged. We trade. Prices start at \$5,750.00. For particulars phone, wire or write.

**C. W. PARKER AMUSEMENT CO.**  
Leavenworth, Kansas, U. S. A.

## EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides—Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Two seasons to pay—bank terms.

**H. E. EWART CO.**  
707 E. GREENLEAF STREET COMPTON, CALIFORNIA  
Phone: NEmark 1-0808—NEVada 6-1976

**TICKETS**  
Cash with order F.O.B. Collinsville, Ill.  
ROLL OR MACHINE FOLDED 100,000 \$31.00  
10M \$10.30—20M \$12.60—30M \$14.90—50M \$19.50  
All same copy—Each price change, \$3.00. Each color change, 60¢.  
STOCK PRINTED ROLL TICKETS 5 rolls \$5.00; each additional roll 60¢.  
**DALY TICKET COMPANY** COLLINSVILLE ILLINOIS

**ATTENTION PARK MEN!!!**  
Consider a No. 16 BIG ELI Wheel for your park this season.  
The No. 16 Wheel is without a doubt one of the most beautiful rides you can have in your park. Get a high ride that advertises your park and earns money every day.  
The No. 16 BIG ELI Wheel pays a profitable return on your investment year after year. For long life and certain net profits your park needs a No. 16 BIG ELI Wheel.  
Write for Price List A-67 today.  
**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Case Ave., Jacksonville, Illinois

**KIDDIE BOAT RIDES**  
**KIDDIE AIRPLANE RIDE**  
Trailer-Mounted AUTO RIDE  
**KIDDIE CHAIRPLANE**  
**ADULT CHAIRPLANE**  
**ADULT FERRIS WHEEL**

**SMITH SMITH**  
SPRINGVILLE, NEW YORK

**CHERRY**  
ROCK-O-PLANE  
ROLL-O-PLANE  
FLY-O-PLANE  
OCTOPUS  
MIDGE-O-RACER  
BULGY THE WHALE

**FINEST KIDDIE RIDES**

- ★ WHIRL-A-ROUND
- ★ FERRIS WHEEL
- ★ LOCOMOTIVE TRAIN
- ★ ROCKET FIGHTER
- ★ CIRCUUS RIDE
- ★ JET AEROPLANE
- ★ CHAIR-O-PLANE
- ★ ELEPHANT RIDE

All our rides are complete, including fences, electric signs, ready to operate with no extra expense. Rides built to last a lifetime and all parts are standard. Terms and financing arranged. Illus. circular free.

**STANDARD KIDDIE RIDES MANUFACTURING CO.**  
201 E. Broadway, Long Beach, L.I.; N. Y.  
Phones: LOng Beach 6-7361 and 6-5594

**Kiddie Rides**  
Trains—Ferris Wheels  
Swings—Auto Rides  
Monkey Speedways

With Cars, Show Fronts and Truck Bodies. We rebuild and repair all rides and show equipment.

**TAMPA MFG. CO.**  
8511 N. Blvd. Tampa 4, Fla.

**ILLINOIS FIREWORKS**  
WORLD'S LARGEST MANUFACTURERS AND EXHIBITORS  
"Known from Coast to Coast"  
Catalogue mailed upon request.  
P. O. Box 792, Danville, Ill. Ph. 1716

**MINIATURE TRAINS**  
for EVERY LOCATION

**MINIATURE TRAIN CO.**  
RENSSELAER, INDIANA

**KIDDIE FERRIS WHEELS**  
Park and Portable Type.  
Manufacturer of all Kiddie Rides  
Details and photos, write.  
**S. A. ROLLER WORKS**  
322 Nolan St. San Antonio, Texas

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

**TELL AND SELL WITH POSTERS**

RINKS & PARKS  
ORCHESTRAS  
AUTO & MOTOR-  
CYCLE RACING  
FAIRS & RODEOS  
CARNIVALS  
TRAVELING SHOWS  
THEATRICALS  
SPORTING EVENTS

COLORFUL!  
STRIKING!  
FLASHY!

IMMEDIATE SERVICE

**Posters INCORPORATED**

835 CHERRY ST. PHILA. 7, PA.

Union Shop—Phone Lombard 3-2000

**SHOW TENTS CENTRAL Canvas Company**

516-518 EAST 18th ST.  
Kansas City 6, Missouri  
Phone: Harrison 3026  
HARRY SOMMERVILLE

**Shooting Galleries**

And supplies for Eastern and Western Type Galleries. Write for new catalog.

**H. W. TERPENING**  
137-139 Marine St., Ocean Park, Calif.

**PEANUTS · POPCORN · SUPPLIES**

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes — Complete Line of Supplies — Midway Marvel Candy Floss Machine—Snowflake Snow Cones — All Makes Ice Shavers—Star Popcorn Machines — Cotton Candy

Cones — Candy Apples Equipment & Supplies — Fresh Roasted Peanut — Attractive Circus Bags — Candy Floss Supplies. SEND FOR FREE CATALOGUE!

**CHUNK-E-NUT PRODUCTS CO.**

VIC ZINDER 231 N. Second St. Philadelphia 6, Pa.  
CLEM CONLAN 2908-14 Smallman St. Pittsburgh 1, Pa.  
ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

**DISPLAY FIREWORKS FOR ALL OCCASIONS**

**RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:**

1. Latest creations in breathtaking aerial shells.
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.
5. Expert operators are available, when desired, to completely set up and fire large displays.
6. Complete public and property liability insurance.
7. Rain-out clause.
8. High-powered advertising and promotional facilities.
9. Programs can be changed nightly for repeat performances.
10. Displays shipped everywhere in the United States.

**SECRETARIES AND ENTERTAINMENT CHAIRMEN:**  
WRITE FOR OUR BIG SPECIAL CATALOG

**RICH BROS. INTERSTATE Display Fireworks Co.**  
DEPT. B-8 BOX 514 SIOUX FALLS, SOUTH DAKOTA

**Machines and Dispensers**

FLOSS · POPCORN · CANDY APPLES  
SNOWBALLS · DRINKS

Plus... A Complete Line of Supplies!  
Get everything from one source!

**POPPERS SUPPLY CO., INC. of Phila.**  
1211 North 2nd Street GARfield 6-1616  
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

**CIRCUS SUPPLY AND HARDWARE CO., INC.**

PHONE: RINGLING 4-1843 P. O. BOX 691 SARASOTA, FLORIDA  
Mfrs. of Show Equipment of All Kinds

Coverers: Rigging, Props, Supplies, Wire Rope Splicing, Traps, Rings, Swivels, Seamless Covered Spanish Webs, etc. Concession Equipment built and repaired. Cotton Candy Machines, new All makes rebuilt. Phone calls nights, Sat. and Sun.: Ringling 2-8511  
EDDIE BILLETTI

For **OUTDOOR** Use

Hold the crowds by providing the best games of skill... **RIFLE SPORT** and **CHALLENGER.**

Write today!  
**A.B.T. MANUFACTURING CORP.**  
715 N. Kedzie Ave., Chicago 12, Ill.

# Dressing Room Gossip

## Rogers Bros.

The change in title, from Circus Enterprises to Rogers Bros., was accomplished over night. Since our Columbus, Ga., stand, all the billing reads Rogers Bros.' Circus. Columbus gave us the best day of the year, with two turnaway houses.

Jackie and Jacqueline Tolliver rejoined the show. Skinny Goe again assumed leadership of the band. J. Grant Trombley joined to play calliope. Paulene Penny has joined to work web and ladder, while her husband, George, has the reserve seat ticket box. Martha and Joe Smiega closed.

Bert and Marie Pettus purchased a new station wagon. Bert now rides the golden stallion for the menage number and has the globe rolling elephant trick perfected and in the program.

Jack Lorenzo was interviewed over the radio in Alexander City. The clown alley duck was the only thing on the show which enjoyed the showers we have had almost daily. It enjoyed the weather so much it turned up its webbed toes and died.

Visits were exchanged when Ring Bros.' Circus played 30 miles from us at Carrollton, Ga. Visitors included Mr. and Mrs. Chester Cable, Frankie Lou Woods and Franco Richards. Other visitors were Jimmy Douglas and Mr. and Mrs. Gil Wilson.

## Miller Bros.

We're off the mark with Greenville's wonderful opening festivities and, after Dayton, right into Indiana, with warm sun, nice lots, and plenty more fans and friends on hand. Geoff Taylor now is assistant equestrian director, aiding Paul Nelson. Luvas, German sister aerial team, and Sanchez Sisters, bounding rope and traps, have arrived and add to an already bulging program.

Hazel LeBoeuf and Mrs. Joe Walsh are taking reserved tickets. Droguetts bought a new trailer, Wang Hong Schus a station wagon and the Arrharts a new car. Coco Jr., and Sasha have been busy with radio and TV visits.

Fans clowning opening day included Steve Hill and son, Art McCall and Harry Schemessel. Billy Hammond returned this year with a bride, and both sport real California tans. Ohio CFA conducted business meeting under the beautiful new big top Saturday morning. A buffet was given by **Walter L. Main Tent** (Continued on page 81)

## Siebrand Bros.

Clouds of copper dust had us gasping and bleary-eyed in Clifton, Ariz., but luckily winds died down during week. Show had excellent weather and full houses each night. In view of the small population of the area, outfit pulled in an amazing percentage.

Rosie substantiated Rudy Mueller's claim that elephants are expensive to feed when she ate a \$20 bill from a jacket he'd left too near. Capt. and Mrs. Harry Clark report a new colt foaled this week. Charlie Sanders joined out a chubby puppy, and the Eriksons have added another dog to their string.

Bob Emerico, our champion mountain climber, took many panoramic shots of the lot. Movie gangs shot mountain scenery and the huge open copper pits in nearby Morenci. Danita Roche named her still picture of a group of actors burying a long expansion of water hose, "the Chain Gang."

Non-serious accidents of the week included the pratt fall Rosemary Petrey Erikson took out the back of the sleeper truck and the complete swan dive to the head that Tommy Joe Hodgini tried from his trundle bed.

Bertha and Ken Maynard, who just closed a date in Cuba, stopped for a visit on their way back to Los Angeles.—**JOE HODGES HODGINI.**

## Bailey Bros.

A boy was born to Mr. and Mrs. Duke. They now have four girls and two boys. A girl was born to Rose Mary and Mario Rojas, giving them two daughters.

The Dukes, Loretta LaPearl and Vern Colbert all have television sets in their trailers and get good reception. Tony Gentry bought a new truck. We have had three weeks of cold, strong winds.

Cake and ice cream were served between shows to celebrate the birthdays of little Julie Duke and Tony Gentry. Visitors included personnel of the Capell show, Mr. and Mrs. Marie Henry, Shorty Sylvester, Flo McIntosh, Charlie Forrest, A. Morton Smith, and personnel of the Gainesville Circus.—**MAURICE MAR-MOLEJO.**

## King-Cristiani

After three days of rain and muddy lots we pulled into Asheville, N. C., and a beautiful, grassy lot. On hand to greet us were the Joe McKennons, former owners of the McKennon Players of Texas. The McKennons were hosts to a group of us at buffet supper at their home 15 miles from Asheville, where Joe has a circus room reminiscent of his many years with various shows.

At Burlington, N. C., 28 of the personnel were entertained with a dinner in the Ralph Holts' home. Mr. Littleford and Ralph traveled with the show for two days. Al Hoffman, former 24-hour man, was also on for two days.

Guest of Col. and Mrs. Harry Thomas was Col. Sauer, Richmond, Va., circus fan who drove (Continued on page 81)

## Ringling-Barnum

Clowns and many acts worked in the annual show Wednesday (22) at Bellevue Hospital. On Monday (20), many show folks appeared at the "April in Paris" ball at the Waldorf-Astoria Hotel.

Baby elephants also appeared this week at Macy's Department Store to promote the store's "Greatest Sale on Earth."

The May issue of Esquire has a circus story by Bill Ballantine. June issue of Brief carries a story of Emmett Kelly, with photos by Dick Miller.

Mickey and Freddie Freeman celebrated their 31st wedding anniversary. Genevieve McCarthy, Harold (Tuffy) Genders and Frank McClosky celebrated their birthdays. Eva May Lewis writes from Peru, Ind., that she is coming along fine. Willie Krause came up from Sarasota.

Recent visitors included Nate Eagles, Gary Walker, Ann and Frank Cucksey, Dottie and Don Williams, Harry Klima, Ike Vern, Bill Day and family, Joe Menchen, Maxwell Copeland, Virginia Tompkins, Elizabeth Gibson, Patty LaMarr, Gloria Mash Gradis, Ann Jacariso, Jean Maguire's sister Margie, Liz Johnson's relatives, Willie Krause's relatives, Mr. and Mrs. Hammill, John Nelson, Barbara Bowser's mother, Henry Sullivan, Frenchie and Marcel Forgeur and grandson Patrick, Flo Bergin and daughter Denise, M. Truzzi, Sandra and Jimmy Watts, Libby and Mike Hollander, Steve Barry.—**MARY JANE MILLER.**

## Polack Eastern

The Police Department, sponsors at Williamson, W. Va., entertained the personnel. Mrs. Bessie Polack did the act of the season by playing straight when the police did a mock raid on the poker table.

Visitors at Clarksburg, W. Va., were Louie Stern and his aide de camp, Chester Stanley. Miss Lexi, the Theron, Arrigones and Sheridan twins all sport new wardrobe.

Marie Theron, Esmeralda Theron, George Bruno and Jack Joyce's assistant, Jimmy, celebrated birthdays. Madge and Jimmy Blue try to convince their two-year-old, Jimmy, that all presents at birthday parties aren't for him.

The Fred Propers have rejoined the trailerites. Two new car owners are Luciana and Freidel and the Arrigones. Grace Ivanoff is home awaiting a blessed event. The Bill Kays are in Las Vegas, and the Clyde Harrison are in Phoenix.

Weideman's baby elephant is a hit with the kids. Antonucci says circus is far different from making movies. Gene Randow gets lots of mention in reviews. The Flying Voices are with us for the rest of the season.

Visitors included John McKeone, Harold Dunlap, Al Hyman, Dr. Frischkorn, Dr. Holland, C. E. Taylor, Karl Cartwright, Joe and Dell Kostel, Joe Pezzato, Al (Bright Eyes) Walkama, Phil Phillips, Eddie March, Gene Dillon, Carlton Smith, Ed Feldbaker, Al Ackerman's niece, Henry Van Loan, Bill Meinhardt, Arthur Underhill, Cuddles, Roy Wild, Ted Deppish, Mr. and Mrs. Jerry Conn, Art Hill, Mr. and Mrs. Red Malloy Jr., and Mrs. Harold Conn.—**NATE LEWIS.**

## Hunt Bros.

Opening stand in Landover Hills, Md., was a red-clay lot. After plenty of rain to mix with the clay, we are sporting a fresh pink color. Business, despite cold and rain, was excellent, and the show — without rehearsal — went off without a hitch.

Hazel Case furnishes us with spec wardrobe. Snow flurries greeted us in Fairfax, Va. Many new people joined the show this season, and the backyard is much enlarged.

Mildred and Charlie Hunt have a new trailer. Ray Sinclair's troupe of clowns please the crowd with their numbers. Gayle De Riskie's trapeze act features straight-up head balancing and hoop juggling while doing a swinging head balance. The Conley troupe opens the show with three lively acts in Indian garb. Diane Hunt looks like a little (Continued on page 81)

## 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers. \$3.50

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers \$1 ea.

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 1/2, White, Green, Red, Salmon, Yellow, Per 100... 2.00  
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50  
Scalloped Edge, Green only, M... 2.00  
Smaller Size, 3/8" diam., Red or Green Plastics, M... 1.50  
Adv. Display Posters, size 24x36, Ea. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00  
Thin, Transparent Plastic Markers, Brown, 3/8-inch, Per M... 1.00  
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 2.25  
Round white N.J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to lb.; larger size, 3/4 inch diam., 1000 to lb. Either size, lb... 85  
Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100g.  
Send for illustrated circular for 160.00  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

**J. M. SIMMONS & CO.**  
525 S. Dearborn St., Chicago 5, Illinois

## TENTS

**ALL SIZES—ALL TYPES**

Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

**WRITE TODAY**  
**S. T. JESSOP GEO. W. JOHNSON**

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

## POWERS TENTS

SEND US YOUR SIZES



Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

**Largest manufacturer of show tents in the East. Write for prices**

**Powers & Co.** 5929 Woodland Ave. Philadelphia, Pa.

America's Finest Show Canvas  
**USED 70x170 ROUND END TENT, 12 FT. SIDE WALL.**

NEW 20x30's—20x40's in Stock for Immediate Delivery.

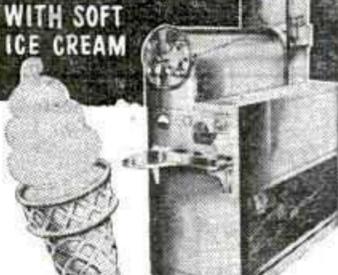
**FLAMEFOIL FABRIC**  
Available in all colors.  
All dyed colors also available

Frank Mendelson—Charles Driver

**O. Henry Awning Co.**  
4862 N. CLARK ST. CHICAGO 40

## BIG PROFITS

WITH SOFT ICE CREAM



**Sani-Serv DIRECT DRAW DAIRY FREEZER**

WRITE FOR FREE INFORMATION  
**GENERAL EQUIPMENT SALES, INC.**  
1346 STADIUM DRIVE—INDIANAPOLIS, IND.

REPLACE BOTTLES

Canned Soft Drinks May Aid Food Ops

NEW YORK, April 25.—If a plan currently being set up here to promote the sale of canned carbonated beverages via vending machines goes over, the trend might easily spread to where the concessionaire may soon be saved the problem of handling breakable soft drink bottles and the bothersome return of empties, thru the use of the canned drinks.

The deal involves Cantrell & Cochrane, a subsidiary of National Phoenix Industries which also owns Nedicks, and Spacarb-Juice Bar, who will make the vendors.

The canned carbonated drinks will make their bow in the New York area by the middle of next month, with five flavors available in six-ounce cans. Walter Mack, president of National Phoenix, said that the step will be the first major change in the packaging of carbonated drinks in 50 years.

Concessionaires could profit by the unbreakable containers, the lesser storage space needed per unit and more rapid cooling, if the canning method becomes widely of supplused by usual concessionaire sources of supply.

Trucks Must List Weight Lmt. Signs

NEW YORK, April 25. — The New York State Department of Taxation and Finance issued a warning this week to truck and trailer owners who had not yet painted weight signs on their vehicles. Failure to comply with the Truck Mileage tax law carries a fine of \$100 to \$250 for a first offense and a fine of \$250 to \$500, or not more than 10 days in jail, for the second offense.

The Motor Vehicle Bureau law, which applies to each truck and trailer registered in New York, requires each such truck or trailer to have the unladen weight, maximum load and maximum gross weight painted on its left side. The Truck Mileage law requires every truck or tractor of more than 18,000 pounds operating in the State to display on its left side the maximum gross weight, while tractors must also display the unladen weight.

INSURANCE

IDA E. COHEN  
175 W. JACKSON BLVD  
CHICAGO, ILLINOIS

NOW is the Time TO BUY POP CORN BOXES. AUTOMATIC Just Squeeze and Fill. Saves Time and Space. Also Regular Closure Boxes, Popcorn Bags and Colored Cones. Best Quality Corn and Seasonings. Sno-Cone and Floss Supplies. Floss Machine—Popcorn Machine. Write or Wire for Samples and Prices. Prompt Shipments Made. DORE POPCORN COMPANY Dept. B, 5913 W. North Ave. Chicago 39, Ill.

NOTICE—NOTICE—NOTICE Sam Holman is not connected with the Tampa Mfg. Co., in any capacity. Tampa Mfg. Co. B. H. Britt & Gus Elsner

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Alabama Am. Co.: Mobile, Ala. American Beauty: DeSoto, Mo.; Columbia 4-9. American Eagle: Hernando, Miss. American Midway: Paris, Tex. Amusement Co. of America: Hot Springs, Ark., 1-9. Badger State: (Kinneekirk Ave. & St. Francis) Milwaukee, Wis.; (Villard & Hopkins) Milwaukee 4-10. Baker United: Franklin, Ind.; Edinburg 4-9. Beam's Attrs.: Johnstown, Pa., 20-May 9. Becht, Lee: (Gest & Harriet Sts.) Cincinnati, O.; (Court & Cutter) Cincinnati 8-17. Bell-Form: Bristol, Conn. Belle City: (S. 13th & W. Okla. Ave.) Milwaukee, Wis.; (N. 28th W. Capitol Drive) Milwaukee 5-14. Bernard & Barry: Hamilton, Ont., Can.; Peterboro 4-9. Big State: Stafford, Tex. Blue Grass: Henderson, Ky. Bogle, F. C.: Manhattan, Kan.; El Dorado 4-9. Bohn & Sons United: San Saba, Tex.; Hillsboro 4-9. Boone Valley: Boone, Ia., 1-9. Borderland: Grand Falls, Tex.; Eunice, N. M., 4-9. Brewer's United: (Fair) Dayton, Tex. Brown & Wallace: Knoxville, Tenn.; Elizabethton 4-9. Burkhardt's: Perryville, Mo.; Havana, Ill., 4-9. Byers Bros.: New Boston, Tex. Brodbeck: Watonga, Okla. Buck, O. C.-Model: Baltimore, Md. Burke, Harry: (Fair) Litcher, La. Capital City: Rome, Ga.; Dalton 4-9. Casey, E. J.: St. James, Man., Can., 9-16. Cavalcade of Amusements: Huntsville, Ala.; Decatur 4-9. Cavalcade of the West: Centralia, Wash.; Kirkland 5-10. Chanos, Jimmie: Richmond, Ind., 1-9. Cherokee Am. Co.: Parsons, Kan., 2-9. Central American: Council Grove, Kan. Central States: Dodge City, Kan.; Salina 5-9. Cellin & Wilson: Petersburg, Va., 30-May 9. Coleman Bros.: Middletown, Conn. Collins, Wm. T.: Minneapolis, Minn., 1-22. Continental: Hudson, N. Y. Crafts Expo.: Los Banos, Calif., 29-May 3. Dyer's Greater: Bremerton, Wash.; Hoquiam 4-9. Down River Am. Co.: River Rouge, Mich. Drago Am. Co.: Kokomo, Ind., 30-May 9. Drew, James H.: Gallipolis, O. Dyer's Greater: Mounds, Ill.; Carbondale 4-9. Evans United: Richmond, Mo., 2-9. Fleming, Mad Cody: Brunswick, Ga.; Jesup 4-9. Frames Greater: Ellwood City, Pa.; Phillipsburg 4-9. Franklin, Don, No. 1: Arlington, Tex.; McAlester, Okla., 4-9. Franklin, Don, No. 2: (Fair) Kenedy, Tex.; (Fair) Seguin 4-9. Gayland: Calgary, Alta., Can., 1-9. G. & B. Rides & Shows: Belpre, O.; Buckhannon, W. Va., 4-9. Gem City: Clarksville, Tenn.; Hopkinsville, Ky., 4-9. Genisch, J. A.: Oxford, Miss. Georgia Am. Co.: Cumming, Ga. Gladstone Expo.: Jackson, Tenn.; Humboldt 4-9. Gold Bond: Creve Coeur, Ill.; Monmouth 4-9. Gold Medal: Clarksville, Tenn.; Gadsden, Ala., 4-9. Gooding Am. Co., No. 1: (Sullivan & Sandusky) Columbus, O. Gooding Am. Co., No. 2: (Kenton & East Sts.) Springfield, O. Gooding Am. Co., No. 3: Massillon, O. Gooding Am. Co., No. 5: (South Parsons Ave.) Columbus, O. Gooding Am. Co., No. 6: Bellaire, O. Goree & Sons: Liberal, Kan., 1-9. Grand American: Moberly, Mo.; Chillicothe 4-9. Great Sutton: Springfield, Mo.; Sedalia 4-9. Great Southern Expo.: Rockdale, Tex. Greater Dixieland: Many, La. Groves Greater: Lake Charles, La. Hagensick's Midway of Fun: Quinton, Okla. Hale's: (Independence Ave. & White) Kansas City, Mo., thru May 17. Hames, Bill: Corpus Christi, Tex., 29-May 6. Hannum, Morris: Olyphant, Pa.; Dunmore Happy Attrs.: Barborton, O.; Dennison 4-9. Harrison Greater: Plymouth, N. C.; Edenton 4-9. Helman United: Carville, La. Heth, L. J.: North Birmingham, Ala., 4-9. Hiawatha: Suburb of Toledo, O., 1-9. Hill's Greater: Albuquerque, N. M., 29-May 9. Holly Am. Co.: Jonesboro, Ga. Hottle, Buff: Kentwood, La. Hugo's Novelty Expo.: Sunflower Village, Kan., 1-9. Johnny's United: Montevalle, Ala.; Port Payne 4-9. Joyland Midway Attrs.: Belleville, Mich., 8-10. Keystone Attrs.: West Berwick, Pa., 1-9. Keystone Expo.: Joanna, S. C. Lane, Leo: Savannah, Ga. Lee United: Fenton, Mich., 4-9. Manning, Ross: Easton, Md.; Jersey City, N. J., 4-9. Marion Greater: Olar, S. C. Marks, John H.: Charlottesville, Va. M.D. Am. Co.: Hazleton, Pa., 29-May 9. Merrilam's Midway: Atlantic, Ia., 4-9. Merry Midway: Trezevant, Tenn.; Trimble 4-9. Midway of Fun: Quinton, Okla. Midway of Mirth: Madison, Ill. Midwest: Sparks, Nev.; Carson City 4-10. Midwest Greater: Atlanta, Ga. Mighty Hamontree Midway: South Pittsburg, Tenn. Mighty Hoosier State: New Albany, Ind. Milliken Bros.: Pearson, Ga. Moore's Modern: Ardmore, Okla.; Ada 4-9. Motor State: (Ten Mile Road & DeQuinder) Royal Oak, Mich.; Rochester 4-9. Nolan Am. Co.: Bainbridge, O. Oklahoma Expo.: Jay, Okla. Page Bros.: Murray, Ky.; Mayfield 4-9. Palmetto Expo.: Roseboro, N. C. Paul's Am. Co.: Charleston, Ark. Park Am. Co.: Okmulgee, Okla. Penn Premier: Essex, Md. Playtime: Methuen, Mass.; Quincy 4-9. Powelson Greater: Brewster, O.; Gloucester 4-9. Prol's Broadway: Fayetteville, N. C.; Richmond, Va., 4-9. Rainier: Tacoma, Wash.; Wenatchee 4-9. Raley Bros.: Dillon, S. C. Reid, King: Menands, N. Y., 29-May 9. Rose City Rides: Parnell, Mo.; Luteaville 4-9. Royal Crown: Columbus, Ga. Royal Midwest: Charleston, Ind.; Austin 4-9. Schafer's Just for Fun: Texarkana, Tex.; Malvern, Ark., 4-9. Shan Bros.: Somerset, Ky.; Danville 4-9. Siebrand Bros.: El Paso, Tex. Smith Funland: Neffs, O.; Byesville 4-9. Smith, George Clyde: Cumberland, Md., 7-16.

- Southern Valley: Opelousas, La.; Lafayette 4-9. Star Am. Co.: Bald Knob, Ark. Stephens, C. A.: Villa Rica, Ga. Sterling Crown: Green Cove Springs, Fla.; Albany, Ga., 4-9. Strates, James E.: Philadelphia, Pa. Sunset Am. Co.: Excelsior Springs, Mo., 30-May 9. Superior: King City, Calif., 4-10. Tassell, Barney: Savannah, Ga.; Beaufort, S. C., 4-9. Tatham Bros.: White Hall, Ill.; Virginia 4-9. Tennessee Valley: McMinnville, Tenn. Thomas Joyland: Gary, W. Va.; Vivian 4-9. Thunderbird Am.: Moab, Utah. Tinsley, Johnny T.: Durham, N. C. Tivoli Expo.: Junction City, Kan.; Kansas City 4-9. 20th Century: Paducah, Ky. United Expo.: Belleville, Ill. United States: Elkins, N. C. Virginia Greater: Salem, N. J.; Roebling 4-9. Vivona Bros.: Chester, Pa. Wade, W. G.: Monroe, Mich., 8-16. West Coast: Vallejo, Calif. West Coast Expo.: Lodi, Calif. Wilcox, Dick: Sanford, Me., 2-9. Williams, Ray: Marion, O., 1-9. Wilson Famous: Mexico, Mo., 2-9. Wilson Greater: Holbrook, Ariz. Wolf Greater: Brookfield, Mo. Wolfe Am. Co.: Ashboro, N. C. World of Mirth: Washington, D. C., 30-May 9. World of Pleasure: Toledo, O., 29-May 10. World of Today: Tulsa, Okla., 1-9.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Santa Monica, Calif., 27; Westchester 28; Torrance 29; Compton 30; Long Beach May 1-3. Beers-Barnes: Lincolnton, N. C., 28-29; Mount Holly 30; Robbins May 2. Cole & Walters: Sileam Springs, Ark., 27; Springdale 28; Huntsville 29; Berryville 30; Harrison May 1; Branson, Mo., 2. Cole Bros.: (Stadium) Chicago, Ill., 27-May 3. Circus Enterprises: Tullahoma, Tenn., 28; Pulaski 29; Lewisburg 30; Shelbyville May 1; Madison 2; Manchester 4. Cole & Walters: Berryville, Ark., 30. Davenport, Orrin: Grand Forks, N. D., 27-May 2. Diano Bros.: Benton, Ark., 28; Little Rock 29; Russellville 30; Conway May 1; Searcy 2; Batesville 4; Newport 5; Jonesboro 6; Paragould 7; Blytheville 8. Gran Circo Americano: Arcibee, P.R., 27-30; Utuado May 1-4; Baso Ramsey 5-7; Aguadilla 8-13. Hagen Bros.: Pittsburg, Kan., 27; Coffeyville 28; Chanute 29; Ottawa 30; Lawrence May 1; Leavenworth 2; Kansas City 3-5. Hagan-Wallace: Princeton, W. Va., 29; Ronceverte 30; Richwood May 1; Elkins 4; Fairmont 5; Connelville, Pa., 6; Frostburg, Md., 7; Chambersburg 8. Hamid-Morton: Altoona, Pa., 27-May 2; Springdale, Can., 9-16. King Bros. & Christian: Welch, W. Va., 28; Williamson 29; Huntington 30; Ashland, Ky., May 1; Charleston, W. Va., 2-3; Beckley 4; Covington, Va., 5; Staunton 6; Harrisonburg 7; Winchester 8; Martinsburg, W. Va., 9. Hunt Bros.: Brooklyn Park, Md., 27; Ridgeleigh 28; Pikesville 29; Westminster 30; Bel Air May 1; Havre de Grace 2; Elsmere, Del., 4; Claymont 5; Broomall, Pa., 6; Springfield 7; Narbeth 8; Norris-town 9. Kelly-Miller: Morrilton, Ark., 30. Kelly-Morris: Concord, N. C., 29; Thomasville 30; Reidsville May 1; Henderson 2; Petersburg, Va., 4; Fredericksburg 6. Mills Bros.: Defiance, O., 28; Van Wert 29; Wapakoneta 30; Sidney May 1; Columbus 2; Mansfield 4; Canton 5; Mayfield Heights 6; Lakewood 7; Euclid 8; Brooklyn 9; Ashabula 11. Polack Bros.: (Eastern): Fort Leonard Wood, Mo., 1-2; (Coliseum) Austin, Tex., 6-9. Polack Bros.: (Western): (Fairgrounds) Santa Rosa, Calif., 28-29; (Auditorium) Stockton 4-10. Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 10. Wallace & Clark: Carthage, Tenn., 29; Livingston 30; Albany, Ky., May 1; Monticello 2.

THIS WEEK

R-B Clowns, Danc. Waters Are Features

NEW YORK, April 25. — Some 10,000,000 readers of This Week magazine discovered two strong amusement attractions in the issue of April 12.

The cover of this magazine section, which is nationally distributed as part of 31 Sunday newspapers, carries a four-color scene of clowns Felix Adler, Emmett Kelly, Paul Jerome and Harry Dann. A tie-in story extolls the shortage of clowns and the efforts of the Circus Clown Club to increase the stature of the clown in the amusement profession.

The center spread of the same issue is devoted to "Dancing Waters," the water attraction now at the Radio City Music Hall here, and slated for showings at Canadian National Exposition, Toronto, and the State Fair of Texas, Dallas, later this year. Three four-color pictures show the intricate and colorful designs made possible by the 4,000 jets of water that are operated by 19 electric motors and require 38 tons of water. A fourth picture shows some of the workmen installing the complicated steel piping.

Out in the Open

Mr. and Mrs. Richard Geist, and Harold Alexander, of Rockaway's Playland, visited Palisades (N. J.) Park Thursday (23) and were dinner guests of Irving Rosenthal and Joe Rinaldi.

Doug Baldwin, secretary of the Minnesota State Fair, St. Paul, was a Chicago visitor last week where, among other things, he caught Cole Bros.' Circus.

David Blom, who exhibited animals independently last year at fairs in North and South Carolina, Georgia and Florida, is mapping a circuit of exhibition dates in the North Central States.

New Liberty, Canadian publication, carries a story in its April issue on Jack Arthur, grandstand show producer, at the Canadian National Exhibition, Toronto. Titled "The Biggest Show on Earth," it was chronicled by Stephen Maver.

Len Humphries, Toronto booker, is in St. Michaels' Hospital, Toronto, where he is undergoing observation following a stomach hemorrhage Saturday night (11) in the Royal Alexander Theater. He expects to be confined for at least 10 days.

WHAT HAPPENED TO YOU? WE MISS YOU . . . WISCONSIN DELUXE CO. 1902 N. Third Street Milwaukee, Wisconsin

60-INCH SEARCHLIGHTS CARBONS GEARS-PARTS Complete Lamp Assemblies

To keep your 60-inch Sperry and G. E. searchlights on the job, you need supplies and spare parts. Get 'em from us . . . prompt shipment at low prices. Warehouse stock of carbons in California saves shipping costs for West Coast buyers. On rush orders, telephone M. G. Irving at Norwood 7-2620.

NORWOOD APPLIANCE CO. 921 Providence Hwy., Norwood, Mass.

RIDE OPERATORS SHOWMEN CONCESSIONAIRES ACTS INSURANCE FOR YOUR REQUIREMENTS 6 or 12 MONTHS FAIR RATES—NATION-WIDE CLAIM SERVICE AUTOS-TRUCKS TRAILERS-RIDES Write to M. J. "MIKE" LAW 135 S. LaSalle St. Chicago Ill. Phone: Financial 6-1210

MAKE \$100.00 A DAY On Candy Floss Our new Super Deluxe new style head, bowl, brushes, holders, spindle Smooth running Heater theostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY! Old customers—send your machine in now for check-up. ELECTRIC CANDY FLOSS MACHINE CO. 726 Benton Avenue Nashville 4, Tenn.

SAVE MONEY! HOUSE TRAILER INSURANCE—SPECIAL FOR SHOWMEN Fire, Theft, Windstorm and Extended Coverages \$ 2.00 per hundred \$50.00 Deductible Collision 2.00 per hundred Contents (Fire Only) 1.75 per hundred Collision Trip Insurance—30 Days 15.00 flat charge EXAMPLE If you want \$3,000 insurance on a new or used trailer, the rate would be \$60.00 for Fire, Theft and Wind Coverage, plus \$60.00 for Collision Insurance—a total of \$120.00 for complete coverage. In addition, there will be a small charge for inspection and service. (I will be glad to furnish the names and addresses of our Chicago or St. Louis brokers for your convenience.) WRITE OR PHONE CHARLES A. LENZ "The Showman's Insurance Man" Complete Nation-Wide Coverage for All Showmen 1492 4TH ST., NORTH PHONES 7-5914—7-0317 ST. PETERSBURG, FLA.

## Major Ops Plan to Forestall Kiddie Spot Encroachment

### Place Accent on Kiddie Installations To Discourage New Area Efforts

NEW YORK, April 25.—An increasing awareness of the competitive portent of kiddieland operations appears to be exemplified in the continuing efforts of operators of major amusement centers to enlarge and enhance those sections designed primarily for children.

In the metropolitan areas, literally dozens of the moppet spots have sprung up to offer a measure of competition to the major centers. But the concentration of millions minimizes the threat to some extent. It can be reasoned that many of the junior patrons of the miniature spots would not be exposed to amusement rides except for their proximity. The motion picture industry worked it out this way many years ago. While the neighborhood theaters offered additional convenience to adults, they also served to capture an entirely new and very

young audience in the area children.

The siphoning off of business will principally affect the major funspots located in middle-sized communities. Operators are well aware that the establishment of kiddie parks between their operations and the center of their drawing potentials could make huge inroads in their juvenile traffic.

#### Discourage Competition

Since it isn't feasible to try to control all of the potential locations in a wide area or to expand by setting up a separate operation, some of the astute operators have concentrated on building up their kiddie sections. They reason that their possession of a super kiddie installation would automatically tend to discourage a potential competitor. They also know that a good kiddieland will take care of itself and turn in a handsome profit.

John Collins, operator of Lincoln Park, North Dartmouth, Mass., and the recent purchaser of Mountain Park, Holyoke, Mass., is cognizant of possible competition and is guarding against it in the above fashion. He has invested considerable money in his kiddieland with the thought that any would-be competitor will be discouraged after one look.

Located midway between Fall River and New Bedford, Mass.,

on a heavily-traveled highway, it is conceivable that other locations could be found for kiddie set-ups that would offer the same location convenience of Lincoln Park. There are many other funspots thruout the nation which could be regarded as being in vulnerable positions.

#### Investments Pay Off

While some parks still rely on a haphazard line-up of youth attractions, many others have made notable progress since the War in creating special sections loaded with appeal for the small fry. The investments have proven out, too, with increased earnings reflecting the wisdom of the moves more often than not.

According to buying reports, many funspots feel that they have added as many kiddie units as needed, and the emphasis now is on presentation. It has been established that the natural appeal of the mechanical rides can be considerably heightened by the use of appealing decorations.

While experienced operators more often than not would shy away from competing with an established major park for the juvenile trade, the fact remains that a big percentage of the builders of new kiddielands have had no prior experience in the field. Accordingly, they may well plan their operations on retailing principals and seek to share the apparent heart of a market.

## Name, Local Orks Set by Cincy's Coney

CINCINNATI, April 25.—A policy calling for local bands to be sandwiched between appearances of name orks in Coney Island's Moonlite Gardens has been established by Edward L. Schott, park president and general manager.

For the opening week-end, April 25-26, Jimmy Palmer's band a local crew, will appear in the dancery. It will be followed the following week-end by Ralph Marterie's orchestra, and on May 9-10 by Wally Johnson's band, another local ork, plus the Four Freshmen, vocal-instrumental group, as added attraction. Among name bands listed for early-season appearances at the park are Johnny Long, Stan Kenton and Paul Neighbors. During this period there will also be appearances by the local bands of Clyde Trask, Charlie Kehrer, Barney Rapp, Will Hauser and George Smith. Fireworks will be offered every Saturday and Sunday nights thru May 10 as part of the park's observation of Ohio's sesquicentennial celebration.

## Pleasure Beach Opens May 24

BRIDGEPORT, Conn., April 25.—Municipally operated Pleasure Beach Park here will open May 24. John C. Molloy, managing director, has things in shape. He has appointed Mrs. Katherine Shea as picnic promotion director. Mrs. Shea, who has the United Booking office franchise for Bridgeport and who last summer was promotion manager for tent musicals at Melody Fair, Danbury, Conn., has set a number of outings already.

The ballroom on opening day will have Sammy Kaye ork as the attraction. The same policy will prevail of name bands on Sundays and holidays, and territorial bands during the week, with Jack Still handling the house band. Already booked are Harry James and Billy May.

Arrangements are being made with the Mesick Company and Wilson Line for excursion boats to dock at the park. The park has 12 major rides and six kiddie rides.

## Wilson Line Begins Mass. Runs May 30

BOSTON, April 25.—The Wilson Line will begin its usual service to Nantasket, Mass., and Provincetown, Mass., May 30, Peter McLaughlin, representative of the excursion and charter boat company, announced this week.

## NEW PICNIC AREA

### Improvements Ready at Glynn County Casino

ST. SIMONS ISLAND, Ga., April 25.—A long list of improvements has been completed at this island recreational area, under the direction of Fred Fishel, who manages the Glynn County Casino and adjacent recreational areas for the county.

A new picnic area, adjacent to the Casino, has been opened, complete with new cement tables and benches. A new lighting system has been installed, thus permitting night use of the facilities. W. R. Neel, executive clerk, who spent many years as an engineer for the Mexican Republic, brought back an idea for a horseshoe-shaped fireplace, which has been built in the picnic grove and which facilitates cooking by greater numbers at a central location.

Fireworks will play an important part this year in the promotional schedule for the funspot. The first pyro show will be presented on May 16, as a closer to a water ballet and aqua-show that will be presented at the park's pool-under the direction of H. F. Clancy, of the Atlanta Athletic Club.

#### Improve Kid Area

Marvin Long, Mule Train operator, will operate an additional midget tractor ride this year to handle the increasing demand for this type of kiddie ride. A new playground area, complete with maypole, swings and slides, has also just been finished. L. W. Borup will again operate the Merry-Go-Round and other kiddie rides this year.

Bookings are currently being made for orchestras and talent to appear at the ballroom, and requests for ballroom bookings from various groups are coming in extremely well, according to Fishel.

A new arcade, to supplement two others, is being made ready for the up-coming season and will sport the latest games and coin devices. Eight new Brunswick bowling alleys have received a healthy play during the winter and have been refurbished for the summer under the direction of C. H. Boyer, manager.

Eight miles of ocean beach are patrolled by the county, and new mobile lifeguard chairs have

been readied for use this year. The chairs are of light tubing mounted on pneumatic wheels, thus enabling the guard to follow the tides in and out, so to be close to the water's edge at all times.

## Woodside Bows To Good Crowd

PHILADELPHIA, April 25.—Woodside Park here opened Saturday (11) to a good crowd, considering the weather. Torrents the following day held attendance to a minimum. J. J. Worthington, park general manager, said that indications point to a good season.

Three new kiddie rides have been added—Kiddie Horse and Buggy Ride, Junior Roller Coaster and a Baby Bug. The park's Kiddieland now has eight rides. The park also installed a public address and music system, audible thruout the park, and picnic groves. Many outings have already been booked.

Woodside is open Friday evenings and Saturdays and Sundays, until May 19, when it will be open daily, except Mondays.

S. Victor Freeston is again in charge of advertising and public relations. William Irving has again been appointed park photographer.

Woodside Crystal Pool has again been leased to the city for operation by it as a project under its direct control.

## Proposes Kid Zoo For Lorain, O.

LORAIN, O., April 25.—Harry T. Albacker, of Lorain, has proposed that he build a children's zoo in a city park here. He said if the proposal were accepted, he would plan a spot costing about \$20,000. Suggested zoo would include exhibits of small animals, concessions and a children's theater, using free acts.

## WEATHER CHILLS ORLEANS TRADE

NEW ORLEANS, April 25.—The weather man, who has been playing tricks in many other parts of the country, has been just as relentless in this sector, according to Harry Batt, of Pontchartrain Beach.

Cold winds left Batt's 350 employees marking time for the first three week-ends, with that of April 18-19 being the worst. Since this is a place where the locals turn out only on week-ends, better weather on week days did Batt's enterprise little good.

Batt is optimistic, however, knowing that when the weather does turn, the people will have to resort to the beach in self defense.

## B'walk Games Seen Okay on Legal Grounds

ATLANTIC CITY, April 25.—Boardwalk games here are not likely to be molested, despite a crackdown on bingo promised by the 21 prosecutors of New Jersey, as long as they feature the element of skill and conform to the type held as legal in a decision handed down by Superior Court Judge Vincent S. Haneman last year.

Assistant Prosecutor David R. Brone emphasized this point recently following a statement by Prosecutor Lewis P. Scott that "those games ruled by the court as games of skill do not fall within the 'gambling' classification."

The legal aspects developed two years ago when a bingo-type parlor, operated on the Boardwalk by William O'Brien, was declared illegal in a county court decision. Brone said the game was then altered from its old form, in which one person did the playing for all, to its present type in which presumably each person plays for himself.

At the direction of Prosecutor Scott, Brone pointed out, police were ordered to close the revised game, after which O'Brien sought and was granted a temporary injunction in which police "were enjoined from stopping play."

Brone further expressed belief Atlantic was the only county of the State's 21 to make a legal test of the game revision to establish if it was to be regarded as gambling or a game of skill. In the final hearing in Superior Court, Judge Haneman's decision ruled it to contain the element of skill and therefore legal.

## Hershey Sets MBS Airings

HERSHEY, Pa., April 25.—Weekly broadcasts from Hershey Park Ballroom over the MBS network of 550 radio stations have been arranged by George W. Bartels, manager of Hershey Park, in connection with the 50th anniversary of the founding of the town of Hershey.

The broadcasts will originate in the chocolate town's popular dancing spot every Saturday night, beginning at midnight and continuing until 12:30 a.m. First broadcast will be by Tex Beneke and his orchestra on Saturday, May 2.

## Anthony Ork to Get 4G for Two Nights At Salt Lake Spot

SALT LAKE CITY, April 25.—The Ray Anthony orchestra will receive \$4,000 for a two-night stint at Lagoon Resort near here, it was announced this week by Robert E. Freed, manager.

Freed said the 23-piece aggregation has been booked for Friday and Saturday, June 19 and 20. He commented this figure is about \$1,500 higher than the resort normally pays for big-name attractions. However, the Lagoon management expects a fair profit. The resort will open officially May 30.

## Decoration Day Program Set At Cedar Point

SANDUSKY, April 25.—With opening of Cedar Point only a month away, plans are going forward for a Decoration Day service. Veterans' organizations, reserve units and other groups from Sandusky and vicinity have been invited to participate.

The Navy has promised to send a 175-foot vessel and the Coast Guard plans to have a 100-foot cutter here for the day. Both will probably be docked in Sandusky for inspection by resort-goers. Members of the boat crews also will take part in the memorial service.

D. M. Schneider, general manager, some time ago announced that the midway, beach and some other facilities would be open to the public May 30-31 and June 6-7. Full-scale opening of the Breakers Hotel and other facilities is set for June 13. As in the past, the closing will be on Labor Day.

#### Fishing Boats Start

Residents of Ohio and Southern Michigan are already becoming Cedar Point conscious due to the Lake Erie fishing trips aboard the G. A. Boeckling II and Cedar Point, resort ferries. Snow and cold weather over the week-end cut the anticipated crowds in half as the boats took their first trips. Many reservations for fishing or sight-seeing trips have been received for the weeks before the resort opens.

The large dock at the end of the resort grounds, where Cleveland and Detroit passenger boats formerly moored, will be available this year for fishermen. A live bait stand is also planned. Several cabins formerly used by trap-shooters just north of the hotel are also available for sportsmen or families wishing to "rough it" for a few days or longer.

#### More Industrials Set

William H. Evans, public relations director, said this week that several new companies had been signed for picnics, including the Clyde Porcelain Steel and Bendix Home Appliances of Clyde, O., and the Thew Shovel Company, Lorain. Largest picnic groups of the season will be Westinghouse Corporation, of Mansfield, and Esmond Dairy Day, Northern Ohio milk and ice cream distributor.

During the first two weeks of July the lower floor of the Coliseum will be given over to commercial exhibits free to the public, including a Baltimore & Ohio model railroad, Apex appliances, Philco radios and televisions, Standard Oil of Ohio and many others. The exhibits will carry out a theme to tie in with the Ohio Sesquicentennial.

Evans also stated that church groups in the area were being invited to conduct bake sales at Cedar Point this summer, both to benefit themselves and bring more people to the resort.

## Snow Kills Takes At Detroit Spots

DETROIT, April 25.—The first week-end of operation by all major parks here proved a disappointment because of adverse weather. Walled Lake Park made its debut Saturday (18) to poor business, and will continue to operate week-ends for about a month. Other parks in the area opened two weeks earlier.

Saturday was cold, especially in the evening. Sunday proved worse, with dark clouds followed by a snowfall late in the afternoon. Monday night there was another sizable snowfall.

## Atlanta Permit Denied

ATLANTA, April 25.—The city has rejected an application for a permit to establish a 10-acre commercial amusement center here. Applicants were listed as Sam, George and Isadore Alterman and Allan-Grayson Realty Company. The proposed center was to include extensive playground equipment and amusement facilities and concessions.

**BUSINESS DILUTED**

**Weather Again Hits Week-End Operations**

NEW YORK, April 25. — Old Man Weather has been throwing his book of tricks at the outdoor fraternity ever since relaxing a bit on Easter Sunday when he allowed the sun to shine in a notable prevue performance that gave heart to and jingled dollars for parkmen.

Since then, he has huffed and puffed, drenched and frozen operators everywhere. The sparkling sheen of funspots has been enhanced by the pretty reflective qualities of wet and rain that wasn't far from freezing on some occasions. The worst of the bad weather has come on week-ends —virtually the only earning period open to parks so early in the season.

Carnivals have been wallowing in the same despair. Their efforts

to get into choice opening stands first have been wasted, as wet and cold weather prevented them from measuring the spending pulse of the populace.

Harry Storin, publicist for Riverside Park, Agawam, Mass., was moved to write the following Monday (20) after another week-end of wet, cold weather:

"Continued dizzy and hazy today, following two days and nights of rain. Temperatures are about 104. Air is sharp and everybody very fresh with remarks. High pressures all over park. Millibars shifting to centibars. Wind pushing top brass counterclockwise toward the center of low-pressure system, with some movement clockwise and outward from high pressure areas. Occuluded front: A line along which warm air has been lifted in favor of gas. More precipitation leads to occulison. Gas meters ready. Sun rises at 5:14 a.m., but hasn't been seen near Riverside since Easter. Mean yesterday — yes, and Saturday too. Departure from normal — everybody really gone. Stationary front — and how. Isobars are lines of equal barometric pressure and form pressure patters which control hot air flow. What'll you have? No more of the same. . ."

**Efforts Wasted**  
Harry, along with all other outdoor publicists, has been working extra hard to build up week-end business, spurred on by the blanks encountered to date. But, unfortunately, each new effort so far has plopped in the mud.

Principal encouragement encountered to date—and the word is the same from both carnivals and amusement parks — is that the public seems anxious to participate in the outdoor fun offerings. Most important, patrons seem to be holding dough and willing to part with a sizable chunk of it.

The samplings, however have been brief, and the longer the operators go without future sizable nibbles, the less likely they are to see any blue in the horizon. They are conscious, too, of the costs and the operating debits piling up now are not going to be easy to overcome.

**Swope Operator Adds Fifth Train**

KANSAS CITY, Mo., April 25. A new diesel-type kiddie train, built by the Miniature Train company, has been added to the Swope Park Children's Railroad here. The train was on display at the Kansas City Motor Car Show at Municipal Auditorium in March.

Spot's new device replaces a steam model. It is equipped with twin locomotives, which pull six cars together, or two three-car trains. Total capacity is 90 youngsters.

Sam Bornstein, owner, reports he now has five MT trains and that he carried more than a million passengers last season.

**Conn. Senate Okays Raffles And Bazaars**

HARTFORD, Conn., April 25.—The State Senate Wednesday (22) approved one of the most controversial issues which faced the General Assembly this year, a bill dealing with legalizing raffles and bazaars, and sent the measure to the House where passage seems assured.

The Senate approved the bill after eliminating a provision that it could not become effective until approved at a proposed State-wide referendum June 22. State Legislative Commissioner Elmer Ryan declared the referendum provision unconstitutional.

Two years ago, the general assembly approved a bill legalizing raffles and bazaars, but it was vetoed by Gov. John D. Lodge. If he vetoes the measure again, it is possible the Legislature may over-ride it.

**Strong Pressure**

Fairfield County residents exerted strong pressure in favor of the raffle bill, and religious groups and volunteer fireman organizations in that county have been urging passage to permit them to raise funds.

The bill specifies that each town, by local option, can decide whether to permit raffles and bazaars in its community. It prohibits operators of the games of chance from receiving remuneration or expense money and stipulates that only non-profit organizations, such as charitable, civic, religious, educational, fraternal, veterans and volunteer fireman's groups, can run the games.

A \$50 fee for bazaars and a \$5 fee for raffles is provided in the measures. Violators would be punished by a \$200 fine, 60 days in jail, or both.

**Nat'l Train at Bob-Lo**

WINDSOR, Ont., April 25. — A. J. Gilboe and G. C. McKellar have purchased a trackless train from National Amusement Device Company, Dayton, O., for operation at Bob-Lo Island Park here. The train is of the same type as the eight which were in operation last year at Canadian National Exhibition, Toronto.

NEW LONDON, Conn., April 25.—To augment a \$10,800 promotion allocation in the regular budget, the Ocean Beach Park Board, which supervises city-owned-and-operated Ocean Beach Park here, has voted to request \$2,342 from the city of New London.

**Everybody Likes SKEE-BALL**

Reg U S Pat Off

**A Major Attraction in PARKS-RESORTS-ARCADES**

**GAME OPERATORS SAY**

"IF 20 PEOPLE ARE IN PARK, 10 ARE PLAYING SKEE-BALL."

80 GAMES PER HOUR—5c OR 10c PLAY.

**A LEGAL GAME—FEDERAL**

**TAX \$10**

MORE INFORMATION—WRITE OR PHONE

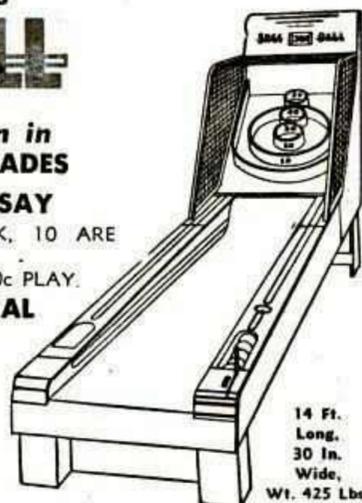
• • • • •

**STUNTS**

**LAFFING FIGURES**

**ANIMATED HEADS**

**FOR DARK RIDES & FUN HOUSES**



14 Ft. Long, 30 In. Wide, Wt. 425 Lbs.

**PHILADELPHIA TOBOGGAN CO.**

130 E. DUVAL ST., PHILA. 44, PA.

Amusement Devices Since 1904

**PERCELL'S AMUSEMENT PARK**

Can Place Kid and Major Rides not conflicting, Portable Dance Floor, Skating Rink, Fun House, Laughing Mirrors, Arcade.

Concessions: Skee Ball, High Striker, Archery, French Fries, Pizza, Age and Weight, Jewelry Store, Photos, Balloon Dart, Duck Pond, String Game or any High Grade concession or attraction. For the best money spot in the East. (Come, see this choice location.) All replies

**MICHAEL A. PERCELL**

Phone 34010

900 Main St., Williamsport, Pa.

**ATTENTION, RIDE OWNERS**

Will give Lease on Rides and Concessions for established Amusement Park.

WANT Kiddie Rides, Major Rides, Concessions. Ideal Bingo territory. Park includes Swimming Pool, Roller Skating Rink, Concession Buildings, beautiful picnic grove and plenty parking space. City bus service between two towns every 20 minutes 10c.

Phone or write **ISLAND AMUSEMENT PARK** Sunbury, Pa. Phone 2063.

**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.**

**EARN MORE MONEY WITH A GREYHOUND RACE IN YOUR LOCATION OR GET YOUR MONEY BACK**

12 UNIT \$3540 • 4 UNIT \$4130

**GREYHOUND AMUSEMENT DEVICE CO., INC.**

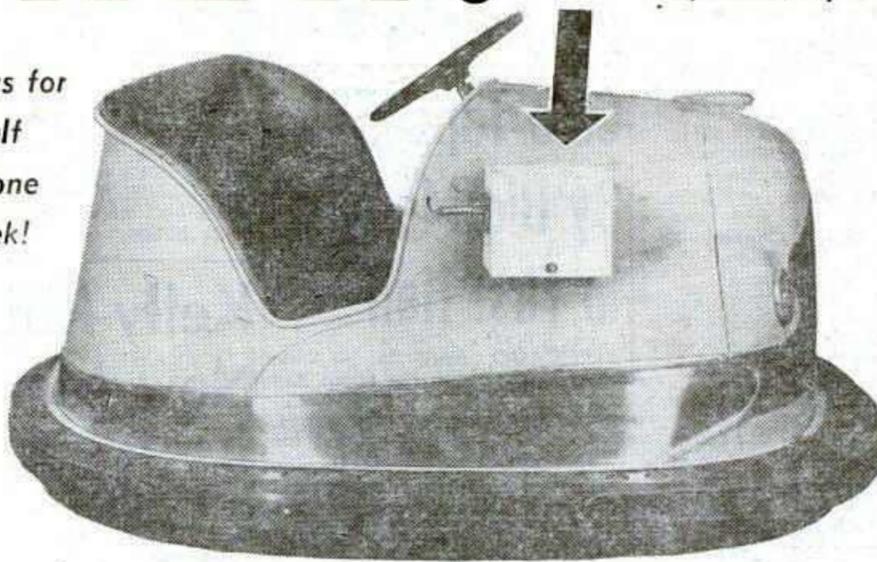
2303 SURF AVENUE CONEY ISLAND 24, N. Y.

**NEW!**

**COIN CONTROL for SCOOTERS**

(any model, any make)

Pays for itself in one week!



Only 5 holes to drill—2 wires to hook up, anyone can do it!

- Eliminates ticket seller
- Stops conniving between seller and ticket taker
- One attendant only . . . even on busy days
- Doubles replay rides
- Simple, positive and guaranteed foolproof
- Shock proof
- Lasts for years
- Installed in 20 minutes by anyone
- 15c, 20c or 25c chute optional
- Drilling template, wiring blueprint full instructions with every unit

only **\$42.50** per unit

**MONEY BACK GUARANTEE**

No samples . . . order one unit for each scooter, on receipt of shipment . . . test one unit, if it doesn't do what we claim, we will refund full purchase price on entire lot.

MAIL 25% WITH ORDER . . . BALANCE SIGHT DRAFT  
**CLINTON MANUFACTURING CO.**  
30 years' coin machine experience  
27 Gorham St. Rochester 5, N. Y.

## Mills Bros. Launches Strong '53 Edition; Crowd Braves Snow

New Canvas, Paint Highlight Show; British Clowns Display Promise

By TOM PARKINSON

GREENVILLE, O., April 25.—Mills Bros.' Circus staged an overcoat opening here Saturday (18), with snow on the new canvas and a temperature of 28 degrees. Despite the weather, matinee drew a near-capacity house and night crowd was close to half. Patrons wrapped up in robes like a football crowd, but for performers it was just plain cold.

Take away the snow, and Mills Bros. has another strong offering that's equal to those of the past two years. Production work shows evidence of considerable rehearsal, and wardrobe is class. New acts are adequate, though generally not so outstanding as some earlier and returned Mills importations. Exception is the clown contingent, with this year's English joes appearing in more conventional garb and grease, and, in one case, coming out with a production that gets laughs.

Up to 39 Trucks

Flashed with brand new big top and plenty of paint, the show looks fine. Trucks are newly painted in a variety of colors, and

## Mills, Horstman Talk Cole Sale; No Dice Again

GREENVILLE, O., April 25.—New dickerings between Jack Mills, co-owner of Mills Bros.' Circus, and Bill Horstman, of Cole Bros.' Circus and the Chicago Stadium, failed to produce a transfer of Cole property. They were unable to agree on a price.

Mills flew to Cincinnati during the Cole show's run there to confer with Horstman, and Horstman came to Greenville on the Mills show's opening day for a second talk.

## Wirth Sets Up Hartford Talent

NEW YORK, April 25.—Frank Wirth, head of the booking firm bearing his name, and producer of the Sphinx Shrine Circus, which opens Monday (27) in Hartford, Conn., announced the talent line-up for the show.

The indoor show, which runs thru Saturday (2), will feature Zacchini's Double Cannon, Flying Zacchins, The Eddys, Ernie Wiswell, M. Truzzi, Con Colleano, Sensational Kays, Young China Troupe, Arsene's Tally-Ho, Florida Trio, Willie West and McGinty, Prince El KiGordo's Lions, James M. Cole's Elephants, The Shyrettos and Bill Buschbom's Liberty Horses.

Joes, who will head clown alley, are Herb Taylor, Roy Barrett, Rube Simmonds, Arthur Jordan, Al Florenz, Hopp Green and Frank Luley.

## J. C. Patterson Unit Plays Sandusky, O.

SANDUSKY, O., April 25.—Patterson Bros.' Circus, of Holly, Mich., had two fair-sized houses when it appeared here recently in Junior High gym, backed by the Sandusky Industrial Union Council, CIO. Acts included the Lehmbeck family, acrobats; John and Jorie Armstrong and their daughter, Connie; Betty Tilton, Billy DeArno and Happy Holmes, juggling and clowning, and Capt. Walcott's dogs and ponies.

additions bring the list to 18 straight beds and 22 semis, for a total of 39 back. Show uses a conventional laced top and man-handled canvas.

Circus is playing all dates under local auspices, and will trek eastward, then go as far west as Wichita, where it will host the Circus Fans Association convention in August. Opening was at the Darke County Fairgrounds here, where the show wintered. For the advance, the Mills show again is using only window cards and newspaper-radio copy. For the first time in its 14 seasons, the show has a program booklet.

Open With Spec

Paul Nelson, equestrian director, and assistant, Geoffrey Taylor, changed the scheduled running order on opening day, with late numbers coming out of normal position. Show moved at good speed, with allowance for a couple of first-time hitches.

Spec starts things rolling and it's okay. Burma and two other elephants sport the banner blankets they wore in the Eisenhower Inaugural parade. Procession ends with clowns and acts posed in end rings while 10 girls dance in the center spot. Concert announcement is second, an unusual

(Continued on page 82)

## Hagen Scores After Tornado Threat Passes

PONCA CITY, Okla., April 25.—Hagen Bros.' Circus worked thru two days of tornado warnings and came out here Tuesday (21) with two near-capacity houses in warm weather.

Storm warnings had been posted at Oklahoma City, a two-day stand for the show, and Norman, Okla. Second day at Oklahoma City was the coldest April 19 recorded there. The city gave three half houses and a one-quarter turnout. Norman (17) got in a straw matinee before the weather soured, but the night house was small. Tent peaks were lowered for high wind.

Seminole (16) brought two three-quarter houses. Half and three-quarters houses saw it at Wewoka (15). Hagen was about a week ahead of Kelly-Miller at Wewoka and Norman.

## Danish Circuses Open Season

COPENHAGEN, Denmark, April 25.—Circus Louis (Schmidt) opened its season in Fyn Tuesday (14), with the Three Manleys as feature clowns and Harry Pless, a former joey, as ringmaster.

Circus Benneweis opened at Elsinore, Denmark, on Thursday (16), and will open a run on the Bellahoj lot, in Copenhagen, Sunday (26).

Circus Schumann is still in Stockholm, Sweden, but will return here within a few days to get set for its summer run in its mid-town arena.

## Beatty Draws Straws, Extras in California

FONTANA, Calif., April 25.—Clyde Beatty Circus continued its winning streak this week, giving extra performances and playing its first outright sale date of the season.

Four-day stand at San Diego, with auspices, opened with a pair of two-third houses (16). Second day (17), matinee was three-quarters and night was strawed. Saturday (18) scored a straw matinee, a three-quarter extra matinee and a night straw. The wind-up on Sunday (19) registered two runaway matinees and a three-quarter night.

Oceanside on Monday (20), also sponsored, had half and full houses. Tuesday (21) was purchased by the Marine Corps at El Toro Marine Base. Riverside was a runaway matinee and strong night.

## Cole Tops '52 By Big Margin In First Half

CHICAGO, April 25.—Cole Bros.' Circus, with the Cisco Kid and Pancho, stepped well ahead of the 1952 takes from the outset, Friday (17), and was primed for two sellouts this week-end (25-26).

Show runs thru May 3. Bill Horstman, show's executive, said the final week-end should bring out more full houses. Public schools will be recessed next week and this usually brings much strong weekday business for the Cole annual.

Promotion has been tied in with the Cisco Kid and Pancho TV and radio shows. Radio version has carried regular circus plugs and TV version has had two circus shots. In addition, the actors appeared on the local airing of the TV show in person Sunday (19). Sponsor of the airer, Butternut Bread, is banding a million loaves of bread with circus copy and has placed 6,000 posters in retail stores.

William Moore, pie car superintendent, was out of the Anaheim hospital and resting on the show. General Agent Harry Golub moved ahead of the show to work the San Francisco area.

## Hagan-Wallace Business Okay

HARLAN, Ky., April 25.—Hagan-Wallace Circus bucked snow flurries in the afternoon here Monday (20) but pulled a half house and bounced back with a near-full house at night.

At Bristol, Va.-Tenn., Hagan-Wallace drew near-full houses Saturday (18). Shrine club rep said show had been contracted for next April also. Weather was cold and rainy. Manager Art Sturmak said there that the show had been getting fair business. Change of lot apparently had little adverse effect in Bristol.

At Lenoir, N. C. (15), the show had a half matinee and near-full night house.

## Kelly-Miller Springs New Menagerie Set-up

HUGO, Okla., April 25.—Al G. Kelly & Miller Bros.' Circus swung out on a new season with a full house for the matinee-only at winter quarters Sunday (19).

All but one cage truck this season are in the menagerie top, along with bulls, camels and horses. Scenic banners with nursery rhymes mask the cage truck cabs and space between cages. Menagerie top has a seventh middle piece this year, making it 70 by 200. Side Show, which formerly had almost all the animals in it, now has only the hippo, which also appears in the main performance, and the zebras, but has added a line-up of kid show acts. Banners and top are new. Giraffe continues as a pit show attraction, along with gorilla show and midget horses.

## N. Y. CONTINUES STRONG FOR R-B

Evans' Band Gives Way to Seat Demand; Moppets Rush Kid Show

NEW YORK, April 25.—While exact figures and percentages pointing up how the gate is doing by the Big One with the first 25 days of its 40-day run out of the way, are not available there are certain indications that everybody in the front end is pleased with current patronage.

A recent move brought the Merle Evans Band down from its position over the exit back door to the tank level. The move cannot be construed in any way but as one to provide additional unrestricted view seats behind the band's former location, especially for week-day matinees and day-and-night week-end shows. A frequent look at the house also shows fair to good crowds at the early and mid-week evening performances, with excellent to sell-out houses on week-ends.

The kid show, playing the Garden basement, has had frequent openings ahead of the usual scheduled curtain, in order to accommodate the moppets and their parents who are drawn to the Side Show and the menagerie.

Easter Period Aids

The show, which is bucking last year's excellent grosses, also had the pre-Easter opening and following Easter-vacation week to help bolster attendance this year.

The show's tub-thumping experts have continued to rack up tremendous publicity in all media, and Press-Chief Roland Butler garnered top publicity via a two-part story in The New Yorker. The stand at Bellevue Hospital, Thursday (23), gave the show plenty of favorable publicity, and the ball hasn't stopped rolling

since the press representatives began their chores.

The radio-television department has garnered over 100 appearances on radio and TV shows for circus personnel, and the only possible let-up at this stage will be because of a desire on the part of the audio-video thumpers to turn down requests for shows, some of which have been repeats, and whose directors were pleased enough to seek additional repeats. With the record number of shows garnered this year, many of them Coast-to-Coast network shots, even some of the circus personnel are a bit weary of the rapid moves from the show to a radio or television studio and back to the show, without being late for either appearance.

The show, which normally gets an increase of box-office tempo toward the closing of its New York run, will be able to gauge its total better in a few days, when advance sales are racked for the days just prior to the closing flurry of ducat sales.

A speculation at this time would indicate that box office tempo to date has provided a pace fast enough to provide background chords for the fastest-moving act in the show, and sweet music for the ears of the circus brass, with nary a discord in sight. And all this comes without a worry about a late train or a muddy lot or cloudy skies.

## Diano Business Strong; Flash Draws Comment

SHREVEPORT, La., April 25.—Diano Bros.' Circus has been playing to strong business in most spots so far. Full houses turned out for both performances in Tyler, Tex., Friday (17). Carthage on Monday (20) gave three-quarters matinee and somewhat larger night house. Matinee in Shreveport on Tuesday (21) was light.

Reports from all along the line indicate the outfit makes a flashy appearance, with the 40-odd trucks elaborately decorated. In use is the Wallace Bros. 90 with three 40's, housing a full oval of blues. Side Show includes the giraffe, rhino and chimps, while other cages, the elephants, four camels and four zebras are in the menagerie. Latter is side-walled, with a top reported to be on order. Street parade has gone out daily. Cookhouse has been feeding about 230.

## Tops Chilled In 4 States

DONIPHAN, Mo., April 25.—Wallace & Clark Circus scored two good-sized houses here (16) despite cool weather. Show is working without auspices.

2 Cold Weeks

PAWNEE, Okla.—Cole & Walters' Circus had a light matinee and a three-quarter night crowd here (16) in cold weather. Since opening, April 2, the show had had only three clear days. A camel on the show died here.

Rain in Georgia

CARROLLTON, Ga., April 25.—Circus Enterprises, now re-named Rogers Bros., drew two half houses here (16) in cold, rainy weather.

Snow at Dayton

RICHMOND, Ind.—Mills Bros' Circus played to a large matinee crowd and good night business here Tuesday (21). Weather was good, but at Dayton the day before the show had snow. Dayton performances drew a total of 1,100 customers. Last minute lot, as well as weather, affected turnout. Horse and two ponies were treated to stave off pneumonia.



## SEEK 'MISS STATE FAIR'

# Va. Group Backs State-Wide Contest

DANVILLE, Va., April 25.—The Virginia Association of Fairs has worked out the details for its participation in the staging of a State-wide beauty contest to choose "Miss Virginia State Fair of 1953."

The plan was originally proposed to the State association at its annual January meeting by J. Linwood Rice, public relations counsel of the Atlantic Rural Exposition, Richmond. Rice explained that the ARE had definitely decided to adopt the plan and then welcomed the partici-

pation of other member fairs in the staging of preliminary contests. Since the ARE, with dates set for September 25-October 3, is the last of Virginia's major annuals to run, all other annuals can easily participate in the plan.

William E. Finch, secretary-treasurer of the State association, said that the participation of the association depends upon a minimum of 10 member annuals agreeing to join. He points out that the eliminations staged by the fairs would be excellent promotion for their events, while the finals at Richmond would point up the fair industry as a whole throughout the State.

Information sent to member fairs urges them to get behind the endeavor. The possibility of tie-ins with merchants, civic and fraternal groups is stressed.

Finch said that the contest could still be used to advantage in case a fair's dates come after the staging of the Richmond event. In that case, he said, the opportunity should be passed on to a Chamber of Commerce, or some other group. This could add up to good advance publicity for a fair, he maintained.

The finals will be held at the ARE in Richmond—in front of the grandstand on September 28. The contest will be open to single girls between 18 and 30. The judges will be George A. Hamid, plus two others of his selection.

### Trip to Florida

Top prize will be a round trip to Ft. Lauderdale, Fla., by train and an all-expense week stay for the winner and a chaperone at the Escape Hotel there.

All contestants will be the guests of the ARE from the time they arrive at the Richmond fairgrounds on the morning of the contest until the conclusion of the judging. A minimum of 10 girls will participate in the finals.

## Oregon Events Get More \$\$

SALEM, Ore., April 25.—Oregon fairs will keep more of their profits from pari-mutuel wagering as the result of action by the Legislature here this week. The solons reduced to 1.5 per cent the amounts fairs and non-profit organizations pay to the State out of their racing handle. Present law provides for a graduated scale beginning at 3 per cent on the first \$66,000 of daily handle.

The House of Representatives also defeated a bill that would have increased the number of beneficiaries of State racing funds. The bill proposed to include a number of celebrations in addition to fairs.

## Chambliss Sets Plans for Three N. C. Annuals

ROCKY MOUNT, N. C., April 25.—Norman Y. Chambliss, owner-manager of the Rocky Mount Agricultural Fair, has opened offices at the fairgrounds to handle matters, pertaining to this annual, as well as Pitt County Fair, Greenville, and the Seven County Fair, Elizabeth City. Chambliss will supervise the offices here and at Greenville while Mrs. Vernon James will serve as resident manager of the Elizabeth City annual.

The fair here will run the week of September 28; the Pitt County Fair the week of October 12, and the Seven County Fair, week of October 19.

Prel's Broadway Shows will play the midway here and at the Pitt County annual, and the George Clyde Smith Shows will play the Elizabeth City date.

### Horan Thrillers Set

Irish Horan will present his Hell Drivers here and at Elizabeth City on the Sundays prior to the respective fair openings.

Manager Chambliss said that the first item of business would be to arrange agricultural and livestock exhibits; then to talk about wholesome attractions. He said that he would insist that the midway attractions pay more attention to the back end, or at least give that end as much attention as is given the front end.

Chambliss also stated that he may spring a surprise for fair patrons this year, a remark prompted by the lack of patronage at grandstand shows, a condition that he said he could not understand, especially in view of the fine attractions presented.

The current season is the 34th that Chambliss has served at the helm of the Rocky Mount Fair. He announced that the installation of lights for night harness racing is under consideration for the fair here, and that harness racing would be staged at the Elizabeth City annual on four nights.

## Kahn Named Concess Mgr. At Sedalia

SEDALIA, Mo., April 25.—Robert E. Kahn, retired Sedalia merchant, has been appointed concessions superintendent of the Missouri State Fair, L. C. Carpenter, commissioner of agriculture, announced.

Kahn, who succeeds Warren E. Poindexter, was former owner of the St. Louis Clothing Company, which he sold in 1949. He operated the business for five years following the death of his father, who established the business in 1881.

## N. H. Aid \$\$ To Continue

CONCORD, N. H., April 25.—New Hampshire fairs were assured of continued State aid by the recent extension of Rockingham race track's franchise for an additional 10 years. Part of the State's take from pari-mutuel betting at the oval is used to help finance fairs in the State. The race track had originally asked for an unlimited extension, which was rejected by the House of Representatives.

## Hagerstown Signs Wirth

HAGERSTOWN, Md., April 25.—The Hagerstown Fair has awarded the 1953 attractions contract to Frank Wirth, New York booker, according to Dr. Robert C. Snavelly, fair president.

The usual revue and nine acts will be presented this year at the fair, September 22-26.

## Fems, Juniors, Pan-Americans Vie for 84G at Dallas Expo

DALLAS, April 25.—Premiums and prizes totaling \$84,451 will be awarded by the State Fair of Texas in the women's department, Junior Livestock Show and the new Pan-American Livestock Exposition.

The Pan-American Expo, to be presented the first 12 days of the fair, will offer premiums totaling \$63,535 for 28 breeds of beef and dairy cattle, horses, sheep, swine and goats.

New in competition this year will be Santa Gertrudis cattle, originally developed by the famous King Ranch and now spread widely over the cattle-raising sections of the country. Hereford, Aberdeen-Angus, Brahman and shorthorn beef cattle also will be shown, competing for \$22,220 in the beef cattle division.

The dairy cattle show will include premiums totaling \$17,250 for Guernsey, Holstein, Friesian, Jersey and milking shorthorn cattle. Horse show premiums total \$10,910 for quarter horses,

palominos, Shetland ponies and the open cutting horse contest.

**Youngsters Get 15G**  
The Junior Livestock Show will follow the Pan-American Exposition during the final week of the fair. Premiums total \$15,801 for junior dairy, steer, commercial steer, pig and sheep shows.

Premiums and prizes in the women's department total \$5,115, with 409 classifications listed for competition. Premiums in needlework, hand-painted china, miscellaneous arts, antiques, hobby collections, foods, potted plants and the designer-craftsmanship division, total \$3,968. Prizes in trim-a-hat, corsage-making, candy-making, baking and other contests include both cash awards and merchandise. A thousand dollars worth of appliances will be given away in the baking contests.

Most unusual new class in women's premium list is for "souvenirs of the State Fair of Texas" which must be at least 50 years old.

### New Approach

The Dallas fair is taking an entirely new approach in its livestock show presentation with inauguration of the Pan-American Livestock Exposition. Aim of the exposition is to present a complete beef and dairy cattle show for the entire 12 days of the exposition, along with horses, sheep, swine and goats. The exposition grew out of highly successful Pan-American Hereford and Pan-American Holstein expositions presented the past two years. Fair emphasized those two breeds in its livestock shows of 1951 and 1952. No specific breed will be emphasized this year; instead, emphasis will be on completeness of the show.

The fair is making a more intensive effort to drum up business in Mexico, Central and South American countries this year, following up promotion that was done on a similar vein but on a limited scale last year. The object is to build up the market for U. S. breeding stock in south of the border nations.

### Team Promotes

A 10-man goodwill team of fair officials, newspapermen and breed association representatives left Monday (20) on a two-week aerial junket to Mexico, where  
(Continued on page 81)

## Harry Wright Renamed Prez At Detroit

DETROIT, April 25.—Harry Wright, of Lawrence, Mich., was re-elected president of the board of managers of the Michigan State Fair at the April board meeting. Eldon McLachlan, of Evart, was elected vice-president.

Four key appointments were made by the board to handle fair departments—Don Ridler, director of entertainment; Polly Luers, director of home arts; Graham Overgard, director of music, and Richard O. Frederick, director of advertising and publicity. This marks the fifth year for Frederick, while the others are repeat appointments.

No decision was made on entertainment bookings, which come in Ridler's department, for either the grandstand or the Coliseum.

Increased exhibit interest, both commercial and agricultural, is expected to result from the scheduled budget increase for premiums from \$110,000 to \$115,000. Construction work has been started on a new permanent pavilion type building to be erected by Ford dealers of the area, replacing former temporary structures.

## Weymouth Sets Contests

SOUTH WEYMOUTH, Mass., April 25.—Milton Danziger, general manager of the Weymouth Fair, has announced that the second annual pipe-smoking contest will be held at the fair this year. The stunt, relatively easy to stage, pulled strongly last year.

Another stunt, this one to be tried for the first time, is the first international corn-on-the-cob eating contest, and will be held in co-operation with the Massachusetts State Department of Agriculture and the Boston Market Gardeners' Association.

Danziger has rubber stamps calling attention to the events and he uses them on correspondence for the fair. A stamp is also employed giving name and 1953 dates of the fair.

## Calgary Film Goes Overseas

CALGARY, Alta., April 25.—"The Calgary Stampede," a 20-minute color film produced in 1952 by Davart Productions, Ltd., Toronto, was flown to Korea recently by radio comedians Wayne and Shuster for showing to Canadian troops. It is also being taken to Belfast, Ireland, and London this summer by a Calgary minister. The film is owned and distributed by the Calgary Brewery and covers all aspects of the big Calgary annual.

### DEDICATION

## Waco, Tex., Opens New Coliseum

WACO, Tex., April 25.—Heart O' Texas Fair recently realized one of the main objectives in its postwar build-up when it dedicated its new \$1,242,000 coliseum here. Construction on the 7,640-seat auditorium began in January, 1952.

Financing was thru a \$1,200,000 county bond issue, plus a \$42,000 grant from the county. While original plans were to build the coliseum, plus a number of other buildings, inflation cut the ultimate plant down to the auditorium and one livestock barn. The barn, 142 by 66 feet, cost \$71,300.

An additional \$300,000 is to be spent on the big building when a vast heating and ventilating system is installed. Amusement Enterprises, concession firm, has been awarded the concessions contract for the structure.

Pat Taggart is president of the fair and M. D. Corbin executive vice-president.

### DISPLAY FIREWORKS of Distinction

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone.

**CONTINENTAL**  
R. R. #6 Jacksonville, Ill.  
Phone R-4913 or 1351

### CARNIVAL WANTED

Good, clean Carnival wanted for Oregon County Fair Thayer, Missouri Dates July 27 thru August 1. Indicate number of Rides, etc. Contact G. F. HUTCHINSON, Thayer, Mo.

**NATIONAL HOME SHOWS INC.**  
America's Outstanding Trade Exposition Organization  
PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES

### Current Bookings

MARCH  
EL PASO, TEXAS, March 25 thru 29  
George Colours, Director  
204 Chamber of Commerce Bldg.  
APRIL  
YOUNGSTOWN, OHIO, April 7 thru 12  
Charley Coffey, Director  
405 Home Savings & Loan Assn.  
JACKSONVILLE, FLA., April 28 thru May 3  
Edgar V. (Bud) Smith, Director  
317 West Forsyth St.  
NORFOLK, VA., April 26 thru May 3  
Jack T. Craig, Director  
P.O. Box No. 6156  
MAY  
SAN ANTONIO, TEXAS, May 10 thru 17  
Carl Olson, Director  
120 Gunter Building  
KNOXVILLE, TENN., May 5 thru 10  
Paul Waters, Director  
317 Gay Street  
MONTGOMERY, ALA., May 5 thru 10  
E. H. Auerbach, Chairman  
First National Bank Bldg.  
WICHITA FALLS, TEXAS, May 6 thru 10  
L. A. Gifford, Director  
Mezz. Holt Hotel  
CHARLESTON, S. C., May 19 thru 24  
J. Walker Owens, Chairman  
Chamber of Commerce Bldg.  
DALLAS, TEXAS, May 2 thru 10  
H. F. VanHorn, Director  
"Penthouse," Stoneleigh Hotel  
WACO, TEXAS, May 12 thru 17  
Dorothy Godfrey, Director  
620 North 5th Street  
NASHVILLE, TENN., May 20 thru 24  
Paul Waters, Director  
285 Exchange Building  
TACOMA, WASH., May 20 thru 24  
George Colours, Director  
110 1/2 North Division St.  
CEDAR RAPIDS, IOWA, May 27 thru 31  
Paul Waters, Director  
406 Guaranty Bldg.  
CHATTANOOGA, TENN., June 8 thru 15  
C. B. Osborne, Chairman  
Electric Power Company  
NEW ORLEANS, LA., Sept. 26 thru Oct. 4  
H. F. VanHorn, Director  
c/o Municipal Auditorium  
DENVER, COLO., Sept. 22 thru 27  
Carl Olson, Director  
c/o Rocky Mountain News  
SOUTH BEND, IND., Sept. 22 thru 27  
Dorothy Godfrey, Director  
c/o Waco Home Show, Waco, Texas  
BILLINGS, MONT., Nov. 3 thru 8  
Carl Olson, Director  
c/o Don Jewell, Box 744  
BOOKED BUT DATES NOT ALLOTTED: BATON ROUGE, LA.; FAYETTE, COLUMBIA, ROANOKE, LYNCHBURG, ALEXANDRIA, LAKE CHARLES, SAN ANGELO, TEX.; GREAT FALLS, MONT.; SAN DIEGO, CALIF.; LOS ANGELES, CALIF.; OTTUMWA, IA.

Sponsors, Show Managers, Space Salesmen, Exhibitors, Write:  
**Grover A. Godfrey, Pres.**  
Penthouse, Stoneleigh Hotel  
Dallas, Texas

## INDEPENDENT SHOWS\*\* RIDES, CONCESSIONS —WANTED FOR— TRI-STATE FAIR, Inc.

BRISTOL, VA., AUG. 17 to 22

\$25,000.00 in cash premiums.

- ★ Bristol Twin City is the hub of over 300,000 drawing population in 35 miles.
- ★ This Fair is supported by Twin City merchants, manufacturers, newspapers and radios, and is co-sponsored by the American Legions and DAV's.
- ★ Work has already started on the race track and grandstand. THIS WILL BE A RED ONE!
- ★ THIS FAIR WILL HAVE outstanding Grandstand Revue, Auto Races, Thrill Show, Horse Show, Horse Races, over 300 head of cattle in livestock parade before the grandstand. Band contests, gigantic fireworks display. This is definitely a bona fide Fair, NOT A PROMOTION.

Will sell EXCLUSIVE on the following: Jewelry and pitchmen in and out of exhibit buildings, Bingo, Novelties, Glass and Pottery pitches, Frozen Custard, Scales and Age, etc.

Address all communications to  
**TRI-STATE FAIR, INC.**

Office—General Shelby Hotel Bldg., Bristol, Va.  
Telephone—North 4539, Night Phone 4210, Ext. 510

**R. C. McCARTER, Gen. Mgr.**

49 T AHS 100-5 AW-5P30-1 AM 22

## WOM, C&W Ready For Season Bows

Prospects Regarded Good as Eastern Organizations Get Going Full Blast

NEW YORK, April 25.—Two of the East's major railroad organizations, World of Mirth and Cetlin & Wilson shows, are scheduled to start their seasons Thursday (30). World of Mirth again opens in Washington, moving in from Richmond, Va., quarters. Cetlin & Wilson Shows preem in Petersburg, Va., their winter quarters.

Opening of these shows, traditionally among the last to kick off, will mark the full-scale launching of the Eastern season. The only remaining railroad organization based in the East, the Metropolitan Shows, will not get under way until two weeks later at Asheville, N. C. Metropolitan, a newcomer to rails, has had the job of changing over from truck

to rail transportation, and the late opening probably reflects the tremendous work effort involved.

Altho the season is still in its infancy, and the weather experience to date has been almost unbelievably bad with rain and cold hampering operations everywhere, early reports filtering in indicate a measure of enthusiasm and free spending among patrons. Reports from urban and rural areas have been consistent. Consequently, hopes for a profitable season are still high among operators.

### Sampling Sparse

While the sampling so far could only be regarded as inadequate, since full working periods have been the exception rather than the rule, the optimism which propels the business thru good times and bad is riding relatively high.

In the opinion of some operators with early openings to their credit, the tenseness caused by the Korean War has lessened considerably in recent weeks, and this promises a relaxed, happy patronage and free spending. Others are of the opinion that the enslavement of many persons to their television sets is wearing off and they are making more frequent trips outside their homes for entertainment. It is logical to assume, they say, that pleasant weather will stimulate such activity in favor of the traveling fun organizations.

Frank Bergen and Bucky Allen, of the World of Mirth, and Jack Wilson and Issy Cetlin, of the C&W organization, are viewing the season with a measure of optimism. Mostly, it seems, they need a break in the weather. The good business encountered during the last half of the 1952 season, after a wet and costly start, could continue thru the first half of this year's run.

### WOM May Get Break

The World of Mirth, which is following Strates into Washington by 10 days, is in for a break as a result of Strates' misfortune. The Strates show got in only a couple of good working days out of the scheduled 10. As a result, it can be assumed that the D. C. potential has hardly been touched and World of Mirth may reap a harvest unless it, too, encounters a spell of bad weather.

With C&W it is different. Wilson and Cetlin have their winter quarters city pretty well tied up and, consequently, are able to schedule their opening date to coincide with the Army pay day at adjacent Fort Lee. The military on short passes have few places to go, and it may well be that they will flock to the midway on balmy nights.

## R. C. McCarter Named Mgr. of Bristol Fair

BRISTOL, Va., April 25.—R. C. McCarter, veteran carnival agent, has been named president and general manager of the new Tri-State Fair here August 17-22. McCarter was with Cetlin & Wilson Shows for many years and early this year was associated with Metropolitan Shows.

The fair is being co-sponsored at the Bristol Airport by American Legion Post 15, and Disabled American Veteran's Chapter 39. Agriculture, livestock, poultry, home economics and farm machinery will be featured along with exhibits of both FFA and 4-H clubs.

Attraction plans, according to McCarter, include an independent midway, night grandstand revue, auto races, a thrill show, horse show and races, band contests and fireworks displays. A grandstand will be erected, he said.

Others on the committee include B. S. (Jake) Odum, first vice-president; Charles Crockett, second vice-president; Mrs. Mariod D. McCarter, secretary-treasurer; Ralph H. Brumet, counsel, and W. C. Bonham, sponsor-chairman.

## New Goree Org Bows April 27 At Liberal WQ

LIBERAL, Kan., April 25.—C. A. Goree and Sons Shows will tee off its '53 season Monday (27) with a winter quarters stand here in Liberal.

Finishing touches on rides and equipment were being made here this week under the supervision of Larry Nolan, org's general agent. Owner Goree is still in Texas on business but was expected in this week-end.

Plans are to operate with 10 rides, upward of 6 shows and carry an average of 30 concessions. Pop Kidd is building new fronts and is refurbishing the newly acquired office wagon. Show has its own diesel plants and a new Merry-Go-Round.

Mrs. Goree will have bingo while the Goree's son, Jimmy, will manage the Kiddie Roller Coaster. Lucille Newman was expected in for the opener with her gal show. Mrs. Larry Nolan has her pan game and six cats. Nolan, in addition to agent chores, will handle the lot and concessions.

## 42 Rides, 17 Shows Get Okay Business At San Antonio Cele

160 Concessions Set Up Shop For Six-Day Independence Fete

Continued from page 58

carried by him but in for this date only on P.C. Shows operating here under his banner include Johnny Hutchinson's Side Show, Art Spencer's Motordrome, Dick Best's Four-Legged Girl, Roy Rozier's Unborn Show, Ed Gunn's Tropical (butterfly) Show, Mrs. Doc Ward's 10-in-1, and Clyde Davis' Snake Show.

Bill Hames, in from Fort Worth, his base of operations, has seven rides spotted around the main plaza. Included in his line-up are a Dodgem, Caterpillar and Tilt-a-Whirl. The seven rides he has here are but a fraction of the many Hames owns. They are to go from here to the Buccaneer Days festival at Corpus Christi next week. For that cele, Hames will fill the same role Ruback does here, supplying all the midway attractions and concessions.

### Home State Line-Up

Bob Hammond, who quarters his show at Houston, brought in 12 rides, one of which is a new Roller Coaster made by Carl Miller. Also operating under the Home State banner here is one show—Capt. Johnson's Dog Show.

The Big State Shows, which has its home base in this city, has seven rides, including a Tilt, in operation. Normally Mrs. Moore uses more than that number but her site did not permit enough space to set up the show in its entirety. In addition to the rides, she has two shows—Ike Power's Snake Show and Ruth Dixon's Midget Show—plus about 15 concessions, in operation.

The Don Franklin unit, which has its winter base at Burney, 35 miles from this city, is working eight rides. The Kiddie Rodeo, usually featured with the Franklin show, was idled this week due to the nature of the stand.

Included among the independent shows booked in is the Last Supper, owned and operated by Mr. and Mrs. Joe Marsh, who said their plans for the season included some Eastern Canadian dates.

### Heavy Mexican Pull

The Midway area drew large crowds each of the first three nights of the fiesta, with Mexicans outnumbering natives at least nine to one. At the peak hours parts of the midway became so clogged it was barely possible to move.

The fiesta, the largest of the many held in Texas, is well established and continues to grow. Early days are given over to a street parade, a spectacular water pageant, consisting of illuminated boats thru the city on the San Antonio River, and a variety of other events such as style shows, dances, etc.

The big event is the Battle of Flowers parade Friday (24), which every year, when held in good weather, brings out almost every able-bodied person in the San Antonio area with its population of a half million. Roughly

75 per cent are Mexicans or of Mexican descent.

Other fiesta events include the Gainesville Community Circus, presented the last two days, and a night parade tonight.

## Vivona Exits South, Jumps To Pa. Spot

LEIPERVILLE, Pa., April 25.—Leaving behind in Emporia, Va., a week of bad weather and an opening Monday that was washed out completely, the Vivona Bros. Shows made the 325-mile run here without mishap.

In spite of the bad weather that plagued the show in Emporia, a re-arranging of special events schedules enabled the show to enjoy a fairly profitable week because of a strong Friday night (17) and Saturday matinee (18) and evening.

The show opened here Wednesday (22), and it will play a 10-day stand with two matinees. Promotions for the showing here include a ladies night, sunset matinee, baby give-away and a public wedding.

Co-owner Morris Vivona has left to visit the second unit of the show, which will play New York and New Jersey, plus several weeks in metropolitan New York, as well. Mrs. Catherine Vivona will join the second unit after the showing here.

## Coleman Unit Opens Season In Middletown

HARTFORD, Conn., April 25.—Connecticut's carnival season got under way Thursday night (23), with the Coleman Brothers' Shows opening their 35th tour at Coleman showgrounds on Washington Street, in near-by Middletown, Conn.

Shows' run ends Saturday (2) with kiddie shows scheduled for Saturday and Sunday afternoons.

Shows feature 14 rides and 10 shows, in addition to the free act, The Stardusters, which offers Mike and Hope Kent. This is their first year with Coleman.

Richard J. Coleman, a Middletown resident, is owner-operator of the shows. His sons, Frank and Robert, are associated in the management. All equipment has been redecorated.

## Al Rodin Unveils New Jewelry Stand On W. Coast Shows

SEASIDE, Calif., April 25.—Al Rodin, veteran concessionaire, debuted his new jewelry stand on the West Coast Shows here. Show closed its third week out here Sunday (19).

The stand is on a 20-foot truck, raised and lowered hydraulically. The front is raised with a hydraulic device in the rear of the all aluminum trailer. No flash is carried behind the counter, it being located in showcases at the front. Each display section is covered with one-fourth inch glass to prevent breakage.

Rodin designed the trailer and had it built to order by the Golden Gate Trailer Company in San Pablo. The elimination of the back flash, he said, would bring prospective players closer to the stand.

## Make-Ready Hits Peak At RAS Base

TAMPA, April 25.—Activity at the Royal American Shows' winter base was stepped up to road tempo this week and according to Walter DeVoyne, show's secretary, over 150 workers are on hand to put the finishing touches on rides, shows and other equipment.

Leon Miller has a crew of 14 seamstresses completing a lavish wardrobe for his show and is also keeping busy whipping his 20-gal chorus into shape for the Memphis opening. Leon Claxton's "Harlem in Havana" revue is likewise busy smoothing out routines.

Show's general agent, Bob Lohmar, and Mr. and Mrs. Sam Gordon will leave for Memphis Tuesday (28), while Owner Carl J. Sedlmayr Sr., and press chief Frank Morrissey are skedded to leave Saturday (2). C. J. Sedlmayr Jr., will remain here to supervise the get-away.

According to the elder Sedlmayr, the first train will leave here May 4 at 1:30 p.m. and the second section an hour later. Both are due in Memphis May 6 and unloading and setting up will start the following day. Wallace Cobb, trainmaster, will start loading here Thursday (30).

Recent visitors here included Paul M. Conaway, Macon, Ga., show attorney, and J. D. Wright, press agent for the Joie Chitwood thrill show.

## Weather Hurts Geren Opener

CLARKSVILLE, Ind., April 25.—Every kind of weather in the book hit W. R. Geren's Mighty Hoosier State Shows the first week of the season's opening stand here, a two-week date kicking off April 13.

WAVE-TV, Louisville, had equipment on hand opening day to televise the setting up of equipment, but what benefit the telecast might have had on business that night was nullified by a 60-mile wind that tore down two ticket boxes and demolished a kiddie ride top. Good Tuesday night weather brought out a crowd, but for the rest of the week the weather was sour, with rain, cold and hail visiting in turns, capped by a two-inch snow fall Saturday.

Monday (20) Owner Geren walked about the midway and counted 12 electric heaters in concession stands and snow on the Merry-Go-Round top, but noted people coming thru the gate and patronizing the rides. New this year are a Tilt-a-Whirl and Horse and Buggy ride.

## NSA Sets Sights on Building Dollar, Membership Strength

NEW YORK, April 25.—Promising a new home in the fall, Phil Isser, president of the National Showmen's Association, this week urged the membership to get behind a drive to build the ranks of the association. Each member has been sent two membership application blanks along with a letter from Isser.

A drive to strengthen the organization financially is also under way. Representatives of the parent organization were invited to address an assembly of the Ladies' Auxiliary this week. The ladies have been asked to participate in a five-year fund-raising plan and, altho reported reticent on joining so long a program, it was indicated in some quarters this week that the plan may be adopted. When first approached, the women indicated that they would prefer to co-operate on a year-to-year basis.

With the season once again under way, most members are on the road and regular meetings have been terminated. However, special meetings will be called as needed, and it is possible that one will be held early next month to again explore the subject of a new home.

The club's plan to purchase a

building, which was close to reality last fall, fell thru at the last moment. Since then a considerable amount of work has been done with the same thought in mind, but it appears that the purchase of a building will have to wait until some time in the future.

Meanwhile, the officers are concerned with the need for new quarters. The inadequate facilities available this winter were regarded as a pressing problem, and the search for new quarters was given top priority.

Isser is also seeking to build the membership of the American Carnivals Association thru the solicitation of new members on his own two show units. He was spurred on by the need for united action in seeking a reduction in federal excise taxes, he said. In line with this he will seek to have the NSA get behind the effort, spearheaded by the National Association of Amusement Parks, Pools and Beaches.

However, since George A. Hamid, president emeritus and president of the NAAPPB, this week reported there was no hope for a tax cut this year after exploring the possibility earlier in Washington, it is likely that interest in this subject will now lag.

# Ray Williams Shows

Want for: Marion, Ohio, May 1st to May 9th

**CONCESSIONS:** All Hanky Panks — Mug Outfit, Scales, Guess Your Age, String Games, Country Store, Short Range Gallery, Cork Gallery, Ball Games, Pitch-Till-You-Win, Basket Ball Game, Penny Arcade and Novelties.

**SHOWS:** Will book any clean money-making Show. Good proposition for Mechanical Show, Monkey Show, Fun House, etc.

**RIDES:** Will book Spit-fire, Dark Ride or any Ride not conflicting.

Want Caterpillar Foreman, Roll-o-Plane Foreman, Second Men on all Rides.

**HELP:** Bingo Caller and Counter Men. Cook House Help.

ALL REPLIES TO MARION, OHIO, WITH LIMA, SPRINGFIELD AND SIDNEY TO FOLLOW. BUDDY BRADEN, GET IN TOUCH WITH EARL KELLY.

**RAY WILLIAMS SHOWS**

## Wade Expo Preems at Home Show

DETROIT, April 25.—Wade Exposition Shows, operated by W. G. Wade, Jr., will open for the season Tuesday (28) at Jackson, Mich., 80 miles west of Detroit, at the Jackson Builders' Show. The usual break-in period around Detroit lots will be skipped, with the show opening in full strength at Jackson instead.

Shows will move to Ann Arbor for the second stand of the season, and then continue with a route in Michigan, with probably one stand in Indiana.

Principal addition to equipment this season will include a Rollo-plane. Executive staff remains unchanged, with Wade in direct charge of operations. Hurlton L. (Andy) Anderson will have the diggers and a part interest in the kiddie rides again, while Mrs. Vera Anderson assists in the show office.

## DON FRANKLIN SHOWS #1

Want Cookhouse, Grab, Age and Scales, Custard, Long and Short Range Galleries, Penny Pitch, Fish Pond, Heart Pitch, Hoopla, Watchla, Coke, Cork, Duck Pond, Over 12, Darts, and Hanky Panks of all kinds. Want Pea Pool dealer. Roy Henderson and Leonard Neill want agents for 6 Cats, Buckets and Hanky Panks. No grift. RIDE HELP: Want Foreman for new Allan Herschell 3 abreast Merry-Go-Round, new 1953 Transportation. Second Men who drive semis for major rides. Shows:

Want outstanding Freak to feature, for all new office owned Side SHOW. GILL HUGHES, Mgr.

WANT TO BOOK: Big Snake, Fun House or Glass House, Mechanical, Freak Animal. No girl shows. This show has 14 rides, at present 5 shows, Monkey Circus, Motordrome, Big Dog and Little Horse, Side Show and the finest Colored Revue on the road. Four Diesel plants, all new trucks, outstanding still dates until Red Oak, Iowa, July 4th, then 18 consecutive Fairs, 9 in Minnesota; West Union, Iowa; Hannibal, Mo.; Texarkana, and six old Texas reliables. All replies:

Don Franklin, Mgr.  
Arlington, Texas, this week; McAlester, Okla., next week.

## ALL TYPES OF WHEELS



Mdse. Wheels Big Sixes Double Wheels Laydowns Ask for 1953 Catalogue

CARDINAL MFG. CORP.  
430 Keap Street Brooklyn, N. Y. EVergreen 7-5027

## WANTED

Experienced Agent for Coupon Dart Store, also Hanky Pank Agents. Address

**NORMAN LITTLEFIELD**  
Care Cavalcade of Amusements  
Huntsville, Ala., April 27 to May 2

**Concessions Wanted**  
**MERMAID FESTIVAL, June 22-27**  
Sponsored by Lions Club  
North Webster, Indiana  
**SOUTH MARION STREET FAIR,**  
July 6-11

Sponsored by South Marion Businessmen  
Marion, Indiana  
**GOODING RIDES AND SHOWS**  
**GEORGE H. PROUGH**  
1039 Lincolnway East, Mishawaka, Ind.

## DIAMOND JUBILEE

Tremont Fire Co. No. 1  
Tremont, Schuylkill County, Pa.  
Want Concessions of all kinds and Worthwhile Shows, June 29 to July 24 inclusive. Contact

**AL KUTZER**  
Tremont, Pa.

## R. W. ROCCO

**WANTS AGENTS**  
For Razzle and Rolldown. Can also use Hanky Pank and General Help. Opening Richmond, Ind., May 1  
**R. W. ROCCO**  
c/o Jimmie Chanos Shows  
Richmond, Ind.

## PHIL DANIELLO SHOWS

Open May 20th thru 23rd on Woods Road Park, Solway, N. Y. Can book more legitimate Concessions and Rides not conflicting. Play all good spots. Box 65, Solway, N. Y.

## Paul's Amusement Co.

**ATTENTION**  
All Concessionaires and Ride Help who are acquainted with Paul Scrimager, Virgie Dillon and Larry Schaff, please contact us at Charleston, Ark., this week for openings.

## WANTED

For ANNUAL LORE CITY HOMECOMING  
Carnival with 4 or 5 rides including Ferris Wheel and Merry-Go-Round, 20 Concessions, Shows, etc., for full 6 day week in July. If interested contact W. H. BURSON, Lore City, Ohio.

## WANTED

A good sober, reliable Foreman for rides. Also a Wheel Man who can drive. Positively no drunks, agitators or funny book readers. Good treatment and good salary to right persons. Contact  
**CARL PULINE**  
2712 West 12th Street Erie, Pa. Telephone: 34-359

## Eddie Young's STERLING CROWN Shows

WANT FOR ALBANY, GA., IN THE CITY, WEEK MAY 4

CONCESSIONS—Hanky Panks of All Kinds. Also Agents for Office Owned Concessions.

RIDE HELP: Foremen for Wheel, Tilt and Dangler. Also Second Men Who Drive.

WANT OPERATOR FOR FUN HOUSE

RIDES: Will Book Kiddie Rides Not Conflicting.

SHOWS: 10-in-1 and Any Well Framed Grind Show Not Conflicting.

ALL REPLIES TO: E. L. YOUNG, MGR.

Green Cove Springs, Florida, This Week

## BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

CONCESSIONS: Can place a few concessions for our Outstanding route of Spring Dates and Celebrations. Particularly need LONG RANGE GALLERY to Join at once. Need Ball Game, Bumper, String Game, other Stock Stores. SHOWS; FUN HOUSE, ARCADE, MOTOR DROME—We cannot give you free privilege but can put more people in front of you than any show in this territory. NO GATE—NO RACKET.

Write or Wire ERNEST ALLEN

Franklin, Indiana, Fairgrounds, or contact Tom L. Baker, 2257 Madison Ave., Indianapolis, Ind., Phone GARfield 4584

## MERRY-GO-ROUND FOREMAN

WANTED

Must be sober, reliable and know his business; semi driver preferred. Salary \$60.00 plus \$10.00 if you can produce. Sticks Red, Ralph Keith, get in touch at once. Want Second Men on all Rides. Tim Ayliffe wants Agents for Grind Stores. Will book small Bingo for the following spots: Washington Court House, Ohio, May 19-23; Norwood, Ohio, May 25-30; Loveland, Ohio, June 8-13; Franklin, Ohio, June 23-27; Norwood, Ohio, June 29-July 4; Deer Park, Ohio, July 14-19.

## LEE BECHT AMUSEMENTS

Gest & Harriet Sts., Cincinnati, Ohio, April 28-May 3; Court & Cutter Sts., Cincinnati, Ohio, May 8-17.

Perm. Address: P. O. BOX 92, MT. HEALTHY, OHIO.

## AGENTS WANTED

For Ross Manning Shows. Finest route in the East. One Count Store, one Peek. Also other Help. Contact

**MAXIE SHARP, Business Manager**

Easton, Maryland, this week; Jersey City, N. J., next week.

## AMERICAN EAGLE SHOWS

Will Book Concessions of All Kinds. Especially want Glass Pitch (Willard Barnett, Call Me). Also Long Range, Short Range, String Game, Hoop-La, Heart Pitch, Block Pitch, Milk Bottles, Jewelry, Photos, Age and Scales, Coke Bottles. Want Man and Wife to Handle Bingo. Will Book Girl Show, Snake Show, Animal Show and Mechanical Show. Can use Set of Kiddie Rides.

THIS SHOW HAS 12 BONA FIDE FAIRS

ALL ADDRESS: DANNY ARNETT, MGR., Per Route

## DESBRO SHOWS

OPENING MAY 7, GENEVA, N. Y. CENTER OF CITY

Ray Sanford wants ride help on all rides and wives to work concessions. Bucket Store and Six Cat Agents, Bingo Caller and Counterman. All replies:

Waterloo, N. Y.; Fair Grounds

## WANT RIDE HELP WANT

Foremen for Ferris Wheel, Merry Go Round, Chair Plane, Kiddie Rides, etc.

Apply

**SAM TASSELL**

5839 WALNUT ST., PHILADELPHIA, PA. Phone: GRAnite 2-5852

## MAD CODY FLEMING SHOWS

Will Book Few Grind Concessions. Concession Agents. Good Grinder for Pit Show on Wagon Front. Capable, Sober Ride Help. Good Eli Man. Have 10 Rides up Now. Have Caterpillar and Few Rides in Barn For Sale, as retiring this fall. Address: Brunswick, Ga., this week; Jesup, Ga., May 4 to 9.

## WILLIAM T. COLLINS SHOWS

Pride of the Northwest

DUE TO DISAPPOINTMENT WANT MAN WHO CAN DRIVE SEMI TO HANDLE COMBINATION GLASS AND FUN HOUSE BUILT ON SEMI TRAILER. CONCESSIONS: Want Flashy Penny Arcade, Also Derby, Balloon Darts, Cork Gallery, Pitch-Till-You-Win, Fish Pond, Long and Short Range Shooting Gallery, Hanky Panks of All Kinds. RIDE HELP: Caterpillar Foreman, \$75.00 a Week; Tilt Foreman (Red Hodge, Answer If Coming); Octopus Foreman (George Stedman, Answer). Also Foremen for Ferris Wheel, Rock-O-Plane, Merry-Go-Round (Two Abreast That Loads in One Semi), and Fly-O-Plane. Can Place Second Men Who Drive. Good Salary and Bonus. ALL RIDE HELP REPORT NOW. SHOWS: Will book any Show of merit with own equipment, low P.C. SHOW OPENS HERE MAY 1.

ALL REPLIES TO: William T. Collins, Mgr.  
801 E. 78th St., Minneapolis, Minnesota

## O. C. Buck - Model Shows, Inc.

America's Finest Railroad Show

CAN PLACE MAN TO OPERATE MOTOR DROME, LOADS ON WAGONS, GOOD PROPOSITION TO RIGHT PARTY. Choice of two dromes.

WANT DARK RIDE, UNBORN SHOW, WILD LIFE, ROCK-A-PLANE, ROLLA-PLANE. Top salary to man who can handle sound truck and repair sets.

HAVE FOR SALE, 25 GMC TRACTORS, AND CHEVROLETS, '50 and '51 Models, also Fruehauf Trailers, various sizes. This equipment in perfect condition. Finest Office Trailer ever built for sale. Also one High Ball ride ready to operate. Can deliver same. Can place general Show Help for a real Railroad Show. ALL ANSWER.

**O. C. BUCK-MODEL SHOWS, INC.**

BALTIMORE, MARYLAND, THIS WEEK (Lawrence Park)  
Philadelphia, Penna., Follows for Two Weeks

## COTE AMUSEMENT CO.

Opening May 9th, Utica, Mich. Booked solid until October with Homecomings, Street Celebrations and Fairs.

Have opening for small Cook House, Ice Cream, Novelties, and Hanky Panks. Concessions of all kinds.

Flatties, Chasers, and Busy Bodies save your time.

Have a dual Loop-O-Plane like new for sale or exchange for what have you. Jeff and Charles Morgan let me hear from you.

Address COTE AMUSEMENT CO., Utica, Mich.

## GREAT SUTTON SHOWS

WE HOLD CONTRACTS FOR 14 FAIRS IN MISSOURI AND ARKANSAS  
ALL GOOD STILL DATES UNTIL FAIR TIME

Can Place Independent Shows of Any Kind. Will Furnish Equipment for Girl Show. Will Place Pea Pool, Pan Game, Bingo, Ball Racks, Stock Concessions of All Kinds. Will Sell "EX" on American Mitt Camps.

Duke Bierly Can Place Agents for 6 Cats and Hanky Panks.

ADDRESS: F. M. SUTTON, SR., Springfield, Mo., This Week;  
Clinton, Mo., Next Week; Then Sedalia, Mo.

## MECHANIC WANTED

Must have own tools and be able to keep fleet of Chevrolet Trucks and Ride Motors operating at all times. Must positively furnish references and be able to drive shop truck. No others need apply. Top salary for right man.

ADDRESS: BOX 520

c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.

## MOORE'S MODERN SOUTHWESTERN SHOWS

WANT FOR SIX TOP STILL DATES IN OKLAHOMA  
THEN 16 FAIRS IN ILLINOIS, MISSOURI AND ARKANSAS.

Fish Pond, Lead and Cork, Darts, Penny Pitch and most any dime Concessions. Shows with own equipment except Side Show. People for Girl Show and Fun House. Whittle, come on.

ARDMORE, OKLA., THIS WEEK; THEN ADA.

# Midway Confab

Seen and heard at the Battle of Flowers, San Antonio: Mrs. Fred Beckman, a frequent visitor, renewing old acquaintances. Mr. and Mrs. Harry Hennies in from their Kiddieland at Houston. . . . Johnny Youngheim, a director of the Caddo County Fair, Andarko, Okla., who each year takes time off from his department store to spend a week here, giving a willing hand to Jack Ruback, Battle of Flowers midway contract-holder.

Barney Gerefy, a San Antonio resident, advising visiting showmen at his home that he is "feeling much better," adding that he is now able "to get around" and that he occasionally goes automobile riding. . . . Mr. and Mrs. Ted Webb, one-time San Antonio residents, in from their home in Topeka, spending their week operating their frozen custard concession.

Slim Davis, head man in the midway bookings for the Brownsville (Tex.) Celebration, on hand making arrangements for the '54 Brownsville festival. . . . Art Spencer, Motordrome operator, who will tour with the Alamo Exposition this season, takes a week off from the Ruback routings to spend it working the Buccaneer Days at Corpus Christi, Tex.

Glass pitches scored big. Among operators were Johnny Phillips, who had two, and James Cassidy, of the Amusement Company of America, who had three. . . . Gold fish bowl concessions also registered big. Operator of one was Steve Vaughan, who also had a ball game going. . . . Mrs. Les Schoettlen, who formerly trouped and now operates a mug joint in San Antonio, was a visitor. Her husband has concessions on the Alamo Exposition.

Hymie Ruback, Jack's brother, assisted him in the booking of concessions. Hymie lives in San Antonio, where he operates the Western Novelty Company. . . . Others who gave Jack assistance were Joe Murphy, Girl Show operator; Max Friedman, who winters in San Antonio, and Bill Williams, who didn't put his Monkey Show up because of lack of space. . . . Alamo staffers on deck included Mrs. Roy Cameron, Jack Ruback's niece, who runs the office; J. B. Barton, aided by Roy Long, in charge of the motors; Herman Reynolds, electrical superintendent, and Bill Carr, who handled locations, with the aid of Bill Hyman.

Ave Opsal, old-time showman, now a tourist camp operator, visited. . . . Ditto George B. Jacobsen, St. Louis; Mr. and Mrs. Herb Crangle and Mrs. Bert Welshman, all of Dallas, and M. S. Carneiro, San Antonio CPA, who handles the Ruback account.

George Golden, formerly with shows in the East and Midwest, assisted Bill Hames. . . . Gene Laddell was in the office for Hames. . . . Mr. and Mrs. Fred Jones worked the bingo with the Don Franking Shows. . . . In the same line-up Mr. and Mrs. Thomas Bates had a mug joint, and Mr. and Mrs. Ben Hyman, for years associated with Ruback, again had the bingo on the main plaza.

A party was held for Mike Ferrone, Friday (17), in Emporia, Va., by members of Vivona Bros.' Shows on his 48th birthday. He received many gifts from his friends. John (Tiny) Dempsey has assumed the lot superintendent duties on the shows. He's also ride superintendent.

While showing in Lake Charles, La., recently, personnel of the Southern Valley Shows was treated to a fish fry by Mr. and Mrs. Ed Groves at their nitery in that city. Among guests attending were Mr. and Mrs. Eddie Moran, Carl Anstead, Mr. and Mrs. Dutch Wilson, Mr. and Mrs. John Martin and Kayletta. . . . Ray Sanford Jr. is joining the Desbro Shows with guess your weight. Ray Sanford Sr., who has been with the B & C Shows for several years, also is joining the Desbro org.

Recent visitors from Shreveport and Bossier, La., with the 20th Century Shows at Texarkana, Ark., were Reba A. Gilbert, former trouper, who now runs a motel and trailer village; her daughter, Dorothy; Mrs. Annie Wallace, Mrs. Edwin Christy, Mrs. John L. John-Robi Del Mar reports from Chicago that he has been visiting Toni Midnite, Wesley Davis and Roxie Hart.

Town Talk Doll and Toy Fund, Mobile, Ala., recently received a check for \$1,298 from the 20th Century Shows, representing the fund's share of proceeds from the show's recent engagement in Mobile, according to Hunter Jarreau, Town Talk general manager.

Mrs. Frances Berger, wife of Louie Berger, agent for Amusement Company of America

(Continued on page 72)

# 19th Annual . . . Elks' Hellsdorado & Rodeo LAS VEGAS, NEV.

MAY 14-17, INCLUSIVE

100,000 Attendance—4 Big Days—Around the Clock Operation—Colorful Parades—Pageants—Gay Fiestas.

Carnival plays inside Elks' Village, only one block from Big Rodeo Grounds. NOW BOOKING SHOWS AND CONCESSIONS.

CRAFTS 20 BIG SHOWS, Inc.

7283 BELLAIRE AVE.

PHONE: Popular 5-0909

NORTH HOLLYWOOD, CALIF.

# W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

WANT: for downtown Jeffersonville, Indiana, and balance of season

CONCESSIONS: Hanky Panks only. Want caller for Bingo.

SHOWS: What have you? Wire, will answer.

RIDE HELP: Foreman for 1953 Tilt, "Bama" come on. Foreman for Flying Scooter; Second Men for Wheel and Octopus. We pay good sober help top wages every week. If you know Rides and can leave the booze and beetles alone, I can use you.

This is the show that plays towns large enough to support shows and concessions. If you want a good season come and look us over. Celebrations and Fairs solid from second week in June until middle of October. All replies

W. R. GEREN

New Albany, Indiana, April 27-May 2nd.

Jeffersonville, Indiana, May 4th to 9th.

# CETLIN & WILSON SHOWS

OPENING APRIL 30 IN PETERSBURG, VA.

MAY 12 TO 23 INCLUSIVE, PHILADELPHIA, PA.

Location 10th and Bigler Sts. (just off So. Broad). First show ever at this location in the heart of population. Big Celebration staged by Veterans of Foreign Wars. Plenty of free parking.

Can place all Hanky Panks, etc.; no exclusive for the Philadelphia engagement.

WANT Roll-o-Plane Foreman and Second Men for Rides and Workingmen in all departments.

CAN PLACE and furnish Wagons for Fly-o-Plane, Spitfire or any Ride that don't conflict.

CAN PLACE LITTLE DIPPER to join at once; can furnish Wagon if needed.

CAN PLACE first-class Side Show with own equipment.

All address Petersburg, Va.

# FITZIE BROWN & AL WALLACE Shows

WANT FOR SPRING ROUTE OF LARGE INDUSTRIAL CITIES

Under STRONG AUSPICES and Circuit of PROVEN FAIRS to follow

RIDES—Will book Octopus, Fly-o-Plane, Pony Ride or any Kid Rides.

SHOWS—Want organized Minstrel Show. Have complete outfit ready to go.

CONCESSIONS—Can place Penny Arcade or any Hanky Panks. Will book 6 Cat, Glass Pitch, Scales and Age. Orville Miller wants Agents for Hanky Panks. Morris Friedenheim wants Agents for flashy Watch Wheel.

Knoxville, Tenn., week April 27 through May 2; Elizabethton, Tenn., May 4-9.

All answer. BROWN & WALLACE SHOWS as above.

# F. C. BOGLE SHOWS, Inc.

WANT CONCESSIONS—Add Darts, Ball Games, Balloon Dart, Cork, Scales, Photos, Fishpond, Long & Short Range, Basketball, Hoopla, String, Under 12.

HELP—Want sober Show Electrician. Must drive. We pay straight salary, bonus, unemployment insurance. RIDES—Will book Kiddie Rides of all kinds. Especially want Ponies, Train, Boats. Wire (don't phone)

F. C. BOGLE, Mgr.

Manhattan, Kan., this week; El Dorado, Kan., May 4-9. We will play Wamego, Kan., July 4th, followed by best Western Kansas fairs, including Colby, Dodge City, Liberal, Wakeeney. P.S.: Claude Kleist, thought you booked for season.

# 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. 5 DAYS SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

# BARNEY TASSELL UNIT SHOWS

WANT FOR BEAUFORT, S. C., WEEK OF MAY 4  
BIG MARINE AND CIVILIAN PAY DAYS

Major Rides not conflicting. Legitimate Concessions of all kinds (no grift). Shows of merit, no Girl Shows. Can place sound truck, state all. Our ad last week was incorrect in stating that we play Buford, Ga., week of April 27; should have read Beaufort, S. C., May 4.

WIRE THIS WEEK. SAVANNAH, GA.

# PAGE BROS.' SHOWS

Want Scale, Arcade, Jewelry, Lead Gallery, Slum Stands of all kinds. Ride Help, come on. Side Show Manager with Acts. We have all equipment. You take all except tax. Dick Palmer wants Girls for Girl Show. Patsy Lee, Christy, Steve Evans, contact. Also Female Impersonator. Good proposition for couple to take Single-Girl Show. Want Geek and Grinders for well-framed Snake Show. Dave Diorte wants Agents. Tex. contact.

MURRAY, KY., NOW; MAYFIELD, KY., NEXT WEEK.

P.S.: Want Live Pony Rides. Special proposition.

# Percell's PIONEER SHOWS

High class midway attractions

Opening Williamsport, Pa., Friday, May 22nd

Big annual Memorial Day celebration and long route to follow. Hop Scotchers don't miss this one.

Want Shows of all kinds with own equipment, Arcade.

Want legitimate Concessions, all open except Bingo, Grab, Glass Pitch, and Custard booked.

Want Kid and Major Rides not conflicting.

Ride Help—Octopus, Wheel and Semi Drivers preferred. Top Wages.

Help in all departments (no Drunks).

For Sale: Van & Rack Semi Trailers, Marquee 20x20 with 50 ft. Wings like new. 60-Passenger Bus in excellent condition. All replies

Mickey Percell, Gen. Mgr.

900 Main St., Williamsport, Pa.

# Gladstone Exposition Shows

MAY 4 TO 9, HUMBOLDT, TENN.,

## STRAWBERRY FESTIVAL

**WANT CONCESSIONS**—Ball Games, Long Range, Short Range, Fish Pond, Fish Bowl, Derby, Scales and Age, Penny Pitch, Basket Ball, Cork. All Hanky Panks open.

**RIDE HELP** on Tilt and Wheel, Second Man on Jenny.

**SHOWS** with own equipment. Side Show, Snake, Geek, Girl, etc.

Floyd Aldrich wants Agents for Cats and Buckets.

Otis Howell wants Agents for Sets and other Concessions.

### 14 FAIRS

Springfield, Ky.	Centerville, Tenn.
Eminence, Ky., July 4	Savannah, Tenn.
Glasgow, Ky.	Belzoni, Miss.
Central City, Ky.	Clarksdale, Miss.
Hodgenville, Ky.	Charleston, Miss.
Russellville, Ky.	New Castle, Ky.
Benton, Ky.	Canton, Miss.

### F. O. POOLE

Jackson, Tenn., all this week.

## Midway Confab

Continued from page 71

Shows, entered Augustana Hospital, Chicago, Tuesday (21) for observation and a check-up. . . . **Bob Parker**, of Royal Crown Shows, spent several days in Chicago last week.

**W. M. (Bill) Breese**, who again is blazing the trail for **Eddie Young's** Sterling Crown Shows, advises from Atlanta that he recently visited the Gold Medal Shows in Anniston, Ala., and cut up jackpots with **Joe Pearl**, **Tommy Allen** and **Art Frazier**. Breese says that his permit for the Naval Base Celebration at Green Cove Springs, Fla., was the first complete carnival permit ever granted inside the Naval reservation and that his contract at Albany, Ga., will be the first downtown location there in years.

**Larry Schaff**, former secretary of Peppers All-States Shows, writes from Conway, Ark., that he joined Paul's Amusement Company there recently as secretary and assistant manager and that the org would open the season at Atkins, Ark. The company is managed by Paul Dil'on and will carry 6 rides, 4 shows and about 25 concessions, Schaff reports. Schaff, whose home is in Hagerstown, Md., spent seven years with Peppers.

**Willis M. Johnson**, former circus and carnival billposter and currently associated with a Chicago firm, cards from Crossville, Tenn., that he was married to **Mrs. Esther McGill**, nonpro of Crossville, recently.

**Martha Weiss** is convalescing at her Miami Beach home after a recent operation.

**Lou Pease** has signed **Merti Martin** to do her dances on his "Atomic Hot Spot" unit with the Harrison Greater Shows. **Dolores Hauser** will open at **Gautier's Club**, Johnstown, Pa., after a three-week stint at the Duke and Duchess, Pittsburgh. . . . **Jackie Lynn**, **Jo-Ann La France**, **Wesley Blair** and **Bobby Kork** have joined **George Vogstadt's** Side Show on Thomas Joyland Shows.

The **Crawshaw** brothers, owners of Royal Canadian Shows, recently took delivery on a new 35-foot Rollohome house trailer, which they are using as a combination office and living quarters.

**Jimmy Stephens**, veteran cookhouse op, who has one of the largest under canvas cafes at the Pacific National Exhibition, Vancouver, each year, has jumped his frontage to 202 feet this year. . . . **Sam Hillson**, general agent for Cavalcade of West Shows, was in Vancouver recently paving the way for the show's British Columbia dates.

**Elvin Bishop**, former ride foreman for Larry Nolan Shows, is with Charles Oliver Shows this year after spending the winter in California.

**Sam Goldstein's** Majestic Shows, which played Macon, Ga., lots to fair business the last four weeks, had a last minute cancellation of the contract for lots in Atlanta and jumped to Jackson, Ga. Atlanta date was postponed until May 18 and Goldstein said he may return to Macon for another week or two.

**Paul M. Conaway**, Macon, Ga., show attorney, was a recent visitor to the Royal American Shows' winter base in Tampa. While there he visited with members of the show including **Carl Sedlmayr Sr.**, **Walter DeVoyne**, **Robert (Bob) Lohmar**, **J. C. (Tommy) Thomas** and **Frank Morrissey**.

**Billy Dick** was guest of honor at a birthday party, Thursday (16) on the 20th Century Show's lot in Texarkana, Tex. **Claude Bentley**, manager of the Side Show, was host, and guests included **Frank and Paula Byers**, **Gene Jenkins**, **Bob Hagen**, **Edna Mae Clark**, **Christy Jourdan**, **Rex Harrison**, **Jack Highsmith**, **Mexican Pete** and his wife, **Virginia**, and **Violet Darnell**.

**WANTED**  
PORTABLE BOXING AND WRESTLING  
RINGS ON WHEELS

Wire or Call  
**Carter Blakeman**  
334 Dudley Road Lexington, Ky.  
Phone 3-1134

## Elmer Cote Sets Auspices For '53 Route

UTICA, Mich., April 25.—Cote Amusement Company, which opens here at its winter base May 9, will play its entire route under auspices this year, **Elmer F. Cote**, owner-manager, announced.

Following the bow here, show will move to Pontiac, Mich., where it is sponsored by the Kiwanis club. Other major sponsored dates include the July 4 celebration at Lake City, a Pinconning Street Celebration and Chamber of Commerce events at Davison and Flushing, all in Michigan. The show will also play the Armade, Mich., Fair and the 4-H Fair at Pontiac.

Cote, who has been operating his Merry-Go-Round on Down River Shows the past couple of weeks, will again personally manage his show this season. Plans are to carry the same equipment as last year including 8 rides and 30 concessions. Four small shows will also be added, he said.

**STAGE CURTAINS**  
Midways • Sideshows  
Concessions

**FLASH YOUR JOINT**  
HALF-PRICE  
SEND YOUR  
DIMENSIONS  
We quote immediately  
on flame proof cur-  
tains, canopies and  
drapes ready to hang.  
Satin, Velours,  
Tushes.

**KNOXVILLE**  
**SCENIC STUDIOS**  
Box 1029 Phone 7-5551 Knoxville, Tenn.

**Strango 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  
3858 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.

## I. T. SHOWS

**WANT** Caterpillar Foreman, Ferris Wheel Foreman, Rolloplane Foreman. Good pay and bonus. Long season, including fairs.

Also want Sportland for season and fairs. Also any good Show capable of getting money.

Beginning MAY 11 at INWOOD, Long Island. All summer on Long Island. First Fair, Middletown, N. Y., August 10.

Can also place Popcorn, Candy Floss on number 1 Unit.

All replies:

**Phil Isser, Gen. Mgr. I. T. SHOWS**

1539 East 29th St., Brooklyn, N. Y. Phone: NAvarre 8-8960

C.S. PECK presents **KEY CITY SHOWS**

SHOW OPENS MAY 18TH—on streets at SHELDON, Ill.

We Hold Contracts for 12 other Celebrations and 8 Fairs

**WANTED**—Ride Foremen for Merry-Go-Round, Octopus and Chair-o-Plane. Also Second Men for all rides; if you are a good second man we will make a ride foreman out of you. Must drive semi. Top wages paid each week, no hold back. Come on now, wages start as soon as you get here.

Concessions—Will book Scale, Coke Bottle, High Striker, Cork Gallery, or what have you. NO 6-CAT, NO P. C.—NO FLATS—NO GYPSIES. Clarence Cave call me. Quarters at Peotone, Illinois, Fair Grounds.

Wire or write C. S. PECK, 495 S. Yates, Kankakee, Ill.

## Wilson Greater Shows

**WANT** Concessions of all kinds. Have the following open: Milk Bottle, Short and Long Range, Bumper, String Game, Hoop-La, Add-Up Daris. Can place Agents for Six Cat, Glass Pitch. Ride Help that can drive, top wages. Nelson wants help on show. Mark Ramsey, come on.

Now booking Rides and Concessions for the following spots—Cortez, Colo., Rodeo, June 15-24; Flagstaff, Ariz., Indian Powwow, June 27-July 5; Shiprock, New Mexico, Indian Rodeo, July 13-19; Durango, Colo., Spanish Trail Days, July 27-August 2. Will sell EX on corn game at these dates. This week, Holbrook, Ariz.

**LOYD WILSON**

Permanent address, 204 S. 23 St., Phoenix, Ariz.

## SUNSET AMUSEMENT COMPANY

Opening Excelsior Springs, Mo., Thursday, April 30

Want for official opening Hannibal, Mo., May 11 to 16, Grind Shows, Ding Shows, Side Show, Fun House or Glass House, Mechanical, Animal or Monkey. Owing to limited size lot at Excelsior can not use until Hannibal date. Have Girl Show Equipment open. Want Octopus Foreman. Concessions write what you have. All fairs and celebrations after June 22. Excelsior Springs, Mo., until May 9.

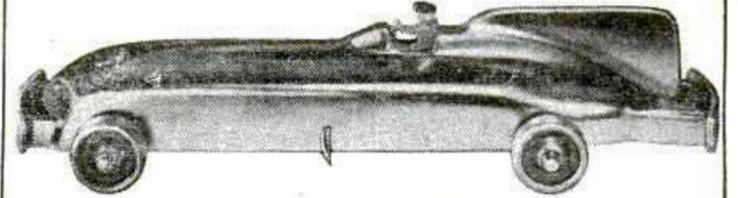
## GOLD BOND SHOWS

WANT—OPENING APRIL 24, CREVE COEUR, ILL.—WANT

**CONCESSIONS:** Hanky Panks of all kinds only. Frozen Custard, Hoop-La, Pitch-Till-You-Win, Slum Bowling Alley, Slum Blower, Ball Games, Cigarette Pitch, Penny Pitch, Scale and Age. **SHOWS:** Want Side Show Help. Monkey, Snake, Mechanical, Motordrome or any worth-while attraction. **RIDE HELP** for best of equipment. Foremen for new Tilt-a-Whirl, Octopus, Spitfire. Second Men on all Rides.

All replies **MICKEY STARK**, Mgr.  
Creve Coeur, Ill., this week; Monmouth, Ill., next week.

## EVANS' Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

**H. C. EVANS & CO.** 1556 W. CARROLL AVE., CHICAGO 7, ILL.

## SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

WANTED

Sideshow Acts, Magician, Lecturer and Talker. Tex and Shirley Willis and Curley, contact Jo An.

WANT Colored Musicians and Performers. Bill Hunter wants Count Store, Pin Store, Skillo and Scale Agents. James O'Brien and Ben. come on. Chubby O'Neal, contact Red Parks.

All replies to Somerset, Ky., this week; Danville, Ky., next.

## VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT AT ONCE

Merry-Go-Round Man, Wheel Man, Octopus Man, Chairplane Man, Whip Help. Best of treatment. All must be drivers. Want Custard, Novelties, Age and Scales, American Camp, Long and Short Range Gallery, Punk Racks, Bottle Ball Games, Coca-Cola open, Bowling Alley, Hoop-La, Penny Pitch and Cigarette Pitch, Bowling Alley open. Want Monkey Show, Snake Show, Wild Life, Unborn, Funhouse or Glasshouse. Jimmy Johnson wants Dancing Girls. Al Roberts and Arthur Christian want Agents. Bob Milliken, come home; Fletcher Gibson, come in. Salem, New Jersey, this week till May 5th; Roebing, New Jersey, follows. All mail and wires to **WM. C. (BILL) MURRAY**.

## Heller's Acme Shows, Inc.

WANTS

Ride Foreman and Second Men on Wheel, Manager Octopus, Spitfire, Lindstrom, Cliff Carter, Frenchie, others with me before contact at once.

Want Custard, Popcorn, Andersons Contact, Phone. Few choice concessions open. Want for Laurance Harbor Amusement Beach, Help for ten rides. No ups and downs here. Concessions—Custard, Popcorn, few Concessions open. All address General Delivery, Laurence Harbor Amusement Beach, N. J. Phone Matawan 1-2226.

## VETERANS UNITED SHOWS

WANT—OPENING MAY 14, WORTHINGTON, MINN.—WANT

**CONCESSIONS:** Cookhouse, Photos, Straight Novelties, Hoop-La, Custard, Glass Pitch, String, Bowling Alley. **SHOWS:** Mechanical, Monkey, Illusion, Athletic, Girl or any Grind Show. What have you? **RIDE HELP:** Need Second Men on all Rides. Top wages; must be able to drive trucks. We have a good route of Fairs and Celebrations. Will send route to interested parties. Please, no phone calls. All replies:

**BOX 622, WORTHINGTON, MINN.**

P.S.: Chairplane, in A-1 condition, for sale cheap, with or without transportation.

## RALEY BROS.' SHOWS

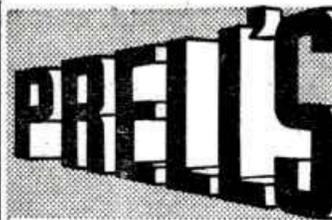
Want first-class Ferris Wheel Man. Also Second Man. Salary no object. Can place Concessions of all kinds. Bob Miller wants Concession Agents. Bob Shelton, answer.

All address **RALEY BROS.' SHOWS, Dillon, S. C.**

## METROPOLITAN SHOWS

**LAST CALL** Show train leaves for ASHEVILLE, N. C., MAY 5. All those contracted report May 6. CONCESSIONS: Custard, All Hanky Panks open. Also P. C. Want man to handle office owned Popcorn and Candy Appliances. Also Agents for Office owned concessions. RIDES: Dark Ride or Live Ponies. SHOWS: Arcade, Glass House, Wild Life. Have complete new Motor Drome. Want capable party to handle same. **JOE CASPER WANTS FOR GIRL SHOW:** 2 Ticket Sellers, Canvasman, Candy Man. Also Chorus Girls, top salary. All address **SHIRLEY LEVY**, Winter Quarters, Fairgrounds, Florence, S. C., until May 5. Phone 4467.

**LAST CALL** **JIM WATTS** would like to hear from Side Show Acts. **HELP:** Can use a few more Foremen on Major Rides. Also Second Men. **J. J. McCALL** would like to hear from Poles, Chalkers and Mule Drivers. Want Man for Searchlight and Fluorescent. Useful men in all departments. Have a few more International Trucks left. Make an offer.



## BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

PETERSBURG PIKE, RICHMOND, VA., Week of May 4; HARRISONBURG, VA., to follow.

Want for long season, 15 Fairs, to start Harrington, Del., July 27th to August 1st. Eleven Fairs in Florida starting January 20th, 1954. Will book Side Show, have complete outfit for same. Want Grind Shows, Fun House, Glass House, Dark Ride. Will book Ex on all Kid Rides except have Pony Ride. Want Ride Help: Foremen for Caterpillar, Whip, Tilt-a-Whirl, Ferris Wheels. Sure pay, also bonus. Second Men on all Rides, drivers preferred. Ladies can sell tickets. Want Talkers, Help on Monkey Show. Want talented Girl Dancers for Girl Revue, office paid, good salary. Johnny Barro wants Men and Lady Riders. Want Cook House, must cater to show people. Want Concessions: Hanky Panks, Scales and Age, Photo, Palmistry, Novelties, Jewelry, Penny Pitch, Hoop-La, String Game, Derby Racer. P.C. Agents, office-owned games. Will finance and build Shows to right folks. Drivers and Ride Men, please report

**SAM E. PRELL**, Gen. Mgr., Fayetteville, N. C., this week; Richmond, Va., May 4-9

## SCHAFFER'S JUST FOR FUN SHOWS

"The Most Beautiful Motorized Show on the Road"

OUR ROUTE WILL TAKE US INTO THE INDUSTRIAL CITIES OF THE MIDDLEWEST, INCLUDING GREATER ST. LOUIS, MO.; GARY, IND., ETC., AND THEN TO TEN EARLY TOP FAIRS IN WISCONSIN.

Can place Hanky Pank Concessions that will work for stock. WANT Minstrel Show Performers and Musicians; Girl Show People; Attractions and Acts for Side Show. WANT Operator for Glass House and Fun House.

All Address: **W. A. SCHAFFER**, Mgr.

Texarkana, Tex., this week; then Malvern, Ark., next week. (Big G.M.C. and Aluminum Plant payrolls here.)

## Johnny's United Shows

Playing Fort Payne, Ala., next week; then Piedmont, Ala. Spring fair following; downtown location.

Concessions Wanted: Ball Games, Bumper, Cork Gallery, Heart Pitch, Hoop-La, Coke Bottles, Hanky Panks of all kinds. Shows: Snake, Glass House, Monkey, Side Show, Motordrome. Manager for office-owned Side Show; must furnish people and inside equipment. Help Wanted: Wheel Foreman, Merry-Go-Round Foreman, Tilt Second Man. Useful Help in all departments. Must drive. All replies to

**JOHN PORTEMENT**  
MONTEVALLO, ALA.

## Morris Hannum Shows

DUNMORE, PA., MAY 4-9

Can place Hanky Panks and Grind Shows. Sam Murphy wants Ride Men. Prefer Drivers. Want Help for Mack's Bingo at Olyphant, Pa., this week. All replies to

**MORRIS HANNUM**  
Hotel Casey, Scranton, Pa.

## CAVALCADE OF AMUSEMENTS

Can place Wild Life and Unborn Show. Will turn Motordrome over to reliable Operator. (Fully equipped.) Want responsible Operator for Glass House and Fun House. (150% to good Operator.) Help: Foremen for Looper and Caterpillar. (Top salary to reliable Operators.) Man to handle D-7 Tractor. Mule Skinners and Train Hands. Can place 2 more Poles (salary \$50.00 weekly). Want Hanky Panks of all kinds. Have good route of spring dates. All address:

**AL. WAGNER**, Mgr.  
Huntsville, Ala., this week; Decatur, Ala., next week.

## UNITED EXPOSITION SHOWS

WANT SECOND MEN ON ALL RIDES (MUST DRIVE).

WANT GOOD OPERATOR TO TAKE OVER SMALL MOTORDROME. (All newly painted. Loads on 3 Semis. Have Rollers and 3 perfect Machines.) Will make good proposition to man who knows his stuff.

**LES DAVIS** wants to hear from outside talent for his Athletic Show. (Rocky Carter, come on. **MARIE LEDOUX** WANTS FOR SIDE SHOW: Grinder and Ticket Sellers, also strong Act to feature.

Address: **C. A. VERNON**, Mgr.  
BELLEVILLE, ILL., THIS WEEK.

## WANT-DUMONT SHOWS-WANT

CHURCH HILL LOT, RICHMOND, VA., MAY 4-9

Bingo, Frozen Custard and all Hanky Panks open. Ride Help that drive. Girls for Girl Show. All address:

**LOU RILEY**, Mgr., High Point, No. Car., this week.

## WANTED-BILLPOSTER

with own transportation, to join immediately.

**SHAN BROS.' SHOWS**

Somerset, Ky., this week; Danville, Ky., next.

## A. M. P. SHOWS

Want a few Hanky Panks, Glass Pitch, Hi-Striker, Devil's Bowling Alley, Balloon Pitch, String Game and others not conflicting. Want Animal Show, Monkey Show and Snake Show. Judy Renee, contact Jack Kearns. Patti Cole, contact. Murray wants Bingo Help. Can place Pin Store and Slum Skillo Agents. Want Ride Help that drive. This show carries 10 office-owned Rides. Contact

**A. M. PODSOBINSKI**  
ROCKYMOUNT, VA., MAY 1-9.

## SMALL CIRCUS WANTED

JOIN AT ONCE

Must have Lions, Tigers and small Baby Elephant if possible. What have you?

Wire or Phone **James E. Strates Shows**

63RD & PASSYUNK AVE. PHILADELPHIA, PA.

## C. A. GOREE SHOWS WANT NOW

All Hanky Panks, Ball Games, Lead Gallery, Penny Pitch, any and all legitimate Concessions. Can use Stores if you have Hanky Panks. (Hankys, \$15.00 per week.) Help on Bingo, Cook House; also Agents for Six Cats. Shows all open except Girls. Good deal to Side Show (have top, front and transportation). All Grind Shows open. (Now booking Shows at 25%.) Ride Help on all Rides. This show is now open. 15 Fairs and Celebrations in Colorado, Wyoming, Western Kansas and Arizona. Wire **C. A. GOREE** or **LARRY NOLAN**, Liberal, Kansas, this week.



18 FAIRS

LAST CALL  
OPENING MEMPHIS COTTON CARNIVAL  
BEALE STREET, MEMPHIS, TENN., MAY 8, 1953  
LOT LAID OUT MAY 6

18 FAIRS

WANT EXPERIENCED LOT MAN

RIDES: Can Place Dark Ride, Looper for Season. CONCESSIONS: Can Place Hanky Panks of all kinds. AGENTS: Gene Cain Wants Agents for 6 Cats, Buckets, Pan Game, Pin Store, Blower, Nail Game, Ball Game, Hanky Panks. Write 1628 Charlton Drive, New Orleans, La., or call Fairview 3088, New Orleans.

EATS: Cookhouse, Custard, Grab. HELP: Second Men on all rides, must drive semis. Also want Ticket Sellers. SHOWS: Can Place Girl and Posing Shows starting after Memphis. Want Illusion, Fun House for Memphis. Want Manager for Penny Arcade or will book Arcade.

All replies: **E. E. FARROW**, GEN. MGR., BOX 1184, JACKSON, MISS. (Phone: 3-7644, 7:00-10:00 PM)



WANT FOR GADSDEN, ALA., SHRINE CONVENTION AND JUBILEE, DOWNTOWN ON THE STREETS, MAY 4-9.

ALL TYPES OF LEGITIMATE GAME CONCESSIONS. (Will sell Exclusive on Long Range Shooting Gallery for season.)

WILL BOOK 3 KIDDIE RIDES FOR BALANCE OF SEASON. Must be neat and well flashed. (Geneva Williams, answer.)

WANT PENNY ARCADE, GLASS HOUSE, WILD LIFE AND UNBORN. Will give good proposition to such. Good opportunity for long route of fairs.

WANT MERRY-GO-ROUND FOREMAN AND FERRIS WHEEL FOREMAN FOR TWIN WHEELS. (Will pay top salaries to these two men.)

All Address: **JOHNNY J. DENTON** or **ART FRAZIER**  
CLARKSVILLE, TENN., this week; then the Big One, GADSDEN, ALA.  
P.S.: "Billie, the Koop," where are you?

## Dyer's Greater Shows

WANT

Reliable Foreman on Spitfire, Second Men who drive. Will book Shows; what have you? Hanky Panks, Lead Galleries, Ducks, Arcade open. Have van full Concessions. Want Bulder-Manager to take over or will sell cheap. Contact **Mounds, Ill.**, until May 3; **Carbondale** follows. Yes, business good.

## MOTORDROME RIDERS

WANTED

\$75.00 Straight Riders; more for Trick Riders. Fair cut of tips.  
**ZEKE SHUMWAY**  
c/o World of Mirth Shows  
Washington, D. C.

## WANT AT ONCE

Capable Hanky Pank Agents for Ball Games, Coke Bottles, Scale and Age for the best spring and summer route. Also want Bingo Counterman to start May 10.

**JOHN GALLAGAN**  
c/o Gooding Amusement Co.  
Massillon, Ohio, this week, or phone after midnight **Conrad Hotel**; **Greensburg, Pa.**, on the streets, next week.

## CARNIVAL WANTED

For July 2-3-4

Downtown location. Court House. Pawnee Chamber of Commerce Lawn. Phone 108, Pawnee, Oklahoma

## Want Big Carnival

at Unionville, Missouri

To be under auspices of American Legion. Dates open in June, July or August. Contact

**LEONARD SIMONS**  
Commander

## WANT CARNIVAL

OR RIDES

for  
**FIREMEN'S CARNIVAL**  
July 13 to 18  
**C. A. SAUNDERS**, Lively, Va.

## James E. Strates Shows

CAN USE

Train Hands, Canvasmen, Help on Spitfire Ride and Merry-Go-Round. Can use a few more Merchandise Concessions for Upper Darby next week and other Philadelphia locations. \$500.00 reward for definite information as to where our Hey Dey Ride that was placed in park near Washington, D. C., and moved out without our knowledge is now located.

**JAMES E. STRATES**, MGR., **JAMES E. STRATES SHOWS**, PHILADELPHIA, PA.

## DICK BEST SIDE SHOW

All people contracted for 1953 get in touch with me at once. Want Talker, Ticket Sellers, Magician to handle inside of show and other good Acts and Attractions.

SHOW OPENS MAY 9

All address **DICK BEST**, General Delivery, Memphis, Tenn.

## CUNNINGHAM'S SHOW

Opens May 2-9—Two Saturdays—New Martinsville, West Virginia  
Want Shows of all kinds. Concessions—Sit Down Grab, Bingo, Picture Gallery, Darts, Pitch Tilt You Win, Water Concessions, String, Hoopla, High Striker, Glass Pitch, Penny Pitch, Lead, Cork Gallery, Jewelry Store, Six Cats, Mouse, Percentage, Pea Pool, Pan Concession. Ride Help on all rides wanted. Come on **Eddie Miller**, **Chas. Stottsberry**. Phone 89, write

**JOHN CUNNINGHAM**

c/o Cunningham's Show, New Matamoras, Ohio

## SMITH FUNLAND SHOWS

APRIL 25-MAY 2, NEFFS, OHIO; MAY 4-9, BYESVILLE, OHIO

WANT legitimate Concessions of all kinds. Also Bingo. Playing good West Virginia territory. WANT Agents for Glass Pitch, Cork Gallery, Ball Games, Set Spindle, Buckets and Count Store.

All replies to **JIMMY ACKLEY**, Concession Mgr.

## DAVE PICARD WANTS AGENTS

2 PIN STORE AND 2 COUNT STORE AGENTS FOR MEMPHIS COLORED COTTON FESTIVAL, OPENING MAY 9

Contact me: Fort Wayne Hotel, Detroit, Mich., until May 2; then Adler Hotel, Memphis, Tenn., starting May 3 or 4.

### JIMMIE CHANOS SHOWS

OPEN RICHMOND, IND., MAY 1ST

Want Legitimate Concessions of all kinds. Want two more Flat Stores Richmond only. Want Foremen for Rolla Plane, Ferris Wheel and Kiddie Rides, prefer those who drive semi. Second Men for all kinds of rides. Want shows with own equipment, Monkey Show, Ten-in-One, Snake Show, or any other show.

All Replies to

**JIMMIE CHANOS**  
Richmond, Indiana

### Doris Ann Ferguson & George W. Jennings

Both With Royal American Shows in 1952, or Anyone Knowing Their Present Whereabouts, Contact Immediately.

WIRE OR WRITE:

**W. H. De Voyne, Sec.**  
Royal American Shows, Tampa, Until May 4; Memphis, Tenn., May 5-16; Then Per Route

### WANTED

Merry-Go-Round and Ferris Wheel and other rides and all Concessions for 50th Annual Home-Coming and 3-day 4th of July Celebration. Good money spot. No gyps or Gypsies. Have other celebrations.

**IROQUOIS, ILLINOIS**

Write or Wire:

**TOMMY SACCO**  
203 N. Wabash Ave. Chicago, Ill.

### Midway of Mirth Shows WANT

Small Cookhouse or Grab, Fish Pond, Slum Stores. Also Second Men on Rides. Can place Wheel Foreman for Second Unit.

Address: Per Route.

### FOR SALE LITTLE DIPPER RIDE

With good transportation. Can be seen in operation on Bill Hames Shows, Corpus Christi, Texas, April 29-May 3. Cheap for cash.

**W. F. CULVER**

2800 N. Water St., Corpus Christi, Tex.

### CONCESSION HELP WANTED

For Lead Gallery, Mug Outfit, Stock Mouse Game, (Jim, Chester Taylor, Contact as soon as possible).

**R. H. (Russell) Grosecarth**

Blue Grass Shows, Henderson, Ky.

### Majestic Greater Shows

6 More Weeks in Atlanta

Can Place Grab, Photo, Ace and Scale, Short and Long Range Gallery, or any Game of Skill. Can place Wheel Foreman.

**SAM GOLDSTEIN**  
Atlanta, Georgia  
Southland Hotel  
Phone: Elgin 5375

### AVAILABLE

Ferris Wheel and three Kiddie Rides. Will book independent with American Legion, VFW, Fire Companies, etc. For further information write:

**SCOTLAND RIDES**  
Box 12-A, Fayetteville, Pa.

### CARNIVAL WANTED

For the week of July 4, 1953

**E. C. HENRY, Comm.**  
Dewey Biggs Post, American Legion  
Rensselaer, Indiana

### BILL CHALKIAS WANTS SIDE SHOW ACTS

Pay every week. W. Milo and J. Wesley Blair, please wire. Also want Cookhouse Help. Have 18 Fairs. Two Girls for Girl Show, contact Joe Winchester **BILL CHALKIAS**  
Care Gold Medal Shows  
Clarksville, Tenn., this week

### GIRLS-WANTED-GIRLS

Three Girls for Girl Show; experience not necessary. Man and Wife for Single O; Man for Snake Show, also Geek.

**TED PORTER**

52 Temple Detroit, Mich.  
Phone: TEmple 3-5451

### RIGHT HELP WANTED

Foremen and Second Men for Ferris Wheel, Parker Baby-Q Merry-Go-Round and 8-Tub Octopus. Best of wages to sober, reliable men. Opening May 1st, Chicago lot. Linda and Mrs. Anderson, contact.

**JOHN HANSEN**

Antioch, Illinois

## Club Activities

### Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, April 25.—Final meeting of the season was called to order by President Pearl McGlynn. Other officers present were Veronica Potenza, first vice-president; Wanda Derpa, secretary, and Isabel Brantman, treasurer. Invocation was given by Edith Streibich, chaplain. In the future the club mascot, Amby Clinton, will also be seated on the rostrum.

Eva LeRoy writes that she will be in California until late fall. Pauline Grey, welfare chairman, reported that Frances Berger is ill. Billy Lou Bunyard is also still on the sick list. Members are asked to send messages to Charlotte Wright's niece, Marsha Martin, 12 years old, in Stanley, N. C.

Marianna Pope and Mollie Raymond are in charge of award books, and Claire and Mae Sopenar handle the ad books. Evening award, donated by Jeanette Wall, went to Lucille Hirsch.

Members interested in a local tour should contact Josephine Glickman. President McGlynn thanked her committee for the report on spring party. Billie Billken, Houston, sent a straw mat and tray to the party. Welcomed after absences were Catherine Potenza and Mabel Davis. Last social of the season will be a swap social Tuesday (28).

### Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, April 25.—First Vice-President Charlotte Porter presided at the Monday (20) meeting. Other officers present included Albert Roche, corresponding secretary; Phil Sapiro, treasurer, and Bonnie Townsend, recording secretary.

Attendance was good for this time of year. Letters were received from members who are already on the road, and indications are for a good season in spite of unusual weather conditions.

A rising vote of thanks was offered Treasurer Sapiro for his work. Prizes are already coming in for the ladies' bazaar, and tickets will be ready next week.

Rose Lavelle Manford is out of the hospital and convalescing at home. Harry Seber is still sick. The house committee served supper.

### FOR SALE

BARGAIN FOR QUICK CASH SALE

FERRIS WHEEL—Eli No. 5,

with new power unit last

season.

MERRY-GO-ROUND — 32'

Parker, with fluorescent

lights.

MIX-UP—24 seats.

KIDDIE AUTO RIDE—8

seats, with fluorescent lights.

TRANSPORTATION FOR

ALL RIDES

TRANSFORMER — 37½

K.V.A. on trailer.

MIDWEST AMUSEMENT COMPANY

Grandview, Missouri

Kenneth E. Armfield, Owner

### FOR SALE OR WILL BOOK

3 BEAUTIFUL KIDDIE RIDES

Allan Herschell Auto Cars, Mangles Roto-Whip for children, Baby Fly-o-Plane. Rides all in A-1 condition. G.M.C. Truck and 30-ft. Fruehauf Trailer to haul same. Will sell with transportation or separate. Address:

**JOHN FRANCIS**

c/o Schafer's Just for Fun Shows  
Texarkana, Tex., this week; Malvern, Ark., next week.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, April 25.—John Weisman, second vice-president, underwent surgery recently and expects to be discharged from St. Johns Hospital, Yonkers, N. Y., early next week. George D. Hensley, who is confined to the Edgewood Division of Pilgrim Hospital, West Brentwood, L. I., keeps in touch with the office. Also on the sick list is Jack Rose, Veterans Hospital, Coral Gables, Fla. He reports that he is showing improvement. Vincent Anderson, who was involved in an auto accident recently, is recuperating at home.

Members were saddened by the news of the passing of Charles Gerard, in Miami, this past week. He was a member of the club since its inception. Albert Haplin has just returned from a week's vacation at Lakewood, N. J.

Recent visitors were Max Packman, Al Burt, Joseph Spivak, Louis Weinstein, Jack Schenck, Harry Miller, Harry Krasnow, John J. Lane, Charles Smith, George Bovino, Harry Field, Edward McKeon, George Hoar, Allen Miller, Sidney Herbert, Harry Weinraub, Murray Zand, Ward Graves, Larry Neumann, A. J. Merrill, Harry Horner, Morris Sommers, Morris Batafsky and Henry Kaufman.

Fred C. Murray, former club chaplain, passed thru New York this week on his way from the South en route to Boston.

The secretary is holding mail for members who neglected to supply forwarding addresses. Is your address on file? Membership drive is under way.

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, April 25.—President J. P. (Jimmy) Sullivan was in from Canada to preside at the Thursday (23) meeting. Also at the table were William Carsky, treasurer; Joe Streibich, secretary; Walter F. Driver, treasurer emeritus, and Past-President Lou Keller.

Welfare committee reports Mal Fleming is in an Erie, Pa., veterans' hospital; Chester Barker is still in Little Company of Mary Hospital here; Bob Robbin is back at his desk. Others confined include B. S. Gerety, Frank Daniels, Billy Williams, Max Craman, Louis Drillick and Fred N. Scheible.

House committee was making plans to entertain personnel of Cole Bros.' Circus Monday (27). League members will be guests of the Cole show the following evening.

Members attending after absences included John F. Courtney, George B. Flint, Rev. Marcel LaVoy, Harry Ross, Henry S. Polk and Whitey Woods. Morris A. Haft, League counsel, reported that Freda Rosen is planning a memorial donation in honor of Mike Rosen. Sam Steffen is expected here soon for surgery. Bob Parker was in town for several days this week. Aut Swenson phoned from the airport between planes. Final meeting of the season will be April 30. Clubroom callers included Al Rossman, Lou Leonard, Al Kaufman, Morris Brown, Louie Berger, Lester J. Davis, David Goldfen, Jack Hawthorne, John Lempart, Sam Solomon, Phil Tyrrell, William Wolper and Ed Sopenar.

**Ladies Auxiliary**

Hotel Sherman, Chicago

Officers present at the Thursday (19) meeting included Mrs. Mae G. Taylor, president; Mrs. Lucille Hirsch, first vice-

## E. J. Casey Preps for May 9 Bow

WINNIPEG, April 25.—E. J. Casey's two-pronged enterprises, the traveling show bearing his name and his Rendezvous Park, are getting the finishing touches here before the season opens. E. J. Casey Shows will open May 9 in St. James, Man., with William (Bill) Sorrell again managing the org while Casey remains here to handle his amusement park.

Work has been going on all winter and all gear will come out of quarters in top shape, Casey said. Show staff, in addition to Sorrell, includes Mrs. Shirley Sorrell, secretary; C. (Happy) Church, electrician; J. H. Cooper, lot foreman, and W. Bolonchuk, loading superintendent. Those who spent the winter working on the show here included Church, Bill Melnyk, and Erick Klienod.

Org will go out with two shows and the new office-owned Fun-house, which is built on a semi-trailer. Others in the back-end include Joe Sciortino's Girl Show and Alfredo's monkeys. Show will carry 6 rides and 20 concessions, moving on 15 trucks.

Traveling org will play in Norwood, Man., during Coronation week and Casey expects this to be a red one. For that week he has booked the Great Dixie Blandy, high pole, as a free attraction. Charles Zemater, Chicago, handled the booking.

Ride and concession personnel include: Ferris Wheel, Erick Kleinod; Merry-Go-Round, Vince Gimmell; Fly-o-Plane, George Hallett; Caterpillar, Ray Jewsbury; Kiddie Autos, Glen Vosper, and Kiddie Train, Nipper Rondeau.

Concessionaires include Jerry Mackey, derby; Ken Davis, bingo; Mr. and Mrs. Harry Cohen, Bob Parker's diggers; Walter Link, 2; Mr. and Mrs. J. C. Robertson, candy floss, apples and popcorn; W. Melnyk, chips and glass pitch; Tony Duthiewicz, grab joint; Joe Cooper, big six; Walter Bolonchuk, over & under; Ted Lizakowski, photos; Mike Kiedyk, duck pond; Ken Taylor, balloon darts; Jack Millard, six cats; Ray Strotz, milk bottles, and Jack Millard, live ducks.

## Playtime Has Rainy Preem

MANCHESTER, N. H., April 25.—The Playtime Shows opened the season here Friday (17) continuing thru this week and until Monday (27). Despite weather and a few scattered showers, business is expected to show a generally satisfactory result. There are 10 rides, 10 shows and 30 concessions on the lot for this stand.

The show is managed by E. W. Burr, and other well-known showmen include Sam YoYos, John Burr, Harry Roach, Arthur Doyle, Whitey Johnson, Fred Venner, Danny Lynch and John Lagasee. Billy Burr, son of the owner, recently returned from service in Korea, is with it and framing a number of concessions.

The show will play Gloucester, Mass., the week of June 15, and will have eight weeks of still dates on Cape Cod, in the vacation area. Fairs already booked are Brockton and Marshfield, Mass., Windsor, Cumberland and Fryeburg, all in Maine, and Plymouth, N. H.

president; Mrs. Viola Moore, second vice-president; Mrs. Frances Berger, third vice-president; Mrs. M. Richard Horan, treasurer, and Mrs. Robert H. Miller, secretary. Mrs. Margaret Filograsso, chaplain, rendered the invocation and led a moment of silent prayer for the recovery of Chester Barker.

Mrs. Louise Rollo is ill. Marguerite Shapiro, Billie Lou Bunyard, Lillian Glick, and Virginia Kline are convalescing after illnesses. Marie Brown was welcomed after recovering from an illness. Since the meeting Frances Berger has been confined in Augustana Hospital.

Letters were read from Grace Goss, Etta Henderson, Minnie Simmonds, Billie Billiken and Virginia Kline. Nan Rankine sent greetings from her home in Miami, Fla. Ann Sleyster, relief chairman, is vacationing in Florida.

## HANKY PANKS

Our games must be good as you are all keeping us very busy. On most of our items we can give you one-day service . . . on some it takes a week's time. As you know, help is hard to get these days, and I don't want to be the richest man in the cemetery. Do you want your Cadillac this year? Send deposit with order . . . Write for Catalog.

**RAY OAKES & SONS**  
7731 OGDEN AVE. LYONS, ILL.  
Day Phone: Lyons 3-4632  
Nite Phone: Brookfield 6860

## ROYAL MIDWEST SHOWS

WANTED

SHOWS: Good proposition for Fun House, Snake, 5-in-1, Wild Life, Arcade. Can place Girl Show with or without equipment. Can show balance of this week if interested.

CONCESSIONS: Will sell ex on Long Range. Can place Photos, Cork, Short Range, Pitch-Till-U-Win, Hoop-La, Basket Ball and Hi-Striker. All legitimate Concessions open.

Want Man and Woman to take over Cookhouse.

**ROXIE HARRIS**

Charlestown, Ind., this week; Austin, Ind., next.

## WANT

Girl Show and Count Store Agent.

Good proposition for Girl Show with or without equipment. Johnny Gambino, good proposition for you. Contact Eddie Steele. McWilliams and Duffie, can place your Shows. AGENTS: Want Count Store and Stringer Agents. Wire

**BILL HARRIS, Gen. Mgr.**

ROYAL MIDWEST SHOWS

Charlestown, Ind.

## MISS MERTIE MARTIN and LOU PEASE WANT

Dancing Girls for 2 Girl Shows, \$70 Week to Experienced Girls. \$50 Week to Inexperienced Girls. Pay nightly if you wish.

AN ERROR  
Last week my Bookkeeper mistakenly stated in my ad that Mertie Martin was no longer connected with my show. The opposite is really true, as she both operates and is featured on my Large Show and is a Full Partner in my Little Show. I have every confidence in her. All Help Wire—Write—Phone

**MISS MERTIE MARTIN or LOU PEASE**  
c/o Harrison Greater Shows  
Plymouth, N. C., April 27-May 2;  
Edenton, N. C., May 4-9.

## RUTH AND RALPH ROBINSON

COME ON Abe Gorman, just got your wire. Peek and Count Store Men, get in touch with

**CHUCK MAGID**

Cavalcade of Amusements  
Huntsville, Ala., this week

## American Beauty Shows WANT

Help for Spitfire and Merry-Go-Round. Will book Penny Arcade and few more Concessions. (Little George Western, contact.)  
Address: De Soto, Mo., this week.

## SPEEDY SAYRES

Wants Sam O'Connor as front man; come to Hickory, N. C., this week. Also want Boy Straight or Trick Rider for Motordrome. Address

**Mighty Page Shows**  
Hickory, N. C.

## 1950 Chevrolet Tractors

Model 5100, 2-speed rears, vacuum brakes, 825-20 tires. Mechanically perfect. \$750 full price.

**JOHNNY CANOLE**  
Altoona, Pa. Phone 9347.

## WANT SOBER COUNT STORE AGENT

That can stand prosperity. Wire, call

**DALE BARRON**  
Waide Hotel, Somerset, Ky.

## WANTED

Mitt Camp, High Striker, Coke Bottles, Fish Pond, Bumper, Basket Ball, Duck Pond, Agent for Pan and Bal Game. Opening May 8. Have 23 Fairs and Celebrations. 2 spots per week.

Wire or Write  
**P. M. JONES, Mgr.**  
Golden Nugget Shows, Bridgeport, Nebr.

**FIRST IN EVERY WEEK**  
**INDUSTRIAL TOWNS—ARMY CAMPS**  
**70,000 SOLDIERS HERE**

## GEM CITY SHOWS

**HOPKINSVILLE, KY., NEXT WEEK**

Can place Shows of all kinds with own outfits (except Girl Shows). Want Dark Ride, Glass House, Drome, Monkey, Snake, Mechanical, Grind Shows, Big Illusion Show, etc. Committee money only. Will place Major Rides not conflicting. CONCESSIONS: French Fries, Novelties, String Game, Water Games, Long and Short Range Galleries, Milk Bottles, Basket Ball, Hanky Panks of all kinds. HELP: Useful Carnival People of all kinds. NOTICE! Hanky Pank Operators: 10,000 school tickets and free rides given away every week. Low privilege.

**All replies to TOM HICKEY or DON GRECO**  
c/o ROYAL YORK HOTEL, CLARKSVILLE, TENN.

**W.G. WADE SHOWS**

Now Contracting  
**RIDES • SHOWS**  
**• CONCESSIONS •**

For our 1953 Season

C. P. O. Box 1488  
Detroit 31, Michigan

**SHOW**

**T-E-N-T-S**

Concession—Circus—Carnival

**AMERICAN**

**TENT & AWNING CORP.**

132-4 W. Main St. Norfolk 10, Va.  
**BILL SANDERS**

**WANT AGENTS**

For Miniature Basket Ball, Bear Pitch, Scale and Age and other Hunky Panks. All those contracted to work for me and people who have worked for me in the past, let me hear from you. All reply to

**E. W. BROWN**

Box 1184, Jackson, Miss., before May 4th; then Memphis Colored Cotton Carnival, Wallace Bros. Shows, after May 4th.

**MERRY MIDWAY SHOW**

Trezevant, Tenn., April 27-May 2.

Need Concessions: Balloon Dart, Shooting Gallery, Coke, Age and Weight or any that don't conflict. Ride Help on all Rides. Wheel Foreman, Top wages. Come on. Contact **ALBERT BARKER**, Trezevant, Tenn., April 27-May 2; Trimble, Tenn., May 4-9.

**CARNIVAL WANTED**

For the **AMHERST COUNTY FAIR**

Week October 9th to 10th.

Send all communications to Secretary of the **Amherst County Fair Association, Inc.** **CHARLES G. TRACEY**, Box 241, Amherst, Va. Phone: Amherst 37-W-1.

**WANT WANT**

Will book Ferris Wheel and Hunky Panks, also Grab Stand to join at once. Want Help on Rides.

**HOLLY AMUSEMENT CO.**

Jonesboro, Georgia

**FOR SALE**

24-Seat Chairplane, 12-Seat Kid Ride, both in nice shape; \$600.00 for both. Come and get them. See in operation at Gordon, Ga., April 27 to May 2. Also other Show Property cheap. For cash only; by owner.

**L. J. SANDLIN**

**WANTED**

Carnival to play choice location in Eastern North Carolina second, third or fourth week in October. Contact

**COMMANDER, AMERICAN LEGION**

Weldon, N. C.

**ATTENTION**

**BALL GAMES AND HUNKY PANKS**

Fresh stock COVERED WAGON CIGARS, jumbo size, \$1.75 per box fgt. paid in 100 box lots, \$1.75 in 25 box lots. Sample box, \$2.00 P.P. paid.

**DON ELLIOTT'S CIGAR STORE**

299 W. Michigan St. Jackson, Mich.

**WILL PAY CASH FOR ELI WHEEL**

With or without transportation. Wire complete information and price.

**HOLLY AMUSEMENT CO**

Jonesboro, Georgia

**CUSTARD FOR SALE**

Mounted on late model Chev. Truck. Electro Freeze, stainless steel interior, plenty of flash. Can be seen at 2630 So. 5th St., Philadelphia, or communicate with

**H. REICHMAN**

311 Eye St., N. W., Washington, D. C.

**ATTENTION, MANAGERS**

Of all Carnivals traveling within the Kentucky, Tennessee and Virginia Tri-State Area within the next six weeks. Are you interested in making a one week's stand in the town of Evans, Ky.? Will make arrangements for show in the heart of the coal fields immediately after pay day at the mines. Free parking space for 600 cars. This will be sponsored by the **EVARTS RECREATIONAL EQUIPMENT ASSN.** Contact **H. NICK JOHNSON**, Harlan, Ky., by phone or letter.

**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, Frank               | Hudson, Mrs. Connie           | Robinson, Lawrence     | Todd, Herbert A.          |
| Agin, Benjamin             | Hunt, Albert (Whitey)         | Rodgers, Capt. Lon     | Tolby, Virgil             |
| Albert, E. L.              | Hunt, Michael                 | Rogers, Jeanette       | Tom, Frank                |
| Alland, Maurie             | Hunter, Miss Billie           | Rollins, Joe (Cocky)   | Toner, Matthew J.         |
| Allen, Charlie Jaunita     | Hunter, Robt. E.              | Ross, Joe M.           | Towner, Tom               |
| Allen, Robt.               | Hutchinson, Al                | Rouse, Jack            | Tutterow, Charles & Mrs.  |
| Amarantes, Rev. Raymond    | Jackson, Jerry                | Sabott, Charlie & Mrs. | Tyrone, Jos. I.           |
| Ames, George L.            | Jessup, Art                   | Sager, Frank           | Tysko, John P.            |
| Anderson, Marshall         | Jessup, Harold J.             | Sampson, Young         | Utah Exposition Shows     |
| Andreano, Frank            | Johnson, Betty                | Santolone, Louis       | Vaught, Don & Mrs.        |
| Andrews, David             | Johnson, Johnny               | Scott, Mary B.         | Villemarie, Mrs. Mary     |
| Appelbaum, Sam             | Johnson, Mary                 | Scott, Wiley B.        | Waldie, Chris (Tent Show) |
| Armstrong, Ila & Chuck     | Johnson, Miller               | Shelton, Bob           | Walls, Miss Era           |
| Armstrong, Lawrence Calvin | Jones, Eva                    | Shelton, Gladys        | Walton, Raymond A.        |
| Arnells, Debbie            | Jones, Mrs. Harry             | Shaffer, Howard        | Weiner, Sam & A.          |
| Aultry, Vester J.          | Jones, Roy B.                 | Shamshak, Nick         | Wandol, John              |
| Bailey, Al                 | Jones, Roy B.                 | Sharpe, Homer L.       | Wanke, Mrs. Dorothy       |
| Barent, Chas. R.           | Kackley, H. (Harry)           | Shelton, Bob           | Watson, Edw. J.           |
| Barnes, Charlie & Mrs.     | Karr, Jo Ann                  | Sherrow, Jean          | Watson, Paul              |
| Barnes, Lee & Mrs.         | Keel, Lonnie Leslie           | Shoemaker, W. H.       | Watts, Coletta J.         |
| Barnes, Ran                | Kelley, Robert E.             | Shoemaker, W. H.       | Weiner, Mrs. Anna         |
| Barnett, Tuffy             | Kelly, Kitty                  | Shoemaker, W. H.       | Well, Alexander E.        |
| Barrett, Martin            | Kendrick, Paul                | Shoemaker, W. H.       | West, Louise              |
| Barron, Freddie            | Kester, Mrs.                  | Shoemaker, W. H.       | Westerman, George         |
| Barthee, Geo. Lively       | Kibbel, Israel Harry          | Shoemaker, W. H.       | Western, John             |
| Bass, I. O.                | Kimball, Harry                | Shoemaker, W. H.       | White, Frank              |
| Bassett, D.                | King, Raymond C.              | Shoemaker, W. H.       | Whitehead, Samuel         |
| Bauserman, Dottie          | Kinkade, George M.            | Shoemaker, W. H.       | Whitson, Mrs. Grace       |
| Baxby, Dick                | Kirby, Patricia               | Shoemaker, W. H.       | Wilder, Hugh L.           |
| B-Bar Ranch Rodeo          | Kitchen, James Everett        | Shoemaker, W. H.       | Williams, Andrew H.       |
| Beal, Joe                  | Kieban, Harry                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Beard, Elbert Lloyd        | Kopp, Jas. Lester             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Becker, Harry              | Korochak, H.                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Bellew, Jim                | La Bonita Candy or Coffee     | Shoemaker, W. H.       | Williams, Andrew H.       |
| Bennett, Gladys            | Laliberte, Lucien R.          | Shoemaker, W. H.       | Williams, Andrew H.       |
| Bevall, Ronnie             | La Mar, Torrey                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Billen, S.                 | Lamorris, William F.          | Shoemaker, W. H.       | Williams, Andrew H.       |
| Bishop, Eddie              | Lane, Jimmie                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Bishop, Elvin              | La Page, Vicki                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Boado, Edward Wm.          | Lash, Jerome                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Borgis, Joseph             | Lee, Raymond E.               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Bradford, Enoch            | Lee, Thelma                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Bradley, Thos              | Leedy, Bob                    | Shoemaker, W. H.       | Williams, Andrew H.       |
| Brannan, Eleanor           | Lefebvre, J. A. & Marie       | Shoemaker, W. H.       | Williams, Andrew H.       |
| Brooks, Charles & Mrs.     | Le Paige, Bertie              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Brown, Carl                | Lester, George                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Brown, Mrs. Floyd E.       | Levy, Martin                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Brown, James Frank         | Lewis, Marvin & Mrs.          | Shoemaker, W. H.       | Williams, Andrew H.       |
| Brown, Veronica            | Lewis, Sammy                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Brown, W. T.               | Lewis, Victor W.              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Brumley, A. E.             | Ligon, Jean                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Bryor, Mrs. Lillian        | Lilly, Millicent              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Buck Bros, Magicians       | Litherland, Mrs. Salkia       | Shoemaker, W. H.       | Williams, Andrew H.       |
| Buck Brothers              | Loder, Happy                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Budd, Charlie              | Long, Bernard Leo             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Burk, Teddy                | Long, Paul C.                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Burke, Pat                 | Lonien, Donald                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Burke, Patricia P.         | Lorenz, Donald                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Burns, Eunice              | Lovell, Mrs. Louise R.        | Shoemaker, W. H.       | Williams, Andrew H.       |
| Butt, Claude S.            | Lover, John Walter            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Caldwell, J. E.            | Lunsford, George              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Caloian, Carl              | Lyons, M. Earl                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Campbell, Heather          | McCary, B. W.                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Carlisle, Henry B.         | McCoy, Mrs. Maxine            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Carmichael, Doyle          | McDaniel, Elmer               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Carpenters, The            | McDaniel, Grace               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Carroll, S. J.             | MacDonald, Charles            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Carroll, Edw. J.           | McGehee, James                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Chapman, Keith             | MacKnight, Bill               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Chastain, William          | Macnelly, Paul & Mrs.         | Shoemaker, W. H.       | Williams, Andrew H.       |
| Christy, Capt. Gene        | Madam Louise (The Reader)     | Shoemaker, W. H.       | Williams, Andrew H.       |
| Clark, Mrs. Frances        | Madam Melba                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Cobler, Wm. P.             | Maddy, Lottie Mae             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Collins, Ray (Slim)        | Mancini, Sam                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Comstock, Tommy            | Marco, Bill                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Condon, Ray Earnest        | Marks, Dewey                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Cooper Jr., Jerry F.       | Marroletti, Rocco J.          | Shoemaker, W. H.       | Williams, Andrew H.       |
| Cooper, Pat & Mrs.         | Mason, Kurt                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Cortes, Pete               | Mason, Harry W.               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Cox, L. E.                 | Matter, Mary                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Craft, Leon                | Mature, Michael               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Crawford, Richard          | May, James                    | Shoemaker, W. H.       | Williams, Andrew H.       |
| Crocker, Miss Lee          | Maynes, Johnny                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Crouch, Delbert L.         | Mazepa, Peter                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Curran, John William       | Merritt, B. V.                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Curtis, Ray Slim           | Miller, Mrs. Billie           | Shoemaker, W. H.       | Williams, Andrew H.       |
| Cutler, Richard R.         | Miller, Charlie               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Daniels, Louise            | Miller, Howard D.             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Davidson, W. J.            | Miller, Jimmy                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Davis, D. G. (Dane)        | Miller, John                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Davis, James A.            | Miller, John F.               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Davis, Patsy Lee           | Miller, Ira                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Dawson, Robert J.          | Miller, Harry J.              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Dawson, Lester             | Miller, M. J.                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Dearduff, Roy H.           | Miller, Joseph                | Shoemaker, W. H.       | Williams, Andrew H.       |
| DeCoste, Romaine A.        | Mitchell, Jack                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Delano, Phillip J.         | Mitchell, John                | Shoemaker, W. H.       | Williams, Andrew H.       |
| DeMar, Robt.               | Monroe, George W.             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Dennis, E. W.              | Moore, Mrs. Harry E.          | Shoemaker, W. H.       | Williams, Andrew H.       |
| Dew, Velma                 | Moore, John                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Domer, Clyde               | Morgan, Mr. & Mrs.            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Dotson, Marie              | Morton, Mrs. Pat              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Douquette, Edw             | Moser, Floyd Henry            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Driskill, Joe              | Murphy, Oscar D. & Mrs.       | Shoemaker, W. H.       | Williams, Andrew H.       |
| Duchene, L. P.             | Myers, Earl (Specks)          | Shoemaker, W. H.       | Williams, Andrew H.       |
| Duncan, Mrs. Carl W.       | Nazarechuk, Nicholas          | Shoemaker, W. H.       | Williams, Andrew H.       |
| Earnest, W. G. & Mrs.      | Neill, Leonard                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Edwards, Frank             | Nelson, Jack                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Elliott, Ralph & Mrs.      | Nelson, Thos. J.              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Ellis, Jim                 | O'Brien, Jos. P.              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Ellis, Ray                 | O'Hara, Steven J.             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Emerick, George Dean       | O'Neal, Jack                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Enswiler, Mrs. Sadie       | O'Reilly, Jerry & Mrs.        | Shoemaker, W. H.       | Williams, Andrew H.       |
| Esten, J. Billy            | Orton, Myron                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Etheridge, Leo             | Oshorn, Martin                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Evans, Thos. A. & Mrs.     | Owen, Brenda                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Everidge, Wiley            | Owens, Jackie                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Fagerberg, Arvid           | Owens, Mrs. Maude             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Fallor, Tent Show          | Pacific Whaling Co.           | Shoemaker, W. H.       | Williams, Andrew H.       |
| Fernando, Tony             | Parks, Ted                    | Shoemaker, W. H.       | Williams, Andrew H.       |
| Ferari Shows, Col.         | Pasquale, Francis             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Fields, Mrs. Myrtle        | Pasquale, Francis             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Folk Celebration Show      | Paul, Peter                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Frasier, Donald Wells      | Paul, Paul & Mrs.             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Friedenheim, Isabelle      | Payton, George                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Fritts, Wallace            | Penix Jr., Adolphus           | Shoemaker, W. H.       | Williams, Andrew H.       |
| Fritz, F. R.               | Peterson, Swede               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Fuiz, Mrs. Geo L.          | Pettibone, Harrison           | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gallup, Jack               | Peytitt, Clifford             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gant, Jimmie Lee           | Plunkett, Mr. Cleo            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gardner, M. H. Bill        | Pool, Jim                     | Shoemaker, W. H.       | Williams, Andrew H.       |
| Garrett, John M. Pop       | Porter, Bernice               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gerrard, Mrs. Edna         | Postak, William               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gerry, Claire (Bobby)      | Potter, Northam S.            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gerry Sr., Mrs. F. J.      | Power, Thomas R.              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gibson, Benjamin           | Powers, Doc                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gill, Frank (Slim)         | Primo, Fred                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Glenny, Dan                | Prustick, Chester             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Glosser, Benjamin          | Quinlan, M. R.                | Shoemaker, W. H.       | Williams, Andrew H.       |
| Glosser, Ben               | Ramirez, Tony                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Goldberg, Irving           | Ramsay, Sis & Feets           | Shoemaker, W. H.       | Williams, Andrew H.       |
| Grauman, Saul              | Ravelli, Blanche              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gray, Fred or Sally        | Ravelli, Eddie D.             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Greene or Gruno, Eddie     | Ray, H. R. (Rube)             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gross, Tony                | Reed, Harold                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Groene, Carl               | Reed, Fred (Dee'd)            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Gross, Ben                 | Reed, James Dorinda           | Shoemaker, W. H.       | Williams, Andrew H.       |
| Grover, Maxine L.          | Reed, Stuart (Holiday on Ice) | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hale, D. D.                | Reese, Chet                   | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hall, Mrs. Aldene          | Reilly, Mrs. Helen            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hall, Earl Emerson         | Reilly, Miss Pat              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hall, V. L.                | Richards, Franco              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hamilton, Richard          | Richards, Loyce               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hamlet, Harold             | Richardson, E. V.             | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hanson, Smokey             | Richardson, George (Dick)     | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hanson, Al                 | Richardson, Johnny            | Shoemaker, W. H.       | Williams, Andrew H.       |
| Harrison, Mrs. Janie       | Riche, Levi Toy               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hartley, Harold            | Riggs, Dot                    | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hatcher, Ward W.           | Rogers, Tony                  | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hawkins, E. H.             | Roberts, Jinger               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Haywood, Mrs. Zona         | Roberts, Jean                 | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hendersen, E. G. (Graboo)  | Roberts, Samuel               | Shoemaker, W. H.       | Williams, Andrew H.       |
| Herriman, Al               | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hines, Eddie               | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hinkle, Milton D.          | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hinton, Hotcha             | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hines, Joyce               | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Holden, Chas.              | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Holmes, Chas.              | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Holmes, McKinley           | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hopman, Mr. Goldie         | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hood, J. D. & Mrs.         | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Hounscher, Charles         | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Houston, Lee               | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |
| Howe, Charlie & Mrs.       | Rodgers, Charles              | Shoemaker, W. H.       | Williams, Andrew H.       |

**MAIL ON HAND AT NEW YORK OFFICE**

1564 Broadway  
New York 19, N. Y.

- |                |                       |
|----------------|-----------------------|
| Bowman, Zelke  | McCorck, Fred         |
| Burdman, James | McCormack, Davina     |
| Christie, Pam  | Mercer, Al & Virginia |
| Crichty, Peggy | Mercer, Raymond       |
| Dare, Yvette   | O'Brien, Tom & Mrs.   |
| Drake, Darlene | Wilmer, J.            |
| Ely, C. J.     | Richards, Marjorie    |
| Fenton, John   | Ryan, Sheila          |
| Healy, Alfred  | Stator, Harry         |
| Lake, Pearl    | Walter, C. E.         |
| Lee, Roxann    |                       |

**MAIL ON HAND AT CHICAGO OFFICE**

188 W. Randolph St  
Chicago 1, Ill.

- |                      |                       |
|----------------------|-----------------------|
| Adair, Arlette       | Mallwin, James        |
| Bruckner, John       | McLean, Albert        |
| Carlson, John        | Rouse, Jack           |
| Dunn, Peggie Maggie  | Rouse, Jack           |
| Jeanette             | Schroeder, E. R.      |
| Dunn, William        | Slafsted, Helen       |
| Penimore, Charles    | Smith, Joseph         |
| Penimore, Charles    | Tate, Kin             |
| Peora, James, 3c due | Von Henchel,          |
| Gallamore, Mr. Babe  | Vaughn, B.            |
| Gibson, Doc O.       | White, Frank (Polack) |
| Hawthorne, Jack      |                       |

**MAIL ON HAND AT ST. LOUIS OFFICE**

390 Arcade Bldg  
St. Louis 1, Mo.

- |                  |                   |
|------------------|-------------------|
| Miller, Clifford | Talbot, Orley, 8c |
| Mearl, 16c       | Ward, Harold, 8c  |

**CHARLOTTE, N. C. CHARLOTTE, N. C.**

**PALMER SHOWS**

STARTING MAY 4TH—FROM 8 TO 10 WEEKS IN THE HEART OF CHARLOTTE, N. C.

Concessions—Want percentage dealers. Pitch-Till-You-Win. Ball Games, Scales, Water Games, Shooting Gallery. All Stock Stores open that want to make real money; contact at once. Shows—Minstrel Shows, here is your chance for a season's work. Have top and front for same. Colored Girls who want real money, have small top and front; don't miss this one. Rides—Men in all departments who can drive. All replies to

**J. I. PALMER**

Lincolnton, N. C.; Charlotte, N. C., to follow.

OUR NAME BRAND LINES INCLUDE:

- Dormeyer
- A. C. Gilbert
- Oster
- Elgin-American
- International Silver
- Wales
- Speidel
- Bennus
- Hickok
- Sessions
- Dazey
- Evans
- Parker
- A.S.R.
- Ronson
- Camfield
- Richelieu
- Eversharp
- Sheaffer
- Motorola
- Rogers & Bros.
- Anso
- Cameras
- Remington Rand
- Horricks-Ibbetson
- Longines
- West Bend
- Jacques
- Kreiser
- Wm. Rogers
- New Haven

Profit Powerhouse! GOLDEN TREASURE BRACELETS



These wonderful new novelty bracelets are selling by the thousands. Stunning designs, jeweled stones, mother-of-pearl and dazzling rhinestones. 18k gold-plated chain and working charms...

Only \$6.75 Per Doz. Assorted

For quick action order today! Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

SEND FOR FREE COPY OF TEMPLE'S SUPPLEMENT Visit our showroom when in Philadelphia

TEMPLE COMPANY INC. 708 Sansom Street Philadelphia 6, Pa. Market 7-8242

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG



Don't fail to send for your Free Copy of our General Catalog that will be ready for mailing on or about May 10. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

PRE-SEASON CARNIVAL FISH POND DEAL

Consists of 12 dozen pieces. At least 12 different items in every deal. Some items formerly 25-cent retailers. Cleaning out odds and ends in our inventory. All sales final and NO C.O.D. ORDERS, PLEASE. About 500 deals available. No more when gone. Shipped by Express only.

FP144—PER DEAL.....\$9.00

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1 per agate line. Minimum \$6.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

GIVE TO DAMON RUNYON CANCER FUND

DISPLAY-CLASSIFIED SECTION A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word - Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

ACTS, SONGS & PARODIES

ACTION COMEDY PARODIES, INTRODUCTIONS, song titles, MC paper, gimmick gag stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif. jn20

AGENTS & DISTRIBUTORS

A-1 WATCH REBUILDING—MAIL IN YOUR old watches. Snappy rebuilt watches sell fast. Cleaning \$2.50. Cases and Dial from \$3. Watch King, 2537 Woodward Avenue, Detroit 1, Mich. jy25

A MONEY MAKER—FREE CATALOG. Select Shaker Co., 5132 Shattuck, Oakland, Calif. jy25

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cells, \$3. prompt shipment and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. jn25

AGENTS - ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, 50¢; literature free. General Products, 11 N. Pearl St., Albany, N. Y. my16

AGENTS, DISTRIBUTORS WANTED FOR our fancy packaged perfume and perfume sets with fine miniature cutlery. Priced for fast selling, big profits. Ask for catalog. Lido Products, 126 Bleecker Street, New York 12, N. Y. jn25

AGENTS, DISTRIBUTORS WANTED FOR fast moving novelty Dice Earrings. Send \$1 for sample, direct from manufacturer. Dice, P. O. Box 5266, Cleveland 1, O. jn25

BARGAINS - TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, druses, jewelry, gifts, hosiery, televisions, etc. 2000 items. Send \$5 for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-34 North Dearborn, Chicago 8. np

BASKET EARRINGS - TINY STRAW Baskets with Flowers, \$6 doz.; hand-woven Hat Basket or Hat Earrings, Hat Basket or Hat Pins, Tiny Basket or Hat Bracelets or Necklaces, tiny hand-knitted Crystal-Glass Basket Earrings, all with assorted flowers, \$6 doz. Other unusual Necklaces, Bracelets and Earrings, 10-day money back guarantee. J. J. Lastufka, Dist., Box 10248, Tampa, Fla. jn25

BEAUTIFUL, IMPORTED FROM MEXICO. Ladies' Bags; hand made, 6 different styles to the dozen; only \$100 dozen, assorted. National Products Company, Laredo, Tex. jn25

BUY AT SPECIAL FACTORY PRICES! PRICE LISTS FREE! Rosaries, \$2 dozen, boxed; Religious Novelties, \$4.25 dozen; 4-Pc. Simulated Pearl Sets, \$10.50 dozen; assorted, \$32 gross. Cash with order. Manufacturers Jewelry Mfg. Co., 26 Customhouse St., Providence, R. I. jn25

BUY DIRECT AND SAVE! RELIGIOUS pictured plastic wallets, \$3 doz. National Wholesale Distributors, Midway Drive, Columbus, Ga. jn25

CARDER MERCHANDISE HEADQUARTERS, also Agents' Supplies, Aspirins, Combs, Handkerchiefs, Pocket Knives, Pipes, Shave Laces, Razor Blades, Nylons, Novelties, Sunglasses, Comic Books. Over 1000 items. Write for price lists. Maloney & Sons, Dept. 9B, 1063 W. Broad St., Columbus 8, Ohio. jn25

COLONEL STRING BOWS AND PURE SILK Bows, \$22 doz.; sample \$3 for \$15. Delmar Tie Co., 267 W. Federal, Youngstown 3, O. jn25

EARRINGS FROM \$2 PER DOZEN POST-paid. Latest creations, carded, S & E Sales Co., 2007 S. K St., Tacoma 3, Wash. my2

MAKE \$5 PER HOUR SELLING ULTRA-Blue 7"x11" Signs; comedy, general, religious; \$10 sellers; 15 samples \$1. Lowry, 815 Broadway, Dept. 738, New York 5, N. Y. jn25

PINS AND EARRINGS - MANY BEAUTIFUL styles in tailored and stoned earrings, \$2 and \$2.50 per assorted dozen, respectively; also attractive tailored and stoned pins at \$2 and \$2.50, respectively, per assorted dozen. Sample dozen regular price, 25% deposit, balance c.o.d. New England, 9 Empire St., Providence, R. I. my2

PITCHMEN, SALESMEN, AGENTS—MASS Brand new 15 second demonstration. Brand new no competition. Send for free sample. Souffait Products, Ltd., 170 Wisconsin St., San Francisco 7, Calif. my16

RED HOT AND SENSIBLE 7x11" ILLUSTRATED color blended light reflecting signs; 2000 varieties. Sell everyone. Trial offer \$1; 15, \$5; 100 best or free sample and catalog prepaid. Koehler, 335 Goetz, St. Louis 23, Mo. my30

SALESMEN, DISTRIBUTORS—FAST SELLING Costume Jewelry, direct from factory; big picture catalog free. Pickcraft, B-18, Bank, Attleboro, Mass. my16

TEXAS LONG HORNS, BEAUTIFULLY mounted, seven feet from tip to tip, mounted with hickory leather, \$75 pair. Guarantee satisfaction. National Products Co., Laredo, Tex. jn25

VACUUM CLEANERS—TANKS, UPRIGHTS; all makes; rebuilt like new; guaranteed. Any quantity, all prices; samples on request. Brand new Sewing Machines, Metropolitan, 4143 Third Ave., N.Y.C. CY 9-5960. my16

WALLET-SIZE COMIC CARDS - WONDERFUL novelty advertising gift for discerning businessmen. Complete set is 15 cards; 3 different sets, #1 #2 #3. Hathaway Specialties Associates, 145 S. College St., Akron 4, Ohio. jn25

WHITE SUMMER EARRINGS - HIGH quality; made in U.S.A.; 3 doz., assorted, \$8.50 postpaid. S & E Sales Co., 2007 So. K St., Tacoma 3, Wash. my2

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, \$5; Mackinaws, 35¢; Shoes, 12.5¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits! Catalog free. Moro, 555 AF Roosevelt, Chicago 7. np

ANIMALS, BIRDS, PETS

ALLIGATORS, Tegu LIZARDS, BOA Constrictors, White Face Black Ringtail and Spider Monkeys, various exotic animals, reptiles and birds. World's largest collection of Rattlesnakes. Write for information about special Snake Dens. Tropical Import Co., Box 402, Slidell, La. Phone 583-M-4, 8 p.m. to 8 a.m. only. jn25

ANACONIDAS, BOAS, COBRAS, PYTHONs. We offer the largest and most colorful anaconda den market at the lowest prices. Also Giant Chinese Dragons, Tegu Lizards, Giant Bufo Marinus Toads, odd Turtles and large Tarantulas. Whiteface and Cinnamon Ringtails, Brazilian Capu-ling, Squirrel Monkeys, Rhesus, Bonobos, African Greys, Golden Baboons, Golden and Black Spiders, Woollys and Marmosets of all kinds. Toco, Aerial and White-Breasted Toucans, Pacas, Agouti, Copycats, Prehensile Porcupines, Tigras, Sissens, Sloths, Giant Anteaters, Tamandua Anteaters, Wild Cats, Skunks and many birds of various kinds. This week's special: "Twelve foot heavy bodied Anaconda, \$125, and Specialized Cobras, \$25." Tarpon Zoo, Tarpon Springs, Fla. jn25

BABY PET MONKEYS—CINNAMON RING-tails, \$35; Spiders, \$35; Whiteface Ring-tails, \$35 each; Bonnet Macaques, \$35; Squirrel Monkeys, tiny, \$22.50 each, 5 for \$100. Bronson Tropical Birds, 2228 Amsterdam Ave., N. Y. C. my2

BABY DUCKLINGS FOR PRIZES—LARGE volume available and dependable service. Estimate your 1953 needs and let us send prices. Write DeVries Poultry Farm, Box B, Zeeland, Mich. np

BADGERS, DESCENTED SKUNKS, RAC-coons, Ferrets, Costis, Monkeys, Lynx, Coyotes, Horned Lizards, Fancy Phoenixes, Parrots, Parakeets, Ravens. Many other types of Animals, Birds, Charone Animal Ranch, Burlington, Wis. Telephone Wheatland 23U. jn25

BEAR CUBS, SMALL, FOR IMMEDIATE delivery. Also accepted for later delivery. Box C-318, c/o Billboard, 2160 Patterson, Cincinnati 22, O. my2

CANARY BIRDS, MANY UNDETERMINED sex, brand lot, selected birds, mixed colors, \$1.35 each; straight run, \$1.15 each. Parakeets, mixed colors, selected birds, \$4.75 each; straight run, \$4.50 each, in dozen lots or more. At least third cash with order unless credit has been established. Over 40 years selling carnivals. Ask your banker who we are. National 3701 Olive, St. Louis, Mo. my2

FAMOUS CHOW CHOW DOG ACT—SIX dogs and all props. Write Paul M. Lewis, 1895 Fox Rd., Jackson, Mich. jn25

FOR SALE—WHITE HORSE LIBERTY ACT. High School Palomino, Trappings, Curb. Will trade for ponies, carnival, circus equipment. Nipper, 6651 Enright, St. Louis 5. my2

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanue, Ohio 32A.) Free catalog. Hile Duck Hatchery, Dept. 4, Carey, O. jn25

Exclusive! HOT NUMBERS! LOW PRICES! BUY DIRECT AND SAVE!



- 22x15" HIGHEST QUALITY PLUSH DOG. Open mouth. Bon bon eyes and nose. No metal parts. Long ears and tail. Ass'd. lively colors. \$33 doz. in six doz. lots.....\$30.00
- 29" HIGH QUALITY PLUSH BEAR. Cotton stuffed. Best selling plush bear for the carnival trade. \$28.50 dz. in six doz. lots.....\$26.50
- 20 1/2" SITTING FRENCH POODLE. Quality plush. Plastic collar and leash. With fine finished details. \$28.50 dz. in six doz. lots.....\$27.00
- 19" to 25" 4-LEGGED RAYON PLUSH ANIMALS. Five year-round sellers. Elephant, Donkey, Horse, Lamb, and Bull Dog. Gaily dressed in their appropriate costume of plastic leash, blanket, saddle, etc. \$33 doz. in six doz. lots.....\$31.00
- 30" WHITE POLAR BEAR. All white woolly material. Movable eyes. Red tongue. Free platform bags. \$30 doz. in six doz. lots.....\$27.00
- 36" WHITE FUR FUZZY WUZZY BEAR. Long haired fur. White woolly trim. Free platform bags. \$54 doz. in six doz. lots.....\$48.00
- 30" REAL FUR GRIZZLY BEAR. Solid seller. \$30 doz. in six doz. lots.....\$28.50
- 36" CLOWN. Rayon silk cloth material. Cotton stuffed. Gay colors. Pressed plastic face. Bell on head. \$18 doz. in six doz. lots.....\$16.50
- 35x18" RAYON SILK DOLLS. Standing and Sitting. Two colorful carnival numbers. Cotton stuffed. Pressed plastic face. \$22.50 doz. in six doz. lots.....\$21.00

SAMPLE ASSORTMENT 14 LARGE PIECES FOR \$36.00 No extra charge for samples. Assmt. consists of every number in the ad!

ACE TOY MFG. CO. 122 West 27 St. New York 1, N. Y.

Pizz Kids DIZZIEST - FIZZIEST BAR GADGET EVER



BRAND NEW! Amuse and confuse friends with Pizz Kids. SENSATIONAL NOVELTY provides laugh-a-minute when Fizz Kid does his stuff... automatically! Ten to 30 minutes of MYSTERIOUS MAGICAL ACTION. Use ordinary faucet water for bubbles of fun. AVAILABLE IN BOY OR GIRL models individually packaged with simple directions and a Fizz tablet for action plenty. Dealer's cost: \$4.50 doz. \$48.00 gr.

G & S Mfg. Co. NASHVILLE 3, TENNESSEE

BANG! UP YOUR PROFITS WITH "LITTLE ATOM" - IT SELLS ON-SIGHT WITH A BANG!

The Tiny Pistol 1 3/4 Inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots!

JOBBERS, DISTRIBUTORS: Write, Wire, Phone for Quantity Prices.



G & S Mfg. Co. NASHVILLE 3, TENNESSEE

Fireworks Wholesale

Our new deluxe package of more than 800 pieces of Fireworks for only \$4.95; retail value more than \$12.75. Be the first to cash in on this terrific deal. We will ship the same day the order is received. No C.O.D. F.O.B. Beacon Falls, Conn. The Beacon Falls Fireworks Dist. Co. Beacon Falls, Conn.

**BEAUTIFUL CROSS**

**MIRACLE CROSS**  
When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.

**RETAILS UP TO \$6.95 EACH**

**OUR PRICES TALK!!!**

9999-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful white finish, soldered links.  
**\$4.25** Doz. | **\$48.00** Gross

9999-G. Same as above, heavier chain, in beautiful gold finish.  
**\$6.00** Doz. | **\$66.00** Gross

**Sensational Profits !! EVERY DAY !!**

**No. 877**  
A Real Money Maker  
**\$4.50** doz.

**No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish.**

**No. 185**  
Full of Life!  
Fire!  
Brilliant  
Lacy  
**\$3.85** doz.

**Gold finish. White brilliant center. Red sides.**

**No. 1098**  
NEW FLASH!  
Copy of a \$500.00 Ring  
**\$4.75** doz.

**Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.**

Deposit with all C.O.D. orders. Please state your business. Rated whole salers, write for samples.

**PROVIDENCE RING CO.**  
49 Westminster St., Providence, R. I.

**Elgin • Bulova • Benrus**  
AND GRUEN WATCHES  
for Men and Women  
Brand new 1953 model cases with rebuilt movements, guaranteed like new.  
**\$9.95** 7 Jewel

15-J., \$12.65; 17-J., \$14.65  
Expansion Band, 95c add. Plastic Gift Box 75c add.

Send for Free Spring Catalogue  
**WHOLESALE ONLY**—25% deposit with order, balance C.O.D. Open Account to Rated Houses.

**MIDWEST WATCH CO.**  
5 S. Wabash Ave. Chicago 3, Ill.

**CATALOG No. 107**  
for ENGRAVERS  
DEMONSTRATORS  
FAIR WORKERS

**CATALOG No. 57**  
for a COMPLETE LINE  
of VOLUME SELLING  
JEWELRY

Write for Yours Today—State Your Business

**BIELER-LEVINE**  
5 N. Wabash Ave. Chicago 2, Ill.

**EXTRA BRILLIANT**  
**FIREWORKS**  
NITE DISPLAYS

**WE SPECIALIZE IN ASSORTMENTS FOR ALL OCCASIONS—**

PRICES **\$22.50** EACH  
START AT  
AND UP TO \$1000.00

We have a well-selected assortment for every purse and purpose. Write for catalog. **SALESMEN WANTED**

**STANDARD SPECIALTY CO.**  
Oostburg, Wisconsin

**ROSS ALLEN'S REPTILE INSTITUTE**—  
Mail Order Dept., Silver Springs, Fla., U. S. A. Giant Snakes, Tropical Lizards on hand now. Anconodas up to 18 ft. Boas up to 10 ft. Pythons up to 16 ft. Giant Tegus Lizards, Tortoises, dens of large or small harmless Snakes, Florida Diamonds, Rattlesnakes, Texas Diamondback Rattlesnakes at the lowest prices since 1940. Telephone MARION 2-7080; at night call MARION 2-3336. my9

**SHETLAND PONIES AND MIDGET MULES.**  
We cater especially to circuses and shows; purchase stock that will train; home of those pure white ponies and mules. Fred Wilmot, Richards, Mo. my30

**SHOWMEN—HAVE DISTRIBUTING POINTS**  
across Southern parts United States. Wire or call for anything to be shipped from nearest points. Gary Garrison, Jungle Trader, phone MARION 23336, Silver Springs, Fla.

**WE IMPORT DIRECT, MR. SHOWMAN,**  
any animal, bird or reptile at a savings to you. Phone 6-7323 for rush delivery of Russell Vipers, Kraits, King and Hooded Cobras, Giant Rattlesnakes, Boas, Pythons, Anacondas, Indigos and special Dens, Baboons, White Face Ringtail, Golden Spider, Rhesus, Woolley Monkeys, Mowrer's, 1421 St. Louis, Springfield, Mo.

**YOUNG PARROTS AND MYNAH BIRDS—**  
Make fine talkers and colorful, affectionate pets. Natural mimics. Herb Miller, 1911-N, Lubbock, Tex. my9

**BUSINESS OPPORTUNITIES**

**ALL EYES ARE ON AMERICA'S EXCITING**  
little magazine, "Great Lakes Chronicle." Articles, stories, hobbies, income increasing ideas, cash prizes, lyrics, news. Get your edition today—only 25c. Page ads accepted. McPlasters, BCO, 609 West First, Los Angeles, Calif. my2

**ALL SNO BALL SUPPLIES—BIG PROFITS,**  
reasonable prices; good flavors, cups, scrapers, etc. Send for prices, information. Stuchbery Mfg. Dept. BS, 1417 Market, Chattanooga, Tenn. my23

**ALL SNOWBALL FLAVORS AND SUPPLIES**  
\$7 buys Ice Shaver that shaves into paper cup and enough flavor and cups for thousand snowballs. Electric shaver and flavor and cups, \$75; other outfits, \$2.50 up. Free illustrated circulars. Snowball Co., 9534-C Lemturner, Jacksonville 8, Fla. my30

**ANALYZE HANDWRITING FOR PROFIT!**  
Complete outfit \$1, including Instrates, Charts, Instructions, Signs! (Extra Charts, \$10 1000.) Graphologers, Box 971-B, Philadelphia. my2

**AUCTIONEERING! FABULOUS EARNINGS!**  
\$8888! Cash in! Easy with "Auctioneer's Pitch!" Complete proven format! Rush \$10. "Mart," P. O. Box 575, Hollywood 28 Calif. my2

**BE AN AUCTIONEER! LEARN NOW.**  
Home study, residential or private tutorship. For information write Col. Nelson's Auction School, Renville 10, Minn. my2

**BUY FROM MANUFACTURERS, WHOLESALE**  
salers, branded merchandise; thousands of items; mail order, direct selling, personal use Business Guide, 1153 Broadway, N.Y.C.

**Cash In On BIGGER RETURNS**  
Try a Lucrative DISPLAY CLASSIFIED style of ad  
see 1st page this section

**CONCESSIONAIRES — WE HAVE OPENINGS**  
for clam and potato stand, also jewelry stand. Good deal. Funland Park, York Beach, Me.

**EARN \$15,000-\$30,000 ANNUALLY. FRANCHISE**  
protected. Guaranteed minimum \$12,000 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send \$50 for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. my9

**ECHOLS, GOLD MEDAL SNO-CONE MACHINES,**  
Peanut Roaster, Hot Dog, Hamburger Fryers, 4 Target Balloons, 65c; 7 round, \$1.95; 29, \$4.30. #524, \$2.25 gross. Atlanta Popcorn Supply, 146 Walton, Atlanta, Ga. my2

**FOR SALE—DRIVE UP LIQUOR AND BEER**  
depot, also sporting goods store attached to home. Home and store built two years ago. Also have small juke box and shuffle alley route, about 40 pieces. Will sell one or the other or all. Max Ludwig Green Lake, Wis. Tele. 5491.

**FOR SALE**  
New unique exhibit, only one of its kind. Easy to operate, very small overhead, year round operation. Located in S. Daytona on U. S. 1. Write P. O. Box 4402, South Daytona, Florida

**FOR SALE—MERRY-GO-ROUND AND CALI-**  
fornia Masters on tape. Write Midwest Recorded Specialties, Box 4, Elmhurst, Ill.

**GOLDEN OPPORTUNITY! 500 BROADCAST-**  
ing Stations! Nationwide! Commission Basis! You pay only for orders received. No risk! Also other information how to proceed, plus sample letter you can use in writing these stations. \$1 postpaid. Dennett's Products, Box 165, Providence 1, R. I. my2

**OVER 1000 DOLLAR MAKER TIPS!**  
Where to buy, sell wholesale, run business. "Free" items. New \$2 1953 edition. \$1. Hundreds testimonials! Raygo, Aubrey Terr., Lynn, Mass.

**PITCHMEN-SALESMEN — RUSTOFF IS A**  
new chemical mixer with water, takes rust off like magic. Special and demonstration item; send \$1 for prepaid sample and demonstration kit. Jewell Engineering Laboratories, 905 South 16 Street, Lincoln, Neb.

**PORTABLE ROLLER RINK—MUST SACRI-**  
fice for quick sale. Tent and Maple Floor, 50 by 130 ft., skates, new sound system ordered, grinder and other outfit, \$4,500. Rink stored in Southern Wisconsin. Contact W. F. Wirth, 838 Becker St., Hammond, Ind. my9

**REPAIR WATCHES, CLOCKS, AT HOME.**  
Permanent, profitable business, easily learned. Electric clock repairing course, 25c. John H. Roach, 407 Chester, Newark, Ohio.

**ROLLER RINK—COMPLETELY EQUIPPED;**  
good business; fireproof; other income; living quarters, near Chicago; poor health. Write Box C-327, c/o Billboard, Cincinnati 22, Ohio.

**SELL LAWN ASSORTMENTS OF FIRE-**  
works, \$14.95 retail value; samples, 1. Noise Assortment, 1. Safe and Sane Assortment, \$17.50. Macher, Deerfield Beach, Fla. my23

**START VENETIAN BLIND LAUNDRY—**  
Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. my2

**WHAM-O FAMOUS NATIONALLY ADVER-**  
tised Throwing Knives, \$1.75 retail, \$12.60 doz.; Wham-O Hunting Slingshots, \$1.50 retail, \$10.80 doz.; Wham-O Dueling Swords, \$4 pair retail, \$28.66 doz. pair f.o.b. Samples prepaid retail price. Dutz Enterprises, Box 294, Lincoln 2, Ill. my2

**COSTUMES, UNIFORMS, WARDROBES**

**BEAUTIFUL CURTAIN—COLOR SILVER-**  
blond (fabric material), excellent condition (16x30), \$100 Bargain, fifteen different curtains, each \$15; large bundle clove odds, \$7. Wallace, 2453 N. Halsted, Chicago.

**CLOWNS & BURLESK COMICS' PROPS,**  
Wigs, Hats, Free list! (Boxful Clowd Oddments, \$3.) "Happy" Morgan's Clown Headquarters, 2404-N 15th, Philadelphia. my2

**LIFE-LIKE POLAR BEAR COSTUMES**  
Superbly constructed from real furs and imported from Germany. Clowns, Ice Capades, Photo Men, don't miss this! \$150 each, plus postage; one-third with order, balance c.o.d. Satisfaction guaranteed. H. W. Dickinson, P. O. Box 1388, Long Beach 1, Calif.

**FOOD AND DRINK CONCESSION SUPPLIES**

**COMPLETE DONUT SHOP EQUIPMENT—**  
Automatic Cake-Glazing Goldmine. Worth \$7,500; sacrifice \$1,500 f.o.b. Nebraska. Write Miller, Box 178, Bellflower, Calif.

**FOR SALE—COMPLETE EQUIPMENT TO**  
make Carmelcorn and Popcorn. \$400. Write to John Terranova, 418 Oneida Street, Fulton, New York.

**PREMIER QUALITY, PRE-POPPED POP-**  
corn. Specially made, ready to eat; shipped anywhere by express in moisture proof bushel bags, ten to a shipping carton. Premier Popcorn Co., Armor Rd., Hamburg, N. Y. Telephone Emerson 1755. my16

**PRE-POPT POPCORN, "READY TO EAT,"**  
shipped everywhere. New popcorn machines, Supplies, Carmel f.o.b. terrific seller. National Pop Corn Supply Co. 107 Commonwealth, Buffalo 16, N. Y. my9

**2 COMPLETE HOT DOG CONCESSIONS;**  
3 Coleman Burners, miscellaneous equipment. Wm. Dierich, 1504 S. Morton, Evansville, Ind. my2

**FORMULAS & PLANS**

**ANY FORMULA. \$3. FORMULA CATALOG**  
and Chemical Instruction Sheet, 10c. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS, CARAMEL**  
Corn equipment, Floss Machines, Replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jn6

**FOR SALE—PORTABLE RINK FLOOR,**  
maple, about 8,600 sq. ft. Roller Rink, Faribault, Minn. my2

**FOR SALE—PRESTO TAPE RECORDER**  
with Microphone, Earphones, Amplifier. Remote outlets, 2 speeds, outlet for 3 microphones. Practically new. Original price, \$1,300; will sacrifice for \$695. Belle Recording Company, Derry, Pa.

**LIVE PONY RIDE—FOUR PONIES, FOUR**  
new saddles, thirty-foot top, turning table. All for \$600. Contact P. L. Cobb, Hotel Ponder, Amite, La.

**ROLLER RINK, PORTABLE—TENT 50x132,**  
maple floor, skates, grinder, cooler, plus extras, \$5,750. Roller Rink, 940 Ashland, St. Paul 5, Minn. my2

**THREE STANDARD METAL TYPERS, \$175**  
each with stands; Sno-Cone machine, \$150; cost over \$500. Grady Bruce, Greer, S. C. Will trade for late Pintables.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**A-1 CONDITION—WHIP, MANGELS 8 CAR**  
streamline, extras; must sell, \$3,950; worth \$6,500. Kiddie Roto Whip, \$1,450; 45 ft. Merry Top, \$95; LeRoy Engine from Eli Frick, written surplus, \$750; set Eli 25 Seat Crates, \$95; 4 Exhibit High Ball arcade machines, \$20 each, \$70 all. All equipment perfect in all ways, no junk. and Kiddie Coaster and adult Train; swap. Funland Park, York Beach, Me.

**AERIAL RIGGING, 168 FT., COMPLETE**  
machine for quick sale; all first-class condition. Corda West, Broadbain, N. Y.

**ALL 16MM SOUND—3,000 REELS; FEAT-**  
ures, \$30; some \$20; used Projectors, \$150. Programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

**A NEW KIDDIE RIDE, "LITTLE PET," 20**  
passenger, 12 ft. diameter; no platforms, no towers, 10 cars skid ground. For tots. Cheap to build, any table, cuts; complete plans, \$5; free circular. Brill, Box 875, Peoria, Ill.

**BASEBALL BATTING RANGE EQUIP-**  
ment; 5 Electro Pitch baseball pitching machines, automatic coin boxes, bats. Used 6 months; cost \$2,700; sacrifice price, \$900. Ben Brill, 2634 E. Devon Dr., Tucson, Ariz.

**BLEACHERS, ALL TYPES; STADIUM**  
Cushions, Folding Chairs, Screens, Theater Chairs, Projectors, Tents. Lone Star Seating Co., Box 1734, Dallas, Tex.

**COMEDY PARADE CYCLES, 2 UNICYCLES**  
(teach one week). Wanted old toys before 1915. Wanted old auto, toy or cycle catalog before 1915. 9016 Beverly Blvd., Los Angeles 36, Calif.

**CONCESSION TRAILER—USED ONE SEAS-**  
on; equipped for Candy Floss, Popcorn and Snowballs. Rev. Evans, 6330 Pitman St., Phila., Pa. DE 2-1477.

**ELECTRIC GENERATING PLANTS, GASO-**  
line or Diesel, any size and at great reductions. E. Schmitz, 314 Wyoming Ave., Kingston, Pa. my2

**ELECTRO-FREEZE FROZEN CUSTARD**  
machine with cabinet. Capacity 25 quarts p. h. Used four summer seasons. Shaheen Enterprises, Salisbury Beach, Mass.

**FOR SALE—16-FOOT, VAN TYPE, 1948**  
Federal Truck. Excellent condition. If interested, write Box 28, Hillsdale, Mich. Selling due to sickness.

**GIFT VALUE OF THE DECADE!**  
**A PERFECT PREMIUM**

**THE New AMERICAN ENCYCLOPEDIA**  
OF WORLD WIDE ESSENTIAL KNOWLEDGE

**IN 8 DE-LUXE VOLUMES**

**THOUSANDS OF SETS ALREADY SOLD AT \$39.90! GREATEST ENCYCLOPEDIA VALUE EVER OFFERED!**

**Only \$5.75** Per Set of 8 Volumes!

**25% Deposit with order, balance C.O.D., F.O.B. Detroit.**

**WRITE FOR BIG FREE CATALOGUE**

**GEM Sales Co.** 533 Woodward Av. Detroit 26, Mich.

**A MONEY-MAKING SENSATION... A NEW & DIFFERENT FAST SELLING FUN MAKER THE MYSTERY PUFFS**

**WATCH THE SCOTTIE DOG (1 1/2 inches high) SMOKE A CIGARETTE BEFORE YOUR VERY EYES.** Or see a dollar bill, a sketch or any object smoke—and puff a cigarette. IT IS ABSOLUTELY AMAZING. IT WILL AMAZE YOUR FRIENDS—and they will pull it on their friends. An endless chain of sales.

**GET IN ON THE GROUND FLOOR NOW ABSOLUTELY NEW**

Scottie Dog Holder and package of 12 Mystery Puffs suggested retail for combo 50c—unit earns \$9.00. You get a baker's dozen. Pay for 24—get 26. Two for demonstrating. Demonstrators cost you nothing. Package of 12 Mystery Puffs. Suggested retail 25c. Unit earns \$6.00. Card of 26 packs of Mystery Puffs and 13 Scottie Dog Holders to unit. Dealer's cost, \$5.40. Card of 26 Mystery Puffs without Scottie Holders. Dealer's price, \$3.60.

Write for Distributorship.  
**ALCO SPECIALTY CO.**  
Manufacturers and Distributors  
1215 ROSINE ST. HOUSTON 19, TEXAS  
Telephone: JACKSON 6070

**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**  
**IMPORTANT:** To obtain the Proper Listings Be Sure and State to Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63.

**JUST OFF THE PRESS—NEW CATALOG**  
No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.

**McBRIDE JEWELRY CO.**  
1261 Broadway at 31st St. N. Y. 1, N. Y.

**SEND FOR FREE 1953 CATALOG**  
Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

**YORMARK SALES CO.** 131 West 46th Street New York 36, N. Y.

**CARNIVAL & BINGO SUPPLIES**  
CATALOGS BEING MAILED OUT NOW  
BE SURE AND MENTION YOUR LINE OF BUSINESS  
**MIDWEST MERCHANDISE CO.** 1006 BROADWAY KANSAS CITY, MO.

(Continued on page 78)

IT'S NEW! WOW! WHAT A HONEY!

CUDDLE BEAR

PUT HIM ON YOUR SHELVES AND WATCH THE ACTION YOU'LL GET!

ORDER A SAMPLE DOZEN TO BE FIRST WITH IT!

F.O.B. East \$39 DOZ.

F.O.B. Milwaukee \$44 DOZ.

SAMPLES \$5 EA.

27 INCHES HIGH

The most adorable cuddly bear we've ever handled, every child, woman and even the men will want to cuddle it in their arms. Vinyl rubber feet and paws.



"I'm going out on a limb with this one by predicting it will be the hottest money maker of the season."—Ned

WISCONSIN DELUXE CO.

1902 N. Third Street Milwaukee, Wisconsin Phone: Locust 2-5431

FOR SALE—SECONDHAND SHOW PROPERTY

Continued from page 77

MINIATURE TRAIN—GOOD CONDITION; suitable adults, children; passenger capacity 50, with track; bargain, cash deal. Kozynok, 33 Winthrop, Rehoboth, Mass. my2

MINIATURE RAILROAD—4'6" HIGH Streamliner, 60 children or 45 adults, 400' track, used two seasons. Shaheen Enterprises, Salisbury Beach, Mass. my2

No Matter What You Want to Sell Try The Billboard Classified Section first for First-Class Results! see 1st page this section

POPCORN TRAILER—CUSTOM-BUILT BY Roth, 8x7 1/2 ft.; less than year old; 22 Cretors Popper (gas), large enough for candy machine, etc. Act quick on this like new trailer, ave. \$400. J. H. Dickinson, 215 N. Highby, Jackson, Mich. my2

PUNCH AND JUDY SHOW, READY TO work. Servais Sylvester, Atco, N. J. my2

10 MERRY-GO-ROUND HORSES—BRAND new, complete, bridge straps, stirrups, wooden tails, standard 32 ft. machine size, all painted, decorated and ready. \$50 each or \$40 each with 10 old horses or trade for kiddie ride. Fred Allen, 1400 Brewerton Rd., Syracuse 8, N. Y. my2

16MM FILMS FOR RENT—\$5 ONE TO three days. 16mm. Films and Advertising Paper for sale Ace Camera Supply, Florence, S. C. my2

16MM. SOUND FEATURES—WILL BUY OR trade. Tom Gillespie, Box 1466, Logan, W. Va. my2

16MM. ROADSHOWMEN—THE FOLLOWING brand new releases now available from Minol: "Lost Continent," "Pirates of Capri," "Korea Patrol," "Savage Drums," "Stronghold," "The Fabulous Susan," "Forbidden Jungle," "Four Days' Leave," "Fighting Stallion," "Stolen Face," "The Hoodlum," "FBI Girl," "Timber Fury," "The Lovable Cheat," "I Killed Geronimo," "Federal Man," "State Dept. File #649," "Daughter of the West," "Yes Sir, Mr. Bones," "Leave It to the Marines," "Cattle Queen," "Border Outlaws," "Bad Man Gold," "Varieties on Parade," "Fingerprints Don't Lie." Minot Films, Inc., 20 Melrose, Boston, Mass., or 247 Congress St., Portland, Me. my2

50x100 FT. CANVAS TENT—FORMERLY used for Portable Skating Rink. Make offer. Tony Garofino Main St., Stockton, N. J. my23

INSTRUCTIONS BOOKS & CARTOONS

BOOKLET—"125 TRICKS WITH CARDS." Illustrated, instructive, entertaining, only 50¢. (No stamps, please). Cohen, 141 Bristol St., Brooklyn 12, N. Y. my2

"DEAF AND DUMB LANGUAGE." EASY to master! Fully illustrated picture chart method, new \$1. Ala Studios, P. O. Box 2811, Hollywood 28, Calif. my2

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Paper. Catalog 10¢. Balda Art Service, Oshkosh, Wis. my30

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG. 10¢. Magic, Joker's Novelties, fast-selling Specialties (Pitchmen's Slum Headquarters.) Ariane Mfg. Co., 4462-B, Germantown, Philadelphia, Pa. my2

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog Buyer's Guide; both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, O. my20

BLUEPRINTS, MINDREADING, BOOKS, Formulas, Hypnotism, Palmistry, Escapes, Costumes, Magic, Mummies, Apparatus. List 30¢. Genoves, G.P.O. Box 217, Dept. B, New York 1, N. Y. my2

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. my20

VENTRILOQUIST FIGURES CARVED OF wood to your special order. For information write to Frank Marshall, 192 N. Clark St., Chicago 1, Ill. my9

VENTRILOQUIAL (\$65 UP); PUNCH FIGURE, \$15 each, dressed; America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3240 Columbus, Minneapolis, Minn. my2

2500 TRICK CATALOG (512 PAGES)—Pocket, parlor, stage, World's finest magic. Catalog, \$2 (dollar trick included free). Kanter's, B-1311 Walnut, Philadelphia 7. my2

MISCELLANEOUS

HOW TO UNDRESS—12 PHOTOS FEATURING the same model in different poses. \$1. No c.o.d.'s or samples. Don Meadors, Marietta, S. C. my2

MINIATURE STEAM TRAIN, LIKE NEW, for transportation or amusement; featured January Popular Science. For particulars write Mary Martin, 166 So. 1st Street, Orange, Calif. my23

SITUATION WANTED AS PARTNER TO lady in whip act, subject to ideas of lady partner. T. Phillips, 51 Hamilton Pl., Apt. 3, New York City. my25

YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different \$1; not over 3¢ letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. my6

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—TWO SOUSAPHONES, COMPLETE with trunk, complete information write L. E. Welk, 313th Machine Gun Battalion, Erie, Pa. my2

TWO NEW GLENTONE ORGAN SPEAKERS at less than dealer cost. Hammond organs and accessories bought and sold. Ken Thompson Organs, Waterbury Rd., RFD #2, Waterbury 12, Conn. my2

PERSONALS

HAVE YOUR WILL COMPLETED NOW \$15. We have a universal will suitable for all married persons in all walks of life. Save a stranger from being the administrator if something happens to one of you. Full information write Sigurd Rudholm, 513 Herrick, Muskegon, Mich. my2

YOUR PERSONAL LETTERS REMAILED anywhere in U. S. and Possessions, Canada, Mexico, 25¢ foreign, \$1. Universal Industries, P.O. Box 375, Staten Island 1, N. Y. my9

PHOTO SUPPLIES DEVELOPING-PRINTING

A SMILE-A-MINUTE PHOTO MACHINE, two-unit; a beauty, \$325; extra lens. Luther Miller, 108 N. Lindel, Tulsa, Okla. my2

AT LAST IT'S HERE! THE NEW VICTOR portable direct positive Camera. Compact, light in weight and amazingly simple to operate. Write for details. Benson Camera Co., 166 Bowery, New York 12, N. Y. my9

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 8, Mo. my2

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PPO Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. my2

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. my30

MAKE MORE MONEY with your advertising use this eye-catching DISPLAY CLASSIFIED style of ad see 1st page this section

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PPO Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. my2

PORTABLE OUTDOOR CAMERAS NOW ready. Eastman and Dixie paper, all supplies for Direct Positive Operators. Eagan Photo Co., 2405 Elm, Dallas Tex. my9

SHOW PEOPLE BUY PIEDMONT D P Camera for dependable service; ground glass for precision focusing. Piedmont Camera Mfg. Co., 425 South Worth St., Burlington N. C. Phone 62701 day my2

PRINTING

BUSINESS CARDS THAT MAKE RIGHT impression; simulated engraving, smart type styles, popular thinplate stock. Fast service; samples. Rosco Heavener, Colmar 4, Pa. my2

PRINTED REPRODUCTIONS OF ANY thing hand written, typewritten, printed, drawn. Also Autograph Music Printing. Kennedy Printing Company, 173 Washington, Barre, Vt. my9

QUALITY PRINTING—PROMPT SERVICE, low prices. Anything in any quantity. For free samples, prices, or special quotations, write Wilcox, Nicholas 2, Ga. my16

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. my23

200 LETTERHEADS WITH ENVELOPES, \$3.50, 5 lines. Posters, Decals available; black or blue ink. Mallo Press, 767-B, Leith Flint 5, Mich. my9

SALESMEN WANTED

AD MATCHES; SELL AMAZING DESIGNS; 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing! Sales kit furnished. Match Corp., Dept. D-63, Chicago 22, Ill. my2

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipments free. Write fully. Hoover, Dept. M-109, New York 11, N. Y. my25

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes." Write to Mr. Lewis D. Frost-O-Matic Corp., Dept. B-100, 173 W. Madison, Chicago 2, Ill. my2

SCENERY & BANNERS

FIREPROOFING POWDERS—OFFICIALLY approved, 75¢ pound, parcel post; just add water. Hewes Gotham Co., 1674 Broadway, N.Y.C. my2

NIEMAN CARNIVAL CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA 6-2544. my9

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Patent Ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. my23

LEARN TATTOOING—IS BASIC LESSON course. \$25. Illustrated brochures of course and tattooing supplies. 25¢. Zels Studio, 728 Lesley, Rockford, Ill. my15

WANTED TO BUY

CALLIOPE IN GOOD CONDITION; GIVE lowest cash price and all information first letter. W P Ackerman, Sidney, Neb. my2

CONCESSION TENTS, CARNIVAL Wheels, Hobby Horses, Kiddie Rides, Candy Floss Machines, What have you? Write details. Well's Curiosity Shop, 20 South Second St., Philadelphia 6, Pa. my2

TENT THEATER, COMPLETE—WILL BUY or lease. Also people; state all in first. Box 806, Sioux Falls, S. D. my2

WANT TO BUY

Palm Leaf and Cardboard Fans. Send circular and prices to: David Strom, Scranton, Iowa NOVELTY-CONCESSIONAIRE

WANT TO BUY—MINIATURE TRAIN, used; must be in Chicago area. M. Pletto, Route 2, Oaklawn, Ill. Phone Willow Springs 957-ML.

WANTED—PORTABLE ROLLER RINK, tent and supplies immediately. Nido Mathison, Concordia College, Moorhead, Minn. my2

WANTED—ALL SIZES AND TYPES OF Western Stage Coaches, Wooden Horses and Ponies. Mail photographs, availability and prices c/o Art Director, James Melton Autorama, Hypoluxo, Fla. my2

Jobs Distributors Wholesale Sub-Mfrs. Only—Aluminum and Brass Plaques for Ladies' and Men's Stretch Bands Raw Brass or Polished and Plated. With or without Push Pins. Souvenirs, Novelty Jewelry. Sun Mfg. Co. 509 Nicholson, N. W. Washington, D. C.

Gloom Chasers SMOKE BOMB AUTO TRIX AUTO TIRE JOKER BANG WILFONG FIREWORKS Dept. 88, Oaks Branch Fort Worth, Texas

Bubble Boy FOR YOUR BAR NEW! NEW! NEW! Brussels Boy Fountain comes to "Automatic" life! MYSTERIOUS MAGIC ACTION No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes. Confuse Your Friends with a phoney Action Hi-Ball. Greatest Bar Gadget ever invented. Send \$1 for sample 10 day Money Back Guarantee. No. 44 CN Gross \$78 P.P. Prepaid HOLLYWOOD HOUSE, Mfg. 2262 Norwic Pl. Altadena, Calif.

Attention, Promoters! The New Retractable BALL PEN Only 40¢ Each with New MIRACLE INK Guaranteed Not to Leak Not to Smudge PRESS BUTTON—IT WRITES PRESS CLIP—POINT DISAPPEARS Immediate Delivery—Any Quantity 25¢ Dep., Bal. C.O.D.—2 Samples, \$1.00 PACKARD BALL PEN 28 East 22d St. New York 10, N. Y. Spring 7-7180

"BARGAINS" The only Big Tabloid Size Magazine published that lists EVERY MONTH hundreds of sensational Bargains in: Toys, Novelties, Jewelry, Household Goods, Greeting Cards, Books. At Wholesale prices. Bankrupt, closeout merchandise, bargains. Money-making opportunities. Here's just a FEW SAMPLE Bargains: \$16.50 perfume, 35¢ bottle \$2.00 gummed photo stamps, 65¢ \$1.00 toys, 20¢ each \$50¢ greeting cards, 7¢ box \$16.00 men's toiletry sets, 59¢ set \$17.50 talking dolls at \$7.00 a PLUS HUNDREDS of other terrific bargains! BIG Special issue NOW OUT! Save 50%—75 or more on many BIG BUYS! Stretch your BUYING DOLLARS! "BARGAINS" tells you WHERE & HOW to buy over 100,000 items at the Lowest PRICES! You can BUY BETTER, CHEAPER, NEWER things every month! Subscription \$3.00 per year—SPECIAL INTRODUCTORY OFFER \$2.00 for 1 year. (Money back if first issue doesn't please you!) TOWER PRESS, INC. P. O. BOX 591-SAY Lynn, Mass.

Men's IDENT. BRACELET Smart, Flashy, Quality Merchandise Per Doz. Bulk \$9.00 Gift Boxes \$11.00 Plus postage. With extra heavy plaque—put in with spring bar pins. Write for New '53 Ident. Catalog! Heath Distributing Co. Manufacturers and Distributors 3252 Vineyard Ave. Macon, Ga

Now! The Hottest Promotion in the Country! Available to Agents, Jobbers, Carnival Operators, Mail Order Operators, Concessionaires. THE EIGHTEEN TOP HITS... POPULAR or WESTERN on Unbreakable Vinylite Records... Beautifully packaged, a guaranteed \$16.00 Value Your Cost \$14.75 per set Minimum order 1 doz. sets Cash with order or C.O.D. WRITE—WIRE—PHONE—SPOT SALES 1118 E. Main Street Owosso, Michigan Distributors wire for special Quantity Discount. Tel. Owosso 339

Plenty of Flash and Profit with SENSATIONAL NEW IMPORTED GERMAN CAMERA! Superior German craftsmanship brings you all the features of the most expensive cameras at this terrific low price! Normal Exposure Depth-Sharpness Exposure Time Shutter Instantaneous Shutter Yellow Filter for landscape contrast Tripod Attachment Fixed Focus Lens giving clear photos from 6 ft. to infinity Adaptable for Flash Attachment Genuine Leather or Carrying Case and shoulder strap ALL THIS \$4.75 EA. gross lots FOR ONLY \$5.00 ea. 4 or more \$6.50 ea. sample postpaid 24 HR. DELIVERY SERVICE IN WEST, MIDWEST AND SOUTHWEST Over 400 Fast-Selling Items many FAMOUS NAME BRANDS For All Your Needs: Household Appliances & Power Tools & Silverware & Jewelry Watches & Vacuum Cleaners & Sewing Machines & Trouble Lights & Outside White Paint & Neoprene Armored Cable & CHROME DINETTE SETS and many, many more specials.

Bulova • Waltham Elgin • Bonrus Green Watches for men \$9.95 EA. Yellow Expansion Band, 95¢ add SPECIAL \$50 DEAL 6 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40 New model watches, case and dials. Reconditioned and guaranteed like new. New Big 1953 Wholesale Catalog, 25¢ Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied. Joseph Bros. 55 Wabash Av. Dept. B-2 Chicago 10, Ill. "The Watch and Diamond House"

Salesmen • Distributors BE FIRST! BIG DAILY COMMISSIONS KILLS INSECTS New Government Law Allows Easy Sales to Homes, Home Unit \$5.95 Say good-bye to FLIES—MOSQUITOES—MOTHS—ANTS—SILVERFISH and other small flying INSECTS with NEW WALKO PRODUCTS for HOME and INDUSTRIAL insect control. HOME CONTROL opens a brand-new field of 60,000,000 prospects never before legally allowed. YOUR Special Opportunity of the year—Don't Miss this one. Both machines manufactured and designed by people with years of PEST CONTROL experience. Our President is a licensed EXTERMINATOR by THE CHICAGO BOARD OF HEALTH. Write today for free information—or for quick action—send for Salesman's samples. HOME UNIT \$3.00—INDUSTRIAL UNIT \$6.00. Samples are shipped prepaid. WALKO INDUSTRIES, Dept. J-53 Box 652, Highland Park, Illinois

**BRONZE WESTERN SADDLE HORSES**

Height and Dozen Price:

10 1/4"	8 1/4"	5 1/2"	4 1/2"
\$16.80	\$13.80	\$6.00	\$3.60

SPECIAL! Key Chain Charms, asstd. 1 gr. to box @ \$1.75 per gross.  
Palomino Style Hand-Painted  
2 1/2" Western Horse ..... \$9.00 Gr.  
25% dep. with order, F.O.B. Chicago.  
916 S. Halsted St.  
**COOK BROS.** Chicago 7, Ill.

**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

**bingo SUPPLIES and EQUIPMENT**

7 & 10 Color Specials  
4-5-6 & 7 ups  
Midgits 3,000 series—7 colors  
Paper & Plastic Markers  
Wire & Rubberized Cages  
Pencils—Crayons—Clips  
5 x 7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards made to order

**JOHN A. ROBERTS CO. INC.**  
817 Broadway, Newark, N. J.

14K. GOLD PLATED JEWELLED

**CHRONOGRAPH \$2.95 EA.**

Brand new Swiss 2 push button, radium dial, hand, 14k. gold plated push-in case. Imported fancy expansion bands, \$4.25 doz.

One year guarantee with every watch.  
Orders under 12 add \$1.00 ea.  
10% deposit, balance C.O.D.

**AETNA WATCH CO.**  
64 W. Randolph St., Chicago 1, Ill.

**NEW Suction-Cup Auto Flag-Holder for Decoration Day**

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 6". Sensational seller. Sell for 59¢ each. Samples, 30¢.

Adjustable, used in Horizontal or Vertical Position

Doz. \$3.00  
Gr. \$33.60

25% deposit with order, bal. C.O.D.

**Joker-Novelty Jobbers**  
DOUBLE SUCTION CUP—All rubbers; immediate delivery. Carded, \$5.40 gross. Bulk, ..... \$18.00 per 1000

**ADVERTISING-PREMIUM JOBBERS!**  
Sensational New Seller, Coin & Token Holder Key Chain, The Perfect Imprinting Item. Sample Gross, prepaid, \$7.20. Write for quantity prices. Send 10¢ for Catalog of 500 Popular Items.

**GORDON M.F.G. CO.**  
110 E. 23 St., Dept. F-1, N. Y. 10, N.Y.

**MIDGET BIBLE**  
Big Profit From a Little Item

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (2 1/2" x 1 1/2"), yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Price 90¢ doz., \$4.70 per 100.

C.O.D. or cash. Special low jobbers & quantity prices. Send for WHOLESALE CATALOG of 1000 novelties. **JOHNSON SMITH & CO.** Detroit 7, Mich. (Publishers of 100 Low Priced Paper Covered Books on Music, Hygiene, Hobbies, Girls, Etc.)

**HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS**

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

**ADVANCE AGENT FOR RADIO QUIZ**  
Giveaway Show going on tour. Attractive deal to right man who is sober, can book service clubs, etc. Has car. Must be sober and able to produce. Box C-325, c/o Billboard, Cincinnati 22, O.

**CONCESSION HELP — MAN PARTNER,**  
agent; also girl to learn act for fair; experience unnecessary. Dan Glenn, c/o Billboard, Cincinnati, O.

**EXPERIENCED DRUMMER FOR COMMERCIAL TRIO.** Latin essential. Salary \$85. State all air mail; do not misrepresent. Address "Leader," 7024 Walmer, Overland Park, Kan.

**GIRL PIANIST AND TENOR SAX FOR**  
established all-girl unit. All girl musicians write. Box C-324, c/o Billboard, Cincinnati 22, O.

**GIRL TRUMPET OR TROMBONE PLAYER**  
for all girl traveling orchestra. Contact Grove Orchestra Service, Box 95, Spring Grove, Minn.

**GIRLS—DANCERS, STRIPS FOR STOCK**  
burlesque; steady work, good pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. my23

**GIRLS FOR PARK GAMES AND REFRESH-**  
ment stands. Easy hours, good salary, pleasant season. Must be reliable and ambitious, best treatment. Cowan, Oleott, N. Y. my9

**HELP WANTED FOR RIDES, CONCESSIONS**  
and drivers, also Bingo Manager. Steady work, pay top wages; plenty of free time. Phil Daniello Shows, Box 65, Solway, N. Y. my16

**LADY ASSISTANT FOR LONG ESTABLISHED**  
Astrology Studio; A-1 opportunity, experience not essential. Write Professor Dahl, enclosing photo, birth date, description, background. Box 4232, So. Dayton Beach, Fla. my2

**NAME UNIT DESIRES COMMERCIAL**  
vibes doubling Latin drums or other double. Finest hotels only; very steady. Bassist who sings and accordionists also write. Box C-328, c/o Billboard, Cincinnati 22, O.

**SAX AND CLARINET MAN — IMMEDIATELY**  
for Polka Band. Steady; good transportation. Wire Viking Accordion Band, Albert Lea, Minn. my9

**TENOR MAN, MALE BALLAD VOCALIST**  
for Midwest territory orchestra. Guaranteed weekly salary. Contact Jess Gayer, 2023 N. Huston, Grand Island, Neb. my2

**TOP GOVERNMENT POSITIONS! WORK**  
for Uncle Sam. Big pay, security, advantages. Mail \$1. Sterling, Great Neck 13, N. Y.

**WANTED — TALKER FOR GIRL SHOW,**  
also another Dancer, exotic or strip. Write Revue, P. O. Box 1848, Uniontown, Pa.

**TRUMPET—WHO IS SOBER AND READS.**  
Hotel band; strictly locations; \$100 with tax paid. Prefer singer. Contact Warney Ruhl, 1820 Lathrup, Saginaw, Mich. Phone late afternoon 2-6041.

**TWO HILLBILLY MUSICIANS, DISC JOCKEYS,**  
Singers. Desire services of reputable Personal Agent. Are professionals with plenty of experience. Box C-326, c/o Billboard, Cincinnati 22, O.

**WANT FOR FULL SUMMER'S WORK**  
around Baltimore: Wheel Man, Concession Agent, Lady for Pop Corn Apple Trailer, 1000 N. Rolling Rd., Baltimore 28, Md. Phone CA 2330

**Wanted CATCHER AND FLYER**  
for flying return act. Work year 'round in So. America; salary weekly. Must be competent. Send photo, weight, salary. **VICTOR GERMUNDO, CONCESSIONALDOR AMERICANO, SAO PAULO, BRAZIL**  
Air Mail, Please

**WANTED—FIRST, SECOND MEN ON SPIT-**  
fire, Merry-Go-Round; second man, Wheel; Hanky Panky that does not conflict. Caldwell, Idaho, May 4 to 10; John Day, Oregon, 11 to 17; The United Show, C. L. Timmerman, Manager, Vale, Oregon.

**WANTED—DANCING GIRLS FOR GIRL**  
show. Experience unnecessary; finest of treatment; costumes furnished; top salary, good, attractive bonus and wonderful opportunity. Write, wire, Leslie Kiester, Hotel N.ville, Hotel N.ville, Minn.

**WANTED FOR TENT REPERTOIRE COM-**  
pany dramatic people, all lines. State lowest and all first letter. Long, sure season. Dale Madden, 3601 Fairview, Wichita, Kan., till May 1, then Lake City, Iowa.

**WANTED—GIRL ORGANISTS AND GIRL**  
Pianists, too (and some Male Artists as specified). For steady jobs in lounges and clubs. Not over 35 yrs. age. With smiling personalities, nice appearance and some experience musicianship. Excellent salaries, with or without the organ equipment. Phone immediately collect. Central 6-0650, Chicago, Ill.

**WANTED—COMMERCIAL STYLE PIANO**  
man for cocktail trio. Must know all tunes. Location job. Phones 2-6535 or 30633. Leader, 675 Emerson Dr., Lexington, Ky., immediately.

**WANTED — EXPERIENCED PITCHMAN**  
for books; prize boxes. Very good deal; Stearns, Call Woodward, Detroit 1, Mich.

**WOAL 50-000 CLEAR-CHANNEL WATTS,**  
San Antonio, now seeking young girl Western singer for early morning show. Possibility some time later. Excellent setup, good pay. Contact Perry Devey, P. O. Box 2641, or telephone G-4211. No collect calls.

**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**

**CHARLIE WALTERS—FOUR MOODS —**  
"That Big Little Dance Band," desires steady week-end location thruout summer season within New York and New Jersey. Last location 2 years; union; versatile. Write 119 Audubon Ave., New York City 32.

**MODERN, VERSATILE, 4 OR 5 PIECE OR-**  
chestra wants summer engagement. Write or phone. Milo Hall, 3401 33rd W., Seattle, Wash.

**ORCHESTRA — MODERN, VERSATILE,**  
well organized, experienced, union; doubles, vocals; 4 or 5 pieces, wants engagement after June 13. Phone or write Milo Hall, leader, 3401 33d Ave., W., Seattle, Wash.

**CIRCUS & CARNIVAL**

**MIGHTY ESCOBAR — OUTSTANDING**  
strong man act for circuses, carnivals. Hobbies and blow-ups. Jim Escobar, 19925 Monica, Detroit 21, Mich.

**TRAMP CLOWN OR KEYSTONE COP;**  
also capable assistant in other departments; purchasing, etc. Berni "Just-A-Tramp" Miller, c/o Billboard, Chicago.

**DRAMATIC ARTISTS**

**PRODUCER-DIRECTOR — WILL STAGE**  
dramas, musicals; summer season; sets, lighting, etc. P. C. Freer, Hayes Reg., 155 W. 46th St., N.Y.C. my2

**PIANIST—ABILITY, EXPERIENCE, SOBER,**  
dependable; all essentials. Box C-319, c/o Billboard, 2160 Patterson St., Cincinnati 22, O. my2

**PIANIST—EXCELLENT FULL CAVALLARO**  
style; clean, tasty, good technique; also nice Latin, fine reader. Played Phoenix Flame Supper Club past 22 months. Previous locations with good commercial, society orchestras, include hotels Roosevelt, Peabody, St. Anthony, Cavalier, Claridge, Hotel J.P., etc. Age 27. Ted Jones, 2502 North 32 St., Phoenix, Ariz.

**PIANO, DRUMMER — AVAILABLE NOW.**  
Commercial minded; all fakes; union. Write or wire Bill Mounce, 904 Mitchell St., Humboldt, Tenn. Phone 893. my2

**PIANO MAN—AVAILABLE AFTER APRIL**  
26. Read, fake; prefer society combo; sober, reliable. Vernon Ludwick, Jolly George Lounge, Bismarck, N. D. my9

**PIANO, DOUBLE SMALL PARTS—MED-**  
. Top, db dance, Western, etc. Anywhere. Cody Thomas, 254 South Avenue 24, Los Angeles 81, Calif.

**TENOR-CLAR. LEAD, SOCIETY STYLE.**  
Excellent transposition, reading, tone. On four-week layoff, one of leading house bands in country, May 15-June 15. 1120 mins. Earl Clark, 2106 Howell St., Covington, Ky.; Colonial 7217.

**TRUMPET — AVAILABLE IMMEDIATELY;**  
semi-name experience; draft exempt; band and combo. Bob Stephens, 3801 Brainard Rd., Chattanooga, Tenn. Phone 2-7971, 6-5912.

**TRUMPET-PIANO — SISTERS; PREFER**  
dance band work in or around Kansas City, Mo. Will consider other locations. 6 yrs. experience. Available June 15. Write Charline Bambauer, Box 185, Fairbury, Neb.

**MISCELLANEOUS**

**NOVELTY SCOTCH ACT, EXPERT BAG-**  
piper; prize winning Highland dances; authentic costumes. Versatile routine for outdoor or indoor. Go anywhere. Box 852, The Billboard, 1564 Broadway, New York. my9

**MUSICIANS**

**ACCORDION-VOCALIST — AVAILABLE IN**  
May for good location work. Complete qualifications on request. Glenn Tomlinson, 223 Wyoming Ave., Billings, Mont. my2

**AVAILABLE IMMEDIATELY, SD OR 3D**  
chair tenor, clarinet, violin for hotel or society type bands. Read, transpose; dependable, go anywhere; locations only. Floyd Tenhoff, 321 W. 35th St., Savannah, Ga.

**BASS MAN—DOUBLING TRUMPET AND**  
vocals for trio or combo. Good musician, neat appearance, reliable. Paul Nielsen, 134 Ann St., New Iberia, La. my2

**BASS—COMBO AND BAND EXPERIENCE;**  
read, fake; available after May 12. Ed Meyer, Musicians Club, Memorial Auditorium, Chattanooga, Tenn. Phone 6-7658, 6-5912.

**DIXIELAND DRUMMER—TWO-BEAT, BUT**  
not micker; good solid drive. Will pay own transportation to job. White pearl Slingerlands, Zildjian cymbals. Age 30; sober, dependable, good appearance and personality. Location only. Chuck Regan, 326 S. Minnesota, Sioux Falls, S. D. my9

**DRUMMER—COMBO, BIG BAND EXPERI-**  
ence; read, fake; union; free June 15; prefer big band, modern. Charles Blacklock, 310 1/2 West Pecan, Carbondale, Ill. my2

**ELECTRIC GUITAR, BASS VIOL — FOUR**  
years for trio or combo. Good musician. G. Erickson, Plaza Hotel, Minneapolis, Minn.

**PARKS & FAIRS**

**AT LIBERTY—SENSATIONAL HIGH-FIRE**  
Blazing Act. Somersaulting thru the air; sharp; highly spectacular safety device; flaming oil and gasoline; no body protection, shallow tank, etc.; 25 years of impressive results; featured by Fox Movie-Tone; receiving high rating on applause meter. There is no substitute for experience. Contact Capt. Earl MacDonald, the Top-Notch American Dare-Devil and Stunt Man, 456 Lamphier Place, N. E., Warren, Ohio. Tel. 4-5357. my9

**AT LIBERTY—DASHINGTON'S ANIMAL**  
Act. Dog acts, for fairs, parks, celebrations, circuses. July Fourth open: you can't do better. Agents invited. 1413 Euclid St., Philadelphia, Pa. my16

**BALLOON ASCENSIONS, PARACHUTE**  
jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my3

**CHAMP CALVERT—AMERICA'S ACE HIGH**  
wire performer. Closed tremendous 1952 season; now booking. Champ Calvert, 164 Averill Ave., Rochester, N. Y. my9

**CIRCUS PERFORMERS—TRAPEZE, SLACK**  
wire, juggling, ladder; prefer amusement park for summer work. Graffins-Raymond, Palm Lake Park, 7600 27th Ave., N.W., Miami, Fla.

**McCALLS' HUSKY DOGS AND PONIES—**  
4 acts; dog act, pick out pony, 4 pony drill; dog, pony and monkey combination. Parks, fairs, circuses: what have you? From May 10 to July 1st. E. L. McCall, Telephone 6133M4 (no collect calls), Rt. 5, Mexico, Mo. my9

**OUTSTANDING ENTERTAINMENT—PRO-**  
fessor Wright and his 5 person variety show of Magic, Rhythm and Quiz. Professor Wright, Casey, Ill. my23

**SENSATIONAL HIGH ACTS—FOR YOUR**  
fairs, parks, celebrations, carnivals, drive-in theaters. Contact Lee Slade, 2646 Park Road, Detroit, Mich. my2

**TWO BIG ACTS—3 PEOPLE; ACROBATIC**  
and balancing; 30 minute program; literature on request. Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

**SENSATIONAL SELLERS!**

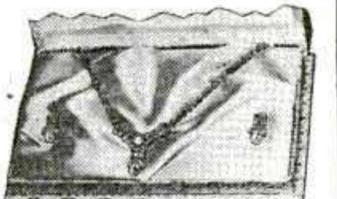
**JEWEL WONDER BRACELET**



No. 1019 Brand-new Parisian Fashion! Adjustable to fit any wrist. Bracelet 1 inch wide, filigree embossed, set with 10 stones completely around bracelet. Hamilton gold plated and packed in a metallic gift box, 12 assorted to carton.

**\$12.00 DOZ.**

**RHINESTONES**



4 styles in crystal stones, 6 styles in pastel stones. All 3-piece sets.

ANY ABOVE **\$24.00** DOZ.

**NEW, NEW SUMMER STYLES**

In pastel colored and milk-white stones. No crystal stones in this group. Similar to style pictured above. All stones pronged, 6 styles.

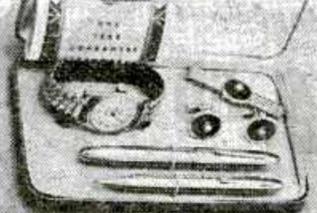
**NEW LOW PRICE \$18.00** DOZ.

4 PC. SETS Same as above only 4-pc. summer design and colored stones. 2 styles. **\$24.00** DOZ.

4 PC. SETS IN PLASTIC TOP BOX



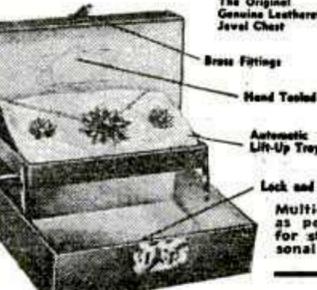
**WATCH & JEWELRY SET**



No. 125/3 Every piece in set is yellow gold plated. Set consists of a Jeweled Watch with expansion band, one-year guarantee. Tie Clasp and Cuff Links, beautifully set with simulated black onyx and rhinestones. Pen and Pencil. All steel Gift Box satin lined with leatherette covering. Box alone worth \$3.00 retail. Merchandise and box in brand-new styles.

**\$8.00 EA.**

**TREASURE CHESTS OF JEWELRY**



The Original Genuine Leatherette Jewel Chest

Brass Fittings  
Hand Treated  
Automatic Lift-Up Tray  
Lock and Key

Something really different! Loaded with sales appeal. They can't resist this item. Lovely plastic box suitable for lady's dressing table. Various styles and colors. Some came and some colored stone sets. All orders **ONLY \$1.50** EA.

Genuine hand-pronged imported stones. Each set consists of necklace and earrings. Necklaces may be worn as pin. Assorted styles and colors. ALL HAMILTON GOLD PLATED.

Multi-purpose chest is useful as permanent jewelry chest for storage of madam's personal things. **ONLY \$1.50 EACH**

**BEAUTIFUL 3 PC. SETS HAMILTON GOLD PLATED**

(Necklace may be worn as pin)  
SATIN LINED, GIFT BOXED  
PRONGED STONES—NO GLUE  
AND NO DROPOUTS.

**ONLY 90¢ A SET!**  
Send \$10.00 for 12 Ass't Sets

**HEATH DISTRIBUTING CO.**

3253 VINEVILLE AVE. • Manufacturers & Distributors • MACON, GA.

**ROLL-A-WAY FILE CABINET**  
1,000 BRAND NEW

26" high, 18" long, 13" wide, 10" deep, finished in Office Green enamel. Has easy-to-roll castors. Shipped knocked down.

**File Cabinet only \$5.95**

\$12.95 Value

Cabinet with A-Z Index. **\$72.00** doz.

Cabinet, Index and Cover. **\$92.00** doz.

Hinged SLIDING COVER to match \$5.95 value NOW **\$3.95** with cabinet

**A-Z Heavy Fibre INDEX DIVIDERS. \$6.95 value.**  
\$2.95 with cabinet

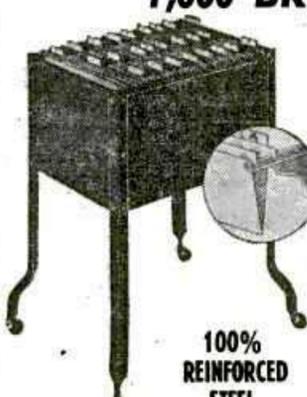
**JUST RECEIVED!**  
1,000 1/3 HP G. E. MOTORS  
Brand New and Guaranteed!  
\$31.00 list  
1725 rpm, 110v, \$15.50 ea.  
60 cycle, single phase, rubber \$11.00 ea. 12 or more rotation.  
Write for prices on larger quantities

**EMECO SURPLUS: MFERS. OUTLET**  
721 W. Randolph St., Chicago, Ill.  
Phone or Write for Quantity Prices  
F.O.B.—Check with Order. Phone RAndolph 6-4183

FILE CABINET  
 INDEX DIVIDERS  
 SLIDING COVER

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**100% REINFORCED STEEL**



**every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES**

has been sold in The Billboard

**WHAT DO YOU HAVE TO SELL** Write Box 666, 2160 Patterson St., Cincinnati, Ohio

# → THE GREATEST SHOW ON EARTH ← Sterling **WORLD RING PREMIERE** Jewelers

**WE CHALLENGE ALL!**  
**SIM. DIAMONDS—HEMATITE—ONYX—CAMEO**  
**RUBIES—GOLD BANDS**

**FIRST and ONLY**  
at **STERLING JEWELERS**

EVERY RING A SOLID HEAVY SHANK—EITHER 16 KT. GOLD FINISH OR RHODIUM

**Hinged Jeweler's Tray**  
**Complete with Assortment**

You get this beautiful velvet jeweler's tray with leather-like lid PLUS a sensational assortment of 12 men's most wanted rings as shown all at one amazingly low price. Never before, maybe never again, a value like this. Order immediately . . . you can get a fortune in quick sales. If desired, same assortment in open-face tray—50c less (\$4 dozen).

**\$4.50**  
doz.

**One Gross Rings**  
**12 Trays**  
**\$48**

Tray A  
Assortment A



**EITHER ASSORTMENT AVAILABLE IN TRAYS**

**Open Faced Tray**  
**Complete with Assortment**

If you prefer this open-faced velvet-lined tray with 12 rings in tray, it's yours for a tiny price. The rings look like many, many times their low price. You can easily make sensational profits. Order now! If desired, same assortment in closed tray—50c extra (\$4.50 dozen).

**\$4.00**  
doz.

**One Gross Rings**  
**12 Trays**  
**\$45**

Tray B  
Assortment B



Sample of both, each containing 12 rings as illustrated. Shipped, postpaid, \$10.

## LOOK

*Buy in bulk from this tremendous selection!*

Minimum not less than 1 dozen rings of a number



M-90 (C)  
Imit. CAMEO, \$3.50  
Heavy with 2 sim. \$36 gross  
diamonds.



M-719  
3 BRILLIANTS, \$3.75  
newest style fiery \$42.00 gross  
sim. diamonds.



M-901 (H)  
HEMATITE, 2 rich \$3.50  
side sim. dia- \$36 gross  
monds.



M-901 (O) or (R)  
ONYX with CHIP \$3.75  
(available also \$42 gross  
with ruby top and  
chip).



M-01  
5 BRILLIANTS, \$4.00  
giant sim. dia- \$45 gross  
mond, 4 side  
stones.



M-314  
TWIN FIRE, mas- \$3.25  
sive ring, fast \$33.00 gross  
seller.



M-019  
BRILLIANTS - \$3.50  
RUBY. Brilliant \$36 gross  
center, 2 sim. ruby  
or white side  
stones.



M-214  
FIRE BRILLIANT. \$3.50  
Sim. ruby side \$36.00 gross  
stones - heavy  
ring.



M-164  
MASSIVE BRIL- \$4.00  
LIANT. Large cen- \$45 gross  
ter sim. diamond  
-twin sim. rubies.



M-191 (H)  
KNIGHTS RING \$3.25  
with gleaming \$33 gross  
sim. silver insert.



M-191 (C)  
Imit. CAMEO, \$3.25  
double head, rich \$33 gross  
effect, heavy  
mounting.

**IMPORTANT:**

Assortment available only in trays. No orders accepted for less than 1 dozen of any style when buying in bulk.

**JOBBERS, DISTRIBUTORS**  
10% discount on all orders of 10 gross or more!

This is the ring buy of the century. 10,000 gross is our aim and prices are slashed to sell large volume.

\$20 minimum on all orders from Canada and other foreign countries!

These are not slum rings. Every single ring is real heavy hand-pronged mounting either 16kt. gold finish or rhodium finish. Over 1,000 gross of rings on hand at all times.

**25% DEPOSIT REQUIRED WITH ALL ORDERS** ★ Balance C.O.D. **AVOID CONFUSION—ORDER BY NUMBER PLEASE**

# STERLING JEWELERS

44 E. Long Street  
Columbus, Ohio  
Phone ADams 4621

# Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

## From All Around

**Novo Products, Inc.**, Chicago, publisher of comic greeting cards, has announced the following as new sales representatives: **Slifer Weickel, Inc.**, Hingham, Mass., and New York; **Donington Sales**

**Co., Inc.**, Philadelphia; **Ryall-Caskey Sales Co., Inc.**, Waycross, Ga.; **Elias Shaker & Co.**, Chicago; **Silas Wootton & Co.**, Dallas; **Highland Sales Co.**, Denver, and **George Eberhard Co.**, San Francisco. . . **Hahdgee, Inc.**, Oak Park, Ill., has introduced a new portable unit of stainless steel for keeping ready to serve 34 hot dogs at a time. A specially designed heating compartment keeps buns oven-warm. According to the firm, the unit is also adaptable for heating chili, corned beef and sliced meat.

**Flower Materials Company**, Chicago, offers for \$1.98 its new kit which enables anyone to make professional-looking orchid corsages from discarded nylon hose quickly and inexpensively. Orchid Kit No. 35 contains a complete corsage to serve as guide, one nylon reject stocking from the mill that has never been worn, gold wire, two orchid leaves, instruction sheet, peeps and lily of the valley. . . **H. B. Davis Company**, New York, announces that its new wholesale catalog listing more than 1,000 name brand items is now available to the trade. Listed are such items as premiums, appliances, cookware, silverware and flatware, cutlery, tools, kits, clocks, watches, pen sets, lighters, wallets, jewelry, luggage, radios, religious items, soft goods, lamps, fishing outfits, binoculars, cameras, etc.

**Temple Company**, Philadelphia, calls its new musical purse a grand item for the pigtail set. Selling for \$3.95 each, the shoulder-strap purse plays a familiar childhood tune when it is opened. The firm says that the roomy purse is fitted with comb, mirror, pencil and notebook. . . With the fishing season here again, **Wisconsin De Luxe Company**, Milwaukee, has introduced its No. 7188 premium deal consisting of Whirlaway reel, two-piece glass rod, 50 yards of monofilament line, beaded chain and swivel practice plug. The slip-cast type reel uses the same principle as found in spinning reels and may be used for spinning, casting, trolling and fly fishing. It boasts sturdy construction and precision parts. Rod is packed in a plastic bag and reel comes in a display carton. The sets are offered at \$18.50 each.

**Blond Manufacturing Company**, Valley Station, Ky., offers cast aluminum flamingos finished in true colors at \$2.75 a pair wholesale. They stand 30 inches high. . . **Rexco, Inc.**, Las Vegas, Nev., has introduced the Jackpot Bank, a miniature bell machine in bright nickel finish weighing two pounds. The bank is operated by depositing a dime and pulling a handle. The jackpot \$1, drops on every 10th dime. The savings bank holds approximately \$20 in dimes. . . **Jerry Scanlan**, Chicago, says that the smarty pants kapi, a new type hat with four foreign legion battle patches, is catching on with kids everywhere. The firm calls it a natural for concessionaires, salesmen, hat workers, etc. It is made of a colorful red pill box crown with shiny black visor and white neckpiece. . . **Imprint Art Products, Inc.**, Brooklyn, offers the trade a wide variety of styles in its decals. The firm is pushing its comic, girlie, two-sided, tourist, souvenir, gag and sign decals.

**Fannie Mason** concessions, she was running a songbook publishing house in New York. Mrs. Mason also operated a Merry-Go-Round for years at Broad Ripple Park, Indianapolis, and in Holyoke, Mass.

In addition to her husband, she is survived by several nephews and nieces. Burial was in Shelton Hill Cemetery, Philadelphia.

**Fems, Juniors**

they will host cattlemen and businessmen in Mexico City, Tampico, Monterrey, Torreón, Durango, Hermosillo and Chihuahua. Those on the junket include Ray W. Wilson, fair's livestock manager; Ray L. Miller, chairman of fair's Pan-American committee; James P. Barbosa, member of Pan-American committee who will translate; L. P. McCann, American Hereford Association; Milt Miller, American Aberdeen-Angus Breeders' Association; Jack Vaughan, American Milking Shorthorn Society; Henry Biederman, editor of The Cattleman, and representatives of Dallas News and Dallas Times Herald. More than 500 prominent cattle raisers, business leaders and government officials will attend luncheon and dinner meetings to be given by the group during the tour.

cards and see all the eight and 10-mile jumps. This is the Hunt family's 61st year on the road.—**BILLY BARTON**.

## Miller Bros.

Continued from page 62

at Hotel James, Greenville's circus headquarters. Hans Dulle, Jefferson City, Mo., traveled farthest to catch opening, with Connecticut fans next. The Bob Kings, from near-by Richmond, traveled shortest distance. Doc and Ivy Wilson, Ralph Spidell and Mr. and Mrs. Harold Nowells toured with show several days. New wardrobe, especially for web and ladders, is drawing raves. Fred Stafford's dad flew from Connecticut to see his first opening, and George Strongman's parents motored from New Jersey to catch it.

Besides CFA State conventioners, visitors included the Don Fosgates, Paul Bowers, A. S. Kany, Earl Creager, Rudolph Leeds, Albert Haas, Floyd Gooding, Lt. Gov. John Brown, Jimmy Chanos, J. L. Bogart, Mr. and Mrs. Louis Johnson, George Piercy, E. H. Bergess and party, Charley Sherwood, Clarence Shultz; fans from Rochester, N. Y.; Leonard Sangston, John Jamison, Mr. and Mrs. Don Smith, Walter Pietchman, and many more.—**JACK LA PEARL**.

## King-Cristiani

Continued from page 62

100 miles to catch the show in Danville. Jimmy Hurt spent two days with us, making parade and occupying his old chair in Lee Hinckley's band. Other visitors were Ernie (Upside Down) White and his two grandchildren, from Chattanooga, and Col. Donn from Pittsburgh, Pa., who visited the Canestrellis.

Hugo Zacchini comes in every day to watch the cannon gag, produced by Lucio Cristiani. Edmondo Zacchini and family and Ruth Flanagan were on for a day on their way to play the Syracuse Shrine Circus.

Keller Pressley, parade marshal, assisted by Harry Rooks, gets the street parade off the lot on time every day. Show is clicking fast, and concert is going over big, especially since the Canadian Masked Marvel wrestler joined. Crowds generally sit on both sides of the tent, matinee and night. Other highlights are Che Che's knife throwing, Chief White Cloud's rifle shooting, and Barbara Fairchild's Roman standing jump over a hurdle of fire.

In our back yard nearly everyone sports a new trailer, and many new cars are also in evidence. Trailers are placed in a convenient street formation. Whitey Thorne, chief electrician, established a unique lighting system which assures everyone a private plug-in for his trailer.—**COL. HARRY THOMAS**.

## Fannie Mason

Continued from page 58

concessions, she was running a songbook publishing house in New York. Mrs. Mason also operated a Merry-Go-Round for years at Broad Ripple Park, Indianapolis, and in Holyoke, Mass.

In addition to her husband, she is survived by several nephews and nieces. Burial was in Shelton Hill Cemetery, Philadelphia.

## Fems, Juniors

Continued from page 68

they will host cattlemen and businessmen in Mexico City, Tampico, Monterrey, Torreón, Durango, Hermosillo and Chihuahua. Those on the junket include Ray W. Wilson, fair's livestock manager; Ray L. Miller, chairman of fair's Pan-American committee; James P. Barbosa, member of Pan-American committee who will translate; L. P. McCann, American Hereford Association; Milt Miller, American Aberdeen-Angus Breeders' Association; Jack Vaughan, American Milking Shorthorn Society; Henry Biederman, editor of The Cattleman, and representatives of Dallas News and Dallas Times Herald. More than 500 prominent cattle raisers, business leaders and government officials will attend luncheon and dinner meetings to be given by the group during the tour.

cards and see all the eight and 10-mile jumps. This is the Hunt family's 61st year on the road.—**BILLY BARTON**.



## JACKPOT BANK

Miniature slot machines in bright nickel finish weighing nearly two pounds—operates by pulling handle on each dime deposited—jackpot drops on every tenth dime—\$1.00 in dimes are dispensed from jackpot—savings bank holds approx. \$20.00 in dimes.

WHOLESALE PRICE

**\$3.60** EACH

Minimum 1/2 Doz.  
F.O.B. Los Angeles Warehouse.

25% REQUIRED ON C.O.D. ORDERS  
QUANTITY DISCOUNTS  
IMMEDIATE DELIVERY

## REXCO, INC.

304 Fremont St.  
Las Vegas, Nevada



## SOMETHING NEW UNDER THE SUN

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—

GET THE BILLBOARD EVERY WEEK SUBSCRIBE NOW

Low subscription rates save you more than 20% on the newsstand price.

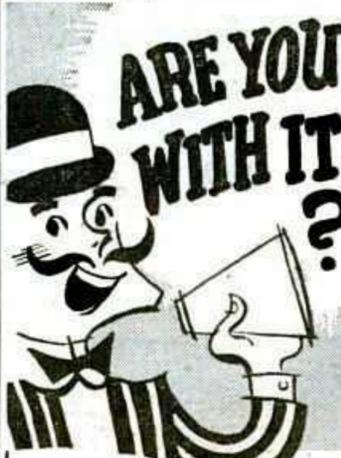
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes  Please send me The Billboard for one year at \$10.  
 (Foreign rate, one year, \$20) 755

Name .....

Address .....

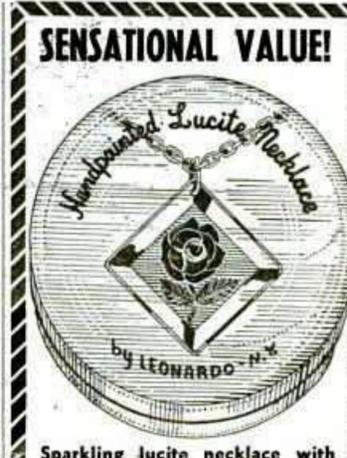
City .....

Occupation .....



Guggenheim's been with it for over forty years—offering highest quality, fastest service and lowest possible prices.

Write for Catalog Today!  
**Karl Guggenheim**  
 33 UNION SQUARE  
 N. Y. C. 3, N. Y. • AL 5-8393



Sparkling lucite necklace with hand-carved flowers and no-tarnish chain in colorful silk-lined plastic box—thousands sold at \$1.98. Perfect for Diggers, Rotaries and Jewelry Operators.

Special reduced price **\$5.40** per dz.  
 \$54.00 gross (sample, \$1.00)  
 25% deposit, bal. C.O.D. (include 50¢ for postage)

Write for list of specials!  
**IMPERIAL MDSE. CO.**  
 893 Broadway N. Y. C.

## The "WRITE" Money-Makers for You!!

Beautiful Plastic BALL PENS Special Price for BIG PROFITS. Features: Ass. Colors Barrels & Caps, Gilt Clip, Replaceable Cartridge.

New! RETRACTABLE Ball Pens Press top button—it's open. Press Clip and it closes. Bankers approved. Beautifully styled. Fast, low priced seller.

\$7.20 gross \$3.60 doz.  
 \$42.00 gross

3 Special PIECE SET Ball Pen, Fountain Pen, Mechanical Pencil with Gilt Metal Caps and Clips. Ass. colors, attractive gift box. BIG VALUE.

Low, Low price. All Prices Net F. O. B. N. Y. C. 25% deposit with all C. O. D. orders. Send for FREE Novelty Catalogue.

**BENGOR Products**  
 18 W. 23rd St., N. Y. 10, N. Y.

ATTENTION, JOBBERS  
**There Are Big Profits in Decals** when you deal direct with manufacturer! COMIC DECALS, GIRLIE DECALS, TWO-SIDED DECALS, TOURIST DECALS, SOUVENIR DECALS, GAG DECALS, DECAL SIGNS. Send 25¢ today for generous assortment of samples. **IMPRINT ART PRODUCTS, Inc.** 611 Manhattan Ave., Brooklyn 22, N. Y.

## 30" GIANT PLUSH BEAR

Terrific value, ass. colors. 1 doz. to ctn. \$20.00 dz.  
 20" Rayon Plush Bear, ass. colors, 4 doz. to ctn. \$11.50 dz.  
 10"x8" Plush Scotty Dog, ass. colors \$6.00 dz.  
 In gross lots \$5.75 dz.  
 F. O. B. N. Y. C.  
 25% Deposit with order, bal. C. O. D. doz. to ctn. \$17.50 dz.

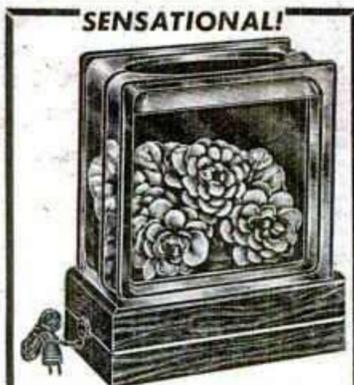
## TEE JAY TOYS

48 W. 20 St. N. Y. 11, N. Y.

**1000 PIECES OF SLUM** ONLY \$6.75 NOVELTIES  
 ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

Novelties at Deep Cut Prices  
 Corks 1000 \$2.75  
 Cork Guns Ea. 3.75  
 Wood Milk Bottles, 12 Lead Ea. 1.25  
 French Darts Doz. 1.00  
 Dart Balloons Gro. .75  
 25% deposit with order, bal. C.O.D. Send for FREE C-53 Carnival Catalog.

**OPTICAN BROTHERS** (SINCE 1909)  
 300 W. NINTH ST., KANSAS CITY 6, MO.



## SENSATIONAL! NEW COMBINATION ELECTRIC TV LAMP & FLOWER AQUARIUM No. 37L

A new, fascinating multi-purpose lamp and vase of hollow glass block with open top. Mounted on wood, leatherette-covered base in mahogany or blonde finish. Complete with red plastic roses. This also can be used as an aquarium or flower vase.

GLASS BLOCK SIZE: 8"x8"x3 3/4" ALL OVER HEIGHT: 10"

Packed individually, 6 to master carton. State preference—Mahogany or Blonde.

Samples \$2.50 ea. in lots of 6 or more \$3 ea.

72-PAGE 1953 CATALOG AVAILABLE FREE. Send for Your Copy Today.

We Carry a Complete Line of Merchandise for Every Occasion. NOVELTIES—PRIZES—PREMIUMS—TOYS—APPLIANCES.

You Can't Beat BRODY for Merchandise

25% dep., bal. C.O.D., F.O.B. Chicago.

**M. K. BRODY**  
 1116 S. Halsted St., Chicago 7, Ill.  
 L. D. Phone: MO 9520  
 In Business in Chicago for 37 Years

## Visiting Fireman WITH RED HAT

As portrayed by the World Famous Brussels Boy Fountain of Belgium.

## A SOUVENIR

Just what the "Doc" ordered for that morning after.

Confuse your friends with a "MORNING GLOW" Highball.

Mysterious Magic Action. 10 to 30 minutes of violent turbulent action.

Stop and Go with regular faucet water and an Alka-Seltzer tablet in Secret Pill Box Base.

Send \$1 for Sample Catalog

1 doz. \$6.50 Parcel Post Prepaid

**SOUVENIR PILL BOX CO.**  
 2242 Norwie Pl.  
 Altadena, Calif.

## FOR JOBBERS MYSTIC GIRL WEATHER PREDICTOR

Plastic stand in cellophane bag w/free gift, 45¢. 10 to display card. Sample card, \$3; 12 cards, \$24. 18 (25¢) cellophane bags of parts for the hobbyist to display card. Sample card, \$3; 12 cards, \$24. Small souvenir Scroll Decals, 2 lines, limit 16 letters and spaces to line. 1000—\$4, 5000—\$17, 10,000—\$28.00. TERMS: Cash w/order, shipped prepaid. SENSATIONAL SPECIALTIES, 2245 Reisterstown Rd., Baltimore 17, Md.

## Retractable Ball Pens

19¢ each per 100, 250 or more, 18¢ each. Minimum 10 samples, \$2.25 guaranteed. 25% deposit, balance C.O.D.

Ideal Mail Order  
 231 Brightwater Court  
 Brooklyn 35, N. Y.

**Big Profits** Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
 303 Degraw St.  
 Brooklyn 2, N. Y.

**2 BRAND NEW BIG FLASH BALLOONS**

No. 12 Mickey Mouse Agate or Mottled  
No. 14 K Kat Head Mottled

**BIGGER FLASHIER & GOOD PITCH**

- Made from a brand new compound especially developed for outdoor selling.
- Available S-T-R-E-T-C-H-E-D for bigger value at the handout.
- Priced right... ask your jobber for

No. 12 HM-SAG  
No. 12 HM-SMO  
No. 14 K-SMO

**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**7 in 1 tool kit**  
6 tools and pocket knife all in beautiful plastic roll kit. Carry it in your pocket — keep it in your car — keep one at home.

**1000 and 1 uses**  
When folded no larger than a pack of cigarettes.

Contains:  
1—Pocket Knife  
2—Leather Punch  
3—Screw Driver  
4—File  
5—Chisel  
6—Bottle & Can Opener  
7—Fish scaler & Hook remover

**THE HANDY ALL AROUND GADGET**  
Ideal for car owner, fisherman, sportsman

ONLY \$10.80 doz.

**DOVAL SALES, 158 West 23 St., N.Y.C.**

**WRITE FOR YOUR COPY OF CATALOG NO. 152 Listing—**

- IDENTS \$9.00 GRO. & UP
- SPORT PENDANTS • ANKLETS
- CHARM BRACELETS • RINGS
- LOCKETS • PINS • EARRINGS
- CUFF LINKS • KEY CHAINS

**FREE VIBRO-GRAVER**  
WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE

**"FRISCO PETE"**  
604-606 W. Lake St. Chicago 6, Ill.  
All Phones FRanklin 2-2567

**Oak Balloons**

For Immediate Shipment.  
Write for FREE Catalog.

**STATE NOVELTY CO.**  
618 W. St. Clair Cleveland 13, Ohio

**BUY THE New Oak Balloons FROM KIPP BROTHERS**

11" Round Agate	Gr. \$5.00	16" Agate Paddle Shape	Gr. \$9.00
10" Agate Cathead	Gr. 6.25	15" Agate Mickey Mouse Head	Gr. 9.00
14" Agate Cathead	Gr. 6.75	10"x12" Agate Airship	Gr. 6.25
13" Agate Paddle Shape	Gr. 5.75	12"x42" Agate Airship	Gr. 7.25

Include postage with order. 25% deposit with c.o.d. order.

**KIPP BROTHERS** Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

**WE MANUFACTURE THE GREATEST LINES IN THE U. S. A.**

**EMPIRE PUNCHBOARDS & MERCURY TICKETS**

**ABSOLUTELY THE LOWEST PRICES**

**-SAVE MONEY- EMPIRE PRESS INC.**  
466 W. Superior St., Chicago 10  
Phone: MOhawk 4-4118

**CONTACT**

**GLOBE MANUFACTURING CO.**  
2241 SOUTH INDIANA AVE. CHICAGO 16, ILLINOIS

Manufacturers of **TICKETS—CLUB DEALS—BINGO TICKETS—TIP BOOKS—JAR GAMES**

Write for Full Information and Prices

**P D Q—World's Greatest PHOTO BOOTH CAMERAS**

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 2 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.

with it since 1907

**ENGRAVERS**

NEW PRICES EFFECTIVE JULY 1, 1952.

No. 100 Men's All Aluminum Idents \$13.00 GR.

All Aluminum Idents Double-Heart No. 102 \$13.00 GR.

No. 14 All Aluminum Grab Bag Idents (Not Second) \$7.50 GR.

Send For New 1952 Catalog - Just off the Press WE PAY POSTAGE ON ALL PREPAID ORDERS (This does not include airmail)

"Originators of the All-Aluminum Idents"

**MILLER CREATIONS** 7739 Avalon Chicago  
DAY & NIGHT SERVICE  
Phone: WAterfall 8-8855

**STATE SOUVENIRS**

Low prices—high profit. Ash Trays, Coasters, etc. Designs 48 States and Parks. DECALS, 600 designs. Send 30¢ for 12 decal samples.

**National Souvenir Mfg. Co.**  
P. O. Box 286 North Miami, Fla.

**Pipes for Pitchmen**  
By BILL BAKER

E. C. PARDEE... who has been working sheet around Austin, Tex., to good returns in the two or three hours he was able to put on his pitch, had to return to Veterans' Hospital, Marlin, Tex., for treatment. He says that the recent operation which he underwent failed to heal properly and he will be forced to undergo another one soon. He'd like to read letters from the boys working the Carolinas.

TONY RINO... who is headquartering in Cleveland and who has worked household gadgets and numerous other pitch items over the past 10 years, is framing a new layout with which he hopes to spring soon.

HENRY H. VARNER... reports from Akron that it is rumored there that Bob Allen passed away recently. He wants to know if anyone can either verify or discount the rumor.

GEORGE H. BROOKS... is making his headquarters in St. Louis and has been working around the Mound City for the past few weeks.

MRS. DOROTHY STILLMAN... is still working home shows and fairs. She's currently located in Laguna Beach, Calif.

J. CAPLAN... well-known Canadian pitchman, is framing a new demonstration. He hopes to be able to spring with it soon in Toronto.

WHO IS WORKING... the numerous home shows currently in operation and how is business?

**Mills Launches Strong Unit**  
Continued from page 66

spot, and introduces Billy Hammond, wild west.

The Juggling Bakers (2) and the Droguett Trio, hat jugglers, have the side loops for okay work. Sandor Beketow, newly arrived Swedish horse trainer, works a five-pony drill and Mahlon (Alabama) Campbell works four. Both acts have been well drilled.

Back again is the Antonett Family (6) in quality teeterboard work that closes with a two-and-a-half to a high-pole chair. Campbell brings on high diving dog and monkey number that's new, but it's hardly heavy enough to work alone in this show.

Rosettis, Jinx Nelson

Big showing is made by a 12-girl ladder number, which frames the Rosettis' good ladder revolving and balancing act. Two single trap acts were penciled in for this display but they didn't work on opening day.

Jinx Nelson and Edith Beketow handle dog turns at the sides, then clowns make an appearance. Hugo Schmitt's enlarged chimp act was out because of weather. The Internationalists (3), work trampoline, and five of the Antonetts hold attention with Risley. Billy Hammond looks in again.

The Wang Hong Schu Troupe repeats with its gym work, horizontal bar and contortion. This is a well presented turn. The Argentines (3) do acrobatics at one side. At the other are the Melit Girls, the show's new English acro troupe brought on by Geoffrey Taylor. Eleven worked the first day, filling the ring with considerable action.

Clowns in Fire Gag

Jack LaPearl, producing clown, leads the alley thru the firehouse gag. With him are Coco, Coco Jr., Sasha, Danny Williams, Al Ray, Ed Carlton, Bert Green, Harry Baker, and four dwarf clowns, Robert and Sheila Pattison, Harry Burman and Marcus Powell.

Mills makes a flash with three Liberty acts made up of big horses in attractive trappings. Paul Nelson works eight roans while Jinx Nelson handles six blacks and Alabama Campbell directs six whites. In another juggling display, the Nemedils are in the center and Mauricio is at one side while the Two Tient-sins juggle plates at the other side. This is followed by Rosetti's bike balancing and La Rebecca's barrel kicking. A bounding rope number didn't work the center ring at this showing.

Clown Water Fight

Elaborate costuming and production work turns up again when 13 girls parade in can-can wardrobe and move into a web routine. The Valentinos (2) highlight the number with their aerial perch which is topped with a teeth suspension spin. It's an impressive display, the only drawback being that websitters costumes clash with those of the others.

Coco produces the new clown gag. To a degree, it recalls Willie West and McGinty, and it starts with paperhangers slopping wet brushes at each other. After a pie throwing bit, the number breaks down to a plain and fancy water battle. It's slapstick. In cold weather the humor was cut by the knowledge that participants were freezing, and reaction was mixed among showpeople and fans. The fact remains that the

stunt got real laughs. Jack Mills' scouting tour of England produced clowns who work. These fellows, even on walkarounds and stalls, act as if they believed they were funny, and that's much of the battle.

Jinx Rides 10-Hitch

Jinx Nelson is riding a 10-horse Roman standing act. Horses were flighty and much attention went to clearing the track and controlling the stock. It's a rip-snorting turn working in a confined area for good effect.

Nio Yu is an Oriental miss who performs on the tight wire with juggling bits, splits and a chair and table stand to good results. Mills Bros' menage number works next and it's stronger than most. Ferreyra and Company (3) and the Four Nemedils present perch acts, with the latter again showing a neat routine.

Wind-up with the normal running order is Hugo Schmitt's big elephant number. It's lost none of the flash that gave it a fine reputation last season. The teeterboard flip, putting a boy on a bull's head, is there, and there are two spectacular trunk carries. Act also is dressed up with girls riding each animal.

Joe Rossi is on hand with a good-sized band again. Announcer is Proctor Baughman, and Felix Brazon again heads up the prop crew, which is uniformed. Sheila Pugh, wardrobe mistress, is aided by Lillian Polakovs.

**Staff, Personnel**

Mills Bros. staff includes: Jack Mills, manager; Jake Mills, assistant manager; Ida Mills, treasurer; Rose Mills, secretary; H. W. Ahrhart Jr., general agent; Harry and Mary Mills, concessions; Fred W. Stafford Jr., press director; assisted by Dean McMurray, George Strongman and George Hodgdon; Charles (Brady) Vensel, general superintendent.

Kirk Taylor and Sanford Burnstein, purchasing agents; Ida Taylor, red wagon; Arthur (Hard Times) Leonard, electrician; Hugo Schmitt, elephant trainer; Virgil Sagraves, elephant and menagerie superintendent; Geoffrey Taylor, co-announcer and Side Show talker; Ray Haddix, mechanical superintendent; William Maack, 24-hour man; Bill Lee, front door; Edna Freeland, downtown tickets; Red Maynard, reserved seat tickets; George Churchill, truck letterer; Peggy Baker, ballet director.

Roosevelt (John) Lewis and John Makinson, big top assistants; Bill O'Day, sailmaker; Charley White, stake driver.

Russell Buller, steward, with Oliver (John) Kibbey, Robert Hileman, Don Tatlock, Dick Funk, and Emmett Chambers.

Joe Rossi, bandmaster, with Karl Wahrmond, Ovila (Frenchy) LeBoeuf, Raymond Aguilar, Danny Meyer, Karl Cuebler, Frank Toner, Wiley Scott, Emilio Paolucci, Larry Ganyard, Ted Girard, John Lower Jr. and Frank Bellow.

Harry Mills' concession staff includes Ray Freeland, Pete Karjanis, Uwe Schmitt, Tony Vendetta, Paul Hudson, Max Gross, Pat Maynard, Joseph Delbene, Milt Neuman, Charles Cardinal, Jim Pappas, Jim Keadle, Danny Kelly and Owen Brendell.

Show's animals, including one semi of caged animals, comprise the Side Show offering.

**PITCHMEN!!!**

BEND THEM!  
TWIST THEM!  
HIT THEM!

**NOW! A NEW MORE FLEXIBLE COMB DESIGNED ESPECIALLY FOR PITCHMEN. QUALITY & VALUE GREATER THAN EVER!**

Amber colored combs beautifully designed for demonstrating purposes. Deliveries made same day order received. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send \$1.00 for samples. This will be doubly refunded on your first order.

**TAMOR PLASTICS CORP.** Leominster, Massachusetts

**CLOSING OUT Punchboards**

Way below cost. Our loss, your gain. Write for list.

**GALENTINE NOVELTY CO.**  
P. O. Box 802, South Bend, Ind.

**NEW SENSATION! GEORGE WASHINGTON Jeweled WATCH**

Latest Style! Hot Seller!

with SUEDE BAND \$3.65 Doz. Lots

With yellow top, \$4.10 ea. Less than 1 doz., \$1.50 extra. Other watches, \$2.50 up. New illustrated catalog available. 10% Dep. on C.O.D.'s—non-rated firms.

**SARO WATCH** G-5th Floor  
37 W. 47th St., N. Y. JU 2-3206

**WE ARE MANUFACTURERS OF All Kinds—PULL TICKET GAMES & TIP BOOKS**

Buy Direct From Manufacturers at Very Reasonable Prices

**Columbia Sales Co.**  
302 MAIN ST., WHEELING, W. VA.  
Phone: Wheeling 340

**SALESBOARDS**

Tickets, Jar Deals, Premiums Complete Line

SEND FOR PRICE LIST #83

**RAKE COIN MACHINE EXCHANGE**  
509 Spring Garden St., Philadelphia 11 Pa.  
Lombard 3-2676

**SOUVENIR DECALS** 2-3 Weeks' Delivery

**TRAVEL DECALS**

All 48 States carried in stock. Write for samples and quotations.

**A. J. WILDMAN & SON, Mfrs.**  
139 W. 19th St. New York 11, N. Y.

**ATTENTION JOBBERS AND WAGON MEN**

Hosiery manufacturer has drastically reduced all prices on ladies' full-fashioned nylon hosiery. Our promotional number, which is a run of the mill, is priced at \$3.75 per dozen. Fall \$4.50 each pair is individually wrapped in beautiful cellophane envelopes. **JEANETTE HOSIERY MILLS.** Chattanooga, Tennessee.

**ILLUSTRATED CARTOON BOOKLETS!**

BEHOLD, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10. ALL DIFFERENT, \$1 POSTPAID \$5.00 NO POSTAL C.O.D.'S!

**REGINALD SALES**  
210-BB Fifth Ave. New York 10, N. Y.

**MAKE \$2 HR. SELL RA-GLO SIGNS**

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11. \$1.00 postpaid, 110 signs, \$5.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

**ALL ART SIGN CO.**  
179 N. Wells St., Dept. 43, Chicago 6, Ill.

**LEIS-LEIS-LEIS**

Crush proof, jumbo size, ast. colors. Something different in Leis. 1 Gr., \$7.20; 5 Gr., \$30.00; 20 Samples, \$1.00 postpaid. Also Jap Leis, Carnival Supplies.

**HAWAIIAN LEI MFG. CO.**  
127 E. Main Alliance, Ohio

**ATTENTION:  
MR. CARNIVALMAN,  
PITCHMAN,  
CONCESSIONAIRE**

**Welcome!**  
When you are in or near the city of Atlanta, Ga., it will pay you to visit us. We carry a complete line of premium gifts and glassware.

- Ash Trays • Oval Dishes • Salad Plates • Bon-Bon Dishes • Composites • Nappys • Fruit Bowls • Other inexpensive items.

It's easy to buy or order from us because (1) Central location; (2) Free parking space; (3) Large and complete stock always on hand; (4) Ship anywhere in the South; (5) Catalogs available.

It will be a genuine pleasure to serve you. The price is always right.

**H. SMITH BOTTLE SUPPLY CO.**  
250 Decatur St., S. E. Atlanta 3, Ga.

**NEW—FAST SELLERS for  
Men & Women—BIG Profit**  
Everyone wants these beautiful copies. Set your own **HUGE** Profits.



**WRITE TODAY  
FREE  
CATALOG**  
and details. Make for resale only.  
Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.  
**TITANIA GEM** We sell only best quality stones—10K & 14K mtd  
**DES MOINES RING CO.**  
1155 26th St. Des Moines 11, Iowa

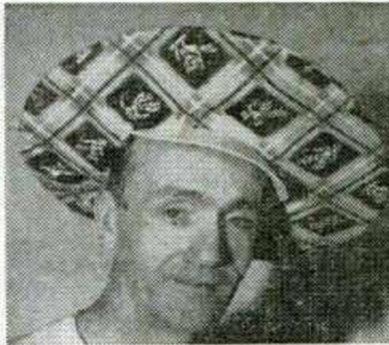
**CIRCUSES • CARNIVALS • SEASHORE RESORTS • RODEO SHOWS • FAIRS**

**→ BALLOONS ←**

- #4 Dart Balloons, 10 gross lots.....gross \$ .50
- #12 Balloons .....gross 2.50
- #9 Round Balloons .....gross 2.75
- #16 Paddle Mottled Balloons.....gross 7.00
- #15 "New Look" Cat Balloons.....gross 7.00
- #11 Round Double-print Balloons, red box.....gross 5.00
- #9 Mottled Cat Balloons, red box.....gross 5.25
- #14 Mottled Cat Balloons, red box.....gross 7.00
- #9 "Hopalong Cassidy" Round Balloons.....gross 4.00
- #15 "Mickey Mouse" Balloons (Pioneer).....gross 8.00
- #15 "Schnozzle Durante" Balloons (Pioneer).....gross 7.50
- #15 Giant Paddle Balloons, red box.....gross 5.50
- Balloon Reed Sticks.....gross .65
- White Dowel Sticks, 36"x3/16".....per 100 1.50
- Balloon Cords, approx. 1 lb. rolls.....1.25

**SPECIAL INFLATED RUBBER ANIMAL TOYS**

- Large Rubber Clowns, 18" Long.....Doz. \$6.25
- Large Rubber Elephants.....Doz. 4.50
- Medium Size Horses.....Doz. 3.50
- Assorted Rubber Squawking Animals.....Doz. 3.50
- Inflated Rubber Monkeys.....Doz. 3.00
- Inflated Rubber Squawking Monkeys.....Doz. 3.50
- Mickey Mouse and Funny Bunny Squawker, Inflates.....Doz. 2.00
- Large Rubber Horse, 18" long, 13" high with saddle.....Doz. 6.00
- Medium Rubber Clowns, with squawker.....Doz. 3.50



**TOP BANANA HAT**  
The best made hat on the market.  
Also have children's sizes  
**\$6 Dozen \$66 Gross**

- 3-piece Jewelry Sets, good flashy number.....dozen \$10.80
- 4-piece Pearl Sets, consists of Earrings and 3-strand Bracelet and Necklace.....dozen 12.00
- Army Air Force type Sunglasses, leatherette cases.....dozen 5.50
- Firemen's Hats, first grade, felt with shield.....gross 21.00
- Baseball Caps, first quality.....dozen 4.00
- Checked Be-Bop Hats.....dozen \$4.50, gross 47.00

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

**HARRIS NOVELTY COMPANY**

1102 Arch St. THIS IS OUR ONLY STORE Philadelphia 7, Pa. Phone: MA 7-9848 WA 2-6970

**★★★ SPECIALS ★★★**

- 9" Fur Monkeys with pipe, glasses and fez.....gross \$15.00
- 12" Fur Monkeys with pipe, glasses and fez.....dozen 2.50
- 7" High Hat Feather Dolls.....\$1.50 doz., gross 14.40
- 24" Spread, floral design, rayon Parasols.....dozen 2.75
- Rabbit Feet and Key Chain, large size.....per 100 5.00
- Tri-motor Bombers, long sticks.....gross 16.00
- 14" Coolie Hats.....dozen 2.25
- Metal Sliding Trombones, U. S. A.....gross 24.00
- Flying Birds, best make.....gross 9.00
- 7" Fur Monkeys, with fez.....gross 9.00
- Lancaster Balons, with bell.....gross 14.00
- Long Lash Whips.....gross 13.50
- Rubber Snake Cigars.....gross 9.00
- Gold and Silver Loving Cups.....gross 15.00
- Comic Prison Pennants, felt.....per 100 15.00
- Swagger Sticks.....gross 8.50
- Slitche imported Baseballs, good for any game.....dozen 1.50
- "Worth" Baseballs.....dozen 2.75
- Necklace Beads, slum.....gross 2.50
- Hawaiian leis.....gross 1.75
- Midget Harmonicas and Chain.....gross 4.50
- Felt Comic Hatbands.....per 100 1.50
- 50-ligne Comic Celluloid Buttons.....per 100 1.75
- Snake Cameras.....gross 9.00
- Girl Picture Mirrors.....gross 5.50
- Mechanical Penguins.....dozen 3.50
- Mechanical Donkeys, moves its eyes and shakes its tail.....dozen 2.00
- Large Mechanical Merry-Go-Round.....dozen 6.00
- Snake Bow Ties.....dozen \$2.25, gross 22.50
- Monkey and rubber ball.....dozen \$2.25, gross 22.50

**Beautiful 6-Pc.  
HIS AND HERS Jewelry Set**  
Gorgeous two-color plastic gift case with \$39.95 retail price tag

**\$32.00** doz. sets **\$3.00** sample postpaid

Set contains men's tie clasp and cuff links; ladies' pin and earrings.

**Your Choice of 3 Styles:**

- Maple Leaf Design
- Imitation Cameo with White Stone in pin
- Crown with White and Red Stones (illustrated)

Specify Style When Ordering. Add 20% F. E. T. if Not for Resale.

**WRITE FOR OUR NEW SPRING CATALOG WITH 64 PAGES OF THE LATEST BINGO, PREMIUM, CARNIVAL AND NOVELTY ITEMS.**  
25% with order, bal. C. O. D., F. O. B. Chicago

**JOHNNIE DOOLAN, INC.** 3559 S. Halsted St. Chicago 9, Ill. Phone: FRontier 6-5320

**THE FASTEST-SELLING PROFIT-MAKER FOR GIFTS, PREMIUMS, PRIZES, CONCESSIONS!**  
**SELLS ON SIGHT to Motorists, Truckers, Campers, Sportsmen, Cab Drivers!**

**NATIONALLY FAMOUS**  
*Pathfinder*  
SEALED BEAM

**PORTABLE SPOTLITE**

EVERY MOTORIST wants one—needs one! Sturdy, handsome spotlight, perfect for flat tire repairs, engine repairs, signalling, other night emergencies. Powerful beam lights up road signs, house numbers, garage entrance. Compact and easily carried, fits in glove compartment, hangs anywhere or stands by itself. **NO INSTALLATION.** Plugs into Cigar Lighter Socket. Long extension cord included.

**No. 5210U Low Price PORTA-LITE**

Sells like wildfire! 5" Sealed Beam throws light 500 feet. 3-way grip for holding, hanging, standing. Metallic blue enamel finish. A real "leader."

Send for our price list of nationally advertised appliances, tools, jewelry, watches, sewing machines, chrome dinette sets, clocks, silverware, sporting goods and hundreds of other items at rock-bottom prices.

**UNIVERSAL DISTRIBUTING, INC.**  
729 W. RANDOLPH ST. • CHICAGO 6, ILL. • RANDolph 6-4093

**NOW! HAND PRONGED JEWELLED STONES**  
At prices that defy competition!

**SPECIALS FOR SPRING AND SUMMER SALES!**

- No. 600 Series—7 beautiful styles in jewelry creations in summer pastel colors. 3-pc. necklace and earring sets. **\$9.00** Doz. Asst.
- No. 1210 Series—6 exquisite numbers in 3-pc. necklace & earring sets of simulated imported moonstones in pastel colors. **\$15.00** Doz. Asst.

We sell wholesale only for resale. Prices do not include postage. Include sufficient amount.  
Full payment with orders under \$20.00; others 1/3 dep., bal. C.O.D.

**RAKE COIN MACHINE EXCHANGE**

609M SPRING GARDEN STREET LOMbard 3-2676 PHILADELPHIA 23, PA.

**DIRECT FROM MANUFACTURER**  
**\$6.00 PER DOZEN BOXED**  
**SPECIAL INTRODUCTORY OFFER**  
**OTHER SENSATIONAL ITEMS:**

Opal Sunburst Sets, \$8.50 per doz. Pin and Earrings Sets, \$4.50 per doz. Expansion Watch Bands, \$3.35 per doz. (chrome) and \$4.10 per doz. (gold plate). Necklace and Earrings Sets, \$7.50 per doz. Men's Identification with expansion watch band, \$4.00 (rhodium); \$4.50 per doz. (gold plate). DISPLAY BOX, \$1.00 per doz. additional.

Beautifully engraved Heart Lockets, \$5.50 per doz. Necklace, Bracelet, Earring Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filigree clasp), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.75 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Scatter Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$4.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.50 per doz. Scatter Pins, \$3.50 per doz. ALL SETS HANDSOMELY GIFT BOXED. Send for latest GIANT 1953-4 CATALOG!

**PACKARD JEWELRY CO.** 220 Fifth Ave., New York, N. Y.

**SPECIAL!**  
Full Size, 17 1/4" x 11 1/4"  
**HORSE CLOCKS**  
In Two-Toned Bronze or Gold Finish  
With popular electric movement

**\$5.60** Ea. in Lots of 6  
Sample, \$6.25.  
With 40-hour wind movement

**\$5.00** Ea. in Lots of 6  
Sample, \$5.50.

**NEW LOW PRICE ON BRONZE HORSES**  
Send for free 1953 catalog. 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale, add federal tax.

**HOUSE OF BRONZE**  
1497 Myrtle Ave. Brooklyn 37, N. Y. GLenmore 6-1840

**WIRE ARTISTS:**  
buy from Rhode Island's Largest Manufacturer of  
**ROLLED GOLD PLATE**  
Compare our price. Write for prices and deliveries.

25% deposit on all orders  
Balance C.O.D.

**THE IMPROVED SEAMLESS WIRE CO.**  
775 EDDY ST., PROVIDENCE 5, R. I.

**PRICE LIST READY**  
Send for Your Copy at Once

**SLUM** Greatest Line Ever Assembled.  
**PLUSH TOYS and DOLLS** Superb Values.  
**FLASH—NEW ITEMS** When They Are New.

If you have not dealt with us in the past, ask those who have.

**BERNY NOVELTY CO.** 114 West 14th St. New York 11, N. Y. Phone: ALgonquin 5-8290

**FINE VIEW POST CARDS:**  
Gelatin Printing from Your Photo  
2000 9.50 per M 8000 8.50 per M  
18000 7.50 per M 36000 6.50 per M  
FREE—500 asst. Cuties-Comics, and your City-State imprinted on hundreds of general scenes. Postage FREE on prepaid orders.

**THE MAYROSE CO.**  
923 Chandler Ave., Linden, N. J.

**WATCH BARGAINS**  
10 Swiss or 5 American Ladies' and Gents' Wristwatches, needing minor repairs, \$18.00  
Write for prices.  
10 lbs. of Broken Costume Jewelry, \$10.00  
For Dealers Only  
**B. LOWE**  
Holland Bldg. St. Louis 1, Mo.

**KANDELITE LAMP MFG. CO.**  
4516 N. 13th St., Philadelphia 40, Pa.

Available in Ruby—Pink—Blue—Yellow—Green—White, with matching beautiful acetate shades with ribbon. Height 13 inches.

**\$1.12 1/2** \$2.25 PAIR  
25% Deposit—Bal. C.O.D.  
Sample Pair Prepaid \$3.25  
66 in. wire—not 36  
**ONLY LAMP MFR. IN AMERICA WITHOUT COMPETITION**

## Williams Names Kitt Special Export Rep

To Appoint European Distribs; Begin Times Square Shipments

CHICAGO, April 25.—Pointing up the growing emphasis on game exports this week was the commissioning of Gilbert Kitt by the Williams Manufacturing Company to appoint European distributors. Kitt left Friday (24) via plane for England and will also call on coin machine firms in France, Belgium, Italy and Ireland (The Billboard, April 25).

Owner of the Empire Coin Machine Exchange, Kitt originally planned to make the five-week air trip of key European cities to confer with old operator customers and also contact new outlets. However, following a series of conferences with Sam Stern, Williams vice-president, earlier this week, Kitt contracted for the additional special assignment.

Empire Coin handles all kinds of new and used coin machines and is factory representative for United, Genco and Evans games; Auto-Photo automatic picture machines and Evans juke boxes and accessories. Williams is in production on De Luxe Baseball and Times Square.

CHICAGO, April 25.—Regular shipments of Times Square, a new trap hole amusement game, are now being made, Sam Stern, vice-president of Williams Manufacturing Company, announced this week.

Designed with a wide open playfield for cross ball and flipper action, Times Square has five trap holes which are the key to scoring replays. Guiding balls into trap holes increases the value of side rollovers as well as the automatic flipper. Trapping balls in the number 4, 5 and 2 illuminate the top side rollovers for replays. Another way to score a replay is to trap balls in the 1, 2, 3 and 4 holes. Still another method is to trap balls in holes numbered 1, 5 and 3 and then guide a ball thru Times Square's bottom side rollovers. Players trapping balls in all five trap holes record a pair of free plays.

One of the new game's service features is a hinged front door which offers easy access to mechanical and electrical units.

## '52 COIN TAXES IN 18% DROP

WASHINGTON, April 25.—Federal Tax on coin-operated devices yielded \$16,714,555 last year, the Bureau of Internal Revenue reported this week in its final, official tally for the calendar year. The previous year's yield from this tax was \$19,296,205. These taxes are at an annual rate of \$10 per amusement device, while the gaming devices were taxed annually \$150 up to November 1 when the tax was hiked to \$250 per gaming device.

Total tobacco tax yield for the year was \$1,661,662,341, compared with \$1,445,756,520 the previous year.

## Danish Police Nab Vending Pilferers

AARHUS, Denmark, April 25.—Local police last week rounded up a gang of five young thieves accused of pilfering 42 coin-operated vending machines and of participating in 31 other robberies, which netted them loot of \$4,350 in cash and merchandise.

A stolen car served them as means of extending their operation to a circuit of several nearby towns.

## ROUTE TO SUCCESS

### Conn. Op Finds It Is Initiative

By ALLEN M. WIDEM

HARTFORD, Conn., April 25.—A Connecticut operator who has concentrated on continually bettering his customer relations finds that trade, in the final analysis, is "just what one makes it—either pleasant and profitable or careless and moneyless."

That sums up A. J. Berube's objectivity after 17 years in the coin machine trade. Owner of Ajay Service, Hartford, Berube has 150 stamp vending machines and 20 juke boxes in the metropolitan Hartford area.

"When I say customer relations," he explains, "I mean continually contacting my machine locations and actually sitting down for a few minutes or more and chatting with the owner. And I've found that talking about things not even relating to the coin machine trade sometimes helps me get a better slant on how the location's take can be improved."

"I listen to a juke box location when the owner tells me that certain records appeal to his

trade. I don't go away preferring to trust to my own judgment. I realize in the six years I've had the juke box route that men in the trade can tell me definite things that will help both me and my machines. The same is true in a sense for the postage stamp vending line."

Good relations are kept at top level by continually following the record popularity roster in The Billboard, Berube said.

Associated with him in Ajay Service are his wife, Lillah, and his nephew, Bob Perodeau. Berube, who feels a music machine should bring in at least \$15 weekly, was formerly with the AMI Hartford distributor office.

In addition, he's interested in semi-professional baseball, being manager of the British-American Club in the Metropolitan Hartford Semi-Professional Twilight League. "This gives me a chance," he says, "to rub shoulders with men in the sporting world, and learn something about their likes and dislikes in music machines."

The coin machine industry, he asserts, is an ever-fabulous field.

## Calif. Operator Denied Picket Court Order

LOS ANGELES, April 25.—A petition for an injunction to restrain the International Union of Mechanics and Electrical Repairmen from picketing locations of the California Music Company here was denied in Superior Court. Sam Ricklin, of the firm, also asked \$50,000 damages, claiming that his concern was already represented by the AFL Package and General Utility Drivers Union, Local 396, a division of the teamsters union.

Judge Daniel Stevens had issued a temporary restraining order on March 28.

Ralph O. Benson, attorney for the union, said that employees

(Continued on page 99)

## Hike United's Night Output

CHICAGO, April 25.—United Manufacturing Company, steadily increasing its production staff, has built up its night shift to six days.

When the night shift was started three weeks ago (The Billboard, April 11) it was on a three-day basis because of the lack of assembly personnel.

The extra shift was added to meet the heavy demand for Clover and Cascade Shuffle Alleys and Cabana, the in-line five ball game. In addition to its large three-year-old plant on California Avenue, United also has its main plant on Broadway humming at capacity.

## FINAL ACTION NEAR

### Add Anti-Pin Amendment To Illinois Bell Bill

SPRINGFIELD, Ill., April 25.—In a sudden turn of events here Tuesday (21), the House of Representatives advanced to passage stage House Bill 184 with an amendment which would ban the manufacture of pinball games. Previously, the measure stressed the prohibition of production of bell equipment and exempted free play amusement units.

Rep. Elroy Sandquist of Chicago, where most of the nation's bells and games are manufactured, led the fight on the

bill. He offered an amendment which would have permitted bell output for use in Nevada and in foreign countries. This move was defeated. The amendment to outlaw the making of pinballs in the State was introduced by Rep. Clyde Choate of Anna. His other amendment, to repeal laws establishing pari-mutuel betting on race horses and harness racing, was defeated by one vote—47 to 46.

In the debate between one of the sponsors of H. B. 184, Rep. Joseph Peterson, Princeton, and Sandquist, Peterson pointed out that the bill was intended to spell out specifically what courts have previously ruled—that mere possession of bell machines is illegal and has been since 1895.

Back in Chicago, the reaction of most of the game manufacturers was that more amendments would be added before the bill is voted on next week. They

expressed hopes that amusement units would be exempted. One of the surprising elements connected with H. B. 184 was the apparent complacency of most factory executives. The measure was introduced March 18 (The Billboard, March 21). At the time it was generally believed by the various trade segments that the measure was aimed specifically at the prohibition of bell machine manufacture. However, a few coinmen felt that the bill in any form was potentially dangerous since it was written in such general terms.

## Terre Haute Ops Denied Court Writ

TERRE HAUTE, Ind., April 25.—Local operators striving to win a court test of the Hasbrook Law suffered a reversal Monday (20) when Judge Albert Owens, of Vigo Superior Court, declined to rule on the constitutionality of the controversial act.

Specifically, Judge Owens denied a petition for an injunction by nine Terre Haute pinball operators which would have prohibited enforcement of a portion of the law relating to pinball machines.

The judge stated the petition failed to present enough evidence for a ruling either on the constitutionality of the act or the issuance of an injunction.

## Pass Pin Ordinance

FRANKLIN, N. H., April 25.—An ordinance was passed by the City Council here barring those under 18 from playing pinballs.

Both the player and the machine owner will face a \$20 fine for violation of the law. A proposal for licensing pinball machines was referred to the ordinance committee.

## Badger Owner Sets European Export Trip

LOS ANGELES, April 25.—William R. Happel Jr., owner of Badger Sales Company here, and Mrs. Happel will sail aboard the U. S. S. America from New York on May 1 for Bremerhaven, Germany. Happel will combine business with pleasure, calling upon the firm's representatives abroad.

In Germany, Happel will confer with Albert Auert, representative in that country, for his firm. Among matters to be discussed is the establishment of a second office in the country to display and sell reconditioned music and amusement machines.

Continuing the trip, which is to last six weeks, Happel will stop in Brussels to visit E. J. DeWitt, of the Holland-Belgie-Europe, which represents Badger in the area.

The Continental trek will include Paris.

## First Adds 4 Key Staffers

CHICAGO, April 25.—Continuing its over-all expansion program, First Distributors has added four new staffers, Owners Wally Finke and Joe Kline announced Friday (24). They are Sam Kolber, Irving Kleiman, George Moritz and Jan Turchany.

Kolber will specialize on games sales and most of his time will be spent traveling Illinois, Iowa, Indiana and Wisconsin. He will also handle some merchandise sales while on road trips. Kolber was formerly with National Coin Machine Exchange.

Kleiman was a member of the Atlas Music Sales staff in the three years following World War II and since then has concentrated on merchandise sales for some of the leading houses in this area. He will be associated with Mal Finke in the gift and merchandise division at First Distributors. They will co-manage the division.

George Moritz has been named assistant to Marvin Rosenstein, firm comptroller. He has had a varied career in the financial world, including a key post in China.

The other new First staffer, Turchany, will specialize in expediting merchandise shipments. Because the merchandise division has grown so rapidly in the past few months this should become one of the firm's most important assignments, Wally Finke said.

## Oregon Free Play Game Bill Tabled

SALEM, Ore., April 25.—Hopes of Oregon game operators for State legislation clarifying legality of free play died this week when the House Joint Ways and Means Committee tabled a bill that would have declared free play "not a thing of value."

The legislators ignored the arguments of John Steelhammer, Salem attorney and speaker of the House at the 1951 session, that the measure would help the State collect more taxes from coin-operated devices. The attorney

ney cited conflicting opinions by Former Attorney General George Neuner in which he at one time said free play "was a thing of value" and then "as not of value."

In the meantime, games continue to operate pending a State Supreme Court ruling on an appeal from a Portland city ordinance seeking to outlaw games. The appeal was taken by Stanley G. Terry, Portland operator, on behalf of himself and other game operators. The case has been in the high court more than a year.

## Chicago Coin Distribs Show Crown Bowler

CHICAGO, April 25.—Distributors of Chicago Coin Machine Company started showings this week of Crown Bowler, a six-player shuffle game with several new last-minute scoring features.

Housed in an 8 by 2-foot streamlined cabinet, Crown Bowler has 20-30 scoring, a Formica playfield, automatic dial scoring and flasher lights for strikes and spares. All scores in the fifth frame are automatically doubled.

When Crown Bowler's 10th frame is completed, three additional factors come into play which can have a marked bearing on a good score. First a number lights up. If this number is the

(Continued on page 101)

## So. Automatic Sets New Qtrs. In Lexington

LEXINGTON, Ky., April 25.—Southern Automatic Music Company has outgrown its distributing facilities here and is rushing construction of a new building on Delaware Avenue which will provide 10,000 square feet, plus parking facilities for 90 cars.

The building will be completed by the end of May. It will be of modern architecture and have a large lawn and flower garden in front. The offices, showrooms, shop and parts department will reflect the trends in furnishings and repair equipment.

Southern Automatic's Lexington branch is supervised by Homer Sharp and C. F. McMillen, who have been with the organization 17 years. The company's headquarters is located in Louisville. Other branches are in Indianapolis, Fort Wayne, Ind., and Cincinnati.

## Calendar for Coinmen

April 27.—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.

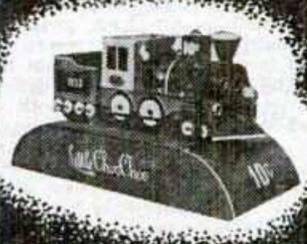
April 28.—National Automatic Merchandising Association, area meeting, Roosevelt Hotel, New Orleans.

May 4.—Illinois Amusement Operators' Association monthly meeting, 208 N. Madison Street, Rockford.

May 14.—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

May 18.—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

## "LITTLE CHOO-CHOO"



Designed by  
World Famous Manufacturer of  
Amusement Rides

Sensational new coin-operated  
Kiddie Ride for Dime Store and  
Super Market locations. Train  
goes thru all of the motions of a  
real locomotive. Foot accelerator  
operates variable speed control.  
Device has seven flashing lights  
and realistic bell. Terms: Pay-  
ments arranged for established  
operators. Write today for com-  
plete information.

**KING AMUSEMENT CO.**  
Mr. Clemens, Mich.

## National Announces 2 New B&R Kiddie Rides

NEW YORK, April 25. — National Kiddie Rides, newly organized manufacturers' representative, this week announced plans for the production of two new kiddie rides — an Army Jeep and a Fire Chief Fire Engine — which will list for \$249.50. Full production on these models by B. & R. Manufacturing Company is slated to get underway next week.

Both rides, as are the other three B. & R. rides handled by National (The Billboard, April 25), are junior size, of fibreglas construction, and weigh 250 pounds each. They are five feet long, three feet high and two feet wide.

Meanwhile Charlie Katz, National sales manager, said that production on the Locomotive is now underway, with production on the Rocket and PT-Boat due to get underway in a day or two. He said the B. & R. plant is running at full capacity.

### Pioneer

B. & R. is a pioneer in the junior-size Kiddie Ride field, coming out with the Palomino late in 1952 and following it up with the Rabbit, Duck and Steer rides. Leo Willins acted as sales agent for B. & R. at the early stages of the junior-size Kiddie Ride experiment and was, in a large measure, responsible for its growth, Katz said.

Katz explained that the firm's policy of the small rides is to operate on a small margin and depend on enough volume to keep the operation profitable.

Currently, he said, the firm has 30 distributors thruout the nation, and new distributors are being added at the rate of three a week.

Hymie Rosenberg, a partner with Katz in National, today returned from a four-week sales tour of the nation, during which time he added 15 distributors to the National roster.

## Alert Makes Death Ray and Ferris Wheel

PHILADELPHIA, April 25.—Alert Manufacturing Company, which recently bought the physical assets of Sam Cohn's defunct Merry-Go-Round Manufacturing Company (The Billboard, April 25) this week announced that it has two new kiddie rides in production.

The rides are a Ferris Wheel and a Supersonic Death Ray Gun. The former will sell for about \$600 and the latter will list for about \$800.

The Ferris Wheel is the more conventional of the two. Ed Goleman, Alert president, said it simulates the motion of an amusement park Ferris Wheel. It is 2 feet wide, 6 feet deep and 6 feet high. Weight is 325 pounds, he said. It is a one-passenger ride and operates on a dime play.

(Continued on page 101)

## SENSATIONAL NEW RIDE

**DISTRIBUTORS—  
WRITE! WIRE! PHONE!**  
Territories Available

**NOT JUST A NEW  
BODY ON AN  
OLD MACHINE!  
It's Entirely New!  
Different!**

- Arcades
- Department Stores
- Super Markets
- Variety Chains
- Shopping Centers

This piece can accommodate kids from 2 to 200 years old! Big enough to hold a man—small enough for a 2-year-old child.

**ALERT MANUFACTURING CO.**

227 WOOD ST.

Tel: LOmbard 3-0694

PHILADELPHIA 6, PA.

over **67,000 ACTIVE BUYERS** read  
The Billboard Classified columns each week

## INSURANCE LIABILITY & FIRE

For the Amusement  
& Entertainment Field

**BROADWAY  
BROKERS CORP.**  
150 Broadway, New York 38  
REctor 2-2195

## WANTED!

Used

## BALLY HORSES

Write advising lowest price and  
condition.

BOX D-30

c/o The Billboard, Cincinnati 22, O.

## MIDGET MOVIES

LATE MODELS—LIKE NEW  
Complete With \$225  
Poster & Film  
Ideal for beaches, arcades, pools,  
department stores, super markets.

Send for KIDDIE RIDE  
FOLDER AND PRICE LIST

**REDD DISTRIBUTING  
COMPANY, INC.**

298 LINCOLN STREET  
ALLSTON, MASS. AL 4-4040  
WANTED—BALLY CHAMPION HORSE  
See big ad on page 104

## WHY SETTLE FOR 15 WHEN YOU CAN TAKE 50



(Pat. Pend.)  
**TOP IS  
REMOVABLE**  
Easily port-  
able in two  
sections.

**METEOR  
FLYING  
SAUCER**

**SPECIFICATIONS:** Overall  
Length 52" — Width 42"  
— Height 38". Weight  
approx. 272 lbs. Heavy  
Duty 1/2 H.P. Motor.  
110V AC Current. 10c  
National Rejector.

**IT'S A FACT . . .** Operators report that METEOR Flying Saucers are tripling their location income when replacing or supplementing other rides. They are taking \$50 out of the cash box where they found only \$15.

**COMPARE . . .** 1. ALL METEOR KIDDIE RIDES are ORIGINAL — exciting, imaginative design and ride movements—kids cry to ride again and again! METEOR RIDES are in demand in all leading locations because they earn more money and attract more business for the floor space occupied.

2. METEOR RIDES produce a bigger NET PROFIT — low in price — low in maintenance cost — high in receipts!

3. METEOR RIDES are location PROVEN. From Coast to Coast, in all kinds of climate, hot and cold, indoors and out, they are "taking it" and bringing in the shekels. Many METEOR RIDES have operated for years without requiring mechanical attention whatsoever.



## More Profits TO YOU

*the Rocket*

The Only Ride where  
The Child is the Pilot

5 ride movements from 3 control  
levers. Air operated. Safer, less  
maintenance. Ply-A-Mold body,  
break-proof.

### Attention Distributors

Choice territories still open.  
Fast service and delivery.  
Free literature — National ad backing.  
Many operator inquiries ready to  
process direct to you.

Write today for literature and prices.

**NYLCO**

**NYLCO PRODUCTS, INC.**

540 Main Street, Clinton, Massachusetts

FOR  
PROVEN  
QUALITY  
RIDES

### EXHIBIT SUPPLY'S

- Roy Rogers Trigger
- Sea Skate
- Rawhide
- Buzz Coreys Space Patrol
- Pete the Rabbit
- Big Bronco
- Rudolph the Red-Nosed Reindeer
- El Toro the Bull
- Ferdie the Bull
- Space Gun.

EXHIBIT SUPPLY, 4218-30 W. Lake St.  
Est. 1901 Chicago 24, Ill.

DISTRIBUTORS—OPERATORS!  
Get the jump in your territory.  
Place METEOR RIDES NOW!

write, phone or wire

**METEOR MACHINE CORP.**  
319 Hinsdale Street Brooklyn 7, N.Y.  
Phone: HYacinth 5-2756

## IN-PLANT FEEDING VIA VENDER

### 3-City Report Shows Need; See Sandwich Units as Key

DETROIT, April 25.—Full in-plant feeding by venders in the Motor City is still largely a development of the future but there is evidence that that future is not far-distant.

Detroit is a city noted for its industrial innovations, but the nature and size of its industrial plants have created special problems, which operators, active or potential, seem to realize.

Development of in-plant feeding here is being held back by lack of equipment adapted for the purpose at a price the operator considers reasonable in relation to anticipated minimum returns. Operators appear ready to go ahead and buy equipment when more of these conditions are met, but feel that it is just a little "previous" today. As far as can be learned, there are no true sandwich machines on location in the city, and it is agreed that the sandwich machine is the backbone of in-plant mechanical feeding, as it seems to shape up.

#### Wait 'n' See

Some operators appear to be holding back in anticipation of new developments in the industry—new machines already announced, like the Juice-Bar hot dog vender which also provides the option of hamburgers or cheeseburgers.

(Continued on page 101)

PHILADELPHIA, April 25.—In-plant feeding thru batteries of vending machines is gaining steadily in industry generally.

Automatic Food Service Company, a Rowe subsidiary, has been a pioneer in this field locally. Morris Auerbach, head of the firm, is a former executive of Harborside Restaurants, Inc., which operates in the giant Harborside Terminal on the Jersey City waterfront. Auerbach had served as an industrial catering consultant for Rowe when that concern set up its first food vending route in New Jersey.

(Continued on page 101)

PORTLAND, Ore., April 25.—A virtually untilled field in in-plant feeding awaits cultivation in the Portland area, altho the successful vending operator will have to meet some stiff requirements. He will have to have, among other things, the capital for a large-scale operation, the patience to await returns and the know-how to cope with problems not encountered among other large cities of the Pacific Coast.

Currently, there is no large-scale operation in this field here, and the smaller operators have met with obstacles that make

(Continued on page 103)

## Canned Soft Drinks To Be Vended Thru New Juice Bar Units

### Deal Involves Three Companies; First Installations in Mid-May

NEW YORK, April 25.—A three-cornered deal, involving Spacarb-Juice Bar, the Cantrell & Cochrane Corporation and Fanda, Inc., now in the works, may develop into a nationwide effort to boost the sale of canned carbonated beverages thru vending machines.

Cantrell & Cochrane, a subsidiary of National Phoenix Industries which also owns Nedicks, will act as canner and beverage supplier. Spacarb-Juice Bar will make the venders, which will be a modification of the Juice-Bar vender. Fanda, Inc., a newly formed organization headed by Tom Fitzpatrick, formerly sales manager of Nedicks, and Lowell Almy, will act as operator.

The first inkling of the effort came this week when Cantrell & Cochrane announced that carbonated drinks in cans will be introduced in the New York area by mid-May. Walter Mack, president of C&C's parent company, said that the drinks will be available in five flavors, in six-ounce cans. He said that this will be the first major change in the packaging of carbonated drinks in 50 years.

#### Needs Less Space

Mack claimed that the containers, designed by the Continental Can Company, can be stocked in a fraction of the space required for bottle drinks.

The cans come to a head with the usual soda cap on top for convenient opening and drinking from the can, he added. He pointed out that beverages cool quicker in a can than they do in a bottle, and that the over-all weight is much less than the bottled drink.

Meanwhile Almy said that the new venders would be introduced in the New York area about May 15. He added that plans are being drawn up for national distribution.

#### Fanda to Operate

Current plans call for Fanda

buying the venders outright from Spacarb-Juice Bar, with Cantrell & Cochrane being the exclusive supplier of the beverages. Fanda will operate the venders exclusively. Fitzpatrick could not be reached for comment.

Jack Cross, executive vice-president of Juice Bar-Spacarb, said that the new unit will have a 348-can capacity, 100 more than the Juice Bar Junior. Like the Juice Bar Junior, it will have four columns, but the column size will be slightly larger.

## Straight Dime Bar Vender Tested in Chi

### Transit Sales Spots Units in Subway, El Stations; Sales 'Over Expectations'

CHICAGO, April 25.—A new approach to dime bar vending has been taken by Transit Sales, Inc., in its subway-el station route here—straight 10-cent units are being used.

Making the move more significant—the firm had not operated nickel candy equipment previously. The new dime venders supplement its penny candy and nut and nickel gum machines.

Transit Sales officials stated that the dime candy units (Rowe and Stoner 8 column models) are expected to number approximately 30 by the end of July. There are now seven all-dime models in operation.

Nickel candy, as before, will continue available only on those stations where Union News has stands. A good percentage of the dime candy venders will offer

## COOKIE SAGA

### \$1 Billion Gross Seen Up in 1953

CHICAGO, April 25.—Cookies are climbing as a big business product, with venders occupying more than a foothold as a purveyor of the baked sweets (The Billboard, April 25).

Leading as a supplier in the \$1 billion-plus market is National Biscuit Company, with 30 per cent of the annual volume. George Coppers, president, stated that 75 per cent of his firm's total volume is accounted for by crackers and biscuit, with sweet crackers (cookies) taking 45 per cent of total sales.

National Biscuit's 1952 gross was a record \$346.5 million. The prediction is that sales this year will be at least 2 per cent, and possibly 3 per cent, better than the 1952 peak.

While National, and other cookie manufacturers, have not as yet increased prices following the demise of controls, Coppers indicated that "price boosts were

(Continued on page 90)

## Veto N. Y. Bill To Restrict Vender Items

NEW YORK, April 25.—A bill to prohibit drugs and medicines from being sold thru venders in New York State has been vetoed by Governor Dewey.

Called the Brady Bill, the measure had been passed by the Assembly, amended in the Senate and sent to the governor for his signature (The Billboard, April 11).

Actual wording of the bill did not specifically mention what products were to be banned, but the language was broad enough to include "anything from cough drops to tooth paste."

## Calif. Firm Intros 4 Hot Drink Venders

### Features Beverage Strength Control, Doughnut Column

SAN FRANCISCO, April 25.—Coin-O-Matic, a newly organized firm, announced four models of a hot beverage vender this week, with two including a column for doughnuts or cookies.

The firm, 3557 Geary Boulevard, stated that powdered ingredients are used for coffee, cream, sugar, tea, cocoa and soup. Cabinets of all models are the same: 67 inches high, 32 inches wide, 14 inches deep. The approximate shipping weight is 300 pounds. Standard color, green with chrome trim. National slug rejectors are used, with coin mechanisms adjustable for nickel or dime operation and also for two-nickel operation on 10-cent sales.

Models 840 and 850, with 240 and 150 sales capacity respectively, include cookie or doughnut column for a full five-item selection. This includes coffee (either black, black with sugar, creamed, cream and sugar), hot cocoa, tea, soup and cookies or doughnuts. Remaining two models, and their

(Continued on page 90)

## Cole Equipment In New Location

CHICAGO, April 25.—Cole Equipment & Supply, Inc., has completed its move to new quarters at 560 West Lake Street, President Richard Cole announced this week. The firm was formerly located at 210 South Clinton Street.

The company was formed in 1947 to produce the American Coin Changer, illuminated signs for venders and a hot drink attachment.

## Hart Readies Sales Drive On Champion

UNION CITY, N. J., April 25.—A sales drive to start within the next 30 days is scheduled by H. K. Hart Confections, Eastern distributor for Champion Vendors Supply Company, Inc., San Antonio.

The Champion bulk vender, is priced at \$14.50 f.o.b., San Antonio. It has a 7.5 pound capacity globe. Hart is distributor for all States east of the Mississippi.

Leo Leary, sales manager, said that Hart had appointed 35 distributors in the East, Midwest, South and Southwest, with at least one in every major city in the area. Most of the distributors, he said, also handle Hart ball gum.

Within the next three months,

(Continued on page 90)

## NAMA Signs 101 Exhibitors; 90% Of Space Sold

CHICAGO, April 25.—National Automatic Merchandising Association exhibit sales committee chairman John Pero III announced this week that over 90 per cent of available exhibit space had been sold to 101 firms for the 1953 convention, August 23-26.

As was the 1952 meeting, this year's will be held in Chicago. It will be in the Conrad Hilton Hotel instead of the Palmer House as formerly.

Pero stated that 74 exhibitors had reserved space within a month after it was placed on sale and that an additional 27 firms

(Continued on page 90)

## Vendo Ups Ice Cream Unit \$33

KANSAS CITY, April 25.—The Vendo Company Dairy-Vend ice cream vender now lists for \$398.50 f.o.b., up \$33.10 from the former price of \$365.40. Capacity remains the same; 59 bars in vending, 144 in pre-cool. Standard coin mechanism accepts two nickels or a dime.

Vendo officials report more than 11,000 Dairy-Vends are now in operation over the country.

## Bow New Sealtest Cream, Cup Plan at Coffee-Mat Showing

WOBURN, Mass., April 25.—Some 40 operators from Eastern Seaboard points met Saturday and Sunday (18 and 19) at the Schroeder Products, Inc., plant here for the first trade showing of the Coffee-Mat liquid coffee vender (The Billboard, April 18). Hosts were co-owners George and Al Schroeder, and Bob Covin, sales manager. The coffee concentrate firm is the national sales agent for Coffee-Mat.

Covin told the operators about a new cream, developed especially for the vending trade by the Sealtest Dairy Company. This cream has a 17 per cent butterfat content and is guaranteed against

separation for seven days. About 10 c.c.'s of the cream is used per cup of coffee.

Al Church, New England Sealtest manager, said the cream would be sold in quart and two-gallon containers, with an estimated cost of \$4.73 per eight-quart can. He claimed the special homogenizing process makes it possible for the operator to use less than regular cream in order to get the same color and body in a cup of coffee.

#### Lily Contract

Covin disclosed that Sealtest Dairy is negotiating a contract with Lily-Tulip whereby it will buy 12,000,000 of Lily's new

(Continued on page 91)

## Expand Ball-Gum Factory Outlets

CHICAGO, April 25.—Ball-Gum, Inc., announced further expansion of its recently introduced factory warehouse outlet program this week. The original six outlets (The Billboard, March 7) are supplemented by two in Canada and a third in New Orleans. The latter is Dietrick & Wiltz, Inc., 428 Julia Street.

The new Canadian outlets are Consolidated Warehouses, Inc., 2485 St. Patricks Street, Montreal, and Howell Warehouses, Ltd., 228 Front Street, E., Toronto.

Additional factory outlets will shortly be opened in other U. S. cities, Ball-Gum officials stated.

## Wittenborg Exhibits Cig, Merchandise Units at Fair

COPENHAGEN, April 25.—Wittenborg was the only exhibitor of vending machines at the International Fair, in the Forum, which wound up its 10-day stand Sunday (19). On the Wittenborg stand were four cigarette and three merchandise venders.

Interesting feature of the smoke venders was that each horizontal unit has only one coin chute, which takes one to four 1-Krone coins. Altho there are eight or more different items, priced at 1.60, 3, and 3.20 Krone, in each unit, the single chute takes care of all. A separate coin chute drops the proper change into a coin bin covered by a hinged lid, which prevents coins from bouncing out.

All machines were of similar

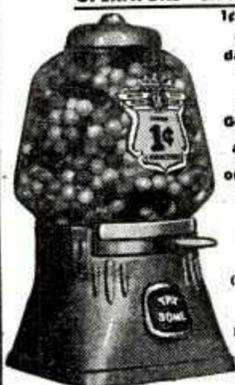
construction but three were large types, with two horizontal units, and the fourth a smaller one-unit machine. Above each stack of cigarettes, packaged cigars or tobacco, is a removable card listing the number of 1-Krone coins required and the amount of change due the patron. Machines can readily be adapted to handle any combination of items the operator desires, so long as prices remain within the 4-Krone limit. The machines solve most of the change-return and other problems resulting from last year's boosting of prices on all cigarettes.

Other venders on display were two general merchandise and a stocking vender. The latter has

(Continued on page 91)

**LARGER PROFITS WITH TROUBLE FREE LOW COST "SILVER-KINGS"**

**OPERATORS' CHOICE**



1c Chlorophyll Ball Gum Vendor, Today's Sensation (Vends 210 count).  
1c Charm King—Ball Gum & Charms (time-tested and proved).  
5c Pistachio or Mixed Nuts (The busiest nickel snatcher).  
1c "Super Vendor"—King-Size Ball Gum (To wake up "sleepy" locations).  
1c Candy Baked Beans Vendor (Fine companion for ball gum machines).

5c Silver-King "Hot Nut" (For that "extra-special" spot)  
1c or 5c Silver-King Nut Vendors (Best bet for bars)

Vendors for All Foreign Coins  
Immediate Delivery at Best Dealers Everywhere

**SILVER-KING CORP.**

622 Diversey Parkway, Chicago 14, Ill.

**Vancouver Hits Charm Venders**

VANCOUVER, B. C. April 25.—Ball gum venders with charms have been taken out of service here at police request. Detective Sgt. Archie Plummer stated the distributors were asked to remove the charms because mothers and teachers of school children in lower grades complained they were "pouring their pennies" into the machines.

Plummer said that when a penny was placed in the coin chute there was "an element of chance" whether the young customers would get a ball of gum, or a charm.

Operators will be permitted to replace the units when they vend "nothing but gum."

**Amend at Paris Meet to Organize Internat'l Group**

PARIS, April 25.—Fred W. Amend, president of Fred W. Amend Company Chicago, attended a special confectionery conference here Monday (13) as a representative of the National Confectioners' Association.

The meeting was called for the purpose of creating an international confectionery organization. The group, if organized, would work with medical and dental professional societies, promote increased consumption of candy and the development of interchange of statistical regulations.

**Concentrate Sales Rising: Schroeder**

WOBURN, Mass., April 25.—George Schroeder, Schroeder Products Company, Inc., stated this week that sales of coffee concentrate to operators showed "a phenomenal increase during 1952."

He said an earlier report of a 40 per cent increase over 1951 levels was for over-all sales; operator shipments of its frozen coffee concentrate went up 120 per cent.

**Ferrara Expands Bulk Candy Outlets**

CHICAGO, April 25.—Ferrara Candy Company has started a program to expand distribution of its bulk candy line for venders. George Eby stated that additional outlets in most sections of the country would be appointed to permit faster, more economical shipments to bulk operators.

The move, Eby stressed, will not affect present distributors.

**Vending Firms Buy Alarm Systems**

BROOKLYN, April 25. — S. Sussman, head of the Automatic Alarm Company here, announced that his firm is installing and servicing burglar alarm systems for trucks and automobiles operated by venders.

Recent vending installations include Coldrinx, New York; Columbia Vending, Buffalo, and Modern Tobacco, Port Chester, N. Y. Sussman claims that his system costs much less than did former systems.

**New Frozen Food Vender Readied By Conn. Firm**

**Barth Engineering To Build 6-Column Unit; Eye Export**

MILLDALE, Conn., April 25.—Charles Russell, president of the Barth Engineering and Manufacturing Company here, announced this week that his firm is drawing up plans for national distribution of the Video Vender, a unit which dispenses frozen foods.

Russell said that he and seven other engineers have recently bought the 100-year-old firm, which specializes in the manufacture of sheet metal products. He added that production plans for the vender are currently being drawn up.

The vender itself, he explained, has been developed by himself and his associates, and has been on test location for two years. Models are now operating in San Francisco and Philadelphia, he continued. The unit is in factory locations, where it has been vending ice cream, but Russell said that it could also vend frozen vegetables and other food products as well.

**Coin Changer**

The unit has six columns, each capable of holding 20 ice cream bars or sandwiches, with reserve storage space for another 120 bars. It has been vending for 10 cents, but Russell said that it has a coin-changer unit which enables it to take up to two quarters and give the proper change.

The vender is 26 inches across, 24 inches deep and 5 feet high. Probable selling price will be between \$1,000 and \$1,200. Russell said he will probably display the unit in New York within the next few weeks.

Meanwhile Russell indicated that the firm is considering a distributor franchise set-up for national merchandising of the vender. He emphasized that much of the production would probably go for the export trade.

**Display Case**

Russell pointed out that the customer of the Video Vender can see what he is buying, while the operator can see when the unit is emptying due to a glass display case thru which the merchandise may be observed.

He added that the vender will dispense six products, none of which would require any special packaging, and that the problem of humidity and defrosting has been eliminated. The vender, he continued, is fully automatic and may be serviced on location. He said the venders would be guaranteed from mechanical defect for one year.

Current sales plans—tho still tentative—are to sell the units outright to distributors, exporters and dealers, who in turn would sell to operators.

Russell said that possible locations would include retail stores, factories, bowling alleys, transportation depots, outdoor amusement spots and theaters.

He added that tape recorders are available with the units to transmit instructions or promotional messages to the customers.

*There's a SMALL FORTUNE in it... for You!*

**PAYS 50% TO 200% STEADY PROFITS**

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1... Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only

**\$25**

DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

**AMERICAN SCALE MFG. CO.**

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 payment on one model 403 scale. Ship at once.
- Please send further details immediately.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**SCALES FOR DISTRIBUTORS If You Are a . . .**

Real "Bona Fide" Distributor with a show room or a traveling Salesman and really try to sell to operators, we have a splendid proposition for you

**NEW PRICE \$89.95**

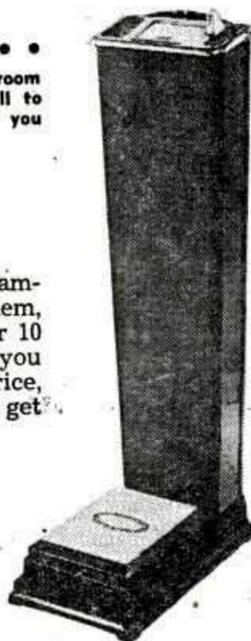
**OUR PROPOSITION:**

We will sell you one scale only as a sample. Then if you want to really sell them, we will sell you scales in lots of 5 or 10 crated f.o.b., Soperton, Georgia. If you sell them then at our advertised price, you will have a nice profit. Now get busy if you want to sell scales.

Very Special Price to Distributors  
Let us hear from you for complete information

**SPARKS SPECIALTY CO.**

PHONE 33 SOPERTON, GEORGIA



**Precision-Built for PROTECTION & PROFITS!**

**ACORN**  
The only completely die-cast aluminum, precision built  
**ALL-PURPOSE VENDOR**

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED!**  
**SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

1c & 5c mechanism slides into place—no screws!

East & Midwest:  
M. J. Abelson, Gen. Sales Mgr.  
2033 Fifth Ave., Pittsburgh  
Phone: AT 1-6478  
Pacific Coast Distributor:  
OPERATORS VENDING MACHINE SUPPLY  
1023 S. Grand Ave., Los Angeles

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

Send for Your **FREE** Copy of **RAKE'S NEW 1953 CATALOG TODAY!**

**RAKE'S AUTOMATIC MERCHANDISER**

A guide to efficient and economical operation of coin operated machines.  
**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

**CONVERSIONS**  
We convert all types of cigarette machines to 25c or 30c operation!

**CIGARETTE MACHINES**  
Unconditionally guaranteed! Silver quarter & King Size included. \$5.00 additional for 30c vendings.

Rowe President, 8 or 10 Cols. \$125.00  
Rowe Royal, 8 or 10 Cols. 90.00  
Rowe Imperial, 8 Cols. 78.50  
Uneda "500", 7 or 9 Cols. 90.00  
Uneda Monarch, 6 or 8 Cols. 75.00

Parts for all machines available. All our machines are factory reconditioned.

1/3 DEP., BAL. C.O.D.  
**JEM VENDING SERVICE**  
2147 76th ST., BROOKLYN 14, N. Y.  
Phone: Beachview 2-5159 or Laurelton 5-5506

Buy your **JAP IMPORT** specialty items **DIRECT** from the **IMPORTER**

Pearl Knives . . . . . \$2.98 per gr.  
Ohio Harmonicas . . . \$3.99 per gr.  
Playing Cards with Silver \$5.25 per M

Write for free samples and quantity discounts.

**OHIO GUM CO.**  
P. O. BOX 3621, CLEVELAND 19, OHIO

**IN STOCK VICTOR'S**

**Deluxe Model BABY GRAND CHICLE TREETS VENDOR**

ORDER TODAY  
**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL**

**New LOW factory prices**

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.

These LOW prices F.O.B. factory.

**AMERICAN CHEWING PRODUCTS CORP.**  
Mt. Pleasant & Fourth Aves.  
Newark 4, N. J.

**WE HAVE NEWER CHARMS!**  
NEW IDEAS — NEW DESIGNS — NEW FINISHES

We take pride in producing the finest and most complete line of charms in the country.

**IMMEDIATE DELIVERY!**  
Send 35¢ for complete samples and low, low prices.  
**FALSE TEE—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS**

**PENNY KING CO.** 2538 MISSION STREET  
PITTSBURGH 3, PA.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

## Mr. Operator . . .

A battery of **BABY GRAND DE LUXES** and **ROCKET CHARMS** will send you back to your Victor Distributor again and again and again with repeat orders.

**IMPORTANT: ONLY A SPECIALLY BUILT BABY GRAND DE LUXE WILL VEND ROCKET CHARMS**

### This Is What Operators Are Saying About Victor's ROCKET CHARMS and BABY GRAND DE LUXE . . .

" . . . 12 Baby Grand Deluxe and Rocket Charms on test location in this area emptied on average of every 8 to 10 days . . ."

C. B.—Green Bay, Wis.

"I made a net gross return of \$199.20 on 17 Baby Grand machines with Rocket Charms in 4 weeks . . ."

M. H.—Dallas, Texas

" . . . the Rocket Charm vender . . . has grossed \$172.10 for the past two months . . . the machine sold empty . . . in ten days."

M. E.—Dallas, Texas

" . . . we have just finished checking 8 machines with Rocket Charms and after commission . . . we had \$93.90, or \$11.73 per unit for the first ten days."

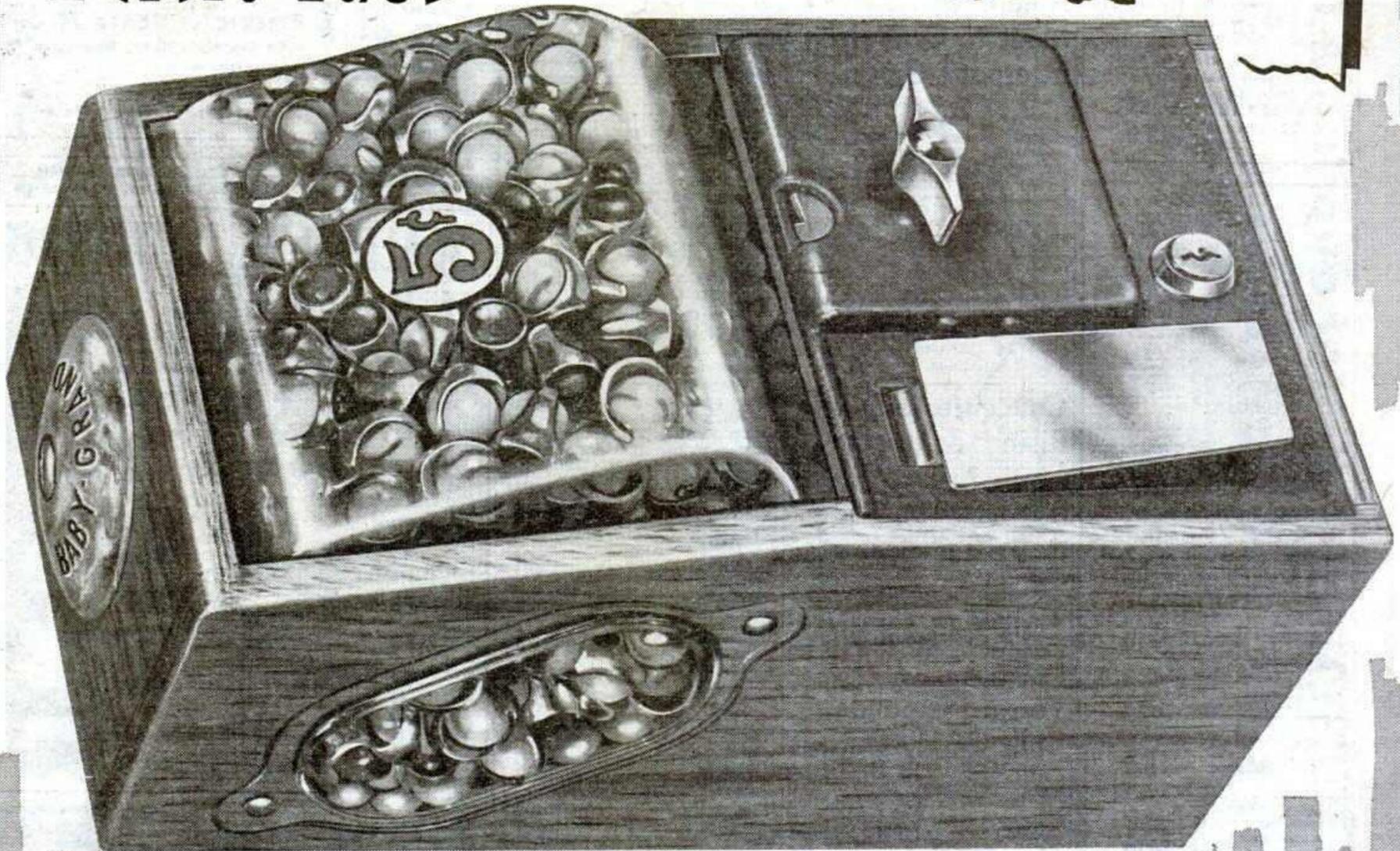
V. R. H.—Dallas, Texas

"This machine (Baby Grand with Rocket Charms) has grossed . . . \$150 during the two months it has been on location . . ."

C. N.—Dallas, Texas

" . . . one of the finest money earners we've ever had on location. Baby Grand with Rocket Charms has been grossing about \$12 to \$15 every ten days . . ."

J. N.—Chicago, Ill.



# Big Big!

is the **WORD** for

# VICTOR'S

NEW COMBINATION

## ROCKET CHARMS

and

## BABY GRAND DE LUXE

Featuring all the earning power that can be packed into a Bulk Vender . . .

Test locations show that **ROCKET CHARMS** and **BABY GRAND** empty in 4 to 5 days. **BABY GRAND** holds 500 **ROCKET CHARMS**.

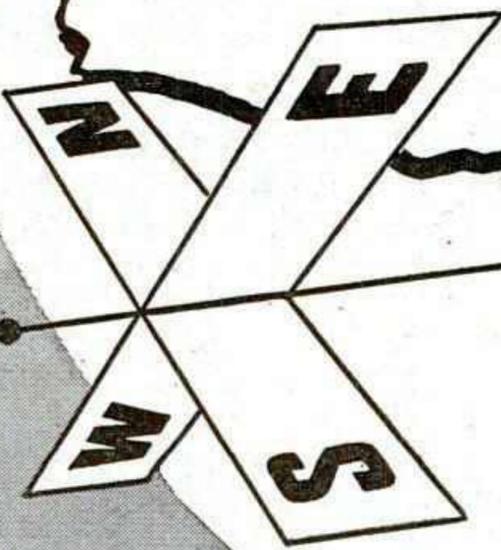
1 Baby Grand Deluxe (5c Play) . . . \$14.50	4 Baby Grand Deluxe . . . \$57 per case of 4
500 Rocket Charms . . . . . 10.00	2000 Rocket Charms . . . 40

Total cost of single deal . . . \$24.50    Total cost of case deal . . . \$97

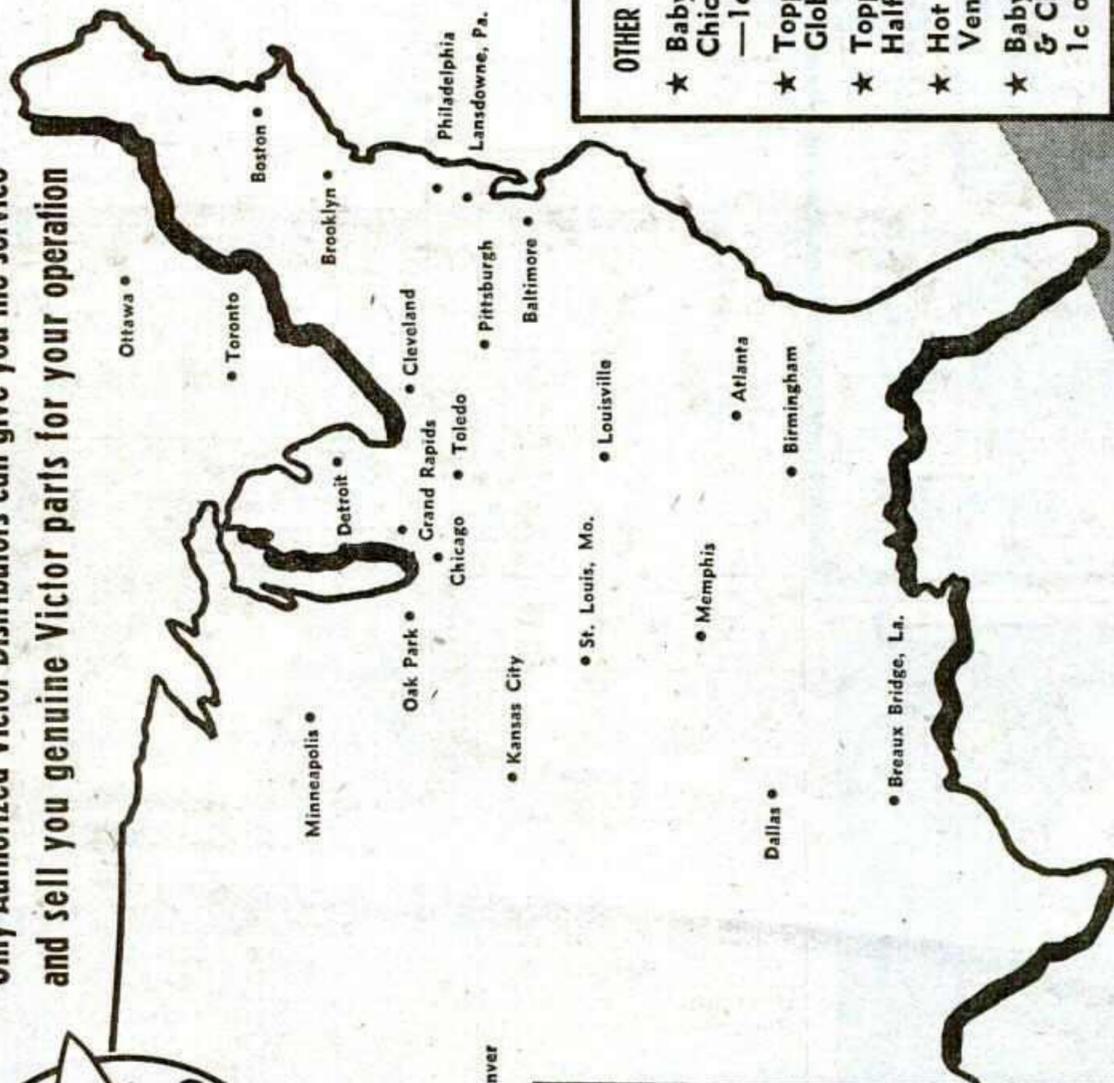
Your Gross Profit at 5c per play is \$50 per 1,000

There is a **VICTOR** distributor available to handle your orders for **BABY GRAND** and **ROCKET CHARMS**

Only Authorized Victor Distributors can give you the service and sell you genuine Victor parts for your operation



Wherever you are...



**CONTACT YOUR NEAREST VICTOR DISTRIBUTOR . . .**  
*Listing is Arranged Alphabetically by Cities*

1 ATLANTA, GA. H. B. Hutchinson 860 North Ave., N. E.	20 MINNEAPOLIS, MINN. Elingworth Supply Co. 659 Adams St.
2 BALTIMORE 2, MD. Parkway Machine Corp. 715 Enzor St.	21 OAKLAND, CALIF. Standard Specialty Co. 5115 E. 14th
3 BIRMINGHAM, ALA. Birmingham Vending Co. 540 Second Ave., N.	22 OAK PARK, ILL. R. H. Adair Co. 6926 W. Roosevelt Rd.
4 BOSTON 20, MASS. Champion Nut & Chocolate Co. 1194 Tremont St.	23 OTTAWA, CANADA Regent Vending Machines, Ltd. 779 Bank St.
5 BREAUX BRIDGE, LA. LeBlanc Vending Co. P. O. Box 324	24 PHILADELPHIA, PA. Veedco Sales Co. 2124 Market St.
6 BROOKLYN 3, N. Y. Pioneer Vending Service 590 Albany Ave.	25 PITTSBURGH, PA. Sidmore Vending Co. 2137 Fifth Ave.
7 CHICAGO, ILL. DeVicos Novelty Sales Co. 1624 N. California	26 ST. LOUIS, MO. J. Rosenfeld Co. 3218 Olive St.
8 CHICAGO 22, ILL. Logan Distributing Co. 627 Milwaukee Ave.	27 TOLEDO 14, OHIO Arthur Graff 3121 Strathmoor
9 CLEVELAND, OHIO Cleveland Coin Machine Exchange 2021 Prospect Ave.	28 TORONTO 4, CANADA Tiverton Enterprises 738 Lansdowne Ave.

**EVERETT GRAFF, 2841 W. Davis St., Dallas, Tex. Phone Yale 8323**

*For Information on "ROCKET CHARMS" Contact*

- OTHER VICTOR PRODUCTS**
- ★ Baby Grand DeLuxe
  - ★ Chiclé Treetts Vender —1c Play
  - ★ Topper DeLuxe Globe Style
  - ★ Topper DeLuxe Half-Cabinet Style
  - ★ Hot Pop Popcorn Vender
  - ★ Baby Grand DeLuxe & Chloro Treetts—1c or 5c Play

**VICTOR VENDING CORP.** 5701-13 W. GRAND AVENUE  
 CHICAGO 39, ILLINOIS  
 Manufacturers of the Famous Line of TOPPER Venders

**"Smokeshop Lo-Boy"**

THE NATION'S FINEST CIGARETTE VENDORI

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

**Smokeshop corp.**  
(AUTOMATIC PRODUCTS CO.)  
250 West 57th Street, New York 19, N. Y.

**ARROW**

Guaranteed Reconditioned Machines

Acorn, 16 or 56	8.95
Advance #D B.G.	6.95
Advance #11	5.95
Asco Hot Nut, 56	7.50
A.B.T. Challengers	24.50
Cebco 2 Col. Hot Nut, 56	14.50
Columbus, 16 or 56	7.45
Exhibit Card Mach. (metal)	14.50
Hunter 16 B.G.	18.50
Kicker & Catcher	22.50
Mills 16 Adams Gum, 6 Col.	16.50
N.W. Deluxe 16 & 56 Comb.	12.95
N.W. #49 16 or 56	12.50
Pop Corn Ser, 16	59.50
Regal 16 B.G. or Midle	4.95
Silver King 16 or 56	7.45
Shipman Stamp Mach., 3 Col.	24.50

Complete line of merchandise and supplies, write for free list. 1/3 deposit, balance C.O.D.

**ARROW VENDING MACHINE CO.**  
102-17 Roosevelt Ave.  
Corona 68, Queens, N. Y. C., N. Y.  
Illinois 7-9218

**Adair Opens New Quarters May 1**

OAK PARK, Ill., April 25.—R. H. Adair Company will open new shop and office facilities at 6900 West Roosevelt Road here May 1, Richard Adair announced this week.

The firm's present quarters are at 6926 Roosevelt Road.

**SCHOENBACH STAMP VENDORS Folder Type**

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) **\$22.50 ea.**

3 Col. Vendor **\$32.50 ea.**

**STAMP FOLDERS** Very Low Prices

1/3 With Order, Balance C.O.D.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines,  
1647 Bedford Ave., Brooklyn 25, N. Y.

**Hart Sales Drive**

Continued from page 86

Leary will make sales trips to the Midwest, South and Southwest, where he plans to visit some 500 operators and distributors.

Hart will appoint a Canadian distributor within the next 10 days, he said.

Leary announced that the firm is now using a new \$15,000 cathobar unit for de-humidifying the plant. The unit counteracts the effects of heat and humidity on ball gum and makes for increased productivity.

Hart also is now manufacturing its own base, developed by Mike Oddi, head chemist. A large percentage of the base is being exported.

**California Firm**

Continued from page 86

capacities, are: Model 570, 70 sales; Model C20, 1,000 sales. "Sold out" indicators are standard on models 840 and 850.

A feature of all models is the customer control of beverage strength; mild, medium or strong. This is accomplished by a valve which permits the patron to regulate the amount of powdered ingredient in each drink.

Unlike other equipment, the Coin-O-Matic offers each coffee selection (black, creamed, etc.) thru a separate control; thus, the five-item models include eight selection controls.

Prices, production and delivery information was not reported.

**Cookie Saga**

Continued from page 86

as yet increased prices following the demise of controls, Coppers indicated that "price boasts were in the works." Current prices are generally below the old OPS ceilings, and a price advance is being considered on a number of items.

Sunshine Biscuits, second largest cookie producer which accounts for 10 per cent of the market, also reported steady year-by-year progress in volume. Hanford Main, president, stated that the firm is in its 50th year of operation, with every year profitable.

**EACH and EVERY ONE of these GIMMICKS ENTICE CUSTOMERS, EMPTY MACHINES**

False Teeth	Luminous Bulbs
\$8.75 per 1,000	\$15.00 per 1,000
8-Ball Charms	Cigarette Packs
\$15.00 per 1,000	\$15.00 per 1,000

f.o.b. Jamaica, N. Y.  
Or: At Your Distributor

The Operator who dresses each machine with twenty-five (25) of EACH of these four (4) outstanding gimmicks will have on location an outstanding machine. 25x4 equals 100 Top Gimmicks, and 100 Top Gimmicks in a machine will EMPTY it, PRONTO QUICK. Try it.

**SAMUEL EPPY & CO., INC.**

91-15 144th Place  
Jamaica 2, N. Y.

**VICTOR'S DELUXE MODEL BABY GRAND**

"SPECIAL 5c ROCKET CHARM VENDOR"

\$14.25 EA. (less than 100)

\$13.25 EA. (100 or more)

Packed and Sold 4 per case

500 NEW ROCKET CHARMS, \$10.00

Write for lowest prices on GUM and CHARMS

**H. B. HUTCHINSON JR.**  
860 North Ave., N. E., Atlanta, Ga.  
Tel.: Emerson 4300

**NAMA Signs 101**

Continued from page 86

had since been added to the list.

Firms that have signed for space since February 12 are:

National Biscuit Company, New York; Stewart's, Memphis; Dr. Pepper Company, Dallas; Boyer Bros., Inc., Altoona, Pa.; D. L. Clark Company, Pittsburgh; Planters Nut & Chocolate Company, Wilkes-Barre, Pa.; H. B. Reese Candy Company, Hershey, Pa.; Switzer's Licorice Company, St. Louis; C. J. Van Houten & Zoon, Inc., New York; James O. Welch Company, Cambridge, Mass.; William Wrigley Jr. Company, Chicago.

American Home Foods, Inc., New York; Lion Match Company, Inc., New York; Superior Match Company, Chicago; Cedar Hill Farms, Inc., Cincinnati; Continental Coin Devices, Inc., Cicero, Ill.; Fred Hebel Corporation, Chicago; Illinois Lock Company, Chicago; International Mutoscope Corporation, Long Island City, N. Y.

Jo-Lo Perfumatic Dispenser Corporation, Jersey City, N. J.; Mills Industries, Inc., Chicago; National Sanitary Sales, Chicago; Rudd-Melikian, Inc., Philadelphia; Smithco, Inc., Peoria, Ill.; Snively Groves, Inc., Winter Haven, Fla.; Tested Appliances Company, Chicago.

**Dime Bar**

Continued from page 86

with the first unit, combined week-end gross went up to \$21.80, or more than double the first unit's gross when it was the only dime candy machine on the platform.

Placement of a third vender on one platform is expected to increase sales still further, but it is not expected to triple the original gross of the single unit.

Special attention is given the product vended. At present, eight (seven in machines including gum) different dime bars are being used. Duplicate columns of the same brands, in spite of sell-outs of top items, may only be instituted after thoro sales tests.

"Variety is a key factor in our dime bar program and variety becomes limited when duplicate columns carry the same item," officials declared.

At present, 12 different items are being rotated thru the 10-cent columns. An interesting development is the popularity of a dime peanut butter cookie package, sales on which are running ahead of one or two major brand dime bars in some machines (The Billboard, April 25).

**Cup, Gum Firm Earnings Grow in First Quarter**

NEW YORK, April 25.—Lily-Tulip Cup Corporation earned a net income of \$521,085 in the first 1953 quarter, compared with \$505,910 for the like 1952 period.

Beech-Nut Packing Company, for the first quarter, earned a net of \$808,182 against \$653,285 a year earlier.

First quarter net this year for American Chiclé Company was \$1,083,141, compared with \$982,320 for the same quarter last year.

**MARBLES**

The Marble Season Is Here! NOW IS THE TIME

To Put Marbles in Your Machines

AGATE—GLASS—ASSORTED COLORS

Barrel of 50,000	size 9/16	\$49.00
Barrel of 40,000	size 5/8	\$39.00
Keg of 21,000	size 9/16	\$21.00
Keg of 17,000	size 5/8	\$19.00

Shipments made at once F.O.B. factory. Freight or truck. FULL CASH WITH ORDER.

**ROY TORR Lansdowne, Pa.**

**VICTOR'S Topper Deluxe Globe Style**

**VICTOR'S Topper Deluxe Half-Cabinet Style**

1 to 23	\$14.20 Ea.
24 to 47	14.90 Ea.
48 to 99	13.75 Ea.
100 or more	13.20 Ea.

**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 2, Md.

**BIG! BIG! BIG!**

**VICTOR'S NEW COMBINATION ROCKET CHARMS AND BABY GRAND DELUXE**

1 Baby Grand Deluxe	\$14.50
500 Rocket Charms	10.00
TOTAL COST	\$24.50
4 Baby Grand Deluxe	\$57.00
2000 Rocket Charms	40.00
TOTAL COST	\$97.00

1/3 Dep. on all orders; F.O.B. Boston

Everything for the Operator at Lowest Market Prices!

**CHAMPION NUT CO.**  
1194 Tremont St. Boston 26, Mass.

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

**IT'S NEW! IT'S A BEAUTY! IT'S A MONEY HONEY!**

**CHAMPION BULK VENDOR**

- VENDS CHARMS AND MERCHANDISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUSING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECHANISM ELIMINATES COSTLY SERVICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE-HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE

**CHAMPION VENDORS SUPPLY CO.**  
EASILY THE BEST

1119 EAST HOUSTON ST. SAN ANTONIO, TEXAS

<b>EAST OF MISSISSIPPI CONTACT</b> LEO F. LEARY H. K. HART CONFECTIONS 540 39th St. Union City, N. J.	<b>WEST OF MISSISSIPPI CONTACT</b> ISH KIMBRIEL AMERICAN BULK CONFECTIONS 4932 Beeman Ave. Dallas, Texas
--	---

**VERY SPECIAL! SILVER QUARTER OPERATION KING SIZE INCLUDED!**

Rowe Royal—6 or 8 col... \$90.00  
Rowe Royal—10 col., 400 cap. 95.00  
U-Need-A "A," 6 col., 180 Cap. 87.50  
U-Need-A "E," 4 col., 80 cap... 47.50

**SPECIAL!**

DuGrenier V or VD, up to 298 cap. \$82.50  
SILVER QUARTER OPERATION—KING SIZE INCLUDED!

Add \$5.00 to Above Prices for 30c Vending

**KING SIZE CONVERSIONS FOR ALL MODELS OF CIGARETTE MACHINES!**

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

DuGrenier Candyman With Base, 72-bar cap., \$49.50. Without Base, \$45.00.

DuGrenier Model "5" 7 cols., 210 cap. King Size & Silver Quarter operation included—\$77.50.

**UNEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
106 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

**MICHIGAN OPERATORS BUY VICTOR FOR MORE PROFITS**

**VICTOR'S Topper Deluxe Globe Style**

**Baby Grand Deluxe**

**VICTOR'S Topper Deluxe Half-Cabinet Style**

ALL TYPES OF GUM AND GUM MACHINE SUPPLIES

**Miller-Newmark Distributing Co.**  
42 Fairbanks St., N.W. Phone 9-8632, Grand Rapids, Mich.

"EASY TO SPOT"



MODEL 49

**Northwestern**

"Of all my machines, the Northwestern Model 49s are the top money-makers. I think it's because they're so good looking that makes them easy to locate in the best spots. Also I can service them in half the time my old models take."  
G. R. F., Iowa

**THE NORTHWESTERN CORPORATION**  
2453 East Armstrong St.  
Morris, Illinois

**SOLD AND SERVICED BY AUTHORIZED**

**Northwestern**

**DISTRIBUTORS**

- Badger Novelty Company**  
2546 North 30th Street  
Milwaukee 10, Wisconsin
- Badger Sales Company**  
2251 West Pico Blvd.  
Los Angeles 6, California
- Fisher Brown**  
2218 South Harwood, Dallas, Texas
- King & Company**  
2700 West Lake Street, Chicago 12, Illinois
- Maddox Sales & Service**  
8814 Kensington Parkway  
Chevy Chase 15, Maryland
- Northwestern Sales & Service**  
440 West 42nd Street  
New York 18, New York
- Northwestern Sales & Service**  
1198 Tremont Street  
Boston 20, Massachusetts
- Parkway Machine Corporation**  
715 Ensor St., Baltimore 12, Maryland
- Peanut Products Company**  
801 Second Avenue, Des Moines, Iowa
- Peanut Products Company**  
1123 West 21st Street  
Indianapolis, Indiana
- Peanut Products Company**  
910 Harney Street, Omaha, Nebraska
- Rake Coin Machine Exchange**  
609 Spring Garden Street  
Philadelphia 23, Pa.
- J. Rosenfeld Company**  
3218 Olive Street, St. Louis, Mo.
- Viking Specialty Company**  
530 Golden Gate Avenue  
San Francisco, California
- Vend-All Company**  
816 West 36th Street  
Minneapolis 8, Minnesota

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 25	Issue of April 18	Issue of April 11	Issue of April 4
<b>ABT Guess Your Weight</b>				
Scale	\$100.00	\$100.00		
Acorn, 1c or 5c	8.95			
Ace Shoe Shine		49.50	\$49.50	\$49.50
Advance Model D Ball Gum	6.95 7.45	7.45	5.95 7.45	5.95 7.45
Advance No. 11	5.95(2)	5.95	5.95	5.95
Alkuna Cracker Machine	37.50	37.50		
Almond, 5c		5.00		
Asco Hot Nut, 5c	7.50(2)	7.50	7.50	
Atlas Bantam, 5c		6.95		6.95
Atlas Deluxe Nut Vendor	7.95	7.95	7.95	7.95
Cebco Nut, 5c (2 col.)	14.50		10.00	
Columbus, 1c	7.45(2) 8.00	7.45 8.00	5.00 7.45	7.45 8.00
Columbus, 5c	7.45 8.50	8.50	5.00 8.50	8.50
DuGrenier Adams Gum, (4 col.) 1c	17.50	17.50	17.50	17.50
DuGrenier Candyman	45.00 49.50	45.00 49.50	57.50	62.50
DuGrenier V	82.50	82.50		
DuGrenier VD	82.50	82.50		
DuGrenier S (7 col.)	77.50	77.50		
Eastern Electric C-8		125.00		
Exhibit Card Vendor, 1c	14.50 15.00(2)	15.00(2)	15.00(2)	15.00(2)
Foot Ease (Exhibit)	85.00	85.00 95.00	85.00 95.00	85.00 95.00
Jewel, 5c	10.00	10.00	10.00	
Kirk Astrology Scale	90.00	90.00	95.00	95.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Kwik Shoe Shine Machine				54.50
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95 10.00	7.95 10.00	7.95 10.00
Master, 1c	7.45 8.50	7.45 8.50	5.00 7.45	7.95 8.50
Master, 5c	7.45	7.45	5.00 7.45	7.45
Mills Adams Gum Vendor	16.50	17.50	17.50	17.50
Mills Candy (5 col.)	89.50	89.50	89.50	89.50
Mills Tab Gum	16.50	16.50	16.50	16.50
National Candy (9 col.)		99.00		
National King Candy	19.50	19.50		
National Electric		99.50	99.50	99.50
National 750				85.00
National 930	130.00	130.00	130.00	95.00 130.00
National 950	145.00	145.00	145.00	95.00 145.00
Northwestern 33 Ball Gum	7.50(2) 7.95	7.50(2) 7.95	7.50(2) 7.95	7.50(2) 7.95
Northwestern Deluxe 1c and 5c	12.95 13.95	13.95	13.95	13.95
Northwestern Model 39, 1c	7.95 8.50	7.95 8.50	7.95 8.50	7.95 8.50
Northwestern Model 49, 1c or 5c	12.50(2)	12.50	12.50	12.50
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	59.50 69.50	69.00	69.00 69.50	69.00 69.50
Regal 1c Ball Gum or Mds.	4.95			
Rowe Gum, 1c (5 col.)			5.00	
Rowe Imperial (8 col.)	78.50		78.50 82.50	82.50
Rowe President (8 col.)	125.00	125.00	125.00	125.00
Rowe President (10 col.)	125.00 155.00	155.00	125.00 155.00	155.00
Rowe Royal (6 col.)	90.00	90.00	90.00	90.00
Rowe Royal (8 col.)	90.00(2) 130.00	90.00 130.00	90.00(2) 130.00	90.00 130.00
Rowe Royal (10 col.)	90.00 95.00	95.00 140.00	90.00 95.00	95.00 140.00
Rowe Royal (10 col.)	140.00		140.00	
<b>Shonmar 3-Way Stamp</b>				
Vendor	24.50 39.50	39.50		39.50
Silver King Hunter		18.50	20.00(2)	18.50
Silver King 1c Ball Gum	7.45 8.50	7.45	7.45	7.45
Silver King, 1c or 5c	7.45 8.50	8.50	8.50	8.50
Silver King 5c	7.45 8.50	7.45	7.45 7.95	7.45
Silver King Nut, 5c		7.95		
Siros Brush-Up	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.)	18.50	18.50	18.50	18.50
Star Candy	10.95	10.95		
Stick Gum	9.95	9.95		
Uneda Model A (6 col.)	87.50	87.50		87.50
Uneda Model A (8 col.)				92.50
Uneda Model A (9 col.)				95.00
Uneda Electric (9 col.)		125.00	125.00	125.00
Uneda Model E (8 col.)			80.00	80.00
Uneda Model E (9 col.)			80.00	80.00
Uneda Model E (12 col.)			80.00	80.00
Uneda Model 500 (7 col.)	90.00	90.00		
Uneda Model 500 (9 col.)	90.00	135.00	90.00 95.00	95.00 135.00
Uneda Model 500 (15 col.)				135.00
Uneda Monarch (6 col.)	75.00	75.00		
Uneda Monarch (8 col.)	75.00	75.00		
Uneda Monarch, 25c		79.50		79.50
J-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	49.50	49.50	45.00 49.50
Victor Baby Grand	11.00	11.00	11.00	11.00
Watling Scale		89.50	89.50	
Watling Fortune Scale	119.50	119.50	119.50	119.50
Watling 200 Scale	140.00	140.00	160.00	160.00

## Wittenborg Exhibits Units

Continued from page 86

a single vertical unit of 12 cubicles alongside a glass-fronted display compartment of equal height and width, with three compartments for showing three samples of hosiery. One coin chute takes care of the 12 cubicles. Both of the general merchandise vendors have three vertical units of 12 cubicles. One is the standard type, suitable for bakery shops, food and fruit stores; the other has the same number of cubicles with revolving compartments, each able to hold three items of a kind, used principally for selling candy bars and other small articles.

Any type of merchandise of suitable size can be handled in these machines, and each of the revolving cubicles can be made with from two to eight compartments. While all elements are standard, various combinations can be made to suit individual requirements. These types, however, cover the needs of most locations, as machines here are used almost entirely for outdoor locations to handle night and Sunday sales of a limited number of staple food, household, bicycle and electrical items. Wittenborg also displayed a number of counter scales and meat-slicing machines.

## Sealstest Cream

Continued from page 86

plastic cups each year and supply operators directly at jobbers' prices. He pointed out that many operators have to buy from jobbers and pay an additional 5 to 10 per cent. With the national contract, however, operators may buy in quantities as small as 25,000 cups.

Bill Swift, New England sales manager for Lily-Tulip, said each cup will contain a safety slogan and a Schroeder imprint. He said the plastic cups are available for delivery.

Discussed at Sunday's session were selling locations, commission contracts, location contracts, service problems, labor relations and wage scales, and venter and management relationships.

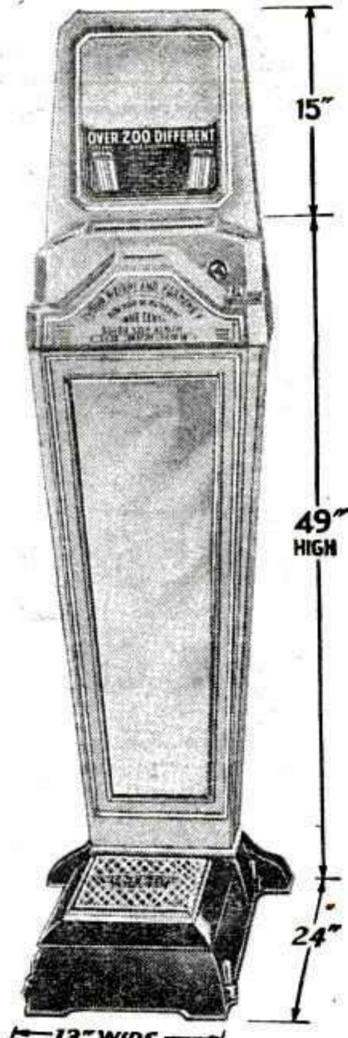
### Location Policy

Most of the operators agreed that the best location arrangement was to set a minimum, which would cover operation costs, and give commissions, on a sliding scale, on business in excess of the minimum.

Among the operators attending were M. Gottlieb, National Automatic Service, Stamford, Conn.; C. R. Baiamonte, Sunset Distributing Company, Inc.; I. Wolfe, Hot Coffee Vending, Brooklyn; Larry Sylvester, Pittsburgh; Wayne Brinkert, Detroit; Mason Dunn, D.D.H. Distributors, R. I.; Bert Sleur, Automatic Merchandise, Medford, Mass.; Ralph Millette, Berkshire, R. I.; Al Levine Commercial Canteen Service; A. Ferguson, Automatic Dispensers, Worcester, Mass.; A. Silver, Industrial Vending, Quincy, Mass.; E. Haines, Binghamton, N. Y.

Also at the session were Ed Birsteth, Sid Lovett, Ernie Baptista, Milton Fine, Sergis Sorolovsky, Bill Durgan, Austin Haynes and V. Cellucci.

Meanwhile, at Newark, N. J., S. W. Small and David Herman, designers of the venter, said that experiments would be under way soon to determine what effect a cake venter, placed next to the Coffee-Mat, would have on sales. It is to be a controlled experiment, with checks to be run before and after the placement of the cake venter.



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. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

## CHARMS

New JET SERIES  
120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic ..... \$2.00 M  
Copper ..... 3.00 M  
Silver ..... 3.25 M

## DOMINOES

Beautifully designed black plastic with clear white dots.

\$5.75 per M f.o.b. NYC

• WHISTLES • SIRENS, ETC.  
COMPLETE LINE OF CHARMS

SEND FOR FREE PRICE LIST!

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

## MANDELL GUARANTEED USED MACHINES

- N.W. DeLuxe 1c & 5c Comb. .... \$13.95
- N.W. #39 1c Porc. .... 7.95
- N.W. #33 1c Porc. B.G. .... 7.95
- Master 1c Bulk Porc. .... 7.45
- Master 5c Bulk Porc. .... 7.45
- Master 1c & 5c Bulk Porc. .... 7.95
- Columbus 1c Bulk .... 7.45
- Silver King 1c B.G. or Mds. .... 7.45
- Silver King 5c .... 7.45
- Exhibit Post Card (Metal) .... 15.00
- Advance #1 B.G. .... 7.45
- Advance #1 Mds. .... 5.95

### MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen .... \$ 90
- Pistachio Nuts, Vendors' Mix .... 81
- Cashew Whole .... 65
- Cashew Butts .... 57
- Peanuts, Jumbo .... 36
- Spanish .... 28
- Mixed Nuts .... 55
- Almonds 480 ct. 5 lbs. vac. pk. .... 85
- Baby Chicks .... 34
- Rainbow Peanuts .... 30
- Boston Baked Beans .... 30
- Hobby Mix .... 30
- Jelly Beans .... 28
- Licorice Lozenges .... 25
- M & M .... 44
- Assorted Fruit Charms, 100 ct. .... 42
- Ball Gum, all sizes, 200 lbs. min. Prepaid, per lb. .... 28
- Adams Gum, all flavors, 100 ct. .... 42
- Wrigley's Gum, all flavors, 100 ct. .... 47
- Suohard Chocolate, 200 ct. .... 1.20
- Hershey's Chocolate, 200 ct. .... 1.30
- Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.  
1/3 Deposit, Balance C.O.D.  
**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
440-442 W. 42nd St., New York 36, N.Y.  
LOngacre 4-6467

Use The Billboard classified pages for **RESULTS!**

## BALL GUM OPERATORS

THIS IS NEWS...extra profits for you

- Get your Ball Gum locally at wholesale prices!
- large stocks of Champ Gum available as near as your own phone
- in CINCINNATI call MAIN 4117 7-19 West Front Street
  - in CLEVELAND call CHERRY 1-8073 1505 Broadway
  - in COLUMBUS call MAIN 4142 350-370 West Broad Street
  - in DALLAS call RANDOLPH 7111 Santa Fe Bldg.
  - in ST. LOUIS call CHES. 5344 2700 N. Broadway
  - in NEW ORLEANS call CANAL 1408 428 Julia Street
  - in PITTSBURGH call HUBBARD 1-4000 Carson St. at Terminal Way
  - in CHATHAM, Ont., Can. call CHATHAM 5082 51 Wellington Street W.
  - in MONTREAL, Can. call FITZROY 8595 2485 St. Patrick Street
  - in TORONTO, Can. call EMPIRE 4-0111 228 Front Street E.
- CHAMP BALL GUM, "The World's Best!"

**BALL GUM, Inc.**  
2610 West 19th Street Chicago, Ill.



## 25 WAYS You Can Participate

Here are some practical suggestions music operators can use in promoting the 65th Anniversary of the Juke Box Industry. Most of them can be done with little or no money—all of them can be effective in telling the juke box industry's story to your customer, the public.

Remember: The promotional material mentioned in this check-list can be obtained free by writing Coin Machine Department, The Billboard, 188 West Randolph Street, Chicago 1. Use the coupon below.

1. Write now for your copy of the model press release for use with your home-town newspaper.
2. Contact the editor of your local newspaper and/or any columnist who uses entertainment items. Give him a press release prepared from the model you secure by writing The Billboard.
3. Contact your local disk jockeys urging them to build programs around the 65th Juke Box Anniversary theme.
4. Make yourself available for interviews with disk jockeys. Use fact sheet, which is yours for the asking from The Billboard, for industry data.
5. Set aside five or 10 selections on each of your phonographs to play the All-Time Juke Box Favorites you will find listed in the Anniversary Booklet.
6. Contact the program chairman of your local Chamber of Commerce, Rotary, Kiwanis, Lions or any similar organization, suggest a speech on the Anniversary which will enable you to tell your fellow-members of the growth and value of your industry and the musical tastes of your community. Speech material will be found in The Billboard promotional kit.
7. Suggest a juke box display for your local theater or hotel lobby. If you have some old-time juke boxes on hand, dust them off and work them into a display.
8. If there are civic, church or school dances scheduled for the week of May 24, consider donating services of a juke box stocked with All-Time Juke Box favorites. Ask that the chairman of the event publicize the box and mention the Anniversary in his news releases.
9. Have your local printer prepare table and bar cards promoting the Anniversary and calling attention to All-Time Favorites to be found on the phonograph.
10. Contact your Mayor with suggestion he proclaim May 24 "Juke Box Week." Use historical material in The Billboard promotional kit to tell him the story of your business.
11. Sponsor an Anniversary Party for the teen-agers in your town with juke box entertainment and free soft drinks. Arrange tie-in with your leading local soft drink bottler.
12. Ask for and make use of promotional material manufacturers will make available thru their distributors.
13. Make a mailing to your locations informing them of the Anniversary. Use the occasion to "re-sell" locations on the importance of the juke box.
14. Make tie-up with leading local record store. Offer to place a box in the store during week of May 24, stocked with All-Time favorites which can be played free.
15. Stage contest with retail record store's co-operation. Place box in store window or on floor and offer prize of a record album for anyone who guesses total number of times the box has been played.
16. Make certain suburban and outlying newspapers receive copies of any press release material you mail out. Same goes for fraternal house organs.
17. Offer your local TV station use of a juke box for any programs they wish during Anniversary Week.
18. Place juke box to run free in high school recreation room. Stock it with All-Time Favorites. Make certain newspaper knows what you are doing.
19. If there is a Veterans' Hospital near by, donate a set of All-Time Favorite records for the hospital's record library.
20. Suggest to local high school or college editor that he conduct a poll of student body to determine their favorite "juke box singer," "juke box band," etc., as part of Anniversary Week program.

(Continued on page 96)

To The Billboard  
188 W. Randolph St.  
Chicago 1, Ill.

Please send me material checked below:

- Anniversary Booklet (16-page history of music machine industry, list of all-time juke box favorite records, etc.)
- Special Speech (suitable for use before Rotary Club, Chamber of Commerce, etc.)
- Special Press Release (for you to release to your local paper)
- Industry Fact Sheet (for interview use on disk jockey interviews, press interviews, etc.)

Name of firm: \_\_\_\_\_

Address: \_\_\_\_\_

## Juke Box Industry to Mark 65th Anniversary in May

### Set Big Public Relations Drive For Both National, Local Level

Continued from page 1

removed easily and simply by simply lifting up a corner and peeling off.

AMI distributors will ask their operators to start fastening the labels on boxes in time to have complete route coverage by the week of May 24—when the national public relations effort will be in high gear.

As part of the public relations effort, The Billboard prepared model news releases which operators can use with their local newspapers; a fact sheet which would be helpful in interviews with disk jockeys and a model speech for those enterprising operators and distributors who arrange to address local civic or fraternal clubs.

#### Jockeys Participate

Disk jockeys will participate in the 65th Anniversary by featuring recordings of some of the All-Time Juke Box Favorites, and The Billboard is contacting newspaper and magazine editors, as well as TV and radio program directors, to call their attention to the event.

The juke box business was founded in 1888. Altho Edison's phonograph was invented 10 years earlier, a perfected model was not available until that year. Exclusive sales rights to the phonograph were assigned the North American Phonograph Company, formed by Jesse H. Lippincott, of Pittsburgh.

Both Lippincott and Edison believed their biggest market was the business office where the talking machine could relieve stenographers. But sales were slow—so slow, one of Lippincott's distributors—Louis Glass, of San

Francisco—hooked a coin mechanism to the device and invented the juke box.

Next week's issue of The Billboard will contain more information concerning the 65th Anniversary celebration and de-

tails about the May 23 issue. Meantime, operators' attention is directed to the editorial on the first Music Machines page and the check-list of ways in which the operator can tie in locally with the national promotion.

## Let's Get With It!

The week of May 24 the nation's juke box industry will celebrate the 65th Anniversary of its founding—65 years of furnishing the public the music it wants, when it wants it.

To commemorate the event, The Billboard will publish a special edition May 23 devoted to the music machine business. In addition, The Billboard is underwriting a national public relations effort which—with the co-operation of operators, distributors and manufacturers—will be of tremendous benefit to the entire industry.

Elsewhere on this page are details of the Anniversary Celebration and, most important, a list of 25 ways the juke box operator can mark the occasion in his own home town.

The very best kind of public relations for any industry is accomplished at the local level. This 65th Anniversary celebration can only be completely successful if operators get back of it with their own special promotions.

#### Dedicate Hit Party

In Cleveland, the music operators plan to dedicate their May Hit Tune Party to the anniversary—using the occasion to tell the public something about the juke box industry, where it came from and how it brings music to millions.

Cleveland's Hit Tune Party is the only one of its kind, but there are dozens of ways in which operators can participate for their own benefit and the benefit of the entire industry. Twenty-five of these ways are listed on this page.

Study the checklist carefully. Write immediately for your free copy of The Billboard's promotional kit. Above all, start thinking and planning immediately to make May 24 Juke Box Week in your town. We sincerely believe it is the industry's greatest single opportunity for getting the juke box story across to the public.

## AMI Awards Service Pins To Old Timers

GRAND RAPIDS, Mich., April 25.—More than 170 employees and stockholders last Tuesday attended a dinner party honoring AMI employees with five or more years of service.

Pins were awarded employees according to their length of service. Awarded were 106 5-year pins, 22 10-year pins, 16 15-year pins, 5 20-year pins, and three 25-year pins. Miss M. B. (Continued on page 94)

## AMI Issues Juke Labels to Trade

### Operators to Place Stickers on Boxes In Celebration of 65th Anniversary

GRAND RAPIDS, Mich., April 25.—The distributor organization of AMI this week received a special bulletin announcing the 65th Anniversary celebration of the juke box industry with enclosed samples of six stickers. The brightly colored labels are to enable distributors and operators to participate in the 65th Anniversary celebration.

William E. Fitzgerald, advertising and sales promotion manager of AMI, asked each of the distributors to give an ample supply of the stickers to all their operator customers as well as prospects for placement on their machines.

The labels are printed on a special paper stock called "Kleen Stik." They are easy to attach, and just as easy to remove. The backing paper is simply peeled off the gummed side and the label can be pressed down wherever it is desired. To remove, a corner can be lifted and peeled off.

Fitzgerald, in asking that the labels be tied to the issue date of The Billboard's Anniversary Issue, reminded distributors that operators can keep the stickers on the machines for a much longer period of time than a week or two.

## THIRD HIT TUNE PARTY SCHEDULED FOR MAY 10

### Dedicated to the Sixty-Fifth Anniversary of the Juke Box

CLEVELAND, April 25.—The 65th Anniversary of the Juke Box Industry will get a rousing send-off when the third Hit Tune Party gets underway in Cleveland's Music Hall on May 10.

The entire program will be dedicated to the birthday of the juke box industry, and various highlights of this musical era will be pointed up to the audience as well as listeners on radio and television, according to Jack Cohen, president of the Ohio State Phonograph Owners' Association.

Included in the party for the first time will be Canton, Akron, Massillon and other Ohio cities. The affair has been such a success that the Scripps-Howard newspaper is considering holding similar events in other cities where the chain operates. The event is co-sponsored by the Cleveland Press and the Ohio State Phonograph Owners' Association. The Press is a Scripps-Howard paper.

On the party program will be Dick Schreiber, of The Billboard, who will tell of the development of the juke box to the point where it is as much a part of the American way of life as the hot dog.

#### Party Success

The results of the first Hit Tune Party are now a matter of record and results show the affair was a success. Business in the last three weeks on phonographs is the best since 1948 when TV entered the Cleveland scene. The figures compare favorably with 1947, which was a peak year in the phonograph business.

The same formula of top recording artists making personal appearances interspersed between the public audition of eight unreleased disks, will be repeated at the third promotion-public relation project.

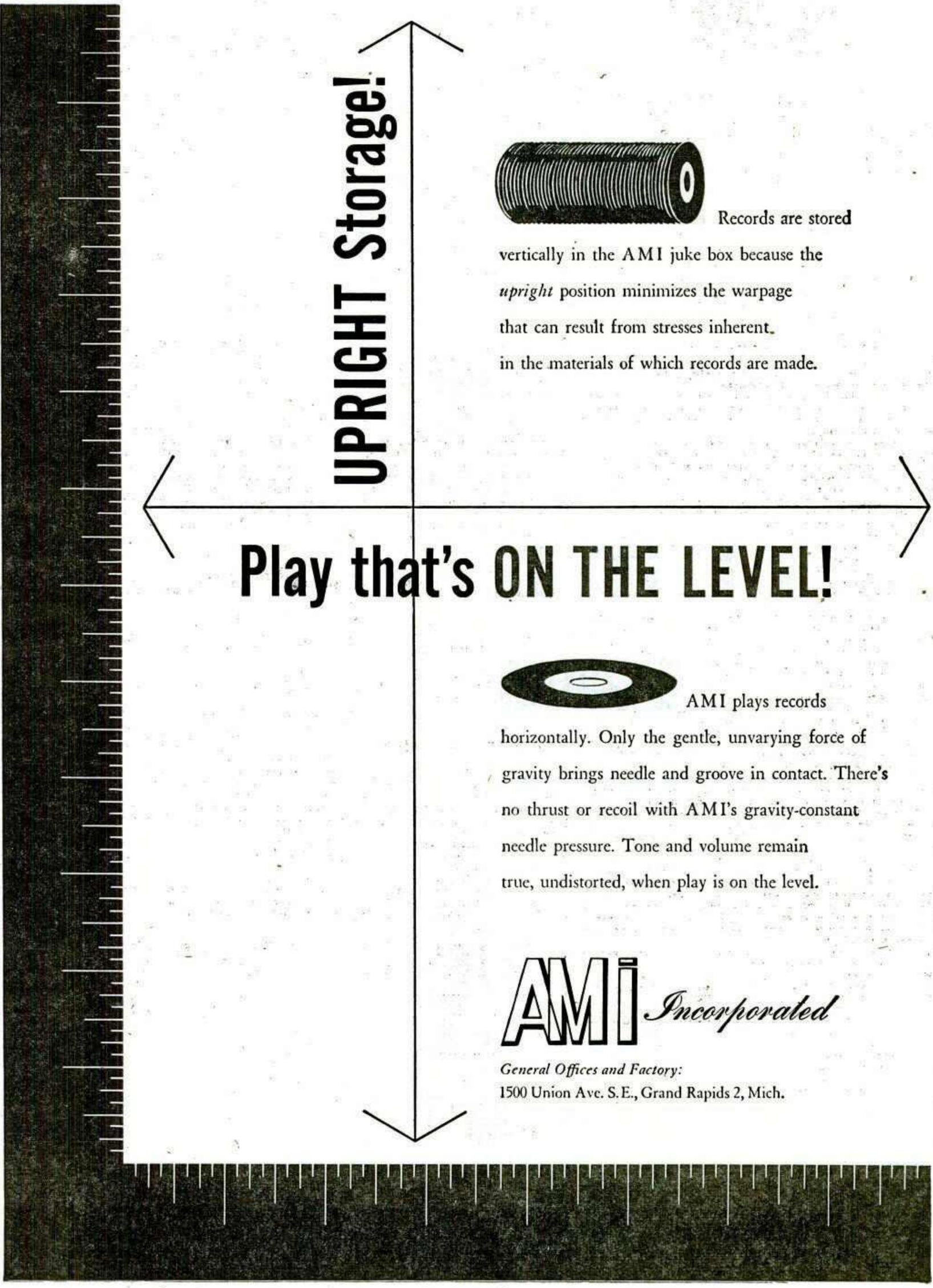
Sharing the master of ceremonies honors will be Bill Mayer and Hal Morgan, Cleveland de-

jays from station WGAR, CBS outlet for Northern Ohio.

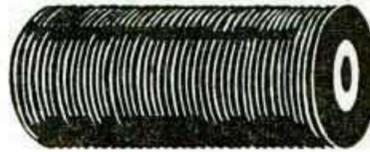
#### Stars Set

Already set to appear before an anticipated audience of 3,500 teenagers are Henry Pildner, the Starlites, Louise Barber, and Carl Paradise. The show is designed to select a record from the unreleased group which then will be designated as the Hit Tune for June.

The tune selected by an audience vote at the last Hit Tune party was Buddy Greco's Coral recording of "You're Driving Me Crazy." It is the Hit Tune for May and will be featured on all the juke boxes in the Cleveland area in the No. 1 spot. Special title strips are now being prepared for the promotion. Nine recording artists made personal appearances at the last party and it is expected that a like number will appear at the coming event.



**UPRIGHT Storage!**



Records are stored vertically in the AMI juke box because the *upright* position minimizes the warpage that can result from stresses inherent in the materials of which records are made.

**Play that's ON THE LEVEL!**



AMI plays records horizontally. Only the gentle, unvarying force of gravity brings needle and groove in contact. There's no thrust or recoil with AMI's gravity-constant needle pressure. Tone and volume remain true, undistorted, when play is on the level.

**AMi** *Incorporated*

General Offices and Factory:  
1500 Union Ave. S.E., Grand Rapids 2, Mich.



**NEW**

STRAIGHT 45 PLAY -  
ON THE MODEL 1650

**NEW**

BUILT-IN VOLUME  
LEVEL CONTROL

**NEW**

TWIN TITLE STRIP HOLDERS  
- SINGLE BUTTON SELECTION

**NEW**

78 OR 45 RPM PLAY  
COMBINED ON MODEL 1600

**NEW**

PUSH TYPE LOCK

**NEW**

DEEP INDENT TRAYS

**NEW**

GLASS ASTRADOME

**NEW**

FRENCH PROVINCIAL DESIGN

**NEW**

COMPACT CABINET

**NEW**

TONAL BRILLIANCE

**NEW**

GLAMOROUS GLASS PILASTERS

**NEW**

LOW PRICE

# All Aimed to Increase Your Earnings

# All Yours at a New Low Price

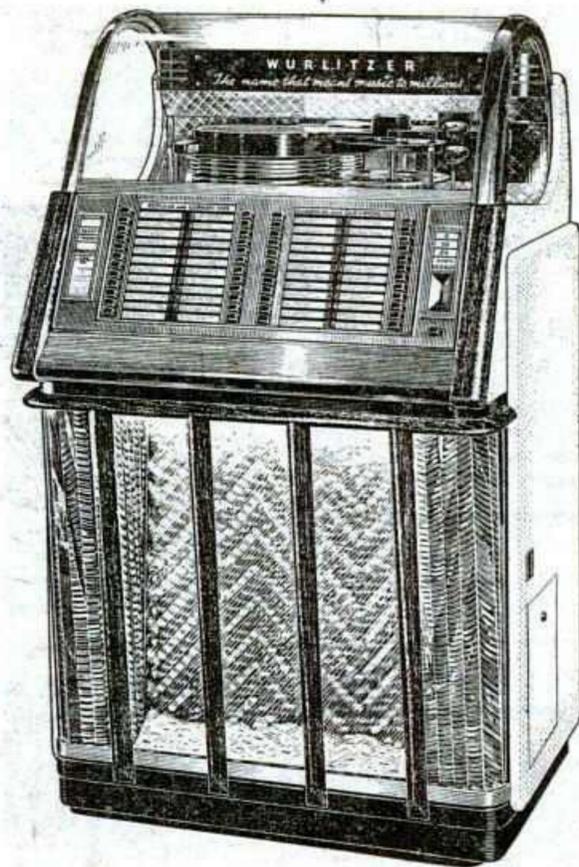
The Model 1650 for straight 45 play! The Model 1600 adaptable to either 45 or 78 RPM play.

Whichever fills your needs will fill your pockets because both are loaded with new money-making features.

Each incorporates Wurlitzer's famed 48-selection mechanism in a cabinet that combines high earning beauty with space-saving compactness.

Each is priced to pay greater operator profits.

**SEE YOUR WURLITZER  
DISTRIBUTOR TODAY**



*Wurlitzer*  
48-SELECTION STRAIGHT 45 PLAY

**1650**

**1600**

48-SELECTION 45 OR 78 RPM PLAY

**The Rudolph Wurlitzer Company**  
NORTH TONAWANDA, NEW YORK

### 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:

**EMI U. S. TO BOW IN AS 'ANGEL' LABEL.** Plans to build a new organization here to market British Columbia records in North America have moved ahead (Music department).

**JUKE OP TREND CAN CRIMP HIT POTENTIAL.** The effect that the coupling of tunes has on a record's selling potential with juke box operators came into sharp focus again this week (Music department).

**JUKE OPS' LICENSE ORG DEFINITELY IN MAKING.** Plans for the formation of a new music licensing organization by the Music Operators of America moved a little further out of the rumor stage this week (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

## Jukes to Play Symphonies In 10 Years: Dr. Kendel

Continued from page 16

plants, communities, and schools. The organization also acts in an advisory capacity for any group that desires aid in forming music groups or furthering music in general.

Kendel continued: "Youngsters today are prodding this country out of its music inferiority complex. Because of them, the U. S. will attain the status of cultural music leader of the world within ten years. Its own contemporary composers and its own symphonies will be acknowledged as the greatest in the world."

"The Europeans who still regard us as a people whose tastes haven't progressed beyond a Western lament and Dixieland

will find that, while we love and enjoy such music, we also have a great capacity and—more recently—the knowledge, to appreciate other types of music."

Kendel said that occasionally one sees a juke box in a place frequented by young people on which are one or two symphony selections. Kendel feels that classical music will be played, as is, in some areas but that, for the most part, the selections may have to be abbreviated. Such numbers as the "Indian Love Call" and excerpts from the "Student Prince" are already presentable fare without revision, he said.

Kendel feels that operators could help in the move toward better music by placing one or two records, of the type mentioned, on their multi-selection machines. "I realize," he said, "that not all locations can use this type of music but there are some that can, and they should be programmed accordingly."

Kendel's reasoning on the rise of musical tastes stems from an increase in school bands from a few in the 1920's to 38,000 today. There were only 10 symphony orchestras in 1900 as against 750 at present, he said.

## Chi Music Ops Set Golf Fete Planning Meet

CHICAGO, April 25. — Ray Cunliffe, president of the Recorded Music Service Association of Chicago, announced a meeting will be held Tuesday April 28, at 1 p.m., in the Sheraton Hotel to formulate plans for the fourth annual field day.

Cunliffe said, "We will try to follow the same format as that used last year. Golf will be played all day and there will be a banquet followed by dancing in the evening."

Prizes will be awarded at the banquet.

A committee composed of RMSA members made a survey of the facilities of the Southmoor Country Club and will report its findings at the meeting. Tentative plans set the affair in mid-July.

### Dolph, AMI Distrib, Moves Into Own Bldg.

TULSA, Okla., April 25.—The H. W. Dolph Distributing Company, AMI distributor for Oklahoma and North West Arkansas, announced it had moved into its own building at 2239 East Sixth Street, Tulsa. This change gives the firm over twice as much floor space, plus a private parking lot.

Besides this expansion, the company recently opened a branch in Oklahoma City at 1004 North Walnut Street.

Dolph will maintain his offices and headquarters in Tulsa while the Oklahoma City office will be managed by Gene Wasson.

## AMI Sales Up 10 Per Cent in First Quarter

GRAND RAPIDS, Mich., April 25.—J. W. Haddock, president AMI, Inc., reported at the annual meeting of stockholders, that sales of the corporation were 10 per cent higher for the first quarter of 1953 than for the same period a year ago.

"Profits increased 16 per cent and amounted to 34 cents per share in the first quarter this year, as against 29 cents per share for the first quarter last year," he said.

"Results for the second quarter of 1953 should be at least as good as for the second quarter of 1952. With the completion of a 50 per cent plant expansion program, improved sales and earnings are anticipated for the last half of the year."

### Officials Re-Elected

At a directors meeting, following the stockholders meeting, J. W. Haddock was re-elected president; M. B. Cavanagh, treasurer, and P. W. DeGroot, assistant secretary. C. C. Woolridge was re-elected vice-president and S. J. Allie, secretary.

Directors of the company re-elected were J. W. Haddock, and C. C. Woolridge, Grand Rapids; S. J. Allie, attorney, Chicago; H. J. Dowd, New York, and F. J. Quinn, New York.

The directors declared a dividend on the common stock of 15 cents per share, payable June 12, 1953, to stockholders of record May 25, 1953.

## Op and Owner Beat TV Block

PORTLAND, Ore., April 25.—An example of co-operation between operator and location owner to reduce revenue loss stemming from TV play, cropped up here this week in the case of the Broadway Restaurant & Tavern.

The phonograph and TV set are both located in the tavern, but restaurant customers were afforded music service thru wall boxes and a speaker. Tavern customers were provided their favorite TV programs, but phonograph playing interfered with the audio reception on video.

Accordingly, the phonograph was tuned out in the tavern but left on in the restaurant, thus affording the diners music and keeping up the flow of revenue to both operator and location owner without disrupting the scheduled TV programs.

## Record Stars Entertain At NJMG Dinner-Dance

NEWARK, N. J., April 25.—More than 450 members of the Music Guild of New Jersey, their wives and their guests jammed the grand ballroom of the Hotel Essex House here Wednesday night (22) at the organization's 16th anniversary dinner-dance.

No speeches were made nor was any business transacted—the operators just ate, drank, danced and listened to some of the nation's top recording stars, who appeared in person.

Music was provided by Martin Ames and his ork, with Herman Halpern, a director of the NJMG, as emcee.

### Fisher Leads Off

Eddy Fisher, who led off the evening's program paid special tribute to Paul Brenner, WAAT deejay, for helping him in his rise to the top ranks of recording artists. Fisher did three encores for the operators.

Others entertaining were Richard Hayman, Eastern a.&r. man for Mercury, who played the harmonica; Georgia Gibbs, whose "Kiss of Fire" drew one of the biggest hands of the evening; the Four Freshmen, Capitol per-

formers; Ruth Brown, Ken Remo, Jerry Vale, Trudi Richards, Tony Edwards, Ray Arnold and the Four Aces.

Barney Sugerman's son, Myron, sang a couple of Al Jolson numbers, while Dave Stern, Seacoast Distributors, pitched in with a couple of hasty improvisations.

### de La Viez Attends

Hirsh de La Viez, head of the Washington Music Operators' Association, planned in for the event. Other guests included Al Denver, head of the New York Music Operators' Association; Sid Levine, NYMOA counsel; Barney Sugerman, Runyon Sales; Harry Rosen, Meyer Parkoff and Murray Kaye, Atlantic-New York; Joe Young, Wurlitzer; Jack Mitnick, AMI, and Jack Gordon, Seeburg district manager.

NJMG officers are Sam Waldor, president; Jules Rusoff, vice-president; Manuel Ehrenfeld, secretary, and Harold Chasen, treasurer. On the board of directors are Frank Alge, Edward Burg, Humbert Betti Jr., Herman Halpern and B. J. McFarland. D. M. Steinberg is executive director, Sol L. Kesselman is general counsel, and Betti is trustee.

## Coinmen to Fete Sugerman At UJA Dinner, June 23

NEW YORK, April 25.—Veteran Coinmen Barney Sugerman, who heads the local AMI distributorship, Ruynon Sales, has been chosen as the guest of honor to whom a testimonial dinner will be tendered by coin machine division of the United Jewish Appeal. Industry representatives from all phases of the business are co-operating in the event, which will be held at the Plaza Hotel here June 23.

Jack Mitnick, AMI Eastern representative, has been named chairman of the \$10-a-plate dinner. Honorary chairmen are Albert S. Denver, president of the Automatic Music Operators' Association, and Sidney H. Levine, AMOA attorney.

Members of Mitnick's executive committee, who will round up support for the charitable affair, are drawn from all segments of the industry here and in neighboring States.

### CRLI Members

They include Charles Aronson, Charles Bernoff, Ted Blatt, Al Bodkin, Frank Calland, Nat Cohn, Joe Connors, Abe Fish, Joe Fishman, Jack Gordon, Abe Green, Arthur Herman, George Holtzman, Morris Kahn, Max Klein, Mike Munves, Meyer Parkoff, Carl Pavesi, Seymour Pollack, George Ponsler, Lou Price, Harry Rosen, Barney Schlang, Jack Semel, Larry Serlin, Al Simon, Dick Steinberg, Sol Tabb, Barnet Tannenbaum, Sol Trella, Max Weiss and Joe Young.

The coin division of the UJA raised about \$20,000 during last year's drive.

## New Association For Negro Ops Formed at Detroit

DETROIT, April 25.—An independent association for Negro music box operators has been organized here, under the name of the Michigan Brotherhood of Phonograph Owners.

The group is organized as a trade association, within its own group, but it will not in any way conflict with either of the existing general trade groups—the Michigan Automatic Phonograph Owners' Association and the Music Operators' Guild of Michigan.

It was indicated by spokesmen for the brotherhood that the members were closely interested in at least one of the other organizations, and may join either individually, or in a body.

Headquarters of the Michigan Brotherhood have been set up at 77 East Euclid Avenue, where the V & W Music Company is located. Meetings are being held there and at the homes or business places of various members.

Officers elected for the new group are: President, Huber Wisdom, Wisdom Music Makers; vice-president, Herman Stalling; secretary, Edgar Vernon, V & W Music, and treasurer, Everett Watson, Ray Music Company.

## Fluid Phonograph Pick-Up Cartridge Ready Next Year

SAN ANTONIO, April 25.—Plans were recently announced for the production of a fluid sound phonograph pickup said to offer high fidelity reproduction at low cost.

Production of the new pickup will begin early next year, according to an announcement by the Lindberg Instrument Company, Inc., San Antonio. The company was formed as a result of evaluation of the Barry C. Warner patents by the Institute of Inventive Research and its affiliate, Southwest Research Institute of San Antonio.

The fluid sound pickup, which has been accepted by several large producers of phonographs, will sell at a cost comparable to ordinary crystal pickups. Practically damage-proof, the cartridge does not need its sapphire stylus to do the work of generating voltage output. The company claims the stylus motion is used only to modulate the applied external DC current as it flows thru a fluid sealed in the cartridge.

## How Was Your Timing on . . .

# "THE SONG FROM MOULIN ROUGE"

Percy Faith Orchestra  
Columbia 39944

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a  
Billboard  
BEST BUY

FEB.  
24

Title Strips  
Ready for Top  
Juke Profits

FEB.  
24

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips) . . .	\$ 9.00	70 (1400 strips) . . .	\$29.00
30 (600 strips) . . .	13.00	80 (1600 strips) . . .	33.00
40 (800 strips) . . .	17.00	90 (1800 strips) . . .	36.00
50 (1000 strips) . . .	21.00	100 (2000 strips) . . .	39.00
60 (1200 strips) . . .	25.00		

Yermie Stern, 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. 780

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

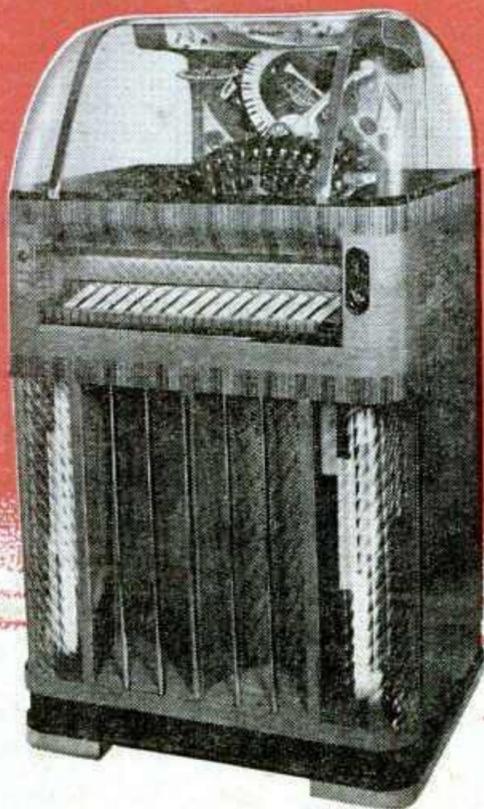
## How to Participate

Continued from pag. 92

- Consider running a display ad in your local newspaper to list your locations and invite people to play the All-Time Favorites during Anniversary Week.
- Make certain your route men, servicemen know all details on the Anniversary Week. Ask them to tell location owners, bartenders, waitresses, etc., to promote play on boxes during Anniversary Week.
- Contact the display manager of your local department or fashion store. Offer to loan a juke box for a special "anniversary window display" to promote the record or teen-age clothing departments.
- Put a sign on your trucks and in your office window highlighting the 65th anniversary of your business.
- Fill out the coupon below for the promotion material you want sent to you. Also, be sure to send in a report of what you are doing in your community to The Billboard so that it can be published in the May 23 Anniversary Issue.

# ROCK-OLA Fire Ball

THE *Only* PHONOGRAPH WITH **120** SELECTIONS



Model 1436

**Revolutionary  
Mechanism**

**Proven  
Performance**

**Proven  
Profits**

Available in 2 models for either  
78 RPM or 45 RPM Records



See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

**EASTERN**

- BAILIE DISTRIBUTING CO.**  
647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.**  
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.**  
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**  
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**  
2014 Fairmount Avenue  
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**  
1200 North Ave., Elizabeth, New Jersey

**MIDWEST**

- BADGER NOVELTY COMPANY**  
2546 North 30th Street, Milwaukee, Wis.
- BRILLIANT MUSIC COMPANY**  
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**  
450 Massachusetts Ave., Indianapolis, Ind.

**CENTRAL COIN MACHINE EXCHANGE**  
525 S. High St., Columbus, Ohio

- J. WESTERHAUS**  
3726 Kessen Ave., Cincinnati 11, Ohio
- DIXON DISTRIBUTORS**  
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**  
208 E. Dewey Ave., Buchanan, Michigan
- J. ROSENFELD COMPANY**  
3218 Olive St., St. Louis, Missouri
- LA BEAU NOVELTY SALES CO.**  
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**  
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**  
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**  
1337 Second Ave., Des Moines, Iowa

**TOLEDO COIN MACHINE EXCHANGE**  
814 Summit St., Toledo, Ohio

- UNI-CON DISTRIBUTING CO.**  
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**  
2330 N. Western Ave., Chicago 47, Ill.

**NORTHWEST**

- PUGET SOUND NOVELTY CO.**  
114 Elliott Ave., West, Seattle, Wash.

**SOUTHERN**

- A. M. & F. DISTRIBUTING CO.**  
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**  
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**  
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**  
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**  
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**  
301 Edgewood Ave., S.E., Atlanta, Ga.
- S & M SALES COMPANY, INC.**  
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**  
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**  
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**  
503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY**  
515-A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**  
1013 E. Cary St., Richmond 19, Virginia

**SOUTHWEST**

- AUTOMATIC MUSIC CO.**  
1214 W. Archer, Tulsa, Oklahoma

**BORDER SUNSHINE NOVELTY**  
2919 N. Fourth Street  
Albuquerque, New Mexico

- BOYLE AMUSEMENT COMPANY**  
522 North West Third  
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY**  
1210 S. Main Street, Ft. Worth, Texas

**FRONTIER AMUSEMENT**  
2020 Myrtle Avenue, El Paso, Texas

- PAUL W. HAWKINS**  
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES**  
608 Johnson Street, Amarillo, Texas

**UNITED AMUSEMENT CO.**  
446 N. Main St., San Antonio, Texas

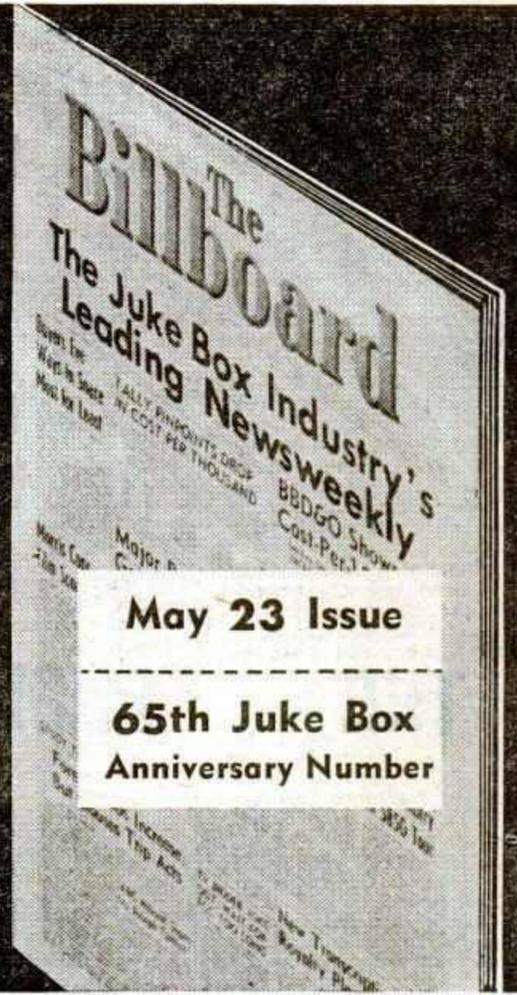
**WESTERN**

- H. B. BRINCK**  
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.**  
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**  
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**  
2647 Thirty-Eighth Avenue  
San Francisco, California

"The Industry's Greatest Phonograph Achievement" **ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue • Chicago 51, Illinois



**The Most Important Issue  
Ever Published by The Billboard  
in Behalf of  
Any Industry It Represents**



with  
a full-scale  
**TRADE, PRESS &  
PUBLIC RELATIONS  
PROGRAM**  
unmatched in business paper  
publishing history

—including a 65th Juke Box Anniversary programing kit for radio and television disk jockeys and program directors . . . a specially prepared 16-page history of the juke box industry from the mechanical as well as the talent, tunes and records angle . . . a fact sheet for disk jockey chatter material and operator interviews . . . personal contact with top radio-television network stars and shows for juke plugs and programs built around the 65th Anniversary . . . record company co-operation for release of special juke box anniversary records and albums . . . special "promote-play-during-May-Juke-Box-Week" program for operators . . . con-

test suggestions . . . record dealer tie-in plans . . . especially written speeches for operators to deliver before local groups and associations . . . title-strip tie-ins . . . extra publicity via artist representatives, press agents and song pluggers . . . special news releases for operators to place with local newspapers . . . general news release to all top newspapers throught the country . . . special material to key gossip and amusement columnists—all planned and developed exclusively by The Billboard with the hearty endorsement of the complete juke box industry!

with  
scores of  
**OUTSTANDING  
EDITORIAL FEATURES,  
LISTS AND DIRECTORIES**  
that insure  
valuable, long-term readership

- 60,000,000 Records a Year
- Today's Juke Box Market
- Annual Juke Box Survey: Trade and Record Aspects
- Complete List of Record Labels and Their Distributors
- How Juke Boxes Help Make Hits
- Selectivity: the Magic Touch
- Directory of Juke Box Manufacturers and Their Distributors
- How the Juke Box Industry Grew
- List of Active Juke Box Trade Associations
- Bach to Boogie: Present-Day Programing Tips
- Ambassador Without Language Troubles and Many Others

with  
a full-dress  
**PROMOTION  
SCHEDULE**  
that guarantees thousands  
of extra readers

A special 50,000-piece direct mail program to reach every existing and potential operator . . . extra pre-and-post-anniversary editorial features . . . a tremendous 10,000-line campaign of trade messages in The Billboard itself . . . special direct mail to radio-television disk jockeys, program directors and station managers . . . questionnaire mailings . . . a \$10,000 exclusive Billboard promotion in support of the juke box industry's 65th Anniversary!

**The Billboard  
65th Juke Box  
Anniversary Number**  
-----  
dated May 23  
-----  
distributed May 19  
-----  
ad deadline May 14



**The  
Billboard**



CHICAGO: 188 W. Randolph St.—Central 6-8761

NEW YORK: 1564 Broadway—PLaza 7-2800  
CINCINNATI: 2160 Patterson St.—DUnbar 6450

ST. LOUIS: 390 Arcade Bldg.—CHestnut 0443  
HOLLYWOOD: 6000 Sunset Blvd.—HOLlywood 9-5831

RECEIPTS LEVY

Rules Georgia Ops Must Pay Sales Tax

SAVANNAH, Ga., April 25.—R. Reid Lucas, regional manager of the Savannah district for State Sales and Use Tax, stated this week that receipts from pinball games and juke boxes were subject to payment of the Georgia sales tax. This ruling, the first of its kind, is expected to result in petitions for a hearing by operators throughout Georgia. It is also one of the rare instances where the State sales tax is applied to a service rather than to an item.

Lucas issued the following explanation:

"The General Assembly of Georgia passed recently amendments to the sales tax revenue measure which were designed to strengthen this law and to aid the department of revenue in the enforcement of the Sales Tax Act. "One amendment clarifies the original intent of the Legislature insofar as receipts derived from the operation of music and other coin-operated machines are concerned. This amendment leaves no doubt as to the applicability of the Georgia sales tax to all proceeds derived from the operation of amusement devices or to fees or charges for admission or to voluntary contributions made in any form of amusement, sport or entertainment.

"Another amendment permits the commissioner of revenue to refuse to issue certificates of registration to peddlers, transients, immature youths and others who have no place of business in which to keep records and in which to display the certificate as required by law. Such retailers will, in the future, pay the sales tax direct to the wholesaler or supplier who will then be held liable for the sales tax due. If a supplier is unable to obtain a certificate number from a retailer, he must collect the sales tax. The term dealer is defined to mean any person who has sold at retail, or used or consumed or distributed or stored for use or consumption in this State, tangible personal property.

"All dealers must now keep and maintain records for a period of three years. A dealer, however,

is no longer protected by the three-year statute of limitations for payment of the sales tax because the law has been amended to make the tax collectible at any time. The statute of limitations will not bar the State from proceeding to take steps to collect any sales tax that is due.

"The use tax applies to all tangible personal property imported or caused to be imported into this State for use or consumption, and such property is subject to the 3 per cent consumer's tax.

"If any dealer, liable for sales tax, penalty or interest levied under the Sales Tax Act, sells out his business or stock or goods or shall quit the business, he shall make a final return and payment within 15 days after the selling date or quitting the business. His successor, if any, shall withhold a sufficient amount of the purchase money to cover the amount of the taxes, penalties and interest due and unpaid. If such a purchaser does not withhold the amount of money which is due the State, he shall be personally liable. The successor or new owner of a business shall apply immediately for a registration certificate, giving the name, address and the code number of the former owner.

"There are still some wholesalers, jobbers and dealers who are making sales without collecting the sales tax due or obtaining the proper certificates of exemption on which are noted the registration code number. Such violators are not only liable for the sales tax which they should have collected but are also guilty of a misdemeanor which is punishable by the provisions of the Sales and Use Tax Act. Because of the fact that many certificates have been recently canceled, it is advisable that all wholesalers ascertain immediately if retailers to whom they sell have a certificate of registration. In the event that any retailers do not have a certificate the wholesaler is now required by law to collect the sales tax on all merchandise.

"I would like to remind anyone

Texas Distrib Forms Disk Co.

HOUSTON, April 25.—Harold W. Daily, Texas coin machine distributor, has established the H. W. Daily Company as a wholesale outlet for Decca records, phonographs and accessories in Houston and South Texas.

C. R. Wright, Decca sales manager for Readers Wholesale Distributors, Inc., former Decca detaler here, together with most of his office and sales staff, joined the Daily Company.

Harold W. Daily is owner of the South Coast Amusement Company, second oldest established coin machine distributing firm in Houston. In addition to the Evans line of coin machines, South Coast Amusement handles 12 well-known record brands.

NEW HAVEN, Conn., April 25.—A proposal to install 25-cent parking meters on Grove Street in the vicinity of Yale University was approved by Board of Police Commissioners. The meters will allow one hour's parking for a nickel, or five hours for 25 cents.

who wishes sales tax information that such may be obtained from the local Sales Tax Office at 16 East Bryan Street."

NY Coin Union Holds Annual Dinner-Dance

NEW YORK, April 25.—Nearly 250 members of the Coin Machine Employees' Union, Local 465, and their guests, jammed the Latin Quarter here Sunday night (19) at the organization's first annual dinner-dance.

President James Cagiano listed the four goals of the union in 1953. They are:

- 1. An increase in union membership so that every eligible employee in the industry shall have joined the union.
2. Good wages, greater benefits and decent working conditions for all the membership.
3. Growth of the union, not only in membership and financial strength, but as a respected and strong union in the industry and area.
4. Co-operation with the Associated Amusement Machine Operators of New York on all levels.

Suggests Committee Louis Monas, the union's attorney,

Calif. Operator

Continued from page 84

of the Ricklin firm would probably be sought as members of the IUMER.

Milford Zimmerman, of Zimmerman, Kelly & Thody, counselors for the plaintiff, said that the case was dismissed on the basis that the affidavit was not served 48 hours prior to the hearing. He added that a complaint would be filed in the event the IUMER did again picket.

H. O. Chapman, IUMER business representative, was in court but was not called upon to testify.

Judge Stevens was quoted as saying that he would not issue another preliminary injunction against the International Union even if requested to do so.

ney, stressed the need for co-operation with AAMONY and suggested the creation of a Union-Association committee.

Union officers are James Cagiano, president; Al Gilbert, vice-president; George Kolibash, secretary, and Benjamin Wolfe, treasurer.

On the executive board are Cagiano, Gilbert, Kolibash, Wolfe, Edward Samplin, Samuel Bloom, John Como and Louis Monas.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES. REGULAR CLASSIFIED (Minimum \$3). DISPLAY CLASSIFIED (Minimum \$6). ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Trade Directory

For Ready reference, here is a monthly guide to new products, new firms and office and personnel changes reported in The Billboard issues April 4 thru May 2.

New Equipment

- Boat ride, Sea Skate, Exhibit Supply, Chicago.
Boat ride, PT-Boat, National Kiddie Rides, New York.
Rocket ride, X-17, National Kiddie Rides, New York.
Rocket ride, Super Jet, Chicago Coin Machine Company, Chicago.
Train ride, Locomotive, National Kiddie Rides, New York.
Five-ball game, Grand Slam, D. Gottlieb & Company, Chicago.
Shuffle game, Club Bowler, J. H. Keeney & Company, Chicago.

Distributors, New Offices

- Associated Sales, Toronto, covering Eastern Canada for Meteor Manufacturing Company, New York.
Hawaii Athletic Supply Company, Honolulu, covering Hawaii for Meteor Manufacturing Company, New York.
Uneda Vending Service, New York, representing Lehigh Foundries, Easton, Pa., in New Jersey, Connecticut and most of New York State.
Trans - Canada Distributing Company, Ltd., Montreal, representing Apco, New York, in Canada.
Joe Westerhaus, Cincinnati, representing Rock-Ola Manufacturing Company, Chicago, in Southwestern Ohio, Southeastern Indiana and Northern Kentucky.
Poole Distributors, Inc., representing the Rudolph Wurlitzer Company, North Tonawanda, N. Y., in seven Connecticut counties.
Schroeder Products Company, Woburn, Mass., serving as national distributor for Coffee Mat Corporation, Newark, N. J.
Earl Gill Amusement Company, Hot Springs, covering Rock-Ola Manufacturing Company in Mont-

gomery, Garland, Hot Springs, Yell, Pike and Clark Counties (Arkansas).

New Firms

- The 100 Service Company, St. Louis; conversion firm.
Refreshment Vending Service, Detroit; operating company.
E. B. Wilson Associates, Detroit; manufacturer of automatic pitching machines.

Personals

- Perry M. Shoemaker, president of the Delaware, Lackawanna and Western Railroad, elected to the National Biscuit Company board of directors.
W. A. Yantis elected president of Chase Candy Company, St. Louis, succeeding Neal V. Diller, who resigned.
Fred Guant appointed sales manager of Badger Sales Company, Los Angeles.
James J. Sears appointed vice-president of Rock-Ola Manufacturing Company, Chicago.
Robert C. Butler, Robert E. Meany, Henry L. Webster and Robert L. Wilson elected vice-presidents of the William Wrigley Jr. Company, Chicago.
Milton V. McGreevy elected director of The Vendo Company, St. Louis.
James Lamprinidis appointed divisional manager of Dad's Root Beer Company, Chicago.

New Addresses

- Tru-Ade, Inc., moves its headquarters to 104 Douglas Avenue, Elgin, Ill.
Vending Machine Service Company moved its headquarters to 70 Miller Street, Newark, N. J.
M. A. Miller Manufacturing Company, moved its needle production facilities to Fourth and Church Streets, Libertyville, Ill.

Business Opportunities

Challenger Operators—If interested in recovering your loss, contact Dwight, 2210 15th, Lubbock, Tex.

Help Wanted

Arcade Mechanic wanted for Jersey seashore resort; good pay for right man. Box 621, The Billboard, Chicago 1, Ill.

\$50,000 Annually for Next 2 Years—

If you are an experienced vending machine salesman—and are capable of thinking in these figures, we want to talk to you. Travel is involved. You finance yourself completely, but returns are large and quick. This is America's finest deal. A "natural"—a "clean" deal. Machine dispenses a nationally known product in great demand. Product, machine and location sponsored by National Veterans' organization. Unworked territories available. Help us skim the cream NOW. General Manager now traveling U. S. Write or wire how you can be reached for personal interview. No information by correspondence.

NATIONAL MERCHANDISING CO. 5834 Harkins Los Angeles 34, Calif.

Parts, Supplies & Services

1¢-5¢ CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 5¢, 85¢ per M.; 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM—MIN. 25 BOXES. All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (200 ct.), 90¢; Candy Charms, 42¢; Hershey's Choc. (200 ct.), 1¢; \$1.30; Suchard Almond or Milk (200 ct.), 1¢; \$1.20.

Ball Gum: 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 43¢ per lb. Asst'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 37¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 46¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago —1/2 Dep., Bal. C.O.D.

KING & CO. Direct Factory Distributors for Northwestern Vendors, U-Select-It Candy and Cookie Venders, Supervend 3-Drink Cup Dispensers, PX Cigarette Venders. 2702 W. Lake St., Chicago 12, Ill.

Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery; write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448

Stamp Folders, direct from manufacturer, at lowest price, City Distributors, 145 Ainslie St., Brooklyn, N. Y.

Stands, heavy cast iron, \$4.25 ea.; \$4 ea. in lots of 6. Wall Brackets, Coin Counters, Ball Gum, Chloro-Treats, Chicle-Treats, Candies, Nuts, parts for Victors and Silver Kings; write for free price list. Logan Distributors, 627 Milwaukee Ave., Chicago 22, Ill.

"The Charm Center," introducing and supplying the latest in charms; Light Bulbs, False Teeth, Harmonicas, Knives, Compasses, Whistles; metal, plastic, etc.; largest selection; write for free list. Logan Distributors, 627 Milwaukee Ave., Chicago 22, Ill.

Write for free list on Bulk Vendors, Counter Games, Stamp Machines, Merchandise Arrow Vending Machine Co., 102-17 Roosevelt Ave., Queens 69, N. Y.

700 Punch Boards, take all at 30¢ ea.; large variety; Electric Wall Scoreboards, \$50 ea. Coin Machine Exchange, 303 Airport Drive, Shreveport, La.

Routes for Sale

\$1500 buys one 1080 Wurlitzer, 15 5-Balls on location; this is a rare opportunity to start a route; no 5-ball competition; hundreds of locations open and available in this territory. Coin Machine Exchange, 303 Airport Drive, Shreveport, La.

Well established route in Southern Minnesota; phonographs, bingos, one-balls and arcades; \$20,000 cash. Box 622, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services. TRY A DISPLAY AD THIS WEEK See Advertising Rates Above

Cigarette Machines, quarter operation; Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vender, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

For Sale—2 Hot Rod Kiddie Automobile Rides, like new, \$275 each; 4 Riscraat, non-selective, phonographs, \$60 each; 3 Packard Manhattans, \$65 each; 2 Turf Kings, \$50 each; United Stars, \$250. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

Juice Bars, 5, used, good operating condition, \$200 each; also used Atlas Bantam 5¢ Nut Vendors, manual coin counter, \$50. Vending Service, Inc., 428 Bakewell Bldg., Pittsburgh, Pa.

Playball, \$25; Coney Island, \$20; Crown Jewel, \$20; Buffalo Bill, \$40; Bingo Bango, \$35; Lucky Inning, \$25; Champ, \$35; Majors, \$20; Harvest Time, \$40; Black Gold, \$35; Dallas, \$35; 3 Wurlitzers, Model 600, \$25 each. Frank Guerrini, 202 Beech St., Burnham, Pa.

Reconditioned Silver Kings, 1¢ peanut, \$6.50; 5¢ Hot Nut, \$9.50; automatic 10¢ Popcorn Machines, \$39.50; reconditioned Vendall 5¢ Candy, \$85; Automatic Bowling Alley, 10¢ play, \$95; 4 Pop-Ups, 1¢ counter game, \$3 ea.; Mimeograph Machine, like new, \$15. Logan Distributors, 627 Milwaukee Ave., Chicago 22, Ill.

Wattling Scales, late model Fortune, extra clean, \$100 ea. Glenco Sales, P. O. 835, Bluefield, W. Va.

Wired music AMI continuous play unit, 3 1/2 RPM; 20 AMI latest model speakers; 12 AMI amplifiers; all like new; cost over \$1,800, sell \$900 cash. Box M-35, The Billboard, Cincinnati 22, O.

20 Like New 5¢ Hot Nut Machines, slug proof, white enamel finish, 6 lb. capacity; terms, 1/2 deposit, balance sight draft. Seacoast Distributors, 1200 North Ave., Elizabeth, N. J.

2 Mutoscope Photomatics, early models, clean, \$200 ea.; Atomic Bomber, \$155. Playland Arcade, 720 W. Wisconsin Ave., Milwaukee, Wisc.

Wanted to Buy

Used current 78, 45 juke Box Records. Cut-Rate Variety, 514 E. Tremont, Bronx 57, N. Y.

Want Northwestern—Model 33 Peanut, 40's DeLuxe, Silver King, 1¢ and 5¢ Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Vendors; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Want 500 all types Five Ball Flipper Games; send list, state names, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif.

Wanted—Advance 4-Column Cigarette Vendors; state quantity and price. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. Wanted—Kickers and Catchers and Pikes Peaks, Lee Hirschler, 3725 Reading Rd., Cincinnati, O.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 25	Issue of April 18	Issue of April 11	Issue of April 4
ABC (United).....	\$25.00 125.00 135.00 145.00 149.50 150.00 175.00	\$25.00 95.00 99.50 145.00(2) 149.50 150.00 175.00	\$95.00 99.50 145.00 149.50 150.00(2) 175.00	\$145.00 149.50 150.00(2) 149.50 150.00(2) 175.00
Across-the-Board (United)...	225.00	225.00	225.00	225.00
Advance Roll (Genco).....	25.00	25.00	25.00	25.00
All Baba (Gottlieb).....	20.00 34.50	34.50	34.50	34.50 49.50
Aquacade (United).....	30.00 39.00	39.00 39.50	20.00 39.00	39.00 39.50 79.50
Arizona (United).....	99.50	79.50 99.50	99.50	99.50
Atlantic City (Bally).....	395.00 410.00 425.00	375.00 389.50 395.00 400.00 410.00 425.00	375.00 395.00 410.00 425.00	395.00 400.00 410.00 425.00
Baby Face (United).....	20.00	20.00	39.00	39.00
Bank-a-Ball (Gottlieb).....	30.00 74.50	74.50	30.00 74.50	30.00 74.50
Banjo (Exhibit).....			49.50	49.50
Barnacle Bill (Gottlieb).....	34.50	34.50	34.50	34.50
Baseball (Genco).....	49.00			
Basketball (Gottlieb).....	75.00 95.00	95.00	95.00 150.00	120.00
Basketball Champ (Chicago Coin).....	250.00	250.00	174.50 225.00 250.00	225.00 250.00
Basket Ball (Chicago Coin).....	250.00	250.00		
Basket Ball (Scientific).....		75.00		
Bat-a-Score (Evans).....			149.50 185.00	185.00
Batting Practice.....	39.00 69.50 85.00 89.50	59.50 89.50	69.50 89.50	69.50 89.50
Be Bop (Exhibit).....	69.00 94.50	69.00 94.50	69.00 94.50	69.00 94.50
Big Hit (Exhibit).....	165.00	165.00	165.00	169.50
Big Top (Genco).....	64.50	64.50	64.50	50.00 64.50
Bingo Bango.....	69.50		49.50	49.50
Bingo Rolls.....			50.00 59.50	50.00 59.50
Black Gold (Genco).....	40.00 59.50	59.50	59.50	50.00 59.50
Black Top (Genco).....	175.00 215.00	195.00 215.00	195.00 215.00	195.00 200.00
Bolero (United).....	220.00 250.00	220.00 250.00	220.00 250.00	220.00 235.00 250.00
Boston (Williams).....	55.00 89.50	55.00 69.50	55.00 89.50	55.00 89.50
Bowling Champ (Gottlieb)...	30.00 50.00(2) 59.00	50.00(2) 59.00	50.00(2) 59.00	50.00(2) 59.00 64.00
Bright Lights (Bally).....	175.00 215.00(2) 219.50 225.00 250.00	195.00 215.00 219.50 225.00	195.00 200.00 215.00(2) 210.00 215.00(2) 265.00	175.00 200.00(2) 210.00 215.00(2) 265.00
Bright Spot (Bally).....	275.00 295.00 315.00(2) 325.00	275.00 295.00(2) 310.00 315.00(2) 325.00	295.00(2) 315.00(2) 325.00(3)	275.00 295.00 300.00 315.00(2) 325.00(4)
Buccaneer (Gottlieb).....	34.50 59.50	34.50 59.50	34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb).....	74.50	74.50 79.50	74.50	74.50
Buttons & Bows (Gottlieb)...	59.00 69.50	59.50 69.50	59.00 69.50	49.50 59.00 69.50
Campus (Exhibit).....	65.00 94.50	65.00 94.50	65.00 94.50	94.50
Canasta (Genco).....	30.00 89.50	69.50 99.50		50.00 89.50
Caravan (Williams).....			150.00	
Carolina (United).....	34.50	34.50	34.50 49.50	34.50 35.00 49.50
Carnival (Bally).....	49.50	49.50	49.50	49.50
Catalina (Chicago Coin)....		35.00	20.00 35.00	35.00
Champion (Bally).....	30.00 37.50 40.00 45.00 59.50 69.50 79.50	37.50 40.00 59.50 89.50	35.00 40.00 75.00 89.50	35.00 40.00 75.00(2) 89.50
Champion (Chicago Coin)....	40.00 69.50	64.00 69.50	40.00 69.50	40.00 49.50 69.50
Chinatown (Gottlieb).....	195.00		185.00	225.00
Cinderella (Gottlieb).....	20.00 29.50	29.50	29.50	29.50
Circus (United).....	395.00	349.00 395.00		345.00 445.00
Citation (Bally).....	20.00 29.50 30.00 50.00 79.50	30.00 79.50	30.00 65.00 79.50	30.00 55.00 65.00 79.50
College Daze (Gottlieb).....	50.00(2) 75.00 89.50	50.00 75.00 89.50	50.00 75.00 89.50	54.50 75.00 89.50
Coney Island (Bally).....	300.00 315.00 322.50 325.00	275.00(2) 295.00 315.00 322.50 325.00	300.00 315.00 325.00	295.00 300.00(2) 315.00 325.00
Control Tower (Williams)...	75.00 95.00 119.50	95.00 119.50	80.00 95.00 119.50	95.00 119.50
Coronation (Gottlieb).....				235.00
County Fair (United).....				135.00
Crazy Ball (Chicago Coin)...	20.00			
Cross Roads.....		175.00		215.00
Cyclone (Gottlieb).....				139.50
Dallas (Williams).....	44.50 60.00 74.50 79.50 99.50	44.50 60.00 74.50 79.50 99.50	44.50 60.00 74.50 79.50 99.50	44.50 65.00 74.50 79.50 99.50
Dancing Dan.....				29.50
De-Icer (Williams).....	75.00 79.50 99.50	75.00 79.50 99.50	75.00 99.50	95.00 99.50
DeLuxe World Series (Williams).....				250.00
Dew-Wa-Ditty (Williams)....	34.50	34.50	34.50	34.50
Disc Jockey.....	215.00	215.00	195.00	195.00 220.00 225.00
Domino (Williams).....		169.50	125.00	
Double Action.....	75.00 95.00	75.00 95.00	75.00 95.00	75.00 95.00 99.50
Double Feature.....	49.50 65.00	49.50 65.00	35.00 49.50	49.50 69.50
Double Shuffle (Gottlieb)...	69.50 75.00 79.50 89.50	69.50 75.00 79.50 89.50	65.00 69.50 75.00 89.50	75.00 79.50 85.00 89.50
Dreamy (Williams).....	75.00 79.50 89.50	64.00 75.00 89.50	75.00 89.50	75.00 79.50 84.00 89.50
Eight Ball (Williams).....			150.00	
El Paso (Williams).....	39.50 49.50 69.50	39.50 69.50	20.00 39.50	39.50 49.50
Fighting Irish (Chicago Coin)	50.00 75.00 95.00(2)	69.50 75.00 95.00	75.00 95.00	85.00 95.00(2)
Five Star (Universal).....	99.50 125.00 140.00	99.50 140.00	140.00	95.00(2) 99.50 125.00 140.00
Flip Skill.....	29.50 69.50	29.50 69.50	69.50	69.50
Floating Power (Genco).....	44.50 49.50	44.50	44.50	44.50 49.50 54.50
Flying Saucers (Genco).....	100.00 59.50	59.50 79.50	59.50	59.50
Football (Chicago Coin)....	195.00 215.00 220.00 225.00(3)	195.00 215.00 220.00 225.00(2)	225.00 235.00	195.00 200.00 225.00 235.00 245.00
400, 5c or 10c (Genco).....	269.50	269.50	269.50	269.50
Four Corners (Williams)....		210.00	180.00 195.00	195.00 210.00
Four Horsemen (Gottlieb)...	129.50 139.50	139.50	139.50	89.50 139.50
Four Stars (Gottlieb).....	169.50		175.00	165.00
Fresbie (Williams).....		69.00		74.00



Where you get... The Best NEW and Renewed MECHANICAL HORSES ROCKETS and SPACE SHIPS at Market's Lowest Prices

Used KEENEY CIGARETTE MACHINES MIGHTY Attractive Prices Write-Wire-Phone BANNER SPECIALTY COMPANY Endorsing Only the Best Home Office 199 W. Girard Ave., Phila. 23, Pa. Branch 1508 Fifth Ave., Pittsburgh 19, Pa.

1933 DAVID ROSEN 20th ANNIVERSARY 1953 FOR REAL BUYS Send Today for Our Complete Price Lists

DAVID ROSEN Exclusive A M I Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903

MERCURY ATHLETIC SCALES COUNTER MODEL This sensational Penny Athletic Scale is a national hit. Completely redesigned and selling at a new low price. Finished in a variety of colors. Write for prices. GREAT LAKES SYSTEM Phone: OWen 4-4331 G-5274 S. Dort Hwy. Flint, Mich.

Shopped Like New Bally SPOT-LITES \$275.00 DOUBLE-U-SALES CORP. 1101 Cathedral St., Baltimore 1, Md. Phone: Saratoga 4770

ATTENTION Evans Bat-a-Score \$145.00 Williams Quarterback 39.50 Williams De Luxe World Series 245.00 Exhibit Gun Patrol 210.00 Exhibit Six Shooter 175.00 Exhibit Dale Gun, cut-out top 45.00 United Tenth Frame Star Alley 485.00 United Six Player Conv. F.T. & J.P., 7-10 split 174.50 Keeney Four Player Bowling League 50.00 Gottlieb Bowlette 29.50 Seeburg M-100-A's 565.00 OLSHEIN DIST. CO. 1100 Broadway Albany 4, N. Y.

COBRA CARTRIDGES Realigned and Resurfaced, 75c each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail. This ad worth 75c on first order. ELECTRONIC INDUSTRIES P. O. Box 2008 Mesa, Arizona

	Issue of April 25	Issue of April 18	Issue of April 11	Issue of April 4
Frolic (Bally).....	399.00 415.00 425.00(3) 435.00	395.00 399.00 400.00 415.00(2) 425.00(3) 439.50	399.00 415.00 425.00(2) 439.50	399.00 400.00 415.00(2) 425.00(3) 439.50
Futurity (Bally).....	225.00 240.00	225.00 240.00 265.00	240.00 265.00 275.00	240.00 265.00 275.00
Georgia (Williams).....	\$50.00 95.00 99.50	95.00 99.50	95.00 99.50	99.50
Gizmo (Williams).....		35.00 49.50	35.00 49.50	35.00 49.50
Globe Trotter (Gottlieb)....	145.00	145.00	145.00	145.00
Gold Cup (Bally).....	50.00 59.50	59.50	24.50 55.00 59.50	24.50 45.00 55.00 59.50
Golden Gloves (Chicago Coin)	69.50 75.00	69.50 75.00	69.50 75.00(2)	69.50 75.00
Grand Award (Chicago Coin)...		35.00	35.00	35.00
Handicap (Williams).....			195.00	
Happy Go Lucky (Gottlieb)...	100.00 139.50	65.00 79.50	65.00 109.50	65.00 109.50
Harvest Time (Genco).....	65.00 109.50	109.50	65.00 109.50	65.00 109.50
Hayburner (Williams).....	99.50 125.00 150.00 155.00 165.00	124.50 125.00 150.00 155.00 165.00	124.50 125.00 140.00 155.00 165.00	124.50 125.00 150.00(2) 155.00 165.00
Hit-a-Homer.....		22.50	22.50	22.50
Hits and Runs (Genco).....	50.00 65.00	65.00	65.00	65.00
Hit 'N' Run (Gottlieb).....	150.00 155.00	150.00	150.00(2)	150.00
Hit Parade (Gottlieb).....		29.50	29.50	29.50
Holiday (Chicago Coin)....		39.50	39.50	39.50
Holiday (Keeney).....	259.50 265.00	259.50	259.50	259.50
Hong Kong (Williams).....		195.00	175.00 195.00	199.50 225.00
Horseshoes (Williams).....	139.50 159.50	159.50	159.50	139.50 159.50
Hot Rod (Bally).....	99.50	99.50	99.50	99.50
Jack and Jill (Gottlieb)....		20.00		49.50
Jalopy (Williams).....	125.00 150.00 175.00	175.00	175.00	150.00(2) 175.00
Jockey Special (Bally).....		54.50	54.50	45.00 54.50 45.00(2) 54.50
Joker (Gottlieb).....	60.00 119.50			105.00
Judy (Exhibit).....		99.50	99.50	99.50
Jumping Jack (Genco).....	285.00	285.00	265.00	285.00
	295.00(2)	295.00(2)	295.00(2)	295.00(2)
Just 21 (Gottlieb).....	20.00 69.50	49.50 69.50	20.00 69.50	69.50
King Cole (Gottlieb).....		49.50	49.50	49.50
King Pin (Chicago Coin)....	75.00 99.50	95.00 124.50	95.00 124.50	50.00 95.00 99.50 124.50
		124.50		
K. C. Jones (Gottlieb).....		129.50	129.50	129.50
Knock Out (Gottlieb).....	30.00 69.50 79.00 79.50 99.50	69.50 75.00 79.00 99.50	50.00 69.50 75.00 79.00 99.50	69.50 75.00 79.00 99.50
Leader (United).....	250.00 269.50 285.00 295.00	250.00 269.50 275.00 285.00 295.00	269.50 295.00(3)	269.50 295.00(5)
Lite-a-Line (Keeney).....	95.00(2) 99.50 159.50 275.00	95.00 99.50 159.50 275.00	99.50 159.50 195.00(2)	75.00 95.00 99.50 159.50 195.00 225.00 275.00(2)
Long Beach (Williams).....		185.00 195.00	195.00(2)	195.00 225.00 275.00(2)
Lucky Inning (Williams)....	35.00 84.50	35.00 69.50 84.50	35.00 84.50	35.00 84.50
Madison Squar: Garden (Gottlieb).....			85.00	99.50
Majors (Chicago Coin).....	59.50 74.50	74.50	74.50	59.50 74.50
Major League.....			20.00	
Majors of '49 (Chicago Coin)...	30.00 45.00	45.00	45.00	45.00
Majorette.....		145.00	135.00 145.00	145.00
Manhattan (United).....				35.00
Mardi Gras.....	20.00 29.50	29.50	29.50	29.50
Maryland (Williams).....	35.00 49.50 55.00 84.50	49.50 55.00 84.50	20.00 39.00 55.00 84.50	49.50 55.00 84.50 59.50
Mercury (Genco).....		59.50	59.50	59.50
Merry Widow (Genco).....		29.50	29.50	25.00 29.50
Minsirel Man (Gottlieb)....	125.00 159.50	159.50	159.50	110.00
Moon Glow (United).....			20.00 39.50	39.00 49.50
Niagara (Gottlieb).....	150.00 175.00			145.00
Nifty (Williams).....	60.00 89.50(2) 95.00	95.00	94.50	89.50 94.50
Oklahoma (United).....	64.50 69.50	64.50 69.50(2)	64.50	64.50
Old Faithful (Gottlieb)....	85.00 129.50	85.00 89.50 129.50	85.00 129.50	95.00 129.50
Olympics (Williams).....				169.50
One, Two, Three (Genco)....	34.50(2) 49.50	34.50(2) 45.00	34.50(2) 45.00	34.50(2) 45.00 49.50
Oasis (Exhibit).....	45.00 109.50	109.50	109.50	109.50
Palm Beach (Bally).....	450.00 455.00 465.00	450.00(2) 465.00	450.00 465.00(2)	450.00(2) 465.00(2)
Paradise (United).....			20.00	
Paratrooper (Williams)....			140.00 175.00	195.00
Phoenix (Williams).....		35.00	35.00	35.00
Photo Finish (Universal)....	20.00 39.00 40.00	39.00 40.00	39.00(2)	39.00(2)
Pin Bowler (Chicago Coin)...		80.00	80.00	95.00
Pinch Hitter (United).....			20.00	
Pinky (Williams).....	75.00 95.00	95.00	75.00 94.50	94.50
Playland (Exhibit).....	65.00 89.50	65.00 74.50 89.50	65.00 89.50	89.50 104.50
Playtime (Exhibit).....		45.00	45.00	45.00
Pop Up.....		22.50		

	Issue of April 25	Issue of April 18	Issue of April 11	Issue of April 4
Summer Time (Gottlieb)....	20.00 34.50	34.50 59.50	20.00 34.50	34.50 59.50
Sunshine Park (Bally).....	325.00 350.00	350.00	295.00	295.00
Super Hockey.....	35.00 59.50	59.50	55.00 59.50	59.50
Super World Series (Williams).....	195.00 250.00	195.00 250.00	175.00	125.00 175.00
Sweepstakes (Williams).....	225.00	225.00	195.00(2)	195.00 250.00
Sweetheart (Williams).....	79.50 99.50	99.50	225.00	225.00
Tampico (United).....	50.00 59.50	59.50 64.50	64.50 79.50	64.50 79.50
Tahiti (Chicago Coin).....	64.50 79.50	79.50	79.50	79.50
Telecard (Gottlieb).....	50.00	69.50	69.50	69.50
Tennessee (Williams).....	20.00 29.50	29.50	49.00	49.00
Texas Leaguer (Keeney).....	49.50 50.00	49.50 50.00	49.50 50.00	49.50 50.00
Thing (Chicago Coin).....	45.00 89.50	45.00 89.50	45.00 89.50	45.00 89.50
Three Feathers (Genco).....	64.50	64.50	64.50	64.50
Three Musketeers (Gottlieb).....	85.00	85.00	85.00	85.00
3-4-5 (United).....	125.00 135.00	125.00 135.00	135.00	125.00 135.00
Thrill (Chicago Coin).....	29.50	29.50 35.00	29.50 35.00	29.50 35.00
Touchdown (United).....	165.00	165.00	165.00	165.00(2)
Trade Winds (Genco).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Trigger (Exhibit).....	99.50	99.50	100.00	99.50 100.00
Trinidad (Chicago Coin).....	20.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Triplets (Gottlieb).....	89.50 95.00(3)	95.00	85.00 95.00(2)	85.00 95.00
Tri-Score (Genco).....	20.00 69.00	69.00 89.50	69.00 89.50	69.00 89.50
Tumbleweed (Exhibit).....	65.00 75.00(2)	65.00 75.00(2)	65.00 75.00(2)	75.00(2)
Turf King (Bally).....	75.00(2)	75.00 95.00	75.00 95.00	75.00 85.00
Tucson (Williams).....	95.00(2) 100.00	99.50 145.00	95.00 145.00	95.00 135.00
Twenty Grand (Williams).....	145.00 149.50	149.50	149.50 150.00	145.00 149.50
Utah (United).....	44.50	44.50	44.50	44.50
Virginia (Williams).....	59.00 69.50	59.00 84.50	59.00 84.50	59.00 84.50
Watch My Line (Gottlieb).....	70.00 85.00	85.00(2)	85.00(2)	85.00
Wild West (Gottlieb).....	165.00			165.00
Winner (Universal Industries).....	49.00 50.00	49.00 55.00	49.00 55.00	49.00 65.00
Wisconsin (United).....	55.00 65.00	65.00 99.50	65.00 99.50	99.50
Wizard.....	99.50 125.00	34.50	34.50 35.00	34.50 35.00

### • Arcade Equipment

	Issue of April 25	Issue of April 18	Issue of April 11	Issue of April 4
Ace Bomber (Mutoscope)....	\$195.00	\$195.00		
Air Raider (Keeney).....	119.00 125.00	\$119.00 125.00	\$119.00	\$119.00
All Stars (Williams).....	100.00			
All Star Hockey.....	69.50	69.50		
Astroscope 10c.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope).....			155.00	155.00
Ball Grip.....	85.00	85.00		
Bank Shots (American).....	275.00			
Baseball (Scientific).....	79.50	75.00 79.50	79.50	250.00 285.00
Big Inning (Bally).....	130.00 149.50	149.50	149.50	149.50
Bolascare (Supreme).....	95.00	95.00	95.00	95.00
Bomber.....	65.00	65.00	65.00	65.00
Boomerang.....	45.00 59.50	45.00 59.50	45.00 59.50	45.00 59.50
Career Pilot.....	100.00	100.00		
Class Alley (Chicago Coin).....			20.00 24.50	29.50
Challenger (ABT).....	20.00 24.50	20.00 29.50		20.00 29.50
Champion Hockey.....				69.50
Chicken Sam (Seeburg).....	75.00 105.00(2)	75.00 105.00(2)	85.00 105.00(2)	85.00 105.00(2)
Courier Grip (Mercury).....	150.00	110.00 150.00	150.00	150.00
Cupids Wheel.....	34.50	34.50	34.50	34.50
Dale Gun (Exhibit).....	40.00 49.00	59.00 65.00(3)	49.50 65.00(3)	45.00 49.50
Defender (Bally).....	59.00 65.00(3)	75.00 94.50	75.00 94.50	59.00 65.00(3)
Deluxe Athletic Scale (Mercury).....	125.00	125.00	125.00	125.00
Derby, 4 Player (Chicago Coin).....	79.50	79.50	79.00 79.50	79.50
Drivemobile.....	135.00 195.00	155.00 195.00	155.00 195.00	185.00 195.00
Drop Picture Machine.....	295.00	295.00	295.00	295.00
Duck Hunter.....	175.00	175.00	175.00	175.00
Electric and Grip Test.....	42.50	42.50		
Electricity Is Life.....	79.50	79.50	79.50	79.50
Fist Striker.....	129.50	129.50	99.50	99.50
Flash Hockey (Colnax).....	125.00	125.00		
Flying Saucer (Mutoscope).....	75.00	75.00(2)	75.00	75.00
Field Goal (Scientific).....	150.00	150.00	150.00	150.00
Glider.....	175.00	125.00 175.00	149.50	149.50
Goatee (Chicago Coin).....	45.00	45.00	45.00	45.00
Gun Patrol (Exhibit).....	69.50 85.00	69.50 85.00	69.50 74.50	69.50 85.00
Heavy Hitter (Bally).....	115.00 119.50	110.00 115.00	85.00 115.00	115.00 119.50
Hi-Ball Striker (Exhibit).....	125.00	119.50 125.00	119.50 125.00	125.00
Hockey (Chicago Coin).....	160.00 175.00	175.00 185.00	175.00 195.00	175.00(2)
Hockey (Exhibit).....	185.00 195.00	195.00		195.00
Hockey (Mutoscope).....	49.50 65.00	49.50 65.00	29.50 49.50	49.00 65.00
Holly Crane.....	69.50	69.50	65.00 69.50	69.50
Jack Rabbit (Amusement Corp.).....	95.00	95.00	95.00	95.00
Jeep and Fire Engine.....	249.50	249.50	249.50	249.50
Jet Gun (Exhibit).....	185.00 195.00	185.00 195.00	175.00 195.00	175.00 185.00
Jitters (Exhibit).....	225.00	225.00 249.50	225.00 249.50	195.00 225.00
Kicker & Catcher.....	125.00	125.00	125.00	125.00
Keep Punching.....	15.00 18.50	18.50 29.50	18.50 29.50	18.50 29.50
K O Fighter.....	29.50			
Liberator.....	150.00	75.00	175.00	175.00
Lite League.....		95.00		
Love Meter (Exhibit).....	90.00 99.50	90.00 99.50	99.50	99.50
Merry-Go-Round.....	39.50	39.50	39.50	39.50
Metal Typer.....		550.00	550.00	550.00
Midget Movies.....		375.00	375.00	375.00
Midget Ski Ball (Chi Coin).....	225.00 295.00	225.00 295.00	225.00	225.00
Model F (ABT).....	125.00 165.00	125.00 165.00	125.00 175.00	125.00 175.00
Panorams.....	199.50	199.50	199.50	199.50
Pen Writer.....	20.00	20.00	20.00	20.00
Periscope.....	275.00(2)	275.00 295.00	275.00 295.00	275.00 295.00
Photomatic (Mutoscope).....	295.00			295.00(2)
Pikes Peak.....	90.00	90.00 95.00	95.00	95.00
Pistol Pete (Chicago Coin).....	250.00(early)	250.00	250.00	250.00
Pitch 'Em & Bat 'Em (Scientific).....	250.00	250.00(early)	250.00(early)	250.00(early)
Poker and Joker.....	625.00(late)	625.00(late)	625.00(late)	625.00(late)
Pokerino (Scientific).....	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pony Express (Exhibit).....	29.50	29.50	29.50	29.50
Pool Table (Edelco).....	75.00 90.00	75.00 90.00	75.00 90.00	75.00 90.00
Punch-A-Ball (Genco).....	185.00	185.00 195.00	185.00	185.00
Q-Ball (Scientific).....		75.00		
Quizzer.....	85.00 99.50	85.00 99.50	85.00 99.50	85.00 99.50
	245.00	245.00	245.00	245.00
	75.00	75.00	75.00	75.00
	15.00	15.00	15.00	15.00
	79.50	79.50	79.50	79.50
	95.00(2)	95.00(2)	95.00(2)	95.00(2)

### Philly Gains

• Continued from page 86

factories early in 1950. Automatic Food Service and its sister company—Unit Vending—have machines in many factories, including General Electric, Railway Express Agency, Crown Can Company, Philco Corporation, Frankford Arsenal, etc. The magnitude of the job that can be done on these locations can be gauged by the fact that 100 machines are located at RCA alone.

#### Vending Benefits

Management is beginning to realize that in-plant feeding by way of the "robot restaurants" saves money, since there is no need to install cafeterias and kitchens. Also, vending equipment can act as an auxiliary in-plant feeding medium in plants where manually operated facilities already exist.

Commissions paid to locations for such equipment is usually lower than in other types of installations, and ranges from 5 to 15 per cent.

One of the most unusual installations for a battery of venders, according to Auerbach, was that made recently aboard an aircraft carrier being readied for return to active service. The battery was set up on the elevator deck to feed the ship's crew until the carrier's normal cooking facilities could be readied for operation. Another installation was made aboard the U. S. S. Cotocin, used by the Navy for indoctrinating personnel. The firm has also made pilot installations on Pennsylvania Railroad coaches.

### Alert Death Ray

• Continued from page 85

The Supersonic Death Ray Gun is a combination kiddie ride and target game. The moppet sits in a conveyance, 66 inches by 24 inches, which goes up and down. A machine gun, which may be traversed and elevated by the junior marksman, is mounted on the ride. Object of the ride-game is to hit four separate targets, each one of which has an intricate lighting system, explained Goleman.

The targets themselves, he added, have simulated flying saucers (if the real ones exist at all) on top, which light up red and ring a gong when hit.

Goleman said that the firm has no national distribution set-up, but is seeking one distributor who could handle all sales.

The firm also plans to make a jeep ride, small and large horse ride and a flying saucer.

### C.I.T. Sells Notes

NEW YORK, April 25.—C.I.T. Financial Corporation, one of the big three industrial finance companies and a leading backer of coin machine installment sales plans, upped its borrowings for working capital to \$68,000,000 by selling \$18,000,000 of promissory notes to a group of institutional investors. C.I.T. assets at the end of 1952 were one and a half billion dollars.

Rapid Fire (Bally).....	125.00	125.00	125.00	125.00
Recordio (Wilcox-Gay).....			125.00	125.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Rocket Patrol.....	395.00	450.00	450.00	450.00
Shipman Art Show.....	49.50	49.50 59.50	49.50 59.50	49.50 59.50
Shooter (Acme).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg).....	200.00	225.00(2)	225.00 235.00	225.00(2)
	225.00(2)	229.50 235.00	249.50(3)	245.00
	249.50 250.00	249.50(2)	250.00 269.50	249.50(3)
	269.50			269.50 275.00
Silver Bullet (Exhibit).....	110.00 125.00	125.00	125.00	125.00
Silver Gloves.....	250.00			
Six Shooter Exhibit.....	140.00 175.00	165.00(2)	165.00 175.00	165.00 175.00
Skee Ball (Wurlitzer).....	150.00	175.00	175.00	175.00
Ski Roll (Evans).....	125.00	150.00	150.00	150.00
Skill Gun (ABT).....	39.50	125.00	125.00	125.00
Skill Jump.....		39.50	39.50	39.50
Skill Test (Groetchen).....	49.50	49.50	49.50	49.50
Sky Fighter (Mutoscope).....	59.50	59.50	59.50	59.50
Solar Horoscope.....	125.00 195.00	125.00 195.00	125.00	125.00
Star Series (Williams).....	110.00	160.00	160.00	160.00
	65.00 75.00	69.50 75.00	69.50 85.00	69.50 75.00
	89.50 100.00	100.00 139.50	100.00 139.50	85.00 89.50
	139.50			100.00 139.50
Star Gun (Keeney).....	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Target Skill (Genco).....				
Telecard.....	Issue of April 25	Issue of April 18	Issue of April 11	Issue of April 4
Ten Pins (Rock-Ola).....	125.00 169.50	125.00 169.50	\$125.00 169.50	\$125.00 169.50
Ten Strike (Evans).....	99.50	99.50	99.50	99.50
13-Way Athletic Scale (Mercury).....	75.00	75.00	75.00	75.00
Thunderbolt (Merry-Go-Round Sales).....	79.00(2)	79.50(2)	69.50	69.50 79.00
Tommy Gun (Evans).....			450.00	450.00
Undersea Raider (Bally).....	99.50	99.50	99.50	99.50
View-A-Scope.....	95.00 125.00	95.00(2) 125.00	95.00(2) 125.00	95.00 125.00
Voice-o-Graph (Mutoscope).....	39.50	39.50	39.50	39.50
Western Baseball.....	425.00 525.00	425.00 525.00	425.00 525.00	425.00 525.00
Zoom, Inc.....	595.00	550.00	525.00	525.00
	85.00	85.00	85.00	85.00
		24.50	24.50	24.50

### In-Plant Feeding Via Venders

• Continued from page 86

Sandwiches are being sold in plants in Detroit, it is true, but it is a substitute type of business largely at this point. There was a sandwich vending route in this city at least 25 years ago, but lack of entirely suitable equipment has long been a drawback to expansion. Some operators here are using Stoner or other merchandise machines, a four-column unit equivalent in size to the six-column candy unit, and having larger compartments for sandwiches. Doughnuts are also being used in these units. However, sandwich capacity is restricted to eighty, not thought enough to do a really big in-plant feeding job.



	Issue of April 25	Issue of April 18	Issue of April 11	Issue of April 4
Super Six Shuffle Alley (United)	299.00w/p 315.00 325.00 335.00 340.00 350.00	299.00w/p 315.00 325.00 335.00 340.00 350.00(2)	299.00w/p 310.00 315.00 325.00 335.00(2) 345.00 350.00	299.00w/p 310.00 325.00 335.00 340.00 385.00
Super Twin Bowler (Universal)	59.50(2) 69.00	59.50 69.00	59.50 69.00	59.50 69.00
Super Twin Bowler (United)		59.50		59.50
Super Twin Rotation (Exhibit)		395.00	395.00	395.00
Ten Player (Keeney)	400.00	400.00	400.00	400.00
Trophy Bowl (Chicago Coin)	40.00 59.50 99.50	59.50 99.50	59.50 99.50	59.50 99.50
Twin Bowler (Universal)	49.00 49.50 59.00	49.00 49.50 69.50	49.00 49.50 69.50	49.00 49.50 69.50
Twin Rotation (Exhibit)	199.00 225.00	199.00	245.00	245.00
Twin Shuffle		29.50		245.00
Twin Shuffle Alley Rebound (United)	129.50w/p 145.00 165.00	129.50 145.00 165.00	129.50w/p 165.00	129.50w/p 145.00 165.00
Twin Shuffle-Cade (United)	150.00	150.00	150.00	150.00
Two Player Rebound (United)	100.00	100.00		

### Beresin Honored At Special Dinner

PHILADELPHIA, April 25.—Jack Beresin, president of ABC Vending Company, Peoples Service Company, Beresin and Loeb, and Berlo, was feted Monday at a dinner given in recognition of his philanthropic work. Beresin was presented a scroll by William A. Schnade, former attorney general of Pennsylvania. The dinner was attended by more than 800 persons. The proceeds of the \$100-a-plate dinner will go toward the construction of a recreation hall at the Variety Club International's camp for handicapped children.

### Lorillard Net, Gross Up in First '53 Quarter

NEW YORK, April 25.—P. Lorillard Company earned a net of \$1,104,542 from a \$51,874,641 gross in the first 1953 quarter. For the like period in 1952, net was \$1,025,671 and gross sales \$48,107,838. William J. Halley, executive vice-president, said that while the first quarter of 1952 benefited from the sale of the firm's Middletown, O., plant, the non-recurring profit gain was "substantially less than the added net income resulting from the cigarette price increase effective over approximately the last three weeks of March this year."

## Cig Venders Okayed in B. C.

VICTORIA, B. C., April 25.—Cigarette venders may now be installed on licensed beverage premises thruout British Columbia. The provincial cabinet granted permission on Friday (17). Other vending machine types continue to be banned. Where a beverage parlor has two sections, a men's and ladies' and escorts' room, one cigarette machine would be required in each section, the cabinet ruled. This ruling over-rides the recent refusal by the Vancouver City Council to license the unit. The beverage parlors are licensed by the government and under their supervision.

### Dixie Readies '53 Red Feather Cups

CHICAGO, April 25.—Dixie Cup Company announced this week it would again participate in the National Automatic Merchandising Association-sponsored Red Feather campaign in the vending industry. R. Archer Ostram Jr., assistant national sales manager of Dixie's Food and Vending Division, stated that his firm would offer seven-ounce cold and six-ounce hot cups for venders with the Red Feather imprint. Ostram pointed out that his firm was one of the original cup manufacturers to participate in the Red Feather program. In prior years, Dixie sales personnel promoted the use of the special cups in conjunction with the national and local Red Feather groups. NAMA, he noted, was cited by the Community Chests and Councils of America in 1950, 1951 and 1952 for the co-operation of its members in dispensing millions of Red Feather paper cups and match folders thru venders.

### UNIVERSAL BOWLOMATICS

New and Used

BINGOS	ONE BALLS
Atlantic City ..... \$400.00	Sunshine Park ..... \$350.00
Palm Beach ..... 450.00	Futurity ..... 225.00
Spot Lite ..... 275.00	
Long Beach ..... 275.00	<b>FIVE BALL &amp; ARCADE</b>
Bright Lights ..... 190.00	Hayburner ..... \$125.00
Five Star ..... 90.00	County Fair ..... 125.00
Lite-A-Line ..... 70.00	Six Shooter, Ex. .... 175.00
Stars ..... 350.00	Seeburg Bear Gun ..... 250.00
	United Team Hockey ..... 95.00
	Williams Twenty Grand ..... 210.00

1/2 deposit with order, balance C.O.D. or 5/10.

**THE HUB ENTERPRISES, INC.**  
32 S. CHARLES ST., BALTIMORE, MD. LEXINGTON 6446-7

### WANTED TO BUY FOR CASH

Seeburg 100A	Evans Constellation
Seeburg 100B	Rock-Ola Model 1434
Seeburg Bear Guns	Wurlitzer Model 1250
United Super Bowler	United Star Bowler
Bally Beauty	Bally Palm Beach
Sunshine Park	Bally Frolics
Seeburg Wall Boxes	Seeburg Tear Drop Speakers

STATE QUANTITY, CONDITION AND QUOTE LOWEST PRICE IN FIRST LETTER

**BADGER SALES COMPANY, Inc.**  
2251 WEST PICO BLVD. LOS ANGELES 6, CALIF.

### COIN OPERATED TIMING METERS

EASILY ADAPTABLE TO THE APPLIANCE OF YOUR CHOICE

WASHERS • T. V. SETS • IRONERS, ETC.

Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

**MONROE COIN MACHINE EXCHANGE**  
2423 PAYNE AVE., CLEVELAND 14, OHIO SU. 1-4600  
Write—Wire—Phone

### Buy the Best in MUSIC!

SEEBURG 1-46 ..... \$150	A.M.I. MODEL A ..... \$325
SEEBURG 1-46 HIDEAWAY ..... 125	A.M.I. MODEL B ..... 395
SEEBURG 1-47 ..... 175	A.M.I. MODEL C ..... 425
SEEBURG 1-48 BLOND ..... 250	A.M.I. WOM (5/10) ..... 25
SEEBURG M-100A ..... 675	ROCK-OLA 1422 ..... 125
SEEBURG WOM (W4-L56) ..... 35	ROCK-OLA 1426 ..... 150
WURLITZER 1015 ..... 150	ROCK-OLA 1428 (Blond) ..... 250
WURLITZER 1080 ..... 140	EVANS CONSTELLATION ..... 325
WURLITZER 1250 ..... 375	
WURLITZER 1100 ..... 275	

Reconditioned—Refinished! Terms: 1/3 Deposit, Balance C.O.D.  
FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

**ATLAS MUSIC COMPANY**  
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS. Phone: Armitage 6-5005

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  
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.  
129 W. North St., Indianapolis, Ind.

### Untilled Field

Continued from page 86

their in-plant feeding future uncertain. Portland, unlike most other cities, has virtually no large defense industries or private plants. About the largest employer of manpower is the National Biscuit Company with some 650 production workers, and it is considered a big industry employee-wise in this area. However, a plant of this size operates its own cafeteria, subsidized in the sense that many of the production workers eat lunch on company time. At the other end of the scale are innumerable plants with employee rosters too small to permit profitable operation of food venders. The consensus is that about 150 employees would be a minimum for vender installations.

### Capital Key Factor

A good many plants, however, come within the narrow limits of profitable operation—neither so large as to have their own cafeterias nor too small to discourage installation of venders. The problem, then, shapes up as one of capital to establish routes of several types of machines and the development of an efficient set-up of servicing and maintenance. Many plants of this size are in neighborhoods where competition from outside lunch counters is negligible, and for this reason management would welcome a service that would supplement the lunches the workers bring from home. The lesson to be found in the experience of operators who have tried in-plant operations is that it calls for a firm prepared to devote all its resources exclusively to this business. It has no place as a side-line.

### MECHANIC

Permanent position, experienced on Seeburg Victrolas and Pin Ball Machines. Excellent salary, hospitalization, life insurance benefits. No drunks or floaters apply. Reference required.

**B AND B NOVELTY CO., INC.**  
715-17 West Main St. Louisville, Ky.

### WANTED MECHANIC

For Juke Boxes and Pin Games

**ADVANCE PHONOGRAPH CO.**  
4665 Page Blvd. St. Louis 13, Mo.  
(Phone: Lucas 8983)

## FIRST PRIZE!

**BINGO 5 BALLS**  
Bally BEACH CLUB  
United CABANA  
Genco GOLDEN HUGGET

"First-Conditioned" BALLY  
BEAUTY ..... \$545  
PALM BEACH ..... 455  
FROLICS ..... 415  
ATLANTIC CITY ..... 410  
SPOT LIGHT ..... 315  
BRIGHT SPOT ..... 315  
CONEY ISLAND ..... 315  
BRIGHT LIGHTS ..... 215

UNITED  
BOLERO ..... \$175  
A.B.C. .... 135

GENCO  
JUMPING JACKS ..... \$295  
"400" ..... 195

KEENEY  
HOLIDAY ..... \$265  
LITE-A-LINE ..... 95

UNIVERSAL  
5 STAR ..... \$ 95

**ARCADE**

NEW EXHIBIT SPACE GUN  
ABT RIFLE SPORT  
EVANS BAT-A-SCORE  
ABT CHALLENGER

"First-Conditioned"  
MUNVES SET SHOT  
BASKETBALL ..... \$295  
SEEBURG SHOOT  
THE BEAR ..... 235  
WMS. SUPER DE-  
LUXE WORLD  
SERIES ..... 225  
EXHIBIT JET GUN ..... 195  
CHI COIN BAS-  
KETBALL CHAMP ..... 195  
EXHIBIT SIX  
SHOOTER ..... 175  
EXHIBIT GUN  
PATROL ..... 175  
WILCOX-GAY  
RECORDIO ..... 165  
CHI COIN 4  
PLAYER DERBY ..... 155  
TELEQUIZ ..... 125  
CHI COIN PISTOL ..... 115  
KEENEY AIR  
RAIDER ..... 115  
SEEBURG CHICKEN  
SAM ..... 105  
SEEBURG RIFLE  
RANGE RAY  
GUN ..... 105  
BALLY RAPID FIRE  
CHI COIN GOALEE ..... 95  
QUIZZER ..... 95  
WMS. QUARTER-  
BACK ..... 85  
UNITED TEAM  
HOCKEY ..... 85  
WESTERN  
BASEBALL ..... 85  
EXHIBIT DALE GUN ..... 75

NEW 5 BALLS  
Gott.  
GRAND SLAM  
Chi Coin  
Big HIT \$210  
Chi Coin  
KING PIN 155

CHICAGO COIN  
Thing ..... \$ 45  
Majors of '49 ..... 15

**5 BALLS**  
WILLIAMS  
Sweepstakes ..... \$225  
Jalopy ..... 175  
Hayburner ..... 155

GOTTLIEB  
Skill Pool ..... \$195  
Hit & Run ..... 155  
Globe Trotter ..... 145

Triplets ..... \$ 95  
3 Musketeers ..... 85  
Knockout ..... 75  
College Daze ..... 75

EXHIBIT  
Shantytown ..... \$ 85  
Tumbleweed ..... 75  
Bebop ..... 69

Springtime ..... \$ 95  
Double Action ..... 95  
Stop & Go ..... 75  
South Pacific ..... 69

UNITED  
Utah ..... \$ 59  
Aquacade ..... 29

American Bankshot  
Shuffleboard ..... \$275

**FIRST DISTRIBUTORS**  
Joe Kline & Wally Finke  
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

### better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Bomber ..... \$65.00	Pinky ..... \$95.00	Shoo-Shoo ..... \$90.00
Double Action ..... 75.00	Nifty ..... 95.00	Hits & Runs ..... 65.00
(CC) ..... 75.00	Punchy ..... 75.00	Tumbleweed ..... 75.00
Champion (CC) ..... 69.50	Knockouts ..... 69.50	Oklahoma ..... 65.00
Red Shoes ..... 75.00	Bowl's Champ ..... 50.00	Buttons & Bows ..... 47.50
Big Hit ..... 165.00	Double Shuffle ..... 69.50	Stop & Go ..... 70.00
Golden Gloves ..... 75.00		

Keeney 6-Player Bowler ..... \$265.00  
Bally Speed Bowler ..... \$25.00  
ABC ..... \$25.00

**WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT**  
KEENEY ELECTRIC CIGARETTE VENDOR  
KEENEY TELEVISION • KEENEY CLUB BOWLER

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

### EVERY PIECE GUARANTEED

ONE BALLS	FIVE BALLS
FUTURITY ..... \$225.00	SPRINGTIME ..... \$ 75.00
TURF KINGS (A.B.) ..... 85.00	DOUBLE ACTION ..... 65.00
JOCKEY SPECIAL ..... 15.00	GEORGIA ..... 65.00
	STOP & GO ..... 50.00
<b>BINGO GAMES</b>	ROCKET ..... 45.00
ABC ..... \$125.00	FIGHTING IRISH ..... 45.00
BRIGHT LIGHTS ..... 225.00	SOUTH PACIFIC ..... 40.00
BRIGHT SPOTS ..... 265.00	RIP SNORTER ..... 35.00
CONEY ISLANDS ..... 275.00	BUTTONS & BOWS ..... 25.00
SPOT LITES ..... 275.00	WISCONSIN ..... 20.00
ATLANTIC CITY ..... 395.00	TRIPLE ACTION ..... 35.00
FROLICS ..... 395.00	

ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT

**PARKER DISTRIBUTING COMPANY**  
311 8th Avenue, South Nashville, Tenn. Telephones 4-0194-42-1231

WHAT'S NEW IN COIN MACHINES!  
WHAT ARE THEY GETTING FOR USED EQUIPMENT!  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in

**The Billboard**

Order NOW at LOW Subscription Rates.  
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 770

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**You Can't Miss with This!**

HERE'S THE TIP-OFF . . .

EVANS'

**Saddle & Turf**

Exciting . . . Entirely Different



**SEVEN  
PLAYER  
SPIN  
TABLE**

COLORFUL CABINET  
OCCUPIES LESS SPACE  
THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful! Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop.

SEE YOUR DISTRIBUTOR QUICK!  
OR CONTACT FACTORY DIRECT . . .

**H. C. EVANS & CO.**

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**ARCADE and LOCATION EQUIPMENT**

Scientific Pitch 'Em and Bat 'Em	\$195.00	New and Exclusive	SET SHOT BASKETBALL	\$349.50
Williams Super World Series, Deluxe	250.00	AIR HOCKEY	WRITE	
Palm Reader	100.00	AIR FOOTBALL	WRITE	
Periscope or Liberator	75.00	Midget Movies, new	\$295.00	
K. O. Fighter	175.00	Exhibit Space Gun, new	375.00	
Chi. Coin Basketball	225.00	Muto. Voice-O-Graph, postwar	550.00	
Chi. Coin Midget Skee Ball	195.00	Muto. Photomatic, postwar	750.00	
Chi. Coin Goalee	110.00	Williams 1953 Baseball	WRITE	
Exhibit Footcase	95.00	Everything in Novelty Kiddie Rides		
Exhibit Kissometer, Wishing Letter, Air-Mail Letter, etc.	175.00	Horses, Boats, Rockets, Trains, Bulls, Rabbits, Reindeer, etc.		
Mutoscope Bangaway	225.00	Munves Factory Rebuilt Machines		
Mutoscope Monkeylift	145.00	Look and Work Like New		
Mutoscope Atomic Bomber	125.00	Complete Line of Parts and Supplies		
Mutoscope Moving Pictures, heavy cast iron or light model, complete.	65.00	Write for Free 1953 Ill. Catalog		

**MIKE MUNVES**

577 Tenth Ave. (at 42nd St.)  
New York 36, N. Y. BRYANT 9-6677  
40 YEARS SERVICE • EST. 1912



Cliff Clef says:

**YOU CAN'T BUY A BETTER RECONDITIONED PHONOGRAPH ANYWHERE!**

**MONEY BACK GUARANTEE**

ROCK-OLA	1426	\$134.50	WMS. HAY-BURNER	99.50
WURLITZER	1015	\$139.50	1100	294.50
1250	394.50	Two-Wheel Heavy Duty Coven Cart Sled (Lite Wt.)	\$38.50	
AMI	B	\$394.50	C	394.50
SEEBURG	147	\$124.50	148	139.50
M100A		574.50		

**COVEN**

distributing company  
3181 Elston Chicago 19, Ill.  
Independence 3-2210

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

Before we ship, all equipment thoroughly cleaned, refinished and in top working order.



**SPECIALS!**  
**FORMICA TOPS**  
SPECIAL UNITED 8' sizes.  
Genuine Silk Screen.  
Lots of five or more \$13.50

**ARCADE EQUIPMENT**

Wms. Doubleheader (2 Player)	\$ 69.50
Seeburg Shoot the Bear Gun	225.00
Exhibit Jet Gun	185.00
Exhibit Dale Gun	59.00
Mercury Athletic 13-Way Scale	79.00
Oliver	45.00

**BINGO GAMES**

Frolics	\$399.00
Life a Line	95.00
Five Star	75.00
3-4-5	125.00
400	120.00

**SHUFFLE GAMES**

KEENEY	
Deluxe League Bowler	\$255.00
Six Player	255.00
League Bowler	125.00
Ten Player	400.00
Shuffleboard Conversions	
Bowling Champ	75.00
4 Way Bowler	215.00

UNITED	
Star Bowler	\$375.00
Super Six Player	340.00
Official	340.00
Six Player	235.00
Five Player	200.00
Skee Alley	75.00
Express	45.00
Shuffle Alley	45.00
Super Twin Bowler	59.50
Twin Rebound	145.00

CHICAGO COIN	
Six Player (Formica Top)	\$250.00
BALLY	
Baseball	\$ 79.50
Shuffle Line	110.00
Hook Bowler	100.00

**PHONOGRAPHS**

Special Wurlitzer 1015	\$135.00
Seeburg 148 Hideaway	185.00
AMI Model C	395.00
Late Seeburg 5-10-25 Wireless	
Waltomatics, Clean	30.00

**SHUFFLEBOARD SUPPLIES**

Shuffle Game Wax, Case (12)	\$3.30
Fast Wax, Case (12)	4.50
Pucks (Set of 8)	2.50
Write Score Sheets, 10 pads	7.50
Fluorescent Lights, pair	22.50
Used Rock-Ola Shuffleboard	
Lites, pr.	12.50
Adjusters	18.50
New Shuffleboard Scoreboards, Overhead	125.00
Wall Model	95.00

**WANTED!**  
**BINGO GAMES**  
Cash or Trade—Highest Prices.  
**FOUR WAY SHUFFLEBOARD CONVERSIONS**  
**LATE BOWLING GAMES**

**PURVEYOR**  
Distributing Company  
4322-24 N. Western Ave.  
Chicago 18, Illinois  
Phone: JUNiper 8-1814

**IN STOCK!**

BEAUTY	WRITE
PALM BEACH	\$440
ATLANTIC CITY	385
BRIGHT SPOT	295
SPOT LIGHT	295
STARS	275
SEEBURG 148-ML (Blonde)	\$229.50
EASTN. ELECT. CIG. VEND.	125.00
NATL. 8-COL. CANDY VEND.	89.50
UNIV. TWIN BOWLER	49.50
CHI. COIN 6 PLAYER	235.00
WILLIAMS DREAMER	74.50
WILLIAMS FRESHIE	69.50
NEW Chi. Coin Double Score—Gott. Grand Siam—United Cabana—Wms. Times Square—Bally Beach Club.	

Write for Complete List, New and Used  
**IRV OVITZ**  
**ACME-INTERNATIONAL DISTRIBUTORS**  
2027 N. Halsted St. Chicago 14, Ill.  
WHITEHALL 3-0813

**HELP WANTED**  
Mechanics—Experienced Only—for Bingo Games. Need car.  
**GOOD PAY**  
In vicinity of Chicago.  
Write, giving complete details of past experience, etc., to  
**BOX 624, THE BILLBOARD**  
188 W. Randolph St., Chicago, Ill.

**For PANORAM PARTS**

New RCA Claw Kits, Peek Fronts, Screens, Gears, Sprockets, Film, etc.  
Send for Parts List Now!  
**Imperial Enterprise, Inc.**  
34 Park Row New York 38, N. Y.

**Shaffer Specials**

in better quality buys

Like New!

**SEEBURG M-100-A**

78 rpm—100 selections

**\$595.00**

Mechanism cleaned, rebuilt, checked. Cabinet refinished. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt.

**SEEBURG**

148-ML (Blonde)	\$209.50
147 (Pearlite Finish)	159.50
146 (Pearlite Finish)	129.50
1946 Hideaway	89.50

**EXTRA SPECIAL**

AMI 5/10 WALL BOX.....\$19.50

**WURLITZER**

1250 (48 Selection)	\$319.50
1100	229.50
1015	109.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

**Shaffer Music Co.**

Columbus, Ohio  
606 S. High Street  
MAin 5563

Cincinnati, Ohio  
1200 Walnut Street  
MAin 6310

Indianapolis, Ind.  
1327 Capitol Ave.  
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

**WANTED**

ANY QUANTITY OF:  
**Gottlieb or Williams USED PIN GAMES**  
from Humpty Dumpty to current models  
St. Louis to current models  
**SEEBURG SHOOT THE BEAR GUNS**  
**ARCADE EQUIPMENT**  
**WURLITZER 1015**

SEND IN COMPLETE LISTS

Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors

**TRIMOUNT**

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 2-3480

**RELY ON REDD-HOT VALUES**

Wurlitzer 1400's  
Midget Movies  
Meteor Rocket Space Ships  
Midget Racer Automobiles

Atomic Jet Space Ships  
United 6 Player Super  
Bally Bingo Frolics

WRITE—WIRE—CALL

SEE SPECIAL KIDDIE RIDE ON PAGE 85

WANTED: Will pay cash or trade above for BALLY BRIGHT LIGHTS, BALLY BRIGHT SPOTS, BALLY HORSES. Will buy whole route of HORSES, KIDDIE RIDES.

**REDD**

**DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040

Exclusive distributor for



**BALLY—UNITED**

**SPECIAL!**

United Super Shuffle Alley, 4-Play \$315  
United Deluxe, 6-Play 275  
Genco "400" 215

**SPECIAL!**

"POP" CORN SEZ  
10c VENDORS  
RECONDITIONED  
LIKE NEW  
WRITE

National 9-Col. Cigarette Vendors and Stoner 8-Col. Univendors—WRITE  
**BRAND NEW AJAX CIGARETTE VENDORS—WRITE**  
Send for List of BRAND NEW CLOSEOUTS  
Write for Latest Spring Bulletin—Now and Used.

**SPECIAL—PANORAMS**  
Guaranteed Reconditioned  
WRITE

**NEW! Write for Prices!**  
C.C. 10th Frame Double Score—United Clover—Keeneey 10 Player.

CLAYT NEMEROFF

CHARLEY PIERI

**Monarch Coin Machine, Inc.**

2257-59 N. Lincoln Ave.  
Chicago 14, Ill.  
Phone: Lincoln 9-3996-7-8





# YOU'RE IN THE "CLEAN-UP SPOT" WHEN YOU GO TO BAT

with GOTTLIB'S

# GRAND SLAM

**ACTION  
PACKED**



**The Hardest  
Hitting,  
Most  
Colorful  
Performance  
Ever on a  
Playing Field!**



● ROTATION SEQUENCE 1 to 9: when numbers 1 to 9 are hit in rotation, one of six numbers RE-LIGHTS for REPLAYS! As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!

● When "A"- "B"- "C" ROLL-OVERS are made, TWO BOTTOM "HOME RUN" ROLL-OVERS LIGHT UP for REPLAYS. ROLL-OVERS "A" and "C" LIGHT ADDITIONAL CONTACTS FOR SUPER-HIGH SCORE!

● 4 HOME RUN TARGETS!

● BALL IN KICKOUT HOLE awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TARGETS brings in men on base for additional runs.

● Men on any two bases light up SPECIAL ROLL-OVER for REPLAYS!

**SUPER-HIGH SCORE  
TO 7 MILLION!**

**3 "POP" BUMPERS!**

**2 SUPER-POWER  
FLIPPERS!**



**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

**ORDER FROM YOUR DISTRIBUTOR NOW**

### BINGOS WANTED!

Beach Clubs, Palm Beaches, Bright Spots, Beautys, Atlantic Citys, Coney Islands, Frolics, Spot Lites, Bright Lights.  
**CASH OR TRADE**

#### S-BALLS

UNITED CABANA  
BALLY BEACH CLUB  
GENCO GOLDEN NUGGET  
CHI. BIG HIT  
GOTT. GRAND SLAM

**BINGO**  
Palm Beach \$465  
Frolics 425  
Atlantic City 425  
Circus 395  
Stars 295  
Spot Lite 315  
Coney Island 325  
Bright Spot 325  
Leader 295  
Bolero 250  
Bright Lights 225  
A-B-C 175  
5 Star 140

**WILLIAMS**  
Horseshoes \$159.50  
Hayburners 165.00  
Shoot 'n' Moon 159.50  
Shoe Shoe 119.50  
Control Twr. 119.50  
Dreamy 89.50  
Georgia 99.50  
Sweetheart 99.50  
De-Icer 99.50  
Boston 89.50  
Lucky Inning 84.50  
Maryland 84.50  
Dallas 74.50  
El Paso 69.50  
Gizmo 49.50

#### CIGARETTE VENDERS

**FACTORY REBUILT, 25c, KING SIZE COLS.**  
Rowe President, 10 Col. 130  
Rowe Royal, 8 Col. 130  
Rowe Royal, 10 Col. 140  
National Model 950, 9 Col. 145  
National 930, 9 Col. 130  
Unedapak Model 500, 9 Col. 135

Mills 20 rec.,  
40 selec.  
CONSTELLATION  
\$169.50

#### ARCADE

**AUTO-PHOTO**  
WMS. DELUXE BASEBALL  
EXH. SPACE GUN  
ABT RIFLE SPORT  
ABT CHALLENGER  
EVANS BAT-A-SCORE  
Harvard Metal Typer, 10c, like new \$375.00  
Chi. Pistol 119.50  
Bally Rapid Fire 125.00  
Midget Movies 295.00  
Muto. Sky Fighter 195.00  
Muto. Ace Bomber 195.00  
Kens. Air Raider 125.00  
Rock-Ola Ten Pins 99.50  
Scientific Field Goal 175.00  
5c Elec. & Grip Test 79.50  
Exh. Jitters 125.00  
2c Scientific Baseball 79.50  
2c Electricity Is Life 129.50  
Evans Tommy Gun 99.50  
Wico Major Leaguer 1295.00  
4 Player Derby 195.00  
Photomatic, Late 650.00  
Photomatic, Pre-War 250.00  
Voice-o-Graph, 35c 525.00  
Ch. Basketball Champ 250.00  
Shoot the Bear 269.50  
Ch. Midget Skee Ball 199.50  
Star Series 139.50  
Pokerino Jr., New 99.50  
Telequiz & Film 169.50  
Goalee 119.50  
Watl. Fortune Scale 119.50  
Mercury 13-Way Athletic Scale, New 99.50  
Chicken Sam, Rebuilt 150.00  
College Dan 99.50  
Life League 99.50  
Exh. Dale Gun 94.50  
Batting Practice 89.50  
Marion Scale 89.50  
Quarterback 89.50  
Flash Hockey 75.00  
Kiddie Rides Write

**GOTTLIB**  
Niagara \$175.00  
Minstrel Man 159.50  
4 Horsesmen 139.50  
K.C. Jones 129.50  
Old Faithful 129.50  
Spot Bowler 119.50  
Knockout 99.50  
College Dan 89.50  
Double Shuf. 79.50  
Buffalo Bill 74.50  
Just 21 69.50  
Buttons & Bows 69.50  
Buccaneer 59.50  
King Cole 49.50

**CHICAGO COIN**  
King Pin \$124.50  
Things 89.50  
Majors 74.50  
Golden Gloves 69.50  
Shanghai 49.50  
Trinidad 49.50

**COUNTER GAMES**  
Pikes Peak \$29.50  
View-a-Scope 39.50  
Art Show & Film, New 49.50  
Mercury Counter Grip, New 34.50  
ABT Challenger 29.50  
Acme Shocker, New 24.50  
ABT Skill Gun 39.50  
Ex. Love Meter 39.50  
Heavy Hitter, 5c 69.50  
Flip Skill and Stand 69.50  
Groot. Skill Test, New 59.50  
Texas Leaguer 69.50  
Crisis Cross 29.50  
1c Bomb Hit 24.50

#### SHUFFLE GAMES

**UNITED CLOVER S. A.**  
**UNITED CASCADE S. A.**  
**UNITED STAR REGULATION S. A.**  
Keeney 10 Player Club Bowler Write  
Star Bowler, 10', 2 Player, Wood Balls \$350.00  
United Super 6-Player S.A. 350.00  
United De Luxe S.A., 6 Player 345.00  
United 5 Player 245.00  
United Twin Rebound 165.00  
United Twin Shufflecade 150.00  
Un. Single S.A. Rebound 89.50  
Un. Double S.A. Express, Rebound, 8' 139.50  
Un. 2 Player S.A., Express 139.50  
Univ. Twin Bowler 49.50  
Chicoin 6 Player, Formica Top 295.00  
Chicoin Shuffle Horse Shoes 129.50  
Chicoin Bowling Classic 89.50  
Chicoin Trophy Bowl 99.50  
Bally Hook Bowler 149.50  
Keeney DeLuxe League Bowler 295.00  
Keeney League Bowler, 4 Player 159.50  
Keeney Double Bowler, 2 Player 99.50  
**WMS. 2-PLAYER DOUBLE HEADER 49.50**

**Exclusive National Distributors!**  
**COINWAY  
CHANGEMAKER**  
Unconditionally guaranteed. Takes dimes and quarters. Dispenses nickels.  
**\$69.50**  
Distributor Inquiries Invited

#### VENDERS

**ACORN VENDOR,**  
1c or 5c. \$14.95  
Mills 8 Col. 198.50  
Candy 89.50  
Mills 5 Col. 27.50  
Mills Tab Gum, Rebuilt 16.50  
Silver King 13.95  
N.W. 49, 1c, 5c. 17.35  
25c Razor Blade 19.95  
S.K. Hot Nut 29.95  
72-Bar  
U-Select-It 49.50  
N.W. Tab Gum. 7.50  
N.W. Stamp 69.00  
U-Pop-It 195.00  
Kleenex, 5 or 10c 49.50  
Smokeshop Lobby 239.50

#### I-BALLS

Bally Futurity. Write  
Turf King \$149.50  
Winner 99.50  
Champion 89.50  
Citation 79.50  
Gold Cup 59.50  
Jockey Special. 54.50  
Special Entry 49.50

**UNITED'S Genuine  
8' FORMICA TOPS  
\$15.95 ea.  
9' Tops, \$16.95  
Minimum Order  
5 Tops**

**EVANS'  
CENTURY  
Now on Display**

#### SHUFFLE BOWLERS

**UNITED**  
2 Pl. \$110.00  
4 Pl. 135.00  
4 Pl. with Formica 160.00  
5 Pl. 185.00  
5 Pl. with Formica 185.00  
6 Pl. Original 190.00  
6 Pl. with Formica 215.00  
6 Pl. DeLuxe 250.00  
6 Pl. Supers 295.00  
6 Pl. 10th Frame 385.00  
C.C. & Pl. 250.00  
C.C. & Pl. Bowl-a-Ball 390.00  
Keeney 6 Pl. League Bowler 185.00  
Keeney 10 Pl. League Bowler 325.00  
Genco Target Skill 95.00  
Bally Base Ball 75.00  
Ex. Twin Rotation 275.00  
Bally Speed Bowler 45.00  
C.C. Horse Shoes 100.00  
Gof. Bowlettes 40.00  
Wms. Double Header 75.00

**BINGOS**  
Bolero \$220.00  
Brite Lites 250.00  
3-4-5 135.00  
Frolics 425.00  
Spot Lites 260.00  
Brite Spots 275.00  
ABC 150.00  
Five Stars 95.00  
Leader 250.00  
Stars 325.00

**AMT**  
Northern Ohio  
NOW DELIVERING  
MODEL D



**M. S. GISSER  
Sales Manager**

#### ARCADE EQUIPMENT

Auto Photo, floor Write  
Sample 125.00  
Drivemobile \$175.00  
Astroscope, 10c 125.00  
Bat-A-Ball, New 75.00  
Boomerang 45.00  
Bally Defender 125.00  
Bally Heavy Hitter 65.00  
Bally Rapid Fire 125.00  
Chi. Coin Hockey 75.00  
Chi. Coin Pistol 75.00  
Chicken Sam 105.00  
Chi. Coin Goalee 125.00  
Dale Gun 65.00  
Edelco Pool Table 75.00  
Ex. Silver Bullets 125.00  
Evans Ski Roll 125.00  
Evans Super Bombers, new in original crates, \$350.00  
Jack Rabbit 95.00  
Keeney Sub Gun 125.00  
Mercury Athletic Scales 79.50  
Mills Panorama 275.00  
Mut. Flying Saucer 150.00  
Mut. Photo, late 625.00  
Mut. Photo, early 250.00  
Mut. Voice-o-Graph 425.00  
Munves Set Shot, new 375.00  
Oracle of the Sphinx, new 379.50  
Pitch'm 185.00  
Pop Set 49.50  
Quizzer & Film 95.00  
Star Series 100.00

**AMT**  
Northern Ohio  
NOW DELIVERING  
MODEL D

**Cleveland Coin  
MACHINE EXCHANGE, INC.**  
2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

### ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.  
**OVERHEAD MODELS**  
Horseshoe (15-21-50 pts.) \$125.00 ea.  
Marvel Score (15-21 pts.) \$125.00 ea.  
**MARVEL MFG. CO.** 2845 W. FULLERTON, CHICAGO 47, ILL. (Tel.: Dickens 2-2424)

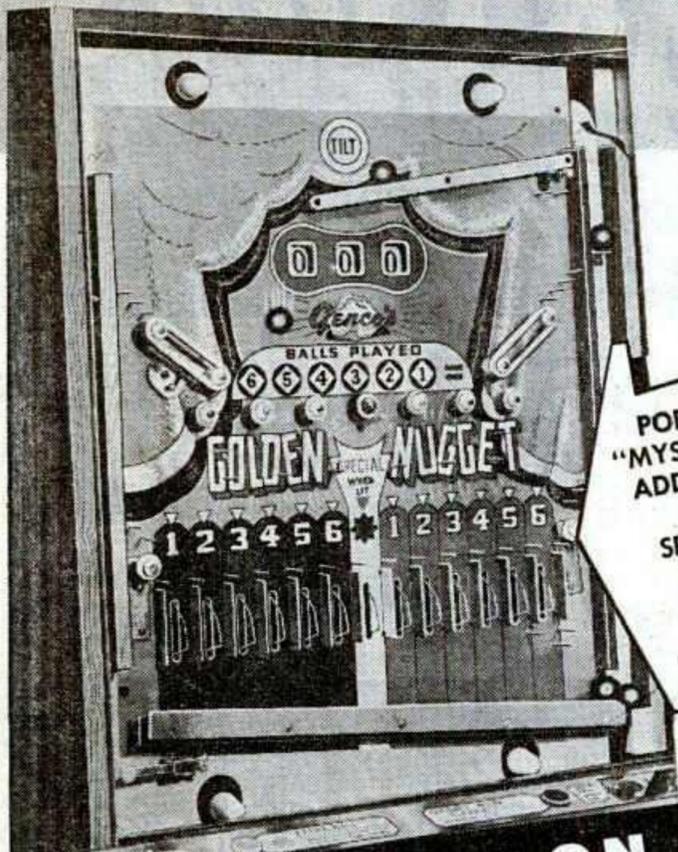
**WALL MODELS**  
Horseshoe (15-21-50 pts.) \$95.00 each  
Marvel Score (15-21 pts.) \$95.00 each  
Terms: 1/3 dep., bal. C.O.D. or S.D.

**PROVEN  
PROFIT  
MAKERS**  
Stay with the winners . . . RIFLE SPORT and CHALLENGER have produced profits for others . . . why not for you? Write.  
**A.B.T. MANUFACTURING CORP.**  
715 N. Kedzie Ave., Chicago 12, Ill.

**SAVE MORE MONEY  
MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

# THE MOST EXCITING PLAYFIELD

*in the industry!*



**PACKED WITH FEATURES FOR THE OPERATOR!**

- ★ LOADED WITH ATTRACTIONS
- ★ TREMENDOUS REPLAY POSSIBILITIES
- Up to 20 Replays for 3-to-6 Letter Combinations • 100—200—400 Replay Combinations • In-Line and Sequence Scoring
- Extra Ball Feature—6 extra balls for 6 extra coins

AVAILABLE IN CHOICE OF 3 COIN CHUTES

5c • 10c • 25c

POPULAR NEW  
"MYSTERY SPOT"  
ADDS SUSPENSE

SPECIAL "SKILL  
SHOT" GIVES  
PLAYER FREE  
GAME

SEE IT ON GENCO'S  
**'GOLDEN NUGGET'**  
UPRIGHT BALL GAME with EXCITING "EYE-LEVEL" ACTION!



EXCLUSIVE  
"SPACE-SAVER"  
Ultra-Modern Design  
—only 24" by 17"  
by 64" high. Crated  
wt. Only 190 lbs. Fits  
Every Location—Per-  
fect for Export.

## IT'S A FACT

We have eliminated all possible contact blade trouble. The hardest and finest phosphorous bronze is now used in all Genco blades. We use the finest coin silver in all our contact points. Therefore, combined with D. C. current our games have more positive and faster responses to electrical impulses than any other coin operated equipment today.

# GENCO

MANUFACTURING & SALES CO.

2621 N. ASHLAND AVE., CHICAGO 14, ILL.

WRITE, WIRE OR PHONE YOUR GENCO DISTRIBUTOR

## LOOK AT THESE SPECIALS

### ARCADE EQUIPMENT

Bally Big Inning	\$149.50
Bally Heavy Hitter	49.50
Batting Practice	69.50
Boomerang	59.50
Chicago Coin 4 Player Derby	295.00
Chicago Coin Goatee	115.00
Chicago Coin Pistol	90.00
Chicago Coin Hockey	49.50
Chicago Coin Basket Ball	250.00
Capitol Midget Movies	Write
Exhibit Dale Gun	65.00
Exhibit Six Shooter	175.00
Exhibit Jet Gun	225.00
Keeney Sub Gun	125.00
Kirk Astrology Scale	90.00
ABT Guess Your Weight Scale	100.00
Midget Skee Ball	165.00
Panorams, Very Clean	275.00
Periscope	90.00
Quizzer	25.00
Seeburg Bear Gun	235.00
Seeburg Chicken Sam	75.00
Sky Fighters	125.00
Texas Leaguer	49.50
Under Sea Raider	125.00
Waiting Scale Model 200	140.00
Williams Star Series	75.00
Mills Flip Skill	29.50
Drop Picture Machines	42.50
Fist Striker	125.00
Ball Grip	85.00
Voice-o-Graph	Write
Life-a-League	90.00
Kicker & Catcher, New	35.00
Pop Ups, Like New	22.50
Career Pilot	100.00
All Star Hockey	69.50
Silver Gloves	250.00
Voice-o-Graph (Autoscope), Like Brand New, 35c Model	595.00
K. O. Fighter	150.00

### MUSIC

Seeburg 5-10-25c Wall Boxes	\$ 27.50
Wurlitzer Bar Box, 5-10c	9.95
Seeburg 5c 3 Wire	18.00
Rock-Ola 1948 Blond	295.00
Seeburg 1948 Blond	245.00
Seeburg 1947 M Metal Cabinet	175.00
Wurlitzer 1100	275.00
Williams Music Mite & Stand	125.00
Ritacruel	65.00

### VENDORS

Atlas Bantam, New	\$ 10.95
Atlas Deluxe, Used	7.95
National King Candy Vendor	19.50
National King Ball Gum, New	9.95
Victor Baby Grand	11.00
Star Candy Vendors	10.95
4-Column Stamp Vendors	18.50
Bonanza Pop Corn Vendors	Write
Alkuna Cracker Vendor	37.50
Stick Gum Vendors	9.95

### BINGO GAMES

Bally Bright Spot	\$295.00
ABC, Very Clean	145.00
Coney Island	322.50
Bolero	215.00
Frolics	435.00
Leader	285.00
Palm Beach	450.00

### ONE BALLS

Bally Futurity, Like New	\$265.00
Turf King, Very Clean	95.00
Citation	30.00
Champion	37.50
Photo Finish	40.00
Winner, Very Clean	65.00

### SHUFFLE ALLEYS

Chicago Coin 6 Player Matched	\$345.00
Bowler	375.00
Chicago Coin 6 Player Matched	375.00
Chicago Coin 4 Player Deluxe	250.00
United 6 Player Formica Top	200.00
Big Pins	200.00
United 5 Player Formica Top	180.00
Big Pins	180.00
United 6 Player Matched Bowler	345.00
United 10th Frame	Write
Chicago Coin Bowl-a-Ball	Write

### SPECIALS

Genco 400, Like New	\$225.00
Genco Jumping Jacks, Like New	285.00
Golden Nugget	Write

### NEW EQUIPMENT

Chicago Coin Bowl-a-Ball	Write
Chicago Coin 10th Frame Double Bowler	69.50
Chicago Coin Name Bowler	Write
Gottlieb Quintette	Write
Genco Golden Nugget	Write
Bally Beach Club	Write
Exhibit Space Gun	Write
Chicago Coin Band Box	Write
Acorn Vendors	Write
Auto Photo	Write
Downey Johnson Coin Counter	Write

### WANT TO BUY

Mutoscope Sky Fighters	Write
Exhibit Jet Guns	Write
Exhibit Gun Patrol	Write
Mutoscope Cross Country	Write
Mutoscope Drivemobile	Write
Bingo Games, all types	Write

### SUPPLIES

Shuffleboard Wax, Per Case	\$ 4.25
Coin Wrappers, 1000 Per Box	Write
Per Box	.90
Collection Books, Per 100	7.50
Pucks for Shuffleboard, 8 in Set	Write
Per Set	12.00
Shuffle Alley Pucks, Each	1.50
Leaf Rainbo Gum, Per Lb.	.28
Leaf Tab Gum, Chlorophyll, Per Lb.	.60
Leaf Chlorophyll Ball Gum, Per Lb.	.60

# FOREIGN BUYERS!

It's smart to do business with THE firm that does the most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve **your** problems from personal experience... know what equipment you need to meet your particular requirements **and** know how to get it to you **on time** in perfect working condition. That is why we have satisfied customers everywhere.

Remember: For export and domestic business it is International and Scott-Crosse

Write for **FREE** price list and parts and service manual

**INTERNATIONAL AMUSEMENT CO.**

1423 SPRING GARDEN STREET



Rittenhouse 6-7712

**SCOTT-CROSSE COMPANY**

PHILADELPHIA 30, PA.

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

5 Bally Palm Beach	@ \$375.00
7 Bally Atlantic City	@ 345.00
2 Bally Spot Life	@ 225.00
1 United's Leader	@ 225.00

Just Off Location—Like New

Write, Wire, Phone

**Nastasi Distributing Co.**

1010 Poydras St.  
New Orleans, Louisiana  
MAGnolia 7459

## HERE! HERE! ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

### BINGO GAMES

Beauty	Write
Spotlite	\$315.00
Brite Lites	215.00
Coney Island	275.00
Long Beach	275.00
Life-A-Line	159.50
ABC	149.50

### ONE BALLS

Turf Kings	\$ 75.00
Champions	45.00
Citation	29.50

### NEW UNITED

6 Player Shuffles	Write
Regulation	Write
Clover	Write
Cascades	Write
Prompt Delivery	Write

20 National Electric Cigarette Machines \$99.50 Ea.

WRITE—WIRE—PHONE

## CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. High St.

Columbus 15, Ohio

### MUSIC

1422 Rock-Ola	\$119.50
Gott. Triplets	149.50
H148M Seeburg	199.50

### PIN BALLS

Gott. Rose Bowl	\$139.50
Gott. Triplets	95.00
Gott. Spot Bowler	119.50
Gott. 4 Horsemen	129.50
Gott. Sharpshooter	65.00
Williams Nifty	89.50
Many Others.	

Phone: ADams 7254

**MONROE**

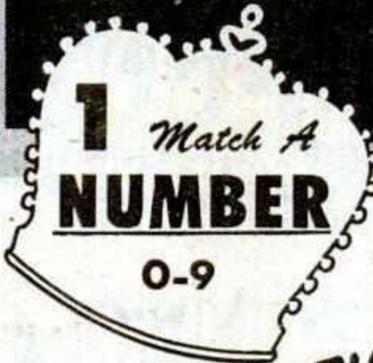
COIN MACHINE EXCHANGE, Inc.  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
Tel.: Superior 1-4600



# Chicago Coin's New CROWN BOWLER



*Triple Match Feature*



**FAST ACTION!**

**FAST PLAY!**

**Plus! 10th FRAME DOUBLE SCORE FEATURE!**

**Player in 10th Frame Can Add  
Up To 180 POINTS  
To Total Score!**

*Plus!*

**5th Frame  
Score  
DOUBLES!**

- NEW HINGED FRONT DOOR WITH PROTECTED JUMBO CASH BOX!
- HIGH SCORE OF THE WEEK
- 7-10 SPLIT PICK-UP
- EASY TO READ INDIVIDUAL SCORE DIALS
- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING

Size  
8 ft. x 2 ft.

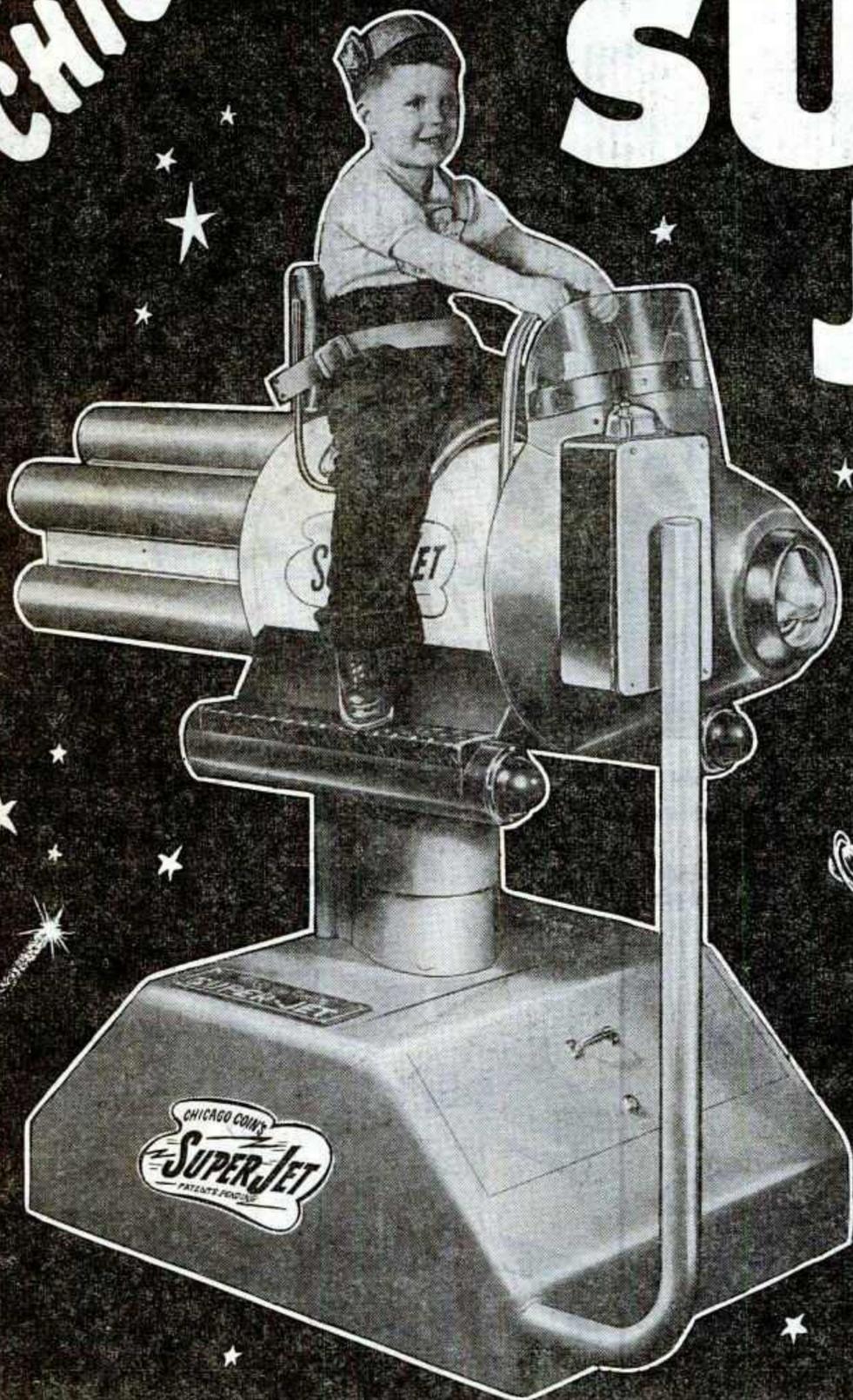


1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

★ *It's Out of This World!!*  
 LIKE A COMET OUT OF THE SKY COMES THE  
 HOTTEST PROFIT MAKER IN YEARS . . . .

CHICAGO COIN'S

**SUPER  
JET**



**LOOK...**

Revolutionary Pneumatic Principle actually raises SUPER JET 10 inches on a column of air, giving youngster the sensation of jet plane flying!

**LOOK...**

The SUPER JET dives, dips, rolls! 3 speeds are easily controlled by youngster to assure high repeat play!

**LOOK...**

Sturdy ALL METAL construction assures operator that the SUPER JET will take all the punishment today's space-struck youngsters can give it!

**LOOK...**

SUPER JET is completely portable! Easy-rolling casters make moving from one place to another effortless, indoors or out-of-doors!

**LOOK...**

SUPER JET offers thrills galore, with all the realism of firing rocket tubes and flashing lights in nose, tail, wings and instrument dials.

**\*LEADING CHAINS AND RETAILERS**

from coast to coast are clamoring for SUPER JET—the great Kiddie Ride that brings more traffic into every type of store.

**IT'S A PROVEN FACT!**

Chicago Coin has built into the SUPER JET all the rugged sturdiness to assure you peace of mind in operating this Kiddie Ride from long distance. That's right! With SUPER JET you can spread your operation from coast to coast and know that you're in business all the time, every minute of every day. Simple, trouble-free pre-tested mechanism is your positive assurance!

**chicago  
coin**

MACHINE COMPANY

1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

OPERATORS FROM COAST TO COAST AGREE THAT

# BEACH CLUB

IS *Bally's* GREATEST "IN-LINE" GAME

From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY...greatest in-line money-maker...only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot ...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive ADVANCING SCORES • IN-LINE and CORNER Scores  
3-in-line on SUPER CARD Scores 4-in-line score  
Improved SELECT-A-SPOT feature • New EXTRA-TIME feature  
TRIPLE-SPOTS Roll-over feature • Up to 3 EXTRA BALLS per game

**NEW  
7-CHOICE  
SELECT-A-SPOT  
FEATURE**

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)



## Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector

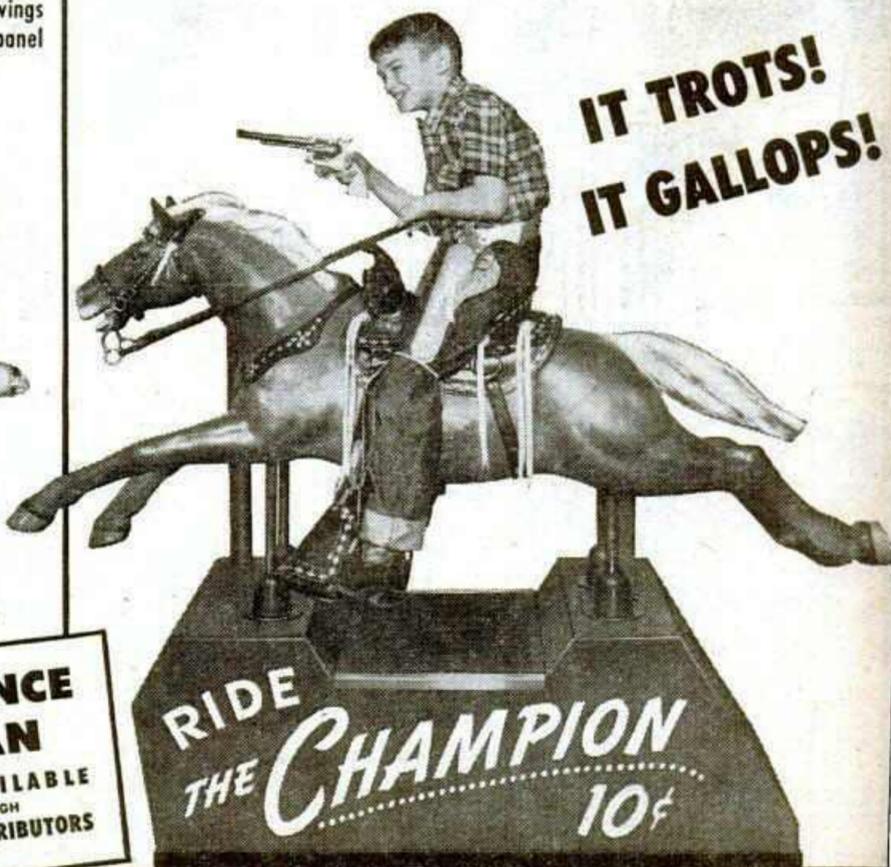


**FINANCE PLAN**  
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

## Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?

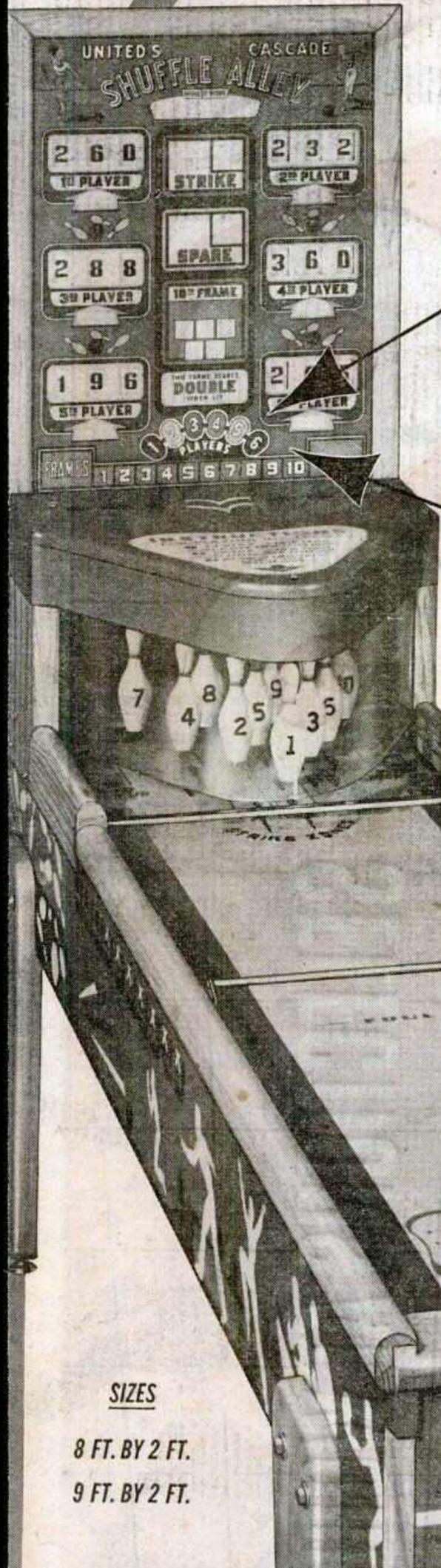


IT TROTS!  
IT GALLOPS!

RIDE THE CHAMPION 10¢

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# UNITED'S Cascade Shuffle-Alley



**10TH  
FRAME  
FEATURE**

**FAST ACTION!  
FAST PLAY!**

**HIGHEST  
SCORE FEATURE**  
•  
PLAYER WRITES NAME  
ON BACK-GLASS

**STRIKE  
OR SPARE  
FLASHER  
LIGHTS**

**CAN PICK-UP  
7-10 SPLIT**  
•  
**FORMICA  
PLAYBOARD**

**SIZES**  
8 FT. BY 2 FT.  
9 FT. BY 2 FT.

 **UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**SEE YOUR DISTRIBUTOR**

# 100 SELECTIONS AT WORK



AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

