

The Billboard

APRIL 17, 1954

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Roll Out the Paper, Mix Up That Paste

Billposting Due for Comeback as Flush Years Die; Problem: Where to Put 'Em

By TOM PARKINSON

CHICAGO, April 10.—Billposting, once a mighty force for show business, is in for a strong comeback.

The Ringling-Baroum circus—the Big One of the tented world—has put into effect a sharp step-up in billing for the coming season. So, too, have some of the smaller shows.

The Ringling show is doubling its crew, jumping to 30 men, who will put out 35 per cent more paper than the show used in 1953. Some observers hold that this is merely the beginning, that circus billing faces a continued upsurge in the next few years.

Changed conditions have sparked the revival. Little promotion was required to attract people in the years immediately following the war. But the fuzziest off the patronage peach.

And billing, shelved or at least relegated to lesser prominence in the peak years, again is rated a time-tested sure-fire way to build crowds.

Billing is not without its headaches, which is one reason why circuses and other shows sluffed it off in the flush years. It's not so easy to handle as other advertising mediums, such as newspapers, where an easily drawn advertising schedule plus a post-handful of passes, a press list of canned material and a press agent would do the job.

Human Element

In billing rests the human element, and billers—rugged individualists almost to a man—have been declining in numbers for several decades. Those individuals pose problems more vexing than setting up a newspaper or radio advertising schedule.

Television reared its head in the postwar years, and some shows have done considerably more than dabble with the medium. This cut into the money available for advertising and resulted in less funds for billing.

There have been many changes in billing opportunities and methods since the prewar years when the Ringling crew ranged from 60 to 100 men.

Window lithographs have become increasingly difficult to place. Generally thriving business economy has reduced the number of empty stores and store windows to practically nothing, and store owners have come to know the value of their own window—a knowledge gained in part from billposters themselves.

Some owners—particularly dry-cleaning chains, drugstores and groceries—have adopted poster use themselves, using stick paper on special prices. The growth of chains has had its effect.

Control of windows usually is left to an absentee supervisor or chain window-dresser, rather than the individual store manager. And they generally are averse to giving up space to shows.

New Store Designs

New store-front designs which use glass bricks or limit actual window space have tended, too, to reduce available locations for lithographs.

The use of paper also has undergone change from the show's standpoint. When billing was at its height, paper was used lavishly—in fact, wasted. The show men encouraged the use of a great many sheets of paper in single locations. Not only the price, but also the theory of using paper has changed, and show operators now usually demand that there be fewer locations—but

good ones—and that fewer sheets of paper be used on each location.

Old-timers point out that the use of banners has all but disappeared. These are cloth circus advertisements which are tacked high on blank walls. A similar paper product is being used in some places, but cloth banners are virtually extinct.

F. A. Boudinot, general agent of the Ringling circus, points this up. He says that in 1953 Ringling had only two tack-spitters, as banner hangers are called, and that in the entire country he was unable to locate more than six who could or would do that work.

Favors Banners

In Boudinot's opinion, banners comprise the best possible circus ads, because they are the only form that no one else can use and because they attract great attention in downtown locations which can't be touched with 24-sheet boards, daubs or window lithographs.

He is concerned lest the lack of tack-spitters combine with high cost of cloth banners to make the medium unusable. Currently, Ringling, sole buyer of cloth banners, pays \$5 for a nine-sheet banner.

Boudinot also frankly concedes that daubing (or pasting) may be on its way out because of a decreasing number of locations and

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ALBERT, MARGO ROCK WALDORF WITH NEW ACT

By BILL SMITH

It has been a long time since the Waldorf had such a crowd for an opening or an act that registered so quickly and solidly as Eddie Albert and Margo. Team worked for almost an hour, and it seemed like a few minutes. This was Albert's first cafe date; Margo (Mrs. Eddie Albert) broke in as a dancer here some 15 years ago. As a team there is nothing like their act around. Albert used all his picture, stage and TV experience to project a warm, winsome, likable personality. Margo, now a redhead, used her stage and picture know-how to talk, dance, sing and move around like a ball of fire.

Using two guitar players, their own pianist and lots of props, plus a top assist in the lighting department from Bill Richardson, the couple came on with a hoot and holler, paced themselves beautifully and finally dashed off in a blast of applause that must have been heard in the street. The pair generate a warm excitement which starts at the walk-on and winds up in white heat as one of the most exciting acts of its kind. In fact, after catching practically all of the husband-wife acts in the past few years, you can put it down that the Albert-Margo act, as unveiled here, has no equal.

(Continued on page 11)

We All Shall Have Music (on Tapes) Wherever We Go

Five Firms Poised for Big Drive; New Field for Juke Box Operators

By SAM CHASE

NEW YORK, April 10.—You will be able to get your haircut, make your bank deposit, get your teeth pulled or buy your groceries this year—all to the strains of relaxing background music.

The use of background music in public places is expected to undergo a vast expansion during 1954 as the result of newly developed long-playing magnetic tape equipment. The so-called functional music has been used for some time by various business firms, most of them restaurants.

Its widespread use has been restricted to a fraction of what is generally recognized as its potential market by the cost of existing functional music services or the location of the prospective user.

As blueprints now take shape, thousands of additional firms—from business offices to beauty parlors, from food stores to factories—will now be able to use functional music. Most of these are in areas previously inaccessible to either wired or the broadcast forms of functional music.

Major Firms

At least five major firms, equipped with tape units capable

of playing continuously from eight to 16 hours without adjustment with a single reel of tape, are at present preparing large-scale drives.

These will be aimed at bringing taped music into establishments that heretofore were out of reach to the former background music services. Included among the companies that will be spearheading the taped functional music drive are the Audio-Video Products Corporation, Magne-Tone, Inc., Magne-Tronics, Inc., Muzak Corporation and Radio Corporation of America.

Magne-Tronics, headed by Percy Deutsch, recently concluded a contract with Capitol Records whereby Deutsch leased more than 3,000 taped numbers from Capitol's transcription library. Deutsch has sent out price lists on this material, leasing the taped music to establishments.

The tapes are being distributed thru the Graybar Electric Company, who are also sales agents for the Ampex and Presto long-playing tape equipment.

What promises to be an impressive drive will soon be launched by Muzak, veteran firm in the wired functional music field. Muzak will hold a meeting here during the first week of May to inform its franchise holders throughout the country of its tape plans. Muzak intends to more than triple its present number of franchise holders thru the adaptation of tape.

Audio-Video has been holding discussions with owners of recorded libraries in a bid to secure the requisite taped music which would enable it to move into the same field in the immediate future. RCA is also known to be poised for an early bid for its share of this business.

Indications are that its Thesaurus transcription library would serve as the cornerstone of a taped library it would offer for functional music use.

Other tape libraries are rapidly entering the field. Tempo Records, a firm that has pioneered in pre-recorded tape, is known to

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NEWS OF THE WEEK

There's No Room for Gloom in Bright TV Film Field . . .

Flourishing business promises a place in the TV film sun for many, dispelling efforts of gloom spreaders that a strong few will dominate the field. . . . Page 5

New Film Distribution Firm Armed With 170 Salesmen . . .

A force of 170 film salesmen will serve Minot TV, Inc., newly formed distribution outfit. To accomplish this, Charles Amory, head of Minot, is closing deals with two of the largest theatrical spot producers to get the services of their corps of resident salesmen. . . . Page 5

AGVA Threatens to Replace Agents With Hiring Halls . . .

American Guild of Variety Artists hurls "bad faith" charges against some of the biggest talent agents in the country, threatens to disfranchise half of them, levy fines against others and install a hiring hall. . . . Page 11

Las Vegas Aims New Plan At Holding Talent Cost Line . . .

Competitive bidding for attractions by the Las Vegas, Nev., clubs have kept talent costs spiraling, but the clubs now think they have hit upon a plan to stop all that. . . . Page 11

Big Preparations Being Made For National Hillbilly Day . . .

Over 6,000 pounds of barbecued beef, speeches by politicians, labor leaders and country talent and two days of fine folk music and dancing will be served up in Meridian, Miss., on May 25 and 26 at the second annual commemorative conclave for the late and great Jimmie Rodgers. May 26 is also National Hillbilly Music Day. . . . Page 15

Night Club Comics to Offer Best Routines on Records . . .

The public will be able to buy on records standard comedy routines by some well-known night club comedians when Coral Records completes the signing and recording of these comics. . . . Page 17

"Super Circus" to Film Acts Too Big for TV Studios . . .

New income for large-scaled circus acts such as huge animal numbers and serial acts will open up as a result of the decision by "Super Circus," ABC TV show out of Chicago, to film acts that are too large to be presented on a studio stage. . . . Page 35

Air Insurance: The Longest Vending Routes in the World . . .

Vending machines selling air travel insurance boom with the increase in plane traffic. It's a challenge for the longest vending machine route in the world: 6,000 miles as the crow flies across the U. S., Canada and Hawaii. . . . Page 64

Ringling Circus Gate Below '53: Big Easter Week Expected . . .

Ringling-Barnum circus has drawn far fewer customers in Madison Square Garden than during same period last year, but advance sales indicate upsurge in business Easter Week. High scale of \$6.50 in New York is held possible deterrent at box office. . . . Page 35

Ride Expert Predicts Good Year For Kid Parks, Provided . . .

A good season for kiddie parks is seen by William de L'horbe Jr., sales manager of major ride manufacturer. Warns, however, against operators adding rides designed for adults, and criticizes operators who allow parks to get in shoddy-looking condition. . . . Page 35

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U. S. Clarifies Admission Tax

WASHINGTON, April 10.—The Internal Revenue Service this week issued a series of clarifying instructions on the newly-enacted admissions tax cuts in an effort to guide the amusement industry. The IRS took this step after the agency had been flooded by reports about various plans by theatrical and sports groups to raise the admission price on tickets paid for prior to April 1, but which have not yet been issued.

The IRS explained that organizations which sold tickets prior to April 1 for events after that date can choose one of three alternatives: (1) It can refund to patrons the difference between the old rate of tax and the new; (2) it can give the government the full amount of the old rate of tax and refund nothing, and (3) it can raise its price of admission so that the total price plus the new rate of tax will equal the total selling price of the ticket.

The only requirement in the last case is that organizations must

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Y&R Evolves Co-Op Plan to Harness Hollywood Talent

For First Refusal Rights to Ideas Agency Would Pay Creative Brains

By LEON MORSE

NEW YORK, April 10.—The top creative talent in Hollywood will be placed at the disposal of TV, if a plan currently being fashioned by Young & Rubicam eventuates. The blueprint is the creation of Nat Wolff, veepee in charge of production at the agency, a top writer himself ("Halls of Ivy") before he became an executive.

The plan envisages harnessing the talents of a select group of idea men, all of whom have earned \$100,000 or more annually in films for the past several years. A large number of these writers, producers and directors have worked in radio and TV but have left the medium. Wolff feels his deal is so enticing that it will lure them back into broadcasting.

They would be given a nominal yearly retainer in return for allowing Y. & R. first refusal for a limited time on all video properties they may conceive. Should the agency see possibilities in one of their programs, it would pay the entire cost of the pilot and try to sell it to one of its clients.

Creator Owns Show

The creator of the show, however, would own 100 per cent of it. After a reasonable amount of time, if Y. & R. is unable to find an interested client, the pilot would be turned over to its owner and he would be free to sell it elsewhere. In the event the packager makes such a deal, his contract with the agency is to be abrogated.

For additional fees, these idea men would make their services available to the agency as troubleshooters and consultants. They would be on call to rush to the aid of ailing Y. & R. programs should doctoring be necessary. The agency already has Don Quinn under contract and functioning in that capacity. He has been used several times to troubleshoot some of the shows serviced by Y. & R.

While the plan might be expensive to Y. & R., its virtues are so striking as to more than over-ride

the financial gamble, in the agency's opinion.

Secondly, Y. & R. would have access to fresh and unique program ideas conceived by some of the best show business brains in the country.

And thirdly, its clients would not only have these shows made available to them, but their interests would be better guarded because of the relationship the agency would have with the creator of the property.

Talent Advantages

To the talent, the plan has many advantages. They would retain entire ownership of their creation, something which they never receive from movie studios or networks without making a financial contribution. They would also get the benefit of top agency guidance to help make

their shows more salable to clients. Also, in Y. & R., they would be collaborating with an agency representing blue chip clients.

Young & Rubicam is moving back into the production of shows for its clients. It now produces all the daytime properties sponsored by its accounts, and also supervised production on its Rodgers and Hammerstein spectacular of several weeks ago for General Foods.

Among the individuals seen qualifying for the Y. & R. deal are Norman Panama and Melvin Frank, Jack Rose and Mel Shavelson, Billy Wilder, Charles Brackett, Helene Deutsch and George Seaton. There are a few similar figures in the East who might qualify. David Swift, the creator of "Mr. Peepers," is one.

AGENCIES FIGHT CITY TAX

Claim 3% Service Levy Would Hurt Badly

NEW YORK, April 10.—Labor and management this week joined hands to battle a proposed city law broadening its sales tax that is expected to severely limit the buying of TV shows here, if it ever is put into effect. The proposed legislation, which would affect services as well as products, would tax advertising agencies 3 per cent on services they perform for clients.

The American Association of Advertising Agencies vigorously protested the tax in a letter to Mayor Robert Wagner, claiming that it would materially damage the ad industry and consequently result in unemployment. Its contention is that agencies will move out of New York City to avoid the tax. Others see such a law creating a boom in Hollywood and other cities, with purchasers of radio and TV shows and film commercials turning to non-tax markets.

George Heller national executive secretary of the American Federation of Television and Radio Artists, has thrown his support behind the AAAA. He is organizing a committee of showbiz labor execs to discuss the matter with the Mayor and with the City Council.

Heller believes that the tax would cut down the production of video shows in New York because the agencies' 15 per cent talent commission would be taxed. Consequently, on a TV program costing \$20,000 weekly net, the agency would pay a tax of \$80 each week on its \$3,000 billings charge. Over a period of

39 weeks this would run to \$3,510, a charge that would have to be absorbed either by the agency or the client.

Indications are that the local Screen Actors Guild also will oppose the proposal, which was introduced by Councilman Edward A. Cunningham.

COLORCAST FOR CATHOLIC HOUR

WASHINGTON, April 10.—"The Catholic Hour" will become the first religious program to be televised in color when it goes on the air Easter Sunday (18) over the National Broadcasting Company television network, according to Martin Work, executive secretary, National Council of Catholic Men. The program on "The Divinity of Christ" is the third in a series of four using the technique of "pulpit debates" and will be carried over more than 80 NBC stations. Other programs of the series are presented in black and white.

Liebman Sets 'Show' Format For Next Fall

NEW YORK, April 10.—Max Liebman this week decided on the format of his new "Show of Shows" next season. In essence it will be a rotating talent show, much like "Comedy Hour," but will present, during its three out of four weeks each month, one musical comedy, one musical revue and one variety show.

Already signed is Steve Allen, the bespectacled comic who has done so well on his late hour show over WNBT, here. He will do as many as 15 appearances.

Judy Holiday will probably be available for between six and eight shots. Also under consideration are Carol Channing, Tallulah Bankhead, Frank Sinatra, Nanette Fabray and Ethel Mer-

Kintner Takes Sales Job on Disney Show

NEW YORK, April 10.—In a move which underlines the importance of the new Walt Disney show to the ABC-TV future, web President Robert Kintner this week personally moved in as active salesman on the show. Kintner is now devoting full time to pitching the expensive new baby for a suggested Wednesday 8-9 p.m. airing, starting this fall.

The Disney-ABC deal, set last week puts ABC-TV into competition with NBC-TV for blue chip bankrollers, with Chrysler Corporation as one of the prime targets of both the NBC and ABC drives. NBC's pitch is for its video spectaculars. (See other story.)

The Disney stanza which will be completely on film, will utilize in each segment one or more of Disney's four types of entertainment patterns made famous via his theatrical features.

These are: (1) Animated stories as exemplified by "Snow White and the Seven Dwarfs" and "Dumbo," (2) live action adventures as created in "Robin Hood"

and "Rob Roy," (3) nature footage similar in scope to Disney's award winning "Water Birds" and "Bear Country" and (4) combination live-action and animation stories along the lines of his "Song of the South."

Among the settings which will be utilized in the Disney show, in addition to nature, are "the world of tomorrow" as Disney sees it, a Disney "fantasy land" and "frontier life adventures."

Blair Moves Over To D-F-S's 'Lady'

NEW YORK, April 10.—Leonard (Buzz) Blair, associate producer of ABC-TV's "The Mask," is moving over to Dancer-Fitzgerald-Sample as producer of "Valiant Lady," TV soap opera series aired on CBS-TV for General Mills and Toni.

Blair, before joining "The Mask" staff, was Eastern program director of the ABC radio network. He's been with ABC for more than six years.

SEPTEMBER DEBUT FOR CBS H'W'D COLORCAST

HOLLYWOOD, April 10.—Regular color telecasts from permanent quarters will originate for the first time from the West Coast as early as September, it became known this week, with CBS prepared to get the jump on NBC which earlier had announced a tint studio would be erected at Burbank with first programs due to go on the air in January, 1955.

CBS is currently preparing to convert one of its studios at its TV city, with color equipment due in before month's end. Testing is slated to get under way in June and the regular colorcasting beginning in September. The 11,000-square-foot Studio 43 will be converted to color, including the addition of an extra control room for the process.

Earlier in the week John K.

West, vice-president in charge of NBC's Pacific division, announced construction of the net's first West Coast TV studio would begin next week, for a reported \$2 million. Studio, to be known as Studio 2 and measuring 90 by 140 feet in area and 50 feet high, will be built as part of NBC's TV Burbank center. Also to be constructed will be adjoining dressing room section and a technical building. Dressing room section will contain 16 rooms and four chorus rooms on two levels. The technical building will house three rehearsal rooms and a storage room for equipment. Second floor will have a projection room, video control room and central control. The Austin Company is contractor. Gordon Strang is construction superintendent for NBC.

WEBS TUSSLE

NBC & ABC Both Vie for Chrysler Biz

NEW YORK, April 10.—Two networks this week were vying for the fall TV business of the Chrysler Corporation. Both ABC and NBC are pitching hard.

ABC is launching its most ambitious sales assault against the Chrysler account with its new weapon, the hour-long Walt Disney film series.

NBC, meanwhile, is dangling a series of 13 spectaculars in front of the motor car company. Each of these shows will cost \$300,000 for time and talent and is designed for maximum impact.

It is believed that the Saturday night spectacular dramatic series to which Worthington Minor is assigned is the one that NBC has ticketed for Chrysler sponsorship.

Amer. Chicle Near Third Buy Of Caesar Show

NEW YORK, April 10.—American Chicle this week was close to purchasing one third of the new Sid Caesar show which is to debut next fall on NBC-TV. The program will go into Monday nights 8-9 p.m. three out of four weeks each month.

The show will be sold to three sponsors and is to cost \$1,900,000 time and talent, for 39 out of 52 weeks. The purchasers will get six minutes of commercial time during every three weeks of sponsorship, but whether they will receive three, two and one minute or two minutes each week is not known.

Caesar hasn't found a producer for his show, as yet.

NEW YORK, April 10.—Frank Ann Grove and Johnny Desmond will probably team to replace Jane Froman for General Electric in the Thursday night 7:45-8 p.m. CBS-TV time period this summer. Last year's replacements were Teresa Brewer and Mel Tormé.

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Vol. 64

Kraft Tele to Star Bergen

NEW YORK, April 10.—Edgar Bergen and Charlie McCarthy will be featured in "Alice in Wonderland" on the seventh anniversary show of the "Kraft TV Theater" on NBC, May 5, 9-10 p.m.

Bergen will act as narrator and also participate in the production. The show is the longest continuous network show in TV. Bergen goes to work for Kraft on radio next season on CBS.

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WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, April 10.—The nation's broadcasters probably won't get a clarion call from the White House if President Eisenhower's highly touted machinery to stave off hard times goes into operation. The reason: Administration strategists want to avoid a crisis psychology, are talking in terms of slogan-less remedies if the economy dips a lot steeper, don't envision a TV-Radio campaign, don't contemplate a crisis either.

FU MANCHU'S GHOST PROVES EXPENSIVE . . .

TV-radio and film rights to "Drums of Fu Manchu" have come back to haunt Sax Rohmer, the book's author. Rohmer assigned half of the rights to his wife in 1938 to lighten his tax load. The tax court of the United States has just informed him he must pay twice on his wife's \$12,562 share. The court described that share as a gift, and said Rohmer must pay both income and gift tax on the amount.

NOW IT'S JAIL FOR POPPING BOTTLES? . . .

A bill that won't get far but which reveals the inroads of dries

on Congress is Rep. Hamer H. Budge's (R., Idaho) proposal, hopped this week, making it a crime to telecast commercials showing anybody sipping liquor, pouring the stuff or even opening a bottle. The bill: "Whoever, being a person licensed to engage in television broadcasting or licensed to operate a television broadcasting station in the U. S., knowingly transmits, or permits the transmission, over such station of commercial advertising showing any picture of a person or persons pouring, drinking or opening the containers of any alcoholic beverage . . . shall be fined not more than \$1,000, or imprisoned not more than a year, or both."

FEEL THAT BREEZE? IT'S FOR UHF . . .

You can expect UHF to get a powerful lift from the Senate Interstate and Foreign Commerce Subcommittee's April 27-29 hearings, no matter what kind of re-

port the Subcommittee finally hands up. Set manufacturers aren't advertising this, but they're stepping up output of all-channel receivers, hope to have some impressive testimony for the Senate investigators. There's no doubt about UHF's rough road, but encouragement from Capitol Hill and the Federal Communications Commission could carry ultrahigh over the hump.

ANYWAY, THE SOLONS GOT A LAUGH . . .

Carl Sandburg got the only laugh there was during two days of a joint Congressional subcommittee hearing on the universal copyright convention this week. After saying he's been a member of the Authors League of America 30 years without having done much for the organization, he added: "When they asked me to come down here today just to be a sort of a character witness for the organization. I said I could do no less."

Sen. Alexander Wiley (R., Wis.) said: "I can do no evil, did you say?"

Sandburg replied: "I could do less. Evil? I am just human."

LIBERACE RADIO DEAL

Client Ripe to Buy, But Signals Mixed

HOLLYWOOD, April 10.—The network radio debut on CBS of Liberace was stymied this week with the Jergens Company standing by ready to buy five half-hours weekly of the pianist at \$7,000 for the strip. Liberace's success in TV has created a great demand for him in radio, so much so that his agent, Music Corporation of America, went out and wrapped up a deal with Jergens easily, on the basis of a sample show cut by CBS in Hollywood. MCA found, at the last moment, that it did not have the right to his radio services. These rights resided with Guild Films, which produces the Liberace vidfilm series, and Guild would not allow him to work for Jergens. However, Guild now is setting

up its own radio transcription department, and itself intends to peddle Liberace as its first property on a spot basis. The radio series will be entirely new and will be produced by Liberace himself, using a format similar to the one he employs on TV.

Guild believes that it will rack up a record number of sales of Liberace on radio because the cost will be comparatively cheap, and the video sponsors will buy to protect their interests. This would mean that many bank sponsors would move into radio, on a scale not seen before, since they are the largest number of Liberace clients.

Guild also has two new TV properties, Florian ZaBach and Frankie Laine.

Net Continuity, News Scribes to Vote TWA-ALA

WASHINGTON, April 10.—Television Writers of America and Authors League of America are heading for an election showdown later this month over which union will represent the staff radio and TV newswriters of three major networks and the staff continuity writers of two networks. A go-ahead for the election was given this week by the National Labor Relations Board after hearing opposing views of TWA, ALA, NBC, CBS and ABC, on which employees should be covered by the bargaining units.

In a ruling which will affect future relations between TWA and ALA, the NLRB decided that radio and television writers at ABC, CBS and NBC need not be signed up in separate collective bargaining units. The NLRB's ruling was a setback for the ALA, which had sought organization along the lines of contracts it now has with NBC, in which radio writers are in a Radio Writers' Guild unit, while TV writers are covered separately by a Screen Writers' Guild contract. The NLRB held that since radio and TV news are used interchangeably, the writers can be represented by a combined unit.

The election is a challenge to ALA and its two affiliates, since radio and TV writers have been represented under contracts between ABC and RWG since 1946, and between CBS and RWG since 1943. NBC writers have been represented under separate contracts with RWG and SWG since 1951. TWA now represents freelance video scribes.

Sponsors Eye NBC-TV Time

NEW YORK, April 10.—Toni and Five Day Deodorant Pads this week were close to purchasing shows for the Tuesday night 8-9 p.m. half hours on NBC-TV during the Berle-Hope hiatus time. Toni will probably buy "Break the Bank" for the first half hour, and Five Day will probably go with "Doliar a Second," another old audience-participation property.

Toni is also looking for another time period during the summer on NBC-TV.

Honor WWDC, WGAY

WASHINGTON, April 10.—Radio Stations WWDC and WGAY will be honored by the Advertising Club of Washington during its radio day luncheon April 20 for their first prize awards in the nation-wide "1953 Radio Gets Results Darby," conducted by the Broadcast Advertising Bureau.

nothing Works Like Wantmanship

Give people the want and you're on your way. The Crosley Group does it with **Wantmanship**, the dynamic new dimension in selling. Typical of the Group, WLW-D, Dayton, audiences your advertising with promotion to make sure your sell is seen and heard. **Wantmanship** explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.



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WLW-C	Columbus
WLW-D	Dayton
WLW-T	Cincinnati

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E. HARPER



NBC'S PROGRAM POLICY—I

Web, Agency Execs Debate Weaver 'Magazine Concept'

(First of two articles on divergent web-agency views on current network policy developments.)

NEW YORK, April 10.—Of the many changes which the rapidly shifting television industry is undergoing, one of those on which there is most debate is that concerning the so-called "magazine concept" of programing.

Sylvester (Pat) Weaver, NBC president, a key proponent of this theory, this week gave to The Billboard his explanation of those points on which he feels the concept is misunderstood by some sponsor and advertising agency executives.

Weaver's thesis is that old radio advertising patterns have all but vanished in today's network TV situation. New patterns already

have formed, and some still are taking shape. The old idea of a single product sponsoring a single program series no longer exists; in its place, the network seeks to offer a multiplicity of pattern by which sponsors of any size may buy into programs of varying degrees of cost, along with other bankrollers.

It is the responsibility of the network, Weaver feels, to provide this flexibility of programing and sales, and his network, along with others, has felt since 1949 that it must sell programs in combination with time, rather than facilities alone.

Agency Views

This theory is questioned by several ad agency men who were asked for comments by The Bill-

board and who requested their names be withheld because they are doing business with NBC.

The basic objection of those who oppose the idea was voiced by one top agency man who said that the networks are "obviously trying to put themselves in the category of a Life magazine." The move, in effect, he said, is a separation of the programing matter from the commercial which goes with it, and amounts to getting 10 smaller sponsors to replace the larger bankroller who carried a show alone in the past.

He added, "I think this philosophy will destroy broadcast advertising, for unlike a page ad bought in a magazine which stands on its own merits, a spon-

(Continued on page 10)

GIVEAWAYS

Trade Takes Court Ruling In Stride

WASHINGTON, April 10.—The Supreme Court's decision this week throwing out the Federal Communications Commission's five-year-old ban on giveaway programs came as no surprise in government and industry circles.

FCC legalists were fully prepared for the high court's decree that the Commission had "overstepped the boundaires of interpretation" in ruling that giveaway shows involve a "consideration" like buying a lottery chance. The Supreme Court decision leaves the way clear for revival of giveaway shows.

The Commission's anti-giveaway rule has been in suspension ever since the issue got into the courts in 1949. Sole point at issue was the Commission's contention

(Continued on page 10)

More USIA Use Of Commercial Clicks in Tele

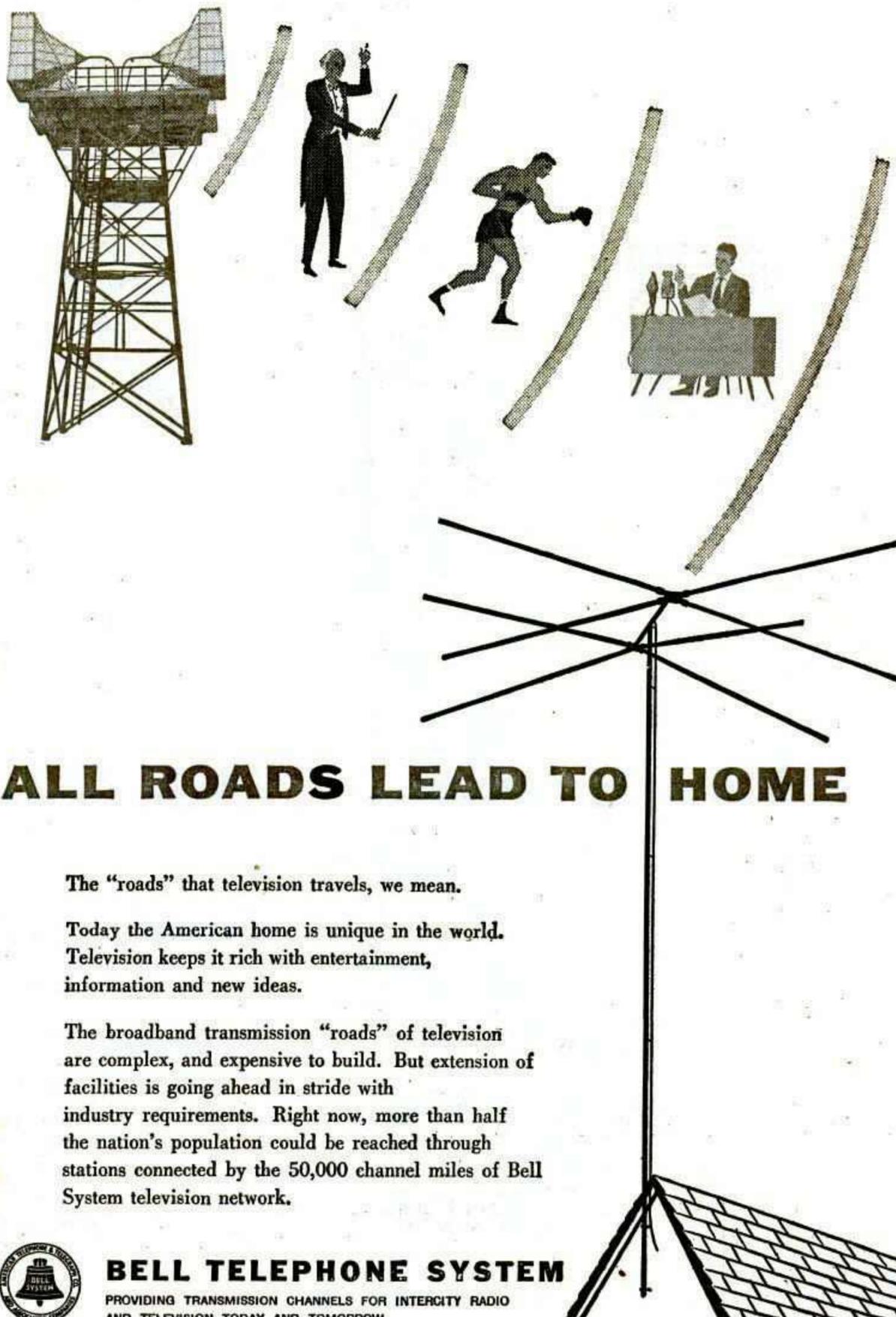
Agency Servicing 18 Stations Via Kines and Films

WASHINGTON, April 10.—The U. S. Information Agency is planning vastly increased use of TV shows that have proven successful on commercial U. S. stations. The trend, launched when Theodore C. Streibert became USIA director, will be stepped up sharply in the coming months, it was indicated here after Streibert, in a speech at the annual Institute for Education by Radio-Television at Ohio State University this week, pointed out that his agency intends to keep pace with swift expansion of TV broadcasting facilities abroad.

Streibert, former Mutual Broadcasting System president, pointedly said that the USIA's Voice of America has been "concentrating on acquiring kinescopes and films from domestic TV networks and independent producers for distribution abroad. "The co-operation from the industry has been excellent," he said.

"Thru this means, we are now servicing 18 individual television stations in 15 countries abroad with an hour and 15 minutes a week of diversified program material covering news, special events, historic and cultural subjects," he said, adding that about 1,500 prints of kinescopes and TV films and more than 200 individual documentary and cultural programs have been distributed by VOA-TV for overseas telecasting in the last two years.

Coincidentally, President Harold E. Fellows of the National Association of Radio and Television Broadcasters, addressing the Institute, cited commercial TV's progress in developing laudable programs and scored the notion that commercial telecasting can't do anything that educational TV does. The only difference between "commercial" and "educational" TV stations, said Fellows, is: "One says, 'we will entertain, we will inform, we will sell, we will teach.' The other says, 'we will teach.'"



ALL ROADS LEAD TO HOME

The "roads" that television travels, we mean.

Today the American home is unique in the world. Television keeps it rich with entertainment, information and new ideas.

The broadband transmission "roads" of television are complex, and expensive to build. But extension of facilities is going ahead in stride with industry requirements. Right now, more than half the nation's population could be reached through stations connected by the 50,000 channel miles of Bell System television network.



BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

ARE YOU MISSING THIS NEW BIG MARKET?

coin metered RENTAL TV



FOR HOTELS TOURIST COURTS MOTELS—RESORTS

METER-MATIC

COIN METERS DIRECT FACTORY SALES

GET THE COMPLETE PROFIT STORY—WRITE TODAY for Bulletin 44-P INTERNATIONAL REGISTER CO. 2626 W. Washington Blvd., Chicago 12, Ill.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

ZIV-TV

FAVORITE STORY I LED 3 LIVES
BOSTON BLACKIE CISCO KID
STORY THEATRE YOUR TV THEATRE
TIMES SQUARE PLAYHOUSE

1529 Madison Road • Cincinnati 6, Ohio
NEW YORK HOLLYWOOD

GIRL MUSICIANS WANTED

All Girl Western Show featuring top entertainers needs Girl Musicians. Above average salary, steady work. Send picture, references and available date.

BOX D-33

c/o The Billboard Cincinnati 22, O.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

EDITORIAL

Gloomy Gus, Begone!

Practically every form of business enterprise has its share of doom-shouters, moaners and pessimists, and, unfortunately, even as new a field as the TV film industry is not immune from invasion by these purveyors of gloom.

Just in case our position has not been made clear by our past coverage of the film business, this may be a pretty good time to re-state it: We think it's going to keep on getting bigger and better for more and more people.

The reason for even re-stating this position is merely that we are tired of hearing recently from a few individuals, and reading elsewhere, that TV film will shortly be, if indeed it is not already, a closed corporation, dominated by two or three giants. Happily, the facts clearly refute these ancient "men separated from the boys" and the "giants will swallow the pygmies" quibbles.

True, the sounder and more imaginative firms will prosper in direct proportion with the benefit they pass on to the people who do business with them. By the same token, the fly-by-nights and promoters, unless they perform a real service, are bound to eliminate themselves.

Changes Constant

But TV film is a creative and flourishing field, perhaps one of the last outposts—at least in the show business—where a relatively new firm can jump in and establish itself as a major factor almost overnight. Thus, while it is true that three comparatively large firms have folded within the past six months (United Artists-TV, PSI-TV and Tele-Pictures), six outfits of even larger proportions have broken into the top distributor ranks.

Stories in this and previous issues have related the development of such firms as National Telefilm Associates, Telefilm Enterprises, Cinema-Vue, Minot, the TV arm of General Tele-radio and the resurgence of the Joe Harris group. That organizations of this caliber can still jump into this field—and we are sure that there will be others in the months ahead—is clear evidence that a vital, healthy competitive situation exists.

That's why we've become a little tired of the moaners who continue to look under every available rock in the fear and hope of uncovering a new sign of despair. We just want to reassure our readers that altho we will continue to assess new developments realistically and practically, there's no danger that we'll join the woeful willies.

Agent Forms \$5 Mil Telefilm Enterprises

Wicks Syndicate Will Distribute and Help Finance Product of Independents

NEW YORK, April 10.—Charles Wick, veteran talent agent, launched into the TV film syndication business this week with a new company to be known as Telefilm Enterprises. The firm is said to be backed to the tune of \$5,000,000.

Bud Austin, who resigned this week as national sales director of Official Films, will be general manager and sales director of Telefilm Enterprises. Wick himself does not intend to take on operating responsibilities in the new firm.

Wick plans to have Telefilm operate in foreign distribution as

well as domestic. He opened a London office last week with John Larkin, former 20th Century-Fox producer-director-writer, in charge. The foreign operation, according to Wick, will consider handling other product in addition to TE's and will aim at theatrical bookings of TV films, as well as TV sales.

Offers First Show

Telefilm's first show is "Fabian of Scotland Yard," which it has on a straight distribution arrangement. Wick has had the U. S. rights to the series for some time. It is being produced in

(Continued on page 10)

Comet to Distribute 26 Dubbed French Films

NEW YORK, April 10.—A group of 26 French pictures will be brought into TV distribution in the coming months by Comet Television Films, Inc. Comet signed a deal this week with Intercontinental Television to obtain the films with dubbed English sound tracks. Intercontinental has the rights to over 100 French pictures. The selection of titles to be distributed by Comet will be made one at a time.

The first picture, delivered this

week, was "Jenny Lamour," starring the late Louis Jouvet and Suzy Delair. Comet, it is understood, will not sell the French feature films as an integrated package, but will intermingle them with its American and British, of which it has over 30, in-

(Continued on page 7)

Guild Contracts Frankie Laine

NEW YORK, April 10.—Guild Films this week came up with its second new musical property, Frankie Laine, within the space of a month. Guild already has contracted to produce a musical half hour starring Florian Zaubach, which gets into production almost immediately.

In conjunction with Laine, Guild is producing another half hour vidfilm series, along the lines of an intimate revue, featuring the top recording vocalist.

The show will use some variety acts and a small line of girls.

Shooting will begin May 1 in Hollywood for a September 1 release.

Comet's 'Giveaway' Offer to UHF Stations Stuns Trade

NEW YORK, April 10.—UHF television stations this week were offered all product of Comet Television Films at whatever price they can afford to pay. The offer, made by Comet chief Oliver Unger, is geared to enable struggling UHF outlets to program film shows without going deeper into the hole.

The Comet offer, made in a letter mailed last Friday (2), indicated that Unger would be satisfied with any token payment, if a station was sufficiently pressed for hard cash. Unger indicated that many UHF outlets previously had invested their total film programming budget in series and catalogs which had not paid off sufficiently in audience and/or sales to get them over the hump. Now, needing additional salable material, such stations simply do not have the budget to meet even the low prices which distributors generally are quoting to UHF stations.

Comet is offering some 35 feature films, including the top rated "DOA" and "Champagne for Caesar," about 300 five-minute segments, including "Health and Happiness Club" and "MD," and the new half-hour series, "Holiday," which has Joan Fontaine, Ida Lupino and Edmond O'Brien as narrators.

The effect of the Comet offer could not be immediately appraised. But by the end of this week Comet had received more than a dozen responses praising

the offer and asking for Comet's catalog.

Move a Surprise

In distributor circles, word of Comet's move came as a surprise. Only this week a number of the distributors, not including Comet, took steps to give joint consideration to the UHF payments problem. Just how many UHF's in all have been defaulting on their film bills could not be learned. But even distributors who claim to have been stuck

(Continued on page 10)

Film Distrib Group Holds Initial Meet

NEW YORK, April 10.—The initial meeting Monday (5) of the first industry organization of film distributors was conducted by Ed Grossman, controller of Guild Films, who invited the distributors to meet and talk over joint problems, and it featured a discussion about the mutilation of prints by stations.

It was felt that careless handling by inexperienced station help who cut up the film for commercials has resulted in ruining many of the prints. Since prints are such a costly part of the business, especially in small markets which pay so little for their vidfilms, it is believed by many distributors that some steps should be taken to remedy the situation.

There was also some discussion about financial problems, mainly

in UHF markets. This problem bulks large, for most of the UHF's pay their bills, and there are only a few delinquents. In most cases, they can be dealt with by extending them some time.

The distributors also felt that it would be valuable for them to analyze the stations' problems, and to co-operate with stations to work out joint difficulties.

It was also the consensus that the distributor representatives should talk to their top management, some of whom were not present, about the organization. After each distributor has decided exactly what the focus and the function of the syndicators organization should be, they are each to send in reports which Grossman is to analyze.

He is then to present the gist of these reports to the next meeting.

March of Time Goes to NBC In Record Deal

Stock Film Library Of 15,000,000 Feet Sold by Luce Firm

NEW YORK, April 10.—The largest buy of film footage in the history of TV, an estimated 10 to 15 million feet, was consummated this week when the NBC Film Division took over the "March of Time" library for sales and distribution. Several parties had been bidding for the library for some time and Henry Luce, the owner, had said it was not for sale. NBC reportedly paid a stiff price.

The addition of the MOT footage to the NBC library of 15,000,000 feet will give the film division of the network a total of footage in the neighborhood of 30,000,000, one of the largest such libraries available.

The footage will be leased not only to TV producers but also to motion picture companies and any other organization that requires documentary and stock film. The NBC library, which goes back to 1940, will now contain coverage of national and international events back to 1934. The arrangement with MOT becomes effective May 1.

The sale of the MOT library marks the end of the Luce empire's foray into the production of film, both for theatrical and TV distribution. Luce is now the owner of several video stations and it is expected he will continue in that end of the business. He is said to be seeking more stations for purchase.

FILM-DISK COMBO

Hubbard Sells TV Pix To Go With D.J. Wax

CHICAGO, April 10.—A new type of TV disk jockey show in which film clips are screened to accompany the spinning of disks has been sold to WOKY-TV, Milwaukee, by Chicago disk jockey Eddie Hubbard, thru his newly formed firm, Hubbard Enterprises, Glenview, Ill. The firm is currently dickering with WGN-TV, Chicago, reportedly about set to air the show as a late night feature. Five other markets are also negotiating for the show.

The film clips have been shot over the past two years by Hubbard himself, a former photographer. Clips and scenes are designed to fit with the playing of more than one record. An example of this is a scene showing a man in a downhearted and lonely three-minute sequence, which could be viewed as any of the following records are being played: "Downhearted," "I Get So Lonely," "Sentimental Me," etc.

Hubbard has designed the clips to run an average three minutes, with the final scene designed so that it may be faded out anywhere from 2:45 to 3 minutes. This feature allows the film to be timed exactly with records of varying length.

Eddie's wife, Jacki, who works with him on his deejay shows, is a partner in the firm. The first pilot films were delivered to WOKY-TV several weeks ago.

KTTV Buys TV Rights to 12 'Holmes' Films

HOLLYWOOD, April 10.—KTTV has become the first purchaser of TV rights to the "Sherlock Holmes" series of theatrical films starring Basil Rathbone and Nigel Bruce and which were produced at Universal-International Studios. Station bought the block of 12 features from Motion Pictures for Television, Inc., immediately after they were made available for the first time yesterday (9).

The movies, some of which were filmed as recently as 1946, are set for programing early in May. Titles of the movies, most recent to be made available to TV, include "Sherlock Holmes in Washington," "Sherlock Holmes and the Secret Weapon," "Dressed to Kill," "Sherlock Holmes and the Voice of Terror," "The Scarlet Claw," "Sherlock Holmes Faces Death," "Spider Woman," "The Pearl of Death," "House of Fear," "The Woman in Green," "Pursuit to Algiers" and "Terror by Night."

Richard A. Moore, vice-president and general manager of the station, represented KTTV in the negotiations, assisted by Robert Breckner, program director, and Dick Woollen, film director. John Cole, Western manager, represented MPTV.

MINOT ALL OVER THE FIELD

Coup Effected by Deals With United, MPA Creates 170-Man Sales Staff

NEW YORK, April 10.—Amid the constant striving of TV film distributors to augment their sales staffs in pace with the ever expanding market, Minot TV, Inc., this week broke into the field with a sales organization totaling approximately 170 men. This is estimated to be about three times that of the largest outfit in the field so far.

The coup is being effected by a deal Minot is making with two of the largest producers of theatrical commercials whereby Minot will have the services of their already operating corps of resident salesmen.

Minot, which has been in the process of formation for the past two months, is headed by Charles Amory, who resigned on April 1 as West Coast sales vicepee of

Pathe Laboratories, Inc. Amory intends to operate Minot as a distribution company only. He said Minot will handle shows for a "normal" commission.

Now Shooting

Minot is handling only one series so far, the Hank McCune show, which McCune's own firm, Video Pictures, Inc., has before the cameras in Hollywood right now. Amory said that four other properties are now under consideration.

The two outfits from which Minot will get its salesmen are United Film Service, Inc., of Kansas City, Mo., and Motion Picture Advertising Service Company, Inc., of New Orleans. They are sister corporations in that they have cross directorships and share sales staffs.

The president of United, which has been in business since 1918, is C. Hardy Hendren, who is also a vicepee of MPA. The president of MPA, which has been in business since 1921, is C. J. Mabry, who is also a vicepee of United.

Hendren was in New York this week to close United's deal with Minot. Mabry is due to sign MPA's deal in New Orleans early next week. Hendren is leaving for Europe next week for a vacation, during which he expects to look into production in Rome.

Branch Offices

United has branch offices in Cleveland, Detroit, Chicago and San Francisco, and generally handles Northern sales for both companies. MPA has branches in Atlanta and New York, and general-

(Continued on page 10)

U. S. OFFERED 1,000 SHORTS FROM ITALY

IFE Negotiates With Distributors to Handle Sales Here of English-Narrated Films

NEW YORK, April 10.—Close to 1,000 Italian shorts will be marketed to American TV stations beginning next season by Italian Film Export. IFE, headed by Ralph Serpe, is currently negotiating with several TV film distributors to handle sales here.

The films, originally narrated in Italian, will be provided with an English narration track for their American TV showings. According to Serpe, the shorts will be marketed in three ways: (1) Some will be put into a 39-episode half-hour series that will be narrated by Frank Gervasi, American foreign correspondent; (2) others will be sold in package form as is (except for the new English sound track) for use on an annual basis or for limited number of runs; (3) material from the shorts will be rented as stock footage.

The IFE move is merely one of several designed to bring Italian producers and films into a more active role in American TV. Twenty-six Italian features obtained thru IFE are currently being marketed with considerable success to American TV stations by Jules Weill. Fifty-two more are being readied for distribution by Weill this fall.

Among IFE's moves to expand its American TV activities is one by which it has arranged for Thetis Films, an Italian production outfit, to produce six TV color film series in English for the American market. These se-

ries would be shot in conjunction with six features that Thetis is co-producing with Robert Goldstein for American theaters.

Serpe also disclosed that IFE is acting as purchasing agent of American TV films for Italian TV stations. IFE will dub the American films into Italian for showing in Italy, where three stations are currently on the air with four more soon to come.

'Lone Wolf' 400G Sales In 10 Areas

HOLLYWOOD, April 10.—At the end of the first week of sales, 10 major markets have purchased Gross-Krasne Productions' latest telefilm series, "The Lone Wolf," from United Television Programs, Inc., the business amounting to nearly \$400,000, according to Wynn Nathan, vice-president in charge of sales.

Stations have bought "Lone Wolf" without waiting for a sponsor in many cases," Nathan said. He attributed the sales activity to a "complete pre-selling job" thru merchandising, sales promotion, advertising and point-of-purchase planning offered buyers. (See separate story.)

Stations purchasing the Louis Hayward starring vehicle include KRON, San Francisco; KNAC, Boston; KOOL, Phoenix, Ariz.; KGGM, Chevrolet dealers, Albuquerque, N. M.; KBOI, Boise, Idaho; KSL-TV, Seattle; KING-TV, Seattle; KTNJ, Milwaukee, and Griesediek Beer, KSD, St. Louis. The series is offered on a 39-show, 52-week basis only, and is sold exclusively on a syndication basis to regional and local markets.

The series makes its debut over KTTV here tonight.

UTP Clients Offered New Sales Helps

HOLLYWOOD, April 10.—A fully integrated sales promotion and advertising campaign, including point of purchase material, has been launched for its syndicated properties by United Television Programs, Inc. The plan, according to executive veepee Lee Savin, includes assistance in the acquisition of time slots, bringing together sponsor and station, tie-ins, and production of commercials.

UTP is furnishing the aids at cost, with the distributing company dealing direct with manufacturers. Local or regional sponsors will be able to order, at cost, as much or as little of the material as is needed to fill individual requirements. The plan is being inaugurated with the Gross-Krasne "Lone Wolf" series, starring Louis Hayward, using ad mats, 24-sheets, snipes, broadsides, placards, streamers, truck bumper strips, car cards, and labels for sponsors' products. The plan also includes merchandise to be used as premiums, prizes, gifts or for sale, the items including jewelry, glassware, stationery and kiddie goods.

The campaign will also be applied to UTP's handling of "Waterfront," Preston Foster starrer, with the next slated to be "Where Were You," Ken Murray's series, which is set for fall sale.

Guild Loses Two Execs

NEW YORK, April 10.—Both Barney Goldman, sales director of Guild Films, and John Alicoate, assistant to Reub Kaufman, head of the firm, resigned their posts this week. Goldman's future plans have not been disclosed. Alicoate joins the Tee Vee Company in an executive capacity. Goldman has not, as yet, been replaced. Some of Alicoate's duties, however, will be taken over by Charlie Ross, who last week joined Guild Films.

103 Features Sold to KNBH

HOLLYWOOD, April 10.—KNBH, the NBC outlet here, this week purchased 103 motion pictures, including 57 first-run-for-TV movies, for airing commencing April 15. Purchases were made from Unity TV Corporation, Sterling TV Company and Jack Broder.

The first runs include 20 Charlie Chan features, 20 Westerns starring Gary Cooper, Ann Sheridan, Alan Ladd, Randolph Scott, John Wayne, Robert Cummings and Buster Crabbe, and 17 European films. The remainder of the pictures star such well-known performers as Jeff Chandler, Kent Taylor, Paul Kelly, William Gargan, Peggy Knudsen, Dana Andrews, Richard Conte, John Ireland, Wayne Morris, Rhonda Fleming and Randolph Scott.

The programs will be seen on "Frandsen's Features" at 1 p.m. during the week and at 11:20 p.m. on "Late Date at the Movies," both programs being hosted by Tom Frandsen.

TPI Picks Sales Agent

NEW YORK, April 10.—Television Producers, Inc., this week appointed the William Morris office sales agent for its TV film adventure show on the Marine Corps. TPI has named the show "Resolute." The pilot was shot last month in Quantico, Va. The price tag on it is said to be \$19,500.

BLINKY COLOR OFFERED FREE

NEW YORK, April 10.—In a move to help stations pioneer local color programming, Blinky Productions here is offering to provide, gratis, color prints of its 15-minute TV film kid series, "The Adventures of Blinky," to any station carrying the series on black and white. The series is currently sponsored in several markets across the country by Amazo Instant Dessert.

In making the offer, Blinky exec Murray King points out that it cost the firm around \$1,000 extra per episode to shoot the series in color, but he expects the gamble will pay off, now that color TV is nearly under way. There are 26 Blinky color shows in the can, and production on another 26 color films starts this month.

THE BILLBOARD SCOREBOARD

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

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

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

All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations, when

designated by an asterisk (*), are UHF outlets.

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

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

MIAMI 3 STATIONS

6 p.m. to Sign-Off—Monday thru Sunday

52.1...	LITTLE THEATER—Drama—Tee Vee.....
48.8...	RACKET SQUAD—Adv.—ABC Film.....
48.8...	FAVORITE STORY—Drama—Ziv TV.....
46.3...	FOREIGN INTRIGUE—Adv.— J. W. Thompson.....
46.3...	LIBERACE—Music—Guild Films.....
35.0...	I LED THREE LIVES—Adv.—Ziv TV.....
25.4...	GREATEST DRAMA—Docum.— Gen'l Tele-Radio.....
2.9...	BOSTON BLACKIE—Mys.—Ziv TV.....
1.7...	VICTORY AT SEA—Docum.—NBC Film.....
1.7...	ORIENT EXPRESS—Drama—Nat'l Telefilm.....
1.7...	THE VISITOR—Drama—NBC Film.....
1.3...	CITY DETECTIVE—Mys.—MCA-TV.....
0.8...	CRUSADER RABBIT—Child.— Consolidated TV.....
0.8...	FRONT PAGE DETECTIVE—Mys.— Consolidated TV.....
0.4...	BIFF BAKER, USA—Adv.—MCA-TV.....
0.4...	DANGEROUS ASSIGNMENT—Adv.— NBC Film.....
0.4...	ART LINKLETTER AND THE KIDS— Comedy—CBS Film.....
0.4...	D. FAIRBANKS PRESENTS—Drama— NBC Film.....
0.4...	RINGSIDE WITH RASSLERS—Sports— Consolidated TV.....

WTWJ—M—7:45-8:00	52.5...
WTWJ—S—7:00-7:30	49.8...
WTWJ—M—9:30-10:00	50.1...
WTWJ—S—9:00-9:30	52.1...
WTWJ—Th—7:00-7:30	49.0...
WTWJ—T—10:30-11:00	35.0...
WTWJ—F—7:00-7:15	27.1...
WITV*—Th—9:00-9:30	48.3...
WFTL*—Su—6:00-6:30	24.0...
WITV*—W—9:00-9:30	50.7...
WFTL*—Th—8:00-8:30	44.2...
WITV*—M—9:30-10:00	50.1...
WFTL*—M to F—6:00-6:05	11.3...
WFTL*—W—8:30-9:00	63.5...
WFTL*—M—9:30-10:00	50.1...
WFTL*—S—8:00-8:30	67.2...
WITV*—Su—6:30-6:45	26.2...
WFTL*—Th—9:00-9:30	48.3...
WFTL*—S—11:00-12:00	25.4...

News Caravan	0.4
Southernaires	1.0
City Detective	1.3
Saturday Night Fights	5.0
Gold Coast Theater	2.5
Sports Final, Evening Theater	0.4
Gold Coast Theater	—
Lux Video Theater	—
Omnibus	—
Strike It Rich	—
Masquerade Party	—
Favorite Story	—
Science Snapshots, Others	—
Godfrey and Friends	—
Favorite Story	—
Jackie Gleason	—
Musical Marionettes	—
Lux Video Theater	—
Place the Face, Medallion Theater	—

Sign-On to 6 p.m.—Monday thru Friday

34.0...	WILD BILL HICKOK—West.—Kellogg Co....
31.7...	SUPERMAN—Adv.—Kellogg Co....
27.2...	ANNIE OAKLEY—West.—CBS Film.....
25.8...	RANGE RIDER—West.—CBS Film.....

WTWJ—T—5:15-5:45	37.1...
WTWJ—F—5:15-5:45	34.2...
WTWJ—M—5:15-5:45	30.1...
WTWJ—W—5:15-5:45	27.9...

Uncle Dan	2.3
Uncle Dan	1.9
Uncle Dan	1.9
Uncle Dan	1.5

Sign-On to 6 p.m.—Saturday and Sunday

20.0...	CAPTAIN MIDNIGHT—Adv.—Wander Co....
17.1...	JOHNNY JUPITER—Child.— Hawley & Hoops Co....
3.3...	HOPALONG CASSIDY—West.—NBC Film....

WTWJ—S—10:30-11:00	20.0...
WTWJ—S—11:30-12:00	17.1...
WFTL*—Su—5:00-6:00	25.4...

None	—
None	—
Omnibus	—

CINCINNATI 3 STATIONS

Sign-On to 6 p.m.—Saturday and Sunday

16.7...	13.6...	COWBOY G-MEN—West.—United Artists TV.
14.5...	16.9...	CAPTAIN MIDNIGHT—Adv.—Wander Co....
7.9...	5.9...	DANGEROUS ASSIGNMENT—Adv.— NBC Film.....
7.3...	8.9...	FLASH GORDON—Adv.—MPTV.....
3.9...	6.4...	ANNIE OAKLEY—West.—CBS Film.....
2.7...	3.7...	JOHNNY JUPITER—Child.— Hawley and Hoops.....
2.7...	—	ANIMAL TIME—Child.—Sterling TV.....

WCPO—Su—1:30-2:00	20.6...
WCPO—Su—1:00-1:30	17.3...
WLW-T—S—5:30-6:00	113.3...
WCPO—Su—4:30-5:00	24.9...
WLW-T—Su—2:30-3:00	12.9...
WLW-T—Su—2:00-2:30	12.1...
WCPO—S—10:15-10:30	6.3...

Sunday Matinee	2.4
Sunday Matinee	—
Corn Husker Jamboree	—
Zoo Parade	—
Queen City Theater	—
Queen City Theater	—
TV Story Hour	—

6 p.m. to Sign-Off—Monday thru Sunday

37.0...	35.7...	I LED THREE LIVES—Adv.—Ziv TV.....
30.9...	20.0...	CITY DETECTIVE—Mys.—MCA-TV.....
24.5...	28.2...	CISCO KID—West.—Ziv TV.....
23.3...	22.5...	HEART OF THE CITY—Drama—UTP.....
20.3...	17.3...	LIBERACE—Music—Guild Films.....
17.4...	—	KENT THEATER—Drama—P. Lorillard Co.
16.4...	23.4...	TIMES SQUARE PLAYHOUSE— Drama—Ziv TV.....
15.0...	16.9...	WILD BILL HICKOK—West.—Kellogg Co....
14.6...	17.9...	BADGE 714—Adv.—NBC Film.....
14.3...	18.9...	SUPERMAN—Adv.—Kellogg Co....
12.8...	12.1...	FOREIGN INTRIGUE—Adv.— J. W. Thompson.....
12.6...	11.8...	TELENEWS DAILY—News—INS.....
12.1...	—	TELENEWS DAILY—News—INS.....
10.4...	8.9...	LIFE WITH ELIZABETH—Comedy— Guild Films.....
10.0...	10.0...	BOSTON BLACKIE—Mys.—Ziv TV.....
7.3...	7.3...	TEXAS WRASSLIN'—Sports—Sportatorium.....
5.1...	4.3...	HALF HOUR THEATER—Drama— Sterling TV.....
3.6...	3.6...	MAD. SQ. GARDEN HIGHLIGHTS— Sports—Du M.....

WLW-T—Th—8:30-9:00	67.3...
WKRC—M—9:30-10:00	64.8...
WCPO—Su—6:00-6:30	34.2...
WKRC—W—9:00-9:30	69.3...
WKRC—S—7:00-7:30	54.6...
WLW-T—W—10:30-11:00	41.6...
WLW-T—F—9:30-10:00	62.4...
WLW-T—Su—6:30-7:00	39.3...
WLW-T—M—10:30-11:00	48.0...
WKRC—W—6:00-6:30	33.4...
WCPO—F—8:30-9:00	62.4...
WLW-T—Su to Th— 11:00-11:15	29.5...
WLW-T—F—11:30-11:45	20.2...
WCPO—M—8:30-9:00	73.7...
WLW-T—T—10:30-11:00	43.9...
WCPO—M—9:00-9:30	78.3...
WCPO—S—9:30-10:00	59.2...
WKRC—W—6:30-7:00	22.3...

Four Star Playhouse	19.4
Robt. Montgomery Presents	22.1
Meet the Press	5.5
Kraft TV Theater	33.3
Midwestern Hayride	31.6
Blue Ribbon Bouts	18.6
Our Miss Brooks	44.5
Roy Rogers	17.3
Studio One	16.8
All Star Movie	—
Life of Riley	—
Front Page News	—
Home Theater	—
Godfrey's Talent Scouts	—
Name's the Same	—
I Love Lucy	—
My Favorite Husband	—
All Star Movie	—

DAYTON 2 STATIONS

Sign-On to 6 p.m.—Saturday and Sunday

16.1...	13.3...	CAPTAIN MIDNIGHT—Adv.—Wander Co....
11.6...	8.7...	DANGEROUS ASSIGNMENT—Adv.— NBC Film.....
9.1...	7.9...	ANNIE OAKLEY—West.—CBS Film.....
2.0...	2.3...	JOHNNY JUPITER—Child.—Hawley & Hoops.

WHIO—S—10:00-10:30	23.5...
WLW-D—S—5:30-6:00	23.0...
WLW-D—Su—3:00-3:30	17.8...
WLW-D—S—2:00-2:30	19.5...

Pinky Lee	5.8
Western Theater	—
Sunday Matinee	—
Saturday Matinee	—

6 p.m. to Sign-Off—Monday thru Sunday

27.5...	34.3...	KIT CARSON—West.—Kellogg Co....
26.0...	25.9...	I LED THREE LIVES—Adv.—Ziv TV.....
23.0...	23.4...	LIBERACE—Music—Guild Films.....
21.8...	32.2...	SUPERMAN—Adv.—Kellogg Co....
20.1...	26.5...	WILD BILL HICKOK—West.—Kellogg Co....
18.8...	20.0...	BADGE 714—Adv.—NBC Film.....
18.8...	—	DEATH VALLEY DAYS—West.— Pacific Borax.....
18.2...	20.0...	BOSTON BLACKIE—Mys.—Ziv TV.....
17.3...	15.2...	MY HERO—Comedy—Official Films.....
15.1...	17.5...	TIMES SQUARE PLAYHOUSE— Drama—Ziv TV.....
15.0...	24.3...	CITY DETECTIVE—Mys.—MCA-TV.....
12.7...	—	SPORTS SPOT—Sports—Tel-RA.....
9.3...	12.7...	FOREIGN INTRIGUE—Adv.— J. W. Thompson.....
9.1...	14.0...	THE VISITOR—Drama—NBC Film.....
6.3...	11.2...	LIFE WITH ELIZABETH—Comedy— Guild Films.....

WLW-D—Su—6:00-6:30	40.8...
WHIO—T—9:00-9:30	64.7...
WHIO—Th—7:30-8:00	55.5...
WLW-D—F—6:00-6:30	28.8...
WLW-D—W—6:00-6:30	29.7...
WLW-D—M—10:30-11:00	47.0...
WHIO—M—7:00-7:30	32.9...
WLW-D—W—10:30-11:00	41.7...
WHIO—W—7:00-7:30	34.3...
WLW-D—F—9:30-10:00	65.7...
WHIO—F—10:30-11:00	52.1...
WHIO—W—10:45-11:00	38.1...
WLW-D—T—10:30-11:00	37.9...
WLW-D—M—7:00-7:30	32.9...
WLW-D—Th— 10:30-11:00	35.7...

TV Hour	8.5
Fireside Theater	31.7
Dinah Shore, News Caravan	26.5
Barker Bill, Captain Video	3.5
Western Theater, Captain Video	2.0
Studio One	23.1
The Visitor	9.1
Blue Ribbon Bouts	18.2
Hollywood Star Theater	12.5
Our Miss Brooks	—
Cavalcade of Sports	—
Boston Blackie	—
Name's the Same	—
Death Valley Days	—
Place the Face	—

HARTFORD

2 STATIONS

Table with columns: March Last ARB Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use, Top Rated Opposition, ARB Rating. Includes programs like CAPTAIN MIDNIGHT, JOHNNY JUPITER, ART LINKLETER AND THE KIDS.

LOS ANGELES

7 STATIONS

Table with columns: March Last ARB Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use, Top Rated Opposition, ARB Rating. Includes programs like LOOK PHOTO QUIZ, GENE AUTRY, ROCKY JONES, SPACE RANGER, CISCO KID.

Sked TV Film Study At NARTB Chi Meet

WASHINGTON, April 10.—A study of the growing market for TV film will be among top features on the agenda of the annual convention of the National Association of Radio and Television Broadcasters in Chicago, May 23-27.

mittee, will preside at the Wednesday afternoon "Standards for Better Broadcasting" session. The first section of this meeting will deal with television, the second with radio.

The Radio Pioneers dinner will be staged Wednesday evening, and a Radio Pioneers' award will be presented Paul W. Morency, WTIC, Hartford, Conn. William Hedges, NBC, is chairman of the Radio Pioneers Awards Committee.

On Thursday, a two-hour sales clinic under auspices of the Broadcast Advertising Bureau will be featured from 2:15 to 4:15 p.m. The annual convention banquet will be held that night.

The joint management-engineering session and workshop that day, besides dealing with TV film marketing, will cover "The Importance of Radio in Television Areas Today—a Further Analysis of the Politz Study."

The sports question will dominate the Wednesday morning, May 26, agenda, with George Higgins, KMCA, Kansas City, Mo., chairman of the NARTB Sports Committee, presiding. This session will include panel discussions featuring leading sports authorities and broadcasters.

Hygo Sells 34 'Big 10' Films To WCBS-TV

NEW YORK, April 10.—Hygo Television Films, Inc., this week wrapped up its first sale on its "Big Ten" feature films, which it recently acquired from Chesapeake Industries. Hygo sold 34 pictures in all to WCBS-TV here on a multiple-run deal extending over more than a year beginning May 1.

Hygo also closed a deal with Carroll Pictures, Inc., for the theatrical distribution of the "Big Ten." Carroll will franchise regional distribution organizations to handle the package, and Hygo retains the right to approve theatrical sales.

Aside from the "Big Ten," WCBS-TV took 18 first-run British pictures out of Hygo's Argyle group, and six second-run Argyle films, including "Night Train."

Reed to New York For Sales Confabs

HOLLYWOOD, April 10.—Telefilm producer Roland Reed, head of the production firm bearing his name, this week flew to New York where he will engage in sales conferences for "Waterfront" and "Rocky Jones, Space Ranger" series. He also will discuss with agencies additional new properties, as well as engage in business regarding commercial and industrial film. While in New York he will stay at the Hampshire House.

Comet

Continued from page 5

cluding "DOA" and "Champagne for Caesar." Quite a number of French pictures have been in the hands of TV distributors for some time. Motion Pictures for Television, Inc., and Hygo Television Films, Inc., are known to have several such films, many of which did well in the art theaters. But none of these has ever been dubbed, and only occasional big-city sales have been made on them.

WNBT's "Panic"

WNBT here booked "Panic," starring Vivien Romance and Michel Simon, from MPTV recently, with the original French sound track and English sub-titles. WNBT slotted the picture late Saturday night.

While a few feature films with dubbed English dialog are included in some of the larger catalogs, no concerted effort was ever made to sell dubbed foreign films until Jules Weill launched the Fortune Feature package of 30 Italian pictures last fall. Intercontinental is headed by Marty Poll and Ed Gruskin. Comet's president is Oliver Unger, and sales director is Harold Goldman.

FILM COUNCIL HITS NARTB

Gold Criticizes Plan to 'Standardize' Contracts

NEW YORK, April 10.—The current attempt on the part of the National Association of Radio and Television Broadcasters to set up a standard contract form for distributor-station deals on feature films was criticized this week by Mel Gold, president of the National Television Film Council. NARTB's move will "standardize" rather than "standardize" feature film contracts, Gold maintains. The NTFC six years ago set up a standard feature film contract which is currently being used by many of the feature film distributors, including the industry's two major feature film firms, Unity Television Corporation and Motion Pictures for Television, he stated. "The NTFC contract is used in 85 per cent of all feature film sales. How much 'standardization' do you want? By coming up with

another 'standard' contract, the NARTB will confuse rather than clarify the issue," Gold declared. "According to Gold, the NARTB would be doing the industry a greater service if, instead of formulating a completely new contract, it used the NTFC contract as a base and revised or modernized it in any way that is found desirable.

The NARTB, in addition to its projected standard contract for feature films, is also planning to set up a standard contract for TV film series. The two contracts would differ inasmuch as feature films are sold mainly to stations whereas TV film series are often sold directly to advertisers. The NTFC, altho it had been considering the establishment of a standard TV film series contract, has done nothing up to now toward that end.

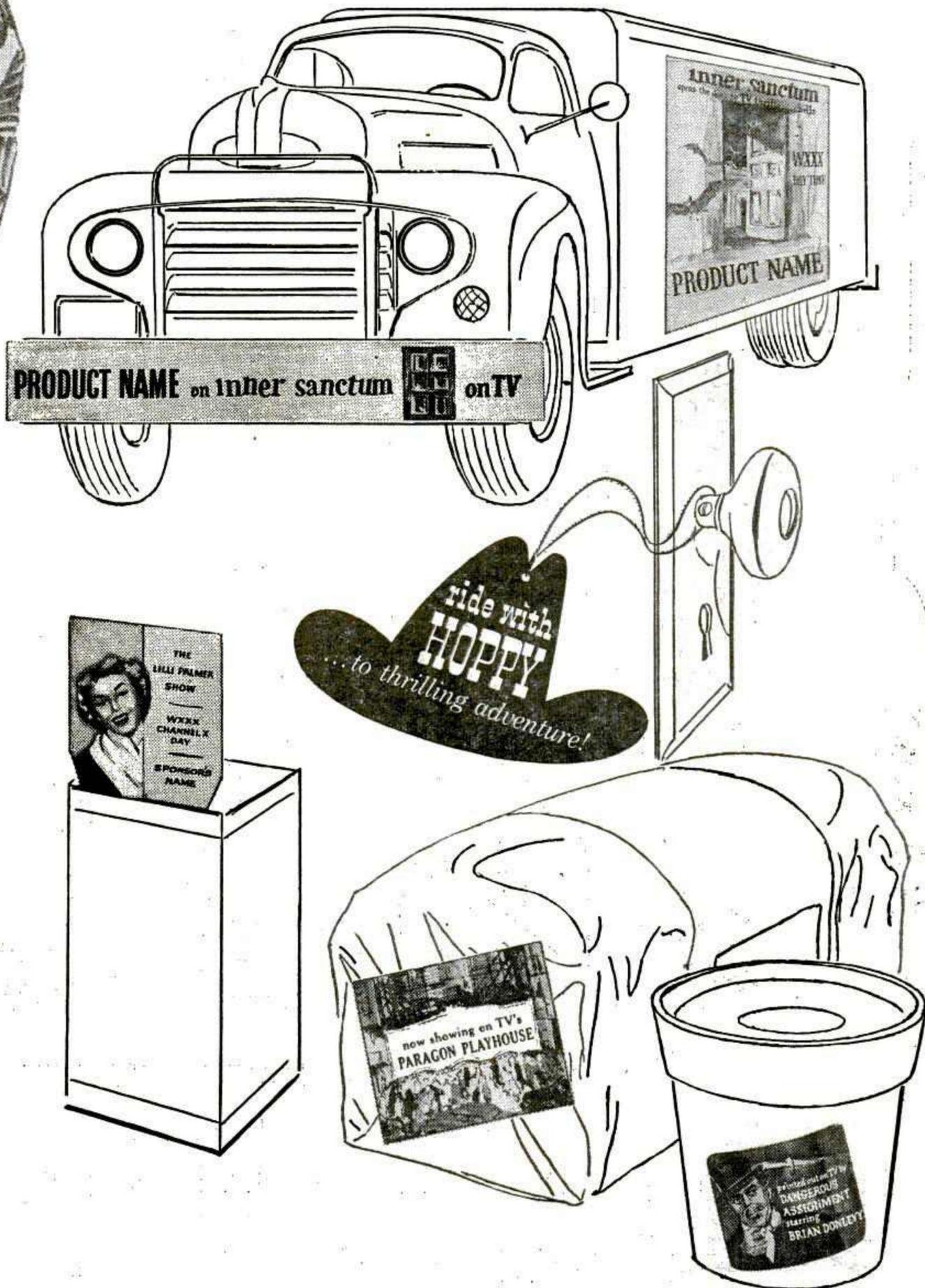
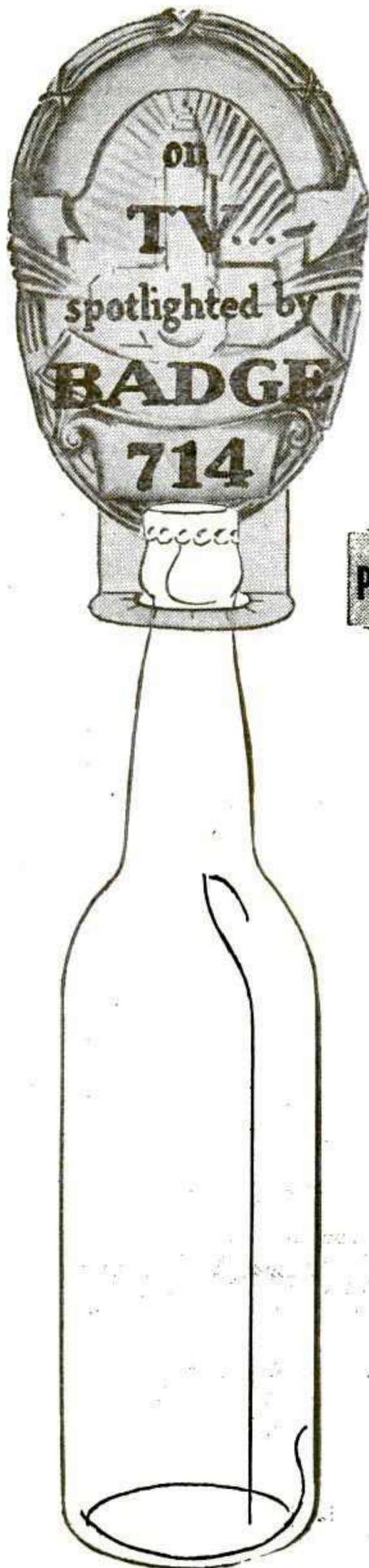
(Continued on page 10)

"SELLEVISION" . . . most powerful merchandising

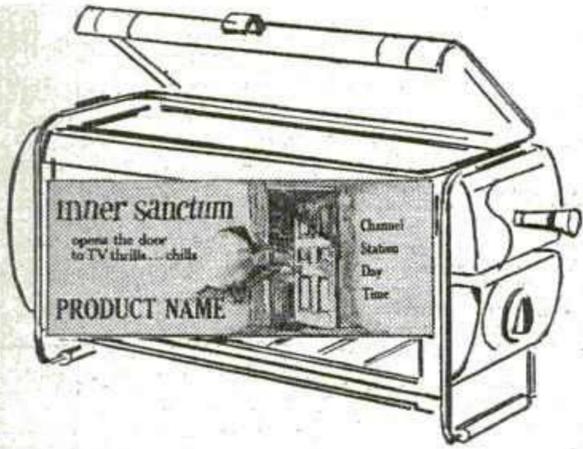
When your commercial's delivered, that's only the first step toward your sales. "SELLEVISION" is the all-important second step that bridges the gap—by merchandising—between your message and the cash register. Your commercial says, "Remember to buy me." "SELLEVISION" says, "You saw me on television . . . here I am!" Result? Many more sales than the unsupported commercials will produce. What's more, every "SELLEVISION" display piece serves as a constant reminder to passers-by to tune in your program, thereby

building more audience for your commercials. "SELLEVISION" keeps your program working for you right around the clock, seven days a week.

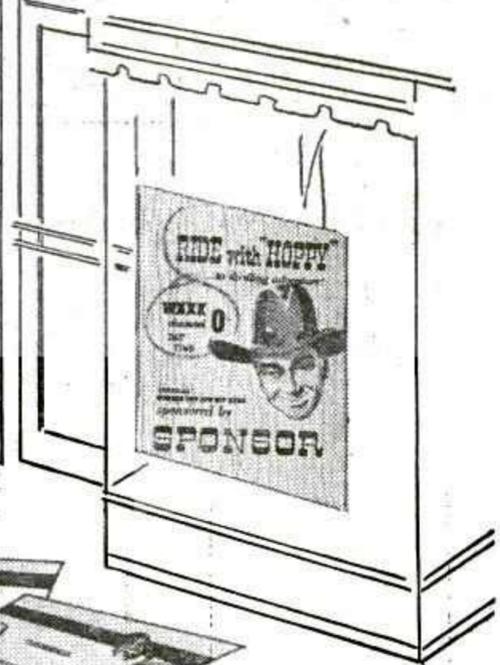
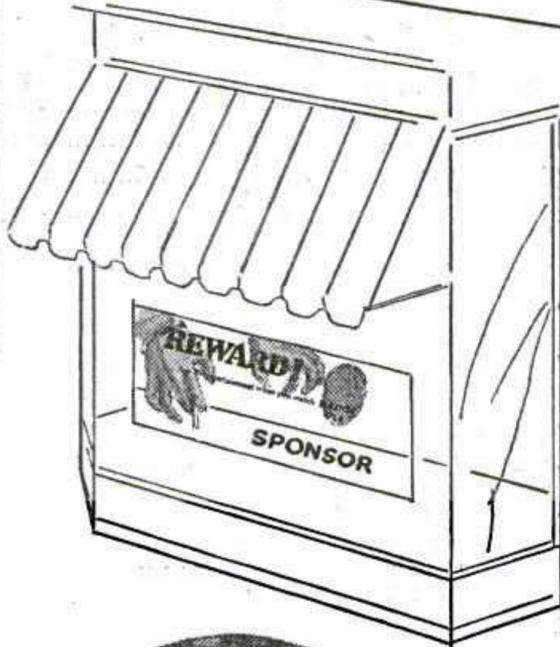
"SELLEVISION" is syndicated, like our programs, which means it is available to each sponsor at a fraction of the cost of preparation. The combination of an NBC FILM DIVISION quality program, plus the tremendous added service of "SELLEVISION", makes any local or regional sponsor as big and important an advertiser in his market as any national advertiser.



Service in syndicated TELEVISION!



PRODUCT MESSAGE



"SELLEVISION" includes the industry's largest collection of point-of-sale and other merchandising pieces, publicity, audience promotion, exploitation and advertising aids for every sponsor.

"SELLEVISION"...exclusive with

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, Royal York Hotel, Toronto

©1954 NBC FILM DIVISION

THE BILLBOARD SCOREBOARD

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

Continued from page 7

SAN FRANCISCO

3 STATIONS

Sign-On to 6 p.m.—Monday thru Friday

Table listing TV programs for San Francisco stations KGO, KRON, and KPIX during the 6 p.m. to 6 p.m. Monday-Friday sign-on period.

6 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for San Francisco stations KGO, KRON, and KPIX during the 6 p.m. to sign-off Monday-Sunday period.

Main table for San Francisco listing programs and ratings for stations KGO, KRON, and KPIX across various time slots.

BOSTON

2 STATIONS

Sign-On to 6 p.m.—Monday thru Friday

Table listing TV programs for Boston stations WNAC and WBZ during the 6 p.m. to 6 p.m. Monday-Friday sign-on period.

6 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Boston stations WNAC and WBZ during the 6 p.m. to sign-off Monday-Sunday period.

Main table for Boston listing programs and ratings for stations WNAC and WBZ across various time slots.

NBC's Program Policy

Continued from page 4

son's commercial always has been identified with a specific program or personality. This new concept ends such identification.

The basis of this concept, said Weaver, is that it gives for the first time to smaller advertisers what only the big fellows had during the heyday of network radio, and it is working for them.

Comet's Offer
with only two or three accounts receivable showed up at the meeting of distributors on Monday (5) and indicated continuing interest in this and other mutual problems that the group might take up (see other story this issue).

may be seen in the difference in reception from the giant sponsors now and just a few seasons ago. When "Today" started, Weaver said, he was almost thrown out of the office of a major advertiser for even suggesting they participate on the same program with other sponsors.

Horton Heads NBC Dept. of Information

NEW YORK, April 10.—Mike Horton this week was named director of NBC's department of information. He will expand the scope of its institutional activities and services to broad public groups and departments and divisions of NBC.

Agent Forms

London by Trinity Productions, in association with Anthony Beauchamp, who is the husband of actress Sarah Churchill. Beauchamp has completed 13 segments, and the next 26 are before the cameras now Star is Bruce Seton.

Telefilm will not set up its own production operation but will invest in independent production. Wick is flying to the West Coast next week to look into further production deals.

Austin is vacationing next week. On his return he will set up offices and begin hiring a sales staff. So far, Telefilm has engaged only Ralph Baruch, former Eastern sales manager for Consolidated TV Sales.

Minot All Over

ally supervises Southern sales. In addition to the more than 160 men these two outfits have under their wing, Amory will hire at least a half dozen men to cover New York and environs.

Minot's vice-president in charge of sales is Ellis Gordon, who is now heading Minot's Boston office. He will move to New York headquarters as soon as he has the New England coverage operating on its own steam, until which time Amory will head up sales.

The largest sales staff up to now, and still the largest "full-time" staff, is that of Ziv-TV. At the latest check, John Sinn, president of Ziv, claimed to have 66 men on TV alone. Ziv does not double up men on radio and TV.

At the press conference this week, however, Mickey Sillerman, executive vice-president of Television Programs of America, Inc., asserted TPA would have 50 men by the end of the year, which he claimed would be the largest staff. Sillerman is an ex-Zivite.

Amory, a relation of Robert R. Young, has been associated with Young's motion picture enterprises for the past several years. He was a veepee of Pathe Labs for two and a half years. Before that he was in charge of foreign sales for Eagle-Lion Pictures. He was also veepee in charge of Eagle-Lion Studios.

Gordon was head of New England sales for Eagle-Lion. He was also at one time a veepee of Italian Film Export. The secretary of Minot is Justin Golenbock.

The Hank McCune show is being shot with Telecraft Production facilities. There will be 52 half-hour segments in the series, all first run. The 13 segments that ran on NBC-TV some time ago will, according to Amory, not be packaged with the new series. Amory has already sold the show in a few top markets, including Chicago.

Giveaways

Continued from page 4

that giveaways are lotteries if the programs require that contestants for prizes must be watching or listening to the program. The FCC's right to make the rules was established in the lower court and wasn't at issue before the high court. The fact is that nobody was surprised at the Commission nor in industry circles.

Tests Continue On Disk Sales At Newsstands

NEW YORK, April 10.—Popular Science Magazine is continuing its series of experiments with the sale of popular hit records on newsstands, with Mercury's Patti Page recording "Cross Over the Bridge" currently on sale in test locations and the RCA Victor Tony Martin recording "Here" set for distribution during May.

Results of the first month's test with the Perry Como record "Wanted" will not be available for at least another 30 days, by which time any returns of unsold records will be counted. The abrupt change from Como to Patti Page highlights one of the major problems facing an operation of this type—timing.

Altho all three records thus far selected for the test are in the hit class, trade observers note that the Como "Wanted" disk was taken off the stands just as it became the nation's number one popular record. It is noted that the sale of the record in locations such as those being tested by Popular Science would ordinarily be expected to be greatest when the record reaches the top position—not while it is climbing up.

The choice of the Page record was made over a month ago, but the selection of Martin's "Here" as a test record has just been made after careful observance of its sales curve and in expectation that it should near the top by May 1.

Leroy Holmes Named Music Exec of M-G-M

NEW YORK, April 10.—Leroy Holmes has been named musical director of M-G-M Records, according to Harry Meyerson, the label's artist and repertoire chief. Holmes is already at his new post at M-G-M's New York offices.

Holmes has been on the M-G-M talent and arranging roster for some time, and the firm has issued many of his singles and albums. In addition he has been backing M-G-M vocalists on many records.

Originally an arranger for Harry James, Vincent Lopez and the Gordon Jenkins' radio show, Holmes came to the attention of M-G-M back in 1947 when he was the arranger on the label's first hit record, Art Lund's "Mam'selle."

B'way Music Sued for 100G By Eng. Firm

NEW YORK, April 10.—The British publishing firm of Francis, Day & Hunter, Ltd., asked for \$100,000 in damages from Broadway Music in a suit filed this week in United States District court here. At issue are synchronization rights to 78 songs, many of them among the most glamorous old standards in any catalog.

The British publisher claims that York Music, absorbed by Broadway in 1912, awarded

(Continued on page 29)

Dot Records Inks Term Pact With Fontane Sisters

NEW YORK, April 10.—The Fontane Sisters this week signed new recording contracts with Dot Records, according to Randy Wood, Dot's president. The girl trio had been with the RCA Victor label for some years. Dot plans some heavy promotion activity to hail the addition of the trio to the label's artist roster.

First Dot sides will be recorded in about two weeks and released early in May. The label also plans to issue a Fontane Sisters album shortly. The trio will, of course, continue its association with Perry Como on his regular television series.

'ONE GOD' TO DEBUT ON TV 'TOAST' SHOW

NEW YORK, April 10.—One of the most auspicious debuts ever accorded an album has been scheduled for Dave Kapp's "One God—the Ways We Worship Him." The album, just completed by Kapp, is scheduled to be performed in a condensed version on Ed Sullivan's "Toast of the Town" television program on Easter Sunday (18).

Sullivan will devote the second 30 minutes of his program to the performance. The album's regular running time is 52 minutes.

The original cast album will appear on the TV program. This includes Eddie Albert and the University Interfaith Chorale and a Columbia University Teachers' College group under the direction of Harry Robert Wilson.

Kapp has been setting his distribution. He just returned from a tour of key outlets including Boston, Detroit, Cleveland and Chicago. He goes to Washington shortly.

Victor Pacts Hamblen, Glenn

NEW YORK, April 10.—RCA Victor added two important names to its country and western roster this week when the firm signed Stuart Hamblen and Darrell Glenn. Both artists will be recorded shortly with the Hamblen sides due for a rush release, according to Steve Sholes, RCA Victor's c.&w. recording chief.

The acquisition of 18-year-old Glenn was accomplished after lengthy negotiations among RCA Victor, the signer's father, Artie Glenn, and Jack Comer, who heads the Valley music and record companies.

Lengsfelder Committee Loses Six Members

NEW YORK, April 10.—A disaffection within the ranks of the Lengsfelder Committee resulted in the resignation of six of its members this week. The committee, according to its chairman, Hans Lengsfelder, and acting secretary, Irwin Rowan, will remain in existence and immediately work for the creation of a larger committee to carry on Lengsfelder's plan for achieving what he considers necessary reforms in the logging and distribution methods of the American Society of Composers, Authors and Publishers.

The resignations occurred at a meeting Wednesday (7). Those who exited are John Redmond, Jimmy Eaton, Lou Singer, Lou Handman, Maurice Baron and

2d BIG JIMMY RODGERS DAY

Leaders in Labor, Politics, Hillbilly Music to Rub Elbows in Meridian

MERIDIAN, Miss., April 10.—The Second Annual Jimmie Rodgers Memorial Celebration and National Hillbilly Music Day, which will be held here on May 26, will play host to important names in the fields of music, labor, politics and industry.

In addition, hundreds of artists, writers, disk jockeys, publishers and other entertainment industry people are expected to attend the affair. Already named as principal speaker for the occasion is Adlai E. Stevenson.

The program of events and receptions lined up for the celebration is vast and varied and will begin on Tuesday, May 25. Jimmie Rodgers Memorial Celebration is the following day, May 26.

Among the national figures who

are expected to attend are Gov. Hugh L. White and Lt. Gov. Carroll Gartin of Mississippi and Governors Talmadge of Georgia, Murray of Oklahoma, Johns of Florida, Cherry of Arkansas, Clement of Tennessee and Persons of Alabama. Invited, too, is former House Speaker Sam Rayburn, Mississippi's entire congressional delegation and many other political figures.

Labor Leaders
This year again, W. P. Kennedy, president of the Brotherhood of Railroad Trainmen will attend the Meridian memorial celebration. Other labor leaders who will attend are A. J. Hayes, president of the Machinists' International; H. E. Gilbert, president of the Brotherhood of Firemen and Enginemen; H. J. Mohler,

president of the Missouri Pacific Hospital Association; Ed Henslee, general counsel of the Brotherhood of Railroad Trainmen; Leo George, president of the Post Office Clerks; T. C. Carroll, president of the Maintenance of Way Employees; A. L. Spradling, president of the Railway Employees of America—Amalgamated Association of Street and Electric Workers, and Irvin Barney, president of the Brotherhood of Railway Carmen.

The labor groups will kick off the two-day affair with an invitation barbecue on May 25 in this city's Highland Park. Disk jockey Nelson King will be master of ceremonies of the program which begins at 2 p.m. with a one-hour amateur talent show. From 3 to 5 p.m. King will introduce the governors and other notables. Trainmen's President Kennedy will deliver the principal address. Over 6,000 pounds of beef will be served at the barbecue which starts at 5 p.m.

On the same day, four huge
(Continued on page 29)

Col. Eases Dealer Mail-Order Fears

NEW YORK, April 10.—Columbia Records moved quickly this week to soothe the sorely ruffled feelings of Midwestern dealers over the expansion of the firm's test mail-order club, the Columbia Record Club, to the States of Indiana and Illinois.

The mail-order club is similar to the Book-of-the-Month plan, under which members who buy a stated number of disks per year receive bonus disks for free. Certain Columbia phonograph sets were also available at a discount.

The expansion of the club created considerable opposition among retailers in the Chicago area, who felt that the company was attempting to by-pass dealers.

Yesterday (9) Columbia decided to cut out all selling of phonographs thru the club plan. Altho the firm's phonos will be advertised in the club mailing pieces

sent to members and potential members, the literature will specifically state that phonos can be purchased only from dealers.

The selling of phonos at a discount was one of the most upsetting features of the plan according to some Chicago dealers.

Columbia Records sales chief Paul Wexler pointed out this week that the club was launched last fall in Indiana in order to create new record customers, not to take customers away from the dealers. Wexler says that 50 per cent of all members who joined in Indiana were new record customers.

In addition, Wexler stated, the dealers can participate in the
(Continued on page 30)

10 Ork Names Mull MU Suit

LONDON, April 10.—Ten top British band leaders have joined together to take the Musicians' Union to court for depriving them of their livelihood. Action arose out of an MU ban on the players appearing in a series of short pictures to be made here featuring jazz.

Archway Films, which planned the series, intended to give them theatrical showing here and then sell them to an American distributor. When the MU heard of the plan, it sought a guarantee from Archway that none of the films would appear on American TV.

As Archway would have had to hand over all American rights with the sale, they could not give such a guarantee, upon which the MU banned their members from making the pictures. Now the leaders involved, who include Ray Ellington and Johnny Dankworth, are in a huddle with their lawyers.

Capitol Rotates Pop A&R Men 'Twixt NY-LA

NEW YORK, April 10.—Capitol Records has set up a New York-Los Angeles rotation scheme for its three pop a.&r. men starting May 1. At that time Lee Gillette will come to this city for a month's stay in which time he will see publishers and make recordings. After that a.&r. men Dave Dexter and then Voyle Gilmore will visit here each for a month's stay.

The rotation scheme was arranged by Capitol Records' vice-president, Alan Livingston, about a month ago. The reason for the move is twofold—to plug up the a.&r. loophole here due to Sid Feller's leaving the firm, and to give the a.&r. staff a chance to get acquainted with the local scene.

Since Capitol a.&r. men are assigned specific artists, the rotation scheme means that the a.&r. man visiting New York for his month will have a double job.

He will pick material for his own artists as well as for artists based here and formerly handled by the Eastern staff. In addition, he will select material for other artists to be sent to the Coast.

No arrangements are being made at this time for an Eastern a.&r. replacement for Feller. It is not known at this time when this position will be filled.

FUSS AT WOR

Stokowski Passes 802 Picket Line

NEW YORK, April 10.—Leopold Stokowski is scheduled to appear before the executive board of Local 802, American Federation of Musicians, on Tuesday (13) to explain his alleged crossing of the local's picket line set up in front of the studios of radio station WOR here.

The conductor was originally called to appear before the board on Thursday (8), but his representative asked for a delay because of a conflict in appointments. The board acceded to the request and set the new date.

According to a spokesman for the local, Stokowski, as he entered the large office building on Broadway, in which the radio station is one of many tenants, was recognized by a female picket who once played harp for the maestro. The picket is reported to have stopped Stokowski and explained the picketing, but the conductor stepped into one of the building's many elevators and continued about his business in the building.

NEXT WEEK . . . in the APRIL 24 ISSUE

The Billboard SPOTLIGHT ON RHYTHM & BLUES

Records, Talent & Tunes

—a special section designed to point up the growth and progress of the R.&B. field . . . and to encourage wider distribution, wider sales and wider use of Rhythm & Blues Records, Talent & Tunes.

"I REALLY DON'T WANT TO KNOW"

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

BILL and RANGE SONGS, Inc.

"ANSWER ME, MY LOVE"

"FLIRTATION WALTZ"

BOURNE, INC.

136 W. 62nd Street New York 19

Spin!

UNTIL YOU CAME TO ME
VIC DAMONE..... Mercury

UNTIL YOU CAME TO ME
PAT O'DAY..... MGM

UNTIL YOU CAME TO ME
JUNE ANTHONY..... Epic

UNTIL YOU CAME TO ME
FRANK YANKOVIC... Columbia

AMERICAN ACADEMY OF MUSIC, INC.
Sales Office 4901 WILLY MUSIC BLDG., 1115 Broadway, N.Y. 10, N.Y.

FOR MOTHER'S DAY PROGRAMMING!

MY MOTHER'S EYES

LEO FEIST, INC.

MEMO

Hurry! Order more records of Tony Bennett's
THERE'LL BE NO TEARDROPS TONIGHT
Columbia 40169
Today. Sure!

I SPEAK TO THE STARS

Recorded by:
DORIS DAY
Columbia #40210

M. WITMARK & SONS

From The Billboard's Folk Talent and Tunes Column of April 10:

"Jerry Damon, WSTC, Stamford, Conn., reports that his switchboard lit up like a Christmas tree after playing the Buddy Cunningham recording of "Angels in the Sky."

RIDGEWAY MUSIC, INC.
6057 Sunset Blvd., Hollywood 28, Calif.

There are two ways to do it—you can do it yourself or call on
SPEEDY GONZALES

MUSIC AS WRITTEN

DRAG RACE RECORDS DEBUT ON COAST...

New indie label tagged Drag Race Records bowed in Hollywood last week under the aegis of Will Kennedy. Firm's first releases, "Draggin' Every Sunday" and "Speedshift Hal," have been issued, with Harry Fox Associates handling national distribution.

27TH ANNIVERSARIES OF ELLINGTON, WELK...

Veteran maestros Duke Ellington and Lawrence Welk celebrate their 27th anniversaries in the music business Monday (12) at a gathering of musical greats following Ellington's concert at Long Beach Municipal Auditorium. Guests at the fete will include David Rose, Harry James, Spike Jones, Peggy Lee, Kay Starr, Phil Harris, Stan Kenton, Earl (Fatha) Hines, Jack Teagarden, Jess Stacey, Ben Pollack, Red Nichols and Donald O'Connor.

WEST COAST TRADE TO HONOR TIOMKIN...

Veteran composer-conductor Dimitri Tiomkin is to be honored at a testimonial event late this month in observance of his contributions to the field of music and motion pictures. Tiomkin celebrates his 25th year in the field May 1. Ellis Arnall, president of the Society of Independent Motion Picture Producers, is handling arrangements. Tiomkin won Academy Awards for his motion picture score and hit theme song for "High Noon" in 1952.

DECCA SIGNS NEW TALENT FOR R&B...

Decca Records added new names to its rhythm and blues talent roster this week with the signing of the male quartet, the Mello-Tunes, and the calypso singer, Marga Benitez. Their first sides for the label have been cut under the direction of artist and repertoire chief Milt Gabler and will be released soon.

KITTY KALLEN'S DISK IS DECCA'S NO. 1...

Kitty Kallen's Decca waxing of "Little Things Mean a Lot," which jumped into the best selling charts this week, is the label's No. 1 current record. During the past seven days the disk racked up more sales than it attracted the previous four weeks combined. It's the company's fastest rising record by a girl artist in some years.

'HOWDY DOODY' DUBS PRINCESS RHODES...

Thrush Elise Rhodes will be "Princess for a Week" on NBC-TV's "Howdy Doody" show starting Monday, April 12. The program is presented Monday thru Friday afternoons. She will do the show on Thursday and Friday (15, 16) of next week.

DECCA CUTS 1st HI-FI JAZZ ALBUM...

Recent Decca sessions with Louis Armstrong will result in the label's first high fidelity jazz album. The LP, called "Selections From the Glenn Miller Story," is being rushed out to tie in with current showings of the film. The company will also release singles from the package.

DE LA VIEZ SHOWS FOR ARMY PATIENTS...

Hirsh de La Viez, president, Hirsh Coin Machine Corporation, Washington, Thursday (8) opened a series of shows for patients at

Audio Fair Board Adds 4

HOLLYWOOD, April 10.—Pending announcement of the actual date and location of the 1955 West Coast Audio Fair, the fair advisory committee has increased its number by voting to include four new manufacturer representatives to the board. Named were Gramer Yarbrough, American Microphone Co.; Bert Berlant, Berlant Associates; Bill Thomas, James B. Lansing Sound Co., and Bob Newcomb, Newcomb Audio Products Co.

Bob Stephens, Stephens Manufacturing Co., was elected chairman of the advisory committee for the 1955 fair, according to William L. Cara, fair manager. Ed Grigsby, Alec Lansing Corp., completes the roster of manufacturers, all of whom serve with a similar number of dealers, distributors, representatives and industry associates.

the Army's Walter Reed Hospital using local night club, hotel and theater talent, backed by the Army Band. First of the shows, which are to be sponsored by the Variety Club of D. C., every other Thursday, featured Georgia Shaw, Decca recording artist; Count Maurice, magician from the Casino Royal; Jimmy Nelson, ventriloquist, and Marilyn Mitchell, from the Statler Hotel, and Don (Glass Head) Rickles, comic, from the Wayne Room. The shows are being produced by de La Viez.

New York

Decca artist and repertoire chief Milt Gabler leaves for the West Coast Tuesday (13) for two weeks of confabs and recording dates.... Claude Brennan, Decca's assistant sales manager, spent several days in the company's recently organized branch in St. Louis.... Jimmie Davis' country waxing of "Supper Time," released about eight months ago, is now beginning to sell in the pop market.... Jane Russell is in town visiting deejays to plug her Coral waxing of "Do Lord."

Julie Stearns, general professional manager of Broadcast Music, Inc., has set two more records on the firm's song "I Went Out of My Way" which is getting action thru the Bob Stewart record on M-G-M. Newest versions are by Paul Weston and the Norman Luboff choir on Columbia, and by Tommy Leonetti on Capitol.

General Artists Corporation vice-president Art Weems is due to leave the hospital this week and rest up in California for several months, following a heart attack, prior to returning to his post here.... Mr. and Mrs. Neil Galligan (he's vice-president of Laurel Music) are the proud parents of a baby girl, Mary Ann, born Wednesday (7).... Music business people are extending condolences to Doc Berger on the sudden death of his father this week.... Stewart (Rick) Rose, currently in the Army, recently cut some sides for the new Look record label.... Betty Madigan is set for guest shots on the Perry Como and Ed Sullivan television shows.... Bob Anthony, former vocalist with Harry James, Glen Gray and Eddie Duchin, is currently at the St. George Hotel, Bermuda, on a two-week booking. Anthony is recording for the Eagle label....

The Benida disking "Heavenly Feeling," sung by Mary Mayo, was penned by disk jockey Bill Silbert and Bernie Wayne.... Ernie Ford is donating 10 per cent of his royalties on his tune "Sweet and Lovely Forever," published by Brandom Music, to the Texas Children's Hospital.... The Gene Krupa trio plays a return engagement at the Rendezvous, Philadelphia, beginning April 26 and has also been set for concert date in Baltimore, Philadelphia and Washington early in May.

George Hayes, recently with Stuart Loucheim Company, Columbia distributor in Philadelphia and previously with Columbia Records, has returned to the record firm. In his new job he is in charge of dealer relations for the diskery.... The Ray Anthony ork starts out on a one-nighter swing on April 17 after a month's layoff. The ork will play a string of one-nighters extending to July 1.

Publisher George Paxton hit the road this week to push his Nat Cole waxing of "It Happens to Be Me" on Capitol. Milton Karle, Dick LaPalm, Jerry Johnson and Marvin Cane are working on the disk in various cities.... Mitch Miller lectured at the New School here on Sunday (11) on the subject of producing records. He spoke in Professor William Smith's class on show business.

Patty Cross, winner of the Frankie Laine-Wurlitzer contest will appear on Ed Sullivan's TV show tomorrow (11). Her first record for Columbia was released this week.... Patti Jerome, Central Records' thrush has been visiting deejays in Detroit. She opens at the Barkley Hotel in Toronto on April 16 for a week, then plays a week at the Cabin in Cleveland.

The Phonograph Manufacturers Association has set a series of meetings on subjects of interest to manufacturers later this month. The first speaker will be Perry Saffler, manufacturer's representative. I. Rothman, veepee of the PMA has set up the meetings.

John Levy, road manager for George Shearing, has taken over personal management of Trend Records' artist Ernie Andrews.... Tony Martin opens at the Town Casino in Buffalo on April 19, then does a week at the Latin

of other countries, particularly in Western Europe."

Speaking for the Authors League of America, Carl Sandburg declared that because "we are having a hard time keeping some of the friends we already have (abroad), it becomes of the utmost importance to make available to all countries the good samples of American thinking and feeling that our literature can give them."

Vincent T. Wasilewski, chief attorney, National Association of Radio and Television Broadcasters, in statement read on behalf of NARTB President Harold E. Fellows, urged ratification of the proposed United Nations Educational, Cultural and Scientific Organization Copyright Pact on the ground that it will "provide greater protection to U. S. works abroad and will contribute substantially to international good will."

Herman Finkelstein, general counsel, American Society of Composers, Authors and Publishers, declared that the lack of an international system for protecting literary works would "harm our authors more than those of any other nation because we are an exporting nation in the field of books, songs, plays and motion pictures. This would not merely hurt our authors; it would be contrary to the best interests of our nation."

Thorsten V. Kalijarvi, Deputy Assistant Secretary of State, told the subcommittee that acceptance of the convention "will improve our general foreign relations" and "is bound to have a very favorable influence on the intellectual and cultural leaders and groups

and other country and western interests in Springfield to build the city into a folk capital. Also expected to move to Springfield along with Foley are Grady Martin, Decca recording star, and newly signed RCA Victor guitarist Bud Isaacs.

Also not firmed, negotiations were being carried on for a half-hour radio network show starring Foley. Also under consideration is a half-hour television film series to be produced and syndicated by RadiOzark. Latter move, if concluded, will mark the firm's entry into the TV film production business.

Pacts between Foley and RadiOzark were handled by Si Siman and John Mahaffey of the transcription firm.

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PETERSON-BMU

Trio Offers Week Free At Palladium

LONDON, April 10.—On a flying visit here this week Norman Granz, currently squiring his Jazz at the Philharmonic group around Europe, offered the Oscar Peterson Trio to Palladium boss Va Parnell for one week free if Parnell could fight a clearance for the trio thru the British Musicians' Union.

The offer was made by Granz after seeing that Parnell had called the MU's bluff a couple of weeks back when they threatened to forbid the Skyrockets ork from playing the Palladium if Nat (King) Cole was backed by his own trio. Parnell issued a counter-threat that he'd take the MU to court and won his point.

After the fruitless struggle Granz had a few weeks back to get permits for the Peterson Trio to accompany Ella Fitzgerald around Britain, he was in a mood to put one over the MU in any way he could. Sources estimated that Parnell, having defeated the MU once, could probably do it again. So far Parnell has not accepted the offer or the challenge.

Quarter in Boston starting April 29

Thrush Chris Martin has signed a recording pact with Derby Records.... Thelma Baker has been signed by B. B. S. Records. The thrush has never been on records before, but has sung on radio and in movies. Jay Richards of Boston will handle her promotion.

Nat Cole will guest on the Ed Sullivan TV show on May 16, after he comes back from Europe on May 13. He then plays a week at the Twin Coaches in Pittsburgh on May 17.... The Lionel Hampton ork opens at the Uptown Theater, Philadelphia, starting April 28.... George Shearing's combo starts at the Embers here on April 12 for two weeks.

Karen Chandler's first EP will be released by Coral next week. The thrush is back in New York after playing the Ranch House in Providence.... Joan Roberts has been signed by Quality Records, and her first recording will be cut in May.... Arc Music has snagged the r.&b. hits "Goodnight Sweetheart, Goodnight" and "All Night Long."

Chicago

The Leon Sash Trio will soon have several sides released on Mercury Records' new division, Emarcy.... Jacquie Lynn joined the show at the preview. Her songs and piano will space the bill which features Al Morgan.... Frank D'Rone, formerly with Motor City Records, Detroit, in town negotiating a new recording contract. He is doing a single in clubs now. His next spot is Razzaro's Supper Club in Waukegan, Ill.

Al Oldrich, of Coral Records, in Kansas City escorting Don Cornell around the deejay circuit.... Paul Neighbors and his orchestra open at the Aragon Ballroom for a six-week engagement beginning April 17.

Foley Signs With RadiOzark, TT for Personal Appearances

HOLLYWOOD, April 10.—Negotiations between RadiOzark Enterprises and Red Foley have culminated in the veteran country star's decision to move his base of operations from Nashville to Springfield, Mo., effective April 23.

Foley this week signed a five-year contract with RadiOzark for a new series of open-end quarter-hour radio programs to be released this fall. Foley is scheduled to begin taping the shows next week, and joins folk artists Tennessee Ernie, Smiley Burnette and George Morgan, all of whom star in their own quarter-hour shows now syndicated by RadiOzark.

Foley also inked a management contract with Springfield's Top Talent, Inc., helmed by Lou Black, whereby that office will handle a long-term series of personal appearances. First dates covered by the contract begin April 17 in Wichita, Kan., to be followed by dates in Kansas City and Springfield.

Move is the first step in a campaign on the part of RadiOzark

Duz does everything but it can't do what
SPEEDY GONZALES
duz the best.

Decca-Lloyd Fight Approaching Climax

NEW YORK, April 10.—With the date of Decca's annual meeting only three days off, company management and insurgent ex-director George L. Lloyd both were stepping up the pace of their proxy solicitations. The meeting takes place at the record company's headquarters here Tuesday (13).

The turn of battle this week brought forth one dramatic charge for control of the corporation by management that immediately led to the resignation of a key Lloyd candidate for the board of directors. Robert S. Allen, the

writer and political commentator, exited the Lloyd camp following the assertion by Decca president Milton R. Rackmil that convicted draft-dodger Serge Rubinstein financed Lloyd's first letter of appeal to the firm's 5,200 stockholders.

Lloyd quickly denied the allegation, labeling the statement as an attempted "smear."

Lloyd launched his proxy fight after being removed from the Decca board last February. He has attacked Rackmil's management and proposed that a new board, with him (Lloyd) as chairman be elected by shareholders. Decca management countered with claims that Lloyd had supported it in all important decisions and began his battle when it became clear that his demands for control of the corporation were not to be met.

In a letter to Decca stockholders dated Thursday (8) Rackmil states:

"A Mr. Serge Rubinstein twice visited me, at his request, claiming to own and to control a substantial number of Decca shares and to be the one who paid the expenses of Mr. Lloyd's first letter to you. He offered to call off that campaign if I would appoint his representatives to the Decca board of directors and give him influence in the management of the company."

"Mr. Rubinstein told me that if

(Continued on page 25)

BRUBECK DEAL

Columbia Pact Non-Exclusive With Advance

NEW YORK, April 10.—Columbia Records worked out a most unusual recording contract in order to acquire the Dave Brubeck Quartet, one of the hottest of the new jazz combos. The deal, which was agreed upon last week and will be officially signed in the next few days, is non-exclusive and offers Brubeck a sizable guarantee.

This is one of the very few non-exclusive deals made by the firm with any artist and one of the very few signings of talent which offered money in front.

The contract gives Brubeck the right to make experimental recordings, which—if turned down by Columbia—can be released by Fantasy Records, the label which brought Brubeck to public attention. These experimental recordings are expected to be made with the Brubeck Octet, a group which has cut some sides for

(Continued on page 25)

'MOONDOG'

Ohio Deejay Skeds Ball In Newark

NEW YORK, April 10.—Alan "Moondog" Freed, rhythm and blues deejay out of WJW in Cleveland, will run a "Moondog Coronation Ball" at the Newark, N. J. Armory on Saturday, May 1. This will be the first "Moondog" dance and show to be presented in the East.

Freed has managed to rack up some fabulous attendances at dances and shows he has run in the Cleveland area over the last two years. His first dance in 1952 in Cleveland attracted 25,000 people and created the biggest crowds the city authorities have ever had to handle for a show and dance. Other dances, all using r.&b. talent, have attracted audiences of over 3,000 people per ball.

The Newark show and dance will feature the Clovers, Charles Brown, the Buddy Johnson ork, the Harptones, Bonemere and His Mambo ork, plus Freed as M.C.

Coral Adopts Disk Supply Plan for DJ's

NEW YORK, April 10.—A subscription plan for furnishing disk jockey records to smaller radio stations not normally supplied with promotional copies is being readied by Coral Records. Several other manufacturers, among them Coral's parent company, Decca, already have such plans in operation.

Under Coral's set-up, stations can contract for vinyl copies of all 78 r.p.m. disks put out by the firm and its subsidiary label, Brunswick, for a flat fee of \$8 a month. Deliveries will be made from its Richmond, Ind., plant twice monthly. About 16 to 18 records are normally released by the firm each month.

1-MAN ORK ON DONATE DISK

HOLLYWOOD, April 10.—Latest development in the music-electronics phase of the record business bowed here this week with the release of sides on indie Kem Records featuring the multiple-track violin work of fiddler Donate.

Basically using the same principal sound associated with the work of Les Paul and Mary Ford, Donate achieves the sound of a 40-piece orchestra thru the use of multiple recording of only three instruments, violin, bass and guitar.

Records released here this week has cued much trade interest.

The secret? Ya gotta carry an engineer's license along with a bow these days.

Kamins to Rejoin Paul and Ford Act

CHICAGO, April 10.—Wally and Carol Kamin, formerly a part of the Les Paul and Mary Ford act, will rejoin the act in New Jersey following Les Paul and Mary Ford's current engagement at the Coconut Grove in Los Angeles. Wally plays bass and Carol does the off-stage vocalizing with Mary Ford.

In the meantime Kamin has been engaged by Paul to act as record promoter for their Capitol recordings. Kamin will cover the major markets in the Midwest and East Coast areas until they join the act.

MUSIC WHEREVER WE GO

Five Tape Firms Plan Big Drives; Juke Ops See New Income Source

Continued from page 1

have a substantial number of selections available for direct sale under the Tempotape trade mark. Tempotape's direct sale differs from other plans whereby the tape is leased at a nominal fee to users.

The first major problem of this new field is that of securing the proper type of music, both from the standpoint of content as well as music which is cleared by its copyright owners for use in this manner. As far as content is concerned, the music in demand must be bland to lend itself for background use and must be free of vocals.

No Vocals

It was determined some years ago that the ideal functional music consists of instrumentals inasmuch as songs with lyrics tend to command too much of the listeners' attention and therefore defeats the purpose of remaining in the background.

As far as copyright clearances are concerned, this involves considerable effort and legalities on the part of the firm putting out the taped music, so that its users can be assured that the tape is free and clear and its use au-

thorized by the copyright owners.

One of the largest libraries especially assembled for functional music use is that owned by Muzak, consisting of approximately 7,000 selections. Muzak estimates it would cost as much as \$5,000,000 and five years in time to duplicate its library.

The problem of acquiring proper music has been faced by FM radio broadcasters seeking to provide functional music on a subscription basis to various business firms. Many tried to solve it by subscribing to as many as four to six separate radio transcription libraries. This in turn led to other problems.

Broadcast Problems

First, broadcasters had to eliminate duplicate renditions of the same numbers. Secondly, all vocal numbers had to be weeded out. Unsuitable music from the standpoints of rhythm or arrangements also had to be eliminated.

A broadcaster who started with perhaps 25,000 selections soon found that his time and cost-consuming process of song elimination left him with a meager 1,200 to 1,500 usable numbers.

Muzak's huge library stems

from its years in the wired functional music field. A Muzak franchise holder in a given market would provide background music to subscribers. This music was furnished from specially made Muzak recordings and supplied to the subscriber thru leased telephone lines.

The subscriber's costs would range from \$20 to \$500 per month depending upon the size of his establishment. High equipment and labor costs forced Muzak to award its franchises only in markets of more than 200,000 population, since a substantial number of subscribers in an area is needed to keep its operation on a sound economic footing.

Cost Slashes

In using tape, operational costs can be slashed to a level where smaller markets can support such services.

FM radio stations were the first to attempt to lower the cost of functional music to subscribers. Instead of having to pay for leasing telephone lines, as in the case of wired music, they used their own medium of merely broadcasting the music to subscribers. An inaudible high-frequency "beep" signal is used to activate a shut-off device to black out the regular commercial announcements, so that the subscriber would only receive music. However, serious obstacles face the broadcaster.

The new rules governing functional music broadcasting now

(Continued on page 25)

TALKING WAX REAPS DIVIDENDS

Coral Finds Comic Routines Pay More Ways Than One

NEW YORK, April 10.—Talking records are gagging their way into the money for Coral. Less than a year ago the company clicked strongly with deejay Al (Jazzbo) Collins and his "Grim Fairy Tales." It set off a pattern of comic waxings that has the label issuing such material on a regular basis, with more and more comics signed for future efforts.

Next week Coral will release the classic Joey Adams-Al Kelly "How Now Brown Cow" routine. Recently cut and due for early release are sides by Jackie Miles and Phil Foster. Also due out soon is a recording of Eddie Lawrence's "Old, Old Vienna" routine.

Priming the trend for further exploitation are negotiations currently underway between Coral executives and other well-known entertainers. Talking wax on the label may soon result from confabs with Myron Cohen and Frank Fontaine

Coral's experience so far is that the gag diskings have a longer life than normal pop records. The sales curve may not be as dramatic, but the records remain active much longer and the cumulative sales are attractive. Buddy Hackett's "Chinese Waiter" routine, for instance, was released last December but is selling better now than in its first month on the market.

Recording dates are relatively inexpensive, with little more than a piano to support the gag. The piano supplies just enough music to satisfy disk jockeys, who normally shy away from spinning any disk limited to talk alone.

Further exploitation of talking wax on Coral will be thru albums. Already being planned is a 12-inch LP, to be called "The laugh of the Party," which will group the best among gag releases. This will be in addition to EP's devoted to single artists.

SPA May Ask New Pubs to Post Bonds

NEW YORK, April 10.—New publishers entering the business may, in the future, be asked by the Songwriters' Protective Association to post a bond to insure payment of writer royalties.

This step is seriously being considered by SPA to protect its membership from poorly financed operations which move into publishing and fade away after a few hitless years. The organization complains that some of these publishers use money due writers to meet overhead expenses. When they fold or become inactive, the writers are left holding the bag.

A long-brewing hassle between SPA and one such alleged recalcitrant publisher precipitated the association's pending move. At a special meeting of the SPA governing council yesterday (9), the decision was taken to use "serious measures" to seek the payment of alleged money due writers by the now inactive Al Gallico Music firm. Gallico recently joined Shapiro-Bernstein as professional manager.

\$9,000 Owed

SPA claims its members are owed about \$9,000 by the Gallico enterprise, with about \$8,000 due writers Nat Simon and Jimmy Kennedy. The latter two are also seeking collection thru independent action.

At yesterday's meeting, the SPA council also named an executive board which it empowered to act quickly for itself in any

emergency. The board, composed of president Charlie Tobias, Edgar Leslie and Milton Drake, was given full authority. Alternate members of the board are Louis Alter, Joseph Mayer and Sam Stept.

Goody Appeal In Cetra Case Set for Trial

NEW YORK, April 10.—In a new move to set aside an injunction barring Sam Goody from selling Cetra operatic LP's below the fair traded list price, the giant discounter will plead his case before New York Court of Appeals on April 19. In an unusual aspect of the case, the Goody appeal is being lumped with two rather similar cases. All three are to be argued the same day. The other actions involve General Electric vs. Masters, Inc., and the Lionel Corporation vs. Klein-on-the-Square, Inc.

Together these three cases involve basic portions of fair trade legislation. Goody's action, however, limits its concern with the constitutionality of fair trade in mail order sales.

The injunction against Goody was won by Raxor Corporation

(Continued on page 30)

COL. RIGHTS

'Pink Tights' Whole Score OK for DJ's

NEW YORK, April 10.—Columbia Records has secured permission from the publisher and producer of the Broadway show "The Girl in Pink Tights" for deejays to play the entire score of the show on their programs for a two-week period starting April 12.

Columbia has released the original cast recording of the show; the publisher of the score is Chappell & Company.

This is the second show that Columbia has recorded for which they have secured this permission, known as "grand rights"

(Continued on page 25)

BBC Refuses Musicians Not Hired Outside

LONDON, April 10.—There is concern in music circles here over a letter the British Broadcasting Corporation's head of Radio Music, Maurice Johnstone, has just sent all musicians on his books. The letter says that unless a player is getting regular public engagements outside radio he will not be considered for future BBC dates.

As the monopolistic BBC is the only nation-wide air channel here, and therefore the only medium thru which an up and comer can make a reputation to gain outside dates, this decision puts a clamp on young talent which has not yet established itself and gives a virtual guarantee of continued work to the older musicians.

Defending his decree, Johnstone says the BBC is only trying to raise the standard of its performances. But to angry youngsters here it looks as if the corporation is slamming the door in their faces so hard it is likely to bring the whole building down.

Rene, Miller Set Music, Book for 'Hit the Stride'

HOLLYWOOD, April 10.—Veteran songscribe Leon Rene and showman F. E. Miller, of the vaude-legit team of Miller and Lyle, have completed original music and book for an all-Negro musical scheduled to bow here late this summer.

Casting for the show, titled "Hit the Stride," has already begun in New York, New Orleans and Hollywood, with rehearsals planned here in May.

Show marks Rene's first legit score, having gained fame as the writer of "Sleepy Time Down South," "When the Swallows Come Back to Capistrano" and "I Lost My Sugar in Salt Lake City." Miller starred in such shows as "Shuffle Along," "Rang Tang" and "Running Wild."

If you're over 40 don't waste your time with Serutan. You need SPEEDY GONZALES

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

The Billboard Music Popularity Charts

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

Best Selling Sheet Music

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

This Week	Last Week	Chart	Weeks on Chart
1. Wanted	2	6	6
2. Young at Heart	1	8	8
3. Secret Love	3	16	16
4. Make Love to Me	6	10	10
5. Answer Me, My Love	7	4	4
6. I Get So Lonely	4	6	6
7. Cross Over the Bridge	4	7	7
8. Heart of My Heart	10	17	17
9. Changing Partners	9	20	20
10. Oh, Mein Papa (Oh, My Papa)	8	18	18
11. From the Vine Came the Grape	14	9	9
12. Somebody Bad Stole De Wedding Bell	—	5	5
13. Stranger in Paradise	11	20	20
14. A Girl, a Girl	13	2	2
15. Here	—	1	1

Tunes with Greatest Radio and Television Audiences

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

Radio

- A Dime a Dollar (R)—Famous—ASCAP
- A Girl, A Girl (R)—Valando—ASCAP
- Am I in Love (R)—Miller—ASCAP
- Amor (R)—Southern—BMI
- Angelia Mia (R)—Chappell—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Changing Partners—Porgie—BMI
- Cross Over the Bridge (R)—Laurel—ASCAP
- Heart of My Heart (R)—Robbins—ASCAP
- Here (R)—Hill & Range—BMI
- I Get So Lonely (R)—Melrose—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- I Went Out of My Way (R)—Broadcast—BMI
- Jilted (R)—Sheldon—BMI
- Knock On Wood (R)—Famous—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- My Restless Lover (R)—Chappell—ASCAP
- Pine Tree, Pine Over Me (R)—Miller—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- South (R)—Peer—BMI
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- That's What a Rainy Day is For (R)—Robbins—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

Television

- A Toot and a Whistle and a Plunk and a Boom (R)—Disney—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Anything Can Happen Mambo (R)—Beechwood—BMI
- Broke, Barefoot and Starry Eyed (R)—Leeds—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- I Get So Lonely (R)—Melrose—ASCAP
- Jilted (R)—Sheldon—BMI
- Lost in Loveliness (R)—Chappell—ASCAP
- Lovin' Spree (R)—Joy—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Ricochet (R)—Sheldon—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- Such a Night (R)—Raleigh—BMI
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending April 7

This Week	Last Week	Chart	Weeks on Chart
1. Wanted	2	7	7
2. Make Love to Me	1	11	11
3. I Get So Lonely	5	11	11
4. Cross Over the Bridge	4	7	7
5. Secret Love	3	15	15
6. Young at Heart	6	9	9
7. Answer Me, My Love	7	7	7
8. A Girl, A Girl	13	3	3
9. Oh, Mein Papa (Oh, My Papa)	9	19	19
10. From the Vine Came the Grape	10	11	11

Second Ten

11. MAN WITH THE BANJO	14	4
Published by Mellin (BMI)		
12. STRANGER IN PARADISE	10	20
Published by Frank (ASCAP)		
13. THERE'LL BE NO TEARDROPS TONIGHT	17	5
Published by Acuff-Rose (BMI)		
14. HERE	14	2
Published by Hill & Range (BMI)		
15. CHANGING PARTNERS	11	20
Published by Porgie (BMI)		
16. DARKTOWN STRUTTERS' BALL	17	8
Published by Feist (ASCAP)		
17. HEART OF MY HEART	19	20
Published by Robbins (ASCAP)		
18. SOMEBODY BAD STOLE DE WEDDING BELL	20	10
Published by E. H. Morris (ASCAP)		
18. TILL WE TWO ARE ONE	16	12
Published by Shapiro-Bernstein (ASCAP)		
20. I REALLY DON'T WANT TO KNOW	—	1
Published by Hill & Range (BMI)		

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

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

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Packaged Records, Popular	33	Rhythm & Blues	28
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The Music Corner

Toscanini stepped down from the podium at the close of his NBC Symphony broadcast last Sunday (4) a living legend at the age of 87. The word is that he will conduct no more, but his mark on music and records will remain.

What is significant in his career is the drama and near-show business glamour which came to surround his name. This baton-wielder remains the rage of many an ivory-tower music lover, but he could also produce a recording of the Beethoven Ninth Symphony which rated a special story in The Readers Digest and in about a year sold around 140,000 copies. At about \$11 a clip, too.

Dealers for years have come to look on almost every record release by the maestro as money in the bank. The magic name Toscanini on the record jacket was and remains the catchword. How many collectors come into stores and just ask, "Got anything new by Toscanini?"

It's no trick to boost a good reading of the Beethoven Fifth Symphony into the best selling category. Any number of conductors have had solid packages with such popular repertoire.

Toscanini, on the other hand, has also been able to take one of Beethoven's most exacting and for biddling compositions, the "Missa Solemnis," and turn out a sales coup. It's currently a runaway seller on RCA Victor.

It's good artistic and commercial fortune that Victor is known to have a respectable number of Toscanini tapes on hand. These will be processed with the same finicky attention to detail that has marked his earlier releases, but gradually they will be issued, and the legend will continue to grow.

No one with any sophistication about things musical will insist that Toscanini was the infallible perfectionist. But the few errors of interpretation that some point to are overshadowed by the overall excellence of his life's work, so much of which has been captured on wax and vinyl.

It has been said that the real great ones come along once in a generation. In song Caruso was of this caliber. It's a good bet that Toscanini will remain the standard by which the accomplishments of future conductors will be measured.

England's Top Twenty

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

- I See the Moon—Feldman (Plymouth)
- Happy Wanderer—Bosworth (Fox)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (*)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Changing Partners—Robert Mellin (Porgie)
- Oh, My Papa—Maurice (Shapiro-Bernstein)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- The Book—Kassner (Kassner)
- Secret Love—Harms, Connelly (Remick)
- Bimbo—Mac Melodies (Fairway)
- Swedish Rhapsody—Connelly (Dartmouth)
- Heart of My Heart—Francis Day (Robbins)
- Ebb Tide—Robbins (Robbins)
- That's Amore—Victoria (Paramount)
- Cloud Lucky Seven—Robbins (Robbins)
- Luxembourg Polka—Dash (*)
- Jones Boy—Bradbury Wood (Pincus)
- If You Love Me—World Wide (Duchess, BMI)
- Answer Me—Bourne (Bourne)
- Two Easter Sunday Sweethearts—Morris (Regent)

The FOUR KNIGHTS

"I Was

*Meant
for You*

(The Wah-Wah Song)¹¹

b/w

*"They
Tell
Me"*



TEAM UP

with

**BILLY
MAY**

**on a great
new record**

Capitol Record
No. 2782



More of your favorites by
THE FOUR KNIGHTS
in this top-selling EP
"I GET SO LONELY"
Album No. EAP-1-506

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending April 7

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 best-selling records including 'WANTED-P. Como', 'MAKE LOVE TO ME-J. Stafford', etc.

Most Played in Juke Boxes

For survey week ending April 7

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 most played records in juke boxes including 'MAKE LOVE TO ME-J. Stafford', 'I GET SO LONELY-Four Knights', etc.

Most Played by Jockeys

For survey week ending April 7

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 most played records by jockeys including 'MAKE LOVE TO ME-J. Stafford', 'WANTED-P. Como', etc.

Territorial Best Sellers

For survey week ending April 7

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

Table listing best-selling records by city: Atlanta, Cleveland, Boston, Dallas-Ft. Worth, Buffalo, Chicago, Cincinnati, Kansas City, etc.

Table listing best-selling records by city: Los Angeles, Pittsburgh, St. Louis, San Fran.-Oakland, New Orleans, New York, Philadelphia, Baltimore-Wash., etc.

This Week's Best Buys

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

- I UNDERSTAND (Jubilee, ASCAP)
SUGAR LUMP (Raleigh, BMI) - The Four Tunes-Jubilee 5132

Out ten days, this disk has caught on quickly in almost all parts of the country. Strongest reports were received from Cleveland, Chicago, Milwaukee and St. Louis. Good commercial reaction was also reported in Boston, Providence, New York, Philadelphia, Buffalo, Cincinnati, Nashville and Durham. Both sides are selling, with the edge on "I Understand" at this point. The action is primarily pop, but doing well in many r.&b. markets also.

Subscription form for The Billboard magazine with fields for name, address, city, and payment information.





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GAYLORDS**

HIT AGAIN!

**'ISLE OF
CAPRI'**

AND

'LOVE I YOU'

MERCURY 70350 • 70350X45





M-G-M BATS OUT THE HITS!

JONI JAMES

AM I IN LOVE

b/w
MAYBE NEXT TIME

MGM-11696 78 rpm • K-11696 45 rpm

BILLY ECKSTINE

LOST IN LOVELINESS

b/w
DON'T GET AROUND MUCH ANYMORE

MGM-11694 78 rpm • K-11694 45 rpm

BETTY MADIGAN

JOEY

AND SO I WALKED HOME

MGM-11716 78 rpm
K-11716 45 rpm

Best Bets

BETTY MADIGAN (MGM) ... JOEY (MGM) ... And So I Walked Home

THE CASH BOX SLEEPER OF THE WEEK

BETTY MADIGAN (MGM) ... JOEY (MGM) ... And So I Walked Home

BOB STEWART

I WENT OUT OF MY WAY ... THE STEPS OF SAINT MARIE
MGM-11699 78 rpm • K-11699 45 rpm

FRANK PETTY TRIO

HEARTS WIN, YOU LOSE ... PINO PANTALONI
MGM-11711 78 rpm • K-11711 45 rpm

MOREY AMSTERDAM

OH, THAT'LL BE JOYFUL ... HALLABALOO KALAFER DOFER
MGM-11723 78 rpm • K-11723 45 rpm

THE CORONET ORCHESTRA

DESIRE—(Tango) ... CARESS
MGM-30845 78 rpm • K-30845 45 rpm

ARTHUR SMITH

I GET SO LONELY ... OUTBOARD
MGM-11704 78 rpm • K-11704 45 rpm

HANK WILLIAMS

HOW CAN YOU REFUSE HIM NOW ... HOUSE OF GOLD
MGM-11707 78 rpm • K-11707 45 rpm

THERE'LL BE NO TEARDROPS TONIGHT ... MIND YOUR OWN BUSINESS
MGM-10461 78 rpm • K-10461 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

THE BILLBOARD APRIL 3, 1954

Review Spotlight on...

TUNES

BLUE GUITAR
Sheb Wooley—M-G-M 11717—Sheb Wooley
stem appealingly, but it is the intriguing
that has the slic



SHEB WOOLEY BLUE GUITAR

b/w

PANAMA PETE

MGM-11717 78 rpm
K-11717 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

FRANK SINATRA
Don't Worry 'Bout Me86
CAPITOL 2787—Frankie musters all his talent in this reading of a romantic parting. His warm and ultra-smooth delivery will captivate listeners and the entry appears certain to build rapidly. Lots of loot due on this one.

I Could Have Told You So...84
Another mighty convincing effort, this etching has the chanter telling of a love story with autobiographical overtones. This, too, should finish in the money.

THE GAYLORDS
Isle of Capri86
MERCURY 70350 — The boys start the beautiful oldie slowly and sweetly, but soon pick up the tempo in a characteristic reading that should insure plenty of action, and thru all media. Looks like another strong one for the group. (T. B. Harms, ASCAP)

Love I You...80
Novelty is handled with fresh charm by the Gaylords, who have another strong entry here. Jockeys especially will like. And it could pull many coins. (Salvadore, ASCAP)

LEROY ANDERSON ORK
Jazz Pizzicato; Jazz Legato80
DECCA 29050 — From the latest Anderson album comes this new release featuring two of the composer's brightest instrumentals in a while. Tune has the gayety and infectiousness of most Anderson epics and the ork handles it beautifully. A side that deejays will probably wear out, and one that could sell constantly over many months. (Mills, ASCAP)

Promenade...78
The Anderson tune is also from his recent album set. It, too, bears that fine Anderson touch, and also is performed with zest by the ork under the clef's direction. Another must side for morning, afternoon and evening jocks. (Mills, ASCAP)

BETTY MADIGAN
Joey80
M-G-M 11716 — The thrush has a pretty item here and she sings it with feeling. Joey is the boy who paid her no attention—but finally married her. Deejays will spin. The Record has a chance. watch it.
And So I Walked Home...74
Interesting ditty is sung neatly by the lark, while the backing helps sustain the interest.

ELLA FITZGERALD-GORDON JENKINS ORK
I Need80
DECCA 29108—Ella's lush voice and fine phrasing come over beautifully on this quality ballad, backed tastefully by Gordon Jenkins ork. It's a classy disk and merits careful watching.
Baby...79
Another fine etching by Ella and Gordon Jenkins ork. It's another ballad, and taken together with the flip, makes up a very fine two-sided disk.

MANTOVANI ORK
I Live for You79
LONDON 1443—Tune now getting a lot of attention from the diskeries receives a beautiful reading from the lush Mantovani ork. Side is made to order for the jocks and it should more than please the orkster's many fans.
Luxembourg Polka...78
A very cute, light-hearted polka is played in spritely fashion by the fine, full-fiddled Mantovani ork. Tune is infectious and should grab zillions of spins.

VERA LYNN
Du Bist Mein Liebchen79
LONDON 1434 — A lovely German tune receives a fetching reading from Miss Lynn over a warm ork support. It's the type of tune that could catch on with exposure. The golden trumpet work helps. (Bregman, Vocco & Conn, ASCAP)

Two Easter Sunday Sweethearts...74
The Easter ditty is sung neatly by the thrush over an old-fashioned music hall ork backing. A chorus aids the singer halfway thru.

BING CROSBY-DONALD O'CONNOR
Back in the Old Routine78
DECCA 29035 — In this material, whose lyric and arrangement nostalgically recall the '20's, Crosby and O'Connor have an unusually attractive vehicle. The New Orleans backing which furnishes so much of the bounce and sparkle to this opus is supplied by Matty Matlock's All-Stars. A soft-shoe tempo might have been more appropriate. (Famous, ASCAP)

If There's Anybody Here...76
The two movie personalities project their famous smiles and friendly good humor into this vaudeville-styled material neatly. A warm novelty that ought to get some reaction. (Promenade, ASCAP)

THE ORIGINAL JUBALAIRES
Dreaming of the Ladies in the Moon78
CROWN 111 — The boys come thru with a strong reading here on a bright new ballad with an evocative flavor. The group handles this tune in Mills

Brothers style, which will help get the side some attention. Should pull many jock spins, and it has a chance to break. (Modern, BMI)

Waiting All My Life for You...67
A pretty ballad is handled sweetly by the listenable group. Side could get spins. (Modern, BMI)

THE SMITH BROTHERS
Echo Bonita77
"X" 0009 — The bouncy country rhythm ballad is handed an infectious reading by the group over sparkling support by the ork. Should attract many spins and could build into a mighty profitable entry. (Fairway, BMI)

The Things I Love...75
Pop re-work of a familiar longhair melody is sung with warmth and an insistent beat. Another fine etching by boys. It will gain them new fans. (Campbell, BMI)

CONNIE RUSSELL
No One But You76
CAPITOL 2771 — Beautiful ballad from the M-G-M movie, "The Flame and the Flesh," is sung with tender grace by Connie Russell. This one will please many. (Felix, ASCAP)

An Innocent Victim...73
Miss Russell pleads not guilty to charges of straying affections with such sweet insistence that most any one would believe her. A well-produced disk. (United, ASCAP)

BOB MANNING
That's A-Me 'N My Love76
CAPITOL 2772—A saucy and bright novelty effort is handed a happy rendition by the chanter, while the ork supplies nifty backing. Cute and appealing enough to pull a lot of jock action. (Hartley, ASCAP)

Good-Bye...71
The old Benny Goodman ork Theme, which was penned by Gordon Jenkins, receives a most pretty reading here by Bob Manning over good ork support. For late night shows. (La Salle, ASCAP)

BOB MARSHALL
Bewitched Am I75
DAWN 206 — The new label comes thru with a good side here. Bob Marshall sells the beguine-type melody warmly with the Szathmary ork providing good backing. (Maestro, ASCAP)

Souvenir of Madeira...72
Marshall belts out the ballad with much feeling on this side, once again supported strongly by the ork.

DOLORES GRAY
Happy Habit75
DECCA 29064—From the Broadway show "By the Beautiful Sea" comes this happy, charming material. The habits we are urged to keep are laughing, giving, loving and fussing. When pressured as persuasively as we are here by Miss Gray, it should not be difficult to become addicted. (E. H. Morris, ASCAP)

Hang Up...72
Another disarming novelty from the same show whose appeal lies in its originality and bright, infectious humor. Miss Gray has just the warm, expressive voice for this attractive material. Both sides have good commercial potential. (E. H. Morris, ASCAP)

HARRY BELAFONTE
Pretty as a Rainbow75
V 20-5722 — Folkish waltz-tempo ballad about a beautiful lass is sung in happy fashion by Belafonte and chorus, with the Hugo Winterhalter ork backing bright and sparkling. Should win spins. (Duchess, BMI)

Acorn in the Meadow...70
Class ballad, a sort of extended lullaby, is a musical day dream on future in store for a cradled infant. A tender effort for Belafonte fans. This is from the Broadway revue "Almanac." (Frank, ASCAP)

MARIO LANZA
I'll Walk With God74
V 10-4216—Ballad of faith is sung with impressive feeling by Lanza. A fine performance that could remain fairly active wax for a long time, even if it doesn't zoom into the big money. (Harms, ASCAP)

Beloved...72
Big, soaring love ballad is treated to a vocally generous reading by the tenor. Moderate air exposure can be expected. (Harms, ASCAP)

BETTY JONES
Birthday Card Song74
JUBILEE 6060—Weeper about fading love, first heard in a country waxing, is warbled with simple tenderness by Betty Jones. Could win favor via exposure. (Marlyn, BMI)

Love Me, Baby...67
Cute appeal for a little loving is stated in bouncy style. An attractive effort. (Lear, ASCAP)

ARTHUR PRYSOCK
I'll Never Let You Cry73
MERCURY 70352—A melodic figure in the backing points up the attractiveness of this wistful song. Arthur Prysoc does the vocal with much heart. (Russell, BMI)

(Continued on page 24)

RATINGS—COMMERCIAL POTENTIAL

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

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

UMPIN' FOR A JILLION!

JUMP



sung by

Teresa Brewer

CORAL 61152 (78 rpm) • 9-61152 (45 rpm)



BMI Check List

OF NEW RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
A THOUSAND STARS (Challenge) RIVILEERS (Baton)	R & B Best Buy	R & B Best Bet	
BACKWARD, TURN BACKWARD (Sheldon) JANE FROMAN (Capitol)	78 (Good)	(Very Good) B+	
GORDON MacRAE (Capitol)	78 (Good)	(Excellent) B+	
EASTER MORNIN' (Westbrook) GENE AUTRY (Columbia)	74 (Good)	(Very Good) B	Very Good
RUSTY DRAPER (Mercury)		(Very Good) B	
ECHO BONITA (Fairway) JIM REEVES (Abbott)	87 (Excellent)	Sleeper of the Week	Good
SMITH BROTHERS ("X")		Sleeper of the Week	Good
GOIN' LIKE WILDFIRE (Acuff-Rose) JO STAFFORD-FRANKIE LAINE	78 (Good)	(Excellent) B+	
(Columbia)			
I'LL ALWAYS BE HAPPY WITH YOU (Hill & Range) GEORGIA GIBBS (Mercury)	78 (Good)	Sleeper of the Week	Excellent
THE MAN UPSTAIRS (Vesta) KAY STARR (Capitol)	Best Buy 83 (Excellent)	Disk of the Week B	Best Bet
COWBOY COPAS (King)		(Very Good) B	
HOLLY NUTTER (Jubilee)		(Very Good) B	
MONEY (Kavejin) "BIG JIM" BUCHANAN (Century)	Talent Spotlight 78 (Good)	C+ (Good)	
TEX WILLIAMS (Decca)		C+ (Good)	
LENNIE FORREST (Derby)		C+ (Good)	
OH, THAT'LL BE JOYFUL (Ludlow) BOBBY WAYNE-GENE BAYLOS	80 (Excellent)	Best Bet	Best Bet
(Mercury)			
JACK McVEA (Combo)	77 (Good)	Best Bet	
FOUR LADS (Columbia)	75 (Good)	Best Bet	
MOREY AMSTERDAM- FRANCEY LANE (MGM)	76 (Good)	B+ (Excellent)	
JESSE STONE (Atlantic)	Satisfactory	B+	
ROLLIN' DOWN THE LINE (Glenwood) JO STAFFORD-FRANKIE LAINE	82 (Excellent)	C+ (Good)	Good
(Columbia)			
SHOULD I TELL (Acuff-Rose) JILL COREY (Columbia)	Talent Spotlight	Sleeper of the Week B+	Good
SIGNPOST (Moonlight) EILEEN BARTON (Coral)	77 (Good)	(Excellent) B+	
RAY ANTHONY (Capitol)	79 (Good)	(Excellent) B+	
SOMEWHERE (THERE IS SOMEONE) (Sheldon) LOU MONTE (Victor)	78 (Good)	Disk of the Week	Very Good
SUGAR LUMP (Raleigh) THE FOUR TUNES (Jubilee)	79 (Good)	Disk of the Week	Very Good
THERE MUST BE SOME MISTAKE (Hollis) GEORGIE SHAW (Decca)	80 (Excellent)	Sleeper of the Week	Very Good
THIS ABOVE ALL (Mr.) MINDY CARSON (Columbia)	Satisfactory	B+ (Excellent)	Best Bet
WALTZ FOR MARILYN (Sunbeam) BERNIE WAYNE (Coral)	73 (Good)	(Very Good) B	Excellent

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The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 22

Take Care of Yourself... 71
Prysock has a slow ballad on this side. He sings it for all it's worth; but it lacks the power of the flip. (Leeds, ASCAP)

THE GONDOLIERS
God's Green Acres... 72
REQUEST 2002 — Ballad about the presence of God all around us is impressive. Performance is satisfactory and with exposure it could get some attention. (Mistral, ASCAP)

FLY, SEAGULL, FLY... 69
Imaginative romantic ballad is chanted resonantly by the group, with the lead baritone contributing effectively. Listenable wax. (Sing 'n' Dance, BMI)

CHUCK MILLER
Idaho Red... 73
CAPITOL 2766 — Story ballad about trucks on the open road is sung gayly by Miller. Ought to attract juke nickels, especially in roadside diners. (Peer, BMI)

THE JOKER... 69
Chatter hands the big ballad a warm performance. (Miller, ASCAP)

MEL BLANC
Money... 73
CAPITOL 2764 — Clever patter novelty about all kinds of loot is sold gleefully by Blanc. A good special material. (Kavejin, BMI)

POLLY, PRETTY POLLY... 65
Duet between chanter and his parrot has some cute moments. A listenable slice of wax. (Ardmore, ASCAP)

DENA-DONATO
Can't Sleep for Dreaming... 72
KEM 2732 — Dena and Donato are a new team on the Les Paul-Mary Ford kick, except that Donato plays violins — all of those heard on this disk. The pair has come up with a good sound, even tho on this side the tune is on the special material kick. (Splina-Green, ASCAP)

BULLFROG... 69
On this side Donato takes over for some happy violin work on a cute riff effort. Flip is more potent. Good debut wax for the pair, who have possibilities. (Rich-Joy, BMI)

ELAINE GAY
Love... 72
DE LUXE 2021 — Elaine Gay shows off a most unusual sound here, with overtones of Eartha Kitt, yet with her own style in the main. Tune is light little ballad, played neatly by the ork. if the thrush gets the right material she could happen. (Lols, BMI)

DEEP SECRET... 67
Elaine Gay bows on the label with an exciting vocal performance on a gypsy-ish air, over a wild backing. Interesting side, mainly as a showcase for the thrush. (Lols, BMI)

BILL SNYDER
Driftwood... 71
DECCA 29080 — Pianist Bill Snyder presents a pretty composition of his own here backed by orchestra. The arrangement is colorful and has a jazzy touch that recalls Gershwin. (Midway, ASCAP)

JUNE CHRISTY
The First Thing You Know
You're In Love... 69
CAPITOL 2765 — Slick, professional ballad is sung smoothly by the thrush. (Bayview, ASCAP)

MAGNAMES... 66
Reading matter as a substitute for romance is the topic under discussion. Miss Christy handles her chores capably. (Shapiro-Bernstein, ASCAP)

MYSTERIOUS... 69
Snyder picks up the beat, turning in a dazzling reading of another composition of his that impresses with its rhythmic vitality and spontaneity. This material deserves exposure. (Midway, ASCAP)

BARBARA GALE
Once Again... 69
LLOYDS 109 — Barbara Gale, who sounds a bit like thrush Sunny Gale here, does a better-than-average job on a slight piece of material. The ork backing is good and the gal could have a chance with stronger material. (K & K, BMI)

POOR FOOL ME... 69
On this side the canary turns in an intimate reading of a new ballad, once again helped much by good ork backing. The thrush has a sound. (Bees, BMI)

AL COLLINS
Pee Little Thrigs... 68
CAPITOL 2773 — Jockey Al Collins has a pleasant time reading the tale of the "Three Little Pigs" switching the first letters of words for an added filip. Unfortunately the material does not come off. Col. Stoopnagle of radio fame is a co-writer. (Norman Ross-M. Nathan, BMI)

LITTLE HOOD RIDING RED... 68
Same comment. (Norman Ross-M. Nathan, BMI)

SAUTER-FINEGAN ORK
The Thunderbeak... 69
V 20-5720 — This is a clever re-work of the famed "Thunderbird" march by Sousa. It gives the orksters a chance to show their versatility, but appeal is strictly limited. Hipsters might twirl some. (Ascher, ASCAP)

SCIENCE FICTION... 67
Sauter and Finegan give their imagination free rein in this highly original instrumental. It's mighty interesting from a technical viewpoint—sound, etc.—but equally unlikely to mean anything at all to the average disk buyer. (Zephyr, ASCAP)

BUDDY JOHNSON ORK
A Handful of Stars... 69
DECCA 29058 — Vocalist Arthur Prysock is showcased in this relaxed, tastefully styled arrangement of the standard. His easy-going, deliberately phrased reading is given subtle emphasis by the Johnson ork. (Feist, ASCAP)

TWO CIGARETTES IN THE DARK... 67
Another pleasant oldie that warrants revival. Here again Prysock interprets without hurry while imprinting the material with his own vocal personality. (De Sylva, Brown & Henderson, ASCAP)

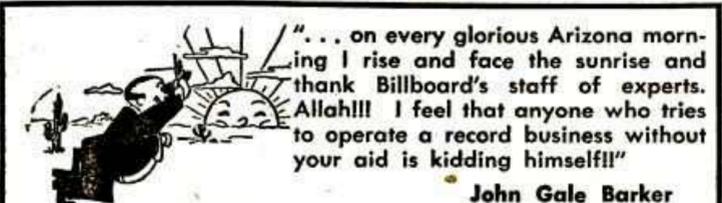
THE FIRST THING YOU KNOW
You're In Love... 69
CAPITOL 2765 — Slick, professional ballad is sung smoothly by the thrush. (Bayview, ASCAP)

MAGNAMES... 66
Reading matter as a substitute for romance is the topic under discussion. Miss Christy handles her chores capably. (Shapiro-Bernstein, ASCAP)

• Review Spotlight on... RECORDS

LIBERACE
12TH Street Rag (Shapiro-Bernstein, ASCAP)
Beer Barrel Polka (Shapiro-Bernstein, ASCAP)—Columbia 40217—The keyboard star comes thru with sprightly, change-of-pace performances of two bouncy standards which will more than please his gigantic following. Both could lure stacks of coins into the boxes. Potent wax.

TONY BENNETT
Until Yesterday (Hollis, BMI)
Please, Driver (Glenwood, BMI) — Columbia 40213—Two fine performances by the warbler, who's still hot, which could bust thru quickly. "Until Yesterday" is an attractive ballad based on an Italian tune; "Please, Driver" features Bennett in a lonesome mood. The backings by the Percy Faith ork are outstanding.



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Vox Jox

Note: Charlotte Summers, the gal who's been compiling this column for many months is ill and confined to Doctor's Hospital in New York. Apologies, therefore, for the change in style—and high hopes, of course, for Charlotte's speedy return to her regular Billboard chores.

Platter Chatter

Line-up at WROY, Carmi, Ill., has Jack Weideman spinning the pop tunes Monday thru Friday on "Platter Party," Don Hutchcraft handling the chores on his weekends off from Southern Illinois University with "Tunes for Teens" and "Saturday Serenade," and Don Kandall providing a round-up of country and western music on "Hillbilly Jamboree." . . . From WJXN, Jackson, Miss., comes the news that Fred Katool is now spinning the disks on "Ranch Clock" and "Jaxon Junction." . . . Charley La Franchise is mighty proud of the rating of his 10:30 p.m. to midnight across-the-board show, "Hop Time." The show programs The Billboard's hits, with some oldies, baseball scores and weather reports. . . . Joe Hyder, WAKD, Newport, R. I., sat in on the Sperm Feller show over WVOA, Boston. . . . WMFR, High Point, N. C., now has four all-request shows thru the day and night. Running the shows are Max Meek, Diamond Carter, Clay Marlow and Lama: Capel. . . . Ken Scott, WPEO, Peoria, Ill., is sidelined with a case of the mumps. . . . Guesting with Russ Coglein, KROW, Oakland, Calif., recently were Billy Daniels, Harry James and Jack Leonard. . . . Bobby Breen and Bob Santa Maria guested with Bob Connors, WJET, Erie, Pa. . . . Ralph Wayne, KBOE, Oscaloosa, Ia., has added a daily country and western show to his schedule. It's the station's first move into this field of music. . . . Jim Lowe and Ralph Flanagan recently guested with Fred Lynn on "Lynn's Inn," KWTO, Springfield, Mo. . . . Laura Hendricks, WDAE, Tampa, has nice things to say about June Allyson, Jimmy Stewart and Frank Lovejoy who are currently on location shooting a film in Tampa. Miss Hendricks taped interviews with the stars. . . . The jocks at WCOV write to welcome Bill Smith to the station's staff. Smith does a fine country and Western show.

Five Tape Firms Plan Drives

being studied by the Federal Communications Commission call for FM stations in the functional music field to broadcast a minimum of 36 hours per week without using the "beep" mechanism. Broadcasters claim that this would so disrupt their schedules that they would not be able to supply a consistent schedule of functional music to subscribers. Anyone paying for functional music service naturally does not want his background music to be marred by commercials.

FM Overhead

High overhead is another major headache of the broadcaster in this field. The average FM station has a fixed \$4,000 to \$5,000 monthly overhead. To operate competitively with wired music, the broadcaster must have several hundred subscribers, a number unavailable in smaller communities.

As in the case of wired music, operational cost has kept FM broadcast of functional music out of smaller markets. Muzak, along with the other backers of the taped functional music movement, claim that tape is the answer to expanding background music service into many smaller communities.

Muzak has developed a 16-hour continuous playing tape recorder. Ampex, Magnecord, Presto and others have perfected machines that operate in eight-hour intervals without re-starting. Cost of the tape players, depending upon the equipment, is priced from a little more than \$500.

Juke Industry

The juke box industry is observing taped functional music with keen interest. Juke box operators realize that the nature of taped music blocks it from being competitive to the coin-operated phonograph.

Tape's inability to offer selectivity in its music makes it impossible to replace the juke box, for players still want to pick their own tunes.

Operators, instead, see in taped functional music a new and additional source of revenue. Operators will now be able to offer

Brubeck Deal

• Continued from page 17

Fantasy on a modern jazz—classical kick.

Columbia believes that some of these cuttings may not be commercial enough for release, thus the special clause. However, these experimental sides which can be released by Fantasy will be limited to two LP's a year.

Columbia would not reveal the size of the Brubeck guarantee, but it is known that the contract calls for three albums per year and for Brubeck to be paid for the three albums immediately upon signing the contract. His guarantee is against royalties which are 5 per cent.

Brubeck's first releases will be issued in June. These will comprise two 10-inch LP's, "Dave Brubeck at the University of Michigan" and "Jazz Goes to College."

These recordings will be made from tapes made at recent Brubeck concerts at the Universities of Michigan, Oberlin and Cincinnati. The firm will issue two-pocket EP albums of each 10-inch LP. In addition, Columbia will release both concerts back to back on a 12-inch LP.

Brubeck, whose following among modern jazz aficionados is mighty close to the Gerry Mulligan group, has been sought by many labels. RCA Victor and Capitol Records both made pitches at Brubeck and offered guarantees, mighty rare these days.

'Pink Tights'

• Continued from page 17

for deejay play. The other was "Kismet."

Usually deejays are restricted to playing a few tunes from the score, and cannot play the album from beginning to end without special permission.

The letter telling jockeys of the special permission is being sent by Columbia under the Chappel & Company letterhead this week-end.

Part of the letter reads ". . . provided a radio station has obtained thru the American Society of Composers, Authors and Publishers the necessary clearance of our public performance rights in said composition, we will have no objection during the period of two weeks . . . if such radio station broadcasts any and all of the Columbia original cast album of the said show . . ."

"We will not object if such station plays the said album from beginning to end nor will we object if such station plays individual recordings from such album, regardless of the sequence in which such recordings are played, including a sequence similar to that used in the show itself."

At one time publishers and producers objected to complete playings of original show scores fearing it would hurt the show.

Today they feel the plays help make the tunes in the show hits and help draw people to see the show. Columbia is sending out a large number of "Pink Tights" sets to deejays.

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending April 7

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	Title	Artist	Label
1	1	11	SLOWLY—W. Pierce	W. Pierce	Dec 28991—BMI
2	2	15	I REALLY DON'T WANT TO KNOW—E. Arnold	E. Arnold	V 20-5525—BMI
3	3	7	I'LL BE THERE—R. Price	R. Price	Col 21214—BMI
3	4	8	YOU BETTER NOT DO THAT—T. Collins	T. Collins	Cap 2701—BMI
5	5	18	BIMBO—J. Reeves	J. Reeves	Abbott 148—BMI
6	6	12	SECRET LOVE—S. Whitman	S. Whitman	Imperial 8223—ASCAP
7	10	2	MY EVERYTHING—E. Arnold	E. Arnold	V 20-5634—BMI
8	—	18	WAKE UP, IRENE—H. Thompson	H. Thompson	Cap 2646—BMI
8	7	26	THERE STANDS THE GLASS—W. Pierce	W. Pierce	Dec 28834—BMI
8	8	13	RELEASE ME—J. Heap	J. Heap	Cap 2518—BMI

Most Played in Juke Boxes

For survey week ending April 7

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	8	SLOWLY—W. Pierce	W. Pierce	Dec 28991—BMI
2	4	14	I REALLY DON'T WANT TO KNOW—E. Arnold	E. Arnold	V 20-5525—BMI
3	3	18	BIMBO—J. Reeves	J. Reeves	Abbott 148—BMI
4	6	13	SECRET LOVE—S. Whitman	S. Whitman	Imperial 8223—ASCAP
5	2	14	WAKE UP, IRENE—H. Thompson	H. Thompson	Cap 2646—BMI
6	4	7	YOU BETTER NOT DO THAT—T. Collins	T. Collins	Cap 2701—BMI
7	7	24	THERE STANDS THE GLASS—W. Pierce	W. Pierce	Dec 28834—BMI
8	10	2	I LOVE YOU—G. Wright-J. Reeves	G. Wright-J. Reeves	Fabor 101—BMI
9	8	25	LET ME BE THE ONE—H. Locklin	H. Locklin	Four Star 1641—BMI
9	9	2	BIMBO—P. W. King	P. W. King	V 20-5537—BMI

Most Played by Jockeys

For survey week ending April 7

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	10	SLOWLY—W. Pierce	W. Pierce	Dec 28991—BMI
2	2	9	YOU BETTER NOT DO THAT—T. Collins	T. Collins	Cap 2701—BMI
3	3	13	I REALLY DON'T WANT TO KNOW—E. Arnold	E. Arnold	V 20-5525—BMI
4	4	8	I'LL BE THERE—R. Price	R. Price	Col 21214—BMI
5	5	15	I LOVE YOU—G. Wright-J. Reeves	G. Wright-J. Reeves	Fabor 101—BMI
6	6	12	SECRET LOVE—S. Whitman	S. Whitman	Imperial 8223—ASCAP
7	8	2	I GET SO LONELY—Johnnie & Jack	Johnnie & Jack	V 20-5681—ASCAP
8	7	20	BIMBO—J. Reeves	J. Reeves	Abbott 148—BMI
9	9	16	WAKE UP, IRENE—H. Thompson	H. Thompson	Cap 2646—BMI
10	—	2	RELEASE ME—J. Heap	J. Heap	Cap 2518—BMI

This Week's Best Buys

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

THERE'LL BE NO TEARDROPS TONIGHT (Acuff-Rose, BMI)

—Hank Williams—M-G-M 10461
First released in 1950 and revived by the label a few weeks ago when the Tony Bennett version of the tune was coming up fast in the pop market, this disk has been selling like a very successful new release. Many stores with good country business had never stopped selling the record, tho now action has been stepped up considerably. Good and strong reports were received from New England, Buffalo, Cincinnati, Chicago, Nashville, Durham, St. Louis, Atlanta, Richmond and Los Angeles. Flip is "Mind Your Own Business." A previous Billboard "Spotlight" disk.

C & W Territorial Best Sellers

For survey week ending April 7

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

Cincinnati

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Secret Love, S. Whitman, Imp.
4. You Better Not Do That T. Collins, Cap.
5. I Need a Little Help, Carlises, Mer.
6. Good Deal Lucille, A. Terry, Hic.
7. I Love You, G. Wright-J. Reeves, Fab.
8. Good Deal Lucille, M. Mullican, Kng.
9. Too Hot to Handle, J. Skinner, Dec.
10. I'll Be There, R. Price, Col.

Dallas-Ft. Worth

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Second Fling, E. Arnold, V.
4. My Isle of Golden Dreams M. Robbins, Col.
5. Bimbo, J. Reeves, Abb.
6. You All Come, A. Duff, Sdy.
7. Secret Love, S. Whitman, Imp.
8. Release Me, J. Heap, Cap.
9. As Far as I'm Concerned, R. Foley, Dec.
10. My Everything, E. Arnold, V.

Houston

1. Slowly, W. Pierce, Dec.
2. I'll Be There, R. Price, Col.
3. You Better Not Do That T. Collins, Cap.
4. Mysteries of Life, H. Locklin, Dec.
5. My Everything, E. Arnold, V.
6. Breaking the Rules, H. Thompson, Cap.

Memphis

1. I'll Be There, R. Price, Col.
2. I Really Don't Want to Know E. Arnold, V.
3. My Everything, E. Arnold, V.
4. I Gt So Lonely, Johnnie & Jack, V.
5. Slowly, W. Pierce, Dec.
6. Wanted, M. Mullican, Kng.
7. Secret Love, S. Whitman, Imp.
8. You Better Not Do That T. Collins, Cap.

Nashville

1. I'll Be There, R. Price, Col.
2. Slowly, W. Pierce, Dec.
3. You Better Not Do That T. Collins, Cap.
4. After Dark, K. Wells, Dec.
5. I Really Don't Want to Know E. Arnold, V.
6. My Isle of Golden Dreams M. Robbins, Col.
7. I Love You, G. Wright-J. Reeves, Fab.

New Orleans

1. Slowly, W. Pierce, Dec.
2. I'll Be There, R. Price, Col.
3. Cry, Cry Darling, J. Newman, Dot
4. Just Married, P. Young, Cap.
5. My Everything, E. Arnold, V.
6. After Dark, K. Wells, Dec.

Reviews of New C & W Records

SLIM WHITMAN

Rose-Marie88
IMPERIAL 8236—The great show tune is done Western style here, with plenty of echo and sound effects. It's beautifully done, and it looks like a smash for Whitman. Solid wax. (Harms, ASCAP)
We Stood at the Altar77
Plenty of power to this side. It's a touching weeper, and it's done by Whitman in a simple, unaffected manner. (Shapiro-Bernstein, ASCAP)

RED FOLEY

Jilted85
DECCA 29100—Tune now breaking out in the pop field receives a mighty potent reading from the warbler as he tells how happy he is that he's been jilted. Could be a smash for Foley and it looks like a coin-grabber. (Sheldon, BMI)
Pia Ball Boogie84
Foley tells of the body action necessary to rack up a high score on the pinball machine on this bright and happy boogie effort. It has the flavor of many of Foley's former hits and he sings it with sparkle. This side, too, has a chance. Watch 'em both. (Forrest, BMI)

JIMMY HEAP-PERK WILLIAMS

Then I'll Be Happy79
CAPITOL 2767—Gay reading of the pop evergreen makes for a cute country entry. Backing is spare but appropriate. Could pull good juke coin and sales. (Bourne, ASCAP)
Cry, Cry Darling76
Heap warbles the weeper emotionally. Arrangement has the ork sounding as poignant as the singer. This, too, could do mighty well. (Acuff-Rose, BMI)

SONNY BURNS

A Star for Girls Like You79
STARDAY 131—Burns warns his girl that when you sow misery in other people's lives, you will reap some of it yourself. He pours out his heart-aches with impressive emotion here and gets good support from the ork backing him. Should be particularly good in the juke boxes. (Starrite, BMI)
Heart Like a Dollar Sign76
The singer ruefully wishes he could count on his wife the way she counts his dough. But he warns that the day of reckoning may be coming. Very affecting reading of some good material. (Starrite, BMI)

ELTON BRITT

Blue Guitar78
V 20-5640—A bluesy, dreamy novelty, with a fetching lyric and smart instrumental guitar work. Elton Britt does an outstanding job on the vocal. (Aberbach)
Nuevo Laredo76
Spanish border flavor and an infectious beat mark this liting melody. It's sung well here by Britt. Will attract a lot of attention on the boxes and with jocks. (Trinity)

FREDDIE CHAPMAN

Talking to a Sparrow77
CAPITOL 2775—A powerful idea is implicit in this lyric of love and sorrow. A convict tells his story to a sparrow outside his prison cell. A good job by Chapman that could get coins. (Regent, BMI)
My Life Is Not My Own76
"I guess I'm doomed to do your will," he sighs; but seems to like it. The ditty is sad and philosophical, with authentic rural flavor. Freddie Chapman gives it the right touch of despair and longing. (Acuff-Rose, BMI)

EDDIE WILSON

They're Not Worth the Paper They're Written On77
INTRO 6077—Even tho he realizes the written endearments are lies, he treasures them. Eddie Wilson brings

impressive sincerity to this reading and the slicing could move ahead well. A good coupling. (Shapiro-Bernstein, ASCAP)
How Could You Leave Me?75
The weeper is sung with an appealing vocal catch and is likely to generate much sympathy among listeners. This one can carve out a little action. (Inbro, BMI)

CHARLIE ADAMS

You've Wounded the Heart76
COLUMBIA 21230—A fast ballad with cute lyrics that take the singer's girl friend to task for deceiving him about her true intentions. Besides the smooth delivery of lyric by Adams, the side has some fancy fiddling in the background. Good wax.
I'll Tickle Your Toes73
This side also has fresh lyrics and a bouncy beat to charm the listener. This singer has a future if he can keep to the standard that his early releases have set.

MARY JANE JOHNSON

Across the Tracks76
VALLEY 112—Mary Jane sings with feeling of the social boundary that's so difficult to cross. A mighty attractive weeper, this could push into the money with exposure. (BMI)
I'll Never Tell70
Rhythm opus is handed a happy reading by the thrush and string band. This could pull some juke coin. (BMI)

CORKY CARPENTER

My Heart Would Like to Know75
STARDAY 134—Carpenter tells his girl to make up her mind whether she wants him or not, since he is tired of being in suspense. This is a very attractive hunk of material, with a fresh lyric and a cute, bouncy rhythm spelled out on a banjo. (Starrite, BMI)
Chapel of Memories74
Returning to the place where he was married, the singer reminisces sadly over the memories that it holds for

him. Carpenter gives this melancholy ballad a tasty, emotionally effective reading. (Starrite, BMI)

WESLEY TUTTLE

Sign Post75
CAPITOL 2768—Wesley Tuttle has a strong side here. The lyric idea is solid, and it's combined with a good melody. The reading merits spins. (Moonlight, BMI)
I'll Have the Last Waltz With Mother73
It's a mother song, and it's quite affecting. The beat is a slow waltz. Many jocks will like the warbler's vocal. (Mills, ASCAP)

SKEETS McDONALD

I Love You, Mama Mia75
CAPITOL 2774—Lazy waltz ballad with a South-of-the-border feel is warbled in warm fashion. Slicing should get pretty good air exposure, reaping fair sales. (Beckwood, BMI)
Remember You're Mine72
Skeets cautions his gal to reserve her affections for him alone. Cute ditty is handed an appealing rendition. (Central, BMI)

BOBBY WILLIAMSON

There's Nothing as Great74
V 20-5636 — Pleasant country ditty gets a true, sincere reading by vocalist Bobby Williamson. A slow beat, and fresh phrasing make this appealing. (Tannen, BMI)
Steady Diet72
More loving is what he wants. Bobby Williamson delivers this piece of country philosophy to the accompaniment of a lively rural band. (Alamo, ASCAP)

AUDIE ANDREWS

An Angel With a Broken Wing73
V 20-5627—There's a good idea in this song. The vocal effort, however, is too forced, as the Andrews were trying too hard to be individualistic in his style. (Personality, BMI)
Teach Me to Love Someone Else73
Audie Andrews has a good weeper here, and he's quite effective in its delivery. Merits a programing try by deejays. (Jamboree, BMI)
(Continued on page 27)

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.	90-100, Tops 80-89, Excellent 70-79, Good 60-69, Satisfactory 50-59, Limited 0-50, Poor
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Review Spotlight on... RECORDS

ERNEST TUBB

Baby Your Mother (Feist, ASCAP)
Your Mother, Your Darling, Your Friend (Tubb, BMI)
—Decca 29103—With Mother's Day coming up on May 8, dealers have a strong record here for the holiday. The country warbler sings the sentimental efforts with much feeling and they should attract many buyers.

HANK SNOW

I Don't Hurt Anymore (Hill & Range, BMI)
My Arabian Baby (American, BMI) — RCA Victor 20-5698—Hank Snow should continue to sell plenty of records with this new release. The top side is a fine weeper and Snow sings it mighty well; the flip is a bouncy novelty penned by Mitchell Turok. Both sides have a chance.

Seek Dismissal of 'Eh Cumpari' Suit

HOLLYWOOD, April 10.—Julius La Rosa, Broadcast Music Inc., and Archie Bleyer this week filed three motions and supporting affidavits in U. S. District Court here, asking dismissal of the \$1,250,000 copyright infringement suit brought against them by Tony Sacco, Thomas Conroy and Record Music Corporation.

Motions were made in the action brought by plaintiffs, contending the song, "Eh Cumpari," is an infringement of their "Eh Goomba."

Defendants sought dismissal of the suit for improper venue and lack of jurisdiction, La Rosa contending he is not in business here and had only been in California 15 days. BMI also based its motion on improper venue.

Case is scheduled to be heard on May 3.

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Lefty Frizzell set for a six-day engagement in Honolulu, starting July 15, in a booking set by Steve Stebbins, of Americana Corporation. . . . The Hoosier Hot Shots back from a tour of the Pacific Northwest and set to play a string of 18 fairs in Southern California. Gil Taylor has rejoined the group as lead singer and bass player. . . . Charlie Lewis, out of KNAL, Victoria, Tex., now booking talent in his area and would like to hear from country artists. . . . Cowboy Copas and band playing dates in Kansas and Iowa thru April. . . . Bill Myrick and His Rainbow Riders have been signed to record for Accent Records. . . . Donn Reynolds continues with personal appearances in the East and his show via WGCB, Red Lion, Pa. . . . Jimmie Skinner visited with Uncle Eb Brown, of WGST, Atlanta, Ga., recently. . . . Ed Hamblen, former Detroit-Chicago booker, is now heading up the WFAA Artists Service, Dallas. . . . Bobby Williamson, Paul Buskirk, Jimmy Kelly, Curly Sanders and the Lovett Sisters played to 9,500 in Lubbock, Tex., recently. . . . The Bob Hope Show, featuring Red Foley, the Harmonaguys, Marguerite McClelland, Betsy Duncan and the Astronauts, scheduled to repeat next year in view of its recent success in Nashville. . . . Betty Cody and Lone Pine turned them away at their date at Jack Witschi's Sport's Arena, North Attleboro, Mass., recently.

Al Cody, of the Cody & Cody Show, back on the road again after picture work in California. . . . The Circle J Ranch Boys, Cherokee Red, Carol Williams, Russel Cooner, Stewart Holler and Bob Nash played the Jamboree last week in Marshall, Tex. . . . Jimmie Williams has replaced Big Jim Stacey as country d.j. on WNOP, Newport, Ky., with Stacey going to WCPO, Cincinnati. . . . April 25 marks the second anniversary at the famed Jimmie Skinner Record Shop in Cincinnati,

with a host of country stars scheduled to attend. Lou Epstein extends an open house invite to any and all in the music business to drop in and say hello. . . . String Bean, of the WSM "Grand Ole Opry," is playing dates with the KFBI Ranch Boys, Jeanie Pierson and Mack Sanders thru Kansas. . . . Gov. Howard Pyle of Arizona has proclaimed May 8 as Rex Allen Day thruout the State, with Rex scheduled to dedicate the new Rodeo Stadium in Willcox, Ariz., his birth place. . . . Jerry Damon, WSTC, Stamford, Conn., drawing tons of mail for the Valley etching of "Angels in the Sky."

The Blackwood Brothers Quartet, gospel singers, drew 30,000 at the million-dollar Akron Baptist Temple recently, and booked solid thruout the month. Group plays Evansville, Ind., on the 17th along with the Statesmen Quartet, Harmonizers, Speer Family, Wally Fowler and the Oak Ridge Quartet and the Original Stamps Quartet. . . . Uncle George and his "WLBC-TV Jamboree," Muncie, Ind., are interested in hearing from Western stars for appearances on the show. . . . Glen Paul and the Lazy River Boys, KULP, Houston, have been signed to All Star Records. . . . Johnny Rion, KSTL, St. Louis, has added two hours daily via KREI, Farmington, Mo. Opening of the hillbilly park in Chain of Rocks, North St. Louis, is scheduled for May 2, with Jimmie Davis headlining. . . . Harry Voight, former branch manager for King Records, Chicago and Dallas, has entered the artist management field, starting off with Mitchell Torok. . . . Young George Riddle, 18-year-old country entertainer, now holding forth at WMRI, Marion, Ind., in addition to having a TV stint via WLBC, Muncie.

T. Texas Tyler scheduled to work at the new Nat Park, Spokane, for the summer with his new manager, Johnny Kelly, planning to book in name acts also.

• Reviews of New C & W Records

• Continued from page 26

JERRY BYRD
My Isle of Golden Dreams . . . 73
MERCURY 70337—The guitars paint an idyllic tonal picture in this relaxed and listenable instrumental. Good program wax. (Remick, ASCAP)

Turner's Turnpike . . . 70
Bright and cheerful instrumental, this will please many. (Sooner, BMI)

JACK TUCKER
I Was Only Fooling Me . . . 73
STARDAY 136—Tucker, who sings a song as tho he means it, tells how he fooled himself on this new effort. He sells the tune with sincerity. (Personality, BMI)

Itchin' for a Hitchin' . . . 69
Tucker wants to get married—to a specific girl, of course. He sings it nicely. (Starrite, BMI)

JIMMY VERNON
Still Afraid of Losing You . . . 72
KING 1345—In his first effort on the label, Vernon sings out the rapid patter ditty with spirit. Many jukes could profitably carry this side. (Lois, BMI)

Somewhere . . . 70
For each one who is lonely there is a partner somewhere, chants Vernon. The sentiment is expressed ably. (Acuff-Rose, BMI)

LINK DAVIS
Gumbo Ya-Ya . . . 72
OKEH 4-18035—A cute Cajun-styled opus receives a better-than-average reading by the singer. Side should do well enough thru the Louisiana and Texas area.

Falling for You . . . 69
Davis sings this jumping novelty with some life, tho the material is slight.

WIN STEWART
After All . . . 71
INTRO 6088 — Rural bouncer is awarded an infectious warble by Stewart. (Aladdin, BMI)

I've Waited a Lifetime . . . 69
Stewart lifts his tenor in a listenable romantic waxing. Occasional spins are the prospect. (Aladdin, BMI)

ONIE WHEELER
Closing Time . . . 71
OKEH 4-18037—The singer tells of the pain felt by those who would like another drink but are faced with the time known as "closing time." A cute disk that tavern boxes can use.

I'll Swear You Don't Love Me . . . 68
Onie Wheeler, a warbler who has a bit of the style of Lefty Frizzell, sells this happy novelty neatly. Worth spins.

JESSE JAMES
I Married a Man for His Money . . . 71
IMPERIAL 8237—Jesse James belts out a solid vocal on this weeper. Ditty contains a good lyric idea, and should get some action among country deejays. (Commodore, BMI)

Now That You're Gone Away . . . 65
Okay vocal by the thrush on a fair country weeper. (Opal, BMI)

GABE TUCKER
Trip to the City (Part 1 & 2) . . . 70
TNT 114—Gabe Tucker does a comedy monolog, with an appreciative audience providing suitable sound effects. Thema is a trip to the city by a country lad who wins a radio contest. Some funny lines.

DICK DYSON
I Work in the Daytime . . . 69
DECCA 29072—Dyson explains that he and his wife can never get together since he works in the daytime and she works at night. Happy side sung capably by the chanter. (Satherly)

Purple Wine and Red Red Roses . . . 68
Okay country weeper is handled in adequate fashion by Dyson. (Satherly)

HELEN CARTER
Unfit Mother . . . 68
OKEH 4-18036—On this tearful country weeper the thrush tells of her ruined reputation and her title of unfit mother. Interesting, and may get spins.

Like All Get Out . . . 65
Pleasant warble by the thrush on a new novelty. She tells of her shiftless, lazy boyfriend—but she loves him like all get out.

RATINGS—COMMERCIAL POTENTIAL

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

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

THE HIT OF 1954



SLIM WHITMAN

• This Week's Best Buys

THE BILLBOARD, APRIL 10, 1954

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

ROSE-MARIE (Harms, ASCAP)—Slim Whitman—Imperial 8236
One of the fastest-breaking country records in many weeks. Within ten days of release, the disk was rated strong in Atlanta, Dallas, St. Louis, Cincinnati, Nashville, Houston, Buffalo and New England. Also reported good in Chicago and Los Angeles. Flip is "We Stood at the Altar" (Shapiro-Bernstein, ASCAP).

"ROSE MARIE"

#8236

"WE STOOD AT THE ALTAR"

45-8236

IN CANADA ON QUALITY LABEL



6425 Hollywood Blvd.

Hollywood 28, Calif.



Keep your eye on this one. Rated a big #3, with advance sales coming in strong—UNITED #173 "FLIGHT 3-D," with Jimmy Forrest Ork doing a terrific job, and on the back side another good bet, "SOPHISTICATED LADY."

States #137 "BLESSED AND BROUGHT UP BY THE LORD," a new sacred release with the CARAVANS, is coming up. Reverse side "JESUS IS A ROCK." A real fine soloist job is done on both sides by BESSIE GRIFFIN. United #172 is beginning to show good reports. "WHOOOEE BABY" backed up with "TELL ME," with the Five "C's."

Eugene Fox, on Checker 792, does the neatest job of the year on "Sinners Dream" that rated him a good 77 in Billboard's reviews. Reports from Nashville point the way to a top seller here. Back side "Stay at Home." A new Little Walter hit is "Oh, Baby" and "Rocker" on Checker 793. Out less than a week, sales are already making this a member of the hit class. For top profits, these should be in stock right now.

It's All My Fault" and "Women and Money," by John Lee Hooker, on CHES 1562, is a top number on many juke boxes. Disk jockey reports indicate a growing demand for it.

Dealers everywhere are stocking these "picks." Call your distributor today. (Adv.)

How Deejays Are Programing R & B Disks for Top Audience Appeal

Out Next Week
—in a special SPOTLIGHT ON RHYTHM & BLUES Records, Talent & Tunes section of **The Billboard** —APRIL 24 ISSUE

New Smash Hit!
"THE STORY OF MY LIFE"
by GUITAR SLIM
#490 #490-45
Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

BREAKING FOR A HIT!
KITTY NOBLE
"LOVE ME TILL THE COWS COME HOME"
#422
and Dickie Thompson
"13-WOMEN AND 1 MAN"
#424
Herald RECORDS
330 W. 33rd St. New York, N. Y.

Featuring **BILLY BROOKS** and **PLUMA DAVIS BAND** on **"WHAT CAN I DO"** #1629 b/w **"I CALLED MY BABY"**
PEACOCK RECORDS, Inc.
2809 Erastus St. Houston 26, Texas

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending April 7

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 throught the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

Week This	Week Last	Chart	Records
1	9	1	YOU'LL NEVER WALK ALONE —R. Hamilton.... I'm Gonna Sit Right Down and Cry—Epic 9015—BMI
2	5	2	LOVEY DOVEY —Clovers..... Little Mama—Atlantic 1022—BMI
3	14	3	THINGS THAT I USED TO DO —Guitar Slim.... Well I Done Got Over—Specialty 482—BMI
4	9	4	I DIDN'T WANT TO DO IT —Spiders..... You're the One—Imperial 5265—BMI
5	6	5	SUCH A NIGHT —C. McPhatter..... Lucille—Atlantic 1019—BMI
6	2	6	GEE —Crows..... I Love You So—Rama 5—BMI
6	4	8	LITTLE MAMA —Clovers..... Lovey Dovey—Atlantic 1022—BMI
8	3	7	IT SHOULD'VE BEEN ME —R. Charles..... Sinner's Prayer—Atlantic 1021—BMI
9	1	—	YOU'RE THE ONE —Spiders..... I Didn't Want to Do It—Imperial 5265—BMI
10	3	—	LUCILLE —C. McPhatter..... Such a Night—Atlantic 1019—BMI

Most Played in Juke Boxes

For survey week ending April 7

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 throught the country using a high proportion of rhythm and blues records.

This Week	Week Last	Chart	Records
1	1	13	THINGS THAT I USED TO DO —Guitar Slim..... Specialty 482—BMI
2	3	3	SUCH A NIGHT —C. McPhatter..... Atlantic 1019—BMI
3	2	17	SAVING MY LOVE FOR YOU —J. Ace..... Duke 118—BMI
4	5	6	I'M YOUR HOOTCHY KOOTCHY MAN —M. Waters..... Chess 1560—BMI
5	9	4	LOVEY DOVEY —Clovers..... Atlantic 1022—BMI
6	4	7	YOU'LL NEVER WALK ALONE —R. Hamilton.... Epic 9015—BMI
7	10	15	MARIE —Four Tunes..... Jubilee 5128—BMI
8	10	2	LITTLE MAMA —Clovers..... Atlantic 1022—BMI
9	—	1	IT SHOULD'VE BEEN ME —R. Charles..... Atlantic 1021—BMI
10	6	6	I DIDN'T WANT TO DO —Spiders..... Imperial 5265—BMI

Review Spotlight on...

RECORDS

LITTLE WALTER
Oh Baby (Arc, BMI)
Rocker (Arc, BMI) Checker 793—See "Best Buys."

GUITAR SLIM
The Story of My Life (Venice, BMI)
A Letter to My Girl (Venice, BMI)—Specialty 490—
The top r.&b. warbler in the country should retain his hold on the top slot with this outstanding recording. "Life" is a powerful tune, sung with feeling and heart by the warbler. The flip is lighter, and Slim handles it with spirit. A solid hunk of wax that should bust right thru.

THE SPIDERS
Tears Begin to Flow (Commodore, BMI)
I'll Stop Crying (Commodore, BMI)—Imperial 5280—
The new vocal group should continue to pull in coin with this new release. They sing the up-tempo tune and the ballad smoothly; showing off some first-rate harmonies. Two potent cuttings.

Reviews of New R & B Records

JOE TURNER
Shake, Rattle and Roll86
—ATLANTIC 1026— This has all the earmarks of a smash hit. It is a wild opus, with a solid beat and it receives a great reading from the warbler, certainly one of Turner's greatest vocals. Solid wax and a real coin grabber. (Progressive, BMI)

You Know I Love You....77
A warm after hours type of blues receives a good reading from Turner. He tells how a particular record on the juke box makes him think of his baby. (Progressive, BMI)

EARL BOSTIC
Jungle Drums85
KING 4708— Here's a pulsating performance of the pounding oldie by the high-flying Bostic crew. The ork leader comes thru with some low-down sax work while the band swings behind him. This one should have mighty strong appeal to the many Bostic fans and could catch coin in the pop as well as the r.&b. marts. (Marks, ASCAP)

Danube Waves....77
The traditional melody receives a gutty instrumental reading from Bostic on sax backed rhythmically by the ork. Tho not as strong as the flip side it's a good one for dancing and for listening, too. (P.D.)

THE FIVE ROYALES
I Like It Like That80
APOLLO 454— A highly rhythmic effort that ought to do exceptionally well in the boxes. The material gets a little warm now and then, but a beat as solid as this one naturally generates heat. Must be watched. (Bess, BMI)

Cry Some More....77
The lead singer tearfully admits to his girl that he was wrong and will cry some more if that will convince her he is sorry. There is some fine harmonizing on this side and a slow, solid beat that puts real drive in this material. (Bess, BMI)

THE HAMPTON SISTERS
My Heart Tells Me77
SAVOY 1125—First-rate performance of the evergreen by the girls with Aletra Hampton again on lead. Side has a smooth pop flavor, plus a vocal that could help it get attention in both the pop and r.&b. markets. (ASCAP)

Hey Little Boy....78
Thrush Aletra Hampton does a solid job with this swiny effort backed carefully by the sister group. Backing is interesting and the jocks will be able to use this one often. Good debut by the gals. (Crossroads, BMI)

RUTH BROWN
Hello Little Boy81
ATLANTIC 1027—A frantic, exciting jump blues receives a first-rate performance from Ruth Brown over a jumping backing by the band. The chantress sells it with spirit and power, and the side has a chance to bust thru quickly due to its wild air. (Progressive, BMI)

If I Had Any Sense....79
The husky-voiced thrush turns in a good reading of a bright hunk of material in which she explains that it is time she returned home. The thrush sings it with a hit and the beat is there. (Progressive, BMI)

SONNY THOMPSON
I Ain't No Watch Dog78
KING 4712—A most interesting blues item receives a smooth vocal from Thompson, while the band plays a bright figure behind him. A good disk that could do right well on the boxes, especially down South. (Jay & Cee, BMI)

Down in the Dumps....71
Slight blues instrumental is played quietly by the combo, with the pianist and saxist featured. (Jay & Cee, BMI)

JOHNNY TAYLOR
Over the Hill77
HOLLYWOOD (45) 1011—Disk jockeys may have to pass this one by, but certain juke spots should find it a potent nickel lure. Taylor has penned a clever item about an aging Romeo and delivers it suggestively over a boogie rumbling by the ork. (Golden State, BMI)

Foolin' Around....69
Taylor sings a moody blues adequately for an okay side. (Golden State, BMI)

KITTY NOBLE
Till the Cows Come Home75
HERALD 422—Romance in the barnyard is intriguing as described here. Miss Noble sells the opus infectiously. It could pull some business. (Angel, BMI)

Can't See Nobody But You....68
(Continued on page 29)

Rhythm & Blue Notes

By BOB ROLONTZ

A lot of cats have been thinking for a long time that the city of Nashville is strictly a place where only country and western records are sold. Since it happens to be headquarters for many c.&w. recording men, publishers and record firms, the reason is obvious. However, **Mary Waterston**, manager of Buckley's Music Shop, one of the top stores in town, tells us that in spite of the stress on country music, her shop has been running a one-hour r.&b. show over WLAC for the past eight years and that the store has built up a large mail-order department for r.&b. disks via the show. In fact, Miss Waterston notes that her shop is mainly an outlet for the blues. The fact that there is a large audience for r.&b. disks in the heart of the country belt should interest a lot of record firms and distributors.

Atlantic Records has signed **George (Mr. Blues) Jackson**, a New Orleans singer. . . Sarah **Vaughan** is now appearing at Birdland, New York. . . The **Four Tunes**, the **Red Prysock** ork and thrush **Pat Reed** opened the bill at the Apollo in New York last week (2).

The **Royals**, Federal recording artists, are changing their name to the **Midnighters** to eliminate booking confusion with the **Five Royales**, who wax for Apollo. The group has been getting some attention with their latest disk on Federal, "Work With Me Annie." All new records released by Federal will carry the unit's new name. Good luck under the new moniker, **Midnighters**, and congratulations to Federal for clearing up a confusing situation.

Earl Bostic and his ork, one of the hottest bands at present, with a solid succession of hits on King Records, has been booked solidly thru the first of the year and is set with bookings until August. He may interrupt his current swing to make his first trek to Europe during June and July. Bostic's appeal has been strongest thru the West Coast where he has managed to break thru as a pop attraction on his various dance dates.

Eddie Vinson and the **Cootie Williams** ork are back together again. . . **Dinah Washington** is set to open at El Patio in Las Vegas, Nev., in mid-May. . . The **Charlie Fuqua Ink Spots** are now in the 17th week of their Far Eastern tour. . . **Roy Brown** is now out on a string of one-nighter dates thru the West, as is singer **Percy Mayfield** and **Arnett Cobb**. . . The **Willis Jackson** ork is now at the Savoy Ballroom in New York. . . **Sonny Thompson** and thrush **Lulu Reed** are playing one-nighter dates in the East and Middle West.

Willis Jackson and his ork, after they finish a stand at the Savoy Ballroom in New York, will go out on a one-nighter tour thru the Midwest. . . **Johnny Otis** is playing one-nighters on the West Coast. . . The **Tiny Bradshaw** crew is playing location dates in the Pacific Northwest and will hit California in June.

Jazz Records and Spirituals in the R & B Picture

Out Next Week
—in a special SPOTLIGHT ON RHYTHM & BLUES Records, Talent & Tunes section of **The Billboard** —APRIL 24 ISSUE

Twelve Months of R & B Progress

Out Next Week
—in a special SPOTLIGHT ON RHYTHM & BLUES Records, Talent & Tunes section of **The Billboard** —APRIL 24 ISSUE

JUST OUT
#1101—KISSING IN THE DARK and WORLD OF TROUBLE, with MEMPHIS MINNIE
#1102—LOUISE and PLAY A LITTLE WHILE, with J. B. LENORE 45 and 78 rpm
JOB RECORDS
1121 West 59th St. Chicago, Ill.
Phone: Prospect 8-1137

-CORRECTION-
In our Billboard ad on Page 45, April 10 issue name and address of our organization were incorrect. The ad should have read like this:
LITTLE RICHARD and **THE TEMPO TOPPERS** in **"ALWAYS"** b/w **"RICE, RED BEANS AND TURNIP GREENS"** #1628
PEACOCK RECORDS, Inc.
2809 Erastus St. Houston 26, Texas

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• This Week's Best Buys

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

OH BABY (Arc, BMI)—Little Walter—Checker 793
In the crop of new records in this field, this has been a standout sales-wise. Reports from Atlanta, Nashville and St. Louis were strong. Buffalo, Cincinnati, Cleveland, Chicago, Detroit, Durham and Los Angeles reported action on the disk was good. Flip is "Rocker" (Arc, BMI). Record was received too late for selection as "Spotlight."

SHAKE, RATTLE AND ROLL (Progressive, BMI)—Joe Turner—Atlantic 1026

Out barely a week, this disk by a veteran of the charts has begun to roll up impressive sales figures. Tho not yet distributed in all areas, Boston, New York, Cleveland, Durham and Atlanta were among those which had begun to report exceptionally good volume. Flip is "You Know I Love You" (Progressive, BMI). A previous Billboard "Spotlight" disk.

• R & B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Lovey Dovey, Clovers, Atl.
2. Little Mama, Clovers, Atl.
3. Things That I Used to Do, Guitar Slim, Spe.
4. I Didn't Want to Do It, Spiders, Imp.
5. Lucille, C. McPhatter, Atl.
6. You'll Never Walk Alone, R. Hamilton, Epi.
7. I'm Your Hootchy Kootchy Man, M. Waters, Chs.
8. Such a Night, C. McPhatter, Atl.
9. Darling Dear, Counts, Dot.
10. It Should've Been Me, R. Charles, Atl.

Charlotte

1. Lovey Dovey, Clovers, Atl.
2. You'll Never Walk Alone, R. Hamilton, Epi.
3. I Didn't Want to Do It, Spiders, Imp.
4. Things That I Used to Do, Guitar Slim, Spe.
5. Little Mama, Clovers, Atl.
6. Gee, Crows, Rma.
7. Darling Dear, Counts, Dot.
8. Such a Night, C. McPhatter, Atl.
9. You're Still My Baby, C. Willis, Oke.
10. Answer Me, My Love, Nat (King) Cole, Cap.

Chicago

1. You'll Never Walk Alone, R. Hamilton, Epi.
2. Gee, Crows, Rma.
3. Money Honey, C. McPhatter, Atl.
4. Lovey Dovey, Clovers, Atl.
5. Love Contest, Ruth Brown, Atl.
6. Things That I Used to Do, Guitar Slim, Spe.
7. Praying to the Lord, B. B. King, RPM

Cincinnati

1. Things That I Used to Do, Guitar Slim, Spe.
2. Little Mama, Clovers, Atl.
3. Work With Me Annie, Royals, Fed.
4. You'll Never Walk Alone, R. Hamilton, Epi.
5. Lovey Dovey, Clovers, Atl.
6. You're Still My Baby, C. Willis, Oke.
7. Tootie Roll, Dominoes, Fed.
8. I Didn't Want to Do It, Spiders, Imp.

Detroit

1. Lovey Dovey, Clovers, Atl.
2. Such a Night, C. McPhatter, Atl.
3. You'll Never Walk Alone, R. Hamilton, Epi.
4. Things That I Used to Do, Guitar Slim, Spe.
5. I Didn't Want to Do It, Spiders, Imp.
6. All Night Long, R. Bryant, Dot.
7. Watch Dog, L. Reed, Kng.
8. Saving My Love for You, J. Ace, Duk.
9. Work With Me Annie, Royals, Fed.
10. Tell Me, Five C's, Uni.

Los Angeles

1. You're the One, Spiders, Imp.
2. Gee, Crows, Rma.
3. Things That I Used to Do, Guitar Slim, Spe.
4. Lovey Dovey, Clovers, Atl.
5. It Should've Been Me, R. Charles, Atl.
6. Darling Dear, Counts, Dot.

• Reviews of New R & B Records

Continued from page 28

The songstress has an okay blues here and she handles it well. (Angel, BMI)

MARTHA MOORE

Baby I'm Through.....74
DE LUXE 6049—Miss Moore, with striking determination, gives her man his walking papers. She puts on quite a show here, displaying good style and making the most of her material. The ork backing her is solid and swings. (Franklin, BMI)

BILLY WRIGHT

I Remember.....73
SAVOY 1127—A quiet reading of an okay blues that could win juke plays in late-hour bistros. (Savoy, BMI)

Live the Life.....70
Pleasure is the thing, we are told, and don't let busybodies tell you otherwise. Wright conveys this carefree philosophy effectively. (Savoy, BMI)

DAVE DIXON

Over the River.....73

SAVOY 1126—Blues singer Dave Dixon bows on the label with an emotional reading of a mournful blues. A good side that could pull some coin in the South. (Crossroads, BMI)

My Plea

.....69
Slight blues item is sung capably by Dixon. He can put a lot of feeling into a tune. (Crossroads, BMI)

EDDIE WARE

That's the Stuff I Like.....70
STATES 130—Ware and his ork whip up a rhythmic side here that could have been made stronger with a less conventional lyric. But where Ware leaves the mike and fronts the ork he sends solidly. (Pamlee, BMI)

Lonely Broken Heart.....66
Less successful here, this routine blues lacks a steady beat to sustain interest. While Ware tries hard, the so-so arrangement and disjointed backing proves too much to overcome. (Pamlee, BMI)

SUE ALLEN-OSCAR BLACK

Hold Me Baby.....56
GROOVE 0012—Chanters combine in okay fashion on a routine blues. (Monument, BMI)

I'm Get By.....56
More of the same. (Coblin, BMI)

• Number of Releases This Week

LABEL	POP	C&W	R&B
APOLLO	—	—	1
ATLANTIC	—	—	2
CAPITOL	7	4	—
COLUMBIA	—	—	1
CROWN	1	—	—
DAWN	1	—	—
DECCA	6	2	—
DELUXE	1	—	1
EPIC	1	—	—
GROOVE	—	—	1
HERALD	—	—	1
HOLLYWOOD	—	—	1
IMPERIAL	—	2	—
INTRO	—	2	—
JUBILEE	1	—	—
KEM	1	—	—
KING	—	2	2
LLOYDS	1	—	—
LONDON	2	—	—
MERCURY	2	1	—
M-G-M	1	—	—
OKEH	—	3	—
RCA VICTOR	3	3	—
REQUEST	1	—	—
SAVOY	—	—	3
STARDAY	—	3	—
STATES	—	—	1
T.N.T.	—	1	—
VALLEY	—	1	—
"X"	1	—	—
TOTAL	30	25	13

Lengsfelder

Continued from page 15

board to form the committee two years ago. He had the backing of a large segment of members.

This week, Lengsfelder stated that he felt that ASCAP members should have a hand in appointing men to the committee and that it was his intention to enlarge the committee in order that more of the active writers could be included.

Lengsfelder further stated that the disaffected group wanted a say as to who could join the committee. Lengsfelder claims he vetoed this suggestion and proposed that the membership be tallied.

The dissenters, in Lengsfelder's view, were fearful lest a radical element become part of the committee and seek to interest Washington in the mechanics of the Society's operation.

"Return" Offer

Meanwhile, and prior to setting up machinery to tally the membership, Lengsfelder stated he would reappoint any of the resignees who wished again to become a part of the committee which would serve as a nucleus for the formation of a larger group.

It was stated that one of the resignees, Maurice Baron, had already indicated a willingness to resume his post. This—with Rowan, Geoffrey O'Hara and Fred Coots, who have remained—would make a group of five with Lengsfelder.

Rowan, contacted late this week, was very emphatic in denying that the committee would fold. "I've been a member and acting secretary since its inception. I do not recognize it as dissolved. As long as I'm a member and he (Lengsfelder) is chairman, the committee stands."

Rowan, too, stated that future activity would be aimed at creating a larger group, democratically chosen.

Broadway Music

Continued from page 15

FD&H rights "to record 34 songs in and as part of motion pictures" everywhere but in the United States and Canada. The songs include "Put Your Arms Around Me, Honey," "Take Me Out to the Ball Game," "I'm the Lonesome Man in Town" and "You Mustn't Pick Plums From My Plum Tree."

FD&H claims similar rights to another 44 songs were assigned it by Broadway prior to May, 1921. Included in this batch are tunes such as "Oh! By Jingo," "When You're a Long, Long Way From Home," "June Moon" and "You Made Me Love You."

Broadway's attorney, George Garfunkel, claims the alleged rights were never granted and the contracts cited pre-date the introduction of sound pictures. Representing FD&H is the firm of Abeles & Bernstein.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.



2d Big Jimmy Rodgers Day

Continued from page 15

country music dances will be staged at the Key Field Officers' Club, National Guard hangar, Shrine Mosque and American Legion Hall. Net proceeds from all will go to the Jimmie Rodgers Memorial and Health Foundation. Ernest Tubb, Hank Snow and Jimmie Davis will make personal appearances at the dances. Over 15,000 are expected to attend.

On May 26, National Hillbilly Music Day, the opening event will be a parade beginning at 10 a.m. Also set are a luncheon at the Hotel Lamar sponsored by the

Colonel's Staff of Governor White.

Station WLOK will do a special television show with Nelson King as master of ceremonies, Stevenson and other notables will be introduced on this program.

James H. Skewes, owner-publisher of The Meridian Star, will hold a reception at his home. The Brotherhood of Railroad Trainmen will stage a banquet at the Hotel Lamar. A private dinner will also be held at the Lamar for Stevenson, the Governors, labor leaders and congressmen.

Special Reception

From 2 to 4 p.m., on May 26, a special reception will be held in honor of Mrs. Jimmie Rodgers.

The climax of the day will be a three-hour night program at the Meridian Junior College stadium. Among the people and activities scheduled for the evening's program are the appearances of Dizzy Dean, Ernest Tubb, Red Foley, George D. Hay, Jim Denny, the Carlises, Eddie Hill, Carl Smith, Jimmy Davis, Rod Brasfield, Jimmy Skinner, Jimmy Dickens, Cowboy Copas, Hank Thompson, Cindy Walker, Hank Snow, Justin Tubb, Jimmie Rodgers Snow, Bill Bruner, Carl Fitzgerald, R. D. Hendon's band, Charley Walker, Curtis Gordon, Nelson King and others.

The entire two-day program will be entered into the Congressional Record by Rep. Arthur Winstead, Fifth District, Mississippi, who has also introduced a bill in the House of Representatives recognizing May 26 as National Hillbilly Music Day. Congressman Winstead will receive the Ralph Peer Award for outstanding contributions to country and western music during 1953.

Steering Committee

General Chairman of the Meridian Steering Committee is Meridian Star publisher Skewes. Vice-chairmen are A. L. Royal and J. P. Saunders. C. H. Phillips, of The Meridian Star, is public relations director. The Steering Committee members are Dr. J. V. Duckworth, G. V. Montgomery, M. E. Rhodes, Joe Sanders, Jack Tallent, W. A. Haag, Roy Gunn, Al Rose, Ike Davis, John Wilson, Dr. Karl Stingily, Henry Loeb, Lix Fruge, J. Donovan Ready, John Egger, Mayor W. S. Smylie, William Wright, A. H. McAllister, Phil Hardin, Joe Carson, Bob Wright, Withers Gavin, Martin Miller, Jim Pierce, Nate Williamson, John O'Neill, A. G. Davis, C. C. Mosley and E. E. Hosey.

Merc Loses Piracy Suit

NEW YORK, April 10.—Broadway Music was granted a summary judgment in Federal Court here last week in a suit the publisher brought against Mercury Records over alleged piracy of the tune, "The Price I Paid for You." A later trial will determine the damages to be paid, if any.

The song was written by Charles McCarren and Raymond Walker prior to 1915, with the copyright renewed by Broadway in 1942. The old-line publishing firm charged that a tune penned by Henry Friedman, "That's the Price I Paid for You," placed in Lake Shore Music, jointly owned by Friedman and singer Eddy Howard and recorded by the latter artist on Mercury Records, was a carbon of the original opus. Friedman is also a part owner of Midwest Mercury Records Distributors, Inc., of Chicago, and a stockholder in Mercury Records.

The decision favoring Broadway was handed down by Justice Edward J. Dimick. The Broadway attorney was George Garfunkel.

Steelman Names Apter

NEW YORK, April 10.—Apter Bros. & Company, McKeesport, Pa., has been named distributor of the Steelman Phonograph and Radio Company line, according to Paul E. Featherstone, general sales manager. The Apter firm will handle the line exclusively in the Allegheny (except Pittsburgh), Westmoreland, Greene, Fayette, Indiana and Washington counties in Pennsylvania.

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- 102 "Little" Sylvia Vanderpool
- 103 Jimmy Lewis
- 104 The Chords

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LOVE BROKE MY HEART AGAIN LAST NIGHT

CAT RECORDING CORP.
234 WEST 56th St.
NEW YORK 19, N. Y.

Columbia Hastens to Soothe Dealers Over Mail-Order Club Expansion

• Continued from page 15

Columbia Record Club plan. Bonus disks will be sent out directly to subscribers of the club who enroll thru stores, as long as the store sends the name of the subscriber to the Columbia Record Club here.

After the subscriber buys three Columbia records from the store, he will be able to select his dividend disk from a special list, and the record will be supplied by the club.

Wexler also stated that the club plan was an experiment to get more people buying records, and that if the test showed it was hurting the dealer, the firm would drop the plan.

Concerning the mailing to residents of Illinois and Indiana, the sales chief said that the firm

expected to get only 50 to 100 replies.

A number of Chicago dealers, however, stated that they were still concerned over the plan. They pointed out that the plan would be a good one if it brought new people into stores.

But they were apprehensive that it might make more people order by mail directly from the Columbia Record Club, since using the club meant a dividend disk with every three purchased. One dealer expressed the hope

that the firm would turn over the names of subscribers directly to stores.

Most dealers contacted admitted the necessity of expanding the present record market. Their concern was over the use of a club plan to do it.

Some suggested more advertising campaigns to enlarge the record buying audience, or special prices on players sold in stores. Some dealers were still uninformed about the Columbia plan; a few others were apathetic.

GOODY IN REVERSE

Decides Hi-Fi Tag Not So Bad, Sets His Own

NEW YORK, April 10.—In a fine show of dexterity, Sam Goody this week executed a quick flip-flop and completely reversed his position of a week ago on high fidelity catalogs.

Last week he blasted manufacturers supporting an upcoming hi-fi catalog and, in a set of telegrams, threatened to return "standard" merchandise or sell disks not tagged hi-fi at distress prices (The Billboard, April 10).

But this week the leading discounter was already deep in preparation of a listing of his own, a large fold-up sheet which will carry only LP's which the store reviewers feel fit the hi-fi category. This will be distributed in the store and to its extensive list of mail-order customers.

Said Goody, "If you can't beat them, join them." Meanwhile, it was learned that

some record manufacturers have also been approached by the Schwan LP catalog, which is said to be mulling designation of certain of the albums it lists as hi-fi. It probably will make use of a special symbol which will be printed alongside the record credits.

Within the past few weeks, stories have chronicled the addition of RCA Victor, Columbia, Decca and M-G-M to the ranks of manufacturers now slugging album copy with some symbol identifying contents as of high fidelity calibre.

Their vaulting on the slogan bandwagon has made it a practically unanimous practice among all major and top independent producers.

Retirement of Toscy Affects Boston's Ork

BOSTON, April 10.—The retirement of maestro Arturo Toscanini from the NBC Symphony earlier this week (4) is believed by insiders to be a move that will have immense effect on the future fortunes of the Boston Symphony Orchestra.

For some time it has been known that NBC authorities and the management of the local orchestra have been working on an arrangement for the Boston Symphony under Charles Munch to fill the gap left by the disbanding of the NBC group.

If this does occur, the financial problems of the Boston musicians will be lifted sooner than expected, not only because of increased broadcasting revenues, but of increased plugging of their record releases by RCA Victor.

Since Victor has been a heavy investor in Toscanini's NBC waxings, it has not exploited the Boston's records to the same extent as formerly. Income from the record royalties has dropped to a very considerable degree as a result. The Bostonians are currently on a fund drive to raise \$300,000.

ARS Offers Month Club

NEW YORK, April 10.—Backers of the American Recording Society have pitched a new mail order plan at record consumers called Music Treasures of the World. Under this plan consumers are being asked to subscribe to a service which will supply them with one 12-inch LP of a standard classical or operetta work per month at \$2.98 each, plus shipping charges.

The promotion drive just launched offers two disks at a total cost of \$1 to introduce the plan. Subscribers will receive promotional material each month which MTW describes as a music appreciation course. There is no obligation to order any specified number of records during the year.

Hi-Fi Institute Sets Up Product Standards

CHICAGO, April 10.—The High-Fidelity Institute's first step in a long-range program to educate consumers is the formation of "standards of measurement" for sound reproduction products. Standards will be issued in terms the public can readily recognize, according to Jerome J. Kahn of Chicago, commissioner of the institute.

The standards will be made available to manufacturers for their use in advertising. When claims of manufacturers have been certified by a qualified independent testing laboratory, the institute will issue its seal of approval certifying the accuracy of the manufacturers' claims. Kahn said the use of these measurements by manufacturers will go a long way toward dispelling public confusion about hi-fi and give the buyer units of comparison between products.

Kahn stated that an all-industry committee will be formed to set up the standards for each product.

At the initial meeting of the provisional board of governors held recently in New York, it was voted that the management of the institute be placed in the hands of a governing board of 12 persons—four from each of the three geographical areas of the country.

Frank Gonzales Named Kierulff Sales Mgr.

HOLLYWOOD, April 10.—Kierulff Sound Corporation has named Frank Gonzales Jr. sales manager of the firm, following the resignation of William L. Cara, who recently joined the Ampex Electric Corporation.

Gonzales will also be a special assistant to Cap Kierulff, the firm's general manager, and aid in furthering the development of the current two-step high-fidelity distribution trend in Southern California.

Kierulff is re-activating plans to aggressively offer all dealers the opportunity to learn the high-fidelity business by holding group demonstrations and by giving free audio consultation as hi-fi sales and service problems arise.

PEGGY LEE TO HI-FI SET-UP

HOLLYWOOD, April 10.—John Hilliard, chief engineer of the Altec Lansing Corporation, is working with singer Peggy Lee on the use of a new high-fidelity sound system to be used in conjunction with her night club engagements.

Hilliard and members of the Altec firm will supervise an elaborate sound set-up for Miss Lee's opening at the Sands Hotel, Las Vegas, Nev., April 21. This marks the first time that the organization has worked with a nitery figure.

Zenith Firm Springs With New Portable

CHICAGO, April 10.—A new portable phonograph capable of playing the new 16 2/3 r.p.m. "talking-book" speed as well as the regular other three speeds was announced this week by H. C. Bonfig, Zenith Radio Corporation vice-president.

The portable, model S-9013, is said to be the first portable phonograph with continuously variable speed from 10 to 85 revolutions per minute. No adaptors are needed.

The unit is packaged in a mid-night blue pyroxylin luggage-type cabinet. The Cobra-Matic changer is specially mounted to withstand the shocks of moving, and the tone arm is held in place by a protective locking device. It also contains a heavy-duty motor.

The phonograph is equipped with the new Cobra pick-up and manufactured-sapphire stylus, and has a 7 1/2 inch speaker. Suggested retail is \$99.95.

Webster-Chi's Year Up 42%, Nets 927G

CHICAGO, April 10.—The Webster-Chicago Corporation's sales in 1953 increased by 42 per cent over the previous year, and the firm reported net earnings of \$927,162, against a loss of \$408,951 in 1952. Webster-Chicago sales last year totaled \$27,757,899. In 1952 the company's sales were only \$19,580,686.

R. F. Blash, president of the firm, noted that sales of the Webster-Chicago line of consumer products in 1954 are expected to be as good as or better than in 1953.

The Webster-Chicago government also reported that government contract sales in 1953 accounted for about 17 per cent of the company's sales volume. At the beginning of 1954, Webster-Chicago had on hand government contracts adding up to more than \$13,000,000.

Cantu Heads Tex. Group Fostering Mexican Music

SAN ANTONIO, April 10.—The Composers and Vocalists Association of Texas will be guided during the ensuing year by Pete Cantu, who was named president of the group here this week. The association plans to make efforts to publicize San Antonio as second only to Mexico City as a producer of Mexican music.

Another aim will be to promote better relations between artists and recording companies, publishing firms and booking agents. It is also planned to have close co-operation with the Federation of Artists and Composers of Mexico City and to open branch offices in various Texas cities where Mexican music originates.

Sauter-Finegan to Play Video Series

NEW YORK, April 10.—The Sauter-Finegan band has been set for the "Saturday Night Review" television show on the NBC-TV network which will replace "Show of Shows" for the summer. The band will bow on the summer replacement show on June 12, along with master of ceremonies Eddie Albert.

Rest of the show's permanent talent roster includes comedians Ben Blue and Alan Young who will alternate on the show. Summer series will emanate from Hollywood.

Goody Appeal In Cetra Case Set for Trial

• Continued from page 1

and Soria Sales, which manufactured Cetra vinyl here prior to the sale of the catalog to Capitol Records early last year. The restraining order was slapped on Goody after the store persisted in discounting Cetra sets despite fair trade designation. Later, Capitol joined Raxor and Soria as a co-plaintiff in fighting pleas by Goody to lift the injunction.

Abraham M. Lowenthal, who will argue the Goody case, bases his main argument on the contention that State fair trade laws in no way control out-of-State sales. In his brief filed with the court, he maintains:

Quotes Brief
"The Feld-Crawford Act (New York's fair trade law) does not by its terms purport to control mail order sales, so called, directly in interstate and foreign commerce. Congressional consent to any such regulation would be ineffective." And later, "In any event, there could not be any such Congressional consent because the Congress lacks the power to delegate to the States its own exclusive authority over transactions which are directly and immediately in interstate commerce."

Whatever the result of the Goody appeal, there seems little possibility that the questions of fair trade will so soon again excite the same trade interest it did some two years ago. At that time there seemed a strong likelihood that major record companies would price fix their product once the legal difficulties were removed. But despite the injunction won by Cetra, no large or moderate-sized producer has since moved to fair trade its disks. Capitol, itself, only established legal minimums for its Cetra line in several Eastern States.

Armstrong Plans Fall Europe Trip

LONDON, April 10.—Louis Armstrong will be returning to Europe in August. Opening either in Copenhagen, Denmark, or Stockholm, Sweden, Armstrong will then visit Germany, France and probably some other European countries.

While the British Musicians' Union ban on foreign artists remains, Armstrong is unlikely to visit this country. But if dates can be arranged, he may follow the usual pattern of making an appearance in Dublin Ireland, which British fans can reach. Currently the tour is planned to take at least three months, but that may be extended to six.

Mercury Signs Contino

NEW YORK, April 10.—Dick Contino, accordionist, has been signed to a Mercury Records contract. Paper is for four years. Contino will record immediately, according to Art Talmadge, Mercury vice-president.

HI-FI SALON

Zenith Opens Display Room In Chicago

CHICAGO, April 10.—The Zenith Radio Corporation this week opened a new high-fidelity display salon. The salon is an extension of the company's present showrooms in downtown Chicago. Included in the salon is an acoustically treated listening room.

A demonstration of Zenith's high-fidelity equipment was given at a conference prior to opening the salon to the general public. Main speaker was J. E. Brown, Zenith's chief engineer, who spoke informally on the engineering and acoustic principles involved in achieving high-fidelity sound.

"High fidelity," he said, "is the closest possible approach to perfect reproduction of broadcast or recorded music. It is the completely faithful reproduction of every single sound wave that occurs in the original performance of the music."

"The vast improvements that have been made in the manufacture of phonograph records have resulted in a new standard of listening pleasure. The importance of having hi-fi equipment, capable of providing uniform volume regardless of frequencies, is evident when one notices that some equipment can pass 15,000 cycles per second, but at such a low volume that nobody could possibly hear it."

The demonstration was augmented by the use of an oscilloscope and the broadcasting of signals varying from 30 to 16,000 cycles per second. As the signal was played over the equipment, the scope showed a picture of the wave and its frequency.

More than 13 pieces of equipment were displayed at the conference, highlighted by a demonstration of the Rhapsody and the Prelude, both of which have just gone into full-scale production. Both models are capable of frequencies from 30 to 15,000 cycles per second, and each contains separate tone controls as well as a six-position compensator. The Rhapsody will retail at \$485, and the Prelude for \$500.

Mathews Gets Hi-Fi Post at Magnavox

FORT WAYNE, Ind., April 10.—Ralph H. G. Mathews, veteran radio and electronics engineer and sales engineering consultant, has joined the Magnavox Company as general sales counsel for the high-fidelity division, as announced by Frank Freimann, Magnavox president. He will make his headquarters at the Magnavox home offices in Fort Wayne.

Mathews was formerly a partner and chief engineer of Chicago Radio Laboratory, predecessor of Zenith Radio Corporation, and later a chief engineer for Zenith.

The Billboard Music Popularity Charts **PACKAGED RECORDS**

• **Classical Catalog Sellers**

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

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- DEBUSSY: LA MER; MENDELSSOHN: MIDSUMMER NIGHT'S DREAM (NBC Symphony-Toscanini)RCA Victor LM 1221
- GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, New York Philharmonic-Rodzinski).....Columbia ML 4026
- GOULD: LATIN AMERICAN SYMPHONETTE; BARBER: ADAGIO FOR STRINGS; ESSAY FOR ORCHESTRA (Eastman-Rochester Symphony-Hanson)Mercury MG 40002
- GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini)RCA Victor LM 1004
- MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago Symphony-Kubelik)Mercury MG 50000
- MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIRE BIRD SUITE (Philadelphia Orchestra-Ormandy)Columbia ML 4700
- OFFENBACH: GAITE PARISIENE (Boston Pops-Fiedler)RCA Victor LM 1001
- RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME (NBC Symphony-Toscanini)RCA Victor LM 1768
- RIMSKY-KORSAKOFF: SCHEHERAZADE (Minneapolis Symphony-Dorati)Mercury MG 50009

CONCERTO

(Listed Alphabetically)

- BEETHOVEN: PIANO CONCERTO NO. 5 (Gieseeking, Philharmonia Orchestra-von Karajan)Columbia ML 4623
- BEETHOVEN: PIANO CONCERTO NO. 5 (Horowitz, NBC Symphony-Reiner)RCA Victor LM 1718
- BRAHMS: PIANO CONCERTO NO. 2 (Rubinstein, Boston Symphony-Munch)RCA Victor LM 1728
- GERSHWIN: PIANO CONCERTO IN F (Pennario, Pittsburgh Symphony-Steinberg)Capitol P 8219
- GRIEG: CONCERTO IN A MINOR; LISZT: CONCERTO NO. 1 (Rubinstein, RCA Symphony-Dorati)RCA Victor LM 1018
- GRIEG: CONCERTO IN A MINOR; SCHUMANN: CONCERTO IN A MINOR (Lipatti, Philharmonia Orchestra-Galliera)Columbia ML 4525
- PAGANINI: VIOLIN CONCERTO NO. 1; SAINT-SAENS: VIOLIN CONCERTO NO. 3 (Francescatti, Philadelphia Orchestra-Ormandy)Columbia ML 4315
- RACHMANINOFF: PIANO CONCERTO NO. 2 (Rachmaninoff, Philadelphia Orchestra-Stokowski)RCA Victor LCT 1014
- RACHMANINOFF: PIANO CONCERTO NO. 2 (Rubinstein, NBC Symphony-Golschmann)RCA Victor LM 1005
- TCHAIKOVSKY: PIANO CONCERTO NO. 1 (Horowitz, NBC Symphony-Toscanini)RCA Victor LCT 1012

• **Classical Recent Release Sellers**

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

EXTENDED ORCHESTRAL WORKS

(Listed Alphabetically)

- ADAM: GISELLE (Paris Opera Orchestra-Blareau) . . .London LL 869
- COPLAND: BILLY THE KID; SCHUMAN: UNDERTOW (Ballet Theater Orchestra-Levine)Capitol P 8238
- HOLST: THE PLANETS (London Philharmonic-Boult)Westminster WL 5235
- OFFENBACH: GAITE PARISIENNE; STRAUSS, J.: EMPEROR WALTZ; DU UND DU (Royal Opera House Orchestra-Susskind)Bluebird LBC 1065
- SCRIABIN: POEM OF ECSTASY; POEM OF FIRE (New York Philharmonic-Mitropoulos)Columbia ML 4731
- STRAUSS, R.: DON QUIXOTE (Piatigorsky, Boston Symphony-Munch)RCA Victor LM 1781
- TCHAIKOVSKY: AURORA'S WEDDING; HUMORESQUE; SOLITUDE (Stokowski and Orchestra)RCA Victor LM 1774
- TCHAIKOVSKY: NUTCRACKER SUITE; SLEEPING BEAUTY (Philadelphia Orchestra-Ormandy)Columbia ML 4729
- TCHAIKOVSKY: NUTCRACKER SUITE; DEBUSSY: CHILDREN'S CORNER (Stokowski and Orchestra)RCA Victor LM 9023

CONCERTO

(Listed Alphabetically)

- BEETHOVEN: PIANO CONCERTO NO. 2; RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Kapell, NBC Symphony-Golschmann)RCA Victor LM 9026
- BEETHOVEN: PIANO CONCERTO NO. 3 (Serkin, Philadelphia Orchestra-Ormandy)Columbia ML 4738
- BETHOVEN: PIANO CONCERTO NO. 4 (Schnabel, Philharmonia Orchestra-Dobrowen)RCA Victor LCT 1131
- BRAHMS: PIANO CONCERTO NO. 1 (Curzon, Amsterdam Concertgebouw-van Beinum)London LL 850
- BRAHMS: PIANO CONCERTO NO. 1 (Serkin, Cleveland Symphony-Szell)Columbia ML 4829
- BRUCH: VIOLIN CONCERTO IN G MINOR; MENDELSSOHN: VIOLIN CONCERTO IN E MINOR (Milstein, Pittsburgh Symphony-Steinberg)Capitol P 8243
- KORNGOLD: VIOLIN CONCERTO IN D MAJOR; LALO: SYMPHONIE ESPAGNOLE (Heifetz, Los Angeles Philharmonic-Wallenstein)RCA Victor LM 1782
- MENDELSSOHN: VIOLIN CONCERTO IN E MINOR; BRUCH: SCOTTISH FANTASY (Heifetz, Royal Philharmonic-Beecham)RCA Victor LM 9016
- RACHMANINOFF: PIANO CONCERTO NO. 2 (de Groot, Hague Philharmonic-van Otterloo)Epic LC 3009
- RAVEL: CONCERTO FOR THE LEFT HAND; CONCERTO IN G MAJOR (Blancard, L'Orchestre de la Suisse Romande-Ansermet)London LL 797

LINER NOTES

By IS HOROWITZ

Mercury's first high fidelity demonstration record, a compact grouping of several classical selections on a seven-inch LP, has moved a reported 100,000 copies to dealers at the promotional dime-per-disk price. In about two weeks a follow-up record will be released by the company to plug its hi-fi jazz label, Em Arcy. Again there will be several LP bands of music, a fair sampling of what the new line offers. Mercury's second classical demonstration disk will be released in June. The firm is still mulling what it should charge for disks Nos. 2 and 3. At 10 cents the loss to the manufacturer is heavy, although the promotional benefits are

good. The new price may be 25 cents. Many dealers have been giving disk No. 1 away free with other purchases.

DUPLICATIONS . . .

A year ago three new recordings of Bach's *Saint Matthew Passion* hit the market in the same month. And now another case of heavy duplication of an elaborate choral work is brewing. Both Westminster and Bluebird released diskings of Handel's *Messiah* recently.

But the word from England is that British Decca has ready a *Messiah* conducted by Sir Adrain Boult. In the normal course of events, London will release it here. British Columbia, meanwhile, has issued its version of the masterpiece recorded under the leadership of Sir Malcolm Sargent. It shouldn't be too long before this treatment finds its way here under Angel auspices.

FUTURES . . .

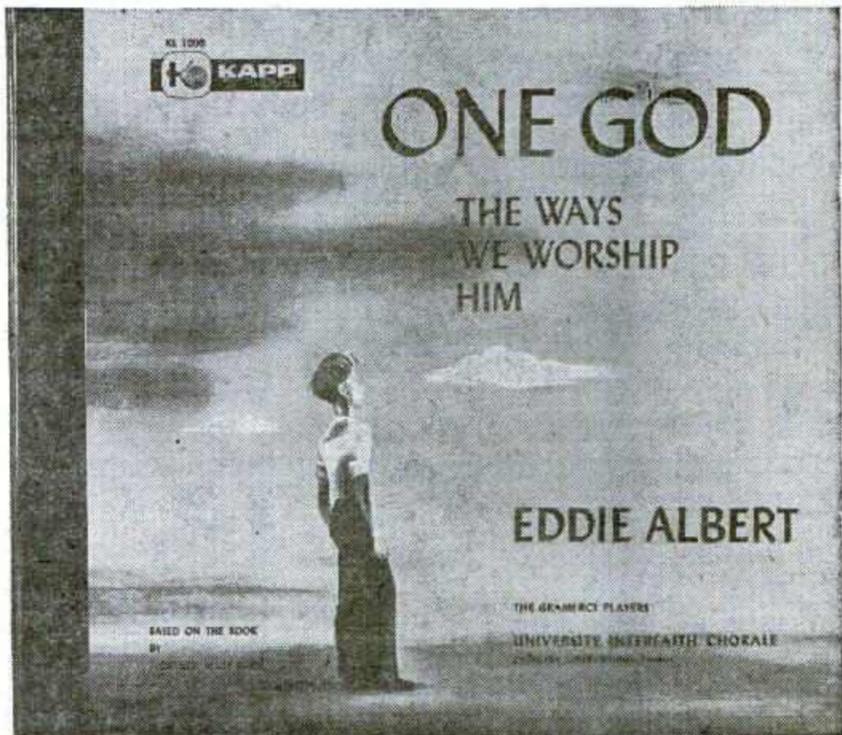
RCA Victor has several LP's of special interest scheduled for release in May. There'll be an Artur Schnabel set of Brahms piano selections, a grouping of popular orchestral selections by Arthur Fiedler and the Boston Pops and a program of violin pieces played by Yehudi Menuhin.

Being set for early release by Decca is the debut of Leonard Bernstein and the Stadium Concerts Symphony on the label. The orchestra, the summer version of the New York Philharmonic, will be heard in the Brahms Fourth Symphony and the Schumann Second.

In May Westminster will have a pair of Mozart Trios, recorded by its artists Jean Fournier, Antonio Janigro and Badura Skoda. The same artists have also prepared a set of four Haydn Trios for later release.



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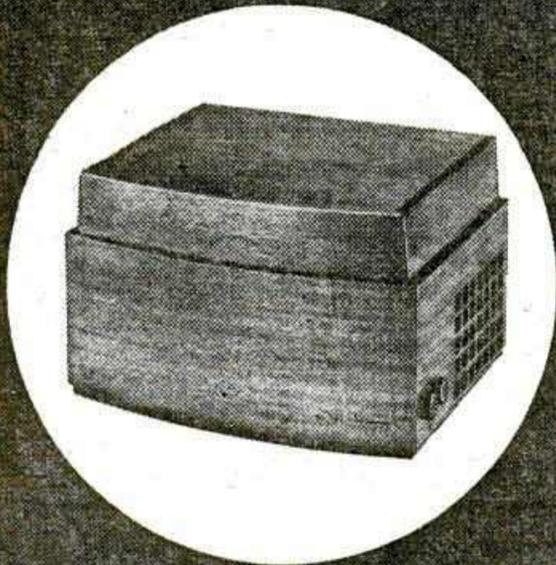
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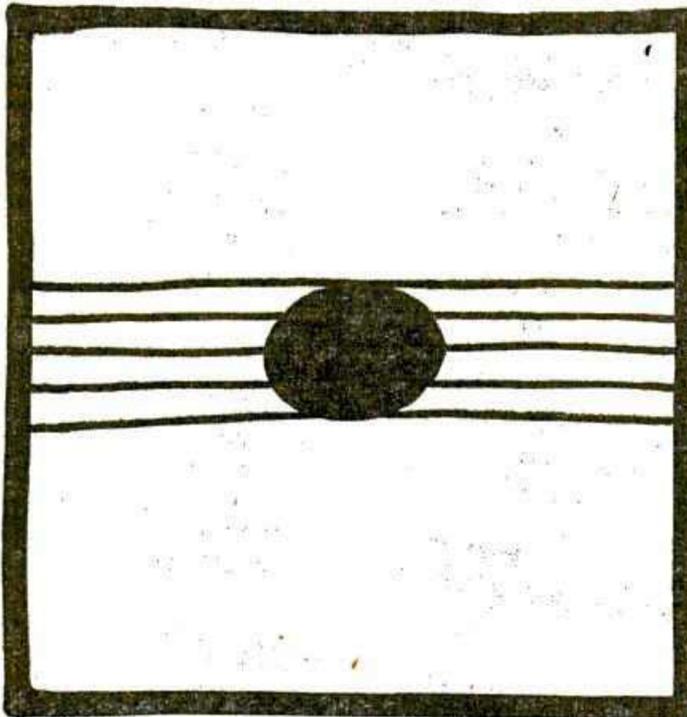
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DEALER DOINGS

By JOE MARTIN

SALESIN RESIGNS

One of the biggest surprises to hit the music department early last week at the Grinnell Bros. Music House, 1515 Woodward, Detroit, was the unexpected and abrupt resignation of Louis Salesin, manager of the radio, record and television department. Salesin, who states that his sudden departure was caused by a disagreement between himself and E. R. McDuff, president of Grinnell Bros., added that he is available for another position, and is not, contrary to other reports, working in his wife's record shop, the Mumford Music Shop, 18025 Wyoming.

With Grinnell Bros. for 18 years, Salesin started in the appliance department as an efficiency expert, later becoming the merchandising manager and buyer for the radio, record and television department, in which capacity he has served for the past 10 years. Grinnell's has not yet announced an appointment of anyone to Salesin's former position.

PORTLAND PATER

Berta Gribble, of the BG Record Shop in Portland, Ore., finds that The Billboard (3) confirms her forecast that Label "X," the new RCA Victor subsidiary label, would develop a pot of gold. Miss Gribble says a comer is "The Walking Doll," by Larry Wagner on the A440 label. She notes that Wagner was born and reared in Medford, Ore., heightening local interest in the record.

William C. Tindall has purchased the record department of Ott's Appliance Store at 3760 S. E. Hawthorne Boulevard. The seller was Irving Ott, who continues to operate the radio, television and appliance end of the business. Tindall and Ott are preparing a co-operative venture in promoting high-fidelity. The appliance store is setting up a special area to exhibit these machines, and Tindall will have an audition room for the records, using Ott's equipment.

Jean Holt, of Jean's Record Shop, reports lively response to her clearance sale to make room for new stock. Albums of 45 r.p.m. are offered at half price, and single 78's are going five for \$1. Children's singles and albums are one-third off, as are popular, Western and classical of all speeds. The one-third off applies also to the 33 1-3 LP's.

MINNESOTA

Jim Davis and John Rogers, of the Disk & Needle Shop, Minneapolis, have installed the only hi-fi listening booth in a Minneapolis record store, putting the equipment into their new Lake Street outlet here. The two also are sponsoring the appearance of Dave Brubeck at the Lyceum Theater here. Darwin Burke, of Burke's Record Shop, St. Paul, is shopping about for a good brand of cigars to be prepared when his wife, Brooksie, makes him a proud father of their first child. Until recently Mrs. Burke worked with her husband in the store and did his bookkeeping. Burke's, incidentally, reports Julius La Rosa's "Have a Heart" on Cadence is a hot seller, as is the new Frank Wier "Happy Wanderer" on London.

Amos Heilicher, of Soma Records, Minneapolis has waxed a new Doc Evans Dixie platter here. Mel Cardinal, the M-G-M boss at the Lew Bonn Company, reported that dealers mobbed him with orders for the "Rose Marie" album and that his first shipment ran out the very first day it arrived. He had a good tie-in with the film which showed at the Radio City theater in Minneapolis. Irv Gorsen's Minneapolis one-stop station is reported by salesmen to be doing "perhaps the outstanding job" in his particular field these days.

An unusual shop, with all kinds of service for its customers is Louise's Record Shop in St. Paul, operated by Louise Bail. Not only has she worked up a top LP trade along with regular platters, but she also has instituted a gift and novelty department and runs a post office sub-station in her establishment. Violet Frank, who operates Wally's Record Shop in Rochester, Minn., is getting ready to observe the first anniversary of the outlet, operating out of a basement space.

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

SYMPHONY

DVORAK: SYMPHONY NO. 5 IN E MINOR (NEW WORLD) (1-12")—Arturo Toscanini and the NBC Symphony Orchestra. RCA Victor LM 1778 88

This should be a strong seller thru the rest of the year and for a long time thereafter. The symphony is of course a basic part of any collection, and the performance here by the NBC Symphony under the direction of the Maestro is a striking one. The sound on the LP is first-rate—an RCA Victor "New Orthophonic" High Fidelity recording—and the cover, featuring a painting by Charles Burchfield, is most attractive. Dealers should stock up on this one and feature it; it will move.

HONEGGER: SYMPHONY NO. 2 FOR STRINGS AND TRUMPET; RIVIER: SYMPHONY NO. 2 FOR STRINGS (1-12")—M-G-M String Orchestra; Izler Solomon, Cond. M-G-M E 3104 69

First recordings of two comparatively recent compositions by two contemporary composers of the French school. The Honegger is a bitter, tightly constructed work; the Rivier is easier listening, with angular rhythms and harmonies that recall lighter works of Bartok. Collectors of contemporary music will be tempted by these well-performed and recorded works.

MAHLER: SYMPHONY NO. 6 (2-12")—Vienna Philharmonia; F. Charles Adler, Cond. Spa 59-60 68

With this recording, the last gap in the Mahler symphonies has been bridged. All are now available on LP. Adler, who has also conducted recorded versions of Mahler's 3d and 10th, shows new authority in this expensive, yet highly disciplined, interpretation of an important work. This work, which is seldom heard in the concert hall because of its length and staggering proportions, is an LP "natural" for Mahler enthusiasts.

ORCHESTRAL WORKS

SHOWPIECES FOR ORCHESTRA (1-12")—Los Angeles Philharmonic; Alfred Wallenstein, Cond. Decca DL 9727 76

With this package Decca inaugurates a series of concert albums designed as vehicles which display the brilliant sound resources of a full orchestra. In this package are "Polovetsian Dances" from Borodin's "Prince Igor"; Enesco's "Romanian Rhapsody No. 1," and Ippolitov-Ivanov's Caucasian Sketches. The intent is well met here and the disk augurs well for the future of Decca's revived push in the classical field.

KHATCHATURIAN: MASQUERADE SUITE (1-10")—L'Orchestre de la Societe des Concerts du Conservatoire de Paris; Richard Blareau, Cond. London LD 9100 74

Here's an excellent recording of the light-hearted Khatchaturian suite. It includes the Waltz, Nocturne, Mazurka, Romance and Galop. The low price of the disk (\$2.95) and the attractiveness of the compositions should help this release sell steadily, especially among new collectors and semi-classical fans.

A BERLIOZ ORCHESTRAL PROGRAM (1-12")—Philharmonia Orchestra; Wilhelm Schuechter, Cond. M-G-M E 3115 73

An impressive record and a good follow-up to past M-G-M composer disks. The Berlioz program includes three orchestra pieces from "The Damnation of Faust," plus the "Roman Carnival Overture," "Trojan March" and "The Corsair Overture." Confining both sides to Berlioz repertoire makes for a strong selling point.

HARL McDONALD: SUITE FROM CHILDHOOD; ANDRE CAPLET: THE MASK OF THE RED DEATH (1-12")—Ann Mason Stockton, Harp; Concert Arts Orchestra; Felix Slatkin, Cond. Capitol P 8255 70

The McDonald work with its subtle use of nursery themes, and the fanciful Caplet impressions of the frightening Poe story, are worthwhile additions to the catalog. For Caplet, this marks his first representation in the catalog. Prominent use of the harp will attract those who specially favor the instrument. Moderate sales potential.

CHAMBER MUSIC

VIVALDI: LA STRAVAGANZA (3-12")—Reinhold Barchet, Violin; Pro Musica String Orchestra, Stuttgart; Rolf Reinhardt, Barchet, Violin; Pro Musica String Orchestra, Stuttgart; Rolf Reinhardt, Cond. Vox DL 103 78

Gorgeous music, beautifully played, this set consists of 12 violin concertos (the complete Opus 4), most of which are not available elsewhere. It comprises a set almost every dedicated collector will want, especially in the handsome trappings Vox has provided. The finely bound album is held in a sturdy box and the exhaustive notes by musicologist Joseph Braunstein are a distinct attribute. The package should ride the wave of revived interest in Vivaldi and be a strong follow-up to earlier Vox complete editions of Vivaldi and Corelli. Premium price of \$19.95 fits the pattern of class merchandising that is suggested here.

LOU HARRISON: SUITE FOR VIOLIN, PIANO AND SMALL ORCHESTRA; BEN WEBER: SYMPHONY ON POEMS OF WILLIAM BLAKE, OP. 33 (1-12")—Leopold Stokowski and his Symphony Orchestra. RCA Victor LM 1785 72

A fine package for those few intent on studying interesting examples of contemporary composition. In the Harrison, Maro and Anahid Ajemian are featured, but their parts are not any more prominent than those assigned to other instruments. The work is immediately striking for its concern with Eastern idiom, and the outstanding reproduction of exotic sounds should intrigue the hi-fi fraternity. The Weber is more forbidding, with its atonal rendering of the Blake poems negotiated with great skill by baritone Warren Giljour.

CONCERTO

BEETHOVEN: PIANO CONCERTO NO. 4 IN G (1-12")—Solomon, Pianist; Philharmonia Orchestra; Andre Cluytens, Cond. His Master's Voice LHMV 1056 77

Solomon's growing following in this country will, of course, find this entry compelling. For those to whom aural comparison is the purchase test, a good many will favor this over the other readings available, by virtue of its limpid and flowing quality; no sharp edges, everything stated with elegant understanding.

INSTRUMENTAL

VILLA-LOBOS: BACHIANAS BRASILEIRAS NOS. 1 AND 4; (1-12")—Menahem Pressler, Pianist; Theodore Bloomfield, Cond. M-G-M E 3105 78

Several years back Villa-Lobos' "Bachianas Brasileiras No. 5" excited lots of interest, and sales, via diskings on two other labels. Now, in the first recording of the No. 4 for solo piano, there is a good chance of history repeating itself. Pressler, a remarkable young pianist, was never heard to better advantage and the fascinating score is translated to vinyl with near uncanny brilliance and fidelity. Anyone interested in the piano, let alone the composer, can be teased into buying on short audition. Coupling of the companion opus for eight celli is appropriate.

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff.	90-100, Tops
In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.	80-89, Excellent
	70-79, Good
	60-69, Satisfactory
	50-59, Limited
	0-50, Poor

The Billboard Music Popularity Charts PACKAGED RECORDS

• Best Selling Popular Albums

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

LP'S

1. THE GLENN MILLER STORY—Sound Track ... Decca DL 5519
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor LPT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason ... Capitol H 352
4. SONGS FOR YOUNG LOVERS—Frank Sinatra... Capitol H 488
5. TAWNY—Jackie Gleason Capitol H 471
6. ROSE MARIE—Ann Blyth, Howard Keel M-G-M E 229
7. CALAMITY JANE—Doris Day, Howard Keel Columbia ML 4850
8. KISMET—Original Cast Columbia CL 6273
9. I REMEMBER GLENN MILLER—Ray Anthony... Capitol H 476
10. MUSIC TO MAKE YOU MISTY—Jackie Gleason Capitol H 455

EP'S

1. THE GLENN MILLER STORY—Sound Track Decca ED 2124-5
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor EPBT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol EBF 352
4. SONGS FOR YOUNG LOVERS—Frank Sinatra Capitol EBF 488
5. TAWNY—Jackie Gleason Capitol EBF 471
6. ROSE MARIE—Ann Blyth, Howard Keel M-G-M X 229
7. CALAMITY JANE—Doris Day, Howard Keel ... Columbia B 347
8. TWO IN LOVE—Nat Cole Capitol EBF 420
9. I REMEMBER GLENN MILLER—Ray Anthony Capitol EBF 476
10. THAT BAD EARTHA—Eartha Kitt RCA Victor LPM 3187

• Reviews and Ratings of New Popular Albums

TERESA BREWER FAVORITES79 (1-EP)

Coral EC 81108
Timed right for dealers to grab quickly and rush into favored display spots. Tunes are "Ricochet," "Bell Bottom Blues," "Our Heartbreaking Waltz" and "Too Young to Tango." The cute thrush has a winning package here and it should sell lots and lots of copies for dealers.

THIS IS BENNY GOODMAN AND HIS ORCHESTRA77 (1-10")

RCA Victor LPT 3056
From the days when Benny Goodman was the "King of Swing" and the Goodman crew, with such stars as Harry James, Gene Krupa, Jess Stacey and others, was riding the crest of the swing wave, RCA Victor has plucked some of the ork's top sides and assembled them in this collection. Sides include "Swingtime in the Rockies," "Big John Special," "Life Goes to a Party," "Wrappin' It Up" and "Sugarfoot Stomp." The many Goodman fans will want this collection, and so will the college-age crowd who have "discovered" B. G.

YOU'RE BLASE74

Phil Harris; Skip Martin Ork (1-10")
RCA Victor LPM 3203
Phil Harris, one of the outstanding purveyors of special material, does eight tunes on this album. The ditties virtually span his career, and are tunes with which Harris is closely identified. Included are "You're Blase," from which the album takes its title, and "Stars Fell on Alabama," "Washboard Blues," "Take Your Girlie to the Movies," "Black and Blue," "I Guess I'll Have to Change My Plan" and "The Choo-Buy Song." Harris fans and consumers looking for special material wax will like this album.

MUSIC FOR WALTZING73 (1-10")

Vo Sinfonietta; Ernst Graf, Cond.
Vox VX 570
Here are four standard Viennese waltzes by three noted writers of the repertoire. Included are Lehar's "Merry Widow Waltz" and "Gold and Silver Waltz"; Johann Strauss' "Acceleration Waltz" and Waldteufel's "Skaters' Waltz." Performances make the most of the sparkling, light quality of the music.

BARBARA CARROLL TRIO73 (1-12")

RCA Victor LJM 1001
Barbara Carroll gets a chance to show off a lot of her slick piano work on this new LP release. Miss Carroll plays in what would have to be called a commercial jazz idiom. That is, it is jazz-based, and yet it is the type of piano work that even squares can get the hang of and enjoy with little trouble. Usually she is to be heard at the Embers in New York, playing melodies for people who stay up late. Sometimes her style is brisk; at other times it is lushly sentimental. Little doubt that a lot of people will find this set a good one for parties or to enjoy at home when alone late at night. The liner notes are extravagant but the package is exceptional, with an extra leaf containing pictures and copy.

MEMORIES OF JACK HYLTON68

Jack Hylton Ork (1-12")
RCA Victor LPT 1013
Back in the days of the big bands, Jack Hylton and his ork had a following in England and among the smart set in the U. S. that would rank with that enjoyed by almost any top commercial ork. The label has issued a collection of Hylton sides cut when the smooth crew was playing Mayfair's smartest clubs. There is little doubt that the ork sounds dated today, but many will get a nostalgic thrill when they hear the band playing the hits of the early 1930's. Tunes include "Just a Gigolo," "Body and Soul," "Goodnight Sweetheart" and others of the era.

TAP DANCE FAVORITES69 (1-EP)

Rainbow EP 603
Youngsters starting out with tap dance lessons can use this record, one of series issued by the label, for practice. And teachers can make good use of it for instruction purposes. Tunes include "Tea for Two," "The Old Soft Shoe," "Ballin' the Jack" and "Daughter of Rosie O'Grady," all played in the correct tap dance tempo.

Jazz

HOT MALLETS76

Lionel Hampton Ork (1-12")
RCA Victor LJM 1000
When Lionel Hampton was a member of the Benny Goodman crew back in the late 1930's he used to cut sides with members of the Goodman ork, plus other well-known sidemen who were in town at the time. The label has collected some of these sides and issued them on this new and well-packaged LP release as small band jazz. Many of the Hamp's fans, who only know him from his current wild-swinging crew, will be surprised at his "quiet" swing work on these disks. The sides are mighty listenable, and they feature great work by Hamp as well as by names like Cootie Williams, Rex Stewart, Benny Carter, Jess Stacey, Charlie Christian and Johnny Hodges. A good set for collectors, with fine liner notes by Bill Zeitung.

HERBIE HARPER QUINTET69 (1-10")

Nocturne NLP 1
An excellent West Coast ensemble in the Hollywood cool tradition, featuring trombonist Herbie Harper at its head. This group swings with the best of them, achieving a sound that seems fresh and personable. The aggressive style of Bob Gordon on baritone sax and the solid musicianship of Harry Babasin on bass stand out in this group. Nocturne debuts in this field with a notable contribution.

Children's

LU ANN SIMMS; DANCE OF THE CANDY DOLLS; THE WHO IS IT SONG75 (1-45)

Columbia J 4-190
"Dance" is an adaptation of a "Nutcracker Suite" excerpt, whose appeal to children of all ages has long been demonstrated. Miss Simms also delivers "Who" with her usual charm and, with the lush Percy Faith backing, the disk could move well to young listeners.



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EP N-8 : EP N-9

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WITH LEROY LOVETT
AND HIS ORCHESTRA
ANNE
YOU AND I
100**

**JOHNNY HODGES
AND HIS ORCHESTRA
GOOD QUEEN BESS
THE JEEP IS JUMPING
101**

**The LESTER YOUNG
QUINTET
TENDERLY
NEW D. B. BLUES
102**

**BEN WEBSTER
AND HIS ORCHESTRA
THAT'S ALL
JIVE AT SIX
103**

**The CHARLEY VENTURA
QUARTET
JERSEY BOUNCE
DEEP PURPLE
104**

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NORGRAN
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STILL GOING
STRONG**

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**DIZZY GILLESPIE • STAN GETZ
SEXTET
MG N-2 : EP N-3 & 4**

**MUSIC OF
BUDDY DE FRANCO
MG N-3 : EP N-5 & 6**

NORGRAN RECORDS

451 NORTH CANON DRIVE
BEVERLY HILLS, CALIF. 522 5th AVENUE
NEW YORK CITY

THE FINAL CURTAIN

BEARES—Charles L., 63, amusement park executive, April 3 in Pittsburgh. He was president of West View Amusement Park, that city, for 30 years until his retirement in 1947. Later and until the time of his death he was active in the management of Conneaut Lake Park, Pittsburgh. Survived by a son, Charles L. Jr. Burial in Pittsburgh.

BERTHAUME—Clarence, 77, father of Clarence Berthaume, head booker for M-G-M Pictures, Detroit, April 3 in Windsor, Ont. Burial in that city.

BRANDO—Mrs. Dorothy, 54, March 31 in Huntington Memorial Hospital, Pasadena, Calif., following a short illness. She was the mother of actor Marlon Brando and actress Jocelyn. In addition to the children, Mrs. Brando is survived by her husband and another daughter, Mrs. Frances Loving, Mundelein, Ill. She was a native of Omaha, Neb., where she became prominent in the Community Playhouse, an interest which was to lead her son and daughter into the theater.

BRUNIS—Pauline Lindstedt, 72, noted Swedish actress, March 31 in Stockholm, Sweden. She was hailed during the first two decades of this century for her roles in plays by Shakespeare, Mollere, Ibsen and Strindberg. In 1938 she was appointed manager of the Royal Dramatic Theater in Stockholm by King Gustaf V, a position she held for 10 years before her retirement.

BRUCE—Edith, 81, veteran vaudeville performer, April 2 in Erie County Home, Alden, N. Y., of cancer. In the days of Tony Pastor in New York she was known as the original Aunt Jemima. At one time she was with Barnum & Bailey Circus and in 1898 she toured with the road show, "The Spider and the Fly." Burial in Alden, N. Y.

CEDEGREN—Donald, 44, for the past 19 years an employee in the Warner Bros.' grip department, March 26, of a heart attack while on location in San Diego, Calif. Survived by his widow, Ann, and two daughters, Dianne and Sherry.

DONATELLI—Philip, 69, tuba player with the Philadelphia Orchestra for 23 years, April 5 in Ardmore Park, Pa. He played in bands in Europe and when he came to this country in 1905 he played with many famous bands, including Pryora, Conway's and Vesselas, before joining the Philadelphia Orchestra. He also headed the tuba department at the Curtis Institute of Music in Philadelphia. Surviving are his widow, a son and five daughters. Burial April 9 in Philadelphia.

DOYLE—Edward Dermot, 47, musical director of Station KEAR, San Mateo, Calif., April 5 in San Francisco. Survived by two sisters. Burial in Golden Gate National Cemetery, San Francisco.

DUNHAM—William V., 73, former Broadway actor, April 7, in St. Clare's Hospital, New York. Born in England, he appeared here in "The Passing Show of 1914"; "Stop, Look and Listen!" and "Hicky-Koo." He also toured in vaudeville and, for a time, wrote pop song material. Later he operated a restaurant on West 46th Street. At the time of his death he was a bartender for the Cornell Club of New York and the Barclay Hotel. His widow, Granla O'Malley Dunham, former actress, survives.

ECKENROTH—Albert W., 67, bandmaster and member of the American Bandmasters' Association and first president of the Pennsylvania Bandmasters' Association, March 27 in Metropolitan Hospital, Philadelphia. Surviving are his widow, Edythe M., and a son, Albert W. Services March 31 in Reading, Pa., with burial in Charles Evans Cemetery there.

FERRERO—Willy, 47, American-born Italian conductor and composer, March 24 in Rome. As a child prodigy of 4, he conducted an orchestra at the Polles Bergere in Paris; at 5 he was conducting works of Beethoven and Wagner at the Costanza Theater, Rome, and at 7 he made a guest appearance with the Imperial Russian orchestra in St. Petersburg. When Ferrero was 19 he was named leading conductor at La Scala, the ranking opera house of Milan, Italy, and of the Augusteo in Rome.

FISHER—Grace D., 84, former actress, April 4 in Rye, N. Y. In the early 1900's she played in repertory on the West Coast with the late Helena Modjeska, later appearing on Broadway in "The County Chairman," "Artie," "The Lancers," "Excuse Me," "The Dicky Bird" and "The Cat and the Canary." She also appeared with the Devereux Players in New York in "Twelfth Night" and "As You Like It" and with Margaret Anglin in repertory. Later she operated a summer stock company in Rockport, Mass.

FORRESTER—E. S., 71, father of Mrs. John T. Tinsley, of the Johnny T. Tinsley Shows, in Atlanta April 2. Burial at Carnesville, Ga.

HALL—Mrs. Cathryn, 49, wife of Charles Hall, motion picture production supervisor, April 4 in West Los Angeles. A native of Ventura, Calif., she had lived in Los Angeles 30 years.

HAVIRLAND—John, 61, former showman and a leading collector of circuses, April 3 in Chicago. He and his brother had the Jesse James' "Last Breath" and other oddities shows as downtown wagons on Gollmar and Yankee Robinson circuses, Arizona Joe's Wild West and the Wortham carnival from 1911 thru 1915. He was with a railroad the past 29 years. Survived by his widow, a stepson and a brother, Roy, San Francisco. Burial in Chicago.

JANSLEY—Alphonse, 67, one of the country's first Risley acts, April 7 in New York. (See Talent Section.)

KINCHELOE—Mickey, veteran concessionaire, recently in Brownsville, Tex. Burial in that city.

LONSDALE—Frederick, 73, one of the world's most successful playwrights, April 4 in London. Beginning in 1908 with his first play, "The Early Worm," he wrote a long string of successful plays including "The Best People," "The King of Cambodia," "Waiting at the Church," "Aren't We All?" "Spring Cleaning," "Madame Pompadour," "The Fake," "The Street Singer," "On Approval," "The High Road," "Canaries Sometimes Sing," "The Last of Mrs. Cheyne" and, in 1950, "The Way Things Go." He also had written lyrics for such popular musical hits as "Maid of the Mountains," "The Lady of the Rose" and "The Balkan Princess." His adaptations include "Betty" and "Monsieur Beaucaire." At the peak of his career in the 1920's he continued to write sophisticated, drawing room comedies. Only once did he depart from his sharp drawings of human nature, and that was for an unsuccessful venture into a more serious Shavian kind of drama, called "The Foreigner," which ran on Broadway for a week. Besides his work for the stage, he wrote a few screen plays for early talking pictures, altho he had little part in the original and revised screen versions of his hit, "The Last of Mrs. Cheyne."

LOUCHHEIM—Mrs. Theresa Fleisher, 86, mother of Stuart F. Louchheim, head of the Columbia Records and radio-appliance distributing firm bearing his name in Philadelphia, April 2 in Washington. In addition to her son, who is also a songwriter and closely identified with the Philadelphia Orchestra, she is also survived by a daughter and a brother. Burial in Philadelphia April 5.

LUDWIG—Carl F., 81, former member of the Boston Symphony Orchestra and retired teacher of percussion at the Boston Conservatory, April 3 in Norwood, Mass. He came to this country from Germany in 1890 when his father became a member of the Boston Symphony. He, too, joined the Symphony, playing in the percussion section from 1918 to 1930. He had also played with the Boston Band, the Boston Festival Orchestra, Stuart's Band and the Fifth Regimental Band of the Massachusetts Volunteer Militia. A son and three grandchildren survive.

LYNCH—Marty, 67, circus juggler and vaude performer, March 24 in Syracuse. A native of Auburn, N. Y., he was a veteran of more than 50 years in show business. He first teamed with Pat Mahoney and played many night spots in and around Auburn. Later he joined other juggling acts and for many years toured the Keith-Orpheum, Pantages and Poli circuits. At one time he was also with the Juggling Mowatts. He later toured with the Ringling Bros. and Barnum & Bailey Circus. Survived by his widow, Ethel, and two brothers, William J., Auburn, and Walter, Albany, N. Y.

MARKS—Mrs. Ruth, wife of Lou Marks, assistant branch manager for Metro-Goldwyn-Mayer, Detroit, March 8 in that city of a cerebral hemorrhage. Burial in New York.

MCDONALD—Thomas Bernard, 78, former president of the T. B. McDonald Construction Company, Inc., one of New York's oldest builders of theater scenery, March 29 in Katonah, N. Y. He opened the scenic concern with his father, T. J. McDonald, in 1898, and began building sets for "Florodora." His widow, a daughter, a brother, three half-brothers and three half-sisters survive.

MEHUGH—Catherine, 84, film actress in the silent screen era, March 25, in Los Angeles. Born in Montana, she went to Hollywood more than 50 years ago. She leaves two sons, Jack, former child actor now a TV writer, and Joseph, of Butte, Mont., and a daughter, Mrs. Mercedes Jappe, Inglewood, Calif. Interment in Holy Cross Cemetery, Los Angeles.

MODARELLI—Antonio, 65, director of the Charleston, W. Va., Symphony Orchestra, April 1 in Charleston. He had won recognition as a composer, director and administrator and had conducted the Pittsburgh Symphony for seven years before going to Charleston 11 years ago.

MORIS—Mrs. Elyse L., 44, radio and television actress, April 2 in Philadelphia. She was founder and officer of Attractions, Inc., a television production firm in Philadelphia, a member of the Television Association of Philadelphia, Radio Guild and Actors' Equity. She also played in summer stock at the Bucks County Playhouse, New Hope, Pa. Surviving are her husband, Richard; a sister and two brothers. Burial April 5 in Mount Sinai Cemetery, Philadelphia.

MORITZ—Hartman, 45, assistant to the late Walter McLain, elephant superintendent on the Al G. Barnes Circus, April 6 in Natchez, Miss., of a heart attack. He was well known among circus people throughout the country and was instrumental in bringing different circuses to Natchez. Survived by his widow, Mary, and a sister, Mrs. Clarence Roberts. Burial in Natchez.

ORBELIANI—Irakli, 53, concert pianist and head of the Georgian language division of the Voice of America, on March 31 in New York City. He was the son of the late Prince Mamuka and Princess Elizabeth Orbeliani of Georgia, now part of the U.S.S.R. He was a concert pianist here and abroad for many years prior to taking service with the Voice of America in 1950.

RODERICK—Frank, 53, casting director with Universal-International Studio and the Central Casting Bureau, March 28 in North Hollywood, Calif. He was born in Quebec and went to Hollywood 35 years ago. He leaves his widow, Grace; a daughter, Cherry, and a son, Ronald. Burial in Valhalla Memorial Park.

SHAUNESSEY—Joe P., 65, veteran concessionaire, in Galveston, Tex., April 1.

SPENCER—Bert, 65, former member of the team of Gehan and Spencer, who later worked with his wife, Flo Carroll, as the team of Spencer and Carroll, April 7 at Kingsbridge Veterans' Hospital, Base 81, New York. He was the son of Billy Grogan Spencer, famous burlesque comedian with Billy Watson's Beef Trust. In the Army during World War I, he was in "Yip Yip Yaphank" show and during World War II recreated the role of Irving Berlin's "This Is the Army," both in New York and on the road. With the decline of vaudeville, he turned his attentions elsewhere, and last year developed a character Bertie the Clown. Survived by his widow, his father and a son.

SWARTBOUT—Mrs. Ruth Wonsler, 76, mother of Gladys Swartbout, the opera star, April 7 in Plandome, N. Y. She was one of the early workers in the movements to organize civic concerts throughout the country. Another daughter and a granddaughter also survive.

THURBER—Mrs. Katharine Yardley, 54, singer and operetta director, March 15 in Lansdowne, Pa. She appeared in Philadelphia as a soloist for the past 20 years and directed light operatic groups in the area. Survived by her husband, Roy, Services March 19 in Lansdowne, Pa., with burial in Arlington Cemetery, Philadelphia.

TIMOTHY—James A., 61, business manager of Mae West, the actress, for nearly a quarter of a century, April 5 in Hollywood. He had given up a flourishing Broadway legal practice to build Miss West's career from an obscure singer and dancer into an internationally known prototype of the American siren. He retired five years ago. Survived by a sister.

TRUBE—Harry J., 64, old-time vaudeville star, at Crocket, Tex., April 1. Known as "Silk Hat Harry" when he moved here 36 years ago, he had virtually retired from stage, but he remained in demand as a master of ceremonies and toastmaster in East Texas. Survived by his widow, a son and a daughter.

WEITZENKORN—Julius J., 59, co-owner of the Saxony Restaurant and for 14 years manager of the Embassy Club, Philadelphia, March 31 in that city. Surviving are his widow, Reina H.; a daughter, a brother and a sister. Burial April 2 in Philadelphia.

FRITZI SCHEFF

Toast of New York in the turn-of-the-century era when romantic operetta was at its height, Fritzi Scheff died April 8 at her New York City apartment in her 75th year. She was prima donna in many of Victor Herbert's works, and best known for her Fifi, singing "Kiss Me Again," in the Charles Dillingham production of "Mlle. Modiste." In that her pert insouciance won the heart of the country.

She was born August 30, 1879, in Vienna, daughter of Gottfried Scheff, a physician, and Anna Jaeger, prima donna of the Viennese Imperial Opera House. Her first stage appearance was in 1898 when she took the title role of Flotow's "Martha" at the Royal Opera House in Munich. Other opera parts followed. Her first American appearance was as Musetta in "La Boheme" at the Metropolitan Opera House on January 11, 1901. She also sang Wagnerian roles and the Mozart operas in which she excelled.

It was in 1903 she turned to the lighter operettas, and her first, at Washington, was in the title role of "Babette." Then "Fifi"; then a succession of others—"The Two Roses," "She Stoops to Conquer," "Fatinitza," "Boccaccio"—each adding to her stature and growing public acclaim.

From 1913-'18 she toured in vaudeville; after that she had her own company, which failed. In 1933 she was singing in a New York cocktail lounge. Her last two legit appearances were in 1929, in a revival of "Mlle. Modiste," and in 1948 in the Ferber-Kaufman play, "Bravo."

In 1940 Miss Scheff appeared in Billy Rose's "Barbary Coast" exhibit at the New York World's Fair. In 1946 she sang at his Diamond Horseshoe cabaret. In 1950, at the age of 71, she played an engagement at the Cafe Grinzing, a New York Hungarian restaurant; she headlined a Palace Theater bill the same year. Since, she had made frequent appearances in radio and television.

She was married and divorced three times: To Baron Fritz von Bardeleben, a captain in the German Imperial Army; to John Fox Jr., a novelist; to George Anderson, her leading man in 1913.

Four weeks ago she made her final appearance—as the central figure on the television show "This Is Your Life."

NIGHT CLUB-VAUDE

Continued from page 14

went thru a repertoire of six numbers, including a three-song medley, in 23 minutes. They were generally 23 uninspired minutes, interspersed with sophomoric patter and an amateurish attempt at the Charleston with band leader Dick Stabile unceremoniously dragged into the act. Entire offering gave evidence of lack of preparation, a fact Stabile at the closing made clear in an apologetic curtain talk.

Even were more rehearsal time devoted to the stint, it is highly improbable that Herman Hover, Ciro's owner-operator, would be burning the midnight oils counting the intake. Miss Linn, who made her nitery debut here, has a pleasant enough voice which is best on the rhythm tunes. Her stage presence is more than adequate, but her chief drawback is lack of projection.

After an offstage abbreviated intro, Miss Linn offered "Wonderful Day," "Secret Love"; "Oh, By Jingo"; a medley of "Summer-time," "I Got Rhythm" and "Man I Love"; a polka and "Young at Heart."

The Carsony Brothers—Carl and twins Bert and Joe—were top-notch with their acrobatics. Their curtain raiser, almost unnoticeably, was marred slightly by an unfortunate slip which was easily rectified. These boys are tops in their field, a joy to watch. Outstanding was a special with brother Carl balancing on a bowling ball, his finger his only support. Ed Velarde.

Arte Johnson

Trude Adams, The Clarence Williams Trio.

(Village Vanguard, New York, Wednesday, April 7, 1954.)

The basement nitery has a rather skimpy show this time, with two promising newcomers, but no headliner worthy of the title. A cold, half-empty house on the show caught (7) didn't help matters.

Top billing goes to Arte Johnson, who appeared at the Ruban Bleu earlier this year. Young, slight and spectacled, Johnson has an original style and some smart adult material.

Unfortunately, tho, on the show reviewed he underplayed to the point of losing his audience for whole numbers at a time. The ultra-subtle approach may pay off big for him when a room is packed and responsive, but he should learn to key his timing and choice of material to the size and temperature of the house, rather than playing always on one pitch.

Good Style

Johnson pulled his biggest audience response Wednesday (7), when he segued from the deadpan monolog routine into some clever special material songs. He

has a pleasant, surprisingly good tenor voice, with a vocal style and personality reminiscent of Donald O'Connor.

His best numbers include a parody-song "When the Sea Is All 'Round Us"; a satirical lullaby from "Street Scene"; "Hush, Darling, Hush, Your Daddy is a Lush," and a charming little ditty about a bashful gopher. The biggest bore in the act is a high-schoolish take-off on a lisp, precious-type boy doing a dramatic reading.

Also on the bill are red-headed canary Trude Adams (see New Acts) and the Clarence Williams Trio, which backs the show with a showmanly ease born of long practice. June Bundy.

Palace, New York

(Friday, April 9)

Capacity, 1,650. Price range 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, David Bink. Played by Jo Lombardi and house ork.

The Virginians, Bob Rollins, Larry and Trudy Leung, Jerry Cooper, Charles "Slim" Timblin, June Leslie and Owen Lawrence, Jackie Bright, The Olveras.

Current bill is over-all sound booking and ought to click. Jackie Bright is back in next-to-closing with his auctioneer routine, which needs no change for customer reaction. Bright continues with audience participation in diaper contest and hat bits for full quota of laughs.

Show gets a good start via the juggling of The Virginians, man and wife duo. Pair score again in the house, particularly with their sharp leap-frog finish while exchanging Indian clubs. Bob Rollins is in second slot (see "New Acts"). Larry and Trudy Leung are spotted back in third stanza. Act continues to improve with Trudy consistently given more to do. Latter is real dressing for the act. What is called for now is some elimination of tired gags and addition of sharper material. Perhaps Leung could hoof more and sing less. His stepping is excellent.

Jerry Cooper, making a Palace deb, has been around a long time and consequently knows his chanting approach. Singer gets off to a moderate start, but when he gets into an Irish comalez medley he catches on to a real selling beam.

Vet "Slim" Timblin, incidentally one of this reporter's favorite entertainers, seemed to have difficulty getting under way at show caught. Timblin's blackface antics were registering like lead balloons in act's early stages but wound up solidly in his standard finale wedding bit.

June Leslie and Owen Lawrence once more put across a fine brand of acro-terp. The accent is primarily on acro, the lad having a super-limber back and the gal similarly adaptable to lifts and spins. The Olveras, perch enthusiasts, provide a classy man-and-fem acro wind-up for the bill.

The pic is "The Scarlet Spear." Bob Francis.



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VIOLA

Passed Away
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Your Love and
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IN MEMORY
OF OUR DEAR SISTER

VIOLA FAIRLY

Who passed away April 16, 1952

LES and BABE HUTCHISON
CHARLIE HUTCHISON
VERNA BAUMAN
JULIA and FRED MEERER

EDITH "AUNT JEMIMA" BRUCE
BORN AUGUST 28th, 1872—DIED April 2nd, 1954
I Deeply Grieve Her Passing.
I Loved Her So Much.
May Her Soul Rest In Peace.
YOUR PAL
RAY S. KNEELAND

R-B Gross Under '53 But Tops '52

Matinee Capacity Assured for Easter Week as Advance Sale Begins Perking

NEW YORK, April 10.—Business drawn by Ringling Bros. and Barnum & Bailey Circus at its 1954 opener in Madison Square Garden was trailing last year's grosses badly thru the first nine days of the 40-day run. It was reported, however, that the advance sales have been the best in recent years.

Tickets for every afternoon show during Easter week have been bought up, with only the lowest-priced balcony seats now available.

It is expected that the heavy advance of matinee tickets will have an effect on the coming Sunday night shows. Ringling this year is trying a 7 p.m. Sunday performance whereas previous night stands here on Sundays have been at 8:30, same as weekdays.

The first early Sunday night performance went off last Sunday (4) but the turnout was as poor as is typical for New York. It was explained that the matinee was not a runaway, and that the early night show would work out best when there is a runaway matinee crowd. With the encouraging advance sale it is expected that future Sundays, especially those beginning around Easter, will see good turnouts at the night shows.

The picture to date, it was explained, is that of advance sales being several percentage points better than at this time in 1953. Total gross is behind last year's altho expected to build up starting with Easter week. The gross, however, is better than 1952 which was also a good year for the Big One in New York City.

Some observers are inclined to attribute the sharp decline in early business to two things, first the continuance of the record high price scale with the best ducats pegged at \$6.50, and, secondly, to the opening so far in advance of Easter week.

Billposting Due For Comeback

Continued from page 1

changes in use of those that are available.

But Boudinot sees a bright side to the entire billing outlook.

"If locations are fewer, whether for lithographing, pasting or tacking, those pieces that are up will command more attention, and billing will pick up added force. We'll never return to the days when many buildings were wrapped up in paper. But good position will offset the former over-generous use of paper."

De L'horbe Sees Good Year for Kiddielands

NEW YORK, April 10.—Another good year is in store for kiddie park operators and no leveling off of grosses is anticipated in the years around the corner, in the opinion of Bill de L'horbe Jr., sales manager of the National Amusement Device Company, Dayton, O.

He said here that tax relief, a steadily growing population, and increasing consideration for patrons combine to make a rosy picture for the operator.

"Kiddielands are just like kindergartens for the major amusement parks," he said. "The kiddies will not be content too long with small rides, and having developed an appetite for amusement rides, they will seek out the major parks with the adult attractions."

DeL'horbe predicted a steady turning toward new rides and attractions in order for the industry to keep in competitive existence with TV, drive-in movies, night baseball and similar attractions. If that is done, he opined, parks

The high price scale could well be a deterrent to box office action at this time when so much publicity is being given to the nation's declining economic position. The excellent publicity secured in advance and during the early days of the run would seem to indicate banner business. Even so, it may be responsible for the slump not being worse than it is.

Circus officials pointed out in advance of opening that the late arrival of Easter would probably result in a slow start. Thousands of persons include the circus in their plans for Easter week when public and parochial schools alike are vacationing. The capacity matinee crowds of this period give the show a push and get it talked about among the small fry. Business thereafter is usually good.

HEALTH ASSN. INVITES COMMENTS

Rigid Sanitary Code Proposed To Regulate Traveling Showmen

NEW YORK, April 10.—The American Public Health Association, Inc., has under study a committee report which, in an attempt to set up uniform sanitation regulations thruout the nation, could place phases of many of traveling entertainment units in a straight jacket to be applied at virtually every step along its route.

The preliminary report of the APHA committee on circus and carnival sanitation has been submitted to Max Cohen, general counsel of the American Carnivals Association with offices in the Central Trust Building in Rochester, N. Y. Committee chairman Charles Senn has suggested that comments and criticisms of the plan be sent to Cohen for forwarding to the APHA.

Altho a voluntary organization in no way having civil jurisdiction as a unit, the APHA has 12,400 members including public health and sanitary officers all over the country. It is anticipated that adoption by the association of its code would encourage communities to fall into line in the interests of standardized regulations.

At public places such as fairs and race meets, "the regulations for circuses and carnivals may be applied to the temporary and itinerant elements," the report states.

Many of the regulations in the proposal are elementary and have been pursued by entertainment units in the past. Others, however, would be so rigid as to seriously

will continue to grow in stature and be a dominant community service where ever they exist with progressive management.

Emphasized Up-Keep
DeL'horbe cited the importance of keeping parks of all sizes in top condition for both safety and beauty values. Over the past years, he pointed out, most park owners have turned back a great deal of their income to maintain and build up their establishments. He criticized home-made rides and obsolete equipment.

He said that "it seems with the shortened work day and work week that is bound to develop, the outdoor amusement industry certainly will thrive if it furnishes the type of attractions and entertainment required by the public."

He pointed out that when factories were working employees overtime, they had no time to go to parks or to take their families. Now, with a more normal schedule they will have time for this type of activity, he said.

MUSTACHIOED MARQUEE ON R-B

SARASOTA, Fla., April 10.—The mustachioed portraits of the five Ringling brothers are being duplicated for use as the main portion of the ornamentation for the Ringling-Barnum show's entrance. While the big show is operating in New York, work continues at quarters here on the road tour equipment. Tenting equipment will be trained from here to Baltimore later.

Fire Destroys Adley Stables

FAIRFIELD, Conn., April 10.—James Adley's Fair Stables was burned to the ground here this week. A loss estimated at approximately \$60,000 included 15 trained show horses, the most famous being Goldy, a Palomino mare, the leading horse in a Liberty circus act and worth \$10,000. Adley trains horses for circus and show outfits thru the country. Loss is only partly covered by insurance.

Al Wagner's Show Lifts Restraining Order, Starts Tour

Departure From Mobile Base Delayed 3 Days on \$263,374 U. S. Tax Claim

MOBILE, Ala., April 10.—The Cavalcade of Amusements railroaded out of its winter quarters here Thursday (8) for Pensacola, Fla., after a three-day delay that followed a temporary restraining order alleging that the show owner, Al Wagner, owed \$263,374.12 in federal taxes, principally on admissions.

The show took to the road after Wagner made a payment on past taxes, furnished a cash bond, and agreed to make "certain, nominal payments" on the old liability.

E. E. Waldrop, supervisor of the delinquent and returns branch of the Internal Revenue Department, declined to disclose the amount of the cash bond, the payment on

past taxes, and weekly payments agreed to as a prerequisite to lifting the restraining order.

Waldrop said that should Wagner default in payments a federal injunction would automatically become effective.

In asking the restraining order, Waldrop said that the tax liability had been built up over a period of years dating back to 1947, and that the action was taken to keep the show from incurring further liability.

Most of the money, he said, was owed on admission taxes, with a minor part due on social security and income taxes withheld from employees.

The order was against Wagner, individually, and doing business as the Cavalcade of Amusements, and the North American Concessions Corporation.

The suit alleged that Wagner used control over the North American Concessions Corporation to conceal, withhold and avoid payments of Internal Revenue taxes.

Originally, the Cavalcade of Amusements was scheduled to open Monday (5) at Pensacola. The stand is slated to run thru April 20.

Sedalia Fair Pacts Ice Show For Three-a-Day

HOLLYWOOD, April 10.—The McCafferty-Hunt Production, "Stars Over Ice," will appear as an arena attraction at the Missouri State Fair in Sedalia for the nine days, starting August 21.

George Hunt, of the local booking agency, said that three shows daily will be presented. An afternoon performance and two evening ones are scheduled.

"Stars Over Ice" made its debut at the California Mid-Winter Fair in Imperial, Calif., late in February.

Sports Show Crowd Declines at Detroit

DETROIT, April 10.—Attendance at the nine-day Travel, Sports, and Boat Show at the State Fair Coliseum here recently, was 182,000. Total was down from the 187,000 reported for 1953, but the gross was \$300 over last year, according to Jacob Albert, promotion manager of the Detroit News, which co-sponsored the event with the Wayne County Sportsmen's Congress.

hamper operators in their business.

'Performance Bonds'

Licensing, as set down in the code, would be necessary at least 30 days in advance of an opening date and the show manager would be obliged to purchase a "performance bond" to guarantee his adherence of the code's principles.

"In the event that the show does not maintain the required sanitary conditions during and after the show's run," the code states, "the Administrative Authority shall be empowered to provide such services and to charge costs therefore against the bond."

"Administrative Authority" is defined as any local board or agency given the power to administer the code. The regulations permit the setting up at every community of a group of men with an all-powerful club to hold over the heads of traveling showmen. Following are some features of the regulations:

"All operators shall use adequate equipment and insecticides when necessary for proper control of fly populations."

Show Must Clear Rats

The show would have to eliminate any rat populations on the lot before it would be permitted to open.

Trailer coaches for living accommodations "shall not use attached or independent plumbing fixtures unless prior provision has been made for sanitary connections approved by the Administrative Authority."

Drinking water shall be obtained from municipal systems "or other sources approved by the Administrative Authority."

No common drinking cups or dipping of water.

All ice to be gotten from a source "approved by the Administrative Authority." Crushed ice must be broken by machine and delivered in containers approved "by the Administrative Authority."

Single-Service Dishes

Only single-service cups, dishes and implements are to be used for public service, and "straws, spoons, and forks shall be individually wrapped."

"No foods which may cause staphylococcus-type food poisoning, such as custard and cream-filled items, hams, fowl, roasts, and salads, shall be served." The foods served must be prepared in enclosed rooms or vehicles.

Frankfurters, hamburgers and shellfish can be served if the grill is covered on the top and on three sides.

Bottled drinks must be kept with the tops two inches above water level in a waterbath cooler. Food handlers must have ready access to washing facilities, and

Continued on page 50

U. S. Clarifies Admission Tax

Continued from page 1

report the price increase to the IRS so that the tax liability can be determined. The agency pointed out that altho the Excise Tax Reduction Act intended that the difference between the tax under the old rate and the new would be refunded to patrons, the government has no control over prices which are charged. As long as tickets are overstamped with the new price and the tax applicable after April 1, the IRS said, it is up to the patron either to accept the ticket or to receive a full refund for it.

The IRS also explained that ticket sellers can continue to use tickets printed prior to April 1 until they can order properly printed tickets or have their present tickets overstamped to show the new tax rate. If this is done, the IRS added, signs showing the admissions price and the tax, if any, must be posted conspicuously at the outer entrance and at each box-office of the establishment.

Issuing a reminder that the admissions tax on single or season tickets under the new law is a penny for each 10 cents or major fraction of it, the IRS said that "for this purpose 5 cents is not considered a major fraction."

"Thus the tax on a charge of 55 cents for admission will . . . be 5 cents," said the IRS. "If the charge is 56 cents, the tax applicable thereto is 6 cents. In the case of amounts charged for admissions to a horse or dog race-track, the tax continues at the rate of 1 cent for each 5 cents or major fraction thereof."

'Super Circus' Uses Film for Larger Acts

CHICAGO, April 10.—ABC's "Super Circus" television show has begun use of film to permit showing of circus acts which previously have been excluded because of the small-sized stage at the TV studio.

Producer Phil Patton said here that the TV show would make its own films of acts where ever available. Plans call for using about one per month at the outset. He said he did not envision the filmed acts being used as often as every week.

First movies were made at Milwaukee while the Hamid-Morton Circus was there. Patton said the acts were paid and permission for filming was obtained from Bob Morton, director of the circus. The Allen's, aerial motorcycles;

Pat Anthony's Lions, and a third act, which Patton declined to name yet, have been photographed. The Allen film was aired recently as the first film on "Super Circus," and the Anthony film is scheduled for April 18.

Patton pointed out that in the past the TV show was unable to use a number of acts otherwise available because of the small stage and low ceiling at the studio. Excluded were high acts, sway poles and aerial ballet groups and several types of large aerial acts plus displays of more than a few elephants, cats or horses. While performers with large acts have sometimes appeared on the show in the past, they usually were forced to give a reduced display.

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DOG RACES IN '55

Signs Point to Good Season for Kochman

NEW YORK, April 10.—With his planned season opening still some two months off, thus affording ample time for an upswing in the national economic picture as predicted by government leaders, Jack Kochman, owner-operator of the hell driving unit bearing his name, is inclined to be somewhat optimistic in regarding the future.

Also in favor of hopeful reasoning is the recent cut in federal admission taxes. While some few fairs last year escaped this burden by fulfilling certain special qualifications, all will now be entitled to reductions. The 10 per cent cut which will apply to most thrill show presentations will benefit the producers and fairs alike.

Kochman returned to his Paterson, N. J., home this week after a work-vacation period in Florida during which his troupe played the Florida State Fair and closed at the De Land Fair. The latter, a revival, was well below expectations for everyone altho well produced, Kochman said.

To Use Dodges

Kochman also announced that he had again contracted with the Dodge Motor Car Company to use that company's products this year. Bob Conto, show agent, handled the details in Detroit as Kochman remained home because of his wife's illness.

This week, timed with the spring automobile show here, the Kochman unit was featured in four pages of color photographs in True's Automobile Yearbook. Kochman's glowing comments on Dodges were quoted and copies of the periodical were given to execs of that motor company who were on hand for the show.

Booked up and again refraining from gambling on early still dates, Kochman said his fair route was complete and promising. It is a facsimile of the route his organization has traveled for a number of years.

So. America Junket

In the negotiation stage for some time and showing promise now of fulfillment for next winter is a deal to take the show to South America for four weeks. The deal, if set, will be on a flat rate, Kochman said, with no risk involved.

Kochman said a newly planned promotion-publicity campaign this year would probably serve to stimulate interest in show dates. The veteran Art Hoard and Conto will be active in this department.

With his auto stunting unit well set Kochman is allotting more time to his planned staging of greyhound racing as a grandstand feature at fairs next year. Many dogs owned by Kochman are already kenneled in Florida and in training for this purpose. A novel ticket system to heightened interest has been invented and patented by Kochman.

The dog races were offered tentatively to fair execs at the meetings last winter and the response was reported excellent. Kochman said this caused him to step up the tempo of his planning with the result that the dogs are definitely slated as an attraction in 1955.

PARK DATE SET

Chi 'Waters' Wins; 2 Units OK in Europe

NEW YORK, April 10.—High grosses are building for three "Dancing Waters" units, two of which are in Europe, according to Sam Shayon, who returned here this week from Chicago where a unit is showing at the annual Exposition of Modern Living. Other "Dancing Waters" shows are in Amsterdam and Paris.

Shayon said the Chicago unit will be set up for the May 19 opening of Riverview Park and will remain at the funspot thru Labor Day as a paid attraction. He said a building is being converted to accommodate the display.

The home show, on Navy Pier in Chicago, drew 102,000 for its first two days last Saturday and Sunday (3-4), 20 per cent over last year's figure. "Dancing Waters" is offered as a free attraction included in the admission price of \$1.25. The flat deal is earning the water display a fancy bonus for admissions over the 1953 record, Shayon reported.

On opening night (3) the show drew 58,248 attendance, Shayon added, and manager Grover McDonald credited the increase directly to "Dancing Waters" pulling power.

The 10-day annual flower show in Amsterdam drew 50,000 more than the all-time 200,000 set last year, it was claimed, with the water display being responsible for much of the increased patronage. Doubled money was drawn by the unit, Shayon said, since heavy crowds forced the scheduling of twice hourly shows instead of the every-hour time originally planned. He said turnaway crowds are also being racked up by "Dancing Waters" at the Cinema Rex Theater, Paris.

Stock Car Racing Gets Started at Bridgeport, Conn.

BRIDGEPORT, Conn., April 10.—The stock car racing season at Candlelight Stadium opened Sunday, March 28, marking the debut here of the Southern New York Association, which has a membership of 100 racers. Opening program announcements were handled by Mrs. Marjorie Carpenter, wife of Jerry Carpenter, treasurer of the organization, first time in local circles that a woman did the announcing.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 25 cents, \$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, 2 1/2 x 7 1/4. Good Calling Numbers, \$1; Printed Tally Card, 1 1/2 x 2 1/2. Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 100 ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50. LIGHT WEIGHT BINGO CARDS: White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75¢. Set Numbered Ping Pong Balls... \$12.00. Replacements, Numbered Balls, ea. .25. 3,000 Jack Pot Slips (strips of 7 numbers). Per 100... 1.25. Middlweight Cards, 5 1/2 x 7 1/4: White, Green, Red, Salmon, Yellow... 2.00. 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, 1/2" diameter, M... 2.50. Scalloped Edge, Green only, M... 2.00. Smaller Size, 3/4" diam., Red or Green Plastics, M... 1.50. Adv. Display Posters, size 24x36. Ea. .15. 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, 3/4" diam., 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; 3/4" inch diam., 1800 to lb.; larger size, 5/8" diam., 1000 to lb. Either size, lb... .45. Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100#. Send for illustrated circular for 140.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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Complete with a Gross of Balls.
\$250.00
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park owners, at our new custom-built miniature golf courses at Goffland, Asbury Park, and Kiddie City, Douglas, L. I. Unusual. We can do the same for your park or be as different as you wish. Inquire now.

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A FIELD(S) DAY

Notable Tie-In Aids R-B, Macy's Store

NEW YORK, April 10.—"The Greatest Show on Earth" and the world's largest department store aided each other thru a period overlapping the opening of Ringling Bros. and Barnum & Bailey Circus in Madison Square Garden in a publicity-promotion tie-in that many believe tops any such affiliation in the past.

Macy's, the mammoth store with branches in several suburbs, crosslined more than 200 full pages of advertising in the metropolitan dailies with the slogan: "See Ringling Bros.' Circus for the Greatest Show on Earth—See Macy's for the Greatest Sale on Earth." The slogan was generally separated by a caricatured jolly elephant that served to heighten interest in the circus and Macy's circus sale.

The deal, set for the circus by William Fields, top-flight legit-Broadway-circus publicist who annually aids in selling the Big Show to New York audiences, also included the use of circus background music on some \$20,000 worth of Macy radio advertising and direct mailings of newspaper ad copy by Macy's to more than 600,000 subscribers.

\$ Value Tremendous

Joe Liedman, Macy's public relations chief, represented, the store in the notable tie-in. Macy's low-rate contract buying of space notwithstanding, the worth of the over-all deal must be estimated to be worth hundreds of thousands of dollars—particularly if an amusement advertising rate were to apply as at least one paper was said to have suggested.

In return for the ad plugs the circus gave Macy's 500 ducats for the dress rehearsal performance the night before the opening. The ads were perfectly timed in a publicity sense for the circus, since they began a week or so in advance of the preem performance and continued thru about the first week of the run.

The over-all publicity to date for the show this year strikes observers as by far the best garnered by the high-powered publicity staff in many years. Advance efforts worked out as planned by Edward Knoblauch, new public relations director, and Roland Butler, newspaper and ad magazine director. Coverage of the opening performance was also excellent and additional hits are cropping up regularly.

Radio-TV Excellent

On the radio-television side F. Beverley Kelley has been scoring in notable fashion, with Ringling news and personalities featured

on many of the most important shows, including many network segs that will help to prepare the public for the show's under-canvas tour.

The Macy deal, first set last year by Fields, mostly fizzled out when the circus management withheld permission to use its title or other direct reference. Near the end of the campaign the objections were withdrawn with the realization that a good bet was being missed, but it benefited only from the tail-end of the Macy promotion.

Cole Bros. Sets Acts for Shrine At Cincinnati

CINCINNATI, April 10.—Performing personnel for the Shrine show to be produced here April 18-24 by Cole Bros.' Circus was announced in Chicago this week by Bill Horstman, Cole executive. He pointed out that acts still are being added.

Line-up is to include Chet Juszyk and the World Jungle Compound Lions (12), which were worked by Pat Anthony last year. Five Cole Bros.' elephants, worked by Bert Pettus, and Cole ponies and Liberty horse act will be in the show. Horstman said that all of the Cole elephants now are at King Bros.' quarters and will be on hand when that show opens, but five will leave the King show to make the Cincinnati date.

The Shrine show list also includes Victoria Troupe, cycles; Aerial Hustrais, Hodgini's Dogs, Kirk Adams' Dogs, Lalage, Craig's Chimps, Frisco's Seals; Ciampa, gorilla man; the Egoneys, aerial anchor; Van DeVeldes, Valentino Sisters; Capt. William Heyer, dressage horses; Coronas, high wire, and Great Cresso, rocket car.

Izzy Cervone will have the band and Milt Herriott will be equestrian director, while Preston Lambert handles announcing duties. Whitey Wilbur is to be boss property man and rigger.

With clowns still to be added, the list now includes Bobo Barnett, Kenneth Waite, Joy and Roy Thomas and Auggie Augstadt.

Drivin' 'Round the Drive-Ins

NEW to the Denver area is the indoor-outdoor theater now nearing completion in the Northwest section of the city. Construction of the Wadsworth drive-in marks the culmination of a long-time dream of L. K. Lee, general manager of Lee Theaters of Greeley, Colorado Springs and Denver. It will serve an area of nearly 50,000 patrons. Featuring a double ramp arrangement for 1,000 cars and seating capacity for 600 patrons in the glass enclosed, air-conditioned indoor theater, all will view the same 96-foot CinemaScope screen. This, plus the latest in-car electric heaters, will make the drive-in a year-round operation. Also available will be rides for children, adjacent to the theater's picnic area. An open-view, stainless steel cafeteria will dispense hot and cold foods. Lee came to Denver from Oklahoma in 1945. His first venture in the Denver area was a partnership in the Arvada. He helped build the Motorena, Greeley, in 1949 and had a hand in construction of the drive-in at Torrington, Wyo. Others with which he is connected are the Kar-Vu, Brighton, and the Mon-

aco Drive-In, Denver. LeRoy Ramsey, former manager of the Tower Theater, Denver, has been named manager of the Wadsworth. Victor Love, of Ad Film, Inc., will continue to do publicity and advertising for the five Lee theaters. . . . Gratiot Drive-In, Detroit, operated jointly by Associated and Community Theaters, will be host for the annual convention of Allied Theaters of Michigan on April 21. Theater owners from all over the State will be brought to the Gratiot by bus, with luncheon to be served on the grounds. A short forum on outdoor theater problems will be held.



Children Love Amusement Rides!

AND THE MERRY-GO-ROUND BEST OF ALL!

Allan Herschell has the most modern and efficient Merry-Go-Round for your need:
KIDDIE CARROUSEL (30 Jumping horses—2 chariots)
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Allan Herschell safety-engineered rides, since 1880, are built better to last longer at lower cost! A big season is just ahead . . . Phone, wire or write today!

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OTHER ALLAN HERSHELL KIDDIE RIDES
LITTLE DIPPER • KIDDIE AUTO RIDE • JEEP RIDE • BOAT RIDE • BUGGY RIDE • SKY FIGHTER • JOLLY CATERPILLAR • TANK RIDE

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HIT THE DECK Ideal for Drive-Ins, Parks and other Permanent Locations.
Get your share of BIG profits with this modern money-making Boat Ride. Loaded with appeal for the kiddies—both large and small.
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Send for details today

The TLT-A-WHIRL Ride
"Best Buy in Rides Today"
* Very Popular and Profitable
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LOOK! PARKER DOES IT AGAIN!
THE MERRY-GO-ROUND BUSINESS IS GOOD
We are now working 10 hours a day, 6 days a week, and are starting 2-10 hour shifts to get our orders out on schedule. Can still accept a few more orders for late spring delivery. Standard Model, \$5,500.00; De Lux, \$6,675.00. For particulars address
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MINIATURE TRAINS for EVERY LOCATION
any SIZE...any CAPACITY...any PRICE RANGE...
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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

MAKE \$100.00 A DAY



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Our **PERFECTION** is just that—Precision built spinnerhead, volt meter, rheostat. No vibration. **FREE** parts. Write today for free literature.

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NEW DEVELOPMENTS

Frank Barbecue Unit, Drink Cooler Offered

CHICAGO, April 10.—Recent additions to the eat-and-drink concession field are a combination frankfurter barbecue and bun warmer, and a special events soft drink cooler, designed for use at outdoor establishments.

The dog barbecue, introduced by Concession Supply Company, Toledo, is designed of stainless steel, its infra-red heat is thermostatically controlled and is listed at \$189.50. It is 14½ inches deep, 21 inches wide and 22 inches high and has a capacity of 48 standard hot dogs or 24 foot-longs at one time. The entire unit weighs 31 pounds and according to the manufacturer, is easy to load and dispense from and will not tear the frankfurters. Specifications indicate the machine operates on 110 volt, 60 cycle AC power; heating element has a capacity of 1,000 watts, and glass is double strength.

The special events cooler, being offered by Progress Refrigerator Company, Louisville, is manufactured in two sizes, one holding seven cases, the other 14 cases of bottled goods. All dimensions are the same except for the length. Smaller is 38 inches long, 17¼ inches wide, 34 5/8 inches high and has an inside depth of 16¼ inches. Weight is 65 pounds. According to the maker, the legs are easily removed and can be carried inside the chest. Exterior finish is of baked enamel with legs zinc coated. Insulation includes half inch rigid insulation board in walls and one inch in the bottom. Cap catcher and bottle opener are included.

FRIGIDRINK INTROS BEVERAGE DISPENSER

CHICAGO—A new non-carbonated beverage dispenser called the Cascader is now under production by the Frigidrink Dispenser Company, this city. According to Howard Pretzel of the firm, the dispenser's cooling action permits it to move from 90 degrees to 38 degrees in 10 minutes. All working parts are easily accessible for cleaning, a new non-clog, no-drip faucet is included and the pump is operated by a one-third horsepower high torque starting motor, the manufacturer reports. Capacity is 12 gallons and dimensions are 18 inches in diameter, 33 inches high with a 14-inch base.

COFFEE-RANGE COMBO SERVES DOUBLE DUTY

NEW YORK—A coffee-range combination, enabling the operator to produce coffee and handle short-order cooking with one unit, is the latest development of Cecilware-Commodore Products Corporation here. Coffee can be made by two popular methods, urn and vacuum at the same time that open burners are being utilized for short-order cooking, the manufacturer states. Unit is equipped with a dial thermometer to assure exact coffee making; has a capacity indicator, showing urn water supply; is made of stainless steel, has a heat-resistant glass liner and two automatically lighted high speed burners. It can be fitted into a 12 by 30-inch counter space and has a cooking area of 12 by 18 inches. Urn capacity is three gallons of coffee and five gallons of water.

T-CANTER SPEEDS ICED TEA SERVICE

STATEN ISLAND, N. Y.—A big speed-up in the serving of iced tea is claimed for the new T-Canter developed by Eastern Tea Corporation here. Its Wyott faucet is a pressure spout with no thread connections which can be taken apart and cleaned without the use of tools. T-Canter is unbreakable, comes in heavy gauge, chrome-nickel and stainless steel. Rounded bottom is said to make it easily cleaned.

PRESERVATIVE KEEPS PEELED POTATOES FRESH

CHICAGO—A preservative to keep peeled or cut potatoes white and fresh for days with proper refrigeration, has been developed by Edward Don & Company, this city. Potatoes are dipped in a solution of one tablespoon of formula in one gallon of water for a few minutes. They are then drained, air-dried and stored until needed. The preservative reportedly works also on apples, peaches, bananas, avocados and other sliced fruits and vegetables that normally discolor.

HAND MEAT SLICER INTRODUCED AT \$32.50

CHICAGO—A hand-operated meat slicing machine of chrome and polished aluminum is being marketed by Chicago Scale and Slicer Company at \$32.50. Corrugated meat table measures 8¼ by 5½ inches and has steel roller bearings for easy gliding. Slice thickness can be adjusted from paper thin to approximately ¾ inch thick. Stainless steel knife is 7½ inches in diameter and has a wavy edge for smooth slicing. Machine is 14 inches long, 10¼ inches wide and 8 inches high.

CHICAGO, April 10. — Jules Nowell has been appointed assistant national sales manager of the fountain flavor division of Dad's Root Beer Company. A veteran in the food and beverage field, Nowell will be in charge of promoting the national sale of Dad's and Frutaste fountain sirups and concentrates.

THIRST AND APPETITES ALSO BIG IN TEXAS

DALLAS, April 10. — Texans, noted for bigness in most things, also have big appetites and thirsts, according to food and drink consumption figures released recently by the State Fair of Texas.

During the 16-day fair last year, a total of 3,200,000 cold drinks were sold on the grounds, and 654,000 pounds of ice were used. Leading food item was hot dogs with 510,000 sold, while hamburgers were in second place with a total count of 270,000. Fried chicken was a popular item among fair-goers with 44,600 pounds of the fried product being consumed, plus 317,619 packages of potato and corn chips and three carloads of potatoes for French fries.

The food was seasoned with 2,052 gallons of mustard and pickles and service personnel used 14,747 towels and uniforms and linens in serving the food. Ice cream bars were a big item in the Ice Arena, 16,800 being sold in that building alone.

Venders Hike Pitch For Outdoor Locations

CHICAGO, April 10.—Outdoor food and drink concessionaires will be faced with increased competition from food vending machines this year, according to announcements by two biggies in that field, Pepsi-Cola Company and the ABC Vending Corporation, largest operator of automatic merchandisers in the nation's theaters.

According to Paul Little, manager of Pepsi's cup vending division, their two-year-old campaign to locate cup drink vendors at amusement parks, will be stepped up this spring.

In most cases, Pepsi will work thru established operators in financing equipment for amusement park locations. When an operator is not available, however, the firm will finance the equipment directly for the park operator.

Cola Firm Pitch

The Cola firm's pitch to park operators is that no attendant is required and vendors will earn profits over more working hours and in locations that do not now justify the erection and staffing of a refreshment booth. Little believes the vendors will absorb the overflow at peak times. The machines will be equipped with

decorative canvas roofing for eye appeal and weather protection.

Charles L. O'Reilly, chairman of the board of ABC, which is already entrenched at a number of drive-in theaters, said the firm's recent decision to enter the outdoor field was a wise one. He said that '54 expansion would continue at an accelerated rate.

Late in 1953, ABC obtained three large locations which show great promise, O'Reilly said. They are the Onondaga War Memorial, Syracuse; the restaurant, coffee shop and bars in the Philadelphia International Airport, and the food and drink concession in the Fronton Building, Tampa, where jai-alai games are played.

BEST BUYS

Spuds, Eggs, Dairy Foods Plentiful

CHICAGO, April 10.—Potatoes, chickens and dairy foods are currently the top buys for food and drink purveyors according to the Department of Agriculture.

There is an abundance of both storage potatoes from last season's large harvest and new crops are making their appearance from North Florida, Texas and Alabama.

Chickens, with emphasis on broilers and fryers, are reasonably priced and marketings during April are expected to top those of the same month in 1953 by 5 to 8 per cent.

The department said prices of dairy products that are recommended as good buys include oranges, grapefruit, cabbage, onions, beef, eggs, turkeys, peanuts, table fats and canned sweet corn.

Frozen Orange Concentrate In Big Supply

NEW YORK, April 10. — An abundant supply of frozen orange concentrate should be available this year according to a report of John M. Fox, president of Minute Maid Corporation, one of the leaders in the freezing of citrus fruit juices.

Fox said that estimates place the 1953-'54 orange crop at 80 million boxes, half of which will be processed into 60 million gallons of orange concentrate. In anticipation of this huge crop, Minute Maid is expanding its facilities, he added.

The popularity of frozen lemonade, first introduced nationally in 1950, took a sharp upturn in '53, and total sales showed a 40 per cent gain over the previous year, according to Fox.

Prices, however, are also on the upturn. The average price per box of oranges in 1953 was \$1.81, compared with \$1.11 the previous year.

February Candy Output Steady

WASHINGTON, April 10. — Manufacturers' sales of confectionery and competitive chocolate products in February were approximately the same as in February last year, both in terms of poundage and dollar value, the Bureau of Census reported this week.

Sales of package goods made to retail at \$1 or more per pound were down 25 per cent in poundage; at 50-99 cents per pound, up 2 per cent; less than 50 cents per pound, up 17 per cent; 5 and 10-cent specialties, down 4 per cent. Bulk goods, including penny items, were down 6 per cent.

POPCORN—SNO-KONES—COTTON CANDY—CANDY APPLES
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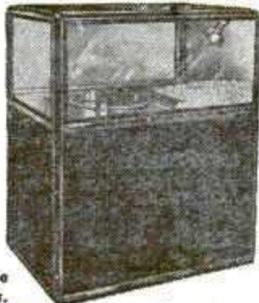
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KORN KING POPCORN MACHINE

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An eye-popping value, proved by 70 years of experience. Produces 30 lbs. delicious buttered and salted popcorn per hour. All year round money maker. BECAUSE OF REMARKABLE SAVINGS GET YOUR ORDERS IN NOW WHILE THEY ARE STILL AVAILABLE.



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ONLY \$275.00
Made by the world's largest manufacturer of floss machines. Guaranteed to outproduce any other standard floss machine on the market . . . or your money back! There's only one best! **GET YOURS TODAY!**
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All Readings Complete for 1953

On hand in these sizes: 2 1/2 x 3 inch; 3 1/2 x 4 inch; 4 1/2 x 6 inch. Write for prices.
Single Sheet, 8 1/2 x 14, 100, 75¢ per M. . . . \$4.00
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Alabama Amuse.: Chatom, Ala.
Alamo Expo.: San Antonio 19-24.
American Midway: Luling, Tex.
Becht, Lee: (Dooley By Pass: Cincinnati 9-18; (Liberty & John) Cincinnati 20-25.
B&H: Great Falls, S. C.
Big State: Chickasha, Okla.
Bogle, F. C.: Pittsburg, Kan.
Borderland: Eagle Lake, Tex.
Buck, O. C.-Model: Charlotte, N. C., 15-24.
Burke, Harry: Baton Rouge, La.
Burkhart: Poplar Bluff, Mo.
Byers Bros.: New Boston, Tex.
Capital City: Fitzgerald, Ga.; Barnsville 19-24.
Callett Greater: Merriam, Kan.; Bonner Springs 18-25.
Crafts Expo.: San Gabriel, Calif.
Drew, James H.: Statesville, N. C.
Dumont: Plymouth, N. C.
Dyer's Greater: Fredericktown, Mo., 17-24.
Ellis, Doug.: Cincinnati, O., 17-24.
Franklin, Don: Victoria, Tex., 18-24.
G. & B.: Belpre, O.; Mason City, W. Va., 19-24.
Gentsch, J. A.: Gloster, Miss.; Winona 19-24.
Geren, W. R.: Jeffersonville, Ind.
Gladstone Expo.: Kosciusko, Miss.; Batesville 19-24.
Gold Medal: Decatur, Ga.
Great Wallace: Rock Hill, S. C.
Groves Greater: Lake Charles, La.
Hale's Shows of Tomorrow: (Independence and White) Kansas City, Mo., 2-May 8.
Happy Attrs.: Newark, O., 19-24.
Helman United: New Iberia, La.
Hills Greater: Borger, Tex.
H. & M. Amuse.: La Crosse, Va.
Hottle, Buff, No. 1: Marrero, La., 17-24.
Hottle, Buff, No. 2: Bogalusa, La., 17-24.
Lane, Leo.: Savannah, Ga., 15-25.
Manning, Ross: High Point, N. C.
Marks, John H.: Richmond, Va.
Midway of Fun: Sinton, Tex., 12-22.
Midway of Mirth: Murphysboro, Ill.
Miller Bros.: Amuse.: Indianapolis.
Milliken Bros.: Douglas, Ga.; Baxley 19-24.
Moore's Modern: Ardmore, Okla.; Ada 19-24.
Norton: Amarillo, Tex.
Orange Bowl: Oneida, Fla.
Page Bros.: Springfield, Tenn., 17-24.
Palmetto Expo.: Gastonia, N. C.
Pan American Amuse.: Bell Gardens, Calif.; (Fair) San Fernando 21-25.
Pan American: Jackson, Tenn.
Penn Premier: Essex, Md.
Prel's Broadway: New Bern, N. C., 19-24.
Raley, Harold: Walterboro, S. C.
Red Ribbon, No. 1: Itta Bena, Miss.
Rocky Mountain Empire: Plainview, Tex.
Royal Expo.: Augusta, Ga., 16-24.
Royal Midwest: Paragould, Ark., 15-24.
Shan Bros.: Maryville, Tenn.; Harriman 19-24.
Schaefer Just for Fun: Greenville, Tex.; Longview 19-24.
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Spartan Greater: Monticello, Ark.
Star Amuse. Co.: Rison, Ark.
Stephens, C. A.: Hahira, Ga.
Sterling Crown: Pensacola, Fla., 16-24.
Tennessee Valley Amuse.: Calhoun City, Miss.
Thomas Joyland: Williamson, W. Va.
Tidwell, T. J.: Abilene, Tex.
Tinsley, Johnny T.: Greenville, S. C., 16-24.
20th Century: El Dorado, Ark.; Fort Smith 17-24.
United Expo.: Eikeston, Mo.
Virginia Greater: Suffolk, Va., 15-24.
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Davenport, Orrin: Duluth, Minn., 19-25.
Gainesville Community: Gainesville, Tex., 21-23; Irving 30-May 1; Tyler 7-8.
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Polack Bros. Eastern: (Aud.) Norfolk 21-24; (Aud.) Clarksburg, W. Va., 26-28.
Polack Bros. Western: (Aud.) Stockton, Calif., 13-16; (Aud.) Los Angeles 19-25; (Aud.) San Francisco 29-May 9.
Rice Bros.-Joe Mix: Grand Rapids, Mich., 13-16.
Ringling Bros. and Barnum & Bailey: New York April 13-May 9.

Miscellaneous

Bailey, Bill. All-Star Minstrels: Asheville, N. C., 13; Newport, Tenn., 14; Greenville 15; Elizabethton 16; Johnson City 17; Hickory, N. C., 19.

Coca-Cola Profits Up

NEW YORK, April 10.—Coca-Cola Company racked up a net profit of \$28,209,242 during 1953, compared with \$27,274,774 the previous year, H. B. Nicholson, president, announced. The net was after taxes, including excess profits taxes and all other charges. Earnings were equal to \$6.60 per common share, compared with \$6.38 in '52.

Popcorn Execs Expect Curtailed Plantings

BALTIMORE, April 17.—The production of popcorn this year will likely be curtailed as a result of the current over-supply. This was the consensus of the more than 50 representatives of the popcorn industry who attended the third annual conference sponsored here recently by the International Popcorn Association.

According to the execs, planting of corn for the popcorn trade will probably be cut back at least 25 per cent.

Sherbet Output Increases 23%

WASHINGTON, April 10.—Increased popularity of sherbet as a refreshment was indicated by figures released by the Department of Agriculture, showing that production in 1953 jumped 23 per cent over the year previous. Total production was 31,630,000 gallons, compared with 25,640,000 in '52.

The output was the largest since the wartime years of 1943-45 when butter fat was in short supply and manufacturers were pushing sherbet. Three reasons were given for the increased production. First, was the cheaper price. Secondly, manufacturers have been going all out on merchandising the product due to the bigger profit margin, and third due to an increase in dietary interest.

Peanut Use Ahead of '53

WASHINGTON, April 10.—The use of shelled peanuts sold salted and in making candy is running slightly above a year ago, according to the Department of Agriculture. Total reported use of shelled edible peanuts amounted to 296 million pounds thru February 28 this year, compared with 293 million pounds to the same point a year ago. Supplies of nuts, not in the hands of the producer, were 6 per cent larger at the end of February than on the same date a year ago.

ROADSHOW REP

VERNE SLOUT, who headed the Slout Players for many years, writes from his home in Vermontville, Mich., that he will not take the show out this year. "Our territory in Missouri and Illinois and Indiana was very good, but getting people and workmen was becoming more and more of a problem," said Slout. Slout will produce a series of antique, hobby and "do it yourself" shows this year. . . . N. H. Gorman, who put in most of the winter at Fresno, Calif., writes from Livingston, Mont., where he went to pick up some show property, that he plans to open his solo show in Eureka, Nev., and spend the summer in that State. . . . From New Orleans, A. Bruce Marston sends the following roster of the Frank Smith Players, season of 1941: Frank Smith, owner-manager; A. W. Marshall, advance; Maurice Lucketti, orchestra; B. A. Daniel, magician; Flo Randels, Margie Herbert, Irene Smith, Oscar V. Howland, Chet Herbert, Andy Randels and Frank Smith. . . . The Corey family show of three reports from Walla Walla, Wash., that winter biz has been way off due to the weather. The Corey outfit plans to play celebrations, etc., with a wall tent set-up this season. . . . Chester Sawyer, stroller performer, has been in the Reno, Nev., area lately, but will move on shortly with Idaho summer work in mind. . . . Henry Lavine, who spent most of the winter in Tampa, is now in Ottawa, Ont., preparing for a Western Canada trek with a three-people truck.

OPENING its 1954 season to a straw house at LaGrange, Tex., the Plunkett Stage & Tent Show got off to an auspicious start, according to Fred Landrus, magician and tent show enthusiast. Scheduled to play one-night stands thru 14 States, the show had another capacity house the following night at Yoakum, Tex.

Continued on page 50

The outlook for oil is for lower prices also, the popcorn men agreed. The greater availability of copra from the Philippine Islands and peanuts from the domestic harvest forecast lower prices for both coconut and peanut oil.

A new foil bag for hot buttered popcorn was introduced at the meeting by the Rex Specialty Bag Corporation. Cellophane converters advised buyers that delays in delivery would be eliminated in the near future by increased production and that there would be more improvements in cello bags for popcorn.

Over 50 representatives were on hand for the conclave, including theater and concession operators, popcorn processors, wholesale manufacturers, jobber-distributors, brokers and allied suppliers.

Squirt Adds Franchises

BEVERLY HILLS, Calif., April 10.—A total of 10 franchises has been added to the rolls of the Squirt Company, bringing its total bottlers to over 350, Herb Bishop, president, announced. New franchises are at New Haven, Conn.; West Palm Beach, Fla.; Santa Barbara, Calif.; Moberly, Mo.; Oskaloosa, Ia.; Billings, Mont.; Traverse City, Mich.; Casper, Wyo.; Bryan, O.; Clare, Mich., and Fall River, Mass.

Pepsi Builds Fresno Plant

FRESNO, Calif., April 10.—Pepsi-Cola Bottling Company will build a new plant south of town here to replace its existing plant, Elmer L. Richter, head of the firm, announced. The new building will have 30,000 square feet of floor space, compared with 23,000 in the old structure.

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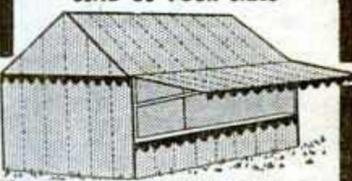
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Olympic Ups Rates, Eyes Rotor Device

15-Cent Gate Yields Another 3 Cents; Kid Rides Go to Dime

IRVINGTON, N. J., April 10.—Ride and admission prices at Olympic Park re getting a major overhauling this season, due to the new federal tax regulation. Park secretary Albert E. Fox said an important change will be the 1-cent hike in gate admission to 15 cents, compared with the former 14-cent price of which 2 cents was paid out in federal taxes.

The new admission will result in an income of 3 cents more per person. Only children under 10 and accompanied by an adult pass thru the gate free.

Many ride prices will be altered for the season's opener, and it is expected that the line-up will include a new Rotor ride over which the management has been negotiating with inventor Ernest Hoffmeister. Delivery is anticipated in time for installation by Memorial Day.

Also new to the park will be 20 Skee Ball alleys of the Philadelphia Toboggan Company, park-owned and installed in the renovated Skee Ball building. New cars for the Flying Scooter have been purchased from Bisch-Rocco Company.

Kiddie rides will go for a dime this season, compared with the

9 cents of last year, in addition to which a couple of older major units will be reduced to a dime. These include the Caterpillar and the Crackpot walk-thru. The big Carrousel will go for a dime for everyone this year. Last year it was 12 cents for adults and 5 cents for kiddies. Fox pointed to the former inconsistency of Olympic charging kids a nickel for the big Carrousel and 9 cents for the kiddie one. There will be combination tickets for the 10-cent rides.

Other major rides will go for the established prices of 15, 20 and 25 cents, with the park absorbing the former tax portion. Quarter tickets are for the Roller Coaster and Boat Ride. Parking will again be 15 cents per car.

First Day May 1

Olympic Park will run on two Saturdays and Sundays, May 1-2 and 8-9, then will open for the season on May 15. The pool, with Jack Bedell as manager again, will open May 29.

Manager Bob Guenther is anticipating a good season, Fox said, and refurbishing is practically ready for the park to begin operations. Crews have been working along under construction superintendent Dan Pedersen and boss electrician Willie Erne, both old-timers at the funspot.

The free-act policy will continue with three or four acts giving two performances daily backed by the Joe Basile band. Basile's crew will also play for two band concerts daily thru the season. Acts will change on Mondays, with the first offering being slated for nine days beginning May 15. Booked in by Dave Solti of the Hamid agency, the opening acts will be Ellen & Co., aerialists; Annell & Brask, novelty bicycle; Bingo's chimps, and Princess Tallchief, femme Indian contortionist.

Fireworks Planned

Fireworks will again be offered this season, altho the policy has not been worked out yet.

Jack Edelstein, who operates the roller rink, will charge 59 cents this year (54 plus 5 tax) whereas last year's price was 60 cents (50 plus 10).

Girl Born to Larry Stones

BROOKLINE, Mass., April 10.—A baby girl was born Monday (5) to Larry and Phyllis Stone, who also are parents of a son. Stone is owner of Paragon Park at Nantasket Beach.

Paper, Funspot Plan Houston Easter Hunt

HOUSTON, April 10.—Playland Park's official opening for the season is set for April 18 with an all-day Easter party sponsored by The Houston Chronicle. Plans have been completed for a crowd of 40,000.

Admission will be a comic hat made from a Houston Chronicle, any shape or style, so long as name of paper is conspicuous. Prizes will be awarded.

Houston Playland Park is open every day from Easter thru Labor Day and on weekends, holidays, and special occasions thereafter.

KIDDLIAND TO RUN

Rye Park Opening Part-Time April 18

RYE, N. Y., April 10.—Playland opens Easter Sunday (18) for partial operations and will operate on Sundays until May 22, when it goes into its daily schedule. Thru this week the ticket structure had not been set for the Westchester County-owned funspot, according to publicity director Charles Palmer. Parking will again be 50

NEW FEATURES POPULAR

Riverside Opens in Record Cold, Snow

AGAWAM, Mass., April 10.—Riverside Park braved an all-time low temperature of 13.5 degrees to open on schedule Saturday night (3). Owner Ed Carroll saw enough spending by the first nighters to venture a prediction of an "excellent season."

"While going against record-breaking cold weather, we had enough experience, especially on Sunday afternoon (4), to indicate the public is anxious to see what new features we have to offer.

They all seem to have caught on and I am especially pleased with the showing in that end of the park which has been built up this year."

Riverside is slated to operate hereafter on Saturdays and Sundays during this month, with full-time operations to start Memorial Day.

Stock Races Called

Despite the freezing Saturday weather, an attempt was made to put on the stock car racing, but between radiators freezing and ice forming on the track when several hose pipes blew, it was impossible and the card was put off until tonight.

Sunday morning (4) opened with a snowstorm, but sun broke thru before noon and cleared the area. Altho the mercury hovered in the mid-20's patronage was satisfactory and traffic thru the park was heavy enough to keep all operations moving.

Strong attention was drawn to the new attractions. Patrons praised the new midway cafeteria, highlight of this year's remodeling program. The new Hoopla got steady play along with the Walking Charlie game and Hot Rods auto ride. Also new this year was the Tunnel of Love which commanded attention with its sunburst neon front.

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New Miniature Train Bought For Indian Pt.

NEW YORK, April 10.—E. D. Kelmans, operator of Indian Point Park, Hudson River spot 40 miles north of here, has purchased a miniature train from the National Amusement Device Company. The sale was made by William de L'horbe, sales manager.

Some 2,000 feet of track will be used and the ride will circle the park's permanent zoo. Approximately half of the ride will be thru a natural forest.

A Whip was installed recently. The large shooting gallery is being moved to a new location between the hat and souvenir stand and the Pokerino tables.

Kelmans reports the early bookings ahead of last year. One more man will be added to the booking crew, he said.

New England Assn. May Increase Dates

EXETER, N. H., April 10.—Additions to the executive committee and a possible adjustment in dues are slated for action at the coming annual meeting of the New England Association of Amusement Parks and Beaches, according to Fred L. Markey, executive secretary. The sessions are to be held in the Statler Hotel, Boston, Thursday (22).

Markey said a constitutional change will enable all past presidents other than the immediate

one to sit in at executive committee meetings, but without the right to vote. The immediate past president is a voting member, as are the president, two vice-presidents, treasurer, executive secretary and six members at large.

Paragraph A, Section VI, describing the make-up of the committee, would pick up this added sentence if the change is approved: "All other Past Presidents shall be members of the Executive Committee ex-officio without the right to vote."

Dues Discussion Set

Also due for discussion and possible change is Article VII of the by-laws, "Membership and Fees." Markey said:

"It is felt that this association can do much more for its members if more money is available. It is for this reason that an adjustment in dues is suggested for discussion."

"Get Ready for a Banner Season" is the theme of this year's convention, 28th annual get-together of the association. The place will be the Statler's Georgian Room on the mezzanine floor. Luncheon will be at 12:30 with the program to begin at 1:30 p.m. Cocktails will be served at 5 p.m. and the banquet and entertainment will begin at 7.

Steel Pier to Open Easter

ATLANTIC CITY, April 10.—Steel Pier will inaugurate its 1954 season when George A. Hamid's famed amusement center opens for the Easter holiday weekend, April 17-18.

Al Martino will headline the stagershow. Tony Pastor's orchestra is the ballroom attraction. The stadium at the ocean end of the pier, demolished in a winter storm, has been rebuilt for the new season. Extensive redecorating has refurbished the Marine Ballroom, and CinemaScope has been added to the Ocean Hall Theater.

Pepsi Pony Giveaway Accelerated for Fairs

NEW YORK, April 10. — The pony giveaway program launched experimentally at 11 fairs last year by the Pepsi-Cola Bottling Company is being accelerated. Officials at the national level here predict that more than 100 tie-ins between annuals and bottlers will be set this year.

The mechanics of the program are extremely simple with no commercial gimmicks recommended. Pepsi is urging its bottlers to buy a pony and equip it with a Western saddle and bridle at a total estimated cost of \$250. A tie-in is made with a fair, or other suitable outdoor show enterprise, and tickets on the pony are made available free, without the obligation to buy anything, collect bottle tops, etc., to any boy or girl who asks for them.

The pony is displayed prominently in town well in advance of the event to stimulate interest. It is moved to the fair or show grounds for the actual staging of the event and the drawing is usually held on children's day with the actual award made on the last day of the show. The winner need not be present.

49 Fairs on New York's State Listing

NEW YORK, April 10.—Forty-nine fairs are given on the listing sent out last week by James A. Carey of the New York State Department of Agriculture and Markets.

Of the 49 annuals, only two have not chosen their dates, the Vernon and Cortland Fairs.

The season will open July 21 with Yates County Fair in Pen Yan, and will close with the only October event, the former Minerva Fair which is being held for the second time at Roosevelt Raceway, Westbury. The dates are tentatively set for October 11-16, six days instead of last year's 11, but the board of directors of the Agricultural Society of Queens & Nassau Counties has yet to vote on the matter. A shorter run has been suggested by Manager Charles Bochert.

Five fairs will run on Labor Day: Chatham, Fonda, Syracuse, Dunkirk and Schaghticoke, and the State Fair at Syracuse, running for eight days beginning September 4, will be the State's longest.

August will again be the most crowded month for fairs, with 34 slated to begin during that month. There will be seven during the week ending Saturday, August 14: Middletown (seven days); Gouverneur, Norwich and Ithaca (six days); and Plattsburg, Caledonia and Waterloo (five days). The following week, ending Saturday, August 21, will offer nine fairs: Horseheads (seven days); Hamburg, Lowville, Greenwich and Afton (six days), and Sandy Creek, Henrietta and Westport (five days). Ulster County Fair, Kingston, is scheduled for August 18-19.

It is recommended that an additional sponsor be secured—a principal dealer in children's Western garb preferably—who, in return for paying for the nominal cost of printing the tickets, would be allotted one side to print his advertising message.

About 100,000 tickets would be needed for most events, it is estimated. Of the 11 giveaways staged last year 10 were reported highly successful for all concerned. However, Paul Little, at the home office here, and Roy B. Jones, special outdoor representative for Pepsi, stressed the fact that a promotion, no matter how good in its planning, is only as good as the men behind it.

Also no direct commercial tie-in is involved Pepsi reasons that more of its beverage will be sold. Additionally they feel that such promotion effort will have more retail outlets anxious to carry their product and make the area in which the giveaway is staged more Pepsi-conscious.

Aid for Bottlers

Pepsi offers its bottlers every aid in staging the contests—outlining the details of ticket distribution, publicity methods and the picking of a winner. The lack of a direct commercial appeal aids in the securing of press and radio publicity.

The sponsoring fair benefits in that it is the focal point of the whole promotion. Each of the thousands of tickets printed will bear the name of the fair, its dates and location. If the event is handled properly and the youngsters are aware that free tickets on a pony are available for the asking, the sponsoring event is in for a word of mouth advertising campaign with terrific impact, Jones says.

Pepsi is also plugging its product and aiding fairs at the same time by supplying one or more acts to a few larger fairs, but there is no intention of pursuing this line of activity very strongly.

Cooke Adds Fair, Park, Cele Dates

LANCASTER, Pa., April 10.—Additions to the Cooke & Rose outdoor bookings were announced this week. They include six fairs and one celebration spread thru four States.

Harry Cooke, agency head, reported the dates as Centre County Fair, Centre Hall, Pa., August 27-September 2, an eight-girl line plus five acts; Hartford County Fair, Bel Aire, Md., eight-girl line plus five acts; Page County Fair, Luray, Va., four acts; Morris County Fair, Morristown, N. J., aerial acts; Sullivan County Fair, Forkesville, Pa., six acts; Gilmer County Fair, Glenville, W. Va., and the Sesqui-Centennial Celebration, Clearfield, Pa., June 14-19, organ and acts afterwards.

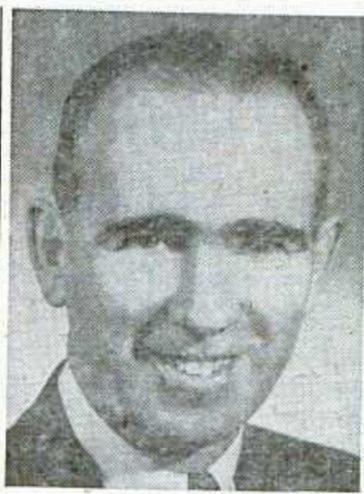
Other bookings include aerial acts for 11 weeks at Hershey Park, Hershey, Pa., and about 60 "Grand Ole Opry" acts for parks.

Chatham, N. B., Fixes Dates

CHATHAM, N. B., April 10.—This year's Miramichi Exhibition will be August 30 thru September 4, it was announced following a directors' meeting. William P. Lynch Shows out of Halifax, N. S., will provide the midway. William Ripley and Glen Jenkins were reappointed joint managers of the exhibition.

Wellsboro Gets Annual

TIOGA, Pa., April 10.—This year's Tioga County Fair, the 100th annual, will be held at Wellsboro, Pa., Carl H. Forrest reports. Shift of the August 10-14 event was caused by loss of the Tioga grandstand in a windstorm.



CLIFF HUTCHINSON, publicity director of the Wisconsin State Department of Agriculture, has been picked as the new publicity director of the Wisconsin State Fair, Milwaukee. Hutchinson, named to the post by W. M. (Bill) Masterson, fair manager, succeeds Pete Walch, Wisconsin newspaper editor, who directed the fair's publicity on a part-time basis for the past six years.

Fair Dates

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The Billboard Pub. Co.
The following corrections and additions to the list of Fair Dates were received during the week ending April 9.
The complete list of Fair Dates was published in the issue dated April 10. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

Arkansas

Jonesboro—Craighead Co. Livestock Show Assn., Sept. 20-25. Norman Wimpy.

Connecticut

Berlin—Berlin Grange Fair, Sept. 17-18.
Brooklyn—Brooklyn Fair, Sept. 17-19.
Chester—Chester Fair, Aug. 28-29.
Durham—Durham Fair, Sept. 24-26.
Goshen—Goshen Fair, Sept. 4-6.
Gulfport—Gulfport Fair, Sept. 17-18.
Harwinton—Harwinton Fair, Oct. 2-3.
Hazardville—Union Agri. Soc. Fair, Sept. 28-29.
Mansfield—Echo Grange Fair, Sept. 11.
Marlborough—Marlborough Grange Fair, Aug. 28.
Meriden—Meriden Grange Fair, Sept. 17-18.
Monroe—Fairfield Co. 4-H Fair, Aug. 20-21.
Norwich—Norwich Grange Fair, Sept. 3-4.
Portland—Portland Agri. Fair, Sept. 18-19.
South Glastonbury—Glastonbury Grange Fair, Oct. 9.
South Woodstock—Windham Co. 4-H Fair, Aug. 6-8.
South Woodstock—Woodstock Fair, Sept. 4-6.
Stafford Springs—Tolland Co. 4-H Fair, Aug. 27-28.
Terryville—Terryville Co. Fair, Sept. 18-19.
Wallingford—Wallingford Grange Fair, Sept. 17-18.
Wapping—Wapping Fair, Sept. 11.
Warren—Litchfield Co. 4-H Fair, Aug. 27-28.
Windsor Locks—Hartford Co. 4-H Fair Assn., Aug. 28-29.

Montana

Baker—Fallon Co. Fair, Aug. 27-29.
Deer Lodge—Powell Co. Fair, Aug. 20-22.
Dodson—Phillips Co. Fair & Rodeo, Aug. 7-8.
Port Benton—Chouteau Co. Fair, Sept. 10-12.
Glasgow—Valley Co. Fair, Sept. 2-4.
Glendive—Dawson Co. Fair, Sept. 5-7.
Hamilton—Ravalli Co. Fair, Sept. 4-6.
Havre—Hill Co. Fair, Aug. 13-14.
Kalspell—Northwest Montana Fair, Sept. 9-11.
Libby—Western Lincoln Co. Fair, Aug. 27-29.
Plains—Sanders Co. Fair, Aug. 13-15.
Shelby—Marias Fair and Rodeo, July 22-31.
Terry—Prairie Co. Fair, Aug. 21-22.
Twin Bridges—Madison Co. Fair, Aug. 20-22.

New York

Penn Yan—Yates Co. Agri. Soc. July 21-24.
H. Comstock.
Pike—Wyoming Co. Fair Assn., Aug. 24-27.
H. M. Wagenblaus.
Plattsburg—Clinton Co. Agri. & (Ind.) Fair, Aug. 10-14.
Westbury—Nassau Co. Agri. Soc. of Queens-Nassau Co. Oct. 11-16. R. G. Fish.

North Carolina

Goldsboro—Lane Co. Fair, Sept. 13-18.
Bedford—Bedford Fair Assn., Aug. 9-14.
Nazareth—Nazareth Fair Assn., Aug. 2-7.
Spartanburg—Spartanburg Community Fair Assn., Sept. 9-11. Henry Bailey.
Wellsboro—Tioga Co. Fair, Aug. 10-14. Carl H. Forrest, Tioga.

South Carolina

Columbia—South Carolina State Colored Fair, Oct. 25-30.

South Dakota

Aberdeen—Brown Co. Fair, Aug. 25-28.
Alcester—Union Co. Fair, Aug. 17-18.
Cheyenne Agency—Cheyenne River Fair & Rodeo, Sept. 1-2.
Hermosa—Custer Co. Fair, Aug. 26-27.
Kimball—Brule Co. Fair, Aug. 13-15.

Continued on page 50

B. J. Walters Leaves Fisheries Exhibit

LUNENBERG, N. S., April 10.—B. J. Walters, for seven years manager of the Fisheries Exhibition and Reunion here, has resigned. H. D. Pyke has been named his successor; C. J. Morrow is president and William Cluett secretary. This year's event will be September 14-18.

Nat'l Orange Show Holds Near '53 Gate

Strong Finish Nets 264,000 Attendance; PTA's 116,000 Advance Sale Is Big Help

SAN BERNARDINO, Calif., April 10.—Closing its 39th annual run here Sunday (4), the National Orange Show pushed its attendance figures to within 838 of its last year's mark. Trailing 1953 by 13,935 at the end of the sixth of the 11-day run, the exposition pulled a 13,097 increase in the remaining time to chalk up a total of 264,096.

The loss during the first six days was attributed to bad weather, with practically the first day being rained out. Rain on Monday (29) also took its toll. Good weather prevailed during the last half with the total for five days being 136,229, compared with 123,132 for the same period last year.

According to Earl E. Buie, secretary-manager, this year's run would have topped 1953 had it not been for the two rainy days. Fortunately, predictions of rain for the closing weekend did not materialize.

The Orange Show was set back a week in its dates, striving to avoid a period such as it had in 1952 when it rained, hailed and sleeted during 10 of the 11 days.

Advance Sale

Also accounting for good attendance this year was the advance ticket sale. Following its policy for the third year, the show turned its ticket selling over to the Parent-Teachers' Association for handling half price ducats (50 cents for adults) in San Bernardino County only. During the sale 116,000 tickets were sold. The P-T-A receives 10 per cent of the sales for its lunch fund.

The stagershow in the Ralph Swing Auditorium with two performances per day were booked and presented by Scheppers Bros., a local booking office. Headlining the show were Dick Contino, the Bell Sisters and Marilyn Maxell. Three segments of presentations were offered.

Also featured were the Morolandis Dancers; Stewart-Morgan Dancers; Shepherd Brothers, bell ringers; Johnny O'Brien, comic; Mercer Brothers; the Houcs, balancing; Woo Woo Stevens; Car-

sony Brothers, balancing; Step Brothers, dancers; Anthony, Allen and Hodge, Janik and Arnaut, and Freddie Latui and His Hawaiian Troupe. Music was under the direction of Al Lyons.

Outside as a free attraction, also booked by Bernie Scheppers, were the Star Dusters, high sway pole turn.

Crafts 20 Big Shows, combined with the Crafts Exposition Shows, were again featured on the midway.

Calgary Posts \$40,000 Purse For Stampede

CALGARY, Alta., April 10.—Prize money for rodeo events at this year's Calgary Exhibition and Stampede will total more than \$40,000, not including trophies worth thousands of dollars.

Of the total, the exhibition board will offer \$29,310 in cash and the balance will be made up of cowboy entry fees.

The stampede committee has added \$1,000 to the prize money for the 1954 show and this will be shared equally by all events with the exception of the chuckwagon race, which received a good increase for the 1953 show.

In an effort to cut down the number of calf ropers, the committee decided to increase the entry fee from \$35 to \$50. More than 70 ropers were entered for the 1953 show. The wild horse race entry has been upped from \$10 to \$15.

Cash purses, exclusive of entry fees, will be: Saddle bronk riding, \$3,500; bareback bronk riding, \$2,850; bull riding, \$2,850; wild steer decorating, \$2,850; calf roping, \$2,850; novice bronk riding, \$860; boys' steer riding, \$750; wild cow milking, \$500; wild horse race, \$1,000.

Cameron Lansdell, of Turner Valley, one of Alberta's top saddle bronk riders, has been named to replace Jack Wade, of Big Timber, Mont., as one of the breed judges. Lansdell will work with Frank Sharp, of Turner Valley, a veteran judge.

N. Y. FIREMEN SET MEET DATE

ALBANY, N. Y., April 10.—The New York State Association of Agricultural Fairs has already set its 1955 winter meeting dates. The affair will be at the Ten Eyck Hotel here, January 30-February 1, according to announcement by James A. Carey, executive secretary. It is the first of the Eastern associations to announce 1955 dates.

Okay Mutuels At Weyburn

WEYBURN, Sask., April 10.—Pari-mutuels will be operated in conjunction with the harness races at this year's Weyburn Exhibition. A building to house the pari-mutuel set-up will be erected.

The Weyburn Agricultural Society also plans to spend \$1,000 to improve toilet facilities on the grounds. Clay and gravel will be used to improve the midway area.

Decision to charge 25 cents for auto parking in the grounds was made by directors. Canadian Congress of Daredevils has been signed to appear June 7 in conjunction with calf club show sponsored by the exhibition org.

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Expansion Marks Buck-Model Plans

New Wagons, Rides, Shows Add Size; Execs Herald Importance of Tax Cut

GREENWOOD, S. C., April 10.—Expansion has been the keynote of the O. C. Buck-Model Shows for the coming season. Well in advance of the Thursday (15) opening at Charlotte, N. C., some 54 men were reported on the office pay roll. Many others were also on hand preparing show equipment in on contract and the concession department was well staffed.

Principal work reported accomplished in winter quarters on the fairgrounds here was the construction of 11 new wagons to make possible the transportation of many new riding devices. Units operated by Buck at a Carolina shore spot for the past several years are being added to the show's lineup. According to Oscar C. Buck, general manager, and David B. Endy, manager, a total of 21 rides, representing all of the standards, will be carried.

The Motor Drome and all other shows have been rebuilt. The new front on the Girl Show will measure 110 feet. In all, the show will have four major panel fronts in a total of 12 shows, plus a Motor-drome, to open the season with. Other units will be added as the season progresses.

Superintendent James (Tiny) Dempsey has directed all of the building. The refurbishing of rides, including a striking paint

job on the Merry-Go-Round, has been supervised by William Bel-dock. Jimmie Zabriskie has been getting the power units in shape and supervising the installation of two new light towers, for a total of eight, on wagons.

Trainmaster Johnny Brooks has nearly completed the work of installing new A. B. brakes on the show's rail equipment and the train will be in first-rate shape to roll well in advance of the scheduled leaving. Included in train addition plans is a private car for the use of Buck.

A new cafeteria-style cook-house operated by Ted and Josephine Williams has been feeding the personnel in quarters. It is in excellent shape to begin a season on the road.

Charlotte Looks Good

The personnel is expecting a good week in Charlotte since it will be the first show to play within the city limits in many years. Eddie McTigue is already taking care of advance chores there.

Bill Cowan has all of his concession units ready to go. He will operate a total of 27 office-owned units during the season.

The show will jump into Philadelphia after Charlotte and then route west thru Pennsylvania and West Virginia heading toward Indiana, where the first fair of the season will be played at Anderson starting July 1. The Anderson event will run for 10 days this year.

Buck said that 14 fairs and two celebrations are on the route. The initial effort made last fall to break into Western territory is expected to be continued and accounts, in part, for the major refurbishing program. Officials have explained that their efforts to book bigger fairs continues and the show is being expanded with that purpose in mind.

The elimination of federal taxes on ducats costing 50 cents and less will ease the economic picture for the show and make it possible to accelerate building and promotional plans.

Jim Quinn is winding up the booking of still dates. Roy Paugh is in Charlotte handling press and kiddie matinee promotions. Victor Palmer, the billposter, is also in Charlotte. Nick Stepp is handling the office.

Crafts Orange Show Take Holds Near '53 Level

Business Is Termed 'About Same' as Fair Approaches '53 Gate

NORTH HOLLYWOOD, April 10.—Business for the Crafts Shows at the 11-day San Bernardino National Orange Show, which closed Sunday (4), was "about the same as that of 1953," Orville N. Crafts, show-owner, said. He also announced that he would put three shows on the road for the play-week period starting May 18.

The Crafts 20 Big Shows and Crafts Exposition Shows were combined for the Orange Show. The former's equipment was moved from the winter quarters here while that of Exposition moved into San Bernardino location around March 20 to get set for the March 25 opening. The event pulled a total attendance of 264,096 to nearly equal the 264,934 of last year. The run was kept down by two days of rain.

The Crafts organization is now turning its attention toward Las Vegas, Nev., where the show will be featured at the annual Hell-dorado Days. Crafts will feature 12 major and 8 kid rides there. Vern Weiland is returning to the lot on that date with his Side Show. Dates for the Nevada event are May 12-16.

With Crafts' two shows booked for Monrovia Days and Fontana Days in the towns named, a third booking in Yermo, also California, necessitates another show on the road. Crafts said that the unit would remain out only long enough to play that triple-booked run.

Forrester, Father Of Mrs. Tinsley, Dies in Atlanta

GREENVILLE, S. C., April 10.—E. S. Forrester, father of Mrs. John T. Tinsley, of the Johnny T. Tinsley Shows, died Friday (2) in a hospital in Atlanta. He was 71. A merchant and farmer, he lived in Carnesville, Ga. Services were conducted at Carnesville.

Cold, Rain Batter Serfass Unit Bow

Gate OK Despite Adverse Weather; Per Capita Spending Equals 1953

ESSEX, Md., April 10.—Freezing temperatures and rain on successive days chilled and washed out any possibility of the Penn Premier Shows getting off to a gala season's start here beginning last Monday (5).

But Lloyd D. Serfass, owner-operator, reported the materialization of satisfactory business in spite of the weather with some 1,100 paid on the opening night and even more showing up for the following session. The latter was going along in fine fashion until rain beat down about 9 o'clock to effectively end most activity.

Best phase of the report had to do with spending which was reported at least equal and perhaps slightly better than last year, judged on a per capita basis. Serfass cautioned, however, that the sampling was by no means sufficient to allow for any hard and fast predicting. Such a prediction might safely be made at the end of the two-week stand here.

Grounds Cramped

The show jumped 300 miles from winter quarters to make the opening here. The move was made without mishap and all units were on hand before dark. Earning power was curtailed somewhat when two shows and two rides had to be left down because of the smallness of the lot and the fact that some 70 concessions were erected.

Presented here were the Circus Side Show, Life Show, Sultan's Harem, Club Continental, Harlem in Havana, Glass House, Fun House and Monkey Circus. The Snake Show and Motordrome were left down. Some 20 rides were reported in action. All shows and rides had been refinished with scenic artist Fritts supervising the work, and the appearance of all units was sparkling.

Harry (Buster) Westbrook reported the following concessionaires on hand: Boxall's bingo, Buddy Spain's cookhouse; Joe Lux, 3; Leonard Lux, 4; Harry Steven's custard, popcorn and floss, Lew Lang, 3; Murray Levitt, 4; Jack Levitt, 1; Charles Allen, 4; Van Helman 6; Joe Miller, 2; Gabe Novak, 2; Miles Detrick, 3; Sam Serlin, 5; Joe Frederick, George Mundy, Mrs. Culberry, Tommy Allen, 2; Fitzgerald, Tony Lento, 2; Ellis, 3; Mike Tate, 2; Carl Parsons, grab; James Varne,

1; Al Zellar, 1; Thornton, 1; Mary Stevens, Rab Colgrove, 2; Charles Hinton, 3, and James Cobb, 2.

Route Set Up

From here the show will go to Brooklyn, Md. Celebrations and still dates in New Jersey and New York will follow. The fair season will start the first week in August with Moundsville, W. Va., followed by Butler, Huntington and Myersdale, Pa.; the centennial showing of the Juanita County Fair, Port Royal, Pa.; Durham, Lexington, High Point and Henderson, N. C.; Chase City, Va.; and Laurinburg, N. C., to end the season the last week in October.

The staff includes Lloyd D. Serfass, manager; Mrs. Serfass, treasurer; Buster Westbrook, business manager; Frank Long, who returned after an absence of three years because of illness to resume his job as secretary, replacing William Keefe who has been named assistant manager.

Miles Detrick is general superintendent; Jack Belmar heads up the paint department; Harry Noland is in charge of building; James Kearns is lot superintendent and Blackie Jones is night

(Continued on page 44)

Henson Adds Show Fronts

FOREST HILL, La., April 10.—Jimmie Henson, general manager of Greater Dixieland Exposition, has built two new show fronts in quarters here this year and the org will go out with a total of five back-end units. Eight rides will be carried with four more added for the fair season.

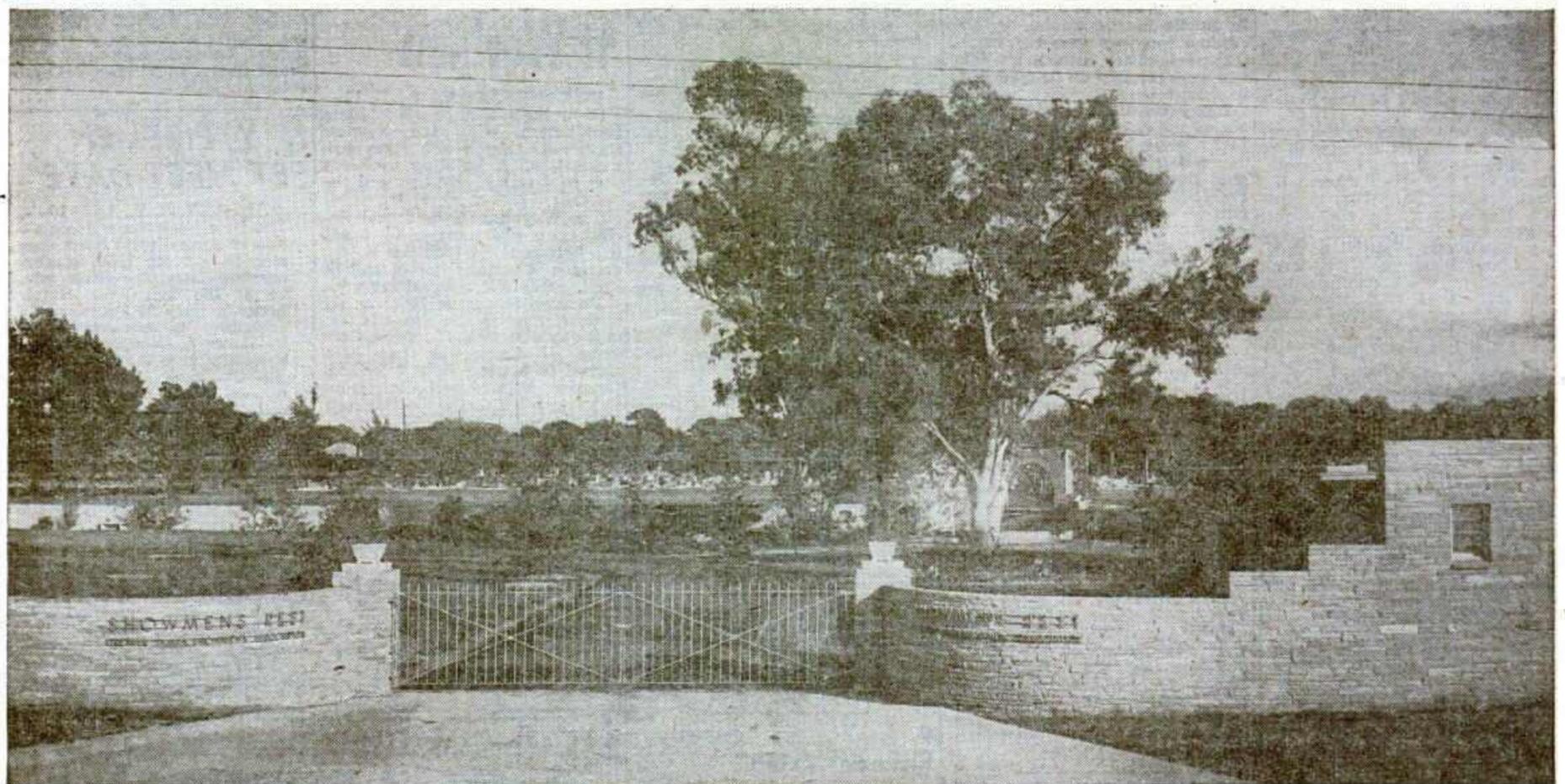
A crew of 14 have been working here for several weeks and almost all equipment is in readiness for the show's April 25 bow in Texas. Route will also include spots in Oklahoma, Missouri, Iowa, Arkansas and Louisiana. Celebrations will start in Tulsa on June 18.

Royal Midwest Ready to Open

PARAGOULD, Ark., April 10.—Preparations for opening of the Royal Midwest Shows at quarters here Thursday (15) are nearing completion. Concessionaires and staffers are on hand and others are en route. A crew of 21 men is being enlarged daily.

The show holds more contracts for fairs and celebrations than at any other time, according to Manager Bill Harris. He announced the shows had been awarded the contract for the Clark County Fair, Marshall, Ill., where Charles A. Bush is fair president.

Bud Birchman, superintendent of rides and trucks, is directing the renovating job on all equipment. Sightseers' attendance on the weekends has been good, and testing of a new searchlight drew a crowd. Newcomers in quarters include the Harold Groveses, the Earl Peases and the Russel Rihls.



Few cemeteries match the beauty, good taste and peaceful atmosphere of the Greater Tampa Showmen's Association's Showmen's Rest. Situated in a quiet section of the city, it blends into an adjoining well-maintained cemetery. From the exterior or interior, Showmen's Rest reflects careful planning. It is enclosed by a fence of attractive Tennessee stone and has an entrance gate that enhances the enclosure and provides a good view of the interior. The roadway leading thru the cemetery is black-topped and the well-kept lawn is dotted with shrubs and trees. A fountain, upon which lights are beamed at night, is in one corner of the cemetery.

A combination office, storage and assemblage place for the bereaved is provided in a building also made of Tennessee stone near the main entrance. The cemetery, which occupies an area 313 feet by 208 feet, has 900 burial plots, of which 11 have been used. Many club members have purchased either family or individual plots. Latter are priced at \$87.65 each. One of the rigid rules is that all grave markers must be of uniform design, size and material, with the name, date of birth and of death inscribed.

MIDWAY CONFAB

New members voted into the Miami Showmen's Association are Charles Nelson, Julius C. Lavins, Louis Newman, Leo Finkler, C. Robert Gardner and Max Hazman. Recent visitors to the club were Sparky Nissenbaum, Ep Glosser, A. L. Rossman, Eddie Fisher, Barney Berman, Max Gelbstein, Nat Golden, Porky Fustanio, Happy Hawkins, Sam Weiner, Bill Norton, Jack Hawthorne, Abel Pastor, Danny Murphy, Joseph Horan, Paul Prell, Sydney Daniels, Con Weiss, Abe Zuckerman, Morris Weinberg, Harry Modelle, Max Kane, Irving Biscow, Eddie Coachman, Rhody Ridings, Red Hicks, Roy Lollar, Lyman Truesdale, William C. Bryant, William Tara, Ibbie Beck, Maxie Herman, Willie Lish, Kenny Meyers, Jackie Davis, Eddie Crowell, Murray Cohen and Ben Levine.

Larry Schaff, secretary of Peppers' All-States Shows, claims to be the first showman to buy a tax-free ticket on any carnival. This happened at 12:01 a.m. April 1 when he stepped out of his office and bought a ticket for the Ferris Wheel.

Elmer and Hazel Harlan will join the F. C. Bogel Shows this season with their bingo. . . . C. E. Hagensick opened the Midway of Fun Shows April 5 in Mathis, Tex. . . . Catlett Greater Shows will begin the season April 16 at Bonner Springs, Kan. . . . E. W. Hutchinson, cookhouse, will tour with the Powelson Greater Shows beginning April 19, and will continue with the org until July 21, when fair dates open. . . . Bill Stophel joined Lee Becht Amusements as electrician. He also has two concessions. According to Becht, Stophel retains the arguing privilege. . . . Bill Agee, Oklahoma City concessionaire, visited Joe Starrs' Oklahoma Exposition Shows Saturday, April 3, at Wapanucka, Okla. . . . Capt. Bill Lloyd, after a two-year stint as ride operator at Carlin's Park, Baltimore, will return to the road this season with his animal act.

Cast of the new show at Club My-O-My, New Orleans, includes Carmen Navano, Pepper Cortez, Sandy Rodgers, Gene Abbot, Jimmy Calloway, Terry Lone, Rikkie Paige, Dale Leslie and Gene La-Marr. Pat Waters, manager, will take the troupe to Canada and Alaska in June. . . . Homer R. Sharar will leave San Antonio for a fishing trip near Corpus Christi, Tex., April 11 before he opens the season with Bill Chalkias' cookhouse on Don Franklin's No. 1 at Victoria, Tex., April 19.

Bill Harris, general manager of the Royal Midwest Shows, hopped from winter quarters at Paragould, Ark., to Van Buren, O., for a few days' visit at his home before the season opens April 15. . . . Tim Waters has been ill at his home in Ocean Springs, Miss., but is getting his hanky panky ready for the season.

Ellsworth McAtee has been working all winter in quarters and has Dyer's Greater Shows ready for the road. His Searcy, Ark., quarters crew includes Scotty the artist; Jimmie Rogers, mechanic; Shorty Linderman, builder; Colorado Charlie, carpenter and Lefty Harrah, utility man. M. W. Reid, agent for the show says it will open later than usual.

Mr. and Mrs. Donald (Nip) Harris became parents of a daughter, Pearl Louise, March 3. The father is the son of Roxie Harris, owner of the Royal Midwest Shows, and will stay at Findlay, O., this season.

Condolences were due this week to National Showmen's Association men whose fathers passed away. They are brothers Charles and Sam Wertheimer, and Edward McEvoy.

Gerald Snellens, self-styled "fashion plate of the outdoor show business," practically lived up to the tag line during the first really warm days of spring. The World of Mirth agent and general advertising director made the rounds of New York's Madison Avenue ad agencies attired in a golden mustard brown tailored tropical suit with matching haberdashery and the now famous white Stetson hat of mammoth size that is rapidly succeeding in the Broadway area to the fame that once marked Broadway Rose. Snellens and other outdoor show business figures, including F. A. (Babe)

Boudinot, Ringling general agent, have been frequenting the Broadway tailoring establishment of the Wener Brothers for the past several weeks, filling out their wardrobe for the road. Snellens departed Saturday (10) for Chicago to finalize some advertising deals prior to starting the final runs on his show magazine which, he says, will contain more ads this year than ever before.

NSA members who celebrated birthdays recently included, April 4, Sam Ostfield; 6, Jack Gilbert; 7, Ben Sheek; 8, John Argos, Harris Bennett and Harry Kaye, and 10, William J. Bloch, Peter Burkhardt, Harry Nelson, Ben Rosenberg, Harry Tilner and Stanley Wathon. On the sick list are Henry Fein in St. Claire's Hospital, New York City; David Kallman in Polyclinic Hospital, New York City, and Frank (Pop-eye) Blatsky, convalescing at Pearl Marrow House in Ossining, N. Y.

Guests of Oscar C. Buck and David B. Endy at the first fall guy luncheon staged by the Clyde Beatty Tent, Circus Saints and Sinners formed a year ago in Miami, included Harry Schreiber, Andy Markham, Max Kimmerer, Cliff Wilson, Bob Parker, Mike Benton, Jack Moore, William Cowan and Sidney Goodwalt. More than 180 prizes were distributed at the luncheon attended by 486 guests. Benton won the silver ladle at the Buck-Endy table. Buck and Endy produced the show, staged under a 120-foot top.

Visitors to the Vivona Bros.' Shows' lot at its opener in Sumter, S. C., included Ross Manning, Dutch Whiteside and his wife, Tommy Carson, J. B. Lucas, Mike Griffin and many others. Jim Rapple, billposter, did a good job for the season's preem. At Emporia, Va., the show was visited by many on their way to join Cetlin & Wilson and James E. Strates shows, including Stanley Barbee, Mr. Rhea, Lee Erdman, Irving and Tiny Kay.

E. E. (Ernie) Farrow, owner of Wallace Bros.' Shows, and members of his staff have been regular visitors at the Jackson, Miss., winter quarters of Forrest Poole's Gladstone Shows. The Billingsleys recently arrived in quarters with their Skyfighter and concessions. Ernie and Leona Murray stopped off at St. Louis en route to the Gladstone base to pick up a new truck from Young & Bundy for the show.

Jimmy Rose, vet carnival and thrill show press agent, continues in Pensacola, Fla., where he is on the staff of The News-Journal, handling rewrite and State news. Back in New York after five months in the South, Big Joe Bellanger and Frank E. Myers are awaiting the Darby, Pa., opening April 14 of the Silk City Shows, with which they will operate concessions. Joe Shaw will be in charge of their photo booth, Neal Carr will handle the French fries and Bellanger and Myers will have the pitch-till-you-win and ball games.

J. C. McCaffery, co-owner and general agent of the Amusement Company of America, and Mrs. McCaffery returned Wednesday (7) to their Chicago apartment after a long stay in Miami which had been prolonged while McCaffery recuperated from injuries sustained in a fall. . . . John Francis, doubling as a kiddie ride operator and also as agent for Schafer's Just for Fun Shows, reported that his kiddie rides, operating under the sponsorship of the Lion's Club of East St. Louis, Ill., in a park in that city, have been enjoying exceptionally good business. He also infos that the Schafer show has been repaired and painted and that four new rides have been signed. Mrs. Lotus Franklin will again have her popcorn wagon on the show. Veteran Jimmy Donohue was a Chicago visitor last week.

The Great Wilno, human cannon ball, has signed for the season with the World of Today Shows. Henry J. Dubois will substitute for Wilno in the act. Mrs. Wilno will operate her frozen custard on the show, and Pop Raymer will be in charge of Wilno's equipment. . . . After playing some Florida fairs, Red Mack, concessionaire, signed with Don Greco, of the Gem City Shows, for 1954. Mack's trucks are now at Gem City quarters, Phenix City, Ala., prepping for the trek north starting April 28.

LAST CALL! KING REID SHOWS LAST CALL!

OPENING APRIL 29 IN MENANDS, N. Y., FOR OUR GREAT AMERICAN-CANADIAN TOUR

WE have contracted the finest route of still dates and celebrations on both sides of the International border to be followed by our star-studded route of the Eastern Seaboard's finest State and County Fairs. Join us at our opening for preferred consideration.

WANT! WANT! WANT!

PAINTER: First-class Pictorial and Letter Man wanted immediately until October 1st, \$75 per week.

RIDE MEN: Can place experienced, capable Foremen for Twin Wheels, Caterpillar, Octopus, Merry, Tilt-a-Whirl, Rocket. Top wages to all useful Ride Men. World's best winter quarters now open.

SHOWS: Life Show, Mechanical City. We have brand new \$12,000 outfit for Girl Show or Revue Operator capable of presenting performance worthy of this magnificent equipment.

RIDES: Live Pony Ride with at least six ponies.

CONCESSIONS: Novelties, Jewelry, Custard. Can place a limited number of Hanky Panks still. WRITE, WIRE.

KING REID SHOWS, Winter Quarters, Manchester Center, Vermont

The Cetlin & Wilson Shows

Acknowledge the successful efforts of George A. Hamid and the showmen's clubs he represented along with allied interests in the outdoor amusement industry for the successful campaign to secure the badly needed reduction in federal excise taxes. Sound leadership coupled with united effort will always serve the best interests of our industry.

Issy Cetlin Jack Wilson

20TH CENTURY SHOWS

NOW PLAYING EL DORADO, ARK.—FORT SMITH, ARK., NEXT WEEK

CAN PLACE NOW AND FOR BALANCE OF SEASON

RIDES Will book Octopus, Fly-o-Plane, Rock-o-Plane, Dark Ride. Also want Sky Fighter, Bulgy, Pony Carts and any other Kid Ride not conflicting.

SHOWS Will place Fun House and Grind Shows of all kinds.

HELP Want Foreman for Little Dipper. \$65.00 per week and bonus.

Address E. D. McCrory or JESS WRIGLEY

El Dorado, Ark. (Phone: Union 3-8001), this week; then Fort Smith, Ark., next week.

GOLD MEDAL shows

PLAYING AN OUTSTANDING ROUTE OF PROVEN SPRING DATES AND THE FINEST FAIR ROUTE OFFERED BY ANY SHOW. 27 FAIRS

SHOWS	RIDES	CONCESSIONS	HELP
GIRL SHOW With First-Class Outfit and Talent	ROLL-O-PLANE CATERPILLAR ROCKET FLY-O-PLANE KID RIDES	Long & Short Range CUSTARD SCALE & AGE BALL GAMES HANKY PANKS	Foremen for Merry-Go-Round and Looper. Second Men who drive semis. Can offer good proposition to Fun House Operator. Billposter with own transportation.
MONKEY SHOW GLASS HOUSE UNBORN GRIND SHOWS			

ADDRESS: JOHNNY J. DENTON Decatur, Ga. or CHARLES MAGID, Atlanta, Ga. Georgia Hotel. Phone LA 3261



Strange and Weird Attractions
Shrunken Heads,
Ape Boy, Wolf
Boy, Devil Child,
Many others.
Your ideas made
up. Write for
Folder. Free.
Tate's Curiosity
Shop
3656 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.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

LAST CALL—OPENING APRIL 17—BESSEMER, ALA.

CONCESSIONS Eats and Drinks open. Account disappointment will sell "Ex" on Glass Pitch. Can place legitimate Concessions (Rocky Marletti, contact Art Lewis.)
SHOWS Wild Life and any Grind Shows not conflicting with what we have. Man to handle Fun House and Monkey Show, have complete outfits.
RIDES Can place Dark Ride and Octopus.
HELP Foremen and Second Men for Rides. Can always place useful General Carnival Help of all kinds.
Address SAM LEVY, Mgr.
P. O. Box 8632, Ensley, Ala., or c/o Redmont Hotel, Birmingham, Ala.



It's the Original!

EVANS'
**JUMBO
DICE WHEEL**

THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

Shipped anywhere in the United States.

H. C. EVANS & CO.
1556 W. CARROLL AVE., CHICAGO 7, ILL.

SPLINTER ROYAL WANTS

Count, Peek, Skillo, Six Cat, Buckets, P. C. Dealers, Track or Spindle Man. Want Photos, Hanky Panks, reasonable privilege. Want Fun House, Snake Show or any neat Grind Show. Jimmy Ackley wants Agents.

This show opens Augusta, Georgia, April 16th for the 1954 season. One week in North Carolina, then Marion, Virginia, first week in May; Virginia and Maryland all summer. Oakland, Maryland, Fourth of July. This show is positively open for the season. All answer Western Union.

ROYAL EXPOSITION SHOWS

WANT

FOR ONE OF THE CLEANEST ROAD UNITS. OPENING MAY 1.
MOST EVERYTHING NEW EXCEPT OUR NAME AND OLD ESTABLISHED TERRITORY. WE CARRY NO GRIFT—ALWAYS PLAY DOWNTOWN.

WANT Hanky Panks; only one of a kind. Want Agents for office-owned Concessions. Couple to take over Cookhouse, Bingo Operator. Can place Shows with or without outfit, White and Colored Girl Shows. Want to hear from Hillbilly Troupe. Can place for our permanent beach location at Lake Waccamaw, Custard, Jewelry, Long Range, Glass Pitch, Photos, Hi-Striker, Scales, Novelties or any park or beach type Concessions that are flashy and in keeping with our beautiful set-up. Want Ride Help for road and park locations on Merry-Go-Round, Twin Wheels, Caterpillar, Rolloplane, Chairplane. We have seventeen Rides in all, so Ride Help contact for good pay and bonus. Can place Show People in all departments. Bob Miller can place you, come on; I lost your address. Want Free Acts. For Sale—45-foot Allan Herschell Three-Arm Merry-Go-Round, late model Caterpillar, Spitfire, two Chairplanes, Popcorn Trailer, Rollawhirl, lots of Concession Tops, also plenty Show Equipment. Liberal terms can be arranged. Want to buy 32 or 36 or smaller Merry-Go-Round, must be priced for cash, money waiting.

Wire or Write **SHERMAN HUSTED**
Lake Waccamaw, N. C., Winterquarters, or Phone 3731.

CETLIN & WILSON SHOWS

LAST CALL LAST CALL

SHOW WILL OPEN IN PETERSBURG, VA., APRIL 30, 1954
FIRST FAIR, BEAVER VALLEY FREE FAIR, AMBRIDGE, PA., JUNE 7

All Address

P. O. Box 787, Winter Quarters, Petersburg, Va.

Harold Wetherbee and Scotty McNeil want for the AMUSEMENT COMPANY OF AMERICA

OPENING APRIL 29th AT HOT SPRINGS, ARKANSAS

Girls for Review; best treatment and top salary. Sue North, Jean Wright, Rusty Roland, Ruthie and Kitty Courts, Jean Simmons, Janet Blarick and others who have been with us before, please write. No time to lose. Can also use inexperienced Girls for Bally. Wardrobe furnished, transportation available. Need good Candy Pitchman, stock furnished, good deal. Slim Hill, Seaman and others, write. Can use Boss Cannassman and Working Men. Ticket Boxes open. Dutch Norchut, answer. Jack Thompson, what happened? Show goes on lot April 25th. All address

HAROLD WETHERBEE OR SCOTTY McNEIL
Care of Amusement Co. of America, Hot Springs, Arkansas

ACCOUNT DISAPPOINTMENT WANT GIRL SHOW OPERATOR

To Open April 19. Tel. 36594.

ROLAND CHAMPAGNE, Continental Shows
Lowell, Mass.

GREATER DIXIELAND EXPOSITION

OPENING APRIL 25-26 FAIRS AND CELEBRATIONS
CAN PLACE FOR THE SEASON First Men on Wheel, Jenny, Roll-O-Plane, Caterpillar. Second Men on above Rides and for Tilt, Spitfire and Speedway; all must be licensed semi drivers, sober and take care of their equipment. Can place a few first-class Stock Concessions. Photos, Novelties, Scales, Jewelry, etc. (No gypsies, flats or percentages.) Will book Glass House or good Fun House. Grind Shows with something new, get in touch. Winterquarters now open, plenty of parking, water and lights, come on in. All people previously contracted please acknowledge this ad.
All replies to **JIMMIE HENSON, Gen. Mgr.**
BOX 188, FOREST HILL, LA.

BIG STATE SHOWS

Want Cookhouse, Bingo, Cotton Candy, Snow.
People for Side Show; Jean Mercer, answer.
Chickasha, Okla., this week. Wire
ANNA MOORE

C&W Preps for Bow, Views Gross Potential

PETERSBURG, Va., April 10.—The Cetlin & Wilson Shows are in the final stages of its refurbishing program preparatory to opening here, as usual, on April 30. The opening date was chosen to coincide with a pay day at adjacent Fort Lee, a training and quartermaster center reported well populated with troops.

Reductions in the federal admissions tax have heartened the personnel, but spokesman Jack Wilson, a partner in the operation with Issy Cetlin, said it was hard to predict at this time just how good or bad business would be

during the initial weeks of the season.

Tax reductions will certainly help, Wilson said, but he pointed out that the entire savings would not accrue to the shows, as many persons supposed. Percentages with operators and events will share in the gains. Price schedules have not yet been set, but adjustments will likely benefit the public and operators alike, Wilson said.

Rebuilding Fronts

Work is presently concentrated on the rebuilding of all major show fronts. A new unit, the Lion Motordrome presented for many years at Palisades (N. J.) Amusement Park, is undergoing considerable work to make it ready for a season on the road. It will replace a smaller unit also operated by Earl and Ethel Purtle on the shows for the past several years.

The show will jump from its stand here directly to Philadelphia, by-passing the territory in between. It is likely that it will follow the route pattern of the last couple of years and turn west after the metropolis date.

Herb Pickard, publicist, will join up about a week before opening to get his promotional campaign under way. Pickard has been active in Cuba during the winter months.

Va. Greater's Midway Rises For 1st Date

SUFFOLK, Va., April 10.—Virginia Greater Shows opens their season here Thursday (15) with a 10-day run under local Elks Lodge auspices at a new lot. Suffolk and Norfolk newspapers have been playing up the opening with feature stories and pictures of the midway going up. Pictured also have been general manager Rocco Masucci and General Agent William C. Murray.

Included among those who have recently reported in are Ralph Cole, who will operate Ted Cole's bingo; C. (Tank) Young, Baltimore, with his jewelry concession; Charles Drake, Camden, N. J., hi-striker; P. Walstrom, Coke bottles and penny pitch; E. E. Wiley, grab joint, and Mrs. Eddie Steele, three hanky panks and pan game.

Mrs. Carolyn Polinger, who will operate and manage Garland Stewart's "Flame Burlesque Revue," came in from her Corbin, Ky., home. With her were Mr. and Mrs. Strong and Mr. and Mrs. Hilton. Hap Arnold, mailman and The Billboard agent, is putting finishing touches on three hanky panks and is rebuilding his small concession trailer which overturned as he came from his Florida home. Calvin Nelson is finishing work on his French fries concession and Mrs. Kelly Wright came in a few days ago to join her husband, chief motor and truck mechanic.

20th Century Signs Diesel-Electric Man

EL DORADO, Ark., April 10.—The Twentieth Century Shows have signed William (Bill) Hanson as chief of the Diesel and electrical department, it was announced this week by Jess Wrigley. The McCarty wild animal show, with two truck loads of animals, has arrived in quarters here. W. H. (Slippery) Elam is joining with his cookhouse. Hanson formerly was with the Royal Crown, Imperial and Hennies shows.

Heth Contracts Quitman, Ga., Fair

QUITMAN, Ga., April 10.—L. J. Heth Shows have been signed to provide the midway attractions here at the Brooks County Fair which is to be revived this year. Event, to be held the week of November 1, will be sponsored by the Lions Club. J. J. Fontana, general agent, closed the contract for the Heth organization.

Storm Cramps Vivona Preem; 2d Date Is OK

EMPORIA, Va., April 10.—Opening week in Sumter, S. C., was only fair for Vivona Bros. Shows but at the lot here on Monday thru Wednesday (5-7) business pointed to a highly successful second week.

Opening week in Sumter started slow and continued thru the week. Cold weather was partly to blame as well as the heavy wind and tornado warning that kept military people confined to Shaw Field on Wednesday (31), a soldier payday. The week was only fair altho Danny Dell did a fine job in his first appearance as full-time business manager. Babe Vivona, who was in charge of winter quarters operations, had the equipment in top shape for the opening.

Drawing favorable comments from guests and visitors was the new front gate painted by Don Crown. Despite the bad weather Mike Roman reported a good week for his cookhouse.

The trip here, 284 miles, was made in good time with the entire show ready to go early Monday afternoon (5). Monday, Ladies' Night, was very satisfactory as was Tuesday (6). The Wednesday Sunset Matinee found the midway packed before 8 p.m. and the spending was good. An extra ticket box had to be used at the front gate.

Several show members were initiated into the Moose here on Thursday night (8), including John, Babe and Benny Vivona; Danny and Lew Dell, George Garver and Harry E. Wilson, with the class named for John Vivona.

Missouri Valley Springs May 1

MALDEN, Mo., April 10.—Missouri Valley Shows, new org framed by veteran outdoor showman Ray Swanner, will make its bow May 1 in Missouri. After three weeks in that State, it will move into Iowa. Show will carry 3 major and 2 kid rides, 15 concessions and will play eight fairs, three centennials and several street celebrations, Swanner said.

Serfass Bows

Continued from page 42

watchman, mailman and The Billboard agent. Grover Hill is ahead of the show handling publicity and billposting.

Al Weinman is in charge of towers and searchlights; Harry Bergen, front gate; John (Hoppy) Riddle, chief electrician.

Show Managers

The Side Show is managed by Charles Zerm; Life Show, Earl Lions; Club Continental, Sultan's Harem and Harlem in Havana, Mr. and Mrs. Frank Tezano; Monkey Show, Charles Zerm; Glass House and Fun House, William Strouse; Snake Show, William Hankes and Motordrome, O. J. Hagen Jr.

New canvas was furnished by the O. Henry Tent & Awning Company; A. J. Dize and Arthur E. Campfield. Five new Chevrolet tractors were delivered by John Canole. New banners were painted by the Snap Wyatt Studio of Tampa. The show has again signed an exclusive agreement with the Coca-Cola Company.

BIRDS-BIRDS

Carnival Birds

PARAKEETS
CANARIES
FINCHES
and
CAGES

CONRICK BIRD FARM

8900 South Western Ave.
Los Angeles 47, Cal.

Phone: Pleasant 8-5294

— 24 Hour Service —

PARADA SHOWS

Opening May 3

Want BINGO and Hanky Panks. Shows with own equipment. Ride Help and Agents.

H. C. SWISHER
Caney, Kansas
Phone 468

P.S.—Luke, call me.

HAROLD RALEY SHOWS

WATERBORO, S. C., THIS WEEK;
SUMMERVILLE, WEEK OF APRIL 19

Can place Bingo at once. Place any Grind Shows not conflicting. Have two more new tops not in use, will place one. American Camp, Stock Concessions always welcome. No grift tolerated at any time. Wire, no phone calls accepted.

Harold Raley, Mgr.; Ethel Raley, Secy.;
Frank Dickerson, Gen. Agent

SHAMROCK SHOWS

WANT FOR 25 CELEBRATIONS AND FAIRS

In Nebraska, Iowa, Oklahoma and Texas. Photos (Mr. Hart, wire), Roman Targets, Hi-Striker, Heart Pitch, Watch-La, Frozen Custard, Grab or small clean Cookhouse, Age and Scales, Basketball, Hoopla and Jewelry. Will book well framed Shows with own outfits. Need sober Spitfire Foreman and Second Man who can drive semis. Hanky Pank and Derby Agents wanted. No Gypsies or Flats. Playing Dixie Park on Rosedale thru April 18th, then North.
General Delivery, Fort Worth, Texas.

BELLE CITY AMUSEMENTS

MILWAUKEE, WISCONSIN

Opening April 30 to May 9 at North Teutonia and West Capitol Drive. Two lots to follow, then all Celebrations and Centennials.

Want Concessions, one of a kind, all skill. Ride Help, also Drivers and Ferris Wheel Operator. We play the best. Route all booked, like Racine, Sheboygan, Fond du Lac, Madison and Butler, Wis.

CHAS. G. PANACEK
2453 North 3rd Milwaukee 12, Wis.

One Kiddie Chairplane @ \$ 350.00
One Adult Chairplane, mounted
on four-wheel trailer, @ 1000.00
One Roll-A-Whirl @ 750.00
One Baby Ferris Wheel @ 1250.00

All Rides in good shape. Cash only.

E. J. BARRETT

826 Midland Ave. Midland, Penna.
Phone: MI. 33847 or MI. 33837

WANTED

Caterpillar Foreman. Must know how to lace tunnel and drive semi.

Sunset Amusement Co.
701 North Main, Excelsior Springs, Mo.

WANTED

Agents for Ball Games. Concessions of all kinds. Also want Ride Help and Mechanic.

MIDWAY OF MIRTH SHOWS
Murphysboro, Ill., this week.

LARGE CARNIVAL WANTED

For one week any time during July or August by

Lincoln Athletic Club
To be located at East End Ave. & Michigan tracks, Chicago Heights, Ill.
Contact **IRA GEORGE**, Lincoln Athletic Club, 284 E. 14th St., Chicago Heights, Ill.
Phones: SKyline 5-4445 (home) or SKyline 4-9756 (club)

WANTED

Major and Kiddie Rides, July 3, 4 & 5, Civic Grounds, Blue Ash, Ohio, Cincinnati suburb. Annual Affair. Huge Fireworks Display draws big crowd. Contact

BOB MULVANEY
9656 West Ave. Blue Ash, Ohio

O. C. Buck - Model Shows,

America's Finest Railroad Show CAN PLACE — Dark Ride, Glass House, Snake Show, Arcade. CIRCUS FOR ENTIRE SEASON, OR RODEO.
WANT RIDE HELP—Foremen for twin Ferris Wheels, Rocket, Rollo-Plane, Kiddie Rides, Dipper, **SECOND MEN, COME ON. FUN HOUSE OPERATOR.**
PLACE ALL LEGITIMATE CONCESSIONS—Hanky Panks, Scale, Age, Ball Games, Photos, American Palmistry, Concession Operators. Good opportunity for good Sound Man to take full charge.
GRAND OPENING NOW
 APRIL 15 to 24 Inclusive, Ten Days. CHARLOTTE, N. C. Howard Stahler, write. Bobby Reynolds, come on for Fun House. Talkers, Grinders, Girls for shows. Cookhouse for Ted Williams. All Answer: 24th at Bancroft St., Charlotte, N. C.

Snapp Greater Shows, Inc.

CAN PLACE FOR OPENING AND BALANCE OF SEASON
 Any high-class Shows, will help finance. On account of illness have opening for Cookhouse or Sit-Down Grab. Celebrations start in May, with Wisconsin's finest fairs to follow.
CAN PLACE FOR REALTORS' HOME SHOW, JOPLIN, MO., APRIL 19 THRU 23.
 2 Demonstrators, Vegetables, Glass, etc.
 Wire: Warren Coglixer, Mgr., Joplin, Mo.
SNAPP GREATER SHOWS, INC.
 118-128 Virginia Ave. (Phone 4748) Joplin, Mo.

ANNUAL NORTHWESTERN CITY PARK FESTIVAL

12 DAYS AND NIGHTS STARTING THURSDAY, APRIL 15
 24th and Northwestern Avenues, Indianapolis, Ind.
CAN PLACE legitimate Games of all kinds. Ball Games, Fish Ponds, Hoop-La, etc., all open. Also want outright sales such as Ice Cream, Novelties, French Fries and so on.
HAVE OPENING for season for Glass House, Drome, Monkey Show, or what you have not conflicting.
THIS IS A PAST PROVEN MONEY MAKER
HAVE YOUR SPRING OPENER A RED ONE!
 All replies to **W. G. WADE SHOWS**
 c/o Western Union INDIANAPOLIS, IND.

JOHN H. MARKS SHOWS

OPENING RICHMOND, VA., APRIL 19
 I can place Ride Help on all rides. Have opening for Merry-Go-Round and Dipper Foremen. Want experienced Man to handle searchlight and towers. Useful Carnival Help in all departments.
Address JOHN H. MARKS, Richmond, Va.

EVANS UNITED SHOWS

OPENING RICHMOND, MO., MAY 8
BOOKING CONCESSIONS NOW
 Have openings for several legitimate Concessions—Glass Pitch, Fish Pond, Hoop-La, Grab, Penny Pitch, French Fries, Cork Guns, Age and Weight, Coke Bottles, Add 'Em Up Darts, Foot Lungs, Milk Bottles, Basket Ball, Novelties, others not conflicting. We book one of a kind. Shows—Can place any Show with own equipment except Girl or Athletic. Do not want any racket or gypsies. Contact
MANAGER, Telephone 156, P. O. Box #119, Plattsburg, Mo.

ROYAL AMERICAN SHOWS

WANTED
 Foremen for Fly-o-Plane and Roll-o-Plane and Ride and Workingmen in all departments. Train leaves Tampa May 1 and show sets up in Memphis, Tennessee, May 5. Write Tampa, giving experience and reference. Top salaries and best of living and working conditions.
CARL J. SEDLMAYR
 ROYAL AMERICAN SHOWS, TAMPA, FLORIDA

WANT COOKHOUSE AND GRAB HELP

CETLIN & WILSON SHOWS
OPENING APRIL 28, PETERSBURG, VA.
 Bob Burch, Ray Walsh, George Boring, Bob Gordon, Larry King and others who have worked for me, contact at once. No collects, please.
JAKE MAGEE
 Phone 7-8229 Jackson, Tenn.

QUAKER CITY SHOWS

Will open April 22 under strong auspices. This show does not carry a gate admission. Rides—Will book any Major or Kiddie Ride not conflicting. Concessions—Can place all kinds of Hanky Panks. No racket. Opening for small Grab, Long and Short Range Galleries. Want Man who drives truck to take charge of Frozen Custard on a 50-50 proposition. Answer to
SIMON KRAUSE
 CARE PARKER HOTEL, 13TH & SPRUCE STS., PHILADELPHIA, PA.

APPLE BLOSSOM FESTIVAL

April 29 and 30, Winchester, Va., 200,000 Expected.
 Novelties and straight sales only. Positively no dings or dingers.
WINCHESTER AMUSEMENT CO.
 Front Royal Road Winchester, Va.

TRAVEL with the greatest of ease



AIRSTREAM WORLD'S FINEST TRAVEL TRAILER

For free catalog and a good deal write Airstream Trailers: Andy Charles Jackson Center, Ohio Art Costello 1755 N. Main St., L.A., Calif.

RIDE HELP

Want Foremen for Rolloplane and four Kid Rides; also Second Men on Merry-Go-Round, Tilt and Kid Rides. Must drive truck and have proper license. Top wages and best of treatment. Moving into Ann Arbor Mich., April 21; then Jackson, Mich., April 26. Can also use Cotton Candy beginning Jackson.

WADE EXPOSITION SHOWS

19728 Rowe Detroit 5, Mich.
Call H. L. Anderson
 Fairmount 1-0657
 No collect calls, please.

JOHNNIE B. WILLIAMS WANTS

Colored Band Boys, Girls, Comedians and Dancers for few still dates, then one-night stands. Alec Tolliver, please answer. Will buy Blues, Benches, Chairs if not too far away and priced right. Write to

CHARLIE WEBB

Southern Valley Shows
 Gurdon, Ark., this week; Malvern next.

FOR SALE

BARGAIN

'48 Model Fly-o-Plane, repolstered and reconditioned. International motive power, fluorescent lights, new ticket box. For immediate sale. Will take \$3,500 cash. Write or wire

AL BAYSINGER

200 Prospect Hot Springs, Arkansas

Girls—Girls—Girls

We can place a few more attractive young Ladies for our Girl Show for the 1954 season. Will teach girls with no experience. Excellent salary and working conditions. Rose Mary, wire.

ANDREW ZANE

Care King Reid Winter Quarters
 Manchester Center, Vermont

WANT FERRIS WHEEL

To book or lease for summer or buy on terms

M. COLE

7436 Georgia Ave., N.W.
 Washington, D. C.
 Telephone: Randolph 6-0495 after 8 p.m.

FOR SALE

Eli #5, good condition, with A-1 transportation, \$4000.00 cash, or will lease same. Motor Speed Way, kid and adult ride, complete, \$400.00.

B. Nessler

2170 S. 15th St. Springfield, Ill.

Marinos' Greater Shows

Have opening for Cook House, Candy Floss, Candy Apples, Pop Corn, Ball Games, Balloon Dart, two Hanky Panks, Beat the Dealer, Pan Game, Percentage, Girl Show with own outfit, also small Beano. Will book gypsies with American clothes. Any good Grind Stores, work for stock. Address:
 80 Revere Street, Portland, Maine

GIRLS WANTED

FOR GOOD GIRL SHOW

Experience unnecessary; finest of treatment; costumes furnished. Top salary with bonus and the finest opportunity in outdoor show business. Also want Girl Dancer-Talker. Write or wire collect.

LESLIE KIESTER

Hotel Nuvilla Rochester, Minn.

WANTED

Ferris Wheel Foreman. Also other Ride Help. Bob Alsbrook can place Concession Agents. For Sale—Octopus and #5 Ferris Wheel.

MOUND CITY SHOWS

1417 Grafton St. St. Louis 4, Mo.

BADGER STATE SHOWS

NOW BOOKING FOR 1954 SEASON

Shows—10-in-1, Mechanical, Animal, Glass House and Penny Arcade. Concessions—Stock, no grift; also Photo Gallery. Open May 1 Cudahy, Wis., with three more weeks around the smoke stacks, then into Minnesota iron range and following Minnesota fairs, starting July 8:

Barnesville	Mahnomen	Park Rapids
Fertile	Henderson	Bagley
Warren	Waseca	Appleton
Roseau	Brainerd	Henning

With other dates to follow—Iowa, Missouri and Arkansas. We have 12 Rides—Shows—Concessions. We furnish our own lights. Open after September 1. What have you

JACK VOMBERG, Mgr.

1815 So. 108th St. West Allis 14, Wis.

WANT FOR CHATTANOOGA, TENN., APRIL 19-24

SPONSORED BY THE EAST LAKE LIONS' CLUB
 LOCATION: FOUST STREET AND ROSSVILLE BLVD.

SHOWS: Will book any non-conflicting Grind Shows. Girl Show with own equipment or will furnish top and front for same. Must have not less than three girls, p.a. set and wardrobe.

RIDE HELP: Want Foremen for Twin Wheels and Merry-Go-Round, Second Men on all Rides.

CONCESSIONS: Have opening for few Hanky Panks. Good opening for Frozen Custard, High Striker, Age & Weight, Novelties, Long Range Gallery, Short Range Gallery. Want Agents for Clothes Pin and Roll Down. Want experienced Cook for Cook House.

Replies to **H. B. ROSEN, INTERSTATE SHOWS**
 FAIRGROUNDS, GAINESVILLE, GEORGIA

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Opening Date Changed to April 15

WANT Custard, Novelties, Photos, American Mitt Camp (no gypsies), Age and Scales, Basketball, Bowling Alley, Long and Short Range Gallery, Balloon Darts, Hoop-La, Bumper, Coca-Cola Bottle. All Hanky Panks open; must be strictly Hanky Panks. Want Acts for Side Show, Wild Life, Monkey Show, Snake Show, Unborn, any good Grind Platform Show.

Suffolk, Virginia, April 15-24; Cambridge, Maryland, April 26-May 1

All mail and wires to
WM. C. (BILL) MURRAY
 BOX 461, SUFFOLK, VA., UNTIL APRIL 24.

CONCESSIONS WANTED

Have a good location for Cook House on Gooding's Million-Dollar Midway at Indiana State Fair, Indianapolis, Sept. 1 to 10. Also can use Foot Lungs, Pronto Pups, Grab, Cotton Candy, Popcorn, Candy Apples, Long and Short Range, Basket Ball and Cigarette Shooting Gallery, Live Ducks, Gold Fish and High Strikers.

JOHN GALLAGAN

2803 East Fifth Ave., Knoxville, Tenn., or contact Morris Lipsky, c/o Gooding Amusement Co., 1300 Norton Ave., Columbus, Ohio.

ALABAMA AMUSEMENTS

We play right in the heart of cities

WANT RIDE HELP: Foremen for Chairplane, Wheel and Kiddie Train. Second Men for all Rides. Must drive and have proper licenses. No drunks or chasers wanted. Can place Wives on Concessions or Ticket Boxes.

WANT CONCESSIONS: Neat Photo Gallery, Dart Stores, String Game, etc. Only one of each kind. We do not duplicate. What have you?

Agents wanted for Pan Game, Scales, Penny Pitch, Milk Cans, Hi-Striker, Coke Bottles, Slum Spindle and Short Range. Excellent proposition for couple on Ball Games. Other useful show people, contact; we may have something for you.

All replies to **MANAGER, ALABAMA AMUSEMENTS, CHATOM, ALA., this week**

C.S. PECK presents KEY CITY SHOWS

OPENING MAY 14TH, CHANUTE FIELD ARMED FORCES DAY; followed by a proven route of 11 weeks of Celebrations, 3 Centennials, 8 Fairs.

NOW BOOKING Concessions and Shows. Pop Corn sold, all others open. Privilege reasonable. NO FLATS, NO P.C., NO GYPSIES.

C. S. PECK

495 SO. YATES, KANKAKEE, ILL. PHONE 3-6874.

LAST CALL ★ ROYAL MIDWEST SHOWS ★ LAST CALL

PARAGOULD, ARK.—APRIL 15-24—TWO SATURDAYS

Can place Bingo, Photo, Pony Ride, High Striker, Ball Games, Six Cats, Diggers, Gold Fish, Stock Concessions of all kinds, Penny Arcade, Fun House, Monkey Show, Glass House. Manager for Athletic Show. Ride Help on all Rides.

ROXIE HARRIS

CEDAR 2-7971 PARAGOULD, ARKANSAS

WILSON FAMOUS SHOWS

OPENING MAY 8TH, CANTON, ILL.

Want—Wheel Foreman, Second Men on all RIDES, you must drive. Want Man to take full charge of Fun House.

Concessions—Milk Bottle Ball Game, Scales, Glass Pitch, etc.

Shows—Side Show, Monkey, Snake, Mechanical, Tenka, why not join us? This Show makes a proven route within the State of Illinois.

Address: ASTORIA, ILL.

STOCK TICKETS	We Manufacture	SPECIAL PRINTED
One Roll \$ 1.50	TICKETS	Cash With Order Prices.
Five Rolls 4.50	of every description	Roll or Machine
Ten Rolls 8.50	Wheel tickets carried in	2,000 \$ 6.90
50 Rolls 22.00	stock for immediate ship-	4,000 7.90
100 Rolls 40.00	ment.	6,000 8.70
ROLLS 2,000 EACH	THE TOLEDO TICKET CO.	8,000 9.60
Double Coupons	Teledo 12, Ohio	10,000 10.50
Double Prices		20,000 15.50
No C.O.D. Orders		50,000 32.00
Size: Single Tkt., 1x2		100,000 52.00
		500,000 132.00
		1,000,000 258.00

Morris Hannum Shows

One of the Great Eastern Shows

OPENING APRIL 22—TWO BIG SATURDAYS—RINGLING CIRCUS LOT AT LAWRENCE PARK, ESSEX, BALTIMORE.

Best Show Lot in this area.

SHOWS

Capable Manager to handle new office-owned Sideshow. Want Motordrome Help; any Grind Show and Ding Show with own equipment except Girl Show. Fun House, Glass House, Mechanical City, Unborn, Midget, Monkey.

RIDES

Caterpillar, Rocket, Whip or Dark Ride.

CONCESSIONS

Hanky Panks, Rat and Pan Games, Cigarette, Glass Pitch, Basketball, Photos, Ball Games of all kinds. Ben Herman can place two more Grind Stores.

HELP

Can use Ride Men on all Rides; prefer drivers. All help with me last year and those contacted be in Winterquarters, Reading, Pa., Fairgrounds, April 15.

All replies to MORRIS HANNUM, 934 Murdock Road, Philadelphia, Pa.

Phone: Philadelphia, Chestnut Hill 7-8176

(Here until April 19; then Baltimore)

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Opening May 3 for a solid route of first in Still Dates and a proven route of Fairs starting in July. Leaving Winterquarters April 28.

Have opening for first-class Cookhouse catering to show people. CONCESSIONS WANTED—Scale and Age, Glass Pitch, Derby, Diggers, Pronto Pup, Ice Cream, Long Range, Short Range, Ball Games, Penny Pitch, Duck Pitch, Basketball and Watch-La. SHOWS WANTED—Sideshow with own equipment. Want Manager for office-owned Minstrel; all first-class equipment. Must be capable of keeping help.

All replies to

JOHN PORTEMONT

Winterquarters, Gantt, Ala. Phone: 473-5. (No collect calls.)

UNITED STATES SHOWS

WANT Age and Scales, Long Range Shooting Gallery, Basket Ball, Milk Can, Ball Games and any other Hanky Panks not conflicting. WANT Animal Show. Can use some Kiddie Rides. Need Ride Help for all rides; must be able to drive semis.

OPENING AT HICKORY, NORTH CAROLINA, MONDAY, APRIL 19

All replies to

L. P. BRADY, United States Shows, Hickory, N. C.

BUFF HOTTLE SHOWS

38 FAIRS AND CELEBRATIONS. LAST FAIR WEEK NOV. 5

LAST CALL FOR OPENING DATES

UNIT #1—MARRERO, LA., APRIL 17

UNIT #2—BOGALUSA, LA., APRIL 17

ALL PEOPLE CONTRACTED FOR SEASON CONFIRM DATES YOU ARE JOINING. Can place Stock Concessions on both units, also Shows with own outfits. (Percentage to office, very reasonable.) For Unit #1, want Long and Short Range and Frozen Custard. Good proposition for Penny Arcade. HELP: Earl Kimbrough, Dell Sims, Blackie Guyne, Frank Jandro, Dean Kline, Chuck Cummings, Russell Hemo, come on in. Will place all of you same as last year. CELEBRATION COMMITTEES IN ILLINOIS: Have weeks of July 26 and August 16 open. Also have some Rides available for week July 12. All reply:

BUFF HOTTLE or ROMEO DUNN, BOX 833, COVINGTON, LA. (Phone: 9141.)

BARNEY TASSSELL SHOWS

Want for Savannah, Ga.—four weeks Catholic Churches, different lots, White and Colored; opening April 19.

Frozen Custard, French Fries, Ball Games, Balloon Dart, Fish and Duck Pond, Cat Rack, Bowling Alley, Coke Bottles, String Game, Clothes Pin Pitch, Hoop-La or any other strictly legitimate Hanky Pank. No grift. Can place Bingo Caller and Man to up and down Concessions.

Wire after Wednesday, Western Union, Savannah, Ga.

CUSTARD UNIT FOR SALE

1 Sweden dual head Frozen Custard Machine (5 gallon), air or water cooled, mounted in 30 ft. Trailer semi trailer, rubber good, constructed to meet Penna. specifications on ice cream manufacture. Trailer interior partitioned into two complete selling units plus fully equipped kitchen. Specification wired—230-110 volts. Interior and counter space well lighted. Paint exterior red, interior white enamel, new condition. Tractor for above—Dodge, completely overhauled, vacuum brakes, good mileage, rubber good. Complete unit can be booked with our show this season if you act fast. A beautiful buy for less than \$3500.00 complete.

JAC-WAL SHOWS

Selinsgrove, Penna. Write or phone MR. JACOBS, Selinsgrove 6711.

DANCING GIRLS WANTED

FOR TWO SHOWS

\$50 a week guarantee. More money on the Canadian tour. Starts in June. Also Talker with girls. Swell proposition. Candy Man wanted. Ervin Glass; Ben Lail and wife JoAna from Dayton, O.; Emily, Peggy O'Day, Paulene Morris, Pete Ross, Charlie Gutherthuth, contact

JIMMY FERENZI

In care of Johnny J. Denton, Gold Medal Shows, Decatur, Ga., this week; then per route.

WANT CARNIVAL

Two Major Rides and two Kiddie Rides. Annual American Legion Celebration, June 18, 19 and 20. Will have large fireworks display. American Legion Post #345, Ft. Recovery, Ohio.

Contact CY BROCKMAN

PHONE 104-R

FT. RECOVERY, OHIO

NOTICE

LADIES' AUXILIARY OF THE MIAMI SHOWMEN'S ASSOCIATION

BLACK LIONESS DEATH BENEFIT WILL NOT TAKE EFFECT UNTIL MEMBERSHIP HAS REACHED 100, IN PLACE OF ORIGINAL DATE, MAY 1, 1954.

BILL HARRIS WANTS AGENTS

Hanky Panks, Swingers, Count Stores, SkHo. Open April 15, PARAGOULD, ARKANSAS; then into \$1,000,000 atomic payroll town. Bob Wyrick, Eddie Morse, Frenchie, contact

BILL HARRIS

Royal Midwest Shows, Paragould, Ark.

WANT

Free Acts and Concessions for ANNUAL STREET CELEBRATION July 15-16-17, sponsored by Lions' Club Frank C. Niemeyer, Secy. Stockton, Ill.

RIDE FOREMEN WANTED

For Wheel and Rolloplane Tiny Jamison, I wired you but did not get an answer. Contact me at once. All replies to

MILTON McNEACE PALMETTO EXPO. SHOWS Gastonia, N. C., this week

WANT—WANT

Foreman for Merry-Go-Round, Screw Ball, Ferris Wheel, Kiddie Rides. High wages to sober, reliable help. Rides wanted—Can use Chairplane, Roll-O-Plane, Comet. Have 22 weeks of work in and around Cleveland.

A. J. SUNNY AMUSEMENTS

3006 East 130 St. Cleveland 20, Ohio Phone: WA 1-4679

WANT ELI WHEEL

Must be in good condition and able to operate for two one-day spots, one week apart; flat rate rain or shine contract. If available, contact at once. This is a good deal if you are close to this location.

FLOYD O. KILE

Clinton, Louisiana

ELECTRICIAN WANTED

To wire small local carnival and be handy man. Must have trailer and live on grounds. Man and wife preferred. Wife can operate our popcorn stand. No collect calls.

S. Lachman and Son

6321 Blair Road, N.W. Washington 11, D. C.

GOPHER STATE SHOWS

OPENING MAY 15

Booking Fairs and Celebrations in Minnesota and Dakotas. Want to lease, buy or book for season #5 Eli Wheel. For Sale—20 ft. Kid Ferris Wheel, or trade. Address: Fox Hotel, St. Cloud, Minn., until May 15.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1954

Rides — Shows — Concessions MICKEY STARK, Owner P. O. Box 229 Mt. Sterling, Ill Winter Quarters at Fairgrounds.

FOR SALE—COOK HOUSE

20x30 strictly modern, with floor. Seats 60. Kitchen in 30 ft. semi. Hot and cold running water. 14 ft. Van body stock truck. 2 deep freezers, electric plant. Booked on Michigan's largest show. Can be seen in action at 8 Mile & Gratiot, Detroit, Mich., April 17-May 1. Write H. VAN HOUSEN, 903 Pontiac Bank, Pontiac, Mich. P.S.: John Dercott, answer.

CLUB ACTIVITIES

Lone Star Show Women's Club

3105 Forest Avenue, Dallas, Tex.

DALLAS, April 10.—Meeting of April 5 was presided over by President Edna Hacker, assisted by Secretary Grace Tinder and Treasurer Pearl Vaught. Invocation was read by Jule Conners. This was the final evening meeting until next fall.

Members gave a surprise household shower for Frances and Herman Palmer on March 30 and many gifts were received by the new homeowners. Corine Greer and Edna Hacker returned from Longview, Tex., where they attended the grand opening of Mary Ellen and Jimmy Liberman's new restaurant.

New members are Maria Cartar and Henry Taylor Kellar. Connie Young suffered a broken ankle recently. Red Crangle is ill. Erma Meeks is improving at home as are Renes Gordon and Percy Morency.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 10.—President Hunter Farmer thanked the committees and the Ladies' Auxiliary for the fine work that made the Showmen's Day at the National Orange Show in San Bernardino a success. Farmer conducted the regular weekly meeting Monday night (5) in the clubrooms here with Joe Mead, secretary, on the rostrum with him.

The club earned about \$4,000 with its "Miss PCSA of 1954" contest, which was won by Josephine Lynch. The contest ended just before the show-within-a-show was staged at the Orange Show. O. N. Crafts, whose 20 Big and Exposition shows were on the midway, was host to the crowd and donated the use of a large top for the function.

CARL D. FERRIS SHOWS WANT

Concessions—String Game, Duck Pond, Fish Pond, Short Range, Ball Games, Six-Cat, Dish Ball, any Concessions working for stock. Rides—Merry-Go-Round, Kiddie Rides and any non-conflicting Rides. Shows—Ten-in-One, Penny Arcade, Monkey Show, Wild Life and Grind Show, Girl Show. Dennis Duffy, contact. For Sale—Custard on GMC Truck, priced right.

All Answers: Western Union

CARL D. FERRIS

Savannah, Ga., April 12-17

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, April 10.—A three-in-one program, consisting of the club's 10th birthday observance, Past President's Night, and the annual going-away party, Monday night (5) drew a large, joyous crowd.

Al Rodin as emcee reviewed many of the highlights of the club's first 10 years. Past presidents in attendance were M. (Whitey) Monette, Mike Krekos and Jack Christensen.

A stagershow was provided by Duke Navarro, entertainment committee chairman. Evening was capped by the cutting of a huge birthday cake.

Two hundred and fifty dollars was raised on the floor for the cemetery fund.

Mr. and Mrs. M. (Whitey) Monette recently became the parents of a new daughter. Monette is a West Coast concession operator.

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

AMERICAN TENT & AWNING CORPORATION

One of America's largest Builders of Fine Show Tents.

201 E. Water St. Norfolk 10, Va.

BILL SANDERS

\$25.00 REWARD

For information concerning the whereabouts of Eddie Webb, also known as Billy Hogan, an ex-fighter. Contact John Gambino through The Billboard, or Charles Lenx, St. Petersburg, Florida.

CARNIVAL WANTED

Or three to five Rides for JULY 4TH STREET CARNIVAL, Grantsville, W. Va. Fourth Annual Celebration, Lions' Club, Inc.

George Lambiotte, Secy. Grantsville, W. Va.

WANT TO BUY

G-12 MINIATURE TRAIN. State year, condition, best cash price.

FOR SALE

36 PARKER BABY "Q" DE LUXE TWO-ABREAST, almost new.

JIM CARPENTER

213 N. 16th St. Omaha, Nebr.

(Phone: Atlantic 7366)

NOLAN AMUSEMENT CO.

Opening Springfield, Ohio, May 3-8; Lancaster, Ohio, May 10-15; Zanesville, Ohio, May 17-22. All sponsored events.

WANT Concessions of all kinds—Glass Pitch, Ball Games, Hi-Striker, Cork Gallery, Dart, Penny Arcade, Buckets, etc. SHOWS—Very liberal proposition. RIDES—Will book Rolloplane, Fun House, Swing, Live Ponies or any Ride not conflicting. RIDE HELP—Want Foreman for Wheel, Merry-Go-Round, Flying Scooter and Octopus. Second Men on all rides.

FRED NOLAN

ROUTE 2

SOUTH ZANESVILLE, OHIO

AGENTS WANTED

Count Store, Peek Store, one Skillo Agent; also Outside Help. I still maintain the same policy: No habits and no drunks. I have the best still dates with pay rolls and the best Fourth of July spot, lasting seven days and nights. This show positively goes into Ohio around the payroll towns. Our fairs start the first of August and last until middle of November. All agents report not later than Friday, April 16. Billy Miller, Johnny Maloney, Thos. Smith and other agents I know, answer. Will book Cookhouse and Hanky Panks, Buckets and Swinger. Useful Show People in all departments, come on.

Charlie Griggs, Bus. Mgr., Page Bros.' Shows

c/o WESTERN UNION, SPRINGFIELD, TENN.

★ ★ I. K. WALLACE SHOWS ★ ★

OPENING MAY 1, VICINITY RICHMOND, VA.

WANT Grind Shows, Girl Show with own equipment. Want small Cook House, Pop Corn, Candy Apples, Floss, Water Ponds, Ball Games, Pitch-Till-Win, Penny and Glass Pitch, Long or Short Range, Air Guns, Hoop-La, Jewelry Spindle, Bumper, High Striker (Red Gurber, contact). Salisbury, answer your letter; write me. Want Foremen and Second Men for Wheel and Chairplane, also Kiddie Ride Man and Electrician. Write or wire

I. K. WALLACE, c/o The Billboard, 1564 Broadway, New York City, N. Y.

Wanted—AGENTS—Wanted

Can use good Grind Store Men for Pin Store, Razole and Roll-Down.

Contact A. WILSON, c/o Southern Valley Shows

Gurdon, Ark., April 12-17; Malvern, Ark., April 19-23.

Beautiful Healthy
PARAKEETS
 PRICED FOR
CONCESSIONAIRES
WELLS BIRD FARM
 2143 South Myrtle Ave.
 Monrovia, Calif.
 Phone: Elliott 8-6185
 Orders accompanied by Cashiers
 Check or Money Order
SHIPPED SAME DAY

WANT CONCESSIONS
 FOR
SAINT SEBASTIAN
CELEBRATION
 MIDDLETOWN, CONN., MAY 6-7-8-9
 Have reservations for all Concessionaires
 who were there last year. Write in and
 verify the same to
DOMENICK-FANTASIA
 205 Main St., Thomaston, Conn., or
 phone Thomaston, Atlas 3-4836.

NEW ENGLAND
AMUSEMENT CO.
 Opening April 29
WANTS
 FERRIS WHEEL FOREMAN, TWO MEN
 ON KIDDIE RIDES; salary and bonus.
 Must be sober and reliable. Concessions
 of all kinds, legitimate only. Agent for
 Ball Games and Balloon Darts.
 All replies to
Harry J. Kahn
 60 Parkside St. Springfield, Mass.

WANT
 For Oklahoma's Largest Shopping Center
 Fair & Exhibits, May 1-8, on the Streets
 Pitchmen and Demonstrators of all
 kinds and Mobile Show on exhibit that
 can set on concrete. Ride Men wanted.
 Octopus Foreman at once. Concessions:
 Photo; Muelter and others who work
 for stock, contact.
HARRY PHILLIPS, American Legion Fair
 Marlow, Okla., this week; care Andy
 Collins, TGY Store, Mairfair Shopping
 Center, Oklahoma City, next.

AGENT
AT LIBERTY
 Due to misunderstanding. Knows Illinois,
 Missouri and Arkansas.
IVAN MANN
 3210 St. Louis Ave. St. Louis, Mo.

Dyer's Greater Shows
 Opening April 17 thru April 24, Fred-
 ericktown, Mo., V.F.W. Park.
 Want Foremen, Second Men, Helpers
 on Major Rides—preference given truck
 drivers. Bingo Counter Men, Hanky
 Pank Agents for office stores and
 individuals. Pony Ride, Independent
 Shows open. Have Athletic Show outfit
 for sale or will place capable Operator
 with talent. Remember, we are "CLEAN
 AS A WHISTLE."

WANT TO BOOK OR SELL
 3 Kiddie Rides—Allan Herschell Auto-
 Cars, Mangels Roto-Whip, 8-Plane Air-
 plane Ride, Also GMC Tractor and 30-Ft.
 Fruehauf Trailer, hauls all 3 rides at
 one time. Will sell transportation
 separate. Also have 2 Major Rides. Kid
 Rides in operation, 6th & Illinois,
 E. St. Louis, Ill.
JOHN FRANCIS
 6825 St. Charles Rock Rd.
 St. Louis County, Mo.

RED MACK
WANTS AGENTS
 Buckets—"Slim" Norris, Brooklyn Cow-
 boy "Whitey," come on. Also Hanky
 Panks and Grind Store Agents for finest
 route in the Middle West.
GEM CITY SHOWS
 PHENIX CITY, ALA.

ATTENTION—DANCING GIRLS!
LISA DEL MAR
 Wants Dancing Girls for her new big
 Girl Show. All season's work, with night
 clubs to follow. Transportation and wardrobe
 furnished. Titanic and those who
 know me, come on, Contact
 c/o Interstate Shows, Gainesville, Ga.

Penny Arcade For Sale
 Complete, ready to work; 50 machines
 in working condition, with truck and
 trailer. Will sell cheap. Reason for
 selling—retiring. Write
SAM KAPLAN
 2868 N. 11th St. Milwaukee 6, Wis.

Wade Org Makes Ready For 1,100-Mile Jump

EUSTIS, Fla., April 10.—W. G. Wade Shows wound up its Florida dates recently and attention has been directed to getting all equipment in shape for an 1,100-mile jump back into the Middle West where the show will open its summer tour early in May. A new front entrance arch is being constructed here and a number of other additions have been made to the org's equipment. A tape recorder that affords a continuous four-hour play, has replaced the band organ on the Merry-Go-Round. Speakers from this unit have been placed on the Little Dipper and other kiddie rides and additional speakers will

be located at the front gate when the season opens.

All trucks are ready to make the big jump as the result of over-haul jobs completed under the supervision of Buster Crossland. Sam Hanson has finished lettering all equipment and the show's diesels were overhauled by George Foth. Rides were repaired and painted by Jimmie Blackman's crew and Charlie Carpenter has finished refurbishing Mildred Miller's five kid rides. The lighting, both towers and searchlights are back in good shape as the result of the work of David Grey. Fred Miller's cookhouse will play several independent dates during the lay-off.

Owner-Manager W. G. Wade was host to many show owners during the show's Florida jaunt. Doug Wade, general representative, was on hand for all the Southern trek and reports a strong route for the summer. W. Glenn Wade, son of the owner, who operates his own unit during the year, was on hand at all Florida sports to assist the front office. Gladys Schaum and Irene Crossland assisted Mrs. Mildred Miller, general secretary.

N. Y. TABS SHOW PICTURES OF MIDGET RITES

NEW YORK, April 10.—Local tabloids gave picture and story coverage Sunday (4) when Sovenia Jennie Riddle and Anthony Vendola were married at St. George Presbyterian Church. The couple are members of Rose's Parisian Midget Follies, operated by Mrs. Ike Rose since 1935. The unit will appear this year with Wallace Bros.' Shows. Attending the wedding were Eli Sugarman, former editor of The Billboard, and his brother, Bob. Pictures showed the minister kneeling in order to "tie the knot."

Tivoli Exposition To Bow in Joplin, Mo.

ST. LOUIS, April 10.—Tivoli Exposition Shows will open its season April 24 in Joplin, Mo., Sam Greco, concessions manager, said here this week. Greco, along with Frank Spina, stopped off here en route to the show's Joplin winter base.

VIVONA Combined **BROS.** **SHOWS**

"A MILE OF THRILLS AND ENTERTAINMENT"
CAN PLACE FOR
BALTIMORE, MD. (Middle River)
 Near Glenn-Martin Aircraft Corp., where thousands pass our gate going and coming from work
APRIL 19-24
 With the big 10-day Lieperville, Pa., Firemen's Celebration and other big ones to follow.
 Hankys of all kinds, Buckets, Long and Short Range (Joe Mikloichi, contact), Pan or Rat Game. High-class Grind Shows. Girls for Dancing Shows. Contact Tony Massiello. Motordrome. Harry Wilson wants high-class Advance Ticket Salesman for sure-fire matinee deal. Will book complete set of Kiddie Rides, also Live Ponies. Mario Zaccini, contact. Mike Roman wants Cookhouse Help. Concessions address Danny Dell, Carvel Hall Hotel. All others address
John Vivona
 or
Harry E. Wilson
 ANNAPOLIS, MARYLAND, THIS WEEK

C. G. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
 FEATURING THOROUGHbred ENTERTAINMENT
 LAST CALL—OPENING APRIL 22—OWENSBORO, KY.
 2—Big Children's Days—2. Bigger than a County Fair.
WANT CONCESSIONS HELP
 Hanky Panks and Prize-Every-Time Games of all kinds. Derby Racer and Direct Sales. Can place Help in all departments. Must be licensed Semi Drivers.
 All address
C. G. GROSCURTH, Mgr., P. O. BOX 478, OWENSBORO, KY.
 OUR PHONES—Residence: Owensboro #3-5321.
 Winterquarters: Hatfield, Ind., #9.

SHANK BROS. **SHOWS**
WORLD'S CLEANEST MIDWAY
 Want Photos, Jewelry, Hanky Panks of all kinds. Foreman for Tilt. Can place Girl Show with or without equipment. Will give head of Pin Store to man with capable crew.
 Maryville, Tenn., this week; Harriman, Tenn., next week.

PAN-AMERICAN SHOWS
 WANT CONCESSIONS—Hanky Panks of all kinds—Bingo, Glass Pitch, Jewelry and Photos. Agents for Scales, Pin Store, Skillo, Six Cats and Grind Stores. Also Concession Help. Inside Help for Girl Show; Goldie Phillips, answer. WANT SHOWS with own outfit—Girl Show; Dick Spack, answer; Sideshow, Snake, Athletic and other Shows. Want Foremen for Octopus and Chairplane; Ride Help who drive.
 Address: JACKSON, TENN., THIS WEEK.

GILLETTE BROS.' SHOWS
 OPENING APRIL 24, STAMFORD, CONN., SPRING FESTIVAL; NORWALK TO FOLLOW
THIS IS THE SHOW THAT GETS IN FIRST.
ALL OUR DATES PROVEN OVER MANY YEARS OF EXPERIENCE.
WANT CONCESSIONS OF ALL KINDS
 Also Shows of merit. All Shows and Concessions will be given preference in Scotia, New York, Celebration, first show to show in area in history of city. Also want Ride Help in all departments.
GILLETTE BROS.
 60 Sheffield St. Pittsfield, Mass. Telephone 29471

WANTED — AGENTS — WANTED
 For Peek and Count Stores. Also Agent for Skillo Lay-Down. Agents for Rat Game, Pea Pool, Beat-the-Dealer and Over-and-Under. Good proposition for Man and Wife for Cigarette Pan Game and Slum Stores. Can also place Help to up and down Concessions. Agents must be able to take orders. Will book Six Cats and Swinger if you have several Hanky Panks. Opening April 24, Joplin, Missouri; contact here.
TIVOLI EXPOSITION SHOWS
SAM GRECO, Con. Mgr. **FRANK SPINA, Bus. Mgr.**
 P. O. Box 742 (Phone: 1272) Joplin, Missouri

ANCHOR TENTS
 CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS
ANYTHING IN CANVAS
 Manufacturing Show Canvases for Over Fifty Years.
 Underwriters' Approved Flame Resistant Materials Available.
 FIVE DAYS' SHIPMENT ON MOST SIZES
ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

HOWARD BROS.' SHOWS
WANT FOR SPRING SEASON OPENING MAY 10
 Concessions: Long and Short Range Gallery, Ball Games, Basket Ball, Guess Age & Weight, Photo, Cork Gallery and other Hanky Panks, Pitch Till You Win. On account of disappointment, can use small Cook House. Can use useful Ride Men who drive. Shows: One small Show. For Sale: One 8-Car Allan Herschell Kiddie Auto.
RAY S. HOWARD, 1354 E. Agner St., Ottawa, Ohio

SIDE SHOW ACTS WANTED
 Open Battle of Flowers, San Antonio, April 19-24; then Belmont Park, Montreal, Canada, for 4 months; Toronto, 3 weeks, and London, 1 week; then Memphis and Dallas Fairs; also Houston Shrine Circus, 2 weeks.
 Can place good Fire-Eating Act, Sword Swallower, Fat Girl, Giant, Front Man, Runt for bally or any good Side Show Acts. FOR SALE—One 60-ft. Round Top with three 30-ft. Middies; also one 35x114 ft. Top. Both used two seasons. Can be seen at the United States Tent & Awning Co., Chicago, Ill.
 Write **PETE KORTES**
 General Delivery, San Antonio, Tex., until April 24; then Detroit Hotel, Detroit, Mich.

DAVIS AMUSEMENT CO.
 Can place Derby, Bingo, Photo, Jewelry or anything not conflicting. Also a Grind Show. No griff! Clean, sober Ride Help who are semi drivers. No drinking tolerated! Positively no gypsies. Open April 27.
 Mail to P. O. Box 5356 or call at 6438 S. E. Clatsop St., Portland, Ore.

COLEMAN BROS.' SHOWS
 Opening Thursday, April 22, Middletown, Conn.
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Beatty Opens Run At Los Angeles; Joanides Injured

Wire Walker Out for Season After Elephant Throws Him During Parade

LOS ANGELES, April 10.—With the fanfare of a Hollywood premiere, the Clyde Beatty Circus opened its annual 11-day run here Thursday (8). The show moved in after doing so-so business in the area.

John Joanides, wire performer, suffered a fractured leg when he was thrown from an elephant's back during the show's street parade Monday (5) at Torrance, Calif. It was reported that he would be out of the show for the remainder of the season. Arrival of an ambulance after the accident was delayed a half hour by a police mix-up in placing the call.

The elephant swayed violently, throwing Joanides from a howda, and then broke from the other bulls. Three other elephants then joined the first in trumpeting and stomping the street until elephant men brought them back into line. The parade was completed. Show had a small afternoon and three-quarter night house there.

Names at Opening

Many of Hollywood's stars and celebrities showed up for the local debut on the Washington and Hill streets lot. Film treatment was given because of the appearance of Beatty, his performers and animals in the movie, "Ring of Fear," which is to be released by Warner Bros. Beatty and writer Mickey Spillane play themselves in the film. Pat O'Brien, Marian Carr, and Sean McClory are the regular Hollywood players.

The weather was clear and cool for the opening evening show. The usual array of spotlights filled the skies and the coming and going of Hollywood's luminaries was televised by KTLA on the "City at Night" program.

The set-up for the Thursday night function was started several weeks ago with Shirley Carroll working in association with Warner Bros.' publicity department. Miss Jane Beatty made radio and TV appearances to plug the event. Bobby Kay made special clown appearances on moppet shows in addition to other guest shots. Tapes were made and furnished to the various radio stations and disk jockeys.

The local date, under the sponsorship of the Kiwanis Club, has resulted in arrangements for bonus time as a public service feature and will net the show extra coverage in both radio and TV. Mrs. Carroll has been working especially for plugs on network shows, using this as the means of hitting larger local audiences.

Local dailies have been particularly generous with both editorial and pictorial material. Handled by Harry Chipman, two of the largest dailies have carried several three-column cuts in the pre-show campaign.

In the last six cities played, the

6 Shows Set For Hartford Shrine Event

HARTFORD, April 10.—The Shriners will host some 4,000 youngsters at the April 19-24 Shrine Circus at the State Armory. Children from county homes, hospitals, social settlements and other organizations will be brought to the downtown drill shed by bus and private car.

Shriners are scheduling two daily performances for the six-day presentations. Acts include Aida, Star of the Moon; Four Phillips, juggling team; Flying Valentines, trapeze act; Tom Packs' Siamese Elephants; Dick Clemens and his jungle lions; Rudynoff's ballerina horses; Nana Woolford's performing daschunds, and the Great Barton.

circus has had two two-day stands. These were in Long Beach over Saturday and Sunday (3-4) and Westchester, a suburb, on Tuesday and Wednesday (6-7). Business on this portion of the route has hit half houses for matinee and three-quarter crowds at the evening shows.

King Bros. Readies For Season's Start

New Top Up for Rehearsal; 3 Shows Planned at Macon; Brother Joins

MACON, Ga., April 10.—Last-minute preparations put the reconstituted King Bros. Circus in readiness for its opening performances here Saturday (10). Circus plans a street parade, plus morning, afternoon and evening performances. This was to be preceded by a dress rehearsal Friday (9), for which formal invitations were circulated this week.

Rehearsals began Wednesday (7) and Co-Owners Floyd King and Arnold Maley expressed satisfaction with the program. Crowds at the Central City Park quarters Sunday (4) were estimated as the largest in recent years. On Tuesday (6) the new big top was raised for the first time. Larger than last year's top, this one will seat 960 more people.

This season will mark a business reunion of Floyd King with his brother, Howard. Former partners in operation of the Gentry, Main and Cole circuses, they separated some years ago. Howard had a circus in 1934 and since then has been operating wild life shows. They also were associated in operation of wild life shows in the early 1940's. Howard recently sold his equipment and has joined the 1954 circus as boss ticket seller.

Add Parade Vehicles

Cages, floats and novelties have been added to the street parade, it was reported. Among these are

CFA Conclave In June to Be On Hagen Show

CLEVELAND, April 10.—The Circus Fans Association will hold its annual convention at Jackson, Mich., June 24-26, with Hagen Bros. Circus as the host, it was announced here this week by John W. Boyle, president of CFA. The show will be at Jackson June 26.

Beatty Train, Stock Listed

POMONA, Calif., April 10.—Equipment of the Clyde Beatty Circus again includes a 15-car train. Rundown of the show's set-up here showed:

Nine flats, two stock cars, four sleepers, four large cages with 14 lions and four tigers; six small cages formerly with Sparks Circus and carrying assorted animals; six large elephants and two small elephants; four camels, several llamas and numerous ponies. Parade equipment, carried aboard a flat-bed truck, includes a red and gold bandwagon pulled by eight ponies, a carriage with cross seats also pulled by ponies and an air calliope wagon for a third pony hitch.

R-B PRESS MEN STAKE NEW HQ AT BELVEDERE

NEW YORK, April 10.—The Ringling press corps broke a 22-year tradition this week when it left the Piccadilly Hotel and moved into the Belvedere. New Public Relations director Ed Knoblauch said the move would provide closer co-ordination between departments and place the press representatives in closer contact with the circus. The Belvedere, long a mecca for R-B personnel, is across the street from Madison Square Garden and also houses radio-TV representatives Bev Kelley and Charley Schuler. The Piccadilly location was four blocks from the Garden.

Cristianis Schedule Two Alaskan Stands

New Bailey Show Launched; Program, Staff, Layout Told

BROWNSVILLE, Tex., April 10.—The new Bailey Bros. & Cristianis Circus opened its season here Sunday (4), and General Manager Lucio Cristianis confirmed that the show was scheduled to make the long trek northward to Alaska.

It was reported that stands had been contracted with the Anchorage and Fairbanks, Alaska, Shrine clubs. The show was said to be booked for passage aboard an Alaskan Steamship Lines' ship, Baranoff, sailing July 1 from Seattle. General Agent Bob Stevens was in Alaska recently to complete the contracting.

The Bailey-Cristianis plan to go to Alaska follows the playing of upper Canada by the King-Cristianis show several years ago and the Wallace & Clark Circus last season. While other shows have discussed Alaskan tours in the past, none has made one. Christy Bros. Circus set such a jaunt 25 years ago but reneged at the pier.

Staff Equipment

Opening performance at Brownsville drew a reported 4,000 persons, plus committees from several upcoming sponsored stands.

Staff for the show was announced as follows:

Lucio Cristianis, general manager; Ralph Clawson, assistant general manager; Bob Stevens, general agent; Arthur Hockwald, contracting agent; Phil Doto, bandmaster with seven men; Milt Robbins, equestrian director and announcer; Jerry Carmac, organist; Oscar Cristianis, general superintendent; Pete Cristianis, concessions; Steve Kusmic, boss billposter with five men; Pete Sadowsky, chief mechanic; June Cristianis, ballet director; Ray Dean, general press agent; Bill Tumber, contracting press agent, and Nickolas (Bad Eye) Bengor, props.

MILLS PREPARES BANQUET, OPENER

Wilcoxes Head New Billing Dept.; Acts, Staffers Arrive at Quarters

GREENVILLE, O., April 10.—Preparations went ahead this week for Mills Bros.' opening and banquet, both scheduled here Saturday (17).

Virginias and Seven Hungarians reached New York by boat Thursday (8), last of foreign importations to reach the U. S., and will come directly to quarters here this weekend. New cookhouse top was put up for first time Friday (9), to accommodate the growing quarters colony. At mid-week, steward George Davis was feeding 135. Big top, given flameproofing treatment recently along with other tops, will be put up Tuesday or Wednesday (13 or 14) for rehearsals.

Billing, under Bill and Jackie Wilcox, began Wednesday (7). Special additional posting for opening was handled by fan Bob King. Bill Oliver will not be on the advance. E. E. Kanouse joined press department. Sign painter-announcer Proctor Baughman checked into quarters to begin work, as did Harry and Peggy Baker, the latter schooling girls for dancing and production numbers. All new elephant blankets were turned out by the wardrobe department, headed by Jay Goody, who has five seamstresses working with her on additional wardrobe.

Rossi-Mills Concer

Band leader Joe Rossi arrived Saturday (3) and conferred with Jake Mills on musical arrangements. Band members start rehearsals Tuesday (13).

Chamber of Commerce secretary Zeb Davis reported reservations for the annual opening banquet given by Jack and Jake Mills in the high school gym had topped 250 mark by mid-week and a turnout of more than 500 was in prospect. Advance ticket sales by Shrine Club members, opening day sponsors, have topped any

previous opener here, promising a banner day.

Banquet attendees will be treated to special samples of cheese given by the State of Wisconsin, and special balloons, also from Wisconsin, will be used in the anniversary decorating theme. The 15th birthday theme will be carried out in this year's big show program as well as in opening day ceremonies.

Bill Maack, 24-hour man, has joined Jack Mills. After a flying visit here last weekend, returns with his wife tomorrow (11) to remain until opening day. Jake and Ida Mills already are on the scene. Clowns have been kept busy staging assembly entertainments at various schools in the area. Concession department's new tents have been set up and all new equipment prepared. Painters and letterers have completed all but a half dozen vehicles and will put finishing touches on new concession truck and new light plant semi early next week.

Buck Show Bucks Light Takes In First Week of New Season

ASHDOWN, Ark., April 10.—The Edgar B. Buck Circus played to light business during its first week of the season. H. N. (Doc) Capell's show opened at Prescott, where it wintered, on Thursday (29) and made Arkadelphia, Malvern, Nashville, DeQueen and Waldron.

Line-up includes Wayne Newman Family with bareback riding and posing horses; Eddie Mason, working Liberty horses and pony drill; two elephants (Trixie and Lucy) and the Morales Troupe. Felix Morales is equestrienne di-

rector and works headslide and trampoline. Theresa Morales and her daughter, Kathy, work single traps. Ward's monks and dogs and dog-monkey acts appear. Paul Bejano heads the three-clown alley. There are three webs and three ladders.

Marie Loter is at the electric organ. George Bell has the mid-way. Buster Todd has the banners. In the Side Show are two semi-trailer cages, the elephants, a water buffalo and a zebu as well as working acts. There are two pit shows. Show has been painted, early visitors reported.

Program Rundown

Performance at the opening stand was as follows:

Display 1—Spec. 2—Portis Sims Jockey Dogs. 3—Gaona Brothers, casting. 4—Frederica, ladder balancing; Mario Rojas, unicycle; Manuel Barragan, stilts and balancing. 5—Elephant and pony combinations in each of three rings. 6—Clowns, Jeff Murphree, Charlie Lewis, Kinko, Brownie Gudath, Bill Griffin and Bogonghi. 7—Tommie Paris Company, trampoline. 8—Jimmie Millette, head balancing, with 10-girl aerial ballet. 9—Charlie Lewis and other clowns. 10—Sims Dogs. 11—Fred die and Ortans Canestrelli, rolly bolly. 12—Senor Daviso, high school horse. 13—Ortan Troupe, Zerbini & Company and Broco Family, acrobatics. Intermission.

Display 14—Sims and Cristianis, pony drills. 15—The Pivotos, trapeze. 16—Kinko and comedy car; clowns. 17—Manuel Barragan, cloud swing, with eight-girl aerial ballet. 18—Bogonghi and Brownie, clowns. 19—Jon Gutierrez, Leandit Trio and Victor Murillo, wire acts. 20—Clowns. 21—The Tripoli Troupe, leaps. 22—Cristianis Family, bareback riding. 23—June Cristianis and Norma Davenport Cristianis, elephant acts, with Steve Fanning, elephant superintendent. 24—Clowns. 25—Hugo Zucchini, human cannonball.

Beers-Barnes Names Agent; Plans Opener

MIAMI, April 10.—Beers-Barnes Circus announced this week that Gene Christian, Bradenton, Fla., has been reappointed general agent for the show. This will be his sixth season with Beers-Barnes. The show is to open about April 30 in South Carolina.

Eddie Mellon, Valdosta, Ga., has been appointed car manager and will post paper supplied by the Enquirer Printing Company, Cincinnati.

Members of the Beers and Barnes families will leave their Miami base this week for Valdosta, Ga., where equipment is in quarters. Walt Davis is in charge of quarters work. A new sleeper arrangement for working personnel is being built. Tex Lawton has the cookhouse layout.

Two elephants, Alice and Hazel, will be carried by the show. David C. Hoover's enlarged lion act; Happy Holmes; Charles Beers' seal act and his chimp number will be included in the performance.

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UNDER THE MARQUEE

Frank (Dutch) Luley will open at Steeplechase, Coney Island, N. Y., after winding up his string of Frank Wirth indoor dates.

Dick Lewis infos from the Orrin Davenport show that Bert and Corrine Dearo will make the Boston home show before reporting for the Duluth opening. Bert and Marie Puffus left with the Cole Bros.' elephants to join King for its Macon, Ga., opening. Taking part in a recent prison showing for the inmates were Ming Sing, Young China and Tien Shi Low troupes, Joe Lemke and Helen Haag's chimps, Peterson's dogs, Weldy's bears, Joe and Marjorie Geiger, and clowns, Joe Lewis, Ernie Burch, Carl Marx, Earl Shipley, Roy Barrett, George LaSalle, Duke Anderson and Sherman Bros. and Lucky. Antaleks also participated in the show. Recent visitors to the Davenport show included Bill Lang, Dr. and Mrs. Huebener, Capt. Edward R. Smith, Orville Smith, Grover O'Day, Gov. Frank Lausche, Earl Kreiger, Gene Haerlin and Jeanne Collins.

Polack Eastern scored good business at Erie, Pa., according to Henry Kyes, with two turn-aways reported during the stand. Joe McKeon, formerly of the Risley troupe, was on hand to visit. The Boginos are sporting a new car. The Landon Troupe spent the week-end at their New Jersey home. Big Tex is back after catching the Hamid-Morton Circus in Washington. The Cresso car didn't work at Erie, due to the low ceiling. Eileen Voise and Rose Murphy were visited by their parents.

Roy Barrett, currently with the Davenport Show, will close his indoor season May 29 in Brandon, Man. He will start his fair season September 13 in Lawrenceburg, Tenn.

Comic Bob Elliott and Ray Goulding broadcast the Ringling opener over WINS from Madison Square Garden, with Charley Schuler, of the R-B radio-TV department, supplying a commentary. The station dropped everything scheduled for that night and offered the description as a public service.

Current issue of The New Yorker magazine has a profile on John Ringling North, circus prexy. The second and concluding installment will appear in the next issue. . . . Bill Montague, East Hartford, Conn., circus fan, was in New York on his annual visit to catch the Big Show.

Frank Amand, Side Show magician and escape artist, is ill at Southeast Florida State Hospital, Lantana, and would like to hear from friends. His wife, Baby Thelma, is the Ringling fat girl this year after traveling with World of Mirth Shows in 1953.

After a one-year layoff, Clarence and Madge Thames have joined the Girl Show on Al Wagner's Calvacade of Amusements. . . . Sherry Gale also joined the org recently at Mobile, Ala. . . . A recent party honoring the 70th birthday of Maude Marriott, of the Los Aeros troupe, was held at Helen Golden's trailer park, Port Richey, Fla. Recent guests at the park included Happy Harrison, dog act; Kayletta, high pole, and Betty Martin, of the Fearless Stars, high act.

Jim Stutz, well-known circus agent, recently in advance of the Hitler armored car, scribes from Columbus, Ga., that he stopped over at Mobile, Ala., recently to visit Walter B. Fox. Other recent visitors to the Fox department were S. F. Raliff, local billposter; James Cephus, former circus boss canvasser, and Johnny Adams. . . . Mal M. Fleming cards from his home at Fryburg, Pa., that his health permitting, he will join a motorized circus in an executive capacity this season.

Philip N. Steit has resigned as promotional director for the Bailey Bros. & Cristiani Circus to devote full time to promotions of his own.

Jim McSorley, veteran animal man and expert with chimps, long associated with the Clyde Ingalls Side Show on the Ringling circus, is back in Jewish Hospital, Cincinnati, with a heart ailment which has kept him inactive the last eight months. In recent years, McSorley was employed as a private policeman at the Gayety The-

ater, Cincinnati, and Crosley Field, home of the Cincinnati Reds.

Mr. and Mrs. C. R. (Buck) Reger were uninjured when they were involved in an auto accident at Fulton, Ala., recently. The Regers, who handle national advertising for the Gil Gray Shrine Circus, were en route to join the show at Springfield, Mo., when the accident occurred.

Opening of the Ringling Circus in Madison Square Garden netted photos of performers in two Scandinavian publications. Unus, finger balance, was pictured in the Copenhagen Social-Demokraten on Friday (2) and Dieter Tasso, juggler, was pictured in the Stockholm Tidningen on Monday (5).

Mary Jane Miller, Ringling-Barnum correspondent, reports that the first week in the Garden went smoothly for the show. Business has been good despite snow, rain, heat and cold. The Garden bouts with 'flu and colds have started, with a number of people on the sick list. Jimmy Armstrong, midget clown, was injured in the airplane gag but expects to be working again soon.

Emmett Kelly's book, "Clown," is garnering much local publicity.

Merle Evans experiences a new thrill in the show this year when he appears in a chariot that speeds around the track in the finale. Harold Ronk is the vocalist. . . . Bea Konyot, Ruggera Zoppe and Penny Wilson have joined for a few weeks to appear in Barbettes' iron-jaw number. . . . The clown band number has a number of the clowns on stilts. . . . Paul Jung's misfit troopers are trouping again.

W. E. Lawson and Walter Kernan returned to Sarasota to get the canvas section ready. . . . Albert White was notified that CFA tent No. 69, Appleton, Wis., has been organized and named for him. . . . Charlie and Helen Geiger announce the birth of a girl. . . . Buddy North's son, John, has been visiting and appeared in spec several times.

Visitors to the Ringling show included Stanley Wathon, the Jim Tomlinsons, Claire and Tony Conway, Charlie and Marshall Geiger, Joe Menchen, Kathy Kramer, Joe Lynch, Smiley Remski, Del and Babs Graham, Jimmy Crocker, Bert and Corrine Dearo; Macy Annie, Willie and Gary Robbins; Margie and Joe Geiger, Mary Seifert and Tommy, Betty and Elmer Santana, Ralph Holt, Johnny Manko, Bobby Thompson, Ilsa and Glenn Cox and son, Paul Lang, Kenneth Gwinnell, Mr. Grogan, Connie and Bruce Anderson and Lorraine Russo Hammond.

Tige Hale is in Pensacola, Fla., where he planned to catch the opening of Ring Bros.' Circus Thursday (8). . . . Rusty Rusterholtz, Erie, Pa., has been clowning dates and will have his calliope at the Circus Saints and Sinners convention in Buffalo in June. He recently bought a second air calliope.

Jack and Ruby Landrus are in their second season with the Gil Gray Shrine Circus in clown alley. Also in the alley are Billie Burke, Dick Doud, Paul Jerome, Ed Raymond, Jonnie Wright, Mickey Roy and McDonald, producing clown. . . . Jimmie Lee visited Gertrude and Phil Avery at their new home in Fort Lauderdale, Fla., recently. . . . Henry B. Jones, of the Pennsylvania Railroad, Pittsburgh, visited O. F. (Curly) Stewart, of Ringling Bros. when he was in Tampa on business recently. Stewart is in a hospital there recovering from pneumonia.

Mrs. Dale Madden Injured in Crash

DODGE CITY, Kan., April 10.—Mrs. Dale Madden Jr., is in St. Anthony Hospital here following a recent auto accident in which she sustained a broken back and leg injuries. Her husband was also taken to the hospital for treatment of minor cuts and bruises received in the accident.

Madden, his wife, and Mr. and Mrs. Dale Madden Sr., were en route to Penticton, B. C., to join the Odyson circus when a truck struck their house trailer and jeep, demolishing both. When permitted to leave the local hospital, Mrs. Madden will be taken to Wichita, Kan. Her husband and his parents plan to continue on to Penticton.



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Old-Style Skating Revival at Imperial

PORTLAND, Ore., April 10.—A revival of interest in old-fashioned roller skating was under way in Portland this week after a trial-run reunion at Imperial Roller Rink of devotees of prewar style skating.

Spokesman for the group, Dan Nees of Portland, said the incentive sprang from several couples who recalled the associations they enjoyed before World War II disrupted their gatherings. Some 20

couples responded to Nees' summonses Thursday (23) at the Imperial where William T. (Pop) Brown, owner, devoted a period to cake walks, collegiates, circle waltzes and other old-fashioned skating dances.

Nees said another session has been called for June 3, with possibility the group may organize and select officers. The response to that call will determine whether the group becomes permanent.

"We admit that our style of skating dates us," said Nees. "Even back in 1939 we began to resent the type of skating that was coming in vogue. We felt that the new skating was too regimented. Our meeting Thursday night brought out many couples who had married partners they had met during skating sessions at the Imperial. In those days skating was our main interest, and marriage and responsibilities have made us uninterested in learning the new styles. If interest in the group continues, we may have regular meetings three or four times a year."

D&D Bowl Gets RSROA N'west Regional Meet

PORTLAND, Ore., April 10.—The Northwest regional tournament of the Roller Skating Rink Operators' Association will be held at Wenatchee, Wash., June 13-15, Roy Brown, secretary of the Oregon chapter, RSROA, announced this week. The meet, to be held at D and D Roller Bowl, will draw first, second and third-place winners in State tournaments in Washington, Oregon, Idaho and British Columbia. The dates were set after a poll of rink operators in the region.

Meanwhile, Brown announced judges for the Oregon tournament to be held at the Imperial Rink here, April 20-22. Selected from a panel provided by the RSROA, they are John Mullen, San Gabriel, Calif.; Jerry Castro, San Francisco, and Marlene Kastner, Bellingham, Wash.

Brown said the Oregon meet would present more events than in former years, altho apparently fewer entries were signing.

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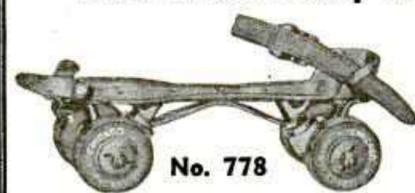
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AOW CHAMP

Cherry Bloom Events Go to Mt. Vernon

ELIZABETH, N. J., April 10.—Mount Vernon (N. Y.) Arena, of the America on Wheels chain of rinks, upset the dopesters by running off with AOW's seventh annual Cherry Blossom speed contests held April 3 at National Arena, Washington.

Biggest upset of the contests was the fact that Paterson (N. J.) Arena racers, leaders of AOW's inter-rink speed league in the Northern division, did not win a point.

The contests brought out the biggest attendance in history for an AOW rink in the Southern division, said Jack Edwards, director of speed, at chain headquarters here. More than 200 contestants, representing 13 clubs, took part in the 30-event card.

Mount Vernon's points total was 81. It was followed by Reading, Pa., 68; Alexandria (Va.) Arena, 39; Bladensburg (Md.) Arena, 33; Capitol Arena, Trenton, N. J., 26; National Arena, 20; Twin City Arena, Elizabeth, 20; Florham Park (N. J.) Rink, 8, and Sinking Spring, Pa., and Paterson, 0.

Fair Dates

Continued from page 41

Martin—Bennett Co. Fair. Aug. 26-28.
Nisland—Butte Co. Fair. Aug. 19-21.
Rosebud—Sioux Fair & Rodeo. Aug. 27-29.
Sioux Falls—Sioux Empire Fair. Aug. 23-29.
Webster—Day Co. Fair. Aug. 26-28.

Virginia

Fredericksburg—Fredericksburg Fair Assn., Aug. 30-Sept. 4.

Wyoming

Basin—Basin Fair Assn. Aug. 19-21.
Powell—Powell Fair Assn. Aug. 24-26.

CANADA

Quebec

Aylmer—Gatineau Agri. Soc., Div. A, Sept. 9-11. R. Elwood Edey.

Bedford—Missisquoi Agri. Soc. August 26-28. Alfred Rousseau.

Calixa-Lavalles—Vercheres Agri. Soc. Aug. 17. Gerard Chagnon.

Chapeau—Pontiac Agri. Soc., Div. B, Sept. 7-8. Mrs. Earle McGuire.

Chicoutimi—Chicoutimi Agri. Soc. Aug. 25-29. Marcel Tremblay.

Cookshire—Campton Agri. Soc. Aug. 22-24. Walter Hodgman.

Drummondville—Drummond Agri. Soc. Aug. 20-22. J. B. Sirols.

Havelock—Huntington Agri. Soc., Div. B, Sept. 15. Aylmer E. Hadley.

Huntington—Huntington Agri. Soc., Div. A, Aug. 16-18. Lyell J. Graham.

Inverness—Mégantic Agri. Soc., Div. A, Sept. 3-4. O. W. McVetty.

Isle-Verte—Riviere-du-Loup Agri. Soc. Aug. 16-19. J. M. Marquis.

Knowlton—Brome Agri. Soc. Sept. 5-8. Geo. A. McClay.

L'Assomption—L'Assomption Agri. Soc. Sept. 1-2. Geo. Landry.

Lotbiniere—Lotbiniere Agri. Soc. No. 2, Aug. 18. Joseph Bedard.

Louiseville—Maskinonge Agri. Soc. Aug. 13. Martin Ferron.

Maniwaki—Gatineau Agri. Soc., Div. B, Sept. 13-15. Mme. Palma Jeanis.

Matane—Matane Agri. Soc. Aug. 13-18. Eugénie Langlois.

Marbleton—Wolfe Agri. Soc., No. 1, Aug. 19-21. Ray Thibodeau.

Montmagny—Montmagny Agri. Soc. Aug. 12-15. Louis J. St. Yves.

New Richmond West—Bonaventure Agri. Soc., Div. B, Sept. 1. W. H. Willett.

Notre Dame—Des Anges—Portneuf Agri. Soc., Div. C, Sept. 14. Theo. Chateaufort.

Notre Dame—Du Lac—Témiscouata Agri. Soc. Aug. 26-29. Adolphe Malenfant.

Papineauville—Papineau Agri. Soc. Aug. 31-Sept. 2. Donat Thibodeau.

Parkhurst—Lotbiniere Agri. Soc. Aug. 25. Jules Nappert.

Pont-Chateau—Soulanges Agri. Soc. Sept. 6. Laurier Leger.

Quyon—Pontiac Agri. Soc., Div. C, Sept. 20-22. Gervase O'Reilly.

Richmond—Richmond Agri. Soc. Aug. 12-14. Antoinette Linahan.

Rimouski—Rimouski Agri. Soc. Aug. 20-25. Alfred Michaud.

Rougemont—Rouville Agri. Soc. Aug. 24. O. E. Levesque.

St. Bruno—Chambly Agri. Soc. Aug. 10-11. Jean Hardy.

St. Alexandre—Iberville Agri. Soc. Sept. 10-12. Claude Brauh.

St. Barnabe—Nord—St. Maurice Agri. Soc. Sept. 1-2. Mme. Romeo Boucher.

St. Frs. du Lac—Yamaska Agri. Soc. Aug. 5-7. Alex Trudeau.

St. Flavien—Lotbiniere Agri. Soc., No. 1, Aug. 19. Jules Nappert.

St. Lazare—Vaudreuil Agri. Soc. Aug. 26. Paul W. Belanger.

St. Leonard d'Aston—Nicolet Agri. Soc., Div. A, Aug. 10-11. Lorenzo St. Arnaud.

St. Pascal—Kamouraska Agri. Soc. Aug. 20-23. Alphonse Raymond.

St. Remi—Napierville Agri. Soc. Sept. 11. Yvan Menard.

St. Romuald—Levis Agri. Soc. Aug. 31-Sept. 4. Lionel Begin.

St. Stanislas—Champlain Agri. Soc. Aug. 6-8. Raoul Mongrain.

Ste. Anne des Monts—Gaspé—Nord Agri. Soc. Aug. 26-27. Wilfrid Blais.

Ste. Henedine—Dorchester Agri. Soc., Div. A, Aug. 12. Oscar DeBlouis.

St. Julienne—Montcalm Agri. Soc. Sept. 14. Jean Durand.

Ste. Chloastique—Deux-Montagnes Agri. Soc. Sept. 2-4. Paul Morin.

Shawville—Pontiac Agri. Soc., Div. A, Sept. 22-25. Mrs. Lawrence D. Young.

Great Leopard Birthday Fete Attracts 500

CHESTER, Pa., April 10.—Jack W. Coopersmith's Great Leopard Skating Rink here celebrated its 17th anniversary on March 21 with a gala fun festival and show. A high spot of the affair was a five-tiered 200-pound cake, with over 500 skaters getting a slice of it.

Another highlight was the presentation of prizes worth more than \$500 to lucky ticket holders and novelty contest winners. Included in the prizes were four Benrus and Bulova wrist watches, cigarette lighters, gold cuff link sets, compacts and other pieces of jewelry.

In a huge show that started at 8 p.m. and lasted until 1 a.m., a number of championship skaters of the Roller Skating Rink Operators' Association took part. They included Richard Cass, Gloria Aiello, Kenny Trotter and Trudy Bisco in a fours routine; Donald Maddaloni, Northeastern regional champion and silver medalist, free style exhibition, and Gloria Aiello and Richard Cass, New York State champs, in a pairs exhibition.

Also on the program were Elaine Dufeen, CBS radio-TV singer, and Bobby Rydell, 11-year-old mimic who was a three-time winner on the Paul Whiteman talent show. Continuous music was provided by Shirley McFadden and Johnnie Willet, Great Leopard organists.

9 More Spots Join RSROA

DETROIT, April 10.—Nine more rinks have joined the Roller Skating Rink Operators' Association. It was announced this week at RSROA headquarters here.

Operators and their rinks are: W. A. Ireland, Ankeny (Ia.) Skateland; Herbert C. and Dorothy Collins, Hollywood (Fla.) Arena; Mr. and Mrs. James W. Mills and Mr. and Mrs. James O. Ellis, Rainbow Rink, Owensboro, Ky.; Roy Kinney and Frank Fowler, Stroud Rink, Stroudsburg, Pa.; T. Bonvisuto and R. A. D'Agostino, Bonda Skateland, Pawling, N. Y.; Thomas E. Lawson, Lawson Rink, Lubbock, Tex.; Mr. and Mrs. O. A. Klinge, Let's Skate Rink, Des Moines; J. G. Spillman, Ye Olde Mill Rink, Utica, O., and Pat Grant and W. S. Beckenbaugh, Roll-O-Rena, Paducah, Ky.

Health Assn.

Continued from page 35

must wear "clean, light-colored uniforms and shall conform to the Administrative Authority's rulings on personal health, hygiene and appearance."

Frequent sprinkling of the grounds around eating and cooking places is advised.

The code suggests that the "authority" be empowered to shut down any food concession which violates its rules, with the support of local police.

There must be toilet facilities on the ratio of one for each 300 people "based on maximum show attendance." There must be a toilet attendant.

"Lighting shall be provided in the rear of all tents and concessions at all times to discourage pollution by the public and employees of the show."

The code contains provisions for sewage and waste disposal, food handling and preparation, types of food and waste containers, insect and rodent control, maintaining and locating of animals, and licensing.

The entire proposal is 15 pages long and copies for study by showmen can be obtained from Charles L. Senn, the committee chairman, Room 800, 116 Temple Street, Los Angeles 12, Calif. This is a final draft of the report, he has said, which represents the group's "considered opinion on the specific regulations that should be considered for adoption by State and local health authorities."

"The report will be subject to amendment before final publication," he adds.

Tax Cut Hikes P.R. at Oaks, Says Songer

PORTLAND, Ore., April 10.—Removal of the federal 20 per cent tax on small admissions has been of great benefit in public relations, Dean Songer, manager of Oaks Roller Rink, said this week.

"While it is yet too early to know whether the lower price will result in considerable increase in customers," Songer said, "so far the gross has held even with that of the 60-cent price."

Night admissions were reduced from 60 cents to 50 cents immediately upon removal of the tax. "The feeling among customers has been wonderful," said Songer. "Most of them had not expected a price reduction."

Imperial Rink, meanwhile, was continuing the 60-cent price pending instructions from the federal internal revenue director. William T. (Pop) Brown, owner, said he had checked with the local office and had been told no instructions had yet been received about reductions. He indicated, however, a cut in admission prices was imminent.

Mich. RSROA Contests Set

DETROIT, April 10.—Final plans for the State meet were made by the Michigan Chapter, Roller Skating Rink Operators' Association, at a recent monthly meeting held at Flint Park Roller-ade, Flint.

According to Jesse E. Bell, the meeting was noted for its big attendance of both operators and pros. Hosts were Roller-ade operators, Harper and Min Spencer, who took members to dinner following close of the business session.

Over 200 entries have been received for the meet, set to open April 19 at Ambassador Rink, Clawson, Mich. Johnny Stone, operator of Ambassador and chairman of the State meet, announced that on Sunday (18) a parade of 1953 State champion skaters in a repeat performance of Johnny Stone's United Nations Show will be offered. This production was a benefit program presented by amateur skaters of the Ambassador club for the March of Dimes and the rink travel fund several weeks ago.

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PARODIES TO CURRENT HITS—SEVEN for \$1; exclusive material to order; catalog 10¢. Mark Fowler, 1561 Jackson Street, Oakland, Calif.

STAG LINES The Smart Comedy File for nite club acts. Nos. 1 & 2, each \$1. Numbers 3-5 (with added stories), each \$2. ALL SIX, if ordered together, \$10. SHOW-BIZ COMEDY SERVICE, 1613 East 29 St., Brooklyn 29, N. Y.

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AGENTS—SHOW AMERICA'S LEADING nationally advertised line novelties, gifts, utility items; 100% profits, prospects everywhere, steady repeats. Write today for sensational low prices, free literature. Charms & Cain, 407-BB4174 South Dearborn, Chicago 5, Ill.

AGENTS, WAGON JOBBERS — EASY sales, steady repeats; Barbara Fritchie Menhollated Horehound Cough Drops; 80¢ for 17-box carton (retail value \$1.70); also our famous Butter Sweet Chocolates, 12 one pound boxes \$8 (retail value \$15); shipped prepaid. Barbara Fritchie Shoppes, Frederick, Md. my8

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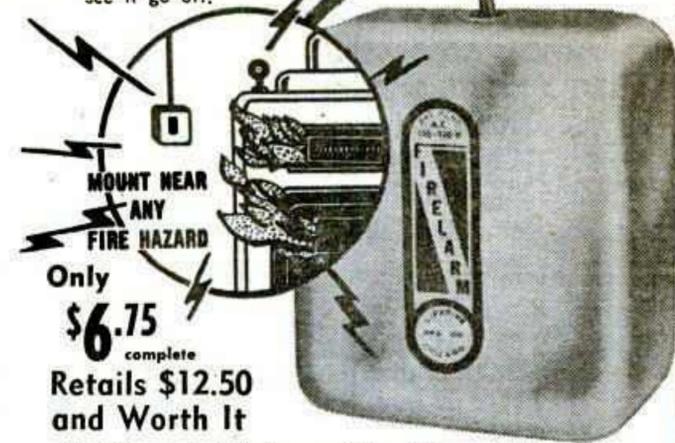
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Forms Close Thursday for the Following Week's Issue

EXPERIENCED BASS MAN AFTER APRIL 27; society combo; must read, fake, bow and know Latin rhythms; entertaining or vocal preferred. Write or wire Orchestra, 4028 Fifth Ave. S., Birmingham, Ala.

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LAKEVIEW AMUSEMENT PARK

Reyersford, Pa. NEEDS: Competent Park Promoters, also concessionaires. Wire: CHUCK VITABLE, 670 Moore Street, Norristown, Pa.

MIDGETS WANTED—BOYS AND GIRLS for carnival season, immediately; send picture or snapshot; quote salary, give full information. Reply Box 922, Billboard, 1564 Broadway, N.Y.

NEED BARITONE SAX MAN, DOUBLING clarinet immediately; Midwest traveling orchestra; guaranteed salary; sleeper bus. Wire or call Little John Beecher, 1611 City National Bank Bldg., Omaha, Neb.

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MISCELLANEOUS

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PIANIST—READ, FAKE, CUT SHOWS; experienced all lines; cut or no notice; locations only. Box C-20, c/o Billboard, Cincinnati 22, Ohio.

TENOR, CLAR—GOOD TONE, READER; references; good appearance; prefer commercial, don't misrepresent. Contact Ralph Hockaday, 729 Main, Manchester, Iowa. ap17

TENOR, CLAR—STRONG DIXIE, GOOD lead; arrange, fake, cut shows; out after April 1st. Wire or write Al Gaffney, 620 8th Ave., Lewiston, Idaho. ap17

TRUMPET — READ, FAKE, CONDUCT floor shows, sing ballads; 30 yrs. old; available immediately. Lee Francis, 719 College Ave., Panama City, Fla. Tel. 3-9450.

TRUMPET—AVAILABLE SOON, KENNEY Buckles, Governor Hotel, Jefferson City, Mo.

TRUMPET—CIRCUS OR LOCATE ALSO play brass or snare drum; union, William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

TRUMPET—ALL AROUND EXPERIENCE. Address Musician, 207 West Main, Taylorville, Ill.

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PIPES FOR PITCHMEN

By BILL BAKER

WE LEARN . . . by way of the grapevine that old George Neacus, who several years ago was teamed with Fido Kerr in a kitchen gadget deal, is now living in retirement in Palm Springs, Calif.

A RATHER . . . dolorous note which was recently dropped on the pipes desk from Jack Sharding in Long Beach, Calif., reads very much like an obituary column. Jack reports the passing of two of the real old-timers in the pitch fraternity. Leo J. Moriarity, veteran kitchen gadget worker who, with his wife, made many of the big fairs throughout the country every year, and Jack Haller, former med and novelty pitchman, from Springfield, Ill. In that portion of his note not dealing with deaths, Sharding queries, "How many of you remember Jack Dillon from Ohio who used to pitch med oil and books? Well, I haven't seen him in years until he blew in here a couple of weeks ago and paid me and Doc Paul Hunt a much welcomed visit. Jackson says that in spite of his own three score and 14 years his dogs are beginning to itch and he's going out with a show this season.

PENNING FROM . . . Corsicana, Tex., Kay and Buster Doss, of Kay & Buster's Variety Show, say that they arrived there from La Porte, Tex., and have

been playing school assemblies to fair business. During a brief stop in Dawson, Tex., they caught the Zarlinton show and visited backstage with a flock of other show-folks who happened to be in the vicinity. Among those who participated in the big gabfest were H. R. Rays, en route to Oklahoma; Rex and Barbara Williams and son, Hope and John Brown and children, Bob and Dot Baldwin, Tex and Tony Franklin, Merle Webster, Leon Pinter, Mr. and Mrs. Eddie Haaun, Buster and Jean Williams and children, Dr. and Mrs. Tate, Speedy Hager, Bonnie Zarlinton, Bert Leslie and Robert and Pearl LaThay, owners of the U-Lik-A-Show. Kay and Buster also recently contacted Lowell and Louise MaManes at Longview, Tex.; Warren and Mabelle Sparks at Seadrift, Tex., and the Tommy Parkers at Midway, Tex.

DURING THE . . . past several weeks quite a few of the oldsters in the pitch business, from whom we haven't heard in many months, have piped in to let us know what cooks with them. However, still counted among the missing are Dan and Babe Sherwin, Phil and Hazel Huckabee, Jack (Bottles) Stover, June Coffee, Bob Posey, Horace Brazier, Curley Kanthe, Henry (Pat) Dana, B. W. Manning; Frank, Ernie and Francis Desplanters; Andy Day, Chuck Fester, Mickey Hepburn, George Lunsford, Joe Hawkins, Al Harvey, Senator Ben Dixon, Bill Buttons, Big Al Wilson, Nel Cohen, Red Gunn, Ruth Anthony, Swede Swanson, Jack Branscob and Charlie Halligan. We have every reason to believe that a report on past and present activities of these brothers of the tripe tribe would make for some very interesting reading. Let's hear from you.

COMING EVENTS

- Alabama**
Birmingham Alabama Home Show, May 11-16. Joe C. Williams, Box 706.
- California**
Bakersfield—Kern Co. Home & Sports Show, May 5-9.
Los Angeles—Sportsmen's, Vacation Boat and Trailer Show, April 15-26.
Oakland—Spring Garden Show, April 29-May 7. A. D. Dodson, c/o Bank of America, Berkeley.
San Francisco—Grand National Junior Livestock Exposition, April 10-15. Nye Wilson, Cow Palace.
- Colorado**
Denver—Denver Home Show, May 9-15.
- Connecticut**
Bridgeport—Better Home Show, April 27-May 2. Fairfield Co. Home Builders' Assn., D'Elia Bldg.
Hartford—Shrine Circus, April 19-24. Harold K. Bonnick, gen. chrm.
Middletown—St. Sebastian Celebration, May 6-9. Domenick Fantasia, 205 Main St., Thomaston.
- Idaho**
Emmett—Cherry Festival, June 21-26.
- Illinois**
Bend—Italian Celebration, June 12-13. Albert Bertagnoli.
Chicago—General Motors Motorama, April 24-May 2.
Polo—Military Days & Homecoming, June 17-19.
Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.
- Indiana**
Decatur—Spring Festival, May 17-22. Lyle Mallonee, 157 S. 2d St.
Milan—American Legion Homecoming, June 21-26. Howard Hempling.
North Webster—Merrill Festival, June 28-July 3. J. G. Herrman.
- Iowa**
Cedar Rapids—Home Show, May 18-23. Paul Waters.
- Louisiana**
Alexandria—La. Market Poultry Show, May 20-21. L. L. Walters.
Gonzales—East Ascension Strawberry Festival, April 24-25.
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 14-15. C. R. Trahan.
Natchitoches—La. Broiler Festival, May 14-15. Coleman Martin.
New Orleans—La. Boat Festival & Pan American Regatta, June 13-14. Paul Schindler, 1468 N. Whit.
New Iberia—VFW Spring Festival, April 12-18.
Huston—La. Peach Festival, June 14-19. A. K. Coff.
- Michigan**
Ishpeming—Centennial Celebration, July 25-31. Howard Varvil, Woolworth Bldg.
Vermontville—Maple Syrup Festival, April 24. Lloyd Eaton.
- Minnesota**
Minneapolis—Northwest Sports, Travel & Boat Show, April 16-25. F. W. Nick Kahler, 1645 Hennepin Ave.
Owatonna—Centennial Celebration, June 11-13.
- Missouri**
Ava—Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.
Gallatin—Davies Co. Jr. Lamb Show, June 9. Geo. H. Schmitt.
Joplin Better Home Show, April 19-23.
Maryville—Pat Lamb Show, June 7. Kenneth Walkup.
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.
Morehouse—VFW Picnic, July 3-5. Post 3174, Sikeston.
St. Joseph—County Dairy Show, June 12. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.
- Nebraska**
Omaha—St. Alfio Festival, June 19-27. A. J. Alexander, 3411 N. 16th.

MERCHANDISE TOPICS

Los Angeles

Byron Stevens, of Stevens Enterprises, is offering the line of animated animals which are activated by a concealed air tube and bulb. He reported that the line was a best seller at the recent Riverside County Fair and National Date Festival, Indio, Calif. There the jumpy rubber Hound Dog was the leader. Stevens also has Bubbles, the animated rubber blond doll in a bathing suit. The suit is partly lost when she is squeezed.

From All Around

Newest item introduced by Jay Sales Company, Chicago, is the Kar-Table, a smartly styled, sturdy folding table for the automobile. It is said to be ideal for games, luncheons, office work, drawing, painting, map making, etc. Metal straps hung over the front seat and supporting rods hold the table rigidly in place for use by occupants of the rear seat. The table top measures 12 by 30 inches. It is made of resin-treated fiber board, smoothly finished in red. Price is \$4 each in lots of six or more.

Francisco L. De Arkos, Laredo, Tex., is promoting a complete line of Mexican items such as jewelry, boots, feather bird cards, dolls, baskets, etc. . . Providence Ring Company, Providence, R. I., is fea-

New York
Haverstraw—Centennial, June 14-19.
Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24.

North Carolina
New Bern—Auto Show & Festival, April 19-24.
Winston Salem—Home Show, May 5-9. Douglas Brooks.
Wilmington—Home Show, May 12-16. Douglas Brooks.

Ohio
Cincinnati—Home Service Fair, April 13-18.
Garfield Heights—American Legion Carnival, June 15-20. Bill Stredl, 3641 Bowerth Road, Cleveland 11.
Middleport—Spring Festival, April 26-May 1. Chas. Childs.

Oklahoma
Guymon—Pioneer Days, April 26-May 1.
Pawhuska—Osage Downs Futurity and Race Meet, May 16-23.
Pawhuska—Osage Co. Cattlemen's Convention & Ranch Tour, June 25-26.
Tulsa—Made in Okla. Show, April 14-18.
Tulsa—Home Show, April 21-25.

Oregon
Gresham—Spring Garden Fair, April 22-25.
Union—Eastern Ore. Livestock Show, June 10-12.

Pennsylvania
Pittsburgh—Shrine Circus, April 19-24.
Road, Varsity Village Bldg.
Tarentum—Paw Township Firemen's Fair, June 13-19. Frank L. Christy.
Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-12. W. E. LaSalle, Saxton.

Rhode Island
Cranston—Bicentennial & Industrial Expo., May 28-June 5. Arthur J. April, 19 Woodland, Pawtucket.

South Dakota
Aberdeen—Shrine Circus, April 28-May 1.
Lake Andes—50th Anniversary Celebration, June 11-12.
Lennox—Diamond Jubilee, June 22-24.
Menno—75th Anniversary Celebration, June 7-8.
Mobridge—Celebration, June 30-July 5.
Parker—Diamond Jubilee, June 9-10.
Pierre—Days of '81, June 18-20.
Pierce—Days of '81, June 14-20.
Watertown—Diamond Jubilee, June 20-26.

Tennessee
Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.
Memphis—Cotton Carnival, May 8-15.

Texas
Cleburne—Centennial, May 2-7.
Corpus Christi—Buccaneer Days Celebration, April 30-May 2. Buster C. Shely.
Dallas—Southwest Sports, Boat and Vacation Show, April 23-May 2.
Dallas—Home Show, May 8-16. H. F. Van Horn, 102 Walnut Hill Village.
Dayton—FFA Livestock Show Fair & Rodeo, May 6-8. A. W. Rigby.
Karnes City—Karnes Co. Centennial, May 6-8. Herb Smith.
Plainview—Panhandle Plains Dairy Show, April 11-17. Wayne B. Smith.
Plainview—Pioneer Roundup, May 22. Ellen Ash.
Phoenixville—Firemen's Fair, June 16-26. Ben Stevens.
Poteet—Strawberry Festival, April 16-17. Arnold Franklin.

Utah
Salt Lake City—Home Show, May 11-16. E. I. Greenband.

Virginia
Culpeper—Firemen's Festival, May 28-29. H. L. Hinton.
Lacrosse—Firemen's Fair, April 9-17.
Winchester—Apple Blossom Festival, April 29-30. Box 599.

Washington
Tacoma—Home Show, May 19-23. George Colouria, 1103 1/2 Division St.
Wenatchee—Apple Blossom Festival, April 26-May 1.

Wyoming
Casper—N. Platte River Races, June 4-5.
Lovell—Annual Regatta, May 23.
Sheridan—Cowtown Hoedown, May 28-29.

CANADA
Saskatchewan
Saskatoon—Bull Show and Sale, April 14. S. N. MacEachern.

Ontario
Toronto—Canadian Intl. Trade Fair, May 31-June 11. O. C. Hoffman.

turing a rosary bracelet with colored beads attractively boxed in clear lucite display case. Price is \$5.75 per dozen or \$66 a gross. . . Lyle Douglas, Dallas, manufacturer of joke novelties, claims that his assorted Bamboozle Matches smoke, squirm, sparkle and bang. Complete assortment of 50 leading sellers is attractively displayed on card. Kipp Bros., Indianapolis, is featuring a complete line of carnival supplies and novelties. . . A "terrific" item for demonstrators and pitchmen is being promoted by Jiffy Products, Miami. The Jiffy presser may be demonstrated right on the customer's trousers. A sample jiffy presser may be had for \$2 or a dozen for \$18. . . The Hile Duck Farm, Carey, O., is again promoting ducklings for carnival use at \$25 a hundred.

Ace Toy Manufacturing Company, New York, announces that its 1954 catalog is now in the final stages of preparation. Its availability to the trade will be heralded by ads in The Billboard.

BIG FLASH
NOBBIES and SPIRALS

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EVERY RING TAGGED INDIVIDUALLY STATING "GUARANTEED CULTURED PEARL" for your customer's protection

GENUINE CULTURED PEARL RINGS

Every pearl guaranteed genuine—for ladies, teenagers and girls, in a real "Tiffany" style mounting!

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\$33 Gross
Min. order 4 doz.

FREE JEWELER'S TRAY with every order for 4 doz. or more.

This is an unbelievable offer—we scooped a famous importer who needed ready cash. We bought every genuine pearl he had at close-out savings—and had them hand pronged into our rings. This offer cannot be repeated—once the supply is gone. You can sell easily for \$1 each or more. They are exquisite pearls cultured naturally by sea oysters and lustrous beyond belief. Order today.

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CORRECTION NOTICE

#208 COMPOSITION FIGURINE LAMP The newest in TV lamps. Base: 9 3/4 x 4 1/2—removable figurines, 7 3/4 Fibre Glass Shade. Ass't. Colors.



The prices stated in the Spring Special April 10 issue on page 122 were incorrect. The following are the corrected prices.

\$3.20 ea. lots of 6
\$35.20 Doz.
#44 GENTLEMAN BEAR
22" hl. Made of very finest plush with long chain from neck and lovely silk ribbon tie.
Price Each . . . \$ 4.00
Per Dozen . . . 40.00



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1116 So. Halsted St. Chicago 7, Ill.
L. D. Phone: MONROE 6-9520

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4516 N. 13th St. Philadelphia 40, Pa.
Colonials, Figures, Dec. Opal, Boudoirs, Vanities, Hurricanes and Flower Lamps.
OUR SAMPLER—12 Pcs. All Assorted. All Colors. All Styles. **\$29.80** 25% Deposit. Balance C.O.D.

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We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMI. NUMWARE—Iron—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Balls—BALLOONS—PREMIUM GOODS—WATCHES—glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Adams, Frank
Alcorn, Cherokee
Aldrich, Sam
Allard, Maurice
Anderson, Bobby
Andreano, Frank
Annin, Ralph J.
Ara, Bill
Ashley, C. W.
Ayers, Maurice C.
Ayers, Trolie & Ruth
Bagger, Mrs. Betty
Bailey, Iva G.
Baker, Fred
Ball, Paul
Bancroft, Betty
Barfield, Willie
Barlow, Chas. F.
Barnes, Charlie & Basil Walker
Barnett, Jos.
Barnhart, Clyde E.
Barrington, Prof.
Bauman, Robt. A.
Beard, Al
Beck, Robt. E.
Bemare, Willard H.
Benson, Paul
Bentley, Claude
Berall, Ronnie
Berk, Harry
Bernard, Joe & Mrs. Berryhill, Mrs.
Bishop, Barbara
Bishop, J. R.
Bishop, Lawrence
Black, Woodrow W.
Blackley, John Robt.
Blakely, Bob
Bluestein, Reuben
Bluford, Horace
Bolin, Bob (Chop)
Bordman, Ernest
Bowen, Clyde
Bowens, Homer Lee
Boyn, Carl
Bradley, Thos.
Breedon, Wm. Donald
Brennan, Emily
Brennan, H. J.
Brodie, Wm. Nell
Brink, Floyd
Brown, Emily
Brown, Wm. Lee
Buell, Charlie
Bullard, "Blackie"
Bullard, Clyde Lewis
Burns, Larry R.
Campbell, Mike
Carey, Estel
Carlyle, M. A.
Carr, Kenneth W.
Carter, Eston
Caruse, Sam
Cassidy, Kay
Chambers, Mrs. Patsy
Chesteen, Paul
Cinerecki, Leonard
Clevenger, Fred L.
Coats, Calvin
Comfort, Wm. Conway
Conatser, Mrs. L. C.
Cooper, James or James Davis
Cooper, Mike
Copekand, N. H.
Cora, Jan.
Couttrill, Mr. Gene
Cox, Loftin G.
Cozart, John
Cridler, Roy
Crooks, Barney
Crouch, Del (Mr.)
Curles, Irene W.
Cutler, Richard R.
Davis, Al & Mrs.
Davis, Harry E.
Davis, John Robt.
Deard, Corinne & Bert
Deason, Ione (Big Bend Show)
Decker, Jos.
Deitrich, Francis Thos.
Delph, Tommie
DelRio, Carmen
Demetro, John Dutch
Demutrial, Archie
Dingee, Les
Dionis, Mrs. Bessie
Doherty, Mr. Pat
Donahue, Bobby
Doyle, Phillip
Downey, A.
Drew, Eula
Duchene, Lewis & Mrs.
Duffy, John D.
Duffy, Dennis
Dugan, J. H.
Dundee, Rickey
Edwards, Al
Egan, Chas. Waldo
Elliott, Mrs. Alice
Elliott, Martha (Martha's Tent Show)
Elliott, Ralph
Elliott, Mrs. Ralph
Ellis, Buster (E. E.)
Ellis, Clark
Ellis, Frank
Epple, Mrs. Sammy
Eppner, Marvin
Evans, Mrs. Annie
Evans, Sam
Ferguson Vivian
Fields, Harry B.
Finkelstein, Harry
Finger, Jeff
Fisher, Phillip V. & A. N.
Flower, E. L.
Flower, Mildred
Fowler, Carl
Frank, Melvin
Frank, Tama
French, Jessie
Gaddis, Glenn
Gallmore, Billy (Little Willie)
Gamble, Henry S.
Gerber, Joe
Gerroy, Claire (Bobby)
Gibson, Ben
Gill, Frank
Ginsler, Marvin
Girouard, Alva
Golding, Mrs. Gertrude S.
Goldstein, Sam (Ted Lewis & Goldstein Shows)
Grauman, Sam
Grantham, B. O. (Tiny Town Revue)
Gray, Don
Grab, Walter
Grennan, Al
Griffitt, Fanny & Frank
Gries, Frank & A. S.
Guiliano, Charles
Guthrie, Clay
Guthrie, Jack
Hackett, Edw. J.
Hagan, Eddie
Hager, Carl (Doc)
Haines, Bobby
Hale, D. D.
Hall, Dennis Preston
Hamilton, Olin Wm
Hansen, John
Hanson, A.
Harling, Wesley

- Printer, L. F.
Ralvea, Mrs. Gifford
Ramp, Bobby
Rampolla, Sam
Ramsey, James T.
Randolph, Jim & Mrs.
Raper, William (Bill)
Remlinger, Hazel B.
Renee, Jean
Renee, Judy (Girl Show)
Reynolds, Duke
Rice, Warren H.
Rich, W. B.
Ritchie, Kenneth L. & N.
Ritter, Art
Rosenfeld, Sol
Rucker, E. H.
Rupp, Frank
Ryan, Thomas A.
Sallen, Henry
Schenck, Robert
Schumaker, Hoyt
Scott, Frances
Scott, R. E.
Searfin, Frank J.
Seavers, Roy
Sefler, H. L.
Seydel, Dick Burgess
Shaffer, C. F.
Shaffer, James Earl
Sharkey, Thomas F.
Sharp, Charles
Shaunessy, Martin
Shaw, Mrs. Barbara Ann
Shaw, William
Shields, Wilmet (Important)
Shull, John E.
Simmons, Jean
Sisco, H. Hank
Sion, Morris
Smith, Oscar
Soret, Joseph & Mrs.
Southern, Oscar
Sowden, Jack
Sparkman, Mrs. Jean
Spitzer, Mrs. Harris
Spitzer, Harry
Stack, Peter
Stanfill, A. R.
Stele, Larry, c/o Beige Beauts Smart Affairs
Stoffel, Walter
Stratton, Tony
Strozler, Robert
Struble, Orange F.
Styles, Grady (Shooter Family)
Sutton, Whitey
Swart, Ernest Benar
Sylvester, William A.
Tarrant, Bert D.
Tate, Mrs. Lester
Taylor, Buddy
Tenisley, John (Swinging Ball)
Thomas, Robert
Thompson, William
Thornton, Mrs. Thore
Tolley, Clifford B.
Tolley, Virgil
Tompon, Howard
Tooke, Paul J. & A. A.
Topping, Elmer
Townsend, Lester
Treadwell, James C.
Trohanovsky, Alex
Vance, Lee Esq.
Venable, Bill
Walker, Boots
Walker, William
Walsh, Mrs. Joseph
Warner, Patrick (Flo)
Wasson, James J.
Watkins, John Joseph
Watkins, Ralph
Watson, J. W.
Weaver, Herahel
Webb, Mary
Webb, William Mira
Webster, George H.
Weintraub, S. B.
Weis, Marcus
West, Ivy W. E.
White Jr., William K.
Wilde, David & Mrs.
Williams, L. L. Tex
Williams, Rebecca L.
Williams, Robert
Wilson, Alice (Honey)
Wilson, Buddy
Woodall, Harold
Yates, Jimmy
Young Jr., Charles
Zimm, George
Zontini, Rusty & Emma (Ride Owners)
Zorina, Pamela

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- Barfield, Willie (Cool)
Bronson, Arthur
Dunbar, Verr La
Egan, John R.
Highsmith, Jack
Hilliary, Cress
Jackson, Jerry
Kimball, Dude
Lally, Raymond H.
Lamson, Burt F.
Lankford, Mrs. Lester (Suzy)
Lawrence, Bob
Lee, Jack
Lee, Miller
Lee, Robert
Leedy, Bob
Leonard, Wick (Dog Trainer)
Leslie, Allan
Lester, Dean (The All Star Circus)
Leviton, Mickey
Lewis, Sam
Livermore, Norman
Loder, Edward J. & M.
Logsdon, Shorty (Fire Eater)
Logston, Ray
McCormick, Frixie
McDonald, William
McIntyre, Bill (Zadu)
McLean, Albert & Mrs.
Madison, Harry
Mahan, Jack or Jack Amby
Mansion, Francis J.
Martin, Hat Hat
Marks, Joe
Martin, Kurt
Martin, Sam
Martin, Wayne & Mrs.
Mathew, Harry W.
Mauck, Joseph Barton
Menason, Manuel
Metcalf Jr., William
Meyer Sr., Earl F.
Mhor, Mack
Michel, Anthony
Miller, L. S. & Margaret
Miller, R. E. (Bobby)
Miller, Rex
Milligan, Karl H.
Mills, Cebron Blair
Mitchell, Billie Steve
Mitchell, Fred
Mitchell, George
Mohr, William
Montez, Tanya
Moreno Sr., Tito M.
Morey, Edward Doty
Morgan, Chas. O.
Morrison, Melvin
Morse Jr., Vincent & Mrs.
Munroe, Wm.
Murray, Antoinette
Myers, Mrs. Irene
Myers, R. D.
Nash, Larry
Neet, Claude J. & M.
Nelson, Geo. R.
Nelson, Jack M.
Nicholas, Tom M.
Neuman, Mrs. Rose
Norton, William & Mrs.
Norwood, Edna Lue
Nurney, William
O'Brien, P. J.
O'Connor, Mrs. Betty
O'Hara, Mr. Pat
O'Neill, Tom
Opphite, Carol J.
Oriando, Cecil E.
Padgett, John E.
Paige Vincent J. & M.
Parker, Bud
Parsons, Joseph
Perry, D. & Mrs.
Paschall, Raymond
Pasterczyk, W. S.
Patrick, Judith
Patterson, Mrs. Paul
Patton, Arnold
Paulus, Paul
Peterson, Ernie
Petranis, Mike
Phillips, Mrs. Charles E.
Phillips, Goody
Pratt, William Harlan
Prentice, Dan E. (Flea Pool)
Raiston, Vaughn G. & Mrs.
Anderson, Hilding
Barfield, Willie
Burton, Bobby
Carter, D. K.
Caylor, Marie R.
Gonzales, Speedy
Harper, Mrs. R. N.
Hopp, George
Hotile, Buff
Klippel, Jack
Mayers, Prof. E.
Mike, Whispering Muto, F.
Neal, Murray
Shelton, Dick
Shawn, Dick
Tullach, Harry
Whilde, Carl
White, Carl
Westberg, Phyllis
Zeida, Madam

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, Mr. & Mrs. J. W.
Adams, Johnny
Alexander, Mr. & Mrs. Elmer
Allen, Henry S.
Allison, J. B.
Anfinson, Gene Lyle
Baldin, Johnny & Helen
Barfield, Willie (Cool)
Bennett, Mrs. Charles
Bennett, Elbert M. & Virginia
Bernardi, Tom
Bersvold, A. E.
Bowen, Clyde
Bowen, Roy W.
Bowlin, John F. & M.
Bryer, Mr. & Mrs. Ollie
Bryer Jr., Ollie
Bryer, Robert & Margery
Burge, Lloyd
Caldwell, & Imogene
Campbell, H. J.
Carl, Robert Earl
Carpenter, Keith L.
Carpenter, W. E.
Cassidy, Glass Pitch
Chaney, Mr. & Mrs. Charles
Chapman, Archie
Conley, W. T.
Cousins, John
Cowboy Mac
Cutler, Louis & Rose
Davis, Mr. & Mrs. E.
DeFazio, Mrs. Julia
DeLaney, Mrs. John
Dillon, J. R.
Doersom, Chas.
Dunn, Danny
Eagle, Chief Ed
Eism, R. M.
Farmer, Roy Odell
Fidler, Vallerie
Frieland, Raymond F.
Griffith, Tootie
Grubb, M. E.
Hagan Wallace Circus
Hagen, O. L.
Hall, Edward L.
Halligan, Leona
Hampton, Mrs. Betty
Hampton, Dudley
Hatfield, Mrs. Dale W.
Hayes, J. W.
Henderson, Les & Vera
Hinkston, Charles R.
Holston, J. F.

- Hood, Mary Evelyn
Hunter, Roy
Jennings, Harold
Jett, Mr. & Mrs. Blackie
Kelly, Mona Lea
Kelly, Pat
Klenke, Ray
Knapp, G. W.
Knox Baseball, Inc.
Krieger, Albert
Lamb, Lloyd R.
Leigh, Mary
Lorenzo, Jack
McHenry, Myron F.
McLendon, Leon
Meddion, Mr. & Mrs. Marcus
Marcus, Red
Marks, Pete
Martini, Tiger
Milan, Joe
Miller, Mr. & Mrs. Paul H.
Mitchell, William
Michaels
Moffield, James
Moreno, Geraldine
Morrison, Harry
Nelson, George
Newcome Jr., Melvin C.
Peterson, D. L.
Pierce, Wendell
Pilger, William L.
Pinkerton, James E.
Pope, E. H.
Purvis, Mrs. Tommy R.
Qualls, Mrs. Veotta
Quillman, Grace
Rawlings, Jessie
Rice, Warren H.
Richardson, Joseph G.
Riley, Jack
Ross, Mr. & Mrs. C. E.
Saunders, O. B.
Shore, E. R.
Simpson, C. T.
Smith, Kenneth H.
Stephens, William P.
Swan, Mrs. W. L.
Thomas, K. B.
Thompson, Marion
Troy, Elva
Turner, A. R.
Turner, Virgil
Vaughn, John J.
Vinson, Jack E.
Walker, James
Wannish, Solomon
Waters, Mr. & Mrs. Tim
Welty, Mrs. Catherine
White, Oscar
Whitson, L. W.
Whyte, Carl
Williams, Mrs. Leo
Williams, M. O.
Williams, Ray
Williams, Ward

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Send 50¢ Coin or Stamps for Catalog. Same Refunded with first order.
GALENTINE COMPANY Dept. B, 519 East Jefferson Blvd. South Bend 17, Ind.

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.

\$1.00 Value Needle Books, with Needle Threaders, in envelopes, 2 styles. Contains 70 and 100 quality needles. 144 BOOKS COMPLETE, \$7.20 and \$9.60.
FREE CATALOGS UNBEATABLE VALUES Gifts, Toys, Novelties, Etc.
MILLS SALES CO Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

Want to Make Real Money? \$50.00 in a day definitely assured selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to
UTILITY DURAWEAR CO. Dept. BB-417 53 West Jackson Blvd. Chicago 4, Ill.

FIRST AGAIN... ORDER NOW: FASTEST SELLING PROMOTIONAL JEWELRY ITEM IN U. S. A.
MIRROR BOX W/ JEWEL CHEST
Complete set of jewelry in Necklace, Bracelet and Earrings in 14 kt. gold-plated Hamilton finish. Sparkling rhinestones in gay colors, ruby, ice blue, topaz, emerald, etc. Six ass't. styles available. Sample \$3.25, DOZ. \$36.00. Write for our new 32-page catalogue now in process, crammed with outstanding values in Costume Jewelry Sets, Bulk Merchandise, Leather Goods and Souvenir Items. NOTE: 3/4 INCH Beaded Belts, sizes 22 up. Beads are 9 wide strip. Per Doz. \$12.00.
KIP NOVELTY COMPANY, 1759 ARAPAHOE, DENVER, COLORADO

SEND FOR OUR GENERAL CATALOG LISTING IDENT'S-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU
RINGS \$5.50 Per Gross and up
NO. 2400, assorted styles—per gross \$5.50
\$7.50 PER GROSS & UP Illustrations 1/2 actual size
NO. 2000, aluminum Ident's—per gross \$7.50
226 S. Wells St., Chicago 6, Ill. All Phones—Franklin 2-2567

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN
NOVELTIES AT DEEP CUT PRICES
Dart Balloons... Gro. \$.75
Plush Bear, 30 inch... Doz. 26.00
Aluminum Ident., Ladies... Gro. 3.60
Hawaiian Lids... Gro. 1.50
Worth Baseball... Doz. 2.75
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.

THE MYSTERY "JIGGERS" Now for the first time! The hottest toy item in America Today! Jiggers! The mystery liquid with atomic action! Propels anything that floats! Proven sales more than 10 to 1 over any other action toy. Brand New! A terrific crowd pleaser! What makes it work? Attractive boxed item containing two (2) plastic boats and two (2) plastic figures! Plus bottle of "Jiggers," the mystery liquid! Send \$1.00 for sample set or \$6.00 per dozen. Jobber inquiries invited!
BALDWIN-WARD CO. 112 Munroe St. Lynn, Mass.

JOKE NOVELTIES
Exploding Book Matches... Gr. \$ 3.00
Snake Book Matches... Box (4 dz.) \$1.20 Gr. \$ 3.00
Sparkle Book Matches... Gr. 4.95
Box (4 dz.) 2.00 Gr. 4.80
Trick Kitchen Matches, boxed, dz. .50 Gr. 4.95
Cigarette Loads (tins), dz. .45 Gr. 4.65
Smokers' Fun Show, ass't of 53 items... 1.85
Auto Trux... dz. 1.50 Gr. 16.00
Hot Pepper Gum, box of 20 packs... .90
Sneeze Powder... dz. .80
Invisible Ink... dz. .75 Gr. 7.50
No C.O.D.'s. Cash with order. Minimum order \$5.00.
Explosives via express only. Prices f.o.b. Indianapolis. Write for catalog. State your business.
KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

Sell Ultra-Blue SIGNS \$7 BRINGS BACK \$55
New fast-selling signs for every retail store!
THANK YOU 30¢ seller. Make easy money.
100 Ultra-Blue Signs... No C.O.D.'s. \$7.00
15 Store Signs, 7x11... \$7.00
15 Religious Signs, 7x11... \$7.00
15 Comedy Signs, 7x11... \$7.00
L. LOWY, 612 E. Way, Dept. 789, N. Y. 3, N. Y.

Binks Names Seven New Distributors

CHICAGO, April 10.—Binks Industries Inc., appointed seven new distributors in the United States and Nova Scotia, President Mel Binks announced this week. They are: Poole Distributors, Boston; Milton Braun & Sons, Savannah, Ga.; C. S. Burket & Company, Claysburg, Pa.; Halifax Coin Machine Exchange, Halifax, Nova Scotia; Lester Froelich,

Montana; Atlas Music, Des Moines, and Herman Fisher, Aberdeen, S. D.

Poole Distributors, headed by Harry Poole and Charley Suesens, will handle the New England States exclusively. C. S. Burket & Company will cover Altoona and Central Pennsylvania.

Arthur Boudreau, of the Halifax Coin Machine Exchange, will act as a non-exclusive distributor in the Maritime provinces.

Lester Froelich will distribute exclusively in the State of Montana. Milton Braun & Sons will cover the Savannah area.

Phil Moss, of Atlas Music, will handle Des Moines, and Herman Fisher is the new Binks distributor in Aberdeen, S. D.

Exhibit Supply Names Weinand Vice-President

CHICAGO, April 10.—Art Weinand, general sales manager of Exhibit Supply, was named vice-president, H. T. Ames, president, announced.



Weinand is well known in the coin machine industry for his sales work the past 18 years. He started as a special sales representative for Exhibit two years ago, later was appointed general sales manager.

Before joining Exhibit, Weinand for 16 years was with the Rock-Ola Manufacturing Corporation, where he rose to the position of vice-president in charge of sales and advertising.

He is a native of Chicago and resides on the North Side with his wife and two children.

Coven Named Chi Distrib for Klopp Counter

CHICAGO, April 10.—Coven Distributing Company has been appointed Chicago distributor for the new portable coin counter manufactured by Klopp Engineering, Inc., Livonia, Mich.

The 14½ lb. unit counts and wraps pennies, nickels, dimes and quarters.

Distributors in other areas include Active Amusement Machine Co., Philadelphia; Automatic Games Supply Co., St. Paul; Badger Sales Co., Los Angeles; H. M. Branson Distributing Co., Louisville; Cleveland Coin Machine Exchange, Inc., Cleveland; R. F. Jones Co., San Francisco; Denver, Portland, Salt Lake City, Seattle; S. L. London Music Co., Inc., Milwaukee; S. H. Lynch & Co., Houston, San Antonio; Redd Distributing Co., Inc., Boston; W. B. Distributors, Inc., St. Louis; Banner Specialty Co., Pittsburgh; Copeland Distributors, Oklahoma City; E. A. Horton Sales Co., Toronto, Ont.; Alaska Coin Machine Exchange, Anchorage, Alaska.

Ops Get New Jockey Club Gottlieb Game

CHICAGO, April 10.—D. Gottlieb & Company announced that deliveries had begun on Jockey Club, a new five-ball game with a racing theme.

Five drop-thru holes in the center of the playfield representing famous derby winners are the main targets. Balls in these holes score replays for the player, as does the completion of a 1 to 7 sequence on numbered bumpers along the sides.

The game combines high-scoring action with the thrill and color of the race track. Replay awards are doubled when the player inserts two coins at the start of a game.

Movie Drive-Ins Draw Atlantic Coin Players

ST. JOHNS, N. B., April 10.—Pinball and amusement games are now included along with vendors of candy, gum, popcorn and ice cream at drive-in theaters in the Atlantic provinces, including Nova Scotia, Prince Edward Island and New Brunswick.

The coin machines appeal during intermissions and before dusk sets in and the movies begin. Operating the machines outside of the heavily taxed cities and towns, coinmen are able to realize a greater profit on their installations.

Bally Premieres 2 New Six-Way Shuffle Games

CHICAGO, April 10.—Distributors of the Bally Manufacturing Company started operator showings this week of two new six-player shuffle games, both available in either dime or dime and three-for-a-quarter play, Jack Nelson, general sales manager, announced.

Champion Bowler features match score, a new light-a-pin carry-over, trophy attractions; single, double, triple and super scoring; Victory Bowler features the latter-type scoring only.

Other features of both games include illuminated score registers, giant pins, last frame features, 7-10 pick-up, hinged playfield, pin-hood and doors, National coin-chute, Formica playfield.

In Champion Bowler, when a number is matched at the same time a trophy is lighted, a light flashes the next pin number on the backglass, starting with one and continuing in sequence until all 10 pins are lighted.

Both games are adjustable to five-frame play.

Besides the two new shuffle

games, Bally is also currently producing Surf Club, a new five-ball game.

Bally's two new games equipped with three-for-a-quarter play brings to six the number of game manufacturers now offering triple play.

J. H. Keeney & Company, Inc.; United Manufacturing Company, and Chicago Coin Machine offer quarter play on their six-player shuffle games.

Genco Manufacturing & Sales Company offers its Two-Player Basketball game in dime, three or four-for-a-quarter play.

Williams Manufacturing Company has its Major League Baseball game available with triple play, and Chicago Coin offers Home Run with either dime or dime and quarter play.

CITY PLANS APPEAL

Judge Rules Free-Play Pin Games Legal in Chi

CHICAGO, April 10.—A Municipal Court judge, by a ruling that Chicago cannot prohibit pinball machines which reward free games, implied that the city needs a new ordinance regulating the games.

Judge Oscar S. Caplan in a March 31 decision dismissed a charge that Harry H. Wickey violated a city ordinance by keeping a pinball machine in his restaurant.

Caplan said that the city ordinance was invalidated when the Legislature last year provided for State licensing of free-play pinball games in an amendment to the law.

Yet Caplan emphasized that his ruling dealt only with city's power to prohibit pinball games

which award free games, and in no way touched on its power to license or otherwise regulate such devices, therefore implying that some other ordinance should be made.

L. Louis Karton, assistant corporation counsel, declared Friday (9) that the city would appeal the decision to the State Supreme Court. Karton said that Illinois courts had held that giving free plays makes a machine a gambling device.

"It is the city's position that the Legislature cannot say something is not gambling when the courts say it is gambling," he added.

Taylor & Co. Converts Bells To OK Games

CHICAGO, April 10.—An electrical remote control unit produced by Taylor & Company is being used to convert bell machines into legal games, and, according to an announcement recently by the company, federal and State courts have rendered decisions condoning the new-look equipment.

The electrical units can be shipped to bell machine owners with full instructions, so that they may make their own conversions. The units are fit to be installed on either coin or non-coin operated and automatic or non-automatic replay machines.

Schultz Sells Coin Company, Mills Distribs

CHICAGO, April 10.—Oscar Schultz, founder and operator of Automatic Coin Machines and Supply Company, 4441 W. Fullerton Avenue, distributors of Mills Industries products, announced the sale of the concern to Frank Guarnara and Frank Zybowski.

The new owners, veterans in the coin machine field, stated that the company would continue to operate under the original name and would stock a complete line of coin machines.

BUSINESS UP

Oregon Ops Optimistic On Outlook

PORTLAND, Ore., April 10.—Improved business conditions have brought optimism to game and music operators in up-State communities which depend on the logging industry for their livelihood, two officials of Western Distributors returning from field tours, reported this week.

Judge Wright, head of Western, found lumber mills in Coos County operating at a lively pace and operators optimistic over prospects for grosses. Said Wright: "Operators expect to feel definite benefits within a couple of weeks from resumption of industrial activity."

In the Eugene and Roseburg areas, Jack Turner, newly assigned field representative for Western, found the beneficial effects of the logging upswing have already set in as far as coin machine operators are concerned. "While they managed fairly well even during the winter slump, they are enjoying good business right now," said Turner.

Oregon's rate of unemployment during the winter was the highest in the U. S.

UJA Coin Div. to Fete Munves at Commodore

NEW YORK, April 3.—Mike Munves, dean of New York coinmen, will be honored by the Coin Machine Division of the United Jewish Appeal June 22 at a dinner at the Hotel Commodore. Meyer Parkoff, Atlantic-New York, will be chairman of the affair.

Honorary chairmen are Al Denver, head of the New York Automatic Music Operators' Association; Sid Levine, NYAMOA counsel; Harry Rosen, Atlantic-New York, and Barney Sugarman, Runyon Sales, last year's guest of honor. Al (Senator) Bodkin is chairman of the executive committee.

The executive committee consists of Charles Bernoff, Ben Chiofsky, Joseph Connors, Nash Gordon, Louis Hirsch, Mac Pollay, Sal Trella and Harry Wasserman, all from the NYAMOA. Other executive committee members follow:

AAMONY Delegation
Associated Amusement Machine Operators of New York: Wilbur Aaronson, Dominick Alleve, Ted Blatt, Vincent Cappozola, Jerome Folkhart, Louis Glatzer, Philip Greitzer, Bart Hartnett, Jerome Miller, George Ponsler, Louis Rosenberg, Jack Semel and Sanford Warner.
Westchester Operators' Guild:

Nathan Bensky, Arone Goldberg, Nathan Kadish, Max Klein, Carl Pavesi, Seymour Pollak, James A. Smith, Louis Tartaglia and Malcolm Wein.

New York State Operators' Guild: Thomas H. Gobel; Music Guild of New Jersey, Richard Steinberg; Music Operators of Connecticut, Lewis Bellman, Abe Fish, Irving Geltzer, Frank Marks, Mack Pearlman and Maurice Wein, and amusement parks and Arcades, Joseph Geist, Nathan Faber, David Katz, Max Schaffer, Leo Weiskopf, Peter Weissman and Charles Wurtheimer.

Labor Reps
Labor representatives are James Caggiano, Samuel Getlan, Edward Pecora and Barney Schlang. Manufacturers' representatives are Samuel Kresberg, Apco; Max Levine, Scientific Machines; William Rabkin, International Mutoscope. Factory representatives are Ben Becker, J. Cameron Gordon and Jack Mitnick. Representing the record companies are Bess Ber-

(Continued on page 68)

Ajax 3-D Viewer to Be Ready In 30 Days; \$99.50 List Set

NEWARK, N. J., April 10.—Production on a counter 3-D viewer has been started by the Ajax Distributing Company here, with first deliveries promised in 30 days by Al Cohen, Ajax president. Cohen said that his plant can produce 500 units a month. The machine lists for \$99.50.

Dimensions are 21 inches high, 9 inches wide and 13 inches deep. Weight is about 15 pounds. The nickel coin chute is standard equipment, but the unit is available with a dime coin chute at no additional cost.

Cohen said the unit is mechanically operated, except for the electric light. The machine may be plugged into any 110-volt outlet, AC or DC. Tho the standard time limit for viewing is a minute, the operator may adjust the limit to suit the location. The program consists of 20 pictures,

but the viewer may watch one picture for the entire time limit or he may divide the time in any manner he wishes.

50 Cents a Pic
Pictures will sell for not more than 50 cents each, Cohen said, but he added that the price would be considerably less when the operator trades in his pictures for new ones.

Cohen said that picture programs are broken down into four categories, the 3-8 age group, the 6-12 age group, the 9-16 age group and adults.

He said that current series include "Fairy Tales," "Children's Stories," "Howdy Doody," "Space Patrol," "Bible Stories," "Wild and Zoo Animals," "Animal Adventure Series," "Cowboys and Indians," "Gabby Hayes," "Great Cities of the United States" and "Great Cities of the World."

HARD MONEY

Banks Cite Policy on Bulk Coins

CHICAGO, April 10.—Are banks required to accept unwrapped coins for deposit? If so, is there a set charge? Both are perennial questions asked by operators.

National Automatic Merchandising Association reported this week that, for clarification, it contacted the American Bankers Association. ABA's Bank Management Commission replied as follows:

"There is no law with respect to the deposit of coins in a bank. Their deposit is covered by the operating procedure of the bank concerned and its relationship with the customer.

"Generally, the handling of deposited coins in a bank can be handled at a lower cost if the coin is rolled so that the bank does not have to count and wrap it. If it is necessary for the bank to do this, then a charge for the service will usually be made on a time, or some other basis. The charge or the manner of handling, however, is a matter which each bank determines with reference to its own customers."

Shuffleboard Group Gets 5 New Members

DETROIT, April 10.—Five new members were welcomed into the Detroit Shuffleboard Association last week by Martin (Barney) Burke, DSA president.

They are Tony Sanders, Tom Kranasky, Charles Levitt, Bud Fuller and Ed Burkowski.

The new names bring the roster up to 25 members.
(Continued on page 68)

S & H Novelty Bally Distrib In La. Areas

NEW ORLEANS, April 10.—S & H Novelty Company, Shreveport, La., was named distributor for Bally products in Shreveport and Northern Louisiana. The announcement came from Louis Boasberg, general manager of New Orleans Novelty Company, regional Bally distributor for Louisiana and Southern Mississippi.

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:

CBS, NBC PREPARE COLOR STUDIOS. Hollywood operations to be ready this year (Radio-TV department).

2D BIG JIMMIE RODGERS DAY. Big blowout planned for May in Meridian, Miss. (Music department).

TAPE MUSIC WHEREVER WE GO. Juke operators see new source of income (General-Music departments).

TALKING WAX REAPS DIVIDENDS. Coral finds comic routines pay off in more ways than one (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

L. A. Music Assn. Holds 1st Meeting

Ops Hear Talks on Public Relations, FTC Hearings, Mexican Performance Fees

LOS ANGELES, April 10.—About 100 music operators, their wives, recording company representatives and distributors joined here Tuesday night (6) for the first official meeting of the recently formed Los Angeles branch of the California Music Merchants' Association, formerly the California Music Guild.

George A. Miller, head of the CMMA and Music Operators of

America, addressed the group, speaking on location-owned phonographs, recent hearings of the Federal Trade Commission, performance fees asked by Mexican composers, and public relations. Walter Hemple, president of the local branch, conducted the session in the Rodger Young Auditorium, with Ben Chemers, local business manager for the group, outlining plans for increasing membership.

After reviewing his trip East, Miller told the Chicago meeting of the MOA. Speaking of the FTC hearings, he pointed out that a survey had been made on location-owned machines. It showed, he added, that 16 per cent of the machines were owned and operated by other than operators.

The group was also advised that the Mexican Society of Composers and Authors are asking 150 pesos in the way of performance fees per phonograph for use of their copyrighted tunes. The amount, Miller added, would be paid monthly and in American dollars. He estimated that the amount would run about \$225 a year per machine.

In making the public relations

(Continued on page 62)

Wurlitzer K. C. Distrib Leases Offices

KANSAS CITY, Mo., April 10.—Midwest Distributors, a new Kansas City firm which will handle Wurlitzer products, has leased 4,500 square feet at 709 Linwood Boulevard for general offices, sales rooms and a parts department. John Balk, Mark Y. Blum and Melvin M. Hammer formed a partnership to operate Midwest Distributors.

Blum and Hammer, who live in Wichita, Kan., have there the United Distributors, franchise dealership for the Wurlitzer coin-operated division. Balk will be in charge of the Kansas City operation.

New Rock-Ola Distrib Holds L. A. Showing

LOS ANGELES, April 10.—More than 375 music operators from Southern California attended the debut of the new Rock-Ola phonograph at the headquarters of A. P. Cane Distributing Company, recently appointed distributor for the Rock-Ola Manufacturing Corporation.

On hand to meet the operators were A. P. Cane, president of the firm, Bruce Cane, sales manager, and H. C. Edwards. Also in attendance were J. Raymond Bacon, vice-president of the Rock-Ola organization, and division sales representative Frank Schultz.

In detailing their plans to music operators, Cane representatives unveiled a program of ambitious plans for sale and service of the Rock-Ola phonograph, and the organization of a fully stocked parts department.

A roster of top recording stars and entertainers were on hand to meet the music operators, including Freddy Martin, Lawrence Welk, Popy Prince, Mary Rose Bruce, Jack Tucker, the Lancers, Audie Andrews, Dinah Kaye, the Modernaires, Sal Franzella, Joe (Fingers) Carr, the Platters, Nelson Riddle, Les Baxter and Vicki Young.

STABLE ENTERPRISE

Portland Music Route Sales at Standstill

PORTLAND, Ore., April 10.—Sales of music routes in the Portland area have been virtually at a standstill for a considerable time, a survey this week indicated.

The chief factor in the slow turnover of routes was found to be the solid standing of operators in this field. Most of the leaders are of prewar time and have developed their routes into stable enterprises. They also have dug into their problems, solving many by modern business practices, and are not inclined to leave a business that they have built up.

To cope with problems not responsive to business practices—such as legislative action—operators have worked in unity, thru the Oregon Music Association and the Coin Machine Men of Oregon. Only Changes Cited

About the only instances of recent sales have been operators,

handling both music and games, dropping one line to concentrate on the other. Dual operation, however, remains popular among the coinmen.

The stability of route ownership also extends to new location developments. One distributor estimated that during 1953 only 5 per cent of machine sales went to new locations. While it can not be said that locations here have reached the saturation point, the fact remains that any considerable expansion of routes would involve marginal stops, making returns on investments questionable.

This intensive development of locations reflects the time and study operators have given their routes in the postwar years. It has given them the knowledge of knowing when to switch to new equipment and when to resist location owners' pressure.

'National Wurlitzer Days' Draw Record Op Attendance

New Juke Box Models Unveiled; Distributions Plan Additional Showings

CHICAGO, April 10.—Distributors across the nation this week introduced the new Wurlitzer phonograph models and reported that they drew a larger operator attendance than ever before.

While the initial showings were held Sunday and Monday (4-5)—designated as "National Wurlitzer Days"—in the main offices of the distributors, additional showings were held in neighboring towns by the end of the week and many more were set thruout the next week.

What distributors showed operators were two new models—an all new 104-selection (1700 series) phonograph, which plays records vertically and incorporates a new record mechanism called the Wurlitzer Carousel, and two completely restyled 48-selection units, the 1600-A and 1650-A series. (See The Billboard, April 10, for complete description.)

Here are on-the-spot reports from some of the showings held thruout the country this week:

Virginia Ops Throng Richmond Showing

The introduction of Wurlitzer's new 1700 series and restyled 48-selection phonograph models at O'Connor Distributors, Inc., Richmond, Va., drew operators from all over the State.

Max Waters, Wurlitzer factory representative, assisted the O'Connor staff in greeting potential customers.

Among the many operators who attended the two-day fete were L. Hoffman, Tom Minor, Bob Minor, E. B. Alley, Ed Williams, James Jones and C. E. Morse, of Richmond; Ken Schneider, A. L. Loudon, H. B. Akers, Bill Jennings and O. N. Hickburn, of Nor-

folk; Claude Jones and Russel Brag, of Danville; Richard Freeman and Phil Weishaup, of Warwick.

Gertrude Amas, Charlottesville; Ralph East, Altavista; James Finks, Culpeper; Benton T. Orp, Rockymount; E. H. Benton and Dan Hawley, Portsmouth; E. R. Basset, Mathews; W. S. Riggs, (Continued on page 58)

Rock-Ola Reps Hold Eastern Service Clinics

CHICAGO, April 10.—Rock-Ola service schools were held in the offices of two Eastern distributors this week, according to Kurt Kluever, assistant phonograph sales manager. One was held Monday and Tuesday (5-6) at the headquarters of Music & Television Corporation, Boston, and the other on Thursday and Friday (8-9) at the offices of S & K Distributing Company.

Both schools were conducted by Jack Barabash, sales and service engineer of Rock-Ola, and King P. Ray, newly appointed sales manager (The Billboard April 3).

Ray will visit two more Eastern distributor outlets next week—Seacoast Distributors, Inc., Elizabeth, N. J., and B. D. Lazzar Company, Pittsburgh — Kluever said.

Detroit Guild In New Offices

DETROIT, April 10.—The Detroit Music Operators' Guild made a twin move this week when it set up new official headquarters in the Fox Theater Building, Room 720, and moved its meeting rooms to the new Veterans' Memorial Building at the river front and Griswold Street.

The Fox Theater Building is in the heart of the downtown area and is classified as one of the city's finest. The Memorial Building, just recently completed, is considered the finest public meeting center in the city.

The Guild holds its regular meetings on the second Thursday of each month.

Ed Carlson, secretary of the Guild and head of Carlson Music, reports that along with these changes a program to secure more intensive organization of the territory is being launched. Carlson said that this program would highlight the Guild's spring activities.



EDWARD SCHMIDT J. J. COTTER ANDRE ECHEVARRIA

Wurlitzer Promotes 3 In Export Department

NORTH TONAWANDA, N. Y., April 10.—Three promotions in the Rudolph Wurlitzer Company's export department were announced here this week by Arthur C. Rutzen, general export sales manager. Edward A. Schmidt moved to the new position of European sales manager, Andre Echevarria to the post of sales and service representative in Latin America, and J. J. (Jim) Cotter took over as Rutzen's assistant in the management of the export department.

Rutzen explained that the promotions were a part of a planned expansion program in the Wurlitzer export department. He said that because of continual business increases in this market, Wurlitzer was going all out to get the program into action.

Swiss Headquarters
Schmidt, who had been assistant export sales manager, has already left for Europe and will set up headquarters in Zurich, Switzerland. As European sales manager, Schmidt will co-ordinate all promotion and sales activities in his territory.

Joining Wurlitzer in the piano-producing DeKalb Division, Schmidt took a factory training course and then served as export manager and Eastern district sales manager of that division. He moved to North Tonawanda in 1952 and has since divided his time between the factory and Latin America. Having spent five

years in the European Theater of Operations while in the Air Force, Schmidt is well acquainted with business transactions in Europe.

Echevarria, as sales and service representative in Latin America, will bring about closer co-operation between the export sales and service departments of Wurlitzer and distributors thruout these countries. He was formerly in charge of establishing service schools in Latin America and Canada, and has trained distributor service personnel in the special technique of handling Wurlitzer products. He has had considerable experience in merchandizing Wurlitzer products, both in Puerto Rico, his native land, and in the U. S.

Cotter, prior to his promotion, was assistant credit manager in charge of export and organ departments' credits. Prior to joining Wurlitzer, Cotter was branch manager of the Universal C.I.T. Corporation and district representative of the General Motors Acceptance Corporation.

WINED AND DINED

Finger Lake Ops Attend Bilotta Wurlitzer Showing

NEWARK, N. Y., April 10.—Music operators from the New York State Finger Lake region were wined and dined here Sunday and Monday (4-5) at the Bilotta Distributing Company's Wurlitzer Days when the Wurlitzer Model 1700 Carousel was shown for the first time in the area.

Buffet luncheons were held both days, with entertainment Sunday night at Caruso's Night Club. Featured performer there was Lillian Roth, Coral singer, with music by Dan Pooley's band.

Other entertainers were Tommy Coleman, singer; Lynn Mitchell, formerly with the Red Nichols band; Joe Justino, accordion, and Al Renzi, electric guitar. Eddie Meath, WHEC, Rochester, N. Y., was emcee.

At the showing were Janet Gaynor, former motion picture

actress; Bob Theil, Coral a.&r. man; Norm Weinstroer, Coral general sales manager; Harry Stern, Williams Manufacturing Company, and Joe Hrdlicka, Wurlitzer.

Rochester operators attending included Lindy Nardone, of the A-1 Amusement Company; Joseph Terra, Ben Walnitz, of Gem Enterprises; Carl Goldstein, Barney Rapp, of Liberty Bell Amusement; Fred Delorenzo, Jim Dipilato, Sam Tanello, Gene Spero, Dave Secre, Sonny Wandtke, Charles Winters and Jerry and Sam Polina.

The list also included the following New York State ops: Bob Charles, Binghamton Amusement Company, Binghamton; Joseph Shortino, Southern Tier Amusement Company, Oswego; Lake Shore Amusement Com- (Continued on page 62)

Polansky Named General Manager Of Poole Distrib

BOSTON, April 10.—Harry Poole, president of Poole Distributors, Inc., Wurlitzer distributor, announced this week the appointment of Max Polansky as general manager.

Polansky, who served as assistant sales promotion manager of Northeastern Distributors, a major appliance and television wholesaler, for over three years, will co-ordinate all departments, Poole said.

The appointment became effective Tuesday (6).

Nat'l Wurlitzer Days Draw Peak Crowds

• Continued from page 57

Elizabeth City; Glenroy Hamey, Fredericksburg, and Gilber Bailey, Gloucester.

Kansas Unveiling Held in Ballroom

United Distributors, Inc., Wichita, Kan., held its showings of the new Wurlitzer models in the spacious half-million dollar Trig Ballroom, Sunday (4). An estimated crowd of over 400 attended.

Following the showings, hosts Mark (Pete) Blum and Mel Hammer invited all to remain for an evening of dancing. Hal McIntyre and his orchestra played, and a buffet table was available to the guests.

Assisting Blum and Hammer in greeting guests were Byron Waggoner, Ted Lovett and Clyde Gage, of United's service department.

On hand from the Wurlitzer Company were Jim Crosby and J. A. (Mac) McIlhenny, district sales managers.

Operators, servicemen and guests who attended the event included Mr. and Mrs. Irving Albert, Mr. and Mrs. Billy Williams, Mr. and Mrs. Jack Adams, Mr. and Mrs. C. B. German, Mr. and Mrs. Pat Murphy, Mr. and Mrs. Byron Waggoner, Mr. and Mrs. Ted Lovett, Mr. and Mrs. Clyde Gage, Mr. and Mrs. Ivan Martin, Mr. and Mrs. Eddie Booker, Mr. and Mrs. Erwin Unruh, Mr. and Mrs. Phillip Forbes, Earl Long, Harold S. Hunt, Kenneth Robinson, J. D. Kramer, Ray Rillings and H. S. Chilton, all from Wichita.

Visitors from other Kansas cities included Mr. and Mrs. J. W. Sheldon, Garnett; Mr. and Mrs. D. E. Gmeiner, Pittsburg; Mr. and Mrs. Bryon McCullough, Great Bend; Mr. and Mrs. Clair Ingram, Hays; Mr. and Mrs. E. L. Whitehead, Pratt; Mr. and Mrs. John Coughlin, La Crosse; Mr. and Mrs. Ted Tiller, Sallina; Mr. and Mrs. B. I. Smith and Mr. and Mrs. U. S. Grant, McPherson; Mr. and Mrs. W. P. Eielman, Halstead; Mr. and Mrs. Louis Ptacek, Manhattan; Mr. and Mrs. Cal Clifford, Mr. and Mrs. Dorcy Hayes, Hutchinson; Mr. and Mrs. Loda Sullivan, Lyons; Mr. and Mrs. Bill Turner, Glenn Williams and Gene Atkinson, of Topeka; Mr. and Mrs. George Leonard, El Dorado; H. A. Miller and Carter Buton, Independence; E. B. Shell and M. A. Hubbell, Eureka; O. F. Donley, Tussell; Frank Helphensine and Mayhard Duncan, Dodge City; Glen Ingram, El Dorado; L. F. Pererson, Independence, and Harold Hunt, Liberal.

Out-of-State visitors included Mr. and Mrs. J. W. Sheldon and Mr. and Mrs. Leroy Davidson, of Kansas City, Mo.; Francis Steele, of Joplin, Mo.; and Buren Malone, of Oklahoma City, Okla.

New England Ops Flow to Boston Event

Poole Distributors, Inc., Boston, unveiled the new Wurlitzer 1700 at a two-day showing at the firm's Commonwealth Ave. showrooms Sunday and Monday (4 and 5) with more than 1,000 Greater Boston and New England operators in attendance.

On hand for the festivities was Patty Bross, national winner of the Wurlitzer-Frankie Laine contest, who posed, greeted guests and autographed records.

W. L. McBride, Wurlitzer representative from Buffalo, attended the show and spent a lot of time with operators from Maine, New Hampshire, Vermont, Rhode Island and Connecticut. Also in attendance was Cindy Lord, Beantown pop singing star.

Poole Distributors put on a big promotion deal for the two-day showing. A trailer truck, with a new Wurlitzer, was parked in front of the showrooms drawing considerable attention. Gardenias were presented to women guests at the registration booth, and joining in the event was Juke Box Haven, the one-stop record shop, which is connected with the Poole showrooms.

Greeting guests was the entire staff of the Poole organization: Harry Poole, president; Charlie Suesens, vice-president and treasurer; Max Polansky, manager; Kingsley Jack, sales representative; Wes D'Amico and Walter Camaford, sales reps.; Claire Golding, office manager; Frances Katz,

receptionist; Jim Donahue, engineer; Al Havasse, assistant engineer; Marion and Jim Sutcliffe, of Juke Box Haven, and Frank Harney, utility manager.

Among those attending were Charles Pappas, president, C. P. Vending Co., West Roxbury; Harry Deshowitz, K & D Vending Co., Medford; Lou Wilson, Wilson Novelty and Duke Pandolfo of the same firm, of Middletown, Conn.; Nick Pichos, Quincy; Ralph Ridgeway, president, Massachusetts Music Guild; Gerald Waterhouse, North Dartmouth; James T. Tolisaon, Superior Music Co., Hartford, Conn.; Ted Runinowitz, Teddy's Music, Chelsea, Ed Beals, Neeham; A. J. Thomas, Coronet Music, Springfield; Chris Caragianis, Newport Music Co., Newport, R. I.; George Chopelas, Mel-O-Dee, Inc., Malden, and many others.

Fla., Ga., Cuba Ops Attend Miami Showing

Approximately 150 persons—operators, their wives and guests—attended the South Florida unveiling of Wurlitzer's two new model juke boxes April 4-5.

The event was held at the Bush Distributing Company's showrooms in Miami. Visitors were greeted by Ozzie Truppman and Ken Willis, of Bush Distributing, and A. D. Palmer, Wurlitzer advertising and sales promotion manager, who came to Miami especially for the showing.

The Miami showing was one of a number arranged by Bush Distributing in its territory of Florida, South Georgia and Cuba. Coincident with the Miami unveiling was one in the firm's Jacksonville showrooms for its North Florida and South Georgia customers, presided over by owner Ted Bush and branch manager, Joe Barton, and another in the Havana office in charge of Leon Shapochnik.

Willis said that a separate showing would be held in Orlando April 10-11 with Joe Barton as host, and another in West Palm Beach was tentatively slated for April 17-18 with Ozzie Truppman in charge.

Southern Texas Ops Get Look-See in Houston

Over 200 music men from all over the Southern Texas trade area attended the "National Wurlitzer Days" celebration and showing at the Steele Distributing Company, in Houston.

Joe R. Steele, owner of Steele Distributing Company, together with W. C. Lynch, office manager, and Harold Horton, traveling representative, were in charge of the affair. Entertainment and refreshments were added.

Besides Houston, Texas cities and towns represented were Galveston, Bay City, Beaumont, Liberty, Pasadena, Texas City, Saratoga, El Campo, Freeport, Brenham, Huntsville, Navasota, Port Arthur, Cleveland, Brookshire, Angleton and Dickinson.

500 at California Event in Los Angeles

Approximately 500 coin machine operators in Southern California attended the showing of the new Wurlitzer Model 1700 at the Paul Laymon Company, Los Angeles.

A roster of distinguished guests, headed by Farney Wurlitzer, chairman of the board of the Rudolph Wurlitzer Company, and hosts Paul and Lucille Laymon, were on hand.

The Laymon showing was dominated by a constant flow of recording stars and entertainers throughout the two-day showing. Latter group included Dinah Shore, Tex Williams, Gil Lamb, Noel Boggs, Joe (Fingers) Carr, the Hi-Lo's, Perez Prado, Jack Tucker, Freddy Martin, Nelson Riddle, and His Oklahoma Playboys, Peppy Prince, Jimmy Boyd, Audie Andrews, the Platters, Pete Rugolo, Dan Terry, Les Baxter, Vicki Young, the Lancers, Le Roy, the Five Stars, Tommy Leonetti, Mary Rose Bruce, Johnny Moore, Mari Jones and Don, Dick and Jimmy.

Detroit Territory Draws Hundreds

The new Wurlitzer phonographs were introduced in the Detroit

territory at one of the largest special showings staged by a distributor here in years. A total of 285 persons registered Sunday (4) at the Angott Distributing Company headquarters, 2616 Puritan Avenue. On Monday about 120 attended.

Assisting Carl Angott in serving as host for the occasion were his brother Leo Angott, service manager; Ted Parker, sales manager, and John Bailey, salesman for Michigan and Ohio.

The Wurlitzer sales organization was represented by Arthur Rutzen, general sales manager of the export division.

Official hostess for the two days was the office manager, Madeline Gorman, assisted by Frances Rouen, Mary Jo Bourque. The Sunday crowd proved so unexpected that it was necessary to replenish the food supply three times.

Visitors included a complete cross-section of Detroit operators. Among those noted from out-of-town were Mr. and Mrs. Russell Hosmer, Pontiac; Herschell Trees, Fred Turek, Dode Clark, and Russ Wainscott, Wolverine Entertainers, Pontiac; Earl Blakeslee and Jake Visser, Lansing; Otto Wissner, Mount Clemens; Henry Ball, Bay City; Dan Cochran and Sid Weaver, Almont; Juian Ksiakiewicz, Jackson Automatic Music, and Glenn Jessup, of Jackson.

Joe Moore, Gaylord; Bill Crinzi, Melody Music, Saginaw; Fred Warner, Ace Automatic Music, Saginaw; Fred Zemke, Ann Arbor; Alfred and Ray Vollmer, Vollmer Music, Pigeon; Mr. and Mrs. Leon Todd, Toledo; Mr. and Mrs. Clarence O'Konski, Toledo; Merle Gaw, Lakeview; Gene Bykowski, Toledo; George Skinas, Ace Automatic Music, Saginaw; Doug Brooks and Bill Taylor, Mount Pleasant, and Bill Bryan, Cadillac.

Seattle Showing Draws From Alaska, Canada

Operators from Alaska, Canada and cities thruout Washington and Oregon were on hand for North West Sales Company's Seattle showing of Wurlitzer's new models.

Gary Sinclair, Wurlitzer district manager, assisted the North West staffers in greeting guests.

The following out-of-town visitors were on hand: Mr. and Mrs. Irving Siler, Missoula, Mont.; Mr. and Mrs. Tom Sheldon, and Mr. and Mrs. Jake Pepple, of Payette, Idaho; Mr. and Mrs. Dan Economus and Mr. and Mrs. Leventis, of Portland, Ore.; Damon Pol, Anchorage, Alaska; Mr. and Mrs. Jim McKeegan, Fairbanks, Alaska; James Childers, Walla Walla, Wash.; Ed Knake, Pasco, Wash.; Sid Berg and son, Yakima, Wash.; Mr. and Mrs. Paags, Wenatchee, Wash.; Mr. and Mrs. Ben Almvig, Walt Merritt, Russell Athow, and Joe Burgi, all of Tacoma, Wash.; Mr. and Mrs. Merle Kane, Mr. and Mrs. E. Brodriak, and Mr. and Mrs. H. W. Kinney, of Everett, Wash.; Oliver Kelly, Shelton, Wash., and Max Plattner, of Port Townsend, Wash.

4 States Represented At Minneapolis Event

Nearly 100 operators and service men from four States attended the Minneapolis showing of the new Wurlitzer 1700s at the Sandler Distributing Company's headquarters here.

Irving Sandler, president of the firm and manager of the Des Moines office, and Arnold Golden, manager of the Minneapolis office, hosted the two-day event.

Wisconsin operators who attended were Nibs Peterson, Osceola; James Donatell, Spooner; Mr. and Mrs. Hugh May, Eau Claire; Bernard E. Mische, La Crosse; Lawrence Sief, Eau Claire; Frank Phillips, Arcadia, and Mr. and Mrs. Glenn Bischel, of Chippewa Falls.

South Dakota operators registering at the show included Norman Gefke and Leroy Peifer, of Sioux Falls, and Mr. and Mrs. E. Hoert, of Herreid. Charles Rose and Art Hagness represented the North Dakota delegation.

The following operators from Minnesota also attended: Charles Webber, Leo Landsberger, Bill Percy, Robert Dahlstrom, Phil Smith, George LaBeau, Mr. and Mrs. Arnold Tessmer and Mr. and Mrs. Harry Kallen, all of Minneapolis; Phil Stang, Jordan; Mr. and Mrs. Ike Sunden, Montevideo; Wally Huffman, Mahtomedi; E. McDaniel, Wadena; Jack Harrison, Crosby; John Czerniak, Duluth; Ben Kragtorp, Tracy; Pete Vanderhyde and Lawrence Sanford, Dodge Center; Mr. and Mrs. Frank Betz, St. Cloud; Merle Stoddard, Zumbrota; Len Wor-

seck, Montevideo; Con English, Thief River Falls, and Russell Runblade, of Annandale.

Georgia Operators View New Models

Operators from all over Georgia were at the F. A. B. Distributing Company's unveiling of the new Wurlitzer phonographs in Atlanta this week.

F. E. Blalock, manager, said that he had received a large number of orders and that some deliveries were made the first night of the showing, Sunday (4).

Harry Gregg, Wurlitzer field engineer, and C. C. (Buck) Buchanan and Joseph Boyle, both representing F. A. B., assisted Blalock in greeting guests.

Among the operators who attended from Georgia cities were: Mr. and Mrs. Sam Cohen, W. V. "Yank" Venable, Charlie Venable, of Atlanta; Frank J. Piekle, Gainesville; Mr. and Mrs. A. R. Dobson, Cartersville; Mr. and Mrs. Douglas Watson, Thomaston; Alfred Friedman, Atlanta; Mr. and Mrs. Emory Whipple, Columbus; Charles M. Johnson, Athens; Mr. and Mrs. W. C. Wallace, Marietta; Slim Scarborough, Atlanta; Mr. and Mrs. Bert Alford, Newman; Lester Black and Mrs. Hoke Smith, Rome, and William Doolittle, of Thomaston.

New England Showing At Poole Distributors

Approximately 1,000 New England music operators attended the two-day open house held at Poole Distributors, Boston, where the new Wurlitzer phonograph models were displayed. Charles M. Suesens, vice-president of Poole, remarked the showing was the most successful that he had ever witnessed.

Among the operators at the showing were Ted Rubinovitz, Ed Beals, Harry Deshowitz, George Chopelas, Sumner Segall, Charles Pappas, W. P. Hamel, Chris Caragianis, A. J. Thoma, James F. Tolisan and Ralph H. Ridgeway. W. L. McBride, regional sales manager of Wurlitzer, Max Polansky, Jim Donaghy and H. Kingsley Jack, of Poole Distributors, acted as hosts during the event.

Philadelphia Showing Lures 560 Operators

Active Amusement Machines Company, Philadelphia, began showing the new Wurlitzer models Sunday (4) and by closing time the next day, 560 operators and guests from all over Pennsylvania and parts of New Jersey had viewed the machines.

Present at the two-day showing were John McIlhenny and Harrington W. Peteet, both of Wurlitzer.

Some from out-of-town were: Ralph S. Kuser, Bechtelsville Pa.; David Stein, Wildwood, N. J.; Ferd Potocny, Lebanon, Pa.; William J. Schwarz, Ephraim, N. J.; Lloyd Farling, Harrisburg, Pa.; Andrew Sofchak, Roebling N. J.; C. Shirlog, Audubon, N. J.; Mr. and Mrs. Charles Wagner, Roslyn, Pa.; John W. Yost, Lancaster, Pa.; Edward T. Schafie, Roebling, N. J.; A. D. Berg, Allentown, Pa.; J. W. Warner, Gettysburg, Pa.; Stanton Brown, Camden, N. J.; Steward R. Scheffer, Bechtelsville, Pa.; Vaughn and McKim Smith, Atlantic City. Walter Yost, Lebanon, Pa.; Charles Fean, Camden, N. J.; Robert A. Young, Easton Pa.; Modern Music Co., Washington, N. J.; Maselli Music Co., Vineland, N. J.; Charles Del Bono, Norristown, Pa.; Barr Amusement, Reading, Pa.; Matthew Majikas Girardville, Pa.; H. H. Marota, Jenkintown, Pa.; Edith M. Jones, Jenkintown, Pa.; John Masella, Vineland, N. J.; C. D. Rolf, Norristown, Pa.; Steve N. Zaferis, Clifton Heights, Pa.; Mr. and Mrs. E. T. Jones and Mr. and Mrs. E. Kofke, West Chester Pa.; William C. Frost, Moorestown, N. J.; Mr. and Mrs. Jules Weiss and Anne and Lenny, Chester, Pa.; Andrew Shemella, Schuylkill Haven, Pa., and Walter Smith, Vineland, N. J.

Operators from the Philadelphia Music Operators' Association included President Joseph Levin, Office Manager Joseph Silverman, and the following members: William Bauder, Alexander Swerse, Harry Aronovitz, Stanley Bear, Joseph Greenstone, Ben Fireman, Frank Terzano, Mr. and Mrs. Harry Markowitz, Max Brown, Samuel Moss, Max Bushwick, Philip Dribin, N. Fairorth, Nathan Greenspan, Samuel Litt, Jerry Locks Bernard Muchnick, Domenic Scarpa, Gus Schmidt, Al Katz, S. Snyderman, Frank Urban, Irwin Weiss, and Louis Zayon.

Columbia, S. C., Sets Op Attendance Record

Wurlitzer's new 104-selection models were unveiled at the Columbia, S. C., offices of the F. A. B. Distributing Company, Inc., last Sunday and Monday (4-5) to a record number of operators.

On hand to greet the operators and their guests were Jim Faulk, manager of the Columbia office; Art Daddis, regional sales manager of Wurlitzer, and Robert L. Jacks, Mrs. R. L. Jacks and E. J. Scott, all from the Columbia F. A. B. office.

Some of the operators and guests were: Mr. and Mrs. T. F. Hatcher and Wilson Odom, of Waynesboro, Ga.; Tom Davis, Aiken, S. C.; Mr. and Mrs. Lamar Calloway, Aiken, S. C.; Mr. and Mrs. Gene Barrios, Columbia, S. C.; H. E. Hutto, Orangeburg, S. C.; Mr. and Mrs. Tom Harrison, Darlington, S. C.; Mr. and Mrs. O. M. Tyler, Georgetown, S. C.; George Andrews, Marion, S. C.; R. D. Wesley Marion, S. C.; James Copeland, Maysville, S. C.; S. Basha, Chappel, S. C.; Jerry Squires, Georgetown, S. C.; C. R. Waters, Sumter, S. C.; C. B. Barfield, Waynesboro, Ga.; Charlie Brown, Columbia, S. C.; Mr. and Mrs. A. W. Bradford, Sumter, S. C.; Cecil Catoe, Columbia, S. C.; Carl Poppell, Columbia S. C.

Ted Norris, Augusta, Ga.; E. Cady, Augusta, Ga.; H. R. Bryan, Greenwood, S. C.; H. M. Bryan, Greenwood, S. C.; Leo Wasserman, Conway, S. C.; Mr. and Mrs. Cecil Elkins, Columbia, S. C.; Clint Bozard, Orangeburg, S. C.; Paul Dunn, Little Rock, S. C.; Wayne Chamblee, Greenville, S. C.; Mr. and Mrs. H. L. Murph, Hartsville, S. C.; Sid Crawford, Moncks Corner S. C.; Mr. and Mrs. McCoy, Florence, S. C.; R. A. Gardner, Augusta, Ga.; A. J. Mathias Jr., Lexington, S. C.; Carey Goodwing, Columbia, S. C.

Texas Ops Flock To Dallas to See Units

Texas operators filled the offices of Commercial Music Company, Inc., Dallas, this week as the firm held open house for the showing of the new Wurlitzer phonographs. R. B. Williams, president of the firm, reported that the showing drew the largest attendance in the history of the firm.

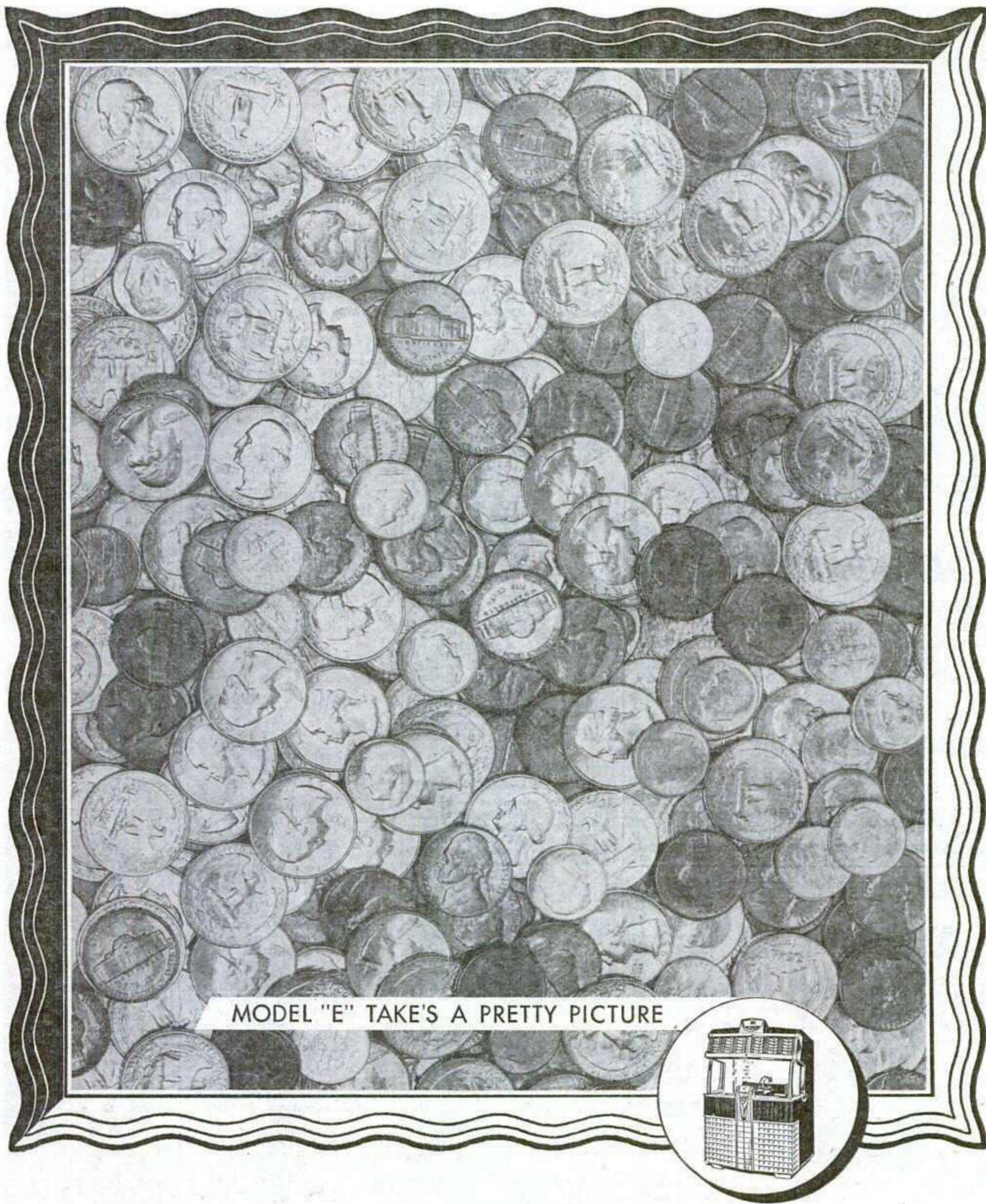
Operators from Texas who attended the Dallas showing included: Warren Hightower, Mr. and Mrs. James Kelly, Gil Seelmeyer, J. O. Rodden, Bob Jordan, Paul Golden, W. F. Emerson, Mr. and Mrs. W. D. Sheffield, Mr. and Mrs. M. N. Maples, Mr. and Mrs. Garland DeLamar, Mr. and Mrs. Ed Mashek, George Green, George A. Bury, Don V. Bury, Lee Whitehead, Mr. and Mrs. Leo Smith, George W. Friedel, Albert McKool, Mr. and Mrs. D. W. Parson, Charles Main, and Mr. and Mrs. C. W. McQuail.

Nelson Baker, M. A. Tidwell, Mr. and Mrs. I. O. Long, Ray Sparkman, Mr. and Mrs. W. Y. Yeager, Mrs. R. E. Bomberger, Mr. and Mrs. G. E. Youle, Mr. and Mrs. L. C. Kollman and son, Arthur Rubin, Jack Sprott, Clarence Wormsbaker, Mervyn Henderson, Charles Nowell, Mr. and Mrs. H. T. Ripper and family, Mr. and Mrs. H. L. Walker, Gene Wood, Jack Singer, T. J. Taylor, Stewart Redfern, Ray Howell, Mr. and Mrs. C. E. Bradshaw, C. B. Cunningham, Ben McDonald, John Beard and Nathan Womble.

W. R. Williford, Jimmie Watson, Lenny Cohen and family, Jimmie Bounds, Mr. and Mrs. Abe Susman, Ray Langley, Mr. and Mrs. Carl Weathers, Bob DePriest, Sky Lancaster, Mr. and Mrs. A. E. Thornton, Mr. and Mrs. G. C. McGiboney, Elmo Pinkerton, J. C. Coll, Doug Tidwell, Q. T. Morris, W. W. Brown, C. F. Reedy, Raymond White, Pete Marcello, Howell Wall, S. C. Willis, Bill Byford, C. L. Ford and T. A. Webb.

C. A. Taylor, Bill Landrum, Bill Thomason, M. C. Hicks, Mrs. Francis Turner, Mrs. Odie Scott, Dan Bond, J. B. Howdy, R. L. Whaley, W. W. McCallum, Mr. and Mrs. Tom Lambert, James Moseley, W. M. Nelms, Buddy Ciem, H. Faden, P. R. Price, W. D. Wiggins, T. P. Withrow, Tommy Colium, E. L. Certain Jr., R. D. Etter, M. A. Walker, Rex Bush, E. L. Certain Sr., Jim Story, Ray Barnes, C. E. Claybourn, E. G. Nicholson, Mr. and Mrs. T. E. Johnston, Mr. and Mrs. G. E. Payne, Troy Johnston, William Susman, Eugene Rippen, Weldon Denton, Paul Glass, Bill Emerson, Tommy Gurganus, A. V. Jackson and J. L. Baker.

Louisiana operators who attended included: F. N. Smith, (Continued on page 60)



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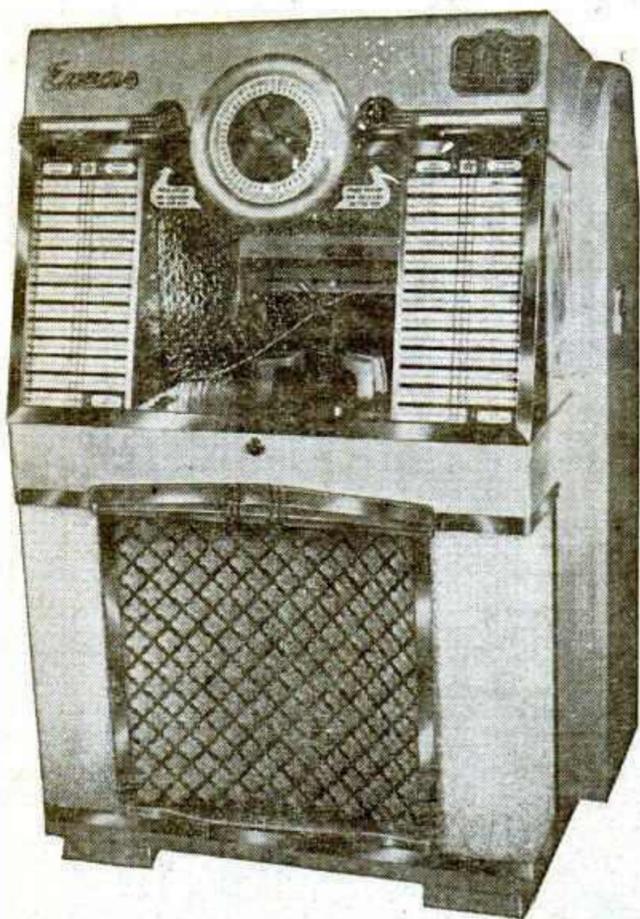
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Nat'l Wurlitzer Days Draw Peak Crowds

• Continued from page 58

W. H. Hardin, Mr. and Mrs. Harry G. Sutton, Mr. and Mrs. Henry Breedlove, Mr. and Mrs. K. A. Webb, Mr. and Mrs. Leon Helms, O. D. Thorne, Mr. and Mrs. Doss Hamilton, Mr. and Mrs. J. N. Thorne and family, Mr. and Mrs. E. C. Miller, Mr. and Mrs. W. R. Ennis, Mr. and Mrs. Aaron Beam, Lonnie Dean, F. T. Davies, Mr. and Mrs. Don Smith and Harry S. Lavine.

Oklahoma and Florida operators in attendance were Kenneth Rowe (Okla.), Claude Hopkins (Okla.) and B. W. Poindexter (Fla.).

Omaha Op Turnout Big at Central Music

"National Wurlitzer Days" in Omaha received the greatest operator turnout ever recorded at the offices of Central Music Distributing Company this past week as the wraps were removed from the new 1700 Wurlitzer phonograph.

Heading the greeting committee were W. J. Mashek, president of the firm, and Lou Singer, manager. Food and beverages were served both days (4-5).

A partial list of the Nebraska operators attending included Howard Ellis, Leonard Wieland, Warren Tunis, Harold Klein, Jerry Witt and Joe Rothkop, all from Omaha; Mr. and Mrs. Frank Holys, Columbus; Mr. and Mrs. Joe Zwiener, Columbus; Mr. and Mrs. Ted Nichols, Fremont; C. B. Casey and son, Laurel; Mr. and Mrs. R. E. Taylor, Lincoln; Mason Colbert, Nebraska City.

Boyd Worley, Norfolk; Clarence Bachman, North Bend; Mr. and Mrs. Ralph Erickson, North Platte; E. E. Cleveland, Orchard; Ed Kort, Schuyler; Mr. and Mrs. Leonard Hangartner, Scottsbluff; Mr. and Mrs. Stewart Rabb, Sidney; Louie and Wallie Prell, Breman; Sol Freed, Omaha; Sol Epstein, Omaha, and William Gabrie, Omaha.

Iowa operators who attended the showing were Dean Klem and Mr. and Mrs. John Plank, of Council Bluffs; Earl Woods, of Avoca; Norman Mickelson, Rembrandt; Howard Barry, Shenandoah; Don Hall and Fred Christensen, of Spencer; Tim Marsh, Villisca; Donald Backman and Verne Ohlson, of Cherokee, and Lloyd Cramer, of Ottumwa.

Colorado Operators Attend Denver Showing

Colorado operators got their first look at the new Wurlitzer phonographs in Denver this week as Draco Sales Company held a two-day open house. Between 75 and 100 operators attended, coming from all over this State and parts of Wyoming.

Mrs. B. R. Ferguson, hostess of the event, reported that operator enthusiasm was higher than it had ever been at a previous showing.

Operators and guests from the Denver area included Mrs. Emma King, Mrs. Walt Royer, Mrs. John Scavarda, Mrs. Howard E. Hold, J. R. Moore, Colin Couper Jr., A. J. Walker, Thomas W. Bean, James A. Bernard Jr., Donald S. Stubbs, Don Stubbs Jr., Robert H. Barry, Mr. and Mrs. Colin Couper, Mrs. John Schissler, Mr. and Mrs. R. M. Tidball, Margaret and Everett Wright, W. L. Robertson, Robert J. Reffalo, Joseph V. Konas, Mrs. H. G. Gross, Bruce H. Evans, Robert K. Davis, John Hammond, Bob Paulson.

Other operators from Colorado cities were Roy Kiser, Durango; Mr. and Mrs. Don Kiser, Durango; Mr. and Mrs. Vern Inskeep, Sterling; Mrs. M. J. Savio, Wheat Ridge; R. Frank Norton, Granby; Leo Negri, Longmont; Jack Wycaver, Greeley; Ray D. Samuelson, Granby; Mr. and Mrs. C. A. Hill, Lakewood; Mr. and Mrs. Frank E. Nebri, Longmont; Leonard Stansbury, Cheyenne Wells, and Frank Barickman, Pueblo.

Out-of-State visitors were Charles C. Miller, Thermopolis, Wyo.; Bryon E. Edwards, Emmett Fowler, Jack Cowger and N. C. Albaugh, all from Douglas, Wyo., and Paul Scott, of Lauder, Wyo.

Over 400 at Fete In San Antonio

Over 400 persons representing the families and friends of over 100 juke box operators saw Wur-

litzer's new 1700 phonograph this week at the offices of Commercial Music Company, Inc., in San Antonio.

In real Texas style, guests were served food and refreshments chuck wagon style during the two-day event.

Among the operators and guests from San Antonio were Jack Hardy, Jimmy Costello, Joe Guiterrez, Thomas Hernandez, Polo Ramirez, J. J. Montemayor, M. L. Copeland, Edward Mendez, James Castano, Jessie Schneider, Joe Blend, Frank Barberio, H. J. Chabiseh, B. Landrum, Mike Trevino, H. H. Wood, Louis Hart Jr., Richard Gutierrez, Larry Flores, Johnny Ybarra, L. F. Iltis, Alex Rivera, Tom Wade, Joe H. Montemayor, Mack Ayers, Albert Johnson, Fred Serur, John Herrera, Mr. and Mrs. Louis Jamail, Sam Adams, Oliver Newton, Boyce Martin, M. E. Varner Jr., Phillip A. Johnson, Mr. and Mrs. William Moke, Frank Villarreal, Alex Habeen, C. A. Redgrave, Joe B. Castro, Steve Bynum, Vernon Ellis, Albert C. Perez and M. E. Deike.

Out-of-town visitors included Elroy Blohm, Hafiz Sab, Buster Hopson, Tony Daywood, Les Bunte, Jimmy Heath, Joe Daywood, of Austin; Phillip A. Sublett, James Womack, A. J. Ruiz and Wendell O. Bullock, of Corpus Christi; Guadalupe Morales, Raymondville; Raul Hughes, Alice; H. G. Crews and wife, Tivoli; Woodrow Sutton, Seguin; Walter Greiner, Seguin; Benny Ramirez, Brownsville; Daniel Alaniz, Brownsville; Billy Varnon, Floresville; Ramon Garcia, Karnes City.

Octavio S. Lopez, Zapata; I. de La Garza, Mission; Joe Nicola, San Marcos; George Y. Costillo, New Braunfels; Henry G. Robles, Seguin; John A. Rodebaugh, Raymondville; Luis Castillo, Raymondville; A. Garcia, Alice; Alfonso Gonzales, Alice; Robert Beattie, McAllen; Mr. and Mrs. Roy McEndree, Three Rivers; Arno Reeh, Seguin; Rudy Luna, Brackettville; J. M. Varnon, Floresville, and Alfredo de la Garza, Mission.

Pittsburgh Crowds Surpass Op Turnouts

Attendance at the Wurlitzer presentations at the Music Distributing Company, Pittsburgh, surpassed any turnout the firm had ever had. Host for the event was G. A. White, president.

Operators and guests present were Fred Hartman Jr., Paul Halenda, Dearth Kelly, Edmond Lovejoy, Oliver Volpe, B. D. Lazar, Mr. and Mrs. Charles Zimmerman, Dominic Rizzo, Henry Jazek, Bruce Schock, Andrew Yock and Mike Davis, all of Pittsburgh; D. M. and Jim Smith, of Wilcox, Pa.; Zolton Kiss, Altoona, Pa.; Charles Sheftic, Walter Sheftic, Edward Sheftic, Chas. Sheftic Jr., of Boxwell, Pa.; Jean Costalas, Weirton, W. Va.; Mr. and Mrs. Jack Bellotti, Washington, Pa.; Mr. and Mrs. R. L. Stover, Altoona, Pa.; Mike Santo, West Brownsville, Pa.; Roy Walker, McKeesport, Pa.; Mr. and Mrs. Terry Thomas, Meadville, Pa.; Mr. and Mrs. Joe Pieffley, Meadville, Pa.; John Conefe, Latrobe, Pa.

Frank Serofcheck, McKeesport, Pa.; Mr. and Mrs. Nate Ruder, Johnstown, Pa.; Morris Levine, Johnstown, Pa.; Mr. and Mrs. Bill Moward, Aliquippa, Pa.; Steve Michaels, Aliquippa, Pa.; Mr. and Mrs. Harry Goss, Johnstown, Pa.; Mr. and Mrs. Luther Lowe, DuBois, Pa.; Edward Slogon, Butler, Pa.; Charles Madlock, Waynesburg, Pa.; Mr. and Mrs. George Ferris, Altoona, Pa.; William Adams, New Kensington, Pa., and Mrs. Joseph Vinski, Braddock, Pa.

Ops Jam Oklahoma City Showrooms

Over a hundred operators and guests jammed Culp Distributing Company's showrooms here in Oklahoma City on each of the two "National Wurlitzer Days" (4-5).

Oklahoma operators and guests who attended were: Mr. and Mrs. W. B. Atkins, H. O. Bussey, Harry Brown, Dr. and Mrs. Jess Johnson, Fay Horaney, Clinton Newton, Wayne Copeland, Mr. and Mrs. Bart Strong, Don Slack, Ed Kimmel, George DeCamp, D. B. Tyree, Bob Rogers, Lee Keels,

Hi-Fi Upswing In Conn. Area

HARTFORD, Conn., April 10.—High-fidelity phonographs are making strong headway in the Connecticut coin music trade, according to Abe Fish, owner of General Amusement Games Company of Hartford and president of the Music Operators of Connecticut.

Fish said that the appearance of the new Seeburg, Wurlitzer, AMI and Rock-Ola phonographs was spurring play.

Nothing makes the public play more tunes on a juke box than a new piece of equipment and since the entire country is hi-fi conscious, these new machines are "naturals," Fish said.

"Operators, too, are becoming hi-fi conscious. In a number of Connecticut cities, operators have made a point of stressing high-fidelity music thru window and interior displays."

Brilliant Music Co. Buys O. K. Vending

DETROIT, April 10.—Brilliant Music Company, headed by Joseph Brilliant, this week purchased the O. K. Vending Company from operators Ben Okum and Al Smith, who had been operating music and cigarette machines in this area for over 10 years.

Bob Keels, Jack Coil, B. A. Fletcher, Theo Suggs, and S. D. Barrett, all of Oklahoma City; James R. Graham, Mr. and Mrs. Jack Mossman, and Ralph Mossman, of Perry.

Mr. and Mrs. Richard Colvin, Mr. and Mrs. Hugh Lear, Art Anders, Mr. and Mrs. Kenny Buffington, Mr. and Mrs. Jack Hood, Mr. and Mrs. Fred J. Lawrence, Mr. and Mrs. Frank Johnson, Mr. and Mrs. Joe C. Johnson, M. M. Mann, Jr., and P. P. Mann, all of Tulsa; Carl Upp, Mr. and Mrs. Roger Anderson and Lou Ellen Yoman, of Chelsea; Mr. and Mrs. Curtis Revard, Bartlesville; E. Prestage, Johnny Frampton, Bill Newton, Mr. and Mrs. B. F. Hutchins Jr., W. O. Hood, R. G. Swanson, Louis Rosenstiel, all of Lawton.

Mr. and Mrs. James C. Passolt and son, Jimmy; Mrs. Jack Shadle, Mr. and Mrs. Johnny Johnson, of Ardmore; Mr. and Mrs. Maurice Martin and Mr. and Mrs. Hershel Moore, of Pawhuska; Lester Hert and Floyd Prestage, of Altus; Mr. and Mrs. Ray Tye, Stillwater; W. L. Gregg, Mangum; Mr. and Mrs. Frank Cuzalina, Helen and Bill Williamson of McAlester; Mr. and Mrs. Harold Stockstill and daughter, Candy, of Lindsay.

Mr. and Mrs. Allen Tarkington, Warner; Ernest (Red) Terran and Bob Belletini, of Coalgate; Mr. and Mrs. McFarland, Ada; Mack Phillips, Garber; W. E. White, Stigler; E. S. Fisher, Hennessey; Sam Strong, Norman; Gus Hayes, Bristow; G. Lively, Midwest City, and Mr. and Mrs. Larry Buckley, G. J. Hosford, and Mr. and Mrs. R. S. Webb of Enid.

Century Distributors Hold Buffalo Showing

The new Wurlitzer Model 1700 was unveiled at the Century Distributors, Inc., Buffalo, showrooms this week with 482 operators attending.

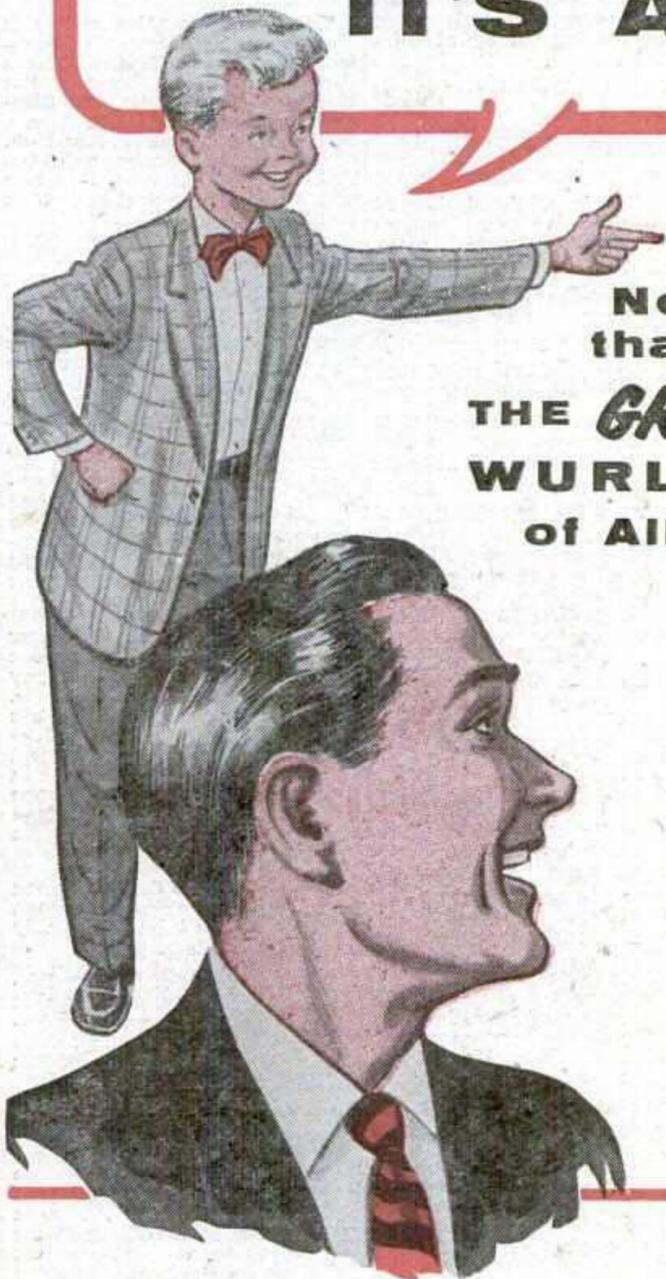
Wurlitzer officials on hand for the showing were Roy Waltemeade, vice-president and general manager, North Tonawanda division; Bob Bear, national sales manager, phonograph division; Fred Osborne, director of engineering, and Al Dietrich, credit manager.

Hosts for the event were Steve Vukelic, president; Walter Ogarek, Ed Clinton and Johnnie Seuling.

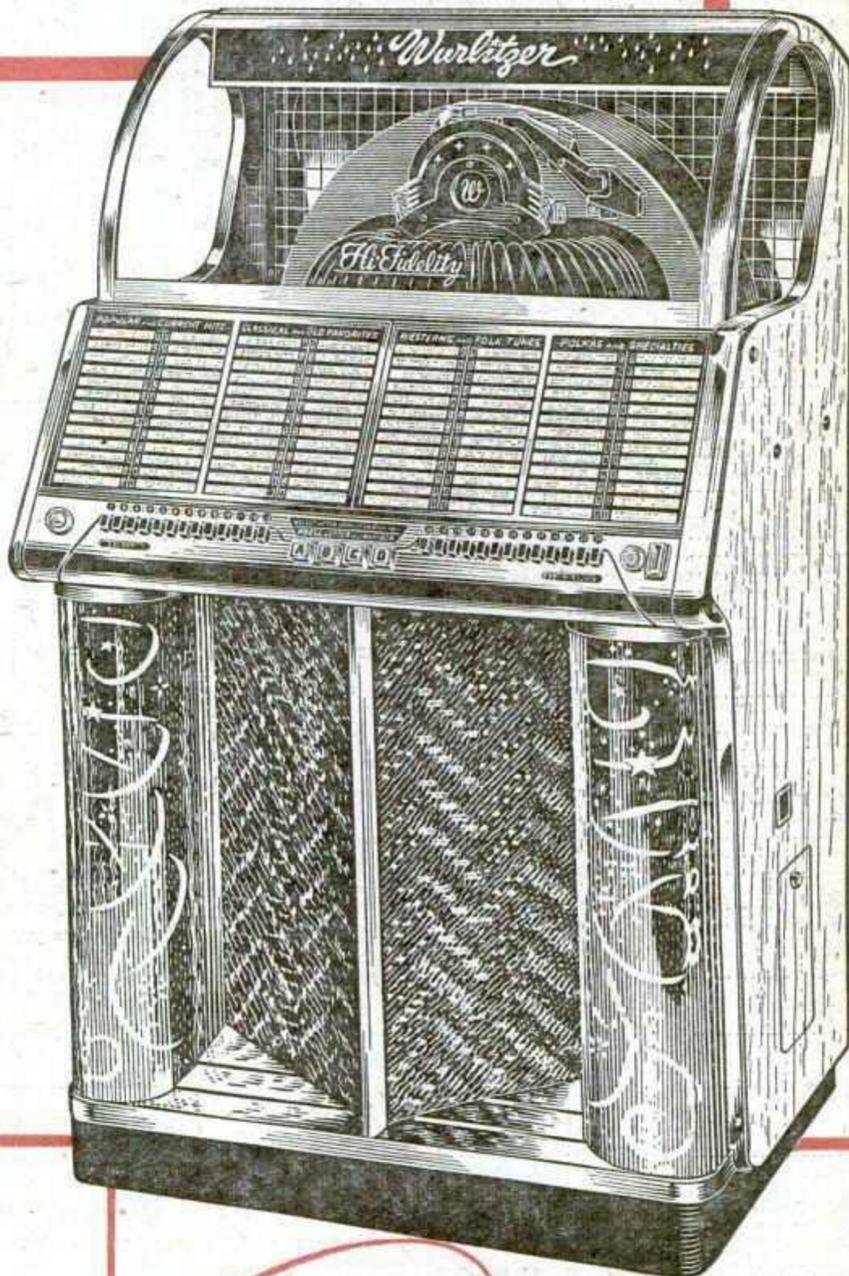
Among the local operators attending were Ben Kulick, Lou Clare, Charlie Broderick, Joe Lewis, Bob Scott, Francis Fay, Tom Sokolski, Harry Bruck, Ed Schaeffer, Morrie Schnittman, Howard Howe, Jim Blakeslee, Al Boltz, Herm Glaser, Carl Mandt, Fred Eubank, John Ogarek, Bill Nesbitt, Joe Fischer, Joe Skiba, Joe Pasquarello, and Pete Butera.

Among the out-of-towners were Paul Schafer, Fred Joseph, Ed Hedlund, all of Olean; Chris Shagla, Jamestown; Louis Frank and Joe Figelow, of Batavia; Herb Moses, Niagara Falls; Bob Smith, Gowanda, N. Y., and Tony Bevy, Nello del Porto, and Ray Weiss of Erie, Pa.

GEE DAD, IT'S A WURLITZER



Not Only
that, son—
THE **GREATEST**
WURLITZER
of All Time!



WITH ALL THESE FEATURES
AND EVERY ONE A
MONEY-MAKER

- NEW...** ALL New—Phonograph
- NEW...** Full High Fidelity Sound
- NEW...** Carousel Record Changer
- NEW...** Color Styled Selector Panel
- NEW...** Gorgeous Cabinet Design
- NEW...** Size for all Locations
- NEW...** Ultra Simplified Mechanism
- NEW...** Lighter Weight—308 Pounds
- NEW...** Increased Earning Power

THE FABULOUS
High Fidelity

Wurlitzer

1700 HF

TAKES THE MASK
OFF THE MUSIC

**SEE IT, HEAR IT and BUY IT at your
WURLITZER DISTRIBUTOR**

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of 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 10	Issue of April 3	Issue of Mar. 27	Issue of Mar. 20
AMI				
Model A.....	\$139.50 185.00	\$139.50 195.00	\$139.50 195.00	\$139.50 195.00
Model B.....	229.50 250.00	229.50 269.00	269.00	229.50 269.00
Model C.....	249.50 275.00	249.50 299.00	279.50 299.00	279.50 299.00
Model D-40.....	325.00	325.00	325.00	325.00
Model D-80.....	395.00(3)	395.00(2)	395.00 400.00	395.00 400.00
CHICAGO COIN				
Band Box.....	139.00	139.00	139.00	139.00
EVANS				
Constellation.....	325.00	325.00	325.00	295.00
ROCK-OLA				
Fire Ball 45 RPM.....	495.00	495.00	475.00	475.00
1422.....	89.00(2)	89.00(2) 95.00	89.00(2)	89.00 99.50
1426.....	109.00			109.00
1428.....		225.00		
1434.....				375.00
1436 Fireball 45 RPM.....	495.00	495.00 695.00	495.00	495.00
52-50.....		395.00		
1947.....				125.00
1948.....				250.00
SEEBURG				
Hideaway.....	125.00	125.00	125.00	125.00
47.....				99.50
100 A.....				450.00
M 100 A.....				539.50
M 100 A 78 RPM.....	449.50	419.95 449.50	495.00(2)	495.00(2)
M 100 B 45 RPM.....		550.00		
146.....	99.00 135.00	99.00 135.00	99.00 99.50	99.00 99.50
N 146 Hideaway.....	75.00	75.00	75.00	75.00
1947 Hideaway.....				99.50
147.....	75.00 129.00	129.00 150.00	109.50 129.00	109.50 129.00
148 Hideaway.....	140.00		150.00	150.00
H 148 Hideaway.....	95.00	95.00	95.00	95.00
148.....	195.00	195.00	195.00	195.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	199.00	199.00	159.50 199.00	159.50 179.50
1946 Hideaway.....			89.50	89.50
1948 Hideaway.....				109.50 165.00
WILLIAMS				
Music Mite.....				90.00
WURLITZER				
1015.....	79.50 99.00	79.50 85.00	99.50 135.00	99.50 135.00
1017 Hideaway.....	89.50	89.50		59.00
1017 A Hideaway.....				85.00
1080.....	99.00 119.00	95.00 99.00	99.00 125.00	99.00 125.00
1100.....	189.50 225.00	175.00 189.50	225.00	225.00
1217 Hideaway.....	199.00	199.00	219.00	219.00
1250.....	249.50 275.00	239.95 249.50	249.50	249.50
1400.....	419.50	399.95 419.50	429.50	429.50
1450.....		419.95	429.50	429.50

Calendar for Coinmen

April 26—Central States Phonograph Operators' Association monthly meeting, Peoria, Ill. Place to be announced.
 April 30-May 1—NAMA sectional meeting, covering Montana, Arizona, Washington, Oregon, Utah, New Mexico, Nevada, Wyoming, Idaho and California (Regions 10, 11, 12), Highland Inn Hotel, Carmel-at-the-Sea.
 May 7-8—NAMA sectional meeting, covering Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas (Region 9 and Western part of Region 8), Baker Hotel, Dallas.
 May 14-15—NAMA sectional meeting, covering Illinois, Indiana, Wisconsin, Iowa, Missouri, Minnesota, North and South Dakota, Edgewater Beach Hotel, Chicago.
 May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.
 June 7-10—National Confectioners' Association, annual convention exhibit, Conrad Hilton Hotel, Chicago.

HEINIE ROBERTS . . .

asks that you watch and get ready for the greatest development in music ever conceived!

IN NEXT WEEK'S BILLBOARD

COINMEN YOU KNOW

Chicago

Les Rieck, phonograph sales manager of H. C. Evans & Company, reports activity at the Evans plant running high. Les has really got his hands full now that production is in full swing and shipments are going out every day. . . . Kurt Kluever, assistant sales manager of Rock-Ola, was buried neck deep in work this week trying to fill all the orders for the new Comet. Next week Kurt will be playing host to three Rock-Ola distributors who plan to visit the plant. They are Jack Mulligan, of Dixon Distributing Corporation, Youngstown, O.; Morris Silverburg, of Eastern Vending Sales Company, Inc., Baltimore, and Joe Abrams, of Lake City Amusement Company, Cleveland. . . . Casimir Krzazewski, former juke box operator of North Township, Indiana, got into town last week and reported that he was getting ready to run for office of trustee in his home town.

"This is more like it," says Ray Cunliffe, head of Recorded Music Service, who is now spending his days soaking up sunshine down in Miami. Ray left for the Southland last week and will be there about three weeks. . . . Phil Levin, who also keeps things running smoothly at Recorded Music, reports the Chicago music situation about normal. Phil said that business had been steady and that he looked forward to an upswing with nice weather coming on.

Andy Hesch, boss man of A. & H. Entertainers, began making plans with Bob Lindelof, head of General Music Corporation, for the next meeting of the Co-Op Club. The Co-Op Club was started last November by Andy and Bob, along with Harry Buthe, Barney Pauss and Louis Casola, for the purpose of co-ordinating the efforts of the Illinois Amusement Association and the Northern Illinois Automatic Phonograph Association. No date was set for the next meeting, but both agreed that it would probably be held some time during the first part of May.

Frank Padula, head of Melody Music, and Rene Pirard, service manager of Melody, dropped into Coven Distributors last Monday to see the new Wurlitzer phonographs. Both have had their hands full out at Melody for the past

Lieberman Adopts Employee Group Insurance Plan

MINNEAPOLIS, April 10.—Lieberman Music Company has instituted a group insurance plan for its employees in an arrangement with the Aetna Life Insurance Company.

Harold Lieberman, head of the Lieberman firm, said that under the terms of the agreement, male employees would get \$2,000 life insurance policies, \$2,000 accidental death and dismemberment coverage and \$40 weekly sick and accident benefit. Women employees would get \$1,000 coverage in each of the first categories, and the same \$40 weekly sick and accident benefits.

L. A. Music Assn.

Continued from page 57

report, Miller told the group that a program was being launched thru the Walter Frammer Production Company in New York. Also underway is a national tax council to assist music operators in defeating discriminatory and prohibitive licenses. He cited the Manila tax of \$150 per machine a year license on music operators. A ruling in Williamsport, Pa., in which an ordinance had been passed requiring operators to pay 10 per cent gross tax on all monies collected was also used as an example. In this case, sealed coin boxes are to be used with the city treasurer or a representative making the collections.

Harry Snodgrass, formerly of this city but now an Albuquerque operator, discussed the value of sound business ethics and the need for a solid association. Snodgrass was recently named secretary of MOA.

Chemers told the group that the ball was now rolling and that he expected to see the present membership doubled within the next 30 days.

few weeks putting in a new parts department.

Art Weinand, newly appointed vice-president at Exhibit Supply, says the company is about to unveil what he termed, "the hottest item in the coin machine field."

Frank Mencuri, of Chicago Coin, stopped off recently at Detroit, Cleveland and Pittsburgh. . . . Still traveling, Ed Levin reports Chicago Coin's Home Run, Super Frame Bowler and Cris Cross Bowler moving along at nice pace.

Friends were sorry to hear of the recent death of Howdy Combs, former North Tonawanda, N. Y., Wurlitzer coinman, who lately lived in Indianapolis.

Mrs. Kaiser, mother-in-law of John Watling, Watling Manufacturing Company, passed away last Monday (5).

Gene Wilhelm and Bob Bear looking busy in new Fun City magic shop on West Randolph.

Lou Fenn adding lots of new equipment to Kiddytown Arcade.

Al Tigerman's Hollywood Kiddieland Arcade to open this Saturday (10) and operate weekends until June 1.

Nate Gottlieb, D. Gottlieb & Company, has returned from Florida deeply tanned and ready for action. Judd and Marjorie Weinberg's newly arrived son, Richard, is No. 4 grandchild for Dave Gottlieb.

A recent visitor at Genco Manufacturing was Bill Miller, of Miller-Newmark Distributors, Grand Rapids, Mich. Genco sales manager Ralph Sheffield says they are expecting Sam Lewis back from the Sunshine State early next week.

Pete Geritz of Mountain Distributors, Denver, dropped in at United Manufacturing Company last week.

Herb Perkins and Monty West, Purveyor Distributing Company, out calling on trade last week and finding business terrific. The big bowling news of the week came from Purveyor bookkeeper, Marie Hopp, who bowled a big 268 last week. Now Marie's on the way to the NAT Tournament.

Wally Finke, First Distributors, is down in Miami on that much-needed vacation. After Wally returns, Joe Kline will take his turn for two weeks. Joe's brother, Fred, is a new addition to the game department, and will eventually be a road representative of the company.

Howard Freer reported that Empire Coin Machine Exchange has enlarged its shop and the parts room so that each are now twice as big as before. Jerry Bremmer, in charge of Empire's shipping department, happy, too, since there'll now be more space for his department. . . . Gil Kitt, Vince Shay and Stanley Levin are all smiles with their new remodeled set-up.

Hartford, Conn.

Ralph Colucci, of Seaboard Distributors, is en route to Los Angeles on a six-week business-

Wined and Dined

Continued from page 57

pany, Newark; Michael Mulqueen, M&M Amusement Company, Walden; John Sullivan, Montour Falls; Hyman Rosen, Binghamton Amusement Company, Binghamton; Ralph Denby, Canandaigua; Edwards Vending Company, Newark, and Ace Amusement Company, Newark.

Also Consolidated Amusement Company, Geneva; Independent Amusement Company, Geneva; Patsy Deleo, Clyde; John Jaworski and Carl Piccarreto, Genesee Valley Music Company, Rochester; Roz Sheppard, Watertown; Ed Stanton, Auburn; Al Belinger, Watertown; Ronnie Belinger, Syracuse; Lyman Lawrence, Saranac Lake; Chet Smith, Romulus; Marchet Amusement Company, Seneca Falls, and Joe Tooper, Mohawk Amusement Company, Utica.

Others were Leonard McKinney, Fulton; Clarence Nichols, Wampsville; Norman Hall, Watkins Glen; Bill Thorpe, Waterloo; Jack La Hart, Lake Placid; Lyle S. Owens, Wilkes-Barre, Pa.; John Keough, Syracuse, and Fred Stott, Auburn.

vacation trip. . . . Just back from the Pacific Coast city was Francis E. Stern, retired head of Stern & Company. He addressed a fund-raising dinner sponsored by the Hartford Jewish Federation. Other speakers included Harry Hershfield.

The Kwik Kafe of New Haven County, Inc., Bridgeport, Conn., has installed a 141-cup capacity coffee dispensing machine in the Ansonia (Conn.) City Hall.

The winter vacation season is about thru. Back from the Southland are Frank Marks, Marks Amusements, New London; Pat Montano, Acme Music, and Clarence Sorrentino, Maestro Music, both of New Haven. . . . Abe Fish, of General Amusement, and Mrs. Fish are moving new furniture into their newly acquired West Hartford home.

Twin Cities

Henry H. (Hy) Greenstein, veteran coin machine distributor who has been retired for several years, stepped back into harness here this week to take over direction of the Lieberman Music Company while Harold Lieberman, head of the company, took off for an extended vacation with his family. Greenstein declined to take credit for "directing the enterprise," insisting, instead, that he had "joined with the fine staff of men working for Lieberman." Greenstein will remain on the job until about May 1 when Lieberman is expected to return.

Carl Knox, 52, for 15 years manager of the parts department at Lieberman Music Company died suddenly Monday night (5). He was in his home when he was stricken. Rushed to a hospital he died a short time later. Funeral services were held Friday (9) in Granite Falls, Minn., his home town. Sol Nash and Lea Rogstad represented the Lieberman firm at the funeral.

Another blow to the Lieberman forces came when Walter Zelmer, serviceman, was injured seriously in an automobile collision.

Arnold Golden, of Sandler Distributing Company, reports that his men are been kept busy filling orders now that the first shipment of the new Wurlitzer 1700s has been received.

Irv Gorsen, owner-operator of the one-stop record station at London Music Company, is reported to be doing a bang-up job of filling the needs of his coin machine customers. . . . Vera Foster, head of the Acme Music Company one-stop station, is back home from a California vacation and is telling a hair-raising story of how she got caught in a mountain snowstorm while driving back.

Pittsburgh

S. H. Bloom, president of Oak Manufacturing Company, conferred with charm manufacturer Les Hardman last week. Les, in town from Puerto Rico where his Penny King Company has a factory, spent several days visiting the home office. Penny King is national sales agent for Oak. Bloom cited growing demand for bulk units equipped with special wheels for Rocket and capsule vending. Before coming here with Mrs. Bloom, he spent a weekend in New York with Danny Cohan, Danco Coin Machine Company, and Mrs. Cohan.

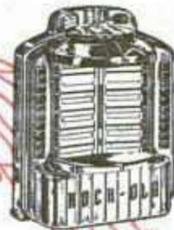
Lester Hardman, head of Penny King Company here, is currently in town on one of his periodic visits from Puerto Rico, where he has his home. Mrs. M. H. Kelly, manager of Penny King, reports that sales of charms are continuing to increase. This is due in a large measure to the variety of new items now being marketed, she feels.

S. H. Bloom, president of Oak Manufacturing Company, Los Angeles, spent several days recently visiting Hardman. Penny King is national sales agents for Oak's Acorn bulk venders.

Vital Statistics Deaths

Carl Knox, parts department manager of Lieberman Music Company, Minneapolis, Monday (5) evening. Funeral services were held Friday (9) in Granite Falls, Minn., his home town. Survived by his widow and one son.

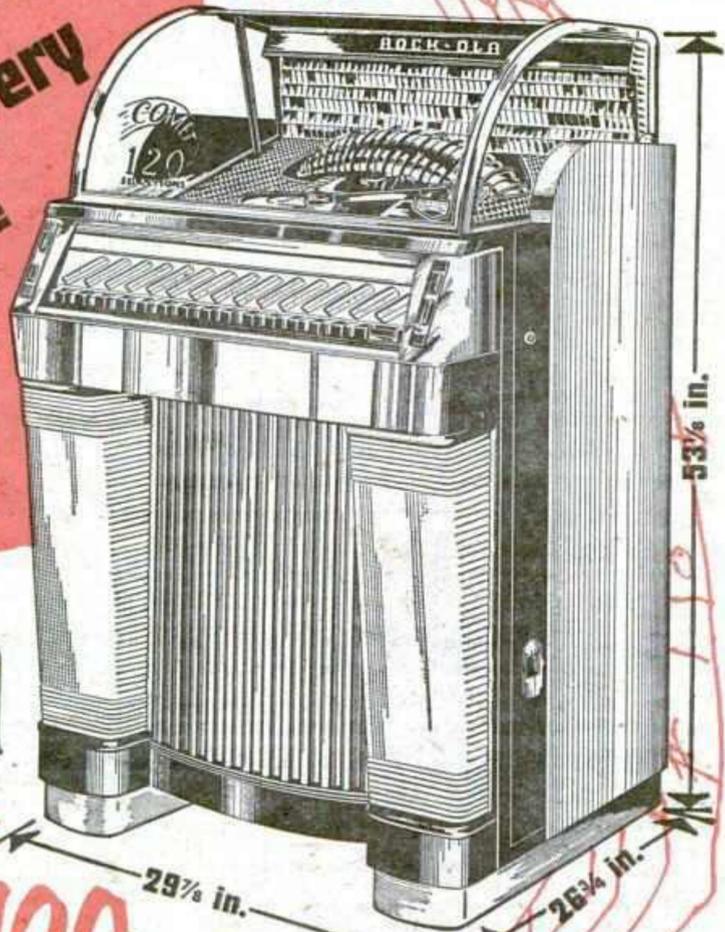
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 has Everything
 You Need...
 for each and every
 location!



Model 1848
Chrome-Finished
Wall Box

Push one button for tune.
 Simple 3-wire hookup.

Model 143B



ROCK-OLA

Comet

120
 Selections

The original phonograph
 with 120 selections

Rock-Ola Comet Playmaster

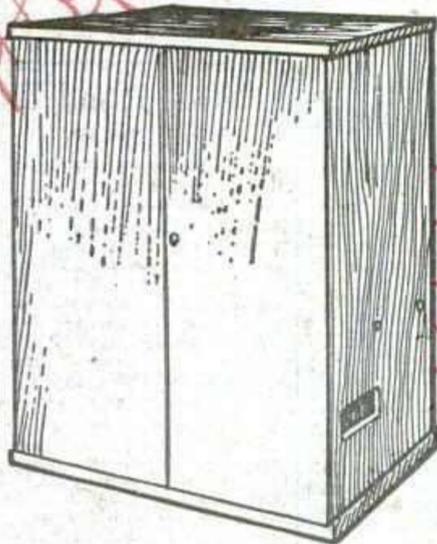
Compact, to be tucked away
 where space is at a premium.

Height 42"
 Width 30 1/4"
 Depth 23"



Model 1611

Super-Tonette Speaker
 8" permanent magnet speaker
 with volume control.



ROCK-OLA MANUFACTURING CORPORATION
 600 North Kedzie Avenue • Chicago 51, Illinois

Coffee Ops Re-Check Price Policy as Concentrates Climb

20-25c-Per-Lb. Increase Spurs Higher Cup Peg, No-Commission Trend

CHICAGO, April 10. — New increases in the price of coffee concentrates this week — up 20 and 25 cents per pound in some instances — are causing operators to re-examine their vended price policies. As several operators succinctly stated, the higher cost "takes the steam out of the nickel cup, puts the odd-cent price predominately at the 8-cent level, and lends new strength to the swing to the straight dime cup."

The nickel cup, tho, is not to become a 100 per cent casualty. Operators agree the jitney price can be retained, at a fair profit, when the following steps are taken:

1. Eliminate commissions in high-volume plant, office locations.
 2. Place the lower-cost, smaller coffee venders (now seeing their first real volume production) in lower-sale stops and vend cups extra at a penny each.
- (In the latter instance, it was

pointed out that, psychologically, patrons are buying "nickel" coffee altho they pay 6 cents most of the time with the cup charge).

Price hikes on concentrates followed the increased pace of price increases on the retail level this week. Some sections of the country reported the roasted product going for as much as \$1.40 and \$1.50 per pound over the counter.

Conversely, however, for the first time in many weeks the coffee futures market declined last Tuesday (6); the decline continued Wednesday when green coffee bean prices fell 55 to 120 points. In New York the wholesale market dropped one-half to 1.25 cents per pound. Back

of the drop: Recent reports of curtailed sales due to consumer resistance to high prices.

Take Stock

Many operators, taking stock of the new jump in concentrate cost, moved to make sweeping changes in their ratio of odd-cent to 10-cent machines, while others committed to predominantly nickel operation wondered if they could weather the latest price rise.

Specifically, some of the individual coffee manufacturers took the following price action during the past week:

American Home Food Products put a new tab of \$3.53 per pound (Continued on page 66)

Nat'l Vending Buys Spacarb-N. Y. Stock

Cig Operator Makes First Move Toward Diversification; Plans Major Food Route

LYNBROOK, L. I., N. Y., April 10.—The National Vending Corporation, one of the nation's largest cigarette operators, this week made its first move toward diversification when it purchased a portion of the stock of Spacarb-New York, a metropolitan New York operation with food, drink and cigarette locations in industrial, institutional, theater and public locations.

According to Larry Ellman, S.-N.Y. operates about 400 pieces of equipment. The firm has three divisions. They are the Freshway Food Service, specializing in industrial catering and cafeteria set-ups; the Fruit-Matic Company, headed by Bob Ferman and operating fruit venders, and the General Automatic Merchandising Division. Operations cover the

five boroughs and Northern New Jersey.

Under the new set-up, Ellman will still remain in charge of S.-N.Y., but Harold Roth and Bob Hirsch, national officers, will also be officers of Spacarb-New York.

Bought Out Eskin

Strictly speaking, this is not National's first venture into food. It previously had bought Leon Eskin's New Jersey route, consisting of cigarette and candy venders.

However, Hirsch said the purchase (Continued on page 66)

F&S Preems Stoner Coffee Vender in N. Y.

Furst Suggests 5c or 6c Vend; List Price \$375

NEW YORK, April 10.—Operators from the New York area gathered at Furst & Schwartz here yesterday and today (9 and 10) to view the new Stoner coffee vender which went into production this week.

On hand to greet them were Bill Furst and Bill Schwartz, partners in the local distributorship, and C. R. Adelberg, Stoner vice-president, who came in from the firm's Aurora, Ill., plant.

Adelberg said the unit went (Continued on page 66)

Veto Sidewalk Stamp Venders

FORT LAUDERDALE, Fla., April 10.—A request for permission to install postage stamp vending machines on sidewalks was turned down by the City Commissioner. Herbert Clark, a Fort Lauderdale resident, had made the request a few weeks ago but the matter was deferred.

City Attorney Julian E. Ross said he did not believe the commission could give Clark authority to install the machines. He said it is illegal for a person to have a "fixed" business on a public sidewalk, but pointed out that the law isn't rigidly enforced here.

Hebel Cuts Mach. Price, Opens New Plant May 1

CHICAGO, April 10.—Fred Hebel, president of the Fred Hebel Corporation, in a double announcement this week reported an \$80 price reduction on the firm's ice cream vender and May 1 activation of its new plant in Addison, Ill.

New list for the five-selection FHC vender is \$795, including an illuminated sign that was formerly \$15 extra. Machine previously listed for \$875, plus the sign.

Hebel said the lower price was made possible by anticipated production increases (double present output) and general improvement in manufacturing efficiency in the new plant.

NAMA Chi Meet Set May 14-15

CHICAGO, April 10.—The fifth National Automatic Merchandising Association sectional meeting for 1954 has been scheduled for May 14-15 at the Edgewater Beach Hotel here, it was announced this week by Marcus Kaplan, chairman of NAMA's Regional and Area Activities Committee.

The Chicago meeting is being held for operators in Illinois, Indiana, Wisconsin, Iowa, Missouri, Minnesota and North and South Dakota. Theme of the two-day program will be "New Horizons in Automatic Merchandising," adopted for the entire series of 1954 sectional meetings.

Kaplan stated that at least two additional meetings will be held this year.

Gotham Ops Unaffected By Coffee Increases

NEW YORK, April 10.—Price increases put into effect this week by three leading coffee blenders — G. Washington, Nestles and Maxwell House — will have little effect on the vending picture in the New York area.

Virtually all coffee units here are a straight dime vend, so the possibility of charging more for a cup is negligible. Local venders who in the past have experimented with odd-priced coffee have discovered that the public, long accustomed to paying a dime for a cup over the counter, would just as soon pay a dime thru a vender as pay 6, 7 or 8 cents.

Giant of the metropolitan New York operators is the Coffee

6,000-MILE ROUTE

Air Insurance Company Covers US, Can., Hawaii

NEW YORK, April 10.—Operators with locations scattered all over town have nothing on the Associated Aviation Underwriters here. AAU's 250 locations cover more than 6,000 miles as the crow flies, with venders in principal air ports in the United States, Canada and Hawaii. The firm vends one item—air travel insurance—and has about 450 venders doing the job.

Founded 25 years ago, AAU is a coalition of 52 insurance companies, administered by Chubb & Son and the Marine Office of America. The vending program started in 1946.

The venders are made by the Insurograph Service Company, Birmingham, at a cost of more than \$500 each. ISC leases the venders to AAU, then services them for a percentage of the gross.

\$6,250 for 25 Cents

The vender is 19 inches wide, 20 inches deep and 5 feet high. It

sells insurance at the rate of 25 cents for \$6,250, with a limit of \$62,500 for one passenger for one trip. Effective February 12, the coverage for 25 cents was increased from \$5,000.

An illuminated totalizer keeps a running total of the coverage as the coins are inserted.

After the first coin is inserted, (Continued on page 65)

Lorillard Mulls New King-Size Filter Tip Cig

Embassy Promotion To End; Deny Kent Price-Cut Rumor

NEW YORK, April 10.—Vending operators, faced with a welter of popular brands in regular, king-size and filter-tip variations, may be in for some more column trouble. With filter-tip smokes gaining a larger market share, and with major cigarette manufacturers making their brands in both the regular and long varieties, another king-size, filter-tip brand may soon make its debut.

Herbert A. Kent, chairman of the P. Lorillard Company, disclosed this week that the manufacturer of Old Golds, Kents and Embassies was giving "consideration" (Continued on page 67)

Eastern Electric Names Al Siegal Canadian Outlet

CHICAGO, April 10. — Lew Jaffa, vice-president of Eastern Electric, announced the appointment Thursday (8) of Al Siegal, Siegal Distributing Company, Ltd., as sole distributor for its cigarette and food vending line thru Canada.

Siegal, who has headquarters in Toronto, Montreal and Vancouver, is also the Canadian outlet for the Rudolph Wurlitzer Company. As far back as 1948, he was credited with distributing 70 per cent of the juke boxes in Canada.

A native Canadian, Siegal has been, successively, an electrician, a restaurant owner, proprietor of a soda fountain, an ice cream manufacturer and a publisher of song hit folios before becoming a coin phonograph operator and distributor.

The Eastern Electric appointment marks Siegal's entry as a major figure in the automatic merchandising field. He plans to stock venders, parts and service facilities in each of his three outlets.

GREEN EYES?

Tea Council Notes Java Vender Sales

NEW YORK, April 10.—The Tea Council, seeking ways and means to further the spread of its "leaf advocates," is reported to be casting calculating glances in the direction of automatic merchandising. The reason: The steadily mounting sales being rung up by a mushrooming army of coffee venders across the nation.

In a way, the growth of tea drinking in the home is stymied away from home by the existence of the healthy coffee vender market. As the Tea Council sees it, after a person is converted to its product, he finds that he cannot get tea as easily as the coffee-drinker can away from home.

Fly in the Council's vender planning: Fear of a poorer quality beverage from the vender because to date a stable concentrate of tea which the industry feels is of good enough quality has not been developed.

Vending Service of Maspeth, N. Y., with 1,100 units on location, mostly in industrial. The firm is a Rudd-Melikian outlet.

Stronger Blend

Ed Sahakian, CVS partner, said that recent price increases have been partially offset by a recently introduced Kwik Kafe liquid concentrate using a stronger blend.

He explained that the stronger blend allows CVS to use less concentrate per cup and reduce the cost slightly. However, he added, the recent price increases allow the operation a smaller per-cup profit than was possible six months ago.

Sahakian said his firm does not plan to reduce either the strength or size of its cup. Actually, he said, CVS gives a stronger cup by using a reduced portion of the new blend that it gave with the old blend and a larger concentrate portion.

Enough Profit Margin

Sol Small, president of Coffee (Continued on page 66)

ABC Gross \$46.8 Mil; 10% Over '52 Record

NEW YORK, April 10.—The ABC Vending Corporation, largest operator of automatic merchandisers in the nation's movie theaters, racked up the highest gross and netted the fattest profit in its history last year.

According to the annual report issued this week, 1953 sales were \$46,815,327, an increase of 10 per cent over the \$42,531,072 in 1952. Net earnings after taxes were \$1,354,186, compared with \$1,261,174 in 1952. Assets were listed at \$13,232,916, an increase of \$892,463 over 1952, while new equipment was figured at \$1,841,482, compared with \$1,906,093 in 1952. Net worth was \$8,881,065, compared with \$8,091,923 for 1952.

The report stated ABC had nearly 2,500 venders on location at the end of 1953, against slightly more than 2,000 at the beginning of the year. In 1949 the firm had only about 600 venders, 1,150 in 1950 and 1,650 in 1951.

Outdoor Expansion

Charles L. O'Reilly, chairman of the board, cited the firm's recent decision to enter the outdoor field, particularly drive-in theaters, as a wise one and pointed to the success and expansion of these locations during 1953. He indicated that 1954 expansion in outdoor locations would continue at an accelerated rate.

O'Reilly said that late in 1953 (Continued on page 66)

TWA to Get Joshua

NEW YORK, April 10.—Henry G. Riegner, advertising director of Trans World Airlines, will receive the Joshua Award for the best advertising match book of 1953 at the Sales Executives Club of New York luncheon, Tuesday (13) at the Hotel Roosevelt.

BUY CAPSULES

Filled with EPPY Super Quality Value

- INITIAL RINGS in CAPSULES \$20.50 per 1,000
SPARKLE RINGS in CAPSULES \$20.50 per 1,000
KEYCHAIN VARIETY ASSORTMENT in Capsules \$22.50 per 1,000
FOUR PLAYING CARD CHARMS in Capsules \$22.50 per 1,000
FOUR FLUORESCENT VARIETY CHARMS in Capsules \$22.50 per 1,000

CONVERSION WHEELS TO VEND CAPSULES

Tell us what machines you want converted and we shall advise you which conversion wheels you require.

Terms: F.O.B. Jamaica, New York. Cash with order or 25% deposit, balance C.O.D.

We do not sell empty capsules. BEST VALUE—BEST SELLER

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, N. Y.

ABSOLUTELY SENSATIONAL! SQUARE CUT RING

- WHITE PLASTIC BAND, \$13.00 Per M
NICKEL PLATED at \$16.50 Per M
24-K GOLD PLATED at \$17.50 Per M

All prices F.O.B. N. Y. They're beautiful... breathtaking... bombastic... Sparkling jewel square stone. Vend perfectly... at a time—in Rockets as well as machines with ball gum wheels—also fits capsules for merchandise vending. DEFINITELY THE FINEST VALUE ON THE MARKET!

We have a stupendous assortment of "Initial" rings. Write for catalog sheet on all our new Rocket items.

PAUL A. PRICE CO. 55 Leonard St., New York 13

Advertisement for Northwestern 10 Selector Gum Vendor. Includes image of the machine and a list of products like N.W. TAB GUM VENDERS, N.W. 4PERS, 16 or 5¢, A.B.T. Challenger Gum, NEW N.W. 33, 39, 40 PORC., S.K. HUNTER BALL GUM GUN, SILVER KINGS, N.W. Postage Stamp Vendor, BADGER SALES CO., INC.

Advertisement for Victor Model HMS machine. Includes image of the machine and text: Brand New! Victor MODEL HMS \$16.95 each Less than 100 \$16.50 each 100 or more. Write for free 32 page catalog. Parkway Machine Corp. 715 Ensor St. Baltimore, Md.

PROFIT AIDS

Denver Cig Op Sketches \$ Factors

DENVER, April 10.—Installation of a two-way electric conveyor to shuttle cases of cigarettes from the first to the second floor is a feature of the remodeled headquarters of the P. & M. Vending Company.

P. & M. Vending, headed by Charles Kaplan, has approximately 350 cigarette machines on location throughout the Colorado capitol, making it one of the largest routes in the Rocky Mountain area. The firm pioneered opening up many "fringe" locations such as service stations, small retail stores, business offices, etc., which have solved the problem of what to do with older, out-moded machines.

For the past decade Kaplan's policy has been to "keep them operating." Older machines, which are in a good operating condition from the mechanical standpoint, are cleaned and given a "brush job."

Kaplan subscribes to the theory that the neatness reflected in his headquarters building spells similar cleanliness "on location." For that reason he doesn't hesitate to take the location owner on a tour of the shop whenever the possibility comes along. As a direct result, P. & M. has been able to place about 85 per cent of its locations on a contract basis.

Vendorlator Intros New Bottle Mach.

FRESNO, Calif., April 10.—The Vendorlator Manufacturing Company has started production on a 340-capacity bottle vender. Howard M. Tripp, executive vice-president and sales manager, said the machine employs a refrigeration principle entirely new to vending.

Called Strato-Cold, the principle is claimed to raise the temperature of the next-to-be-vended bottle less than 10 degrees during the few minutes following addition of 240 bottles at 100 degrees temperature. Within two hours, the bottle in this position is back to its normal 30 degrees, Tripp said. The cooling principle directs full impact of cold air on those bottles to be vended first.

The new model also features an adjustable full-empty indicator allowing placement of up to 95 bottles in the pre-cooling compartment. It weighs 593 pounds, occupies seven square feet of floor space. It is 78 inches high, 30 inches wide and 34.5 inches deep.

Pepper Sales Mgrs. In 'Sell' Brush-Up

DALLAS, April 10.—Dr. Pepper Company sales managers gathered at a special clinic at headquarters here recently were told that American business is now in an era of intensified merchandising and special sales promotions.

The clinic's five-day training course included vender sales, chain and supermarket contact, the youth market, promotions, incentives and advertising.

Speakers included J. Robert Conybeare, assistant general sales manager; Mack Browder, vender department head; Reynolds Worthington, sales training manager, and L. M. Green, president.

Colemat Enjoined In Coke Action

NEW YORK, April 10.—A consent judgment, signed by U. S. District Judge John McGohey, has been entered enjoining Colemat Company, Inc., Brooklyn, and Charles Cole from selling, offering for sale or delivery or causing same to be done by any means of any beverage other than that made from Coca-Cola sirup on orders for Coca-Cola.

Colemat was also enjoined from representing, by use of labels or any other display material, "that beverages dispensed from cup drink venders operated by or under their authority, are Coca-Cola unless beverages so represented and vended are in fact that product."

Premium Plan for Cup Ops' 2d Canada Dry Vender Promotion

NEW YORK, April 10.—In a move to boost drink vender volume of its beverages, Canada Dry has instituted a premium program for cup machine operators using its products. Allan Glazebrook, national sirup sales manager, stated that the program "will go a long way toward promoting national good will among customers of vending machines, particularly since premiums of any kind to vender patrons are almost unheard of."

The promotion, tied in with Canada Dry's "Annie Oakley" television show, is thus expected to have the benefit of national advertising. Glazebrook said that display cards featuring the premium offer have been prepared especially for placement on venders.

"Operators need do nothing but place the display material in their machine locations," he said.

Customers who want the Canada Dry premium, a 69-cent plastic alligator billfold, are required to mail two flattened paper cups carrying the beverage firm's imprint with 25 cents to headquarters in New York. Pads of name-and-address slips are furnished with the vender display cards.

Glazebrook declared, "Our aim in this promotion is to give vending operators an opportunity to give something extra to their customers, and thereby not only create new sales but also develop good will among economy-minded consumers."

Air Insurance

Continued from page 64

a writing aperture opens up. The purchaser then writes in the point of departure, destination, beneficiary's name and address and his own signature. The next step is to push a button and tear off the policy, with a carbon remaining in the vender.

The purchaser then pulls an envelope from the vender, encloses the policy, and mails it to the beneficiary. Stamp venders, made by Toledo Scales, are attached to the venders. However, AAU's policy is to give all profit from the operation of the stamp machine to the location.

AAU maintains venders in all U. S. airports except Pittsburgh and Chicago. Service is handled by full-time employees at the larger airports, and by airport personnel, hired on a part-time basis, at smaller airports. Major service work, such as the conversion required when the coverage was upped from \$5,000 to \$6,250 for a quarter, is handled from Birmingham.

According to William Churchill, in charge of vending and counter sales at airports, new locations are being added at a slow rate. He explained that the major expansion period was from 1946 thru 1949.

AAU's major income source is the writing of policies to airlines and airplane factories. Churchill termed the vending of policies to passengers as a "highly profitable sideline." He added that AAU is chartered only to issue aviation insurance and does not contemplate going into any other form of transportation insurance, by venders or any other means.

Churchill said that in 75 per cent of the cases when an insurance payment is forthcoming, the beneficiary is notified before he is aware that a policy had been taken out in his or her name.

Duplicate Roll He explained that even though a policy holder may fail to mail the policy, payments are made from the duplicate roll—2,000 policies in each vender. When an accident occurs, the passenger manifests are checked and another check is taken at the take-off point before the accident occurred.

In airports where AAU maintains both venders and counters for insurance sales, Churchill said that counters are only slightly ahead of venders in total sales, but he added that vending sales are more profitable as no attendant is necessary. Churchill believes vending sales would out-strip counter sales if the change problem could be licked. People never seem to have enough quarters, he explained.

There has been little location expansion in the last few years, gross policy sales have been climbing sharply. Churchill pointed out that sales increase in direct ratio with airplane travel, and that more and more persons are traveling by air.

Move follows Canada Dry's entry into the vender operating field with its purchase of bottle machines (The Billboard, April 10). As announced last week, Wilbur M. Collins, vice-president, the pilot operation will be built around the firm's ginger ale drink. Back of the move: A long-range program to increase the consumption of ginger ale as a refreshment beverage.

Name 2 NAMA Region Heads

CHICAGO, April 10.—Charles J. Cooper, Cooper Tobacco Company, Inc., was elected chairman of Region A at the recent National Automatic Merchandising Association sectional meeting at Hershey, Pa. Region A comprises the States of Pennsylvania and New Jersey.

James W. Vipong, D & B Distributors, was elected vice-chairman of the region.

Raymond Schuer, Vendomat Corporation, was re-elected chairman of Region 3 at the sectional meeting held on St. Simons Island, Ga. Region 3 covers Maryland, Virginia, Delaware and the District of Columbia.

MANDELL GUARANTEED USED MACHINES

- N.W. DeLuxe 16 & 5¢ Comb. \$12.00
N.W. #39 16 Porc. 7.95
N.W. #33 16 Porc. B.G. 7.95
Master 16 Bulk Porc. 7.45
Master 5¢ Bulk Porc. 7.45
Master 16 & 5¢ Bulk Porc. 7.95
Columbus 16 Bulk 7.45
Silver King 16 B.G. or Mds. 7.45
Silver King 5¢ 7.45
Exhibit Post Card (Metal) 15.00
Advance #2 16 B.G. 7.45
Advance #21 Mds. 5.95

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen .85
Pistachio Nuts, Vendor's Mix .70
Pistachio Nuts, Sheik .85
Cashew Whole .85
Cashew Butts .80
Peanuts, Jumbo .38
Spanish .38
Mixed Nuts .85
Almonds 400 ct. 5 lbs. W.C. pk. .85
Baby Chicks .32
Rainbow Peanuts .30
Boston Baked Beans .30
Jelly Beans .30
Licorice Lozenges .25
M & M .44
Assorted Fruit Charms, 100 ct. .42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum, prepaid, per lb. .48
Adams Gum, all flavors, 100 ct. .44
Wrigley's Gum, all flavors, 100 ct. .47
Hershey's Chocolate, 200 ct. .130
Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St. New York 18, N. Y. LChngarc 4-8467

Money-Making, Money-Saving IDEAS FOR OPERATORS!

Advertisement for Northwestern newspaper. Includes images of newspaper clippings and a vending machine. Text: Valuable Information Can Be Yours Every Month... Without Cost!

Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

From LITTLE ACORNS mighty INCOMES grow!

Advertisement for Acorn Silver Streak vending machine. Includes image of the machine and text: Precision-Built for PROFITS! ACORN The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR. NEW! SILVER STREAK BRUSH HOUSING & BALL GUM WHEEL. OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

Advertisement for Everett Time Master carrying device. Includes image of the device and text: ANNOUNCING The NEW Carrying Unit EVERETT TIME MASTER CARRYING DEVICE FOR PRE-FILLED GLOBES \$17.40 per case of 6 Sample \$2.95. SAVE MONEY... You need buy only extra globe assemblies. SAVE SPACE... 1/3 less storage space needed. SAVE TIME... Unscrew Time-Master handle, replace empty globe with full one. NO CARRYING PROBLEM. No more bulky machines to carry around; no more dropping breakage. All parts plated and durable for long life. Terms: 1/3 with order, balance C.O.D. Samples cash with order. DISTRIBUTORS WANTED! CARL F. EVERETT 419 Plum St., Aurora, Ill. Phone 6-5446.

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS

Model E, 6 cols., 168 cap. \$ 75.00
Model A, 6 cols., 180 cap. 67.50

ROWE CIGARETTE VENDORS

Imperial, 6 cols., 180 cap. \$ 85.00
Royal, 10 cols., 400 cap. 110.00
Royal, 8 cols., 320 cap. 100.00
President, 10 cols., 475 cap. 135.00
President, 8 cols., 380 cap. 120.00
Crusader, 10 cols., 475 cap. 155.00
PK CIGARETTE VENDOR, 10 COLS., 300 CAP. 140.00
DUGRENIER CHAMPION, 9 COLS., 420 CAP. 100.00

CANDY MACHINES

Rowe Candy Machine, 120 Bar cap., 8 col. \$65.00

SPRING SPECIAL

Uneeda Candy, Wall Model, 120 cap. \$62.50

SODA and COFFEE MACHINES

Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors

WRITE FOR INFORMATION

Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.



SPECIAL!
Uneeda Model 500
9 COLUMNS
350 cap. \$95.00

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR

The Most Flexible Bulk Vendor Ever Constructed

6 MACHINES IN 1

The answer to "extra profits" from your present locations and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy, no special tools needed... nothing to put on or take off.

VENDING WHEELS

#104—For Chicle Treats or Chicle Treats—(2 pcs. each portion).
#105—Merchandise Vending Wheel with adjuster plate.
#106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.
CAPACITY: 7 1/2 lbs. 210 count ball gum.
IMPORTANT: Specify Which Wheel You Desire. 6 Decals furnished with each machine.

PRICES:

Less than 100 machines \$16.95 ea.
100 or more 16.50 ea.
Packed and sold 4 machines per case. Minimum shipments: 1 case.

Prices F.O.B. Factory. Patents Applied for.

SEE YOUR NEAREST VICTOR DISTRIBUTOR

VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

Coffee Ops Recheck Price

Continued from page 64

on its G. Washington concentrate. This is a 20-cent increase over the former price of \$3.33.

General Foods' Maxwell House Coffee Division upped its price to \$3.50 a pound.

The Nestle Company Wednesday put thru a 25-cents-per-pound increase on its Red Label brand, up from \$4.15 to \$4.40 a pound. Graphically pointing up the continued rise in concentrate cost is this fact: In January, Red Label as \$3.10 a pound, was increased to \$3.30 in February.

Operator Reaction

Airport Vending Service, headed by Bernard Kiley, abandoned nickel operation in its Chicago operation several months ago. The new concentrate price boost will mean elimination of 7-cent cups, moving most 8-cent machines to dime operation, Kiley said.

Up to last week, Airport Vending had 30 per cent of its vendors on 8-cent operation, 70 per cent on dime. Now, 80 per cent will be on the 10-cent price and 20 per cent retained at the 8-cent level.

Another operator, A. Garrick Alex, Vendall Service Corporation, plans no immediate change in his present price set-up which includes 7, 8, 9 and 10-cent cups. Instead, concentrate price advances this week will be met in the smaller location by adjustments (downward) in commissions.

Alex explained that he paves

the way for the lower location percentage by sending out individual letters to each, citing the reasons for the change. He includes price information from his concentrate supplier.

Where Vendall advances the vended cup price in its large spots, it also works out an equitable commission adjustment (upward) if commission is paid at all.

Alex said the 9-cent cup, used only in plant locations, was instituted to compete with Cafeteria-sold coffee at that price. It is not an important factor in his overall pricing program.

ABC Gross

Continued from page 64

ABC obtained three large locations which show great promise. They are the Onondaga War Memorial, Syracuse; the restaurant, coffee shop and bars in the Philadelphia International Airport, and the food and drink concession in the Fronton Building, Tampa, where jai-alai games are played.

With total sales of \$46,815,327, the cost of goods sold was listed at \$18,764,667 and rentals, licenses and commissions at \$13,733,851. Selling, general and administrative expenses totaled \$11,609,321.

New Machines

During 1953 ABC and subsidiaries spent \$598,050 for new machines, \$123,648 for parts and supplies and \$4,217 for repairs with the Square Manufacturing Company and the United Coffee Corporation, both of which are ABC affiliates.

The annual stockholders' meeting will be held here April 20, with the following board members nominated for re-election:

Samuel Alesker, vice-president of the Berlo Vending Company and its subsidiaries; Leo B. Beresin, vice-president of the Berlo Vending Company and subsidiaries; Jacob Beresin, president of the ABC Vending Corporation and of the Berlo Vending Company and subsidiaries; Louis Klebenov, manager of the New England Division, ABC; John A. Murphy, Reynolds & Company, investment securities; Charles L. O'Reilly, ABC board chairman and president of subsidiary and affiliated companies; Paul Rosenbaum, ABC vice-president in charge of automatic soft drink operations, and Benjamin Sherman, ABC vice-president.

Principal ABC subsidiaries are the Apex Beverage Corporation of New York, the Apex Beverage Company of Pennsylvania, the Apex Beverage Corporation of Massachusetts, the Beverage Vending Corporation, the Berlo Vending Company, the Pacific Automatic Candy Company, Peoples Service News Company, Pop Corn Sez Company; Raceway Concessions, Inc.; Northwest Automatic Candy Corporation and the ABC Vending Corporation of California.

F&S Preams

Continued from page 64

into production this week, with initial deliveries promised in seven days. The powdered concentrate vended sells for \$375.

300-Cup Capacity

Capacity is 300 cups, with full selectivity. Steel cabinets come in standard colors, with a \$10 extra charge for blond grain finish. A counter is standard equipment, but a free vend counter, to be used when coffee is on the location management, is optional at \$10 extra.

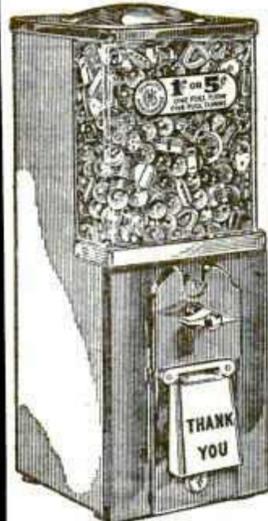
All parts which touch the ingredients are of stainless steel, except for a china mixing bowl. Adelberg said that initial orders are heavy.

Furst said he would suggest that local operators vend for a nickel or 6 cents, as he feels the unit can be operated at these prices and provide a safe profit margin, despite the rising coffee prices. Coffee operations here are nearly all 100 per cent at a dime (see separate story).

Diversified Line

The coffee vended addition now gives Stoner a diversified line, with candy, sandwich, pastry, gum and cigarette units as well. All these vendors were displayed at the F&S showing.

Other Eastern coffee vended showings are in the offing, with the next one set for Pittsburgh's Schenley Hotel, April 30, and another tentatively set for the Ben Franklin Hotel in Philadelphia the week of May 7.



The answer to "extra profits" from your present locations and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy, no special tools needed... nothing to put on or take off.

VENDING WHEELS

#104—For Chicle Treats or Chicle Treats—(2 pcs. each portion).
#105—Merchandise Vending Wheel with adjuster plate.
#106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without charms.
CAPACITY: 7 1/2 lbs. 210 count ball gum.
IMPORTANT: Specify Which Wheel You Desire. 6 Decals furnished with each machine.

PRICES:

Less than 100 machines \$16.95 ea.
100 or more 16.50 ea.
Packed and sold 4 machines per case. Minimum shipments: 1 case.

Prices F.O.B. Factory. Patents Applied for.

SEE YOUR NEAREST VICTOR DISTRIBUTOR

VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

its a dynaMITE!

ATLAS MASTER penny nickel PROFIT MAKER

the modern Ball Gum and Charm Vendor for Biggest Profits—more nickel sales—faster emptying!

ATLAS MFG. & SALES CORP.
12220 Triskett Rd.
(Phone Orchard 1-7725) Cleveland 11, O.

Also vends NUTS and CANDY
Be first with the best in your territory! Get the facts!
Write, Wire or Phone TODAY!



NEW 5c ROCKET CHARM MIX

(TRADEMARK)

We always have now items in the above mix. Immediate Delivery! \$21.00 per M. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

SPECIAL GET STARTED OFFER

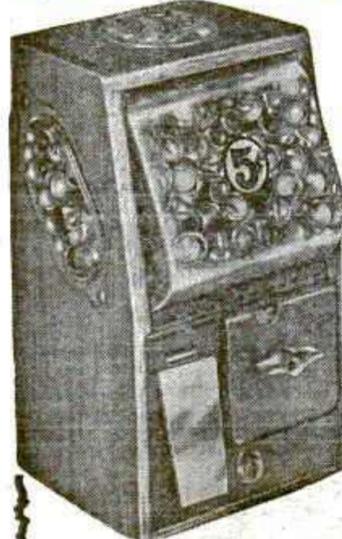
4 Victor 5c Rocket Charm Machines \$57.00
2,000 "Graff's 5c Rocket Charm Mix" 40.00
TOTAL COST \$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

GRAFF VENDING SUPPLY CO. 2841 W. Davis Dallas, Texas

Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.



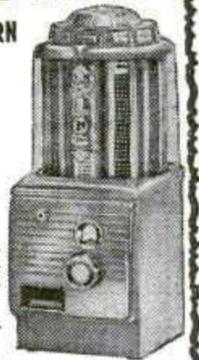
L&M Elects Horan

NEW YORK, April 10.—Francis H. Horan, general counsel of the Liggett & Myers Tobacco Company, this week was elected a director of the firm. He is a former vice-president of the Association of the Bar of the City of New York and former assistant United States attorney for the Southern District of New York.

NOW GREATER THAN EVER!

NORTHWESTERN
1c
SELECTIVE
TAB GUM
VENDOR

\$25.95

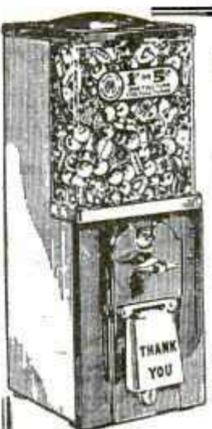


Liberal trade-in & time payment plan available. Write for details.

* NEW QUICK CHANGE MOSE. COMPARTMENT CUTS SERVICE TIME
* EXTRA MOSE. DRUMS CLEANED & FILLED IN WORKSHOP
* CONVENIENT CARRYING HANDLE
* PORT-LIKE WINDOW SHOWS IF MOSE. COLUMN IS EMPTY
1/3 dep., bal. C.O.D., F.O.B. Phila.
RAKE COIN MACHINE EXCHANGE
609A Spring Garden St., Phila. 23, Pa.
Phone: Lombard 3-2676

The Greatest Ever! VICTOR MODEL HMS

\$16.95 each
Less than 100
\$16.50 each
100 or more
We also carry a complete line of ball gum and charms at low, low prices.
Telephone: Emerson 4300



H. B. HUTCHINSON JR.

860 North Ave., N.S.
Atlanta 6, Ga.
Tel.: Emerson 4300

BALL and VENDING GUMS

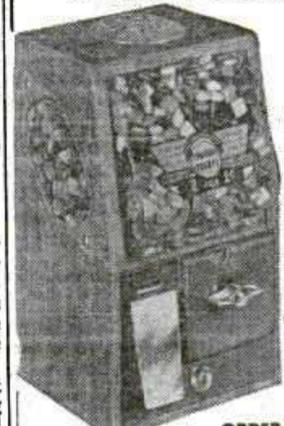
New LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
Chloro-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Chloro-Vend Chicks, 275 & 320 ct. 45¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Ml. Pleasant • Newark 4, N. J.

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: Locust 7-1448

Nat'l Vending

Continued from page 64

chase will mark the initiation of National's drive to become a major industrial food vending operator. He explained the firm has devised a system whereby it can install an in-plant feeding operation for factories employing as few as 100 persons. He said this system would be tried within the next 30 days. Hirsch added that the purpose of the stock purchase was not merely to test the small plant theory. National will also shoot for major industrial locations.

The main National office here will also serve as a Spacarb-New York office, altho S.-N.Y.'s headquarters in Long Island City will remain the base of operation.

Gotham Ops

Continued from page 64

Mat, Newark, N. J., manufacturer and marketer of a liquid concentrate vended, feels that there is enough profit margin at a dime operation to absorb the price increases.

He warned operators against reducing portions or cutting strength and said the cure would be worse than the disease if operators attempted to maintain the same profit margins by giving customers less for their money.

We
Have Newer
CHARMS!

• **NEW DESIGNS**
• **NEW IDEAS**
• **NEW FINISHES**

send 35¢
Complete Sample Kit

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

Brand New!
Victor MODEL HMS

\$16.95 each
Less than 100

\$16.50 each
100 or more

Can be bought on weekly payments. Write for details.

ROY TORR
Lansdowne, Pa.

The word to the "wise" is ...

GUGGENHEIM

for **CHARMS**

SEND FOR PRICE LIST

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

IMMEDIATE DELIVERY!
HMS Penny-Nickel-Combination

\$16.50 Ea. 100 or more
\$16.95 Ea. less than 100 (Packed 4 to case)

SPECIAL: Sample \$17.75
Time payment plan available. Trade-ins accepted. Prices subject to change without notice.

All Victor Models Available. Write for our complete charm and merchandise list.

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

Lorillard Mulls
• Continued from page 64

ation" to a king-size, filter-tip cigarette.

Whether the new brand will be an Old Gold, Kent or Embassy is not known. Also not known is whether Lorillard will concentrate on the new brand. Kent said the company was not putting any advertising promotion behind its original king-size brand. This would indicate that Lorillard would either make Embassies on a limited basis or drop the brand altogether.

If the weight of Lorillard promotion and the name of a top-selling brand go with the new king-size, filter-tip cigarettes, it may be difficult for operators to overlook the new brand. This would mean that many venders with limited columns would be obsolete on many locations.

Meanwhile, Kent denied rumors that Kents would be reduced in price, following the lead of Liggett & Myers, which recently cut 4 cents from the price of its filter-tip L&M. Kent claims the cost of the Kent filter would make such a price cut difficult.

Kent also disclosed that Lorillard had completed plans for a large, fully integrated cigarette plant on an 80-acre tract in Greensboro, N. C., at a cost of \$10,000,000, with an additional \$3,000,000 for initial equipment.

He added that sales volume and earnings for the first quarter of 1953 were ahead of those a year earlier, and current bank loans of \$30,700,000 were expected to be reduced to about \$14,000,000 by the end of July.

New Hot Nut Route Covers Gas Stations

DETROIT, April 10.—A new vending firm specializing in bulk hot nut equipment has been formed by Wilbert Simkowitz, Ernest Buehler, a student at Wayne University, is route manager.

The firm operates venders at both 5 and 10 cents. It specializes in service station locations, in addition to bowling alleys.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Cigarette Machines. All Models in Stock. Want more information? Write today to ...

J. SCHOENBACH
Factory Distributor Of Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N. Y.
PResident 2-2900

CHEWING GUM and CHLOROPHYLL TABLETS

320 to 1b.
36c lb.

BALL GUM (all sizes), 28c lb.

Also Body Deodorizers—write for information.

SEA BRIGHT LABORATORIES
1139 Ocean Ave., Sea Bright, N. Jer.
Sea Bright 2-0224-J

VICTOR MODEL HMS, \$16.95
each for less than 100

\$16.50 each for 100 or more

Steel Vending Machine Stands, \$3.50 each, F.O.B. Louisville, Ky.

GARDNER-LOSCHE CO., INC.
2611 Hale Ave. Louisville 18, Ky.

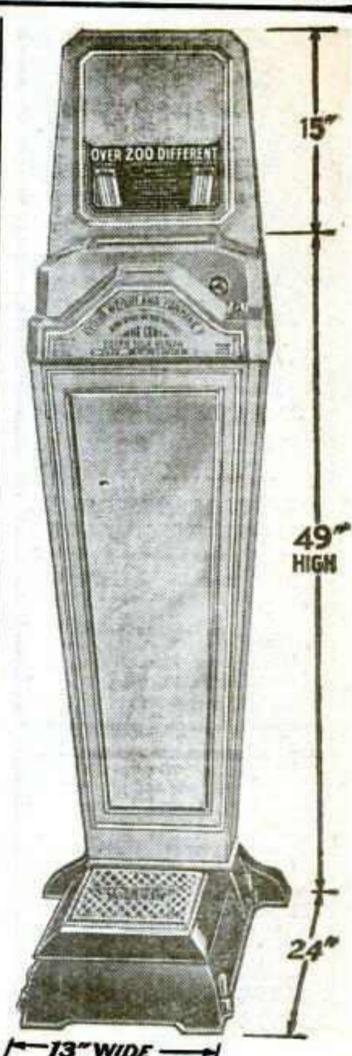
THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, on the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of April 10	Issue of April 3	Issue of Mar. 27	Issue of Mar 20
Acorn 1c.....				\$10.00
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	21.95
Adams Gum Vendor (6 col.)...			17.25 17.50	17.25 17.50
Advance Model D Ball Gum...	7.45	7.45	6.95 7.45	6.95 7.45
Advance No. 11 Mds.	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	8.50	8.50	8.50	8.50
Ajax (8 Col.).....	125.00	125.00	125.00	125.00 150.00
Athletic Scale (Mercury)....	49.50			49.50
25c Ball Point Pen Vendor...	49.50	49.50	49.50	49.50
Bradley, 2 selection.....	275.00	275.00	275.00	275.00
C-8 Electros.....	135.00	135.00	135.00	150.00
Columbus 1c.....	7.45	7.45	7.45	7.45
Columbus 5c Bulk.....			8.50	
Craig Ice Cream Vender, 10c	210.00	210.00	210.00	210.00
DuGrenier Candyman.....		49.50	49.50	49.50
DuGrenier Champion (9 col.)...	100.00	97.50 125.00	97.50 125.00	97.50 125.00
DuGrenier Model W (9 col.)...	95.00 125.00	95.00 115.00	95.00 115.00	95.00 115.00
Eastern Electric (C-8).....				115.00
Eastern Electric Cigarette Vendor, 25c.....	15.00	15.00	15.00	15.00
Exhibit Card Vendor, 1c.....	75.00	75.00	75.00	75.00 95.00
Foot Ease.....	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hawkeye Hot Popcorn.....	55.00	55.00	55.00	55.00
Hershey 1c (2 col.).....	6.50	6.50	6.50	6.50
Hot Snack Bar (5 col.).....	150.00	150.00	150.00	150.00
HotNut.....				150.00
Hupp Cold Drinks.....	110.00	110.00	110.00	110.00
Keeney Electric (9 col.).....	150.00	150.00	150.00	150.00
Kieenix 5c or 10c.....	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vendor.....	125.00	125.00	125.00	125.00
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	7.45	7.45	6.95 7.45	7.45 8.50
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Tab Gum.....	27.50	27.50	17.50 27.50	17.00 27.50
National 930.....	130.00	130.00(2)	130.00(2)	130.00(2)
National 950.....	145.00	145.00(2)	145.00(2)	145.00(2)
Northwestern 33 Ball Gum...	7.95	7.95	7.50 7.95	7.50(2) 7.95
Northwestern Deluxe 1c and 5c.....	12.00	12.00 17.55	13.95	12.50 13.95
Northwestern Model 39, 1c.....	7.95	7.95	7.95 8.50	7.95 8.50
Northwestern 49, 1c.....	12.50 17.35	12.50	12.50 17.35	12.50 17.35
Northwestern 49, 5c.....	12.50 17.35	12.50	12.50 17.35	12.50 17.35
Northwestern Stamp.....	69.00 69.50	69.00 69.50	69.00	69.00
Northwestern Tab Gum.....	18.95 25.95(2)	18.95 25.95(2)	18.95 25.95	18.95 25.95
Phillies Cigar.....				59.50
Pop Corn Sez.....	65.00	65.00	65.00	65.00
Pop-N-Hot Popcorn.....	65.00	65.00	65.00	49.50 65.00
PX (8 col.).....				145.00
PX (10 col.).....	140.00	140.00	140.00	140.00 145.00
25c Razor Blade.....	19.50	19.50	19.50	19.50
Revco Model 400 Ice Cream...	150.00	150.00	150.00	150.00
Rowe Candy (8 col.).....	85.00	82.50	82.50	82.50
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....				155.00
Rowe President (8 col.).....	130.00 155.00	130.00 155.00	130.00	130.00 155.00
Rowe President (10 col.).....	135.00 155.00	135.00	135.00	135.00
Rowe Royal (8 col.).....	100.00	100.00	155.00(2)	155.00(2)
Rowe Royal (10 col.).....	110.00	110.00 145.00	110.00 145.00	110.00 145.00
Rowe Royal (9 col.).....	100.00	100.00	100.00	100.00
Silver King.....	8.50 13.95	8.50 13.95	8.50 13.95	13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Bulk.....			8.50	8.50
Silver King 5c Bulk.....			7.50 8.50	7.50 8.50
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45 7.50	7.45 7.50	7.45	7.45
Silver King Hot Nut.....	29.50	29.95	29.95	29.95
Siros Brush Up.....				50.00
S. K. Hunter Ball Gum Gum...	24.50	24.50	24.50	24.50
Smoke Shop Lo-Boy.....	249.50	249.50	249.50	249.50
Super Vend Selective Drink Vendor, 3 Drinks.....	325.00	325.00	325.00	325.00
Unedda Candy.....	62.50	65.00	65.00	65.00
Unedda Challenger (8 col.)...	110.00	110.00	110.00	110.00
Unedda Electric (9 col.).....		125.00	125.00	125.00
Unedda Model A (6 col.).....	87.50	87.50	87.50	87.50
Unedda Model E (6 col.).....	50.00 75.00	50.00 75.00	50.00 75.00	50.00 75.00
Unedda Model 500 (9 col.)...	95.00 110.00	95.00 110.00	110.00	95.00 110.00
Uneddapak Model 500 (9 col.)	135.00	135.00	95.00 135.00	135.00
U-Select-It.....	49.50	49.50	49.50	49.50



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

NOTHING LIKE IT!

Victor MODEL HMS

\$16.95 each
Less than 100

\$16.50 each
100 or more

We stock the complete line of Victor venders.

Write for complete charm and merchandise lists and all bulk vending supplies.

GRAF VENDING SUPPLY CO.
2841 W. Davis Dallas, Texas
Telephone Ya-8323

JET CHARMS!!

Large Capsules, bulk \$ 3.90 M
Capsules, ass't., ready to vend. . 19.00 M

PENCIL SHARPENER
Bulk \$16.00 M.
Actual Size

ROCKET ITEMS

Tic Tac Toe \$13.50 M
Stamp Rings 8.00 M
Ink Pads for Stamp Rings 8.00 M
ROULETTE WHEELS 19.50 M
Foreign Stamp Capsules 12.50 M

Send for Our Catalogue

JET NOVELTY PLASTICS, INC.
449 20th Street Brooklyn 15, N. Y.
STERling 8-4301

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 878

Name

Address

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

Occupation

SHUFFLE GAMES

	Issue of April 10	Issue of April 3	Issue of Mar. 27	Issue of Mar. 20
Big League Bowler, 4 player (Keeney)	\$85.00	\$85.00	\$85.00	\$85.00
Bowl-a-Ball (Chicago Coin)	125.00	125.00	125.00(2)	125.00(2)
Bowl-a-Matic (Universal)	345.00	345.00	345.00	345.00
Bowling Alley (Chicago Coin)	59.50	59.50	59.50	59.50
Bowling Champ, 2 player (Keeney)		45.00		
Carnival Bowler (Keeney)	295.00	325.00	325.00	350.00
Cascade Shuffle Alley, 6 player (United)	280.00	280.00	295.00	315.00
	285.00(2)	315.00	325.00	325.00(2)
	325.00			
Classic Shuffle Alley, 6 player (United)	340.00(2)	340.00	345.00	340.00
	345.00(2)	365.00(2)	345.00	365.00
	365.00	375.00	365.00(2)	375.00(2)
			375.00	
Clover Shuffle Alley, 6 player (United)	295.00	310.00	295.00	320.00
	320.00	335.00	335.00	350.00
	350.00			
Club Bowler, 10 player (Keeney)	245.00	285.00	275.00	275.00
Crown Bowler (Chicago Coin)	275.00	295.00	295.00	320.00
	320.00	325.00	325.00	
Crusade Shuffle Alley (United)	325.00			
De Luxe League Bowler (Keeney)	150.00			
Domino Bowler (Keeney)	325.00	325.00	325.00	350.00
Double Header (Williams)	40.00	49.00	40.00	40.00
Double Score Bowler 10th Frame (Chicago Coin)	275.00	285.00	275.00	300.00
	295.00	295.00	295.00	
Drum Scoring, 6 player (Chicago Coin)	150.00	150.00	185.00	185.00
Five Player Shuffle Alley (United)	75.00	105.00	75.00(2)	90.00
	109.00w/p	115.00(2)	109.00w/p	109.50w/p
	115.00	119.50	115.00(2)	119.50
	125.00		119.50	135.00
				135.00
				85.00
Four Player (Keeney)	75.00	75.00	75.00(2)	
Four Player Shuffle Alley (United)	60.00	65.00	65.00	95.00
	75.00	100.00	109.50	115.00
	109.50			
Hi-Score Bowler (Universal) ..				69.00
Hi-Score, 6 player (Chicago Coin)	105.00w/p	105.00w/p	105.00w/p	105.00w/p
	120.00	135.00w/p	135.00w/p	135.00w/p
	135.00w/p	159.50	159.50	
	159.50			
High Score League Bowler (Keeney)		125.00	125.00	125.00(2)
Hook Bowler (Bally)	49.00		69.00	
Horseshoe (Chicago Coin)	70.00			
Imperial Shuffle Alley (United)	400.00(2)	415.00	375.00	415.00
	415.00	425.00(2)	425.00(2)	425.00(2)
	425.00(2)			
League Bowler, 4 player (Keeney)	49.00	99.50	99.50	99.50
League Bowler, 6 player (Keeney)		120.00		
Leader Shuffle Alley (United) ..	465.00	475.00		
Matched Bowler, 6 player (Chicago Coin)	175.00	175.00	275.00	185.00
				275.00
Name Bowler (Chicago Coin) ..	225.00	225.00		
Official Shuffle Alley, 4 player (United)	175.00	185.00	195.00	215.00
Olympics Shuffle Alley (United)	300.00	325.00	335.00(2)	335.00
	325.00(4)	335.00(2)	350.00(2)	350.00(3)
	335.00	350.00	350.00(2)	
Royal Shuffle Alley (United) ..	360.00	385.00	360.00	399.50
	399.50	399.50	399.50	395.00
Shuffle Alley Deluxe, 6 player (United)	95.00	110.00	89.00w/p	110.00
	140.00	145.00	115.00	140.00
	149.50	165.00	149.50	175.00
			165.00	
Shuffle Alley, 6 player (Chicago Coin)	90.00	90.00	95.00	159.50
Shuffle Alley, 6 player (Keeney)	95.00	99.50	95.00(2)	99.50
	125.00	100.00	115.00	125.00
Shuffle Alley, 6 player (United)	69.00	85.00	85.00	129.50
	95.00	129.50	135.00	135.00
	135.00			
Shuffle Alley, 10 player (Keeney)	140.00	150.00	195.00	
Shuffle Cades (United)			79.00	
Six Player 10th Frame (United)	185.00	200.00	195.00	200.00
Star Bowler, 2 player	295.00	295.00	295.00	295.00
Star 6 Player (United)	200.00	215.00	225.00	235.00
	235.00			715.00
				235.00(2)
				245.00
Star 10 Frame, 6 player (United)	210.00	225.00	245.00(2)	245.00
	245.00	260.00	265.00(2)	265.00
	265.00(2)	279.50	279.50	279.50
	279.50			
Super Deluxe League Bowler (Keeney)		165.00	165.00	165.00
Super Matched Bowler (Chicago Coin)	215.00	215.00		
Super Six Shuffle Alley (United)	150.00(2)	150.00	165.00	175.00
	185.00	209.50	190.00	209.50
Target (Genco)	75.00			
Team Bowler, 10 player (Keeney)	195.00	235.00	195.00	255.00
Tenth Frame Special Bowler (Chicago Coin)	250.00	250.00	250.00	285.00
10th Frame Super Shuffle Alley (United)	175.00	225.00	175.00	225.00
	259.50	259.50	225.00	259.50
10th Frame Bowler (Chicago Coin)	175.00	175.00	195.00	175.00
Tenth Frame, Double Bowler (Chicago Coin)		365.00	295.00	365.00
Triple Score Bowler (Chicago Coin)	325.00	335.00	345.00	345.00(2)
	345.00(2)	365.00	365.00	385.00
Twin Shuffle Alley Rebound (United)	45.00		50.00	59.50
Two Player (United)	50.00	50.00	79.00w/p	50.00
		125.00	125.00	
Twin Rotation				

Says City Can Stop Distributors From Operating

MILWAUKEE, April 10.—The common council can legally license amusement machine distributors and prevent them from operating their own machines, Alan Steinmetz, an assistant city attorney, testified before the city's license committee.

Game operators last January asked that the common council pass an ordinance to restrict distributors from operating. They claimed unfair competition because distributors could buy the machines cheaper.

Ald. Martin E. Schrieber, license committee chairman, said that the committee asked Steinmetz to draft separate ordinances covering each point, but stated that the committee, by its request, was not endorsing either proposal, but merely wanted time to study them.

Attorney Max E. Goldsmith, representing two distributors, claimed that an ordinance preventing distributors from operating would be unconstitutional without a "grandfather clause." Such a clause would not affect present distributor-operators, but would prevent other distributors from becoming distributor-operators.

Joseph Beck, Milwaukee operator, and Assemblaman Richard B. Nowakowski, attorney for the Greater Milwaukee Coin Operators' Association, both favor such an ordinance preventing distributors from operating.

Kenneth Styles is establishing a music route in the North End as the Jet Music Service Company, with offices on Puritan Avenue. . . Fred Chlopan, retired president of the Detroit Shuffleboard Association, is vacationing as far south as he can get, at Key West, and reports fishing is "terrific" except for the "one that got away."

COINMEN YOU KNOW

Milwaukee

Music box grosses have been hit rather hard here, according to most of the operators. Reason is the Lenten season, which annually takes a heavy toll of amusement expenditures in this town.

Joe Pelligrino, of P. & P. Distributors, reports that he and partner, Bob Puccio, still have received no definite word from the city authorities as to whether their property will have to be abandoned. Projected super-highway thru town is expected to require condemnation of property all thru the neighborhood.

New routeman at P. & P. Distributors is Robert Oberbank, a newcomer in the business and recently released from the Army. . . "Padre," by Lola Dee, is the waxing that is rapidly gaining lots of sales from the operators, according to Mercury Records man, Johnny O'Brien. New Mercury sales rep, Marty Hirsch, is covering the Southern and Western parts of the State.

Biggest excitement in the household, adds Johnny O'Brien, is the final inking of papers for the purchase of his brand new home on Milwaukee's far West Side. . . King Record's sales representative, Chuck Meyers, out of Chicago, made his rounds here last week. Meyers was plugging the new etching of "Welcome Mat" and "Don't Stop Kissing Me Good-night." He makes the territory here about once every three weeks.

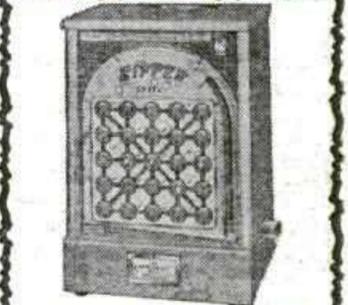
Doug Opitz, of Hilltop Music, reports that his biggest nickel puller this past week has been the fast rising "All Night Long," by Rusty Bryant.

Miami

Bush Distributing Company was a beehive of activity April 4-5 during the showing of the new Wurlitzer Model 1700. A. B.

Palmer, advertising manager of Wurlitzer, was in Miami especially for the occasion and greeted visiting operators. Later, owner Ted Bush and Palmer flew to Cuba on business.

Ken Willis, export manager at Bush Distributing, leaves Easter Sunday on a one-month business trip to South America by plane. His tour will take him to Haiti, Dominican Republic, Puerto Rico, Venezuela, Colombia, Peru and Panama. This is old stuff to Willis who has been making such trips with increasing frequency since the firm entered the export field a few years back. Willis says the company's customers in the home territory of South Georgia, Florida and Cuba are singing the praises of Chicago Coin's Home Run baseball game.



BINKS "ZIPPER"
FAST BINGO HIGH SCORE
COUNTER
GAME..... **\$79.50**

NEW "SAFES" CLOSEOUT
PRICES—ALL REVOLVAROUND

- 2 SINGLE UNIVERSAL
- 1 DOUBLE UNIVERSAL
- 1 SINGLE HEAVY STEEL
- 1 DOUBLE HEAVY STEEL
- 1 TRIPLE HEAVY STEEL

Write—Phone—Wire
CENTRAL OHIO COIN MACHINE EXCH.
525 High St. Columbus, Ohio
ADoms 7254

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)
Usual want-ad style, one paragraph, no display. First line set in 4 pt. bold, balance & pt. light.
Per word \$.20
3 or more CONSECUTIVE or 24 insertions, per word18
52 CONSECUTIVE insertions, per word16

● **DISPLAY CLASSIFIED** (Minimum \$6)
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 space line \$1.00
3 or more CONSECUTIVE or 24 insertions, per space line95
52 CONSECUTIVE insertions, per space line90
1 inch equals 14 space lines.

ALL ORDERS AND INQUIRIES MUST BE ADDRESSED TO: BILLBOARD PUBLISHING COMPANY,
188 W. RANDOLPH STREET, CHICAGO 1, ILLINOIS

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save: steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ap24

Parts, Supplies & Services

Stamp Folders direct from factory at lowest prices. Brown Manufacturing Co., 171 E. 92 St., New York, N. Y. ap21

Stamp Folders direct from manufacturer: unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ie5

Routes for Sale

Bowling Machine Route for sale in Chicago: 70 pieces, Olympics, Classics, Royals, Imperials, Chiefs, Leaders, Super Frames, Shuffle Pool, etc. All licensed; income \$800 week; price \$35,000; will sell all or half of route. Box 715, The Billboard, Chicago 1, Ill. ap17

Cigarette Route for sale or trade for route in Eastern Phoenix, Arizona; lots of room for expansion. Box 718, The Billboard, Chicago 1, Ill. my8

Well established western route—Late model phonographs, bingos, bowlers, etc., \$70,000. Priced at Billboard prices; will pay out in 10 to 12 months; will finance 1/2. Box 706, The Billboard, Chicago 1, Ill. my15

Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending machines, \$5 up; what have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18, Ill. mh5

Arcade Machines—180 Penny and Nickel type; Photomatic, Recorder, 12 Panorams. What do you need? Write for list and prices. Funland Arcade, 503 Market St., Pittsburgh 22, Pa. my1

Blond Maple Consoleite Coin-Radios 27", almost brand new, \$35. R. Flemke, 3800 Poe Ave., Cleveland 9, O.

Cigarette Machine, quarter operation Uneda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Uneda 5-column Candy Machine, \$37.50; Statler 9-column Cookie Machine, \$22.50; DuGranter Cigarette, \$40. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. ff

Cigarette Machines—Six column Rowe Imperials, \$45 ea.; nine column 9-30 Nationals, \$50 ea. Machines on quarter operation. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244. ap24

Falcon and Imperial Shoe Shiners, in good condition; priced right; make offer. Box M-49, c/o The Billboard, Cincinnati 22, O. ap24

For Sale—Jumpin' Jack or Gold Nugget, \$50 each; Saddle & Turf, \$350 each; Bright Light, \$50; Bright Spot, \$65; send 1/2 deposit. Frank Guerrini, Burnham, Pa. ap17

Kiddie Rides—Big Bronco Horses, Atomic Jets, A-1 condition; sell jets, \$250 each in lots of four; Horses for \$450; come see if possible. Elmer Moore, P. O. Box 6021, Knoxville, Tenn.

Nut Machine—6 Silver Kings in perfect condition, \$10 each. Box 726, The Billboard, Chicago 1, Ill.

Recorders, Photo Machines and all types Arcade Equipment at operators' prices. Can use late equipment, Photo Vend Company, 5400 Cullom, Chicago 41. Telephone Mulberry 5-5788. my1

Shuffleboard Operators, Attention—If your shuffleboard play is down, put on Keeney's Bowling Champ conversion, you will be surprised at the earnings; \$79.50 each, positively overhauled and ready to place. Reliable Shuffleboard Co., 5730 Broadway, Chicago.

16 Victor Baby Grand Deluxe, penny, \$9.50, used six months; Watford Tom Thumb Fortune Scale, \$60; Edward Likens, 1845 Poinciana, Fort Myers, Fla.

Wanted to Buy

Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ff

Standard Metal Types; state condition mechanically and otherwise; your lowest cash price. A. T. Snyder, Wilton, Conn. ap24

United Six Player Star Regulation Shuffle Alleys with authentic scoring; please quote lowest price, condition and number you have. King-Pin Amusements, 213 So. Foster Street, Lansing 12, Mich. ap24

Victor Toppers Wanted—Any quantity; give full details. Box 713, The Billboard, Chicago 1, Ill. ap17

Wanted Atlas Bantam, Acorns, Victor Toppers. Radiant Vending, 5915 Carpenter, North Hollywood, Calif. ap24

Wanted—Kiddie Rides, used, as is; state quantity, description, age, delivery and lowest cash price. Box 716, The Billboard, Chicago 1, Ill. ap17

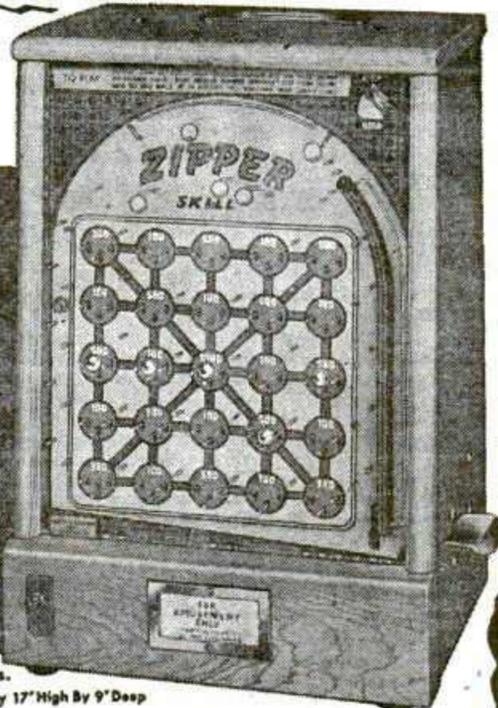
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THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES
ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 10	Issue of April 3	Issue of Mar. 27	Issue of Mar. 20	
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$195.00	\$195.00	
All Star (Williams).....	75.00	75.00	75.00	75.00	
Atomic Jet Space Ship.....		265.00	265.00		
Barrel Rolls (Jennings).....	125.00	125.00	125.00	125.00	
Baseball (Bally).....	49.00		69.00		
Basketball (Genco).....		479.50			
Baseball (Scientific).....	79.50	79.50	79.50	79.50	
Bat-a-Score (Evans).....	160.00(2)	150.00	160.00	165.00	
	275.00	160.00(2)	275.00	275.00	
Big Bronco (Exhibit).....	475.00	500.00	475.00	500.00	
		475.00	500.00	475.00	
Big Inning (Bally).....	140.00	150.00	140.00	150.00	
Blow Ball (Kirk).....	125.00	125.00	125.00	125.00	
Boomerang.....	45.00	45.00	45.00	45.00	
Bowl-a-Ball (Chicago Coin).....	200.00	200.00	200.00	200.00	
Challenger (ABT).....	65.00	75.00	65.00	75.00	
			25.00	65.00(2)	
				75.00	
Champion Horse (Bally).....	395.00	500.00	395.00	500.00	
	525.00	525.00	525.00	525.00	
Chicken Sam (Seeburg).....	75.00	110.00	75.00	110.00	
Choo Choo Train.....	495.00	495.00	495.00	495.00	
Dale Gun (Exhibit).....	50.00	55.00	49.00	55.00	
	65.00	69.50	65.00	69.50	
		94.50	94.50	94.50	
Defender (Bally).....				125.00	
Derby, 4 player (Chicago Coin).....	125.00	195.00	125.00	150.00	
		195.00	195.00	195.00	
Drivemobile (Mutoscope).....	169.50	189.50	225.00	195.00	
	225.00				
Electric Shocker (Monarch).....	34.50	34.50	34.50	34.50	
Flash Hockey (Genco).....	75.00	75.00	75.00	75.00	
Flip Skill.....				25.00	
Flying Saucer (Genco).....	125.00	159.00	125.00	159.00	
Goalie (Chicago Coin).....	75.00	95.00(2)	75.00	95.00	
	100.00	119.50	100.00	119.50	
Gripper (Mercury).....		18.50		18.50	
Gun Patrol (Exhibit).....	165.00	175.00	165.00	185.00	
	185.00	195.00	185.00	195.00	
Heavy Hitter (Bally).....	40.00	45.00	40.00	45.00	
Hit-a-Homer.....				45.00	
Hockey (Chicago Coin).....	55.00	55.00	55.00	55.00	
Hot Rod Racer.....				20.00	
				55.00	
Jack Rabbit.....	99.50	99.50	99.50	99.50	
Jet Gun (Exhibit).....	145.00	159.50	175.00(2)	175.00(2)	
	175.00(2)	195.00	195.00	195.00	
	195.00(2)			225.00	
Jet Saucer (Mutoscope).....	95.00				
Lite League.....	75.00	99.50	75.00	99.50	
Love Meter.....				20.00	
				99.50	100.00
Metal Typer (Groetchen).....	375.00	375.00	375.00	375.00	
Midget Movies.....	185.00(2)	185.00(2)	185.00(2)	175.00	
	295.00	295.00	295.00	295.00	
Midget Skee Ball (Chicago Coin).....	165.00	165.00	165.00	165.00	
Miss America Boat (Lane).....	295.00	375.00	375.00	375.00	
Night Fighter (Genco).....	310.00	325.00	310.00	325.00	
Ocean Liner (Scientific).....	475.00	475.00	475.00	475.00	
Panoram (Mills).....	250.00	250.00	250.00	250.00	
Pee Wee.....				18.00	
Photomatic (Mutoscope).....	250.00	250.00	250.00	195.00(early)	
	650.00(early)	650.00(early)	650.00(early)	250.00	
				525.00(early)	
				650.00(early)	
Pikes Peak.....		18.50		18.50	
Pistol Pete (Chicago Coin).....	95.00	99.50	95.00	99.50	
Pitch 'Em & Bat 'Em.....	185.00(2)	185.00(2)	185.00(2)	165.00	
				185.00(2)	
Pokerino (Scientific).....				85.00	
Pokerino Jr. (Scientific).....				75.00	
Pool Table (Edico).....	75.00	75.00	125.00		
Pop Up.....	24.50	18.50	24.50	18.00	
Q Ball Pool Table.....	125.00			24.50	
Quizzer.....	95.00	95.00	95.00	95.00	
Rifle Range Ray Gun.....	75.00	75.00	75.00	75.00	
Rocket Ship (Meteor).....	250.00	195.00	250.00	250.00	
Rudolph the Red Rose Reindeer (Exhibit).....	395.00	395.00	395.00	395.00	
Sea Jockey.....	75.00	75.00	75.00	115.00	
Shocker (Acme).....	24.50	24.50	24.50	24.50	
Shipman Art Show.....	49.50	45.00	49.50	45.00	
Shoot the Bear (Seeburg).....	145.00	155.00	145.00	155.00	
	165.00	179.50	179.50	155.00(2)	
	195.00(3)	195.00(3)	195.00(3)	199.00	
Silver Bullets (Exhibit).....	100.00	135.00	135.00	135.00	
				125.00	
Silver Gloves (Mutoscope).....	195.00	195.00	195.00	175.00	
Six Gun Rifle Range (ABT).....	650.00	650.00	650.00	195.00	
Six Shooter (Exhibit).....	145.00(3)	145.00(2)	145.00(2)	145.00	
	159.50				
Skee Ball (Evans).....				95.00	
Skee Ball (Wurlitzer).....				150.00	
Skee Ball (Williams).....	150.00	150.00	150.00	150.00	
Ski Roll (Evans).....	95.00	95.00	95.00	95.00	
Skill Gun (ABT).....	25.00	25.00	25.00	25.00	
Sky Fighter (Mutoscope).....	125.00	195.00	125.00	195.00	
				125.00(2)	
				195.00	
Space Gun (Exhibit).....	150.00	185.00	150.00	185.00	
	195.00(2)	185.00	195.00	225.00	
		225.00			
Space Ship (Bally).....		365.00	365.00	395.00	
Spark Plug.....	75.00	75.00	75.00	115.00	
Star Series (Williams).....	75.00	139.50	75.00	139.50	
Submarine Gun (Keeney).....	110.00	125.00	110.00	125.00	
Super Bomber (Evans).....	175.00	195.00	175.00	195.00	
Super Jet (Chicago Coin).....	475.00	495.00	475.00	495.00	
Team Hockey (United).....	85.00	85.00	85.00	85.00	
Telequiz.....	115.00	169.00	115.00	169.00	
Ten Strike (Evans).....	65.00	65.00	65.00	65.00	
Three Way Gripper (Gottlieb).....	24.50	24.50	24.50	24.50	
13-Way Athletic Scale (Mercury).....	79.50	49.50	79.50	79.50	
Twin Pokerino.....	150.00			150.00	
Twin Shoe-Shine.....	150.00			150.00	
Undersa Raider.....	150.00(2)	150.00(2)	125.00	150.00	
Voice-a-Graph (Mutoscope).....	525.00	595.00	525.00	595.00	
				595.00(early)	
Voice Recorder (Wilcox-Gay).....	195.00	195.00	195.00	195.00	

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RESORT & ARCADE GAMES
United IMPERIAL\$415
United CLASSIC 345
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United 10TH FR. STAR 265
United 6 PLAYER w/Lgo. Pins 135
Chicoin TRIPLE SCORE 325
EX. JET GUN 195
EX. GUN PATROL 175
EX. SIX SHOOTER 145
Chicoin PISTOL 95
Chicoin GOALIE 95

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WMS. ALL-STAR 6 PLAYER BASEBALL
Features Galore!! Bonus Scoring!!! Over the Fence Homer!! Triple Match Feature!

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Bally SURF CLUB
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LATE 5 BALLS
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New '54 ACE COIN COUNTER
Wt. & lbs. Counts 16, 56, 106, 256. Only \$149.50

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Wurlitzer 1100 245

SEEBURG 1-46\$125
SEEBURG 1-47 150
SEEBURG 1-48 BLOND 195
WURLITZER 1080 125
WURLITZER 1100 225
WURLITZER 1250 295
ROCK-OLA 1436 (120 Sel.) 495
A.M.I. MODEL A 195
A.M.I. MODEL C 295
A.M.I. MODEL D-80 495

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WURLITZER 1015 Running Condition, Complete \$75.00
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Bally Big Inning\$140.00
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Exhibit Floor Size Card Vendors \$25.00 & Up
Exhibit Metal Card Vendor Counter \$22.50
Exhibit Foot-Ease 95.00
Mutoscope Movies, Complete 65.00
Mutoscope Voice-a-Graph 550.00
Photomatic Post War 650.00
Pokerino, New & Reconditioned Write
Scientific Pitch 'Em and Bat 'Em 185.00
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4 Floors of REAL Factory Reconditioned Equipment. Looks and Works Like New.
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Un. Leaders\$465 Un. Olympic\$325 Un. 5 Play, F/7-10\$110
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Un. Clover 325 Un. 6 Play, F/7-10 125 Chicoin Crown Bowl . . 275

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Dude Ranches—Beach Clubs—Palm Springs
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Keeney's Diamond Bowler and Mainliner, Surf Club, Exh. Shooting Gallery, Un. Team Shuffle-League Shuffle, all others.
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Regular, Match or Match Replay

GENCO'S ONE OR TWO-PLAYER BASKETBALL

REGULAR—for Novelty Play in Every Location

DELUXE (MATCH)—has Changing Value Match Feature

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- SUPER-LIFELIKE ACTION
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4 "Changing value" baskets!

MODERN, COMPACT CABINET—41" x 27" x 71" high. Crated weight 300 lbs.

AVAILABLE IN 10c—3 or 4 for 25c PLAY (OPTIONAL)

2 "Special when lit" baskets!

STILL IN PRODUCTION
Genco's "INVADER" and "SKY GUNNER"
(2 Terrific All-Location Gun Games!)

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MFG. & SALES CO.

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Our Used Merchandise Is the Finest

UNITED BOWLERS	Basketball Champ ... \$175.00	DRINK AND ICE CREAM VENDORS
Royals ... \$385.00	4 Player Derby ... 125.00	Craig Ice Cream ... \$210.00
Imperials ... 400.00	C. Coin Pistol ... 95.00	Hupp Cold Drinks ... 110.00
10th Frame Stars ... 210.00	Edelco Pool Table ... 165.00	Hot Snak Bars ... 150.00
10 Player Keeney ... 140.00	Evans Bat-a-Score ... 95.00	Super Vend, 3 Sel. ... 225.00
6 Player DeLuxe ... 110.00	Eyans Ski-Roll ... 195.00	Bradley, 2 Sel. ... 275.00
Supers ... 150.00	Evans Super Bomber ... 65.00	Kelva, Bot, 3 Sel. ... 125.00
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Cascades ... 285.00	Ex. Gun Patrol ... 185.00	
Olympics ... 325.00	Ex. Space Gun ... 195.00	CIGARETTE MACHINES
6 Player Keeney ... 95.00	Ex. Silver Bullets ... 135.00	Rowe Diplomat ... \$150.00
4 Player Keeney ... 75.00	Ex. Six Shooter ... 145.00	Keeney, Elec. 9 Col. ... 150.00
	Groot, Metal Typer ... 375.00	Ajax, Elec. 8 Col. ... 125.00
	Genco Sky Gunner ... Write	C-8 Electros ... 135.00
	Genco Nite Fiter ... 310.00	Uneda E, 4 Col. ... 50.00
	Genco 2 Pl. Basket-ball ... Write	Rowe Royal, 9 Col. ... 100.00
	Jennings Barrel Roll ... 125.00	Un. Challenger, 8 Col. ... 110.00
	Keeney Sub Gun ... 75.00	DuGrenier W, 9 Col. ... 95.00
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	Muto, Flying Saucer ... 125.00	Nat. King Candy ... \$ 25.00
	Q Ball Pool Tables ... 125.00	Shipman 3 Col. Candy ... 40.00
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	Palm Beach ... 185.00	Hawkeye Hot Popcorn ... 55.00
	Spot Lites ... 65.00	25 Pop Sax Popcorn ... 65.00
	Stars ... 115.00	12 Adv. 1¢ Stick Gum ... 8.50
	Tahiti ... 325.00	15 Hershey, 2 Col., 1¢ ... 6.50
	Tropics ... 335.00	100 Silver Kings ... 8.50
		Like New ... 8.50
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		Bally Champion ... \$525.00
		Horse ... 475.00
		Big Bronco ... 475.00
		Ocean Liner ... 475.00
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		Choo-Choo Train ... 495.00
		Merry-Go-Round With Music, New ... 595.00
		Rocket Ship ... 250.00
		Super Jet ... 475.00
		T.V. Ride, New ... 495.00



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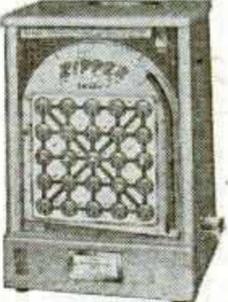
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5-BALLS

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BALLY SURF CLUB	Dealer 21 ... Write
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	Sluggfest ... 119.50
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	Control Twr. ... 109.50
	Rag Mop ... 99.50
	Dreamy ... 89.50
	Georgia ... 89.50
	De-Icer ... 89.50
	Lucky Inning ... 84.50
	Yanks ... 79.50
	Boston ... 69.50
	Dallas ... 69.50
	Virginia ... 49.50
	Yank ... 49.50
	Dew-Wa-Ditty ... 49.50
	Saratoga ... 49.50
	Tennessee ... 49.50
	Gizmo ... 49.50
	GENCO
	Tri-Score ... \$89.50
	Canasta ... 59.50
	Pin Head ... 54.50
	Big Top ... 54.50
	Screwball ... 49.50
	1-2-3 ... 49.50
	Floating Pwr. ... 49.50
	UNITED
	Red Shoes ... \$89.50
	Arizona ... 79.50
	Utah ... 79.50
	Tampico ... 69.50
	Oklahoma ... 69.50
	Aquacade ... 59.50
	Monterrey ... 49.50
	Moon Glow ... 49.50
	Baby Face ... 49.50
	EXHIBIT
	Judy ... \$94.50
	Be Bop ... 84.50
	Campus ... 84.50
	Tumbleweed ... 74.50
	CHICAGO COIN
	Pin Bowler ... \$99.50
	Golden Gloves ... 69.50
	Bermuda ... 49.50

VENDERS

ACORN VENDER, 1c or 5c ... WRITE	U Select It ... \$ 49.50
ACORN 10 COL. TAN GUM ... \$21.95	N.W. Tab Gum 25.95
	U-Pop-It ... Write
	N.W. Stamp ... 69.00
	Kleeneex 5 ... 49.50
	or 10¢ ... 49.50
	Smokeshop ... 249.50
	Lo-Boy ... 249.50
	Ajax 8 Col. Elec. ... 150.00
	Cig., New ... 150.00



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Fast, high score BINGO Counter Game ... \$79.50

ARCADE

GENCO 2 PL. BASKET BALL	Photomatic, Late ... \$450.00
GENCO INVADER	Edelco 10th Frame Double Score Conversion Unit ... \$49.50
GENCO SKY GUNNER	For United 4, 5 and 6 ... \$49.50
AUTO-PHOTO PITCHING PRACTICE	Also Chicago Coin's
MIGHTY MIKE	
AIR FOOTBALL	
AIR HOCKEY	
SET SHOT BASKETBALL	
RITWAY 3-D THEATRE	
WMS. MAJOR LEAGUE BASEBALL	
WMS. ALL STAR BASEBALL	
CHI. 6 PL. HOME RUN	
Photomatic, Late ... \$450.00	
Voice-o-Graph ... 525.00	
Midget Movies ... 295.00	
Ev. Bat-a-Score ... 275.00	
Shoot the Bear ... 195.00	
Ch. Basketball Champ ... 275.00	
Photomatic, Pre-War ... 195.00	
Exh. Jet Gun ... 250.00	
Muto, Silver Gloves ... 195.00	
Muto, Sky Fighter ... 195.00	
Muto, Ace Bomber ... 195.00	
Muto, Drivemobile ... 175.00	
Evans Super Bomber ... 169.00	
Tequiz & Film ... 159.00	
Muto, Flying Saucer ... 139.50	
Exh. Foot Base, Late ... 129.50	
Undersea Raider ... 150.00	
Goales ... 99.50	
Chi. Pistol ... 99.50	
Jack Rabbit ... 99.50	
Lite League ... 99.50	
Exh. Dale Gun ... 94.50	
Batting Practice ... 89.50	
Marion Scale ... 89.50	
Scientific Baseball ... 79.50	
Mer. 13-Way Ath. Scale ... 79.50	
Flash Hockey ... 75.00	

SHUFFLE GAMES

UNITED LEAGUE, S. A. HIGH SCORE } TEAM	
UNITED TEAM, S. A. MATCH } TOTALIZER	
GENCO SHUFFLE POOL	
GENCO MATCH POOL	
United Imperial, Match Score ... \$425.00	
United Royal, High Score ... 399.50	
United Classic, Match Score ... 375.00	
United Olympic, High Score ... 350.00	
United Clover, Match Score ... 350.00	
United Star 10th Frame, 6 Pl. ... 325.00	
United Cascade, High Score ... 279.50	
United Star 10th Frame ... 259.50	
United Super 10th Frame, 6 Pl. ... 335.00	
United Star 6 Player ... 209.50	
United De Luxe S.A., 6 Player ... 149.50	
United 6 Player w/Formica, 7-10 ... 129.50	
United 5 Player w/Formica, 7-10 ... 119.50	
United 4 Player w/Formica, 7-10 ... 109.50	
Chicoin 6 Player, High Score ... 159.50	
Chicoin Bowling Alley, w/Formica ... 59.50	
Keeney 6-Player ... 99.50	
Keeney League Bowler, 4 Player ... 99.50	
Star Bowler, 10', 2 Player, Wood Balls ... 295.00	
Universal 18' Bowt-A-Matic ... 345.00	

2 NEW CHANGEMAKERS
CONTINENTAL 2 dimes, 1 nickel for 25¢ ... \$89.50
COINWAY 5 nickels for 25¢ 2 nickels for 10¢ ... \$69.50

COUNTER GAMES

Art Show & Film ... \$49.50	Bally Futurity ... Write
Mercury Counter	Turf Kings ... \$109.50
Grip, New ... 34.50	Winner ... 99.50
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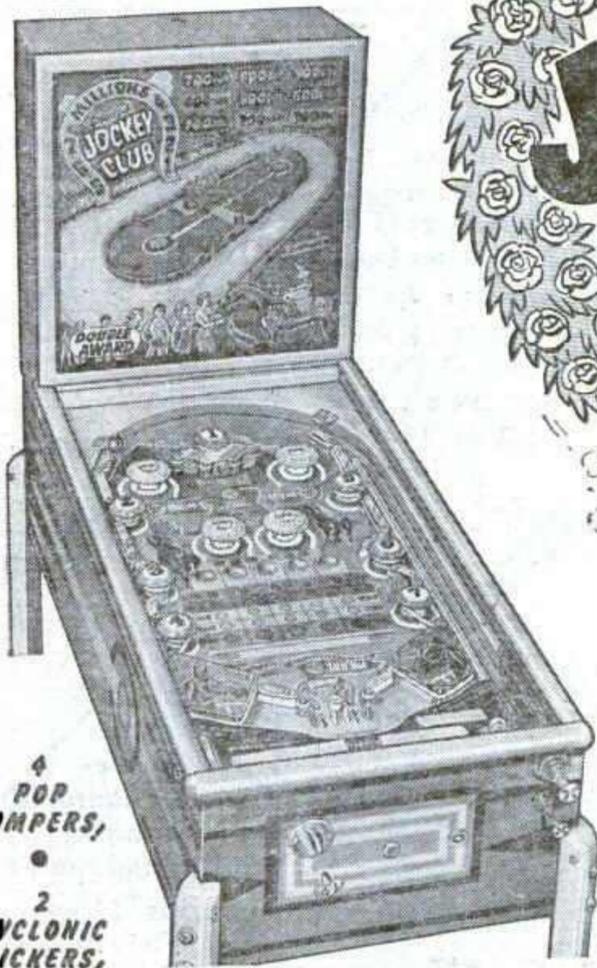
DOUBLE AWARDS!...
Inserting 2 coins at start of game doubles all Replay Awards!

5 DROP-THRU HOLES!...
Represent famous Derby Winners. 1 ball in each hole awards 1 Replay—3 balls in any one hole awards 1 Replay—4 balls in any one hole awards 3 Replays—5 balls in any one hole awards 8 Replays!

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Completing 1 to 7 sequence lights traveling light Targets for Replay!

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Roll-Over buttons turn Pop Bumpers "on" and "off" for points!

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Making "A" and "B" Roll-Overs lights bumpers for Super-High Score!



4 POP BUMPERS,

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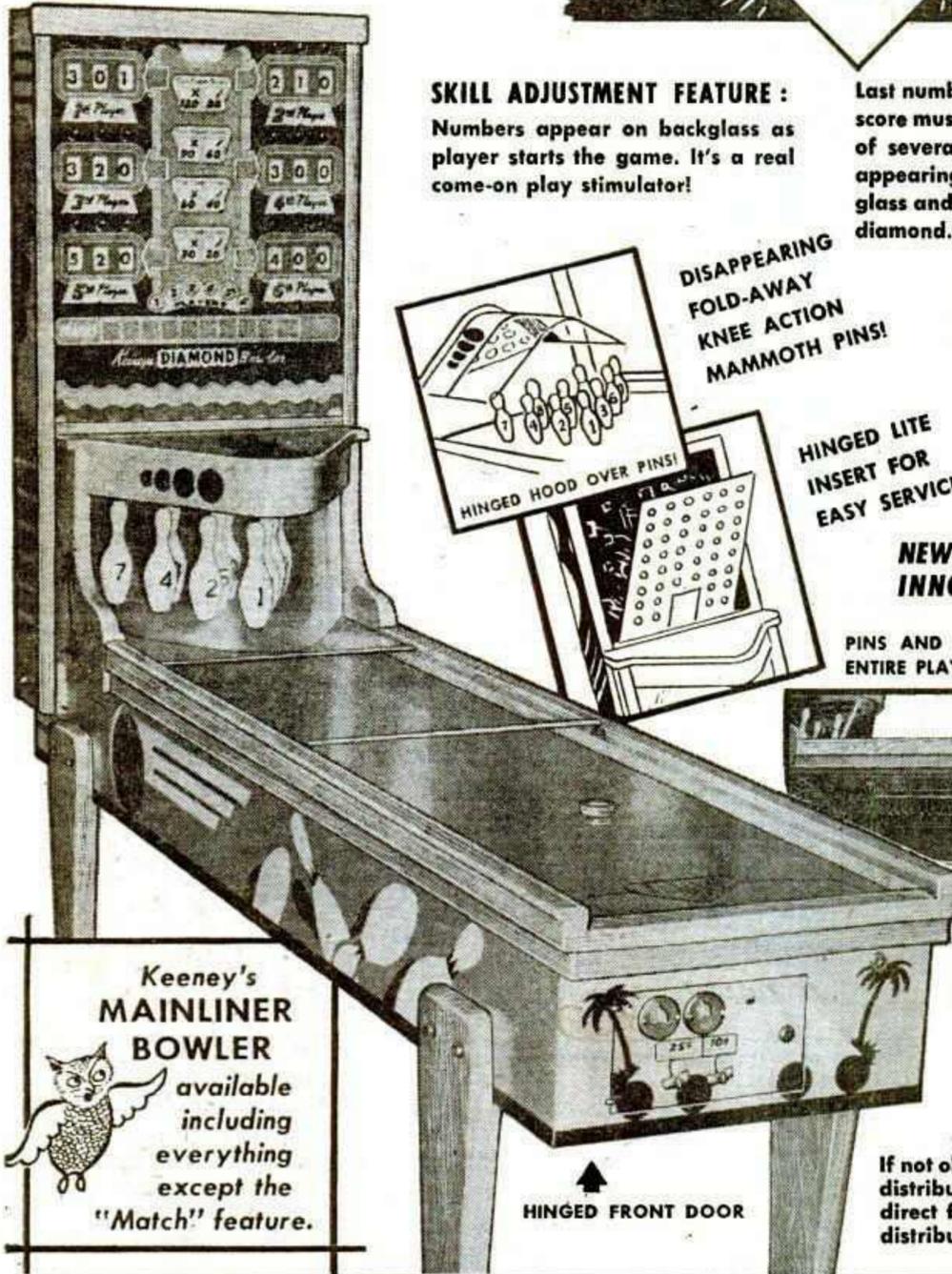
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6 PLAYERS multiply PROFITS!



SKILL ADJUSTMENT FEATURE:
Numbers appear on backglass as player starts the game. It's a real come-on play stimulator!

Last number of player's score must match one of several numbers appearing on backglass and the diamond...

4-WAY FLEXIBILITY
of play provides various settings to meet any location need.

Points are scored in various values from 20 to 500 as indicated on the backglass. This all happens in the "matching frame" when player presses button.

MATCHING FRAMES may be set at:
2 or 10
and
2-3-4-5

2 SIZES:
9 ft. game playfield now on 8 ft. cabinet
8 ft. game playfield now on 7 ft. cabinet
CONSERVES SPACE!

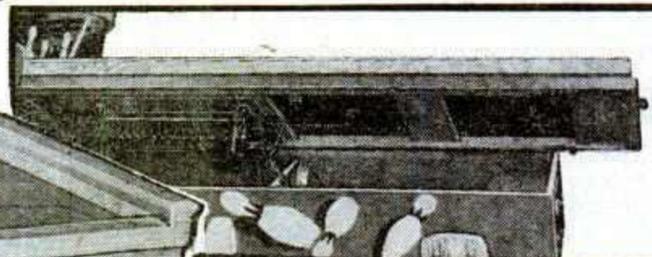


DISAPPEARING FOLD-AWAY KNEE ACTION MAMMOTH PINS!

HINGED LITE INSERT FOR EASY SERVICING!

NEW SERVICING INNOVATIONS!

PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



COVERED CASH BOX PLUS EXTENSION FLOODLIGHT WHEN DOOR OPENS

Available in 10c and 3 for 25c play.

Single-Double-Triple-Quadruple Scoring for Strikes and Spares
Strikes Shoot again in 10th frame

Reduce to 5 FRAME GAME by Simple Plug Adjustment

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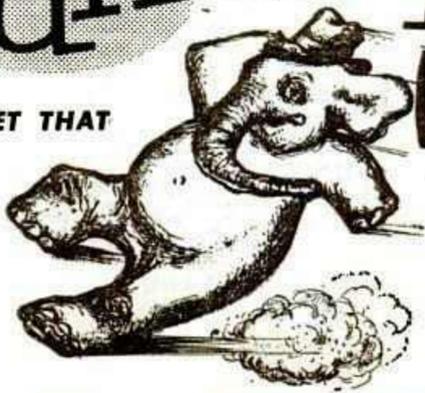
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MAY 15

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New! **6-PLAYER BASEBALL**

THE ONLY AUTHENTIC TYPE BASEBALL GAME
with the **ANIMATED BASE RUNNING UNIT**
an exclusive Williams feature!

TRIPLE MATCH FEATURE

NUMBER 0 to 9	STAR ★	PENNANT 🚩
-------------------------	------------------	---------------------

Match Number and Star with Pennant Lit

- Ⓢ Balls go up the ramps and over the fence for Home Runs!
- Ⓢ Balls hit onto ramps actually FLY THRU THE AIR!
- Ⓢ **BONUS SCORES:** Hitting Home Runs after 2nd out is made in each inning scores 2 runs for each man on base plus 5 Bonus Runs. Hitting Home Run in last inning scores 2 runs for each man on base plus 5 Bonus Runs throughout the entire inning!
- MANUALLY CONTROLLED ELECTRICAL PITCHER.
- PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.
- LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.
- OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!

WILLIAMS BASEBALL GAMES HOLD THEIR POPULAR APPEAL AND LAST INDEFINITELY!

NEW! Williams DEALER

- replays
- high scoring

plus the smart new **HOLD and DRAW** feature

PROVED for SUBSTANTIAL EARNINGS!

OPERATES ON:

- Single Entry 5c—10c—25c Slug-Proof Coin Mechanism.
- One-player 10c, can insert 2 nickels or a dime.
- Three players—25c.
- Convertible to straight 5c play.

Williams MAJOR LEAGUE
Every feature of ALL STAR with exception of "Triple Match" Feature.

3 OUTS PER INNING
Adjustable 1 TO 5 INNINGS!

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SUPER FRAME BOWLER
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6 PLAYER BASEBALL GAME HOME RUN

with the **GRAND STAND "Home Run" Feature for Extra Runs... Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!**

Entire Game Well Lit to Make it Ideal for Every Type Location!
 • Easy Servicing!
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A Natural Attraction for ALL LOCATIONS!

- ★ Game can be set to operate at 1, 2 or 3 innings per game.
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- ★ Single player continues at bat until game is over— Multiple players alternate as in bowling games after 3 outs are made.
- ★ Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!
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- ★ Designed for easy play for BOTH "Right Handed" and "Left Handed" Batters!
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**THE 100% SKILL
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Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

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LOOK!

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LOOK!

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LOOK!

100% Skill "Match Number" for Super Frame Scoring!

NEW FEATURE!

Special light on Front Panel illuminates Coin Chute and Front of Game!

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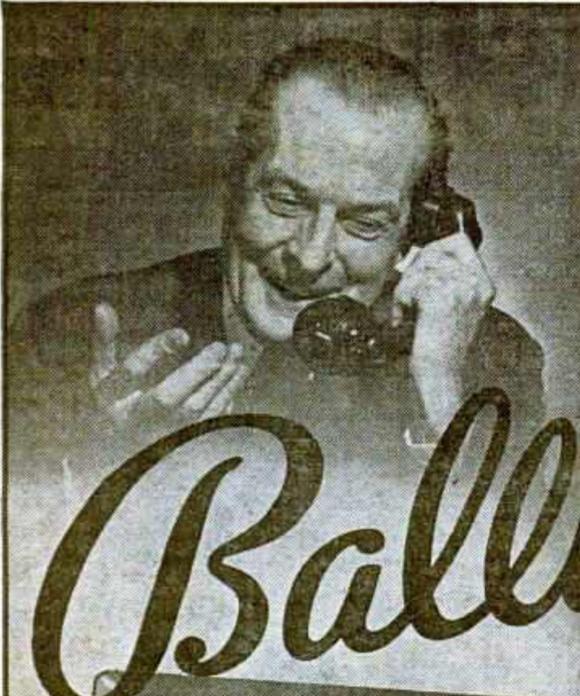
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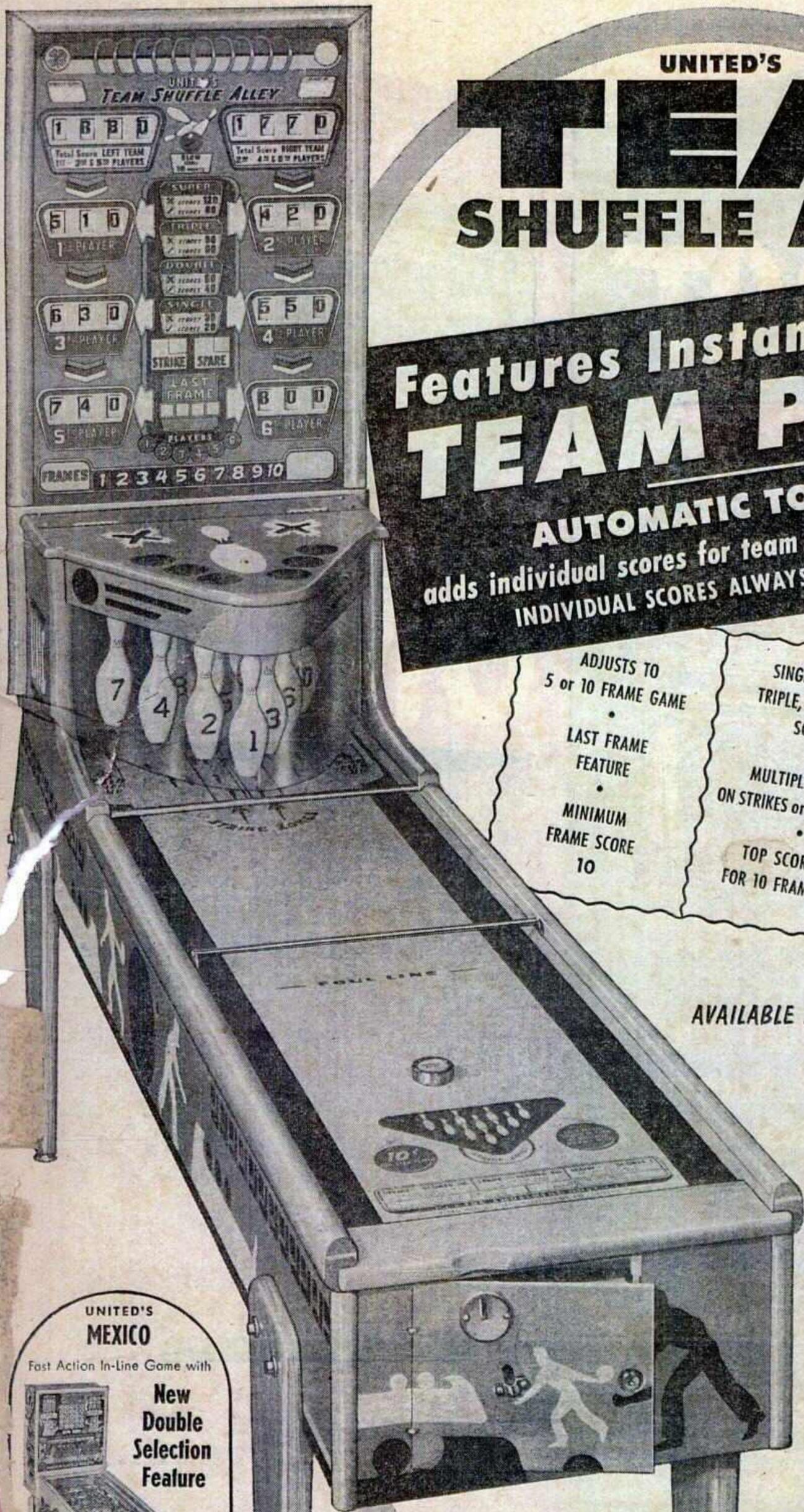
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TEAM SHUFFLE ALLEY

Features Instant-Scoring
TEAM PLAY!

AUTOMATIC TOTALIZER

adds individual scores for team totals quick as a flash!
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ADJUSTS TO
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MINIMUM
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SINGLE, DOUBLE
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 SCORES

MULTIPLE SCORES
 ON STRIKES or SPARES ONLY

TOP SCORE 900
 FOR 10 FRAME GAME

ORIGINAL
KING-SIZE
 BOWLING PINS

TRIPLE MATCH FEATURE
 (0-9) ★ ✱
 MATCH NUMBER AND STAR
 WITH CLOVER LIT

AVAILABLE IN 10¢ — 3 FOR 25¢ MODELS

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TWO SIZES
 8 FT. BY 2 FT.
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Fast Action In-Line Game with

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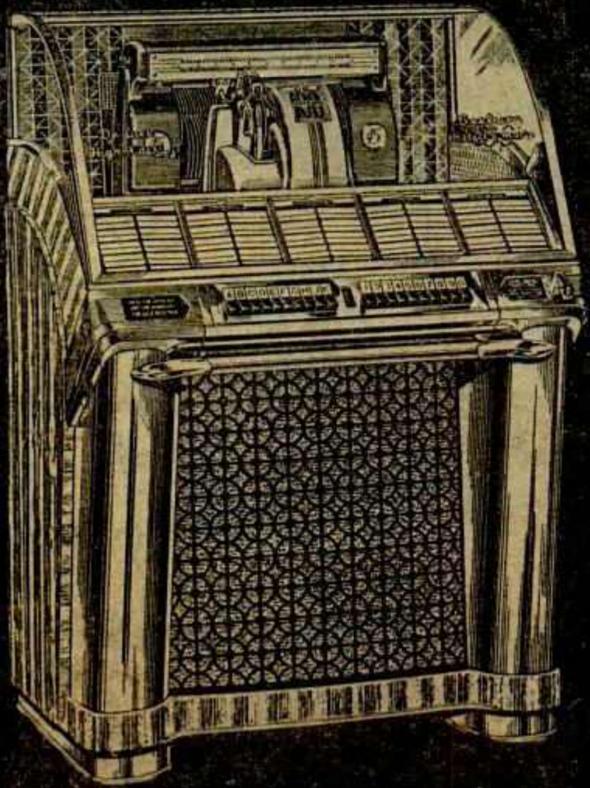


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 has all the features of TEAM
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THE MOST

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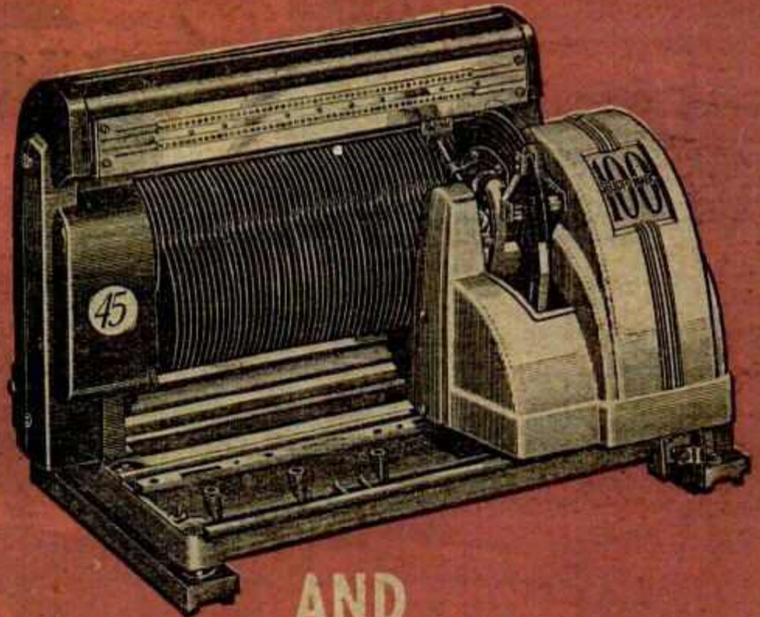
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